

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, February 6, 2003

Volume 10, Number 34

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TV/FILM: The **Television Bureau's** annual SAC 2003 conference begins Sunday (Four Seasons Hotel, Toronto. Feb. 9-11). Attendance is described as being very high for the line-up of events, including 22 speakers and the variety of workshops... The **Alliance of Canadian Cinema, Television and Radio Artists**, is reviving the ACTRA Awards regime it abandoned in 1986. ACTRA has 10 regional branches and each will be holding its own awards dinner in the

weeks and months ahead. But the Toronto branch is by far the largest, representing 13-thousand of the country's 20-thousand English-language professional performers. So its Feb. 27 gala will effectively be a national event. Veteran actor **Gordon Pinsent** will receive an inaugural award of excellence, to be presented by actor **Paul Gross**. The revival is designed to coincide with the union's 60th anniversary. The awards were first presented in 1972 but were dropped in '86 to make way for the *Geminis*... **Banff Television Foundation** President/CEO **Pat Ferns** is blitzing national and international industry events this month – moderating sessions and meeting with industry execs – in efforts to promote the Foundation and its events. He'll be taking part at the **Canadian Film and Television Production Association's** annual conference, the **Berlin International Film Festival**, the **Australian International Documentary Conference**, as well as meetings in Geneva... **Citytv Vancouver** is producing a new show called *Barely Cooking*. Premiering Feb. 15, *Barely Cooking* is a half-hour series featuring pairs of naked chefs (wearing strategically-placed aprons) exploring the relationship between sex and food. It will also air on **Citytv Toronto** and **Sextv**... The **Kaiser Family Foundation** in Los Angeles says a study it conducted shows the percentage of broadcast and cable TV sex is up and included are the risks and responsibilities of sexual behaviour. US TV shows depicting or implying sexual intercourse rose from 10% two years ago to 14% in the 2001-02 season. But the rate was even higher for the 20 top shows among teenage viewers... The **Queen's Golden Jubilee Medal** has been presented to **CJOH-TV Ottawa** Reporter **Charlie Greenwell** and VP News **Max Keeping**. It is awarded to "Canadians who have made a significant contribution to Canada, their community and/or fellow Canadians."



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RADIO: The **Canadian Association of Broadcasters** is encouraging all stations to provide significant on-air promotional support of the sixth annual **Canadian Radio Music Awards** event and the nominees. February is Canadian Radio Music Month. The awards will be presented March 1 at **Canadian Music Week** in Toronto. For information, contact the CAB's **Richard Cavanagh** at (613) 233-4035 ext. 353... **COLRAM**, the **National Association of Broadcasters'** Committee on Local Radio Audience Measurement, is expressing "serious concern" over declining **Arbitron** diary response rates in the US. It is challenging Arbitron to develop a comprehensive plan to improve the diary response rates and to present that plan at COLRAM's Spring 2003 meeting next month. COLRAM believes Arbitron diary response rates "are at critically low levels, particularly in some of the largest markets"... The U.S. **Radio Advertising Bureau**, having just met in annual conference at New Orleans, reports that radio revenues jumped 6% in 2002 (over the previous year) to \$19.575-billion. Identified as aiding that figure was a 13% gain in

national ad dollars and a 4% jump in local ad revenues. The 2002 total was short of 2000's record-setting \$19.848 billion... In Montreal Monday, the **CRTC** opened hearings – chaired by Commission Chairman **Charles Dalfen** – to, among other things, examine various proposals for radio in the Montréal, Saguenay, Sherbrooke and Trois-Rivières markets; look at the **Astral Media** applications to amend the licences of radio stations it operates in Quebec; and to examine the applications of **Groupe TVA** and **Radio Nord Communications** to acquire certain radio stations in Quebec... **NewCap's** new Ottawa station – **PLANET-FM (CIHT-FM) 89.9** – launches tomorrow (Friday) at, as the news release says, “Noon sharp”... The **CRTC** has approved **Trust Communications Ministries** application to begin a 500-watt repeater station of **LIFE 100.3 Barrie** at 89.3 in Peterborough. Now it's a matter of connecting with donors to help raise the \$35,000 start-up costs. If that succeeds, station execs say they expect to be on-air in Peterborough by June... **Team 990 (CKGM) Montreal's** own PM Drive program is now on air, succeeding the syndicated **ESPN Radio** show. Hosts are **Joey Elias** and **Tony Marinaro**... **The Team 1040 Vancouver** has fired Announcer **John Conners** for saying to his on-air partner “Hey, you said you'd like to blank, blank, blank Todd Bertuzzi's wife.” **Bertuzzi** is a **Vancouver Canucks** forward. The Canucks revoked the accreditation of reporters working for The Team and withdrew all advertising from the station. Team 1040 and the Canucks have clashed in the past over Conners' comments. He was suspended last fall over a similar incident and the station ran an ad apologizing to the NHL team... The **Ontario Independent Radio Group (OIRG)**, comprised of independent radio operators in Ontario, meets tomorrow (Friday) in Simcoe. Membership includes stations in Chatham, Stratford, Simcoe, Hamilton, Ajax, Cobourg, Owen Sound, Tillsonburg, Huntsville, Welland, Elliot Lake, Belleville, Toronto, Oakville plus several associate members. Included on the agenda are three speakers: **Don Easter**, VP Radio, **BBM**; **George Axon**, **Axon Studios**; and, **Terry Scott**, Client Liaison, **Broadcast News**... Country radio specialists **Jaye Albright** and **Michael O'Malley** are presenting a pre-**Country Radio Seminar** event in Nashville. It's by invitation only and will be held at the Tennessee Ballroom of the Renaissance Hotel Wed., Feb. 19. Admission is free but you must make advance contact with either Albright (206-498-6261) or O'Malley (732-937-5757).

SYNDICATION: **Sound Source** has renewed its management agreement with **Premiere Radio Networks**, which gives the **Standard**-owned company exclusive rights to all products produced and distributed by Premiere. Sound Source has also signed with **American Comedy Network** to represent their product in Canada. The syndicator is also representing **Artist Ownership**, a new imaging product from **America Voice Corp.**

GENERAL: **Telesat Canada**, wholly owned by **BCE Inc.**, says unaudited financial results for the fiscal year ending Dec. 31, 2002 show \$326.8 million in revenue, and net earnings of \$56.3 million, compared to \$320.7 million in revenue and net earnings of \$52.3 million in 2001. Telesat Canada owns and operates satellites and provides consulting services... The **CRTC** has released its report on ethnic service. After studying a sample of 40 different-sized markets across Canada – including Halifax, Quebec City, Montreal, Ottawa-Gatineau, Toronto, Kitchener, London, Hamilton, St. Catharines-Niagara, Winnipeg, Calgary, Edmonton, Vancouver and Victoria – the Commission determined, among other things, that ethnic analogue services were well distributed and not related to the size of the corresponding ethnic population; that the 10 largest ethnic groups in major markets were able to access programming directed to them; and that with the exception of Talentvision, all the analogue ethnic services were available in medium and small-sized markets through direct-to-home satellite services.

REVOLVING DOOR: **Ron Suter** has been promoted to Sr. VP/GM, **Universal Television Distribution Canada**. In addition, he also becomes Sr. VP, **Universal Studios Canada Inc.** Suter had, until now, held the VP/GM positions at Universal Television Distribution Canada... **Bart Yabsley**, promoted from within, has been appointed Exec. VP of **CTV Specialty Television Inc.**... **Lisa Green**, ex of **BCTV Vancouver**, becomes **Citytv (CKVU) Vancouver's** new ND effective Feb. 10... **Tracey Mills** is the new Promotions Director of **JRFM/600 AM (CJJR/CKBD) Vancouver**. She begins Feb. 17... **CKCO-TV Kitchener's Glenn Toner** will retire at the end of the month after 35 years in Sales at CKCO. Succeeding him is **Steve Langan**, in from **Kool FM (CFCA-FM) Kitchener/Waterloo**... **Silk-FM Kelowna** PM Driver **Mark Jeffries** adds Music Director to his chores... **Darlene Meyers** has been promoted to Sales Manager for the **Steele**

Communications Central Newfoundland stations, transferring from Moncton... Ops. Mgr. **Lorne Matthews** at **Corus Radio Kingston** is leaving that post... **Laurie Healy** has been appointed Ass't PD at **The Peak 107.3 (CKIK) Calgary**. She retains her MD status and her Mid-Day Announcer roles. **Nicole Berry**, however, will help as Ass't MD... **Vern Rombough**, who once programmed **CHYM-AM Kitchener**, is back on-air doing afternoon drive **FM 98.5 CKWR Waterloo**. He'd been out of radio for 10 years... **Country 93 Owen Sound** has **Tricia Knowles** from **XL96 Moncton** as MD and afternoon drive Announcer... **POWER 97 (CJKR-FM) Winnipeg** has a new morning co-Host. **Dave Wheeler**, ex of **The Goat (CKLM-FM) Lloydminster**, started Monday on *The Wheeler and Hal Show*... Meantime, **B.J. Burke** who left **Power 97's** morning show has hooked up with **Lisa Blackburn** and **Harv Stewart** as *BJ and the Q Morning Crew* at his alma mater, **Q104 Halifax**... **Mark Miatello**, former PD and mid-day jock at **FLY-FM (CFLY-FM) Kingston**, is doing weekend afternoons at **K-Rock (CIKR-FM) Kingston**... On Monday, **CJAD Montreal** afternoon Host **Andrew Carter** took over mornings, while **Ric Peterson**, who had the slot, moved to PM drive... At **Standard Radio** in Toronto, **Karen Steele** moves to Promotions Director of **Mix 99.9 (CKFM)/EZ Rock (CJEZ)/CFRB**. She holds onto her APD duties at The Mix... **CJOJ Belleville** PD **Mark Philbin** has moved from doing mornings to middays.

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SIGN-OFF: **Bill McNeil**, 78, in Toronto of kidney failure. The former **CBC** Radio personality helped chronicle the lives of Canada's pioneers – interviews with Canadians who remembered the early days of homesteading, gold rushes and world wars. Those became the basis for some of McNeil's six books. He retired in 1992, and fans filled Toronto's Roy Thomson Hall twice to hear his last shows.

LOOKING: **Global Saskatoon** is looking for an Electronic Technician; **Corus Entertainment** is looking for a Credit Manager-Corus Radio in Toronto; **CHED Edmonton** is looking for a News Reporter; **MCTV Timmins** is looking for an Account Executive; **CTV Sudbury** is looking for a Manager, Human Resources; **CTV Newsnet** in Toronto is looking for a Supervising News Writer; **XL96-FM Moncton** is looking for a Sales Person; and, **XL96-FM Today's Country** in Moncton is also seeking an Announcer for evenings.

SUPPLYLINES: Effective March 3, 2003, **Kieron J. Dowling** will assume the President/CEO position at **Cygnal Technologies Corporation**, succeeding **Doug Young**. Young will continue to serve as Vice-Chairman.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Jon Pole**, **New Revenue Solutions Canada**, Hamilton. Welcome!

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TV/FILM: A federal cabinet committee has rejected an appeal by **Stornoway Communications** to overturn the licence renewal of **Cable Public Affairs Channel Inc.** In its November renewal of CPAC's licence, the **CRTC** granted the channel more flexibility in the broadcasting of documentaries and analysis. Stornoway claims the licence grants CPAC an unfair advantage over its digital current affairs service, **iChannel**, and asked cabinet to set aside the Commission's decision. CPAC said the licence renewal will have minimal impact on its programming schedule and will not hurt iChannel... Panelists at a **Canadian Film and Television Producers Association** convention session in Ottawa said a lack of money is the chief problem facing Canadian TV drama and that a surge of creativity may be its only salvation. All expressed concern over declining audiences for Canadian drama and reduced homegrown drama programming. The total hours of distinctive Canadian one-hour drama series dropped from 173 in 1999 to 65 hours last year. **Global Television** VP of Production, **Loren Mawhinney**, was quoted as saying the dip in drama production is less troubling than chronically poor viewership: "I find it totally depressing that so much effort ... is resulting in such dismal numbers"... The **Canadian Association of Broadcasters Task Force on Cultural Diversity** has announced that it will be undertaking a comprehensive study on cultural diversity. The Task Force has contracted the team of **Solutions Research Group/Johnston and Buchan, LLP** to carry out comprehensive research aimed at assisting the industry in measuring the state of portrayal and representation of cultural diversity on private TV. The Task Force is comprised of nine members, five industry and four non-industry representatives. Co-Chair for industry is **Madeline Ziniak**, VP/GM at **Omni Television** in Toronto. The non-industry Co-Chair is **Bev Oda**. Other members are: **Stefany Mathias**, a hereditary Chief of the Squamish Nation; **Marie Anna Murat**, a freelance journalist and on-air personality in Quebec; **Raj Rasalingam**, President of the **Pearson-Shoyama Institute**, a national public policy think tank; **Elaine Ali**, Sr. VP, **CTV Stations Group**; **Sarah Crawford**, VP Public Affairs - **CHUM Television**; **Rita Cugini**, VP, Regulatory Affairs and Business Development for **Alliance Atlantis Communications**; and, **Philippe Lapointe**, VP, Information et Affaires publiques, **TVA**...

The British Columbia Association of Broadcasters presents

RISING to the Challenge

May 14 * 15 * 16
Kelowna, B.C.


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CH (CHCH-TV) Hamilton will introduce an expanded 90-minute supertime news package March 6.

RADIO: The **CRTC** has approved **CHUM's** purchase of **CKST Vancouver** from **Grand Slam Radio Inc.**, which had been operating CKST with an All-Sports format (**The Team**). The deal was inked at a cost of \$1.6-million. CHUM continues to operate Vancouver radio stations **CHQM-FM** and **CFUN**... The **CRTC** has approved changes at **CJLS Yarmouth** wherein **Ray**


Zinck and **Chris Perry** become 50% owners of the station. Zinck and Perry bought out the equal share held by **Gerard Boudreau**, who retired... The **CRTC** has denied **Blackburn Radio's** application for an FM station at Wingham which would have programmed Rock. Although the Commission says it recognizes the potential value of the proposed service, it considers that approval would preclude **CBC** from using the proposed frequency (94.5) to provide its French-language service... Pirate radio stations are so prolific in South Florida that they're getting in the way of licenced broadcasters' transmissions. Station execs and engineers complain they're up against the low cost of operating the pirate stations, the unwieldy process of shutting them down and financial restraints that hinder the **FCC's** response. The pirates have interfered with at least nine stations in Palm Beach, Martin or St. Lucie counties. The FCC says 88 of the 400 pirate radio stations it has shut down across the US since 1997 have been located in South Florida.

GENERAL: **Steve Stavro** has sold his 15% share of **Maple Leaf Sports and Entertainment Ltd.** (MLSE) to **Bell Globemedia**, a division of **BCE Inc.** **Larry Tanenbaum**, who takes over as Chairman from Stavro July 1 as part of an ownership restructuring, says he'd like to see the company patterned after **YankeeNets** – a sports conglomerate that would acquire more sports-related businesses and expand the company's TV network. MLSE owns the **Toronto Maple Leafs** and the **Toronto Raptors** as well as Toronto's **Air Canada Centre**. It also has two specialty digi-channels for the teams. Under MLSE's new ownership, the **Ontario Teachers Pension Plan Board** will own 58%, Bell Globemedia - 15%, **Toronto-Dominion Bank** has 14% and Tanenbaum has 13%... **Bell Globemedia** says the responsibility for the operation of the **Sympatico** portal and its associated city site properties is shifting from Bell Globemedia's on-line division, Bell Globemedia Interactive, to **Bell Canada**. Further, the companies other on-line products (globeandmail.com, globeinvestor.com and TSN.ca) be aligned with the specific brands they support... **CAB** President/CEO **Glenn O'Farrell** will be in Montreal tomorrow (Feb. 14) at the **McGill Institute for the Study of Canada** conference, moderating a panel on *Who Controls Canada's media?*... Hollywood's two major performers' guilds could soon unite. The national boards of the **Screen Actors Guild** and the **American Federation of Television and**



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AWARDS

We're offering three 2-hour radio specials in your choice of format:
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Shania Twain is hosting this year's awards telecast from the Corel Centre in Ottawa on Sunday, April 6th at 8pm.
 To secure your market, contact Liz Zlabis at (416) 926-4075 or lizz@chumradionetwork.com.



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Radio Artists have agreed on the principles of a consolidation. They feel the groups need to merge because their jurisdictions overlap.

REVOLVING DOOR: **John Tory**, Chairman of **Rogers Cable**, has announced he's in the running for Mayor of Toronto. **Ted Rogers'** son, **Edward Rogers**, has become President/co-CEO of Rogers Cable. Tory remains as Chairman/co-CEO until he devotes his efforts full time to his campaign. Still with Rogers, **Dean MacDonald**, Sr. VP, Government Relations, RCI and interim Sr. VP Sales and Marketing, Rogers Cable has been appointed Executive VP/COO, Rogers Cable... **Stuart Snyder**, the former President/COO of what was then known as **World Wrestling Federation Entertainment Inc.**, has been picked as the new head of troubled children's program producer **Cinar Corp.**

SIGN-OFFS: **Gerd Kurz**, 61, the President and owner of **PCI Precision Camera** in Toronto, of a heart attack... **Russ Ramsay**, 74, of Alzheimer's Disease. Ramsay was head of **CJIC/CKCY** radio & TV in Sault Ste. Marie before entering provincial politics. He was Minister of Labour under Ontario Premier **Bill Davis**.

LOOKING: **Alliance Atlantis** is looking for a Director, Studio Programming; **CanWest Media Sales** in Toronto is looking for two Account Executives and one Service Rep; **Global Television Specialty Networks** in Winnipeg is looking for a Traffic Supervisor; **Global Toronto** is looking for a VTR Operator; **CJPM Saguenay** is looking for a Technical Director; the **NFB** is looking for a Specialist, Technical Production Support; and, **CTV** in Toronto is looking for a Studio Director and a Unit Administrator for **Discovery** digital channels.

CANADIAN BROADCAST STANDARDS COUNCIL: There were quite a few **CBSC** decisions which came down this week. **Peter Warren's** weekend talk show broadcast on a network of stations and originated at **CKNW Vancouver** was caught up short for allowing a listener to utter the f-word during a show dealing with celibacy in the Catholic priesthood. While the show was determined to be "*balanced, reasonably friendly and remarkably free from hostility and even sharp argumentation,*" the BC Regional Panel concluded that the one nasty call was "*an isolated phenomenon*" which, nonetheless, breached the Code. At sister station **Rock 101 (CFMI-FM) Vancouver**, morning Host **Brother Jake** got off on one complaint but nailed on another. The former involved contests deemed by a listener to be too sexually explicit for morning drive. The CBSC BC Regional Panel disagreed, however, and found the content was sexually suggestive and thus not in breach of any broadcaster Code. The latter is where the trouble is. A sketch that mentioned "fourth grade girls" in a sexual context was ruled by the Panel to be in violation of the provision prohibiting the sexualization of children... The **TVA** program, *Je regarde, moi non plus*, broadcast Friday nights at 10:30 – and of a sexual nature – has come under **CBSC** fire for not including viewer advisories. Such advisories are a breach of the **Canadian Association of Broadcasters' Violence Code**... And, **CKAC Montreal** is off the hook for a comedy skit that included the use of the French epithets "tabernac", "calice" and "hostie". A listener complained that the words were offensive to the Québec population but the Québec Regional Panel found no violation of the **CAB Code of Ethics**... The complete text of all decisions may be found at www.cbsc.ca.

CALENDAR: Feb. 17, **Staying Tuned** - Marriott Eaton Centre, Toronto - Info www.bbm.ca Feb. 17, **CWC Gala Dinner** - Ottawa - Info (416) 363-1880; Feb. 17-18, **Canadian Digital Broadcasting Summit (Canadian Satellite Users Association)** - Westin Harbour Castle Hotel, Toronto - Info dbraden@bbandc.com; Feb. 27-Mar. 1, **Canadian Music Week/OAB Convention/RMB Radio Conference (Crystal Awards)** - Westin Harbour Castle Hotel, Toronto - Info www.cmw.net.

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TV/FILM: **Kevin Shea**, now a Toronto-based broadcast consultant who is best known for his executive positions at **Global Television**, **CTV**, and **Rogers Communications**, is in the position of being a hero to film and TV producers but something less to broadcasters. Shea has asked the **CRTC** to approve his plan to redistribute a handful of US cable services (**CNN**, **A&E** and **TLC**), replacing the commercials with Canadian advertising. A portion of the ad revenue would be funneled to Canadian film and TV production, estimated to be about \$30-million by the third year of operations. The plan would give advertisers access to highly rated American programming that – for 19 years – has been inaccessible to Canadian ad buyers. But broadcasters say the plan would further fragment an already fragmented sales situation. If the Commission approves, Shea says he'll aim for a start-up by spring of next year. His proposed SRDU (satellite relay distribution undertaking) would be owned his consulting company, **Shea Chez Inc...** Meanwhile, the federal budget allows for continued government financial assistance to the **Canadian Television Fund** – with a contribution of \$75 million in each of the next two years. Since 1996, the federal government has contributed \$100 million annually to the CTF. The Fund, however, estimates that a budget reduction of \$25 million annually would likely result in some 60 fewer productions being supported each year representing a potential \$83 million drop in production activity and a loss of some 290 hours of original programming each year... The **CRTC** – after a four-year analysis – says specialty TV services generated \$1.4 billion in revenue last year, or nearly double what they received in 1998. Specialty TV services had 17.5% average annual revenue growth from 1998 to 2002, with last year's revenues up 90.8% from 1998. And pay and pay-per-view revenues grew even faster over the four-years although total revenues from those services remain much smaller at about \$333 million last year... But, while specialty TV income appeared rosy, digital TV losses were substantial. **CanWest Global's** six digital channels reported operating losses of \$29.4-million in the first year, an average of about \$4.9-million in the 12-month period ended Aug. 31, 2002. **Alliance Atlantis's** seven channels lost \$29.2-million while **CHUM Limited's** seven channels lost only about \$5-million or about \$700,000 each. **CTV** reported operating losses of about \$6-million from five digital services, about \$1.2-million each. By far, **PrideVision**, owned by **Headline Media Group**, was the big loser among digital channels surveyed. The gay lifestyle service reported an operating loss of \$9.5-million on revenue of \$1.2-million in its first year... The **Canadian Broadcast Standards Council** has two decisions related to programming on **TQS Quebec**. The first relates to a news clip in which the Anchor – in both the intro and extro – made sound effects of a barking dog. The piece was about a woman who'd been sheltering approximately 150 cats and dogs and was being evicted from her property. The Quebec Panel said that while the Anchor's antics "*made both the subject and the complainant look trite and foolish*", his comments weren't in violation of the Code. TQS, however, was found in breach for airing *The Thomas Crown Affair* at 7:00 p.m. without the proper rating and viewer advisories. For the complete decisions, click [Full Story...](#) In another decision, **CBSC** says an *Open Mike with Mike Bullard* episode on **CTV** that included allusions to the accusations of paedophilia within the Catholic priesthood did not constitute abusive or undue discrimination against Catholics. Complaints from viewers, including one from the **Catholic Civil Rights League**, expressed concern that the show unjustly stereotyped Catholic priests and constituted abusive or unduly discriminatory comment against an identifiable group. Click [Full Story](#) for the complete decision... **CNN** is a tad miffed with **Fox News Channel's** use of CNN footage from the Columbia crash. Control room people at CNN thought the images looked familiar so they superimposed a tiny CNN logo on the upper left corner of the network's screen. The same logo appeared on Fox. **CBS**, on the other hand, also used the video in its special report but it asked for permission. CNN says it's acceptable for networks to take video from each other in times of national emergencies but that it's rare that they would cover it up rather than give credit.

RADIO: *Advertising Standards Canada* says there were 1,828 consumer complaints about 870 advertisements for 2002. Two out-of-home campaigns (billboards) garnered 600 complaints – one of those being for **K-Rock (CIRK-FM) Edmonton's** controversial sex-themed promo boards for its morning show. The other one wasn't ID'ed. The three media to receive the most complaints were out-of-home advertising with 840, TV with 591 and newspapers with 96 complaints... **Standard Radio's** Toronto stations (**CFRB/CKFM/CJEZ**), during a three-day blitz last week, raised over \$1,700,000 for the **Hospital for Sick Children** in Toronto... **CFJR Brockville** says it expects to have its flip in place and on air by Canada Day. **CFJR-FM's** format will be slightly modified but remain a mainstream AC station... **Corus-owned CIZN-FM Cambridge** has won **CRTC** approval to change the frequency from 92.9 to 107.5 and to bump power from 560 watts to 2,500 watts... The **Katz Media Group's** study of the **Arbitron** Fall 2002 response rates shows a 4.4% decline over the same period the year before – and calls it the worst in Fall showing ever. The average response rate for Fall 2002 was 34.4%. Katz says the analysis shows significantly lower consent rates appear to be the problem. Fewer and fewer people will agree to participate. Anecdotally, since we're not familiar with any Canadian studies, Canadian radio stations have said much the same situation is developing here... A new **Arbitron** study shows listeners are pleased with the programming choices available. The majority of listeners polled (79%) – 2005 phone interviews with people chosen at random from its Fall 2002 diary keepers list (see previous item) – feel they get more or the same amount of programming choices from their local radio stations than they did five years ago. Over two-thirds (69%) said their local stations do a very good or good job of providing a wide variety of programming. Almost 80% said they listen to local radio stations for news, weather or traffic at least once a week. Said Arbitron SVP/GM **Scott Musgrave**: *“Contrary to the concern that some observers have expressed, more variety in programming—not less—is available to radio listeners following the consolidation that has taken place in the radio industry in recent years”*... **Brian Costello**, who for years has been heard in syndication on radio stations across the country, violated the law with *“many conflicts of interest,”* says the **Ontario Securities Council**. In finding that Costello recommended investments without registering as an adviser, a three-member commission panel stated: *“His failure to make full, complete and conspicuous disclosure of his many conflicts of interest was contrary to the public interest.”* The panel will consider submissions from Costello and commission staff before deciding on a penalty, which could include permanently barring him from trading in securities, or prohibiting him from acting as a company officer or director... Beginning Monday, March 3, is **FastChannel Canada's** Audio 5.0 for audio spot delivery. It's described as the first step of an integrated expansion... According to the **RAB/Research Alert**, the average one-way drive time to work in the US was 25.5 minutes in 2000, up 13.8% from 22.4 minutes in 1990. Drive times increased in each of the 286 US metro areas studied over a 10-year period. What's it to radio? Outdoor and radio are the media most likely to reach commuters; since outdoor advertising tends to be placed along major highways, it is less likely to be seen by the new wave of intra-suburb commuters. Radio, on the other hand, does not share this limitation... Stock prices for **XM Satellite Radio** and its competitor, **Sirius**, soared this week after a report in financial magazine **Barron's** about the companies' successes in placing satellite radios in new cars. XM was up 80-cents to \$4.57 on Tuesday while Sirius mirrored that 21% improvement to 91 cents... St. Louis radio personality **Nan Wyatt**, 44, co-Host of that city's top drive-time morning show on **KMOX**, was found shot to death in her home. A suspect is in custody.

EVOLVING DOOR: **Vic Foliott** has departed his PD duties at **CKPC/CKPC-FM Brantford**. Succeeding him is **Ted Yates**, whose last radio gig was 18 years at **CHSC St. Catharines**... **Kirstine Layfield** has been appointed Sr. VP of Lifestyle Programming at **Alliance Atlantis Broadcasting**. Her broadcast background includes being Sr. VP, Programming at Denver-based **Hallmark Entertainment**, VP/GM, Programming for **Trio/NewsWorld**, initially distributed in the US as a joint venture of **Power Corporation** and **CBC**, and as Sr. VP at **Paragon Entertainment's** distribution division... **Shane Neufeld**, Sr. VP at **Trinity Television** in Winnipeg has left the company. He's now consulting.

SIGN-OFF: **Pat O'Bryan** (real name **Pat LaCroix**), 42, of cancer in Calgary. O'Bryan hosted a popular morning show on **CFR Calgary** until his illness forced him into hospital. During the '90s, he was morning Host at **C95 (CFMC-FM) Saskatoon**.

LOOKING: Jobs we've heard about this week include: **CKLW Windsor** looking for an ND; **Alliance Atlantis Toronto** looking for both an IT Business/Project Analyst and a Manager, Accounting; **CITE RockDetente Montreal** looking for a Conseiller publicitaire; **CanWest Media Sales** in Toronto looking for a Human Resources Manager; **TVA Montreal** looking for a Corporate Secretary; **Sportsnet** in Toronto seeking an ENG editor; and, both **KISS 92.5** and **FAN 590 (Rogers Toronto)** are looking for separate promotion managers.

GENERAL: The 2003 annual convention of the **Canadian Association of Broadcasters** will be held in Quebec City. Logistical problems with the planned Ottawa venue forced the change. Dates are Nov. 9-11. Next year, CAB 2004 is to be staged in Ottawa... **Tom Mark** of **CKNW Vancouver** has been named the 2003 recipient of the **RTNDA Distinguished Service Award**, presented annually to a member who has demonstrated dedication to the organization and support of ongoing excellence in the broadcast journalism profession... In growing numbers, young adults are turning away from the news media their parents and grandparents rely on for information. The trend started 30 years ago but has accelerated since the late 1990s. It now is seen by many as a crisis that threatens the long-term survival of some celebrated news organizations. For example, the average age of a newspaper reader is 53. And the median age of people watching the US nightly newscasts anchored by **NBC's Tom Brokaw**, **ABC's Peter Jennings** and **CBS' Dan Rather** is 56, 59 and 61, respectively (source: **Nielsen Media**). If 18-34s watch TV news at all, say the experts, they're likely to tune in to the likes of **Fox News**, **CNN** and **MSNBC**. In New York City and area, 18-34s get their information from daily newspaper 55%, Sunday newspaper 56%, magazine 94%, Internet 80%, radio 92% and TV 79%... **BCE Inc.** CEO **Michael Sabia** told the **Standing Committee on Industry, Science and Technology** that his company's position on foreign ownership is that a complete removal of ownership restrictions is inevitable. "Any change to current rules," he said, "must continue to foster Canadian leadership and must recognize the fundamental changes taking place in the industry. Technological change is blurring the lines of traditional separations in the industry and creating competition across platforms. Telcos compete not just with other telcos, but with cablecos. Cablecos compete with satellite companies. Wireless against wireless and against wireline." Further, said Sabia, should the lawmakers wish to send an early signal of Canada's intent and direction on ownership limits sooner, then as an initial step foreign ownership restrictions at the holding company level could be raised from the current 33% to 49%... A conference on media control in Montreal (the **McGill Institute for the Study of Canada**) heard Quebec Culture Minister **Diane Lemieux** say that provincial codes of media ethics could safeguard the public's right to information amid increased media concentration. Further, she said, information must be treated as a public good and not just a commodity. However, ethics codes, she said, mustn't infringe on the fundamental principle of freedom of the press. About 350 academics, students and media professionals met to discuss the increased concentration of media ownership as well as the model of convergence, defined as the control by one corporation of broadcast outlets, newspapers and web sites... At the same conference (during a panel on the future of public broadcasting), and combating a cry that **CBC** is no longer relevant, CBC President **Robert Rabinovitch** said the proliferation of choices and fragmentation of the television audience underscores the need for the federally funded public broadcaster. He took particular aim at news. A major news event, like the friendly fire killing of Canadian soldiers in Afghanistan, he said, got a scroll across the bottom of **CNN** screens whereas CBC handled it as a major story with political ramifications. "The privates will never pick up the flag: it's simply too expensive to abandon simultaneous substitutions for Canadian content." Further, said Rabinovitch, "Private broadcasters, even with incentives and grants – and the grants and incentives program is quite rich – have failed to produce Canadian content, and they will continue to fail to produce Canadian content. It's not in their interest. Canadian content is the licence fee that allows them to import dumped American content"... Five **Seneca College** (Toronto) broadcasting students will be in Abu Dhabi this weekend to assist a global e-learning conference – **Educators Without Borders**. The three journalism and two camera operator students will provide event news coverage for on-site and worldwide news providers... **The Nordicity Group Ltd.** has been re-constituted as an independent firm to provide strategy and business process solutions to clients in the public and private sectors, following an agreement with **PricewaterhouseCoopers** (PwC). **Peter Lyman**, one of Nordicity's founding partners, has moved to Toronto from Ottawa to be closer to clients. **Stuart Jack** has re-opened the Ottawa office.

NEW SUBSCRIBERS THIS WEEK INCLUDE: Barry Saunders, *Global Maritimes, Halifax/Dartmouth*. Welcome!

BROADCAST Dialogue

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EDITOR'S NOTE: I am proud to reprint the following item from this week's *Radio-Television News Directors Association of Canada* (RTNDA) newsletter: *The RTNDA Canada Board of Directors is pleased to announce the selection of Howard Christensen as the recipient of the 2003 Friend of RTNDA award. Howard was recognized for his years of service to broadcast journalism and his commitment to RTNDA. Howard's broadcasting career began in 1972 at CHAM Hamilton. He also made stops at CKJD Sarnia, CHYM Kitchener, CFRB Toronto, CJAD Montreal and CKVR-TV Barrie. Howard worked at Broadcast News in Toronto from 1977 to 1989 as General Executive-Eastern Canada. Before his days in a suit, he was one of the six original network newscasters who helped take BN into a new era of audio delivery in Canada. It will be fitting that Howard is honoured in June in Halifax - the month that marks the five-year anniversary of Broadcast Dialogue magazine. Of course, hundreds of broadcasters know Howard best for his weekly electronic newsletter. RTNDA thanks Howard Christensen for his work to help strengthen our organization. He truly is a Friend of RTNDA.*

T V/FILM: The *Canadian Association of Broadcasters* is not happy with a proviso in the federal budget setting a 25% reduction in the Canadian Television Fund (CTF). CAB President/CEO **Glenn O'Farrell** says it signals the government's shift in priority of its long-standing cultural objectives to develop distinctly Canadian television programming: *"We interpret these budget measures to indicate a shift in Government priorities away from indigenous programming in favour of more foreign service productions."* CAB estimates that the 25% reduction will result in a decrease of between \$130 to \$150 million in independent Canadian production thus eliminating up to 600 hours of Canadian programming and up to 4,100 jobs... **MTV Canada**, the digital channel owned by **Craig Broadcast Systems**, was dealt a blow by the **CRTC** when the Commission ruled that Craig isn't fulfilling its conditions of licence and, further, that it must change the ownership agreement with **Viacom**, its US partner. In exchange for programming and consulting, Viacom had the annual option to buy up to 51% of MTV Canada and sister digital station **MTV2**. The CRTC said Craig was licensed to deliver teen-oriented information and entertainment that had no more than 10% of weekly programming composed of music videos. Craig has 90 days to report on steps taken to bring MTV Canada into



compliance. It must also overhaul the joint-venture agreement with Viacom and report to the Commission with 30 days... **OMNI Television Toronto (Rogers Media: Television)** Executives **Leslie A. Sole** and **Madeline Ziniak** have both been awarded the *Queen's Golden Jubilee Medal* in recognition of their respective accomplishments. Sole is CEO, Television, Rogers Media Inc. and Ziniak is VP/Exec. Producer/Station Manager at OMNI.

RADIO: Beginning this morning (Thursday) in Toronto – and running through the weekend – is the annual **Canadian Music Week** conference, which also incorporates the annual **Ontario Association of Broadcasters** convention and the **Radio Marketing Bureau's** annual conference. Expect to hear and see topics and issues such as the end of AM and FM broadcasting, replacement of off-air radio by Internet radio, the “non-crime” of CD burning and MP3 copying, and the attitude of the music and radio businesses towards contemporary music — all hot button issues... **CIQB-FM Barrie** has been granted a power increase, from 795 watts to 2,600 watts... Toronto-based **Musicrypt, Inc.**, has completed streaming and downloading trials of its DMDS (Digital Media Distribution System) between **EMI Music Canada** (EMI) and **Standard Broadcasting's MIX 99.9 Toronto**. The testing included internal on-line streaming between EMI/VIRGIN Head office and branches in Vancouver, Calgary, Edmonton, Toronto, Montreal and Halifax... Her husband admits killing **KMOX St. Louis** morning co-Host **Nan Wyatt**. The **St. Louis Post-Dispatch** says **Thomas Erbland** told police he decided to kill his wife after reading about their failing marriage in her diary.


Syndication: **Westwood One** and **Gaylord Entertainment's** Grand Ole Opry will launch the two-hour weekly *America's Grand Ole Opry Weekend* beginning in April. The show will feature performances by Country Music stars recorded live from the Nashville Opry stage.

General: **Shaw Communications** is selling its US cable TV operations – which it acquired from **Moffat Communications** just over two years ago – for \$300-million. The buyers are **Twean** for the Florida cable business and **Cequell III** for the Texas cable system. Shaw says it will use the money to pay down some of its nearly \$3.5-billion debt... The **Canadian Satellite Users Association** (CSUA) has presented its annual *Outstanding Service Award* to **Harvey Rogers**, Sr. VP of Broadcast Operations & Engineering at **Alliance Atlantis Communications**. The Award is presented to an individual or company that makes significant contributions to broadcasting and satellite usage... Traffic on the new *Nimiq 2* satellite has temporarily been moved to *Nimiq 1*. The problem, says **Telesat Canada**, is that a mysterious malfunction disrupted the power supply on the recently launched *Nimiq 2*. The power disruption knocked off up to 15% of channels used by **Bell ExpressVu**. Telesat is working with **Lockheed Martin**, the manufacturer of *Nimiq 2*, to find out what happened... The **Canadian Cable Television Association** (CCTA) wants the ability for its

The British Columbia Association of Broadcasters presents

RISING to the Challenge

May 14 * 15 * 16
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members to offer more high-def TV. It has sponsored the addition of two US HDTV cable channels – **Discovery HD Theater** and **HDNet** – in hopes that Canadian broadcasters will be forced to support HDTV. In its petition to the **CRTC**, CCTA says “the addition of these services, in our view, will act as a catalyst for the Canadian broadcasting industry to make the transition to the high definition format.” CCTA describes the situation as “classic chicken and egg” in that less than one per-cent of Canadian households are HDTV-equipped and thus broadcasters have little incentive to invest in it. Cable and satellite customers won’t buy the HD sets until there’s a quantity of high-def programming... In urging looser ownership rules for cable companies, **Competition Bureau** Commissioner **Konrad von Finckenstein** says they and other telecommunications carriers must not be hurt by ownership restrictions aimed at content providers as a means of protecting Canadian content. CanCon, he argues, should more appropriately be directed as providers and not carriers. The competition regulator says telecommunications carriers should be allowed to split their companies so as to take advantage of any relaxation in foreign ownership restrictions. von Finckenstein’s remarks came to reporters immediately prior to his testimony to the House of Commons committee on Industry, Science and Technology (on the question of foreign ownership restrictions on telecom carriers). Key players in cable industry have said they’d be willing to split their companies into carriers and content providers if it would allow them to take advantage of looser ownership rules... **Quebecor** CEO **Pierre Karl Peladeau** attacked **Bell ExpressVu** Tuesday, accusing it of selling satellite dishes that make TV piracy too easy. He said 18% of consumers who buy ExpressVu satellite receivers use them without paying subscription fees to ExpressVu. Further, said Peladeau, ExpressVu isn’t doing anything about it. During his speech to a business crowd, Peladeau also defended media convergence. While other companies are pulling away from the convergence strategy, he said, Quebecor is staying the course.

REVOLVING DOOR: **Steve Jones** has been named VP of Programming for **NewCap**. He’ll oversee programming of all NewCap radio stations... **Brad Muir** has been promoted to PD at **K-Rock/96X Edmonton**... Moving to **The New WI Windsor** is **Steve Young** who becomes News Supervisor. It’s a promotion from his current assignment at **The New NX Windsor**.

SIGN-OFF: From famed Vancouver DJ **Red Robinson**’s Web site: “... allow me to thank each and every one of you for your kind thoughts regarding the passing of my son **Jeffrey** at the age of 33. He fought a brave fight against Crohn's disease for most of his life and endured 32 operations, but time ran out for him. If you would like to make a donation in his name, please send it to the **CHILD Foundation**, Suite 1150 - 1188 West Georgia Street, Vancouver, BC V6E 4A2. Jeff and Grace McCarthy's granddaughter, Shannon, was the inspiration for this charity which, to date, has raised enough money to begin a research facility here in Vancouver to study intestinal diseases. **Carole** and I thank you.”

LOOKING: **Central Island Broadcasting** in Nanaimo is looking for a Sales Manager; **Global National News** at **CHAN-TV Vancouver** is searching for a temporary Writer, the term of which is dependent on the/a war in Iraq; **Global Television Toronto** seeks a Program Accountant - Supervisor; **Global Toronto** is also looking for an Assignment Coordinator, News; **W Network** in Toronto is looking for a Senior Program Coordinator; **MOJO Radio Vancouver** is looking for an Assistant Promotion Director; **CKNW Vancouver** and the **Corus Radio Network** seeks a Newscaster; **CTV** in Toronto seeks a Research Manager, Network Sales; **ROBT** is looking for a Floor Director; a Senior Audio Operator is wanted by **CEP Operations Division** (CTV); **Broadcast News** is looking for a Broadcast Journalist in Halifax. BN also seeks part-time studio editors in Toronto; and, Toronto-based **NakedNews.com** is looking for a Newscaster.

SUPPLYLINES: **Sierra Automated Systems** (SAS) of Burbank and **Ward-Beck Systems** (WBS) of Toronto have a joint venture for new products. The first launch will be an audio console based on the Ward-Beck R2K series. The R2K series was first introduced in 1998 and has captured more than 90% of market sales over the past five years.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Ken Truhn**, **Big Country 93.1 (CJXX-FM) Grande Prairie** and **Ken Murphy**, Broadcast Consultant, Toronto. Welcome!