

# Dialogue BROADCAST

THE BEST BROADCAST BRIEFING IN CANADA

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**T**V/FILM: The *Maple Leafs* score a goal and your cellphone rings. By pushing a button, you get to watch an instant replay. **Rogers Communications** CEO **Ted Rogers** says that's the future after RCI signed a six-year sponsorship deal with *Maple Leaf Sports & Entertainment*. MLSE owns the Leafs, the *Toronto Raptors*, the *Toronto Marlboroughs* and the new Toronto *FC* soccer team. Rogers takes over from *Bell Canada* as a platinum sponsor and the "preferred communications supplier" for MLSE. In the short term, the Rogers corporate logo will become more visible on MLSE properties but the deal's real goal will be the delivery of content. Said Rogers, "Rogers believes strongly in our customers being able to watch programming at the time of their choice ...

and secondly, at a location of their choice"... **CanWest Global Communications** completed the sale of its 45% interest in **CanWest Granada Media Holdings**, which owns and operates the **TV3** television network in Ireland, and its 100% interest in TV3's Irish sales arm. CanWest received aggregate cash consideration (subject to certain post-completion financial adjustments) of €132 million (approximately C\$188 million) from the sale... **TVA Group**, facing sagging profits, has cut its upper management by four VPs and 20 managers. Gone are the heads of finance, human resources, operations and development. **Denis Rozon**, most recently VP of **RadioLibre**, a division of **Astral Media Radio**, has been appointed as the media company's new VP/CFO. **Jean Guimond** has been appointed as VP at **JPL Production** in Montreal, a TVA business unit. He'd been with TVA for 29 years before joining **Société Radio-Canada** in 2000. At **TVA Sales and Marketing**, these appointments: **Édith Perreault** - General Manager National Sales and Creative Media; **Guy Patenaude** - General Manager Logistics and Sales Administration; **André-Rock Fortin** - Director, Creative Media; and, **Luc Granger** - Director, Research and Marketing... A study by **Kagan Research** forecasts American hi-def cable nets will generate revenues of up to \$1.9 billion by 2010. Kagan estimates HD penetration of US TV households is expected to reach nearly 30% by the end of this year and upwards of 81% by 2010. Naturally enough, as the number of HD sets grows so will the dollars generated by hi-def network sub fees and ad sales, said Kagan Research Sr. VP **Derek Baine**.



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**G**ENERAL: The joint venture between **BBM Canada** and **Nielsen Media Research** –

**Kelly Boyd**  
General Manager  
CJOK/KYX 98

[Kellyboyd@cjok.fm](mailto:Kellyboyd@cjok.fm)

called **BBM Nielsen Media Research Inc.** — began operations Sept. 1. The joint venture eliminates the duplication of TV audience data previously collected by the two organizations. The BBM Canada Board of Directors and its television committees will govern the new joint venture while former Nielsen Media Research Managing Director **Mike Leahy** becomes President of BBM Nielsen Media Research while **Jim MacLeod** is CEO. BBM Canada's radio measurement isn't affected by the joint venture... **Bell Globemedia** plans to keep **CHUM's** five **Citytv**-branded stations (Vancouver, Edmonton, Calgary, Winnipeg, Toronto) as well as the specialty channels and radio stations but it says it will sell off CHUM's **A-Channel** and **Access** stations. The two companies say almost all of CHUM's 6.7 million voting shares were tendered to the offer in addition to 19.2 million non-voting shares. The estate of CHUM founder **Allan Waters**, who died in December, owns 88.6% of the voting stock and 13.2% of the non-voting shares.

**RADIO:** Moses Znaimer's **MZ Media Inc.** has won **CRTC** approval to acquire **CFMX-FM-1 Toronto**, **CFMX-FM Cobourg** and **CFMX-DR-1 Toronto**. **Classical 96**, as it's best known as, was sold by **Trumar Communications Inc.** for \$12 million. MZ Media says it plans to increase the station's ad and other revenues, intends on attracting more youthful listeners, increase the perceived value to advertisers of its older listeners, and grow via new licences and the Internet... **Fred Latremouille** and **Cathy Baldazzi** returned to the air this week, doing the morning show on **Clear FM (CKCL-FM) Vancouver** from their suburban home. The two took a break from morning radio in 1999 when they departed **KISS FM Vancouver**... **Q107 Toronto's** morning show, **Derringer in the Morning**, has added veteran **Bill Hayes** to the line-up. Hayes and **John Derringer** go way back - farther than most co-hosts. Hayes is Derringer's older brother. "This is a great opportunity for me to get back at Bill for all the psychological damage he did to me as a kid," said Derringer. "Being that I was 10 years younger, I was something of a human science experiment for Bill and his friends"... **Q94 (CHIQ-FM) Winnipeg**, part of **CHUM's** three-station Winnipeg (**99.9 BOB & CFRW-AM**) cluster, has changed format – from Hot AC to Adult CHR... **CFCY Charlottetown** flipped to FM last Friday. Now, Prince Edward Island's **Country 95.1 FM** says it'll continue to bring Islanders "a high energy station with a variety of today's hottest country"... Over at the other end of PEI, sister **MBS** station **CJRW-FM Summerside**, the former **C102**, was relaunched that same day, moving from Country to Classic Rock. The first song played on the new **102.1 SPUD FM** was **Only Rock 'n Roll** by **The Rolling Stones**... **93.9 The River (CIDR-FM) Windsor** is back, airing a AAA format (Adult Album Alternative). That format was established in the Windsor/Detroit market by the station during the 90s but moved to HOT AC for a while at the station which was then ID'ed as **93.9 FM**... The **Radio Marketing Bureau** is calling on all creatives, advertisers and producers to enter the **Crystals Awards** and qualify for the coveted \$10,000 platinum prize. Canada's only awards show dedicated to excellence in radio creative, RMB's prestigious Crystals anticipate the top radio creative in the country – potentially in the world. The deadline for entries in Nov. 3 and you can learn more by clicking [www.rmb.ca](http://www.rmb.ca).

**REVOLVING DOOR:** **Tim Spelliscy** has been appointed to the newly-created position of General Manager for **Global's** Edmonton and Saskatchewan Region TV stations. Spelliscy began at the Edmonton station as a Reporter, was Host of "The Oilers on ITV" for twelve

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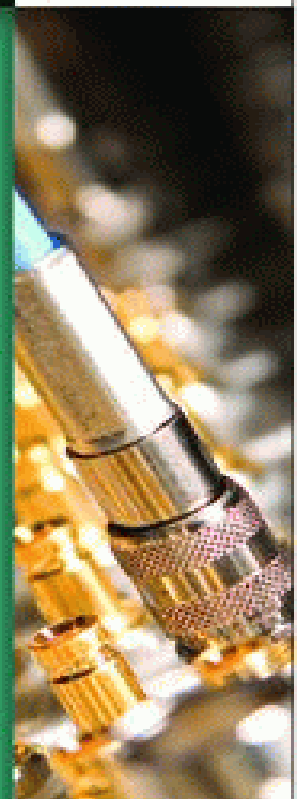
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seasons, became the Executive Producer, and, in 1997, was appointed News Director. In 2001 he added Station Manager to his ND responsibilities. **Mitch Bozak**, Station Manager/GSM at **Global Regina** and **Brian Main**, Station Manager/GSM at **Global Saskatoon** will report Spelliscy... **Lisa Eaton** has been appointed Managing Director of **Nielsen Media Research** in Canada, succeeding **Mike Leahy** who moves to the Presidency of the **BBM Nielsen Media Research** TV ratings joint venture (see **GENERAL**). Eaton had been VP Sales and Marketing where she oversaw all of Nielsen Media Research's client service initiatives... **Kevin Shea** has been appointed as the new Chair of the **Ontario Media Development Corporation**, effective immediately. Shea is Owner/President of **SheaChez Inc.**, a Toronto consulting firm whose clients include **CBC**, **Telus** and **Standard Broadcasting**. Shea also led **Sirius Satellite Radio** and **YTV Canada** through the **CRTC** licensing and start-up processes. He served as President/COO of the **Global Television Network**, and Exec VP at **Bell Globemedia**... **Brian Johnston** has been promoted from Sales Manager to GSM at **CHUM Radio Kingston**... At **CHUM Brockville**, **Dan Wylie** moves up from APD/MD to PD at **CFJR-FM/CJPT-FM**... **Dan Barton**, the former Director of Programming/Operations Manager at the **Maritime Broadcasting System's** Moncton cluster, is now PD at **The Beat of Halifax (CKHZ-FM)**. He began this week... **Nikki Hawke** is the new Sr. Manager, Advertising Strategy at **Global Television** in Toronto... **Wayne Clark** is the **APTN (Aboriginal Peoples Television Network)** new Senior Program Officer, Independent Production and New Media based in Winnipeg. Most recently, he was an Investment Analyst at **Telefilm Canada** in Vancouver working across three sectors: feature film, TV and new media... Morning co-Host **John Gallagher** is gone from **The Rock (CKGE-FM) Oshawa**. Sister station **KX96** mid-day Host **Craig Robertson** moves across the hall to fill the position, joining co-Host **Sarah Beer** and Producer **D-Dawg**... Unexpectedly, **Tom Freston** has resigned as President/CEO of **Viacom**. Freston, the former CEO of **MTV Networks**, took the Viacom job in January, following the company's split from its CBS unit. **Philippe Dauman**, a Viacom director and longtime colleague of Viacom Chairman **Sumner Redstone**, was named as Freston's replacement... New **Radio Advertising Bureau** President/CEO is **Jeff Haley**, the former Sr. VP of Sales at the global marketing division of **Time Warner**. Haley succeeds **Gary Fries** who last year announced he would retire... **David Keeble**, the Sr. VP, Policy and Regulatory Affairs who joined the **Canadian Association of Broadcasters** in 2004, has resigned. Keeble is returning to consulting... **Ron Weller** has retired as Director of Engineering at **CTS** and **Crossroads Christian Communications Incorporated**. Succeeding him in that position is **Dave Storey**, ex of **CHCH TV Hamilton** and **Niagara Television**... Senior Research Methodologist **Bill Bennett** has retired from **BBM Canada**. His successor is **Eva Tolkunow**.

**LOOKING:** **CHTV (Global) Red Deer** - Sports Director; **Alliance Atlantis Toronto** - Senior Closed Caption Editor and an Intermediate Broadcast Designer; **CFSK-TV Global Saskatoon** - Broadcast Technician; **Citytv Calgary** - Broadcast Network/IT Systems Administrator; **CKPG-TV Prince George** - Director; **CBC Montreal** - Head of Business Development New Media, a Chief Editor New Media, and a Production Director; **CBC Toronto** - Senior Writer; **CBC Ottawa** - Site Director, Production and Resources; **TVOntario Toronto** - New Media Specialist and a Bilingual Editor; **APTN Ottawa** - Television Director; **CJXY-FM/CHML Hamilton** - Account Manager; **CHED Edmonton** - Sports Announcer; **Standard Radio Trail** - Morning Show Co-Host; **CKY-FM/CITI-FM Winnipeg** - Producer/Announcer; and, **BBM Toronto** - Account Executive Television and a Sr. Software Developer.

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**G**ENERAL: **Bell Globemedia Inc.** has closed the **CHUM** deal. BGM took up 6.71 million common shares and 21 million class B shares, representing more than 98% of CHUM's stock. The regulatory body approvals must fall into place before BGM takes over CHUM operations... But even as that was happening, **CanWest Global Communications** CEO **Leonard Asper** was telling a Toronto crowd that his company is on the hunt for a major media deal. Further, he said, CanWest has no plans to oppose Bell Globemedia's purchase of CHUM: "It would be slightly hypocritical of us to say this is terrible, we hate consolidation, we hate concentration," he told **BMO Capital Markets** media investment conference investors and analysts in Toronto. "I've been on the public record for years now saying this is what has to happen"... And, at that same event, **Corus Entertainment** CEO **John Cassaday** told the assembled that industry consolidation is inevitable. All that's left to sort out, he said, is who are the buyers and who are the sellers... Still with the BMO event, **Rogers Media Inc.** President **Tony Viner** said "... we don't have any sellers yet. The truth is that in Canada all of the big media companies are controlled by families ... so until somebody like the Waters decide to sell, I don't think much is going to happen." On another matter, Viner said he expects the company to lose upwards of \$26 million on the **Toronto Blue Jays** this year but that the figure is sustainable in light of the team's benefits to **RCI** as a whole. Viner said RCI CEO **Ted Rogers** envisaged Blue Jays ownership as a way to connect with people in ways that he can't in normal advertising... The rumour mill won't stop on who's zoomin' who. Again, we're hearing about Montreal-based **Astral Media** being close to announcing an important deal. But with who? Some say it's **Standard Broadcasting**, some say **Corus Entertainment**, still others suggest **Alliance Atlantis**. Rumours are fun but the end result matters most. Let's wait and see... **Torstar Corporation** subscribed for additional equity in **Bell Globemedia** in connection with BGM's acquisition of **CHUM Limited**. Torstar invested approximately \$94 million to maintain its 20% interest in the company... **Canadian Association of Broadcasters** President/CEO **Glenn O'Farrell** addresses the **Broadcast Executives Society** in Toronto Sept. 21 on 'New Realities - The Changing Face of Canadian Broadcasting'. Click [www.tvb.ca/bes/2006-09-21-BES.pdf](http://www.tvb.ca/bes/2006-09-21-BES.pdf) to print or save your luncheon registration form... The **Canadian Council of Christians and Jews** will honour two couples – **Ivan Fecan** (President/CEO of **Bell Globemedia** and CEO of **CTV**) and **Sandra Faire** (President/CEO of **SFA Productions Inc.** Her series, **Comedy Inc.**, has won the **New York Festival** gold medal two years in a row) and **Howard Sokolowski** (Co-founder/CEO of **Tribute Communities**, also co-owner of **Toronto Argonauts**) and **Linda Frum** (author and columnist for the **National Post**) – during its 59th Anniversary and Awards Dinner at Toronto's Royal York Hotel in mid-November. Both couples are cited by CCCJ as role models who "... tirelessly contribute their time and energy for the good of our community." The Council aims at teaching Canadians about the dangers of discrimination and prejudice, and the value of diversity in Canadian society.

**R**EVOLVING DOOR: **Larry Boisvert**, after 34 years with **Telesat Canada**, has announced his retirement. Boisvert who, for the last 13 years was President/CEO, joined Telesat in 1972 after an eight-year career at **Bell Canada**. He will remain a Senior Advisor at Telesat, on loan to **BCE Inc.** for the next undetermined while... Eighty-three jobs are being lost at **Corus Entertainment** through restructuring of its TV and content divisions. Also, Edmonton-based **Movie Central** operations will be integrated into Corus's facilities in Toronto. **Scott Dyer** becomes Exec VP/GM of the **Kids** portfolio; **Susan Ross** becomes Exec VP/GM of the Lifestyle, Drama and Movies portfolio, responsible for **Movie Central**, **W Network**, **CMT** and **Scream**; and, **Andrew Eddy**, VP/GM of **Movie Central**, moves to VP for program strategy and investment. All changes resulting from the new organizational structure are expected to be complete by January... **Ann Rohmer** became a late night Co-Anchor at **Citytv Toronto** this week, succeeding **Alex Pearson**. Rohmer



joins long-time news Anchor **Mark Dailey**... **Scott Clements** is the new Director of Programming/Operations Manager at **CKCW-FM/CFQM-FM/CHOY-FM Moncton**. Clements joins the **Maritime Broadcasting System** Moncton cluster from **Country 95.3 (CING-FM) Burlington/Toronto** where he was Ass't PD/Production Director... **Sue Sheridan** has been appointed Executive Director of **Women in Film and Television - Toronto**. She'd been holding the job on an interim basis since this past April. She joined WIFT-T in 2005 as Director of Programming Development... **Mike Kaye** is new Creative Director at **Corus Entertainment Cornwall**. It's an internal promotion for Kaye, who's been with the Cornwall stations just short of ten years and adds the Creative Director's job to his Producer status... **Jeff Hubbard** succeeds **Shaun Bogner** as MD/Swing Announcer at **Mountain FM (CHMN) Canmore**. Hubbard arrived from **CJVR Melfort** while Bogner departed for **SONIC (CHDI-FM) Edmonton**... New co-Host for **The Fox North Bay's** morning show is **Nancy Slater**, ex of **K-Rock Kingston**. She had been doing mid-days at K-Rock.

**TV/FILM:** Further to the people changes for **Corus Entertainment** noted in **REVOLVING DOOR**, Corus says its new organizational structure for the TV and Content divisions will focus on two strategic portfolios: The **Kids** portfolio highlighted by the integration of **Nelvana Studios** into the Television division and the creation of **Nelvana Enterprises** as a separate business unit that will focus on leveraging Corus' intellectual property internationally; and, a new Lifestyle, Drama and Movies portfolio for the TV division highlighted by: The amalgamation of **Movie Central, W Network, CMT** and **SCREAM** into one integrated portfolio, and the consolidation of Movie Central's operations into Corus' Toronto broadcast centre... Toronto-based **JumpTV**, the Internet broadcaster, has seen its stock rise after it signed an exclusive agreement with **Television Jamaica**. JumpTV will stream live TVJ programming to subscribers... **Christine St-Pierre**, a top TV Reporter for **Radio-Canada**, has been suspended from her job for praising the country's increasingly troubled military mission in Afghanistan. St-Pierre, a veteran in Ottawa, wrote an open letter to Canada's 2,300 troops telling them to ignore mounting criticism of the mission. It was published in Montreal's **La Presse**.

**RADIO:** The Hearing opened in Quebec City this week on **Radio Nord's** application to acquire **CHOI-FM Quebec City**. Of particular note, said **CRTC** Chair **Charles Dalfen** as the hearing began, is that Radio Nord proposes to pay \$1,056,000 over the first seven years of operating the station for initiatives aimed at developing Canadian talent. In addition, current owner **Genex Communications** committed to contributing an equivalent amount to the development of Canadian talent... **Canadian Satellite Radio Holdings**, through its **XM Canada** satellite radio service, says it has achieved 120,000 subscribers as of its

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ninth full month of operation and the completion of its first fiscal year (ended August 31... **Arbitron** is field-testing the addition of an audio matching capability to the *Portable People Meter* electronic radio ratings system. The addition would allow PPM to track audiences that choose not to encode their signals. **Owen Charlebois**, the former President/CEO of **BBM Canada** and now President, Operations and Research at Arbitron, says the hope is that the new capability will help the industry better appreciate how flexible and adaptable PPM is... Meantime, **Nielsen Media Research** – perhaps gearing up for a run at **Arbitron** – says it is in talks with the US radio industry about possibly tracking listening audiences. A cross-industry group of 20 companies, including American radio giants, are evaluating new radio audience measurement technology. Nielsen's potential entry comes as Arbitron is trying to upgrade and win industry approval for its new PPM. But Arbitron's new technology, which will cost radio companies 40% to 65% more than its standard written diaries, has faced challenges and skepticism from others, most notably, market leader **Clear Channel**, whose contract with Arbitron expires at the end of 2008. Nielsen abruptly parted ways with Arbitron in March, ending an agreement reached in 2000 which gave Nielsen an option to commercially deploy the portable people meter for TV measurement... At the **Canadian Country Music Awards** in Saint John, Canadian broadcasters to win awards were: Music Director of the Year (Major Market) – **Dawn Woroniuk, CJWW Saskatoon**; On-Air Personality(s) of the Year (Major Market) – **The Odd Squad, Doug, Robyn, Dan, CKRY-FM Calgary**; and, On-Air Personality(s) of the Year (Secondary Market) – **Roop & Carey, KICX-FM Midland**... On Monday, eight radio stations will broadcast live from the set of *Corner Gas* (in Regina) on the same day the **CTV** comedy series begins its new season. Led by star **Brent Butt**, the *Corner Gas* cast will begin a marathon seven-hour national radio broadcast beginning at 3 a.m. local time with **C100 Halifax** and continuing until 10 a.m. when **Jack FM Vancouver** wraps up its morning show. In between, the *Corner Gas* crew will be live on-air with **93.9 BOB-FM Ottawa, New Country 95.3 Toronto/Burlington, Hot 103 Winnipeg, 104.9 The Wolf Regina, 96.9 Jack FM Calgary**, and **CISN Country 103.9 Edmonton**.

**LOOKING:** **CTV Specialty Television Toronto** - Research Manager; **XM105 (CIXM-FM) Whitecourt** - News Director; **Alliance Atlantis Toronto** – Manager, Online Content; Manager, Publicity and Promotion; Technical Director; Technical Producer; **CTV Toronto** – Engineering Technician; **CBC Toronto** – Executive in Charge of Physical Production, Arts and Entertainment; Strategic Sourcing Manager; Director, Financial Management English Radio; Broadcast Technologist; Senior Researcher; **Channel m Burnaby** - Producer / Director for Punjabi News; **Citytv Winnipeg** – Engineer; **CJCL The Fan 590 Toronto** – General Sales Manager; **680News (CFTR) Toronto** – News Anchor; **Standard Radio Kelowna** – Creative Writer; **CKNW/CFOX/CFMI/CHMJ Vancouver** – Creative Writer; **CBC Montreal** – Production Engineer; **CING-FM Toronto/Hamilton** - Assistant Program Director/Production Director; **CFJB-FM/ CKMB-FM Barrie** – Creative Writer; **CHRY-FM Toronto** - Program Coordinator; **BBM Vancouver** – Account Executive (Television); **Astral Media Montreal** - Directeur(trice), marketing Super Écran, cinépop & ventes et marketing aux affiliés CTA/ATR.

**SIGN-OFFS:** **Joan Donaldson**, 60, in Victoria. Donaldson, the first head of **CBC Newsworld**, had been ailing since being severely injured in 1990 after being struck by a bicycle in Montreal. That accident ended her journalism career... **Ken Martin**, 86, of cancer in Red Deer. Martin was **CKRD Red Deer** Chief Engineer for over 30 years (1951-1981). After retiring, he sold and installed satellite TV systems, and kept at it until he was 84. His son, **Owen**, is Chief of Engineering for **Newcap Alberta**.

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**R**ADIO: The *National Association of Broadcasters* annual radio convention began in Dallas yesterday (Wednesday) with the emphasis on ballyhooing conventional radio's strengths in the face of new digital media and satellite services. **Mark Ramsey**, President of San Diego-based *Mercury Radio Research*, reminded delegates of the things that are right about radio. But to succeed, he said, radio has to be different and have things between the songs that matter to listeners. And that, he says, means personalities people can connect with. "You need to recognize your strengths, you need to leverage those strengths, you need to invest in those strengths. Content is not cheap. Talent is not cheap. You need to take some risks and appreciate that it's about more than songs"... The second time lucky for **Bayshore Broadcasting**. Turned down a year or so back for a similar application, the **CRTC** has now approved the Owen Sound company's application for a new FM station at Wasaga Beach, ON. Operating at 97.7 with power of 200 watts, the new station intends a Classic AC format targeting 35-64s. Bayshore also proposed a 40% minimum of category 2 music to CanCon between 6:00 a.m. and 6:00 p.m., Monday to Friday and over the course of the entire broadcast week. News also plays a big part in Bayshore's application. It will do approximately 12.5 hours of news per broadcast week with 75% of it devoted to local... **Pineridge Broadcasting's** station, **CKSG-FM Cobourg**, has won **Commission** approval for a power and antenna height increase despite interventions by **CHUM Peterborough** and **Corus Peterborough**. Both had argued that CKSG at 4,000 watts, instead of the current 2,070, would give the Cobourg station enough power to make it too strong of an ad-dollars competitor in Peterborough... **Shaw Cable's** Channel 10 in Saskatoon and area is now programming **CKOM Saskatoon's** morning shows. Shaw partnered with **Rawlco Radio** to simulcast CKOM's *The Brent Loucks Show* and *John Gormley Live*... Launched this past Tuesday was **Magic 103.5 (CKRC-FM) Weyburn**. The **Golden West Broadcasting** station formats Classic Hits. It becomes a sister station to **CFSL AM Weyburn** (Country)... From the Alberta Northwest Division of **Newcap Radio** comes word of a new format. **92.7 THE FOX Slave Lake** takes over from **Cat Country (CKWA-FM)** which had formatted Country/AC. First song played was "Start Me Up" by the **Rolling Stones**... **imsradio** in Toronto says Canadian radio spending continues to thrive, with the 2006 broadcast year ended Aug. 27 – specifically, between January and July – showing national radio sales up 10.4% over last year. **imsradio** says

## General Sales Manager for Calgary

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[molstrom@harvardbroadcasting.com](mailto:molstrom@harvardbroadcasting.com)



its top five categories by spending were retail (14.6%), automotive (12.7%), restaurants (8%), health care (7.0%), and government (5.9%)... **MarketWatch.com** report that **Howard Stern** is interested in returning to terrestrial radio. The **New York Post** wrote that Stern is concerned that he has lost impact as a performer since his move to satellite radio. A deal between **Sirius** and **Citadel Broadcasting** — headed by long-time Stern and **Mel Karmazin** colleague **Farid Suleman** from their days together at Infinity — could allow Stern to return to the free airwaves. Citadel is awaiting completion of its purchase of **ABC Radio** from **Disney**. Included in that purchase are potential Stern flagships, **WABC** and **WPLJ New York**. Stern and Sirius, meantime, deny the story... In the States, they call it HD Radio. Here, of course, we still call it Digital Radio. But if that's confusing, have a look at what **Mark Kassof & Co.** found out about LISTENER confusion. His research study finds that 5% of 18-64-year-olds think they're receiving HD Radio from at least one of the FM stations they listen to, but have not actually purchased an HD-capable radio. Among listeners who say they're getting HD but don't have an HD radio, 46% say it's "about the same" as regular FM radio while 12% say HD is "a lot better" than regular FM. One per-cent of listeners say they have purchased an HD-capable radio. While a small subcell, two-thirds of them, say HD is "a lot better" than regular FM. **Mark Kassof** says "stations contribute to confusion when they say they are 'broadcasting in HD' without offering an explanation of what HD provides and what is required to receive it. As a result, some listeners wrongly think they are receiving HD."

**REVOLVING DOOR:** **CBC** Chairman **Guy Fournier**, 75, has resigned after controversial comments in a French-language magazine article that Lebanon permits bestiality, and for granting a lengthy interview on the joys of bowel movements. Heritage Minister **Bev Oda**, in making the announcement, said Fournier - appointed to a five-year term last September - had "... increasingly lost the confidence of Canada's new government." **CBC** President **Robert Rabinovich** will be acting Chairman until **Prime Minister Harper** appoints a successor... **Rick Smith**, a News and Talk fixture on **CKPR Thunder Bay** for four decades, has announced his retirement. He is expected to say his final goodbye to listeners Sept. 29, when the final edition of his show airs... **Murray Brookshaw**, ex PD at two of the four stations in the **CHUM Windsor** cluster, moves to **Newcap Radio** in Calgary as Ops Mgr of **california 103 FM** and the still-to-be-launched **Café 90**. He begins Oct. 3... **Craig Letawsky** moves to the GSM position at **Rogers Radio (CKY-FM/CITI-FM) Winnipeg**. He is eastward-bound from **Rogers Calgary** where he is the National Account Director, and begins in Winnipeg Oct. 21... **Ken Hauschildt** of **Global Maritimes** in Dartmouth retires at month's end after 17+ years as the operation's Director of Engineering... New APD at **CHFI Toronto** is **Tammy Cole**, in from **EZ Rock (CFMG-FM) Edmonton**. She moves from her job as APD-MD-Mid Day Host... **Stu Crouse** is the new SM at **CIRX FM/CJCI FM Prince George**. Crouse arrives at the **Vista Broadcast Group** stations from his previous position as a Senior Account Executive at **CKOV/Power 94 Kelowna**... **Toronto Maple Leaf** Veteran **Tie Domi** has joined **TSN** as the network's new **NHL on TSN** analyst.

**GENERAL:** Broadcasters receiving Governor General's Awards for performing arts on Tuesday were **Saturday Night Live** Creator **Lorne Michaels**, **CBC** Documentary Programming Head **Mark Starowicz**, who produced *Canada: A People's History* and *Hockey: A People's History*, and **Jacques Languirand**, a **Radio-Canada** Host, an actor, director and playwright who also teaches at McGill University... **CanWest Global Communications** has been awarded a new licence for a second FM radio station in the UK.

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The new station, to be ID'ed as **Original 106fm**, will be in the major coastal commercial centre of Bristol, west of London. The city has a population base of 500,000... A probe has been called for in the US **Federal Communications Commission's** (FCC) quashing of a local news study showing that locally-owned stations delivered 5.5 more minutes of news per half hour than did other stations. The allegation is that the FCC purposely quashed the 2004 study at the same time it was easing media ownership rules. The report was produced as the FCC studied the impact of ownership on local stations and was moving ahead with new ownership rules that would have resulted in more out-of-town ownership... The **Broadcasters Association of Manitoba** (BAM), at its annual meeting in Clear Lake this past weekend, inducted radio veteran **Don Percy** into the **BAM Hall of Fame** in the Broadcaster category. Percy, the morning man at **CFRW Winnipeg**, turned 69 on Friday and celebrated his 50th year in broadcasting this week. The **BAM Broadcaster of Tomorrow** award went to **Ashlea Kay** of **Citytv Winnipeg**. BAM also inducted the late **Cliff Gardner** into the **BAM Hall of Fame** in the Builder category. Gardner died in 2003 at the age of 75 after a long broadcasting career. The honour was accepted by Cliff's son, **Ford Gardner**, of **Rogers Radio Winnipeg**. **Don Kille**, who retires this month as GM at **CKLQ/CKLF-FM Brandon**, was presented with the **BAM Broadcast Excellence Award**... The **Central Canada Broadcast Engineers** (CCBE) honoured **Jim Adamson**, Sr. VP of Larcan, **Kyle Clouthier**, a senior Technician at **A-Channel Pembroke** and **Ron Weller**, recently retired Chief Engineer at **CTS Television** and **Crossroads Christian Communications Inc.** Presentations were made during the CCBE's Annual Awards Gala Saturday night at Horseshoe Valley, north of Barrie. Adamson was presented with the **Ambassador of the Year** award. Clouthier won the first **Rohde & Schwarz CCBE Engineering Excellence** award. And, Weller was presented with the **CCBE Lifetime Achievement** award... **Canadian Association of Broadcasters** President/CEO **Glenn O'Farrell** addresses the **Broadcast Executives Society** in Toronto today (Thursday) on *New Realities: In the Struggle Between 'Me Media and 'Mass Media', What's to Become of Canadian Media?* He'll look at the changes Canada's broadcasting sector faces and the challenges and opportunities that new and emerging technologies present.

**SIGN-OFFS:** **Bill Matheson**, 80, in Lethbridge. Matheson, the long-time **Global Edmonton** Weatherman was so well-loved that when he retired in 1999 – after 23 years – Global TV also retired his weather map. He was also a popular talk-show host on **CJCA Edmonton** and **CHED Edmonton**... **Earl Heywood**, 89, in Wingham, ON. The Musician and Songwriter known as "*Canada's No. 1 Cowboy Singer*" was one of the leading country musicians on Canadian radio and TV through the 1950s and '60s, including playing guitar and singing on **CBC-TV's Holiday Ranch**. He began his musical career in 1941, singing a radio theme song on **CFCO Chatham**. In 1942, he moved to **CKNX Wingham** and stayed for more than 40 years. Heywood was lead singer/band leader for the **CKNX Barndance Gang**, which played for 20 years on the station and at dances and events throughout southwestern Ontario. Among his more than 300 songs: *Tales of the Donnelly Feud*, *Moonlight on Manitoulin Island* and *Algonquin Waltz*.

**TV/FILM:** While **CTV Winnipeg** has been operating from its new downtown facility for a few months, Monday marked its official opening. **CKY-TV** is the first CTV station to move to a completely digital environment... **Global Television** says the next phase in its broadband video roll-out has been launched. Program selection is still limited yet does include the addition of complete episodes from the network's Canadian news, drama, comedy and documentary programming slate as well as the game show, *Deal or No Deal*. It's advertiser-supported so no charge to viewers... **CBC-TV** is launching a country-wide hunt for a new *Fashion File* Host. *Fashion File: Host Hunt* will travel across the country testing hopefuls on their knowledge of fashion and style to replace long-time Host **Tim Blanks**, who is stepping down after 17 years. Auditions will be held at CBC studios in Halifax Sept. 27, in Montreal Sept. 29 & 30, in Calgary Oct. 2, in Vancouver Oct. 4 & 5, and in Toronto Oct. 10, 11, 12.

**LOOKING:** GSM for **Harvard Broadcasting's** new Calgary station. See the ad on Page 1... **CTV Toronto** – Engineering Technician; Sr Supervisor, NewsNet; Manager, Business Affairs Exploration Productions Inc.; **CBC Toronto** – Manager, English Network Radio Archives; Manager, Financial Management; **CBC Ottawa** – Director, Cash Management, Finance and Administration; **Alliance Atlantis Toronto** – Program Manager HGTV HD & Food Network; **Tb Television Thunder Bay** – Photojournalist/Anchor; **CBC Montreal** – Communications Officer; Maintenance Technician; **Teletoon Toronto** - Promotion Production Coordinator; **CFQR-FM (Q92) Montreal** – Account Manager; **CFMG-FM EZ Rock 104.9 Edmonton** – Music Director; and, **KYX98 Ft. McMurray** - Afternoon Drive Announcer.

# BROADCAST Dialogue

THE BEST BROADCAST BRIEFING IN CANADA

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**R**ADIO: The **CRTC** didn't buy **Houssen Broadcasting's** plea to licence move low-power **CKOE-FM Moncton** Christian music station into one with protected status at greater power. Houssen wanted to move from 50 watts to 725 watts and to relocate the transmitter so as to allow CKOE to "solicit advertising on an equal footing with other stations in the Moncton market." In an earlier application, also rejected, Houssen asked for a power hike to 2,800 watts. The **CAB** intervened in this latest decision, arguing that the purpose the application was to reach more potential listeners outside its authorized service area and not to improve the quality of its signal. Further, said the CAB, if the application were to be granted, it would effectively allow Houssen to bypass the competitive

process and use a "low-cost stepping stone" to achieve full-power commercial FM status.... **Canadian Broadcast Sales** (CBS) says 2006's radio ad performance saw a gain of 6.3% over the previous year, thanks to a 19% spike in the fourth quarter. CBS President **Patrick Grierson** says the next four years look promising and that "as conventional television declines as a reach medium and the digital and specialty channels further carve up the audience, radio continues to deliver the ability to reach broad or specific demographic audiences"... A study released during the **NAB Radio Show** concludes that, on average, 92% of listeners tuned into a station one minute before a spot break will stick with that station. The study, which compared **PPM** data against **Media Monitors** ad tracking data, surveyed 93,876 commercial breaks, and studied breaks that varied in length up to six minutes. The study found the percentage of tune-out is worst in the middle of a break, regardless of how long the break is. However, the drop off between each minute tends to be fairly moderate, regardless of the break's length. More interesting from your Editor's point of view was a determination that more listening is done in the home than in the car. Study respondents in radio believe 44% of listening takes place in the car, while 53% of advertisers believe the same thing. BUT, Arbitron results found 35% of listening takes place in the car vs. 39% at home. Folks who work in radio think 19% of listening takes place at home while advertisers believe it's only 15%... Add this to the previous item, the latest radio listening estimates compiled by **RADAR** (**Arbitron's** network and national audience measurement service), shows radio reaching more than 230 million US listeners in a typical week, or 93% of the 12+ demo. Even higher is the 18+ demo at 94%, and those are in households where the income exceeds \$75,000. And, in contradiction of the numbers in the previous item, RADAR says 81% Adults 18+ listen to radio while in their cars and 24% listen at work... **The Fox (CKVH) High Prairie** has succeeded **Cat Country**. The new Classic Hits format went to air Sept. 15 with **FOX on the Run** by **Sweet**... **CKDO Oshawa** celebrates 60 years of service Oct. 6. Celebrations will be

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held throughout the day, with an invitation-only event at the station that evening for former employees (and owners) and for Friends of **Durham Radio**... The **Canadian Forces** recently hired an expert to teach some soldiers how to become effective news broadcasters. They'll be assigned to get the military's messages out to the locals in an effort to win hearts and minds in Afghanistan and elsewhere. The Forces say the program is an extension of efforts to communicate effectively with local populations. Some of the first graduates will be broadcasting digital audio via satellite into Afghanistan from a studio in Ottawa. A **Canadian Association of Journalists** spokesman says blurring the lines between soldiers and journalists may heighten the danger for reporters working in Afghanistan... **NAB** President **David Rehr** says too many of interfering **XM** and **Sirius** receivers are still in consumer hands and even on store shelves. Both US satellite companies had to halt production and redesign receivers found to cause interference to FM stations. Rehr is demanding a voluntary recall by XM President **Nate Davis** and Sirius CEO **Mel Karmazin**.

**T****V/FILM:** **Citytv Toronto** will begin broadcasting its news and morning shows in High Definition beginning Monday morning. Citytv Toronto was the first Canadian broadcaster to transmit an HDTV signal (Jan. 2003)... On that same theme, **TSN** says it is the first newsroom in Canada to go High Definition. It did so on Monday when **SportsCentre** went to air at 6:30 p.m. ET... Meantime, **Rogers Communications** – in its brief to the **CRTC's** TV policy review – says the Commission should set a date to force over-the-air broadcasters to end to analog distribution. Rogers posits that with so much digital technology and increasing consumer demand, a market-driven approach to regulation should be contemplated. On other matters, Rogers wants the CRTC to turn down any over-the-air fees for carriage, including a fee to carry broadcasters' HD signals... **Nielsen Media Research** says TVs now outnumber people in American homes by 2.73 to 2.55, on average. Stats also show half of American homes have three or more sets while 19% have just one... **Doc Mailloux**, an open-line program on **CKAC Montreal** with Hosts **Pierre Mailloux** and **Janine Ross**, had "inappropriate insults and sexually explicit dialogue" on one of its shows earlier this year, according to the **Canadian Broadcast Standards Council**. Mailloux, a psychiatrist, took exception to some remarks by Actor Bruce Willis as they related to boys and teenage sexuality. His exception, however, moved into "unsavoury" terms. Details may be found at [www.cbcs.ca](http://www.cbcs.ca).

**G****ENERAL:** **Bruce Claassen**, CEO at **Genesis Media**, has been elected President of the **Canadian Media Directors' Council** (CMDC). The CMDC also added two new members to its board – **Sarah Ivey** (**Initiative Media**) and **Lauren Richards** (**Starcom Mediavest Group**) -- and re-elected 15 others at the organization's 2006 annual meeting... More than 80 panelists have been confirmed for the **Canadian Association of Broadcasters'** 80th anniversary convention to be held at the Westin Bayshore Hotel in Vancouver Nov. 5-7. The convention theme – *New Realities, New Rules* — reflects, says CAB, the unprecedented rate of change that Canada's private broadcasters are experiencing. The Convention will also celebrate excellence in Canadian broadcasting with various awards presentations, culminating in the prestigious **Gold Ribbon Awards Gala** on Tuesday, Nov. 7.

**R****EVOLVING DOOR:** There have been two senior appointments at **CHUM Radio**. **Kerry French** takes on added responsibility in the newly-created position of VP for Business Analysis while **Rob Farina** becomes VP Program Development. French continues as head of research and marketing analysis for CHUM's 33 radio stations and Farina remains PD at **CHUM-FM Toronto**. **Adrienne Cooper** was promoted to Director, CHUM Radio Research... **Christian Hall** has been appointed Ops Mgr/PD at **CFEX-FM Calgary**, **Harvard Broadcasting's** new Alternative Rocker. Christian crosses the street from **Corus Radio** where he was PD and instrumental in the launch of **Q107 Calgary**. He begins Oct. 9... **Duane Duck**, ex of **Standard Radio Hamilton**, has moved to the **Blackburn Wingham** stations to become GSM. Duck succeeds **Mike Poelman** who moves to Agency, National Sales and Key Accounts... **Peter Thompson**, the Ops. Manager at **Quinte Broadcasting** in Belleville, will hang it up in December. Thompson, who was once known on-air at **CHUM Toronto** as **Red Knight**, retires Dec. 1... **CBS Corp.** has chosen former **King World** CEO **Roger King** to helm **The CBS Television Distribution Group**, a new unit made up of **CBS Paramount Domestic Television**, **King World** and **CBS Paramount International Television**. As part of the restructuring, **Joel Berman**, president of CBS Paramount Worldwide Television, is exiting the company, as will **Greg Meidel**, president of programming for CBS Paramount Domestic Television.

**SIGN-OFF:** Rob Brown, 47, of cancer in Thunder Bay. Brown, the morning Host and MD at **Magic 99.9 (CJUK-FM) Thunder Bay**, had a career spanning almost 30 years – with stops at **K97 (CIRK-FM) Edmonton**, **KIK (CKIK) Calgary**, **Magic (CJMJ-FM) Ottawa** and more recently as PD at **Rock 94 (CJSD-FM) Thunder Bay**.

**LOOKING:** **Global Maritimes, Dartmouth** - a News Producer and an ENG Camera/Editor; **Corus Entertainment's W** specialty channel in Toronto - On-Air Promotion Producer; **Alliance Atlantis Toronto** – Technical Producer; Systems Analyst; Promotions Producer; **Teletoon Toronto** – Media and Communications Manager; **CH Television Hamilton** – Marketing and Promotions Manager; ENG Camera/Editor; **CH Red Deer** - Operations & Creative Services Manager; **CH Vancouver Island** – Anchor; **CBC Montreal** – Accounting Officer; Director, Budget & Management Reports; Information Systems Officer; **CBC Toronto** — Senior Researcher; **CHEX Television Peterborough** – Writer/Editor Creative Services; **Corus Entertainment Toronto** – Communications Publicist, Kids Portfolio; **Nelvana Toronto** – Project Manager Marketing; **Rogers Radio Calgary** – National Account Manager; **CIOC-FM Victoria** – Promotions Director; and, **Rogers Radio Vancouver** – Reporter/Anchor.

**SUPPLYLINES:** Terry Cribbey, once of **Leitch** in Toronto, is now Director of Sales for **PESA**, a **QuStream Group of Companies**. It provides analog and digital video and audio equipment.

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October  
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