

Dialogue BROADCAST

THE BEST BROADCAST BRIEFING IN CANADA

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Thursday, June 9, 2005

Volume 13, Number 4

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GENERAL: In Niagara Falls this week, **CRTC** hearings – expected to wrap up tonight (Thursday) – into an application from **Wendell Wilkes' TVN Niagara Inc.** to operate a conventional English-language TV station at St. Catharines. The radio applications, all for either the Tillsonburg or Woodstock markets, are from: **CKOT Tillsonburg** that wants a flip to FM; **CJFH-FM Woodstock** that wants a contour and frequency change (to 104.7, which each of the following applicants for a new station also want); **Byrnes Communications Inc.**; **Standard Radio Inc.**; and, **CHUM Ltd.**... The **Radio-Television News Directors Association (RTNDA) Canada** 2005 national conference begins in Toronto today (Thursday) under the banner, "*Learning, Leading, Succeeding.*" As well as professional development sessions, delegates

will take part in the **RTND Foundation** Auction, RTNDF Scholarship Awards, RTNDA Distinguished Service Award, the RTNDA President's Award Banquet and the presentation of the Regional **Edward R. Murrow Awards** to Canadian winners by RTNDA International Chairman **Dan Shelley**... In Washington, **VOCM St. John's** ND **Gerry Phelan** and **The New VI Victoria** ND **Hudson Mack** were part of a delegation from the American board of directors of the **Radio-Television News Directors Association** that met with **President Bush**. Said Phelan, "*It was a real honour to be at the White House representing RTNDA international members. As I shook hands with the president, I introduced myself and said, 'Mr. President, I'm from Canada!' He seemed delighted and said he'd be speaking with Paul Martin later that afternoon. I said, 'Tell him I said hi'. The room filled with some laughter, but it was an indication of the straight forward tone of the meeting...*" Bush said he supports free speech, acknowledged the importance of local media in shaping public debates, but stopped short of endorsing a US federal shield bill for journalists... If the future belongs to the educated, women will own it. So says **The Media Audit** in the US after a survey of 87 metropolitan US markets that found there are 24.3 million adults under the age of 45 with a college degree: 12.3 million are women and 11.9 million are men. "*... the trend is undeniable. In a very few years there will be more college educated women than men,*" says **Bob Jordan**, President of **International Demographics**. "*It doesn't take an*



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actuary to see where this is going," says Jordan, "and this trend has serious meaning for those in advertising and marketing."

REVOLVING DOOR: Walter Levitt, most recently Sr. VP of Marketing and Creative Services at **Alliance Atlantis**, moves to Sr. VP of Marketing at **CanWest MediaWorks** in Toronto. Prior to his eight years at Alliance Atlantis, Levitt was at **CTV** managing customer marketing and promotions and worked for seven years in radio for both

Redmond Broadcasting and **CHUM Quebec**... **Andrée Wylie** steps down as a **CRTC** commissioner June 30. She has served on the commission since March, 1995, and – since Sept./98 – has been Vice-Chairperson responsible for broadcasting... **Rogers Radio** has appointed **Jim Hamm** the GM of its new **Atlantic Radio** division. Hamm is currently Director of Programming for the Rogers Ontario North cluster and is based in Sudbury. He assumes his new job July 1 and will be based in Halifax... **Dean Sinclair**, GM of the **Corus London** stations, leaves that post at the end of next week. He apparently will take the summer off before deciding what he might then pursue... **Mike Bendixen**, ex of **CFRB Toronto**, has moved to sister **Standard** station **CJAD Montreal** to become PD. He succeeds **Rick Moffat**... **Brad Muir**, PD at **K-Rock/96 X Edmonton** is moving within the company, heading to Fredericton to become PD of **Newcap's** newest radio station, **CKRK-FM** (expected to launch with Classic Rock this summer)... **Ben Chin**, who went to the new **Toronto 1** in 2003 from his **CBC** Anchor job, joins **Global's** national news team in July as a Senior Correspondent. Toronto 1 cancelled its flagship current affairs show **Toronto Tonight**... **Jonathan Dube**, the **MSNBC.com** Managing Producer and a major figure in the online-news business, becomes Editorial Director of **CBC.ca** next month... **CFRN-TV Edmonton** Entertainment Reporter **Graham Neil** now has two jobs, co-hosting **CFCW Edmonton's** morning show with **Jackie Rae-Greening**. Graham steps into the job left by the late **Wes Montgomery**, who died unexpectedly on April 25... **Mick Weaver**, GM/Market Sales Manager at **CJQQ-FM/CKGB-FM Timmins**, will move to **CHEZ/Oldies 1310 Ottawa** at month's end to become Sales Manager... **Randy Bachman**, the Winnipeg-raised guitarist of **Bachman Turner Overdrive** and **Guess Who**, replaces **Danny Finkleman** on **CBC Radio One** this summer. He'll host *Randy Bachman's Vinyl Tap*, a two-hour music and storytelling show. The Saturday show begins its 10-week run July 2.

IGN-OFF: Michael Compeau, 65, of lung cancer in Toronto. He was PD Emeritus of **Classical CFMX 96.3 FM Toronto**, with a broadcasting career spanning some 30 years. Early on, Compeau was with **CHFI Toronto** and **CBC** but it was at CFMX where he became the loved and respected Program Director and an on-air Host during the 80s and 90s.

RADIO: In one of her **Toronto Star** media columns this week, **Antonia Zerbisias** – commenting on satellite radio – exhorted readers to not push the panic button for radio. "The thing about satellite radio," she writes, "is that it comes from outer space, and not from where you live." She says subscriber penetration in the US, despite the PR machine, shows a potential adult radio audience of 137,478,000 but that, so far, satellite radio has drawn only 681,000, or half a per cent. What's more, she writes, since satellite radio began, other changes have come along, including podcasting and Internet radio. But what sells radio is content or, as Zerbisias calls it, "humanware." Everything else is just hardware. If the lights went out in Ontario again, as it did two summers back, satellite radio and podcasts would leave people in the dark... Meantime, **Apple Computer** CEO **Steve Jobs** calls podcasting "the hottest thing going in radio" and that he'll make it easier for audiophiles to create and distribute audio files (digital recordings). iPod productions range from stream-of-consciousness rants to slick shows... And still with podcasting, **CBC Radio One** in Toronto will launch its *Metro Morning* show as a podcast June 13. CBC already podcasts *Quirks and Quarks* and *Tod Maffin's Nerd*... The third study from the **Radio Ad Effectiveness Lab** (RAEL) verifies that radio's return on investment was 49% higher than TV's. *Radio's ROI Advantage* – conducted by Millward Brown and Information Resources Inc. – examined four pair of radio and TV campaigns in a range of product categories over a six-month period. The study's findings verified: Radio moves product; radio ads increase sales even when national TV is present; radio's effect can be measured – when used at sufficient weight;

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and, that radio delivers strong ROI. *Radio's ROI Advantage* study and an executive summary can be accessed from the RAEL Web site at: www.radioadlab.org... Low-power **CFSF-FM Sturgeon Falls**, ON, just got bumped to Class A status after the **CRTC** approved a power boost to 1,350 watts from the current 50... Two plant relocations this month: **CFCW/K-Rock/96X Edmonton** and the central studio of 22 other **Newcap**-owned rural Alberta stations move under one roof in West Edmonton Mall's Phase 4, complete with store-front studios. And in Kingston, **CHUM's CKLC/CFLY-FM** move to 993 Princess St. , Suite 10. Keep up-to-date (and keep your station addresses up-to-date) by checking your listing in the **Broadcast Dialogue Directory** at www.broadcastdialogue.com... **Dennis Gerein**, GM of **BKRadio** and based at Castlegar, BC, is in a Vancouver hospital after a second heart attack within days. A correspondent, however, tells **Broadcast Dialogue** that Gerein is off the ventilator and complaining about hospital food (sounds like he's bouncing back).

T**V/FILM:** **CHUM Television** is rebranding **MTV** as **Razer** and **MTV2** and **PunchMuch**. Both, says CHUM, will offer “*enhanced access to a variety of interactive experiences, and foster the next wave in community for young Canadians on the digital platform*”... 2004 was not a banner year for Canadian TV revenues, less than half the revenues than in the year before – 4.1% to \$5.4 billion in 2004 compared with an 8.8% advance in 2003. But **Statistics Canada** says that while conventional TV saw the slowest grown (+0.9%), the declines were spread all around. EXCEPT for pay-tv and specialty channels, up 9.0%. The slower revenue growth didn't put too much of a damper on profitability, though. The margin (before interest and taxes) was 15.6% in 2004, up from 14.7% in 2003 and 10.3% in 2002... The **Canadian Broadcast Standards Council** says a promo that aired between 5:30 and 6:00 p.m. on **Global Ontario (CIII-TV Toronto)** was too violent, that it should have aired after 9:00 p.m. (The Watershed hour). The spot, for the horror film *Seed of Chucky*, aired during *The Simpsons*. The CBSC Ontario Regional Panel concluded that the advertisement contained scenes of violence intended exclusively for adult audiences and should not have been aired before the 9:00 pm Watershed hour. Details may be found at www.cbsc.ca... **CNN** Founder **Ted Turner**, at the network's 25th birthday, says CNN should cover international news and the environment, and not the “*pervert of the day*.” While Turner no longer controls CNN, he said he saw CNN as a place where rapes and murders that dominated local news wouldn't be emphasized but that he's seeing too much of such “*trivial news*”. After his speech, Moderator **Christiane Amanpour** said: “*But everyone else is doing that. Why do you think it's important not to?*” Turner replied: “*Somebody's got to be a serious news person. Somebody's got to be the most respected name in television news, and I wanted that position for CNN*”... While the 30-second spot is still the standard, there are marketers flirting with the idea of oddball ad slots, e.g. a mouth freshener spot running just one second. Part of the rationale is to zap the zappers who bypass the commercials with PVRs. That mouth freshener one is in Belgium where the spots show three pics: a woman squeezing a gel onto her finger; the gel popped into her mouth, and, the product itself...

S**UPPLYLINES:** **CFJB-FM/CKMB-FM Barrie**, both owned by **Doug Bingley**, has purchased two Z-Series solid-state analog FM transmitters from **Harris Corporation**. The sale was arranged through **CHUM Radio** which is assisting in the relocation to CHUM-TV's 1,000-foot tower (at **CKVR-TV Barrie**) and with a new antenna system for improved coverage and power efficiency. Both transmitters are expected to go on the air by mid-August.

L**OOKING:** **The New PL London** - Cameraperson/Tape Editor; **CITV (Global) Edmonton** - Assignment Editor; **CKPR Thunder Bay** - News Anchor/Newsroom Supervisor; **Ontario Association of Broadcasters** - Part-time Office Administrator; **Corus Radio London** - General Manager; **Alliance Atlantis Toronto** – Manager, Public and Regulatory Affairs; **Family Channel Toronto** – Director, Finance and Business Development; **Astral Television Networks Toronto** – Director, Canadian Independent Production; **Global Toronto** – Production Executive; **CBC Toronto** – Senior Writer and a Senior Media Librarian; **Corus Entertainment Toronto** – a Publicist, Communications; and a Project Manager, Sales Co-Marketing Department; **CIQB-FM Barrie** – Account Executive Sales and a Technical Support Specialist; **AM 770 CHQR Calgary** – Producer; **CHEX-TV Peterborough** - Sales Promotion/Special Events Coordinator; **CIZZ/CKGY FM Red Deer** – Announcer; **Channel M Vancouver** - Avid Online Editor and a TV Librarian; **CJWW/CFQC-FM/CJMK-FM Saskatoon** – Copywriter; **CFRK-FM Fredericton** – Classic Rock Morning Show On-Air Personality; **CFCY Charlottetown** – Morning & Afternoon Host; **CFCW Edmonton** – Evening Announcer; **CBC Windsor** – Announcer/Host/Anchor; **CBC Yorkton** – Video Journalist; and, **CPAC Ottawa** - Traffic Coordinator.

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RADIO: The **CRTC's** decision on subscription radio is due this afternoon (Thursday). Observers, for the most part, expect licences to be given to all three applicants: **Canadian Satellite Radio** (a joint venture between **John Bitove Jr.** and **XM Satellite Radio**); **Sirius Canada** (a partnership between **CBC**, **Standard Broadcasting**, and **Sirius Satellite Radio**); and, a joint venture of **CHUM** and Montreal-based **Astral Media**... **Power 97 (CJKR-FM) Winnipeg** has been found in breach of the Broadcast Code over its airing of a song (*Kill All the White Man* [sic]) that, according to the **Canadian Broadcast Standards Council**, promoted or sanctioned violence... Also from the **CBSC**, **AM 740 (CHWO) Toronto** didn't do anything wrong on the air, but by failing to respond to a complainant it breached CBSC membership responsibilities.

In this case, a listener took exception to Bob Durant's editorial on the same-sex stance of the Roman Catholic Church. But the Standards Council determined it was an opinion on a political matter and not an abusive attack on the church. Both decisions may be found in their entirety at www.cbsc.ca... **CHAM Hamilton** Morning Show Co-Host/Traffic Specialist **Mike Nabuurs** played air hockey for 48 hours straight in the lobby of **McMaster Children's Hospital** this past weekend, raising over \$6,000 for Cystic Fibrosis. Nabuurs beat the previous time and will be acknowledged in the **Guinness Book of World Records**.

TV/FILM: Heritage Minister **Liza Frulla** told delegates at the **Banff World TV Festival** that broadcasters and producers must work faster to adopt high-def technology in Canada. Frulla made the remarks after announcing \$100 million in new funding for homegrown TV programming through the 2006-2007 fiscal year for the **Canadian Television Fund**. **CAB** President/CEO **Glenn O'Farrell**, reacting to the announcement, said: *"These funds are essential to ensure the presence and vitality of Canadian voices on screen and the proposed streamlined model will rationalize and simplify the application process. We also understand that the successful model that has been in place for French-language programming - dedicated broadcaster performance envelopes which provide certainty and reduce administrative burden - will be immediately implemented for English language drama"*... Coincidentally, **CBC-TV** unveiled a new HD mobile unit yesterday (Wednesday) in Toronto... Also at Banff, **Leonard Asper** said he hopes quality TV programs will retain viewers, but the CEO of **CanWest Global** says those new productions must be multi-marketable to help pay their way. Every program, he said, must go beyond getting ratings and 30-second commercials sold... Televangelist **Jimmy Swaggart's** assertion, as it relates to same-sex marriage, that *"if one [a man] ever looks at me like that [with romantic affection], I'm gonna kill him and tell God he died"* won **OMNI 1 Toronto** a negative decision from the **Canadian Broadcast Standards Council**. CBSC says the comment, and plenty more, were a breach of the *Broadcast Code of Ethics*. The complete decision may be found at www.cbsc.ca.

REVOLVING DOOR: **Pat Pellegrini**, ex Research Exec at **BBM**, has joined **TNS Media Research** in the States as Sr. VP... **Linda Jefferson** of **Maritime Broadcast System** in Halifax has moved from her group Sales position to **CBC-TV Halifax**. She begins June 20... **Deborah Beatty** has been promoted from interactive VP to the newly-created position

Creative Services Writer/Director – CJOH-TV Ottawa

You should have experience in commercial or promotion writing, production and directing of both EFP shooting and post production. Assets will be experience working in a non-linear environment, a strong creative conceptual ability, able to work independently and as a team member, and be familiar with Microsoft Office and Windows Operating environment.

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Delma Devoe
Manager, Human Resources
CTV Television Inc., CJOH-TV Division
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Nepean, Ontario K2C 3G6
e-mail: hr@cjoh.com or fax: 613-274-4280

of GM of **Corus Radio Interactive** while **Jeff Woods**, Director of FM programming at **Corus Radio Vancouver** and an on-air host, has been appointed Programming and Content director for Corus Radio Interactive... **Sindy Preger** has been named GSM at **TORONTO 1**, beginning Nov. 1 (after return from pregnancy leave) and **Renée Verret** becomes National Sales Manager of the **TVA Sales & Marketing** in Toronto Sept. 1... **Iain Grant**, a Host and Morning Show Producer at **CFRB Toronto**, has accepted a position as Operations Manager at **XM Canada (Canadian Satellite Radio)**... **John Bradford**, after 40 years in broadcasting, has retired. Bradford was a Television Professor at **Mohawk College** the past 25 years. Before that, he worked in the industry at such stops as **CHCH-TV Hamilton** and **CHAM Hamilton**.

SIGN-OFFS: **Mark Cartland**, 41, of drowning in the St. Clair River near Sarnia. Cartland was diving with a friend when he encountered problems. Cartland was an on-air Host at **K106.3 Sarnia**... **Gordon E. Smith**, 86, in Orillia. Smith entered broadcasting in 1937 and founded **CHPS Parry Sound** in 1943, but moved the station in 1945 to Orillia, changing the calls to **CFOR**. That station is now owned by **Rogers (JACK FM [CICX-FM])**.

GENERAL: Winners at the **Western Association of Broadcasters** annual convention in Kananaskis are: **Gold Medal Award for TV – A-Channel Winnipeg**; **Gold Medal Award for Radio – Golden West Broadcasting**; **Honourary Life Member – Drew Craig**; **Broadcaster of the Year – Don Kille**, GM at **CKLF/CKLQ Brandon**; and, **Presidents Award – Jim Haskins, A-Channel Edmonton**... Last weekend's National convention of the **RTNDA** in Toronto also saw, on the day before the National began, the annual convention of the Central Region's annual meeting. Award winners from Central Canada's conference are...

RADIO:

Byron MacGregor Award (Best Newscast) - **AM 600 CKAT North Bay** (Small Market) * **570 News Kitchener** (Medium Market) * **Newstalk 1010 CFRB** - Toronto (Large Market)

Charlie Edwards Award (Spot News) - **680 News Toronto**

Dan McArthur Award (In-depth/Investigative) – **Newstalk 1010 CFRB Toronto**

Dave Rogers Award (Feature) - **Rogers Radio Sudbury** (Medium Market) and **CBC 99.1 Toronto** (Large Market)

Gord Sinclair Award (Live Special Events) - **AM 600 CKAT North Bay** (Small Market) and **CBC 99.1 Toronto** (Large Market)

Ron Laidlaw Award (Continuing Coverage) - **680 News Toronto**

Sam Ross Award (Editorial/Commentary) - **CJAD 800 Montreal**

Web site Award - **AM 920 CKNX Wingham** (Small Market) and **CJAD 800 Montreal** (Large Market)

TELEVISION:

Bert Cannings Award (Best Newscast) - **THE NEW VR Barrie** (Medium Market) and **CFTO-TV Toronto** (Large Market)

Charlie Edwards Award (Spot News) - **CHEX-TV Peterborough**

Dan McArthur Award (In-depth/Investigative) - **Global News Toronto**

Dave Rogers Award (Feature) - **THE NEW PL London** (Medium Market) and **CFCF-TV Montreal** (Large Market)

Gord Sinclair Award (Special

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Events) - **THE NEW VR Barrie**

Ron Laidlaw Award (Continuing Coverage) - **CHEX-TV Peterborough**

Sam Ross Award (Editorial/Commentary) - **CablePulse 24 Toronto**

Web site Award - **THE NEW VR Barrie** (Medium Market)

Winners from Central Canada, British Columbia, the Prairies and Atlantic Canada went on to compete in the National Awards. Winners from the National are:

TELEVISION:

Bert Cannings Award (Best Newscast) - **CHAT-TV Medicine Hat** (Small Market) * **CTV Regina** (Medium Market) * **CFTO-TV Toronto** (Large Market)

Charlie Edwards Award (Spot News) - **ATV News Halifax**

Dan McArthur Award (In-depth/Investigative) - **Global News Toronto**

Dave Rogers Award (Feature) -

CFJC-TV 7 Kamloops (Small Market) * **CIVI-TV Victoria** (Medium Market) * **CFCF-TV Montreal** (Large Market)

Gord Sinclair Award (Live Special Events) - **ATV News Halifax** (Medium Market) * **BCTV News on Global, Vancouver** (Large Market)

Ron Laidlaw Award (Continuing Coverage) - **Global Calgary**

Sam Ross Award (Editorial/Commentary) - **CHBC-TV Kelowna**

Web Site Award - **Global News Maritimes, Dartmouth**

(Medium Market) * **CBC News: Canada Now, Vancouver** (Large Market)

NETWORK TELEVISION:

Bert Cannings Award - **Global National, Burnaby**

Charlie Edwards Award - **Global National, Burnaby**

Dan McArthur Award - **Global National, Burnaby**

Dave Rogers Award - **CBC Television, Toronto**

Gord Sinclair Award - **CBC Television, Toronto**

Ron Laidlaw Award - **CBC Television, Toronto**

Web Site Award - **CTV Canada AM**

RADIO:

Byron MacGregor Award - **800 CHAB Moose Jaw** (Small Market) * **CBC Radio Halifax** (Medium Market) * **Newstalk 1010 CFRB Toronto** (Large Market)

Charlie Edwards Award - **680 News Toronto**

Dan McArthur Award - **CBC Radio Winnipeg**

Dave Rogers Award - **CBC Radio Moncton** (Small Market) * **CBC Radio Halifax** (Medium Market) * **CBC Radio Winnipeg** (Large Market)

Gord Sinclair Award - **AM 600 CKAT North Bay** (Small Market) * **CBC Radio Halifax** (Medium Market) * **CBC Radio Vancouver** (Large Market)

Ron Laidlaw Award - **CJLS Yarmouth**



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- Broadcast experience an asset

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Sam Ross Award - **CJAD 800 Montreal**
 Web Site Award - **AM920 CKNX Wingham**
 (Small Market) AND **630 CHED Edmonton**
 (Large Market)

NETWORK RADIO:

Byron MacGregor Award - CBC Radio Toronto
 Charlie Edwards Award - Broadcast News Toronto

Dan McArthur Award - CBC National Radio News, Toronto

Dave Rogers Award - CBC Radio Vancouver
 Gord Sinclair Award - Broadcast News Toronto

Ron Laidlaw Award - Broadcast News Toronto



Terry Scott and Lis Travers

Lis Travers, VP/Exec Producer of **CTV's Canada AM** was presented the Distinguished Service Award and **Taylor Parnaby**, **CFRB Toronto's** Senior Correspondent, was the recipient of the RTNDA President's Award... From the its headquarters in the US, word that **RTNDA International** has announced the two Canadian winners of national **2005 Edward R. Murrow Awards**. They are **CTV News**, which won for Network TV Spot News, and **VOCM St. John's** which won for Radio Best Newscast (Small Market)... For all the photos from RTNDA's National Convention in Toronto, click www.broadcastdialogue.com, then choose the Photo Gallery section.



Taylor Parnaby and Terry Scott

LOOKING: CJOH-TV Ottawa is looking for a Creative Services Writer/Director. See the ad on Page 1... A Scheduling Manager is being sought by a broadcast organization in Toronto. See the ad on Page 2... Global National News seeks an Assignment Editor for its location in Burnaby... and, a Toronto broadcast organization in Toronto is looking for an IT/Broadcast Maintenance Technician. See the ad on this page... Other jobs we've heard about include **Alliance Atlantis Toronto** - Production Executive, Life Network and National Geographic Channel; **CTV Toronto** - Reporter/Weekend Anchor and a Graphic Design Artist; **CanWest MediaWorks Toronto** - Detailed Scheduler; **CBC Toronto** - Radio Recording Engineer; **JOE FM/Oldies 960 Kingston** - Program Director; **Classic Rock 101 Vancouver** - Program Director; **Rawlco Radio Edmonton** - Program Director; **CFAX Victoria** - News Director; **640 Toronto** - Senior News Anchor and a Senior Reporter; **CFHK-FM London** - Account Executive; **Y108/CHML Hamilton** - Radio Sales Account Manager; **A-Channel Calgary** - Production Switcher; **Lite92fm/104.9 The Wolf/620 CKRM Regina** - Producer; **Sun FM Kelowna** - Mid-day Personality; **106.7 THE DRIVE Red Deer** - Morning News; **Maritime Broadcasting Kentville** - Morning Show Host; **Maritime Broadcasting Sussex** - Morning Show Host; **FLY-FM/BOB FM/CKLC Kingston** - Creative Writer; **News 1130 Vancouver** - Account Manager; **CBC Edmonton** - Producer; **CBC Vancouver** - Part-time Reporter; **CBC Sudbury** - Video Journalist; **CBC Iqaluit** - Reporter/Editor; **The New PL London** - Multimedia Producer (Website/Speakers Corner); and, **CHUM Television Toronto** - Account Manager.

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www.broadcastdialogue.com

RADIO: The partnership of **CHUM Ltd./Astral Media** says the **CRTC** decision last week to allow all three services to set up shop let **Canadian Satellite Radio** and **Sirius Canada** off the CanCon hook too easily. CHUM/Astral Media, the only all-Canadian application, got the go-ahead for a digital ground-based service on the terms they had asked for while CSR and Sirius Canada saw approval for subscriber packages to be delivered from US satellites – with 10% of those channels being Canadian. CHUM Radio President **Paul Ski** says, “We are going to have to review the decision in detail over the next few days to determine whether or not it would be appropriate for us to launch, given the conditions”... Meantime, **CAB** President **Glenn O’Farrell** complained that the favourable CanCon decision for satellite radio made

conventional radio’s CanCon requirements way too onerous. He argued the licensing of the new national subscription services shouldn’t be allowed to undermine local radio broadcasters... While **Sirius Canada** and **CSR** were pleased with the **Commission** approvals, both said there was a need for consultation with their American partners to alter business plans... **Solutions Research Group** says that by the end of 2007, there’ll be one-million satellite radio units in use in Canada; that right now, 26% of all Canadians are interested in subscribing. The most interested, says SRG, are teens (44%), prairie residents (38%) and likely car buyers (34%). Least likely to get into satellite radio subscriptions are those 50+ (16%)... Now that we know **Barrie** is the Canadian venue for the **Live 8** concert, **Sound Source** says it will air the performances July 2. Six simultaneous free concerts are confirmed – in London, Paris, Berlin, Rome, Philadelphia, and **Barrie**. Stations carrying them are: **CKZZ-FM Vancouver, CHSU-FM Kelowna, CIFM-FM/CKBZ-FM Kamloops, CFBR-FM/CFMG-FM Edmonton, CIBK-FM/CJAY-FM Calgary, CFMC-FM/CJDJ-FM Saskatoon, CIZL-FM/CKCK-FM Regina, CKX-FM/CKXA-FM Brandon, CFQX-FM/CKMM-FM Winnipeg, CJUK-FM/CKTG-FM Thunder Bay, CFHK-FM/CKDK/CFPL-FM London, CHRE-FM/CHTZ-FM St. Catharines, CJEZ-FM/CKFM-FM Toronto, CKQB-FM Ottawa, CHOM-FM/CJFM-FM Montreal, CFRQ-FM Halifax, and CKIX-FM St. John’s.**

Assignment Editor, News

Global Television – Calgary & Edmonton

Two challenging and rewarding career opportunities exist for an Assignment Editor, News – one at Global Television Calgary and one at Global Television Edmonton.

The successful candidate in each city will be a member of the local Global News team working in a competitive environment. He/she will be a proven journalist with extensive experience reporting and/or gathering television news. He/she must have a diploma/degree in Journalism and have been employed as an assignment editor or in a senior supervisory position in a major market news department for a substantial period of time.

The successful candidates must be highly motivated, with a demonstrated commitment to local news. They will have a proven ability to break from “agenda” driven news content, be able to make quick quality decisions and able to handle high pressure situations. He/she must be assertive, have excellent leadership qualities, exercise good news judgement and possess strong organizational skills.

The following are just a few of the primary functions of each position:

- Make decisions regarding news content for all broadcasts
- Supervise the collection and organization of information
- Develop systems for tracing story development
- Supervise the movement and assignments of news photographers
- Supervise, direct and evaluate the work of all news-gathering staff
- Monitor and assess costs of various newsgathering efforts
- Organize and book incoming and outgoing feeds of news material
- Coordinate news production with producers, editors and other staff
- Coordinate promotion of specific news content with promotion producers



• GLOBAL TELEVISION •

Interested applicants are invited to send a resume in confidence by
Monday, July 11th, 2005 to:

Director of Human Resources
Global Television
5325 Allard Way
Edmonton, Alberta T6H 5B8

Via email to: hredmonton@globaltv.ca

Via fax to: (780) 989-4613

TV/FILM: **The Weather Network** has proposed a Canadian national emergency-broadcast system where a text and audio message would cut into every cable or satellite channel with a warning of danger and instructions on what to do in an emergency. The message could be tailored to specific municipalities that are at risk while those areas in little or no danger wouldn't see the warning at all. **Don Shropshire**, the National Director of Disaster Management for the **Canadian Red Cross**, supports The Weather Network's **CRTC** application. **Paul Temple**, a **Pelmorex** VP, says an all-channel alert would interrupt the TV broadcast where the programming is packaged by a cable or satellite company. If the bid is successful, The Weather Network would raise its fees by 8-cents per sub per month to 31 cents. The CRTC's bidding process closes July 22... *Live 8 Canada* - and sister concerts around the world - will be carried on **CTV**. The network plans to broadcast segments from additional Live 8 concerts around the world.

REVOLVING DOOR: Recent changes and moves at **Rogers Radio** include: Exec VP BC -- **Paul Fisher** (oversees Vancouver, Victoria, Vernon, and all Rogers BC stations); Exec VP Alberta/Manitoba -- **Kevin McKanna** (oversees Alberta and Manitoba stations); Exec VP Greater Toronto Area and Kitchener -- **Sandy Sanderson**; Exec VP National Capitol Region, Ontario North and Atlantic Canada -- **Scott Parsons** (oversees Ottawa, Ontario North and the new Rogers Maritime stations); Exec VP of Radio Sales -- **Derek Berghuis** (oversees all radio sales); Exec VP of Programming -- **Chuck McCoy**; VP/GM **680News Toronto** and Rogers Radio News Programming -- **John Hinnen**; VP/GM of **FAN 590 Toronto** -- **Nelson Millman**; and, VP/GSM of Toronto radio -- **Victor Dann**... **Gary Rinne**, the long-time News Director at **Thunder Bay Television (CKPR-TV)**, has moved to **CBC Thunder Bay** as Producer... **Rod Taylor**, who was MD at **K106 (CHKS-FM) Sarnia**, starts Monday at PD at **CKUE-FM-1 Windsor**, succeeding **Doug Elliott**... **Leslie Krueger** is the new VP Marketing at **Teletoon**, a promotion from within... **Richard Roy** has succeeded **Sophie Ferron** at **TQS Montreal** as GM Operations.

SIGN-OFFS: **Sandy Campbell**, 72, in Ottawa. Campbell was a former Owner/GM of **CHER Sydney** during the 1970s. He also published the **Cape Breton Highlander** newspaper... **Scott Young**, 87, in eastern Ontario. Young, a Journalist and Author, earned the **Elmer Ferguson Memorial Award** for distinguished hockey writing and a place in the **Hockey Hall of Fame's** media section in 1988. He was also honoured eight years ago by **Sports Media Canada**. Young wrote books about former **Toronto Maple Leafs** owner **Conn Smythe**, Broadcaster **Foster Hewitt**, and disgraced hockey union boss **Alan Eagleson**. Young was also the father of rock star icon **Neil Young**.

LOOKING: **CKPR Thunder Bay** – News Editor/Anchor for radio newsroom; **Fanshawe College London** – Professor in the Faculty of Arts, Media and Design – Communications Arts; **Alliance Atlantis Toronto** – a Records Manager, a Records Technician, an Human Resources Coordinator, and a Synergy Key Account Coordinator; **CTV Toronto** – a Media Assistant, Advertising Group, a Traffic Coordinator, and an Associate Marketing Manager, CTV Sales Promotions; **Corus Radio Kingston** - General Sales Manager; **CHQR 770 Calgary** - Morning Traffic Reporter; **Corus Radio Toronto** - Senior Accountant; **102.1 The Edge Toronto** - Recruitment Marketing Consultant; **CHAT-TV Medicine Hat** – Writer/Producer; **CHUM Television Toronto** - Sales & Marketing Assistant; **CFGX-FM/CHKS-FM/CHOK Sarnia** – Copywriter; **CKMM-FM Winnipeg** - Program Director; **CBC Winnipeg** - Executive Producer French Television; **CBC Toronto** - Producer, Assigned as Executive Producer for Music & Company; **Astral Television Networks Toronto** – an Accountant and an On Air Promotion Producer/Editor; **CHNL Kamloops** – Afternoon/Evening News Person; and, **MBS Charlottetown** – News Director.

GENERAL: The 2005 **Canadian Association of Broadcasters Gold Ribbon Awards** competition has been updated to include revisions to the market size designations for TV members – now based on population rather than reach; the combining of some categories to avoid confusion; and, streamlining the entry criteria and judging guidelines. This year's competition has a new category – the Gold Ribbon Award for Aboriginal Programming. The deadline for Gold Ribbon entries this year is July 8 and, for more information on the CAB Gold Ribbon Awards, check <http://www.cab-acr.ca>... The federal Liberals introduced a bill this week that would clamp down on music file sharers through stricter copyright legislation. Bill C-60 would amend the Copyright Act, bringing it up to speed with technology such as the Internet and burning unlimited copies of CDs and movies. CRIA, the **Canadian Recording Industry Association**, praised the tabling a “long-overdue update” to Canada’s copyright law.

BROADCAST Dialogue

THE BEST BROADCAST BRIEFING IN CANADA

Copyright (2005) by
Christensen Communications Ltd.

Thursday, June 30, 2005

Volume 13, Number 7

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at \$224 million. Since the adoption of the CRTC's commercial radio policy in 1998, radio stations have spent more than \$156 million on Canadian talent development. On TV, the report says Canadians have access to 511 English services, 115 French services, and 53 third-language services, for a total of 679 TV services. For the first time, the report reviews the viewing of Canadian programs over the entire broadcast year using metered data. According to **BBM**, metered data for the 2003-2004 broadcast year, dramas and comedies remain the most popular TV programs, capturing 43% of all TV viewing. English-language Canadian dramas and comedies broadcast by private conventional stations capture 10% of the viewing to all drama and comedy programs on those stations. In comparison, Canadian drama and comedy programs broadcast by the CBC account for 43% of the viewing to the genre on CBC stations. Pay and specialty services captured 30% of Canadian viewing. Total 2004 revenues of English-language specialty, pay and pay-per-view services of nearly \$1.7 billion equalled those of English-language private conventional stations for the first time. In 2004, Canadians watched TV for 25.8 hours every week on average, according to **Nielsen Media Research**, or for 21.4 hours according to **BBM**. For both, this represents a decrease of approximately 20 minutes from the preceding year. Audience share for Canadian stations compared with non-Canadian stations increased between 1993 and 2004. In all provinces but Quebec, it rose from 67.3% to 71.9%. There are 2,003 broadcast distribution

GENERAL: *The Live 8* concerts this weekend will be the largest global TV broadcast in history. Organizers say roughly 85% of the world's population will be able to tune in via radio and TV, plus a variety of other media. In Canada, **CTV** has the television rights while **Standard Broadcasting's Sound Source** has radio. But throughout the 140 countries where it'll be available, online and cellphones will have it, too... In its annual *Broadcasting Policy Monitoring* report, the **CRTC** says – in this sixth edition – that Canadians have access to 1,158 radio services, of which 867 are in English, 253 are in French, and 38 are in third languages. In 2004, Canadians listened to radio an average of 19.5 hours per week, the same as in 2003. Revenues for private radio stations exceeded \$1.2 billion in 2004, and profits before interest and tax came in

WEATHER ANCHOR - CITV, GLOBAL EDMONTON

There is a full-time position available for a Weather Anchor in the News Room at Global Edmonton. This position will report to the News Director, Tim Spelliscy.

The ideal candidate will have:

- Post-secondary diploma, certificate or equivalent, in a broadcasting related field;
- Canadian Meteorology and Oceanographic Society (C.M.O.S.) accreditation;
- A minimum of 3 years on-air experience in a daily newscast;
- Strong on-air presentation skills, with an emphasis on live remote abilities and unscripted Material;
- Experience using electronic weather graphics.

The following is a paraphrase of the primary functions, but does not outline all of the duties and responsibilities that may be assigned to this position:

- Plan, produce and present dynamic, informative weather forecasts on local news programs utilizing electronic weather graphics;
- Plan, produce and present weather updates;
- Weather anchor for other newscasts as required including evening, weekend and holiday shifts;
- Research and develop original, creative story ideas dealing with weather subjects;
- Take part in editorial planning meetings on a regular basis;
- Participate in Global promotional activities as required.

Applicants should send their letter of interest – quoting posting number **CITV-06-14** – by 5:00 p.m. Wednesday, July 6, 2005. to:

Tim Spelliscy

Fax: 780-989-4613 or E-mail: tspelliscy@globaltv.ca



undertakings (BDUs), of which 1,960 are cable companies, two are Direct-to-Home (DTH) satellite distribution undertakings, 29 are multipoint distribution systems (MDS) and 12 are subscription TV systems (STV). In 2004, class 1 cable accounted for 74.1% of basic service subscriptions, DTH for 25.5%, and MDS and STS combined for 0.4%. The number of digital service subscribers at the end of September 2004 totalled 4,450,600, an increase of 24% over the end of June 2003. Of that total, 46% subscribed to digital cable, and 52% to DTH services. Revenues for class 1 cable undertakings were \$4.6 billion in 2004, compared with \$4.2 billion the previous year. Combined revenues for DTH, MDS and STV totalled \$1.4 billion in 2004, up from \$1.2 billion in 2003. In December 2004, 71% of Canadian households had a computer, 3% more than in 2003. As in 2003, 76% of Canadians had access to the Internet at home, work or elsewhere. There was a marked increase in the subscription rate to high speed Internet, from 50% in March 2003 to 63% in December 2004... **Corus Entertainment** President/CEO **John Cassaday** is the recipient of the **Association of Canadian Advertisers (ACA) Gold Medal Award** for 2004. It is the Canadian advertising industry's most prestigious honour, presented to an individual who has made an outstanding contribution to the advancement of marketing communications in Canada... The **US Supreme Court** has ruled that Internet file-sharing services will be held responsible if they intend for their customers to use software primarily to swap songs and movies illegally. The Court rejected warnings that any lawsuits as a result of the decision would stunt growth of cool-tech gadgets such as the next **iPod**. The unanimous decision sends the case back to lower court, which had ruled in favour of file-sharing services **Grokster** and **StreamCast Networks** on the grounds that the companies couldn't be sued. The justices said there was enough evidence of unlawful intent for the case to go to trial. The Supremes said file-sharing services shouldn't get a free pass on bad behaviour. Companies would have to pay music and movie artists billions of dollars in losses if they're found to have promoted illegal downloading. Two lower courts previously sided with Grokster without holding a trial, basing their decisions on the 1984 Supreme Court ruling that **Sony** couldn't be sued over consumers who used its VCRs to make illegal copies of movies... Coming up Sept. 15-16 in Toronto, "**COPYRIGHT REFORM IN CANADA: Meeting the Challenges of the Digital Age.**" The proposed amendments to the Copyright Act may create stable marketplace rules for the digital era. But, with the economic stakes increasing – along with the Internet as a means of distributing copyright material – there's pressure to get it right. For info, 1-888-777-1707.

RADIO: From the **New York Festivals**, the 2005 **Grand Award** in the category of **Best Promo Spot** went to **Standard Broadcasting's MIX 99.9 Toronto**. **Mix 99.9 Toronto** also won a **Gold WorldMedal** for **Station Promotion** and two **Silver WorldMedals** for **Station Promotion** and for **Station ID**. The only other private Canadian station to win was **CHUM-FM Toronto** which took home a **Silver WorldMedal** in the **Contest Promotion** category. **CBC Radio One** won two **Gold WorldMedals** in the **Health/Medical** category and in the **National/International Affairs** category while **CBC** won four more **Gold WorldMedals** for **Best Personality: Network/Syndicated**, for **Best Regularly Scheduled Drama Program**, for **Breaking News Story (Longform)**, and for **Best Newscast**. **CBC Radio One** won a **Silver WorldMedal** and a **Bronze**

RETAIL SALES MANAGER



Island Radio is looking for an Exceptional Sales Leader to take our Nanaimo and Parksville Radio Stations to the next level. Ideal candidates will possess superior motivational and communication skills, have a minimum of 3 years experience in radio station sales management and a demonstrable track record of developmental selling.

Candidates must be proficient in developing, implementing, and communicating sales strategies and action plans. Must have the ability to recruit, hire, motivate, train, and lead a dynamic sales staff. Candidate must possess expertise in event sales, special projects, and generate NTR opportunities. The ability to effectively manage pricing and inventory is essential.

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plarsen@islandradio.bc.ca

WorldMedal in the Human Relations category and a *Silver WorldMedal* went to **CBC** for the Educational category while a *Bronze WorldMedal* went **CBC's** way for the Community Service category. CBC also won a *Bronze WorldMedal* for Social Issues/Current Events and a *UNDPI - Silver* for National/International Affairs... **CRTC** radio decisions in the Ottawa-Gatineau market are in. Back in December, the Commission heard 16 applications for radio in the National Capital Region – 10 English and six French. **Radio Nord Communications** has approval for a French-language FM'er programming Pop/Rock and Urban targeting 18-34s. It'll operate at 96.5 with power of 1,750 watts in Gatineau and at 107.5 in nearby Buckingham at 250 watts; **Bill Evanov's CKMW Radio Ltd.** won 98.5 in Ottawa, programming crooners, standards, ballads, love songs and contemporary hits targeted to older listeners. Power will be 700 watts; and, **Newcap** won approval for an Alternative Rock format at 88.5 with power of 5,200 watts... **Newcap Radio Edmonton (96X, K-Rock, CFCW** and the **Newcap Alberta Network**) is now operating from its new digs at the **West Edmonton Mall** – a 26,000 square foot storefront facility. Four broadcast studios face into the Mall, with retractable glass walls for audience interaction... The former **CJAV Port Alberni**, now owned by **Island Radio**, will – in August – become **The Peak** at 93.5 FM. The Peak will program Classic Hits from the 70s, 80s and 90s... An arts coalition is demanding that the federal cabinet overturn the **CRTC** pay radio ruling. It says if the decision is allowed to stand, years of effort to promote and protect Canadian programming would erode. **Ian Morrison** of **Friends of Canadian Broadcasting** says "It's taken decades to build up the Canadian content regime in this country. By the stroke of a pen, the CRTC is now saying that pay radio can be delivered at a content level of only eight per cent Canadian." The arts coalition is not concerned with the **CHUM/Astral** approval, however, just the two tied to **Sirius** and **XM**. CHUM/Astral, which planned 50 channels, would be subject to CanCon of 65% for French- and 35% for English-programming. In addition to Friends, the coalition includes **The Alliance of Canadian Cinema, Television and Radio Artists (ACTRA)**, **the Society of Composers, Authors and Music Publishers of Canada (SOCAN)**, **Canadian Independent Record Production Association (CIRPA)**, **Communications, Energy and Paperworkers Union of Canada**, **Directors Guild of Canada**, **Songwriters Association of Canada**, **Writers Guild of Canada**, and the **National Campus and Community Radio Association**...

T**V/FILM:** **CHUM Television's** London station, **The New PL**, along with sister Southern Ontario stations **The New WI Windsor** and **The New NX Wingham**, see changes in news programming involving the loss of 13 full-time union and management positions and the hiring of six full-time and one part-time union positions. The three stations will be re-branded Aug. 2 as **A-Channels**... The **2005 ProMax/BDA Award Winners** from Canada are on the last pages of this week's edition.

L**OOKING:** **Global Edmonton** is looking for a Weather Anchor. See the ad on Page 1... **Island Radio** seeks a GSM. Check their ad on Page 2... Other jobs we've heard about include: **CHIN Toronto** – Sales and Marketing Assistant; **Alliance Atlantis Toronto** – VP, Synergy Sales and a TV Sales Exec; **CFAX Victoria** – News Director; **CTV Toronto** – a Web Producer, a Story Producer (Canada AM), and an Associate Producer; **Discovery Channel Toronto** - Account Executive; **CBC Toronto** – Managing Editor, a Senior Project Manager, a Reporter/Editor for French TV, a Program Assistant at Network Radio News; **CJRQ-FM/CIGM/CJMX-FM Sudbury** - Morning News Announcer; **Corus Entertainment Toronto** – Director, Sales; **Corus Television Toronto** – Traffic Coordinator; **CFMJ Toronto** – Promotions Coordinator; **VisionTV Toronto** – Segment Producers; **CHNM-TV Vancouver** – Master Control Operator and a Technical Director; **The Shopping Channel Toronto** - Web Graphic Designer; **CKAL-TV Calgary** - News Promo Producer; **CJCD-FM Yellowknife** – Traffic Manager and a Sales Person; **CKLM-FM Lloydminster** - Afternoon News/Co-host; **CKYL Peace River** - News/Sports Reporter/Anchor; **CKFU-FM Fort St. John** - Mornings/Production Manager; **CJQQ-FM/CKGB-FM Timmins** - Weekend Swing Announcer, a News Reader, and a Web Master; **CHUR-FM/CKAT/CKFX-FM North Bay** - Afternoon News Announcer; **CBC Regina** – Sales Team Manager; **CBC Moncton** – Head of Technical Operations-Television; **CBC Sudbury** – Associate Producer English Radio; **CBC Yellowknife** – Announcer/Operator; **CBC Iqaluit** – Videographer; and, **CBC Gander** – Reporter/Editor.

R**EVOLVING DOOR:** **Leitch Technology** has appointed **Don Bezenar** of Calgary to the position of VP of Sales for Canada. It's a promotion for Bezenar after five years in a Sales capacity for the international company.

CHUM Television picked up a record 37 wins, including 25 Golds, at the **2005 PROMAX/BDA Awards**, which were handed out last Thursday in New York City. CHUM was honoured during the ceremony as the top international winner receiving more Gold honours than any other non-U.S. broadcaster. Canadian winners of the **2005 PROMAX North America Awards** are:

Branding/Image Campaign Using One or More Media – **Astral Television Networks** – GOLD
 Consumer or Trade Print Campaign – **Astral Television Networks** – GOLD
 Greatest Canadian - Print Campaign – **CBC** – SILVER
 Movie Promotion - For "Made-for-TV" Movies – **CBC** – GOLD
 Movie Promotion - Theatrical for Television – **CBC** – GOLD and **Groupe TVA inc.** – GOLD
 News Program Promotion – **CBC** – SILVER
 Program Promotion Campaign Using One or More Media – **Astral Television Networks** – GOLD
 Sports Program Campaign Using One or More Media -- **Radio-Canada** – SILVER
 Sports Program Promotion – **CBC** – SILVER
 Branding/Image – **Channel m Vancouver** – SILVER
 Branding/Image Campaign Using One or More Media – **CFRN-TV Edmonton** – SILVER
 Consumer Promotion Campaign – **CFCF-TV Montreal** – GOLD
 Consumer Collateral – **Citytv Vancouver** – GOLD
 Consumer Promotion – **Global Calgary** – GOLD
 Copywriting – **Channel m Vancouver** – GOLD
 Directing – **TFO-TVONTARIO** – GOLD
 Editing – **Channel m Vancouver** – GOLD
 Entertainment Program Promotion – **Channel m Vancouver** – GOLD and **Citytv Vancouver** – SILVER
 Funniest Promotion – **Channel m Vancouver** – SILVER
 ID – **Citytv Toronto** – GOLD
 ID Campaign – **Citytv Toronto** – GOLD and **Global Calgary** – SILVER
 Interstitial/Promotainment - General Programming – **Citytv Vancouver** – GOLD
 Movie Promotion – **Citytv Toronto** – GOLD, **Channel m Vancouver** – GOLD, and **Citytv Toronto** – SILVER
 News Program Campaign Using One or More Media – **CFCF-TV Montreal** – GOLD and **Global Calgary** – GOLD
 Non-Promotional Animation – **Citytv Toronto** – GOLD
 On-Air Sales Promotion – **Citytv Vancouver** – GOLD and **Global Calgary** – SILVER
 Outdoor/Environmental/Transit Advertisement – **Citytv Toronto** – GOLD, **CFRN TV Edmonton** – GOLD, and **CFRN TV Edmonton** – SILVER
 Program Promotion - **Citytv Toronto** – GOLD, **Citytv Toronto** – SILVER, and **Channel m Vancouver** – SILVER
 Program Promotion Campaign – **OMNI Television Toronto** – SILVER
 Public Service Announcement – **Global Calgary** – GOLD
 Radio Promotion – **Citytv Vancouver** – GOLD
 Sales Presentation - Video – **Global Calgary** – GOLD
 SOUND DESIGN – **Channel m Vancouver** – GOLD
 SPECIAL PROJECT – **OMNI Television Toronto** – SILVER and **Citytv Vancouver** – SILVER
 Stunt Promotion – **Citytv Toronto** – SILVER
 Branding/Image – **Rogers Promotions** – GOLD and **Bell ExpressVu** – GOLD
 Branding/Image Campaign – **Rogers Television** – GOLD
 Campaign Using More Than One Media - TV/Radio/Print – **Rogers Cable** – GOLD
 Copywriting – **Rogers Promotions** – GOLD
 Editing – **Rogers Promotions** – GOLD, **Bell ExpressVu** – GOLD, and **Rogers Promotions** – SILVER
 Interstitial ID/Brand Promotion – **Rogers Promotions** – GOLD
 Local/Regional TV Promotion – **Rogers Promotions** – SILVER
 Marketing Presentation External (Single Product) - Video – **Rogers Promotions** – GOLD
 Promos & Spots - Event Program – **Bell ExpressVu** – GOLD
 Promos & Spots - Multi Genre – **Rogers Promotions** – GOLD, **Bell ExpressVu** – GOLD, and **Rogers Promotions** – SILVER
 Promos & Spots - Reality Program – **Bell ExpressVu** – GOLD
 Promos & Spots - Theatrical Movies Released to Television – **Bell ExpressVu** – GOLD
 Use of Library Music for a Promo – **Bell ExpressVu** – GOLD
 Branding/Image – **Space (CHUM)** – GOLD, **Astral Media** – GOLD, **Alliance Atlantis** – SILVER, and **Corus Entertainment** – SILVER
 Branding/Image Campaign Using One or More Media – **Alliance Atlantis** – GOLD and **Astral Media** – SILVER
 Children's Program Promotion – **Corus Entertainment** – GOLD and a SILVER
 Consumer or Trade Print Ad – **Alliance Atlantis** – GOLD and a SILVER
 Consumer Promotion – **Astral Media** – SILVER
 Consumer Promotion Campaign – **TELETOON Canada** – GOLD
 Copywriting – **Alliance Atlantis** – GOLD
 Daypart Packaging Promotion – **Astral Media** – GOLD
 Directing – **Alliance Atlantis** – GOLD
 Drama Program Promotion – **Alliance Atlantis** – GOLD and **Astral Media** – GOLD and a SILVER
 Editing – **TSN, The Sports Network** – GOLD
 Entertainment Program Promotion – **Corus Entertainment** – SILVER
 Funniest Promotion – **Alliance Atlantis** – GOLD and **CHUM-TV (Space)** – SILVER
 Holiday Image Campaign – **Corus Entertainment** – SILVER
 Holiday/Seasonal Program Promotion – **Alliance Atlantis** – GOLD
 ID – **Corus Entertainment (YTV)** – GOLD and **RDS - Le Reseau des Sports** – SILVER
 ID Campaign – **YTV (Corus)** – GOLD and **TELETOON Canada** – SILVER
 In-House Program Promotion – **Alliance Atlantis** – GOLD and **MuchMoreMusic (CHUM)** – GOLD
 Marketing Presentation - Print or Specialty – **Astral Media** – SILVER
 Marketing Presentation External (Single Product) - Video – **CMT Canada** – GOLD
 Marketing Presentation Internal - Video – **Alliance Atlantis** – GOLD and **Astral Media** – SILVER
 Movie Promotion - For "Made-for-TV" Movies – **Bravo! Canada** – GOLD
 Movie Promotion - Theatrical Movies – **Alliance Atlantis** – GOLD, **Astral Media** – GOLD, and **Corus Entertainment** – SILVER
 News Program Campaign Using One or More Media – **CBC** – SILVER
 Non-Promotional Animation – **Astral Media** – GOLD
 On-Air Sales Promotion – **RDS - Le Reseau des Sports** – GOLD
 Program Promotion Campaign – **Alliance Atlantis** – GOLD and **Astral Media** – GOLD
 Program Promotion Campaign Using One or More Media – **Alliance Atlantis** – GOLD and **Astral Media** – GOLD
 Promotional Animation – **Rogers Sportsnet** – GOLD and a SILVER
 Public Service Announcement – **CHUM Television** – GOLD and **Alliance Atlantis** – SILVER
 Radio Promotion – **Bravo! Canada** – GOLD
 Radio Promotion Campaign – **Astral Media** – 2 GOLDS
 Sound Design – **MuchMusic** – GOLD
 Special Event Program Promotion – **MuchMusic** – GOLD and **Alliance Atlantis** – SILVER
 Sports Program Campaign Using One or More Media – **TSN, The Sports Network** – GOLD
 Program Promotion – **TSN, The Sports Network** – SILVER
 Stunt Promotion – **Alliance Atlantis** – GOLD and **Corus Entertainment** – SILVER
 Use of Library Music for a Promo – **RDS - Le Reseau des Sports** – GOLD
 Use of Original Music Composition – **Alliance Atlantis** – GOLD
 SPECIAL PROJECT – **Astral Media** – GOLD
 TV Promotion - Website – **Corus Entertainment** – GOLD and **Astral Media** – GOLD
 Campaign Using More Than One Media - TV/Radio/Print – **Radio-Canada** – GOLD and **CBC** – SILVER
 Print Piece – **CBC** – GOLD and a SILVER
 TV Promotion – **CBC** – GOLD

The **2005 BDA North America Design Awards** winners from Canada are:

Art Direction and Design: Image Promo – **CTV** – GOLD and **CHUM Television** – SILVER
 Bumper – **Corus** – GOLD

ID – **Corus** – GOLD and **Astral Media** – SILVER
 Logo Bug – **Alliance Atlantis** – SILVER
 Lower Third – **Corus** – GOLD
 Open – **CHUM Television** – GOLD and **Astral Media** – SILVER
 Art Direction & Design: Image Promo Campaign – **CHUM Television** – GOLD
 Bumper – **Astral** – BRONZE
 ID – **Astral Média** – GOLD
 Logo Bug – **Astral Media** – GOLD
 Lower Third – **Corus** – GOLD and a SILVER
 Consumer Website-Broadcast – **CHUM Interactive** – GOLD and **Astral** – SILVER
 e-newsletter/e-mail Campaign – **Astral** – 2 GOLDS
 Website - News – **CHUM Interactive** – GOLD
 Website-Entertainment/Programming/Special Event – **Astral** – GOLD and **CHUM Interactive** – SILVER
 Art Direction & Design: Topical Promo – **CBC** – GOLD, a SILVER and a BRONZE
 Bumper – **CTV** – GOLD and **Radio-Canada** – SILVER
 Informational Graphics – **Radio-Canada** – BRONZE
 Open – **CTV** – SILVER

Open – **CHUM Television** – GOLD
 Art Direction & Design: PSA – **CHUM Television** – BRONZE
 Potluck – **Citytv Toronto** – SILVER
 Logo – **CTV** – BRONZE
 Outdoor-Static – **CBC** – BRONZE
 Topical Publication Advertising - B/W – **CBC** – SILVER
 Electronic Environment Set – **Channel m Vancouver** – GOLD
 One Time Only Set – **Radio-Canada** – SILVER and **Crossroads Television** – BRONZE
 Sport Set – **Rogers Sportsnet** – GOLD
 Talk Set – **Radio-Canada** – BRONZE
 Bumper – **Radio-Canada** – GOLD and **CTV** – BRONZE
 Open – **Radio-Canada** – GOLD, **CTV** – SILVER and **Rogers Sportsnet** – SILVER
 Image On-Air – **Corus** – GOLD, **CTV** – BRONZE, and **Radio-Canada** – BRONZE
 Image On-Air and Print Combination – **Alliance Atlantis** – GOLD and **CTV** – SILVER
 Image Print – **Alliance Atlantis** – GOLD and 2 SILVERS
 Sports All-Inclusive – **Radio-Canada** – GOLD
 Topical On-Air – **CHUM Television** – GOLD
 Topical On-Air and Print Combination – **CHUM Television** – GOLD

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