

Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Thursday, November 4, 2004

Volume 12, Number 23

Page One of Three

TV/FILM: **Rogers Media** may soon have two TV stations in Western Canada – **Trinity Television's** Winnipeg licence and Vancouver's **NOWTV**, the religious channel. Purchase price wasn't released.

Trinity Sr. VP **Jeff Thiessen** said undercapitalization had a negative impact ever since the Vancouver station was licenced... Heritage Minister **Liza Frulla** says she was surprised by a Quebec court's decision that banning Canadians' reception of foreign satellite TV signals violates free expression. Frulla says Canada's \$26-billion cultural industry must be protected; that she and Justice Minister **Irwin Cotler** still need to review the decision before deciding whether to appeal. Meantime, the **Coalition Against Satellite Signal Theft** says it isn't a case of free expression, but of programming rights. The group says broadcasters who buy Canadian rights to programs lose if people can get the material from a foreign-owned satellite. The coalition represents a broad group of Canadian broadcasters, from cable companies and distribution systems to composers and directors unions... **Rogers Wireless** and **MuchMusic** are about to offer a mobile pay-as-you-go package. It will feature a prepaid wireless package that lets customers personalize their wireless device from a range of **MuchPhone's** pre-loaded graphics, ringtones, games and features... Formerly known as the Shaw Television Broadcast Fund, the **Shaw Rocket Fund** has a \$50,000 prize to be awarded to the producer of the best Canadian children's TV programming each year over the next three years. This new, winner-take-all, juried prize is meant to recognize and celebrate the best of quality Canadian children's television. The first winner will be announced in May... **CNN** will shut down its struggling **CNNfn** financial news network in mid-December, giving up its attempt to compete with **CNBC** after nine years.

GENERAL: **Corus Entertainment** President/CEO **John Cassaday** (featured in the October edition of **Broadcast Dialogue** magazine) will receive private broadcasting's top honour – the **Gold Ribbon Award for Broadcast Excellence** – at the 2004 annual CAB convention in Ottawa Nov. 28-30. **André Bureau, Shan Chandrasekar, Dick Irvin, Max Keeping, James Macdonald, Randy Moffat, Bernie Pascall, Percy Saltzman, Claire Samson, Jimmy Tapp** and **Austin Willis** will be inducted into the **CAB Broadcast Hall of Fame**. And **Oscar Peterson** will be inducted into the **Music Star** category... **Newfoundland Capital Corp.** Ltd. posted an increase in its third-quarter earnings



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Please forward your resume and supporting materials by Friday, November 12, 2004 to:

Dave Sherwood - Program Director
PGTV

2nd Floor - 1810 3rd Avenue
Prince George BC V2M 1G4

Phone (250) 960-1382 - Fax (250) 562-8768

e-mail: dsherwood@ckpg.bc.ca

The principles of Employment Equity are followed by the
Jim Pattison Broadcast Group.

on a 5% sales gain. NewCap, which has 61 radio licences, said it made \$1.6 million or 13 cents per share in the three-month period ended Sept. 30. The company made \$1.3 million or 11 cents per share in the same 2003 period. Quarterly sales increased to \$15.9 million from \$15.2 million last year. NewCap also has an application before the **CRTC** for a new FM licence at Kamloops as well as acquisition bids in Lloydminster and Thunder Bay...

CanWest Global Communications posted a solid fourth quarter, attributed to special gains from the sale of international assets. The quarter reverses a big loss last year during the same period last year. CanWest earned \$62 million or 35 cents a share for the three months ended Aug. 31, compared with a loss of \$45 million or 25 cents a share during last year's fourth quarter. Revenues for the fourth quarter rose to \$470 million from \$464 million. For the full year, however, the company lost \$13.5 million, compared with a \$46.1 million profit the previous year... Newspaper circulation declined at most US major newspapers in the last half year. And that's being described as *"the latest blow for an industry already rocked by a scandal involving circulation misstatements that has undermined the confidence of investors and advertisers."* The **Audit Bureau of Circulations**, a publishing industry reporting group, says for the six-month period ending Sept. 30, newspaper circulation declined 0.9%. Sunday circulation declined by 1.5%. The group also said that only one-third of the newspapers in the survey reported circulation gains. But the losses are blamed on new telemarketing rules in the US. As of the beginning of last year, newspapers relied on telemarketing for nearly 40% of all new subscriptions, and those sales have declined from 15% to 25%. Now newspapers are trying to make that up with other methods, including direct mail and in-person marketing techniques in public places like shopping centres.

RADIO: As the **CRTC** hearing into three applications for satellite radio began this week, CRIA, the **Canadian Recording Industry Association** – one of more than 30 intervenors – told the Commission about its concern regarding Canadian content in a medium that doesn't recognize borders. CRIA Head **Graham Henderson** says the technology can also lead to pirated music. He says the regulator should first demand that bidders put in place a technology to prevent music theft before it offers any licenses... **Canadian Satellite Radio** (CSR), **Rawlco Radio** and **Golden West Radio** announced a partnership that includes an option for the two Western broadcasters to acquire an ownership interest should CSR win **CRTC** approval. Under the partnership, Rawlco and Golden West would provide broadcasting insight and experience to help CSR deliver in rural and urban areas across Canada... **CHUM Limited** has signed an agreement with UK based **RadioScape** to develop a digital radio receiver for its proposed **CHUM Subscription Radio Canada** (CSRC). If a licence is granted to CHUM, RadioScape will supply broadcasting and receiving technology and equipment to be used by CSRC... **CIEZ-FM Halifax**, which began life as an easy listening station and two years ago moved to Classic Hits, now has the call letters and the ID to back up their sound – **CKUL-FM** and **KOOL 96 DOT 5 FM**. The station's Web site has a new look, at www.planetkool.ca... The **CRTC** has a call for applications for FM service in Winnipeg, instigated by an application for a commercial ethnic/multicultural station. Formal applications must be submitted by January 27... The **FCC** began auctioning 288 FM licenses yesterday (Wednesday) which would grant authority to build commercial FM'ers in specified US towns and cities. The auction is the first



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Standard Radio Inc - BC Interior
300- 435 Bernard Ave
Kelowna BC V1Y 6N8
Fax: (250) 860-8856
Email: dshafer@sri.ca

since 1999 to sell spectrum on the FM dial... **CD989 Simcoe** has received the **Simcoe and District Chamber of Commerce** "Outstanding Community Service Award" at the annual Chamber awards banquet. The station received the award for its contribution to Norfolk County... **MIX 99.9 Toronto's** "Shave To Save" – a fund-raising initiative in support of *Breast Cancer Research and Awareness* – raised over \$230,000. The October-long campaign saw MIX listeners challenged to raise a minimum \$2,000 to participate in Shave to Save... The

Broadcast Research Council, on Nov. 22 in Toronto, presents 'Personal Relevance, Personal Connections: How Radio Ads Affect Consumers'. For info, contact Melissa Rodway at (416) 413-3864... And, it was Nov. 2, 1953 – 50 years ago – that **CFCW Camrose** began its 24-hour a day Country format. Congratulations, CFCW!

RADIO SALES MANAGER

Growing, vibrant, leader in the **Toronto CMA Radio Market** is looking for an aggressive, experienced, innovative team leader.

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LOOKING: PGTV Prince George is looking for a Creative Writer. See the ad on Page One, then click on the e-mail address to indicate your interest... In Toronto, a radio group is seeking a GSM. See the ad opposite. As is the case with all links in the newsletter, the e-mail address is clickable for instant communication... **Standard Radio** in BC is looking for a Group PD. See the ad on Page Two in this edition, then click on GM **Don Shafer's** e-mail address to apply... Other jobs we've heard about include: **CJJR/CKBD Vancouver** – Sales Rep; **Channel M Vancouver** - News Director; **NewCap Thunder Bay** - Sales Reps (see details at www.broadcastdialogue.com's Classified section); **The New VI (CIVI-TV) Victoria** - Reporter/Anchor positions; **Astral Television Networks Toronto** – Sales Coordinator and a Broadcast Services Coordinator; **CTV Calgary** – Reporter; **CTV Toronto** – VTR Operator, CEP Operations Division; **Standard Radio Terrace** - Sales Person; **The Comedy Network, Toronto** – Account Executive; **CanWest MediaWorks Toronto** – Research Analysts; **Global Television Network Toronto** – Business Anchor, Global News Morning, a Promotions Manager, and a Traffic Coordinator; **Global Specialty Networks Winnipeg** – Promotions Manager; **CBC Toronto** – Producer, French Radio, an Announcer-Host-Anchor, French Radio, a Human Resources Consultant, an Analyst (Business Reporting & Analysis, and a Revenue Analyst; **CBC Windsor** – Producer, French Radio; **Corus Entertainment** – Transmission Operator; **Corus Radio Vancouver** – Promotion Coordinator; **CHEX TV Peterborough** – Part-time General Operator; **CH Television Hamilton** – ENG Camera/Editor; **CBC Montreal** – Senior Manager Operations Radio and a Communications Manager; **MusiquePlus/MusiMax Montreal** – Monteur; **Les Chaînes Télé Astral Montreal** - Coordonnateur(trice), communications-marketing; and, **Boom 105.6 fm, St-Hyacinthe** - Animateur(trice).

EVOLVING DOOR: Teresa Wat, Channel M Vancouver's News Director, has left that job... **SIRIUS Canada** has appointed **Andréanne Sasseville** as Canadian Talent Development Coordinator, based in New York City. Sasseville's experience includes time at **Musique Plus**, where she was responsible for helping to promote new and emerging Canadian musical talent for the music station.

SUPPLYLINES: Toronto-based MIJO Corporation has bought **StanCon Video Inc.**, the first company in Toronto to offer a multi-directional digital video standards conversions service. It since added the **Snell & Wilcox** Alchemist Ph.C converter, then diversified to include Closed Captioning for the hearing impaired, as well as DVD Authoring and Interactive Media Services. StanCon Video will operate as a division of MIJO, based at MIJO's Toronto offices... **ENS Media Inc.**, of Lagoon City in Ontario, is now the North American representative for the broadcast division of Washington-state based **TOMA Research**. TOMA measures consumer awareness levels of local businesses in Canada and the US, and helps local media to generate new advertising revenues. ENS is also the Canadian rep for **Noll Management Services**, a media sales training company.

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Thursday, November 11, 2004

Volume 12, Number 24

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GENERAL: The Honourable **Liza Frulla**, Minister of Canadian Heritage and Minister responsible for Status of Women, will deliver a keynote address to the **Canadian Association of Broadcasters** on Tuesday, Nov. 30, during the **Gold Ribbon Awards Luncheon**. For info on the CAB convention in Ottawa at month's end, click www.cab-acr.ca/english/about/convention/program.shtm... **CBC's CFO, Johanne Charbonneau**, says a \$10 million cut in the public broadcaster's budget was anticipated but still aggravates an already tough funding situation. In a memo to CBC staff, Charbonneau says "we have also been informed that this cut to our funding is permanent. Our funding challenges are a reality we must continue to meet head-on." The cut was part of last Thursday's tabling of the government supplementary estimates. Charbonneau said the cut will have a damaging effect on independent production... The **Shaw** family has purchased an additional 750,000 class-B non-voting shares in **Shaw Communications**. The shares, valued at about \$16 million, were picked up last week and raise the Shaw family's stake in the company through stock it either owns or controls to 20,759,556 shares, or about 10% of outstanding shares... **FCC Chairman Michael Powell** says he plans staying in that post until his term expires. "No later," he said, "than 2007." There had been speculation that his time on the American broadcast regulatory body was just about up.

RADIO SALES MANAGER

Growing, vibrant, leader in the **Toronto CMA Radio Market** is looking for an aggressive, experienced, innovative team leader.

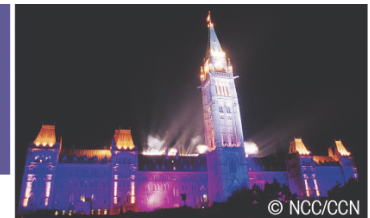
E-mail your details to:

Debrasatok@michaelcommunications.com

or Fax 416-782-3805

TV/FILM: The **CRTC** has issued a call for application for a TV station to serve the Niagara Region of Ontario. Formal applications are due no later than Feb. 7/05... The **CRTC** has come down with its decision on interactive TV services. Specifically, the types of interactive content that it will consider to be program-related, and that will generally be entitled to mandatory distribution on broadcasting distribution undertakings. It is far too weighty to be included here. Click....

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For more information about the CAB 2004 Convention, or to register online, go to www.cab-acr.ca

... <http://www.crtc.gc.ca/archive/ENG/Notices/2004/pb2004-82.htm> for the complete decision... **BBM Canada** has expanded its *Competitive Television Tracking Service* to the Montreal Franco market, joining the currently monitored markets of Toronto and Vancouver. Both conventional and specialty stations will be digitally monitored, and the commercial data will be linked to the recently commercialized Portable People Meter (PPM) ratings. Data will be available to clients on a weekly basis, seven business days after the end of a broadcast week. In another development, BBM has linked the commercial occurrence data to InfoSys. Subscribers are now able to employ one tool to analyze audience data for programs and dayparts, as well as commercial ratings data... If **CISA-TV**, **CFAC-TV**, **2&7**, **CJOC-TV**, or **CJLH-TV** in Lethbridge sound familiar, the current administration says the operation's 50th anniversary is coming up next year and that it has big things planned. If you're a past employee and would like to be included on the invitation list, click lethbridge@globaltv.ca or phone (403) 327-1521. The reunion party is set for July 30-31... **Telefilm Canada** says it should know by month's end who its new person at the top will be. On the short list, apparently, are **Canadian Film Centre** head **Wayne Clarkson** and former **Astral Media** CEO **Lisa de Wilde**. There's a third individual whose name has not been divulged... A new TV cable device is giving blind or low-vision people easier access to Secondary Audio Programming. The box is a combination VCR and receiver that provides both descriptive audio for TV programs and a **VoicePrint** reading service. It works by taking an incoming cable signal and, with the push of a button, beams out a sidebar SAP signal -- which is on most TV programs' audio. It has its own speaker and headphone jack and can provide a narrative accompaniment that describes the action onscreen... **Viacom** says the **FCC's** proposed \$550-thousand-dollar fine for **Janet Jackson's Super Bowl** "wardrobe malfunction" is "entirely illogical". The **CBS** parent says neither it nor anyone at CBS knew **Justin Timberlake** would yank off a piece of Jackson's black leather top. While her breast was exposed for less than a second, it generated half a million complaints. The fine -- at about \$1.10 per complaint -- is the largest ever imposed against a American TV broadcaster and Viacom wants it changed. The company says that nothing about the performance, as planned and scripted, comes close to anything the FCC has ever sanctioned as indecent. Viacom also argues there's little to support the conclusion that the brief flash of Jackson's breast was indecent.



Monte Graham

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REVOLVING DOOR: The federal government is proposing that **Robert Rabinovitch** be reappointed head of the **CBC**. The proposal will go to the Commons heritage committee for review... In another recent change at **CBC**, former **Telefilm Canada** Exec **Richard Stursberg** succeeded retiring **Harold Redekopp** as the Head of the English TV network... **Peter Miller** is the new Sales Manager at **Central Island Broadcasting's** Nanaimo and Parksville radio stations. Miller was most recently SM at **The New VI (CIVI-TV) Victoria**... **Farnaz Riahi-Nejad** is the new Director of Finance at **Channel M Vancouver**. He arrives from **Corus Entertainment** in Toronto where he was Director Planning and Analysis, TV.

RADIO: **East Coast Music Association** Exec Director **Steve Horne** is looking for more entries for **Radio Station of the Year**. The deadline is tomorrow (Friday). The award recognizes a radio station that is outstanding in the promotion, development and airplay of Atlantic Canadian artists. Submission information can be found on the ECMA Website at www.ecma.ca or by calling 902-892-9040... The **CRTC** has issued a call for applications for a radio station at Woodstock, ON. Formal application is due no later than Jan. 7/05... All three applicants for digital radio licences have promised the **CRTC** that they'll provide more channels and more CanCon. **Canadian Satellite Radio** (CSR) said it would ensure that at least 10% of its North American programming would be Canadian content by the end of the seven-year licence term. CSR, a joint venture with **XM Satellite**, also said it would add another Canadian channel to its lineup, bringing the short-term total to five. CSR also said it will spend \$70-million over seven years on Canadian programming, including at least \$14-million each on English and French-language talent development. **Sirius Canada**, the consortium that includes **CBC** and **Standard Radio**, told the Commission that it would add a fifth Canadian channel, divide its Canadian talent development fund equally between

French and English-language artists, and ensure that its sixth Canadian channel would be French-language. **CHUM** and **Astral Media's** joint proposal, the only one that is not satellite-based, said it would provide more CanCon if granted a monopoly. It also promised to boost their project's reach to 75% of Canada's radio listeners, from 60%, if granted the only licence. The four days of hearings wrapped up late Thursday last Thursday. The two satellite-based companies said the CRTC should grant all three applications, arguing that competition would be good for listeners and artists. CHUM-Astral, however, has said its bid may not be financially viable with three players in the domestic market... Meantime, in satellite radio news from the US, the **National Association of Broadcasters** has dropped an attempt to head off the inclusion of local content (traffic and weather) on **XM** and **Sirius**. The NAB Motion to Dismiss its own petition indicates that the retreat is temporary. NAB says it wants to "...assess new information demonstrating the growing trend towards transforming what was intended to be a national radio service complementary to local broadcasting into one that will have a highly detrimental impact on local broadcasters' ability to serve the needs of their listeners." American broadcasters have been steadfast in their opinion that satellite services were chartered with a national scope in mind; that allowing them to air limited local content makes them more of a direct competitor. In particular, broadcasters have been concerned about the possibility of satcasters using terrestrial repeaters for local content... **Country 105 FM (CKRY-FM) Calgary's** second annual **Country 105 Cares For Kids Radiothon** raised over \$885,000 for the **Alberta Children's Hospital Foundation**. The Radiothon ran Wed., Nov. 3 through Fri., Nov. 5. Radiothon is an initiative developed by the **Children's Miracle Network**, of which the Alberta Children's Hospital is a member... The **580 CFRA Ottawa Radiothon for Saint-Vincent Hospital** has raised more than four times its goal in pledges for Ottawa's only hospital providing complex continuing care for people with chronic illness and debilitating injuries – \$428,975.75. Organizers tried a new approach by spreading the fundraising event over two days, providing much of CFRA's regular programming with cut-in reports from Saint-Vincent Hospital, and Bayshore Shopping Centre... New software, called **RadioShark** (from **Griffin Technology**), allows recording of radio shows to your home computer. At \$70 US, the shark-fin shaped device attaches using a USB connection. There are no buttons or dials or station-setting on the unit itself - that's all accessed via software (for PC or Mac). There's even a time-shifting panel that can be toggled from the main screen, similar to TiVo for television.

SIGN-OFF: **Earl Wayne Arthur Norman**, 59, in Yarmouth of cancer. Norman had a broadcasting career at **CJLS Yarmouth** for 34 years and was well-known as a regional Sports Reporter and Announcer.

LOOKING: A Toronto group of radio stations is looking for a Sales Manager. See the ad on Page One... Other jobs we've heard about this week include: **Alliance Atlantis Toronto** – a Publicist, an Operations Project Coordinator, and a Supervisor, Sales Administration; **Discovery Channel Toronto** - Production Manager; **CBC Toronto** – Host, Ontario Morning, a Marketing Analyst, a Manager, Production Financing, and a Program Executive - Independent Documentary Unit; **CKNW Vancouver** - Talk Show Producer; **CKCB-FM Collingwood** - Account Executive Sales; **Corus Entertainment Toronto** - Director Planning and Analysis; **CIZZ-FM/CKGY-FM Red Deer** - Creative Writer; **CKWS TV/OLDIES 960/96.3 JOE FM Kingston** - Senior Account Executive; **BIG 105 Red Deer** – News Reporter; **CBC Edmonton** - Senior Maintenance Technologist and a Communications Assistant; **CBC Sudbury** - Supervisor, Transmission Operations; **CBC Regina** - Executive Producer, Radio News & Current Affairs and a Senior Producer; **CBC Saint John** – Reporter/Editor; **CPAC Ottawa** - part-time Translator; **CHUM Television Toronto** – Commercial Producer; **The Weather Network Toronto** - a Graphic Interface Designer and a Web Developer; **Rogers Radio Vancouver** - Human Resources Coordinator; **Rock 106/The River 107 Lethbridge** – Sales Manager; **RockDétente 107,3 Montréal** - Directeur(trice) des ventes; and **CBC Montreal** - National Reporter.

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Thursday, November 18, 2004

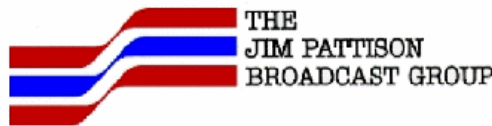
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TV/FILM: CTV has applied to the **CRTC** to revise its licence for **CTV NewsNet** so that it deletes the exclusive 15-minute headline news format and instead adds these programming categories to headline news: Analysis and interpretation; Reporting and actualities; Interstitials; Public Service Announcements; and, Infomercials, promotional and corporate videos. CTV asks that CTV NewsNet maintain its category as a national English-language headline news television specialty service... The **CBC-TV** ad inventory for Sunday's **Grey Cup** game sold out a month ago. Media buyers said 30-second national spots rose to about \$65,000 as inventory ran out, compared with \$40,000 for advertisers who got in at the start. That compares with an estimated \$40,000 that advertisers were paying for last-minute ads for the final game of last year's **Stanley Cup** playoffs. Media buyers say that without hockey, there's been

greater interest among advertisers in the CFL... **SBC Communications**, the second-largest local phone company in the United States, has signed a 10-year, \$400-million US deal with **Microsoft** to provide next-generation TV services over the Internet. The San Antonio-based telecom operator says it's been testing an Internet protocol-based TV service built with Microsoft software since June. Microsoft has also been working with **Bell Canada** on an Internet protocol TV service since last year. SBC and Microsoft will begin field trials in mid-2005 and plan commercial availability of the IP-based TV platform in late 2005... Government ministers in the UK are said to about to announce tough curbs on TV ads for junk food up to the 9 p.m. hour. It's an attempt, they say, to combat "*an epidemic of obesity among children*". Health Secretary **John Reid** will warn the food industry that he will bring in legislation banning junk food spots unless firms agree to voluntary restrictions by 2007. The crackdown is far wider than anticipated. The industry, believing restrictions would target only afternoon children's TV, now must cope with the argument that research shows more than 70% of viewing by children aged four to 15 is between 6 p.m. and 9 p.m... The **Toronto Star** says **CanWest Global** is in negotiations Toronto to build a \$200 million TV studio and newspaper complex on the city's waterfront. CanWest and the **Toronto Economic Development Corporation** are said to be working on a deal which would see CanWest lease city-owned land... On Remembrance Day (Nov. 11), **ABC** aired

ACCEPTING APPLICATIONS FOR FUTURE CONSIDERATION IN ALL AREAS



The Jim Pattison Broadcast Group, Canada's largest Western based broadcasting company with 20 radio and 3

television stations in two provinces, is now accepting applications for future consideration in all areas. If you are passionate about your industry and believe you would thrive in a positive environment that encourages the creative process, we might be right for you.

We are looking to broaden our talent pool in all areas (on-air, morning show, news, writers, producers, promotions) and at all skill levels. Let's hear what you've got!

Tape & Resume to gsiemens@jrfm.com (click for instant access) or via snail mail to:

Gerry Siemens,
Jim Pattison Broadcast Group
#300, 1401 West 8th Ave
Vancouver BC V6H 1C9

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"Saving Private Ryan", but more than 20 network affiliates across the US refused to carry it – afraid they'd get in trouble with the **FCC** because of the movie's violence and profanity (ABC has carried the movie twice before). The broadcasters were afraid that the tough new stand against obscenity and profanity could have brought sanctions. One ABC affiliate corporation, **Citadel Communications**, which has three ABC affiliated stations in the US Midwest, called "Saving Private Ryan" an artistic tribute' to America's fighting forces but that the FCC wouldn't promise not to punish stations that showed it. Meantime, former **Broadcast Dialogue** Columnist **Barbara Brebner**, based in Green Bay, WI, wrote to say: "If the network is sending it out, why are sub-corps and stations arbitrarily dropping it? Because we are in a police state and our broadcasters are being gagged. The FCC is holding us by the first amendment balls and we need help. Send help, this is a real story...and 59% of the American people are NOT THAT DUMB"... Meantime, **FCC** Chief **Michael Powell** says he's disappointed over the opening of **ABC's Monday Night Football** broadcast. It showed actress **Nicollette Sheridan** in the locker-room, wearing only a towel and provocatively asking **Philadelphia Eagles** star **Terrell Owens** to skip the game for her. She drops the towel and jumps into the arms of Owens. Sheridan was shown only from behind and above the waist after dropping the towel. Powell questioned the judgment of those who decided to air the scene. "It would seem to me," he said, "that while we get a lot of broadcasting companies complaining about indecency enforcement, they seem to be continuing to be willing to keep the issue at the forefront, keep it hot and steamy in order to get financial gains and the free advertising it provides."

REVOLVING DOOR: **Ken Singer**, the Retail Sales Manager at **CJVR-FM/CKJH Melfort** succeeds **Gary Fitz** as VP/GM. The appointment becomes effective at the end of January when Fitz retires... **MuchMusic** VJ **George Stroumbouloupoulos** is moving to **CBC Newsworld**. His last day at the **CHUM** specialty channel is Dec. 10 and he begins a four-day, hour-long "issues" program at Newsworld in mid-January... **Paul Robinson** is the new Director, Marketing and Communications at **Nielsen Media Research** in Toronto. He had been an Account Supervisor at New York City-based **Trylon Communications**... **Robin Glenn** is the new Retail Sales Manager at **CD989 Simcoe**. Glenn was at **CKOT Tillsonburg**.

SIGN-OFF: **John Morgan**, 74, of a suspected heart attack in Toronto. Morgan was one of the founding members of **CBC's Royal Canadian Air Farce** and will be remembered for his *Mike from Canmore* and *Jock McBile* characters. The long-running comedy series originated on CBC Radio and continues to on TV.

LOOKING: The **Jim Pattison Broadcast Group** is looking to the future and seeks resumes and tapes from prospective employees. See the ad on Page 1, then click the e-mail address to indicate your interest... Other jobs we've heard about this week include: **Q92 Timmins** – News Director; **Alliance Atlantis Toronto** – a Broadcast Technician, a Manager, Operations & Project Delivery, a Marketing Associate, a Closed Caption Editor, a Sales Management Coordinator, and a Publicist; **CTV Toronto** – Development Officer, Business Affairs and an AP Payroll Administrator; **Global Toronto** – Master Control

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Operator, Broadcast Operations; **CBC Toronto** – Business Manager Human Resources; **CBC Edmonton** – Managing Editor; **CBC Calgary** – Producer and a Weekend Blended Reporter; **CBC Ottawa** – Director of French Radio; **CBC Winnipeg** – Reporter/Editor; **CBC Vancouver** – Associate Producer; **TELETOON Toronto** – Intermediate Account Manager; **Corus Entertainment Toronto** – Manager On-Air Promotion Operations and a Jr. Web Developer; **99.3 The Fox Vancouver** – Part Time Operator; **Thunder Bay Television** – Account Executive; and, **National Film Board of Canada Toronto** – Marketing Manager.

RADIO: CJRL Kenora, after 54 years on AM serving northwestern Ontario, has completed its flip to FM. 1220 CJRL is now **89.5 Mix-FM (CJRL-FM)**... Staff at **NewCap's Ottawa radio station – Hot 89.9** – were edgy Tuesday after hearing that a man accused of stalking and threatening on-air personalities **Race** and **Kenny-B** had walked away from the **Royal Ottawa Hospital**. Race said she received about 30 “creepy” and threatening e-mails and 10 phone calls in late February and early March. **Dale Spencer**, 26, faces several charges, including sexual assault causing bodily harm, sexual assault, assault causing bodily harm, assault and causing suffering to an animal. Race said she was frightened when the accused showed up at the station and waited in the lobby (though he did not get to see her). But Race is not the only media person victimized. There is a court order requiring Spencer to stay away from **The New RO TV Ottawa** Anchor **Karen Soloman**, the New RO's studios and all employees of Hot 89.9, **The Bear Ottawa** and **CJOH-TV Ottawa**... The **O.K. Radio Group's CHZN-FM Edmonton** has **CRTC** approval to change the contours by increasing power from 64,000 watts to 100,000 watts, by increasing antenna height and by relocating the transmitter... **CKOE-FM Moncton** has won **CRTC** approval to change its frequency to 107.3 (from 100.9) and to change the authorized contours by increasing the antenna height from 8 metres to 25 metres. CKOE-FM is a Christian Music-formatted low-power unprotected FM service... **The New Country 95.3/Y108/CHML Hamilton** raised, through listener donations, \$114,000 in a one-day radiothon for the **Woerlen Family Memorial Fund** (the family that was all but wiped out in a farm house fire near West Lincoln, Ontario, last week). The radiothon was simulcast on all three Corus stations this past Monday. The \$114,000 will be used to establish a playground in memory of the **Woerlen** family, to benefit the West Lincoln community... Forty-four Prince Rupert, BC, families were left homeless last week after fire gutted an apartment block. **The Mix Prince Rupert** got the call from the city's Salvation Army and soon thereafter, The Mix aired requests for bedding, clothes, toys and food. By Saturday, the Sally Ann called the station asking The Mix to stop bringing supplies as their shelves were bursting.

Are Your News Releases being seen at the Broadcast Dialogue Web Site?
Click on any story below to see what other other companies have been talking about this week.

Check the **NEWS RELEASES** section at www.broadcastdialogue.com regularly . . . And send us your NEWS RELEASES for posting.

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- (11/17/2004) - [TLN TELELATINO CELEBRATES 20 YEARS IN BROADCASTING WITH SERIES OF SPECIALS](#)
- (11/16/2004) - [CHILDREN'S TOP RANKED SERIES NANALAN' SCORES THREE GEMINI AWARD NOMINATIONS](#)
- (11/16/2004) - [THE 19TH ANNUAL GEMINI AWARDS HONOURS GRAHAM GREENE WITH THE EARLE GREY AWARD](#)
- (11/16/2004) - [CANWEST TO ACQUIRE 50% PARTNERSHIP INTEREST IN THE JERUSALEM POST](#)
- (11/16/2004) - [HAMILTON, HALTON AND NIAGARA REGION LEND PHENOMENAL SUPPORT TO WOERLEN FAMILY MEMORIAL FUND RADIOTHON](#)
- (11/16/2004) - [2003-2004 ANNUAL REPORT: BUILDING AUDIENCES, STRENGTHENING THE INDUSTRY AND ENHANCING TELEFILM'S PERFORMANCE](#)
- (11/15/2004) - [LIBERALS FAIL ON CBC APPOINTMENT PROCESS](#)
- (11/12/2004) - [CITYTV VANCOUVER AND THE NEW VI FILMS OFFICIAL SELECTIONS AT 2004 WHISTLER FILM FESTIVAL](#)
- (11/12/2004) - [MUCHMUSIC LAUNCHES FIRST ANNUAL ABORIGINAL YOUTH SCHOLARSHIP - 2004 WINNER ANNOUNCED](#)
- (11/12/2004) - [NCRA/ANREC SEEKS PROTECTION FROM POTENTIAL SATELLITE RADIO THREAT - CRTC URGED TO RECOGNIZE VITAL ROLE OF THIRD SECTOR RADIO](#)
- (11/12/2004) - [CORUS RADIO HAMILTON HOLDS WOERLEN FAMILY MEMORIAL FUND RADIOTHON](#)
- (11/11/2004) - [COGECO CABLE AND THE MOVIE NETWORK LAUNCH SVOD](#)
- (11/11/2004) - [FUJIFILM INTRODUCES ETERNA500 - NEW MOTION PICTURE COLOUR NEGATIVE FILM](#)

GENERAL: Ground rules are in place for broadcast rights bidding on the **2010 Winter Games** to be held at Vancouver/Whistler and the **2012 Olympics**. Competitors are **CBC**, **Bell Globemedia** in a joint bid with **Rogers Communications**, **CanWest Global** and **The Score**. There is speculation that the **International Olympic Committee** could fetch up to \$120 million US for rights to the two events.

The networks have until Feb 7-8 before they must present their proposals at IOC headquarters at Lausanne, Switzerland. The pairing of Rogers and Bell Globemedia has provoked a complaint to the **Canadian Competition Bureau**. CBC says the two media giants could pool their resources to provide a level of coverage far beyond the scope of the other networks: **CTV**, **CTV Newsnet**, **TSN**, **RDS** and **OLN** while Rogers would bring **Sportsnet**, plus the Rogers radio stations and magazines... Former **CTV** Exec and **CRTC** Commissioner **Bev Oda**, now the official Opposition Heritage Critic, says she was encouraged by **CBC** President/CEO **Robert Rabinovitch's** appearance before the Standing Committee on Heritage. But, she says, she's concerned that it was not a legitimate step in an accountable process. Said Oda: *"This process leads me to believe that the recommendations of this committee will play no part whatsoever in who will lead the CBC"*... **Associated Press** President/CEO **Tom Curley** says the future of news is online; that traditional media outlets must learn to tailor their products for consumers who demand instant, personalized information. At the Online News Association conference in Hollywood, Curley said that the growth of high-speed broadband connections is leading to a future in which computers are always on *"and so are the users"*; that the Internet is picking up the readers and viewers that newspapers and TV news shows have been losing. Further, he said, it has also changed the balance of power from news providers to consumers, who use Web-surfing programs and video recording devices to control what they want to know and when and where they'll learn it. In the world of personalized news, he said, *"the content comes to you; you don't have to come to the content"*... The late **Jeremy Brown's** friends, colleagues and acquaintances are being invited to gather tomorrow (Friday) at Toronto's Capitol Event Theatre (Yonge north of Eglinton) to *"proclaim his achievements and extol his virtues"*. The reception begins at 6 p.m. **Darrel Fox** (brother of Terry) has insisted on attending. He wants people to know that Brown was the first Canadian broadcaster to pay attention to the **Terry Fox Marathon Of Hope** back in 1980. He says that without Jeremy, it might not have become a story at all.



The December/January edition of the

Broadcast Dialogue
SupplyGuide 2005

is at the printer. Look for it to arrive within the first few days of the new month.

CAB Convention attendees at Ottawa will find this latest edition of Broadcast Dialogue magazine in their Delegate Kits

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Tom Rivers

SIGN-OFFS: Tom Rivers, whose real name was **Thomas Neil Loughridge**, in Toronto early Saturday morning of cancer at the age of 57. Rivers had been Morningman at **CHUM Toronto**, **CFTR Toronto**, **CKFM-FM Toronto**, **CJEZ-FM Toronto** and **Talk 640 Toronto** over a career that spanned decades – and included stops at **WIBG Philadelphia**, **KFRC San Francisco**, **CKLW Windsor**, Anchorage and **CIRK-FM Edmonton** and **CHED Edmonton**, among others. Rivers was also the voice of **The Unfriendly Giant**, syndicated to stations across the country. A celebration of Tom's life will be held in Toronto in a few weeks – likely at **Seneca College** where he was an Instructor (*Editor's note: Tom and I had been friends for almost 35 years. Radio has lost a great talent. "Rock on, Mutha!"*)...

Daniel Iannuzzi, 70, in Rome of a heart attack. Iannuzzi was a Founder-Shareholder, Director and Executive Producer of multilingual programming at **Citytv Toronto** from 1972 to 1979. In 1979, and for 10 years, he served as

President/Executive Producer of **CFMT-TV Toronto**, the regional multilingual station which he founded. He was also founder of the Italian daily newspaper **Corriere Canadese**. Iannuzzi was a member of the *Order of Canada* and the *Order of Ontario*... **Patrick Napier**, 75, at Antigonish. Napier, a longtime **CBC** Host in Nova Scotia, was best known as the voice of **Radio Noon**, which he hosted from 1981 until his retirement six years later. He also hosted several radio and TV programs in his 25-year career at **CBC**... **Kaarlo Koskiala**, 38, at London, ON. Koskiala was GM of the **University of Western Ontario's CHRW London 94.9 FM** and joined **CHRW** as a student volunteer in 1985. He was named News and Sports Director in February 2001 and appointed GM earlier this year... **David Grierson**, 49, in Victoria of a heart attack. Grierson was a popular Vancouver Island radio host, with the **CBC** for 20 years. Most recently, he was host of the morning show, **On the Island**... **Jimmy Tapp**, 87, in Oakville, ON. Tapp was well known in Quebec for his **CFCF Montreal** radio shows. In his later years, he pulled on-air shifts at **CHWO (AM 740) Toronto**... **Adam Young**, 91, at Palm Beach, FL., of a stroke. Young, a pioneer Station Rep who, from his office in the US, at one time repped virtually every Canadian radio station. He regularly attend **CAB** conventions, as did a number of Americans, and was made a member of the **CAB's Quarter Century Club**.

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REVOLVING DOOR: CBS Evening News Anchor **Dan Rather** says he'll be stepping down from that position on the 24th anniversary of taking over from **Walter Cronkite** – in March. Rather will continue to work for the US network full-time, reporting for both *60 Minutes* programs, and handling other assignments for the news division... **Global Toronto** ND **Stephanie Smyth** has been succeeded in that role by long-time Exec Producer **Ron Waksman**... **Wayne Clarkson**, 58, the Executive Director of the **Canadian Film Centre** in Toronto, will become the new head of **Telefilm Canada**. He's credited with the successful expansion of the **Toronto International Film Festival** and the **Ontario Film Development Corp.** Clarkson's appointment will likely require him to be grilled by a parliamentary sub-committee first... **Mel Karmazin**, the former President/CEO of **Viacom**, is new CEO at **Sirius Satellite Radio**. He succeeds **Joseph P. Clayton**, who remains at Sirius as Chairman of the board of directors... **CHRW London** PD **Grant Stein** is serving as interim Station Manager following the passing of **Kaarlo Koskiala** (see **SIGN-OFFS**)... Veteran Broadcaster **Ralph Benmergui** has signed-on with **JAZZ.FM91 (CJRT-FM) Toronto** as its new morning show Host. He succeeds **Tish Icton**. Benmergui begins Dec. 6... **Michael Monty** has retired from his 33-year Instructor post at Toronto's **Seneca College**. Monty, a former President of the **Broadcast Educators Association of Canada**, worked in a number of radio newsrooms including **CHUM Toronto** and **CJAD Montreal** before turning to teaching... Former **CBC** Producer **Hugh Fraser** has been named Press Secretary to Nova Scotia Premier **John Hamm**. Over the past three years he has produced for *The Docket*, **CBC Newsworld's** legal affairs program, *Canada Now*, the evening newscast and *CBC Radio's Information Morning* in Halifax.



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RADIO: The **Broadcast Research Council** meeting's focus at this month's Toronto gathering was radio – specifically, how radio ads affect consumers. The **Radio Ad Effectiveness Lab's** aim was to learn more about how to make radio advertising more effective. One piece of the "how? question of doing better radio spots is to speak to the individual, and not to a mass audience. And they need to be compatible with their surroundings; effective radio ads must be just as targeted as the programming wherein they're placed. For a look at the full report, click: http://radioadlab.org/library/rael_personal_relevance.pdf... **Canadian Recording Industry Association** President **Graham Henderson** was in Ottawa yesterday (Wednesday) to add CRIA's voice to calls for the feds to support Canada's music community. The music industry as a whole wants the **Canadian Music Fund** renewed and it wants the **WIPO** treaties ratified. Henderson said, "*The Prime Minister, Ministers of Canadian Heritage, the House of Commons Committee on Canadian Heritage and the Supreme Court of Canada have all called for the Copyright Act be brought into the 21st century. We are asking the government to do so honouring Canada's long standing commitment to ratify the WIPO treaties.*" CRIA joined the **Music in Canada Coalition** in Ottawa – an unprecedented gathering of associations representing more than 46,000 talented and skilled Canadians working in all aspects of Canada's music business. The **WIPO (World Intellectual Property Organization)** treaties will make it easier for traditional copyrighted materials to be accessed legally on the Internet... **Q104 (CKQV-FM) Vermilion Bay** is on the air, having launched on Monday, serving Dryden, Kenora and Vermilion Bay in Northwestern Ontario. GM/GSM is **Rick Doucet**, PD is **Ken O'Neil**, **Erik Rain** is ND and **Kendra Scott** is MD. Programming is CHR/Hot AC. The new station has a Web site. Click www.q104fm.ca for instant access... The **Toronto Maple Leafs** may be on "vacation" but hockey will continue – on **640 Toronto (CFYI)**. The station has signed to air **OHL** (Ontario Hockey League) team, the **Mississauga IceDogs** – 15 home games this season. Play-by-play coverage begins Nov. 26... The **FCC** says **Viacom** has agreed to pay a \$3.5 million fine to settle complaints that it broadcast indecent material on its radio stations. The agreement covers several incidents dating as far back as 1999 in which **Howard Stern** and **Opie and Anthony** discussed sexual and scatological topics on stations owned by Viacom's Infinity Broadcasting. The fine doesn't cover the **Jackson Super Bowl** incident on **CBS-TV**... **Joe Andrews** at **Andrews Communications** revisited an industry survey he conducted 10 years ago which looked at the areas most affected by the early stages of consolidation – programming, staff support through air-checking, and coaching. One hundred and fifty industry professionals were surveyed from across

Canada, in major, large, medium, and small markets. Between 1994 and 2004, Andrews found that staff support through air-checking and coaching has been reduced to the point that in many stations, it's not being done at all. The average performance review (air-checking) is down to four times a year, from six times in 1994. Concerns expressed by many front-line performers was that, in many cases, they don't know how they're doing except when an annual performance review is conducted, and/or when they talk about their progress with their peers. For more, click joe.andrews@humber.ca.

TV/FILM: **CHUM Limited** won **CRTC** approval for the purchase of all **Craig Media Inc.** shares, including the three **A Channel stations** in Edmonton, Calgary and Winnipeg; **CKX Brandon**, a **CBC**-affiliate; **Toronto 1**; and the **MTV**, **MTV2** and **TV Land** digital TV services. The **CRTC** also approved the sale of **Toronto 1** to **TVA** and **Sun Media** (both are subsidiaries of **Quebecor Media**). The transactions are expected close Dec. 1. **CHUM** paid \$265 million on a debt-free basis and sold **Toronto1** for \$46 million. **CHUM** gets **Sun Media's** 29.9% ownership interest in **CablePulse24 (CP24) Toronto** valued at \$8 million (and thus gives **CHUM** 100% ownership in the Southern Ontario specialty channel)... The **CRTC** has approved the addition of the **Fox News Network** to the digital TV dial. The regulator also gave the nod to the **NFL Network** and to a Canadian digital channel, **JTV - Jewish Television**. After the decision came down, **CTV** was quick to exploit it. As reported last week, **CTV NewsNet** doesn't want to be a headline service anymore. Instead, it desires the flexibility to do other programming. It's a matter of fairness, argues **CTV**... **Bell Globemedia** and **Rogers Media** are free to join forces and bid on the Canadian broadcast rights for the 2010 and 2012 **Olympic Games**. The **Competition Bureau** has rejected a **CBC** complaint about a potential violation of the Competition Act. **CBC** lodged its complaint in August, alleging that an alliance between the two media giants would deny the public broadcaster access to a sports specialty channel, thereby hurting its chances of securing the TV rights from the **International Olympic Committee**... The **CRTC** has given **Bell Canada** the nod to launch TV services in Ontario and Quebec over its high-speed Internet lines. And the regulator says the service must be up and running within two years. The decision puts to an end the monopoly of **Rogers Cable** in that **Bell** could be providing cable TV to Toronto, Ottawa, Montreal and key markets in southern Ontario – roughly four-million households – by 2006. But some analysts question whether **Bell's** phone lines will be able to offer high-def TV or quality video-on-demand. Unlike coaxial cable, twisted copper phone lines are low capacity and require digital compression technology to carry content such as video... The **Canadian Film Centre** in Toronto will be getting \$3 million for feature film development from the emerging communications giant **Telus Corp.** It's expected that the injection of **Telus** money will help make the **CFC** a bigger player in the domestic feature-film industry... **Viacom** Co-President and **CBS** CEO **Leslie Moonves** says **CBS** won't pay a \$550,000 **FCC** fine for the airing of **Janet Jackson's** breast at the **Super Bowl**. The incident prompted a record half-million complaints. But **CBS** says it didn't know in advance of the plans to expose **Jackson**. The fine was \$27,500 against each of the 20 **CBS** O&Os, the largest ever imposed on TV stations for indecency. If the **FCC** stands by the penalty, **CBS** may appeal to a US federal appeals court... British electronics chain **Dixon's** has sounded the death knell for the **VCR** by removing them from its shelves. The retail outlet says the common **VCR** is simply too cheap and useless to be of interest to anyone in an age of **DVDs** and **TiVos**. The **VCR** - once the subject of a gigantic industry-changing fight between **Sony's Betamax** format and the winning **VHS** standard - has been around for more than 25 years, but didn't start making its way into the average household until the mid-1980s. Now no one wants them. Burglars are apparently even declining to steal them because they simply aren't worth anything any more.

GENERAL: **Robert Rabinovitch** has been re-appointed for a three-year term as President/CEO of **CBC**. **Rabinovitch** took the job Nov. 15, 1999, succeeding former federal cabinet minister **Perrin Beatty**... **Broadcast News/Canadian Press** employees are being asked to working for free and take unpaid days off work to avoid potential layoffs because of a cash crunch caused by a shortfall in their pension plan. **Canadian Media Guild** staff Rep **Kathy Viner** says union members will formally vote on the arrangement likely by next week. **CP** President **Eric Morrison** is quoted as saying: "We know it's not easy. No one likes to make this kind of sacrifice, but we simply couldn't keep absorbing the costs." Further, he said, **CP/BN** has to make an additional \$850,000 in special payments to top up the employee pension plan this year, which has triggered a cash shortfall. The national news co-operative has about 300 employees in bureaus throughout Canada... **CBC-TV** National News Anchor **Peter Mansbridge** will receive **The Canadian Club of New York's 2004 Arts and Letters Award** tomorrow (Friday) night. The award honours prominent Canadians who have contributed greatly to the development of one of the areas of Arts and Letters in both

Canada and the United States... The **Radio-Television News Directors Association of Canada** advises that it is now accepting nominations for the annual **RTNDA Lifetime Achievement Awards** (presented to individuals who have distinguished themselves through outstanding service and continual excellence during the course of their career in broadcast journalism). Nominees should have a minimum of 30 years of distinguished service to broadcast journalism. The award may be given posthumously. A letter of nomination, along with optional supporting documentation, must be submitted to: **RTNDA Office, 2175 Sheppard AV E., Suite 310, Toronto ON, M2J 1W8**, by December 31, 2004.

LOOKING: Jobs we've heard about this week include: **AM 770 CHQR Calgary** - Producer; **CJOY-AM/MAGIC-FM Guelph** - News/Traffic/Sports Announcer; **CJOB 68 Winnipeg** - Producer/Researcher; **640 Toronto (CFMJ-AM)** - News Anchor/Reporter; **Corus Television Toronto** - Manager of Financial Reporting & Planning; **102.1 the Edge Toronto** - Afternoon Drive Producer/Interview Producer; **Citytv Vancouver** - ENG Camera Operator; **CFAX Victoria** - Creative Director; **CTV Toronto** - a Market Research Analyst, a VTR Operator, CEP Operations Division, and an Editorial Assistant (Sportscentre); **Global Toronto** - Broadcast Technician; **Alliance Atlantis Toronto** - Accountant, Broadcast and Ancillary Rights, an Accountant, Advertising, a Graphic Designer, and a Credit and Collections Analyst; **CBC Toronto** - a TV Technician; a Program Assistant, a Director of Research, and a Research Officer; **CBC Ottawa** - a Reporter and an Analyst, Government Relations; **CBC Calgary** - Program Marketing Coordinator; **CBC Edmonton** - Managing Editor; **CBC Montreal** - Host (English TV); **CBC Montreal** - Journalist/Line-up Editor; **CBC Regina** - Producer (Canada Now); **CBC Kelowna** - Video Journalist; **Teletoon Montreal** - Superviseur, Production originale; **Télé-Annonces Montreal** - Conseiller(ère) au service à la clientèle; **Les Chaînes Télé Astral** - Coordonnateur(trice), production Super Écran et commercialization; and, **CHMP-FM (Le 98,5 FM) Montreal** - Représentant senior aux ventes.

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