

# Dialogue BROADCAST

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

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Phone: (705) 484-0752 \* E-Mail: [publisher@broadcastdialogue.com](mailto:publisher@broadcastdialogue.com) \* Web site: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)

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**G**ENERAL: As discussed at a **CAB** session last fall in Quebec City, automakers are now threatening to cut TV ad spending. With the start of the TV upfront approaching, the car-makers are now threatening publicly to cut or to pull TV spend if rates look like last year's double-digit hikes. The audience numbers, too, are said to be part of the problem. Some manufacturers claim they're not getting their money's worth what with ratings down and prices up.

**Bob Lutz**, the Vice Chairman at **GM** in Detroit, was quoted in *Automotive News* saying that TV just isn't working. According to **TNS Media Intelligence/CMR**, automakers sliced ad spending last year on the US national broadcast nets by 44.4% (to \$1 billion). Although GM cancelled an estimated \$40 million in 2003 upfront TV buys for Q2, a GM spokeswoman said there will be no overall decline in its ad spending this year – just directed to different areas. The President of the **Detroit Radio Advertising Group**, **Bill Burton**, says this is shaping up as an opportunity for radio... **BCE Inc.** says it had a better-than-expected first quarter profit, driven by a strong showing from its wireless unit and gains in both its consumer and business divisions. For the quarter ended March 31, BCE posted net profit of \$488-million or 51 cents a share, up from \$473-million or 50 cents in the same period a year earlier. Revenue at **Bell Globemedia** rose 2.1%, helped by a 10% increase in TV advertising revenue and a 4% cent increase in print ad revenue... NewCap (**Newfoundland Capital Corp.**) has reported stronger first-quarter earnings, boosted by the recent sale of its investment in a commercial printing business. NewCap says it made \$2.6 million (21 cents a share) in the three-month period ended March 31. That compares with earnings of \$490,000, or four cents a share, in the same period last year. Consolidated revenue grew to \$13.1 million from \$12.3 million, a gain of seven per cent... The **RTNDA** now says the original dates for its annual National Convention and Trade Show in Saskatoon will remain at June 10-12. There had been worries that the Federal Liberals may have called an election for June 14, which would have precluded the attendance by a majority of delegates. If, however, there is a surprise announcement about



## GENERAL MANAGER / GENERAL SALES MANAGER

Standard Radio is looking for a General Manager/General Sales Manager for a cluster of radio stations in the British Columbia Interior. If you are passionate about broadcasting, building great teams, and serving local communities this is terrific opportunity.

Ideally, you have a keen sense of business and experience managing in a competitive broadcasting environment. You will be responsible for managing the daily operations of two or more radio stations, developing and maintaining strong community ties in your region, setting realistic goals and objectives and to recruit, coach and motivate a team to achieve revenue and rating objectives.

If you would like to join our diverse team and help us build our radio group please contact, in confidence:

**Don Shafer**  
VP/GM B.C. Interior, Standard Radio Inc  
300 – 435 Benard Avenue, Kelowna, BC V1Y 6N8  
Fax: 250 860 8856  
Email: [dshafer@sri.ca](mailto:dshafer@sri.ca)

*Only those applicants chosen for interviews will be contacted.*  
Standard Radio endorses the principles of Employment Equity and is committed to ensuring that our workforce is representative of the public we serve.

a June 14 vote, the convention will move to a Sunday through Tuesday format June 27 to 29.

**RADIO: Golden West Broadcasting** launched **The MIX 96.5 FM (CJPG-FM) Portage la Prairie** on Tuesday morning. The new station is sister to the long-time AM'er, **CFRY Portage**, and the new format is AC with emphasis on local news and information... **Cumulus** will be sticking with **Arbitron** after all. Cumulus had put pressure on the largest American broadcast measurement service by running a parallel test with ratings rival **Eastlan**. Cumulus CEO **Lew Dickey** says he now has a handshake deal with Arbitron... The morality crusade on American airwaves prompted by **Janet Jackson's** nipple – and particularly how said crusade is impacting on US radio – continues to make news. **Jacobs Media**, based in Southfield, MI., conducted a Web poll of more

than 13,000 rock listeners (with **Edison Media Research**) that showed few listeners offended by what they hear on radio. They are sensitive to governmental involvement in their radio programming and say they are suspicious of the politics behind this current environment aimed at ending “indecent” on the radio... Incidentally, **RTNDA International** says a recent indecency ruling by the US **Federal Communications Commission** unconstitutionally limits the ability of broadcast journalists to provide accurate and insightful reporting. In March, the five FCC commissioners ruled that U2 lead singer **Bono's** use of the “F-word” on **NBC's** telecast of the **Golden Globe Awards** was “indecent” and “profane.” The Golden Globes Order reversed existing FCC precedent holding that the isolated or fleeting broadcast of expletives in many instances does not violate the indecency rules... Meantime, a South Florida billboard for the clothing chain **French Connection U.K.** (FCUK) isn't sitting well with residents. The company, in a quote that boggles the mind, says “any crassness associated with it was simply in the eye of the beholder.” But, says FCUK, the logo may carry “certain connotations.” The irony is that the billboard belongs to **Clear Channel Outdoor**, a division of **Clear Channel Communications** which, according to a Coral Gables attorney, is a company “portraying itself as the good guys, the Carrie Nation of the decency movement . . . to be doing this is just hypocritical. They're out of their minds”... While **Rogers' CHFI Toronto** and **Standard's CJEZ/CKFM (Easy Rock & The MIX) Toronto** made large noises about each of their “first” \$1 million giveaways, **CFCW Edmonton** reminds us that it has “been there, done that” – giving away the big bucks prize three years ago. The **Newcap** station's news release was headlined: *790 CFCW in Edmonton welcomes Toronto's 98.1 CHFI, Mix 99.9 and 97.3 EZ Rock to the Million Dollar giveaway club!*

**TV/FILM:** Former Edmonton police chief **Bob Wasylyshen** is suing **CBC** over stories carried on **Disclosure** and **The Current** which he alleges left the impression that he and other officers had sex with prostitutes in the early 1980s. Wasylyshen says he was “maliciously defamed” by the CBC programs last February, claiming they implied he sexually assaulted and robbed as many as 23 prostitutes. The CBC stories were based on allegations by a retired detective... If **Don Cherry** and **CBC** part company, **John Shannon** at **Leafs TV** wants him. Shannon, a former **Hockey Night in Canada** Producer, says Cherry would



## Great Morning Show Opportunity Just West of Toronto!

(Okay, and maybe a little North too.)

### 100.5 EZ Rock in North Bay is searching for a new Morning Show Host.

#### The ideal candidate...

- Is both informative and entertaining
- Can relate and communicate to 35-54 year old females in an Adult format
- Is full of energy and ready to jump head first into the community
- Is able to wow our clients at remote assignments and our listeners at public appearances
- Is a Self Motivator and team player with a true passion for the business.

#### Qualifications:

- Minimum 5 years on-air experience (preferably 3 years as Morning Show Host)
- Knowledge of Selector/Scott systems.

#### Send your mp3 demo and resume

to:

[andy.wilson@rci.rogers.com](mailto:andy.wilson@rci.rogers.com)

(Click on this address for immediate link)

#### Or mail it to:

**CHUR**  
743 Main St E  
North Bay ON P1A 1C2  
Att'n: Andy Wilson  
Program Director

No phone calls please.

*Rogers Radio is an equal opportunity employer.*

bring to his digital channel the credibility of a mainstream broadcaster... **Global Television** newsroom employees in Toronto and Montreal (reporters, producers, camera operators, editors, and other editorial staff) and the network – in the midst of contract talks which have failed – are to meet again with the assistance of a federal conciliation officer. The problems include agreement on wages, benefits, pension and contract language. The workers have been without a contract since October... Former US VP **Al Gore** and entrepreneur **Joel Hyatt** are buying **NewsWorld International** – the 24-hour US cable channel of international news produced by **CBC** (and once owned by it) – from **Vivendi Universal Entertainment**. Gore, who will be Chairman of the Board, says that what he has in mind will “not be a political network”. Programming will continue to be provided by CBC... **CFRN-TV Edmonton’s** 50th anniversary is coming up October 16 and the station is looking to hear from anyone who ever worked there. CFRN-TV’s 50th Anniversary Web site is up and running at <http://www.cfrntv.ca/cfrn50>. Click on it to get more information and fill out the survey the station can build its guest list... Still with **CFRN-TV**, the station won 3 **AMPIA (Alberta Motion Picture Industry Association)** awards at the recent annual awards gala (April 24). Awards for Best Documentary under 30 minutes ‘*Barb Tarbox... A Life Story*’ producers **Serena Mah** and **Darren MacFayden**. Best news promotion **Heather Carleton** and best news feature **Graham Neil**... An **Alliance Atlantis** survey conducted by **The Strategic Counsel** shows viewers developing a growing preference for specialty TV over conventional channels. The survey indicates that 53% of Canadians believe programming is superior on such services as the **Comedy Network**, **Showcase** and **Home & Garden Television**. Viewers polled said more than half their viewing is spent watching specialties, while 40% report that specialties are their first destination when they don’t have a TV “appointment”. The top-20 specialty TV services identified by the Strategic Counsel survey of Canadian viewers:

As chosen by men:

\_Discovery  
 \_TSN  
 \_History Television  
 \_The Movie Network  
 \_Space: The Imagination Station  
 \_Showcase  
 \_HGTV Canada  
 \_The Comedy Network  
 \_Food Network Canada  
 \_Life  
 \_Outdoor Life Network  
 \_Sportsnet  
 \_Bravo  
 \_W  
 \_The Family Channel  
 \_Fairchild TV (Asian)  
 \_Animal Planet  
 \_Movie Central  
 \_The Game Show Network  
 \_MuchMusic

As chosen by women:

\_HGTV Canada  
 \_Food Network Canada  
 \_The Movie Network  
 \_Discovery  
 \_Life  
 \_Space: The Imagination Station  
 \_W  
 \_Showcase  
 \_History Television  
 \_Bravo  
 \_Prime  
 \_Movie Central  
 \_MuchMusic  
 \_The Family Channel  
 \_The Comedy Network  
 \_Fairchild TV  
 \_TSN  
 \_Sportsnet  
 \_The Game Show Network  
 \_Animal Planet

As identified by Nielsen Media Research (fall 2003 to winter 2004):

\_TSN  
 \_Sportsnet  
 \_Discovery  
 \_Space: The Imagination Station  
 \_Showcase  
 \_Bravo  
 \_History Television  
 \_W  
 \_Prime  
 \_HGTV Canada  
 \_The Comedy Network  
 \_YTV  
 \_CMT  
 \_Teletoon  
 \_CBC Newsworld  
 \_Food Network Canada  
 \_MuchMoreMusic  
 \_Life  
 \_MuchMusic  
 \_Score

While controversial in that **Sinclair** stations wouldn’t run it, **Nightline** on **ABC** scored nearly 30% more viewers last Friday night than it did the rest of last week. The preliminary numbers indicate that an average of about 4.5% of TV households in the USA’s largest markets watched the telecast in which Anchor **Ted Koppel** read the names of approximately 700 US service-men and -women who have been killed in Iraq. It’s the biggest metered-market rating for **Nightline** during a May sweeps since 2002 – and that without four of the 56 metered markets.

**R**EVOLVING DOOR: Veteran Morning Man **Don Percy** is back on the air in Manitoba’s capitol city. Percy, who lost his job at **CKY-AM Winnipeg** when the station flipped to FM and to another format, is now with **CFRW Winnipeg**... New PD/Morning Show Host at **CHUC Cobourg** is **Dave Devine**...



Departing **NBC** Enterprises President **Ed Wilson** has been named president of the **Fox Television Network**... **Donald Trump** has landed a deal with US-based **Premiere Radio Networks** to provide 60-to-90-second radio commentaries beginning June 15.

[www.bcab.ca](http://www.bcab.ca)

**SIGN-OFF:** **George Balcan**, 72, in Montreal of cancer. Balcan, the longtime **CJAD Montreal** radio man, was a native of Northwestern Manitoba where he began his radio career at **CKDM Dauphin**. Then it was on to **CKOC Hamilton**, **CJAD Montreal**, **CFCF Montreal**, then back to **CJAD** in 1976 where he continued to work as Morning Man until his retirement in 1998. Balcan was named to the Order of Canada in 1996.

**LOOKING:** **Standard Radio** in BC is looking for a General Manager/General Sales Manager. See the ad on Page One, then click on **Don Shafer's** e-mail address to respond...

**CKAT-FM North Bay**, the **Rogers** station, seeks a new Morning Show Host. Details are in the ad on Page Two and, again, an immediate reply may be forwarded by clicking on PD **Andy Wilson's** e-mail address... Other jobs we've heard about this week include: **imsradio Toronto** - Bilingual Business Manager; **Discovery Channel Toronto** - Account Executive and Sales Coordinator; **CanWest Global Communications Winnipeg** -

Staff Accountant; **Global Toronto** - Graphic Designer; **CanWest Media Sales Toronto** - Creative Executive; **CFTPA Ottawa** - Executive/Communications Assistant; **CBC Halifax** - Senior Production Editor; **CBC Vancouver** - Reporter/Editor; **CBC Edmonton** - Sales Representative; **CBC Moncton** - Maintenance Technologist; **CBC Toronto** - Human Resources Consultant; **CBC Calgary** - Producer; **Corus Entertainment Toronto** - On-Air Promotion Coordinator and a Media Service Representative; **Corus Radio Toronto** - Staff Accountant; **Corus Radio Edmonton** - Studio Operator; **The Score Television Network Toronto** - Manager of Corporate Affairs; and, **Bell ExpressVu Toronto** - Senior Manager, On-Air Creative Direction.

**SUPPLYLINES:** **Sound Source** says it has finalized deals for **Mediabase** (the music monitoring product) with over 85 Canadian stations, including those at **CHUM**, **NewCap**, and **Standard**... **Telesat** has chosen Europe's largest space company - **EADS Astrium** - to build **Anik F3**, the company's 17th satellite. When it launches in 2006, **Anik F3** will provide a range of broadcasting, telecommunications, Internet and business communications services... Winnipeg-based **OMT Inc.** has sold and delivered its radio broadcast automation product suite, **iMediaTouch**, to **MultiCultural Radio Broadcasting** in New York.

**EDITOR'S NOTE:** A reminder that your news is important to Broadcast Dialogue. Please keep our e-mail in mind when events occur in your market. Send items to: [broadcastdialogue@rogers.com](mailto:broadcastdialogue@rogers.com) or to [publisher@broadcastdialogue.com](mailto:publisher@broadcastdialogue.com).



**BCAB 57<sup>th</sup> Annual Conference**  
**May 12 - 14, 2004**  
**Penticton, BC**

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**T**V/FILM: The **CRTC** wants to reward broadcasters who invest in more Canadian prime-time TV drama by allotting more ad minutes per hour. Three different incentives are offered:

1. A fully qualified drama in peak time that used money from the **Canadian Television Fund** and with a budget of at least \$800,000 gets 2½ minutes of extra ads each hour.
2. Less than \$800,000, the reward is a .30 of additional ad time.
3. If the drama is fully qualified and funded to at least \$800,000 but without CTF funding, there's a reward of 6½ minutes extra ad time for each original hour broadcast.

The bonus is this – extra ad time can be banked and spread over the schedule, e.g. instead of PSAs or promos, Canadian TV can gain revenue (with no increase in time for commercial breaks [simulcast shows have 15-minutes per hour in US, only 12 minutes in Canada]).

Comments on the proposal are invited up to June 21... A 30-second PSA done by **Friends of Canadian Broadcasting** has been pulled after the **RCMP** objected to the content. Part of a series of spots poking fun at Hollywood directors who don't have a clue about Canadian culture, the spot shows a pushy American director trying to inject some US street-style into a film with an Inuit setting. He asks a native actor for the Inuit word for pimp and suggests the mountains of snow be seen as cocaine instead. An RCMP officer can be seen in the background but his inclusion wasn't sanctioned. The spots are part of a campaign that says Canadians should be telling Canadian stories... **Citytv Vancouver** staff – after voting in favor of strike action – have rejected a CHUM Ltd. offer. Job security, wages, and benefits are the main issues for the 135 or so members, represented by the **Communications, Energy, and Paperworkers Union**. The Union says the earliest it could issue a 72-hour strike notice is late June... **CBC, CTV, CHUM/City** and **Global Television** have rejected a request from the office of **Dalton McGuinty** to give the Ontario premier five minutes of air time before his Liberal government releases its maiden budget next week. One broadcaster said she was told the time would be used to make "some historic announcements," but



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VP/GM B.C. Interior, Standard Radio Inc  
300 – 435 Benard Avenue, Kelowna, BC V1Y 6N8  
Fax: 250 860 8856  
Email: [dshafer@sri.ca](mailto:dshafer@sri.ca)

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there were no further details. Another said that while the premier's office believed the event would be "newsworthy," the networks had "lots of questions as to how newsworthy was it" hence the pass. The network groups concurred that any preview or set-up to the budget was not newsworthy and particularly so since there was no way to assess the news value. The other side of the coin is that a government source told The Canadian Press that a network executive had first suggested the premier's appearance, and not McGuinty's office. Rather than give an interview to one network, the premier's office decided to float the idea to all the networks... **CBC** is apparently having difficulties finding a successor for **Harold Redekopp**, the outgoing head of English television. Early favourite is **Slawko Klymkiw**, the now-CBC Exec Director of network programming. But, according to a published report last weekend, several other highly

regarded people who were pitched on the job – among them **Canadian Association of Broadcasters** President/CEO **Glenn O'Farrell** and **Phyllis Yaffe**, COO at **Alliance Atlantis** – have said they aren't interested... In a message to **CBC** Reporters about upcoming federal election coverage, **Tony Burman**, Chief Journalist and Executive Director of CBC News, Current Affairs and Newsworld wrote, in part: "... There will likely be several 'voter-preference' polls every week. In the past, this has triggered debate about whether the media's obsession about the 'horse-race' crowds everything else out. In response, CBC and Radio-Canada have been relatively restrained in recent campaigns about our use of these polls. But for this campaign, we have decided to be even more careful." The guidelines include minimizing the "horse race" atmosphere by limiting the systematic reporting of polls conducted by others and instead report primarily on poll results that constitute "a major campaign story"... A **Global Television** broadcast of the documentary, **Confrontation at Concordia**, did not violate any **Canadian Broadcast Standard Council (CAB and RTNDA)** codes. The principal focus of complaints was on what some viewers described as the bias of the film. The full text of the decision can be found on the CBSC's website by clicking on: <http://www.cbsc.ca/english/decisions/decisions/2004/040511.htm>... **Thunder Bay Television (CKPR-TV)** is celebrating its 50th anniversary this October. The station is anxious to hear from anyone who ever worked there. What years and what did you do at CKPR? E-mail **Gary Rinne** at [grinne@dougallmedia.com](mailto:grinne@dougallmedia.com).

**GENERAL:** **NewCap** has purchased the assets of **Shortell's Ltd.**, the owner of **CKSA-FM/CILR-FM/CKSA-TV/CITL-TV Lloydminster** and the majority interest in an outdoor billboard business. Price was \$12.9-million. Lloydminster straddles the Alberta-Saskatchewan border. NewCap has stations nearby: **CJCM Cold Lake**, **CHLW St. Paul/Bonnyville** and **CKKY Wainwright**. Not including this acquisition (since **CRTC** approval is needed), NewCap owns 61 radio stations (primarily in the Atlantic provinces and in Alberta)... Central Canada award winners at the regional **RTNDA** convention in London this past weekend were: **TELEVISION** – Bert Cannings Award for Best Newscast (Medium Market) -- **The New VR Barrie** and (Large Market) -- **CFTO-TV Toronto**; Charlie Edwards Award for Spot News – **CablePulse 24 Toronto**; Dan McArthur Award for Investigative, In-depth report: **CJOH News, Ottawa**; Dave Rogers



## THE WIZARD COMES TO CANADA

For A Two Day Canadian Wizard Academy

Roy H. Williams will spend two days teaching how to "turn words into magic and dreamers into millionaires".

### June 10 & 11, 2004

at the Arden Park Hotel in beautiful Stratford, Ontario

Your Enrollment Fee: \$650 + \$45.50 G.S.T.

*We'll also treat you to a performance at the Stratford Festival of Guys & Dolls Thursday night*

*Wizard of Ads Steve Rae Ltd. and  
Ontario Independent Radio Group  
present*

**Roy H. Williams, The Wizard Of Ads**

In the first ever **Canadian Wizard Academy**. June 10th & 11th, at Stratford Ontario. Tickets are \$650 +G.S.T. Registration info is at [www.wizardofads.ca](http://www.wizardofads.ca)



Award for Feature reporting: (Medium Market) -- **The New VR Barrie** and (Large Market) **CFTO-TV Toronto**; Gord Sinclair Award for Live, Special Events: (Medium Market) -- **The New VR Barrie** and (Large Market) -- **Citytv/CablePulse 24 Toronto**; Ron Laidlaw Award for Continuing Coverage -- **Global Television Toronto**; Sam Ross Award for Editorial -- **CablePulse 24 Toronto**; and, Web site Award: **Thunder Bay Television, Thunder Bay**. Winners for **RADIO** were: Byron MacGregor Award for Best Newscast -- (Small Market) -- **FM102 Wingham** and (Medium Market) -- **CKLW Windsor** and (Large Market) -- **CJAD Montreal**. Charlie Edwards Award for Spot News -- **CKAT North Bay**; Dan McArthur Award for Investigative, In-depth Reporting -- **CBC Radio Toronto**; Dave Rogers Award for Feature Reporting -- (Medium Market) -- **CBC Radio One Thunder Bay** and (Large Market) -- **CBC Montreal**; Gord Sinclair for Live Special Events -- **CFRB Toronto**; Ron Laidlaw Award for Continuing Coverage -- **CFRB Toronto**; Sam Ross Award for Editorial -- **The Moose Bracebridge**; and, the Web site Award -- **CBC Montreal**... At the **Canadian Association of Journalists** convention in Vancouver, **CBC-TV** won the top prize for investigative journalism. The **Don McGillvray Award** for Investigative Journalism went to **Harvey Cashore, Kathleen Coughlin, Mark Kelley, Lesley Cameron, Gary Akenhead, Jeff Cole** and **Chris Davies** for their documentary on children's hockey -- specifically body checking -- titled **Kaboom**. Other broadcast award winners were: **Open television** (less than five minutes) -- **Paisley Woodward** and **Alan Waterman** of **CBC News: Canada Now** - British Columbia for **Custody Death**; **Open radio news/current affairs**: **Karin Wells** and **Karen Levine** of **CBC Radio's Sunday** edition for **Fixing Jeffrey Buffalo**; **Regional television**: **Kim Trynacity** of **CBC News: Canada Now** - Edmonton for **Alberta Smokes**; **Conflict analysis award**: **Alan Guettel** and **Rhoda Metcalfe** of **CBC National Radio News** for **The Garbage People of Cairo**; and, **Faith and spirituality**: **Frank Faulk** of **CBC Radio 1 - The Current for Love the One You Hate**.

**REVOLVING DOOR:** Some senior management changes at **Corus Radio**: **Chris Pandoff**, who had been VP of Sales, becomes VP of The Ontario Radio Group (all radio stations except the Toronto cluster). **Chris Sisam** moves into Pandoff's previous slot. Sisam had been GM at **CHML/Y108 Hamilton**. Adding CHML/Y108 to her responsibilities is **Suzanne Carpenter**, who continues to manage **Country 95.3 Burlington/Toronto**... **Pat St. John**, ex of **Conestoga College** at Kitchener, is new President/GM at Spirit FM (CHOW) Welland. **Suzanne Rochon Burnett** has retired (see **RADIO** for details)... Meantime, at **Conestoga College**, **Paul Scott** is Manager, Sales & Marketing for **CJIQ Kitchener** while **Mark Burley** has been promoted to Station Manager. **Paul Osborne**, who had been station manager, has moved out of the broadcast side at the college... **Jeff Teolis** is new PD/Morning Show Host at **Fox 99.9 (CFGX-FM) Sarnia**. He moves from **CFPL London**... New Assistant Network PD for **NewCap's Alberta Radio Group** is **CFCW Camrose's Larry Donohue**. He'll remain with the station and will also become MD for the Group's HOT AC stations... MD **Janet Walters** is no longer MD at **Energy 103 (CFHK-FM) London**. She is returning to full-time schooling and part-time announcing, still with Energy 103.

**LOOKING:** **Standard Radio** in BC seeks a GM/GSM. See the ad on Page 1... A Toronto station seeks a Promotions Manager. See the ad on this page... Other jobs we've heard about include: **imsradio Toronto** - a Rep; **Alliance Atlantis Toronto** (Motion Picture Distribution) - Accounting Clerk; **MusiquePlus/MusiMax Montreal** - Chargé de comptes, Service aux affiliés; **CTV Toronto** - Media Controller, On-air Master Control, a Sales Coordinator and an Associate Marketing Manager; **Star Choice Calgary** - Manager, Customer Care-Workforce; **CBC Halifax** - Unit Manager; **CBC Yellowknife** - Reporter/Editor; **CBC Ottawa** - Producer for new music show; **Corus Entertainment Toronto** - Intermediate/Senior Research Analyst; **CHUM Television Toronto** - On-Air Promotions Producer/Writer; **Rogers Television Richmond Hill** - On-Air Host; **Rogers Media Vancouver** - Traffic Coordinator; **Alliance Atlantis Toronto** - Dub Operator; **Teletoon Toronto** - Public Relations Coordinator; **CTV Toronto** - On-Air Business Reporter; and, **Global Toronto** - Accounts Receivables Coordinator and Traffic Coordinator.

### Promotions Manager

Growing, vibrant, leader in Toronto Radio Market is looking for an aggressive, experienced, innovative individual to take a station serving the young demo to the next level.

If you have what it takes, e-mail [max@michaelcommunications.com](mailto:max@michaelcommunications.com), or fax resume in confidence to:

**Michael Communications Media Group**  
**Fax: (416) 785.1647**

**RADIO:** David Holgate, founder of *Softchoice Corporation*, purchased *Spirit FM (CHOW-FM) Welland*, with the transaction having closed April 30. *Pat St. John*, whose career has seen him with *CHUM* in Toronto and Halifax and who was most recently with *Conestoga College* at Kitchener, became – effective May 3 – President/GM. Previous Owner/GM *Suzanne Rochon Burnett* has retired from radio while her daughter, *Michelle-Elise Burnett*, remains in a sales capacity... The *Toronto Maple Leafs* have signed a long-term deal with *Corus Entertainment* to continue with *MOJO RADIO Toronto* as the exclusive radio broadcaster Leafs' games. *MOJO* has carried the games for eight seasons... *BC Children's Hospital Foundation* and *98.5 The OCEAN Victoria* say over \$150,000 was raised for the province's only acute care facility for children during a 3-day radiothon. The money raised this year will again benefit BC Children's Hospital and *Sunny Hill Health Centre for Children*... *The Bear (CFBR-FM) Edmonton* has apologized for faking a call from California Governor *Arnold Schwarzenegger* to Alberta Premier *Ralph Klein*. Klein officials say the premier thought the California governor was returning a call they made a few days earlier to set up a \$1,000 hockey bet on the *NHL* series between the *Calgary Flames* and *San Jose Sharks*.

In a letter to Klein, GM *Marty Forbes* said the prank went too far and that The Bear is donating \$1,000 to the premier's favourite charity... The Alberta government has sold – for \$1 – the six-storey downtown Edmonton building to *CKUA Edmonton*. The provincial station has been housed there since the 1950s. Until now, CKUA had been paying a portion of the building's operating expenses, which last year came to \$112-thousand. The 90-year-old edifice has been renovated several times... *CKRW Whitehorse* has earned *CRTC* approval for an FM repeater, also in Whitehorse. CKRW will operate at 96.1 with an average effective radiated power of 380 watts... *CJSR Edmonton* will host the *2004 National Campus and Community Radio Conference (NCRC)* June 27-July 4. Hundreds of radio staff and volunteers from across the country are expected in the Alberta capital.

**BLOCK THESE DATES:** June 4 - 6, 2004

While convention details are being finalized, visit our new Web site at [www.wab.ca](http://www.wab.ca)

and send us your e-mail address so that we can keep you informed.

**SEE YOU IN KANAMASIKS!!!**

**Fast Forward**

70th Annual Convention  
Kanamasiks, Alberta  
June 4 - 6, 2004

**WAB**  
WESTERN ASSOCIATION OF BROADCASTERS

**SUPPLINES:** Effective June 1, *Rohde & Schwarz* will handle all sales and service activities for its products in the US and Canada. Since 1993, these activities have been managed by the company's partner, *Tektronix*... *Sound Source* has added *Donald Trump's 'Trumped!*', a new syndicated daily radio series set to debut June 15... *CBC/Radio-Canada* will deploy one of the largest digital production and broadcast systems world-wide with over 2000 workstations across 50 sites. *Dale*, a provider of media management tools, says CBC will use *DalePlus Radio Suite* across its national radio networks – one of the largest systems in existence. The installation will span 18 months but when complete will allow for the exchange of broadcast material over standard IP networks.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** Doug Beeforth, *Sportsnet*, Toronto. Welcome!



# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Phone: (705) 484-0752 \* E-Mail: [publisher@broadcastdialogue.com](mailto:publisher@broadcastdialogue.com) \* Web site: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)

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**GENERAL:** *Nielsen Media Research* says Canadian ad spending was up 12% in 2003 – to \$6.76 billion – from \$6.04 billion in 2002. The numbers reverse a two-year decline. *Proctor & Gamble* was Canada's top advertiser, spending \$165.7 million, followed by the federal government (\$107.2 million), *DaimlerChrysler* (\$105.6 million), *General Motors* (\$102 million) and *Ford Motor* (\$95.3 million). Nearly half of last year's money went to TV, 37% to newspapers. Nielsen said TV spending rose 15.5% to \$2.9 billion while newspaper spending was up 10.2% to \$2.5 billion (down from the \$2.7 billion in 2000). Canadian radio ad sales were up 9.9% to \$408.7 million, says Nielsen, but a number of media execs say they believe overall radio business is more than twice that much. Magazine ad sales rose 7% to \$531.8 million, while out-of-home ads e.g. billboards earned \$340.6 million in ads, up 6%. Retail remained the largest advertising sector with \$1 billion in spending, up 11%... *CP* reported this week that the federal government is quietly devising plans to prevent terrorist groups from gaining a foothold in Canada's broadcasting industry. The initiative, says CP, has taken on new urgency in light of the government's review of foreign ownership rules for broadcasters and telecommunications companies - a move that could see new, relatively unknown players enter the TV and cable industries. Internal briefing notes obtained under the Access to Information Act say "the issue is how to prevent terrorist-linked entities now or in the future from having the privilege of carrying on broadcasting undertakings." Originally marked secret, the notes were among those prepared for Heritage Minister **Helene Scherrer** upon her appointment to cabinet in December. The feds are studying whether to relax foreign ownership restrictions on telecommunications and broadcasting distribution companies as part of a broader look at the cultural sector... *CanWest Global Communications* has presented a plan to spin off its New Zealand radio and



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TV holdings into a new publicly traded company in which it will retain majority ownership. CanWest says it intends to create **CanWest MediaWorks (NZ) Ltd.**, which will be listed on the New Zealand stock exchange and will own the country's leading privately owned TV network as well as more than two dozen radio stations and a recently launched music channel. CanWest said it will own 70% of the new company, which may be reduced to 64 per cent if underwriters fully exercise an over-allotment option... Winners at the 57<sup>th</sup> annual **British Columbia Association of Broadcasters** convention this past weekend were: Best Creative/Radio -- **Sun FM 99.9 Kelowna**; Best Creative/Television -- Tied are **Channel M Vancouver** and **CH Television (CHEK) Victoria**; Agency Creative/Television -- **Elevator Strategy, Advertising and Design Vancouver**; Excellence in News

Reporting/Radio -- **B-100 Kamloops**; Excellence in News Reporting/Television -- **CTV British Columbia Vancouver**; Special Programming/Radio -- **100.3 The Q Victoria**; Special Programming/Television -- **PGTV Prince George**; Community Services/Radio -- **Sun FM 99.9 Kelowna**; Community Services/Television -- **CH Television (CHEK) Victoria**; Humanity Award -- **Junior Achievement of British Columbia**; Friend of the Industry -- **Chris Weafer of Owen Bird, Vancouver**; Broadcast Performer of Tomorrow -- **Mark Docherty, Citytv Vancouver**; Broadcaster Performer of the Year -- **Simi Sara, Citytv Vancouver**; and, Broadcaster of the Year -- **Bill Good, CKNW/CTV Vancouver**... At the Atlantic Regional meeting of the **Radio-Television News Directors Association** last weekend in Lunenburg, winners were: **TELEVISION** -- Bert Cannings Award (Best newscast) -- **ATV News, Halifax**; Charlie Edwards Award (Spot news) -- **ATV News, Halifax**; Dan McArthur Award (In-depth/investigative) -- **Radio-Canada Atlantique, Moncton**; Dave Rogers Award (Feature) -- **ATV News, Halifax**; Gord Sinclair Award (Special events) -- **Global News Maritimes, Dartmouth**; and, the Ron Laidlaw Award (Continuing coverage) -- **Global News Maritimes, Dartmouth**. **RADIO** winners are: Byron MacGregor Award (Best newscast) -- **KHJ Fredericton** (Small Market) and **CJCH Halifax** (Medium Market); Charlie Edwards Award (Spot news) -- **CBC Radio Halifax**; Dan McArthur Award (In-dept/investigative) -- **CBC Radio Halifax**; Dave Rogers Award -- **CBC Fredericton** (Small Market) and **CBC Radio Halifax** (Medium Market); Gord Sinclair Award (Special events) -- **CJLS Yarmouth** (Small Market) and **CJCH Halifax** (Medium Market); Ron Laidlaw Award (Continuing coverage) -- **CBC Radio Bathurst**; and, the Sam Ross Award (Editorial) -- **CJCH Halifax**... **Friends of Canadian Broadcasting**, in an appearance before a Senate committee, called for three key elements: Keep Canadian broadcasting in Canadian hands; diversify media ownership; and, strengthen the **CBC**. Friends says an **Ipsos-Reid** survey to be released in the next few days found that 70% of respondents hold a negative view of foreign ownership and control of Canadian media companies. And 60% think there's too much media concentration and that it's undermining Canadian democracy. CBC, by 90% of respondents, got top marks for protecting Canadian culture and identity. Those people want CBC funding maintained or increased.



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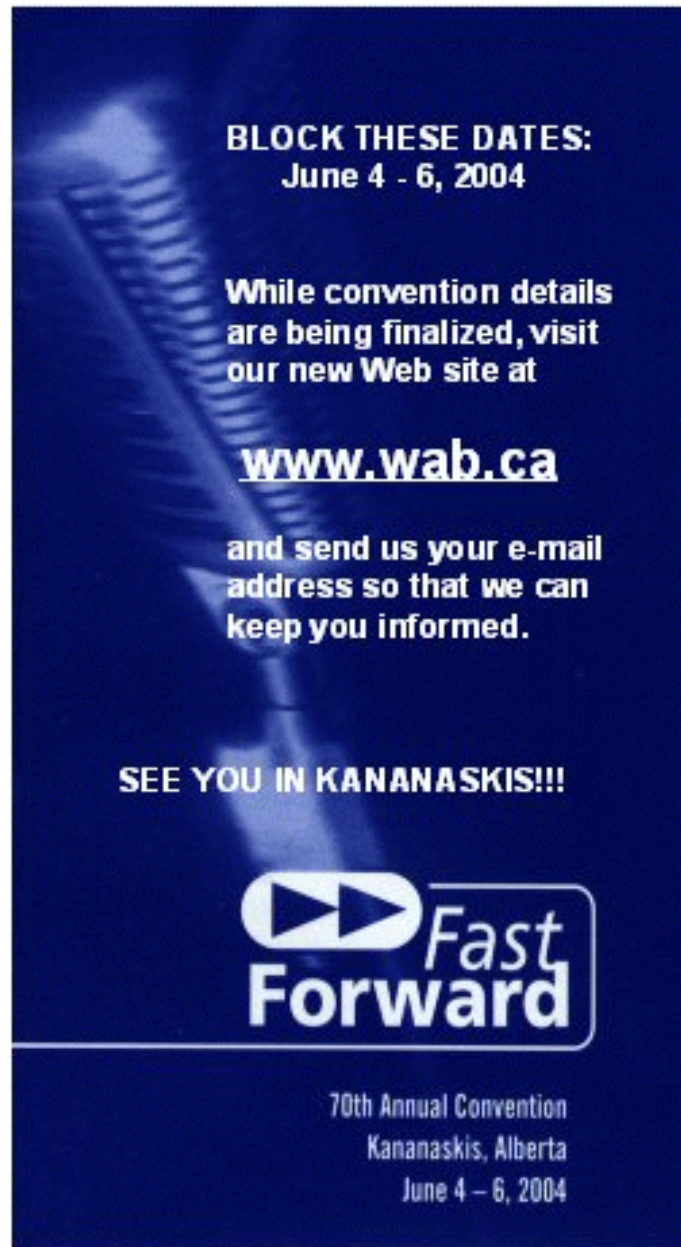
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*Only those applicants chosen for interviews will be contacted.*

Standard Radio endorses the principles of Employment Equity and is committed to ensuring that our workforce is representative of the public we serve.



**T**V/FILM: **Craig Media** is laying off 37 employees at its Calgary and Toronto TV stations. Craig cites the need to “further rationalize its operations and control costs.” In a news release, CEO Drew Craig said: “This is part of an ongoing review and restructuring of our operations to ensure the stations remain competitive and continue to be in a position to meet all of their local programming commitments.” Craig Media is in the midst of a \$265-million takeover from CHUM contingent only on CRTC approval. Twenty-eight of the layoffs came from Toronto 1's morning and late night shows. The balance were from production, sales and marketing... The **Canadian Cable Television Association** (CCTA) has asked the **CRTC** to dismiss the **Canadian Association of Broadcasters** application to remove **Spike TV** from the list of foreign services available in Canada. CCTA believes that removing a popular service from Canadian channel line-ups would cause unwarranted consumer disruption and impact viewer choice... **Decima Publishing** research shows Canadian digital TV subscriber growth continued to slow in 2003. Fewer subs were added last year than in 2002, making 2003 the fifth consecutive year of slower growth. Canadian households subscribing to digital TV service increased by 12% or approximately 417,000 in 2003, compared to 21% or about 588,000 the previous year. The number of digital TV subscribers in Canada increased by 4% or approximately 145,000 in the fourth quarter of 2003 to top 3.8 million at year-end. Information on Decima's **THE DIGITAL DOMAIN** (about the Canadian digital TV market) may be found at [www.thedigitaldomain.ca](http://www.thedigitaldomain.ca)... US federal regulators have endorsed a plan to tap unused TV airwaves to bring high-speed Internet connections and other wireless technologies to more people, especially in rural areas. Opposing the proposal are American TV broadcasters who say it would disrupt service for over-the-air television signals for millions of people. Under the proposed plan, wireless companies would be allowed access to the unused airwaves in local areas between channels 5 and 51, with a few exceptions. The **FCC** will take comments from the public over the next 2 ½ months. Final rules are expected in about six months to a year... The **Toronto Maple Leafs** and **TSN** have signed a three-year agreement to broadcast Leafs games on TSN. TSN has acquired broadcast rights for 40 regular season games for each of the next three years starting in 2004/05. All game broadcasts will be produced by the Leafs, while TSN will produce the studio intermission shows and their pre-game and post-game shows. TSN will sub-license 15 games each season to **Rogers Sportsnet**... Meantime, **NBC Sports** will broadcast **NHL** games the next two seasons under a revenue-sharing deal that will see NBC replace **ABC Sports** as the NHL's American broadcast partner. NBC, which last did NHL regular-season games 29 years ago, will carry a regional package of games on six or seven Saturdays and also broadcast playoff games... **CFQC-TV Saskatoon**, celebrating its 50<sup>th</sup> anniversary in October, is looking for any employees who ever worked there. The station wants your contact information because it's in the process of organizing a mega-celebration. E-mail your stuff to **Angela Loewen** at [aloewen@ctv.ca](mailto:aloewen@ctv.ca).




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**REVOLVING DOOR:** Peter Webb, long-time GM at **CLASSICAL 96.3 FM (CFMX) Toronto** and **CLASSICAL 103.1 FM (Eastern Ontario)** takes his leave Aug. 15. Succeeding Webb is **John van Driel**, the current VP of Programming... **Gord Robson**, PD at **The River (CJRV) Lethbridge**, is no longer with the **Rogers** operation.

**LOOKING:** Jobs we've heard about this week include: **Alliance Atlantis Toronto** - Sales Coordinator, Broadcasting and an Administrative Assistant, Broadcast Creative Services; **Astral Media Radio, Rouyn-Noranda** - Animateur(trice) - émission du matin à Énergie 99.1; **MCTV Gravenhurst** - Photojournalist; **CHAN-TV Vancouver** - Administrative Assistant; **CBC Vancouver** - Project Manager Transmission Division and a Video Tape Production Editor; **CBC Regina** - Associate Producer Canada Now; **CBC Toronto** - Senior Writer; **CBC Calgary** - Media Librarian; **Corus Entertainment Toronto** - Media Service Representative and a Master Control Switcher; **CIZZ-FM/CKGY-FM Red Deer** - Creative Writer; **CJDV DAVE 107.5 FM Cambridge** - Account Executive; **CJOB/CJKR-FM Winnipeg** - Traffic Manager; **Corus Radio Calgary** - Interactive Content Manager; **Corus Radio Toronto** - Interactive Content Manager; **CKRY/CHQR/CKIK Calgary** - Accounts Payable/Payroll Clerk; **CFMI/CFOX/CHMJ/CKNW Vancouver** - Traffic Coordinator; **Mojo Radio Toronto** - Retail Sales Professionals; **MBS Radio Halifax** - Director of Sales; **CBC Halifax** - Freelance Segment Producers and Unit Manager; **Rogers Television Oshawa** - Videographer; **Global Television Dartmouth** - TV Photojournalist; and, **Rogers Sportsnet Toronto** - Transmission Coordinator.

**RADIO:** **Mediabase 24/7** has announced exclusive music monitoring deals with **Universal Music Canada**, **Warner Music Canada**, **EMI Music Canada** and **BMG Canada**. The radio airplay monitoring service – partnered in Canada with **Sound Source** – provides its airplay monitoring service to Canadian radio stations... Different audiences require different DJ styles, no question. But this stepped way over the line regardless of the audience. At **KNRK-FM Portland**, the morning team of **Marconi and Tiny** got axed for making fun of American **Nick Berg's** beheading. They played the audio of Berg's decapitation on the air and, while it played, they laughed and made jokes about it. **Entercom Radio**, which owns the station, fired them and is running an apology on the station's Web site... For those who remember **The Unfriendly Giant**, the syndicated radio series spoofing TV's **The Friendly Giant** (and even for those who don't!), here's a treat. Click right [here](#) and have a look at an animated cartoon created by a fan in Thunder Bay. The Unfriendly Giant starred **Tom Rivers** (now at **CHUM Toronto**) as the Giant and **Eric Tomas** (now at **Raceline**) who played both Rusty the Chicken and Jerome the Giraffe.

**SUPPLYLINES:** **Patrick Whittingham**, known to many Canadian broadcasters as the "go-to" person at **SONY Canada** before he moved with SONY to the US, has joined the board of directors at **Miranda Technologies** in Montreal. Whittingham, now back in Canada, recently retired as President of Sony Broadcast and Production Systems Division, after a 28-year career with the company. Whittingham has been an editorial contributor to **Broadcast Dialogue**, particularly focusing on implementing Digital TV in Canada.



**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Wayne Ens**, **ENSMedia Inc.**, Bowmanville. Welcome!

**EDITOR'S NOTE:** If you happened to read this week's **Broadcast Dialogue** masthead, you may have noticed that this edition is Volume 12, Number 1. Hard to believe we've been putting out the newsletter for a full 12 years and – with this one – beginning year 13. It's even harder to imagine just how quickly six years has passed since we extended into publication of a monthly magazine – in June of 1998 – which we ever-so-creatively called **Broadcast Dialogue!**