

**TV**/FILM: A bit of a stand-off as it relates to TV viewership: The **StatsCan** news release on declining numbers (a 20-year low in 1999) and the **Nielsen Media Research** position that rather than down, numbers are up (seven minutes a week higher over the same fall period last year). Reacting to the published StatsCan story, **Canadian Association of Broadcasters** President/CEO **Michael McCabe** said the Internet is TV's prime competition, that programming isn't a factor, and that broadcasters should embrace the Net and use it as a vehicle for programming. But, says CAB, the StatsCanada study using 1999 data provided at least a year earlier by BBM does a disservice to the public. Further, said McCabe, "We need to know what happened last night, not (what happened) a year or more ago . . . It is essential that Statistics Canada data is made more timely and relevant in order to accurately reflect the reality of the broadcasting industry . . ." **Television Bureau** President **Jim Patterson** says people presume the growth of new media would be at the expense of TV and are therefore quick to jump to conclusions when they see the smallest growth in new media. But if that were the case, why are so many people looking forward to seeing *Friends* vs. *Survivor* or to watching the *Super Bowl* or the *Academy Awards*, and so on. Patterson says **Antonia Zerbisias** of the **Toronto Star**, said it best: "TV still rules the waves, while potholes proliferate on that overly hyped information highway"... Meantime, **Nielsen Media Research** says it's about to build a Calgary people meter service that will be up and running by September. Further, it says, the entire province of Alberta will be covered by early 2002... Private broadcasters are "dinosaurs in panic mode" according to **Governor-General Adrienne Clarkson's** husband, author **John Ralston Saul**. Speaking to delegates at **Public Broadcasting in a Private Age**, an Ottawa conference sponsored by **Carleton University** and the **Canadian Media Guild**, he said the most difficult problems in broadcasting are being faced by private TV and radio around the world, not taxpayer-funded public broadcasters. "We are in a period of enormous uncertainty," he said. "But more a period of greater uncertainty for private broadcasters. Private, as we know it, is in the rapid process of disappearing. You can tell from the disorder in the private sector -- the disorder of convergence and the multiplication of channels..." The current obsession with convergence, he predicted, is a fashion cycle that will play itself out. "What you're watching in these gigantic mergers is the last desperate steps as the dinosaurs get bigger, bigger and bigger because they can't feed themselves. So the only

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way out is to eat more and more and there will be less competition and everything will be fine. In fact, the bigger they get the more impossible it becomes for them to survive." Saul urged CBC to nurture its mandate and provide

Canadians with the platforms to communicate with one another and to deliver content. *“Any attempt to make public broadcasting like private broadcasting,”* he said, *“misses the point of why the thing exists.”* Further, he said public broadcasters should stop being obsessed by ratings, which in a multi-channel universe have become increasingly irrelevant... Meantime, in the speech from the throne Tuesday, **Governor-General Adrienne Clarkson** read: *“CBC helps connect Canadians to each other, their history and their country.”* Further, the Liberal government indicated it will restore **CBC** funding (after cuts of about \$400-million since 1993). The throne speech promised that *“the government will increase its support to help the CBC fulfill its distinct role as a public broadcaster serving all Canadians”*. There are no numbers yet and the reference was but a paragraph in the 19-page throne speech. Despite the cost-cutting, the broadcaster is still looking at a \$30-million shortfall by 2002-2003... The **TVA Group Inc.** network in Quebec has been valued at over \$1-billion, according to an independent valuation (**Ernst & Young**) conducted for **Quebecor**. The assessment was part of Quebecor's submission to the **CRTC** to transfer the TVA licences and **Groupe Vidéotron** to **Quebecor Media**. The hearing is set for March 26 in Montreal... **CHCH-TV (ONtv) Hamilton** is losing the ONtv ID Feb. 12 in favour of a return to its roots. The new ID is *“CH” Television* and reflects parent **Global Television's** plans for the station; that it *“comes home”* to Hamilton, Halton and Niagara... Heads up, the personal video recorder (PVR) is about to alter the way Canadians watch – or don't watch -- advertising. Here's how it works. Unlike a VCR, a PVR uses a hard disk. It can be programmed to record a show and, if the viewer chooses, he/she can sit down to watch the show a few minutes after its scheduled start time. As one watches on delay, the PVR continues to record. When ads begin, it's easy to fast-forward through them. **TiVo Inc.**, the California company that markets the PVR, offers a service will, over time, learn a viewer's preferences and record programs it thinks he'll like. While the TiVo PVR isn't sold in Canada yet, border towns are offering them for sale at \$US299 for 20-hours of recording time, and there's either a monthly fee of \$9.95 or a lifetime one-time payment of \$199.

Canadian cable and satellite providers are gearing up to launch PVR services, either alone or in partnership with TiVo or its competitor **ReplayTV Inc. Bell ExpressVu** says it plans to introduce a PVR and satellite receiver set-top box as early as this summer. Interesting, though, that New York agency **Omnicom Group** has formed an alliance with TiVo to explore new forms of PVR-resistant advertising. Omnicom also backs Replay TV, as do Madison Avenue heavyweights **Grey Global Group** and **The Interpublic Group of Companies Inc.**... The **Television Bureau's** annual sales conference (SAC2001) begins this Sunday in Toronto. Running through Tuesday, delegates will hear from the likes of **Chris Lytle** (Sales Training), **Brenda Stelmach** (Telecaster), **Dennis DesRosiers**, **Jeff Osborne**, **Sandy Robertson**, **Paul Street**, **Erwin Ephron**, **Jack Myers**, **Gary Greenway**, **Robin Heisey**, and **Michael McCabe**... Seventy-five years ago last Friday (January 26, 1926), history was made with the world's first demonstration of television by Scottish inventor **John Logie Baird**. His first TV was made with practically no money and included a washstand and a tea chest. A biscuit tin housed the projection lamp and scanning discs were cut from cardboard and cycle lenses, all held together with scrap wood, darning needles, string and sealing wax.

**RADIO:** First thing this morning (Thursday), at 12:01 a.m., the former **CKLG Vancouver** (now **Corus**-owned **CJNW (NW2) Vancouver**, launched the city's newest all-news station. The difference is that **CKNW Vancouver** and NW2 will offer a one-two combination: A full service station working in tandem with an all news one... **Corus Entertainment** has **CRTC** approval for acquiring the remaining 70.1% of **Metromedia Broadcasting: CKOI-FM/CFQR-FM/CKOO-FM/Info 690/940 News Montreal** and **CIME-FM St-Jerome**... The **CRTC** issued its report to the Governor in Council yesterday (Wednesday) on measures to ensure that Toronto-area residents get a *“range of radio services reflective of the diversity of their languages and cultures”*. It acknowledged that AM/FM scarcity of signals might limit licensing of new services but, on the other hand, said *“availability of a limited number of additional AM or FM*

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*frequencies may be technically feasible*" in the Greater Toronto Area. Further, said the CRTC in its report, if there are other applications for Toronto, priority will go to those who "*clearly reflect the diversity of languages, as well as the multicultural and multiethnic reality*". As well as frequencies, said the report, cablecos and satellite providers could distribute a greater variety of specialized audio services. The CRTC said it intends to hold a public process to develop a regulatory framework... A **Canadian Press** feature item this week on AM radio said there's still gold in Amplitude Modulation -- despite its pretty-much obsolete transmission technology -- thanks to formats such as news, talk, kids, sports, ethnic, and religious. According to Toronto communications consultant **Eric Rothschild**, it's niche radio, used for spoken word "*that's as inexpensive to do as possible*". And hanging on to AM while DAB gets its act together may be the field leveller. Some time

over the next decade, owners will be able to turn in both their AM and FM licences for ones on the new digital spectrum. But **Michael Caine**, who just launched his **CHWO (AM740) Toronto** signal, says he isn't looking at AM740 as a stop-gap measure. Nonetheless, he said, "*We'll be ready to change with everybody (else) when it happens*". And the man many broadcasters know as "Digital Duff", **CHUM Group Radio** VP (and **Digital Radio Rollout** President) **Duff Roman**, says AM may still play a role even after digital frequencies are assigned, particularly on the prairies. He says "*those AM signals*

*really carry well, and they're a very efficient way to get point to multi-point stuff out*"... The Radio Broadcasters of Vancouver and the **Radio Marketing Bureau** present **Roy Williams** (the *Wizard of Ads*) Wednesday, Feb. 14 at the Hilton Metrotown. Contact any Vancouver market radio GSM for tickets or information... **Bertelsmann Music**, the company that runs **Napster**, says it will charge users a membership fee beginning this year. The Napster Web site has allowed roughly 44 million users to easily pass along digitalized music files, most of them copied from CDs. Napster joined with Bertelsmann Music to develop a paying service after coming under pressure from other music giants such as **Sony**, **Warner**, **Universal** and **EMI**, over the copyright issue.

**GENERAL:** **CHUM's** revenues for the quarter ended Nov. 30 were \$111.1 million, up 10.2% over the same period last year. Operations expenses were up 9.0% to \$90.1 million. CHUM had earnings of \$8 million, or 69-cents a share, compared to \$6.4 million, or 55-cents (for the same quarter last year). Radio sales were strong, says CHUM, and the Television side showed overall revenue up 10%. While conventional TV revenue was largely unchanged, the specialty side continues to increase on a year-over-year basis... **Ernst and Young** have resigned as auditors of **CINAR Corp.**, after management refused to assist in determining whether the company's books contain evidence of fraud, illegal acts or related-party transactions. But troubled Cinar says it will issue unaudited statements this week anyway. Meantime, CINAR has launched legal proceedings against former honchos **Ronald A. Weinberg** and **Micheline Charest**, and former CFO **Hasanain Panju** claiming \$28,620,469 as the net balance owing. CINAR is also claiming an accounting of certain profits and other relief... **Kinowelt Medien AG** of

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Germany, a major stakeholder in **Alliance Atlantis Communications**, is selling \$126 million in non-voting shares while keeping its voting shares. The German company bought a 20% stake in Alliance Atlantis in 1999... **Canvideo Television Sales**, **WIC Television Sales**, **Prime TV Sales**, **Convergence Sales**, and **Interactive Sales** all become **CanWest Media Sales** on Monday, Feb. 5. New address is 250 Yonge St., Suite 2700, Toronto, ON M5B 2L7 (416/593-6556).

### REVOLVING DOOR:

In a surprise move, **ABC New York** Newsman **Kevin Newman** – often **Peter Jennings'** fill-in as Anchor on **World News Tonight** – is returning to Canada. He, and not **Tony Parsons**, will anchor **Global Television's** new national newscast this fall. Newman had been with **CBC-TV** before moving south of the border... New GM at **CHNS/CHFX Halifax** is **Nancy Hilchie**. Her most recent position with **Maritime Broadcasting** was as Promotions Manager. She's been with the stations since 1984... **Al MacKay**, who's been the interim GM at **C-PAC Ottawa** for the past couple of years, is leaving that post this week. He'll be reactivating his broadcast consultancy business. MacKay may be reached at 613/799-3668 or by e-mail at [almackay@magma.ca](mailto:almackay@magma.ca)... **Frank Stanford** is new ND at **CFAX/extreme 107 Victoria**. He'll continue to anchor morning newscasts on the AM station.

**LOOKING: ewireless Canada** in Toronto is looking for a Sales Representative... **Telemedia Radio (West)** is looking for Engineers at two B.C. locations... **CJCS Stratford** is looking for an Afternoon Newscaster/Reporter... And, **SILK-FM Kelowna** is in a search



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for a Traffic Coordinator. See the ads in this edition and, of course, at the **Broadcast Dialogue** Web site – [www.broadcastdialogue.com](http://www.broadcastdialogue.com) CLASSIFIED section. Other jobs we've heard about include **CJYM Rosetown** looking for a Morning Personality.

**SUPPLYLINES: Western e-com Inc.**, a capital pool company, says it will acquire all of the issued and outstanding securities of **OMT Technologies Inc.** **OMT's** (**Media Touch**) three current directors – **Ron Paley**, **Ted Paley** and **Scott Farr** – intend to stand for nomination as Directors of the Corporation. Ron Paley is a founder of OMT and a controlling shareholder... Washington-based **XM Satellite Radio** has signed an agreement with **Matsushita Communication Industrial Corporation of U.S.A.** – best known as **Panasonic** – for the design, development, production and marketing of XM-capable radios by Panasonic for factory installation in new cars and trucks... **Dielectric Communications**, based in Maine, has signed an agreement to purchase **TCI International, Inc.** (TCI) of California. The deal broadens Dielectric's product offerings for TV and FM products, and in the High Frequency and Medium Frequency spectrum... **Encoda Systems** has launched [www.mediapromoz.com](http://www.mediapromoz.com), as a resource base for promotional product programs.

**EDITOR'S NOTE:** The February edition of the **Broadcast Dialogue** magazine is at the mailing house and should be arriving in your offices next week. Our feature articles this month include a major spread previewing **Canadian Music Week** (March 29-April 1) at Toronto's Harbour Castle Westin, with articles from CMW President **Neill Dixon**, Keynote Speaker **Jack Trout** (author of *Differentiate Or Die*), **Joint Communications** CEO **John Parikhal**, **Ontario Association of Broadcasters** President **Paul Larche (CICZ-FM Midland)**, **Ginny Townson Sedik (Radio Marketing Bureau)**, and **CAB** President **Michael McCabe** on the **Canadian Radio Music Awards**. The other feature is entitled *High Definition Production; coming faster than anyone imagined*. Amazing the number of calls we received telling us they didn't receive the January edition. In fact, the magazine is published 10-times a year, not 12, and we double-up for the months of July/August and December/January.

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Volume 8, No. 33

Page One of Two

**REVOLVING DOOR:** *Telemedia Radio Inc.*'s VP of Sales, Research and Marketing – **Mario Cecchini** – now has an additional title: Executive VP, Ontario Region. The added responsibilities are effective immediately... **BCTV Vancouver** President **Art Reitmayer** is now VP, Special Projects for **CanWest Global Communications**. He is succeeded in the BCTV position by **Jack Tomik**, Sr. VP, **CanWest Media Sales**. Tomik will carry both titles... **Edge 102 (CFNY-FM) Toronto** Engineer **David Haydu**, after 21 years with the station, is heading back to his former employer, **CHUM Radio Group**. Haydu will take over the engineering responsibilities for the new sports network. As his current boss, **Corus** Toronto Market Manager **JJ Johnston** says, "David is legendary in Toronto radio not just for his technical prowess. As one half of Pete and Geets (**Pete Griffin & Geets Romo, CHUM-FM 1970-77**), the man is famous and will go down in the annals of radio history." Haydu's last day at the Edge is March 2... **CBC-TV** Reporter **Tom Kennedy**, now based at Quebec City, will become **CTV's** new London Bureau Chief, effective March 1... (Mr.) **Jean Martin** has been appointed President/ GM of **Radiomédia** (jointly owned by **Telemedia Radio** and **Astral Media**) in Montreal. Martin's appointment is effective immediately. He has been with Telemedia for 18 years in senior capacities... **John W. Gill** is new VP, Programming for **BBC Canada** (two new BBC digital channels to be launched by **Alliance Atlantis**). Gill moves from **TVOntario** in Toronto where he was Director of Network Scheduling... **Gord Haines**, who many remember from his senior positions at **Alliance Atlantis, First Choice**, and **Citytv Toronto**, has been appointed CEO of **Passion Media Inc.** in Toronto. Passion Media has two digital licenses: **Passion Television** and **The Singles Network**... **CHOK Sarnia** 16-year Morning Man **Gary Connors** has been let go. PD **Len Smith** is filling-in until a successor is found... **FM 98.5 (CKWR) Waterloo** has **Paul Scott** as new Morning Host/Sales Coordinator. Scott is ex GSM/Ops Mgr at **CKXR Salmon Arm**... **Chris Johnson** has been appointed Chief Strategist at **Vision TV** in Toronto. Johnson arrives at Vision TV from **Stornoway Productions**... **Erin Davis**, ex of **CFOX Vancouver**, joins **Z95 Vancouver** as Morning News voice.

**SIGN-OFF:** **Everett Hudson**, 86, who worked voluntarily for over 50 years at **VOWR St. John's**, began there in 1946 and held the PD's post from his first day through to his retirement. Although in ill health, he was a member of the VOWR board of directors up to his passing.

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**LOOKING:** **Blackburn Radio** is looking for an Engineer for its **CHYM-FM Leamington**. See the ad (above). Other jobs we've heard about include **Z95 Vancouver** looking for part-time CHR talent... Jobs from the past month are at: [www.broadcastdialogue.com](http://www.broadcastdialogue.com).

**RADIO:** **Corus Entertainment's CHML Hamilton, CFPL London, CKDO Oshawa, CKRU Peterborough, CFFX Kingston and CJOY Guelph** are about to begin sharing News/Talk programming. First stations on-board will be CHML Hamilton and CFPL London (beginning Monday, Feb.12) with the remaining four joining in later this month. Former TV gabber **Shirley Solomon**, CHML's **Roy Green** and CFPL's **Wayne McLean** are in the starting blocks. CHML PD **Paul Tipple**, by the way, is now responsible for Corus Ontario's shared programming strategy. The official Corus line is that the changes for the AM stations will allow the build-up of existing expertise and free-up of resources. Further, said **Corus Radio** VP **Hal Blackadar**, "We are leveraging not only our best program hosts by giving them bigger audiences, but also our ability to sell advertising on a cluster of AM stations outside Toronto that will reach 325,000 listeners weekly"... The **CRTC** has given **University of Toronto** station **CIUT-FM** only a 30-month renewal, miffed about compliance issues, e.g. maintenance of logger tapes and a shortfall in CanCon levels... **Gary Farmer's Aboriginal Voices Radio** has won **CRTC** approval for a network licence. It will be a not-for-profit organization providing for membership, management, operation and programming by members of the Aboriginal communities across Canada, broadcasting primarily in English but with regular programming in many of Canada's 53 Native languages... **Christian Solutions Group Inc.**, which operated Christian Music **CFEQ-FM Winnipeg**, has – by request – had its broadcast licence revoked... In a first for

the **Canadian Broadcast Standards Council**, a ruling on two songs played on separate stations. *The Bad Touch* by **Bloodhound Gang**, aired on **CIGL-FM Belleville** was deemed harmless. The second, played on **CIOX-FM Ottawa** was rapped. *Boyz in the Hood* by **Dynamite Hack** – with lyrics including “Gotta get my girl to rock that body” and “I reached back like a pimp and I slapped the ho” -- violated the **Canadian Association of Broadcasters’ Code of Ethics** and **Sex-Role Portrayal Code**. Complete decisions may be found on the Internet at: [www.cbsc.ca](http://www.cbsc.ca)... **Hilary Montbourquette** of **Steele Communications**, St. John’s, has been appointed to the Newfoundland and Labrador board of directors of **The Children’s Wish Foundation**... In Halifax, with **CHUM’s CJCH** moving to the new sports format, popular talker **Rick Howe’s** program will slide across the hall to **NewCap’s CFDR**. CHUM and NewCap have a LMA in Halifax under the **Metro Radio Group** banner.

**TV/FILM:** **CTV** says it will open five new foreign news bureaus and spend more money to hire 15 specialty journalists. Sr. VP News **Kirk LaPointe** hasn’t determined precise locations but says they’ve been narrowed down to one in Africa, and in either Latin America or Australia, as well as an additional bureau in Asia, Europe and the US... Meantime, **CBC** is opening five new domestic bureaus this year: the BC interior and Southern Ontario included... The **RCMP** says it plans to file a court brief into alleged tax fraud at **Cinar Corp.** with the Crown next sometime next month seeking criminal charges against five suspects. Last week, Cinar launched its own lawsuit: a \$28.6-million claim against company founders **Micheline Charest** and **Ronald Weinberg** -- along with former CFO **Hasanain Panju**. The RCMP investigation stems from allegations raised in the House of Commons in October, 1999, that Cinar was falsely attributing US scripts to Canadian writers in order to grab millions of dollars in federal and provincial tax credits. Meantime, the Montreal-based animation house says it lost \$202.8-million over the past fiscal 18 months. Long-overdue financial statements were released Friday... The **CNNfn** financial news network is changing its name to **CNN Money** and changing its programming strategy, concentrating on personal finance issues when the US markets are closed. CNN Money will continue to cover the financial markets during the day... **CanWest Global** has pulled its advertising from the **Sun Media** newspaper chain, and may do the same at the **Toronto Star**. Instead, CanWest is said to be planning to cross-promote **Global Television’s** lineup almost exclusively in its newly acquired **Hollinger** newspaper chain, which includes 50% of **The National Post**, and on its TV stations... A study by the **Henry J. Kaiser Family Foundation** in California shows sexual content on US TV has risen sharply since 1997 – 68% of shows compared to 56%. That includes talk about sex, flirting, kissing, intimate touching and depictions of intercourse. Overall, one of every 10 TV programs is estimated to include a sex scene (reports the study).

**GENERAL:** Seeking comments on policies for community cable TV channels and low power radio stations, the **CRTC** wants to create an overall approach to community-oriented programming. The motivation is “a diversity of voices in the broadcasting system at the local level.” The Commission also says it recognizes that larger regional and national players may be affecting local and community programming. The deadline for comment is May 7... Montreal-based **Power Corp.** and its European partner (Belgian financier **Albert Frère**) now have a 25% interest in global media empire **Bertelsmann AG**, Europe’s largest TV group. Bertelsmann had sales of \$US15.6-billion last year. Power’s major properties in Canada include Investors Group, Great-West Life, and London Life Insurance... **CanWest Global’s** 10<sup>th</sup> AGM in Ottawa this week heard that the integration of TV, print and Internet operations will lead to further growth. CEO **Leonard Asper** said consolidation will also allow major investments in Canadian news and information programming and drama. Exec Chairman **Izzy Asper** said CanWest would then return to its quest for radio, outdoor, program production and distribution operations plus international expansion. The CanWest founder wants Ottawa to make it easier to compete globally but that for that to happen, the government would have to lower interest rates, cut taxes and cut red tape... **BCE** has announced a plan to “develop a new technology that will integrate always-on high-speed Internet access with satellite television and enhanced digital storage.” When complete, the new service – code named **ComboBox** – will combine **Bell ExpressVu** with its **Sympatico** high speed Edition Internet access service along with content from **Bell Globemedia** (which includes **CTV** and the **Globe and Mail**).

**SUPPLYLINES:** **SONY of Canada** held a big send-off for Sr. VP **Pat Whittingham** Tuesday night at it’s Toronto offices. Whittingham is headed for SONY in San Jose where he’ll take on senior responsibilities for the U.S., Canada and The Americas... Also at **SONY**, **Jeff Ibbotson** has become Division Marketing Manager, relieving **John Quanz** of the double workload he was carrying... **John Barker**, ex of **JVC**, is now Director of Sales at Brampton-based **Cyradis Technology Group**... At **Leitch**, the server division has been award a US patent on the video data storage architecture used in its VR-300 and VR-400 series of server products.





DO NOT RETRANSMIT BROADCAST DIALOGUE FROM YOUR LOCATION

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Page One of Four

**REVOLVING DOOR:** Kevin Shea, President of the *Global Television Network*, is leaving. Shea, who was promoted to that position in April of last year, was responsible for all of Global's conventional TV stations (in Canada). That word went out yesterday (Wednesday) in a memo to staff from CEO **Gerry Noble**. No word on what Shea's plans are... **CRTC** Vice-Chair **David Colville** has been appointed Interim **CRTC** Chair for the next six months. **Françoise Bertrand** is leaving the senior post Monday. For Colville, it's nothing new. He's had the interim job twice before, filling-in for **Keith Spicer** (he took a leave) and between Spicer's and Bertrand's terms. While Colville is well-respected, his seemingly single major handicap is that he doesn't speak French... **Telemedia Radio** VP **Braden Doerr**, most recently VP of the Ontario regional group, assumes responsibility for the Southern Ontario cluster of stations (London, Hamilton, and St. Catharines). **Rick Doughty**, VP of Ontario North Telemedia stations (Sudbury, North Bay, Timmins, Sault Ste. Marie, Pembroke and Orillia), continues in that assignment but also adds responsibilities as a member of the Executive committee of the Ontario division, reporting to **Claude Beaudoin** in his role as Telemedia Exec VP for the Ontario region... **Tom Cooke** has been named to succeed **Jim MacLeod** as GM of Telemedia's Hamilton stations: **K-Lite (CKLH)/Oldies 1150 CKOC/CHAM**. Cooke arrives in Hamilton from his Asst. GM job at Telemedia's four London stations... **David MacLeod**, ex Manager of Marketing & Communications at the **Television Bureau** in Toronto, joins the **Radio Marketing Bureau** Feb. 19 as Manager, Marketing and Member Services.. New Chief Engineer at **CHUM/CHUM-FM Toronto** is **Larry Keats**, promoted after the departure of former CE **Bruce Carnegie** a week back... **CJOK/KYX98 Fort McMurray** PD **Mike Hardy** has left the business. So far, no successor named.

**LOOKING:** **CFRB Toronto** is looking for a Sportscaster, Talk Host, Newscaster and Traffic Reporters... The new Kingston rocker, **K-ROCK 105.7 (CIKR-FM)**, is looking for Talent in mornings, mid-days, swing, News, and Promotions. See the ads in this edition and at the **Broadcast Dialogue** Web site: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)... Other jobs we've heard about include **KX96FM (CJXX-FM) Ajax** looking for an afternoon News Anchor/Assignment Editor/Reporter.

**GENERAL:** A mandate review of the **CRTC**, conducted by the federal government, is about to take a look at whether government can deregulate parts of the media and telecom industries. There are suggestions that a complete revamp of the Commission may be the outcome – combining responsibility for copyright regulation, competition concerns

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and investment review under one new organization, but nothing's been decided. The review, the first since 1991, would also put into place a system wherein regulators wouldn't get in the way of Canadian companies competing in the global economy... Meantime, new **FCC** Chairman **Michael Powell** is said to be so gung-ho on free-market

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principles that he may put pressure on Canada (and other foreign markets) to open markets to international competition and ownership. Powell, son of **Colin Powell**, has US broadcasters, cable and telcos, Internet service providers and others prepared for change. The squeeze could come in the area of an American push on Canada to, for example, raise the caps on foreign ownership... **Corus Entertainment** President/CEO **John Cassaday** says it's time to re-think current media measuring. Speaking to **BBM's Staying Tuned Conference** in Toronto this week, he called for "less measurement and more insight-creation leading to knowledge management of media consumption. We need something different from current research. We need cooperation between media to provide a true measure of multi-media usage." Proposing an industry action plan, Cassaday called for "... an open analysis of what is available to get the best possible media usage that starts with the consumer and not the media." By creating a single source multi-media research database, he said, Canada could become the authority for such information. The risks in not moving forward, he said, include using the same old single-media databases and "being followers instead of leaders". According to Cassaday, we need less measurement and more insight-creation leading to knowledge management of media consumption; cooperation between media to provide a true measure of multi-media usage... Winners of the prestigious **Canadian Women in Communications** annual awards – to be celebrated in Ottawa Feb. 19 – are: *Woman of the Year* – **Denise Donlon**; *Mentor of the Year* – **Michael McCabe**; and, *Trailblazer of the Year* – **Michèle Fortin**. Donlon, who spent the bulk of her career at **Citytv/MuchMusic**, is President at **Sony Music Canada**. McCabe is President/CEO of the **Canadian Association of Broadcasters**. And, Fortin is Vice-President, French Television Services, for the **Canadian Broadcasting Corporation**... The **North American Broadcasters Association** (NABA) says **Microsoft Corp.** will sponsor NABA's International Achievement Award for three years beginning with the presentation of the 2000 award Feb. 25-26 in Los Angeles. Microsoft also becomes an associate member of NABA... **Rogers Communications** posted a fourth-quarter and year-end net loss although revenues rose at its cable, cellphone, and media units. It lost \$21.1 million, or 20-cents a share, in the quarter ended Dec. 31, compared with a \$27.2 million loss (or 19 cents a share) the year before. But quarterly revenues rose to more than \$947 million from \$862 million, a gain of nearly 10%. For the year, Rogers lost \$90.1 million, down 29% from a loss of \$127.1 million last year. Revenues rose 12.8% to \$3.5 billion... Meantime, cablecos are forecasting reduced capital spending. **Rogers** execs say capital expenditures should peak this year between \$630-million and \$680-million. The story is also true at **Shaw Cable** where, just a few weeks ago, execs there told investors that it's making a detailed review with a goal of reducing operating expenses and deferring capital expenditures. The eyes on spending come after spending tens of millions in building networks capable of carrying high-speed Internet service and interactive TV signals... **CRTC** Chair **Françoise Bertrand** has been getting some nice send-offs. **Alliance Atlantis** held a posh party this week in Toronto, **CanWest Global** honored Bertrand with a dinner in Ottawa the week before, and the **Canadian Association of Broadcasters** also staged a farewell-to-Bertrand bash.

knowledge management of media consumption. We need something different from current research. We need cooperation between media to provide a true measure of multi-media usage." Proposing an industry action plan, Cassaday called for "... an open analysis of what is available to get the best possible media usage that starts with the consumer and not the media." By creating a single source multi-media research database, he said, Canada could become the authority for such information. The risks in not moving forward, he said, include using the same old single-media databases and "being followers instead of leaders". According to Cassaday, we need less measurement and more insight-creation leading to knowledge management of media consumption; cooperation between media to provide a true measure of multi-media usage... Winners of the

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**RADIO:** *JJ Johnston* at *Corus Radio* in Toronto has issued an appeal to anybody who has photos or footage of the late **Alden Diehl** to get in touch with him (416/408-5433). JJ's in the process of putting together the presentation when Diehl is honoured at **Canadian Music Week** by his induction (posthumously) to the *CMW Broadcast Hall of Fame*. As JJ says, "There are lots of stories about this wonderful character and we'd like you to share yours". Material will be put into a special presentation gift for the Diehl family... **Digital Radio Roll-Out Inc.** launched its first major awareness campaign this week supporting Digital Audio Broadcasting. The DAB campaign is geared toward generating public awareness and to drive traffic to the DAB Web site: [www.digitalradio.ca](http://www.digitalradio.ca). The spots – created by **Hennessy and Bray** in Toronto – are running on 30 stations in Toronto, Montreal, Vancouver and Windsor... The **Haliburton Broadcasting Group** has won two FM licences, one each at Timmins and Kapuskasing. In Timmins, the new station – a sister to the existing French language FM'er – will program CHR at 93.1 MHz with power of 3,600 watts. At Haliburton's **CKAP Kapuskasing**, the green light to flip to FM programming CHR at 100.9 and power of 12,000 watts... Also approved is **Corus Radio's** application to flip **CKGY Red Deer** to FM while sustaining the current Country programming. CKGY-FM will have power of 100,000 watts at 95.5... **The Flow, Milestone's** new Urban formatted station in Toronto, began testing on the weekend at 93.5. Live programming from the new station - literally "across the street" from **The Edge (CFNY-FM)** - begins next month... Major music labels are overjoyed with the **Napster** decision Monday. **Recording Industry Association of America** lawyer **Chuck Cooper** said the ruling "pretty much writes Napster's epitaph. Its days as an instrument of electronic shoplifting are over." But there are those who say that whatever the software, Internet-delivered music is here to stay. The US Court said Napster can be held liable for the trade in copyrighted music and that it will be obligated to police its system for copyright material and to prevent its trade. The appeals court judges also cautioned that Redwood City, CA,-based Napster may be held liable for damages in the looming lawsuit with record companies. Here in Canada, **Canadian Recording Industry Association** President **Brian Robertson** in Toronto said the American ruling is a victory for copyrighted music. He says the Canadian music business has been hard hit by Internet downloading... **SurferNETWORK.com**, an Internet marketing and content distribution company based in New Jersey, has been awarded the radio assets of **BroadcastAMERICA.com** of Portland, Maine. The acquisition occurred during an auction which was part of a Chapter 11 bankruptcy proceeding. SurferNETWORK also completed its acquisition of the radio assets of Vancouver-based **GlobalMedia.com**. The two added companies will give SurferNETWORK more than 1000 radio stations under contract... Vancouver's **NetNation Communications, Inc.** has an agreement to provide live audio streaming services to **CBC Radio's** B.C. media site. The company already hosts an interactive live audio streaming Web site complementing shows on **CBC Radio One**... Satellite programming will be affected by solar transits Feb 25

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- March 6. Check with your syndicator(s)... **EZ Rock Q97 (CIQM-FM) London** raised \$185,000 for the **Children's Hospital of Western Ontario** through its *Second Annual QKids Radiothon*. The event, held over last weekend, supports the paediatric health centre's activities as it serves more than 100 communities in the region.

**SYNDICATION:** **Jones Broadcast Programming (BP)** is launching a new Monday-Friday AC overnight show: *Dave 'til Dawn*, featuring **Dave Wingert**. The new program is available March 1. Wingert had been Seattle's #1 midday host (**KLSY**), women 25-54 for almost nine years.

**TV/FILM:** *Alliance Atlantis* has reached agreement to acquire Halifax-based *Salter Street Films* for \$63-million. Apart from Salter's 1,100 half-hour program library, it also owns the 'Category 1' *Independent Film Channel Canada*. **Michael and Paul Donovan** would have multi-year agreements. Salter Street Films will remain in Halifax. If the **CRTC** approves the change in control of the specialty channel, it too would stay in Nova Scotia, and Michael Donovan would become Chairman of the Independent Film Channel Canada... **MuchMusic's** million-dollar production of the *SnowJob 2001 Festival* from the Sun Peaks Resort near Kamloops in March is being threatened. In a letter, *First Nations* told MuchMusic that there would be protests at the music festival if the show went on. Some native groups are upset over planned expansion of the resort and the impact such expansion would have on hunting and harvesting rights. Much GM **David Kines** says he's looking at working something out, perhaps even allowing "something that gets their message out and lets us do our event." *SnowJob 2001* is MuchMusic's annual winter music festival, to be aired this year March 12-18... The **CRTC** says **Star Choice Communications** can hold on to space on a *Telesat* satellite, controlled by **BCE Inc.** The ruling blocks *Telesat* from taking back four transponders that it had agreed to sell to Star Choice. The plan had been for *Telesat* to sell the four (on Anik F1) transponders to *Alliance Atlantis*, **Chum** and **CTV**, with CTV standing to gain half of the freed-up space. The Commission ruling is that three of the transponders should be available to Star Choice, while the fourth could be returned to *Telesat* and sold to carriers on a first come, first served basis... Meanwhile, *Telesat Canada* has bought *Infosat Communications* in a move seen as **BCE**

consolidating its satellite services. *BCE* owns *Telesat*. *Infosat* provides voice, fax, paging and data communications to remote locations – primarily in Western Canada – and did about \$26 million in revenue last year... **CHCH-TV Hamilton**, positioned for the past couple of years as **ONTv** (akin to its then **WIC**-owned Vancouver cousin, **BCTV**), has returned to its regional roots. On Monday, the 46-year-old station was rebranded as **CH Television** by new owners **CanWest Global Communications**. GM **Patrick O'Hara** says the station will become a strong and distinctive regional voice; the jewel of programming being an innovative, three-hour morning show... **CanWest Global Communications** has contributed \$1-million for a new communications research chair at Hamilton's **McMaster University**. The donation is aimed toward a research and teaching position in the Humanities Faculty.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Michael Ihnat, WebXRep.com Inc.**, Toronto; **John Wright, K-Rock (CIKR-FM) Kingston**; and **Owen Charlebois, The Arbitron Company**, Maryland. Welcome!

**EDITOR'S NOTE:** If there's an article in the *Broadcast Dialogue* magazine you wish to have a reprint of, your best bet is to first check the Web site ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)) and click on the magazine cover you'll find on the home page. There's a good chance we've posted the article you're looking for there... Also, don't forget that as subscribers to the weekly Newsletter, you can also access the most recent editions at our Web site. You will, however, need a password. Just click on the page, fill in the questions asked, and we'll get your clearance out promptly via e-mail.

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Volume 8, No. 36

Page One of Three

**TV/FILM:** The **CRTC** is expected to release today (Thursday) how much the private networks spend on homegrown programming. Making the numbers public is part of the licence renewal process for **CTV**, **CanWest Global** and **TVA**. All are scheduled to appear this spring (weeks of April 17 and 23). The figures will be published despite the interventions against doing so by CanWest and the **Canadian Association of Broadcasters**... Meantime, the **CRTC** has asked for public input on the **CTV** and **Global** renewals. And, it will be the first time that it will use the new approach – as outlined in its June 1999 TV Policy – to examine licences. Says the **CRTC**: *"The new approach will allow the Commission to consider these broadcasters' corporate strategies and how individual stations will implement the strategies. It will also allow the Commission to take into account the contributions made by all aspects of a licensee's operations, including specialty services and production companies, to the Canadian broadcasting system."* March 23 is the deadline for comments... Thanks to a \$500,000 commitment by **Global Television**, the **Canadian Women in Communications Mentorship Program** may now be further developed and enhanced. Announced at the CWC 10<sup>th</sup> Annual Gala Dinner in Ottawa Monday night, the expanded procedure – now called the CWC/Global Television Network Mentorship Program – will broaden perspectives to allow wider participation, including the most senior and junior levels. It provides CWC members an opportunity for a year of informal coaching, advice and development of leadership qualities... **Vision TV** has a two-year deal with **Thirteen/WNET New York** to that would make it WNET's partner of preference in the Canadian market. Vision TV has exclusive right of first negotiation to license WNET programming on Vision and its new specialty channels... **Bell Canada** has unveiled a video distribution service for the TV production and film industry that it says should grow into a \$100-million-a-year fibre-optic business within about four years. **Bell Nexxia** figures the new service could help cut days from post-production because of instant delivery. Look for charges of between \$400 and \$1,500 an hour, based on speed and format... **Technicolor Worldwide Film Group** says it's going to build "the world's largest film laboratory" in an industrial park near Quebec's Mirabel Airport, creating 275 jobs. It's an area where the Quebec government has created a duty-free trading zone. Movies will be flown to Mirabel from other countries and duplicated, without having to pay duty. Back in October, Technicolor bought Montreal's **Covitec Group** for \$60 million, thus acquiring its film lab and production support operations in Montreal, Ottawa and Quebec City...



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Stations and ad agencies using the **idencast.com** Web site, as provided by **AudioTrack Watermark Solutions Corp.**, to track commercial runs, may have to look elsewhere. Word is that the company has folded. The company is/was headquartered in Seattle, with an office in downtown Toronto, and offered commercial audit services... Who gets **ROBTV**, **CanWest** or **The Globe and Mail's G&M Business News Ltd.**? Both own 50%. Three arbitrators are getting set to try sorting it out. Arbitration follows CanWest's failed attempt to buy out its partner for allegedly breaching the

terms of their shareholders' agreement.

**RADIO:** Where the **Toronto Blue Jays Baseball** games are aired this year may be sorted out in the next day or so. The Club itself now has the right to place the games with any broadcaster it wants, free of any claim from **Headline Media Group**. Does that mean **CHUM Toronto**, which has aired Blue Jays Baseball the past couple of years, just got snookered? When asked, VP/GM **Paul Williams** of CHUM's new **The Team** network, would offer no comment. The terse press release said only that a confidential settlement had been reached in "that the **Toronto Blue Jays Baseball Club** is entitled to place its radio broadcast rights with any radio broadcaster it chooses, free of any claim from HMG"... **CJCS Stratford** is putting together a broadcast effort for India Earthquake relief, and **Broadcast News** has offered its satellite resources. Stations interested in helping to co-ordinate this effort are invited to get in touch with CJCS President/GM **Steve Rae** at [steverae@cjcsradio.com](mailto:steverae@cjcsradio.com).

**REVOLVING DOOR:** **Phyllis Yaffe** has been appointed CEO at **Atlantis Alliance Communications** in Toronto. Yaffe relinquishes her President's role in favor of **Mark Rubenstein**, in from his most recent position as Managing Director of **Yahoo! Canada**. He will also be COO. Rubenstein's previous position was as Sr VP/GM of the **CHUMCity TV Group**... **Ross Langbell**, Director of Research at **CFUN/CHQM-FM Vancouver**, becomes GM of **RCS Canada** March 1. He'll be based in Vancouver... **CJNT-TV Montreal**, the ethnic station recently acquired by **CanWest**

**Global**, has appointed **John Kuyk** as Senior Manager under Global Quebec GM **Maureen Rogers**. Operations Manager is **Gilbert Crepeau**. CJNT has also set-up an Advisory Board to be led by **Bev Oda**, ex of **CTV** and a former **CRTC** Commissioner... Long-time **CKAT North Bay** Morning Man **Peter McKeown** becomes Ops Mgr for at **Telemedia's** three North Bay stations – **The FOX/EZ Rock/CKAT**... Also at North Bay, **Clint Thomas** becomes Ass't ND, taking up the slack of ND **Clancy MacDonald's** resignation... **CJOK Fort McMurray** Morning Man **Tim Day** gives up that gig to become PD at both CJOK and sister station, **KYX98**...

**Chris Myers**, part of the morning show at **Kiss 92 Regina**, moves to PD chores at **Peace River Broadcasting (KIX 106/CKYL)** in late March... **Barry Dodd** joins **CHUM-TV's CIVI-TV Victoria** as Director of Programming and Promotion. Dodd has been with **BCTV (CHAN-TV Vancouver)**.

**SIGN-OFF:** **David Walker**, who helped launch Ontario's **TVO Network**, has died in Toronto at 73. He was Exec. Director there from 1975 to 1985. He became a broadcast consultant and taught broadcast policy at Toronto's York University.

**GENERAL:** The federal **Competition Bureau**, in a submission to the **CRTC**, is supporting cable companies on the issue of cablecos owning and controlling specialty TV channels. Impetus for the Competition Bureau's stance is the decision to allow **BCE Inc.** to purchase **CTV**, including CTV's specialty channels. The bureau argues that CRTC ownership restrictions preclude cablecos from taking advantage of market opportunities (as BCE can now do) and that they shouldn't be so constrained. Instead, it recommends cable be allowed to own majority interests in such channels, with a cap on the number of analogue channels cable companies and affiliates can own. The **Canadian Cable Television Association** (CCTA) – in a bid to head off concerns about anti-competitive behaviour – has committed to no channels being moved from present dial positions without CRTC approval (should they be given the right to increase their



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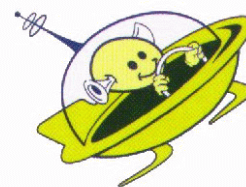
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ownership)... **Rogers Cable Inc.** says there has not been any settlement on the takeover of **Excite@Home** management of Rogers' high-speed Internet service. Negotiations are said to be "complicated". Rogers brands the service and serves it to 315,000 customers... **Ron Cohen**, National Chair of the **Canadian Broadcast Standards Council**, has acknowledged the contribution of the **Radio-Television News Directors Association of Canada** in a letter to RTNDA President **Gerry Phelan (VOCM St. John's)**.

Cohen writes: "I consider it important to say to you just how significant the role of RTNDA members has been on the Regional Councils around the country. The measure of that contribution has been partly reflected in the fact that **Hudson Mack (CHEK-TV Victoria)** and **Daryl Braun (CKMW Winkler)** became Regional Vice-Chairs a couple of years ago and that Daryl has now become the first RTNDA member to become the full Chair of one of our Councils. Our original arrangement with the RTNDA back in the fall of 1993 was that we would have an RTNDA representative on each Regional Council. In no way did we appreciate back then how major the contribution of those RTNDA members would become. You know perfectly well that there has never been even a tacit understanding of any role beyond Council membership that your NDs would play on the CBSC. Well, as I have said to you before (orally), their judgment has, as a general rule, been so beneficial to the CBSC (and consequently to all Canadians) on issues of all kinds, not in any way limited to journalistic matters, that such leadership roles make sense from our own perspective. The CBSC Councils play a real role in the definition of all aspects of radio and television content. We would not achieve those results nearly as well without your members."

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