

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, July 3, 2008

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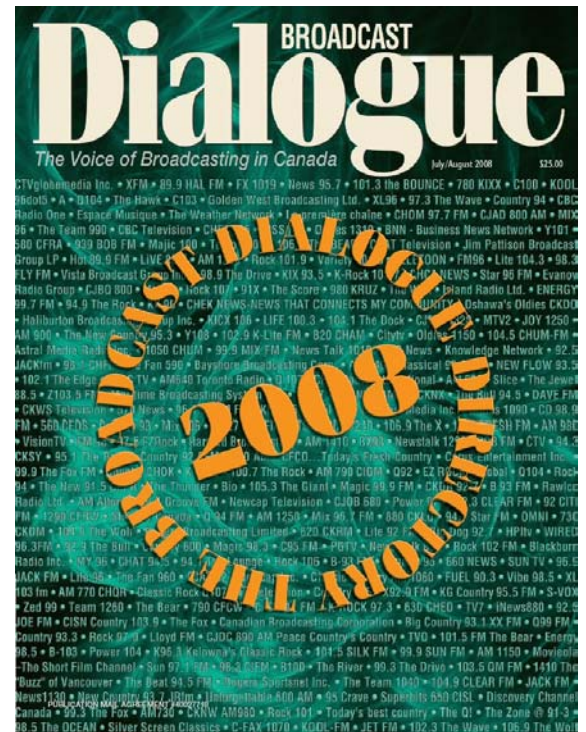
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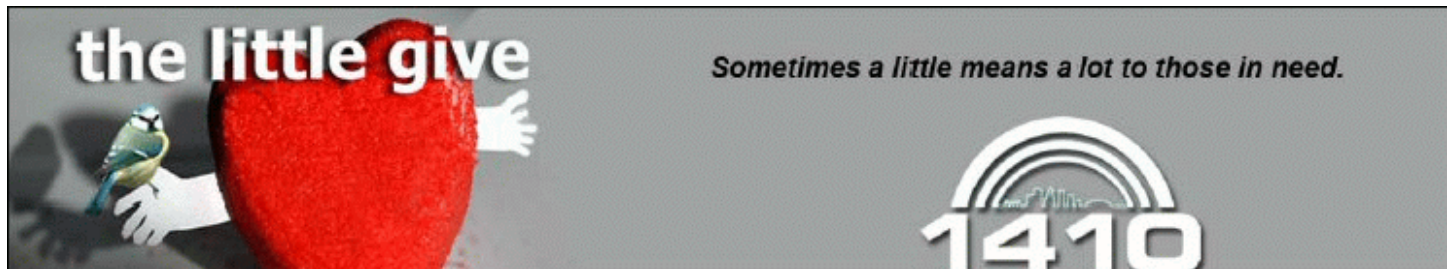
RADIO: The *Supreme Court of Canada* has thrown out a libel ruling against **Rafe Mair**, the then-*CKNW New Westminster* talk host. He was sued over allegedly "false and malicious" comments he made in 1999 about a woman who opposed the teaching of gay lifestyles in B.C. schools. The original trial judge accepted Mair's defence of fair comment but the *B.C. Court of Appeals* disagreed. The Supreme Court – in a 9-0 judgment – said the trial judge was right. There was no proof that Mair's dominant motive was personal malice, said Justice **Ian Binnie**, and thus "his expression of opinion, however, exaggerated, was protected by the law. We live in a free country where people

have as much right to express outrageous and ridiculous opinions as moderate ones"... **Golden West Broadcasting** has won **CRTC** approval to acquire **FREQ 107 (CFEQ-FM) Winnipeg** from **Kesitah Inc.** The transaction value was \$725,000. Golden West will continue the operation under the same terms and conditions as those under the previous ownership save for an increased news presence. Format is Alternative Rock... **CHRC Québec City's** sale to three local businessmen – **9183-9084 Québec inc.** – has been approved by the **CRTC**. The AM'er had been owned by **Corus**... **Anheuser-Busch (A-B)**, the American beer maker – and one of the U.S.'s strongest proponents of radio advertising – is cutting radio budgets for the second half of this year. In some cases A-B is eliminating spot-radio buys in many markets, affecting the likes of major broadcasters such as **Clear Channel** and **Emmis**. The cost-cutting is said to be an attempt to fight off a hostile takeover bid... **The Eagle (CKCH-FM) Sydney**, programming Country and majority-owned by Sydney businessman/GM **Barry Martin** (minority by **Newcap**), launched a couple of weeks back. The Eagle joins step-sister station (wholly-owned by Newcap) **The GIANT (CHRK-FM)**. GM/GSM there is **Dave Newbury**... **Chrysler** is making wireless Internet an option on its 2009 models. **UConnect Web**, as it's called, would also be able to stream audio. Some observers believe that given the option, drivers will opt to spend disposable income on subscriptions for car Internet as opposed to satellite radio because streaming audio would be free with the package. (Ed's note: This all assumes, of course, that the price of gasoline won't re-define driving habits and discretionary spending)... **Rush Limbaugh** has renewed through 2016 with **Premiere Radio Networks** and **Clear Channel Radio**. Because there are nearly 20 million weekly listeners on about 600 radio stations, Limbaugh's total package is valued at over \$400 million... It's true. One radio person can make a difference. Take **1410 The Buzz Vancouver's Shannon Nelson** who did mornings, for instance.. She started something called "the little give" by personally donating \$500.



OUR ANNUAL DIRECTORY OF RADIO, TV AND SPECIALTY SERVICES WILL BEGIN ARRIVING AT LOCATIONS ACROSS CANADA AND IN THE U.S. BEGINNING EARLY NEXT WEEK.

THIS IS THE ONE TO TUCK AWAY FOR QUICK REFERENCE TO CANADIAN BROADCAST OUTLETS.



That was quickly matched by her husband, George. From there, a snowball effect. Nelson's idea involved wanting to help someone directly, someone local and in need, instead of donating to a large charity. Not knowing who to give the money to, she put the idea out to her listeners. Responses rolled in from the all over the Lower Mainland and Vancouver Island. People want, she found out, to help others while reconnecting with their communities. Two ideas chosen (so far) were to assist a single mom and her two daughters in Cloverdale and to provide tents, clothing and a barbeque for homeless in Courtenay.

TV/FILM: Coming up on Monday (July 7), the **CRTC** will hear **CBC's** bid for an all-sports channel. But already there's a lot of heat coming from current sports specialties and the **Canadian Association of Broadcasters**. Interventions have been filed by **CTV-TSN**, **Rogers Media**, **Score Media** and **Maple Leaf Sports and Entertainment**, as well as CAB and **Bell ExpressVu**... The **CRTC** has approved the acquisition of the **TQS network** by **Remstar Diffusion Inc.** and allowed it to replace traditional newscasts with current-events programming. The change involves **TQS inc.** plus the purchase/licence renewals of the **CFJP-TV Montréal**, **CFJP-DT Montréal**, **CFAP-TV Québec City**, **CFKM-TV Trois-Rivières**, **CFKS-TV Sherbrooke**, **CFRS-TV Saguenay** and of the TQS network. The Commission says it took into account TQS' "precarious financial situation" when making its decision to allow the network to reduce the amount of local news on a short-term basis... Not surprising, new research conducted by **The Nielsen Company** for the **Cable & Telecommunications Association for Marketing** (CTAM) shows that while TV websites are growing more popular, most adults (94%) still prefer their TV sets. One-third of the adult broadband users surveyed said they had watched at least one TV show on the Internet. Of those, 82% said they went online to find a specific show that they'd missed when it first aired on TV. Nearly 40% of online viewers report using the Internet to get the scoop on actors and upcoming episodes... In Washington, the **Radio-Television News Directors Association** announced 2008's winners of the **Edward R. Murrow Awards**. The only Canadian winner – unlike regional awards – was **A-Channel (CKVR-TV) Barrie** for **Best Newscast, Small Market**.

GENERAL: Three new members have been appointed to the **CRTC** while **Leonard Katz** has been reappointed as Vice Chairman for a four-year term. The new full-time members are **Suzanne Lamarre** (Regional Commissioner for Quebec), **Steve Simpson** (B.C. and Yukon Region Commissioner) and **Louise**

Poirier (National Capital Region Commissioner). Lamarre has been a senior adviser to **CBC/Radio-Canada Montreal** in national and international strategy, planning, and regulation; Simpson began as Chairman of **Totally Hip Software** in 2001; and, Poirier most recently has served as a Gatineau city councillor since 1999. Before that, she managed **Tele-Quebec's** regional office in addition to being a member of its board... **CBC** Chief Correspondent and Anchor of **The National**, **Peter Mansbridge**, is to become an officer of the Order of Canada. His name was on the list of appointees released on Canada Day by Governor-General **Michaëlle Jean**. Recipients will be presented with their insignia at a later date... The **Canadian Association of**

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Broadcasters disputes the **Federal Court of Appeal** decision that overturned a **Federal Court Trial Division** ruling regarding Part II broadcast licence fees. Thus, the CAB has filed an application for leave to appeal to the **Supreme Court of Canada**. In Dec/06, the Federal Court Trial Division ruled that the **CRTC** Part II Licence Fees collected by the federal government were an illegal tax. The Crown appealed to the Federal Court of Appeal which ruled the fees are valid regulatory charges. The fees, which exceed \$100 million annually, go directly to the government's Consolidated Revenue Fund... Last Friday (June 27), the **Canadian Ethnic Media Association** celebrated the 30th anniversary of its founding with a gala awards and entertainment program in Toronto. Broadcast winners were: **CHIN Toronto** and broadcaster **Martin Silva**; **CHIN Ottawa** and broadcaster **Ernest Tannis**; **OMNI-TV Toronto** and Producer/Writer/Director **Grace Fusillo**; and, **Angie Seth**, Anchor/Reporter, **OMNI-TV Toronto** South Asian News.

REVOLVING DOOR: **Greg Orr** is the new GSM at **The Bear Ottawa (Astral Media Radio)** succeeding **Gary Perrin**. Orr had been Sales Manager at **A Ottawa (CHRO-TV)**. He left after the sales teams of **CTV Ottawa** and **A** were consolidated under CTV Ottawa GSM **Dan Champagne**... **Andrew Harris** is Promotions Director at **LiVE 88.5 Ottawa**. Harris, from outside broadcasting, succeeds **Jess Stevens** who moves to an on-air capacity... **Catherine Matheson** has been promoted from within to become the Regional Promotions Manager for the **Evanov Radio Group's Jewel**-branded stations in Toronto, Ottawa and Hawkesbury... **Libby Znaimer** is new ND at **AM740 (CHWO) Toronto**. She remains ND at **Classical 96 Toronto** and inherits AM740 duties since the station is now owned by **Moses Znaimer** and located in the same building as Classical 96... **Kapila Ratnayake**, most recently with **Vista Broadcasting** at Prince George, moves to **Rogers Calgary** next week as an Engineer... After seven years with **Teletoon**, VP Marketing **Leslie Krueger** will leave to pursue new challenges. She's on a three-week vacation now and, upon her return, steps will be taken to ensure a smooth transition to her successor... New Television Operations Supervisor at **Newcap Television Lloydminster** is **Michael Peterson**. It was a promotion.

SIGN-OFF: **Robert (Bob) Jeffrey Norton**, 86, in a Toronto hospital after a lengthy illness. Most recently, Norton served the broadcast industry as the veteran Client Rep for Mississauga-based **Applied Electronics** and did so well into his late 70s. In 1950, he joined **RCA** at Montreal and was involved in the launch of Canada's first public TV station, **CBFT-TV Montreal**. In 1998, Norton was the first recipient of the **Central Canada Broadcast Engineers Association's Ambassador of the Year** award. **Broadcast Dialogue** did a feature story on Bob Norton back in 1999. In it, writer **Daphne Lavers** said: "There is human wisdom and knowledge that can't be easily computerized, compartmentalized, stored or retrieved. It is ephemeral, transient - as are we all - and valuable. There are those fortunate enough to count among their colleagues such a one. And such a one is Bob Norton." To read the article, click [HERE](#).



LOOKING: Jobs we've heard about this week include: **Teletoon Toronto** – VP, Marketing; **Canwest Broadcasting Toronto** – Director Strategic Planning; **A Channel Victoria** - Creative Producer/Editor; **CBC Ottawa** - Director, Taxation, Strategic Initiative and Resources Planning, Corporate Finance and Administration; and, **The Score Television Network Toronto** - Business Development Manager, Digital Media.

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REVOLVING DOOR: *Rogers Broadcasting* President Rael Merson will pull the plug at year's end. Come Dec. 31, says Merson, it'll be time to take a look at what else is out there in life... **Gerry Noble**, a former President/CEO of *Global Television*, becomes CEO of *Peace Arch Entertainment Group* effective July 21. Noble, who will be based in Toronto, succeeds interim CEO **Jeff Sagansky** who remains as Co-Chairman of the Board of Directors together with **Drew Craig**... **Paul Palmeter**, a *Global Television* Anchor/Producer at Dartmouth, becomes Nova Scotia Premier **Rodney MacDonald's** Press Secretary at the end of July. Palmeter has been with Global since 1989... **Carolyn Thorn** has become RSM at *Corus Radio Hamilton (Country 95.3/900 CHML/Y108)*. Most recently, she was with *Astral Media* in Toronto as Manager, National Accounts handling *OMD*, one of Canada's largest advertising agencies... **Blair Rhodes** is the new PD at *K-Rock 105-5 (CKQK-FM Charlottetown)*, succeeding **Rob Johnson** who moved as PD to *KOOL 96dot5 (CKUL) Halifax*... **Don Wright**, VP Labour Relations at *Global Vancouver*, leaves his post after 25 years to pursue a new opportunity in the health care industry... **Scott Clements** is the new Operations Manager at *FX101.9/89.9 HAL-FM Halifax*. He also takes on the Director of Programming job for the *Maritime Broadcasting System*. He had been with *MBS Moncton*. **Mike Cranston**, who had been the Acting Ops Mgr, resumes his responsibilities as Director of the *Maritime News Network*... **Jeremy Paige**, who joined *Astral Media Radio Terrace* as PD/Radio Operations Manager BC Northwest in March, is about to leave the company for interests outside broadcasting... **Patrick Olsen** joins *Corus Radio Kitchener (107.5 DAVE FM/91.5 The BEAT)* as Promotions Director July 28. He moves from *Corus London* where he's been Promotions Coordinator the past five years... **Dave Stevens** has been appointed GM at *MySpace Canada* in Toronto. Most recently, he had been VP of Product Management and Strategy at *Canwest Digital Media*. Before that, he'd been with *Rogers Television* and *Country Music Television*.



PROMOTIONS
DIRECTOR
96.3 CAPITAL FM
EDMONTON

Would you like to be a part of the hottest station to hit the Edmonton airwaves in years? Does the idea of living in a thriving (oil) city with a booming (oil) economy sound (oil) enticing? Are you up to the challenge of helping to build a champion in the City of Champions?

RESPONSIBILITIES:

- Be a strategic partner in the Promotional & Marketing areas of Edmonton's Greatest Hits, 96.3 CAPITAL FM
- Know and love music from the 60s to the 80s
- Understand the lifestyle of Oldies and Classic Hits fans in Edmonton
- Provide promotional support to the Sales Department
- Enjoy working and playing hard.

QUALIFICATIONS:

- Minimum of 2+ years experience in a similar capacity
- Out of the box thinker with a valid driver's license
- Strong communication and organizational skills
- Better writing skills than the person that wrote this
- Excellent problem solver in a fast-paced environment
- Team player with a positive attitude
- Experience with Microsoft Office or comparable Windows program
- Be passionate about radio and the Edmonton Oilers.

Forward Resume in Confidence to:

PATRICK CARDINAL
OPERATIONS MANAGER
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2394 WEST EDMONTON MALL
8882-170 ST
EDMONTON AB T5T 4M2
Email: pcardinal@newcap.ca

IGN-OFFS: Leonard (Len) Bramson, 83, at *Sunnybrook Veterans Hospital* in Toronto. He was President/CEO of *Telemedia Broadcasting Systems* and brought *Major*

League Baseball on-air talent **Tom Cheek** and **Jerry Howarth** to Canada doing colour and play-by-play for **Toronto Blue Jays** games. Bramson is also responsible for recruiting **Joe Bowen** to do Telemedia's **NHL** play by play. He left Telemedia in 1990 to become President of **The Movie Network...** **Conrad Hoddinott**, 63, of leukemia in Winnipeg. Hoddinott's last job in broadcasting was as the Supervising Editor-Audio at **Broadcast News** in Toronto where he was an integral player in launching and delivering BN's hourly newscasts to BN Audio subscribers across Canada. In the 80s, he moved to Winnipeg and opened the first of his two **Japan Camera Centres...** **Pete McNabb**, 80, at Lindsay, Ontario. McNabb, the long-time proprietor/GM of **CKLY Lindsay**, owned the station from 1961-1986 before selling it to his son, **Andy**. CKLY, now ID'ed as **Bob FM**, is owned by the **CHUM Radio** division of **CTVglobemedia**.

TV/FILM: Toronto-based **Entertainment One Ltd.** is acquiring movie and TV production houses **Blueprint Entertainment** of Los Angeles and **Barna-Alper Productions** of Toronto. It's also taking over TV distributor **Oasis International** (offices in Toronto and Los Angeles) and **Maximum Films**, a film distributor co-founded a year ago by Producer **Robert Lantos**. Lantos is an insider of all four of the acquired companies and will join the board of Entertainment One. **Patrice Théroux**, ousted two years ago as CEO of Alliance Atlantis-owned Motion Picture Distributors, is CEO of Entertainment One. Lantos will continue to produce movies through his boutique playground, **Serendipity Point Films**, and now E1 will distribute and sell them. As one pundit noted: What may be most significant ultimately is that for the first time since 1998, Canada appears to have a strong film company capable of producing movies and TV shows here and selling them to the rest of the world... Conventional TV revenues declined in 2007 while pay and specialty TV revenues continued to climb. Specifically, says **Statistics Canada**, ad revenue increased by 1.8% in 2007, the smallest growth in 10 years. Pay TV had the strongest growth, driven largely by pay-per-view and video-on-demand; up 25.8% last year to \$197.8 million. Specialty TV also had a strong year, with revenues up 8% on increases in ad income and subscriptions. Pay and specialty accounted for almost 85% of private TV profits in 2007. Conventional TV accounted for 55.9% of all TV broadcast revenues in 2007... A new study, conducted by Toronto-based **Two Solitudes Consulting**, indicates that Canadians are turning on, tuning in and watching traditional U.S. TV shows on the Internet. Author of *Changing Channels: Alternative Distribution of Television Content Study* **Alan Sawyer** says a lot of Canadians are using illegal peer-to-peer broadcasting to access programming because they aren't being offered sufficient alternatives. Traditional TV audiences are eroding, he says, as viewers, especially younger ones, turn to the Internet and mobile devices for content. Major American broadcasters are making between up to 80% of their non-news evening and primetime programming available in full-episode format on-demand on their websites while CTV offered 24% and Global 15% during the study, was done in January. The study was done for the **CRTC** as it prepares for new media hearings next year... **NBC Universal** (NBCU) says it has purchased **The Weather Channel** (U.S.) and **weather.com** from **Landmark Communications**. The price is believed to be near \$3.5 billion. Two private equity funds, **Bain Capital** and **The Blackstone Group**, joined NBCU in the bid... **CTAM Canada** (**Cable and Telecommunications Association for Marketing**) has a seminar coming up July 15 in Toronto looking at advanced advertising solutions on cable. Participants include **David Downey**, President/CEO of



HELP US REACH THE PEAK!

The Jim Pattison Broadcast Group is getting ready to launch **Vancouver's** newest and most unique radio station, **100.5 The Peak**.

We're going to build a radio station that's innovative, unpredictable, clever and respectful of both the music and our new listeners.

Want to be part of something special? We are now accepting submissions for:

- on-air, programming and news
- sales
- promotions coordinator
- features producer/web supervisor
- traffic reporter

We're looking for dedicated professionals with a will to win and a desire to be part of a special team in a very special city. Please forward your submission to talent@thepeak.fm and indicate in the subject line what position you are applying for.

We thank you for your interest but will only respond to short-listed candidates.

AS PART OF THE JIM PATTISON BROADCAST GROUP'S EMPLOYMENT EQUITY POLICY WE WELCOME APPLICATIONS FROM PEOPLE WITH DISABILITIES AND PEOPLE OF ALL CULTURAL AND ETHNIC BACKGROUNDS.



INVIDI Technologies Corp., a panel that sees **Rogers Communications** Chief Strategy Officer **Mike Lee** as moderator of Downey, **Walter Levitt** (CMO, **Canwest Broadcasting**), **Mike Garrow** (Senior VP, Strategy, **The Fight Network**), **David Purdy** (VP, Video Product Management, **Rogers Cable**), and **Bob Rheume** (VP, Policy & Research, **Association of Canadian Advertisers**). For info, click jean-pierre.caveen@cogeco.com.

GENERAL: Rogers Communications CEO **Ted Rogers** has been named the recipient of the *Ernst & Young Entrepreneur Of The Year 2008 Ontario Lifetime Achievement Award*. The presentation will take place at a Toronto banquet in October... The **Interactive Advertising Bureau of Canada (IAB)** says online ad revenues climbed 38% to \$1.2 billion in 2007. That's up from \$900 million the year before and well up over 2003's total: \$237 million. Of the \$1.2 billion in 2007, about \$260 million was received by French Canadian online properties, representing year-over-year growth consistent with the rest of the Canadian market. The IAB also said that hiring and retaining qualified staff and the current economic climate are the two biggest challenges facing the industry during the rest of the year... **Corus Entertainment** reports net income of \$37.7 million in its third quarter ended May 31, up 27% from \$29.6 million in the same quarter last year. CEO **John Cassaday** says the three-month revenue was \$207.8 million, an increase of 5% from \$197.6 million a year ago. Per-share net income increased to 45 cents from 34 cents... **CW Media Holdings**, a **Canwest Global Communications** subsidiary, has raised US\$312 million in an issue of notes to fund the purchase of Alliance Atlantis. CW issued the 13.5% notes that are due Aug. 15, 2015. It says the net proceeds, together with cash on hand, have been used to repay in full the US\$331 million outstanding under its interim and term senior unsecured credit facility... Meanwhile, **Canwest Global** has decided not to sell its majority stake in **Australia's Ten Network Holdings Ltd.** Canwest owns 56% of Ten and, by holding on, will likely see that stake raise to a bit more than 62%. Ten Network's shares have fallen by nearly 50% in the past year, prompting it to start the buyback in hopes of giving the stock a boost... The **Central Canada Broadcast Engineers Technologists and Technicians (CCBE)** has changed the name of its *Ambassador of the Year Award* to honour the late **Bob Norton** who died last week in Toronto at 86. It was Norton who was the original award recipient back in 1998. Beginning at the 2008 CCBE convention this fall, it will be known as *The Bob Norton Ambassador of the Year Award*.

RADIO: K-Rock (CIRK) Edmonton has reverted back to its old I.D. – **K-97** – although the Classic Rock format remains. PD **Gruff Gushnowski** says “K-97 was the station I listened to when I was growing up in Edmonton. Even today, my friends always referred 97.3 as K-97. I am ecstatic to give the city of Edmonton a part of its heritage back. I have no doubt that Edmontonians will embrace it”... At **C-FAX Victoria**, a protest Tuesday morning from a few dozen people annoyed about what they call “the corporate media agenda”. A local activist claims the C-FAX content, and that of all the other stations, is driven mainly by monetary interests and that stations should be subject to more scrutiny. B.C. **Green Party** leader and Esquimalt Councilor **Jane Sterk** was there to lend her support, saying citizens are being sold short by the media as a whole. Huge stories are being left uncovered, she says, citing the activities of Canadian troops in Afghanistan, as well as the security and prosperity partnership... **Corus Entertainment**, the owner of **AM 940 (CINW) Montreal** – formerly 940 News – has seen a

complaint filed by the **Communications, Energy and Paperworkers** union which describes the format switch from news to Greatest Hits as “a violation of licence commitments”. CEP National Rep **John Caluori** says, “to go from all-news to oldies deprives Montrealers of diversity of information and a clear abandonment of obligations to audiences through the CRTC. It is yet one more case of the erosion of news and information”... While **CHSC St. Catharines** is still on the air, it's not broadcasting from its usual address. Apparently the building is closed and equipment has been removed. **Fabrizio Pellegrino** is President... The **CBC's Anne Lagacée-Dowson** is on a leave of absence from her Quebec-wide *Radio Noon* show as

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she considers running for federal office. The **NDP** asked her to run for the party in the riding of Westmount-Ville-Marie. A federal byelection is expected to be announced shortly to fill an empty spot.

LOOKING: *Newcap Edmonton* seeks a Promotions Director for its **96.3 Capital FM**. For details, see the ad on Page 1... *The Jim Pattison Broadcast Group's* new **The Peak Vancouver**, soon to launch, seeks a number of people for various positions. See the ad on Page 2... Other jobs we've heard about this week include: **CKX Brandon** - Chief Engineer; **Astral Media Radio**, BC North (**CJFW-FM/CFTK/CKTK-FM Terrace** and **CHTK Prince Rupert**) - Ops Mgr/PD; **News Talk Radio (Rawlco) Saskatchewan** - Journalists; **Astral Media Radio London** - Promotions Director; **CHOM-FM Montreal** - Program Director; **C-FAX/KOOL FM Victoria** - Newscaster; **Corus Radio London** - Promotion Coordinator; **CFFX FM/CFMK FM/LITE 104.3/FM96 Kingston** - Promotions Coordinator; **Rogers Radio Halifax** - News Anchor; **Canwest Broadcasting Toronto** - Financial Analyst - Programming; **CTV Toronto** - Director of Communications; Technology Manager, Development; Manager of Transmission Engineering; **CTV Winnipeg** - Engineering Technician; Supervising News Producer; **CBC Toronto** - Manager, TV Network Schedule Planning and Inventory; **Corus Television**, Adult Division Toronto - Contract Manager; **Global Television Edmonton** - Maintenance Technician; **CHCA News Red Deer** - Maintenance Technician; **The Score Toronto** - Associate Producer; and, **Citytv Toronto** - Assignment Editor.



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