



# BROADCAST Dialogue

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**PROMOTIONS:** Broadcasters across Canada have been working, and continue to work, toward the goal of bringing some relief and shelter to the country's homeless. You've read of such efforts on these pages before. This week, we spotlight **HITS 103.5 Toronto** and **Global Television**. Global, in support of **Raising The Roof** (Canada's only national charity solely dedicated to finding long-term solutions), is devoting the entire month toward raising awareness and funds. PSAs by **Traders** star **Patrick McKenna** will feature the toll-free phone number to encourage people to donate. At **HITS 103.5 Toronto** next weekend (Dec. 12), people will get a taste of what homelessness is all about - "the real-life experience of sleeping on the street". The station will stage a "sleep over" in the parking lot and sidewalk adjacent to its administrative offices to support **Project Warmth**, a non-profit organization providing sleeping bags and blankets to Toronto's homeless. Expected to participate are entertainment industry special guests, politicians and Toronto Police Services. An on-air sell line gives listeners a chance to "sleep with the Hits Girls and DJ Personalities"... **Moosehead Breweries** of Saint John launches a promotion this month that promotes its brand as well as East Coast music. Moosehead is giving away CDS, each featuring three East Coast bands and a variety of music, including traditional, dance/hip hop/blues, pop/rock and a Francophone Acadienne musical selection. The five CDS will be available, one at a time, in 12-packs of Moosehead sold throughout the

Maritimes. The CDS will be promoted using radio ads. **Morel Promotions**, based in Halifax, developed the plan.

**REVOLVING DOOR:** **Kris Rodts** joins **Nornet Broadcasting** in Edmonton as Director of Engineering at month's end, making the move from **Rogers Broadcasting...** **Mix 96/K-Rock 97.3/CFCW Edmonton** Production Manager **Jason Bobier** is leaving at month's end. In from **Power 92/630 CHED** is **Marc Libiron...** **Irv Weinstein**, **WKBW-TV Buffalo's** long-time anchor, will retire Dec. 31... **Sylvie Courtemanche** is new Senior VP, Specialty and Regulatory Affairs, at the **Canadian Association of Broadcasters** in Ottawa. She had been with the **CRTC** in legal services from 1991-97... **Universal Pictures** Chairman **Casey Silver** was forced to resign Monday. It was the second high-level corporate casualty this month at the studio controlled by Montreal-based **Seagram Co.** He was pushed out exactly two weeks after Seagram ousted Silver's boss, **Universal Studios** Chairman/CEO **Frank Biondi...**

**MARKETING:** Even as **BBM's ComQUEST Research** reveals usage of the World Wide Web by Canadian adults has jumped from 19% to 26% in the past year, **Look TV**, the wireless cable service that recently began operating in the Toronto area, said it plans to offer high-speed Internet access to its customers as well. ComQUEST says 32% of Canadian

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adult men and 19% of adult women (6.3 million Canadians in total) report using the Web at least once during the past week but — of first-time users — women appear to be finding the Internet more quickly than men: women's weekly usage having increased 36% over the last year compared to a 28% increase for men over the same period. Meantime, over at Look, Exec. VP **Paul Lamontagne** says customers access to the net will be at speeds more than 50 times what they're used to... A study commissioned by **YTV Canada** reveals that Canadian children between the ages of nine and 14 have a discretionary income of \$1.5 billion, up from \$1.4 billion in 1997...

**RADIO:** Last week we told you about **Telemedia's** purchase of the **Radiocorp** Hamilton and London stations. This week, also from London, comes word that **Blackburn Radio's CFPL/CFPL-FM** are once again on the market. **Ernst & Young Corporate Finance** has been engaged to assist in the sale. CFPL/CFPL-AM are in a Local Management Agreement (LMA) with **103.1 the Hawk**, which is not involved in the sale but will remain a partner within the LMA... After **Nick Frost's SILK-FM Kelowna** applied for a second FM licence in that city (for the proposed **Q102 Today's Country**), the **CRTC** issued a Call For Applications. Deadline was last Thursday. Frost says there's been another application, a flip of **Okanagan Skeena's** AM Country station (**The Bullet**). Frost believes the CRTC's current deliberations of recent policy hearings could delay a public hearing for the Kelowna applications possibly as long as June... After **Power 92 Edmonton** gave away \$100,000 and **SILK-FM Kelowna** forked over \$101,000 to one winner, **MIX 96 Edmonton** has upped the ante. It gave one winner \$101,096. **Guinness Publishing** is reviewing the documentation for inclusion as the world record for the largest one-time payout in radio history... The **CRTC** has approved **CFLG-FM Cornwall's** application to bump power from 9,500 watts to 30,000 watts... **Barry Norman** of **EZ Rock 105.9 Orillia** just celebrated 35 years at the station. It was the Monday after Friday's assassination of US President **John F**

**Kennedy** when Norman walked through **CFOR Orillia's** front door. Since then, he's spent the majority of his career in Sales, but also did stints as GSM, GM, Sportscaster, and Play-by-Play Announcer. Some call him "Mr. Orillia", but the nickname that's stuck over the years is, "Barely Normal"... **CHIN Toronto** President **Johnny Lombardi** celebrates his 83rd birthday tomorrow (Friday), Dec. 4... **BBM's Return To Sample (RTS)** study, comprising a database created from all fall '97 and spring '98 diary respondents, boasts a margin of error better than +/- 3%. Response rates for the three markets surveyed (Toronto, Vancouver, & Victoria) is as high as 80%. One of the RTS primary functions is to demonstrate the overall power of radio. Some highlights, using a base of A12+, are: **TORONTO** \* 74.3% of people (2.94 million) change channels when an ad comes on TV. Radio reaches 94.2% of this group. \* 52.8% of people (2.09 million) won't use the flyers inserted into daily newspapers. Radio reaches 92.9% of this group. \* Radio reaches 1.67 million people who did not read the newspaper yesterday. \* 525,000 people access radio station websites. The demos most likely to do so are, in order, 12-17, 18-24, 25-34. \* For people who are likely to move within the next two years, **MIX 99.9 Toronto** delivers the top reach, followed closely by **CHUM-FM Toronto** and **Q107 Toronto**. The survey also suggests which area of the city each station's listeners are likely to move. \* For people who have used for the Internet for 6+ hours during the past week, Q107 delivers top reach, followed by MIX and **CHFI-FM Toronto**. \* For people likely to purchase/lease a vehicle in the next 12 months, CHFI-FM leads, followed by MIX and CHUM-FM. \* For people who say "advertising is an important source of information to me", CHFI-FM leads, it is important to look at ethnic breakdowns. The wisdom of **EZ Rock Toronto's** multilingual liners becomes apparent. It is in a tight race with CHFI-FM and **680News Toronto** for top reach of households with a home language of Chinese. **CBC** stations do poorly with all ethnic groups. \* The highest reach of 13+/week beer drinkers is delivered by Q107. \* Cell phone users highest reach is at CHFI, followed by

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CHUM-FM and the MIX. **VANCOUVER** \* 73.8% of people (1.28 million) change channels when an ad comes on TV. Radio reaches 94.6% of this group. \* 50.6% of people (880,000) won't use the flyers inserted into daily newspapers. Radio reaches 93.7% of this group. \* For people who are likely to move within the next 2 years, **Z95.3 Vancouver** delivers top reach, followed by **CFOX-FM Vancouver** and **CFMI-FM Vancouver**. \* For those who've used the Internet for 6+ hours during the past week, Z95.3 delivers the top reach, followed by **CKNW Vancouver** and CFOX-FM. \* For people likely to purchase/lease a vehicle in the next 12 months, CKNW leads, followed by the Z95.3 and the FOX. \* For people who say "advertising is an important source of information to me", Z95.3 leads, followed by CKNW. \* Vancouver's Chinese community is significant and growing quickly. Z95.3 followed by **CHQM-FM Vancouver** and **97 KISS-FM Vancouver** lead the way for top reach of households with a home language of Chinese. Again, the **CBC** stations do poorly with Chinese listeners. \* Cell phone users are reached the most by Z95.3, followed by CKNW and CFOX-FM. **VICTORIA** \* 70.1% of people (224,000) change channels when an ad comes on TV. Radio reaches 93.7% of this group. \* 46.1% of people (147,000) won't use the flyers inserted into daily newspapers. Radio reaches 91.9% of this group. \* Radio reaches 130.6 thousand people who did not read the newspaper yesterday. \* For people who are likely to move within the next two years, **CKKQ-FM Victoria** delivers top reach, followed by **CIOC-FM Victoria** and **CFAX Victoria**. \* For people likely to purchase/lease a vehicle in the next 12 months, CKKQ-FM leads, followed by the CIOC-FM and CFAX. \* For people who say "advertising is an important source of information to me", it's tight between CFAX and CKKQ-FM. (With thanks to **David Bray** at **RadioWorks** Toronto)... **David Margolese**, a 41-year-old Vancouver native and university dropout whose company, **CD Radio**, is one of the **Nasdaq** market's shining stars, is about to launch the first satellite-to-car radio service in the United States. Barring tech problems, the company will use four satellites to deliver digital music programming to subscribers in the spring of 2000. CD Radio estimates there are 200 million cars and light trucks on US roads. Those who subscribe (at \$9.95 a month plus a one-

time installation fee of \$189 for a window-mounted antenna the size of a silver dollar and radio card that plugs into your existing car radio) will be offered 50 channels of advertising-free music. Says Margolese, "We're attempting to do for radio what cable did for TV." The company has a market value of almost \$US900-million and, in the past 18 months, has raised about \$450-million of equity and an equal amount of debt... At noon today (Thursday), **Fairchild Radio Toronto** President/CEO **Thomas Fung** will announce the establishment of the Fairchild Scholarship at the **Ryerson School of Radio and Television Arts**. The scholarship intends to encourage the development of multicultural awareness and understanding among individuals entering the broadcast industry...

**GENERAL:** Chairman/CEO and founder of **Shaw Communications Inc.**, **JR Shaw**, earned a \$3-million cash bonus this year in addition to the \$900,000 salary. His son, **Jim**, Shaw's COO got a \$200,000 cash bonus and a \$125,000 raise, taking his annual salary to \$750,000. **Peter Bissonnette**, Sr. VP of Operations at **Shaw Cablesystems**, got a raise of \$100,000, taking his salary to \$400,000. He also got a bonus of \$100,000 for the second year... The **North American National Broadcasters Association** (NANBA) Board and Advisory Council has agreed to shorten its name by a word, dropping "National". New acronym is **NABA**... The



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**Canadian Women in Communications** (CWC) head office moves, effective Dec. 15, to 67 Yonge Street, Toronto M5E 1J8. Phone, fax and E-mail remain the same...

**TV/FILM:** A federal tax problem, that would hit **CanWest Global Communications** with a \$100 million tax bill, has forced **Shaw Communications** and CanWest into talks of restructuring the deal they made in September to split up the assets of **WIC Western international Communications**. Shaw President **Jim Shaw** said there are no assurances the new talks will lead to a new deal. But CanWest CEO **Peter Viner** says he remains optimistic. "We met last week," he says, "to identify a second proposal - which we did - and our advisors and Shaw's advisors are crawling all over it this week"... Foreign sales of domestic TV shows led to record-breaking revenues and profits last year (fiscal 1997), revenues reaching \$1.3 billion and profits up 43% to \$85.9-million. Exports now account for more than a third of the sales revenues from TV shows and movies. Foreign buyers spent \$361.5 million on Canadian material last year, up almost 13% from the previous year. About two-thirds of it was from sales of TV shows... There's been talk of backing the dates for the annual **CAN PRO** convention by a week. So far, it's still scheduled for March 27-29 in Ottawa. We'll keep you posted... There was a brouhaha in Alberta over **CBC-TV's The National** not mentioning that Edmonton had successfully bid for the 2001 World Track and Field Championships. New CBC-TV Alberta Regional Manager **Joe Novak** asked Toronto why not. He was told by National News Senior Producer **Don Knox** that "it was a very tough call but there's only 22 minutes for actual news on any given day." The National producers passed on the story, Novak is quoted as saying, because they knew it would be reported on all regional news shows (including the French network) and **Newsworld**. But the National did promise to provide "constant coverage leading up to the event," says Novak. CBC-TV is the host broadcaster... **NBC** will buy a minority stake in **iVillage.com**, the #1 rated online US network geared toward women. NBC says it wants to strengthen its

place on the Internet and among female audiences... From **Gary Dunford's Toronto Sun** column Tuesday: *Shades of Babe! Are those the squeals of media piglets we hear, now that CBC Newsworld no longer pays print journalists a fee for appearances? Are a few famous bylines so distraught they will deny their talking heads to the cable nation? Some Ottawa-based pundits made thousands annually for their turns. One weasel wonders if that was why the CBC often lucked into such positive print coverage. Now that the freelancer faucet is off, will news of Mother Corp turn darker? In the wake of the Milewski debacle, is such a prospect even possible?*

**EDITOR'S NOTES:** **Broadcast Dialogue's** weekly will not be delivered Dec. 24 nor Dec. 31. The newsletter returns Jan. 7... Meantime, the December/January edition of **Broadcast Dialogue**, the magazine, is now in the hands of the mailing house and the post office. Look for it shortly... On other business, the hard-cover and regularly updated **The Broadcast Directory**, which all subscribers have been working with for the past 1½ years, will be available early in the new year at our website: [www.broadcastdialogue.com](http://www.broadcastdialogue.com). With this Internet availability, changes can be made daily rather than every 45 days (as was the case with the hard copy). While we created the most timely and relevant directory last year, it will now be even more so.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Brad Miron, Rock Solid Business Solutions**, Guelph. Welcome!

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**TV/FILM:** Under the \$200-million *Canadian Television Fund's* new rules, unveiled Friday, a TV show or movie will only be eligible for taxpayer money if it "speaks to Canadians about, and reflects, Canadian themes and subject matter." Problem is there's no definition about what that means except a sort-of 'We'll know it's Canadian when we see it.' Groups within the offices of the Toronto-based fund and its Montreal counterpart, *Telefilm Canada*, will decide. Meantime, **CBC-TV** has lost \$100 million of that money, money that up until now had been dedicated to prime-time shows created by independent producers for the CBC's English and French networks. **Heritage** Minister **Sheila Copps** says the money, effective in 2000, will be made available to all broadcasters, public and private... **Fundy Cable** (Saint John) pulled some Maritime Beer Company TV ads last week because, it said, the **Advertising Standards Council** wouldn't approve them. Problem is the name of the character on the beer label: Buzz. The council apparently felt this would appeal to kids... **Shaw Cable** reports it has over 70,000 subs on digital services across Canada. Over 30,000 of them are in Ontario... **Television Bureau of Canada** (TVB), after its Annual Meeting Thursday, honoured retiring board members **George Gonzo** (**CTV West**), **Keith Morrison** (**Western Broadcast Sales**) and **Fred Filthaut** (**CFRN Edmonton**). New directors elected were **Elaine Ali** (**CKY-TV/WTN**), **John Tucker** (**CKWS-TV Kingston**), **Jim Haskins** (**A-Channel Edmonton**) and **George Lund** (**CTV East**). Other continuing board members are **Michel Carter** (**Cogeco Montreal**), **Rene Desmarais** (**CF12 Montreal**), **Bryan Ellis** (**ONTv Hamilton**), **Gary Greenway** (**CTV Sales**), **Ken Johnson** (**Global Television Toronto**), **Greg Mudry** (**The New PL London**), **Leslie Sole** (**CFMT Toronto**), **Jack Tomik** (**Global Television Vancouver**) and **Robert Scarth** (**CAB**, ex-officio). The Executive for 1999 is Rene Desmarais (Chairman), Ken Johnson and Greg Mudry (Vice-Chairmen), Bryan Ellis (Secretary-Treasurer) and **Jim Patterson** (TVB President/CEO)... **Burger King Restaurants**, targeting the ethnic market for the first time, has launched a multilingual TV campaign. The campaign was created by **EthnoWorks Inc.**, Toronto. **Post City Productions**, Toronto produced the ads. Both are divisions of **Hennessy & Bray Communications**... Quebec's **Groupe TVA** is eyeing the rest of Canada. With its home shopping niche, the Quebec network sees the English-language market as the next step in its growth strategy. TVA CEO **Daniel Lamarre** says the new niche, one TVA started exploiting in Quebec a year ago, is part of a plan to diversify operating revenue (\$212.8-million in fiscal 1998) and accelerate growth. TVA would offer independent stations English-language home shopping programming and the use of its telephone order and distribution system through its

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partnership with France's **M6**. The shopping show and other TVA-French language programming will have cross-Canada reach for the first time next April when the Montreal company officially becomes a national broadcaster... **CBC** Ombudsman **David Bazay** has given **Terry Milewski's** alleged reporter bias case to his French-language counterpart, **Marcel Pépin**. Milewski maintains that there was no impropriety in his dealings with protesting students during his coverage of the APEC summit in Vancouver last year... **CanWest Global Communications** is believed to be in talks about buying a 20% stake in **Scottish Media Group**. That company, based in Glasgow, dominates commercial TV in Scotland... **Calgary 7** launched 'The Inside Story from the Calgary Herald' Monday, running weekdays at 5:30 pm. It provides a daily live report from the **Herald's** newsroom on a feature story appearing in the next day's newspaper. **WIC** sister station **ITV Edmonton** has a similar relationship with the **Edmonton Journal**...

**RADIO: Radio Marketing Bureau** (RMB) new directors selected last week are: **Jill Birch** (**CAB**), **Hal Blackadar** (**CFNY-FM Toronto**), **Owen Charlebois** (**BBM**), **Bryan Edwards** (Past Chair), **Trevlyn Gauthier** (**Power Broadcasting, Montreal**), **Patrick Grierson** – Vice Chairman (**Canadian Broadcast Sales, Toronto**), **John Harding** – President (**RMB**), **Elmer Hildebrand** – Treasurer (**Golden West Broadcasting, Altona**), **Pat Holiday** (**Standard Radio, Calgary**), **Joanne Leboeuf** (**B.C.R.Q., Montreal**), **Tom Manton** (**Newcap Broadcasting, Dartmouth**), **Gary Miles** (**Rogers Broadcasting, Toronto**), **Rick Moss** – Chairman (**Blackburn Radio, London**), **Joe Mulvihill** (**Integrated Media Sales, Toronto**), **Marc Paris** (**CJEZ-FM Toronto**), **Dick Sienko** (**Target Broadcast Sales, Toronto**), **Tim Steele** (**Major Market Broadcasters, Toronto**), **Ross Tirrell** – Vice Chairman (**Rawlco Communications, Ottawa**) and **Jim Waters** (**CHUM Group Radio, Toronto**). Leaving the RMB Board are **Bill Herz** (**Standard Radio, Toronto**) and **Yvon Chouinard** (**Power Broadcasting, Montreal**)... At a **CRTC** hearing to be held Feb. 15 in Montreal, among agenda items are applications by **Radio Nord** for an English-language AM station in Montreal that would program Country music at 940 and 50,000 watts and one by Scott Jackson for a not-for-profit, FM'er in Barrie programming Christian music (at 100.3 and 1,800 watts).

**REVOLVING DOOR: Jim Byrd** leaves his VP of English Television Networks for **CBC-TV** January 1. His successor is **CBC Radio** VP **Harold Redekopp**. Director of Programming **Alex Frame** succeeds Redekopp (see **GENERAL** section for more)... New PD at **CKXM Victoria** is **Andy Carlson**, ex MD/Swing Announcer at **CKTA/CHLB-FM Lethbridge**. New CKTA MD is Morning Host **Paul Wesley**... **Peter O'Neill**, ex VP Sales & Promotions with **Alliance Broadcasting**, has been appointed as Exec VP, Marketing and Sales for **StarPages**, an Internet-based interactive information service and a division of **Starfire Technologies Inc.**... **Cynthia Rathwell** has been promoted to VP, Legal Affairs, at the **Canadian Association of Broadcasters**. Rathwell has been

with the **CAB** since 1994... **Lee Sterry**, ex of the **Power Broadcasting** stations in Oshawa, is new GM at **Standard's Magic 99.9 Winnipeg**. Former GM **Don Kay** has returned to his home in Edmonton... **CBS Moscow's Richard Threlkeld** retires next week after 25-years at CBS News.

**LOOKING: CFOS/Mix 106.5 Owen Sound** is looking for an Operations Manager. See the ad on Page 1... **Okanagan Skeena Group** is looking for a combined air talent and sales person for their station in Prince Rupert. See the ad on this page... **CKWS-TV Kingston** is looking for an Weather Presenter/Entertainment Reporter. Call **Tom Brennan** at 613/544-2340... **Star 96 Pembroke** is looking for a Reporter/Anchor. Contact **Jerry Evers** at 905/566-9511.

**SIGN-OFF: Laura Leigh Wilson**, 27, Creative Director at **CKDR Dryden**, passed away suddenly after suffering a brain aneurysm.

**GENERAL: This week**, as you read in **REVOLVING DOOR**, saw the resignation of **Jim Byrd** as VP responsible for English-language **CBC-TV**. Media reports suggest Byrd resigned over differences with the CBC Board and some members of the CBC Ottawa executive on combining radio and TV operations, among other things. CBC President **Perrin Beatty** is preparing to unveil a long-term plan that would expand CBC operations into myriad cable-TV, satellite and Internet operations. The on-line-news project, announced last month, will cost \$20-million a year and compete with the TV and radio news departments for staff and resources. Meantime, Beatty's presidency is due to expire next month. Speculation on who will get the \$200,000 per annum job has become a staple on the Ottawa cocktail circuit. But Beatty's said to be actively lobbying to hold onto his position. Others who are apparently on the short list, or who want it, are CBC COO **James McCoubrey**, **Canadian Cable Television Association** President **Richard Stursberg**, **TVOntario** head **Peter Herrndorf**, **TVA** Quebec President **Daniel Lamarre**, **Discovery Channel** head **Trina McQueen**, CBC Host **Adrienne Clarkson**, former **National Arts Centre** (Ottawa) President **John Crompton**, and **Claridge Inc.** COO **Robert Rabinovitch**... The **Telmar Group** of New York has bought a majority stake in Toronto-based **Harris Media Systems**... **Louis Audet**, CEO of Cogeco **Inc.**, says not only is the company not for sale, it's on the prowl for acquisitions in broadcasting and cable. Cogeco has completed the acquisition of two regional Quebec TV stations, at Chicoutimi and Jonquiere, to add to its four other stations. It also owns two radio stations... The **Canadian Association of Broadcasters**, in an appearance before the **CRTC** last week in Montreal, encouraged the commission to licence multiple French-language specialty services. The CAB says it is looking to the commission to reiterate that distributors operating in Francophone markets are required to launch new French-language specialty services before adding any non-Canadian, exempt or new English language services. The association says it rejects claims there's no room for new services, citing cable industry quarterly reports which suggest channel capacity constraints aren't

as significant in Quebec as they are in the rest of the country..

**BBM** **RADIO RATINGS: EDMONTON:** *Power 92's* on top with a 14.3 share, the same as last year. *The Bear* recovered to second place with an 11.7 share. *CHED* fell 2.4 points since last year to 10.8. *CISN* also faltered, from 13.7 to 9.8. In order after that, with the fall '97 ratings in brackets: *EZ Rock*, 7.6 (6.2), *CHQT* 7.2 (7.9), *Mix 96* 7.2 (7.1), *K-Rock* 7.1 (6.5), *CFCW* 6.1 (6.3) excluding its rural audience, *CBC-AM* 4.6 (4.8) and *CFRN-AM* 3.7 (1.8). So *Power 92* stayed steady at the top, *The Bear* jumped up, *CFRN* gained a few listeners, and the big losers this time around were *CISN* and *CHED*. (Source: *The Edmonton Sun*). \* **TORONTO:** Great books for *MIX99*, *CHUM-FM* and *CHFI*. Talk radio results: *CFRB* loses listeners and share. *CBC1* move to FM (with double signal for swap) keeps similar numbers to last spring. *Talk640* flat. By share of audience, the top three stations: *CHFI*, *CHUM-FM* and *CFRB*. By total audience, the top three: *CHUM-FM*, *MIX99* and *CHFI*. Here are the Fall '98 BBM rating numbers the media and ad community follow: *CHFI/98.1* - a 12.5 share of radio audience, 1,146,000 total listeners (was a 12.2 in fall 1997), *CHUM-FM/104.5* - a 10.2 share, 1,236,000 listeners (was 9 previous fall), *CFRB/1010* - 8.4 share, 846,000 listeners (was 10.2 a year ago), *MIX/99.9* - 8.2 share, 1,150,000 listeners (was 6.5), *EZ97* - 6.5 share, 607,000 listeners (was 4.5), *CBC1* - 5.2 share, 742,000 listeners (was 4.8), *Q-107* - 5.1 share, 930,000 listeners (was 5.8), *CFNY/The Edge* - 4.1 share, 699,000 listeners (was 4.1), *CISS/92.5* - 3.9 share, 413,000 listeners (was 4.1), *680News* - 3.6 share, 717,000 listeners (was 3.2), *1050/CHUM* - 3.1 share, 482,000 listeners (was 2.8), *Classical 96* - 3 share, 358,000 listeners (was 3.9), *Energy 108* - 2.6 share, 734,000 listeners (was 2.7), *CBC2* - 2.2 share, 403,000 listeners (was 2.2), *Hits 103.5* - 2.1 share, 598,000 listeners (was 2.1), *FAN590* - 2.3 share, 394,000 listeners (was 2.6), and *TALK640* - 1.1 share, 245,000 listeners (was 1.1). The *CHFI* duo - *Daynard* and *Erin Davis* - top the Toronto morning shows, measured by average quarter-hour share of total audience in the central area, from 6 to 10 a.m. Shares for each of the morning shows, from top to bottom: *CHFI/98.1* ... 12% share of total audience. *CHUM-FM's Roger, Rick & Marilyn*... 11.3. *CFRB's Ted Woloshyn* ... 10.8. *Q-107's Howard Stern* ... 8.3. *MIX 99.9's Rob Christie* ... 7.7. *CBC1's Andy Barrie* ... 6. *EZ Rock's Mike Cooper & Christine Cardoso* ... 5.8. *The Edge/CFNY's Humble & Fred* ... 4.3. *CISS-FM's Jeff Lumby, Mike Richards* 3.7. *1050/CHUM's Brian Henderson* ... 3.7. *FAN 590's John Derringer, Pat Marsden* ... 2.5. (Source: *The Toronto Sun*). \* **CALGARY:** Percentage share of audience 12+: *Power 107FM* Fall 17.0 (Summer, 13.8), *CJAY 92FM* Fall 15.8 (Summer 13.8), *Country 105FM* Fall 15.5 (Summer 13.8), *Lite 96FM* Summer 9.8 (Summer 9.8), *QR77* Fall 8.5 (Summer 7.4), *KISS FM* Fall 7.3 (Summer 8.5), *CBC Radio One* Fall 6.7 (Summer 7.4), *66 CFR* Fall 3.8 (Summer 3.5), *CBC Radio Two* Fall 3.6 (Summer 4.2), *CKMX* Fall 2.7 (Summer 3.0) and *CFAC* Fall 1.3 (Summer 1.5). (Source: *The Calgary Herald*) \* **WINNIPEG:** 12+ *CJOB* 20.1 Fall (19.8 Summer), *Hot 103* 10.9 Fall (11.2

### SALES/MORNING ANNOUNCE

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**Ms. Sharon Taylor, Manager, Human Resources**  
**Okanagan Skeena Group Limited**  
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Summer), *Q-94* 10.6 Fall (13.6 Summer), *Country 104* 10.0 Fall (12.6 Summer), *CBC Radio One* 8.7 Fall (7.2 Summer), *Power 97* 8.2 Fall (8.8 Summer), *Magic 99* 7.7 Fall (6.4 Summer), *92 CITI* 7.0 Fall (5.2 Summer), *KY58* 3.7 Fall (3.2 Summer), *Talk 1290* 3.3 Fall (3.2 Summer), *CBC Radio Two* 2.7 Fall (3.7 Summer). (Source: *Winnipeg Free Press*) \* (The following cities' results are provided by *David Bray* at *RadioWorks* in Toronto) **VANCOUVER:** After a heady 13.6% share of A12+ (Mo-Sun. 5a-1a) in the last book, *Z95.3* fell back to a still formidable 12.8%. *CKNW* retained it's #1 share position with a 14.6%, down from 16.8%. The *FOX's* good fortunes continued as it posted an 8.8% share (up from 8.4% last fall). Good news for *CKWX*, in at a 3.6% share, up a full point from the fall. *KISS-FM* had its best book in a while with an 8.5% (up from 7.8%). *CHQM-FM 103.5* fared well, delivering an 8.2% share (up from 7.7%). In the 'Trend-Ctrl AQH:All Week' section, an astounding number for *CKBD*. In the Spring 98 to Fall 98 section, *CKBD's* percentage increase is 42111.1%! \* **KITCHENER:** Perennial champ *CHYM-FM* bounced back to a 20.9% share of A12+ (Mo-Sun. 5a-1a) from an 18.7% share in the fall. *105.3 Kool-FM* slipped from an 11.7% to a 9.8% share. \* **MONTREAL:** *Cité-FM* remained #1, despite slipping from a 12.7% share of A12+ (M-Sun. 5a-1a) in the fall to its current 11.9%. Nice gains for *96.9 CKOI*, climbing to an 11.2% share (up from 10.6%). Montreal Anglo's romance with *Howard Stern* may need a bit of counselling as *CHOM-FM's* share of Mon-Fr.6a-10a slipped from an 18.9% in the fall to an 11.9%, good enough for only the #4 position. In Montreal Anglo overall (Mon-Sun. 5a-1a), perennial leader *CJAD* fell back to #3, slipping from a 23.2% share to a 17.7%. The new #1 is *Q92* with a 19.2% share (down from 20.2%) Good news for *CIQC* with a 7.7% share (up from 4.3%). In Montreal Franco, *Cité-FM* retained its #1 spot despite slipping from a 16.5% share in the fall to 15.4% Another good showing for *CKOI* with a 14.3% share (up from 13.5%). \* **OTTAWA:** *Majic* holds into the #1 spot, with a 12.2% of A12+ (Mo-Sun. 5a-1a) share followed by *Kool-FM* at 10.5% (down from 11.9%) and *CBO-FM* with 10.5% (up from 8.6%) A disappointing book for *Y105* falling from 10.0 in the fall to a 7.7% share. \* **HALIFAX:** A great book for *CIOO-FM*, taking over the #1 spot with an impressive 22.0% share of A12+ (Mo-Sun. 5a-1a) up from 17.9% in the fall. *Q104* remains strong with an 18.6% share (up from 18.5% in the fall). *CHFX-FM* bounced up from a 17.2% to a 17.9% share.

**PROMOTIONS: Power 107**  
**Calgary** wrapped up its fourth annual **United Way 107 Hour Bed in for Toys** Tuesday, raising \$125,000 in cash and toys. The event was hosted by Morning Crew **Roger Rhodes** and **Christina Rowsell**... Adding to its success last week with the annual radiothon for **The Sick Children's Hospital** (over \$210,000), **CFRB Toronto** raised still another \$30,000 with their **CFRB General Store**, selling thousands of donated holiday gift items at less than wholesale... In Vancouver, the 11th **Annual Santa Fox Food Drive** accumulated over 29,100 food items and \$64,454.00 in cash for the Lower Mainland Food Banks. **C-FOX Vancouver** listeners made the contributions over a four-week period, and the donations are still coming in.

**OOPS!:** One heck of a way to greet a new subscriber; misspell his name and get his company name wrong, too. **Al MacKay**, who became a subscriber last week, is GM at **CPAC Ottawa, the Cable Public Affairs Channel**. Sorry, Al.

**EDITOR'S NOTE:** This version of **Broadcast Dialogue** is shutting down for two weeks over the Christmas/New Year period. We will not publish Dec. 24 nor Dec. 31... Look for **Broadcast Dialogue's The Broadcast Directory** to be the first of three segments to our new web site (<http://www.broadcastdialogue.com>). The site will also have archived editions of the weekly electronic newsletter and feature highlights from **Broadcast Dialogue** magazine. But

**Seasons Greetings!**



we're launching with the Directory first. Every Canadian broadcast organization (stations, corporations, syndicators, reps, associations, CRTC), contact names, phone numbers, addresses, e-mail addresses and station websites are listed. Included, of course, are listings of which corporations own which properties. The site will be updated instantly. Now there's no need to await print publication updates coming by mail. Best of all, the site offers an easy-to-use method to update listings yourself. Check it out. Call up your own operation to see your listing. If an update is necessary, just do it right then and there with our easy-to-follow instructions... On a personal note, thank you for your support during 1998. As you know, it's been a tremendous year of change for us. Probably the biggest innovation was the launch of **Broadcast Dialogue** magazine. Our intent then, as it continues to be, was for it to be a "reader's" magazine, one that brought

Canadian broadcasters - of all stripes - timely backgrounding and features and columnists and industry leaders who genuinely speak to their broadcasting brothers and sisters on issues of relevance. Special thanks to **CRTC** Chair **Françoise Bertrand**, **CanWest Global Communications** President **Peter Viner**, **CHIN International** President **Johnny Lombardi**, **CBC** President **Perrin Beatty**, **Friends of Canadian Broadcasting** Spokesperson **Ian Morrison** and **Rogers Broadcasting** President **Tony Viner** for their "Dialogue" contributions in our first six editions. Look for more outstanding leaders to appear in 1999.

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SPECIAL EDITION

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**W**hile the numbers reported for Toronto, Edmonton, Winnipeg and Calgary were correct in yesterday's *Broadcast Dialogue*, for some unexplained technological reason, the E-mail between this office and **David Bray's RadioWorks** in Toronto got "spindled and mutilated", kicking out his notes on the Spring 1998 *BBM* numbers rather than the ones he wrote on the current Fall 1998 results. Both Bray and I (**Howard Christensen**) apologize for the mix-up. Following is the corrected report (minus the four cities mentioned above)...

**VANCOUVER:** **Z95.3** delivered a 14.7% share of hours tuned for A12+ (Mo-Sun. 5a-1a), up from Summer's 13.1% and Spring's 12.8%. **CKNW** retained its #1 share position with a 15.3%, up from 14.0%. **KISS-FM** fell to a 5.2% share, down from 6.7% in the Summer and 8.5% in the Spring. **JR Country** fell back from Summer's high of 6.1% to 4.5% share.

#### **MONTREAL:**

**Montreal overall:** **Cité-FM** slipped from a 13.6% share of A12+ (M-Sun. 5a-1a) in the summer to its current 11.7%. **CKAC** recorded an 8.8% share (down

from 9.6%). **Radio Classique (CJPX-FM)** had a 5.9% share.

**Montreal Franco:** **Cité-FM** retained its #1 spot despite slipping from a 17.9% share in the fall to 15.0%. **CKAC** fell back from a 12.3 to an 11.4% share. **CKOI-FM** remained strong with a 13.6% (up from 13.4%).

**Montreal Anglo:** **CJAD** held the top spot, climbing from a 20.5% share to a 22.0%. **CHOM-FM** dropped from an 11.2% in the summer to 5.2%. **Q92** had an 18.9% share (up from 17.7%). **MIX96** went down from Summer's 20.2% to 17.6%.

**OTTAWA:** **Kool-FM** holds an 11.9% (down from 13.3%) of A12+ (Mo-Sun. 5a-1a), followed by **Majic** at 10.8% (down from 11.0%) and **Y105** at a 9.3% share (up from 8.2%).

**HALIFAX:** **CIOO-FM** has a 20.4% share of A12+ (Mo-Sun. 5a-1a), down from 22.0% in the summer. **Q104** slipped to 17.4% (down from 18.6%). **CHFX-FM** also slipped from a 17.9% to a 16.3% share.

The numbers reported yesterday for Kitchener were erroneous.

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