

# Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Thursday, June 5, 2003 Volume 11, Number 3 Page One of Three

**R**ADIO: Rogers' **KISS-FM Toronto** (Top 40) became **JACK-FM** at 4 p.m. yesterday (Wednesday). The Jack format, now used by Rogers in Calgary and Vancouver, is described as being an undefined format with a variety of music rather than any specific genre geared to 25-49s with minor age skews in either direction. While the morning show of **Mad Dog & Billie** will remain, all other on-air staff has departed. Rogers Toronto Radio Cluster VP/GM **Chuck McCoy** says it's "more than just a change in music. JACK is a change in attitude. The station's tag line, "playing what we want" reflects the station's irreverence and "says it all". (see **REVOLVING DOOR** for other changes at Rogers Toronto)... Meantime, **KOOL-FM (CKKL) Ottawa** is now **BOB FM**. This is the second BOB for **CHUM Radio**. The first was launched in Winnipeg early last year. Rebranded as 93.9 BOB-FM, "'80s, '90s, whatever," the new Ottawa format shifts away from its 18-34 demo to what's regarded as the more affluent and accessible 25-54s. Announce staff remains although they're spending this week – while BOB goes full music – getting familiar with the new playlist and a more relaxed announce style... Since 1946, **CKPG-AM Prince George** was a mainstay in Central BC radio. That history is now just that, history. The AM station has been succeeded by new FM'er, **99.3 The Drive (CKDV-FM)**... The sale of **CKDO/CKGE-FM Oshawa** is now closed, with **Corus** the two to **Durham Radio Inc.** Gone from the Oshawa stations are PD **Malcolm Sinclair**, MD **Shawn Turner**, ND **Mark Orton**, Production Mgr **John Willis**, Creative Writer **Michelle Misco**, the FM Morning team of **Aaron Tompkins** and **Robyn Metcalfe** plus a number of part-time staffers. Four employees were retained... The **CRTC** has approved a new FM'er for St. John's. To be operated by **Andrew Newman** and **Andrew Bell**, it will offer an AC format at 101.1... The **Canadian Broadcast Standards Council**, in three decisions, has found no breaches or Code violations after complaints about three separate radio stations. A

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promotional spot in Italian aired **KISS 92.5 (CISS-FM) Toronto** in which a character told why KISS was his favorite station, referred to competing stations as "*stazioni di merda [shit stations]*" and said that those stations should "*prender un martello e ficasselo nel culo [take a hammer and shove it up their arse]*." CBSC got complaints that the promo was offensive. But CBSC determined that since the spot was in a foreign language, the meaning would have been missed by the vast majority of the audience. You can check the complete decision by clicking [here](#). The second decision involves **CHNL Kamloops** and the use in a sports commentary of the word "schizophrenic" to insult **Philadelphia Flyers** GM **Bobby Clarke**. The BC Regional Panel (of CBSC) concluded that the comment was not abusively or unduly discriminatory towards individuals with the disease. Full decision may be found [here](#). The final decision this week concerns **Q104 (CFRQ) Halifax** and its contest for phone-ins of people faking orgasms. Three people were put on-air, two men and one woman, and all of them, says CBSC, "*provided a comedic element to their presentations*", such as baa-ing like a sheep. Final answer from the Atlantic Regional Panel is that there was nothing about the content that moved it from the inappropriate to the unacceptable. In other words, even if children might have been listening, the subject matter wouldn't have presented a problem. Full decision may be found [here](#)...

**G**ENERAL: The US **Federal Communications Commission** has voted 3-2 to allow the relaxation of restrictions on ownership of newspapers and TV and radio stations. Many media companies said outdated rules had limited their growth and competitiveness in a world changed by cable TV, satellite broadcasts and the Internet... **Advertising Standards Canada** has announced changes to the *Canadian Code of Advertising Standards*. Changes include amendments to Clause 6 (comparative advertising), Clause 10 (safety) and Clause 14 (unacceptable depictions and portrayals). Interpretation guidelines will be developed to supplement the code on an as-needed basis. The changes take effect Sept. 1... The **Canadian Cable Television Association**, in an appearance before the **CRTC**, said it wants wholesale rates for **CTV Newsnet**, **The Score** and Sportsnet to be frozen. This, said CCTA, would be an acknowledgment of what it called "*the highly competitive broadcasting market that now exists.*" On the other hand, CCTA said it supports a "modest" increase of one cent per sub per month for **Voiceprint**. The cable lobby group said it considers a Voiceprint increase justified so as to allow the service to make improvements for ongoing programming initiatives... Winners of the 2002 **Radio-Television News Directors Association** awards are:

**TELEVISION** – **Bert Cannings Award** (Best Newscast) **Global Television (CISA-TV) Lethbridge** (small market), **CTV (CKCK-TV) Regina** (medium market) & **CFCN-TV Calgary** (large market); **Charlie Edwards Award** (Spot News) – **CTV (CFQC-TV) Saskatoon**; **Dan McArthur Award** (In-Depth/Investigative) – **CFRN-TV Edmonton**; **Dave Rogers Award** (Feature) – **CTV (CKCK-TV) Regina**; **Gord Sinclair Award** (Special Events) – **CFRN TV Edmonton**; **Ron Laidlaw Award** (Continuing Coverage) – **CFCN-TV Calgary**; and, the **Web Site Award** – **CFCN-TV Calgary**.

**RADIO** – **Byron MacGregor Award** (Best Newscast) – **CHED Edmonton** (large market); **Charlie Edwards Award** (Spot News) – **CBC Saskatchewan (Regina)**; **Dan McArthur Award** (In-Depth/Investigative) – **CBC Radio Saskatchewan (Regina)**; **Dave Rogers Award** (Feature) -- **CBC North Radio (Yellowknife)**; **Gord Sinclair Award** (Special Events) – **CBC Yellowknife**; **Ron Laidlaw Award** (Continuing Coverage) – **CBC Radio Saskatchewan (Regina)**; **Sam Ross Award** (Editorial) – **CKRM Regina**; and, the **Web site Award** – **CBC Radio Saskatchewan (Regina)**.

**T**V/FILM: The **Canadian Association of Broadcasters** (CAB) and the **Broadcast Educators Association of Canada** (BEAC) have inaugurated the annual **BEAC-CANPRO Video Award** for students in Canadian college or university broadcast/media programs. The transfer to BEAC follows the dissolution of the 26 year-old CANPRO Festival which celebrated excellence in Canadian TV production. The first winner, as announced at the BEAC National Awards Banquet last Friday, is **Paige Armstrong** of **Loyalist College** in Belleville... CHEO, the **Children's Hospital of Eastern Ontario**, has named its new wing after **CJOH-TV Ottawa** VP News & Public Affairs **Max Keeping**. *The Max Keeping Wing*, which houses pediatric doctors, a rehabilitation centre and genetics research programs, was given the broadcast icon's name after 20 years of Keeping's involvement with the hospital's annual telethon.



## Radio's First Words



Canadian Reginald Fessenden spoke the first words over the air in 1900.

His story and many more about Canadian broadcasting may be found at

<http://broadcasting-history.ca/>

**R**EVOLVING DOOR: **Derek Berguis**, VP/GM at **680 News (CFTR) Toronto** has been given additional duties as GM of the **FAN (CJCL) Toronto**... Also at **Rogers Toronto**, **Julie Adam**, former PD at **KISS-FM**, now **JACK-FM**, has been appointed GM/PD at **CHFI Toronto**... News Anchor **Russ Froese**, for 15 years with then-**CKVU-TV Vancouver** (now **Citytv Vancouver**) is leaving. He says he'll be moving into documentaries and similar projects. His last newscast on Citytv is tonight (Thursday)... **Ed Eldred** has resigned as ND at **CHSC St.Catharines**. His last day is July 13... **Scott Turner**, ex of **Corus Radio** in Hamilton, is new PD at Vancouver's **The Beat**... **Erica Benson** has become VP of Programming for **Alliance Atlantis Broadcasting** specialty channels **Life Network** and **Discovery Health Channel**. Previously, she was VP of Programming for Discovery Health Channel... **Ken Thompson**, VP/General Counsel to the **Canadian Recording Industry Association** (CRIA) and Counsel to the **Audio Video Licensing Agency Inc.** (AVLA) is leaving the organizations. He'd been with them for about 12 years. Upon leaving CRIA, his first task will be to complete an accredited course in negotiation at Boston's **Harvard Law School**...

**S**IGN-OFFS: **Kennie Wells**, in a boating accident near his cottage at Honey Harbour, Ontario. Wells was, for many years, a radio Top 40 DJ who'd worked in several Ontario centres before moving to San Francisco, Hawaii and finally back to Canada as "**Special K**" at the old **CKFH Toronto** during the '60s... **Lubo Mazurenko**, 77, of a massive heart in Toronto. Mazurenko began at **CHUM Toronto** in 1956 (two years after **Allan Waters** bought the station), arriving from engineering duties at **McCurdy**. He worked in CHUM's Engineering department for 40 years, retired seven years ago and then returned at the age of 75 to work some part time hours. A recurring bit of humour for Lazurenko was the wearing of his CHUM belt buckle

upside-down. When brought to his attention, he'd look down, see that the logo was right-side up to his eyes, then look at the person as though he was nuts.

**S**UPPLYLINES: **OMT Technologies** has entered into a binding letter of intent to sell the **Oakwood Broadcast** equipment distribution division to **CAPRON Group Inc.**, a Winnipeg corporation owned and controlled by **Ron** and **Carol Paley**, two current OMT employees. Carol Paley will be the President of CAPRON, while Ron Paley will remain employed by OMT as the Senior Business Development Manager. Carol Paley, **Rick Ciwko**, and **Craig Strong** will cease to be employed by OMT and instead will be involved on a full time basis with the new Oakwood Broadcast...

**E**DITOR'S NOTE: The **LOOKING** section of job availabilities has been delayed this week. Check the **Broadcast Dialogue** Web site ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)) later on today (Thursday) for the latest career opportunities.

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Thursday, June 12, 2003 Volume 11, Number 4 Page One of Three

**G**ENERAL: An 18-month broadcasting study by the **Commons heritage committee** recommends maintaining current foreign ownership limits, placing a moratorium on media convergence, and increasing funding for **CBC** while making the corporation more accountable to Parliament. The 872-page report – entitled **Our Cultural Sovereignty** – tabled yesterday (Wednesday) in the House of Commons, is an indication of the document's policy direction. The report covers everything from aboriginal broadcasting to the digital revolution, copyright and the satellite grey market, but its most contentious recommendations go to the heart of the submissions of some of Canada's largest private media conglomerates. The committee calls on the federal government to create a new cross-media policy by June 30, 2004. In the meantime, it says no new broadcast licences involving such entities should be granted. To quote the report: *"The committee is of the view that the potential problems with the cross-media ownership are sufficiently severe that the time has come for the federal government to issue a clear and unequivocal policy on this matter."* The committee also recommends that the **CRTC** strengthen its policies on the separation of newsroom activities in cross-media ownership situations to ensure that editorial independence is upheld. It wants an annual report to Parliament on the issue. As for raising foreign ownership for Canadian broadcasters and telecommunications – currently limited to 46.7% – the heritage committee was particularly adamant. The report takes direct aim at recommendations from the Commons industry committee in April that proposed dropping the limits. The heritage members called their fellow parliamentarians' work *"an extremely simplistic approach to a complex set of issues. In particular, the (industry) report ignores the many public policy and cultural issues that are at the heart of the matter."* But private broadcasters did get the nod for one of their key suggestions to the committee: excessive licensing fees are discriminatory and should be eliminated. The industry says those licenses take in an extra \$90 million... In the US, the **Senate Antitrust Subcommittee** has set a hearing date of June 24 on the **FCC** decision on media limits. Two Senators have issued a joint statement questioning the wisdom of the decision, and the Subcommittee will be looking into potential problems resulting from it. Part of what the Senators had to say includes: *"We continue to believe that only diversity of ownership can preserve the diversity of news, information and entertainment sources essential to our democracy. A wide range of voices must be maintained in order to ensure a thriving and vibrant marketplace of ideas. Accordingly, we will be scrutinizing future media mergers at the Antitrust Subcommittee to examine their impact on the marketplace of ideas"...* The 2003 **Western Association of Broadcasters** Award winners this past weekend at Kananaskis are: **Friend of Broadcasting** – Patrick Grierson, **Canadian Broadcast Sales**, Toronto; **Honourary Life Members** – Fred Filthaut, **CFRN-TV Edmonton** and Randy Moffat, Winnipeg; **Gold Medal Award - Radio** – **CIZL Regina**; and, **Gold Medal Award - Television** – **CFCN-TV Calgary**... The **Radio-Television News Directors Association of Canada** annual convention is set for next weekend – June 20-21 – in Halifax. Sessions include *The Dividing Line: A Cross-Border Assessment of Canada/US Relations* with US Ambassador to Canada **Paul Celucci** squaring off with former broadcaster **Pamela Wallin**, now Canadian Consul-General to New York, and *Canada's Top Three Anchors: Face to Face to Face*. They are, of course, **CBC's Peter Mansbridge**, **CTV's Lloyd Robertson** and **Global Television's Kevin Newman**. There will also be radio and TV professional development workshops and a session on diversity in broadcasting... If you'd like to have the June 9 **RBC** financial data for Communications and Media, click [here](#) to request it. I'll e-mail the report to you... And, this from the **BN Wire**: Finally, there's a trace of sex appeal in the Liberal leadership race. Heritage Minister **Sheila Copps**, one of three candidates in the slow-motion campaign to succeed Prime Minister **Jean Chretien**, was to appear Tuesday evening at a "feel the love" rally with sexologist **Sue**

**McGarvie.** The rally wasn't designed to focus on electile dysfunction in the Commons, the premature ejection of Chretien from office, backbiting Grits or Liberal group gripes -- all campaign issues for leadership rivals **Paul Martin** and **John Manley**. Women's empowerment will be the theme, rather than the racier fare usually heard on McGarvie's syndicated radio show, *Sex with Sue*. McGarvie said in a release that Copps was "*the only leadership candidate speaking out about any issues that impact on women in Canada.*" The release said that almost 70% of all new businesses in Canada are started by women. "*But when I polled other would-be leaders about their planned support for female entrepreneurs, I felt that the issue was dismissed -- a kind of don't-worry-your-pretty-little-head attitude.*" McGarvie's release said Copps would speak from the heart at the rally. For her part, Copps gave the distinct impression her *Sex with Sue* engagement was a casual, one-night stand. "*I have no idea,*" she said Tuesday when asked what the rally was about.

**RADIO:** The former ***Magic (CKGE-FM) Oshawa*** will be re-launched this morning (Thursday) as ***94.9 The Rock***. New owners of the CKGE-FM/CKDO-AM – ***Durham Radio Inc.*** (also the owner of ***CJKX-FM (KX96) Ajax***) – say that the Oshawa location will also become home for the Ajax station probably by the end of August. **David Marsden** will pull two shifts a week, 7 p.m. to Midnight Thursdays and Fridays. CKDO remains an Oldies format with improved local news... **Howard Cogan** got the nod for voice imaging at ***JACK-FM (CISS) Toronto***.

**T V/FILM:** Beginning Monday in Edmonton are the **CRTC** hearings into the possibility of new TV licences at Edmonton, Calgary and Red Deer. **CHUM Television** initiated a call for applications when it sought the original approvals... The country's TV ad buyers -- who expect to dole out up to \$2.9-billion in 2003-2004 -- have been at the receiving end of '03-'04 previews all week as Canada's major broadcasters vie for their slices of the pie. For the next few days, buyers are trying to decide which shows might be hits. The fiercest competition is between **CTV** and **Global** (they'll split about 60% of the buys). **Craig Media** is loaded with sports and talk shows while **CHUM Television** will stick to its formula of movies and reality shows. **CBC**, meantime, sticks with CanCon in the form of specials, movies and miniseries. With media buyers expected to spring upwards of \$2.9 billion for network and cable, the figure represents a six per-cent jump over last year, the second year in a row for that percentage gain... At the **Banff TV Festival**, **CHUM Ltd.** President/CEO **Jay Switzer** has advised his fellow broadcasters to engage viewers; to follow Quebec's example on homegrown drama. Whining about the sad state of Canadian-made drama won't cut it, he said. Instead, making changes toward a fix would be a good start. Switzer said Canadian broadcasters have a large appetite for the commissioning of homegrown drama, but that they lack the economic capacity. He asked for regulatory changes that would allow an equity stake in series or dramas to count as part of their CanCon expenditures. He also recommended that advertisers get a tax-credit bonus for Canadian priority programming. He reasons that such a bonus would help generate commercial success for hit shows, and let broadcasters make bigger investments in Canadian programming... The **Canadian Television Fund (CTF)** will provide \$12.6 million in funding from its Equity Investment Program to 70 English- and French-language documentaries. A further \$2.5 million will go to 16 Aboriginal productions this Spring. CTF says these projects represent 220 new hours of programming to be made this year... Still with the **CTF**, the new composition of its Board of Directors include **Janet Yale** of the **Canadian Cable Television Association** being reelected for the third term as Chair. New to the Board are: **Julia Keatley** of **Keatley Films**, **Ira Levy** of **Breakthrough Films and Television**, **Michel Carter** of **TQS**, **Peter Moss** of **Corus Entertainment**, **Bill Mustos** of **CTV**, **Richard Gustin** of **SCN**, **Slakow Klymkiw** of **CBC**, **Susan Peterson** of the **Department of Canadian Heritage**, Actor/Director **Paul Gross**, and **Louis Paquin** from the **Alliance des producteurs francophone du Canada**. Outgoing members include **Laszlo Barna**, **Doug MacLeod**, **Michael Wernick**, **Trina McQueen**, **Cecile Chevrier**, **Steve Smith**, **Daniel Gourd**, **René Bourdages**, **Paul Gratton**, **Loren Mawhinney**, and **Beth Haddon**. Sr. VP **Louise Baillargeon**, a founding member of the Cable Production Fund, has retired... Anchor **Kevin Newman** has signed a new multi-year contract with the **Global Television** Network. Newman is also Exec Editor of the early evening network news program that originates from Vancouver... **Corus Entertainment** has launched its **Corus Telelatino Fund**, a \$1.1 million national initiative to support production of quality programming of particular interest to Italian and Hispanic TV audiences... **Microsoft Corp.** has new software to assist cablecos develop digital TV programming and services. Called **Microsoft TV Foundation Edition**, the software is a technological platform designed to run on digital cable boxes that sit atop sets. Installed on both set-top boxes and on



computer servers at cable companies, the software includes applications for operators to create and deliver on-screen TV guides, movies-on-demand, and interactive ads.

**REVOLVING DOOR:** Rafe Mair, for 19 years a Talk show Host at **CKNW Vancouver**, has been dismissed. While no specific reason was given, the 71-year old Mair did tell **CBC** that **Corus Radio** was “a different kind of company than I’ve been used to” but that a rift with his producer acted as a catalyst for his departure... **Linus Westberg**, GM at **CKDM Dauphin** for the last 16 years, says he’ll be leaving that post Dec. 15. Westberg says he and his wife, **Ellen**, will move to Red Deer to be closer to his children and grandchildren... **Paul Fisher**, ex GM at **CHFI-FM Toronto**, succeeds **Wolf von Raesfeld** as **Rogers Radio Vancouver** cluster VP/GM... **Ford Gardner** is new PD at **JACK-FM (CISS-FM) Toronto**, in from PD duties at sister **Rogers** stations **CKY/CITI-FM Winnipeg**... Succeeding Gardner in Winnipeg is **Gayle Zarabatany** whose previous stops were **Z99 (CIZL-FM) Regina**, then **ROCK 97 (CHRK-FM) Calgary**... After 30 years with **CICT-TV Calgary (Global Television)**, **Roy Mullett**, the GSM, has retired... **MIX 99.9 (CKFM) Toronto** morning Host **Carla Collins** will leave the station at month’s end. She’s apparently heading for a TV gig on a full-time basis... After 32 years at **CFOX Victoria**, four as a student volunteer and 28 as an employee, ND **Alan Perry** has announced he is leaving to explore new challenges.

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**SIGN-OFFS:** Edward Teresio, 71, in Toronto. Ed Teresio was a former **CBC-TV** and **All Canada TV** rep known and loved by many broadcasters across the country. Described as being “one of the more unforgettable characters in the business,” his family asks that memorial donations be made to the **Parkinson Foundation of Canada**... **Sid Chapman**, 93, in Toronto. Chapman, with **Roy Thomson** and **Jack Kent Cooke**, transformed a tiny Timmins, Ontario radio station into one of the world's greatest media enterprises. He was a self-effacing accountant and the revenue mastermind of **The Thomson Corp.**

**LOOKING:** Jobs we’ve heard about this week include: **CKNW Vancouver** – a Sales Rep; **Broadcast News Toronto** – Reporter/Editor in the combined CP-BN Sports department; **Alliance Atlantis Toronto** – a Senior Royalties Analyst; **Family Channel Toronto** – a Contracts Administrator; **Global Winnipeg** – a News Anchor/Reporter; **CTV Toronto** – Director, Research and Revenue Management; **CTV Winnipeg** – a Sports Reporter/Anchor; **A-Channel Winnipeg** -- News Director; **CTV Specialty Television Toronto** – a Traffic Manager and a Traffic Coordinator; and, **99.3 The Fox Vancouver** – Street Team (promo) Members.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** Lee Sterry, **QX104 FM/HOT 103 (CFQX-FM/CKMM-FM) Winnipeg** and Kevin McKanna, **The Fan 960/66CFR/Lite 96/Mountain FM (Canmore)/96.9 JACK FM (CFAC/CFFR/CHFM/CHMN (Canmore)/CKIS) Calgary**. Welcome!

**EDITOR’S NOTE:** If your station/corporate logo(s) aren’t in **The Broadcast Directory** at [www.broadcastdialogue.com](http://www.broadcastdialogue.com), kindly send it/them. Placement in the Web Directory is a no-charge bonus for newsletter subscribers.

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Thursday, June 19, 2003

Volume 11, Number 5

Page One of Four

**R**EVOLVING DOOR: Brian Thomas, the **CHUM/CHUM-FM Toronto** long-time ND, is no longer with the organization. Thomas had been with the flagship CHUM station since 1971. No successor has been determined as yet... **Erin Davis** has left the **CHFI Toronto** morning show and is no longer employed by **Rogers Radio**. The new morning show for CHFI beginning Monday June 23 will be "**Mad-Dog and Billie**", former morning hosts at **KISS 92-5 Toronto**, now ID'ed as **JACK FM**. **Bob Magee** stays with Rogers, at CHFI for now but possibly JACK later, or maybe something else entirely. No morning show talent has been made public (or chosen) for JACK FM yet. Meantime, Rogers Radio Market Cluster VP/GM **Chuck McCoy** says **Ford Gardner** is Acting Program Director at JACK FM Toronto. "We are in effect," says McCoy, "borrowing him from our Winnipeg operations. Interestingly enough," he says, "Ford was also involved in the launch of KISS 92-5 (Toronto) as a CHR station back in in 1999 in a similar capacity"... **Scott Johns**, who held a top list at **680News (CFTR) Toronto**, is leaving to become new SM at **CFRB Toronto**... **Scott Metcalfe** is new ND at **680News Toronto**, succeeding **Stephanie Smyth** who went to **Global Television Toronto**. Metcalfe had been ND at **The FAN 590 (CJCL) Toronto**, also a **Rogers Radio** property... **Darcy Modin** is leaving her ND post at **A-Channel Winnipeg** to become Supervising Producer of "**Metro, This Morning**" on the new **Craig** Toronto station, **torontojone**... **Sandra Cardoso** has been appointed Marketing Manager, **CHUM Specialty Television**. Cardoso had been Planning Manager at **M2 Universal Communications Management**, a division of **MacLaren McCann**... **Standard Radio Montreal** saw its office go through a few organizational changes. With the three-cluster Standard stations now at the same location, **Mathew Wood** becomes Director of Marketing and Promotion at **CJAD 800/MIX 96/CHOM-FM Montreal**.

## BOB'S BEEN JILTED!



His best lady's about to run off and get married to another man!

More importantly though, Winnipeg's #1 music station – **99.9 BOB FM's** morning show – requires a bright, energetic sharp, witty, self-confident/assured female co-host who gets the 80s as much as she gets what's going on today.

A self starter, you must have a minimum 5 years on-air radio experience and be a real strong team player both on-air and off. A vigorous work ethic along with an enthusiastic desire to make that connection with listeners at special **BOB** events is an absolute must.

If you think this is a fit, get in touch with **BOB** and let him know. Here's **BOB's** guy - Send your written resume along with an air check to:

**Howard Kroeger**  
Director of Operations and Programming  
BOB-FM/Q94FM/CFRW 1290  
1445 Pembina Hwy.  
Winnipeg, Manitoba R3T 5C2  
Or email at [jobs@999bobfm.com](mailto:jobs@999bobfm.com)

CHUM Limited values diversity in it's workforce and is committed to employment equity.



**SIGN-OFF:** David Brinkley, 82, at his home in Houston of complications from a fall. The veteran Reporter/Anchor's big break came in 1956 when he teamed with **Chet Huntley** to cover the US political conventions. Brinkley was the winner of 10 Emmys, three Peabody Awards, and the Medal of Freedom Award.

**LOOKING:** **BOB FM Winnipeg** is looking for a female Morning Host. See the ad on Page One and in the CLASSIFIED section of [www.broadcastdialogue.com](http://www.broadcastdialogue.com)... Other jobs we've heard about include: **CBC Ottawa** – Manager, Business Analysis, Strategy and Business Development; **Alliance Atlantis Toronto** – an Accountant, Broadcast Rights and Canadian Content; an ASP.NET Programmer/Analyst; a Scheduling Coordinator; an Assistant Director; and, a Production Accountant; **Global TV Toronto** – Accounts Receivable Coordinator; **Star Choice Satellite TV Ottawa** – Sales Representatives; **CJWW/Hot 93 FM Saskatoon** – Advertising Executives; **Energyfm93.1(CHAY-FM) Barrie** – Account Executive; **Jewel 1220AM/Variety 104FM/Blaze 101.9 FM Cornwall** – News Reporter; **CMT Toronto** – Associate Producer, one Series Producer and a Production Assistant; **CIZZ FM/CKGY FM Red Deer** – part-time Announcer; **Corus Television Toronto** – On-Air Promotions Coordinator; **YTV Toronto** – Marketing Project Manager; **CIQB FM Barrie** – part-time On-Air Talent; **680 News Toronto** – Account Manager; **Rogers Television Toronto** – general Maintenance Person; **Discovery Animal Planet (CTV)** – Presentation Coordinator; and, **Corus Radio Kitchener**, which we used to know as **The Zone (CIZN) Cambridge**, says it's launching a new radio station and is seeking demos for all on-air positions.







**T V/FILM:** **Statistics Canada** reports that the ad sales by conventional TV broadcasters in 2002 grew by two per cent, less than half the growth achieved in 2001. The strong competition for ad dollars and audiences pushed profit margins before interest and taxes below 10% last year for the first time since 1991, the third consecutive year-over-year decline for this segment. Conversely, Pay TV was the most profitable segment in 2002. Pay TV profits before interest and taxes represented 24.7% of revenues in 2002, up from 21.7% the year before. StatsCan says the slow growth in ad sales was partly offset by a strong 3.4% climb in subscription revenues. Subscription revenue surpassed the \$1-billion mark and represented 24.4% of all revenues of TV broadcasters in 2002. With 47 digital channels added in 2002, Statistics Canada the "explosion" of new channels came when growth in the advertising market was sluggish and that it left broadcasters fighting for available ad dollars and struggling to maintain profit margins. On the Specialty side, a substantial decrease in the profit margin because of the \$54.9 million losses incurred by the new digital networks. As a whole, this segment's profit before interest and taxes represented 8.4% of its revenues,

# ROB CHRISTIE

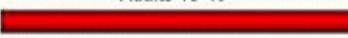





## MORNINGS VANCOUVER

**#1 Adults 25-54      #1 Adults 18-49**

Morning Shows Ranked by Market Share  
Adults 25-54

<b>ROB CHRISTIE</b> (96.9 JACK FM)		<b>15.8</b>
Bro' Jake (Rock 101)		11.2
Terry & Tara (QMFM)		11.0
Frosty Forst/Bill Good/Rafe Mair (CKNW)		10.6
Z Morning Crew (Z95.3)		5.9
Larry & Willy (99.3 The Fox)		5.0

Morning Shows Ranked by Market Share  
Adults 18-49

<b>ROB CHRISTIE</b> (96.9 JACK FM)		<b>16.3</b>
Bro' Jake (Rock 101)		10.6
Terry & Tara (QMFM)		9.6
Z Morning Crew (Z95.3)		8.7
Frosty Forst/Bill Good/Rafe Mair (CKNW)		8.3
Larry & Willy (99.3 The Fox)		6.5

**ROB CHRISTIE**  
Available at  
**604.617.7147**

**"The Number that Gets You the Numbers"**

Source: *BBM Spring 2003*



compared with 17.3% per cent in 2001. When the results of digital networks are excluded, the profit margin of the Specialty segment rose to 19.4%... **Kevin Shea's** controversial plan to overhaul the US specialty TV distribution in Canada would, he says, trigger an estimated \$780-million in film and TV production funding over seven years. Shea's company, **49th Media Inc.**, wants to delete US ads from five popular US services – **CNN, A&E, TLC, TNN** and **TBS** – and replace them with Canadian ads. He proposes that a quarter of ad revenues

would go the Canadian Television Fund, 3% would support French and aboriginal language programming and distance learning, and the US broadcasters would get 25%. While the film and TV production supports the plan, broadcasters perceive it would drive down ad rates. Shea and his company want to begin operations next spring provided the **CRTC** approves... Joining the **Canadian Association of Broadcasters** in the quest for drug company direct advertising is the **Canadian Newspaper Association** (CNA). CAB has estimated that broadcasting alone could generate another \$240 million a year in ad revenue if a ban on direct-to-consumer drug advertising was lifted. **Anne Kothawala**, President of CNA, told a Senate committee that the federal government should lift its ban so that Canadians can get better information about new drugs. Otherwise, she said, people might not be getting the full story about developments in medicine. The committee, looking into the state of Canadian news media, has heard concerns that the kinds of advertising seen and heard in the US will sharply increase use of prescription drugs here. In a scrum afterwards, Kothawala said that with profits falling at some newspapers, they need new sources of ad revenues (not a dissimilar situation to that of broadcasting)... Intervenors against the **CHUM Television** applications for licences in the Calgary and Edmonton markets let their feelings be known Tuesday at the **CRTC** Edmonton hearing. **Craig Media** President/CEO **Drew Craig** said "We look at the **CHUM** application as a full frontal assault on our stations. They want what we have." Craig Media says it would lose \$150-million in revenues over a seven-year period if CHUM got the go-ahead. Further, Craig also objected to a **Global Communications** application that would see Global stop carrying some **CBC** programming at **CKRD Red Deer** and instead make it a **CH** station similar to other CH stations in Victoria, Hamilton and Montreal. Global wants to rebroadcast the CKRD (or CH) signal into Edmonton and Calgary. Also objecting to both applications was CTV. Company President Rick Brace said "Licensing either CHUM or Global will result in major structural change in the competitive landscape" and that the Commission should look at the common ownership of more than one TV station in a market (CTV, CHUM and Craig all say that if Global rebroadcasts CKRD to Edmonton and Calgary, the network will effectively have two stations in each of those markets). **CFRN Edmonton/CTV's Fred Filthaut** said that since Craig's **A-Channel Edmonton** began broadcasting in 1997, CFRN has had to cut 50 full time employees - a third of its staff - and that 2002 revenues are the same as they were 10 years ago... The major recommendations for a CanCon overhaul, as prepared by former **Telefilm Canada** head **François Macerola** for Canadian Heritage Minister **Sheila Copps**, is that the three top creative jobs -- Writer, Director and lead Performer -- in any domestic production be filled by Canadians. Defining Canadian content in film and TV, now 30 years old, is based on three project-specific tests: key creative points, minimum production costs and minimum post-production costs. The **Writers Guild of Canada** slams the report as being "a major step backwards for Canadian talent"... Even though filmmaker **Spike Lee** managed to win a temporary injunction in the New York State Supreme Court to block **TNN** from changing its name to **SpikeTV**, TNN says it's going ahead with programming plans as the US's first network for men. The programming change begins Monday under the old TNN banner.

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**G**ENERAL: **Corus Entertainment Inc.** is pulling the plug on **Edge TV**, its digital music-video channel, July 12. Corus blames federal broadcasting rules for discouraging cable and satellite companies from carrying the service. At the same time, Corus announced a new partnership between its two rock and alternative radio stations, **CFOX Vancouver** and **102.1 The Edge Toronto**, and **CHUM Television's MuchLoud** digital music-video service... The **National Association of Broadcasters** faces yet another

defection over its stand on deregulation, this time by **Walt Disney/ABC**. Although the dispute with the US national lobby group is about TV, ABC has also pulled its radio group membership. Walt Disney/ABC's **Preston Padden**, commenting on the decision by **NBC** and **CBS** to resign NAB, is quoted as saying "*The issue was the patently hypocritical NAB position favoring deregulation of newspaper cross-ownership and duopoly while simultaneously advocating continued regulation of the national 'cap.'* The other networks believed that large vertically integrated newspaper/broadcast media companies had hijacked the NAB and were using the association's public policy lobbying might as a weapon in their business disputes with the networks"... Photos from the **Western Association of Broadcasters** annual convention may be seen [here](#).

**RADIO:** **Wired World (CKWR-FM) Waterloo** has petitioned the **CRTC** for a power increase to 15,200 watts from the current 2,400. Wired World says it wants improved quality in Cambridge and Guelph while also reducing interference from **WKSE Niagara Falls**. The station's contour would significantly increase. Deadline for intervention is July 21... The **CRTC** has issued a call for applications for radio licences in Halifax, Moncton and Saint John. Formal application must be in the Commission's hands by Aug. 27... In the US, **RADAR77 Radio Usage** reports radio held onto the mainstay medium position during the last year. All demos in all locations were reached, specifically – in the average week – 96% of 18+ persons who live in a \$75,000+ household; 96% of college grads (as opposed to 92% who didn't attend post-secondary schooling); 81% of 18+ listened in their cars. **Arbitron** says it'll release the complete RADAR 77 Radio Network Audience Report results next week... Three Florida police agencies are skedded to test a device that will broadcast a warning to drivers over their car radios to clear a the path for oncoming emergency vehicles. When a switch is flipped for an emergency vehicle's warning lights, the new device cuts radio frequencies within one-fifth of a mile. A tone sounds over nearby car radios that's followed by the message, "*Police emergency, prepare to yield.*" No word yet on how homes in the immediate area of emergency vehicles will be affected... The **Jetset Media Workshop**, home based in London, ON, has been named the official sponsor of the US **Radio Advertising Bureau's** (RAB) Radio Training Academy "Top Gun Awards," presented to students who achieve exceptional sales results following graduation. The Top Gun award is given to one student from each RAB Radio Training Academy session who, within three full months from graduation, achieves the highest percentage of increase in local direct billing compared to the three months prior to his/her attendance at the Academy.

**SUPPLYLINES:** Toronto-based **Mijo** – which operates **The Clearing House**, the **Broadcast Clearance Advisory**, **Mijo Print Technologies**, **Comprehensive Distributors**, **Rocket Digital Post & Sound**, **slingspot.com**, and **Undercover Film & Electronic Media Storage** – adds **Artistat Pre-Media Group**. Artistat, of Toronto, will retain its name and operate as a division of Mijo.



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Thursday, June 26, 2003

Volume 11, Number 6

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**T**V/FILM: **Multivan Broadcast Limited's CHNM-TV (Channel M) Vancouver** is skedded to go to air tomorrow (Friday). The **CRTC** has already handed Multivan an opening "gift" in the form of an approval to increase power from 40,000 watts to 76,000 watts and to change the authorized contours. CHNM-TV is moving its transmitter to **CBC's** site on Mount Seymour, about 200 meters from the existing site, which will result in a slight increase in coverage contours. Meantime, Channel M and **CTV British Columbia** have arranged to share TV news footage and resources. Channel M will have access to local, national and international news feeds from CTV British Columbia. In return, CTV BC gets to draw on Channel M's coverage of local Vancouver events and news stories from the ethnic perspective... The **Canadian Cable Television Association** (CCTA) has filed application requesting that US specialty channels – including **HBO**, **ESPN** and **Fox News** – be authorized for distribution in Canada on a digital-only basis. CCTA President/CEO **Janet Yale** told the **CRTC** her association believes that by adding these American services the digital transition will be accelerated. The **Canadian Association of Broadcasters**, however, has another take. CAB says the proposal isn't about choice but rather about profit. CAB CEO/President **Glenn O'Farrell**, in a strongly worded statement, said *"We want to make the following perfectly clear: this will not be good for Canadian viewers, it will not help solve the problem of signal theft, because it is, at heart, simply a cynical cash-grab by cable companies at the expense of Canadian consumers and the Canadian broadcasting system."* Not surprisingly, the CAB is calling upon the Commission to not consider the application... The **Canadian Television Fund's** (CTF) Equity Investment Program (EIP), administered by **Telefilm Canada**, has announced its new investments of \$12.5 million, an advance from next year's planned CTF budget. A list of productions recently financed by EIP may be found [here](#)... A study by **Flatiron Information Services** in Toronto which suggests that Canada is the least advertised-to major English-speaking TV market in the world is being dismissed by at least one TV leader as *"bad research"*. Flatiron says the ad industry spends just \$82 per person on TV ads in Canada, compared to \$103 per person in Australia, \$112 per person in the UK, and \$246 per person in the US. If per capita ad spending in Canada were at the same level as Australia, approximately an additional \$650 million would be spent annually in Canada, says the report. The study, commissioned by **Kevin Shea's 49th Media Inc.**, was an effort to determine how Canadian broadcasters might be affected by replacing American spots with Canadian ads on **CNN**, **A&E**, **TBS**, **TLC** and **The New TNN**. Details on

ANNOUNCEMENT



NANCY BROWN-DACKO

Torstar Corporation is pleased to announce the appointment of Nancy Brown-Dacko to the position of Vice President and General Manager of TMG TV.

TMG TV operates Torstar's teleshopping television channel, known as SHOPTV Canada, serving the GTA on basic cable, as well as TMGTV Productions, an award-winning, full-service video production facility.

Ms. Brown-Dacko has been Director of Sales for TMG TV for the past seven years and brings outstanding selling, training and management skills to her new position. She has more than 20 years' experience in the media industry and is currently the President of the Ontario Association of Broadcasters.

Torstar Corporation is a broadly-based media company listed on the Toronto Stock Exchange (TSE). Its businesses include daily newspapers, led by the Toronto Star, Canada's largest daily newspaper, The Hamilton Spectator, The Record (Kitchener, Cambridge and Waterloo), the Guelph Mercury, and their Internet-related businesses; Metroland Printing, Publishing & Distributing, publishers of more than 70 community newspapers in southern Ontario; and Harlequin Enterprises, a leading global publisher of women's fiction.

this story may be found [here](#)... **Nielsen Media Research** has an upgrade to its SpotWatch® ad-tracking service. It allows agency and advertiser users to view commercial creative files from their monthly SpotWatch® CD. Coming with the June data, subscribing agencies and advertisers can click on the creative theme associated with the selected 15, 30 or 60 second ad and view the spot... Movie Director **Spike Lee** scored a major victory late last week in his fight against **Viacom** and **TNN** when a New York appellate court upheld an injunction barring TNN's being renamed **Spike TV**. But the court also ruled that Viacom could appeal in September. Lee claims Viacom chose the name to capitalize on his reputation as a popular director and celebrity. Further, he says, previous news articles have referred to his TV directorial work as "Spike TV," and that he recently launched an advertising agency called **SpikeDDB**...

**G**ENERAL: In Toronto today (Thursday), MP **Clifford Lincoln**, who's Chair of the House of Commons Standing Committee on Canadian Heritage, is to speak about the future of Canadian broadcasting. His luncheon address to actors, journalists, directors, screen and TV writers, will focus on the highlights of the Heritage Committee's 18-month review of the Broadcasting Act, tabled in Parliament earlier this month. The event is being sponsored by **ACTRA, Communications, Energy & Paperworkers Union of Canada, Directors Guild of Canada, Friends of Canadian Broadcasting** and **The Writer's Guild of Canada**... The US Senate Commerce Committee has voted to overturn a recent FCC decision which raises the national broadcast ownership limit to 45%. The Commerce Committee wants enacted legislation that would limit the cap at 35%. At the same time, the committee approved a measure overturning the FCC's relaxation of rules prohibiting broadcasters from acquiring newspapers in their markets. Newspaper combos, generally, would be barred. The exception would be in the 60 smallest markets if such mergers were considered to be in the public interest... The best in Canadian broadcast journalism were honoured last weekend at the national convention of the **Radio-Television News Directors Association of Canada** in Halifax. Winners are...

#### **NATIONAL TELEVISION:**

Bert Cannings Award (Best Newscast) – **Global News, Toronto** (Large Market) and **The New VR, Barrie** (Medium Market)

Charlie Edwards Award (Spot News) – **CTV, Toronto**

Dan McArthur Award (In-depth/Investigative) – **Radio-Canada Atlantique, Moncton**

Dave Rogers Award (Feature) -- **The New VR, Barrie, ON**; Honourable Mention – **Radio-Canada Atlantique, Moncton**

Gord Sinclair Award (Special Events) – **BCTV News, Burnaby** (Large Market) and **The New VR, Barrie** (Medium Market)

Ron Laidlaw Award (Continuing Coverage) – **CBC Television, Vancouver**; Honourable Mention – **CFCN Television, Calgary**

Sam Ross Award (Editorial) – **BCTV News, Burnaby**

Web site Award – **CBC Television, Vancouver, BC - Canada Now**

#### **2002 NETWORK TELEVISION:**

Bert Cannings Award (Best Newscast) – **CTV News, Toronto**

Charlie Edwards Award (Spot News) – **Global National, Vancouver**

Dan McArthur Award (In-depth/Investigative) – **CTV W-Five, Toronto**; Honourable Mention – **CBC Television - Canada Now**

Dave Rogers Award (Feature) – **CBC Television, Toronto**; Honourable Mention – **CTV, Toronto**

Gord Sinclair Award (Special Events) – **Global National, Vancouver**

Ron Laidlaw Award (Continuing Coverage) – **Global National, Vancouver**; Honourable Mention – **Global National, Vancouver**

Web site Award – **CTV, Toronto**

#### **NATIONAL RADIO:**

Byron MacGregor Award (Best Newscast) – **680 News, Toronto** (Large Market) \* **VOCM, St. John's** (Medium Market)

Charlie Edwards Award (Spot News) – **CJLS Radio, Yarmouth**



Dan McArthur Award (In-depth/Investigative) – **CBC Radio Fredericton**  
 Dave Rogers Award (Feature) – **CBC Fredericton**  
 Gord Sinclair Award (Live Special Events) – **Newstalk 1010 CFRB, Toronto** (Large Market) \* **CBC Yellowknife** (Small Market)  
 Ron Laidlaw Award (Continuing Coverage) – **CBC Radio Saskatchewan, Regina**  
 Sam Ross (Editorial) – **CBC Radio Vancouver**  
 Web site Award – **CBC Radio Saskatchewan**.

### 2002 NETWORK RADIO:

Byron MacGregor Award (Best Newscast) – **CBC - World at Six, Toronto**  
 Charlie Edwards Award (Spot News) – **Broadcast News, Toronto**; Honourable mention – **Broadcast News, Toronto**  
 Dan McArthur Award (In-depth/Investigative) – **CBC World at Six, Toronto**  
 Dave Rogers Award (Feature) – **Broadcast News, Toronto**; Honourable Mention – **CBC - World at Six, Toronto**  
 Ron Laidlaw (Continuing Coverage) – **Broadcast News, Toronto**  
 Web site Award – **CBC Radio - Web One, Toronto**.

Immediately prior to the National RTNDA Awards, the Atlantic Regional RTNDA awards were presented. Winners are:

### 2002 TELEVISION:

Bert Cannings Award (Best Newscast) – **ATV News, Halifax**  
 Charlie Edwards Award (Spot News) – **ATV News, Halifax**  
 Dan McArthur Award (In-depth/Investigative) – **L'Atlantique ce Soir, Moncton**  
 Dave Rogers Award (Feature) – **L'Atlantique ce Soir, Moncton**  
 Gord Sinclair Award (Special Events) – **ATV News, Halifax** (Large Market)  
 Ron Laidlaw Award (Continuing Coverage) – **CBC New Brunswick**

### 2002 RADIO:

Byron MacGregor Award (Best Newscast) – **CJLS Radio, Yarmouth** (Small Market) \* **VOCM St. John's** (Medium Market)  
 Charlie Edwards Award (Spot News) – **CJLS Radio, Yarmouth**  
 Dan McArthur Award (In-depth/Investigative) – **CBC Radio Fredericton**  
 Dave Rogers Award (Feature) – **CBC Fredericton**  
 Ron Laidlaw Award (Continuing Coverage) – **CBC Radio Halifax**  
 Sam Ross Award (Editorial) – **CKHJ Fredericton**

Notes from the RTNDA convention in Halifax:  
 The new President of **RTNDA Canada** is **Terry Scott** of **Broadcast News** in Toronto. He succeeds **CJWW Saskatoon** News Director **Eldon Duchscher**... It was an impressive bit of organizing and panel selection. In fact, outstanding better sums it up. With the likes of US Ambassador to Canada **Paul Celucci** squaring off against Canada's Consul-General



Radio-Television News Directors Association of Canada President Eldon Duchscher presents Broadcast Dialogue Publisher Howard Christensen with the 2003 Friend of RTNDA Award in Halifax last weekend at RTNDA's national convention.

*[For more photos from RTNDA in Halifax go to [www.broadcastdialogue.com](http://www.broadcastdialogue.com) then click on Photo Galleries.]*

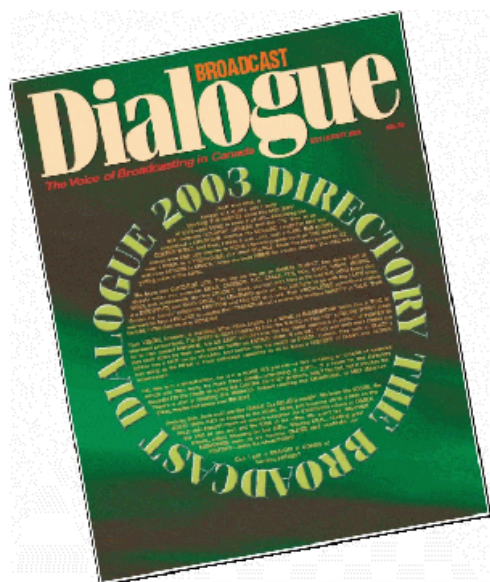
to New York, **Pamela Wallin** to a panel involving **Peter Mansbridge (CBC)**, **Kevin Newman (Global Television)** and **Lloyd Robertson (CTV)** to what I think was a first for RTNDA, a **BBM** session conducted by BBM President/CEO **Jim MacLeod**... Good to see a GM in the crowd, too. **Hilary Montbourquette** of **Newcap's** Moncton stations seemed to be more than wowed by RTNDA's value... Hats off to convention Chair (and President's Award winner) **Del Archer**.

**REVOLVING DOOR:** **Nancy Brown-Dacko** succeeds **Don Shafer** as VP/GM of **TMG TV Toronto's** teleshopping channel, **SHOPTV Canada**. She's been Director of Sales for the Torstar company the past seven years... Meantime, **Don Shafer** will be at his new duties for **Standard Radio** in Kelowna effective July 7... **Don Mitchell** is new Music Director at **Country Music Television** in Toronto. It's an internal promotion... **Charles Boyer** will become the **Canadian Association of Broadcasters'** new VP, External & Government Relations beginning Aug. 26. Boyer had been Chief of Staff at Heritage Minister **Sheila Copps'** office... Anchor **Sarika Sehgal** is leaving **CH (CHCH-TV) Television Hamilton** to join **toronto|one**, also as Anchor. She'd been with CH since March having arrived in the east from similar duties at **CFCN-TV Calgary**... **Wayne Arthur** has been appointed Account Manager, BN Distribution, at **Broadcast News** in Toronto. Primary responsibility is co-ordinating BN Satellite client needs...

**SIGN-OFF:** **Bill Kehler**, 60, in Calgary of Multiple Sclerosis and a recent stroke. Kehler was a former broadcaster and a long-time voice of the **Calgary Stampede**, becoming a legend with the Stampede and other major rodeos. He also spent many years on air at **QR77 Calgary** and at **CFAC Calgary**.

**LOOKING:** Jobs we've heard about this week include **CHAT-TV Medicine Hat** – Production Switcher/Director; **Alliance Atlantis Toronto** – a Research Analyst; **Teletoon Toronto** – a Programming Assistant (at the French network); **Global Toronto** – Traffic Coordinators; **CHQR Calgary** – a Traffic Assistant; **Variety 104/Blaze 101.9/The Jewel** – a Junior/Intermediate Account Executive; **Rogers Media Television (Toronto)** – Reporter - Italian News Unit; **Sportsnet Toronto** – an ENG Camera Operator; **TSN Toronto** – a Senior Marketing Manager; **CTV Toronto** – a Project Manager; **CTV News** – Correspondent-Jerusalem; **LIFE 100.3 Barrie** – an Advertising Rep (Peterborough); **Report on Business Television, Toronto** – a Sales Coordinator;

**SUPPLYLINES:** **OMT Technologies** in Winnipeg has added **Ben Johnson** to the **iMediaTouch** and **iMediaLogger** Technical Support Department... **George Jackson**, who headed **CBC Transmission** in Toronto, retires this week.



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