

BROADCAST Dialogue

The Voice of Broadcasting in Canada

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SIGN-OFF: John Francis (Jack) Cullen, 80, in New Westminster Memorial Hospital. Cullen was on-air for 55 years, all of it in Vancouver. He began as the "boy disc jockey" with **CKMO** in 1946 and later moved to **CKNW** with his *Top Dog* show. As a 17-year-old, Cullen enlisted during the Second World War and became a Navy radio operator. Cullen's *Owl Prowl* overnight show was the stuff radio legends are made of. He retired three years ago (May 18/99) from his once-a-week two-hour show. A memorial service is to be held today (Thursday) in Vancouver.

REVOLVING DOOR: Steve Bornstein, President of the **ABC TV** network, resigned Tuesday. The official line is that Bornstein is off "to pursue other interests"... New ND at **101.5 (The Hawk) Port Hawkesbury** is Jerry Manegre, who began in broadcasting since 1963. He was once Ass't ND at **CJCA Edmonton**. Manegre stepped back from broadcasting for a 20-year career in the energy industry.

RADIO: Throughout the US and here in Canada, hundreds of the most popular Internet radio stations protested webcasting royalties and record-keeping requirements yesterday (May 1) by interrupting regular programming for Net radio's *Day of Silence*. Here in Canada, **Thelceberg.com**, the combined endeavour by **CHUM Radio** and **Standard Broadcasting**, was also to have taken part. The broadcast blackout was intended to highlight webcasters' concern over the upcoming US Copyright Office ruling on royalty rates that may shut down or bankrupt the vast majority of the nascent Internet radio industry. Critics say that the royalties/record-keeping requirements would "would almost surely ruin the most of industry". Under the terms of the Digital Millennium Copyright Act (DMCA), the **Librarian of Congress** is required to set "sound recordings performance royalty" rates for Internet radio stations by May 21. A Copyright Royalty Arbitration Panel (CARP) working for that office has recommended a rate of \$.0014 per listener per song (or \$.0007 for broadcast simulcasts)... In Halifax Monday and Tuesday of this week, **CBC** board meetings saw executives present the first draft of the proposed, and hotly

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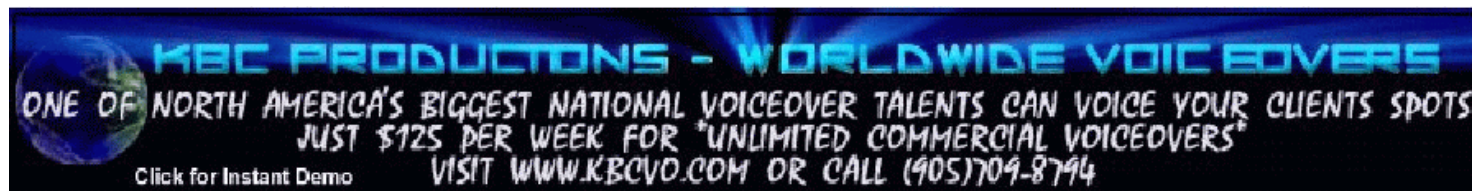
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contested, overhaul of its 60-year-old radio group. On the table were details of changes to weekday morning shows, plus a sweeping realignment of the Saturday schedule.



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CBC's board of directors were expected to sign off on the changes so as to implement what has been described as a more "accessible," "nimble," "agile" and "contemporary" **CBC Radio One**. Network management figures the makeover is necessary if the CBC is to better reflect Canada, attract younger listeners and widen its appeal among minority groups... Country Music Entertainer of the Year, **Tim McGraw**, will headline **Y105 Ottawa's** 30th birthday celebrations next month (June 23). Y105 has served Ottawa with a Country format since 1972... The **OK Radio Group** has lost its application with to erect a 425 meter tower near Edmonton. OK Radio President **Roger Charest Sr.** said the tower was necessary to provide a superior signal as radio and television companies move into digital broadcasting... Toronto-based **Infinity Broadcasting**, led by President **Neeti Ray**, has applied for an ethnic radio licence in Toronto. Infinity applied back in 2000 for the 740 frequency, which was eventually won by **Michael Caine's CHWO**... **Bill Cowan**, of **K-Rock Edmonton's** morning show (**Terry, Bill and Steve**), spent 48 hours in a 10,000-gallon tank of water on the weekend. But the time wasn't badly spent. Cowan helped raise over \$45,000 for the **Alberta Lung Association**.

TV/FILM: An Ontario superior court judge has temporarily blocked police from seizing satellite dishes or shutting down distributors. Lawyers are expected to request a longer injunction until they can challenge – on constitutional grounds – a law that prevents Canadians from watching TV from foreign satellites. The Supreme Court ruled last Friday that it's illegal to receive foreign satellite signals... Almost 75% of American commercial TV broadcasters that were supposed to be offering a digital signal by yesterday (Wednesday) failed to meet the deadline, but it comes as no surprise. Hundreds of stations have filed FCC requests for extensions, claiming a variety of financial (high cost of new technology) and technical reasons. The technology expenses averaged 63% of annual revenue for the addition of no discernible benefits to the bottom line. Add to those woes an indifferent consumer whose interest is dulled by high prices for digital TV sets. Major US network affiliates, on the other hand – 95% of them in the top 30 markets – are already offering digital broadcasting. Their signals reach about half of the US population. The nagging problem for smaller broadcasters is the failure to align the technical and financial interests of broadcasters, programmers, cable operators and electronic equipment

makers to make HDTV accessible at affordable prices to consumers... Twenty years after its launch, the network that taught Americans about isobars and Icelandic lows is a US cable TV staple and a big moneymaker. Ratings in one of its hottest time periods -- the early morning -- beat **CNN** and **Fox News Channel**. But fewer people have been watching the **Weather Channel** in recent years. And at the network's Atlanta headquarters, changes are swirling. One thing being considered is hiring anchors with no meteorological training but lots of personality and energy. Executives are convinced more viewers will tune in and stay longer if they think of the Weather Channel as a trusted and caring friend instead of just a box of meteorological data. In the past, anchors would be briefed on matters related to meteorological matters before they went on the air. Now they hear about "brand equity" and get feedback from viewer focus groups. Executive producers now want the kind of real life that doesn't show up on weather maps, e.g. ways to link forecasts to gardening, stuffed-up noses and traffic jams. "It's not about hot, cold, wet, warm, dry," says Marketing Chief **Steve Schiffman**. "It's not about the forecast. It's about the Weather Channel understands and cares about the connection between weather and your life"... **John Davy**, the Canadian businessman fired from New Zealand's **Maori Television Service** (MTS) because of phony credentials, says his academic background cannot be verified because he is in a witness protection program. MTS fired Davy on Monday because he couldn't prove that he hadn't bought his MBA on the Internet. The New Zealand government created MTS last year to promote the Maori culture. It was supposed to go on the air later this year. MTS hired Davy – born in Ottawa – as CEO last month after a worldwide search. Although he can't speak Maori, Davy was chosen because MTS thought he had an extensive business background. Among his claims beyond education: Certified Financial Management Accountant, although that designation doesn't exist in Canada; former NHL referee; former Canadian fencing champion; and, the author of two books. None of it checked out.

GENERAL: Citing the tough ad market, special charges, as well as full inclusion of the **National Post** in its results, **CanWest Global Communications** reports a loss of \$21.7-million (12 cents a share) in the second quarter ended Feb. 28, compared with a \$10.5-million profit or 6 cents per share a year earlier. Revenue at **Global TV** is running 11%

ahead of last year in the third quarter and overall newspaper results are also stronger, although the Southam chain experienced an 8% decline in ad revenue in the second quarter... **Corus Entertainment's** consolidated results for the second quarter ending February 28 include a 21% overall increase in revenues to \$162.9 million from \$134.7 million last year, fueled by acquisitions and "organic" growth. On a pro forma basis, says Corus, revenue rose 7% over last year. Corus President/CEO **John Cassaday** said: "Despite soft advertising markets Corus performed well in the quarter. Our expense reductions were timely and we have achieved our debt reduction targets"... A special gain on the sale of broadcasting assets helped **CHUM Limited** to increase its net profits for the fiscal second quarter. CHUM earned \$3.1 million for the three months ended February 28, compared with a profit of \$254,000 in the same period last year. The second-quarter results included a \$9.7 million one-time gain from a deal between CHUM and **Standard Broadcasting** where CHUM acquired **CFWM-FM Winnipeg** and \$8 million in cash, while Standard got **CHOM-FM Montreal**. CHUM says it would have lost \$3.2 million dollars for the quarter without the special gain... **Newfoundland Capital** (NewCap) says net income improved by \$1.0 million in the quarter as compared to the same period last year. Net earnings were \$286,000 (\$0.02 per share) compared to a loss of \$718,000 (\$0.06 per share) in 2001. Cash flow was \$1,583,000 (\$0.13 per share), 40% better than the \$1,131,000 (\$0.10 per share) posted a year ago. In radio, on a 19% increase in revenue, operating earnings were \$1,156,000, well ahead of the \$429,000 recorded in last year's first quarter. Cash flow of \$1,456,000 was 41% better than in 2001... Quebec's **TVA Group** reported a 58% increase in profits to \$6.5-million before non-cash charges such as amortization of licences and goodwill. The earnings of 19¢ per share, boosted by lower financing charges and strong performance at the company's broadcasting and publishing divisions, compared with \$4.2-million (12¢), in the year-earlier period... **Headline Media Group** (**The Score** and **PrideVision**) says its second-quarter loss widened to \$4 million. For the fiscal quarter ended Feb. 28, the loss amounted to six cents a share and compared with a loss of \$3.5 million or seven cents per share a year earlier, when there were fewer shares. For the fiscal six-month period, Headline Media posted a loss of \$10.5 million, compared with a \$6.4-million loss in the prior-year period... **Globe and Mail** Publisher **Phillip Crawley** says smaller newspaper companies that can't offer TV and Internet to advertisers will suffer against national chains that provide cross-media packages. Speaking to a gathering of Canada's newspaper executives at the **Canadian Newspaper Association's** annual convention in Calgary, Crawley also said that advertisers were learning how to deal with companies such as his **Bell Globemedia** that

can provide presence in a national paper, on **CTV**, on Web sites and even on specialty channels. **Toronto Star** Publisher **John Honderich**, however, took exception. He says advertisers will still have to deal with dominant regional players... Despite the misfortunes of **AOL-Time Warner** and **BCE**, **Pierre Karl Peladeau** - the Chairman/CEO of **Quebecor** says he is still confident in his convergence strategy. He admits, though, that the issue of convergence has come into question yet believes the problem was mainly due to the high value attributed to transactions made a year or two ago... The best in Canadian broadcasting on the Prairies in 2001, as honoured by **RTNDA**, are:

RADIO:

Charlie Edwards Award for spot news reporting – **CJME Regina**

Ron Laidlaw Award for continuing coverage – **CJME Regina**

Dan McArthur Award for in-depth or investigative reporting – **CBC Information Radio**

Dave Rogers Award for feature reporting – **CBC Radio Saskatchewan**

Sam Ross Award for editorial – **CHED Edmonton**

Gord Sinclair Award (Medium Market) for special event coverage – **CBC Radio Saskatchewan**

Gord Sinclair Award (Small Market) – **CJCD Yellowknife**

Byron MacGregor Award for best radio newscast – Large Market: **CBC Radio Calgary** and Medium Market: **CBC Radio Saskatchewan**

The new *RTNDA Web site award* – **CBC Radio Saskatchewan**.

TELEVISION:

Charlie Edwards Award – **CFCN-TV Calgary**

Dan McArthur Award – **CFCN-TV Calgary**

Gord Sinclair Award – **CFCN-TV Calgary**

Ron Laidlaw Award – **Global Edmonton**

Dave Rogers Award – **Global Edmonton**

Sam Ross Award – **CBC Canada Now**

Bert Cannings Award for best television newscast – Large Market - **Global Calgary**; Medium Market - **Global Television Regina**; and, Small Market - **Global Television Lethbridge**...

The **Central Canada Broadcast Engineers**, meeting near Barrie (Horseshoe Valley) in annual conference this September, will have as their keynote speaker, **Kevin Shea**, Group Executive VP at **CTV**.

SUPPLYLINES: **Rogers Cable** has chosen **Leitch Technology's Whiplash2** slow motion system for use in its mobile trucks. Primary use will be for coverage of live sports events in Ontario and the Atlantic provinces.

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RADIO: As expected, **CBC Radio** has eliminated its national morning show, *This Morning*, from the program schedule. And CBC is also cutting half an hour from its local morning shows across the country. It's part of a major overhaul of its daily radio schedule. This Morning will be scrapped this summer... Portland, OR-based **MeasureCast** says **Standard Broadcasting** made an impressive debut appearance in its Internet radio rankings the week of April 22. Standard, which streams 11 stations, took the number nine spot in the Top 10 Internet Radio Networks chart... Some say that doing nothing is a reasonable option when confronted with a problem. The **Canadian Broadcast Standards Council**, however, is not among them. CBSC has cited **CHIK-FM Quebec City** for failing to respond to a complaint. The Standards Council says that violates the responsibility of CBSC Membership. The complainant had made known her exception to what she regarded as homophobic remarks made on CHIK and, accordingly, had sent the station a letter. The station didn't formally reply. Because of the elapsed time on this one, CHIK wasn't nicked for the sexual slur but was cited for not sticking with the protocol. Far more detail on this may be found at www.cbsc.ca... **CKSY-95.1 FM** and **CKUE- 94.3 FM (THE ROCK)** in



K-ROC Edmonton puts forth a marketing angle that only a Canadian station could get away with!

Chatham have exchanged frequencies. The plan is to improve 94.3 CKSY coverage in the counties of Chatham and Kent while extending CKUE (95.1) into Essex County (Windsor and area)... In Saskatoon, **Rawlco** stations **CKOM-News Talk Radio**, **C95FM** and **102.1 Rock** are all located in a new state of the art building overlooking the South Saskatchewan River... **CFRN Edmonton**, one of the **Standard Radio**



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stations, has flipped to **TEAM 1260**... For the radio writing "junkies", a Web page for news reporters, writers and

anchors may be found at <http://www.newscript.com/>. Called the *Writing for Radio* Web site it may – as with all sites contained in *Broadcast Dialogue* – be accessed by clicking on the URL... This Saturday night in New Liskeard, **CJTT** is honoring long-time supporter **Dick Farrow** at a semi formal dinner. Farrow, the Recreation Director for the town, will be presented with a *Media Excellence Award* for 28 years of service through participation at the station. Every week he's been on the air discussing rec activities, general sports issues, or adding color to a play-by-play hockey games. That doesn't include his 30-minutes a week of talk show activity. As CJTT GM **Mike Perras** says, "28 years of support from a non employee, gotta be a record there somewhere."

TV/FILM: *Alliance Atlantis* and *Astral Media* have won the right to have won the right to join *Bell ExpressVu* as intervenors in a case brought by grey market satellite operators. This, of course, is all about a determination to be made on whether or not US satellite signals TV should be legally distributed in Canada. Last month, the *Supreme Court of Canada* ruled it is illegal to receive foreign satellite signals but the court left the door open to a constitutional challenge. That challenge gets underway May 21... A poll commissioned by *CanWest Global* shows that Canadians value *CBC-TV's* English service, the public network. Conducted April 4-9 by *Compas Inc.*, the survey of 500 Canadians asked about favourite programs, what TV news they watch, their value of Canadian content, how CBC-TV should be funded, and some questions on political bias. Forty-seven per cent want CBC-TV to keep getting its taxpayer-funded subsidy while 13% would like to see its parliamentary appropriation increased: 60% of Canadians who want to see CBC-TV continue as is, or with public resources increased. Bottom line from *Compas* head **Conrad Winn** is keep CBC-TV the way it is and don't give it more nor less money. Other results include: CBC-TV's information programming is "the single best aspect" of the network, with 39% saying it is the "chief asset"; CBC-TV is "at the top" with 27% saying when they choose their national news programming by channel, they opt for the public network (compared to 18% for *CTV*, 7% for *Global* and 6% for *CNN*). However, not to mislead, *The CTV News With Lloyd Robertson* still beats *The National* at 10 in the Nielsen ratings. A majority (51%) want to see CBC-TV keep its ads while still getting a subsidy. At the same time, 57% support CBC-TV doing "fewer things but better"... *Torstar Corp.* CEO **Rob Prichard** has told shareholders that the *CRTC* decision shutting his company out of the TV market in southern Ontario was "wrong." He says the decision to award licenses to Calgary-based *Craig Broadcast Systems* and Toronto-based *Rogers Communications* "contradicts the policy objectives of the Broadcasting Act." The Broadcasting Act, he said, is committed to Canadian content and to local and regional reflection. Hamilton Member of Parliament **Stan Keyes**, who heads the federal Liberal caucus, has filed a

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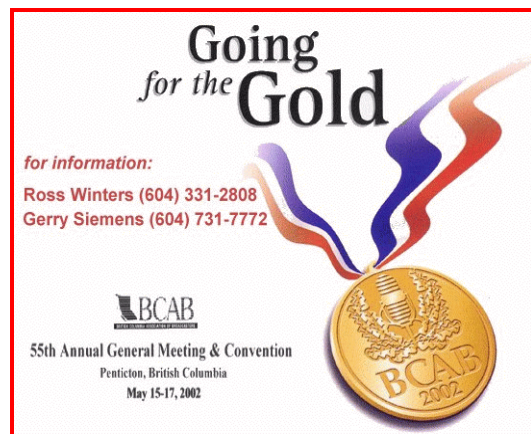
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complaint with the *Department of Canadian Heritage*. *Torstar* has until May 23 to decide whether to join the complaint... At its licence renewal hearing in Gatineau, *CHUM Ltd.* said it wants to expand into more TV markets. But CHUM also said the new licences awarded to *Craig Broadcast Systems* and to *Rogers Communications* in Southern Ontario will make it tougher for CHUM to maintain levels of local and original programming. The company says it will lose \$12-million in direct revenue as a result of the new licences. Jay Switzer, in an interview, said CHUM Television's top priority is the June 6 relaunch of *CKVU Vancouver*... Today (Thursday) in Gatineau, the *CRTC* will meet to reconsider an application by *World Television Network/Le Réseau Télémonde* (WTM). The



re-hearing for WTM, which is proposing an English and a French service, is required by an Order-in-Council. WTM wants to provide news, public affairs, a n d film/entertain

ment programming from Canada and around the world in the original language of production to reflect Canadian and global cultural diversity... The **National Film Board of Canada** has won *The Silver Award for Best Canadian Documentary* at the **Hot Docs Canadian International Documentary Festival** in Toronto. The NFB production, *The Tree That Remembers*, won a \$5,000 cash prize (payable to the filmmaker courtesy of **The Documentary Channel**) and will air on **TVOntario** Wednesday, May 22. Complete information may be found at www.nfb.ca... People meters have been a boon for those seeking accurate TV viewing numbers but news out of the US that the **Nielsen** ratings show the **TV Guide Channel** atop the heap is fascinating. As one industry observer noted, "By providing a means to search for something -- anything -- worth watching, this 24-hour electronic scroll has made itself America's most-watched channel"... In Frankfurt, the holding company for media giant **Kirch Group's** pay TV operation filed for bankruptcy yesterday (Wednesday). The filing by **KirchPayTV**, the parent of the loss-making broadcaster **Premiere**, comes one month after a bankruptcy declaration by **KirchMedia**, the group's core subsidiary which holds its free TV stations and film-rights business. **Premiere** has bled cash at a rate of more than \$1.8 million a day and was the source of much of the larger Kirch Group's financial troubles. Pay TV and Germans seem not to mix well. Residents already pay \$14.65 a month in taxes to support public TV, already get 30 free channels and seemingly aren't about to pay more... Many readers will remember **Ron Bremner**, ex President/GM at **WIC's BCTV Vancouver** who left there to become President of the Calgary Flames. Bremner check in and tells us that since he parted ways with the Flames (after five years) last summer, he and wife **Gail** have been traveling... A lot! They just got back from a month in New Zealand, did a month through the Maritimes and New England last fall to see the colors and now are planning Normandy for an eight-day bicycle trip, then a month in Italy. Before France, though, Ron's heading to Laval for a five-week French immersion course.

GENERAL: Ken Finckenstein, the head of the **Competition Bureau**, says the **CRTC** should butt out of the business affairs of broadcasters and instead stick to promoting cultural diversity. He thinks Ottawa needs to approve a dual-track approval system for future media mergers that would see the Commission taking care of cultural aspects and the Competition Bureau ruling on business affairs. Von Finckenstein also thinks parliament should rewrite the Broadcasting Act, and remove restrictions on the number of commercials per hour and requirements that broadcasters stick to certain formats... **CanWest Global Communications** and **Rogers Communications** are teaming up for a **Microsoft Canada** ad campaign. Microsoft's **Agility** ads are launching this month in the **National Post** and in Vancouver, Edmonton, Ottawa and Calgary dailies. The campaign will be tied to a 12-part weekly editorial series on Canadian competitiveness. Microsoft's deal with Rogers also includes editorial content. The Rogers properties involved are **Maclean's**, **Canadian Business**, **680News Toronto** and **News1130 Vancouver**... Microsoft co-founder **Paul Allen** has sold his entire stake in Internet and media company **USA Networks Inc.** Sale price was US\$568.6-million. Allen's move follows a deal by USA Networks Chairman/CEO **Barry Diller** to sell the company's cable and entertainment assets to France's **Vivendi Universal**... Britain's **Telewest Communications PLC**, a cable TV company, says it's cutting 1,500 jobs, or about 14% of its workforce, as part of attempts to reduce its \$7.3-billion US debt. Telewest reported it lost 166 million pounds (\$242 million US) in the first quarter, compared with a loss of 209 million pounds in the first quarter of 2001. The company, which has 1.8 million subscribers to its cable TV, Internet and telephone operations, said it had sufficient funding for at least 15 months... In Wendake, Quebec, **CBC** Reporter **Claude Brunet** was arrested on the picket line at **Radio-Canada** and charged with disturbing the peace. Brunet was arrested after a tiff with security guards who were protecting CBC cameras. It's alleged he put his hand in front of a live camera while a speech was being given by Indian Affairs Minister **Robert Nault**. During the bitter dispute, other journalists have been stopping CBC cameras by standing in front of them, or blocking them with their hands or sheets of paper... The man who co-owns **Maple Leaf Sports & Entertainment** (owners of the **NBA Toronto Raptors**, the **NHL Toronto Maple Leafs** and Toronto's **Air Canada Centre**) – **Larry Tannenbaum** – is said to be the new owner of **Hollinger Inc.**, the publisher of a trade magazine group which includes **Broadcaster** and **Cablecaster** magazines. Those are the two publications of most interest to broadcasters but, in total, there are about 90 publications involved in the deal. The former magazine division of **Southam** has been on



the auction block for two years... **RTNDA** Regional winners from **British Columbia**, awarded at Nanaimo Friday night, are: For **Radio**, Charlie Edwards Award

for spot news reporting – **CKNW Vancouver**; Ron Laidlaw Award for continuing coverage – **CKNW Vancouver**; Sam Ross Award for editorial – **CKNW Vancouver**; Dan McArthur Award for in-depth or investigative reporting – **CBC Radio News**; Dave Rogers Award for feature reporting – **CBC Radio Victoria**; Gord Sinclair Award (Large Market) for special event coverage – **CBC Radio Vancouver**, (Medium Market) **CFAX Victoria**; Byron MacGregor Award for best radio newscast – (Large Market) **CKWX News1130 Vancouver**, (Small Market) **Star FM Abbotsford**. The new RTNDA **Web site** award – **CBC Vancouver**. Winners for **Television** are: Charlie Edwards Award – **BCTV Global**; Ron Laidlaw Award – **BCTV Global**; Dan McArthur Award – **CBC News: Canada Now Vancouver**; Dave Rogers Award – **BC CTV Vancouver**; Gord Sinclair Award (Large Market) – **BC CTV Vancouver**; Sam Ross Award – **CH Television Victoria**; and, the Bert Cannings Award for best TV newscast: (Large Market) **BC CTV Vancouver**, (Medium Market) **CHBC Kelowna**; and (Small Market) **CFJC-TV Kamloops**...

REVOLVING DOOR: Jim McCourtie becomes new PD at **FM96 (CFPL-FM) London** May 27. A native Londoner, McCourtie returns to the city after 10 years at **Edge 102 Toronto** where he was most recently Creative Director CORUS Radio Toronto... The **APTN (Aboriginal Peoples Television Network)** Board of Directors has exercised their option to conclude the employment agreement with COO **Ron Nadeau**, effective immediately. Chairman/CEO **Clayton Gordon** said the Board felt it was time for a change in leadership direction. Gordon will temporarily assume the COO duties as the APTN Board begins an executive search... **Andrew Saunders** has been appointed VP, Integrated Sales, at **Bell Globemedia**. His responsibilities will include leading sales across all platforms in TV, print and the Internet. He move into the expanded post from a similar assignment at **The Globe & Mail**... New people at **Nielsen Media Research** are: **Ron Boldovitch**, Sales Account Executive; **Paul Boston**, Client Service Executive;

Andrew Bruckner, Sales Account Executive; **Carm D'Alessandro**, Communications Manager; and, **Louis Versailles**. VP (Quebec), Sales and Service... **imsradio** (Integrated Media Sales) has added two people. They are **Angy Sanci** and **Gavin Mortimer**. Sanci, who had been National Promotions Manager at **Telemedia**, will work in the Toronto office in a similar capacity. Mortimer, who had been with **Corus Radio** in Toronto, will work in promotions with the **ims Western Canada** team... **Global TV Saskatoon** adds Sports Reporter/Anchor **Jamie Thomas**, in from **Global Lethbridge**. Also at **Global Saskatoon**, **Tawnie Moffat** – the *Global Broadcaster of the Future Aboriginal Scholarship* winner – starts her four-month practicum this week... **Mike Cleaver**, most recently at **CFRA Ottawa** as Assistant News Director and morning News Anchor, is now at **CKNW/NW2 Vancouver**, anchoring newscasts and filling in on business reports...

SIGN-OFF: Songwriter **Otis Blackwell**, 70, in Nashville, TN. Blackwell wrote such hits as *Don't Be Cruel*, *Great Balls of Fire*, *All Shook Up*, *One Broken Heart For Sale*, *Return to Sender*, *Hey Little Girl* and, perhaps the most famous, *Fever*, which became the signature tune for **Peggy Lee**...

SUPPLYLINES: **LARCAN** has been awarded a **2002 Vidy Award** for its new **MAGNUM**, a solid state UHF transmitter. The award signifies **MAGNUM's** excellence in the advancement of the art and science of video technology. The Vidy Awards are nominated each year by industry professionals. Winners are selected and awards presented at the **NAB**...

EDITOR'S NOTE: Gary Hooper of the **Central Canada Broadcast Engineers (CCBE)** surprised me in the midst of some clean-up work last Friday. Despite my appearance, Hooper presented the **CCBE's Award of Appreciation** to **Broadcast Dialogue** in recognition of the magazine's continuing "outstanding and loyal" support. Many thanks to CCBE!



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TV/FILM: The federal cabinet will formally consider appeals of the decision that shut out **Torstar's** bid for stations in Kitchener, Hamilton and Toronto. The appeal was triggered by petitions to cabinet from Liberal caucus Chairman **Stan Keyes** (Hamilton West) and independent Hamilton TV producer **Alan Aylward**. Both strongly support Torstar, largely because of its commitment to 118 hours weekly of local and regional programming. The **CRTC's Denis Carmel** says the Broadcasting Act allows any member of the public to file a petition and "*the minute they send a letter invoking sections of the Act, it means an appeal process has been launched.*" On April 8, the CRTC awarded two licences for Toronto stations – one to **Craig Broadcasting** of Calgary and the other to **Rogers Media** of Toronto. Cabinet has 45 days from next Thursday to deal with any appeals... **CH TV (CHCH) Hamilton** has eliminated a combined 37 technical and management jobs. The **CanWest Global** operation will phase the jobs out or transfer them to **Global Television** in Toronto... **CHUM Television International** (CTI) has formed a consultancy arrangement with senior broadcast veteran Jon Helmrich, President of **International Broadcast Communications**. Helmrich will concentrate on channel format development and partnerships internationally, in addition to opening new areas of business in the US market... *The National* is getting noticed in the US. When it wasn't on the air at its usual time during the Salt Lake City Winter Olympics, **CBC-TV** heard about it from irate American viewers. **CBC Newsworld** runs an around-the-clock all-news cable channel down there called **Newsworld International** (NWI). It's available to 12.2 million US homes as part of the basic **DirecTV** package. It's also carried on **Time Warner Cable**, the country's largest cableco, and Newsworld International is owned by Paris-based Vivendi. CBC and **Power Corp.** jointly began the channel in 1994 to show CBC news and other programs in the U.S. They sold it a year ago for \$150 million to **USA Networks**, which Vivendi later bought.

Vivendi, through USA Networks, pays CBC the full cost of operating the channel plus a fee on top of that which keeps about 35 editorial and about 25 technical personnel employed. **Tony Burman**, CBC's news editor-in-chief, is quoted as saying, "*What is striking is that American viewers are telling us that this is an alternative view to what they get on*

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One of our clients in Ontario [*but a long way from Toronto*] has an opening for a full time GM/SM.

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As Sales Manager you will be responsible for employing, training and motivating the sales team, meeting monthly targets, account distribution, strategic planning and budgeting for sales, new business development, promotions and event marketing, creative proposals, rate card management and collections.

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NBC, CBS, ABC and CNN and that they also like our foreign coverage, which has declined on the U.S. networks"... **CJOH-TV Ottawa**, in a promotion to begin the **Toronto Maple Leafs-Ottawa Senators** play-offs, attracted over 600 classroom – comprising up to 20,000 students – entries ranging from videos, Web sites, PowerPoint presentations, huge banners and life-size player cutouts. Called "SHOW YOUR SENS SPIRIT", individual classes had to prepare a project that demonstrated team spirit. Each winning class won a pair of tickets to a home playoff game for each student and the teacher.

GENERAL: **TVA Group Inc.** and **Quebecor Media Inc.** say their respective boards of directors have approved TVA Group's acquisition of **Publicor**, the magazines division of Quebecor Media. The parties expect the closing of the transaction on or about May 17, at a cost to TVA of \$36 million cash... Meantime, another Quebec publisher – **Transcontinental Media Inc.** – says the trend to convergence is a 'Pandora's box'. Company President **Andre Préfontaine**, in providing that assertion, cited layoffs, losses and writedowns to demonstrate convergence's failure. Speaking to **The Canadian Club** in Toronto this week, Préfontaine said "These great convergence empires . . . have a hard time making a good return on their investments and may find themselves smothering in their ivory towers." Further, he said, he expects Canada's debt-heavy convergence players will soon be forced to restructure operations. Following his speech, Préfontaine told a reporter: "You will see convergence as a strategy undergo a significant mutation over the coming months. What comes out of that metamorphosis I do not know, but it's sure as hell is not going to be the convergence model these groups had going in"... **Radio-Canada** says it has made a \$9-million offer to locked-out employees to resolve the contentious issues of salaries and temporary workers, but the union says it won't recommend the improvements to its members. The corporation said it has offered a pay hike totalling nearly 8% annually to 1,400 employees in Quebec and Moncton, who've been locked out since March 22. The pay raise would cover the first 12 months of the agreement, with an additional \$1,000 signing bonus for each employee... Winners at the **RTNDA Atlantic** regional convention held in St. John's this past weekend are: **RADIO** – **VOCM St. John's** - Charlie Edwards Award for spot news reporting and the Ron Laidlaw Award for continuing coverage; **CBC Radio Fredericton** - Dan McArthur Award for in-depth or investigative reporting; **KJL Fredericton** - Sam Ross Award for editorial; **VOCM St. John's** - Gord Sinclair Award (Medium Market) for special event coverage; the Byron MacGregor Award for

best radio newscast - (Medium Market) **VOCM St. John's** and (Small Market) **CJLS Yarmouth**. The new RTNDA Web site award went to **CBC Radio Halifax**. **TELEVISION** winners are: **Global Television** - Charlie Edwards Award; **ATV News** - Ron Laidlaw Award; **CBC New Brunswick** - Dan McArthur Award and the Dave Rogers Award; **NTV St. John's** - the Sam Ross Award; **ATV News** - Gord Sinclair Award; and, **Global Television** - the Bert Cannings Award for best television newscast (Medium Market)... Two decisions from the Quebec Regional Panel of the **Canadian Broadcast Standards Council** – one for Radio, one for TV. **CKTF-FM Gatineau**, in an alleged "comedy" bit broadcast about Hindus, "constituted abusively or unduly discriminatory comment, in breach of the human rights clause of the CAB Code of Ethics," says CBSC. The TV decision, concerning **CFTM-TV (TVA) Montreal**, found that TVA breached the rights of privacy of complainants who told station personnel they did not wish to appear in a comedic sketch. Both decisions may be found in their entirety at www.cbsc.ca. (Click on the URL to connect directly)... The **Ontario Association of Broadcasters** will be presenting a position paper to the Government of Ontario on several broadcast related issues directly related to newsrooms. Topics include open meeting policies and use of police scanners. To that end, the OAB is putting together an ad hoc committee of News Directors to develop the position. Those interested in participating may contact OAB President **Paul Larche** at plarche@kicx.com. (Click the e-mail address for immediate access).

REVOLVING DOOR: **Rogers Television** has formed an in-house sales representation team called **Rogers Television Sales and Marketing**. It will sell national English air-time on behalf of **CFMT-TV Toronto** and the newly licensed **CFMT "too"**. National Sales Manager is **Don Lang**, ex of **CanWest Media Sales**. Team members include **Michael Cansick**, also from CanWest Media Sales, **Kimberley Ellis**, from **Corus Entertainment**, and **Rhoda ZaFridas**, from **Optimum Media Directions**... At **The Fan 59 (CJCL) Toronto**, two more lay-offs this week. Gone are GSM **Bruce Campbell** and Promotions Director **Bruce MacTavish**... **Rod Black** is leaving his job at **Canada AM** to return to covering sports. Black will stay with the **CTV** morning show through to September, then will do a combination of sports gigs on CTV properties, including **TSN**... New GM at **CHIN's** Ottawa ethnic station, yet to announce call letters, is **Ed Ylanen**... **imsradio** in Toronto has appointed **Hilary Pickering** as New Business Manager... **Ravi Baichwal** of **BC CTV Vancouver** has moved to **CTV Newsnet** as Weekend Anchor. He begins Aug. 19. Baichwal currently co-anchors BC CTV's **News at Five**.

SIGN-OFF: **J. Fred Weber**, 80, a Canadian broadcasting pioneer, of cancer in Kamloops. Weber launched **Cariboo Broadcasters** in Quesnel, then - in 1960 - he founded **Skeena Broadcasters**. Skeena eventually had radio stations in Terrace, Kitimat and Prince Rupert, as well as **CFTK-TV Terrace**. In 1962, Weber designed a transmitter in a piece of plastic pipe which could be placed on mountain tops, bringing television to the BC northwest.

LOOKING: A combined GM/GSM job is open in Ontario. See the ad on Page One. Other jobs we've heard about include **CFRN-TV Edmonton** looking for a Promotion Manager and **CHBC-TV Kelowna** with an opening for a part time Announcer/Producer in the News Department.

RADIO: **Louis Bélanger**, a lawyer for **Astral Media**, told a Montreal Federal Court this week that Canada's competition commissioner should stop interfering in the affairs of the **CRTC**. **Konrad von Finckenstein**, said Bélanger, isn't minding his own business. Further, said the Astral lawyer, the CRTC is the expert in matters relating to radio and TV, including competition issues. The **Competition Bureau** said last December it opposes Astral's acquisition of 19 Telemedia stations in Quebec and the Maritimes because allowing the Quebec stations to go to Astral -- already a major player in Quebec radio -- would hand it too much control over the French-language radio advertising market in the province. The CRTC approved the deal last month... It looks like the end of the road for **Napster**. The company's top executives have resigned and Napster is considering filing for Chapter 7 bankruptcy protection... Deejays at five **Clear Channel** stations - **WAXQ**, **WHTZ**, **WKTU**, **WLTW** and **WWPR** (all in New York City) - have joined in asking the company not to use voicetracking. Sixty hosts sent Clear Channel CEO **Randy Michaels** a letter asking the company to withdraw its proposal that new union contracts at WKTU, WLTW and WWPR permit voicetracking. But Michaels' position is that voicetracking is a technology that's here to stay; that those who oppose it are akin to 1920s musicians who opposed phonograph records. Current union pacts require that a host be in the

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station at all times... **Corus Radio** stations **CFPL/CFPL-FM/CFHK-FM London** are moving Monday (May 20) to 380 Wellington St., Ste 222, London ON N6A 5B5. New main phone number will be 519/931-6000... The new ethnic station in Ottawa, owned by **CHIN Toronto**, will be located in the CHUM facilities on George Street.

SYNDICATION: **Danny Wright** will take the helm of the **Jones Radio Networks'** overnight Country radio show. Wright made his mark as Dancin' Danny Wright at major stations in Seattle, Portland, Boston, Washington, DC, and Kansas City. In 2000, both the **CMA** and the **CRB** named him "Major Market Personality of the Year."

EDITOR'S NOTE: If you'll take a look at the masthead on this edition you'll see that this is **Volume 9, Number 48**. With 48 editions per year, that means **Broadcast Dialogue** has now completed 10 years of service to the Canadian broadcast industry. We've grown in that time to the very well-received Broadcast Dialogue magazine, our annual Directory, the Broadcast Dialogue Web site (www.broadcastdialogue.com). And yet, yet this one -- the weekly electronic newsletter with its 'hits' of what's been going on -- remains the source for industry news. Frankly, I cannot believe that the time has slipped by so quickly. It seems like only yesterday that I began pitching broadcasters on the Broadcast Dialogue idea. One of the first people I gave my sales talk to was **CHUM VP Duff Roman**. He liked what he heard but was somewhat worried. He asked, "Can I buy a subscription for three-months? I don't know how long you're going to be around." To this day, Duff reminds me of that chat and, bless him, he remains a loyal subscriber.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Carm D'Alessandro**, **Nielsen Media Research (Canada)**, Markham. Welcome!

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Thursday, May 23, 2002

Volume 10, No. 1

Page One of Three

RADIO: At the **British Columbia Association of Broadcasters** Convention in Penticton last weekend, **Joint Communications** CEO **John Parikhal** called the **CRTC** "deaf, dumb and blind" for, among other things, its Canadian Content regulations. He then got into what he sees as items on listeners' wants-and-needs list, e.g. combat and gambling; sports and business; awareness - news, traffic and weather; insight and learning - context, analysis and talk; escape - absurd, unusual, outrageous and funny; and, time - what they want, when they want it. On the matter of presentation, listeners want: an ongoing story; unexpected humour; pre-digested detail; reassurance and relief; and, control, convenience and connection. Parikhal says over the next five years infotainment will grow, content will move upwards, context will rule and there will be wars and skirmishes for control of the broadcast landscape... The US **Library of Congress** has thrown out CARP, the proposed royalty rates that had been proposed by the **Copyright Arbitration Royalty Panel** earlier this year. It's a clear victory for Internet streamers of music. In February, CARP proposed copyright rates based on each person who listens to an online broadcast. Charges would be .07 of a penny per song for a "simultaneous Internet retransmission of an over-the-air AM or FM radio broadcast," to twice that for an Internet-only broadcast. Translated, it would have meant that a radio station streaming its programming would have had to pay \$.70 per song per thousand online listeners; Webcasters would pay \$1.40... **Standard Broadcasting** is offering \$1.3-million for 80% of **Iceberg Media.com**, which is 80% of what Standard doesn't already own. Iceberg welcomes the bid and says if the deal collapses, it could go out of business altogether. The Internet company reported a loss of \$7.6 million last year and says it's been hurt by diminished investor interest in companies focused on the Internet... Still with **Standard**, **CFRN Edmonton** will debut its new format – **TEAM 1260** – June 3. **Bryn Griffiths** will be Sports Director and Morning Host. Griffiths brings 18 years of sports experience to his new chores, including **CFRN-TV Edmonton**, **CBC Television**, and radio stations in the Edmonton area... **Standard Broadcasting**,

General Manager/Sales Manager

One of our clients in Ontario [but a long way from Toronto] has an opening for a full time GM/SM.

As General Manager you will recruit, train, motivate and schedule staff, know and administer a collective bargaining agreement, budgeting, oversee office, studio and transmitter site maintenance, and ensure the smooth day to day running of this FM radio station.

As Sales Manager you will be responsible for employing, training and motivating the sales team, meeting monthly targets, account distribution, strategic planning and budgeting for sales, new business development, promotions and event marketing, creative proposals, rate card management and collections.

A generous benefits and remuneration package is available to the right qualified individual, who will relocate to this smaller community.

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Allan Slaight and Gary Slaight (Gary was featured in a **Globe & Mail** feature piece on Tuesday) will be

Broadcast Dialogue magazine's cover story in the June edition. It is a timely piece in light of the recent **Telemidia** acquisitions... **CanWest Global Communications** has applied for FM licenses in Winnipeg, Kitchener-Waterloo and Montreal. A decision on Winnipeg, where there were 12 applications, is expected this summer. Coming up in October, a **CRTC** hearing for 10 applicants who want an FM license in Kitchener-Waterloo. And, in February, the Commission will hear proposals for a new Montreal FM'er... **Bertelsmann**, the German media giant, has purchased **Napster** for \$8-million. By doing so, Bertelsmann's money goes directly to creditors and staves off a bankruptcy filing. Napster CEO **Konrad Hilbers** and Founder **Shawn Fanning**, who resigned last week, now rejoin the company. The Germans plan to relaunch Napster as a subscription digital music service... **Y105 (CKBY-FM) Ottawa's 4th Annual Country Cares Challenge for CHEO** goes May 27-31, benefitting the **Children's Hospital of Eastern Ontario**. In the past three years, the radiothon has raised almost \$230,000.

TV/FILM: **Torstar** and **Global Television** have appealed to federal cabinet to set aside the **CRTC** decision on their separate applications for three TV stations - one each in Toronto, Hamilton and Kitchener-Waterloo. Torstar CEO **Robert Pritchard** says "The CRTC's decision was an anomalous one, inconsistent with the objectives of the Broadcasting Act, the commission's prior decisions and the commission's call for proposals. It should not be allowed to stand unchallenged." Global Television CEO **Gerry Noble** says "We felt that, on a comparative basis, they (Craig) had the weakest application in terms of contribution to the Canadian broadcasting system." The five original applicants for the TV licences have until today (Thursday) to file an appeal. Cabinet then has 45 days to deal with any appeals. The **Craig Broadcasting** application - the winner - was for **torontojone**, a Toronto license with a Hamilton rebroad... In Toronto last week, **torontojone** introduced itself to nearly 200 local producers, presenting them with an overview of the new station's focus and resources for creating strong local programming... **CanWest Global Communications** has made moves to sell its non-core assets, including community newspapers. CanWest CFO **John Maguire** says the response has been "healthy" and that the company expects to realize between \$650-million and \$800-million for them. The New Zealand rumors have proven out in that CanWest is also looking at floats or partial floats assets which include New Zealand broadcast operations. Maguire asserts, however, that while debt reduction is a high priority, there won't be any fire sale prices. CanWest had \$3.8-billion of debt at the end of the quarter in February... **Rogers Cable** is



spending \$2.3-million on TV, radio and print advertising to promote digital television in a move some analysts say is critical to many of the roughly 50 channels launched last year. Digital boxes and channel packages haven't been selling as fast as is necessary for their survival. In fact, several channels have laid off staff and cut programming. Recent speculation suggests some are getting ready to quit while ownership stakes in others may be swapped. In March, Rogers had 302,400 digital terminals in customer homes, a decline of 11,700 from Dec. 31... The **Canadian Broadcast Standards Council** says programs aired after 9 pm ET but well before that time in the Western time zones must provide more viewer advisories. **History Television** has been cited as being in violation of the **CAB Violence Code** for its airing of **Argentina's Dirty War** on two separate occasions last year. Broadcasters must provide viewer advisories throughout the entire program when the program appears before the Watershed hour of 9:00 pm in Western time zones. The complete decision may be found at www.cbsc.ca... The **Supreme Court of Canada** will hear will hear arguments from cable companies about charges they face from various utility-owned hydro poles which carry cable to subscribers. The case is focused on a fight with several Ontario utility companies. In 1996, the companies demanded more than \$40 dollars per pole, up from \$9.60. The two sides have been haggling ever since. A spokesman for **Rogers**, says if they lose the case, cablecos may have to raise rates. A ruling is expected around the end of the year... Manitobans may soon have more TV choices. **Manitoba Telecom Services (MTS)** has launched a trial digital TV service in 200 homes that, if all goes as planned, will compete with cable and satellite. The service (digital signal through an existing phone line) can deliver a different digital signal to up to three TV sets at one time. An MTS spokesman says the service - if it meets expectations - could launch publicly in Winnipeg as early as next year... **Corus Entertainment** has bought a 50% stake in the **Locomotion** animation channel - an international channel that broadcasts in Spanish and Portuguese. The deal, worth up to \$16.2 million, will see Corus partner with the Florida-based action-oriented pay TV station that targets the 18- to 35-

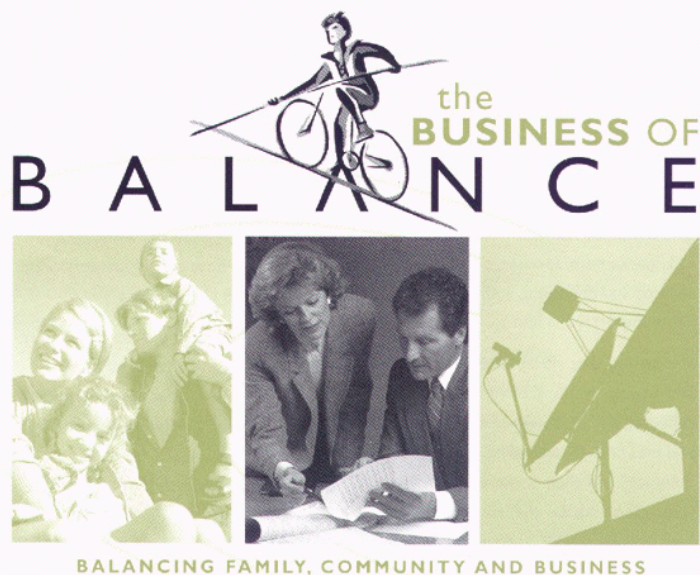
year-olds. The other half of the channel is owned by **Hearst Corp.**

GENERAL: Winners at the 55th Annual General Meeting and Convention of the **British Columbia Association of Broadcasters** – held in Penticton last weekend – are: (**RADIO**) Agency Creative - **Bryant, Fulton & Shee, Vancouver**, Best Creative - **CKKQ Victoria**; Excellence In News Reporting - **CKNW Vancouver**; Special Programming - **ROCK 101 Vancouver**; and, Community Service - **CFAX 1070 Victoria**. (**TELEVISION**) Agency Creative - **Bryant, Fulton & Shee, Vancouver**, Best Creative - **CKVU Vancouver**; Excellence In News Reporting - **Global Vancouver**; Special Programming - **Global Vancouver**; and, Community Service - **CHBC-TV Kelowna**. The BCAB Broadcast Performer of the Year: **Brian "Frosty" Forst**. The BCAB Broadcaster of the Year: **Brenda Levesque, PGTV/CKPG Prince George**. And, the BCAB Broadcast Performer of Tomorrow/Radio: **Wayne Kelly of CJAT-FM Trail**. Also from the BCAB, the Association's members are supporting the effort to bring the **2010 Winter Olympic Games** to Vancouver to the tune of up to \$3 million in broadcast time over the next year in a bid to create excitement and awareness... **Advertising Standards Canada's** 2001 ad complaint report includes 1,164 beefs about 815 ads – 549 of them concerning TV. The top three categories criticized were the personal and proprietary category, food and media. About 30 advertisers were named in the report including **American Media Partners, Famous Players, Sears Canada, Vaillancourt Meubles, Pharma Plus Drugmarts, Allied Domecq, Canadian Tire Corp., Watkin Motors, Ford Motor Co., Volkswagen Canada, Le Groupe Yellow and Pepsi-Cola Canada**. An additional 36 unnamed advertisers were also cited, but withdrew or changed their ads after being advised a complaint had been received... A poll conducted in New York shows nearly 60% of **America Online** subscribers plan to leave it for another Internet Service Provider. **ChangeWave**, an investment and research firm, reports: *"The findings...point to a serious and ongoing hemorrhaging of AOL's Internet subscriber base. Among members using AOL as their Internet service provider, two out of five rate it unsatisfactory -- by far the highest negative rating of any major ISP specified in the survey."* The survey comes at a time when **AOL Time Warner's** management is struggling to get the online service back on track as it suffers from an anemic advertising climate and slower growth in its dial-up subscriber base. Some members resented the relatively high cost of \$23.90 for the service and, says ChangeWave, the situation will worsen as Web surfers move toward high-speed services... At the 61st annual

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WAB
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Peabody Awards in New York City this week, **ABC News** President **David Westin** – accepting an award for ABC's coverage of 9/11 – singled out Anchor **Peter Jennings** for his special service. His remarks seemed to be a public way of putting to rest rumors that in negotiating a new contract for Jennings, ABC had suggested cutting his pay... Ottawa-born **John Davy**, 51, has pled guilty to forging his resume to get a New Zealand TV job. He was fired last month from his \$94,500-dollar-a-year post as head of **Maori Television Service** for claiming he had a university degree in business and accounting. Davy faces a maximum seven-year sentence when he's sentenced May 29... **Bill Roberts**, President/CEO of the **VisionTV Group of Channels**, has been appointed to the Board of Directors of the **Media Awareness Network** (Mnet), a national not-for-profit organization that promotes and supports media education in Canadian schools, homes and communities.

REVOLVING DOOR: After 31 years at **CKPG/CKKN/PGTV Prince George**, GM **Brenda Levesque** is retiring come the end of June. She and her husband will move to Nanaimo where a boat of their own awaits them... **Dominic Caruso**, formerly the CEO of **MacLaren McCann Canada**, has been named as President of **Cossette Communication Group's** Toronto office and Exec. VP of Cossette's Quebec City-based parent company. He had been with MacLaren in Toronto for nearly 12 years... **MGM Worldwide Television Distribution Group**, a unit of **Metro-Goldwyn-Mayer**, has hired **Susan Hummel** as VP - Television Distribution, Canada. She will be based in Toronto... **Rose Kingdon** has been appointed Audio Supervisor at **Broadcast News** in Toronto. Kingdon succeeds **Malcolm Morrison**, who took the position of Markets Reporter in the amalgamated BN-CP business department... **Bruce Leslie** has been named Director, Corporate Affairs and Brand Management at **CanWest Global Communications** in Winnipeg. Leslie will continue to maintain some responsibility for the company's Corporate Affairs and Communications... **Chad "The Pog" Martin**, ex of **Power 92 Edmonton**, will join **Standard Radio** in Calgary next month as Urban Assistant PD and will also host the Morning Show on the new Urban station (on-air date yet to be determined). Martin was APD/MD/Afternoon Host at Power 92.

SIGN-OFF: **Jerry Dunphy**, 80, in Los Angeles of a heart attack. Dunphy, whose career as a Los Angeles Anchorman spanned four decades, did newscasts at three Los Angeles stations during his career.

LOOKING: A combined GM/SGM job is open in Ontario. See the ad from **Byrnes Media** on Page 1... Other jobs we've heard about include CFCN-TV Calgary looking for a Promotion Manager; CJOH-TV Ottawa looking for a Unit Manager; **CJNL Merritt** seeking an afternoon Announcer; and **Loyalist College** in Belleville looking a Dean, Media Studies.

SUPPLYLINES: Montreal-based **Miranda Technologies** has appointed **Strath Goodship** as the company's CEO. He joined Miranda in 1997 to launch its European division and will now be based in Montreal.

OPS: The location for **CHIN's** new Ottawa station – the physical plant – has yet to be determined. However, **CHUM Ottawa** is lending an office for GM **Ed Ylanen's** use while the new facility is being built. The new CHIN station will be at 97.9 FM and is expected to go to air on or before Oct. 4... The ad on Page 1 is repeated this week because of an inaccurate phone number. It's correct now.

EDITOR'S NOTE: If you're reading somebody else's copy of **Broadcast Dialogue's** monthly magazine – and you want your own issue – just let us know. If you're associated with the broadcast community in any capacity, the magazine is free. E-mail me with your name, address and affiliation and I'll put you on the distribution list.

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Thursday, May 30, 2002

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REVOLVING DOOR: Pat Donelan, after 12 years at **C103 Moncton** – and who shepherded the launch of **XL96 Moncton** – has a new assignment from **NewCap Broadcasting**. He begins running the new Calgary FM operation early in June. NewCap acquired the license that was granted to Telemedia in a deal with **Standard Radio** and construction is underway on the Jazz-formatted station, aiming for a late summer launch. **Paul Larsen**, ex of **SILK-FM Kelowna**, is the PD... Quebec's **TVA** had a first on Monday night, a female news anchor. **Sophie Thibault** is the first woman to take the helm full-time of a major evening newscast in Quebec... After 25 years with the **CKWS-TV/CFFX-AM/CFMK-FM Kingston** stations, now owned by **Corus**, **GSM Terry Shea** has resigned. His successor is **Randy Beck**... **The New PL (CFPL-TV) London** Anchor **Kate Young** has stepped down from the evening newscast. She has become Director of Community Relations for the **CHUM TV** stations in Southwestern Ontario... Also at The New PL, **Keith Tomasek** has been appointed Director of News Programming. It's a step up for Tomasek. He had been Supervisor - News Production... **Andrew Long** of **CORUS Radio Oshawa (CKDO/CKGE-FM)** joins **Q-94FM (CHIQ) Winnipeg** early in June as MD... **Davin Robbins** moves from **The FOX (CFGW) Yorkton** to the new FM station at Cobourg where he'll become MD/Afternoon Host...

SIGN-OFF: **Otto Lowy**, 81, host of **CBC Radio's** long-running music program **The Transcontinental**, of a heart attack. Born in Czechoslovakia, Lowy came to Canada when he was 27 years old. For 50 years, he wrote scores of radio plays and TV scripts, produced documentaries, and played a wide range of dramatic and comedic roles.

LOOKING: **Corus Radio** is in search of a **GSM** for its Toronto market (see the ad in this edition)... **Silk-FM Kelowna** seeks a Morning Co-Host (see the ad in



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You have three to five years of media sales management experience, preferably in radio. Interested applicants are invited to send a resume to:

JJ Johnston
Corus Radio Toronto
1 Dundas St. W.
Toronto, ON M5G 1Z3
jj@corusent.com

Deadline for applications is June 7/02

(Click on this ad for direct connection to JJ Johnston's e-mail)

this edition)... **The NewPL (CFPL-TV) London** seeks an Anchor/Reporter and a News Producer (see the ads in this edition)... Other jobs we've heard about include **News 1130 (CKWX) Vancouver** looking for a person to handle production duties; and, **Fanshawe College** in London is accepting applications for the position of Professor for the Broadcast Journalism Program in the Communication Arts Division. It's a full-time position beginning in September 2002.

RADIO: The US recording industry – artists and major labels – have joined to demand tougher laws that would put a stop to "payola"-like promotion of music played on the radio. Further, they're calling for a broad US government review of radio consolidation

In a joint statement to the FCC and the American congress, the artists and record labels said radio deregulation and practices that skirt 40-year-old anti-payola laws stifle competition, drive up music promotional costs and make it harder for new artists to gain attention... A select group of staffers on **CBC's This Morning** were told late last week that the much-touted revamp of the morning slot wouldn't be feasible by the Sept. 2 deadline. Sources say Host **Shelagh Rogers** and key members of her have been told that they can count on doing their three-hour show this fall, possibly continuing its run until the end of December... The **Stratford Chamber of Commerce**, during its 2002 *Business Excellence Awards*, presented **CJCS Stratford** President/GM **Steve Rae** with its *Personal Excellence Award*. Said one of the judges: "He was chosen because he deserved it...there is nothing he won't do for the community and local charities"... **Netscape Communications'** new 7.0 preview browser is boasting a number of new features, including radio. Radio@Netscape is an integrated radio product that features over 175 stations... Just before getting into a snapshot of the **BBM** Spring Ratings, last place **CJNW Vancouver** (see below) has forfeited its run at the All News format. NW-2, ID'ed after sister station **CKNW**, went to a music loop Tuesday morning. CJNW, which had been the **CKLG** – the Top-40 rocker – took on rival **News1130 (CKWX)** about a year ago. **Corus Vancouver** GM **Lou Del Gobbo** says about nine full-time and 15 part-time employees will lose their jobs...

TV/FILM: **Bell Globemedia**, CTV's parent, says it is "partnering" with **Nielsen Media Research** on initiatives to "address the future

of television audience research" in Canada. CTV Sr. VP of Sales and Marketing, **Rita Fabian**, says cooperative projects include a way to link audience viewing and demographics information with actual purchase behaviour. Advertisers, she says, can then better direct messages. Nielsen, along with CTV, will establish a "TV Leadership Forum" to demonstrate the power of TV on the influencing of brand loyalty. Further, Nielsen's audience measurement for all Bell Globemedia's broadcast, cable and digital services have been expanded to include a national,

AC Morning Co-Host



We are looking for a talented, intelligent morning show co-host with character and passion to build on our strengths. You will have a distinctive sound with a bright, sincere delivery that relates to the target demo. We are offering first rate earnings and other benefits, not to mention, a great location. We would like to fill the position my mid-Summer.

Responsibilities will include: * Broadcasting a live (and automated) morning show on an Adult Contemporary radio station * Morning news, daily preparation and review with Program Director * Numerous promotional appearances * Remote commercial broadcasts * Contribution to the direction and viability of the stations.

Qualifications: Consistent adult presentation * Minimum 2 years experience * Great phones * Proven communicator * Familiarity with automation * Voice track * Production.

Write, phone or e-mail:

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Kelowna, B.C. V1Y 1P4
(250) 860-1010 or rdyer@silk.fm

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ANCHOR / REPORTER

Seeking anchor with proven track record of both reporting and co-anchoring evening newscasts. Demonstrated ability to rapidly adapt to change, make quick decisions, and work under pressure. Consistency in performance and appearance are essential. Extensive knowledge of news production techniques along with excellent writing abilities are a must. Successful applicant must think fast and respond appropriately in high-pressure situations. Five years news experience required, preferably three years in television. Our evening newscast dominates the market with an adult rating of 16.4 and an average audience of 110,500.

Keith Tomasek
Director of News Programming
The NewPL
TheNewPL.com
1 Communications Road, P.O. Box 5810
London, ON N6A 6E9



a **CHUM** TELEVISION Channel

We thank all applicants for their interest, however, only those selected for an interview will be contacted. No phone calls, please.

CHUM Television values diversity in its work force and is committed to Employment Equity.

People Meter-based TV ratings service; regional ratings for Ontario and Quebec; local-market ratings for Toronto/Hamilton and Vancouver, and advertising information services. But **Rob Dilworth**, VO of Research for CTV, says that while Bell Globemedia has made a long-term commitment to Nielsen, his company still supports a dual TV ratings system in Canada: "... *It behooves everyone - broadcasters and advertisers alike - to have the most flexible process possible for buying and selling airtime, and we believe the current system provides that flexibility*"... A decision on the Toronto TV licence appeal may come as early as next week. And, while **BD** reported last week that **Torstar** and **Global Television** had appealed to Cabinet, two more broadcasters filed an appeal against **Craig Broadcasting's** proposed **toronto|one. Alliance-Atlantis Broadcasting** joined-in as did **CHUM Ltd.** With Parliament's summer shutdown coming, cabinet is expected to get this hot potato off its plate quickly. If cabinet refers the toronto|one decision back to the **CRTC**, the hearing process might start again from scratch but with a different set of Commissioners... Meanwhile in Toronto later this morning (Thursday), **Craig Broadcast Systems'** will offer reporters rebuttals to the appeals. President/CEO **Drew Craig** will be taking questions... The Watershed hour continues to get broadcasters in dutch with the **Canadian Broadcast Standards Council**. This time it's **Bravo!** for airing a sexually explicit documentary at 4 pm EDT. It should have aired after 9 pm. The complete decision may be found at www.cbsc.ca... A memorial has been organized to remember and to celebrate the life and accomplishments of the late **David Mintz**, a former President of **CanWest Global Television Network**. It takes place June 2 (3 p.m. at the Liberty Grand, Exhibition Place, Toronto). For information, contact **Jennifer Sandle** or **Cara McCutcheon** at **NextMedia** in Toronto; 416/971-9973...

GENERAL: Winners at the **RTNDA** Central Canada meeting in Montreal last weekend are:
RADIO – CJAD Montreal, which just about pulled off a clean sweep in that it won five awards – the Charlie Edwards Award for spot news reporting; the Ron Laidlaw Award for continuing coverage; the Sam Ross for editorial; the Gord Sinclair Award (Large Market) for special event coverage; and, the Byron MacGregor Award (Large Market) for best radio newscast. The Dan McArthur Award for in-depth or investigative reporting went to **CBC Radio Thunder Bay**; **CBC Radio One** in Northern Ontario won the Dave Rogers Award for feature reporting; the Gord Sinclair Award (Medium Market) went to **CBC Radio Windsor**; and, **CBC Radio Thunder Bay** won the Byron MacGregor Award (Medium Market) while Small Market honors went to **CBC Radio One** in Northern Ontario.

TELEVISION – Global News won the Charlie Edwards Award; **CFCF-TV Montreal** won the Ron Laidlaw Award; the Dan McArthur Award and the Dave Rogers Award both went to **CJOH-TV Ottawa**; **CKCO-TV Kitchener** won the Sam Ross Award; the Gord Sinclair Award went to (Large Market) **CFTO-TV Toronto** and to (Medium Market) **The New VR (CKVR-TV) Barrie**. The Bert Cannings Award for best TV newscast was won by (Large Market) **CFTO-TV Toronto** and to (Medium Market) **The New VR (CKVR-TV) Barrie**. The new RTNDA Web Site Award for television went to **Thunder Bay Television**... Because the Central Canada meeting was linked to the national convention of the **Radio-Television News Directors Association**, the national awards were presented at a gala luncheon Saturday. National RTNDA winners are:

RADIO – CJME Regina won the Charlie Edwards Award for spot news reporting; **CKNW Vancouver** won the Ron Laidlaw Award for continuing coverage; **CBC Radio Fredericton** won the Dan McArthur Award for in-depth or investigative reporting; **CBC Radio Saskatchewan** won

NEWS PRODUCER

Take responsibility for content, style and presentation of daily newscasts. Ability to develop stories, lineup newscasts, write copy and edit scripts. Five years TV news experience or equivalent desired. Demonstrated overall production skills, news judgment, and ability to work with and provide leadership to others. Excellent opportunity for a creative producer to produce a compelling daily news program. Our evening newscast dominates the market with an adult rating of 16.4 and an average audience of 110,500.

Keith Tomasek
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the Dave Rogers Award for feature coverage; **KHJ Fredericton** won the Sam Ross Award for commentary; the Gord Sinclair Award for special event coverage went to (Large Market) **CJAD Montreal** - (Medium Market) **CBC Radio Windsor** - (Small Market) **CJCD Yellowknife**; and, the Byron MacGregor Award for best radio newscast was won by (Large Market) **CKWX News1130 Vancouver** - (Medium Market) **VOCM St. John's** - and (Small Market) **CJLS Yarmouth**. The radio winner of the new RTNDA Web Site Award was **CBC Radio Saskatchewan**.

NETWORK RADIO – **Broadcast News** won the Charlie Edwards Award; **CBC National Radio News** won the Ron Laidlaw Award and the Dan McArthur Award; **CBC Radio** won the Dave Rogers Award; **Broadcast News** picked up the Gord Sinclair Award; and, the Byron MacGregor Award was presented to **CBC National Radio News**.

The new RTNDA **WEB SITE** Award went to **CBC Radio**.

TELEVISION – **Global News** received the Charlie Edwards Award; **Global Edmonton** won the Ron Laidlaw Award; **CBC Television New Brunswick** won the Dan McArthur Award; the Dave Rogers Award went to **CJOH Ottawa**; **NTV Newfoundland** won the Sam Ross Award; the Gord Sinclair Award was won by (Major Market) **ATV News Halifax** and by (Medium Market) **The New VR (CKVR) Barrie**. The Bert Cannings Award for best TV newscast was won by (Large Market) **Global Calgary**, (Medium Market) **CHBC-TV Kelowna**, and by (Small Market) **CFJC-TV Kamloops**.

The RTNDA **WEB SITE** Award went to **Thunder Bay Television**.

NETWORK TELEVISION – Two awards were won by **Global Television**; the Charlie Edwards Award and the Ron Laidlaw Award. The Dan McArthur Award went to **CBC Television News**; **CTV's W5** won the Dave Rogers Award; the Gord Sinclair Award was presented to **CTV News** while **CBC Television News** received the Bert Cannings Award.

The RTNDA **WEB SITE** Award went to **CTV News**.

In a separate ceremony Saturday night, Altona-based **Golden West Radio (Elmer Hildebrand)** was presented with the *Friend of RTNDA Award* for Golden West's continuing support of the association and of the company's commitment to strong news presentation at Golden West stations. **CFAM Altona ND Al Friesen** accepted the award on Elmer Hildebrand's behalf and presented Hildebrand's remarks: "This recognition indeed is special as I note previous recipients were **CNN, Canada News Wire, VOCM, WIC, and Broadcast News**. This recognition of "Friend" may at times also appear as "Pest", especially for the folks at Broadcast News. Over the years in this business, now marking 45 years, I have had a passion for news and information. I have spent many hours debating with news people at various levels about how our industry can do a better job in serving our listeners across the country. I may be the only owner of radio stations who

continues to call not only (BN GM) Wayne Waldroff and (BN ND) Mike Omelus about news stories, but also the Golden West group of stations about what's on the air. I want to challenge every one of you here tonight to really think about news and the news process. It is my contention that we need to be more selective, more inquisitive and MORE LOCAL. At

the end of the day, LOCAL NEWS may be the only thing that will keep many radio stations in Canada relevant. At the Golden West group of stations, we have accelerated our local news dramatically over the past ten years while airing less and less national and international news. This has been a very big factor in our continuing growth. I love this industry...I love the ability to react to situations as they arrive...and I love to see young people enter our business and then learn, listen, and blossom! Radio is one of the few businesses where we really CAN DO WHATEVER WE CAN IMAGINE! Let your imagination soar and enjoy!"...



Golden West NDs Daryl Braun (CHSM Steinbach) and Al Friesen (CFAM Altona)

COMMUNITY SERVICE: 106.9 The BEAR Ottawa held its 5th Annual Rock Auction May 27, raising over \$21,000 for the local children's hospital. In the past five years, The BEAR's Rock Auction has raised over \$180,000.

Western Association of Broadcasters

June 14 - 16, 2002

Delta Lodge, Kananaskis

Kananaskis, Alberta

Info: Bruce Hamstead

(403) 292-0492

SPRING 2002 RADIO RATINGS 12+ (SPRING 2001):

VANCOUVER

CKNW	14.8 (15.4)
CHQM	9.9 (7.8)
CFMI	8.5 (10.8)
CKZZ	8.4 (11.0)
CBU	7.6 (7.2)
CBU-FM	6.0 (6.1)
CJJR	5.6 (4.9)
CKKS	4.6 (5.7)
CFOX	4.3 (4.6)
CKBD	4.2 (5.3)
CFBT	3.2
CKWX	2.8 (3.2)
CKVX	2.7 (3.6)
CISL	2.3 (2.6)
CKST	1.5
CFUN	1.4 (1.8)
CJNW	0.6 (0.1)

CALGARY

CJAY	17.0 (n/a)
CKRY	16.7 (n/a)
CKIK	15.2 (n/a)
CHFM	10.7 (n/a)
CHQR	8.5 (n/a)
CHRK	5.9 (n/a)
CKMX	3.2 (n/a)
CFFR	2.4 (n/a)
CFAC	0.8 (n/a)

EDMONTON

CHED	12.6 (n/a)
CKNG	11.5 (n/a)
CISN	10.4 (n/a)
CIRK	10.3 (n/a)
CFMG	9.4 (n/a)
CFBR	9.3 (n/a)
CFCW	7.3 (n/a)
CKRA	6.8 (n/a)
CHQT	3.8 (n/a)
CFRN	1.4 (n/a)

REGINA

CKRM	23.7 (n/a)
Z99	22.8 (n/a)
WOLF	17.3 (n/a)
LITE 92	12.0 (n/a)
CJME	7.5 (n/a)

SASKATOON

CFMC	23.9 (n/a)
CJDJ	18.3 (n/a)
CJWW	13.5 (n/a)
CJMK	13.2 (n/a)
CKOM	7.0 (n/a)
CFQC	5.1 (n/a)

WINNIPEG

CJOB	15.0 (18.4)
BOB	11.3 (6.0)
Q94	9.2 (12.1)
Power 97	9.2 (10.3)
HOT 103	8.6 (10.8)
QX104	8.5 (6.7)
CITI	5.7 (7.4)
KY	5.3 (3.8)
TEAM	1.2 (3.8)

TORONTO

CHFI	10.7 (10.7)
CHUM FM	9.3 (10.3)
CFRB	7.4 (6.8)
EZ ROCK	6.7 (5.8)
AM 740	5.4 (5.6)
Q107	5.3 (4.4)
MIX 99.9	4.7 (5.2)
CLASSIC 96	4.3 (4.3)
680 NEWS	4.2 (3.5)
KISS	4.1 (6.7)
EDGE	3.5 (3.7)
Z103.5	2.8 (2.2)
FAN 590	2.3 (2.2)
FLOW	2.1 (2.3)
MOJO	1.3 (1.3)
ENERGY	0.5 (1.0)
THE TEAM	0.4 (1.9)

OTTAWA-HULL

KOOL	10.8 (n/a)
MAJIC	10.7 (n/a)
CIMF	10.2 (n/a)
CFRA	7.9 (n/a)
CKTF	7.0 (n/a)
Y105	6.5 (n/a)
BEAR	5.8 (n/a)
CHEZ	5.4 (n/a)
CJRC	4.0 (n/a)
X-FM	2.8 (n/a)
CIWW	2.5 (n/a)
CFGO	2.4 (n/a)

MONTREAL

(E) CFQR	7.9 (n/a)
(E) CHOM	3.5 (n/a)
(E) CJFM	6.4 (n/a)
(E) CJAD	5.9 (n/a)
(E) CBM	1.6 (n/a)
(E) CMBE	1.6 (n/a)
(E) CINW	0.9 (n/a)
(E) CKGM	0.5 (n/a)
(F) CITE	12.1 (n/a)
(F) CFGL	9.0 (n/a)
(F) CKOI	8.9 (n/a)
(F) CKAC	8.8 (n/a)
(F) CKMF	7.5 (n/a)
(F) CBF	6.2 (n/a)
(F) CJPX	5.0 (n/a)
(F) CBFX	1.2 (n/a)
(F) CINF	1.2 (n/a)
(F) CKOO	1.7 (n/a)

HALIFAX

CIOO	26.8 (n/a)
CFRQ	15.0 (n/a)
CHFX	12.7 (n/a)
CIEZ	8.9 (n/a)
CHNS	7.2 (n/a)
CFDR	4.4 (n/a)
CJCH	1.2 (n/a)

BBM, in its just-released *RTS Canada* survey of 52,000 respondents, found that 62% of consumers agreed or strongly agreed that, too much sex is being used to sell products. Other findings include 59% of consumers chose gardening as their number one sports leisure activity, followed by fitness walking (55%) and camping (47%); 64% reported a very (18%) or somewhat (46%) favourable impression of door-to-door flyers; and, 2% have shopped at an online grocery store in the past year.