

# Dialogue BROADCAST

*The Voice of Broadcasting in Canada*

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**R**ADIO: *Mojo Toronto's* call letters (*CFYI*) were changed to *CFMJ* Nov. 1... The administrators of *Cogeco Radio-Television*, personality **Andre Arthur** and *Metromedia* are appealing a court judgment ordering them to pay \$420,000 to former Quebec premier **Daniel Johnson** and his wife in a defamation suit. The comments by Arthur – on *CJMF-FM Quebec City* and *CKVL Montreal* – involved government grants to a ski resort owned by Mrs. Johnson's former husband. The defendants contend that Judge **Carole Julien** made errors in her ruling... *Big Pond Communications*, which operates *CJUK-FM Thunder Bay*, has applied to take its power from 37 watts to 15,000 watts, to relocate its transmitter, and to increase its antenna height from 60 to 165 metres. Rationale for the changes to the community station is to "rectify the station's current signal deficiencies and to provide a reliable signal to all of the central market of Thunder Bay." The **CRTC** has set an intervention deadline of Dec. 6... **D.J. Williams**, President of the London, ON-based *Jetset Media Workshop*, will present the seminar *Where Creative Reasoning Meets the Radio Rate Card* during Consultants Day at **RAB2003** in New Orleans Jan. 30. **RAB2003** runs Jan. 30-Feb. 2 at the Hyatt Regency... The ninth annual *Celebrity Raffle* on *CJFX Antigonish* saw \$50,000 raised – a 50% increase of last year – for the purchase of a surgical microscope for *St. Martha's Regional Hospital* in eastern Nova Scotia. The money was raised between 7 am and 5 pm on Wednesday of last week... **LIFE 100.3 Barrie** and the *Canadian Gospel Music Association* presented the annual Covenant Awards in Barrie on the weekend. Awards were presented to Christian music artists in all categories, including Rock, Inspirational, Country and Hip Hop. Next year's awards will

be held in Ottawa... **CBS-TV's** show, *Late Show with David Letterman*, will be begin simulcasting on 15 *Infinity* stations in the US beginning next Monday night. One negative opinion has it that **Viacom** is trying to capitalize on free tune-in ads.

**R**EVOLVING DOOR: **Corus Television** President **Paul Robertson** now leads both that division and the **Nelvana** animation unit under one new integrated business unit. Robertson's promotion comes just two weeks since Corus announced that **Nelvana** founder **Michael Hirsh** would step aside as CEO but remain as an adviser. Corus

## Add a Little Magic to our Creative Department

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We're now accepting applications for the position of **WRITER/PRODUCER** in the PGTV Creative Department.

You'll be responsible for developing successful campaigns and commercials, as well as handling other video productions. You'll be a strong team player, committed to working with account execs, videographers, editors, announcers and other station personnel.

You should have a solid background in commercial writing and production for television, and have:

- Excellent creative writing skills
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- Ability to handle heavy workloads and short deadlines
- Customer service/quality improvement skills
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- Graduation from a recognized Broadcast Education facility
- Superior communications skills
- Familiarity with digital video editing
- Marketing skills

Please forward your resume and supporting materials by Friday, November 15, 2002 to:

**Dave Sherwood – Creative Director**  
PGTV  
1220 6th Avenue  
Prince George, B.C. V2L 3M8

Phone (250) 960-1382  
Fax (250) 562-7681  
e-mail: [dsherwood@ckpg.bc.ca](mailto:dsherwood@ckpg.bc.ca)

added Nelvana to its holdings in a takeover two years ago. **Peter Moss**, head of Corus Television programming, has been given the added title of Exec VP of Development for Nelvana... **Christian Hall**, MD/APD at **Rock 101/CFOX Vancouver** moves to the PD post at sister **Corus** station, **Power 97 Winnipeg**... **Jean-Pierre Blais**, Executive General of the Broadcasting Directorate at the **CRTC**, leaves that post at month's end. He's moving to **Canadian Heritage** as Assistant Deputy Minister. No successor has been named for Blais... **JJ Johnston** is now also GM of **EDGE TV** in addition to his duties as GM at **MOJO (CFYI)/Q107 (CILQ)/102.1 The EDGE (CFNY-FM) Toronto**... New COO at **APTN (Aboriginal Peoples Television Network)** is **Jean LaRose**. He moves from his Director of Communications duties at the **Assembly of First Nations**... ND **Ken Kingston** is leaving **CJRW-FM Summerside** for the ND's position at **CJFX Antigonish**. He begins Nov. 18... **Global Toronto** News Anchor **Bev Thomson**, after chemotherapy for breast cancer, returned to **Global News at 5:30** this past Monday... **CH (CHCH-TV) Hamilton** Anchor **Heather Hiscox** moves to **CBC-TV Toronto** as a general assignment Reporter for *The National* and *Canada Now*.

**LOOKING:** **PGTV Prince George** is looking for a Writer/Producer. See PGTV's ad in this edition... **Ryerson University** in Toronto seeks a Chair, School of Radio and Television Arts. See the Ryerson ad in this edition (e-mail addresses in the classifieds are linkable)... Other jobs we've heard about include the **Southern Alberta Institute of Technology** (SAIT) in Calgary looking for an Advertising/Scriptwriting Instructor; **Corus Radio Toronto** seeking a Director of Internet Sales; **Corus Television Toronto** looking for a Distribution & Affiliate Relations Account Exec; **Rogers Timmins** seeking a Morning Show Host; **Rogers Lethbridge** looking for an Engineer; **Corus Radio Vancouver** seeking an APD/MD... And, a Broadcast Engineer is looking for a position. **Ali Pour-Assadi** may be reached at 416/997-1991.

**GENERAL:** **CanWest Global Communications** lost \$104 million (\$0.59 a share) in its fourth quarter (Aug. 31) and ended the year with a reduced profit. Investments and writedowns helped produce the loss, while revenues fell slightly. The \$104 million quarterly loss is nearly three times the \$37 million (\$0.22 a share) the company lost in the fourth quarter last year. During the quarter, CanWest wrote off \$31 million of investment losses and also booked a \$34 million loss on its stake in Australia's **Network Ten**. For the full year, CanWest's earnings dropped to \$13 million from \$46.6 million, while annual revenues rose to \$2.59 billion from \$2.2 billion. CanWest's production and distribution division – **Fireworks Entertainment** – saw revenues in the fourth quarter fall to \$27 million from \$76 million in the same quarter last year... Standard & Poor's

## RYERSON UNIVERSITY

*Canada's leading university for applied education with over 40 career-oriented undergraduate and graduate programs, distinguished by their relevant curriculum and applied research, scholarly and creative activities. Canada's largest Continuing Education Division, offering courses and certificates for personal and professional development.*

## CHAIR, SCHOOL OF RADIO AND TELEVISION ARTS

### Faculty of Communication & Design

Applications and nominations are invited for the position of Chair of the School of Radio and Television Arts. This appointment will be normally for a term of five years, commencing July 1, 2003, and incorporates a tenure-stream faculty position. The School of Radio and Television Arts offers Canada's only degree program in broadcasting. The School is housed in the Rogers Communication Centre, where its 450 students create programs in TV and audio studios as well as in Internet, multimedia and digital labs. Its teaching complement of 11 full-time and approximately 20 part-time faculty members are drawn from industry and supported by a 10-person administrative and technical staff. The School is currently recruiting two endowed research chairs, has a vibrant program of research and creative activities, and participates in numerous industry partnerships. Its faculty are active contributors to the Communication and Culture graduate program.

The School is seeking an experienced professional and/or educator who possesses a vision of excellence in broadcasting and communications. A full description of this opportunity may be obtained by contacting the address below or visiting "Careers @ Ryerson" [www.ryerson.ca](http://www.ryerson.ca). Nominations and applications accompanied by a curriculum vitae and the names and addresses of three referees, should be submitted to: Dr. Ira Levine, Dean, Faculty of Communication & Design, Ryerson University, 350 Victoria Street, Toronto, Ontario, M5B 2K3. Fax: 416-979-5226. Review of applications will commence December 1, 2002 and will continue until the position is filled.

*Ryerson University has an employment equity program and encourages applications from all qualified individuals, including Aboriginal peoples, persons with disabilities, members of visible minorities and women.*

*Members of designated groups are encouraged to self-identify. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.*

**RYERSON**  
UNIVERSITY

Ratings Services has placed **Shaw Communications** on credit watch with "negative" implications. This includes Shaw's triple-B long-term corporate credit rating. S&P says the move reflects its intention to partly or fully consolidate Shaw's ratings with those of its Cancom (Canadian Satellite Communications) subsidiary... At a joint meeting in Toronto of **CBC** senior editorial staff in both radio and TV, participants conceded that the Corporation is static; that it needs an overhaul in the way news is delivered. Executives emphasized inter-departmental convergence is necessary to survive. **Alex Frame**, the outgoing VP of English Radio, said content will be delivered in ways not even imagined yet and that CBC has got to be ready. The day-long meeting last week put emphasis on collaboration between TV and radio to both improve the editorial product and to allow CBC to



manage its \$1-billion budget more efficiently. Reorganization of CBC's physical space is part of the plan. A \$60-million CBC Centre is being built in Ottawa to consolidate operations and there's a similar initiative in Edmonton... **CanWest Global Communications** Chairman **Izzy Asper's** speech in Montreal last week, in which he accused most of the media – but particularly **CBC-TV** – of being insufficiently pro-Israeli and by implying that reporters are anti-Semitic, has left journalists bewildered. None moreso than CBC-TV's head of the news division, **Tony Burman**. Asper singled out former CBC Middle East Reporter **Neil MacDonald**, describing what he does as “dishonest reporting” and accusing CBC in general of providing “the most slanted and biased information.” Burman says he'll be demanding space in the Asper-owned papers to respond to the accusations... According to both **Nielsen/NetRatings** and **comScore**, the growth rate for new US Internet users has stalled at around five per-cent, confirming earlier reports that the US Internet universe has been more or less flat for more than a year. The Internet's US penetration seems to be stalled at 60-65%, with the days of double-digit growth over... Our friend **Warren Cosford**, who runs the **Radiopro** mailing list, picked up the following Letter to the Editor in a periodical, then distributed it to list members. It's signed by **Michael Strassman** (affiliation unknown): “Giving the slack-jawed TV watchers what they want is no excuse. It gives us intolerable mediocrity in politics, and it results in an unnecessarily vapid culture. Just as in politics there used to be a time when leaders led instead of sticking a finger in the wind, popular artists used to lead instead of marketers conducting a focus group. Pop culture used to produce high quality entertainment and, dare I say, art; and it didn't do it out of charity. The golden age of television (and much of today's cable landscape), 50s and 60s pop music, and Charles Dickens novels made plenty of money for the business managers who supported them without pandering to the lowest common denominator. There's no reason that this couldn't be the case today, except that the multinational corporation will no longer tolerate the vagaries of the artistic process and opts instead for mass production of detritus because the vast majority of people, while responsive to quality, will settle for a lot less. The blame lies with the mass audience that consumes this fluff, but is also squarely on the shoulders of media companies who are too lazy and gutless to strive for something better.”

**TV/FILM:** Toronto Police have to seized **CTV W-Five** tapes of a jailhouse interview a man charged in connection with a \$40-million tooth-whitening scam. W-Five Senior Producer **Anton Koschany** calls the seizure unprecedented because it's raw tape; that the interview has yet to air. **Malcolm Fox**, W-Five's Executive Producer, said people speaking to reporters don't

expect the media to hand over the material to police nor should the media be providing evidence to police for criminal investigations. For now, the tapes are sealed pending a court appeal launched by CTV... The **CRTC** has approved a spate of Category 2 specialty licences. They are: **Canal Plaisir**, operated by **Ten Broadcasting** – a French-language service across Canada; **The Kennel Club Network**, operated by **Deborah Graffmann**, on behalf of a corporation to be incorporated – an English-language service across Canada; **Response TV**, operated by **IBDG** – an English-language service across Canada; **Arabic Television Network**, operated by **Jamil Nowwarah**, on behalf of a corporation to be incorporated – Ethnic languages across Canada; **Métis Michif Television Network**, operated by **Metcom Productions** – an English-language service across Canada; and, **The Hallmark Channel (Canada)**, operated by **Sextant Entertainment Group**, on behalf of a corporation to be incorporated – an English-language service across Canada... **NBC** says it will buy the US **Bravo** cable entertainment network from **Cablevision Systems**. The \$1.25 billion (US) cash and stock deal is expected to expand NBC's cable presence while shoring up Cablevision's finances. The NBC deal in the States is not to be confused with the Canadian **CHUM Television**-owned specialty channel **Bravo!**... Here are some of the winners from the **17<sup>th</sup> Annual Gemini Awards**, held over this past weekend in Toronto: **Best News Special Event Coverage** – **CBC News: Specials: Attack On The U.S.A.**; **Best Newscast**: **CBC News – The National**; **Gordon Sinclair Award For Broadcast Journalist** – **Dennis McIntosh, CTV News**; **Best News Information Program or Series** – **CBC News: the fifth estate**; **Best Sports Program or Series** – **The Olympians**; **Best Live Sporting Event** – **Hockey Night in Canada: First Saturday of the 50th Season**; **Best Writing in a Comedy or Variety Program or Series** – **Rick Mercer, Made In Canada**; **Best Reportage** – **Patrick Brown, CBC News: The National (Secret School/Lawless Kabul/Opium Returns)**; **Academy Achievement Award** – **Trina McQueen**; **Best Sports Broadcaster** – **Ron MacLean, 2002 Winter Olympic Games**; **Best News Anchor** – **Peter Mansbridge, CBC News: The National**; and, **Special Award for Outstanding Contribution to Canadian Television** – **CBC Television**.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Kelly Boyd, CJOK/CKYX-FM Fort MacMurray**. Welcome!

**EDITOR'S NOTE:** If you haven't already done so, please send us your station logo(s). **Broadcast Dialogue** newsletter subscribers will have logos included in their updated listings on the Broadcast Dialogue Web site Directory, which is now being overhauled.

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**TV/FILM:** **CRTC** Chair **Charles Dalfen** says Canadian-made dramatic TV is on the verge of extinction. In a speech to the Toronto chapter of **ACTRA** (Alliance of Canadian Cinema, Television and Radio Artists), Dalfen promised that by the end of his five-year term, English-speaking Canadians would be glued to more than a few Canadian-made series. For the big picture on Dalfen's remarks, see *Canadian TV Production; The system's not working* in the November edition of **Broadcast Dialogue** magazine... **CHUM Television** has applications before the **CRTC** to launch stations in Calgary and Edmonton, with a retransmitter in Red Deer. Upon reception of CHUM's application, the Commission issued a call for applications to all or any one of those locations (deadline: Feb. 5). The CHUM application may have some key advantages over likely opponents **CTV**, **Global** and **Craig**. CHUM has no TV presence in Alberta. The others do, with each possessing stations in Calgary and Edmonton... Some of TV's new, small digital broadcasters have called on government and the public for financial and regulatory relief. For example, **PrideVision TV** (a Category 1 service), while aiming for a 50,000-70,000 increase in subscribers by mid-December, has cut original programming and reduced its payroll from 54 to 10 positions. Another problem for PrideVision is its commitment to 65% CanCon. Two other Category 1s, **VisionTV** – which runs **The Body, Mind and Spirit Channel** (59% CanCon) -- and **Stornoway Communications** – which operates **iChannel** (55% CanCon) – have suggested that Canadian content obligations be reduced. **CRTC** Spokesman **Denis Carmel** says it's too early to reconsider CanCon obligations. The Category 1 digitals, he said, won licences based on those levels... A new multi-million dollar fund to be invested in local TV broadcasting has been proposed by the **CAB** and **Bell ExpressVu**. The submission, filed with the **CRTC** this week, would also help DTH

subscribers avoid program blackouts. Bell ExpressVu will begin distribution of an additional 20 local TV stations and inject funding into the creation of local programming. The agreement calls for Bell ExpressVu to divert 2% of its gross revenues to an independently administered fund specifically for local and regional programming. The **CRTC** is expected to issue a decision sometime next year... **Citytv Toronto** Sportscaster **Jim McKenny** suffered a heart attack in Montego Bay and was flown to Miami last Thursday. The 56-year-old underwent an angioplasty Friday and is expected to be returned to Toronto this week. Doctors have told McKenny – a former NHL defenceman between 1965 and 1979 and who spent almost all of that with the **Toronto Maple Leafs** – that he'll need six weeks off work to recover... **Astral Media** says it pulled its **Family Channel** specialty channel from **Vidéotron Ltée** because the **Quebecor**-owned cableco – back in April – “decided to pay only half of the rates it owes”... **The New VR (CKVR-TV) Barrie** has been sanctioned by the **Canadian Broadcast Standards Council** over an inaccurate new report. The CBSC says a report about a proposed deer hunt park went too far when the videographer chose to shoot footage of penned deer on a neighbouring property. The **CBSC Ontario Regional Panel** found CKVR-TV in breach of the **CAB's Code of Ethics** and the **RTNDA's Code of (Journalistic) Ethics** for the inaccuracy of presenting the animals as being part of the deer hunt park. The complete decision may be found at: [www.cbsc.ca](http://www.cbsc.ca)... **Chippendales & the Ladies** as aired on **Bravo!** needed viewer advisories throughout the program. Otherwise, says the **Canadian Broadcast Standards Council**, there was no problem. The CBSC National Specialty Services Panel says it found no Code violations with respect to either the film's time slot or the representation of male strippers. A viewer complained that the program was merely “soft-core porn” disguised as a documentary. The entire text of the situation and the CBSC determination may be found at



[www.cbbsc.ca](http://www.cbbsc.ca)... Two Nova Scotia TV stations – **ATV/ASN** and **CBC-TV** – have been ordered to turn over interviews about a jail cell death two years ago. The subpoenas relate to interviews with the sister of the man who died. Paula Bailey is said to have gone so far as to accuse Sydney regional police in the death. The subpoenas were at the request of the lawyer representing one of the policemen at the inquiry... “If it bleeds, it leads” remains the rule on US local TV news. Crime stories get top billing and because of this focus, says **Tom Rosenstiel**, viewers are being underserved by their local TV stations. Rosenstiel, of **Columbia University's Project for Excellence in Journalism**, says local NDs are “hamsters on the wheel and they are pushing so hard to maintain profitability amid thinner resources that it's hard for them to look up and get out of their rut.” Yet, a Columbia University study found TV profit margins ranged from 40% to 50%, double what the newspaper business makes. Further, says the study – and for the fifth year in a row – most local news stations go for easily planned or canned stories and ignore more substantive investigative or spot news. Seven per-cent of local news coverage delved into economic news (despite widespread financial scandals) and foreign affairs coverage dropped dramatically after fighting in Afghanistan ended. Rosenstiel summarizes: “Local news is in bad shape.”

**REVOLVING DOOR:** **Christopher Grossman**, majority owner of **Haliburton Broadcasting**, has been named Vice President of Radio Operations at **Standard Radio**. His focus will be on, but not limited to, operational, technology and revenue issues across the Standard chain... **Ross Winters**, PD at **Rock 101 (CFMI-FM)/The Fox (CFOX-FM) Vancouver**, has been named Director of Programming for **Corus Radio**. The word is that Winters will handle the new responsibilities from Vancouver.

**SIGN-OFF:** **Mel Lazarenko**, 60, at home Nov. 7 in St. Albert of cancer. Lazarenko had been a co-owner of **Yellowhead Broadcasting (CJYR Edson** and repeaters) before retiring in 1999 after the sale of the **OKS Group** (now owned by **NewCap**). He began his broadcast career in 1976 as the Sales Manager at CJYR and was a well-known and well-liked member of the **Western Association of Broadcasters**.

**LOOKING:** **Mountain FM (CISQ-FM) Squamish** is looking for a Traffic/Weather Reporter to do varied shifts – part-time – throughout the week... **Global TV Toronto** is looking for an ENG camera/ENG editor...

**Pelmorex** in Mississauga is looking for a Sales Manager, new media.

**RADIO:** **Rogers Broadcasting** and Midland-based **Larche Communications (KICX 104 [CICZ-FM] Midland)** have entered into a sales representation agreement for the Rogers-owned **LiteFM (CICX-FM) Orillia**. When the agreement goes into effect Jan. 1, Larche will be acting on behalf of Rogers on all sales-related matters at the Orillia station. Operational and administrative aspects at LiteFM – including news and music programming – remains under Rogers' direction and control. The companies say the sales rep deal will help both companies provide better consultative sales services in the Orillia/Midland/Barrie markets... The **CRTC** has approved transitional digital licences in Ottawa/Gatineau for **CJMJ-FM/CFGO/CKKL-FM/CFRA Ottawa (CHUM-owned)**; **CKQB-FM Ottawa (Standard-owned)**; **CJRC/CKTF-FM Gatineau (Astral-owned)**; **CHEZ-FM/CKBY-FM/CIWW Ottawa (Rogers-owned)**; and, **CIMF-FM Gatineau (Telemedia-owned)**. The Commission, however, denied digital status to Rogers' **CIOX-FM Smiths Falls... CJLX-FM**, the student-run **Loyalist College** (Belleville) commercial station, celebrates its tenth year next month. Station Manager **Greg Schatzmann** invites all Loyalist College Broadcast Journalism and Radio Broadcasting grads to send audio birthday greetings... **CJAD Montreal's** annual **Radiothon of Hope** for the **Missing Children's Network** raised more than \$300,000 to keep the child search and runaway-prevention programs going for another year. CJAD sister station **Mix 96 (CJFM)** aired simulcast cut-ins to contribute... **CKNX-AM Wingham** – in its **First Annual Health Care Heroes Million Dollar Radiothon** last Saturday – helped raise over \$300,000 for 12 area hospital foundations. GM **Jack Gillespie** says it was “a remarkable event in that twelve hospital foundations worked together on a common fund-raising goal - a little unusual today with all the competition for funding.” Gillespie notes that coming up Dec. 2, the CKNX-AM **52nd Annual Lion's Radio Auction** is ready to roll: “Fifty-two continuous years with one event. Something old and something new - who says AM radio is in decline?”

**GENERAL:** **Shaw Communications** will quit the **Cable Television Standards Foundation (CTS)** Dec. 1, the second major cableco to do so this year. Back in January, **Groupe Vidéotron** also pulled the plug. The cost-cutting decision will see Shaw dealing with complaints directly. Shaw says it will keep the

**CRTC** up-to-date on what they are and their status. The CTSF chop is expected to save Shaw about \$150,000 per annum... A milestone in communications technology was celebrated last weekend. It was 30 years ago – Nov. 9, 1972 – that **Telesat** launched its *Anik A1* satellite. Canada became the first country to place a commercial communications satellite in geostationary orbit which enabled round-the-clock satellite broadcasting across the country. Now, in 2002, the Telesat history includes 13 satellite launches – and another (*Nimiq 2*) to come at the end of next month – with the company now providing services across the Americas... The **BBC** is being forced to cut costs and lay off staff – with news and current affairs programming expected to bear the brunt of job losses – because of a £200-million budget shortfall... The Saint John company that makes software for delivering visual media over phone lines is cutting 31 jobs, equivalent to 25% of its workforce. **IMagicTV** says it is in a scramble to save money. Just a few weeks back, IMagicTV announced it was studying “strategic alternatives for the company,” the usual signal that a firm is for sale... **Ted Rogers** says cablecos will have to overcome early setbacks and offer phone service over cable if they want to compete with phone companies that provide TV signals and Internet service. The **Rogers Communications'** CEO told a telecom conference in New York yesterday (Wednesday) – broadcast on the Internet – that “I happen to believe that the cable companies, as long as it's economically viable and technically feasible, have to get into telephony”... **BCE** says it will pay \$4.99 billion to buy back the 16% of **Bell Canada** that it doesn't already own. The company has already given notice to an affiliate of **SBC Communications** Inc. of San Antonio. The transaction is expected to close by early next month... After 42 years on the Canadian entertainment scene, the **Toronto Star's Sid Adilman** has retired. Adilman, who covered TV, radio, magazines, performers, publishing, dance and more, took some last shots in his good-bye column Nov. 2, including this at the **CBC**: “CBC top brass executives still disrespect the talent. Remember how, not that many years ago, they allowed the contract for the **Royal Canadian Air Farce** to run out, and only because front-page newspaper stories revealed that **CTV** made a bid for the comedy troupe did they suddenly rush to keep the farceurs? The recent **Ron MacLean** dust-up had more to do with disrespect (he dared to ask for money) than the \$25,000 to \$50,000 that separated the sports broadcaster from CBC in contract talks. As their predecessors did, senior CBC executives, who made

*the initial decision about dumping MacLean, hid behind the skirt of their network's spokesperson without being named or questioned by the media. Wasn't it disrespect, too, intended or not, last spring when popular **CBC-Radio** host **Shelagh Rogers** hung in the wind after **This Morning** was cancelled and no new show was immediately offered to her? Disrespect of talent at CBC-Radio is not limited to Rogers. Middle managers just recently have, without warning, been trying to move hard-working program producers to other shows, offering no explanation. Shock waves have ricocheted through the national radio network. Maybe, as a sketch on **This Hour Has 22 Minutes** about the MacLean affair had it, we all should have Labatt's as our sponsor. Or maybe, if you believe in Canadian talent as I do, you've just got to clap your hands and hope for the best”... **Rogers Communications** has shut down 20 business-to-business Web sites and 23 on-line directories because they were too sophisticated and expensive. Many of the sites were Web extensions of trade magazines. Last month, Rogers said continued weakness in its trade publishing division prompted cost-cutting measures.*

**EDITOR'S NOTE:** **Broadcast Dialogue's** Web site ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)) is undergoing a complete rebuild of its *Directory*, *Magazine*, *Newsletter*, and *Classifieds* sections. We expect the new Broadcast Dialogue format to be on-line by the end of the year. Newsletter subscribers will have their corporate and subscriber-station logos included at no charge in our Directory section. If you haven't already sent us a .jpg of your logo, please do so.



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**TV/FILM:** Strip teasing and bestiality have no place on Canadian TV before the 9 pm watershed hour, says the **Canadian Broadcast Standards Council** about two episodes of *Sexe et confidences* broadcast weekdays at 1 pm on **TQS Montreal**. The CBSC Québec Regional Panel found TQS in breach of the Canadian Association of Broadcasters' *Voluntary Code Regarding Violence in Television Programming* for both the watershed reasoning and for not providing viewer advisories during each of the programs... In another decision, religious programming is not exempt from **CAB Code of Ethics** requirements as they relate to the Human Rights Clause. **Vision TV** aired a **R. W. Schambach** religious program that attacked gays and lesbians as being "oppressed or possessed" by the devil. The **Canadian Broadcast Standards Council's National Specialty Services Panel** said: "whatever recognition is provided for religious programming in Canada, there is an underlying expectation that principles of tolerance and harmony will prevail" and that "intolerant comment can find no salvation by wrapping itself in religious garb." Complete decisions on both incidents may be found at [www.cbsc.ca](http://www.cbsc.ca)... In a related story, at 6:30 am on Saturday mornings in Manitoba, **Showcase** airs *KINK*, a documentary series that explores topics such as fetish parties, S&M, cross-dressing and masters and slaves. The **Violence is Not Child's Play Coalition** says such programming shouldn't be available then but Winnipeg cable provider, **Shaw**, uses a Vancouver feed for Showcase. The **Canadian Broadcast Standards Council** says adult-related programming can only air between the hours of 9 pm and 6 am, but those times apply to the program's point of origin. Since adult content in Vancouver finishes before 6 am, says Showcase, it is not in breach of the code... Citing **CanWest Global's** "relatively weak financial profile", **Standard & Poor's Ratings Services** has lowered its credit and debt ratings on the media company. The ratings downgrade means it will become more expensive for CanWest Global to raise capital in financial markets. On a positive note, S&P notes CanWest's strong market positions and diversity afforded

RSVP before November 20<sup>th</sup> to  
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# Q107's

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**Toronto's Best Rockers** are hereby commanded to assemble once again.

This historic event will take place Friday, November 29th, 7:07pm at Healey's Nightclub, Toronto. Alumni will experience a walk down memory lane in full multi-media fashion including video and audio presentations, speeches & awards, memorabilia...as well as a never-seen-before performance by the **Q107 CELEBRITY JAM BAND!!** You never know WHO might show up.

by its publishing and TV assets. CanWest attributes the downgrade to an over-reaction in financial markets to high-profile corporate accounting scandals this year. In a statement, CanWest said: *"The company believes the ratings adjustments overlook the underlying consistent strength of the company's operations, and fail to take account of CanWest's improved financial profile over the past two years"...* The new **Canadian Satellite Users Association** (CSUA) Executive Committee for 2002-2003 sees **Erika Kramer**, *Vision TV Group*, as Chair; **Chris Bell** of *Astral Media* as Vice Chair; **TV Ontario's Ray Newell** as Treasurer; **Chantale Gagnon** of *Les Chaines Tele Astral* as Secretary; **Norm Nault**, *CBC*, and **Terry Snazel** of *Bell ExpressVu* as Directors; **Harvey Rogers** of *Alliance Atlantis* as Past Chair; and **Don Braden** as Executive Director. CSUA's 10<sup>th</sup> annual conference – *The Digital Broadcasting Summit 2003* – is set for Toronto Feb. 17-18. Among other considerations, CSUA is looking at the roll-out of described video programming – issues such as the logistical

and technical challenges in providing it regardless of TV received via satellite, cable or over the air... **RDTV Red Deer GM Ray McBeth** has received the *Queen's Jubilee Medal* for Community Service... For the 26<sup>th</sup> consecutive year, Montreal's **TQS** and **CFCF-TV** will join to air their annual **Telethon for Research into Children's Diseases**, this year on Saturday, Nov. 30 and Sunday, Dec. 1. Helping to advance pediatric research is the ultimate goal.

**GENERAL:** The **CRTC** has issued its third annual *Broadcasting Policy Monitoring Report*, this year enhanced to provide new, additional data on: Social issues; the diversity of voices and services in Canada's broadcasting system; and, viewership of all types of French-language and English-language TV programming in Canada. Other highlights include:

- there are now 484 English TV services and 597 English radio stations, 109 French TV services and 199 French radio stations, and 27 third-language TV services and 18 third-language radio stations
- from 1998 to 2001, the distribution industry gained 420,000 new subs while cable lost 220,000 subscribers between 2000 and 2001, mainly to Direct-to-Home
- since the *Radio Policy* was introduced in 1998, radio

When It Involves taking complex technical issues and making them understandable, Daphne Lavers is probably the best in the country. But then, you already know this because of her relentless researcher-journalism work in *Broadcast Dialogue* magazine -- making topics the likes of DAB and HDTV comprehensible.

Lavers has just completed a new book entitled . . .



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stations have spent close to \$127 million to develop Canadian talent via licence renewals, station purchases and new radio stations

– Under the new *Broadcasting Distribution Regulations*, distributing enterprises have contributed almost \$116 million in 2001 to the Canadian Television Fund and other programming funds. Copies of the report are available at [www.crtc.gc.ca](http://www.crtc.gc.ca)... The **Radio-Television News Directors Association** professional development seminar in Calgary last weekend was a hit, just as it was in Toronto a few weeks earlier. There were over 170 registrants for the seminar held at the **Southern Alberta Institute of Technology** (SAIT). Combined Toronto and Calgary attendance was more than 400. The event in Calgary saw a mix of public and private broadcasters from Alberta, Saskatchewan and BC. For lack of a better term, "exit polls" indicated that participants were pleased with the content, that RTNDA provided relevant professional development for radio and TV journalists... **Mountain FM Canmore's** old call letters – **CJMT** – have been sent east to another **Rogers** operation. The Alberta station's new calls are **CHMN-FM**. **CJMT-TV** is the official name for **OMNI2**, the new Rogers sister-station for **CFMT-TV (OMNI1) Toronto**... The **Canadian Cable Television**



**Association** has welcomed the government's review of liberalizing its foreign ownership policy. CCTA President **Janet Yale** says *"Rogers, Shaw, Cogeco and other cable companies have built high-speed Internet networks now serving more than two million customers. This investment has built a world class communications infrastructure and to continue this success we need to have increased access to capital"...* Quebec cable operator **Vidéotron Itée** has become the first cableco in Canada to introduce a personal video recorder (PVR) for digital cable subscribers. The PVR-capable digital box is being sold for \$509 before programming credits. Satellite TV rival **Bell ExpressVu LP** currently sells its PVR for \$574.95 before any credits. Vidéotron's PVR can store up to 50 hours of recorded programming, compared to ExpressVu's 30 hours. Other cablecos are planning to launch PVRs in the coming months.

**RADIO:** The folks who worked at **Q107 Toronto** in the mid-80s to February of 1992 (at the old Yonge & Bloor location) are invited to a major reunion bash next Friday night. Details are in the Q107 Reunion display ad in this edition... **Broadcast Dialogue** Writer **Julian Aynsley** will be a guest on **CHML Hamilton** Monday morning, taking part in a panel prompted by his article, *And now, "The McNews"* (Broadcast Dialogue magazine/October)... The **Future of Music Coalition** (FMC) says US radio sucks. The **National Association of Broadcasters** says that assessment has the credibility of a TV psychic. Six years after American deregulation law lifted ownership limits on radio stations, FMC, in a report, says struggling radio stations have been bought up by new owners who - for the most part - pursued profitability rather than provide unique content. The result is a small group of large companies which dominate markets offering multi-stations with similar formats. NAB says the findings support FMC's position as a critic of radio broadcasting. However, the FMC report comes as large US radio owners are under scrutiny from federal lawmakers. Ten companies now hold 65% of the US listening public... **XM Satellite Radio** cut 80 of its more than 480 employees company's \$114.7 million net loss (\$1.26 per share) in the third quarter... **Sirius**, XM's competitor, has a deal with **Hertz Rent-a-Car** in California and Florida to offer rental cars equipped with satellite radios. For an additional \$5 a day, beginning Dec. 1, customers will have about 20,000 Ford products from which to choose.

**REVOLVING DOOR:** **Les Staff** is new ND at **Global TV (CFRE-TV) Regina**. He succeeds **Jeff Bollenbach**, who's now the new ND at **CKY-TV (CTV) Winnipeg**. Staff arrives at Global Regina Dec. 2 from **CJME NewsTalkRadio Regina**... Jonathan Sinden is new Promotions Manager at The Edge (CFNY-FM) Toronto, effective Nov. 25.

**LOOKING:** **Q104 (CJQM)/100.5 EZ Rock (CHAS-FM) Sault Ste. Marie** is in search of a News Reporter/Anchor... **Corus Entertainment** is looking for a Director, Regulatory Affairs.

**SUPPLYLINES:** **Wilf Rice**, although moved from Calgary to Sombra, ON, remains **MSC Electronics'** Western Sales Manager covering Manitoba and west. The move to Sombra - about 20 kilometres south of Sarnia - was necessitated by Mrs. Rice's health. Rice says with phone, cell, e-mail and longer duration trips into the West, clientele will remain strongly covered.

# BROADCAST Dialogue

The Voice of Broadcasting in Canada

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**R**EVOLVING DOOR: There's been a fair amount of responsibility shifting within **Standard Radio**. **Eric Samuels**, PD at **The Mix (CKFM) Toronto** moves to **650 CISL/Z95.3 (CKZZ-FM) Vancouver** as PD/Ops Mgr and as Senior VP National, CHR/Urban programming. **Bob Harris**, Ops Mgr/PD at **CJAY Calgary** moves to Ops Mgr at **Mix 99.9 Toronto** and also becomes VP National, Rock Programming. **Brian Depoe** is the new VP at **EZ Rock (CJEZ-FM) Toronto** and VP National, AC Programming. **Stewart Meyers** moves from **Corus Radio's Q107 (CILQ-FM)/MOJO (CFMJ) Toronto** to Ops Mgr/PD at **Standard Calgary**. **Rob Mise**, who had been PD at **Z95.3 Vancouver**, stays with Standard. His new position is expected to be announced sometime next week... On the sales side at **Standard Radio**, **Bill Herz** has been appointed Sr. VP Sales, East and Vancouver-based **Glenn Chalmers** retains his GSM duties at the **Standard Vancouver** properties while also taking on the additional role of VP Sales, West. Chalmers will be responsible for the BC and Alberta properties... Former **CTV News** Reporter **Jim Munson**, fired last year from that position and who then became a Communications Advisor to the Prime Minister, has succeeded **Françoise Ducros** as PMO Communications Director... **Kate Hanley** has been appointed President of **Women in Film and Television-Toronto**. Hanley steps into the newly-created position immediately. She had been with the **Jim Pattison Trade Group** as VP of Programming and Development, heading Toronto Operations and Multi-media Content Brands... **Nancy Regan**, the 15-year Co-Host of **ATV Halifax's Live at 5**, will leave the show in April. Official reason is that she wishes to explore new projects. **Starr Dobson**, ATV's Consumer Affairs Reporter, will take over as the position... **CISL Vancouver** Morning Host **Tom Lucas**, Producer **Craig Peters** and Mid-day host **Jack Taylor** are no longer with the station. **Doc Harris** is new Morningman. Mid-days will be voice tracked.

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**L**OOKING: **PGTV Prince George** is looking for a Television Account Manager. See the ad above, then click on **Sandy Whitwham's** e-mail address for direct application or inquiries... Other jobs we've heard about include: **Corus Radio** is looking for a PD at **MOJO (CFMJ) Toronto**... **CKRY/CHQR/CKIK Calgary** is in search of a Sr Account Exec...



**CMT** seeks a Director of Programming... **Rogers Radio Sudbury** is looking for a Chief Engineer... and, **Rogers Radio Toronto** is looking for an intermediate Broadcast Technician.

**RADIO: Sam Goody**, a leader in the US music retailing industry, says teen tastes are turning to Rock. In a survey of nearly 600 American teens, it was found that pop music's popularity is fading while Rock – old and new – is taking its place. About one-third of teens love classic rockers **Led Zeppelin** and the **Beatles**. About one-quarter said they think 80s group **Boston** is the band most likely to make a comeback. And **Boy George** was second on the list with 22% of US teens who say they expect his triumphant return to the stage. Even in newer music, teens surveyed said they preferred to rock. **Avril Lavigne**, the **Hives**, **White Stripes** and the **Strokes** may be popping up soon, as 36% of teens said garage punk bands are the next hot trend in music... **Friends of Canadian Broadcasting** sent a note to the **CRTC** protesting the unregulated marriage between **Newcap** and **Rogers** radio stations in Sudbury and recommending that the Commission step in to stop the unsanctioned LMA. Newcap owns **Z-103 FM (CHNO-FM) Sudbury** while Rogers owns **AM 790 (CIGM)/EZ Rock (CJMX-FM)/Q92 (CJRQ-FM) Sudbury**. Friends spokesman **Ian Morrison** says the arrangement may contravene CRTC policy and regulation since, he says, Friends couldn't find an approved Local Management Agreement (LMA)... **VIBE (CIBK-FM)/CJ92 (CJAY-FM)/AM1060 (CKMX) Calgary** have all moved to new facilities at 1110 Centre Street North. The **Standard** stations are side by side with **Newcap's The Breeze (CIQX-FM) Calgary**. While sharing of common areas (e.g. lunchroom) is taking place, there apparently is no other operational/administrative connection... In Saskatchewan, perception seems to be getting in the way of reality when it comes to provincial government spending on **Rawlco** stations. Opposition members are griping because **Ed Tchorzewski**, who used to work for Rawlco, is now a special adviser to Premier **Lorne Calvert**. Part of his job is to help oversee a campaign to promote the province. Half of the budget has been placed with the Rawlco stations in Saskatoon, Regina, Prince Albert, North Battleford and Meadow Lake. Tchorzewski says he had nothing to do with the actual media buy; that an agency did that. Meantime, Saskatchewan's Exec Director of Corporate Resources at Industry and Resources says the buy was done by the numbers, allocated on the basis of Rawlco being the biggest private radio broadcaster in the province thus having the most market share... **Standard Radio** stations **HOT 103FM (CKMM-FM) Winnipeg** and **QX104 FM (CFQX-FM) Winnipeg** have moved into the former Great West Life Assurance building on Lombard Avenue. Just under \$2-million was spent on development of the new facilities... The radio studio at Cleveland's **Rock and Roll Hall of Fame and**

**Museum** is being renovated. **The Alan Freed Radio Studio**, named after the DJ given credit for coining the phrase "Rock 'n Roll," will have all new equipment and acoustic treatment. Programming consultant **McVay Media** is working with the museum, handling the scheduling of remote broadcasts... **Stuart Nulman**, who hosts **Book Banter** on **CJAD Montreal**, has just had his own work published. **Beyond the Mountain: True Tales About Montreal** has been on the **Montreal Gazette** nonfiction bestseller list for the past three weeks, peaking at #2... **WLS Chicago** producers are working under guidelines which strongly suggest that anyone sounding older than 54 not get on the air. Ops Director at the News/Talker, **Michael Packer**, sent a memo ordering staff to screen out any old sounding callers no matter what they have to say. WLS, **ABC**-owned, is "laser-focused" on its primary target – the 40-year old, says Packer. In the latest **Arbitron**, WLS was ranked eighth overall with a 3.7 share – down from second place with a 5.0 share in spring. Among 25-54 listeners, the station was 14th, with 3.1 – down from 10th with a 3.6 in spring... A few weeks ago, we told you about 19-year old **Kevin Zahara**, the morning Host at **CKBA Athabaska**, who took time off to campaign for Town Councillor in a by-election. Zahara won. He's back doing at CKBA... **97.7 HTZ FM (CHTZ) St. Catharines** Morning Host **Ben McVie** wants to set a world record for most consecutive hours on-air, doing so through his **Rock Till You Drop** marathon. This is also a fund-raiser on behalf of the **United Way**. McVie wants to go 104 hours for the Guinness record while also raising \$100,000 for the charity... The **Give a Child a Future** fund was the beneficiary of almost \$104,000 in donations last weekend after **EZ Rock (CJEZ-FM) Toronto** morning Co-Hosts **Mike Cooper** and **Christine Cardoso** staged a 24 hour radiothon to raise money for the **Children's Aid Foundation**. All of the money – and more is coming in – goes directly to providing enrichment opportunities for high risk children.

**S YNDICATION: Jones Radio Networks** is again offering AC radio the **Delilah®** show and the **Dave Wingert** show with 100% holiday content now through Christmas. The personality-Christmas programming airs from 7pm-6am.

**TV/FILM:** The **Canadian Television Fund** has published its guidelines for 2003-2004, plus a document called *Overview of Changes to the CTF Guidelines*. The Overview outlines the modifications. Also published is a tech document on Licence Terms. Access to these is: <http://www.canadiantelevisionfund.ca...> **Alliance Atlantis** boosted its second quarter revenues, but foreign exchange charges negated any wins. The company lost \$3.9 million (9 cents a share), compared with a loss of \$1.1 million or 3 cents a share in the same quarter last year. Alliance Atlantis took a \$10 million charge on foreign exchange losses in the most recent quarter, and a \$9 million charge in the same quarter of last year. Consolidated revenue for the quarter was \$252.2 million versus \$221.5 million in the same period a year ago... Vancouver's **Multivan Broadcast Corporation** has launched the branding of **CHANNEL M** and its new positioning as **MULTIVISION TELEVISION**. **Art Reitmayer**, Channel M President/CEO, says the strategy behind announcing the branding now is "to promote our identity and create familiarity with our station as we move towards our launch date" next spring... **The Comedy Network's Gutterball Alley** didn't violate the *CAB Sex-Role Portrayal Guide* but, according to the **Canadian Broadcast Standards Council National Specialty Services Panel**, it did violate the *CAB Violence Code* by not airing advisories about coarse language as it came out of every commercial break. The show aired after the 9 p.m. watershed hour. Complainants cited a segment of the show – calling it disrespectful and degrading – where two men manipulated their genitalia to form different shapes, leaving a contestant to guess what each shape represented. The complete decision may be found at [www.cbcs.ca](http://www.cbcs.ca).

**GENERAL:** **CanWest Global Communications** VP for Corporate Affairs, **Geoffrey Elliot**, says Canada should loosen the restrictions on foreign ownership of the broadcast media. Elliot, appearing before the **House of Commons** standing committee on Canadian heritage, said Canada should negotiate with the US so barriers to foreign ownership could come down. He said CanWest wants to be able to expand into the States. Taking an opposing view was **Alain Gourd**, Exec. VP at **Bell Globemedia**. He says if economic control of Canadian broadcasting companies were to be lost, CanCon would suffer. **NDP MP Wendy Lill** is on Gourd's side. She said If ownership of broadcasting is ceded, "you cede your sovereignty." Lill argues that ownership rules exist to protect Canadian identity... **Shaw Communications** Founder/Exec Chairman **JR Shaw** got a \$6.3-million bonus in fiscal 2002. During that same period, shares of company fell 52%. **Jim Shaw**, JR's son who is CEO, received a \$5.3-million interest-free loan from the company earlier this year. JR Shaw's bonus came in what was a poor year for Shaw and for communications stocks in general. Jim Shaw's

indebtedness to the company climbed to \$6-million as of Nov. 7, up from \$709,923 a year ago. The funds were borrowed last summer to finance the purchase of a vacation property in Kelowna. The loan occurred only weeks before the **Sarbanes-Oxley Act** was enacted by the US government. That legislation, which enforces corporate accountability, forbids most companies from making loans to their execs that are not also available to the public. It's a provision that will affect Canadian companies listed in the US, as Shaw Communications is... The **Coalition Against the Theft of Satellite Signals** (includes the **Canadian Association of Broadcasters**, the **Canadian Cable Television Association** and the **Quebec Film and Television Producers' Association**) has demanded that the government crack down on black-market satellite-TV piracy. It estimates that one in ten Canadian households have illegal satellite dishes. The group launched a six-week public-awareness campaign Friday, under the slogan *Satellite Signal Theft is Illegal*. It will run ads on TV, radio, newspapers, magazines and Web sites. CATSS says piracy costs Canadian companies an estimated \$400 million a year, one quarter of those losses occurring in Quebec... **Dominion Bond Rating Service** has downgraded most of Canada's cable TV sector "to reflect a more conservative view of the sector". DBRS cites increased competition from satellite TV providers and telcos for high-speed Internet access. The rating service also says cable companies, in some cases, are too slow in "moderating financial risk." Further, says DBRS, "the cable industry has entered into a period of transition as cable customers migrate to competing services that will eventually establish new market share equilibriums. This is expected to stabilize in a few years, as preferences become well defined and competitive advantages narrow"... **Canadian Association of Broadcasters** President/CEO **Glenn O'Farrell** took part in a *Work with Meaning: Service and Your Career* panel at a meeting yesterday (Wednesday) of the Toronto-area **Canadian Women in Communications**. He highlighted the broadcast industry's key contribution to communities and public service. O'Farrell's remarks follow on the CAB's recent annual convention, themed *Leadership Through Public Service*.