

BROADCAST Dialogue

The Voice of Broadcasting in Canada

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Thursday, December 5, 2002

Volume 10, Number 27

Page One of Five

REVOLVING DOOR: After nearly 49 years in charge of **CHUM Limited**, Chairman/President **Allan Waters** has stepped down. On Monday (Dec. 2), **Jay Switzer**, President of **CHUM Television**, became CHUM Limited's President/CEO. **CHUM Radio** President **Jim Waters** has become the company's Chairman of the Board. **Ron Waters**, previously Exec. VP, is now Vice-Chairman. Allan Waters remains a Director and consultant of/to the company. Former COO **Fred Sherratt** steps down as Vice-Chairman but remains a Director and a consultant to the company. Switzer will announce appointments to the positions of President at both CHUM Radio and CHUM Television by next spring. Meantime, he and Jim Waters will continue to hold those positions... **Jim Rusnak**, currently heading **Global Television** in Alberta – and who has been based in Calgary – returns to Vancouver as the new VP/GM of **CTV British Columbia**. His appointment is effective Jan. 1... **Daniel Gourd** is new Exec VP at **CBC French Television**. He's been with CBC since 1985, most recently as Interim VP since last July, filling in for the departed **Michèle Fortin**... **Isabel Bassett** has been reappointed as Chair of Toronto-based **TV Ontario**. The move comes despite the fears of some senior Ontario government advisers that there could be charges of conflict of interest. Ms Bassett is Premier **Ernie Eves**' significant other... There have been promotions within **CTV News**. **Joanne MacDonald** is now VP, CTV News Administration; **Tom Haberstroh** is VP/Exec Producer, **Canada AM**; **Mark Sikstrom** is Exec Producer, **CTV Newsnet**; and, **Carol Ashurst** is Director, Research, Archives and Archive Sales... After years at AmNets, journalists **Bob McKeown** and **Gillian Findlay** have quietly returned to the **CBC**. McKeown left CBC's *the fifth estate* for a job offer at **CBS** in 1991. Later, he became a chief correspondent for **NBC's Dateline** news magazine. Now he's back at the fifth estate. Gillian Findlay, who left CBC a decade ago to become a Moscow- and Jerusalem-based correspondent for **ABC**, is back in Toronto at CBC's news magazine, *Disclosure*. Both say they were attracted back home by CBC's new emphasis on serious current-affairs programming.

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LOOKING: **CKPG-TV/CKPG-AM/CKKN-FM Prince George** has an opening for a Junior Reporter. See the ad and the direct clickable link to ND **Mike Woodworth** on here on Page 2... **Country Music Television (CMT)** in Toronto is looking for a Program Manager. Click on the e-mail link in CMT's ad on this page... **Citytv Vancouver** is searching for a News Director. Citytv's ad is on Page 3 with a clickable link... Other jobs we've heard about include **Alliance Atlantis** in Toronto looking for a Program Manager; **Global TV Toronto** seeking a Reporter; **Corus Television Sales** in Toronto in search of Senior Sales Manager for **W Network**; **MOJO Radio Vancouver** looking for an Account Manager; **MOJO Radio Toronto** seeking a PD; and, **The Edge (CFNY) Toronto** looking for a Technical Producer.

SIGN-OFF: **Neil Morrison**, 88, in Ottawa after a bout with pneumonia. Morrison was – among other things – a Senior Exec at **CBC**, an Associate Dean of adult education at Toronto's **Atkinson College** and Co-Secretary of the **Royal Commission on Bilingualism and Biculturalism**. His son, **Eric Morrison**, is President of **Canadian Press**.

RADIO: Preliminary **BBM Fall** numbers may be found on Page 5 of this edition... The **CRTC** has issued a call for applications for commercial radio at Red Deer. Deadline for applications is Feb. 25... **Tony Proudfoot** of **CJAD Montreal** – and a member of the 1977 **Montreal Alouette** Grey Cup winning team – was the only media personality allowed on stage at the Alouettes' Grey Cup victory party. Back in '77, the victory parade was snowed out in Montreal so, 25 years later, Proudfoot got to share in the victory celebrations... **Etta James**, **Johnny Mathis** and **Simon and Garfunkel** are among the recipients of lifetime achievement awards from the **Grammy** organization. **Glenn Miller** and **Tito Puente** are among those to be honoured posthumously. The awards will be presented in New York Feb. 23.

TV/FILM: Canadians spent 22% of their viewing time watching Canadian pay TV and specialty stations last fall, up dramatically from 6% in 1992. **Statistics Canada** says Canadians were also watching roughly 10% American pay TV and specialty stations in the fall of 2001, compared with 3% a decade ago. Conventional Canadian TV stations saw viewership decline from 65% in 1992 to 50% in 2001. Canadian viewership of regular American stations also dropped, from 19% a decade ago to 11% last year... **Nielsen Media Research** says it will launch **Toronto Single Source**, a research product to offer insight into the Toronto People Meter Panel's viewing, product usage and, media consumption habits. This is said to be the first North American survey conducted with a

We're looking for a
Junior Reporter
at our 3 Prince George stations

Qualifications:

- * Hard-working, self-starting
- * A year or two's experience an asset
- * Working knowledge of broadcast writing, delivery, reporting and TV editing
- * Strong working knowledge of computers.

Written applications to:

Mike Woodworth
News Director

CKPG Radio and Television
220 6th Avenue
Prince George, B.C. V2L-3M8
e-mail: mwoodworth@ckpg.bc.ca



The Jim Pattison Broadcast Group

Program Manager

Corus Entertainment is a Canadian-based media and entertainment company and a market leader in both Radio and specialty TV. Corus Entertainment also owns Nelvana, one of the world's leading animation producers and distributors, and has interests in music, publishing and advertising.



CMT Canada, a Corus Entertainment Company, has an exciting opportunity for a **Program Manager** in our Toronto location. Reporting to the Vice President and General Manager, you will be responsible for overseeing Programming and creating new forms of Canadian Programming for the network. As a member of the team you will provide a vision and participate in strategic planning, and meeting COL needs. You will manage Programming budgets, license new programs, and ensure CRTC Canadian content levels are met.

Qualifications: Minimum of 5 years experience in Broadcasting/Music industry or related field in a similar role. Highly motivated results oriented team player. For additional details please refer to the careers section of our web site at: www.corusent.com.

Qualified applicants are invited to send a resume and cover letter by December 12, 2002 to:



Alina Sollazzo
Executive Assistant
CMT Canada Inc.
Fax: (416) 530 2215
e-mail: asollazzo@corusent.com

TV people meter panel. The survey research provides the capability of analyzing product usage, lifestyle and media habits using current TV programming. The study is mean to provide Nielsen's advertising clients to more effectively identify target markets... With **Craig Broadcast Systems' toronto|one** due on-air in less than a year, 44-year old **Drew Craig** still needs to find and equip offices and studios, hire staff, and buy programming. toronto|one (one-third owned by **TD Capital**) will cost \$35 million to launch, and is expected to boost Craig Broadcast's value by about 50% (from the current \$200 million), and extend Craig's reach from 18% of English-speaking Canadians to 42%... In the sports section of the **Globe & Mail**, columnist **William Houston** claimed last week that the **Asper** family had a financial interest in the **Winnipeg Blue Bombers** of the **Canadian Football League**. Further, said Houston, **CanWest Global's** motives in seeking to carry CFL games (bidding against **CBC-TV**) were thus suspect. But CanWest Global President/CEO **Leonard Asper** says balderdash, that he's offended by a suggestion that his company's motive in chasing a CFL TV deal is to create competition for the rights and, consequently, to drive up the price. Further, said Asper, his family has no financial interest in the club. Quoting Houston in Wednesday's edition: "As for our reporting the theory that CanWest may be attempting to drive up the price of CFL rights, Asper, whose family also owns the National Post, said, "Like all of you guys at that paper, you're printing lies." To the last comment, there is a perception at CanWest that coverage of it by The Globe and Mail and CTV, which are part of the same media group, is sometimes skewed toward the negative"... **World Wrestling Entertainment**(WWE), with matches shown in 10 languages and 130 countries, has been taking a beating in TV ratings. RAW's numbers are down 14% this season to 3.1 million US households (from 3.6 million). By itself not so startling but factor in the decline from 1999 and WWE's hammerlock looks breakable. Numbers are down 20% from 2000 and 35% from the 1999 season. Another WWE show, **SmackDown!**, is in the same boat. More telling than the numbers are, well, the numbers: WWE stock, pegged at more than \$25 US in 1999, is now less than \$9 on the New York Stock Exchange... **Bell Globemedia** and **Serdy Communication** have an agreement which sees Serdy acquire controlling interest of the French-language specialty channel, **Canal Evasion**... The **Banff Television Foundation's** international Board of Governors has appointed six new members to its international team. They are: **Jacques Bensimon**, Government Film Commissioner/Chair, **National Film Board of Canada**; **Pierre Lampron**, Président, **TVA International Inc.**, Canada; **Sang Gil Lee**, Manager, Animation Department, **RainBus Studio** (KOCCA), Korea; **Carlo Sartori**, Secretary General, **Prix Italia**, Italy; **Doug Spears**, GM, Content Creation Division, **Sony of Canada Ltd.**; and, **Ernest Wong**, Group CEO, **MediaCorp** of Singapore PTE Ltd.

GENERAL: CRTC Chairman **Charles Dalfen** wants to meet key players in Canada's TV distribution business to discuss the national "epidemic" of satellite TV piracy and potential courses of action. Speaking to a meeting of the International Institute of Communications in Ottawa, Dalfen said all industry players, all enforcement agencies and all branches of government must enforce the law to protect intellectual properties. Cheating the system, he said, imposes a huge cost on the country through the loss of domestic production, through the loss of \$400 million a year thus the loss of jobs, and the theft of monies from intellectual property holders. It's estimated



NEWS DIRECTOR

Citytv in Vancouver, BC has a career opportunity available for a **News Director**. This position reports to the Director, News & Daily Programming and will be responsible for the day-to-day news content, operations and management of staff.

Preference will be given to applicants who have:

- A minimum of 10 years of experience working on major newscasts in a major market
- A minimum of 5 years of management experience including the ability to work cooperatively with staff and other managers
- Reporting experience as well as a knowledge of field production techniques & story construction
- Proven leadership qualities
- Demonstrated creativity
- An appreciation of the new complex, multicultural realities of the Vancouver market
- An understanding of the vision of the CityPulse news style and the ability to implement it.

The hiring decision will be made by the General Manager. Applicants should e-mail (hr.van@citytv.com) their resumes to:

Competition #BD-2002
Deadline: 5:00 p.m., December 13, 2002

Citytv values diversity in its work force and is committed to employment equity in its workplace.

that over 700,000 Canadians receive satellite signals illegally either through “grey” or “black” market systems... Cable chiefs, too, want Federal foreign-ownership rules scrapped. In their case, that means limits on cable TV and telco industries. **Rogers Cable** CEO **John Tory** told a key parliamentary committee that Canada can have a well-funded carrier industry while still preserving the country's cultural needs by keeping ownership rules for program makers and other content providers. Tory, along with **Shaw Communications**' CEO **Jim Shaw** and **Cogeco** CEO **Louis Audet** say regs as they now stand starve the cable and phone industries of the capital they need to expand. Outside the committee room, Shaw said it doesn't matter who owns cable so long as the systems work. He says money is needed for investing in the infrastructure and for providing customer access to HDTV, high-speed Internet service, interactive TV, and other new technologies... **Videotron** and **RDS**, the French-language sports network, say they have an “*agreement in principle*” on royalty payments which should be finalized early next year. Videotron, a subsidiary of **Quebecor Media**, had refused to pay past dues owed to RDS because the sports channel gave an unfair advantage to **Bell ExpressVu**, the **BCE**-owned competitor to Videotron. RDS is majority owned by **CTV**. Back in October, the **CRTC** ruled that a hearing was needed before it (the CRTC) could issue a mandatory order to force Videotron to pay its dues, then set at about \$16 million. The major bone of contention in the Quebec marketplace is BellExpressVu's subscriber growth (at cable's expense)... **Corus Entertainment's** third Annual General Meeting is set for Calgary next Tuesday (Dec. 10). Exec Chair **Heather Shaw**, President/CEO **John Cassaday**, and Sr VP/CFO **Thomas Peddie** will review the company's performance and update shareholders.



EDITOR'S NOTE: We got lucky with our “*Dialogue*” feature writer in the December/January **Broadcast Dialogue** magazine (*coming soon to a desk near you*) in that it is none other than **Jay Switzer**, the new President/CEO of **CHUM Limited**. The piece was cued-up long before we knew about the CHUM shuffle but BD folk are now thinking that this superb timing, insofar as BD magazine readers are concerned, is our reward for clean living... Early (unofficial) **BBM** numbers for the Fall book are gradually rolling in. These come from various sources and should not be considered as including every station in a market nor does BD vouchsafe accuracy. Numbers begin on the next page.



12+ Tuning Share based on All Week, Mon-Sun 5a-1a

Toronto Ctrl

	Fall 01	Fall 02	% change
CHFI FM	10.6	10.3	-3.4%
CHUM FM	9.6	10.2	5.7%
CFRB	7.5	7.0	-6.4%
CJEZ FM	5.2	6.1	16.8%
CHWO	6.1	6.0	-1.9%
CILQ FM	5.3	5.7	6.8%
CISS FM	4.7	4.9	5.4%
CFTR	6.5	4.8	-26.4%
CKFM FM	4.8	4.5	-6.6%
CFMX FM	3.3	4.4	35.7%
CFNY FM	3.8	3.2	-16.7%
CIDC FM	2.2	2.7	23.8%
CFXJ FM	2.2	2.4	11.2%
CJCL	2.1	1.9	-9.6%
CJRT FM	1.6	1.7	4.7%
CKDX FM	0.3	1.6	395.3%
CFYI	1.0	1.4	36.2%
CHUM	0.4	1.3	206.4%
CING FM	0.6	1.0	57.9%

Montréal Anglo

	Fall 01	Fall 02	% change
CJAD	24.4	19.4	-20.7%
CFQR FM	21.6	18.8	-13.2%
CJFM FM	16.5	17.9	8.7%
CHOM FM	7	11.3	62.0%
CINW	4.5	2.6	-42.9%
CKGM	1.4	2.5	76.5%

Montréal Franco

	Fall 01	Fall 02	% change
CITE FM	16.2	16.5	1.7%
CFGL FM	10.5	13	24.0%
CKAC	12.6	11.7	-7.5%
CKOI FM	13	11.5	-11.2%
CKMF FM	9.6	9.3	-3.2%
CJPX FM	6.7	5.7	-15.7%
CKOO FM	1.8	1.8	-1.2%
CINF	1.6	1.4	-14.9%

Vancouver Ctrl

	Fall 01	Fall 02	% change
CKNW	16.2	14.5	-10.3%
CHQM FM	8.2	10	22.0%
CFMI FM	9.3	8.6	-7.9%
CKZZ FM	11	7.5	-32.3%
CJJR FM	5.6	6.3	12.3%
CKBD	3.8	5.3	41.5%
CFOX FM	4.4	4.9	10.4%
CKKS FM	5.9	4.3	-27.0%
CKWX	3.3	3.6	7.8%
CFBT FM	3.3		0.0%
CKVX FM	3.1	2.7	-12.6%
CISL	2.3	2.2	-4.1%
CFUN	1.1	1.6	43.8%
CKST	0.8	1.3	78.9%
CJNW	0.6	0.4	-28.5%

Ottawa-Hull Anglo

	Fall 01	Fall 02	% change
CJMJ FM	15.5	13.7	-12.2%
CKKL FM	11.6	10.1	-13.2%
CFRA	11.8	10.0	-14.9%
CKBY FM	10.0	9.8	-2.7%
CHEZ FM	6.3	8.3	31.3%
CKQB FM	7.0	8.3	19.2%
CIOX FM	4.4	5.2	18.3%
CIWW	3.5	3.7	5.6%
CFGO	2.9	2.5	-14.4%

Calgary Ctrl

	Fall 01	Fall 02	% change
CJAY FM	16.0	17.6	9.8%
CKRY FM	15.0	14.8	-1.1%
CHFM FM	10.6	10.8	1.9%
CHQR	9.9	10.3	3.6%
CKIK FM	16.5	7.8	-52.9%
CHRK FM	6.9	4.8	-31.0%
CIQX FM	n/a	4.2	0.0%
CFFR	2.3	2.9	22.6%
CIBK FM	n/a	2.7	0.0%
CKMX	3.1	2.7	-13.9%
CJSI FM	n/a	2.2	0.0%
CFAC	0.8	1.7	121.6%

Edmonton Ctrl

	Fall 01	Fall 02	% change
CHED	14.7	12.0	-18.5%
CKNG FM	11.9	10.8	-9.6%
CISN FM	7.9	10.6	34.7%
CFBR FM	9.8	10.3	4.8%
CIRK FM	9.9	10.3	3.2%
CFMG FM	9.0	9.3	3.4%
CKRA FM	6.6	7.2	8.3%
CFCW	5.8	6.8	16.9%
CHQT	7.3	6.8	-6.0%
CJCA	n/a	1.5	0.0%
CFRN	1.7	1.3	-27.4%

Winnipeg Ctrl

	Fall 01	Fall 02	% change
CJOB	18.5	21.1	13.9%
CFWM FM	7.4	11.2	51.3%
CJKR FM	10.3	9.2	-10.4%
CKMM FM	8.6	8.2	-4.6%
CHIQ FM	10.1	7.3	-27.5%
CFQX FM	8.2	7.3	-11.6%
CITI FM	6.8	5.6	-17.4%
CKY	5.6	4.0	-28.2%
CFST	1.0	0.8	-18.7%

Hamilton Ctrl

	Fall 01	Fall 02	% change
CKLH FM	12.9	12.6	-2.6%
CHML	9.8	8.7	-10.5%
CJXY FM	7.6	6.4	-16.1%
CING FM	5.2	4	-23.1%
CKOC	5.4	3.8	-31.0%
CHAM	3.3	2.4	-25.7%
CIWV FM	2.1	1.1	-47.4%

Kitchener Ctrl

	Fall 01	Fall 02	% change
CHYM FM	20.1	17.6	-12.6%
CFCA FM	13.9	15.9	14.6%
CKDK FM	3.1	4.3	36.3%
CKWR FM	3.3	3.5	6.4%
CKGL	3.9	3.4	-13.2%
CKKW	0.5	1.7	234.9%

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TV/FILM: **Showcase** has changed the scheduling of *KINK* so that it won't be shown during Saturday morning cartoon time in Winnipeg. The show, which explores Vancouver's sexual underworld, wasn't violating any rules but **Alliance Atlantis** said changing the sched was the responsible thing to do... The **CRTC** has allowed four French-language digital TV specialty services a second year-long extension – to Sept. 30 – before they're to begin operations. The services -- **Télé Ha! Ha!**, **LCN Affaires**, **Canal Mystère** and **Info-Sports** -- claimed the delay was necessary because of the limited success of English-language digital services, continuing problems in Quebec's TV distribution market and limited digital TV penetration across the province... **OMNI Television** in Toronto, owned by **Rogers Media Television**, says it has actively initiated its \$50 million commitment to develop and license third-language/ethnocultural programming and other multicultural initiatives. The support positions OMNI Television, says Rogers, as the industry's first, and only, major source of funding for the independent production of non-official language programming... Printing giant **St. Joseph Corp.**, says sources, has an option to acquire a 10% interest in **Craig Broadcast's** new Toronto station, **toronto/one**. The \$35-million station is set to launch next fall. *Toronto Life*, a consumer magazine owned by St. Joseph's media group, plans to co-produce a weekly show on the station. Craig Broadcast President/CEO **Drew Craig** declined comment.

REVOLVING DOOR: **Clyde Ross**, GM at **Standard Radio's** St. Catharines properties, leaves that job today (Thursday). His successor has yet to be named... **Blair Bartrem** is new Ops. Mgr. for **Standard Radio's** three Montreal stations. He'll continue programming responsibilities at **MIX 96 (CJFM)** and **CHOM** and take overall responsibility for programming and operations for all three stations, including **CJAD**. **Rick Moffat** continues as PD at CJAD... **Dan O'Toole**, ex of **Citytv (CKVU) Vancouver**, has joined **TSN's SportsCentre** as a Reporter/Weekend Anchor. He also worked as Sports Director at **CJOK-FM/CKYX-FM Fort McMurray**... **Shawn Smith**, who joined **Jones Radio Networks** in Seattle a couple of years ago after laboring at **Rogers Media**, is back in Vancouver. Smith, who had been Director of Marketing at Jones, has formed a Marketing alliance with ad agency **Halloran:etcetera**. Smith remains in a consulting/marketing capacity with Jones Radio Networks...

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Les Staff is new ND at **Global Regina**. It's an in-house promotion.

LOOKING: **CanWest Global's** first radio station, **CJZZ-FM Winnipeg** (Jazz-formatted), is looking for a raft of people. The station, set to go to air in March, seeks a Sales Manager and Account Reps, PD, MD/Announcer, Announcers, Production Manager, ND, Reporters, Promo Director, Traffic Coordinator, and a Creative Writer.

SIGN-OFFS: **Tom Fulton**, 58, of a massive heart attack outside the **AM740 (CHWO) Toronto** station located in Oakville. Fulton, the Morning Host at AM740, had just finished his Monday shift and was outside for a breather when he collapsed. He had a history of heart problems as well as high blood pressure. The funeral is tomorrow (Friday), 11 a.m. at St. James Cathedral, King & Church St., in Toronto... **Stu (Stuart Gordon) Kenney**, suddenly in Toronto last Saturday. Kenney was the Morning Host at **CKEY Toronto** during that station's heyday and competed with **CJBC's Bruce Smith** and **CFRB's Wally Crouter**. Known as "The Old Redhead," Kenney made his mark with the show, *Wake Up Ontario*. A private interment will be held tomorrow (Friday) in Toronto. Remembrances to the Heart and Stroke Foundation... **Roone Arledge**, 71, of complications from cancer. Arledge, a pioneering TV Exec at **ABC News** – and responsible for creating shows such as *Monday Night Football*, *Wide World of Sports* and *Nightline* – died at Memorial **Sloan-Kettering Cancer Center**.

RADIO: **CHUC Cobourg** has approval to change its frequency (from 1450) to 1580 and to hike power to 10,000 watts daytime (from 8,000) and to 10,000 at night (from 1,000). The move was opposed by **CHIN Toronto** because the ethnic broadcaster – whose AM station is at 1540 – said the frequency should be considered in a Call for licences in Toronto. But **Pineridge Broadcasting**, owner of CHUC, countered that there are numerous alternatives superior to 1,580. The **Department of Industry**, in a report last spring, said that of 17 possible frequencies in the Toronto area, nine offer better potential day and night coverage than 1,580 kHz... The **CRTC** has approved **CJCI Prince George's** application to flip to FM. It will have power of 12,000 watts and be at 97.3... **Jim Van Horne** and **Paul Romanuk**, the two **TSN** broadcasters who opted to join **CHUM's** new **TEAM** sports network in 2001 and who were dumped when CHUM dropped the format, have had mixed successes in settling their contract disputes. Romanuk says he's now satisfied but Van Horne and CHUM are said to be at an impasse... The **CRTC** has approved **Life 100.3 (CJLF-FM) Barrie's** application for a new transmitter at Owen Sound. The station has targeted next spring to launch but still awaits about \$7,000 in listener donations for start-up capital. Despite interventions opposed to the Barrie station repeating in Owen Sound, the Commission concluded that it will increase diversity in that market in both content and ownership. The new transmitter will be at 90.1 MHz at 75 watts... **CFCW Camrose** has moved to #600, 5241 Calgary Trail NW in Edmonton. Sister stations **CIRK-FM/CKRA-FM** remain at 4752-99 St. in Edmonton... At **Zed-FM (CIZZ-FM) Red Deer**, a fundraiser called *The Festival of Trees* for the **David Thompson Health Region Foundation** raised over \$381-thousand for the Out Patient Department at the **Red Deer Regional Hospital Centre**. Over the last eight years, \$1.2-million has been raised to benefit patient care. The Festival of Trees, too – held between Nov. 22-24 – is regarded as the kick-off to the Christmas season for many Central Alberta families... **Brad Muir**, APD at **96.3 The Mix (CKRA-FM)/97.3 K-Rock (CIRK) Edmonton** – and the Programming columnist in the Dec/Jan edition of **Broadcast Dialogue** magazine – makes the case that great jocks do magic. Preview his feature piece by clicking the On-Air graphic.



GENERAL: An advertising survey conducted by **ZenithOptimedia** in London says Canada's ad industry is poised for robust growth for at least the next three years. The survey is universal, projecting a global rebound in ad spending through 2005. Ad spending in Canada, says the survey, will rise 3.9% in 2003 to \$8.5-billion after gaining an estimated 4.1% this year. Propelling the recovery, says the agency, is strong consumer demand. The survey measures spending on TV, radio, print, cinema, outdoor and Internet ads... **Corus Entertainment** plans 50 more staff cuts at its **Nelvana** unit. Despite the staff reduction, CEO **John Cassaday** – at the Corus AGM in Calgary – said the children's TV programming division remains essential to Corus' growth strategy. He says Nelvana gives his company diversity as the likes of video-on-demand puts the squeeze on traditional broadcasters; that owning content is critical. On convergence, Cassaday said there likely won't be any action in the short-term but that further industry consolidation in two to three years is a likelihood. Exec. Chair **Heather Shaw** said Corus could be in the market for further specialty TV and radio assets...



Michael Wm. Bach
Sales Engineer
WB6FFC

Mike Johnson
Sales Engineer

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An unprecedented gathering of Canada's largest electronics retailers and computer manufacturers in Toronto Tuesday addressed hidden levies and music copying. They've launched a national campaign warning consumers against large proposed increases to the hidden levy that consumers pay on certain electronic products. Specifically, they oppose the recording industry's proposal to increase its levy on many every-day products whose retail prices could soon skyrocket. Affected products include recordable CDs, minidisks, audio cassettes, MP3 players, blank DVDs, and could possibly extend PCs, TV set-top boxes, personal video recorders, digital cameras and PDAs and other handheld devices... *Ipsos-Reid*, in its annual study of Internet trends, says the growth of use in Canada has hardly moved in the past two years. Sixty-two per cent of Canadian adults reported having gone on-line at least once in the previous month. But two years back, that number was 56%. In 2000 it was 60%. The US has the highest level of usage among 12 countries surveyed. Canada is second... **FRIENDS of Canadian Broadcasting** has established *The Dalton Camp Award*, meant to stimulate new thinking and discussion on how the news media influence the state of Canadian democracy. Speaking in Fredericton at the announcement of the award, **Knowlton Nash** said "What we need to do, and what I think Dalton would have wanted us to do, is to find ways to improve the quality of our news...to energize brain cells, not just zap eyeballs. We need to make the important interesting, and not make the merely interesting seem important." The Dalton Camp Award is available to up to three Canadians each year, with each award consisting of a \$5,000 prize and a bronze cast medal by Canadian sculptress **Dora de Pédery-Hunt**... A coalition of unions is challenging the lifting of ownership restrictions in telecommunications. They say Federal Industry Minister **Allan Rock** is threatening Canada's sovereignty, high-technology advancement and consumers' phone bills by announcing a study into loosening foreign ownership regulations. The unions claim convergence of this sort "will reach well beyond telecommunications into broadcasting, print media and cultural industries"... **Daphne Lavers** has presented (as usual) a scintillating article on the future of **CBC** in the December/January edition of

Broadcast Dialogue magazine. Click on the CBC logo to be taken directly to the story.



CBCtelevision

EDITOR'S NOTE: The weekly **Broadcast Dialogue** newsletter takes the traditional Christmas-New Year break this year Dec. 26 and Jan. 2. Our last edition this year will be next week, Dec. 18. Broadcast Dialogue will return Jan. 9... As you've seen in recent weeks, there have been more and more links to various articles and Web sites directly clickable from these pages. That will continue. Roughly 85% of **Broadcast Dialogue** newsletter subscribers now receive it by e-mail. If you're still on the fax distribution method, it's probably time to move up a decade and jump into the '90s! Call 416/782-6482 to make the switch or just e-mail broadcastdialogue@rogers.com to let me know.

When It Involves taking complex technical issues and making them understandable, Daphne Lavers is probably the best in the country. But then, you already know this because of her relentless researcher-journalism work in *Broadcast Dialogue* magazine – making topics the likes of DAB and HDTV comprehensible.

Lavers has just completed a new book entitled . . .



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Thursday, December 19, 2002

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REVOLVING DOOR: **Allan Waters** has officially stepped down as **CHUM Limited** Chairman and President. At the company's general meeting, the 81-year old Mr. Waters – who owns 87.9% of CHUM's common shares – wiped away tears as investors gave him a standing ovation. **Jim and Ron Waters** are now Chairman and Vice-Chairman respectively, and **Jay Switzer** is President and CEO. Switzer says his top priorities are reducing losses at the AM properties and shifting new specialty and traditional TV services from development to profitability. CHUM's also applying for TV licences in Edmonton, Calgary and Red Deer... **Rob Mise**, ex of **Standard Radio's 295.3 Vancouver**, has been appointed Ops. Mgr. at **NewCaps** new Ottawa FM station. Mise will remain in Vancouver, working from his home office, until plans for the new physical plant in Ottawa begin taking shape. In the meantime, Mise may be reached at robmise@atozmail.com... **Paul Sweeney**, most recently VP, Program Sales at **Fox Television Canada** in Toronto, has been named Exec. VP Programming at Toronto-based **Highway Entertainment** (a division of **Omnicom Canada Inc.**). Sweeney moves into his new job Jan. 13... **Gail Moore** is new Station Manager at **CJTT-FM New Liskeard**. Moore, who's been with CJTT for 24 years, was promoted from her SM position... **Cal Johnstone** is the new ND at **The New PL (CFPL-TV) London**. Johnstone had been Assignment Editor at **Global Television Toronto**... **Dan Dolan**, Ops. Mgr. at **CKWS-TV Kingston** leaves the station shortly for a new opportunity beginning next month.



LOOKING: Jobs we've heard about this week include **Corus Radio Vancouver** looking for an Account Manager at **Global's CH Television (CHEK-TV) Victoria** is looking for a Reporter for its Nanaimo bureau; **The Fox**; **Corus Radio Toronto** seeking a Remote Broadcast Event Coordinator at **Q107/MOJO**; the **National Film Board** (NFB) looking for a Public Relations Officer; and, **Rogers Media** in the hunt for an Account Manager at St. John's.

RADIO: *Canadian Music Week* (CMW) – coming up Feb. 26-March 1 in Toronto – is calling for submissions for CMW awards in the broadcast categories. Nominations for Station of the Year, Program Director of the Year, Music Director of the Year, On Air Talent of the Year, and Promotion of the Year may be submitted at www.cmw.net. Deadline is Dec. 31.. **Steve Rae's Raedio Inc.** has been given the green light to add an FM operation to its existing property, **CJCS Stratford**. The new FMer will operate at 107.7 with power of 2,805 watts. Format will be AC... **CJLS Yarmouth** has won **CRTC** approval for a flip to FM. CJLS will stick to programming involving Top 40, songs from the 70s, 80s and 90s, as well as music from East Coast performers. CJLS-FM will operate at 95.5 with power of 18,000 watts... **CKTK Kitimat** has also won **Commission** permission for conversion to FM. The **Standard Radio** station will move to 97.7 (170 watts) and program AC... Another AM given permission to flip to FM is **CKSA Lloydminster**. CKSA also won a new transmitter at Bonnyville. The Country-formatted station will be located at 95.9 (100,000 watts) in Lloydminster and at 101.3 (25,000 watts) in Bonnyville... A Cape Breton radio personality has been charged in string of armed robberies. **Brian David King**, 37, who did afternoons on **CHER Sydney**, is accused of holding-up three service stations in the Sydney area during the span of a single week. Money, cigarettes and lottery tickets – totaling less than \$200 – were stolen... **CFRA Ottawa** provided the impetus for raising more than \$14,000 for the Renfrew **Salvation Army** after it was robbed of funds to provide food and gift baskets to Ottawa Valley families. CFRA listeners kicked in over \$10,000 of that total during a spontaneous morning show appeal. The robbery may have been a blessing for the Renfrew area since this year's outpouring of generosity raised only \$8,000 during last year's Christmas campaign.

OPS: Last week, our report inaccurately talked about **CFCW Camrose** having moved to offices in Edmonton. That was incorrect. In fact, it is the Edmonton studios of CFCW that moved, to join with the Alberta Radio Group. CFCW's main facility remains in Camrose.

GENERAL: **Konrad von Finckenstein**, Canada's **Competition Bureau** Commissioner, has told the House of Commons committee on Canadian heritage – looking at the state of broadcasting – that foreign ownership restrictions on telecommunications and broadcasting companies should be scrapped. He says they hurt competition. Further, he said, there should be no ownership restrictions. von Finckenstein said the Canadian broadcasting industry would benefit from unfettered access to capital. On Canadian content and diversity of voices, he said Ottawa could use means other than ownership restrictions for enforcement... A tit-for-tat study, conducted for **Bell ExpressVu** by **Pathlink Engineering**, pegs cable piracy at more than \$400 million annually. The cable industry vociferously denies it, saying it's closer to \$40 million. Of just over eight million cabled households, says the study, four per cent of family homes and 10% of multiple family units (apartment buildings, condos, etc.) steal cable service. Add to that people overriding cableco filters that limit access to premium channels and total losses jump over the \$400 million mark. This study follows a campaign against the piracy of TV signals by grey and black market direct-to-home satellite TV dealers. Bell ExpressVu has come under fire from the **Canadian Cable Television Association** (CCTA). CCTA says the company isn't doing enough to fight piracy.

TV/FILM: The **CRTC** has approved two applications to extend the time limit for getting to air. **Craig Broadcast Systems Toronto/one** now has a new start date of Oct. 31. **Multivan Broadcast Corporation** of Vancouver had its extension granted for Aug. 31 to get its new multilingual ethnic TV station to air... With the increasing popularity of TiVo and similar personal video recorders, **CanWest Global Communications** President **Leonard Asper** says the TV ad industry will change to more product placement and "advertainment" programming. Speaking to the **Canadian Club of Ottawa**, Asper said ads will resemble programming to an increasing degree. As for the company's newspapers, Asper said their delivery methods will be spread among home delivery, Internet delivery and wireless transmission, and CD ROM technology. And that, he said, will see the free ride of Internet newspaper content come to an end... The late night national news audiences are dwindling, with both **CTV** and **CBC** numbers down. But it is CBC that's suffering worst. **Nielsen Media Research** shows that *The National* lost 27% of its audience from one year ago while *CTV National News* is down 7.6%. Actual viewers translate

to 640,000 for CBC and 907,000 for CTV. CBC Exec. Director of Programming, **Slawko Klymkiw**, says year-over-year comparisons are misleading because the terrorist attacks of Sept. 11, 2001 spiked CBC news-watching to record highs. In 2002, he says, he expected the comparatively dismal showing. But, he said, ratings are a "mugs game" when broadcast operations rely on American blockbuster shows as lead-in audiences. As a public broadcaster, said Klymkiw, CBC cannot be consumed with getting rating points. Viewer habits appear to be changing, too, as witnessed by the numbers **Global Television** attracts for its 6:30 p.m. national news program. Anchor **Kevin Newman's** show, as measured by **B.M.**, has its 18+ audience grow to 809,000 this fall, up from 767,300 in 2001... The **Canadian Broadcast Standards Council** (CBSC) says promos with sexual scenes, regardless of the time zone, are inappropriate for broadcast before 9:00 pm. This relates to a CBSC decision about to **Space: The Imagination Station** which aired a promo for sister specialty service **Drive-In Classics** in which video clips from the movie *Vixen* were displayed. The complete decision may be found at www.cbsc.ca... Saint John-based **iMagicTV** and **TELUS** have a trial license agreement for development and testing of iMagicTV software, prior to a commercial launch of TELUS' digital TV service. iMagicTV software will enable TELUS to offer digital TV services, an interactive program guide, video-on-demand, pay-per-view and other interactive information services.

E **DITORS NOTE:** **Broadcast Dialogue** shuts down now for two weeks – no delivery Dec. 26 nor Jan. 2. The electronic newsletter returns Jan. 9. My sincere wishes for a very Merry Christmas and a Prosperous New Year.