

Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Thursday, March 3, 2005 Volume 12, Number 38 Page One of Three

SIGN-OFFS: Michael Monty, 63, of a heart attack at his Toronto-area home just weeks after his formal retirement (33 years) as a Professor at **Seneca College**. He was President of the **Broadcast Educators Association of Canada** (BEAC) for six years, served on the Board of Directors of the **Radio-Television News Directors Association** (RTNDA) and was still a member of the Board of the **Ontario Association of Broadcasters** (OAB)... **David Pritchard**, in his 60s, of cancer. Pritchard, perhaps best known for being the first PD at **CFNY-FM Toronto** and, before that, the enigmatic overnight Host at **CHUM-FM** (70s), also put together *The Beatles* radio documentary, and other remarkable broadcast efforts (Rolling Stones, Don Messer). *The Beatles, the Days of Their Lives*, is said to be in the **Guinness** record book as the most widely syndicated radio show ever.

RADIO: **Canadian Satellite Radio** and **Sirius Radio Canada**, in a consumer survey they commissioned, say it suggests there is significant commercial potential in Canada. Highlights of the **Decima** survey show 17% of Canadians would express an interest in subscribing to a Canadian satellite radio service within the next year if it were to become available. One of the primary discoveries was that a considerable grey market potential exists for satellite radio in Canada. Eight per cent of Canadians said they plan to subscribe to a US-based satellite radio service within the next year if the Canadian Government doesn't licence satellite radio. Meantime, Canadian Satellite Radio and Sirius Radio Canada await the **CRTC** decision(s)... The third annual **Women in Broadcasting** Breakfast is set for Friday during **Canadian Music Week** (CMW) at the Royal York Hotel in Toronto. The breakfast will introduce the **Rosalie Award**, honouring Canadian women who have blazed new trails in the radio and music industries. The inaugural award will be presented to **Rosalie Trombley**, who was one of the most influential Music Directors in North America when she was with **CKLW-AM Windsor/Detroit** during that station's powerful heyday... Also at CMW later today (Thursday), **Brian Robertson**, President of the **Canadian Recording Industry Association** (CRIA) and **Gary Slight**, President/CEO of **Standard Broadcasting Corporation Ltd.**, will be among those honoured at the **Canadian Music Industry Awards** (CMIA) gala dinner. Robertson and Slight will be inducted into the **Canadian Music Industry Hall of Fame**... The **CRTC** has denied **Silk FM Broadcasting's** (**CILK-FM**



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Opportunity

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Planning and purchasing all media related to CFCN.
Creation of high end image and promotional campaigns.
Creating and overseeing budgets for external production and advertising as well as departmental operating budgets.
Overseeing all promotional aspects of the CFCN website
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Donavon Fuessel, Manager Human Resources

CFCN Television

80 Patina Rise SW

Calgary, Alberta, T2H 2W4

Human Resources Fax: (403)246-8879

Please quote reference number: CN-0105

Only those applicants selected for an interview will be contacted.

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Kelowna) bid for repeaters in Penticton and Vernon. Interventions by **Rogers Broadcasting (CKIZ-FM Vernon)**, **Standard Radio (CKOR/CJMG-FM Penticton and CICF-FM Vernon)**, and **Jim Pattison Broadcast Group (CKOV/CKLZ-FM Kelowna)** put forward the concern that approval would be a step toward "back-door entry" into the Penticton and Vernon markets, altering the competitive landscape of medium and small radio markets. **Great Valleys Radio (CIGV-FM Penticton)** joined the other intervenors in positing that approval would have an undue negative impact on existing radio stations in the region. Silk-FM President **Nick Frost** calls the "back door" issue untrue and unfair. He says intervenors seized on that objection because Silk's application indicated that it would like to apply in future when the markets could support it... Both **Clear Channel** and **Infinity** in the US say they're ready to sell

underperforming stations, a turnaround from the heady days when there seemed to be no market big radio operations didn't want to own. While Infinity stuck to the top US 100 markets, Clear Channel bought bulk. But now, Wall Street is putting pressure on them to get back to leading the radio industry in revenue growth. **Viacom** is now saying it is serious about getting out of markets below the top 20. And Clear Channel has already begun divesting some properties – nothing big, but quite a few small ones... The **CRTC** has approved **Standard Radio's** application to flip **CKXR Salmon Arm** to FM. The format will be similar to that currently offered, AC, with at least one-third of programming to be locally produced. The remainder will originate with various Standard stations in the Okanagan. It will operate at 99.7 MHz with 400 watts... **Golden West Broadcasting** has become, to our understanding, the first mainline broadcaster to win **CRTC** approval for a low-power FM'er. It will be in Kindersley, Sask., and will operate at 104.9 MHz (50 watts). Format will be contemporary country. Golden West already owns **CFYM Kindersley**... **C103/XL96.9 Moncton** has committed to raising \$100,000 over five years for the **Friends of the Moncton Hospital**. Last week, GM **Hilary Montbourquette** and Promotions Director **Paul Thomas** presented \$20,000 from fundraising events held in 2004.

TV/FILM: **CBC-TV** says it will launch a high-definition service March 5, broadcasting on two new digital transmitters in Toronto and Montreal. Programming for CBC HD will be based on CBC's regular network schedule, with HD and wide-screen programming simulcast when available. (Ed's note: For an in-depth opinion piece on Canadian broadcasters' action, or lack of same, as it relates to HD programming, read **The state of the Canadian transition to High Definition** on Page 20 of the March **Broadcast Dialogue** magazine, or click [HERE](#))... **BCE Inc.** CEO **Michael Sabia** says BCE is pleased with the improved profitability at **Bell Globemedia** and that any move to divest will depend on the right opportunity. Right now, he says, it's performing well, contributing positively to the bottom line. Interest was raised last week when a newspaper story said a company controlled by **Ken Thomson** had offered \$1.5 billion to buy BCE's 68.5% share of Bell Globemedia (**CTV, The Globe & Mail**, among other properties)... Toronto-based **Tri-Vision International** has licensed its Canadian patents – covering all v-chip-equipped

CREATIVE DIRECTOR

Toronto



The Evanov Radio Group, Toronto's fastest growing radio broadcaster and operator of Z103.5fm "Today's Hit Music", Foxy 88.5fm "Music With Class", AM530 "Multicultural Radio" and newly licensed Z103.5 Halifax has an immediate opening for an experienced radio Creative Director for its Toronto based stations. The successful candidate must have a minimum of 3 years experience:

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TV receiver products sold in Canada and all products within the scope of the digital television receiver mandate in the US – to **Seiko Epson Corp.** of Japan. The licences are valid through the expiration of the patents in 2016 and require that both parties keep the terms of the licences confidential. As part of the digital TV transition, the FCC has mandated new rules to ensure that the v-chip can be modified in all digital TV receiver products. Tri-Vision's open v-chip is capable of accepting modified or new rating systems. The FCC rules, which include a transition period, became effective Nov. 4, and as a result all digital TV receivers must include open v-chip by March 15 of next year... **Vidéotron** is introducing a new Spanish-language package called **HISPANO** made up of five new international Spanish services, plus the **Telelatino (TLN)** channel.



Upcoming Career Opportunity

RADIO CREATIVE WRITER

99.3 THE DRIVE/101.3 HITS FM, a division of the Jim Pattison Broadcast group in Prince George is updating talent banks for a **RADIO CREATIVE WRITER'S POSITION** that will become available in the next few months. If you are fired up about writing and producing award winning, ear catching radio creative that gets results for our clients, then we want you. The successful candidate will be a strong team player, and be committed to working with account executives and producers to service our clients in a competitive retail environment. Applicants should have the following skills:

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- superior communication skills
- a knowledge of marketing
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- ability to handle heavy workloads and short deadlines
- organizational skills
- computer literacy

Please forward resumes to:

Gil Botelho
Creative Director
99.3 THE DRIVE / 101.3 HITS FM
2nd Floor- 1810 3rd Avenue
Prince George BC V2M 1G4
Email: gbotelho@ckpg.bc.ca
Fax: (250) 960-1393

Competitive remuneration package as per the collective agreement with CEP local 824. 99.3 THE DRIVE/CKKN-FM subscribe to the principles of employment equity.

REVOLVING DOOR: Richard DeLand French has been appointed Vice-Chair of the **CRTC**, and Rita A. P. Cugini of Toronto is appointed a full-time member and representative for Ontario. French worked in senior management at **Bell Canada** and was a Member of the National Assembly of Quebec, serving as Minister of Communications from 1985 to 1988. Cugini has been with **Alliance Atlantis Communications** since 1996. The new President of **Bell ExpressVu** is Gary Smith, in from **BskyB**... Doug Bonar, VP of Technology and Broadcast Engineering at **Global Television Toronto**, retired at the end of February. He'd been with Global for 30 years... New Manager of Programming for **APTN**, based in Winnipeg, is Charles Clément, ex Affiliate Relations Manager at **CanWest Global's Specialty Networks**.

LOOKING: 99.3 THE DRIVE/101.3 HITS FM Prince George is looking for a Creative Writer. See the ad on this page... The Evanov Radio Group in Toronto seeks a Creative Director. See the ad on Page 2... CFCN-TV Calgary is looking for a Promotions Manager. Details of that job may be found in the ad on Page 1... Other jobs we've heard about this week include: CBC Toronto - a Maintenance Technologist, a Project Manager, and, a Sr. Manager, Organization Development; **Alliance Atlantis Toronto** – Sales Coordinator; **CJCS/107.7 MIX FM Stratford** – Producer; **Discovery Channel Toronto** – Presentation Coordinator; **CBC Winnipeg** – a Reporter/Editor and a Maintenance Technologist; **CBC Montreal** – Host, English Radio; **Corus Television Toronto** – Coordinator, On-Air Promotion; **CHED Edmonton** – Studio Operator and a News Reader; **The New Country 95.3 Toronto** – Promotions Coordinator; and, **CHEZ-FM/JACK FM Ottawa** - Promotions Coordinator.

GENERAL: US Senate Commerce Committee Chairman Ted Stevens says he'd push for applying broadcast decency standards to cable TV and subscription satellite TV and radio. "Cable," he said, "is a much greater violator in the indecency area." Stevens said that he would push legislation to apply the standards across the board and that it could become part of a pending bill to boost fines for those who violate indecency restrictions. Last year, the us Senate Commerce Committee narrowly defeated an amendment to a bill boosting fines for indecency that would have extended such limits to cable and radio satellite services.

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GENERAL: The **Ontario Association of Broadcasters** presented its first annual **OAB President's Award to Roy Hennessy of Medianet Communications**, Toronto. The OAB also honoured President/GM **John Wright of K-ROCK (CIKR-FM) Kingston** with the **Howard Caine Broadcaster of the Year Award**. Best Sales Promotion Award (Radio) went to **EZ ROCK (CHRE-FM) St. Catharines** and the Community Service Award (Radio) was presented to **FLOW (CFXJ-FM) Toronto**... After years of the

back-and-forth of what would be a fair price for cablecos to pay for access to Ontario hydro poles, the rate has now been set. It jumps to \$22.35 per pole per year – or about \$22-million per year to the electric utilities. Hydro companies had argued that businesses who share its poles should split the common costs on a 50-50 basis. In the '90s, cable companies paid about \$10 per pole... **ComQUEST Research** has released **Winter 2005 CyberTRENDS**, a quarterly study tracking Canadian consumer attitudes towards the Internet. Research Associate **Pamela Herrington** says, "The role that the Internet plays in most Canadian's daily lives has grown from a convenience to an absolute necessity." Among the findings: 60% of Canadians connected to the Internet in the past week, almost double the proportion of five years ago; the proportion of Canadians connecting to the Internet in the past week is higher than average among those speaking English at home (64%), lower among those speaking French at home (49%) and highest among those speaking some other language at home (65%); of Canadians with Internet access at home, 63% have broadband access, up from 14% just five years ago; 34% of Canadians made a purchase via the Internet in the past 12 months, about triple the percentage of five years ago. The top five Internet shopping categories are: tickets (for movies or concerts, etc.) – 42%; books – 41%; travel – 39%; computer software – 32%; and, music/audio CDs – 27%. The complete report is available in .pdf format. Click [HERE](#) to request a copy... **ATTENTION ONTARIO STATIONS: A reminder from the Ontario Association of Broadcasters that the Amber Alert test is set for this (Thursday) morning at 11 a.m.**

TV/FILM: The **CRTC** has released the financial results for specialty, pay and pay-per-view TV in Canada for the years 2000 to 2004. Revenues for the 115 Canadian services grew by close to \$170 million, or 9%, between 2003 and 2004 (from \$1.88 to \$2.05 billion). Earnings before interest and taxes rose from \$284.8 million to \$418.1 million (up 46.8%). In the year 2004, revenues from cable rose by 7.6% over 2003 (\$829.3 to \$892.2 million), while those for direct-to-home satellite distribution (DTH) services grew by 2.5%, reaching \$428.3 million in 2004. Revenues from national advertising increased by 16.8% to \$691.2 million, while local advertising brought in close to \$16 million. In five years, revenues for specialty, pay and pay-per-view television increased by \$780.1 million (or 61.4%). The number of services is up over the past five years – from 59 in 2000 to 115 in 2004. In 2004, Canadian programming costs increased by 8.8% over 2003, rising from \$695.3 to \$756.8 million – 36.9% of the revenues of specialty, pay and pay-per-view TV. In 2004, there were 16 Category 1 and 36 Category 2 digital specialty TV services. Category 1 digital services had revenues of \$47.7 million, while revenues for Category 2 services hit \$70.1 million. The eight Canadian ethnic specialty services earned \$49.8 million, which was \$6.8 million (15.9%) more than in 2003...

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CTV Newsman **Mike Duffy** is being sued by an adviser to Prime Minister **Paul Martin**. **Karl Littler**, now the PM's Deputy Chief of Staff, says he was defamed in a report he contends falsely suggested he visited strip clubs with the acting Chief of Staff for former Immigration Minister **Judy Sgro**. Opposition parties had called on her to dismiss **Ihor Wons**, her acting Chief of Staff, for allegedly meeting bar owners who wanted help securing immigration permits for exotic dancers. Duffy reported in January that the Conservative party was planning to ask if the alleged involvement of Littler was a factor in the handling of the Sgro affair. Littler says the report falsely stated or implied that he had visited strip clubs with Wons. Duffy, CTV, Wons and Littler have all declined comment... **TVA Group** has launched North America's first French-language business channel. **ARGENT** was launched Feb. 21 with a programming lineup devoted to business, corporate and personal finance, the economy and market news... As part of its acquisition of **Vivendi Universal Entertainment, NBC Universal, Inc.** has committed to continuing its investment in Canada's cultural industries over the next five years. The investment was approved Jan. 27 by the Honourable **Liza Frulla**, the Minister of Canadian Heritage. NBC Universal, with its subsidiary **Universal Studios Canada**, has made commitments to work in partnership with Canadian businesses to promote growth in Canadian media companies involved in production, distribution and manufacturing... **TQS Montreal's** failure to include required viewer tools breached broadcast codes, says the **Canadian Broadcast Standards Council**. CBCS released three decisions concerning several late night movies in the *Bleu Nuit* series and three episodes of *Kama Sutra* on TQS. The programming, of an erotic nature, began at either 11:30 pm, 11:45 pm or 12:00 midnight on the dates indicated in the decisions. All films and episodes carried a viewer advisory at the start of the film but it wasn't repeated following each commercial break. The complete decision may be found at www.cbcs.ca... **CTV** will continue its long-standing sponsorship of 30 fellowships for the **Banff World Television Festival** this year. The *CTV Fellowships* provide professional development, networking and mentorship opportunities for up-and-coming talent in support of TV projects from across Canada by enabling winners to attend the 2005 Banff World Television Festival from June 12-15. Details on qualifications for applying may be found by clicking www.banff2005.com... Finland's **Nokia** has launched a pilot project in the capitol city area that enables cellphone users to watch TV broadcasts on their handsets. The cell phone manufacturer is working with the **Finnish Broadcasting Company** and leading commercial TV channels and major mobile service providers. Besides watching Finnish TV programming in Helsinki, 500 test users can also watch international TV broadcasts, such as **BBC World** and **CNN**.

RADIO: **CHED** and **96X (CKRA-FM)**, both in Edmonton and both in separate gestures of respect for the four slain RCMP members, altered and didn't alter programming this week. 96X cancelled their *Fugitive* contest while CHED made the effort to broadcast a pre-planned hockey game in Mayerthorpe on Monday between the RCMP and an old-timers' team. 96X gave the \$20,000 cash prize to the trust fund for the families of the four Mounties. The RCMP and the hockey game organizers decided to carry on despite the tragedy, as a symbol of courage, support and healing... Also in Edmonton, **CBC Radio One's** dismissal last week of **Don Hill**, the Host of its all-Alberta afternoon talk show, is causing a stir. Official term giving for his release was redundancy but a group of listener-supporters think a series of feature items on electrical deregulation in Alberta may have been hitting too close to home; that the public broadcaster, says the group, "gives the appearance that the CBC may be engaged in censorship"... The **CRTC** has approved **Newcap's** application to both move its Thunder Bay transmitter and to decrease antenna height. The station, **CKTG-FM (105.3 The Giant)**, the former **CJLB-FM**, severed its LMA relationship with **Dougall Media (CKPR/CJSD-FM)** last fall in what's been described as a rancorous parting... **Tom Cheek**, the original play-by-play announcer for the **Toronto Blue Jays**, who'd never missed calling a game until last year, returns to the broadcast booth after surgery and chemotherapy for a brain tumour. Doctors say he's now healthy enough to resume calling Jays' games on **The Fan 590 (CJCL Toronto)**... **Target Marketing & Communications** of St. John's is a back-to-back winner of the **RMB's Crystal Awards'** \$10,000 Best in Show Platinum Award for the top radio creative in Canada. While defending its Best in Show placing from last year, Target managed to sweep the agency categories by winning gold, silver and bronze in the Single and Campaign competitions – for a total of seven awards. The Station Promotion Category was a sweep for **CHOM-FM Montreal**. **JACK-FM Toronto** was also a multiple winner, taking gold and two silvers. **Mojo Radio Toronto** won gold in the Performance Category and **Q107 Toronto** took the Public Service Announcement gold. **Griffiths Gibson & Ramsay** of Vancouver won with gold and bronze in the Sound/Music category. A list of all winners may be found at www.rmb.ca... An **Arbitron** report called *Radio Today* concludes that the evolving relationship between radio and its varied listeners to 13,800

US radio stations is that radio continues to be one of the most popular and pervasive forms of media among Americans. Radio, says Arbitron, reaches more than 94% of the US 12+ population each week. Americans are said to, on average, spend almost 20 hours per week listening and that the numbers have remained steady despite "media options"... Meantime, the technology known as podcasting is getting popular on the US radio scene. It allows listeners what they want and when they want. Podcasters send pieces of audio – a show or a song – to the computers of users. When the right software is installed, the audio will automatically upload itself into an attached MP3 player, such as an **Apple iPod**. Then the user can listen to the audio at any time. The appeal of podcasting is that the whole process is automatic. Sign up for a podcast of a radio show and fresh episodes will pop up in your computer each day. **WNYC-FM**, the **National Public Radio** affiliate in New York City, has begun podcasting the weekly show *On the Media*. The **BBC** is also experimenting with podcasting... **MOJO Radio (CHMJ) Vancouver** is off the hook with the **CRTC** insofar as the broadcast of *Loveline* is concerned. A complainant said that the US syndicated show – this particular episode airing Dec. 23/02 – ridiculed the Holocaust experience and was racist. While the Commission said the **Corus** station failed to meet a number of Canadian broadcasting policy objectives set out in the *Broadcasting Act*, it didn't breach a provision in the *Radio Regulations, 1986* prohibiting the broadcast of any abusive comment. Corus expressed regret that the show offended the complainant but said that while the comments may not have been in good taste, they weren't racist nor discriminatory in the context presented. Check the CRTC Web site for details.

REVOLVING DOOR: **David Drybrough** has been named the interim Chairman of the **CanWest Global Communications** board, succeeding the now Canadian Ambassador to the United States, **Frank McKenna**... **Shannon Rocheleau** joins **The Rock (CKUE-1) Windsor** as Marketing Director March 23. She moves across the street from **CHUM's Windsor** stations... Former **CHED Edmonton** News/Host **Jerry Bellikka** is now Alberta Premier **Ralph Klein's** office as Media Relations Manager.

SIGN-OFFS: **Angus Ronald McLellan**, 80, in Victoria after an eight-year struggle with the after-effects of a stroke. McLellan was a veteran of the Canadian broadcasting scene, including being one of the founders of the then single-stick TV station in North Bay. He also originated *Sunday Morning Magazine* and *The World At Six (and Eight)* and for **CBC Radio News'** national coverage of many federal elections... **Francis (Frank) Palmer**, 80, in Halifax. Palmer had a 42-year career in broadcasting beginning at his home town radio station, **CJCS Stratford**. In 1953, he joined **CBC-TV** in Toronto and became involved in the production of many of the CBC's early TV programs. He was one of those who regularly anchored *The National* from 1954 to 1964. Later, Palmer was Executive Assistant to the VP of Regional Broadcasting at CBC headquarters in Ottawa, Director of Radio for British Columbia, and the CBC's Radio and Television Program Representative in London, England. His final posting was to Halifax in 1978 where he took up dual responsibilities of Resources Manager/Maritime Regional Talent Relations Officer. He retired in 1987.

LOOKING: **Alliance Atlantis Toronto** – Master Control Operator-Analogue; **Global Toronto** – Production Executive; **CJSS/CJUL/CFLG Cornwall** – News Reporter; **Corus Radio Edmonton** – Sales Account Manager; **Teletoon Toronto** – Intermediate National Account Executive; **YTV Toronto** – Event Team Leader and an Associate Event Coordinator; **680News Toronto** – Sports Anchor; **Alberta Radio Group Edmonton** – Creative Writer; **Standard Radio Kelowna** – Midday and Afternoon Personalities; **CBC Vancouver** – a Senior Manager, Business and Planning and a Reporter/Editor; **CBC Toronto** – Director News, Sports and Arts, cbc.ca and an On-Air Booth Control Technician; **CBC Ottawa** – Senior Analyst, Financial Systems; **CPAC Ottawa** – Media Librarian/Archivist; **Cable 14 Hamilton** – System Technician/Administrator; **CKWR-FM Waterloo** – Sales Representatives; and, **Ross Video Ottawa** – Technical Writer.

SUPPLYLINES: **AZCAR Technologies** of Markham, ON, has appointed **Bill Crowther** as COO, responsible for the day to day operations... **Sony** appointed **Howard Stringer** as Chairman, the first time a foreigner has been named to lead a major Japanese electronics maker. Stringer is an Exec who oversees Sony's entertainment business and is CEO of **Sony Corp. of America**.

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Thursday, March 17, 2005

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RADIO: Jeff Fillion, the controversial **CHOI-FM Quebec City** Host, says he's leaving the station as of April 1. He said on air that he's paid a price for the media focus on him brought on by a defamation lawsuit filed by **TVA** weather presenter **Sophie Chiasson** and the **CRTC's** decision not to renew the station's licence. Chiasson's court case, in which she sought more than \$700,000 in damages from **CHOI-FM** and Fillion, will be ruled upon within 30 days. The main evidence was a pair of broadcasts, one month apart in September and October 2002, that included a half-hour rant in which Fillion suggested Chiasson had an airhead personality and was advancing in her career because of her looks... **Canadian Satellite Radio** (CSR) and Alberta's **CKUA Radio Network** have a content agreement that will see CKUA produce original, specialized programming for CSR's proposed originally produced *Northern Lights* channel. For details, click [HERE](#)...

The Bear Ottawa, through its listeners, raised \$316,445 for the

Children's Hospital of Eastern Ontario (CHEO) during its 2nd Annual "Have A Heart for CHEO" Radiothon. For details, click [HERE](#)... **Q107 (CFGQ-FM) Calgary** has, says the **Canadian Broadcast Standards Council**, breached the **CAB Code of Ethics** through use of the f-word. The naughty language went to air during an interview with the **Tragically Hip**. In a question-and-answer session, the question posed was "What's the lyric you're most proud of having written?" For the answer, click [HERE](#)... **EZ Rock (CJEZ-FM) Toronto** made a bit of lemonade out of the lemon that was the **Jetsgo** demise/fiasco. EZ Rock set up an instant contest, encouraging listeners who'd been affected to contact the station. Prizes were packages at Toronto's **Delta Chelsea Hotel** and the chance to win a flight for four on **Westjet** to the destination they'd booked on **Jetsgo**. Details on this story may be found by clicking [HERE](#).

TV/FILM: Come next fall, **CHUM-TV's** *The New* stations will be re-branded to **A-Channel**. Affected are **CKVR-TV Barrie**, **CFPL-TV London**, **CKNX-TV Wingham**, **CHWI-TV Windsor**, **CHRO-TV Pembroke/Ottawa** and **CIVI-TV Victoria**. At the same time, A-Channel stations in Edmonton, Calgary and Winnipeg will be re-branded **Citytv**. Citytv is now used at **CKVU-TV Vancouver** and **CITY-TV Toronto**. With

VICE-PRESIDENT/ GENERAL MANAGER



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THE SOURCE (*Thunder Bay's only weekly newspaper & total market circulation vehicle*)

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six A-Channels and five Citytv's, CHUM-TV can take advantage of common names and creative elements thus adding a third advantage, promotional opportunities... Self-described as "Canada's first truly interactive television station," **BITE** targets the 19-34 male demo and features, it says, wireless downloading and PC or mobile chat-to-screen. It is said to offer viewers the ability to submit their own video content, including TV ads. Advertisers can showcase brands in 5-second spots to new age, short form, branded blocks that enable viewers to personalize the spots with their own content. More on the story may be found [HERE](#). BITE TV is in Mississauga. **Rogers Cable** is carrying it on channel 198, but it will move to channel 322 April 1... There was a spate of TV decisions this week from the **Canadian Broadcast Standards Council**, among them a ruling that information contained in a **Global Toronto** news report about a kidnapping could have resulted in a tragic outcome and, as such, was a violation of the journalistic ethics code. Read the decision by clicking [HERE](#)... **CBSC** said airing *Beneath the Valley of the Ultra Vixens* on **Bravo!** at midnight was acceptable with the appropriate viewer Information, but that the failure to deliver logger tapes is a breach of broadcaster obligations. That decision may be read by clicking [HERE](#) ... The use of the term, "Redneck", was not a breach of the Code of Ethics, said **CBSC**, as it related to the word's use on **TQS**. That decision may be seen by clicking [HERE](#)... **CBSC** also ruled that an episode of *The Eleventh Hour*, dramatic programming containing violence and aired on **CTV**, should have been 18+ rather than 14+. That decision may be found [HERE](#)... The **CBSC** received a complaint from a viewer who was concerned that the representation of women on **Citytv Toronto's** late night show, *Ed the Sock*, sent a negative message about females. But the Council disagreed, opting instead to slap Citytv's fingers for not using detailed advisories. That decision may be found [HERE](#)... A viewer characterized the insertion of a crawl (in election night coverage on **Global National**) about Conservative leader **Stephen Harper** as "religious bigotry". The crawl included the information that Harper is an Evangelical Christian. But **CBSC** disagreed, ruling that to argue that this was bigotry is to argue that such religious affiliation is negative. The Council, however, did say that the mention of religious affiliation of one political party leader but not the others was improper in terms of balance. That decision may be read by clicking [HERE](#)... **CHEX-TV Peterborough** ran afoul of the **Standards Council** by encouraging the physical "delivery of a message" by young hockey players. Sportscaster **Gary Dalliday** took exception to a "cheap shot" delivered to one of the **Peterborough Petes** players. That decision is [HERE](#)... Another complainant wrote the **CBSC** to say that "Canadians should be able to watch the news without being subject to [this] graphic sound and imagery that adds no value to the program." He was talking about the coverage by **CTV Newsnet** of a video clip on the fate of **Paul Johnston**, an American who had been working in Saudi Arabia for the previous ten years and had disappeared. Details [HERE](#)... Toronto-based **VisionTV's Sadia Zaman** is one of five Canadian entertainment industry professionals chosen by the fifth annual **ReelWorld Film Festival** to receive a **2005 Trailblazer Award**. The award recognizes individuals "who are pushing boundaries and creating new standards of excellence." The other four winners are: Toronto-based Writer/Director **Alison J. Duke**, who's scheduled to direct a pilot for **Citytv's** new independent production initiative; Toronto-based Director **Noura Kevorkian**, who has a feature-length documentary (*Anjar*) coming up; Mississauga-based Actor/Filmmaker/New Media Artist/Educator **Walter Alza**, a principal cast member in the TV show, *Metropia*; and Ottawa-based Producer/Director **Firdaus Kharas**, whose *The Three Amigos*, a series of 20 PSAs on HIV/AIDS prevention, has received worldwide attention. Award recipients will be honoured at the festival's closing night gala April 17... **Women in Film and Television - Toronto** has a new Chair and new board members. New Chair is **Wendy MacKeigan**. Details on the MacKeigan's background and new board members may be found [HERE](#)... The **Shaw Rocket Fund** says international leaders in children's television comprise the jury for the \$50,000 prize for the best Canadian children's TV program. Details may be found [HERE](#).

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REVOLVING DOOR: Jim Nelles is the new VP/GM at **TVA's Toronto 1**. At former VP/GM **Barbara Williams'** invitation, Nelles joined Toronto 1 last summer as GSM. Before that, he had a long association with **Rogers Television** in Toronto, most recently as VP Sales & Marketing. Details on Jim Nelles' appointment may be found [HERE](#)... **Carole Taylor**, the Chair of **CBC/Radio-Canada**, has resigned that position effective immediately. While she gave no reason for the departure, BC Premier **Gordon Campbell** announced that Taylor would seek the Liberal nomination for Vancouver-Langara. Taylor was appointed CBC Chair in late 2001... **Kevin Desjardins** is new Manager, Communications with the **Canadian Association of Broadcasters**. He was Communications and Public Relations Manager for the **Canadian Conference of the Arts** (CCA) in Ottawa and, earlier, with **Alcatel Networks**, **CBC Newsworld** in Halifax and the **Halifax Daily News**.

SIGN-OFFS: **Dr. Noel Murphy**, 89, in Corner Brook after a lengthy illness. Dr. Murphy, described as one of Newfoundland's and Corner Brook's most distinguished citizens, was one of the founders of **Humber Valley Broadcasting (CFCB Corner Brook** -- a chain of 10 radio stations, seven on Newfoundland's west coast and three in Labrador). He was also a provincial Opposition Leader and a Cabinet Minister. He was bestowed with the *Order of Canada*, devoted time to just causes such as the plight of veterans, improving health care, education and to those less fortunate, and was an inductee of the **Canadian Association of Broadcasters Hall of Fame**. Dr. Murphy was also an enthusiastic member of the **Atlantic Association of Broadcasters** and the **CAB. C103/XL 96 Moncton** GM **Hilary Montbourquette** says "he was an inspiring and engaging man who in his own right was a legend. Those of us who met him and spent time with him have very fond memories . . . a man who deserved and received respect and admiration..." (Ed's Note: As someone spent time with Dr. Murphy, I can only echo Montbourquette's remarks. Dr. Murphy was every inch the gentleman.)... **Bill Cameron**, 62, of cancer in Toronto. He was best known as an Anchor, Writer, Reporter and Documentary Producer for **CBC Television's The Journal**. Cameron got his start as an Anchor at **Global TV's Newsweek** from 1978 to '83. He was also an Anchor on **Citytv Toronto** in the '80s before joining CBC. Cameron left the CBC in 1999 for a position outside the media. He also held the ethics chair at the **Ryerson School of Journalism** and freelanced for the **National Post**.

GENERAL: **CFRB Toronto** Senior Correspondent **Taylor Parnaby** has been named the recipient of the **2005 President's Award by the Radio-Television News Directors Association of Canada**. Parnaby, a veteran Reporter, Commentator and Newscaster with 50 years in broadcasting, began his broadcasting career at CFOR Orillia in 1955. The RTNDA President's Award will be presented to Parnaby Saturday, June 11 at the Association's 2005 National Conference in Toronto. Previous recipients include **Rex Murphy, Pamela Wallin, Lloyd Robertson, Dick Smyth, Craig Oliver, Knowlton Nash** and **Allan Waters**. Details on this may be found [HERE](#) and [HERE](#)... **Murray Eldon**, whose voice echoed around Toronto's Exhibition Stadium and the SkyDome for more than 27 years as the **Blue Jays** Announcer, is no longer with the Blue Jays organization. Eldon, a former radio Newsman, will be replaced on opening day after the team decided to "go in another direction"... The **Wall Street Journal** is reporting that **FCC** Commissioner **Kevin Martin** will be appointed Chairman of the FCC, succeeding **Michael Powell**. While a specific departure date for Powell has not been announced, he gave his 90th and final FCC open meeting to a close this week. Powell said earlier that the 90th was his last.

LOOKING: **Dougall Media** in Thunder Bay is seeking a Vice President/General Manager for its broadcast, community newspaper and Web site properties. See the ad on Page 1... Other jobs we've heard about this week include **CKX-TV Brandon** – News Anchor/Reporter; The **Aboriginal Peoples Television Network** – a Correspondent and a Shooter/Editor, both to be based in Yellowknife; **Alliance Atlantis Toronto** – VP, Public & Regulatory Affairs; **Giant FM Thunder Bay** – Program Director; **CFMY-FM Renfrew** – Sales Manager; **CTV Toronto** – Producer; **CKNW Vancouver** - Talk Show Producer; **Q92 Montreal** - Morning News Anchor; **Standard Radio Trail** - Anchor/Reporter; **CBC Toronto** – Director of Presentation; and, **CPAC Ottawa** – Technical Operations Manager.

BROADCAST Dialogue

THE BEST BROADCAST BRIEFING IN CANADA

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EDITOR'S NOTE: Since the weekly *Broadcast Dialogue* electronic newsletter began life (1992) as a "newscast" of events of interest for Canada's broadcast community – and we were alone in that endeavour – there have been a number of Web sites and newsletters purporting to offer the same thing that have come and gone. This newsletter remains the only one that presents the news in broadcast fashion. That is, stories reduced to the bottom line and presented in an "executive-read" fashion to an audience that doesn't need everything spelled out. We will continue with this format AND will add further value. To that end, and after providing the basic information here, you will now find "click [HERE](#)" links to our News Release section on the *Broadcast Dialogue* Web site (www.broadcastdialogue.com). These links will present complete information as provided by broadcast operations that submit news releases... On another note, you may already know that we continuously update [The Broadcast Dialogue Directory](#) on our Web site. From this point on, however, as changes are made to The Directory, we will indicate here – in a new section called **UPDATES** – a sampling of the operations have had their listings updated. Just click on them and you will be taken to the updated listing. While you're in the Directory, check your listing for accuracy.

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GENERAL: *RTNDA International* in Washington has awarded 25 of the regional *2005 Edward R. Murrow Awards* for excellence in electronic journalism to Canadian stations. They are: (**Large Market - Radio**) Continuing Coverage - *CFRB Toronto*; Feature Reporting - *CKNW Vancouver*; News Series and Newscast (2 awards) - *CKWX Vancouver*; and, Overall Excellence and Spot News Coverage (2 awards) - *CFTR Toronto*.

(**Small Market - Radio**) Investigative Reporting - *CBC Radio Thunder Bay*; Newscast and Overall Excellence (2 awards) - *VOCM St. Johns*; and, Spot News Coverage - *CKGL Kitchener*.

(**Large Market - Television**) Continuing Coverage - *BCTV News on Global, Burnaby*; Feature Reporting, Investigative Reporting, Newscast, Videography, and Web Site Broadcast-Affiliated (5 awards) - *CITY-TV/CablePulse 24 Toronto*; News Series and Overall Excellence (2 awards) - *CFCN-TV Calgary*; and, Spot News Coverage - *CFTO-TV Toronto*.

(**Small Market - Television**) Feature Reporting and Spot News Coverage and Videography (3 awards) - *ATV/CJCH-TV Halifax*; Investigative Reporting and Newscast (2 awards) - *CIVI-TV Victoria*; and, Overall Excellence - *The New VR Barrie*. These winners will be presented with these awards during the *RTNDA Canada 2005 National Conference* this June in Toronto... *Arbitron* and *Edison* media research has determined that an estimated 27 million people - about 11% of Americans - exhibit multiple behaviors that show a heavy tendency toward on-demand media. They own one or more on-demand media devices such as a TiVo/DVR, iPod or other portable MP3 player. Arbitron/Edison estimates that 43 million Americans choose to record TV programming (VCR or TiVo/DVR), with 52% of them doing so to watch at their leisure while nearly 29% do it to skip commercials. Other findings include Internet broadband connections being as common as dial-ups, with 47% of people with home access on broadband and 47% on dial-up; and, awareness of *XM Satellite Radio* is up from 17% to 50% since 2002 while awareness of *Sirius Satellite Radio* has increased from 8% to 54% in that same timeframe... In a speech to *Conservative Party* delegates last weekend in Montreal, Official Opposition Critic for Heritage **Bev Oda** said - among other things - "We must be ready to respond, because the next generation of Canadians will not be satisfied with an old vision of Canada, not only in its broadcasting system but in its arts and culture as well." She promised broadcasters flexibility and regulatory stability. For more on Oda's speech, click [HERE](#)... The *BBC* said Monday that it will axe another 2,050 jobs, including large numbers from regional and news operations,

paring total staff by 19% when taking into account earlier moves. The BBC, Britain's publicly funded broadcaster, is undergoing a massive restructuring ahead of its once-a-decade government review. The total head-count reduction announced so far is 3,800, with related annual cost savings of about £355-million by 2008... The latest issue of *Time magazine* has a poll showing that the American public is both confused and conflicted about broadcast indecency. Most want tighter moral controls but they also say the government went way overboard on the *Super Bowl* breast flash of **Janet Jackson**. Still, 58% of Americans polled say there's too much swearing and sexual references on TV while 66% say there's too much violence. Fully half of respondents say there's too much explicit sex and nudity on TV. Only two points separate respondents' feelings about radio and TV – 53% want stricter **FCC** controls on sex and violence on TV while 51% want tighter controls on radio. On the Janet Jackson event, 68% said they saw it (live or on replay) but only 31% said they were offended... Click [HERE](#) for photos from the *Canadian Women in Communications Gala* in Ottawa.

REVOLVING DOOR: **Michel J. Carter**, President/CEO of **Cogeco's** broadcasting subsidiary, is about to retire but will stay on until a successor is found. Cogeco operates the **TQS** network in Quebec, six TQS stations, and three French **CBC**-affiliated TV stations in partnership with **CTV**. The company also owns the **RYTHME FM** radio network. Click [HERE](#) for details... **Stephen Peck** is new GM/GSM at *The Breeze (CIQX-FM) Calgary*. He succeeds **Pat Donelan** who has been moved by **Newcap** back east to set up and launch the recently licenced new station in Fredericton... **ND Matt Cherrille** is no longer with **CKOV Kelowna**. He'd been with the Okanagan station for 18 years... **Bud Pierce** is new Director of News and Information programming at *Citytv (CKVU-TV) Vancouver*. He begins in late April. The newly-created role will see Pierce manage *CityPulse News* as well as *Breakfast Television*. Pierce moves to Citytv Vancouver from his 24-year career at *Citytv (CITY-TV) Toronto*. For more, click [HERE](#)... At **Astral Media** in Toronto, changes in marketing and sales for *The Movie Network* and *Family Channel*. **Holly Chapman** has been promoted to Director of Sales Promotion and Sponsorships; **Russell Ward** has been promoted to Director of Consumer Marketing; and, **Richard Bartrem** has been promoted to Director of Affiliate Marketing... **Jonathan Jackson** is new Promotions Director at **CJKX-FM/ CKGE-FM/CKDO-AM Oshawa**. **Shane Macaulay** is new Assistant Promotions Director... **Joanne McKenzie** will be the new ND at **CJCD Yellowknife**. She had been a morning Co-Host/MD at **NCI-FM Winnipeg**.

T V/FILM: **BITE**, the new digital channel aimed at 18-34 males, didn't launch as planned last week. Technical difficulties either at **Rogers Cable** or at the BITE studio saw poor signal and audio quality; not good enough for digital broadcast... **Q Television Network** of Palm Springs, CA, says it has made an offer to purchase Canadian specialty channel *Pride Vision*. Company President/CEO **Frank Olsen** makes no reference to Canadian participation in the purchase plan but says Q would comply with all Canadian broadcasting regs. Click [HERE](#) for Q's news release... **Larry King**, 71, has renewed his contract with **CNN** through 2009. The veteran talk show Host will earn nearly \$7 million a year. *Larry King Live* will mark 20 years on CNN in June, and King's latest renewal will take him through the 50th year of his broadcasting career... **Global Television Lethbridge** is getting set to party, celebrating 50 years of service. Big things, we're told, are being planned and past employees of any of these – **CISA-TV, CFAC-TV, 2&7, CJOC-TV, CJLH-TV** – are invited to attend the big summer bash July 30-31. If you are a past employee, or know someone who is, send along this e-mail address to be included on the invitation list please: lethbridge@globaltv.ca. The phone number is 403/327-1521... An opinion piece in this week's *Detroit Free Press* laments the firing of a TV Anchor and the proliferation of

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panic weather reporting and if-it-bleeds-it-leads local newscasts. The writer, describing Detroit as "... a market where TV news has become a sorry mix of thin gruel -- the more violent or tragic the better -- cotton candy and "gotcha!" reporting", says **WDIV's** dumping of a thoughtful broadcast journalist such as **Emery King** wasn't all that stunning. A public outcry over King's dismissal, says the newspaper, may have amounted to notice that local TV news may be underestimating its viewers. Questions the writer asks might be applicable in any market, e.g., "Could it be that their [viewer's] attention span is not as short as the pace of newscasts plays to? Is it possible that they value a familiar face with experience delivering important local stories? Any chance that viewers prefer being talked to over being hollered at, want to know the whole story instead of just a headline and visual, and don't fly into a dancing panic every time the weather changes? Maybe they don't like being teased every two minutes to stay tuned, or alerted about "breaking news" every time a store gets robbed"...Photos from the recent **TVB SAC Conference** may be seen by clicking [HERE](#).

RADIO: Another low-power unprotected radio service has aspirations for greater things. The **CRTC** has heard from **Joco Communications** which seeks to upgrade tower height and power for its **CFSF-FM Sturgeon Falls**, ON. Joco wants to go to 1,350 watts from the current 50, and to boost the antenna height to 48.5 metres. The Commission says were approval to be granted, CFSF-FM would move to a regular Class A FM station... Oceanside (which used to be known as Parksville, BC) will see the staffed launch of **The Lounge 99.9 FM** on Monday morning. It will twin with sister station **The Beach (CIBH-FM)** under **Island Radio** ownership. Morning Host is **Patrick Nicholson**, said to be knowledgeable in the music from the last 50 years. The Lounge has been playing non-stop music since launching Feb. 11... **The Bull (CIBU-FM) Wingham** is on the air. The new FM'er, at 94.5, is testing the signal leading up to the official launch April 1. Right now, the only break from constant Classic Rock with some new Rock is an identifier giving the technical particulars of the station and its transmitter. Learn more by clicking [HERE](#)... **CHOI-FM Quebec City** morning Host **Jeff Fillion** pulled the plug earlier than expected, quitting on-air last Thursday just a few minutes into his show. Fillion, the French-language shock jock, insulted the **CRTC** and Quebec's rich, famous and powerful. Choking back tears and thanking his listeners for marching to Ottawa to support him last summer, Fillion's weepy on-air resignation was a contrast to the insults he used to whip up anger among listeners – making him the most popular radio figure in Quebec City over the last several years. But his popularity took a hit after a civil trial in which **Sophie Chiasson**, a Host on Quebec's all-weather TV network, sued him for libel and \$750,000 in damages. The trial centred on a list of Fillion insults, many touching on Chiasson's sex life, including his frequent lament that brain size is not always proportional to bra size. A court decision is pending... **Canadian Satellite Radio** (CSR) and **EthnoWorks** have a content distribution agreement for CSR's proposed **Mosaic** channel, the first multicultural product, says CSR, to be broadcast across North America and to showcase Canada's ethnic broadcasters. Through a programming supplier agreement, Toronto-based EthnoWorks will coordinate multicultural programming via partnerships with radio stations. The news release on this item may be found [HERE](#)... **Hyundai** in the US says it will be the first automaker to equip all of its American models with **XM Satellite Radio**. The feature will be factory-installed in all models starting in 2006. XM has partnerships with **General Motors, Honda, Toyota, Nissan** and **Volkswagen**... The new News/Talk format – Progressive Talk – has driven numbers to an all-time audience high in the US. Audience sizes have increased by 10%, according to two recent studies – by **Interep** in February and a March study by **Katz Media Group**. Based on **Arbitron** ratings. CEO **Tom Athans** of **Democracy Radio** says Progressive Talk is bringing new listeners back to the News/Talk format, particularly the millions of Americans who weren't being served by right-wing chatter... **Raceline Radio** has added **AM 770 CHQR Calgary** to its network of stations. Details [HERE](#)... Photos from **Canadian Music Week** may be found by clicking [HERE](#).

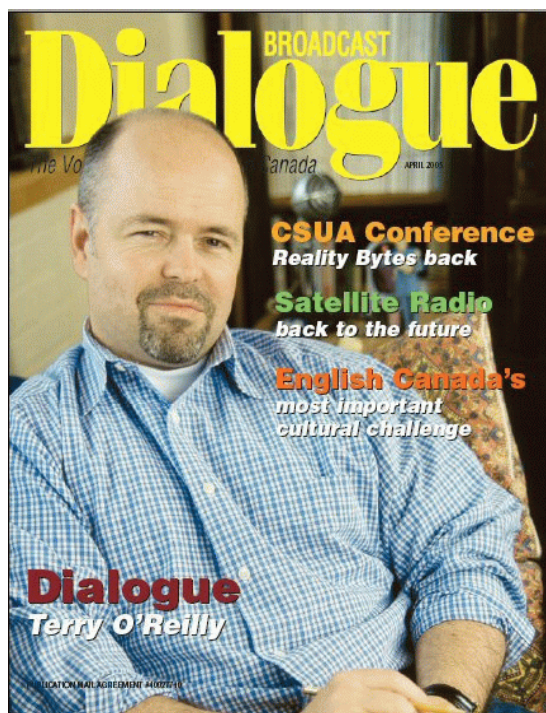
LOOKING: **Durham Radio, Oshawa** - A Sales Rep for three stations; **Classical 96.3 FM Toronto** - Sales Rep; **CTV Toronto** - Technical Director, an ENG Camera Operator, a Broadcast Designer, an Electronic Graphics Operator, a VTR Operator, a Senior Graphic Artist, and a Project Manager; **Report on Business Television, Toronto** - Senior Editorial Assistant; **Life 100.3 Barrie** - News Announcer; **Global Television Specialty Toronto** – Director of Affiliate Relations; **CBC Toronto** – Ombudsman English Services and a Senior Technical Analyst; **CIQX-FM (The Breeze) Calgary** – Account Managers; **KG Country 95.5 FM/CIZZ FM Red Deer** – Part-time Special Events Person; **CHED Edmonton** – Studio Operator; **CFNY-FM (102.1 The Edge) Toronto** – Overnight/Swing Announcer; **CKRY-FM (Country 105) Calgary** – Promotions Manager; **CHWO (AM 740) Oakville** – Junior Copywriter; **Woodbine**

Entertainment, Toronto - Senior Broadcast Systems Specialist and a Broadcast Systems Operator; **CJSU-FM Duncan** – Sales Rep; **New Newcap station in Fredericton** – PD, a Morning Team, On-Air positions, a Production & Imaging Director, a Promotions Director; a Traffic Manager, and a Sales Team; **CH Television Hamilton** – News Reporter; **CKTB St. Catharines** – Reporter/News Anchor part time; **CJQQ-FM Timmins** – Afternoon Drive; **CBC Moncton** – Journalist; and, **CBC Montreal** – Corporate Telephony Manager.. All kinds of jobs and ads may be found in our [Classifieds](#) section. Postings remain for 30 days.

UPDATES: Updates and changes to *The Broadcast Dialogue Directory* this month involved 633 entries (either people, addresses, phone numbers or other things). Among the changes is this small sampling. Click to see their listings – [CKWM-FM Kentville](#), [CIXL-FM Welland](#), [CHFI-FM Toronto](#); [CFWC-FM Brantford](#), [CIBU-FM Wingham](#), [CIBH-FM Parksville](#); [CFBR-FM, The Bear, Edmonton](#), [CHSN-FM Estevan](#), [CKX-FM/KX 96 Brandon](#), and [CJCD-FM Yellowknife](#). **Check your listing to ensure that it's correct.**

SUPPLYLINES: **CHUM** has a memorandum of understanding with *Unique Broadband Systems* for Unique to be the principal supplier of the transmitter infrastructure for the **CHUM Subscription Radio Canada** (CSRC). CHUM's application for the service is before the **CRTC**... Quebec Regional Sales Manager **JoAnne Desmarais** and Regional Manager-Ontario **Bill Schofield** are no longer with Toronto-based **MSC Electronics**. Desmarais began a company called **Solutions Broadcast RF** and Schofield is working with her. MSC Electronics was sold to **Novanet Communications** earlier this year... **Avid Technology** says it has agreed to buy rival **Pinnacle Systems** for \$462-million (US) in cash and stock. Pinnacle stockholders will own about 15% of Avid after the transaction closes – expected early this summer. The companies expect Pinnacle's professional products, such as the *MediaStream* broadcast playout server, to enhance Avid's broadcast production pipeline... **Yamaha Electronics Corporation** and **XM Satellite Radio** have a partnership in which Yamaha will manufacture the first XM-Ready home entertainment products. There will be four receivers and some home-theater-in-a-box systems, with technology integrating XM into a range of home entertainment products. The first Yamaha receivers will be available at US retail early next month.

NEWS RELEASES: Other news items this week come from [Momentum Media Marketing](#) in Vancouver; [Corus™ Custom Networks](#) in Calgary; [Q107 Calgary](#); [The New VI Victoria](#); [Standard Radio Niagara](#); [Corus Radio](#); [TVA/etc.tv](#); [The New VI Victoria](#); and, [Country 105 Calgary](#). Click on any company name to read the complete news release.



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GENERAL: The federal government has moved to restrict music, book and movie sharing online by announcing several proposed amendments to the Copyright Act. They would include the signing of two **World Intellectual Property Organization** (WIPO) treaties and forcing Internet service providers to keep records of people who share high volumes of copyright-protected material. **Canadian Heritage** and **Industry Canada** say the amendments would "clarify that the unauthorized posting or the peer-to-peer file-sharing of material on the Internet will constitute an infringement of copyright." The reforms are skedded to be introduced in the House of Commons later this spring. For reaction from the **Canadian Association of Broadcasters**, click [HERE](#) and for the **Canadian Recording Industry Association's** take on it, click

[HERE](#)... Ad sales are up at local TV and radio Web sites. A study by **Borrell Associates** in the States shows revenue figures for Web sites operated by local US radio stations almost doubled last year, to \$33 million. Individual station sites' sales ranged from \$500,000 to \$1.5 million. By comparison, TV stations' Web sites pushed their revenue 40% higher to a total of \$105 million. Newspapers grabbed 48% of those dollars for a total of \$1.3 billion. The study further shows that with the likes of **Yahoo** and **Google** accounting for 38% of local online revenue, radio and TV got just 14% of their local markets' Internet sales dollars... An American outfit called **News Generation**, in a study of radio and TV news departments, says reporters are being let go more often than not - in the top 50 US markets - and that remaining staffers are working harder to fill the holes. News Generation found staff cuts at three out of four stations, with most coming at stations with a news staff in the 10-25 member range. Staffing at small, one-to-three person operations and large 25+ people operations was generally stable. Newscast preparation time has been squeezed by the staff losses and, says News Generation, the reliance on outside news sources such as **ap.org**, **abcnews.com**, **cbsnews.com**, **upi.com** and **wsj.com** is increasing. On the TV side, stations are facing declining audiences and static production budgets. It's particularly tough in the smaller markets. Related, a **New York Times** analysis suggesting that this is the reason so many TV stations have been willing to run VNRs (video news releases) than in the past... The **Canadian Women in Communications** has issued a call for applications for its **CWC/CBC Transformer Award**. To qualify, you should be a mid-level or senior woman in the communications industry, someone who needs more practical tools and techniques to help you successfully manage transition, or someone dealing with career change. For details, eligibility requirements and application forms, click www.cwc-afc.com... **CRTC** Chair **Charles Dalfen** addresses the **Broadcast Executives Society** in Toronto April 12. Also on the agenda is the presentation by the **Ontario Association of Broadcasters** of key broadcast awards. Contact **Deanna Toshack** at 416/413-3870 for tickets.

RADIO: **CHUM-FM Toronto** will launch a daily podcast of its morning show -- **Roger, Rick & Marilyn** -- beginning May 2, offering a downloadable version designed specifically for mp3 users. Listeners will be able to download a daily podcast which will include best-of clips from the previous day's show, artist interviews and live performances, as well as daily news, weather and entertainment information. For more on this, click [HERE](#)... **Country 107.1 (CFSR-FM) Abbotsford** takes over that frequency while **STAR-FM (CKSR-FM)** has moved to 98.3, continuing its AC Lite Rock format. For more on the story, click [HERE](#)... **Newcap** VP Programming **Steve Jones** has set up a Web site for Newcap PDs and another site for Newcap Morning teams to post ideas, promotions and exchange programming ideas and philosophy... At **Standard St. Catharines**, **CKTB ND Tedd Colbear**, after a long illness and recovery from surgery, is set to return to work early in April. He's been off since late January; **Andrew Krystal**, who occasionally has been doing fill-in work at **CFRB Toronto**, has been doing Talk at sister station CKTB; and, the **2nd Annual Niagara Have a Heart Radiothon** is scheduled for April 13-15. Benefitting from the **CHTZ/CKTB/CHRE-FM**

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combined effort will be **Niagara Peninsula's Children Services**... The **Canadian Broadcast Standards Council** says abusive and unduly discriminatory comments about an identifiable group aired on **CKAC Montreal** breached the **CAB's Code of Ethics**. Comments made about immigration and immigrants on the **Doc Mailloux** show were critical of immigration policies and immigrants in general for bringing the negative aspects of their cultures to Canada and for failing to fully integrate into Canadian society. Click [HERE](#) for more on this story... **Saga Communications** CEO **Ed Christian** has shaken the broadcast industry by canceling syndicated shows on 12 of his stations that also air on **XM** or **Sirius**. Christian says syndicators need to come to grips with who feeds them, terrestrial radio or satellite broadcasters. And he's challenging other group broadcasters to take the same action... **Loyalist College** in Belleville is on the verge of increasing power at **CJLX-FM** to 3,400 watts (from the current and unprotected 50 watts), plus moving to 91.3... **CJCS/MIX-FM Stratford** will host their 21st annual **Stratford Spring Home Show** this coming weekend. Over 140 exhibitors and approximately 15,000 people are expected to attend. This is a radio station-organized event that sees advertisers and exhibitors buying radio ads and getting booth space as a bonus. The event is run in conjunction with the **Stratford and Area Homebuilders Association**... Listener-supported **LIFE 100.3 Barrie** recently completed its annual two-day Sharathon, raising monthly and one-time donations of \$332,071. There were 1,598 pledges contributing 35% of the station's revenues. Station Manager **Scott Jackson** says it's the greatest amount in LIFE 100.3's five-year history.

TV/FILM: The number of HDTV households worldwide will reach 15.5 million by year-end, and 52 million by 2009, from the current 10 million homes. A study by **In-Stat** also found that HDTV services are widely available in Canada, Australia, Japan, the US and South Korea. The US alone has about four-million HDTV homes, up from 1.6 million a year ago, and 45% of worldwide HDTV homes get their service from a satellite TV provider... **PQ Media**, a US marketing research company, says the value of overall product placement was pegged at \$3.48 billion in 2004, an increase of 30.5% over the previous year. But for TV, it increased 46.4% to \$1.87 billion in 2004, growing at a compound annual rate of 21.5% from 1999 to 2004. TV's share of product placement spending has risen from 37.1% in 1974 to 54.3% in 2004, with a 10-point surge in the three years - 2001 to 2004. PQ Media's report projects the value of product placements on TV will rise 30% to \$2.44 billion in 2005, making television account for 57.5% of the total value of the product placement market in 2005, followed by films at 33.4% and other media at 9.1 percent... The **Banff World Television Festival** will present its prestigious **Global Television Outstanding Achievement Award** to **Alliance Atlantis**. Read the news release [HERE](#)... New York-based **Two-Minute Television Network** has unveiled **Genius On A Shoestring**, which the company touts as the first two-minute reality series. Owner/Executive Producer **David Post** says "with video-on-demand and video streaming, there's a place for two-minute shows as a viable entertainment medium -- short-form programming is definitely coming, whether it's us or somebody else."

REVOLVING DOOR: **Tom Cheek**, who was set to begin his 28th year in the **Blue Jays** broadcast booth for **The Fan 590 (CJCL) Toronto**, despite earlier reports, will not be on the air for the

opening game. Cheek had further surgery in his battle with brain cancer and will be recuperating at his home in Florida. The Fan 590 has named **Warren Sawkiw** as the full-time Analyst on *Blue Jays Baseball* working alongside long-time play-by-play broadcaster **Jerry Howarth**... *Global Regina* has **Erin Harrison**, the former Noon Anchor **CKX-TV Brandon**, as Weekend Anchor/Reporter. She begins in early April... Long-time **680News Toronto** Sportscaster **Bill Cole** has left the station to be with his new bride in North Carolina. No successor has been named.

SIGN-OFF: **Jim Coghill**, 69, of cancer in Winnipeg. The veteran Winnipeg broadcaster died on the weekend. Coghill started his 45-year career at **CFOB Fort Frances**. When he returned to Winnipeg, he became the *Man About Midnight* at **CKY** and *The Night Owl* at **CJOB**. Coghill spent the last seven years of his career at **CHNR Winnipeg**, the nostalgia station.

LOOKING: Jobs we've heard about this week include: **Citytv Vancouver** - Assignment Coordinator; **Alliance Atlantis Toronto** - Manager, Lifestyle Channels, a Marketing Associate, a Contracts Administrator, an Administrative Assistant at Business and Legal Affairs, and a VP, Business Operations; **CTV Toronto** - Account Executive; **CTV NewsNet Toronto** - Producer; **The Comedy Network Toronto** - Broadcast Designer; **Corus Television Toronto** - Traffic Coordinator; **99.3 The FOX Vancouver** - Account Manager; **CBC Toronto** - a Senior Project Manager - Information Services, an Operations Manager for English Radio, Network Current Affairs and Network News; CBC Moncton - Journalist, English Radio; **CBC Saint John** - Associate Producer; and, **CBC Winnipeg** - Media Librarian... London's **Fanshawe College** has set up a Web site for its graduating students in Radio Broadcasting and Broadcast Journalism. Click on www.1069fm.ca, then "Hire Me!" You can hear sample audition presentations and, if you like what you see and hear, can call the faculty listed for contact information.

NEWS RELEASES: Other news items this week come from **LBA Technology**, **CFCN-TV Calgary**, **Global Television**, **Premier Magnetics**, **AM740 Toronto**; **CISA-TV Lethbridge**; **Silk-FM Kelowna**; **CHUM Kawarthas**; **CBC International Sales**; and, **PrideVision**. Click on any company name to read the news release. And when your company is making news, be sure to send **Broadcast Dialogue** the News Release.

SUPPLYLINES: A **Scott Studios** system was recently installed at **The Bounce Edmonton** (**CHUM's** and **Milestone's** new urban station). Those same systems are being installed this week at all three **Bayshore Broadcasting** stations at Owen Sound... **Ward-Beck** is showing two new products at NAB2005, the AMS8 series of multi-channel audio/meter monitors and the super high density RLM24 that allows metering of 24 stereo signals in two rack units of space.

EDITOR'S NOTE: Beginning first thing Friday morning, you can click onto the **Broadcast Dialogue** Web site and read feature articles in the April edition. Once you're into the Home Page, simply click on the magazine cover you'll see there and you'll be taken to: *The seven dirty words you can now say on radio*, written by **Terry O'Reilly** of **Pirate Radio**; the Canadian Satellite Users Association annual convention, *Reality Bytes Back*, by **Daphne Lavers**; *One-upping satellite radio: Challenging the newcomers requires a trip back to the future*, by **Jason Scott Alexander**; *English Canada's most important cultural challenge*, by the **CBC's Richard Stursberg**; and, our programming article - *Focus on what you can do*, by **Derrick Scott** of **Corus Cornwall**.

NEW SUBSCRIBERS THIS WEEK INCLUDE: Linda Samletzki, **WTR Media Sales Inc.**, **Calgary**. Welcome!