

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2003) by Christensen Communications Limited * 414 St. Germain Ave. * Toronto ON M5M 1W7
Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com

Thursday, May 1, 2003

Volume 10, Number 46

Page One of Four

REVOLVING DOOR: **CHUM Limited** President/CEO **Jay Switzer**, in a discussion with **InvestorCanada.com**, was asked about perceptions about **CHUM Television** without **Moses Znaimer**? Said Switzer: "Well, he is a brilliant visionary and has been doing this for 31 years. He is on sabbatical right now and we fully expect him to return when that's over in June or July. And we're all here, not all of us, many of us are here because we are attracted to the kind of television that he stands for and after 31 years, he's been able to train, work with and guide, develop lots of creative people, hundreds of them, hundreds of us and we share his vision and we fully expect that he'll be back after his sabbatical." The complete interview with Jay Switzer may be found [here](#). Znaimer steps down from his VP, Corporate Development and CHUM Ltd. and President/Executive Producer of 17 of CHUM's TV stations. Instead, he'll focus on distance education and lifelong learning and continue to serve as Director, Chairman and Executive Producer of **Learning and Skills Television of Alberta Limited** (LTA) and 1487442 Ontario Inc. Znaimer was one of the original founders who launched **Citytv Toronto** in 1972... **Bruce Hogle**, long an Alberta broadcaster, has been elected Chairman of the **Alberta Press Council**. He'll hold that spot for the next two years. Hogle is best known for his years at **CFRN-TV Edmonton**...

GENERAL: A Senate committee has launched a major study into Canadian media, the first since the advent of all-news TV networks and the Internet. The last Senate study of the media, chaired by **Keith Davey**, was released in 1970. In 1981, the *Royal Commission on Newspapers* (the Kent Commission) issued a report, while the *Task Force on Broadcasting* published its findings in 1986. **Tom Kent**, Chairman of the 1981

Building
your career?
This is the
tool you need.



Order Online at www.broadcastnews.ca
or call 1-800-434-7578

BN Broadcast News
a division of The Canadian Press

Royal Commission, says Ottawa should break up cross-ownership of newspapers and TV stations by refusing to renew or issue any more broadcasting licences to companies that own papers. Kent believes cross-ownership reduces newspaper freedom because owners have an incentive to avoid stories that could jeopardize broadcast licence renewal. He argues that cross-ownership also promotes the homogenization of news and analysis. Over the coming months, the panel will hear from consumers, regulators, journalists, media owners and executives, along with ad and marketing execs...

Liberty Media Corp., the American cable network owner, has sold its shares in **Corus Entertainment** for about \$100 million. This is said to be a privately-negotiated deal... The **Canadian Cable Television Association** cancelled its *Cable Summit* which was to have been held in Toronto April 27-29. CCTA President/CEO **Janet Yale** said too many people decided to heed the **World Health Organization's** advice not to travel to Toronto because of SARS... The head of the **British Broadcasting Corp.**, Director General **Greg Dyke**, has lashed out at American broadcasters, accusing them of letting patriotism cloud their coverage of the Iraq war. Dyke singled out **Fox News** and **Clear Channel Communications** for his harshest attacks. The complete story may be found [here](#)... **Corus Entertainment** says it had a stronger second-quarter operating profit although net income fell. That was because of the boost last year due to the sale of its piece in **The Comedy Network**. Corus posted net profit of \$7-million (16 cents a share), down from \$19.3-million (45 cents) for the same quarter last year. Quarterly revenue fell to \$147.5-million from last year's \$167.7-million because Corus sold its **Klutz** publishing business and **Viewer's Choice** pay-per-view. Improvements in results, said Corus, were led by gains in its TV and radio properties and from consumer products sold under its **Nelvana brand**. Radio revenues rose 12%. cent. TV revenue was roughly equal to pro-forma revenue the year before but down 9% from actual results because of the sale of Viewer's Choice and other assets... **CanWest Global Communications** turned a \$10-million (1-cent a share) profit in the latest quarter, powered by the sale of more than 30 of its southern Ontario newspapers. Second-quarter profit compares with a loss the year before of \$22-million (12 cents). The troublesome newspaper business continues to bleed red but TV revenues increased by 10% to \$171-million from \$155-million in the same quarter last year... **CHUM Ltd.**, citing an improved radio/TV ad market, says it had a smaller second-quarter loss – \$50,000 (1 cent a share). This compares with a profit of \$3.1-million (27 cents) a year earlier, but excluding a gain on the exchange of assets, the company would have lost \$3.2-million (27 cents) in the fiscal 2002 period. Revenue rose 11.5% to \$120.9-million from \$108.4-million a year earlier. Earnings before interest, taxes, depreciation and amortization rose 204% to \$10.5-million from \$3.4-million a year earlier... Commentator **Brian Costello** violated securities



The HIT Music Channel



Unforgettable Hits

SENIOR ACCOUNTANT
needed for immediate position in our
Toronto office. Must have broadcast
experience. Fax resume to: (416) 233-8617
or e-mail to: grace@z1035.com

**Broadcast Dialogue's May edition
is in the mail.**

**If you can't wait, check our
Web site at Midnight E.T. May 1
for selected articles.**

www.broadcastdialogue.com



laws and will be reprimanded, subjected to a review of his activities and assessed \$300,000 in costs. After an eleven and one-half day hearing before the **Ontario Securities Commission**, a panel found that Costello "had not complied with Ontario securities law and had acted contrary to the public interest" by giving investment advice without being registered as an adviser.

RADIO: The **CRTC**, in an unusual move, is soliciting public comment on the renewal of **CKEY-FM Fort Erie** and its repeater, **CKEY-FM-1 St. Catharines**. The problem revolves around an intervention which claims that CKEY-FM's programming originates from a Buffalo, NY, studio. The station's licence expires August 31... **Arbitron's 2003 Radio Today** study has been released. *How America Listens to Radio*, the 2003 edition, may be found [here](#). Highlights include: New Adult

Contemporary (NAC)/Smooth Jazz listeners are 53% more likely than average to buy a new luxury car. They are also fitness-conscious; 38% of those who play golf are News/Talk/Information listeners. They also consume all types of financial products and services at rates well above the national average; 57% of Country listeners eat at fast-food restaurants five times or more per month; and, Rock listeners are 35% more likely than the norm to have a home improvement loan. Click [here](#) for the complete study... Still with **Arbitron**, the US ratings giant says people are listening to many more radio stations in the evening than diary rating measurements pick up. Analysis of its own *People Meter* trial in Philadelphia shows people are being exposed to up to twice as many stations each day as they were reporting with diaries. Morning drive numbers are virtually the same but evenings is a whole other story, with the People Meters picking up listening to an average of 2.8 stations between 10 AM-7 PM, including evening drive, and 3.1 stations after 7 PM. Previous diary figures were 1.8 stations between 10 AM-7 PM, and 1.5 stations after 7. The People Meter caught people listening to 2.0 stations, on average, from 3-7 PM, and 1.9 stations at night, against the 1.3 stations caught with the diary... Meantime, **Arbitron** reports continuing decline in response rates. Across all 97 continuously measured markets, response rates declined 2.3% (from 36.2% in Winter 2002) to 33.9% in Winter 2003. These new declines may make for a lively meeting today (Thursday) as Arbitron meets with reps of both the radio and advertising to unveil what it calls a comprehensive plan to enhance the quality of its diary surveys and improve response rates. Former **BBM** President **Owen Charlebois**, now President of Arbitron's US Media Services, is quoted as saying "Arbitron has continually invested in programs to maintain and improve the quality of our radio ratings surveys. Yet as consumers grow less willing to participate in surveys, we will redouble our efforts to address the decline in response rates that confronts the entire research industry"... **Microsoft** is using FM frequencies leased from broadcasters to deliver instant messages, headlines and traffic updates to a new generation of gadgets that will fit on wrists, key chains, alarm clocks or refrigerator magnets. Expected to go on sale within months, the products employ tiny LCD screens on a high-tech watch. Content would include continually updated stock prices, sports scores, local dining suggestions, horoscopes, theater listings,

ACCOUNT MANAGER

Rogers Broadcasting Limited
Mountain FM, Squamish/Whistler, BC



RESPONSIBILITIES

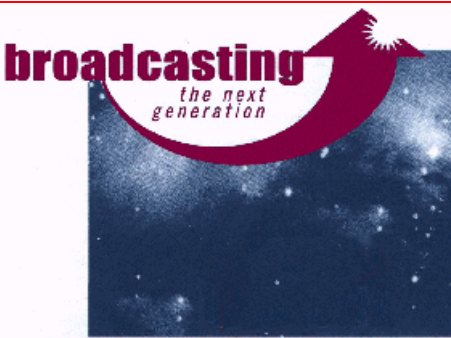
Manage and achieve budget on Mountain FM * Develop new business for Mountain FM * Manage all aspects of client relationships including contracts, billing and collections.

QUALIFICATIONS

Minimum of 3 years experience with proven success in media sales or related field * Entrepreneurial and a self-starter * Excellent prospecting and presentations skills * Strong communication and interpersonal skills * Computer skills are essential – eg: Windows, Microsoft Office, etc.

FORWARD RESUME TO:

J. Letwin, GSM
Fax: (604) 877-4494
Email: jletwin@rci.rogers.com



Western Association of Broadcasters
69th Annual Convention
June 6 - 8, 2003
Kananaskis
Alberta

Western Association of Broadcasters
c/o The Organizers - Event Management Ltd.
#93, 1815 Varsity Estates Dr. NW
Calgary, Alberta T3B 3Y7
Phone: (403) 292-0492
E-Mail: the_organizers@compuserv.com (click for direct contact)

terrorism alerts, weather forecasts, traffic tips, and so on... **Styx** cancelled two promotional concerts, one sponsored by **CHOM-FM Montreal** - the other by **Q107 (CILQ) Toronto**, because of SARS. They were set for April 28 and 29 respectively. Tickets were only available to contest winners from each station... Coming up next year is the 50th anniversary of **CKYL Peace River**, and current staff organizing a 50th reunion celebration are searching far and wide for station alumni – even if they worked there only for a short time. Contact Chuck Benson at ceebee@img.net to let him know where you are... **880**

CKLQ/94.7 STAR FM Brandon, owned by **Riding Mountain Broadcasting** – nominated by **The Canadian Cancer Society Relay For Life Steering Committee** – has won the **Golden Hand Award for Media** for promotion of the fundraising event. The stations provided exclusive media sponsorship to the 2002 Brandon Relay For Life, contributing about \$20,500 in promotional spots and support.

SYNDICATION: **Raceline Radio**, the nationally syndicated motorsport magazine and open line radio show, has moved to **MOJO Radio** in Toronto. Beginning May 4, MOJO will serve as the new Toronto flagship for the 13 station Raceline Radio Network.

T V/FILM: The **Canadian Association of Broadcasters** has called on Quebec producers to join the fight against signal theft. CAB President/CEO **Glenn O'Farrell**, speaking to about 300 delegates at the conference of **L'Association des producteurs de films et de télévision du Québec** (APFTQ) in Ottawa, reiterated his position that “stealing cable or satellite signals is no different than shoplifting or robbery.” He said the victims of cable/satellite theft were those in the audience. More on this story available [here](#)... **Toronto Film Studios Inc.** has acquired the seven-acre, 85,000 square foot **Cinevillage** from **Alliance Atlantis Communications** and **PS Production Services Ltd.** The studio and production facility is on Toronto's Heward Avenue where programming for Alliance Atlantis' specialty channels will continue to be produced. Details on this story may be found [here](#)...

LOOKING: **Z 103.5/Foxy 88.5 Toronto** is looking for a Senior Accountant. See the ad on Page 2... **Mountain FM Squamish** seeks an Account Manager. See the ad on Page 3... Other jobs we've heard about include: **CJWW/CFQC/CJMK Saskatoon** seeking an Account Executive/Sales Person; **Alliance Atlantis** in Toronto looking for a Senior Publicist; **Global Television Winnipeg** seeking a VTR Operator; **Q107/102.1 The Edge/Mojo Radio** looking for part-time Producer; **CFNY Toronto** in search of a Sales Assistant; **Teletoon** in Toronto seeking an Intermediate Account Executive; and, **Corus Entertainment** in Toronto looking for a Maintenance Technician.

SUPPLYLINES: **Bill Evans**, P. Eng. and **Ken Babb**, P. Eng. of **EB Systems** in Winnipeg have won the 2003 **Consulting Engineers of Manitoba Merit Award for Innovation** for its work on the **Manitoba Telehealth Network**. This is the second such award for E B Systems. In 2000, the company won an Award of Excellence for its design and implementation of the **Manitoba Learning Network** - Wireless Clusters.

RISEING to the Challenge

56th Annual Conference
May 14 * 15 * 16
Kelowna

For Information and Registration:
Pacific Northwest Planners
pnwpp@aticanada.ca
or phone (604) 276-7471



BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2003) by Christensen Communications Limited * 414 St. Germain Ave. * Toronto ON M5M 1W7
Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com


Thursday, May 8, 2003

Volume 10, Number 47

Page One of Four

TV/FILM: Heritage Minister **Sheila Copps** says she's found a way to add \$130 million to the **Canadian Television Fund** (CTF). Copps told *The Globe and Mail* that she has developed a plan that will see the fund increase to \$205 million, from its \$75 million budget. Some of the new money, she says, will come from the fund's reserve, from **Telefilm Equity Participation** money and from the private sector - through increased satellite and cable revenues... **CBC-TV** Anchor **Peter Mansbridge** and his wife, Actress **Cynthia Dale**, will co-host the **24th Banff Television Festival's Tribute** night, honouring outstanding contributions of the US TV industry. They'll also present BANFF 2003's awards for outstanding achievement and salute the 60th Anniversary of **ACTRA**. Details may be found [here](#)... The **CRTC** has approved four Category 2 specialty TV applications by **Dieter Kohler**, on behalf of a corporation to be incorporated. They are **The Hunting Channel**, **The Cult Movie Channel**, **The Auto Channel**, and **The Armed Forces Network**... An Interactive media fund program has been launched to support Manitoba's New Media producers. The Government of Manitoba has allocated \$300,000 annually for a minimum of three years to **Manitoba Film & Sound** to administer the **Manitoba Interactive Media Fund**.

RADIO: **CIBW-FM Drayton Valley**, **CHBW-FM Rocky Mountain House** and **CHBW-FM-1 Nordegg** now belong to **Jim Pattison Industries** subsidiary, **Medicine Hat Broadcasting**. The **CRTC** approved the deal despite chastising the company about not seeking the Commission's prior approval (such prior approval is required for any transfer of assets of a licensed undertaking). Purchase price was not disclosed... **CBC** national radio Reporter **Susan Murray** will be presented with the **Charles Lynch Award** for dedication and commitment to journalism. Murray is the fifth person to receive the award, given to veteran journalists who have covered federal politics for many years. She was chosen by her peers in the **Parliamentary Press Gallery**... **Viacom** President **Mel Karmazin** has ignited



broadcasting
the next
generation

Western Association of Broadcasters
69th Annual Convention
June 6 - 8, 2003
Kananaskis
Alberta

Western Association of Broadcasters
c/o The Organizers - Event Management Ltd.
#93, 1815 Varsity Estates Dr. NW
Calgary, Alberta T3B 3Y7
Phone: (403) 292-0492
E-Mail: the_organizers@compuserv.com (click for direct contact)

a debate within the US radio industry over whether cluster-selling is at least partially to blame for lagging ad sales. The argument's heart is to found in the debate over whether some inventory has to be sold cheap. It is his view that consolidation has failed to boost top line revenue growth for radio. Says Karmazin, "I just think that the radio industry has done a horrible job in providing leadership in selling advertising." But **Clear Channel** President **Mark Mays**, whose company is most often at the end of pointed fingers on the issue, says "Our whole goal is

never to discount anything." As you might expect, there's also a difference of opinion from those on the buying side. **Matthew Feinberg**, Sr. VP/National Radio at **Zenith Media Services**, says "Clustering stations generally does not benefit the advertiser." He says it's the radio groups who get the benefit. Conversely, **Carat** VP/Senior Spot Supervisor **Fred Coady** thinks "Clustering is fine as long as all the stations meet the demo that you're trying to reach"... **Humber College's School of Media Studies Radio Broadcasting Program** Alumni Reunion, scheduled for May 31 in Toronto, has been cancelled. Details [here](#). A new date in the fall is being planned... **Delphi Corp.** says **Wal-Mart** will begin selling the complete line of Delphi **SkyFi** satellite radios. The radios use **XM Satellite Radio** and have a suggested retail price of \$129.99. Accompanying home and vehicle adaptor kits sell for \$69.99... In Colorado Springs, two Country music Announcers have been suspended for playing the **Dixie Chicks** in violation of station policy. **KKCS-FM** sent **Dave Moore** and **Jeff Singer** home after the duo locked themselves into the station's studio and played Chicks music for five hours, taking listeners' requests. The jocks say they support President Bush and American armed forces and that they disagreed with **Natalie Maines'** March 10 statement that she's ashamed Bush is from the trio's home state of Texas. But Singer and Moore believe the Chicks have been punished enough. The station banned the Dixie Chicks music soon after Maines made the comment.



Dan Williamson
VOICE IMAGING
Radio Liners, Promos, Commercials,
TV Commercials.
Same Day Audio MP3 E-Mail Service,
Competitive Rates, Canadian dollars.
416.499.0258
or
Click This Display & Ask for Your MP3 Demo!
da_bear@sympatico.ca

REVOLVING DOOR: **Nevin Grant**, PD at **CKOC/CHAM Hamilton**, has announced his retirement. After 37 years – at first when CKOC was a stand-alone – Grant will depart the stations Nov. 1. Read more [here](#) and then take a look at his Programming article published in **Broadcast Dialogue** back in June, 1999. Click [here](#)... **Larry & Willy**, who had been the morning Hosts at **99.3 The Fox (CFOX) Vancouver**, have moved "across the street" to **JACK-FM (CKLG-FM)**. Read more [here](#)... **National Post** Publisher **Peter Viner** - more a broadcaster than a publisher - has been relieved of that position, returning to the **CanWest Global Communications** executive team. See the full story [here](#)... **Gerry Noble**, who had been President/CEO of **Global Television**, has been appointed CEO of Can West Global's production and distribution subsidiary, **Fireworks Entertainment Inc.** The appointment is effective immediately. **Jay Firestone**, who'd held the position, decided that when his five-year employment agreement came to an end May 4 he wanted to move on... After 34 years at **CTV News**, VP **Dennis McIntosh** has retired. Friends and colleagues sent him off in style with speeches and video at a party last Friday night... **Donald A. Braden**, Executive Director of the **Canadian Satellite Users Association**, has been appointed Chair of the **Canadian Digital Television (CDTV)** Board of Directors. He succeeds Past Chair, **Jim Macdonald**... **Sandy Salerno**, ex of **Talk 640/Q107 Toronto**, is new morning news Anchor at **Z103.5, Foxy 88.5 and AM530** in Toronto.

SIGN-OFFS: **Clem Chapple**, 60, the veteran **BCTV Vancouver** Reporter, of cancer. He was 60. Chapple had worked at BCTV for more than 25 years, many of them spent covering the BC Legislature... **Brian Hyde**, 45, a Producer at **CIVI-TV Victoria**, of a heart attack. He had been with the **CHUM** station since it went on-air, arriving from **CKVU Vancouver**, where he was a Reporter and Producer since 1986.

LOOKING: Jobs we're heard about this week include: **Loyalist College** in Belleville seeking a Senior Broadcast Engineer; **Loyalist College** is also looking for a full-time Professor of Broadcast Journalism in its School of Media Studies; **Alliance Atlantis** Toronto looking for a Program Manager for **Life** and **Discovery Health**, a Program Manager for **Food** and **HGTV**, and a Director, Project and Business Analysis;

CKPR Radio/TV Thunder Bay looking for a radio News Anchor; **Astral Television Networks** Toronto looking for an On-line Media Project Manager; **CKRY-FM (Country 105) Calgary** seeking a Promotions Coordinator; **CHED/CKNG/CISN/CHQT Edmonton** looking for a Remote Coordinator; **CIQB-FM/CHAY-FM Barrie** seeking a looking for a Promotions Coordinator; **ROBTV** in Toronto looking for a Web Producer; **Discovery Channel (CTV)** Toronto looking for a Sales Manager; and, **Shaw Cablesystems** in Calgary looking for a Reporter/Producer.

BROADCAST
Dialogue
The Voice of Broadcasting in Canada

www.broadcastdialogue.com

Web site JOB CLASSIFIEDs @ \$40
for a FULL MONTH!

Send your text and your company logo to: publisher@broadcastdialogue.com

GENERAL: The winner of the **Paul Mulvihill/NABS Humanitarian** Award was **Robb Lucy** of **Engage Communications** in Vancouver. Lucy co-founded the **Make A Wish Foundation** in Canada and his award cheque of \$5,000 was donated to that charity... **Newfoundland Capital** (Newcap) had 43% revenue growth in the second quarter. Of that increase, 12% is from same station growth. The radio industry as a whole, says **Newcap**, is showing year-over-year revenue improvement and "we are pleased to report that we are exceeding the industry average thus far in 2003". Details may be found [here](#)... **Rogers Communications Inc.** CEO **Ted Rogers** earned total compensation of \$2.2 million in 2002, though no Rogers executives received stock options, according to the company's proxy circular to shareholders. No executives at Rogers Communications or **Rogers Wireless** received stock options in 2002 because the company was reviewing its executive compensation policies... Billionaire **Ted Turner** has sold 60 million shares of **AOL Time Warner Inc.**, the giant he helped to create. Turner raised \$US784-million and cut his stake by more than half but he's still the company's largest shareholder. Turner has repeatedly expressed dissatisfaction with the 2001 merger of **America Online** and **Time Warner**... The **Canadian Cable Television Association Cable Summit 2003** has been re-scheduled for September 23-24 in Toronto. It was to have been held earlier this week but was postponed because of the SARS scare... **RTNDA Canada** honoured the best in electronic journalism in British Columbia last weekend at their annual convention, this year at Kamloops. The 2002 **Television winners** are:

Bert Cannings Award (Best Newscast) - **CBC Television Canada Now** (Large Market) and **CFJC-TV7 Kamloops** (Small Market)

Charlie Edwards Award (Breaking News) - **CTV**

Dan McArthur Award (Investigative) - **CBC Television Canada Now**

Dave Rogers Award (Feature) - **BCTV News on Global**

Gord Sinclair Award (Special Events) - **BCTV News on Global** (Large Market)

Ron Laidlaw Award (Continuing Coverage) - **CBC Television Canada Now**

Sam Ross Award (Editorial) - **BCTV News on Global**

Web Site Award - **CBC Television Canada Now**

The 2002 **RADIO winners** are:

Byron MacGregor Award (Best Newscast) - **CKNW AM980 Vancouver** (Large Market) and **CKOV63 Kelowna** (Medium Market)

Charlie Edwards Award (Breaking News) - **CBC Radio News Vancouver**

Dan McArthur Award (Investigative) - **CBC Radio**

Dave Rogers Award (Feature) - **CBC Radio Victoria**

Gord Sinclair Award (Special Events) - **CBC Radio Vancouver (CBU)** (Large Market)

Ron Laidlaw Award (Continuing Coverage) - **News 1130 (CKWX) Vancouver**

Sam Ross Award (Editorial) - **CBC Radio Vancouver**

The BC Regional winners now go on to compete for the RTNDA National Awards to be presented at the RTNDA National Convention in Halifax June 21... At the **2003 Atlantic Journalism Awards** in Halifax, winners were:

Spot news radio - **Gary Nickerson** and **Ray Zinck** of **CJLS Yarmouth**

Spot news television - **Phonse Jessome** and **Tom Murphy** of **CBC-TV Halifax**
 Enterprise reporting radio - **Shaun Waters** and **Michael Camp**, **CBC Radio Fredericton**
 Enterprise reporting television - **Mary Munson** and **Alan Inkpen**, **CBC-TV Halifax**
 Continuing coverage radio - **Paul Pigott** of **CBC Radio Labrador**
 Continuing coverage television - **Elizabeth Chiu** of **ATV Halifax**
 Feature writing radio - **Marie Wadden** of **CBC Radio St. John's**
 Feature writing television - **Bob Wakeham** of **CBC-TV St. John's**
 Entertainment reporting - **Nelson Hansen** of **Global Television Halifax**
 Video journalist - **Craig Paisley** of **CBC-TV Halifax**
 Photojournalism - spot news television - **Dave Crase** of **Global Television Moncton**
 Photojournalism - feature television - **George Reeves** of **ATV Maritimes**.

SUPPLYLINES: **Michael Martin**, after ten years with Oshawa-based **Comlink Systems** – most recently as President – has resigned. Parent company **Cygnal Technologies** is integrating Comlink into its operations and will close the Oshawa location... **David Grace** has retired from his position as President/CEO of Nova Scotia-based **Nautel**. He remains as Chairman of the Board of Directors. New Nautel President/CEO is **Scott Campbell**, promoted from VP/COO.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Michael Martin**, Toronto. Welcome!

RISING to the Challenge

56th Annual Conference

May 14 * 15 * 16

Kelowna

For Information and Registration:

Pacific Northwest Planners

pnwp@attcanada.ca

or phone (604) 276-7471



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2003) by Christensen Communications Limited * 414 St. Germain Ave. * Toronto ON M5M 1W7
Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com
Thursday, May 15, 2003 Volume 10, Number 48 Page One of Four

REVOLVING DOOR: Don Shafer, VP/GM at TorStar Media

Group in Toronto, has been appointed VP/GM of Standard Radio's BC Interior group of stations. He will be based at Kelowna, which houses Sun FM/The Bullet and which is also home to Standard's regional business offices. Shafer will succeed Paul Mann who apparently will move to the East Coast in pursuit of other career opportunities. Shafer will be responsible for all Standard Radio properties in BC, save for Vancouver. Read the complete news release [here](#). The move isn't immediate and may take up to three months before being implemented...

Dani Eisler, Business Development Executive at OMNI Televison in Toronto - and Don Shafer's wife - also

makes the move to Kelowna... New morning Host at CFPL London is Joe Duchesne, beginning June 2. Duchesne is no stranger to London listeners. Before buying his own stations (in Huntsville & Parry Sound), he was Morning Man at CJBK London. Duchesne sold CFBK Huntsville to Ian Byers in 1996. The Parry Sound station was purchased by Bob Bowland some years earlier (Bowland has since sold CFLP-FM to Haliburton Broadcasting). The 22-year veteran of mornings at CFPL, Peter Garland, is stepping down... John Hardy, ex of CHML Hamilton, is new Director, Marketing & Promotions, at FOXY 88.5 (CKDX-FM) Toronto/Newmarket... Laura Aylon-Regu has been promoted to Publicist for Bravo! NewStyleArtsChannel from Communications Coordinator while to Alison Salinas is new Publicist for SPACE: The Imagination Station and Drive-In Classics. She had been Communications Coordinator.

LOOKING: Jobs we've heard about this week include: CKX TV Brandon – Creative Director/writer and a Sports Anchor/Reporter; The Breeze (CIQX-FM) Calgary – Broadcast Technician; Alliance Atlantis in Toronto – Closed Caption Editor and a Production Assistant; Global Toronto – Video-on-demand

Fine-tune your morning show, talk shows, TV ads



Introducing...

the SRG Digital Diagnostics Lab

www.srgnet.com

- ✓ Pinpoint when your programming and marketing is working – and when it's not.
- ✓ Your listeners rate your programming or TV ads in real-time on digital handsets.
- ✓ Instant results – followed by in-depth probing of what your listeners liked or didn't like, and why.

Check availability in your market. Contact:

Jeff Vidler jvidler@srgnet.com (416) 323-1337, ex. 24; or
Serra Shular sshular@srgnet.com (416) 323-1337, ex. 31

Coordinator; **Global Maritimes** – Traffic Coordinator; Group TVA Montreal – Coordonateur à la Créativité Média; **NFB Montreal** – Head, Business Affairs and Legal Services; **CKBY-FM Ottawa** – Promotions Director; **Agincourt Productions Inc. (CTV)** – Production Manager; **The Discovery Channel Toronto** – Production Manager; **CFRN-TV Edmonton** – ENG Editor; **The Weather Network** in Toronto – Programmer/Analyst; **99.3 the FOX Vancouver** – Morning Show Host; **Power 92 Edmonton** – Studio Operator; and, **B101 FM/Energy FM Barrie** – Promotions Coordinator.

T**V/FILM:** A survey conducted by **Ipsos-Reid**, commissioned by **Samsung Electronics Canada**, shows that almost two-thirds (63%) of Canadians consider TV the source they most rely on for accurate news and information. Further, one-third (33%) said the type of programming they watch most frequently is news, with documentary or educational programming coming second at 16% and sports third at 14%. More than one-third (35%) keep themselves entertained at home by watching TV - ahead of reading (25%) and listening to music (13%). Is "Reality TV" dead? When asked about the type of programming watched most frequently, only five per cent answered reality television, well behind both sitcoms and dramas at 12% each. Canadians, said the survey, are watching a greater variety of programming and using a greater number of devices. Sixty-nine per cent use their TV with a VCR. Almost half (49%) have a DVD player attached to their TV. One quarter (25%) have satellite. And, almost one in five (17%) watch movies and programs on a personal video recorder (PVR). There's a great deal more to this. The complete survey may be found [here](#)... Seeming to contradict the **Ipsos-Reid/Samsung** survey, another one commissioned by the **Canadian Cable Television Association (CCTA)** suggests TV is losing ground to the Internet, with four in 10 Canadians saying that TV isn't their main source of entertainment and information. The report on consumer attitudes and behaviour, conducted by Toronto-based **The Strategic Counsel**, found that the Net is being seen as increasingly more important than TV for multimedia information and entertainment. However, CCTA President **Janet Yale** is quoted as saying that the findings show that TV is benefiting. Yale told **The Globe & Mail** that "What is particularly interesting is that the young consumer is more likely to use both the television and computer screen for entertainment and information, often at the same time." Therefore, says Yale, the cable industry is headed in the right direction as it builds up infrastructure to support the broadband network needed for high speed, video on demand, personal video recorders, and HDTV...

Quebecor CEO **Pierre Karl Peladeau** described **CBC** as "a joke" at his company's annual meeting. Speaking in Montreal last Thursday, Peladeau said it's outrageous the Quebecor Media division will be forking out \$26.9 million this year to support CBC, a direct competitor to his TVA. He said CBC/Radio-Canada will receive \$897 million in federal funding for the 2003-2004 season, not counting its dominant share of funds for productions from the **Canadian Television Fund**.



broadcasting
the next
generation

Western Association of Broadcasters
69th Annual Convention
June 6 - 8, 2003
Kananaskis
Alberta

Western Association of Broadcasters
c/o The Organizers - Event Management Ltd.
#93, 1815 Varsity Estates Dr. NW
Calgary, Alberta T3B 3Y7
Phone: (403) 292-0492
E-Mail: the_organizers@compuserv.com (click for direct contact)

The CTF, he said, gets 83% of its revenues from cable and satellite companies, while 68% of the money for French-language projects will go to public broadcasters. CBC, however, rejects Peladeau's claims. It says independent producers, not Radio-Canada, benefit exclusively from CTF... Prominent members of **ACTRA** took to the stage on Parliament Hill Tuesday urging the federal government and the **CRTC** to deal with the crisis threatening survival of Canadian TV drama. Actors **Paul Gross, Nicholas Campbell, Peter Keleghan, Gordon Pinsent, Leah Pinsent, Julie Stewart, R.H. Thompson** and **Fiona Reid** urged the federal government to rescue the cash-strapped industry from ruin. They want the federal government to restore \$25 million to the **Canadian Television Fund** and revamp regulations to protect the domestic industry. Gross noted that the number of English TV series has dropped to four from 12 in the past four years – and that those four were almost lost because of the CTF disarray in recent weeks... Meantime, in a related story, the strength of the Canadian dollar is beginning to be felt in the film industry. There are producers in this country who believe that with the 16% hike in the loonie's value (against the US dollar) since January, it will be even harder to persuade US movie studios to make big budget features here. Up until recently, the cheap loonie and federal tax incentives have tipped the scales in favour of Canada – for both movie/television production companies and for TV commercial production. In BC, it is speculated that the provincial government will announce that spending on film and TV production fell below \$1-billion in 2002 for the first time in three years while in Ontario, add the SARS scare to the pricey loonie for lost business... **Howard Cogan** has been added as a second voice talent for **CTV**. He began voicing promos May 9.



To secure your market, contact Liz Zlabis at (416) 926-4075 or lizz@chumradionetwork.com

The BET Music Awards

The BET Music Awards are being presented live from the Kodak Theater in Los Angeles on June 24, as BET honours superlative achievement in music, film and sports.

The CHUM Radio Network is offering an exclusive two-hour radio special to be broadcast in the days leading up to the Awards show from June 20-24.

RADIO: The **CRTC** has approved four new FM licences for Kitchener-Waterloo. **Global Communications**, owned by **CanWest Global**, won a Rhythmic Contemporary Hit Radio FM'er at 91.5, beating out competitors **CKMW Ltd.** and **Rogers. Larche Communications**, which operates **CICZ-FM (KICX) Midland**, got the nod for a Country FM'er at 99.5, winning over applications by **Douglas E. Kirk** and by **Edward F. Bauman/Rae Roe**. In the Christian music category, the application by **Sound of Faith** for 94.3 MHz was also approved. And, **Aboriginal Voices Radio** won 102.5 Mhz... The **Canadian Recording Industry Association (CRIA)** says sales for **Star Académie** are spectacular. The compilation album has seen over 500,000 units sold in just two months. Meantime, emerging artist **Sam Roberts'** debut album, *The Inhuman Condition*, was certified Gold. **The Beatles** Anthology DVD made achieved Double Diamond certification status one month after release... American listeners say ad loads are rising on radio and they don't like it. A survey by **Paragon Media Strategies** shows 35% of those surveyed think stations are playing more commercials now than two years ago while 40% say there are more spots than five years ago. This commercial load survey has been conducted by Paragon every three years since 1991. Of the 407 radio listeners surveyed in this most recent study, 70% said they spend more time flipping through stations and are listening less to certain radio stations (69%) because of spot loads. In 1999's survey, 28% of respondents said they don't switch stations because of spots. This year's release shows that number at 22%. The percentage switching stations before listening to even the first spot in a stop set has grown to 13% from only six per cent in 1999. Listeners appear to be more tolerant of long stop sets than of more frequent, smaller ones. Fully two-thirds of those surveyed said they'd rather listen to longer spot breaks, provided they also get longer periods of music. Just 25% said they'd like more frequent, but shorter commercial clusters... **KISS 92-5 FM (CISS) Toronto's** morning Hosts, **Mad-Dog and Billie**, put a bounty on Irish Actor **Colin Farrell's** head late last week. Farrell is in Toronto making a movie. Any listener who could bring Farrell to the studio would win \$2000 in cash. But the actor himself called, then made a surprise visit, bringing his friend, **Dave**, a homeless person. Since it was Farrell himself who won the instant money, he offered it to Dave.

GENERAL: Advertising in a local newspaper, the **Communications, Energy and Paperworkers Union** announced a drive to organize radio/TV/newspaper employees at **Dougall Media** in Thunder Bay. The company owns **580 CKPR** and **Rock 94 (CJSD)** radio, **CKPR-TV** and **CHFD-TV** (a twin-stick operation) and the weekly **Thunder Bay Post. HOT 105 (CJLB)** is operated by Dougall in a LMA with owner **Newcap... NABS**, the **National Advertising Benevolent Society**, and **Zoom Media** have renewed their donor/partnership for a fifth year. Zoom Media will once again support NABS as their charity of choice through the donation of advertising sales from its Agency Network Fund in Toronto and Vancouver. At the 19th NABS Fundraising Gala in Toronto earlier this month, Zoom Media presented a cheque for \$58,000, which represents the proceeds from the 2002/2003 agency network campaign... **Radio-Television News Directors Association of Canada** winners in Central Canada are: **TELEVISION** – **Bert Cannings Award** (Best Newscast) -- **The New VR (CKVR-TV) Barrie** (Medium Market) and **Global News (CIII-TV) Toronto** (Large Market) * **Charlie Edwards Award** (Spot News) -- **CFTO-TV Toronto** * **Dan McArthur Award** (In-depth/Investigative) -- **The New VR (CKVR-TV) Barrie** * **Dave Rogers Award** (Feature) -- **The New VR Barrie** * **Gord Sinclair Award** (Special Events) -- **The New VR Barrie** (Medium Market) and **Global News Toronto** (Large Market) * **Ron Laidlaw Award** (Continuing Coverage) -- **CKCO News Kitchener** * **Sam Ross Award** (Editorial) -- **The New PL (CFPL-TV) London** * **Web site Award** -- **City TV/CablePulse 24, Toronto** (www.pulse24.com) (Large Market). The **RADIO** winners are: **Byron MacGregor Award** (Best Newscast) -- **CBC Radio One Sudbury** (Small Market); **CBC Radio Thunder Bay** (Medium Market); **680 News Toronto** (Large Market) * **Charlie Edwards Award** (Spot News) -- **CJAD Montreal** * **Dan McArthur Award** (In-depth/Investigative) -- **CBC Radio One Montreal** * **Dave Rogers Award** (Feature) -- **CBC Radio One Montreal** * **Gord Sinclair Award** (Special Events) -- **CKAT North Bay** (Small Market); **CFRB Toronto** (Large Market) * **Ron Laidlaw Award** (Continuing Coverage) -- **CJAD Montreal** * **Sam Ross Award** (Editorial) -- **CJAD Montreal** * **Web site Award** -- **CBC Montreal** (Large Market). The Central Regional winners now go on to compete for the RTNDA National Awards to be presented at the RTNDA National Convention in Halifax June 21.

SUPPLYLINES: **Leitch Technology** says **Craig Media** is partnering again with Leitch to launch a new digital specialty channel, **Stampede**, from Craig's Calgary facility. Craig chose Leitch's VR440 shared storage, multi-format server system, Opus(tm) master control switcher and LogoMotion II(tm) multi-standard branding, logo insertion and storage system... Still with **Leitch**, Burnaby-based **Shooters Broadcast Services** has just added a 53-foot mobile production unit to its fleet. Leitch is providing video processing, conversion and distribution infrastructure systems for the vehicle: 6800 series modular digital products, thirteen DPS-575 digital processing synchronizers, and an array of Integrator® multi-format routing switchers including 64x96 analog video, 64x64 analog stereo audio and 64x64 serial digital video... **OMT Technologies** in Winnipeg has appointed **Janice Miles** FCA, BA, BComm (Honours) as CFO.

EDITOR'S NOTE: This week's **Broadcast Dialogue** is being sent early because I've got a plane to catch. The **British Columbia Association of Broadcasters** annual convention begins tonight (Wednesday) in Kelowna. Naturally, there will be photos from the event in the June edition of Broadcast Dialogue magazine.

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2003) by Christensen Communications Limited * 414 St. Germain Ave. * Toronto ON M5M 1W7
Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com
Thursday, May 22, 2003 Volume 11, Number 1 Page One of Four

RADIO: Thirty-six **BBM** markets were surveyed in the Spring survey. Numbers for the top 10 markets may be found on Page 4... In a May 14 memo to the **National Association of Broadcasters'** DAB Subcommittee, US **National Radio Systems Committee** (NRSC) Chair **Milford Smith** said that "as a result of growing concerns over the audio quality of iBiquity's low bit-rate codec, the NRSC DAB Subcommittee is temporarily suspending its IBOC DAB standards-setting process." The action, put in simple terms, reflects the Committee's concern that goals to offer "significant improvements over existing AM and FM analog services" aren't being met. At a recent

private demonstration of the latest version of the iBiquity AM IBOC system, DAB Subcommittee members who attended said they didn't consider the audio quality to be suitable for broadcast. The NRSC says it will consider resuming standard-setting immediately upon iBiquity demonstrating that audio coding problems have been resolved. (Don't miss **What now for DAB?** in the upcoming edition of **Broadcast Dialogue** magazine)... **Avis** is adding 7,000 **XM**-equipped GM vehicles to its US fleet, with an introductory cost of \$2.99 per day for the satellite service. Avis plans to add another estimated 20,000 GM vehicles with factory-installed XM radios to its fleet throughout the year... Former **MTV Canada** VJ **Brad Leggatt** has been sentenced to six months in jail for blinding a man in one eye during a Calgary saloon fight. Leggatt pleaded guilty last month to assault causing bodily harm for striking the victim in the face with a beer glass. The deciding factor for the jail time was when Leggatt - with the victim doubled over and bleeding - kned him twice in the head. Leggatt was celebrating his hiring at MTV Canada and his pending move to Vancouver the night of the assault. Leggatt left the MTV job last October to work at **Z95.3 Vancouver**, but was fired when management learned of his conviction... CRIA, the **Canadian Recording Industry Association**, is delighted with a Saskatchewan case in which a Saskatoon company entered a guilty plea to 17 counts of making and selling illegal recordings. **Michael Spindloe**, who operates **The Vinyl Exchange** in Saskatoon,

Fine-tune your morning show, talk shows, TV ads



www.srgnet.com

Introducing...

the SRG Digital Diagnostics Lab

- ✓ Pinpoint when your programming and marketing is working – and when it's not.
- ✓ Your listeners rate your programming or TV ads in real-time on digital handsets.
- ✓ Instant results – followed by in-depth probing of what your listeners liked or didn't like, and why.

Check availability in your market. Contact:

Jeff Vidler jvidler@srgnet.com (416) 323-1337, ex. 24; or
Serra Shular sshular@srgnet.com (416) 323-1337, ex. 31

was fined \$30,000. He admitted to importing bootleg recordings from Europe and Asia then copying and selling bootleg CDs at his store... Canadian pop singer **Avril Lavigne** performed a free concert Monday for students at Buffalo-area high school after they won a **Kiss 98.5 Buffalo** contest for collecting about 950,000 index cards with messages for US troops in the Middle East. The 18 year-old Lavigne was nominated for five Grammy awards and has sold four million copies of her debut album, *Let Go...* And, if you know of any other sponsor which has held up this long, please let me know. **Chevron Texaco** says it's dropping sponsorship of the **Metropolitan Opera's** Saturday radio broadcasts – a staple on classical music stations since 1931 -- after next season. Texaco, then known as The Texas Company, has been the sole sponsor since 1940, believed to be the longest continuous sponsorship in broadcasting.



Dan Williamson
VOICE IMAGING
Radio Liners, Promos, Commercials,
TV Commercials.
Same Day Audio MP3 E-Mail Service,
Competitive Rates, Canadian dollars.
416.499.0258
or
Click This Display & Ask for Your MP3 Demo!
da_bear@sympatico.ca

GENERAL: The **House of Commons Canadian Heritage Committee**, after two years of hearings, is expected to recommend no increases to foreign ownership of broadcasting and cable companies. The Committee is also expected to say that more federal money should be provided for public broadcasting and cultural industries, plus an increase in CanCon regulations. The government position flies in the face of industry recommendations for the removal of foreign ownership restrictions. Look for a potential cabinet showdown over the issue... The **Supreme Court of Canada** has confirmed that the **CRTC** doesn't have authority to set rental rates to be paid by cablecos for use of hydro poles. The Commission had ruled that \$15.89 per pole per year was fair. Clearly, because of the appeal to the Supreme Court, Local Distribution Companies did not. They have asked for upwards of \$43 per pole per year, though that figure has yet to be set in stone. Whatever the hike, you can look at higher cable rates... The Vancouver chapter of **Canadian Women in Communications** scored a sell-out crowd Tuesday when former **BCTV Vancouver** and **CKNW Vancouver** leader **Ron Bremner** arrived in town to speak... Winners at the **British Columbia Association of Broadcasters 56th Annual Conference** in Kelowna last weekend are: Agency Creative/Radio – **TBWA Vancouver**; Best Creative/Radio – **CHQM-FM Vancouver**; Excellence In News Reporting/Radio – **NEWS 1130 (CKWX) Vancouver**; Special Programming/Radio – **104.9 XFM (CKVX-FM) Vancouver**; Community Service/Radio – **SILK-FM Kelowna**; Agency Creative/Television – **CH (CHEK-TV) Victoria**; Best Creative/Television – **CTV British Columbia (CIVT-TV) Vancouver**; Excellence In News Reporting/Television – **CTV British Columbia (CIVT-TV) Vancouver**; Special Programming/Television – **CFJC-TV Kamloops**; Community Service/Television – **CHBC-TV Kelowna**; BCAB Broadcast Performer of the Year – **Mike Roberts, CHBC-TV Kelowna**; BCAB Broadcaster of the Year – **Paul Ski, CHUM Radio Vancouver**; BCAB Humanity Award – **Schizophrenia Society of British Columbia**; BCAB Broadcast Performer of Tomorrow/Radio – **Leland Klassen of NOW-TV, Burnaby**; and, BCAB Friend of the Industry – **Howard Christensen of Broadcast Dialogue**, Toronto. For photographs from the BCAB, click [here](#)... Some other notes from the **BCAB** convention, thanks to **Terry Scott** of **Broadcast News: RMB** President **John Harding** said he's expecting six per cent growth in radio revenue this year. **TVB** President **Jim Patterson** said TVB has seen five consecutive quarters of growth. **BBM** President **Jim MacLeod** said the board is currently examining a proposal to measure all radio markets over 50,000 whether there's a member or not because buyers are demanding such data. MacLeod says when you look at the cost at the end of the day there won't be any hikes for anyone. The **BBM** board will deal with the proposal later this month. As part of the **BBM** presentation, **Dr. Roberta McConachie** Ph.D. from **Arbitron**, Director of Client Relations for PPM, spoke on the new Portable People Meter. A PPM box inserts an inaudible signal into Internet, radio, cable, and broadcast TV signals. The meter itself resembles a pager and has a motion detector in it to ensure it's being worn by the user. The battery will run 27+ hours and is rechargeable. The PPM comes with a headphone cap if you're listening on headphones - this amounts to an extra jack to route from the radio to the PPM. When the PPM is inserted into the docking station/charger, it sends info via a modem to Arbitron to begin compiling results. **Sean Kiely, CAB's** Sr. VP or Member Services, spoke on the CAB's Member Benefits Review which was endorsed by the CAB Board last October.

The review was sent to 79 CAB member companies and produced a 73% response rate. Kiely says the results are being analyzed by **Solutions Research Group**. Among the potential benefits of the review - the CAB is looking at setting up a series of seminars across the country to deal with sales, marketing, etc.

REVOLVING DOOR: **CBC** has merged its Web, radio, and TV news operations in a move it says was to consolidate resources. Two new positions were created to effect the change: editor-in-chief of CBC News and deputy editor-in-chief. The posts will be filled by **Tony Burman** and **Esther Enkin**, respectively... **Ellen Baine** has been promoted to VP Programming, **CHUM Television**, from her Director of Programming role at **Citytv Toronto** and specialty channels **Star!**, **SexTV: The Channel** and **FashionTelevisionChannel**. **Marcia Martin**, too, has been promoted to VP Production, CHUM Television from a similar role at Citytv Toronto. Martin continues her duties as VP/GM of specialty services Star!, FashionTelevisionChannel and SexTV:The Channel... **Walter Levitt** has been promoted to Senior VP of Marketing for **Alliance Atlantis Broadcasting** in Toronto while **Steve Rayment** becomes VP of Marketing, Factual and Lifestyle Networks... **Maria Hale** has been promoted to VP at **Citytv Toronto**, in charge of day-to-day operations, strategic planning and growth...

LOOKING: Jobs we've heard about this week: **Alliance Atlantis Toronto** – a Visual Effects Artist; **Astral Media Toronto** – a Production/Leasing Coordinator; **Power 92/CISN FM Edmonton** – a contract weekend Reporter; **630 CHED/COOL 880 Edmonton** – a contract weekend Patrol Reporter; **CHED Edmonton** – a part-time Operator; **CTV Specialty Toronto** – a Traffic Coordinator; **CTV Toronto** – a Broadcast Designer; **CIQB-FM/CHAY FM Barrie** – a Promotions Coordinator; and, **Global Calgary** – a Senior Producer/Director.

T V/FILM: **Rick Mercer** is this year's recipient of the prestigious **Sir Peter Ustinov Award**, presented annually at the **Banff Television Festival**. The Award recognizes outstanding achievement in a body of work. Mercer, star of the hit shows *Made in Canada* and *This Hour Has 22 Minutes*, will accept the Award at the international Festival's 24th **Banff Rockie Awards Show**, presented by **CBC/Radio-Canada**, Monday, June 9. Last year's winner was **John Cleese**, of **Monty Python** fame... **TVB's Telecaster** division has rejected a public awareness campaign about domestic violence from **The HomeFront Society of Calgary**. Two spots depicted domestic violence situations in a restaurant and a boardroom. The tagline was "You wouldn't get away with it here. You shouldn't get away with it at home." Telecaster deemed them too graphic. The HomeFront Society says the creative strategy will be revised and hopes to have a modified campaign ready for November... **CBS** will likely end up taking a loss on its four-hour miniseries on *Hitler* because it couldn't find major advertisers willing to buy time. CBS won't be able to recoup anything near its costs for the miniseries and losses could top \$6 million for the two nights...

S YNDICATION: **Raceline Radio** returns to **AM980-CFPL London** beginning next Monday.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Ginny Townson** at **Country 95.3 (CING-FM) Toronto/Hamilton**. Welcome!

EDITOR'S NOTE: My sincere thanks to the **British Columbia Association of Broadcasters** for their honouring me with this year's *Friend of the Industry Award*. BCAB President **Gerry Siemens** did a sterling job of keeping me entirely in the dark right up to the moment he announced it at Friday night's Gala Dinner in Kelowna... The formatting of the newsletter will change a bit on the next page to accommodate the information on Spring **BBM** numbers.

BBM SPRING NUMBERS – 12+ Tuning Share based on All Week, Mon-Sun 5a-1a

Toronto Ctrl				Calgary Ctrl			
	Spring 02	Spring 03	% change		Spring 02	Spring 03	% change
CHUMFM	9.3	9.0	-3.1%	CJAYFM	17.01	6.3	-3.9%
CHFIFM	10.7	8.6	-19.7%	CKRYFM	16.71	4.2	-15.3%
CFRB	7.4	8.0	7.9%	CHQR	8.5	10.7	26.2%
CJEZFM	6.7	7.3	9.3%	CHFMFM	10.7	9.6	-10.5%
CILQFM	5.3	6.1	15.0%	CKIKFM	15.2	9.1	-40.0%
CFTR	4.2	5.4	29.8%	CIQXFM	--	5.7	0.0%
CHWO	5.4	5.3	-2.4%	CKISFM	5.9	3.5	-40.7%
CKFMFM	4.7	4.8	1.7%	CFFR	2.4	3.2	32.3%
CFMXFM	4.3	4.5	4.0%	CIBKFM	--	3.1	0.0%
CFNYFM	3.5	4.0	15.5%	CKMX	3.2	2.7	-14.9%
CISSFM	4.1	3.6	-10.6%	CFAC	2.0	1.7	-12.2%
CIDCFM	2.8	2.7	-2.9%				
CJCL	2.3	2.1	-8.4%	Edmonton Ctrl	Spring 02	Spring 03	% change
CFXJFM	2.1	1.9	-12.0%	CHED	12.6	13.1	3.8%
CJRTFM	1.9	1.9	4.6%	CISNFM	10.4	11.0	6.3%
CFMJ	1.3	1.8	38.5%	CFMGFM	9.4	10.8	14.8%
CHUM	0.4	1.6	280.6%	CIRKFM	10.3	10.7	3.4%
CINGFM	0.5	1.5	201.5%	CKNGFM	11.5	10.6	-7.7%
CKDXFM	0.9	1.3	47.4%	CFBRFM	9.3	8.1	-12.8%
				CFCW	7.3	6.9	-6.1%
				CKRAFM	6.8	5.7	-16.2%
				CHQT	3.8	5.6	47.2%
				CJCA	--	1.6	0.0%
				CFRN	1.4	0.6	-54.0%
Montreal Franco	Spring 02	Spring 03	% change	Quebec Ctrl	Spring 02	Spring 03	% change
CITEFM	15.6	15.6	0.0%	CITFFM	20.9	20.3	-2.6%
CKMFFM	9.8	11.8	20.3%	CHOIFM	16.1	16.9	4.7%
CKAC	11.4	10.8	-5.7%	CHIKFM	11.8	13.9	16.9%
CKOIFM	11.5	10.0	-13.1%	CFOMFM	10.8	10.7	-0.3%
CFGLFM	11.8	9.8	-17.1%	CJMFFM	16.2	9.7	-40.4%
CJPXFM	5.7	6.6	15.5%	CHRC	8.7	7.8	-11.2%
CINF	1.5	2.1	37.3%				
CKOOFM	2.3	1.6	-31.0%	Winnipeg Ctrl	Spring 02	Spring 03	% change
Montreal Anglo				CJOB	15.0	19.7	31.3%
CJAD	21.3	20.2	-5.2%	CFWMFM	11.3	10.5	-6.7%
CFQRFM	20.3	19.8	-2.4%	CHIQFM	9.2	10.1	9.5%
CJFMFM	15.9	16.5	4.2%	CJKRFM	9.2	9.4	3.0%
CHOMFM	11.8	9.2	-22.0%	CKMMFM	8.6	7.1	-17.6%
CINW	3.2	3.6	15.6%	CFQXFM	8.5	5.9	-29.8%
CKGM	1.6	1.5	-4.5%	CITIFM	5.7	4.3	-24.0%
				CKY	5.3	4.1	-22.1%
				CFRW	1.2	1.0	-16.7%
Vancouver	Spring 02	Spring 03	% change	Hamilton Ctrl	Spring 02	Spring 03	% change
CKNW	14.8	15.1	1.8%	CKLHFM	13.5	14.7	8.3%
CKKSFM	4.6	10.7	130.2%	CHML	9.2	8.8	-4.1%
CHQMFM	9.9	10.4	5.3%	CJXYFM	6.0	6.8	13.5%
CFMIFM	8.5	6.1	-28.7%	CINGFM	5.9	5.1	-13.5%
CKZZFM	8.4	6.1	-27.3%	CKOC	4.1	4.1	-0.5%
CJJRFM	5.6	5.0	-10.6%	CHAM	3.5	2.8	-20.5%
CKBD	4.2	4.5	5.7%	CIWVFM	1.8	1.2	-34.0%
CKWX	2.8	3.8	34.6%				
CFOXFM	4.3	3.5	-17.9%	London Ctrl	Spring 02	Spring 03	% change
CFBTFM	3.2	3.3	3.7%	CIQMFM	15.0	13.4	-10.8%
CISL	2.3	2.2	-5.4%	CJBXFM	10.9	13.4	23.6%
CKVXFM	2.7	1.7	-37.7%	CFPLFM	11.2	10.1	-9.9%
CFUN	1.4	1.0	-25.1%	CHSTFM	8.4	7.9	-6.1%
CKST	1.5	1.0	-35.6%	CKDKFM	5.3	7.4	41.3%
CHMJ	0.6	0.9	0.0%	CFHKFM	6.3	7.1	12.3%
				CFPL	5.7	5.9	2.1%
				CJBK	3.6	4.1	14.3%
				CKSL	3.1	2.0	-34.2%
Ottawa Anglo	Spring 02	Spring 03	% change				
CJMJFM	13.7	15.7	14.8%				
CFRA	11.8	10.6	-10.1%				
CKKLFM	11.5	7.5	-34.2%				
CKBYFM	7.7	7.7	-0.7%				
CKQBFM	7.3	6.9	-5.4%				
CHEZFM	6.8	7.3	6.8%				
CIOXFM	3.7	2.6	-30.4%				
CFGO	3.4	3.3	-3.7%				
CIWW	3.1	4.6	48.5%				
CIHTFM	--	6.1	0.0%				
Ottawa Franco							
CIMFFM	27.3	24.1	-11.7%				
CKTFFM	19.2	20.7	7.5%				
CJRC	11.3	10.7	-5.6%				
CHLXFM	--	3.9	0.0%				

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2003) by Christensen Communications Limited * 414 St. Germain Ave. * Toronto ON M5M 1W7
Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com
Thursday, May 29, 2003 Volume 11, Number 2 Page One of Three

REVOLVING DOOR:
VP Wolfgang von Raesfeld, based in Vancouver, and **Rogers Radio Group** have parted ways... Elizabeth McDonald has announced she will be resigning her position as President/CEO of the **Canadian Film and Television Production Association** (CFTPA) effective Aug. 31 to pursue other interests... After 37 years, Mack Frizzell is retiring from **Bayshore Broadcasting**, operator of **Mix 106/CFOS/Country 93 Owen Sound**. Frizzell, who counted GSM among his duties, wraps it up June 30... **EZ Rock (CFMG-FM) Edmonton** PD Kirk Elliot and Retail SM Clay Hennig are no longer with the **Standard Radio** operation...

Ross Porter has become VP Programming at **COOL 99.1 FM (CJZZ-FM) Winnipeg** and will also have that position at **CanWest Global's** soon to be launched specialty channel, **COOL TV**. Porter had been with **CBC Winnipeg** where his national jazz show originated... John Bugailiskis is no longer Editor of **Broadcaster** magazine. Greg O'Brien, who held responsibility for a sister publication, will now edit both **Cablecaster** and **Broadcaster** magazines.

LOOKING: **Country 95.3 (CING-FM) Toronto/Hamilton** seeks an Account Exec. See the ad on Page 2... **The Breeze (CIQX-FM) Calgary** is looking for an Engineer. Details in the ad on Page 3... Other jobs we've heard about include **Alliance Atlantis Toronto** – Web Application Developer; **Alliance Atlantis Edmonton** – 3-month Marketing Professional for **AAC KIDS** and **AAC FACT**; **Global Television Regina** – a Promotion Assistant; **CJXY-FM (Y108) Hamilton** – a Producer; **Nelvana Toronto** – a Senior Publicist; **Corus Television Toronto** – a Master Control Switcher and a Transmission Operator; **POWER 97 (CJKR-FM) Winnipeg** – part time Announcer; **CKDK FM (Hawk FM 103.9) Woodstock** – an Account Executive; **CTV Toronto** – an Engineering Technician, and a Benefits Development and Production Manager; and, **Hot 89.9 (CIHT-FM) Ottawa** - an afternoon drive Announcer. And, **Maurie Sherman**, ex of **1050 CHUM Toronto**, seeks a position in Production, Operating, or Field Production. He may be reached at 416/789-8326.

Fine-tune your morning show, talk shows, TV ads



www.srgnet.com

Introducing...

the SRG Digital Diagnostics Lab

- ✓ Pinpoint when your programming and marketing is working – and when it's not.
- ✓ Your listeners rate your programming or TV ads in real-time on digital handsets.
- ✓ Instant results – followed by in-depth probing of what your listeners liked or didn't like, and why.

Check availability in your market. Contact:

Jeff Vidler jvidler@srgnet.com (416) 323-1337, ex. 24; or
Serra Shular sshular@srgnet.com (416) 323-1337, ex. 31

SIGN-OFF: David McLauchlin, 56, in Montreal of brain cancer. McLauchlin was a **CBC** national radio Reporter whose vivid storytelling resulted in award-winning reports and documentaries.

GENERAL: **CRTC** hearings opened in Gatineau Monday to review **VoicePrint's** national licence renewal, as well as licence renewals for several specialty services, an application from **Rogers Broadcasting** to amend the licence of **OMNI.2 Toronto**, an application from **Crossroads Television System** to amend the licence of **CITS-TV**, and an application from **Bea-Ver Communications** to amend the licence of **CKUE-FM Chatham**. VoicePrint applied

to increase its wholesale rate to distributors from one-cent per sub to four-cents. **CTV Newsnet**, **Sportsnet** and **The Score** have also applied for wholesale rate increases. **OMNI.2** in Toronto-Hamilton seeks to add rebroad transmitters at Ottawa and London. **Crossroads Television System (CITS-TV)** wants approval to add transmitters at Ottawa and London. And, **Bea-Ver Communications** seeks Commission approval to add a transmitter in Windsor for its **CKUE-FM Chatham**. **Bea-Ver** says it will "increase local weekly programming from 42 to 84 hours and increase its contribution to the development of Canadian talent."

It also wants to broadcast up to 85% hits... The **Canadian Broadcast Standards Council (CBSC)**, in an effort to reach Canadian communities other than French and English, has introduced a brochure in 15 languages. Funding for the translation and production was provided by **OMNI Television** in Toronto. Details may be found [here](#)... The **Asper** family and **O&YREIT** of Toronto have entered into an agreement to buy Winnipeg's **TD Centre** (corner of Portage and Main). Purchase price is roughly \$69 million. Each will hold a 50% interest. Winnipeg's **TD Centre** is home to the **CanWest Global Communications'** corporate head office. It also houses **Cool-FM Winnipeg**, **CanWest News Service**, a major Winnipeg law firm, **TD Bank** offices and **Agricore Corp**. The purchase is expected to close late next month.

RADIO: The **Canadian Broadcast Standards Council** has found the use of a "sexually violent metaphor" on **CJAY-FM Calgary** to be inappropriate for broadcast. Details may be found [here](#), but the gist is that back on Sept. 17 of last year, reporting on an **NFL** score, the announcer said the "*Redskins got bent over and fisted by Philly 37-7*" followed by "*Can you feel that?! Can you, baby?!*" The complainant said the reference to fisting was "crude, obscene and disgusting". **CBSC** concludes that clause 9 (Radio Broadcasting) of the **CAB 2002 Code of Ethics** – requiring that programming not contain gratuitous violence or unduly sexually explicit material – was breached... Last week, **EMI Music Canada** completed the first



Country 95.3
A Corus Entertainment Company
Radio Sales Position
Toronto, Ontario

Country 95.3, Southern Ontario's Newest FM country station, has an exciting opportunity for an experienced and highly motivated, dynamic Retail Sales Professional in Toronto. Reporting to the General Sales Manager, the successful candidate will be responsible for developing new direct business and client relationships.

Do these questions describe you?

1. Do you naturally build trust and relationships with the people you meet?
2. Can you be direct and convincing when you know it makes sense for your client?
3. Do you have a natural ability to get others to like you?
4. Are you a highly disciplined individual who always meets and exceeds goals?
5. Do you have a strong desire to be the best at what you do?
6. Do you have a track record that shows you're a winner?
7. Have you been selling radio for a minimum of 5 years?

If so, we'd like to talk to you. We offer unlimited earning potential and the opportunity to join a company with a keen sense of customer mission. Applicants interested in a career in sales may send a resume by June 10, 2003 to:

Ginny Townson Sedik
E-mail: gtownson@country953.com
Fax: 416-583-2990

Radio's First Words



Canadian Reginald Fessenden spoke the first words over the air in 1900.

His story and many more about Canadian broadcasting may be found at

<http://broadcasting-history.ca/>

delivery of music files securely from recording studio to record label to radio stations across Canada via the Internet. EMI used **Musicrypt's** Digital Media Distribution System (DMDS). The delivery was the last in a series of Internet transfers that saw the track moved from its creation in the recording studio to the record label, internally at the record label and finally to radio; completely protected from piracy and illegal use by one million bit encryption and biometric authentication. Details may be found [here](#)... **Edmonton Oilers'** radio voice **Rod Phillips** has won the *Foster Hewitt award* for broadcasting, as announced by the **Hockey Hall of Fame**. He will be honoured Nov. 3 as part of the Hall's 2003 induction festivities. Phillips, whose play-by-play airs on **CHED Edmonton**, has been the Oilers' radio voice for as long as Edmonton has had an NHL team. He started his play-by-play career with the Oilers in 1972 when the team was in the **World Hockey Association**.

T**V/FILM:** In the States, a veritable buyers' feeding frenzy in an upfront record \$9.3 billion for the prime-time market. Volume leader is **NBC**, followed by **CBS** then **ABC**. A flood of new upfront money, mostly from consumer-goods advertisers, is seen by insiders to represent a vote of confidence in the general US economy's prospects. Ad categories that are up at most AmNets include pharmaceuticals, retail, entertainment, quick service restaurants and packaged goods. Seen as flat to down is the car business, particularly the domestics... The **CRTC** has approved an application by specialty channel (Cat. 2) **MSNBC Canada** to add game shows to its programming. MSNBC assured the Commission that the addition wouldn't affect the current news and information programming focus... **CBC's** French-language arm, **Radio Canada**, has announced a re-organization that will lead to the dismantling of its TV sports service effective June 20. Sports in general, though, and major events, will still be included in regular newscasts on the French service... **CHUM Television**, taking the lead in Canadian HDTV presentations, will air "*Our Lady Peace Live in Alberta*", the first HD concert to be broadcast in Canada, Monday, June 30 on **Citytv Toronto** and **Citytv Vancouver**... **VisionTV** is about to experiment with drama programming, providing funding to develop culturally diverse programs. new initiative to promote the creation of innovative, culturally diverse drama programming. The network says it will award three TV producers \$100,000 each to develop hour-long programs reflecting Canada's diversity. Details may be found [here](#).



ENGINEER

The Breeze (CIQX-FM) Calgary

Reporting directly to the General Manager, the successful candidate will have the responsibility for keeping Calgary's newest Radio Station on-air, including the maintenance of studio hardware, transmitters infrastructure and be accountable for all network & systems, including computers and network hardware, software and automation systems.

The successful candidate will have related experience in the broadcasting industry and will have experience with technical and engineering equipment for radio transmission, network and systems administration. Considered a definite asset will be knowledge of DCS/Maestro.

Please direct applications to:

Pat Donelan
General Manager
CIQX-FM "The Breeze"
100-1110 Centre Street N.E.
Calgary, Alberta T2E 2R2

Phone: 403-271-6366 Fax: 403-278-6772
E-mail: pdonelan@thebreeze103.com

CIQX-FM values diversity in its work force and is committed to Employment Equity.