

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Page One of Four

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EDITOR'S NOTE: Since this is the first edition since the Christmas - New Year's break, I'm playing catch-up with some of the information you'll be reading this week. Don't forget to keep us in mind for news about your operation. And if you've got something you want to tell me right now, click right [HERE!](#)

REVOLVING DOOR: Paul Ski, after 30 years with the **CHUM Radio Group** - most recently as President - has become the CEO of the **Rogers Broadcasting** radio division. Ski succeeds **Gary Miles**, retiring after 20 years of service. **Duff Roman**, VP, Regulatory Affairs

at **CHUM Ltd.**, takes over Ski's position on an interim basis until a successor can be found... **Nigel Fuller** retired January 4 after 31 years with **CHUM Television**. His career began in sales at **CKVR Barrie** and included stops at **ATV Halifax** as GSM as well as **The New RO** (now **A Channel Ottawa**) as VP/GM. His last role was as VP of Conventional Television for CHUM's Ontario stations including all the A Channels, **Citytv** and **CP24 Toronto**... Friends and colleagues of **Don Wittman** gathered in Winnipeg Tuesday to pay tribute to the Sportscaster. Wittman, 71, is retiring; he has terminal cancer. He was inducted into **CBC's Sports Hall of Fame** Tuesday in a private ceremony. For decades, Wittman has been the voice of curling on the CBC, covering the Olympic Games, the Brier, the Tournament of Hearts, the World Championships and numerous other tournaments... **Charlee Morgan**, Mid-day Personality at **Lite 96 (CHFM-FM) Calgary**, has been tapped to be the Morning Show Host at **CLEAR FM Vancouver**, the city's first female stand-alone radio host... **Andrew Stewart** is now APD at **C103/XL96 Moncton**. He also moves to afternoon Drive at C103. Stewart has been with C103 since its launch 20 years ago... **Brad Muir** has been promoted to Director of Programming for **Newcap New Brunswick**. Muir has been with the company since the early '90s with stops at Halifax and Edmonton. He is responsible for programming and ratings growth for C103/ XL96 Moncton and **FRED-FM Fredericton**... **Jim Dunlop** adds Market Sales Manager responsible for **Rogers Broadcasting, Alberta and Manitoba** (Edmonton, Winnipeg, Fort McMurray, Grande Prairie, Lethbridge

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and Medicine Hat) to his duties. He retains his **Calgary Radio Cluster** Sales Manager position... **Paul MacInnes** has been appointed GSM at **Z103.5 (CKHZ-FM) Halifax**. MacInnes had been in new business development management with **ATV/CHUM** and **CTV Atlantic Canada**... New Chief Engineer at **Corus Calgary** is **Greg Landgraf**. He arrived from crosstown competitor **Rogers Radio**... **Ian Slack** is no longer with **CTV Toronto**. He began as a Reporter, then moved up to Assignment Editor, then to Supervising Producer for **Eye on Toronto**, to News Director and then to Supervising Producer, CTV Toronto. He had been with the Toronto station for 30 years... **Dave Budge** resigned as ND at Global Calgary in favour of becoming News Director for radio, TV and digital services at **CBC Calgary**. He began his new job Monday, Jan. 7. **Mark Jan Vrem** is in place as interim ND.. Also at **CBC Calgary**, **Richard Wood** becomes the new Regional Manager of Production and Resources effective Jan. 21... After four years programming **Citytv Winnipeg** (formerly **A-Channel**) and more than 20 years in the broadcast industry, **Glen Cassie** has moved to the communications branch of the Manitoba provincial government... **Gary Long**, MD at **94X (CIRX) Prince George**, is now PD/Morningman. He succeeds Brad Bregani who left for similar duties at radio in the Cayman Islands. Succeeding Long as MD is **Don Graham** who also takes on APD duties. New Promotions Director is **Lindsey Andreza**... **Doug Lett** has been appointed ND at **CTV (CFQC-TV) Saskatoon**. He had been the Assignment Editor... **Jeff Little** became **CTV Calgary** Managing Editor at **CFCN-TV** Jan. 1. He had been the Assignment Editor... **Ben and Kerry**, ex Morning co-Hosts at **Jack FM Toronto** have returned to mornings at **Y108 (CJXY) Hamilton**... **Tyler Wold** has returned to radio as the new Morning show host at **Q99 (CIKT-FM) Grande Prairie**. He steps in to succeed Crash and Mars who left to join **Z99 Regina** Jan 7 as afternoon drive Hosts... **Karmen Early** has been promoted to Promotions Director at **CHUB-FM/CFDV-FM Red Deer**... **Michael Johnson**, ex of **Kathrein Scala**, has become Regional Sales Manager for **Dielectric Communications** serving the western U.S.

RADIO: The **CRTC** is soliciting comment – by March 4 – on its broadcast of Hits by private FM’ers. The regulator is considering overhauling the 30-year-old rule prohibiting too many hits aired on FM... Launching on Monday (Jan. 14) is **Mix 103.7 (CFVR-FM) Fort McMurray**, owned by Regina-based **Harvard Broadcasting**. GM/GSM is **Jason Huschi**... In the U.S., radio revenue was down 6% in November, with local down 5% and national off 15%. The **RAB’s** revenue figures are based on approximately 150 U.S. markets. **Wachovia** analyst **Marci Ryvicker** says radio is anticipated to have “... another slow year, with political and nonspot revenue keeping the industry flat rather than down”... After seeing the **RAB** November numbers, **BMO Capital Markets** in the U.S. is warning investors off radio. Analyst **Lee Westerfield** has lowered his Q4 revenue and EBITDA estimates for **Emmis**, **Clear Channel** and **CBS Radio**. He has also cut his expectations for 2008 and 2009. Further, says Westerfield, he sees a danger that U.S. radio stocks, which fell significantly in 2007, could drop another 15-30% in 2008... The **CRTC** has approved applications by **Rogers Broadcasting** and **Larche Communications** for the two to swap **CICX-FM Orillia** for **CIKZ-FM Kitchener**. Rogers had owned the Orillia station. Paul Larche’s company also owns **CICZ-FM Midland**, just up the road a few clicks from Orillia, and is setting up a new station in Sudbury.

GENERAL: **Corus Entertainment** says its profit for the quarter ended Nov. 30 amounted to 91 cents a diluted share, up from a year-ago \$36.7 million or 85 cents a year earlier. Revenues were \$214.8 million, up three per cent from \$209.2 million. Corus. shareholders have approved a proposed two-for-one stock split for its issued and outstanding Class A Participating Shares and Class B Non-Voting Participating Shares, effective as of the close of business on February 1. Further to an earlier news release about announced monthly dividends, the Board of Directors has resolved to reduce the dividends payable by 50% to reflect the stock split... **Score Media Inc.** reports first quarter net income was \$148,000 compared to \$871,000 last year. Revenue was \$9.3 million, compared to \$9.2 million in the prior year... **Rogers Communications** shares slid lower on Monday as investors showed little enthusiasm over the company's plan to double its annual dividend, focusing rather on weakening new subscriber adds at its wireless services division. Earlier, RCI issued an announcement boasting "solid" subscriber growth in its wireless and cable TV businesses while saying that it would double its annual dividend to \$1 a share and make a \$300-million stock buyback... The **Emergency Measures Office** of the Ontario Government and the **Ontario Association of Broadcasters** have finalized an agreement for OAB's **Amber Alert** database to be provided to EMO. This would allow participating stations to receive text, e-mail and/or fax ALERT ONTARIO BULLETINS. Such bulletins would advise of disasters, terrorism, nuclear accidents, pandemics and so on. There will be no phone contact for these messages. The EMO and the OAB will test the system on Tuesday Jan. 15 at approximately 10 a.m. Stations are asked to monitor their e-mails and fax machines and then to respond to the EMO at the address provided with the time they received the test alert... **CBC/Radio-Canada** says it has beefed up its **Access to Information Office** to respond to a greater-than-anticipated volume of requests in its first three months under the Access to Information Act. Since Sept. 1, the public broadcaster has received roughly 500 requests... **Rogers Media** has signed a licencing agreement with **BzzAgent** of Boston for it to gain exclusive rights to sell access to BzzAgent's services in Canada. BzzAgent specializes in word-of-mouth marketing campaigns in which unpaid consumers volunteer to discuss products and services with members of their social circles. According to the company, it has approximately 36,000 of these volunteers in Canada.

TV/FILM: The **CRTC** approved **CanWest MediaWorks'** acquisition of the broadcasting channels owned by **Alliance Atlantis Broadcasting**. The analog specialty channels are: **Food Network Canada; HGTV Canada; Historia** (50% interest); **History Television; The Score** (minority interest); **Séries+** (50% interest); **Slice** (formerly **The Life Network**); and, **Showcase**. Category 1 channels acquired are: **Discovery Health Network; Independent Film Channel;** and, **ONE: The Body, Mind and Spirit Channel** (minority interest). Category 2 channels are: **BBC Canada; BBC Kids; D.I.Y. Television; Fine Living; Girls TV; Military Television; National Geographic Channel; Parent TV; Scream** (minority interest); **Showcase Action; Showcase Diva;** and, **ZTV**... Some of the Category 2 channels have yet to be launched... Online content available only within the U.S. is wishful thinking. Even as American networks block international users because of licencing agreements, software is widely and easily available that circumvents "geoblocking". It has the potential to scuttle the business model Canadian broadcasters have with U.S. TV producers. **Alan Sawyer**, a media strategist with **Two Solitudes Consulting**, says if it catches on, Canadian broadcasters could lose a big chunk of their advertising revenue – another setback in what is becoming a contentious issue between broadcasters and TV executives still struggling with how to properly monetize traditional media in a digital world...

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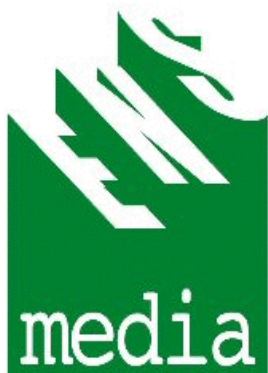
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CBC's sale of its international sales catalogue to Britain-based **ContentFilm** is drawing fire by people questioning why homegrown distributors weren't invited to bid. The deal saw 135 titles and 700 hours of CBC's international sales catalogue sold just days before Christmas. The deal allows ContentFilm to sell the rights to the CBC shows internationally. **Robert Lantos**, the Toronto film producer and part-owner of Toronto distributor **Oasis International**, said he would have jumped at the opportunity. Meanwhile, after the deal was struck, ContentFilm issued a news release saying Toronto-based **Peace Arch Entertainment** was buying ContentFilm, majority owned by U.S. multimillionaire **Jeff Sagansky** who is also Peace Arch's interim CEO. The Peace Arch acquisition is slated to close at the end of March... **Canada AM** is expanding to six hours Jan. 28 with live broadcasts in every market and a new Western Anchor team based at a new Vancouver Studio. **CTV** says this is the first time a national

North American morning show on a conventional network will be totally live across all time zones... Myanmar's military junta rang in the New Year by dramatically raising the annual fee for TV satellite dishes – from \$5 a year to \$800, equivalent to about three times the annual salary of a public school teacher. The move by the hardline regime will limit access to foreign news channels that beamed in global criticism of its recent crackdown on pro-democracy protests... “*Sure, we’re a religious organization but is there a law against that?*”, asks **Roger May**, the owner of a Charlottetown bookstore that sells religious material. **CBC-TV Charlottetown** has declined airing his commercial because of the ad’s final phrase: *What goes into a mind, comes out in a life*. CBC advertising standards include that advocacy advertisements for or on behalf of religious organizations must not proselytize nor promote religious ideologies or doctrines. May argues that the phrase is a general statement and not akin to ‘If you don’t go to church, you are all going to hell.’ CBC maintains that there is - in context - a religious component to the ad.

SIGN-OFFS: **Robert L'Herbier**, 86, at Cité de la santé hospital in Laval after a lengthy illness. A singer/songwriter who became the original PD at **CFTM Montreal** (now **TVA**), the city's first private French-language TV station, his career began in 1941 at **CHLT Sherbrooke**. Robert L'Herbier was inducted into the **Canadian Association of Broadcasters Hall of Fame** in 1991. **CRTC** Vice-Chair, Broadcasting **Michel Arpin** says L'Herbier played a key role in creating the **Quebec Star System**. “*If it hadn't been for Robert L'Herbier's creativity and leadership, TVA Group would not be what it is today*”... **Milt Dunnell**, 102, in Toronto. The former **Toronto Star** Sports Editor was an honoured member of **Canada's Sports Hall of Fame**, the **Hockey Hall of Fame**, the **Canadian Horse Racing Hall of Fame** and the **Football Reporters of Canada Hall of Fame**. Known for his deft turn of phrase and encyclopedic breadth of experience, Dunnell also freelanced as a broadcaster, most notably at **CFRB Toronto** well into the late '70s.

LOOKING: **CKRW The Rush Whitehorse** seeks a GM. See the ad on Page 2... **CHUM Vancouver** seeks a Rising Star. See the ad on Page 4... Other jobs we've heard about include **FM96 (CFPL-FM) London** - Retail Sales Manager; and, **CKNX Wingham** - Newscaster/Reporter.



CHUM Radio Vancouver is searching for its next rising star!

We're looking for an extraordinary, multi-talented Morning Show Assistant and Stunt Performer.

You're a strong-minded, highly outspoken and fearless personality. You have an impeccable British accent. And most of all, you're a "do whatever it takes" kind of person, willing to tackle any task necessary to deliver compelling radio – screening the hotlines, performing outrageous radio stunts, reporting live from events like speed dating-- whatever has the potential to gain great publicity and get people talking.

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Deadline for applications is January 21st, 2008.
Only selected applicants will be contacted.

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GENERAL: The **CRTC** has imposed tighter rules on media ownership, ruling that any person or entity may only two of the three different types of outlets – radio, TV or newspapers – in a single market. Also being limited is ownership of broadcasting licences to ensure that any one party doesn't control more than 45% of the total TV audience share because of a buy. The 45% TV audience cap, not including any gains that can be made without buying assets, upset **Glenn O'Farrell**, President/CEO of the **Canadian Association of Broadcasters**. He says the CAB will encourage the

Commission to reconsider the approach and hopefully call for comments. The CRTC also won't approve transactions between cable and satellite companies which, it says, would result in one group effectively controlling the delivery of programming in a market. Commission Chair **Konrad Von Finckenstein** said Tuesday's restrictions will not apply retroactively. To be clear, companies are allowed to own: only one TV station per language in a single market; two AM and two FM radio stations in the same language in large markets; and, three radio stations, but only two per frequency band, in smaller markets. There are no restrictions on the number of newspapers a company can own. **Ian Morrison** of the group **Friends of Canadian Broadcasting** said: "The CRTC is recognizing that as a result of media concentration, there are levels of concentration that could well pose a threat to diversity and, therefore, democracy."

Lining up against the decision are the **Directors Guild of Canada**, the **Canadian Media Guild** and the **Communications, Energy and Paperworkers Union**. The Canadian Media Guild said the CRTC had "blown a chance" with its ruling to address media concentration in Canada. "There's nothing new in this," it says. "This essentially embodies the status quo"... **CanWest Global Communications** says higher interest charges and restructuring costs dragged down its fiscal first-quarter net earnings by more than a third to \$41 million, well below analyst estimates. Its earnings for the three months ended Nov. 30 were 23 cents per share, down 38% from \$66 million or 37 cents per share in the same period last year. CanWest reported revenues of \$868 million in the quarter, up 8% from \$805 million in the year-earlier period... In another development, the company has shortened its name, rebranding to Canwest. Canwest says the shortened name is meant to "affirm a common purpose amongst its properties and reflect the company's vision for the future"... **Health Canada's** new



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regulations amending the *Food and Drugs*, the *Natural Health Products*, and the *Medical Devices Regulations* will allow advertising of non-prescription drugs, natural health products, and specific medical devices for preventative purposes – effective June 1... The **Canadian Satellite Users Association**, which meets in Toronto at its annual convention Jan. 21-22 (see [Upcoming Events](#)), will change its name to the **Canadian Broadcast Distribution Association**. The new name, says the association, “better reflects” CBDA’s work mandate.

SIGN-OFFS: **John Eddy**, 56, in Florida of cancer. Eddy, a VP at **Astral Media Radio Atlantic**, was based in Fredericton where he’d been a radio community member for over 15 years, beginning with **CFNB** in the 90s. He had been diagnosed with cancer eight months ago... **Marvin Crouch**, 76, in Ottawa of heart disease. Crouch had, for many years, owned and operated **Tennaplex Systems** of Nepean, handling the **Kathrein** lines of FM and TV antennas. He designed and installed many of the TV and FM antenna systems still in use in Canada today.

REVOLVING DOOR: **Brad Phillips**, Regional VP at **Rogers-owned Citytv Vancouver**, leaves that position tomorrow (Jan. 18) after arriving there in 2001 as VP/GM of **CHUM-owned CKVU-TV** which became a Citytv-branded station. Phillips began with CHUM in 1996 as PD at **CHUM AM/FM Toronto**. Two years later, he was promoted to VP/GM of those stations... **Terry David Mulligan**, 65, is suing **CTV** for wrongful dismissal. Mulligan claims he was fired without cause, given inadequate notice and discriminated against on the basis of his age. He had been with **CHUM Ltd.** for 24 years when the company was taken over by CTV last September. He was fired Nov. 19, with his last day of work Dec. 31 and with six-months’ severance... **Terry Williams**, the long-time PD at **C100/CJCH Halifax**, is no longer with the **CHUM Radio** operation. No successor has been determined yet... **Steve Heintz**, ex of **Rogers Radio Calgary**, is new Retail Sales Manager at **Corus Radio Calgary**. He began Jan. 14, succeeding **Rick Burgess** who went to **Rawlco Calgary** as GSM... **Peter Mallette**, the veteran **CTV Halifax** Anchor/Reporter, has been promoted to Assistant News Director at **CTV Atlantic**. He steps aside from his on-air duties... **Linda Nguyen** has joined **CTS Edmonton (Crossroads Television System)** as the new Associate Producer and Host of the station’s promotional interstitial, **Star Report**. She had been a Reporter with **Global News Saskatoon**... **Astral Media TVPlus** has appointed **Allan Hobbs** to National Account Manager at its new Toronto office. **Heather Athanasiou** has been appointed Sales Supervisor and **Debbie Golden** has been appointed Sales Coordinator... **Willard Cowan** is taking early retirement after 15 years as VP/GM of **The Shopping Channel** in Toronto. Cowan began his career as a Sales Rep at the old **Foster Hewitt** station, **CKFH Toronto**, in 1967... **Janet Gillespie** is the new VP, Marketing at **XM Canada**. Gillespie was most recently with **Palm Canada** as Director of Marketing. **Donald McKenzie**, the Sr. VP, Sales & Marketing, departed XM Jan. 11... **Anthony Cicione** has joined **The Fight Network** in Toronto as Sr VP Programming and Production. Most recently, Cicione was VP of Programming and Production at **The Score**... **Marlene Lone** is new Creative Director/Production Manager at **SUN TV (CKXT) Toronto**. Lone arrived from **Rogers Television** where she was the Acting Director of Creative Services... **Paul O’Neil**, ex Station Manager/Morning Show Host at **Newcap’s** newly-launched **Big Dog (CILB-FM) Lac La Biche**, has moved to Regina as APD/MD at the yet-to-be-launched **Astral Media Radio** station... Long-time **Canadian Women in Communications** staffer **Simone Bowen** has been promoted to Manager of Operations... **Newcap Television Lloydminster** Sports Director **Kelly Row** is moving to **CFJC-TV Kamloops** as a Sports Reporter. As well, late Night Sports Anchor **Jonathan Glasgow** is also leaving the Newcap station, bound for

NEWS DIRECTOR GLOBAL CALGARY

Reporting to the General Manager, the successful candidate will have strong news judgment and will maintain journalistic policies as well as design and develop creative concepts for daily news programming. As a member of the Management team, the News Director will participate in strategic planning and setting station policy with the General Manager and News Managers.

The candidate possesses excellent leadership skills and has proven initiative to get the job done. An excellent communicator, this person readily takes on difficult assignments and works well in a team environment. Preferred candidates qualifications include a minimum of ten years proven television news experience plus a university degree in a related discipline with a proficiency in Excel and MS Word.

The following is a paraphrase of the primary duties and responsibilities for this position:

- Responsible for day to day operation and administration of the Newsroom including, story selection, show line-up and story production
- Define and establish measurable strategic news objectives for the demographic news target audience and constantly monitor progress towards achieving these goals
- Analyze market research in News, Weather, Sports & Entertainment and implement ways to increase viewing audiences
- Manage and implement training for specialized equipment and cross training of Newsroom skills
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- Innovative thinker with the drive to create an atmosphere in the News Room that makes all News Staff work to provide the best news product in the extended Calgary broadcast market.

Interested applicants should send their resume and letter of interest (quoting posting number **CICT 12-67**) by February 15, 2008 to:

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employment outside the industry... New Drive Announcer at **JACK FM Calgary** is Dug Joy, ex of **BOB FM Winnipeg**. He succeeds **Beesley**, who joined the morning show at the soon to launch **Rawlco** station in Calgary.

TV/FILM: Several bids to purchase financially troubled **TQS**, the French-language TV network based in Montreal, might come forward but right now, none are on the table. That information was provided to a Quebec judge yesterday (Wednesday) before he granted a 45-day extension of creditor protection. Of the nine groups that have signed confidentiality agreements to access information, two have submitted letters of interest. A third is expected by Friday. There had been talk on Tuesday that **Rogers Communications** would buy the TQS TV stations in Montreal and Quebec City while **Radio Nord** would add TQS regional stations (Saguenay, Sherbrooke, Trois-Rivieres, and affiliates in Gatineau-Ottawa, Val-d'Or-Rouyn-Noranda, Rimouski and Riviere-du-Loup) to the ones it manages in Outaouais and Abitibi-Temiscamingue. Majority-owned by **Cogeco** (60%), TQS was placed under creditor protection last month. CTVglobemedia owns the remaining 40%... Meanwhile, Quebec Culture Minister **Christine St-Pierre** says **Radio-Canada** will have to shoulder much of the blame if the **TQS** television network is forced to shut its doors. St-Pierre, a former **Radio-Canada** Reporter, told a Quebec City gathering that if **Cogeco** decides to pull the plug on TQS, "we'll find a **Radio-Canada** bullet close to the heart." TQS says it is being negatively affected by the termination of an affiliation agreement for three stations with the French-language service of **CBC**. Radio-Canada says the Minister's remarks were surprising given that the market conditions have more to do with TQS's precarious financial footing. TQS lost about \$5 million in 2006 and owes \$68 million, including broadcast licensing fees... **Jim Shaw**, President of **Shaw Communications**, says he'll be giving the **CRTC** an earful next month when it holds hearings into the future of the **Canadian Television Fund**. In an interview after his company's annual general meeting in Calgary last week, Shaw said he thinks "... the thing's broken and has no accountability." The \$290 million fund, behind shows such as **Trailer Park Boys** and **Little Mosque on the Prairie**, saw Shaw and **Videotron** suspend their payments last winter and demand the federal review... **Canwest** CEO **Leonard Asper** says stockpiled programs will help tide over **Global** and **E!** stations as they face the continuing U.S. writers' strike. There have been fears that viewers will abandon their regular TV habits because new episodes aren't available but American advertisers say they are likely to hold onto nearly all the TV inventory they bought in the upfront for the second quarter even though lower ratings and program scheds are radically different than presented last May. This week most advertisers will have to declare how much they'll actually buy of the second-quarter advertising they agreed to take in the upfront. They have an option to cancel about 25% of that commitment but buyers say that if they opt out of their commitment, they face few alternatives and much higher prices... It's no secret that many Americans, when news is ultra important to them, will – instead of watching the home-grown versions – go to Canadian and British broadcasts. A new poll backs up that anecdotal evidence by slamming the U.S. news media on believability. The **Sacred Heart University** study found that just 19.6% of Americans surveyed say they believe all or most of media news reporting. That's down from 27.4% in 2003. The perception is growing among Americans that the news media attempts to influence public opinion -- from 79.3% strongly or somewhat agreeing in 2003 to 87.6% in 2007. Curiously, Americans surveyed in the poll say that the most trusted national TV outlets, in descending order, included: **Fox News** (27.0%); **CNN** (14.6%); **NBC News** (10.90%); **ABC News** (7.0%); local news (6.9%); **CBS News** (6.8%); **MSNBC** (4.0%); **PBS News** (3.0%); and, **CNBC** (0.6%)... **CP24 Toronto** on Monday began offering up the city's first local news at 5 p.m. Live At 5 is co-hosted by **Ann Rohmer** and **George Lagogianes**. **Bob McLaughlin** is VP/GM of CP24... Former **CBS News** Anchor **Dan Rather's** \$70 million lawsuit against the network continues in the discovery phase until a Jan. 23 conference among the involved parties, after a judge deferred ruling on CBS' motion to have the case dismissed. In the suit, Rather claims he became the "scapegoat" for a questionable report on U.S. President George W. Bush's National Guard service... Specialty channel **CosmoTV** launches Feb. 14. The hype from **Corus Entertainment** says the channel "offers women a sizzling backstage pass to men, style and sex..." **OWN (Oprah Winfrey Network)** will debut next year in nearly 70 million American homes – about two-thirds of U.S. homes with TV equipped with cable and satellite. It's part of a deal with **Discovery Communications** to replace the U.S. **Discovery Health Channel**. A channel with the same name is operated in Canada by **Canwest** but information on a name change here has not been made available.

RADIO: **Astral Media** reports its fiscal first quarter 2008 profits for the three months ended Nov. 30 rose 15% to \$37.5 million or 69 cents a share from \$32.6 million or 62 cents during the same period last year. Astral benefitted from the acquisition of **Standard Radio** in late October. Consolidated revenues rose 20% to \$198.7 million from \$165.1 million... **Canadian Satellite Radio Holdings**, operator of **XM Canada**, says it had a quarterly loss of \$16.2-million as revenue more than doubled compared with a year ago. The loss amounts to 34 cents a share for the three months ended Nov. 30, compared with the loss of \$23.9-million or 50 cents a share last year. Quarterly revenue was \$8.1-million, up from \$3.8-million last year... **CBC Radio** web pages will soon have display banners; ads said to be necessary to cover the increasing costs for streaming CBC Radio online and producing and distributing podcasts. In a memo to staff this week, CBC Radio head **Jennifer McGuire** said that

as a start-up strategy the current system served well. But, she wrote, it's not sustainable nor a formula for growth. Traditionally, CBC Radio has been commercial-free but last year, it began adding short sponsorship messages at the beginning of some of the 54 podcasts it produces... There will not be a **Rogers Radio** station in Parry Sound, at least not now. The **CRTC** turned down Rogers' application for a 10,000 watt FM'er that would program a Rock format because the town and surrounding area's year-round population base is too small to support both it and the long-time heritage station, **The Moose (CKLP-FM)**. Besides, said the Commission, 72% of commercial radio tuning in the Parry Sound District is to out-of-market stations, with **Rogers North Bay (CKFX-FM/CKAT/CHUR-FM)** now getting almost 41% of the tuning by 12+ Parry Sound listeners... **Dan O'Day**, internationally known lecturer on all things radio, will be the morning host March 6 at the **Radio Marketing Bureau's Crystal Awards** as he delivers "**Maximum Impact Radio**", challenging creative writers, producers and advertisers to engage themselves in generating superior and effective radio spots. Later, radio and TV comedienne **Judy Croon** is Host of the Crystal Awards which begins with a gourmet lunch. Click www.rmb.ca for info. The Crystals are at the Royal York Hotel, along with Canadian Music Week... The **New York Festivals** has issued its call for entries for the **2008 International Radio Broadcasting Awards**. Deadline is March 17. Details by clicking: <http://www.newyorkfestivals.com/main.taf?p=2,7>... At the **2008 International Consumer Electronics Show** in Las Vegas, reports **Fortune Small Business**, the next wave of hot gadgets will be radio. Not iPod portables, says the publication, but rather "**big, expensive desktop radios**." Radio's comeback, if you will, is attributable to the absence of big news from the show. Suddenly important, says the publication, is that there's a healthy niche of quality radios created by **Bose Corp.**, **Cambridge Sound Works**, and **Tivoli Audio**, among others. Radio is taking advantage of the public's growing hatred for complex electronics. Supporting that take on consumer opinion, one manufacturer says: "**We are betting that a beautiful looking, beautifully sounding radio will be a rifle shot in the market. Even better, it only has three buttons. Anybody can run it.**" **Opinion:** Canada's private broadcasters are in the business of selling advertising. How can commercial-free periods be a boon to business? Saying "We'll be back after the break" should be a firing offense. Stop regarding commercials as interruptions rather than as part of the overall program flow. Stations are on the air a full 60-minutes an hour. As such, you'd expect an hour's worth of seamless programming, including commercials. Perhaps sales people should question whether their clients are getting value for a 30-second spot crammed into a stop set (why are they called that?). Nor should we promote "commercial free". It's negative, akin to a butcher shop promoting vegetarianism or a billboard company planting trees in front of its signs. – **Dick Smyth** (*Concise opinion on Canadian broadcasting is welcome. Click [HERE](#).*)

Upcoming Events

Jan. 21-22

Canadian Digital Broadcasting Summit
2008. Toronto www.csua.ca

Jan. 25

The New Multi-Media Selling. Toronto
Info: angela@wensmedia.com

Feb. 5

Staying Tuned – BBM Canada. Toronto
www.bbm.ca/stayingtuned/

Feb. 11-12

TVB's SAC (Sales Advisory Council)
Conference. Toronto www.tvb.ca

Feb. 25-27

2008 NABA Annual General Meeting &
Conference. Atlanta
www.nabanet.com/agm08

Feb. 26

CWC Annual Awards Gala. Ottawa
www.cwc-afc.com

March 6

RMB's Crystal Awards. Toronto
www.rmb.ca

LOOKING: **Global Calgary** seeks a News Director. See the details in the ad on Page 2... Other jobs we've heard about include **PGTV Prince George** - Marketing Representative; **Newcap Lloydminster** - Senior Sports Anchor; **S-VOX Toronto** – General Counsel/Board Secretary; **Alliance Atlantis Toronto** – Director, Creative & Production, Digital Media - a Broadcast Technician (Transmission Services) - and a Broadcast Technician (Post & Studio Engineering Services); **CTV Ottawa** – Human Resources Manager; **CTV Toronto** – Senior Producer of News (CP24) - a Promo Producer (TSN) - and a Director, Program Planning; **CTV Calgary** – Assignment Editor; **CBC Toronto** – Executive in Charge of Production (Factual Entertainment) and a Chief Copy Editor (CBC.ca); **CHEX Television Peterborough** – Sales Manager; **Big West Country (CIBW-FM) Drayton Valley** – Morning Show Host; **Astral Media Radio Fort St. John** – Morning Show Host; and, **The Beat 94.5 Vancouver** – Retail Sales Manager.

NEW SUBSCRIBERS THIS WEEK INCLUDE: Joanna Newman, BC Children's Hospital Foundation, Vancouver. Welcome!

Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Thursday, January 24, 2008

Volume 15, No. 33

Page One of Three

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[Broadcast Dialogue Website](#)

RADIO: *Foundation Research*, in a recent study of 1,028 consumers, reaffirmed and discovered further evidence on why national and local advertisers turn to radio. Highlights include:

- *– Radio accounts for 1/3 of Canadians daily media time.
- *– Canadians increased their daily radio listening in the last year by five per cent to 2.3 hours a day.
- *– Hard to target groups like higher income adults and working women listen

to radio daily, spending more time with radio than any other medium.

*– Radio is the most compatible medium with the internet as 42% of adults 18-49 listen while on-line, either directly or streaming.

*– On average, 80% of Canadians listen while driving to and from a shopping trip and 60% identified radio as the last medium they were exposed to before a purchase occasion.

*– Radio ads are heard! Only 26% of adults indicated that they avoided radio advertising - the lowest of all media, 10 points lower than the closest competitor.

Radio Marketing Bureau President **Gary Belgrave** says the results “further support the role that radio plays

*within successful advertisers’ integrated media plans”... **CBC** is*

*applying to flip **CBU Vancouver** to*

*FM so as to improve **Radio One’s***

quality in the Greater Vancouver

area. The Corp. is proposes an FM

transmitter on Mt. Seymour at 88.1

for Vancouver and another

transmitter on Gabriola Island at

98.7 to cover the Sunshine Coast

area. In a separate application,

***CBC** also proposes another*

transmitter on Gabriola Island (at

104.1) to serve Nanaimo with Radio

One programming originating from

*Victoria instead of Vancouver...
Blackburn Radio has won the*

***CRTC’s** go-ahead for an FM*

transmitter in the city of Sarnia to

*carry its **CHOK Sarnia** to areas not*

properly served. It’s at 103.9 with

*power of 200 watts... **CFBN***

Toronto**, owned by the **Greater

***Toronto Airports Authority**, has*

had its licence revoked by the

***CRTC**. The station, which tried a*

business format (operated by others

on contract), failed and is no longer

*in operation... **CHIM-FM Timmins***

life 100.3
live it!

ANCHOR/REPORTER

If you have a passion for news, the Christian radio format, and at least two years experience we want to hear from you!

If you have an up-beat read, love to get out in the community, develop relationships with local dignitaries, work the phones and dig for important relevant local news, you are just what we need. LIFE 100.3 is a contemporary Christian Hot A/C station located in Barrie but reaches right across Central Ontario thanks to our repeaters in Owen Sound, Huntsville, and Peterborough.

Send your tape/cd/mp3 and cover letter/resume to:

Steve Jones, Program Director
LIFE 100.3
115 Bell Farm Road, Suite 111
Barrie ON L4M 4Y5
or click: steve@lifeonline.fm

Upcoming Events

- Jan. 25
The New Multi-Media Selling. Toronto
Info: angela@wensmedia.com
- Jan. 30 (11 a.m. EST)
Testing LTE Today - Live web seminar
To Register, click: [HERE](#)
- Jan. 31
Broadcast Research Council, Toronto
info: tkormann@tvb.ca
- Feb. 5
Staying Tuned – BBM Canada. Toronto
www.bbm.ca/stayingtuned/
- Feb. 11-12
TVB's SAC (Sales Advisory Council)
Conference. Toronto www.tvb.ca
- Feb. 25-27
2008 NABA Annual General Meeting &
Conference. Atlanta
www.nabanet.com/agm08
- Feb. 26
CWC Annual Awards Gala. Ottawa
www.cwc-afc.com
- March 6
RMB's Crystal Awards. Toronto
www.rmb.ca

has been denied a new transmitter at Cochrane. The **CRTC** says the station's owners have been non-compliant in the filing of annual reports and with a condition of licence requiring contributions to the CAB's former Canadian talent development (CTD) plan...

TV/FILM: Toronto television distributor **Oasis International** alleges that **CBC** intentionally withheld plans to sell a vast portion of the rights to its TV catalogue to a foreign buyer. But CBC Exec VP of English Services **Richard Stursberg**, in a letter to Oasis, said **Fireworks International** made the approach; that the Corp. had to move quickly; and that it didn't have time for an auction. International rights to roughly 700 hours of CBC programming were sold to Fireworks, owned by **ContentFilm**. The problem according to Oasis President **Peter Emerson** is that he met with CBC Exec Director **Fred Fuchs** Nov. 15 to discuss the distribution of CBC shows and was told nothing of the interest in selling the international rights. Meanwhile, **Canadian Film and TV Producers Association** President **Guy Mayson**, in a letter to CBC Chair **Timothy Casgrain**, asks the board to reject the deal... The **CRTC** has approved a bid for a 24-hour cable service devoted to finding escaped convicts, parolees-at-large and abducted children. Montreal businessman **Vincent G racitano**, in the face of steep opposition from cable operators, won the right to operate French station **Avis de Recherche** as a must-carry channel in Quebec. Cable and satellite subs will have a few cents added to their bills. Up until now, G racitano, who mortgaged his home to launch the channel three years ago, was forced to pay **Vid otron** more than \$15,000 a month to carry the service. The Commission is allowing the company to charge six cents a month per cable or satellite subs, roughly \$1 million a year for the channel... **Canwest** has final **CRTC** approval for the acquisition of **Alliance Atlantis's** broadcast assets. Conditions had been set in the Dec. 20 preliminary approval which,

says Canwest, have now been met... **Astral Media** has committed \$150,000 for the launch of a new scholarship program with the **Hot Docs Canadian International Documentary Festival**. The **Astral Media Emerging Documentary Filmmakers Scholarship Program** will allow 25 up-and-coming filmmakers from Quebec and B.C. to take part participate in professional and creative development opportunities at this year's Hot Docs Festival and Conference (April 17-27)... The **Canadian Olympic Committee** says it has applied for English and French TV channels that would show original programming focused solely on amateur competition in the hope of raising money for amateur sport. The COC is said to be aiming for mandatory carriage on a digital channel, charging subs 60 cents a month... Actress **Diane Keaton** dropped an f-bomb during an interview with **Diane Sawyer** on **ABC's Good Morning America**. It went live in the east last week but was bleeped in western time zones. Now, the **Parents Television Council** is calling for punitive action against ABC and another incident it cited -- raised middle fingers during a segment of **CBS's 60 Minutes**. PTC has called on its membership to file **FCC** complaints. FCC indecency policies led to a lawsuit by **Fox Television** which was won at the circuit court level by Fox. And right now, the **U.S. Supreme Court** is deciding if it will hear an appeal from the government... Coincidentally, the **FCC** just released a report on the top areas of consumer inquiries and complaints during the first half of 2007. Not surprisingly, the majority related to indecency. Of 151,008 complaints about radio and TV programming, 149,457 related to indecency... In what's seen as a step toward ending a 12-week walkout, Hollywood's striking writers have dropped demands for extended jurisdiction over reality and animation work and agreed to extend informal talks with Hollywood production companies. In a vote disclosed Tuesday, the West Coast guild also elected not to picket the Grammy ceremony, scheduled for a Feb. 10 broadcast. Formal negotiations between writers and producers broke off more than six weeks ago... **Opinion: "Broadband is the new specialty. Specialty is the new conventional. Conventional is the new AM."** – Former **CHUM Ltd.** President **Jay Switzer**. (Concise opinion on Canadian broadcasting is welcome. Click [HERE](#).)

GENERAL: **CBC-TV Ottawa** Reporter **Krista Erickson** has been transferred to Toronto after she was found to have fed questions to Liberal MP **Pablo Rodriguez** during the **Mulroney-Schreiber** hearings in December. CBC says her actions were "inappropriate"... **Astral Media TVPlus** is in a new Toronto office, sharing the same building with **Astral Media Mix**, **Astral Media Radio** and **Astral Media Outdoor**. New address is 2 St. Clair Avenue W., Suite 2000, Toronto M4V 1L6...

REVOLVING DOOR: **Jay Thomson** is new VP, Regulatory and Policy at the **Canadian Association of Broadcasters** in Ottawa. Most recently, he was Assistant VP, Broadband Policy with **Telus**. Previously, he'd been Legal Counsel and then Policy Analyst at the **CRTC** and VP, Legal and Regulatory Affairs at the **Canadian Cable Television Association**... MD **Earle Mader** is new PD at **CHUM Radio Halifax (CJCH/C100)**. He succeeds former PD **Terry Williams**... **Paul Sedik**, who had been Director, National Sales-French Broadcasting at **Alliance Atlantis** is now National Sales Director at **Astral Media TVPlus** in Toronto... At **Canwest Broadcasting**, a new senior organizational structure which follows on the heels of the **Alliance Atlantis** acquisition. Updates include: **Andrew Akman**, AA's former VP of corporate development and investor relations, is now Sr VP, Strategy and Chief Administrative Officer also overseeing Human Resources operations and policy, Information Technology, as well as Facilities & Administration at 121 Bloor Street (Toronto), the former AA headquarters; **Charlotte Bell**, Sr VP, Regulatory Affairs; **Errol Da-Ré**, former VP of sales at AA, is the Exec VP, Sales and leading the conventional and specialty TV sales teams, including the Marketing Ventures, Strategic Research, Digital Media and Revenue & Inventory Management teams; **Michael French**, CFO, leads the finance team for the combined business; **Walter Levitt**, most recently Canwest's Sr VP, TV marketing and previously with AA, is Chief Marketing Officer and leads brand strategy, promotion and publicity, also overseeing content distribution and co-marketing with cable and satellite companies; **David McCauley**, Sr VP, Human Resources, continues to oversee human resources strategy and operations in the Broadcasting Division; **Christine McGinley**, Sr VP, Operations, oversees 15 Global and E! stations, as well as On-Air, Engineering and Technical services for the combined Broadcasting business; **Barbara Williams**, Exec VP, Content, has responsibility for the acquisition, production and scheduling of content for all Canwest conventional networks, specialty channels and digital media platforms; and, **Steve Wyatt**, Sr VP, News and Information, continues oversight of editorial and operations for all Global and E! news rooms, including **Global National**. The new nine-member executive team will report to **CanWest MediaWorks** President **Kathy Dore**... **Donna Bevelander**, Sr. VP Engineering & Operations at **Alliance Atlantis** will leave her post at the end of January, and AA Sr VP of content, **John Gill**, is gone...

SIGN-OFF: **Don Wittman**, 71, in Winnipeg of cancer. For more than 40 years, Wittman's smooth baritone voice called some of Canada's most significant sports events. His was a familiar face on **CBC-TV**, doing play-by-play for **Grey Cups** and **Stanley Cups**, covering curling, golf and track and field. Importantly, Wittman was a fixture at both summer and winter **Olympics**.

LOOKING: **Life 100.3 Barrie** seeks an Anchor/Reporter. See the ad on Page 1 for contact info... Other jobs we've heard about this week include: **CTV Toronto** - Director of Programming (Animal Planet, Discovery Civilization, and Travel + Escape) and an Overnight Writer/Chase Producer (Canada AM); **CTV Winnipeg** - ENG Technician; **CTV Ottawa** - Account Executive; **CTV British Columbia** - Weekend Sports Anchor/Reporter; **Global Television Toronto** - Field Producer; **Global Television Maritimes** - Broadcast Technician; **Newcap Television Lloydminster** - Sports Anchor/Reporter, a Regional Reporter/Videographer and a Late Night Producer; **CBC Toronto** - Executive Producer (Fashion File); **CBC Windsor** - Reporter/Editor; **CBC Regina** - Senior Remote Area Transmitter Technologist; **CBC Montreal** - Unit Manager (French TV) and a Chief Editor, Television News; **Corus Radio Edmonton** - Creative Writer; **Newcap Radio Thunder Bay** - Creative Writer; and, **imsradio Toronto** - Business Development Account Manager.

SUPPLYLINES: **Joseph Nunn** has rejoined **LARCAN** as International Sales Manager, succeeding **Sean East** who moved to **Harris**... **CBC/Radio-Canada** will implement a new **Lawo** central audio router and control system for its radio production and distribution in Montreal.

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, January 31, 2008

Volume 15, No. 34

Page One of Three

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REVOLVING DOOR: Brad Phillips becomes VP/GM at **Astral Media Radio Vancouver** stations **95 Crave (CKZZ-FM)** and **CISL**, effective Feb. 18. He succeeds **Gary Russell** who retires this week (be sure to read Russell's Letter to the Editor in the Feb. edition of **Broadcast Dialogue** magazine). Phillips was most recently VP/GM of **CHUM Television's Citytv Vancouver** (now owned by **Rogers**), with responsibility for **A-Channel Victoria** (now owned by **CTVglobemedia**)... **Howard Slutsken** is the Interim GM at **Citytv (CKVU-TV) Vancouver**, succeeding Phillips... **Lesley Conway-Kelley**, VP/GM at **CHUM Radio Sales** in Toronto, has left that post to join **imsradio** in Toronto. Conway-Kelley, when she starts Feb. 18, will be Exec VP/GM... New Retail Sales Manager at **CJOY/Magic FM Guelph** is **Ian Clutton**. It's a promotion for Clutton who's been with the **Corus** stations for the past 20 years... **Tony Bitonti** of **A-Channel (CKVR-TV) Barrie** has been appointed Senior Producer at **CP24 Toronto**. He begins Feb. 11... **Cindy Witten** becomes the new head of the **National Film Board of Canada's** English-language production Feb. 25. She had been VP Content, **History Television** at **Alliance Atlantis**. Witten succeeds **Tom Perlmutter**, who last spring was promoted to be NFB's Chair and Government Film Commissioner... Long-time **JACK FM (CICX-FM) Orillia** ND **Heather Thompson** is no longer with the station. She is now employed in the local office of the area's Member of Provincial Parliament (MPP)... At **Citytv (CHMI-TV) Winnipeg**, new Director of Local Content is **Christine Ljungberg**, the

Upcoming Events

Jan. 31
Broadcast Research Council, Toronto
info: tkormann@tvb.ca

Feb. 5
Staying Tuned – BBM Canada. Toronto
www.bbm.ca/stayingtuned/

Feb. 11-12
TVB's SAC (Sales Advisory Council)
Conference. Toronto www.tvb.ca

Feb. 27
Broadcast Executives Society
Toronto. Info: ccorrado@tvb.ca

Feb. 25-27
2008 NABA Annual General Meeting &
Conference. Atlanta
www.nabanet.com/agm08

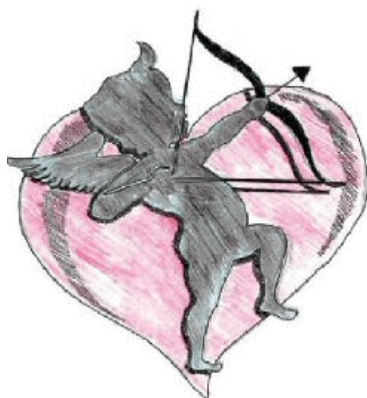
Feb. 26
CWC Annual Awards Gala. Ottawa
www.cwc-afc.com

March 3
28th Annual Genie Awards
Toronto Click: www.genieawards.ca

March 4
Albright & O'Malley's Pre-CRS Seminar
Nashville
Click: jaye@albrightandomalley.com

March 5-8
Rogers Wireless Canadian Music Week
Toronto Click www.cmw.net

March 6
RMB's Crystal Awards. Toronto
www.rmb.ca



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HAPPY VALENTINE'S DAY

Director of Operations. She'll fill the departed **Glen Cassie's** role until a permanent successor is found... **Amanda Young**, ex of **Dave FM (CJDV-FM) Cambridge**, becomes the new Promotions Manager at **JACK FM (CKIS-FM) Calgary** Feb. 11... The new **Canwest Broadcasting** Sales Leadership Team is comprised of: **Catherine Bridgman**, SVP, Marketing Ventures; **Kathy Gardner**, SVP, Integrated Media Research and Corporate Promotions; **Jennifer Holgate**, VP, Digital Sales; **Brad Kubota**, SVP, Revenue and Inventory Management; **Lori Legault**, VP, National Sales; and, **Greg McLelland**, also VP, National Sales who will oversee roughly half of the National ad sales teams. All will be reporting directly to Exec VP, Sales **Errol Da-Ré**... Following **Canwest's** acquisition of **Alliance Atlantis**, direct reports to the newly integrated Content division headed by **Barbara Williams**, Exec VP, Content are: **Steve Wyatt**, Sr VP, News and Information; **Phil Piazza**, VP, Content Acquisitions; (in Content Creation) **Karen Gelbart**, Sr VP, Lifestyle Content and **Christine Shipton**, Sr VP, Drama and Factual Content; (in Content Scheduling) **Daniel Eves**, VP, Strategic Programming, Specialty and **Zev Shalev**, VP, Strategic Programming, **EI**; **Andrew Janik**, VP, Program Operations; **Greg Treffry**, VP, Partner Development and Content Strategy; and, **Laura Tanner**, Sr VP, Digital Media.

SIGN-OFF: **Brian Hill**, 46, of injuries sustained in a car accident in the Peace Region of British Columbia. Hill, the News Director for **Astral Media Radio** at **CHRX-FM/CKNL-FM Fort St. John, CJDC/CJDC-TV Dawson Creek** and at **CKRX-FM Fort Nelson**, was in a taxi heading home from work when it was broadsided by a pick-up truck.



92.7 CKDR Dryden – a regional trading area of just 35,000 and a town with a population base of 7,700 – raised an average \$1,121 a minute during a five-hour “Scan-A-Thon” at the local Regional Health Centre. Between 8 a.m. and 1 p.m., morning Host Richard McCarthy and ND Mike Ebbeling anchored the effort to raise the money earmarked for the purchase of a CT scan unit.

RADIO: In the interests of promoting broadcast localism, the **FCC** is said to be considering a requirement that would see licensees “maintain a physical presence at each radio broadcasting facility during all hours of operation.” That would mean back to overnight talent on 24-hour American radio stations... The **Norman Agency** in Toronto has won the first **Mobius Statuette** presented to a podcast. The agency was recognized by the international Mobius Awards for advertising for three of its podcasts in the series, “*The CBS Report*,” created for **Canadian Broadcast Sales**... In case the **FCC** grants the merger of **XM** and **Sirius**, the **HD Alliance** wants a condition of licence to be that HD Radio technology be in all satellite radio receivers. And HD developer, **iBiquity**, would also like to see the **FCC** make a condition of merger the dropping of satellite companies’ exclusive arrangements with carmakers, suppliers and retailers and also be blocked from making any new exclusive deals.

TV/FILM: **CTVglobemedia** and **Canwest Broadcasting** have told the **CRTC** that cable and satellite providers (broadcast distribution undertakings [BDUs]) should have to pay local TV broadcasters for distribution of over-the-air signals. CTVglobemedia says “*compensation for carriage is essential*” if the company is to sustain the level of service it provides to local communities and its contribution under the Broadcasting Act. Not surprisingly, the BDUs have a different take. **Bell ExpressVu** says there’d be a serious negative impact for consumers, program producers and specialty/pay services and “*in fact, the only beneficiary would be the big broadcasting corporations themselves.*” CTVglobemedia also argues that cable and satellite providers that wish to provide out-of-market local TV stations thus allowing time-shifting should be required to get permission from the original broadcaster... The **Canadian Association of Broadcasters’** submission to the **CRTC’s** BDU hearing spotlights what it says private broadcasters want the Commission to address: Maintenance of the priority carriage requirements for all BDUs; confirmation of simultaneous substitution as an essential element of the BDU regulatory framework; adoption of new measures to resolve the distant signals issue once and for all; and, adoption of specific measures to ensure the prominence and permanence of the Small Market Local Programming Fund... **CBC/Radio-Canada** received Board approval to go ahead with the sale of international distribution rights and assets to **Fireworks International**. Financial terms have not been disclosed... At that same meeting, the **CBC** Board gave it’s approval to an application for a digital specialty channel devoted to amateur sports. CBC’s intention was announced just 24 hours after the **Canadian Olympic Committee** revealed that it had applied for English and French channels that would air original programming focused solely on amateur

carriage is essential” if the company is to sustain the level of service it provides to local communities and its contribution under the Broadcasting Act. Not surprisingly, the BDUs have a different take. **Bell ExpressVu** says there’d be a serious negative impact for consumers, program producers and specialty/pay services and “*in fact, the only beneficiary would be the big broadcasting corporations themselves.*” CTVglobemedia also argues that cable and satellite providers that wish to provide out-of-market local TV stations thus allowing time-shifting should be required to get permission from the original broadcaster... The **Canadian Association of Broadcasters’** submission to the **CRTC’s** BDU hearing spotlights what it says private broadcasters want the Commission to address: Maintenance of the priority carriage requirements for all BDUs; confirmation of simultaneous substitution as an essential element of the BDU regulatory framework; adoption of new measures to resolve the distant signals issue once and for all; and, adoption of specific measures to ensure the prominence and permanence of the Small Market Local Programming Fund... **CBC/Radio-Canada** received Board approval to go ahead with the sale of international distribution rights and assets to **Fireworks International**. Financial terms have not been disclosed... At that same meeting, the **CBC** Board gave it’s approval to an application for a digital specialty channel devoted to amateur sports. CBC’s intention was announced just 24 hours after the **Canadian Olympic Committee** revealed that it had applied for English and French channels that would air original programming focused solely on amateur

competition... With the transition to digital TV set for Feb. 17/09 in the U.S., a new survey from **Consumer Reports National Research Center** shows 74% of respondents who said they knew about it were also living under major misconceptions about its impact. For example, over half (58%) believe all TVs will need a digital converter box to function, 48% believe that only digital TVs will work after 2009 and nearly one quarter (24%) believe they will need to throw away all of their analog sets. The poll also found that 36% of Americans living in households with TVs are entirely unaware of the transition... **Astral Media** has bragging rights this year in that all 23 **Genie**-nominated feature films – in every feature film award category – was backed by it. The 23 movies all received support from **The Movie Network**, **Super Écran** or **Astral Media The Harold Greenberg Fund/Le Fonds Harold Greenberg**. The 28th annual Genie Awards will be presented March 3 in Toronto... **Corus Custom Networks** has launched **EyesOn TV** in Western Canada. The long-form infomercial channel showcases full-product demonstrations on Shaw digital basic tier channels in Calgary, Edmonton, Victoria, Winnipeg, Vancouver, Whistler and Kenora... **Fox** has sold its last in-game **Super Bowl** ad spot for the Feb. 3 telecast. Network sources say advertisers are paying about \$2.7 million per 30-second spot, with one sold for \$3 million.

GENERAL: The new owner of **Clear Channel Communications** is a private equity consortium led by **Bain Capital** and **Thomas H. Lee Partners**. In its approval of the \$27.4 billion buyout, the U.S. **Federal Communications Commission** concluded that there would be no harm done to competitors and that, in fact, the deal will improve competition. That's because the ruling requires the company to divest grandfathered clusters in 42 separate broadcast markets that violate the **Arbitron**-based local market definition rules that the FCC adopted in 2003. Staying with the company are CC CEO **Mark Mays** and President/CFO **Randall Mays**. They'll keep their seats on the new company's 12-person board of directors... The winners of the 2008 **Canadian Women in Communications** Annual Awards are: *Woman of the Year* -- **Ruth Kelly**, President and Publisher of **Venture Publishing**; *Mentor of the Year* – **Pat Solman**, VP, Customer Care, Consumer Markets Division, **MTS Allstream Inc.**; *Trailblazer of the Year* – **Julia Elvidge**, President, **Chipworks Inc.**; Chapter Leader of the Year: **Amélie Poulin**, Human Resources Manager, **Bell Canada**; and, *Employer of the Year*: **Golden West Broadcasting Ltd.**

SUPPLYLINES: **Geoff Smith**, VP Sales at **Delco Wire & Cable** in Woodbridge is retiring at the end of February... **Harris Corporation** has appointed **Syd Budhu** as the Regional Sales Manager for Ontario, based in Toronto. Before joining Harris in 2005, Budhu was with **Report on Business Television** (now **BNN**) as Director of Technology... **Richard Christensen**, a former Regional Sales Manager with **BSE Electronics** in Toronto, is now VP Sales at **MiraVid Inc.** of Richmond Hill.

LOOKING: **CHUM Radio Sales Toronto** - General Manager; **AVR/Magic 94.9/1450CFAB Kentville** – Sales Manager; **EZ Rock 97.3 (CJEZ-FM) Toronto** – Assistant Promotions Director; **Rogers Radio Halifax** – Account Manager; **Rogers Radio Squamish** – Afternoon Drive Announcer; **CKDQ Drumheller** – Station Manager; **CKSQ Stettler** – Morning Announcer; **CKUL Halifax** – Morning Show Co-Host/News person; **Teletoon Toronto** – Programming Assistant; **CTV Toronto** - Sr. Story Editor, Sportscentre; **CTV Victoria** - Human Resources Manager; **CBC Toronto** – Art Director, an Executive in Charge of Production, Factual Entertainment and a Director of Business Administration; **TVO Toronto** – Promo Producer/Director; **CBC Calgary** – Reporter/Editor; and, **CBC Saint John** – Reporter/Editor.



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