

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2003) by Christensen Communications Limited * 414 St. Germain Ave. * Toronto ON M5M 1W7
Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com

Thursday, November 6, 2003

Volume 11, Number 23

Page One of Three

GENERAL: The **Canadian Association of Broadcasters** has announced that **André Bureau**, Chairman of the Board of **Astral Media Inc.** and Counsel at **Heenan Blaikie LLP**, has been chosen as the recipient of the 2003 **Gold Ribbon Award for Broadcast Excellence**. He'll accept CAB's highest honour at the **CAB 2003 Convention Gold Ribbon Awards Gala** on Nov. 11 in Quebec City... About 8,000 **CBC** English-language employees will see ballots mailed to their homes asking them to choose between the **Communications, Energy and Paperworkers Union** or the **Canadian Media Guild**. Both unions represent different categories of CBC workers. The Guild reps CBC journalists while CEP deals with the technical side. The consolidation vote is being conducted under the supervision of the **Canada Industrial Relations Board**. CBC management asked for it, saying that it's too expensive and time-consuming to deal with more than one union. Look for the results sometime next month.

TV/FILM: Digital cable leads satellite TV as the choice of most analog TV subscribers who express an intention to upgrade to a digital TV platform within the next year. **Decima Publishing/Decima Research** reports in its study that of analog subscribers who say they "definitely" or "probably" will subscribe to a

digital TV service within the next 12 months, 37% say they're more likely to subscribe to digital cable, compared to 31% for satellite TV, 6% for wireless cable, and 5% for a TV service from their local telco. One in five (21%), however, say they don't know which technology they'd choose. Based on responses, and assigning a weighting factor, Decima is projecting that digital TV penetration will increase marginally to 41% from the current 38% of all TV subscription households within the next year... Meanwhile, it's going to get harder to illegally send digital TV programs over the Internet. The **US Federal Communications Commission** has approved an anti-piracy plan involving an electronic marker that broadcasters can put into programs to prevent illegal distribution. The FCC says by July 2005, all digital TV receivers produced must be able to recognize that marker. When Internet connections were a lot slower, there wasn't concern over high-quality TV

News Assignment Supervisor

A unique opportunity exists to join the award winning news team at one of Canada's heritage television properties.

We are seeking an Assignment Supervisor to take charge of the assignment process for a dynamic group of three television stations: The New PL - London, The New WI - Windsor and The New NX - Wingham.

If you are a solid traditionalist who believes the networks have it right, and believes that the latest fashion in production tools and techniques have no place on the evening news ... you need not apply.

If, on the other hand you are someone who:

- possesses an unusual degree of editorial imagination
- lives, breathes, and is committed to local news
- has the background, knowledge and desire to run and supervise multiple assignment processes, in multiple cities
- loves breaking news and live coverage
- has the vision to instantly see how stories selected relate to the viewer
- has outstanding team leadership skills, and an uncanny ability to juggle multiple priorities simultaneously...

Then you could be our person!

If you meet and/or beat these qualifications rush your resume and application to join our news management team to:

Cal Johnstone, News Director
The New PL
1 Communications Road, P.O. Box 5810, London, ON N6A 6E9
calj@thenewpl.com

Application Deadline: **NOVEMBER 15, 2003**



We thank all applicants for their interest, however, only those selected for an interview will be contacted. No phone calls please.

CHUM Television values diversity in its work force and is committed To Employment Equity.

show copies and movies on the Web. But with connections getting faster, and broadcasters switching to digital TV, the concern is now very real... Five Canadian broadcasters have already shown interest in bidding for the right to carry the **2010 Olympic Winter Games** in Vancouver – **CBC, CTV, Rogers, CanWest** and the French-language **TVA**. International Olympic Committee officials will decide later when the official bidding will take place... **CBC-TV** forced **CTV** and **Global Television** in Saskatchewan to pull an provincial NDP ad that featured footage from a TV debate. The video originated in a CBC broadcast and, says the corporation, violated an agreement made by all parties before to the debate... **A-Channel Edmonton** management says it's disappointed that a judge ruled striking workers can continue a campaign targeting advertisers, trying to convince them to suspend advertising. GM **Jim Haskins** says innocent A-Channel customers have binding contracts with the station. He wouldn't comment on a possible appeal.

SIGN-OFFS: **Stan Genno**, 51, of cancer, in Hamilton. At the time of his passing, Genno was working for **Rogers Cable** in Hamilton and had Sales and Management careers with **CHAM Hamilton, CHML Hamilton**, and **CHEX Peterborough**, among other stops... **Aurèle Pelletier**, 91, in Quebec City after a long illness.

Mr Pelletier – inducted into the **CAB Hall of Fame** in 1986 – began his career in 1929 at **CHRC Quebec City** from where he retired in 1972. He had been the station's PD and, near the end of his career, GM of both the AM and FM operations there. He also served as VP for radio of **ACRTF** (the Quebec broadcasters' association), as a Director of **CAB**, and as President of the **Radio Sales Bureau**... **Fred H. Pemberton**, 99, in Ottawa. From 1934 through '49, he was a Sports Commentator with **BBC**. In 1949, Pemberton became manager of **CKSF Cornwall** Ontario. He served as Research Director at the **Canadian Association of Broadcasters** during the 1960s until his retirement in 1973... **Claude Boulard**, 68, of lung cancer. Boulard launched **CIMO-FM Magog** in 1979, which he sold in 1986 to **Radiomutuel**.

REVOLVING DOOR: PD/MD **Jeff Woods** of **Q107 Toronto** moves to west – within **Corus Radio** – to become PD at **CFOX/ROCK 101 Vancouver**. No successor has yet been named for him at Q-107... **Marc Aflalo**, PD at **Team 990 (CKGM) Montreal**, leaves that position Jan. 30. He's moving out of broadcasting... **Rick Everett**, PD at **The Q Victoria**, moves to **CKIC-FM Winnipeg** as Station Manager Nov. 14. CKIC is licenced to **Red River College** and – when launched in the new year – will primarily be used as a teaching tool... The **ReelWorld Film Festival**, based in Toronto, has appointed **Jannat Hamid** as its

Scott Sutcliff • Dielectric • Bext • Ward Beck • WestTower • KLZ • Scala • Kathrein • Yamaha • MacInn • Shure • IKG • Behringer • WestTower • Inevonics • Tannoy • Bext • JBL • Coaxial Dynamics • Burk • Aphex • Synelrix • Dixon • Scott Sutcliff • Axel • Broadcast Tools • Marantz Pro • SAS • Middle Atlantic

The Source

Dielectric

... for Dielectric In Canada

The Dielectric CBR series multi-channel FM antenna and four transmitter combiners can deliver a number of FM signals at once. This allows several stations to broadcast from one transmission site, sharing the cost.

Pippin Technical uses heavy duty towers to ensure the antenna has a stable platform to guarantee the antenna will stay where it should.

Pippin Technical
We Are Broadcast Engineering!

Call toll FREE 888-808-4677 • www.pippintech.com

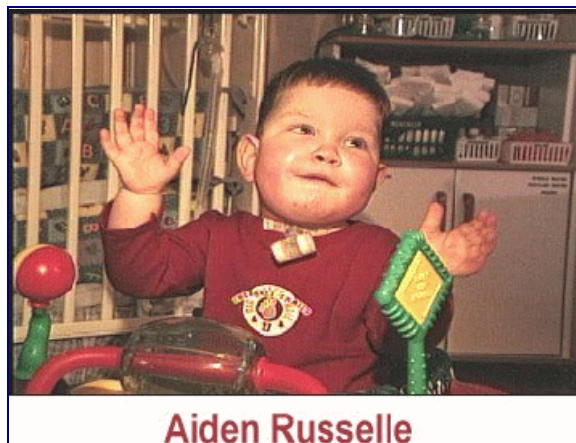
Burk • Aphex • Synelrix • Dixon • Scott Sutcliff • Axel • Broadcast Tools • Marantz Pro • SAS • Middle Atlantic • Kathrein • Yamaha • MacInn • Shure • IKG • Behringer • WestTower • Inevonics • Tannoy • Bext • JBL • Coaxial Dynamics • Dielectric • Denon • JK Audio • Soundcraft • Altronix • Ward Beck

Executive Director. Hamid is a former VP of **Canadian Women in Communications**.

LOOKING: **CHAT-TV Medicine Hat** – ENG Shooter/Master Control Operator; **TV5 Québec** – Directeur Marketing et Communications; **Rogers Television Moncton** -- Master Control Operator; **Citytv Vancouver** -- Junior Associate Producer; **CHUM Radio London** – Promotions Director; **Corus Television Toronto** -- Director of Programming; **Rogers Cable Toronto** -- Producer and Associate Producer; **Nelvana Toronto** – Senior Software Developer and a Software Developer 3D; **Corus Interactive Toronto** - New Media Manager; **BLAZE 101.9 Cornwall** -- Account Executive; **Corus Television Toronto** – 2 Traffic Assistants; **CFPL/CFPL-FM/CFHK/CKDK London** – Broadcast Engineer; **CFLG-FM Cornwall** – Midday Announcer; **CTV Toronto** – Technical Director, On-Air Master Control and Associate Assignment Editor; **Astral Television Networks Toronto** – Vice President, Communications; and, **Alliance Atlantis Toronto** – Director, Disclosure and Accounting Standards.

RADIO: **Coast to Coast**, the show pioneered by **Art Bell** and hosted by he and **George Noory**, is off **CFRA Ottawa's** air for good. The problem, says PD **Dave Mitchell**, is that some of its content violates the Canadian Broadcast Act, “specifically its portrayal and comments regarding Muslims, Arabs and other identifiable groups.” Mitchell says the station tried working with Coast to Coast’s distributor and originator to try ensuring that the content stayed away from some of the problem areas. It didn’t work... **107.7 The River/Rock 106 Lethbridge** will receive a Special Community Service award from **Economic Development Lethbridge** as recognition for both stations’ on-air support of *The Great Canadian Cattle Drive*. That was an organization of businesses that helped support the cattle producers and beef industry during the recent Mad Cow scare... Later this month, **CHIN Radio (CJLL) Ottawa** (at 97.9 FM), sister station of Toronto’s first ethnic radio station, plans to launch, broadcasting 20 languages for 37 ethnic communities. CJLL will also assemble Ottawa-produced ethnic TV programming for weekend broadcast on **The New RO Ottawa**, similar to CHIN’s association with **Citytv Toronto**... **Rush Limbaugh** will return to the American radio airwaves Nov. 17... A simple e-mail turned crusty **CFRA Ottawa** Talker **Lowell Green** into mush, so much so that he read it on the air and began a spontaneous appeal for two-year old **Aiden Russelle**. Young Russelle, you should know, has

successfully fought serious heart, liver and intestinal problems, beating the odds. But one of the few things still standing between him and a near-normal childhood is a delicate operation which Ottawa-area doctors say must be performed by a specialist in Cincinnati. It’s a procedure to remove a tracheal breathing tube, repair his vocal cords, and hopefully to allow him to utter his first words. The family was struggling to cope with an anticipated \$25,000 in personal and travel expenses. Three hours after Green told the story, CFRA listeners had ponyed up over \$35,000. But the story didn’t end there. Phones kept ringing, the mail kept being delivered and – as of mid-day Wednesday – the total is a staggering \$100,397.32! The surplus money will be distributed to the **Childrens’ Hospital of Eastern Ontario (CHEO)** via the **Lions Club**... **Q104 FM Halifax** put the radio station’s playlist up for sale. For a 50-hour period, listeners



Aiden Russelle

were able to call and have their request played – at \$25 per song. The “deal” price, however, was a 6-pack of songs for \$104. Money raised – all \$11,571.30 of it – went to Q104’s favorite charity, **The Children’s Trust Fund** (which provides money to children in need due to medical emergencies or long-term medical conditions).

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2003) by Christensen Communications Limited * 414 St. Germain Ave. * Toronto ON M5M 1W7
Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com

Thursday, November 20, 2003

Volume 11, Number 25

Page One of Four

GENERAL: **Solutions Research Group** of Toronto reports that TV and radio continue to be #1 and #2 respectively for share of media time among Canadians. Combined, they account for 50% of the total time spent on seven media and leisure activities measured by SRG. However, there are sharp generational differences in media choices. Time spent with TV, radio, and reading books, newspapers, and magazines account for slightly more than 40% of the total among teens; in contrast, these same categories account for about 65% of time in the 30-49 age group, and nearly 80% of time in the 50 and older category. If you would like to see the complete report, [click on publisher@broadcastdialogue.com](http://clickonpublisher@broadcastdialogue.com) to request a copy... The **Royal Bank's** most recent media digest publication is now available. If you would like a copy, request it by e-mail (click [here](#)) and I'll send you a copy... Members of the **Canadian Association of Broadcasters'** new Board of Directors may be found [here](#)... **Atlantic Association of Broadcasters** President **Chris Perry (CJLS Yarmouth)** began a dialogue with other regional association Presidents at the CAB in Quebec City in an effort to determine viability and relevance of such associations. Perry wanted to learn what associations do and what they need to do to provide value to members... This Saturday at **BCIT** in Burnaby, it's the **RTNDA's ProvDev 2003**. Sessions include: **Mark Schneider** - the veteran journalist who demystified the Internet for many Canadians; Word Workout - **CBC** veterans **Cecilia Walters** and **Paul Heeney** on cutting flab and re-energizing copy; Top broadcast journalists such as **Global BCTV's John Daly**, **CTV's Kate Corcoran**, and **CKNW Vancouver's Ted Field**; The Law and You - media law expert **Jon Festinger** of on pitfalls that can trip you up if you're not in the know; and there's a great deal more. Check the RTNDA Web site at www.rtndacanada.com for info... News Releases on the **Broadcast Dialogue** Web site this week come from **Showcase**, **CTV**, the **Canadian Association of Broadcasters**, **Women In Film and Television - Toronto**, **Corus Entertainment**, the **Canadian Television Fund**, **TSN**, the **Canadian Broadcast Standards Council**, **Leitch Technology**, **OMT**

Martz Communications Group is

North America's pioneer border radio group operating U.S. radio stations targeting both Canada and the U.S. with all hit, non-Cancon quota music. We operate 9 radio stations and serve Montreal, Ottawa, Cornwall and Brockville. We need two sales managers... one in Ottawa and one in Montreal.



SALES MANAGER - OTTAWA

101.5 The FOX needs a sales manager to recruit, train, motivate and manage a new radio sales team in Ottawa.

SALES MANAGER - MONTREAL

94.7 HITS and **WILD COUNTRY 96.5** need a sales manager to train, motivate and manage our expanding radio salesteam in Montreal and the West Island.

Here's who we're looking for...

Are you great at proactively recruiting talented account managers? Are you great at training radio street fighters? Do you focus people on vision, direction and success? Do you match talent to task in delegating jobs? Do you set goals and implement steps to achieve them? Are you qualified in building a customer-focused organization? Do you naturally build trust with people you meet? Are you driven to help your team succeed? Do you have a track record that shows you are a winner?

If this describes you, let's talk. This is a great opportunity with unlimited compensation potential. Please send your resume and cover to:

Tim Martz, CEO

Martz Communications Group, LLC
1592 Union Street, Suite 304
San Francisco, California 94123



tim@947hits.com (click on this link to apply)

Technologies, and **SONY**. Get the details in the News section at www.broadcastdialogue.com. And, when your company makes news, send the news release to publisher@broadcastdialogue.com.

RADIO: It was being bill as a major coup, but no one seems to be certain what's going on. Last Friday in New York City, over 130 **Katz Radio Group** and **Christal** radio Execs "crossed the street" to go to work for the competition, the rep house **Interop**. They were tagged to assist in the start-up of two new companies. Yesterday (Wednesday), almost all of those who defected went back to Katz Radio Group and Christal. There were three exceptions: **Steve Shaw**, **Tucker Flood**, and **Mark Gray**. At least one major radio concern was said to be leaning in Interop's direction, ready to sign a contract tomorrow (Friday). Conspiracy theories abound. But wait, there's more! While Katz Media Chairman/CEO **Stu Olds** has confirmed that virtually all those who went to Interop – following Shaw, Tucker and Gray – will be back at Katz tomorrow, that isn't the way Interop Chairman/CEO **Ralph Guild** sees it. He suggests legal scrutiny if the former staffers go back... The **Canadian Broadcast Standards Council** has ruled that insults such "conceited asshole", "that worthless piece of trash", "shit disturber", and "a tree with rotten roots" – as aired on **CHOI-FM Quebec City** are improper and constitute unduly coarse or offensive language. Click [here](#) for the complete decision... **XM Satellite Radio** in the States has introduced what it describes as an ultra-compact tuner module for car stereos. It allows drivers tune to XM Radio using existing stereo controls... **Harmony Broadcasting's** new **CJWV-FM Winnipeg** began on-air testing Tuesday. Wave 107.9 is Smooth Jazz/Easy Listening... Coming up Dec.2, **CHIN Ottawa** will be having their official ribbon cutting and VIP launch open house... Still with CHIN, this time in Toronto, Dec. 4 has been declared by the station to be **Johnny Lombardi Day**. This year's Johnny Lombardi Day will be celebrated with the unveiling of Phase One of a joint private sector/City of Toronto project – *The Johnny Lombardi Parkette* – located at the corner of Grace and College St. in the heart of Toronto's Little Italy. The ceremony will include the lighting of a large Christmas tree in the parkette, speeches and a reception to follow at **CHIN Toronto**. Upwards of 400 people are expected to attend... **LITE 96 Calgary's** Morning Show – **Don, Joanne & the Coach** – has been presented with a "Generosity of Spirit Award" in the category of Outstanding Philanthropic Group, organized by the Calgary Chapter of the **Association of Fundraising Professionalism** in celebration of National Philanthropy Day. Don, Joanne & the Coach were nominated for the Generosity of Spirit Award by the **Kids Cancer Care Foundation of Alberta**... The **CRTC** has approved **Haliburton Broadcasting Group's** application to acquire the assets of low-power stations **CJWL-FM Iroquois Falls** and **CHPB-FM Cochrane**... Thanks to **Steve Bolton** at Belleville's **Loyalist College** for this: Want to see how good you are at the lyrics from hit songs of the 80s? Click on this Web site to test your recall: <http://www.yetanotherdot.com/asp/80s.html>.



Executive Bungalow in North-Central Toronto

Perfect for that new entry- to mid-level Exec...
... or a Great Spot to house company visitors from across your chain.
(Yonge-Lawrence area)

Click [here](#) to take the virtual tour, then call:

Doris Simon-Shatz
or
Belinda Marshall
at
KALLES Real Estate
416/441-2888

TV/FILM: At the *Women in Film and Television - Toronto 2003 Crystal Awards* Tuesday night, winners were: **Isme Bennie**, Director of Programming & Acquisitions, **SPACE**, **Bravo! Drive-In Classics**, **CHUM Television** – **Outstanding Achievement Award**; **Cynthia Reyes**, VP of **ProMedia International** and Co-founder of **Innoversity Creative Summit** – **Outstanding Achievement Award**; **Deepa Mehta**, Director and Screenwriter, **BOLLYWOOD/HOLLYWOOD** – **Creative Excellence Award**; **Kathryn Emslie**, Director of Film & TV Programmes, **Canadian Film Centre** – **Mentorship Award**; **Kate Miles**, for her script, *Attention to Detail* – **CBC Screenwriters Award**; and, **Cindy Bisailon**, for her film *Life's a Twitch* – **Kodak Vision Award**. Hosted by Actor **Cynthia Dale**, the Awards are national in scope. Assisting in making the presentations were Filmmaker **Norman Jewison**, **CRTC** Chair **Charles Dalfen**, Ballerina **Veronica Tennant**, and Actor **Sonja Smits**... **CTV** began broadcasting in HD yesterday (Wednesday), Nov. 19, at 9 p.m. ET by employing the carrying services of **Bell ExpressVu** and **Rogers Cable**. The "CTV East" feed is identical to the **CFTO-TV Toronto** analogue signal in terms of programming, presenting HD content when available and digitally up-converted content for all other programming... The **Communications Research Centre** in Ottawa – which you read about in the current *Broadcast Dialogue* magazine – is inviting broadcasters to watch the **Edmonton Oilers** game against the **Montreal Canadiens** Nov. 22 in a special HDTV broadcast. If you are covering the game, and are curious to see how it would look in HDTV, CRC says you're welcome to join them at 7 p.m. ET this Saturday. For directions on how to get there, click http://www.crc.ca/en/html/crc/home/info_crc/contact/visitor_info. This event is sponsored by CRC and its partners, **Industry Canada**, **CBC Television** and **Canadian Digital Television Inc.**... Meantime, folks in the Regina area can see the HD broadcast at **Access Communications**. Just call **Victoria Klassen** at 306-565-5392 for details... The **Canadian Film and Television Production Association** says producers are "thrilled" with the announcement made in Ottawa that will increase a labour-based tax credit for the Canadian film and TV production industry. After almost three years of complex negotiations, the Department of Finance and Department of Canadian Heritage unveiled draft amendments to the Canadian Film or Video Production Tax Credit. A key element is the increase on the base for qualifying labour expenditures; it will climb from 48% to 60%... The **CRTC** has approved a low-power TV station for Leamington. **Southshore Broadcasting Inc.** applied for UHF channel 34 at 400 watts. It's an English-language, not-for-profit operation that will air locally-produced, locally-reflective community programming... **Alliance Atlantis Communications** says its new **Movie Distribution Income Fund** raised \$254 million when it was launched last month. The company also says its **CSI**/television franchise is expected to take in \$1 billion in revenues between fiscal 2004 and 2008. **CSI: Crime Scene Investigation** and **CSI: Miami** were ranked the most-watched and the sixth-most-watched series respectively in the US this year... **CanWest Global** CEO **Leonard Asper** says his company is seeing small wins in its convergence strategy to bring together its TV, radio and newspaper properties under one umbrella. In a speech to the **Economic Club of Toronto**, Asper said "It's not a short-term, home-run strategy. It's a building strategy for the future and I don't think there's any company like CanWest that's backing off." CanWest Global, **BCE Inc.** and **Quebecor Inc.** all cited the potential profits from converging TV broadcast, Internet and newspaper assets in defending multibillion-dollar acquisitions in the late 1990s... Former **A-Channel Calgary/MTV Canada** entertainment Report and **Z95.3 Vancouver** Announcer **Brad Leggatt** is back behind bars after the **Alberta Court of Appeal** rejected a bid to overturn a six-month jail term. His lawyer had argued that the presiding Justice overemphasized public deterrence in deciding a term to be served in the community was unwarranted. Leggatt, who was free on bail, has five months left to serve, then faces 12 months probation. He had pleaded guilty in April to assault causing bodily in a melee which saw the victim blinded in one eye after being hit in the face with a beer glass... **Toronto 1** has begun a contest called "Watch and Win". Each weekday until Dec. 12, Toronto 1 will air a series of segments during programs showing a host of its morning news program at a location in the Greater Toronto Area. Contestants must visit the station's Web site to submit that day's host and location to enter. The **Craig** station is promoting the contest with commercials, transit ads, radio ads and TV listing book ads, all created by **Flavour of Toronto**.

REVOLVING DOOR: **Canadian Association of Broadcasters** VP of Communications **Kelly Beaton** has left that post and moved to the **Department of Canadian Heritage** as Senior Policy Analyst... **Tim Kist** is new Director of Marketing at **Aboriginal Peoples Television Network (APTN)** in Winnipeg. He had been Convergence Marketing Manager at **MTS Communications**... **Colleen Cronin** is new Research & Marketing Manager at **Country 95.3 Toronto/Burlington**. She arrives at the **Corus** station from her spot as Research Director at **Standard Radio** in Toronto.

LOOKING: **Citytv Vancouver (CKVU-TV)** -- Reporter; **CHMI-TV Winnipeg** -- Reporter; **CJQQ-FM/CIGM Timmins** -- Senior Account Manager; **CTV Specialty Inc. Toronto** -- Traffic Coordinator; **MCTV Timmins (CITO-TV)** -- Anchor/Photojournalist; **Global Edmonton** -- Consumer Investigative Reporter; **CTV Saskatoon (CFQC-TV)** -- Creative Services Writer/Producer; **Global Winnipeg (CKND-TV)** -- Writer/Producer Client Service Department and an Electronic Graphic Artist; **CanWest Interactive Inc, Toronto** -- Web Designer; **CHCH-TV Hamilton** -- ENG Camera/Editor; **CKNW Vancouver** -- Newscaster; **CFNY-FM Toronto** -- Account Manager; **Nelvana Toronto** -- Production Coordinator; **Corus Entertainment Toronto** -- Content Manager, Merchandising; **CKIK-FM Calgary** -- Midday Announcer; **AM900 CHML Hamilton** -- Technical Producer; **CKRU/CKWF-FM Peterborough** -- News Announcers; and, **Astral Media Toronto** -- Manager, Marketing and Promotions.

SUPPLYLINES: **Pippin Technical** is at **CFLY/CKLC Kingston** this week, installing a new Scott Studios automation system... **Leitch Technology** has appointed **Brian Cabeceiras** to VP for its newly established **Leitch Systems Engineering** group. He arrives at Leitch from **SeaChange International** where he served as President of the company's broadcast server division... **Scott Farr**, President and CEO of Winnipeg-based **OMT Inc.**, says his company has purchased the assets of the former **musicmusicmusic inc.**, a Toronto-based multi-media content provider. Farr says the acquisition provides OMT with one of the worlds' largest media databases containing over 365,000 high quality digital audio tracks and several thousand digital DVD movie and video game trailers.

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2003) by Christensen Communications Limited * 414 St. Germain Ave. * Toronto ON M5M 1W7

Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com

Thursday, November 27, 2003

Volume 11, Number 26

Page One of Three

GENERAL: More people are tuning in to a wireless world as North Americans disconnect from TV and landline phones. Tech-savvy consumers are said to be scaring big media and telecommunication companies. A survey by US-based **Pew Internet and American Life Project**, shows these consumers are more dependent on computers, mobile phones and the Internet than they are on technologies such as radio and land-based telephones. For the first time, asserts Pew, the number of land-based phones in service in the US is in decline. The study says 31% of Americans use the Internet, are very likely to have cell phones, are more likely than other Americans to have personal digital assistants and are more likely to have engaged in what the Pew project calls "leading-edge technology behaviors" such as paying for online content and connecting to the Net wirelessly. The Pew study said the tech elite break down into three distinct subgroups: The young tech elite, whose average age is 22, are the most advanced tech users. They embrace the Net's interactive aspects, such as content creation through Web sites and Web logs; Wired Generation Xers whose average age is 36 and are most likely to pay for online content; and, wired baby boomers, whose average age is 52. They do lots of transactions and work-related research online... **Alliance Atlantis Communications** reported a quarterly net loss of \$12.2 million, citing one-time items including an \$8.3-million lease-breaking charge as it consolidated its head office. The 29-cent per share loss compares with the year-earlier quarter loss of \$6.7 million (16-cents per share). Revenue in the company's second quarter ended Sept. 30 fell to \$211 million, compared with \$237.8 million a year ago... The **Warner Music Group** has been sold for \$US2.6 billion in cash to an investor group which includes **Edgar Bronfman Jr.**, **Thomas H. Lee Partners**, **Bain Capital** and **Providence Equity Partners**. The sale includes Warner's recorded music operations and music publishing business plus an option allowing **Time Warner** to buy back into the business on favourable terms should they wish... Releases this past week in the News section at www.broadcastdialogue.com come from **Vision TV**, **Fujinon**, **ShopTV/Sundance Digital**, **Flow 93.5 Toronto**, **Rogers Radio**

GENERAL MANAGER/ GENERAL SALES MANAGER

in Beautiful British Columbia

We're looking for a candidate who possesses previous broadcast sales and management experience, as well as a good understanding of programming.

But if you don't have the management background – but DO have experience in these areas and a powerful desire to move ahead in your career – you still might be the right candidate. This could be your entrée into broadcast management.

Salary commensurate with experience.

E-mail your resume to:

publisher@broadcastdialogue.com.

If your resume isn't ready to go, yet you find this management position intriguing, send an e-mail indicating your interest.

North Bay, The New VI Victoria, Canadian Film and Television Production Association (CFTPA), Leitch Technology, imsradio, Q107 Toronto, TELETOON Toronto, and 102.1 The Edge. Send your news releases to publisher@broadcastdialogue.com.

REVOLVING DOOR: Glenn Ruskin has been appointed GSM at **Rogers Radio Ottawa**. Ruskin retains his **Y105 Ottawa** SM position... New PD at **The Wave/CHSJ Saint John** is **Bruce Weaver**, ex of **K100 Saint John**. He succeeds Derrick Barr... **imsradio** has appointed **Gary Brasil** as Account Manager, Canada West... **Leitch Technology**, headquartered in Toronto, has appointed **Timothy Thorsteinson** as President/CEO. Thorsteinson is a former President of **Grass Valley Group** and joins Leitch from **Thomson Broadcast and Media Solutions** where he led the broadcast product line... **Pierre Pontbriand** succeeds **Kelly Beaton** as VP Communications at the **Canadian Association of Broadcasters** in Ottawa. He begins Dec. 1... **Al Smith**, ex APD/MD at **Standard Radio London**, has begun his new PD gig at **BOB-FM (CHST-FM) London**... **Mike Ciccone** is new Morning Host at **CISQ-FM Squamish**.

LOOKING: **CHYR Leamington** is looking for a PD/Morning Host. See the ad in this edition... A British Columbia operation seeks a GM/GSM. See the ad on Page 1 (*and be sure to check the Classifieds section at www.broadcastdialogue.com regularly. New jobs may be added at any time*)... Other jobs we've heard about this week include: **Rogers Television Ottawa** - Station Manager; **Power 92 Edmonton** - Weekend Events Reporter; **107.5 DAVE FM Cambridge** - Morning News Anchor; **Alliance Atlantis** - Manager, Publicity and Promotions, West Coast; **Report on Business TV Toronto** - Chase Producer and Make-up Artist; **OLN Toronto** - Account Manager; **CanWest Interactive Toronto** - Application Integration Specialist and a Webmaster; **YTV Toronto** - Studio/Field Producer; **Ventes Corus CBS Montréal** - Chief of Research; **CKGY/CIZZ Red Deer** - Accounting Clerk; **Corus Radio Toronto** - Office Manager; **YTV Toronto** - Dayparts Volunteer/Intern; **CJOY-AM/MAGIC-FM Guelph** - Account Executive; **CKNW Vancouver** - Relief Producer; **CHQR Calgary** - Part-time Producer and an Evening Talk Show Host; **Canadian Women in Communications** - Membership and Administration Coordinator; **The Score Toronto** - I.T. Manager; **The Weather Network** - Traffic Coordinator; **Jack FM/680NEWS/CHFI FM/Fan 590 Toronto** - Broadcast Technician; **Rogers Sportsnet Toronto** - Broadcast Maintenance Technician; and, **Rogers Media Television Toronto** - Lighting/Video Operator.

RADIO: **Rogers Radio North Bay (100.5 EZ Rock/AM 600 CKAT/102 FM The FOX)** has won the **Nugget Business of the Year** award at the **North Bay and District Chamber of Commerce** Annual Meeting and Gala. GM **Peter McKeown** credits the company's employees for the award. Rogers, McKeown added, has given \$1.5 million in free advertising to local organizations and service groups over the past year. Nominees for the award are judged on financial performance, demonstrated innovation, employment growth, market development and community enhancement... **NAB2004** in Las Vegas next April will see some seemingly unexpected entertainment - **The Mormon Tabernacle Choir**. It will be performing at the Radio Luncheon because the church's 75-year-old broadcast program is going to be inducted into the **NAB Broadcasting Hall of Fame**. "Music and the Spoken Word", produced by **Bonneville Communications**, airs on more than 2,000 radio, TV and cable outlets worldwide... **Infinity Radio** will contest rather than pay the \$357,000 the **FCC** levied in connection with the infamous **Opie & Anthony** sex stunt of the summer of 2002. It resulted in **WNEW-FM New York** and 12 other Infinity stations which carried the show to each be hit for \$27,500 fines... Two western **Rogers** stations have gone to continuous Christmas music. **LITE 96 (CHFM) Calgary** and **X-FM (CKVX-FM) Vancouver** will keep the 24-hour format through to Christmas Day... **Rush Limbaugh** isn't out of the weeds yet. American police are said to be looking into whether or not he illegally funneled money to buy prescription painkillers. Said Limbaugh after hearing of it: "I know where the story comes from, I know who's behind it, and I know what the purpose of the story is, and I'll be able to tell you at

Program Director/ Morning Show Host

Ready to fly south?
Winter's are mild in the
Sun Parlour and 
Canada's southern most
radio station is looking for an energetic,
passionate individual to lead its
programming department and host its
morning show.
A track record of community involvement,
positive BBM results and an
understanding of promotions and
marketing are essential. Success with a
25-49 year old female audience is
necessary. Knowledge of Media Touch
and RCS Selector are assets.
If the above describes you, I need your
resume and MP3 AND salary
expectations yesterday.

Toneil@chyr.com

Tim O'Neil

96.7 CHYR-FM

100 Talbot St E

Leamington ON N8H 1L3

some point.” The right-wing talk show Host missed five weeks of his show, after entering a drug rehabilitation program because of his addiction to prescription painkillers. In the past, Limbaugh has decried drug use and abuse, mocking then-US **President Clinton** for saying he had not inhaled when he tried marijuana and often making the case that drug crimes deserve punishment... Seven groups or individuals are to be inducted into the **Rock & Roll Hall of Fame** next March 15 in New York City. The 19th annual induction ceremony will include **Jackson Browne, The Dells, the late George Harrison, Prince, Bob Seger, Traffic and ZZ Top...**

TV/FILM: It's not often **CRTC** headquarters in Gatineau is the subject of demonstrations but close to 1,000 people from Montreal's Italian community were out front in support of an application by Italy's state-run network – **RAI International** – for a Canadian broadcast licence. The demonstrators want CRTC approval for a digital channel from RAI International, even though upwards of 3.5 million Italian-Canadians already get Italian TV shows via **Teletatino**. Teletatino, the Toronto broadcaster, has supplied RAI programming to Canadians for almost 20 years. A RAI spokesman in Rome says RAI officials object to the image of Italian programming being filtered to Italian-Canadian viewers through Teletatino but Teletatino President **Aldo di Felice** says he finds it puzzling that after a close 20-year relationship with RAI, the Italian broadcaster is now attempting to carve out and distribute its own programming in Canada. Says di Felice, “I think the question is, is Italian-Canadian culture or Italian-Canadian media going to be run from Rome or is going to be run from Canada?” A CRTC decision is expected in the new year... **Rogers Cable** has launched a personal video-recorder product, matching a similar product offered by **Bell ExpressVu**. It allows cable subs to pause and rewind in-progress shows plus to record up to 50 hours of programming. The step up for Rogers is that, unlike its satellite rival, this video-recorder allows one TV show to be watched while another is being recorded or to watch a pre-recorded program while two others are recording. It also lets a viewer watch two shows at the same time – one on a large screen, the other in a smaller corner screen. The set-top box will sell for \$599, less a \$100 programming credit, and will be available by the middle of next year. ExpressVu now sells its unit for \$349 with a two-year contract... Pay-TV viewing is up with Canadians – to 25% in 2002 from 16% in 1998 – over conventional channels. **Statistics Canada** says time spent with conventional Canadian TV stations is down – 51% last year, down from 56% in 1998. StatsCan also says children- and teen-viewing is down – two hours less per week than it was five years ago. Other highlights from the StatsCan report:

- Dish antennas are up, 19% last year compared with only 5% five years earlier
- Cable penetration declined to 68% from 77% in 1998
- Overall, Canadians still spent 21.6 hours a week watching TV, a relatively stable rate.
- 60+ women watched TV the most (about 36 hours per week)
- 18-24 men is the group least interested in watching TV (12.6 hours per week)
- Comedies and dramas combined accounted for 38.5% of total viewing, followed by news and public affairs at 25.2%. However, on pay-TV and specialty stations, sports rank second at 17%
- CanCon shows rate about 39% of the overall audience, stable of the past five years, but up from 35% ten years ago... **ABC** and some key affiliates are said to be in advanced discussions about jointly launching a 24-hour news venture. It would be a key element in local stations' proposed digital channel lineups. A decision on moving forward with the plan may come by year-end. A factor that could put the plan in the ditch is uncertainty over whether cablecos will be forced by the **FCC** to carry the signals. To be viable, the channel needs that kind of broad broadcast and cable distribution. Should everything come together in the positive, the ABC/affiliates network would be delivered over one of the multiplexed programming streams available on digital broadcast channels, with its local coverage distinguishing it from competitors such as **CNN** and **Fox News Channel**.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Nikki Moffat, CTV Inc., Toronto.**
Welcome!

BROADCAST
Dialogue
The Voice of Broadcasters in Canada

Connecting Our Industry!

Use Broadcast Dialogue Classifieds

To Find that New Staffer.

416/782-6482 or publisher@broadcastdialogue.com