

Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Thursday, March 4, 2004

Volume 11, Number 38

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RADIO: Jim Pattison has thrown a monkey wrench into the proposed sale of **Seacoast Communications (CFAX/B107.3 Victoria)** to **CHUM Limited** (for \$8 million). **The Jim Pattison Group** has filed a writ in the BC Supreme Court seeking to block the sale because of Pattison's claim to have a written "first right of refusal" for purchase of the assets, granted in 1997 with a life span of 15-years. Seacoast President **Mel Cooper** denies violating any contract and will defend the lawsuit... **Howard Stern's** syndicated morning show has been dumped by at least six of **Clear Channel's** radio stations. The largest US radio station owner says Stern doesn't meet the company's newly revised programming standards... In Halifax Monday, **CRTC** hearings began into 22 proposals for licences in Halifax (11), Fredericton (5), Moncton (3) and Saint John (3). Up first were the 11 applications for Halifax. Details on the various applications may be found at the CRTC Web site. The hearing is expected to last about two weeks... **1610 CPAM Montreal** has become a lifeline for an estimated 100,000 Haitian expatriates living in that city. Haiti's political turbulence has seemingly been exported to Canada. One new CPAM broadcast journalist, forced to flee Haiti last year when his house was set ablaze, got a call from a man who told him in Creole he was too anti-Aristide. The caller then warned, "Did you know we also burn our opponents here in Montreal?"... **CJYR Edson** is getting the credit from Whitecourt Mounties for helping them make an arrest in the alleged hit and run of a 12-year-old girl. DJ **Steve Bethge** was on-air when **RCMP** called and asked to have the word put out. Following that, the tips poured in and an arrest was made... **The Bear (CKQB) Ottawa**, in its first annual **Have a Heart for CHEO** (Childrens' Hospital of Eastern Ontario) **Radiothon**, has raised over \$276,000. The three-day effort was broadcast on location from the hospital's cafeteria. All of the monies raised goes toward funding research, purchasing new equipment, staff training, creating a more child- and youth-friendly environment, and assisting families in crisis... **The Hawk (CIGO) Port Hawkesbury** raised \$16,000 in a four-hour radiothon this past weekend. The Hawk's **27th Cash Crusade For Kids** supports local children's charities... **Canadian Music Week's** 2004 nominations on the radio side are:

JAZZ.FM91

seeks a new **PRESIDENT** and **CEO** effective immediately

JAZZ.FM91 is Canada's all jazz, not-for-profit, member supported radio station, with limited advertising, and a staff of 30 employees. Our programming reflects the diversity of jazz music. **JAZZ.FM91** is committed to investing in and supporting Canadian jazz artists and jazz related institutions. Strong linkages with music education faculties must be maintained and strengthened.

JAZZ.FM91 can be heard across the GTA and Western New York on the FM band at 91.1, throughout Ontario on cable, across Canada and the U.S. on Bell ExpressVu Satellite (970) and Star Choice Satellite (869), plus worldwide on the Internet at www.jazz.fm.

The CEO of this charitable organization is accountable to a volunteer Board of Directors for programming quality, administration, and audience development. Preference will be given to high-energy individuals with a demonstrable interest in staff motivation and development, with a diplomatic and sensitive approach to problem solving, with a flair for innovation, and with a growth attitude.

Experience in management of radio operations, preferably at a senior level, and familiarity with radio advertising sales and methods is required. Understanding of Public Radio and expertise and connections with Jazz and the Jazz Community would be significant assets. Applicants should send their resumes to:

Chairman, CJRT-FM INC.
150 Mutual Street
Toronto, ON M5B 2M1
or by fax to: (416) 595-9413 or to: info@jazz.fm

We thank all applicants. However, only those selected for an interview will be contacted.

Canadian

**** Music Director of the Year (Secondary Market)** – Anna Zee, Q104 (CFRQ) Halifax; Kristy Knight, CHTZ-FM St. Catharines; Nancy Slater, K-Rock (CIKR) Kingston; Earle Mader, CIOO Halifax; Darren Stevens, B101 (CIQB)/CHAY Barrie; Mike Tyler, Y108 (CJXY) Hamilton; and, Brian Ellis, The Wolf (CKWF) Peterborough.

**** Music Director of the Year (Major Market)** – Chris Duncombe, The Fox (CFOX) Vancouver; Barry Stewart, CHUM FM Toronto; Neil Mathur, EZ Rock (CJEZ) Toronto; Lochlin Cross, Power 97 (CJKR) Winnipeg; Justin Dumont, Flow 93.5 (CJXJ) Toronto; Kath Thompson, The Bear (CKQB) Ottawa; and, Ken Rigel, Z95.3 (CKZZ) Vancouver.

**** Program Director of the Year (Secondary Market)** – J.C. Douglas, Q104 (CFRQ) Halifax; Paul Morris, CHTZ St. Catharines; Glenn Williams, K-Rock (CIKR) Kingston; Terry Williams, C100 FM Halifax; Darren Stevens, B101/CHAY Barrie; Gruff Gushnowski, The Goat (CKLM) Lloydminster; and, Jason Mann, SUN FM (CHSU) Kelowna.

**** Program Director of the Year (Major Market)** – David Farough, The Edge (CFNY) Toronto; Howard Kroeger, 99.9 BOB FM (CFWM) Winnipeg; Wayne Williams, Flow (CFXJ) Toronto; Rob Farina, CHUM FM Toronto; Jeff Woods, Q107 (CILQ) Toronto; Stewart Meyers, CJAY 92/VIBE 98.5 Calgary; and, Brian DePoe, EZ Rock (CJEZ) Toronto.

**** On-Air Talent of the Year** – Terry, Ted and Thumbs, CHOM-FM Montreal; Roger, Rick and Marilyn, CHUM FM Toronto; The Morning Hot Tub with Carter & Sandra, Hot 89.9 (CIHT) Ottawa; Derringer in the Morning, Q107 (CILQ) Toronto; Gerry Forbes, CJAY Calgary; and, Kevin Nelson, Majic 100 (CJMJ) Ottawa.

**** Station of the Year (Secondary Market)** – BOB FM (CHST) London; HTZ FM (CHTZ) St. Catharines; B101 (CIQB) Barrie; K ROCK (CIKR) Kingston; C100 Halifax; ZED 99 (CIZZ) Red Deer; and, KOOL FM (CFCA) Kitchener/Waterloo.

**** Station of the Year (Country)** – CFCW Camrose/Edmonton; QX104 (CFQX) Winnipeg; KICX (CICZ) Midland; The New Country 95.3 (CING) Hamilton; BX93 (CJBX) London; JR Country (CJJR) Vancouver; and, Country 105 (CKRY) Calgary.

**** Station of the Year (CHR)** – Flow (CFXJ) Toronto; VIBE (CIBK) Calgary; Z103.5 FM (CIDC) Toronto; Hot 89.9 (CIHT) Ottawa; Mix 96 (CJFM) Montreal; HOT 103 (CKMM) Winnipeg; and, Z95.3 (CKZZ) Vancouver.

Station of the Year (AC) – EZ Rock (CFMG) Edmonton; BOB FM (CFWM) Winnipeg; CHFI Toronto; CHUM FM Toronto; EZ Rock (CJEZ) Toronto; Majic 100 (CJMJ) Ottawa; and, JACK FM (CKLG) Vancouver.

Station of the Year (Rock) – The Bear (CFBR) Edmonton; The Edge (CFNY) Toronto; Q104 (CFRQ) Halifax; Q107 (CILQ) Toronto; CJAY Calgary; Power 97 (CKJR) Winnipeg; and, The Bear (CKQB) Ottawa.

Station of the Year (Multicultural) – CFMB Montreal; CHIN Toronto; CHKG Vancouver; CINQ Montreal; and, CKJS Winnipeg.

Station of the Year (News/Talk/Sports) – CFRA Ottawa; CFRB Toronto; CFTR



PROGRAM DIRECTOR

CKNX Radio is looking for a PD – to direct the daily operations of CKNX AM Country 920. You are enthusiastic and goal-oriented, with strong coaching and motivational skills, you have a keen eye for details, and first-hand knowledge of how to do great community radio.

Reporting to the General Manager, this position will be of interest to candidates with 3-5 years management and on-air experience; who can demonstrate an employment history of creative problem-solving coupled with a proactive approach; and who have the skills necessary to work co-operatively with an experienced management team.

If you have the talent and desire to make this opportunity a success, please direct written applications to:

Human Resources
CKNX Radio
215 Carling Terrace
Wingham, Ontario N0G 2W0

Or e-mail to: humanresources@cknxradio.com

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

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/>

Toronto; **CHML Hamilton**; **CJAD Montreal**; **CKLW Windsor**; and, **CKNW Vancouver**.

Promotion of the Year – Q104's 20th Anniversary Time Capsule, **CFRQ Halifax**; Frozen Alive, **CHRE: St. Catharines**; Screw Over Your Ex, **CHTZ St. Catharines**; Beat the Bank, **CHUM FM Toronto**; Shave to Save **CJFM Montreal**; Chicks Night Out, **CING Hamilton**; and, The 12 Daves of Christmas, **DAVE-FM (CJDV) Cambridge**.

OPS: Fuzzy-headed thinking led me to say “terrestrial” rather than “subscription” in last week’s item about **CHUM Limited’s** pursuit of a **subscription** digital radio service.

GENERAL: Prime Minister **Paul Martin** has reaffirmed his support for **CBC**. His comment followed Revenue Minister **Stan Keyes’** quip – off-air during commercials while appearing on **Newsworld’s Counterspin** – that CBC is a “monster” – apparently referring to the billion dollars CBC gets in public money. Martin says he’s always been a supporter of public broadcasting and “will continue to be so”... **Standard Radio** and **Craig Media** will partner this Saturday to videotape the 7th annual **Canadian Radio Music Awards** to be broadcast March 13 and 14 nationally on **MTV Canada, A-Channel Calgary**, Edmonton and Winnipeg, and on **TORONTO 1**. **Carla Collins** will host the TV special. Presented by the **Canadian Association of Broadcasters**, the 7th Annual Canadian Radio Music Awards

honour Canada's hottest rising radio music stars... **Melanie Kurzuk** of **Canada NewsWire** in Toronto is the recipient of the 2004 **Radio-Television News Directors Association of Canada Distinguished Service Award**. Kurzuk, the Senior VP of New Business Development at CNW, is praised by RTNDA President **Terry Scott** “for her tireless efforts on behalf of RTNDA.” The award will be presented at the 2004 RTNDA National Convention in Saskatoon, June 10-12... Actual media use is nearly double what gets reported, according to researchers at **Ball State University** in Indiana. They have documented that Americans use much more media in their daily lives than what surveys indicate, and that the gap is bigger than might be expected. To compare reported media use to actual use, researchers spent a day with 101 people – from wake-up to bed time – and recorded actual media usage. That was then compared to what was reported by 359 diary keepers and 401 people surveyed by phone. Study co-author **Bob Papper**, a telecommunications professor said, “We found that phone surveys are largely useless in determining media behavior. You might as well throw darts.” Researchers concluded that TV viewing patterns are among the most glaring examples of the limitations of current measuring techniques. Overall, those surveyed by phone said they watch TV an average of two hours a day. Diarists logged 4 hours and 38 minutes a day, but those under observation watched 5 hours and 19 minutes a day – a 164% difference between phone surveys and observations:

Daily media usage in minutes

Media	Phone	Diary	Observed	Phone vs. observed difference
Home computer	21	52	64	205%
Online	29	57	78	169%
Television	121	278	319	164%
Books	18	17	36	100%
Magazines	8	10	14	75%
Radio	74	132	129	74%
Newspapers	15	26	17	13%

Source: Ball State University Center for Media Design

Diarists tended not to make entries about short-term, repeated media uses (making or receiving phone calls, listening to the radio and e-mailing), say the researchers. Further, they say, the people observed spent about one quarter of their media day using more than one medium at the same time... Writing coach and author **Mervin Block** looks at scripts that didn't deserve to survive, but did. “When Bad Scripts Happen to Good

Newscasts" may be found at <http://www.mervinblock.com/realscripts.html>... Photos from the **Canadian Women in Communications** Annual Gala held in Ottawa last week are now in the Photo Gallery section at the **Broadcast Dialogue** Web site (www.broadcastdialogue.com).

TV/FILM: The **US House Energy and Commerce Committee** voted 49 to 1 yesterday (Wednesday) to approve legislation that would raise the maximum fine on an American broadcaster or on-air personality for an indecent broadcast to \$500,000 per violation. The bill, expected to be voted on by the full House next week, would also allow the **FCC** to fine the network, not just the affiliate, if the affiliate isn't able to preview the broadcast. The legislation would also make clear that indecent broadcasts could jeopardize a broadcaster's license... The **CRTC** nixed **CHUM** and **Global TV** applications for Edmonton and Calgary, saying it was concerned by the "potential negative impact" on market capacity the two stations could inflict. The Commission also rejected Global's desire to establish new **CKRD-TV Red Deer** transmitters in Edmonton and Calgary. The CRTC did, however, grant Global's wish to disaffiliate CKRD from the **CBC** network. CHUM applied last year to launch the Alberta stations with a rebroadcast transmitter in Red Deer after the Commission granted **Craig Media's Toronto 1** licence which, CHUM argued, would cut into its profits. Further, CHUM said, it needed new stations in Alberta to offset this. Speculation runs rampant that it is now more likely that CHUM will bid for the Craig Alberta properties (**A-Channel Calgary** and **A-Channel Edmonton**)... An annual report issued by the **CRTC** says specialty, pay and pay-per-view TV services "continue to enjoy strong growth." It indicates total revenues for those three categories – amounting to nearly \$1.9 billion in 2003 – have increased by 81.1% since 1999 (an annual average increase of 16%). Canadian programming expenditures grew at an average annual rate of 15.3% through the same period. Specifically, **specialty services** saw total revenues in 2003 at more than \$1.5 billion, 11.9% higher than 2002 and 74% greater than in 1999. The most dramatic growth has been in the DTH market, where revenues grew at an average rate of 79.6% each year. Total revenues in the DTH market were nearly \$255 million in 2003, up 10-fold from 1999. The Commission says this number is due partially to the number of services in operation since 1999 more than doubling. **Digital specialty services**, since their launch in 2002 (16 Category 1 and 32 Category 2s), saw Category 1s draw \$45 million in revenue in 2003, up 124% over the previous year. The Category 2s generated more than \$55 million in 2003, a 92.5% increase over 2002. And, **pay and pay-per-view** services revenues grew in last year to nearly \$347 million, a 121.3% increase over 1999, and representing an average increase of 22% each year over that period. **Ethnic specialty and pay** services saw revenues increase by 47.8% since 1999, reaching close to \$43 million in 2003... **Lions Gate Entertainment**, the Canadian film producer, has signed deals to make movies based on two popular characters in **Marvel Enterprises** comic books. The two companies have announced that Lions Gate has been granted licences to develop, produce and distribute films based upon Marvel's **Iron Fist** and **Black Widow** properties... **CKCO-TV Kitchener** celebrated 50 years on-air this past Monday. When the station launched in 1954, the combined Kitchener-Waterloo market had a population of 65,000 – 62,000 of whom did not own TV sets.

REVOLVING DOOR: **Alain Gourd**, **CTV's** Executive VP - Corporate is officially retiring that post but will stick with **Bell Globemedia** as a Consultant. His current responsibility is leading Bell Globemedia's regulatory affairs office in Ottawa. Succeeding Gourd is **Paul Sparkes** on the regulatory front while he also maintains his position as Sr. VP, Corporate and Public Affairs... **Pierre-Louis Smith** is new VP, Radio at the **Canadian Association of Broadcasters**, effective March 15. Smith's background includes being a **CRTC** Radio Policy Analyst, **TVA's** Director, Regulatory Affairs, and as a self-employed broadcasting consultant in both the English and French markets... **Lochlin Cross**, MD at **Power 97 (CKJR) Winnipeg**, now takes on the PD's role there. He'll retain the MD/afternoon Drive chores until a successor can be found... Former **CJZZ-FM Winnipeg** ND **Roger Currie** is back on the air, if only temporarily. He's hosting **CBC Radio Winnipeg** mornings while regular Host **Terry McLeod** recovers from a broken leg. Currie is expected to be in the CBC Winnipeg morning chair through to the end of April... New Operations Manager of the **MBS Radio** cluster in Saint John (**CIOK-FM/CJYC-FM/CFBC**) is **Allan Gidyk**, known as **Allan James** on-air at **Lite92FM/The Wolf Regina** where he also served as Assistant PD. Gidyk succeeds **Dan Roman**... **Justin Trudeau** begins a radio career this coming Sunday at **CKAC Montreal**. The eldest son of former prime minister **Pierre Elliott Trudeau**, will be a regular contributor on a Sunday morning show and will focus on the Summer Olympics. He'll also file stories from Athens during the Games. By next fall, Trudeau is expected to host a weekly show on CKAC... **Alistair Cooke**, 95, whose weekly **Letter from America** has been a radio fixture in Britain for 58 years, is retiring. The **BBC** says Cooke, who missed last

week's broadcast, accepted the advice of his doctors. Letter from America, which was carried on the *BBC World Service*, began in 1946. He also presented *Masterpiece Theatre* on *PBS* from 1971 to 1992.

SIGN-OFFS: **Terrence Carlick**, 21, in Whitehorse of injuries received in a single vehicle crash on the weekend. Carlick, known to *CHON-FM Whitehorse* listeners as **Terry**, hosted the aboriginal station's evening rock and hip hop show... **Donald Gerald Costello**, 73, in Burlington of Alzheimers. Don Costello, at his retirement, was the Operators Supervisor at *CFRB Toronto*.

LOOKING: Other jobs we've heard about include: *Alliance Atlantis Toronto* - Manager, Corporate & Public Affairs and IT Programmer/Analyst; *Les Chaînes Télé Astral Montreal* - Directeur (trice), productions originales, Canal Vie and Opérateur - contrôle de la qualité; *Q107 Calgary* - Music Director; *CHAY FM Barrie* - Account Executive Sales; *CHED Edmonton* - Studio Operator; *CFPL-FM/CFPL-AM/CKDK-FM / CFHK-FM London* - Part-time Promotion Co-ordinator; *CJUL-AM Cornwall* - Part-time Operator; *The Score Television Network Toronto* - VMP Operator; *Toronto 1* - Producer, Current Affairs; and, *Rogers Broadcasting Toronto* - Accounting Manager.

SUPPLYLINES: Markham-based *Cabletel Communications Corp.*, a distributor of broadband equipment to the Canadian TV and telecommunications industries, has sold the assets of its distribution business to *Power & Telephone Supply Company of Canada*. The transaction is expected to close March 12.

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REVOLVING DOOR: Harold Redekopp, Exec VP at **CBC-TV**, has resigned and will leave in December...

Peter Smith, VP of Advanced Technology for **NBC** has been elected President of the **North American Broadcasters Association** (NABA) for a two-year term... **Joanna Webb** has been promoted to VP Programming at **Corus Entertainment's YTV, Treehouse TV and Discovery Kids Canada**. Webb has been PD the last two years... **Janet Yale**, the former President/CEO of the **Canadian Cable Television Association**, is no longer Chair of the **Canadian Television Fund**. She had served just over two years in that capacity. Yale, who left CCTA last September, is now Exec VP of Government and Regulatory Affairs at **Telus**, and based in Ottawa... **Mike Shannon** is new PD at **The Breeze Calgary**. He'd been with sister **NewCap** stations based in Edmonton as Director of Programming for the **Alberta Radio Group**... **Q107 Calgary's** new MD, promoted from within the organization, is **Garth Ross**. He'd been AMD at **The Fox Vancouver**...

IGN-OFFS: **Stan Davis**, 77, in Vancouver after a lengthy illness. Davis began his career as a Technician at **CKMO Vancouver** in 1947. In 1962, he launched his own broadcast technical services company – **S. W. Davis Broadcast Technical Services Ltd.** The award-winning engineer was inducted into the **Canadian Association of Broadcasters** Hall of Fame in 1995 and was honored by his peers in 2002 with an excellence award from the **Western Association of Broadcast Engineers**... **Eileen Anne Scotton**, 73, in Ottawa after a fall at her home. Mrs. Scotton is the mother of **Lindsay Scotton** and was, among many other things, involved with the **Canadian Broadcasting League** and a frequent commentator on education and social issues for **CBC** and **TVOntario**.

LOOKING: **MGM Television of Canada** in Toronto is searching for a Television Distribution Assistant. See the ad in this edition, then click on the e-mail address within the box to apply... Other jobs we've heard about this week include **Alliance Atlantis Toronto** - Master Control Operator; an Executive Producer, Interactive; Director, Computer Operations and Infrastructure; and, a Senior Financial Analyst – **CTV Toronto** - Project Coordinator, Business Development and a Media Strategist – **A-Channel Winnipeg** - News Anchor – **Family Channel Toronto** - Manager of Programming – **CKWS-TV/Oldies960/963 JOE FM Kingston** – an Account Executive and a Senior Account Executive – **MOJO Sports Radio Vancouver** - Morning Show Co-Host/Producer – **Citytv Vancouver** - Producer – and, **Rogers Media Kitchener** - Promotions Coordinator.

GENERAL: The **Atlantic Association of Broadcasters** and the Atlantic Region **Radio-Television News Directors Association** may find common ground to hold joint conventions. If this flies, it will happen in 2005. AAB President **Chris Perry** (of **CJLS Yarmouth**) has been invited to this year's

TELEVISION DISTRIBUTION ASSISTANT

MGM Television of Canada

is looking for a Television Distribution Assistant to manage day-to-day administrative operations for Toronto-based sales office. Proficiency in Excel a must.

Please forward resume to: *(click on the e-mail address to apply)*

tvassistanttoronto@mgm.com

RTNDA regional in Lunenburg to discuss how the two organizations can combine resources while ensuring maximum attendance. On a similar note, the **Ontario Association of Broadcasters** and RTNDA are also discussing a possible joint venture... The **Alliance of Canadian Cinema Television and Radio Artists** (ACTRA), **Friends of Canadian Broadcasting** and the **Communications, Energy and Paperworkers Union of Canada** have joined to push their contention that the threat of increased foreign ownership of Canada's media and telecommunications industries is destined to become an election issue; that it will dog **Prime Minister Paul Martin**. Launching a country-wide campaign in Victoria on Monday, the three groups say Canadians fear they could lose their most important means of communicating with each other if the Martin Liberals relax foreign ownership regulations... At the **Ontario Association of Broadcasters** annual convention in Toronto late last week, award winners were: **Best Sales Promotion – The New Country 95.3 Hamilton/Toronto**; **Community Service Award – CHML/Y108 Hamilton**; and, the **Howard Caine Broadcaster of the Year Award – Madeline Ziniak, OMNI Television Toronto**... **CBC/Radio-Canada** has completed its move to Quebec City. The opening of la Maison de CBC/Radio-Canada in Quebec is the third such project undertaken by CBC/Radio-Canada. Last November, the corporation brought all of its operations under one roof in Edmonton. Similarly, employees have begun to move from four locations into one new broadcast centre in Ottawa... Thousands of **BBC** audio and video clips will be made available for free, unrestricted downloading this fall in an 18-month trial... **The Canadian Press** and **Atlas Telecom Mobile** are teaming to deliver news headlines via cell-phones. CP will work with the national co-operative's member newspapers and broadcast clients to offer the new services using Atlas's technology... In an unusual joint effort among corporate rivals, leading US Internet companies announced six lawsuits yesterday (Wednesday) against hundreds of people accused of sending millions of unwanted e-mails in violation of the new U.S. federal law against "spam." The legal action by **Microsoft, America Online, Earthlink** and **Yahoo!** represent the first major industry actions under the "can spam" legislation that went into effect Jan. 1...

RADIO: As reported here two editions back, **CHUM** has applied to the **CRTC** for a licence for a pay-by-the-month subscription-based digital radio service offering content much the same as satellite radio – lots of content, DAB quality, information about artist, song title and genre. CHUM is talking to wireless carriers as potential partners. A wireless carrier would bring a network of cellular towers and equipment that would allow CHUM, unlike its competitors, to be wholly Canadian. Canadian competitors partnered with US satellite services are **Canadian Satellite Radio/XM Satellite** and **Standard Radio/CBC/Sirius**. CSR/XM and Standard/CBC/Sirius plan to use the same satellite technology already used in the US. American radio broadcasters use IBOC (in-band on-channel) while Canada employs Digital Audio Broadcasting (DAB)... **Canadian Music Week** broadcast industry winners were: **Music Director of the Year** (Secondary Market): **Kristy Knight, CHTZ-FM St. Catharines**; **Music Director of the Year** (Major Market): **Kath Tompson, CKQB 106.9 The Bear Ottawa**; **Program Director of the Year** (Secondary Market): **Paul Morris, CHTZ-FM St. Catharines**; **Program Director of the Year** (Major Market): **Brian Depoe, CJEZ-FM Toronto**; **On-Air Talent of the Year**: **Gerry Forbes, CJAY Calgary**; **Station of the Year** (Secondary Market): **CHTZ-FM St. Catharines**; **Station of the Year** (Country): **CJJR-FM Vancouver**; **Station of the Year** (CHR): **CKZZ-FM Vancouver**; **Station of the Year** (AC): **CJEZ-FM Toronto**; **Station of the Year** (Rock): **CJAY Calgary**; **Station of the Year** (Multicultural): **CHIN Toronto**; **Station of the Year** (News/Talk/Sports): **CFRB Toronto**. The awards, taped March 6, will be broadcast March 13 and 14 nationally on **MTV Canada**, on **A-Channel Calgary, A-Channel Edmonton, A-Channel Winnipeg**, and on **TORONTO 1**... Photos from **CMW** may be found at the **Broadcast Dialogue** Web site (www.broadcastdialogue.com) in the Gallery section... **Standard Radio's CJAD/Mix96/CHOM Montreal** raised \$1.2 million in during its first **Caring for Kids Radiothon**. The money goes to **The Montreal Children's Hospital**... **Radio Revolution: The Rise and Fall of The Big 8** goes to air April 7 on specialty channel **History Television**. **CKLW Windsor** - "The Big 8" - was, during the 60s, the #1 rated radio station in 13 US states. In fact, if you were a Jock back then, 'LW was the only place to be. The 72-minute documentary tells the little-known secret history of this broadcasting phenom...

TV/FILM: The largest American advertisers were gathered in New York City yesterday (Wednesday), discussing the future of TV advertising. Issues expected to be at the forefront included audience measurement, the structure of the upfront marketplace, and the impact of new media technologies. This time - because those issues have been discussed before - they were expected to take on a whole new importance. After years of discussion, they say, the TV advertising model has actually reached its tipping point. Advertisers such as **Kraft, Procter & Gamble, Unilever** and **Wachovia** were expected to announce that they have taken steps to move on to a new one. The marketers are part of a new effort being

organized by the **Association of National Advertisers** (ANA) to accelerate the development of new TV advertising models. The as-yet-unnamed effort is being modeled on early ad industry initiatives that led to the development of today's online advertising marketplace. Tests are expected to cover the most significant new TV technology platforms, including digital video recorders, video-on-demand, interactive TV and addressable advertising. Also yesterday, the ANA was expected to release findings of a member survey revealing a pronounced desire to shift to TV commercial ratings from program ratings, as well as increased frustration with the network upfront advertising sales process... The **Martha Stewart Living** TV show has been nominated for six Daytime **Emmy Awards**... **OMNI Television Toronto** has what it's calling a Canadian first -- information programming produced and broadcast entirely in American Sign Language. The world premiere of *Deaf Pride* and a companion pilot program called *Deaf TV* airs on OMNI.2, Saturday March 20... Tasteless, yes, but not so bad as to merit an infringement of the **Canadian Association of Broadcaster's Sex-Role Portrayal Code**. So says the **Canadian Broadcast Standards Council** in the matter of *WWE Bottom Line* as aired on specialty TV channel **The Score**. A viewer had complained about a clip showing an announcer forced to kiss what appeared to be WWE CEO **Vince McMahon's** butt. The full text of the decision can be found at the CBSC Web site: <http://www.cbsc.ca/english/decisions/decisions/2004/040309.htm>... In another CBSC decision, History Television was not in breach of any Codes for its airing of an episode of *Sexual Century*. However, says CBSC, the program did require advisories. The challenged episode dealt with the history and commerce of pornography, and included scenes of full nudity, sexually explicit scenes and descriptions, and coarse language. Full text of the decision may be found on the CBSC's Web site at <http://www.cbsc.ca/english/decisions/decisions/2004/040310b.htm>... **Learning & Skills Television** of Alberta has adopted a new corporate brand name: **access media group**...

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RADIO: The **CRTC** reports radio stations made more than \$210-million last year, up 31% from 2002. Revenues were also up, to nearly \$1.2-billion – almost 8% overall. Over the past five years, radio revenues increased by 22% while net profits were up 137%. No surprise that FM'ers made the most, revenues up nearly 10% in 2003 to the highest levels in five years. AM lost money in each of the past five years, revenues declining by almost 3%. The commercial radio stations in Canada employed nearly 9,000 people last year and 17 new stations were brought into operation... In a letter to **Corus Entertainment**, the **CRTC** has ordered that its **CKDK-FM Woodstock** and **CING-FM Hamilton** - now operated respectively as London and Toronto stations - be aware that "The Commission will shortly perform an extensive monitoring of a full week of the programming broadcast by CKDK-FM and CING-FM to determine that each station is providing a sufficient level of local programming that is of direct and particular relevance to Woodstock and Hamilton, and is, therefore, operating in compliance with its condition of licence related to local programming." Once the CRTC has the monitoring results, it says, it will be in a position to make a final decision on the matter. For details, click <http://www.crtc.gc.ca/archive/ENG/Letters/2004/lb040311.htm> ... **The Haliburton Broadcasting Group** has won **CRTC** approval to acquire **CKNR-FM Elliot Lake**. Haliburton has nine Northern Ontario stations now, including ones at Sudbury, Timmins, Iroquois Falls, Kapuskasing and Cochrane. Transaction price was \$625,000... **Jim Pattison Industries** has won the nod, over two other competitors, for a new FM licence at Red Deer. The Pattison group beat out **NewCap** and **Rogers** and will use the 99.9 frequency for a Classic Rock format targeting 25-54s. Pattison owns existing **CHUB-FM Red Deer** but told the CRTC that while some human resource synergies would exist between the new station and CHUB-FM, Pattison would hire a number of new staff, including news personnel, dedicated to the new station... Still with **The Jim Pattison Group**, which employs 26,000 employees: At the company's 29th annual executive conference in Palm Springs, **Rick Arnish** was presented with the President's Trophy "to the Chief Executive Officer who

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demonstrates outstanding business performance.” Arnish is President of the broadcast group... **CHCD-FM Simcoe** has been granted permission to move from 106.7 to 98.9 with a power hike to 14,370 watts – up from 3,420. The **CRTC** has allowed CHCD to simulcast the two frequencies for a period of 60 days, then stop using 106.7... **CIGL-FM Belleville’s** on-air comments about Pygmies have been ruled inappropriate by the **Canadian Broadcast Standards Council**. The Ontario Regional Panel concluded that the remarks were “mocking and dehumanizing” and thus improper as set out in the **Canadian Association of Broadcasters’ Code of Ethics**. The complete decision may be found at <http://www.cbsc.ca/english/decisions/decisions/2004/040316.htm>... Left wing radio launches in the US at month’s end as **Air America Radio** debuts programming on **WLIB New York**, **KBLA Los Angeles** and **WNTD Chicago**. A San Francisco station is also to be named before the launch. On board as hosts are Comedian/Author **Al Franken**, Actress/Comedienne **Janeane Garofalo**, Hip-Hop icon **Chuck D**, radio Personality **Randi Rhodes** and Political Humorist **Sam Seder**, among others... BC broadcast managers are being invited to **BCIT’s** Campus in Burnaby April 16 for the college’s first **Career Talent Scout Event**, a chance to interview up and coming radio talent who’ll graduate in May. The students’ interests range from sales, to production, to promotions, to creative, to programming and, to announcing. **Kat Stewart** has information at (604) 456-8025 or kathryn_stewart@bcit.ca... Folks in the larger urban markets may have lost some of the urgency Canadian radio offers listeners. But at **CKRX Fort Nelson** yesterday (Wednesday) morning, **Ken Johnson** (morning show Host and Sales Rep) got a call from a lady about 180 km north of Fort Nelson, frantically telling him that an employee just learned that his baby is in critical condition and had been transported to Children’s Hospital in Vancouver. The problem was that the man was in such a remote area that getting him out in a timely manner was just about impossible. Johnson went to air with the story and – inside of two minutes – Flight Services called CKRX for his contact number. Immediately after that, **Qwest Helicopters** called the station to confirm the man’s location, that the chopper was warming up. As Johnson says of his northern BC audience, “God, I love these people.”



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REVOLVING DOOR: Mike Bullard is no longer with **Global Television**. The network cancelled the show’s production citing poor ratings... New PD at **The ROCK 95.1 (CKUE) Chatham** is **Doug Elliott**, ex of **94X Prince George**. Elliott begins the new job March 22, just as the station prepares for its new Windsor repeater... New ND at **CHQR/CKIK/CKRY Calgary** is **Natasha Rapchuk**. She was

promoted from within.

GENERAL: The full US House of Representatives passed *The Broadcast Decency Enforcement Act of 2004* by a 391-22 vote. The bill's primary focus is to put more teeth into the FCC's enforcement of its indecency rules by, significantly, putting broadcast licences on the line, and by hiking the maximum fine to \$500-thousand (from the current \$27.5-thousand)... **Rogers Media** President **Tony Viner's** speech to the **Ontario Association of Broadcasters** at that convention's Awards Luncheon in Toronto is now available on Internet video at the OAB Web site. Check www.oab.ca.

TV/FILM: The decision by **Alliance Atlantis Communications** to get out of the movie and TV production business and rely more on distribution and broadcasting is paying off.

Alliance Atlantis said yesterday (Wednesday) it expects a profit of \$42 million this fiscal year, reversing last year's loss, despite factoring in \$315 million in special charges... **Nielsen Media Research**, **Taylor Nelson Sofres plc** and **BBM Canada** have settled their patent litigation, which had been skedded for trial beginning next month. There had been allegations that the picture matching technology (or PMT) used by BBM and supplied by Taylor Nelson Sofres infringed Nielsen's Canadian patent. Under the settlement, BBM will continue to use PMT and now has a license to use Nielsen's patent... **Citytv Toronto** has been found in breach of the **Canadian Association of Broadcasters' Violence Code** over the airing of a **Maury Povich** program. In it, says the **Canadian Broadcast Standards Council**, was repetition of gratuitous violent content. "*Shocking Life or Death Moments Caught on Tape*" was, complained a viewer, shown during the morning with no warnings provided and inappropriate at an hour when children could be watching. Check www.cbsc.ca for this and other recent CBSC decisions... Polling firm **Pollara** says a sample it just completed of 1,000 Ontarians shows most oppose plans to privatize **TVOntario**. The survey's results come as the provincial Liberal government consults voters on how it should reduce a \$5.6-billion deficit. But even as those sampled said they didn't want to see TVO go, respondents also said the provincially-owned broadcaster should be the first thing sold if major Ontario Crown corporations are privatized. The poll shows 48% against privatization, 33% in favour, and 18% undecided... Speaking in Vancouver last Thursday, **CanWest Global** President/CEO **Leonard Asper** said his company would be interested in buying some assets from **Bell Globemedia** – if they came up for sale. But, he said, CanWest would never buy **CTV**; that CanWest's ownership of **Global Television** would make that a non-starter with the **CRTC**.

LOOKING: **AVR** Manufacturing seeks an Inside Technical Sales/Account Manager... AM740 Toronto is looking for an Intermediate Account Executive... See both AVR's and AM740's ads in this edition and in the Classified section of the **Broadcast Dialogue** Web site (www.broadcastdialogue.com)... Other jobs we've heard about this week include: **CFOX Vancouver** - Swing Announcer, Assistant Music Director; **Rock 101 Vancouver** - Account Manager; **CKX Brandon** - a Weather Anchor/ Feature Reporter; **Teletoon Toronto** - Promotion Coordinator (Web Specialist) and a Promotion Coordinator (Event Specialist);



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Report On Business Television Toronto - Studio Technician; **CTV Toronto** - Senior Broadcast Designer, News and Broadcast Designer; **99.3 The Fox Vancouver** - Swing Announcer, Assistant Music Director; **Rock 101 Vancouver** - Account Manager; **Q107 Calgary** - Morning Show Co-Host and a Midday Announcer and an Evening Announcer and a Drive Announcer and part-time Announcers; **Toronto 1** - Production Coordinator, Current Affairs; **CHAT-TV Medicine Hat** - Master Control Operator; **CHUM Television Toronto** - Line Producer; **PGTV Prince George** - Camera/Editor Person; and, **Rogers Media Toronto** - Radio Imaging Writer.



Last Summer, **Broadcast Dialogue** told you how radio was unbeatable during the Ontario Blackout...

Then we told you how broadcasters in British Columbia dealt with the Forest Fire situation...

In the upcoming April Edition, you're going to learn how Atlantic stations handled the "Big Blizzard" that roared through last month.

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TV/FILM: *CourtTV Canada* says it has become the first digital channel in Canada to hit one-million subscribers. Court TV credits expanded digital cable and satellite distribution coupled with positive subscriber response for its success... Ontario's TV and film industry saw an 11% drop in spending in 2003. The two primary reasons cited for the loss are the higher Canadian dollar and US industry efforts to keep TV and movie work at home. The **Ontario Media Development Corporation** says it would have been worse if the Canadian industry hadn't picked up the slack. Overall production spending for the two categories was \$874.1 million last year, down from 2002's \$984.5 million. There is, however, an upswing in business this year. Right now, there are 16 films and major TV productions in the works, seven being US feature films... **NABET 700**, the TV/film techie union representing 1,200 people in Ontario, is praising the federal

budget for restoring funding to the **Canadian Television Fund**. Finance Minister **Ralph Goodale** delivered on Prime Minister Martin's promise to restore the money to the fund that was slashed just over 12 months ago. The government came through with \$100-million a year for 2004-05 and 2005-06... The **CRTC** has issued a call for comments regarding **Spike TV**, the US cable channel carried in Canada. It began life as **The Nashville Network** (TNN) then retained the acronym for a format switch to broader-based programming. It has since re-branded itself as "TV for men." The **CAB** says it's a far cry from Country Music as originally licenced and wants the Commission to consider if the same criteria for licencing TNN in Canada holds up for Spike TV. CAB says the channel is now partially competitive with the likes of **CTV Travel**, **ROBTV** and **Discovery Health Network**. The Association is asking for the removal of TNN from the lists of eligible satellite services which, consequently, would mean the deletion of Spike TV from the channel line-up of all BDUs distributing the service... In Montreal, an innocent bystander whose life was turned upside-down after he was shown in a **TVA network** news report on a drug bust has been awarded \$20,000 in a lawsuit against TVA. A Granby carpet-layer had been pictured in both the first reference and, later, in a piece about biker



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gangs that included archival footage. The carpet-layer had stopped at a restaurant and had been there only 15 minutes when it was raided by police looking for cocaine dealers. He wasn't arrested or charged, but TVA news reports featured images of his face and his work truck, where his name was prominently displayed. He lost jobs, his business suffered, and people on the street began calling him a cokehead. He sued TVA in 1999 and reached an out-of-court settlement and the public furor died down. But more than a year later, TVA aired an investigative piece about biker-gang activity in the Granby area and ran archival footage that included the man and his truck. Justice **Suzanne Mireault** cited previous rulings that cautioned media to be responsible when using old footage to illustrate new events or similar occurrences.

GENERAL: Twelve 12 Canadian stations have won regional **Edward R. Murrow Awards** for 2003 from the **Radio-Television News Directors Association (International)**. Five stations - **CFRB Toronto**, **CFTR Toronto**, **CKGL Kitchener**, **CFTO-TV Toronto** and **CFCN-TV Calgary** - were multiple winners. Winners are: (In **Large Market Radio**) **CFRB Toronto** for *Spot News Coverage and News Series*; **CFTR Toronto** for *Best Newscast and Overall Excellence*; **CKWX Vancouver** for *Best Continuing Coverage* and **CBN St. John's** for *Investigative Reporting*. Winners In **Small Market Radio** are: **CKGL Kitchener** for *Best Newscast* and for *Continuing Coverage*; **CBQT Thunder Bay** for *Investigative Reporting* and **VOCM St. John's** for *Overall Excellence*. In **Large Market Television**, **CFTO Toronto** wins for *Continuing Coverage* and *Feature*; **CFCN Calgary** for *Best Newscast* and *Videography*; and, **Global Edmonton** for *News Documentary*. In **Small Market Television**, **CHEK Victoria** for *Best Newscast* and **CKVR Barrie** for *Overall Excellence*. The winners were announced in Washington this week and will be presented at **RTNDA Canada's** national convention in Saskatoon in June. Winners will also compete for International Murrow Awards to be announced in New York City this fall... The **Atlantic Association of Broadcasters** will not be staging its annual convention this year. Instead, as reported earlier in **Broadcast Dialogue**, the AAB and the **RTNDA** are exploring the possibility of combining their regional conventions to allow for one larger, more encompassing and less expensive gathering. To that end, AAB President **Chris Perry** (of **CJLS Yarmouth**) will be attending May's RTNDA convention at Liverpool, NS, to determine feasibility. If it is feasible, such a combined AAB/RTNDA convention would occur in the spring of 2005. Rationale for not doing an AAB convention this fall boils down to the expense of staging two conventions within 12 months... **CBC/Radio-Canada** has partnered with **LIPSO Inc.** to deliver Olympic news and information to Canadians using mobile messaging, in both English and French. Closer to the start of the Games, Canadian mobile phone users will be able to register on the Internet to receive Olympic news and updates including event schedules, medal winners and breaking news. Detailed information on the service will be released closer to the start of the Olympic Games... Participants at a conference on media coverage of Iraq say competitive pressure and fear of appearing unpatriotic discouraged US journalists from doing more critical reporting during the run-up to the invasion. Journalists on panels at the **University of California** at Berkeley blamed the US administration for leaking faulty information but said the media has itself to blame for not being more skeptical about the case for war... Coming to Ontario in June is **Roy Williams**, the so-called "Wizard of Ads." If you've never seen his presentation, you're in for a treat. For details, see the display ad in this edition.

RADIO: Low-Powered **CFWC-FM Brantford** is seeking **CRTC** approval to move from 99.5 MHz (50 watts) to 93.9 (250 watts) which would result in a change to CFWC-FM's status – taking it from an unprotected service to a protected class A1 FM'er. The Commission awarded 99.5 to **Larche Communications** for its new station in Kitchener/Waterloo. The expectation was that Larche would pick up the costs of moving CFWC-FM Brantford to another frequency... **Bayshore Broadcasting** has applied to have its **CFPS-AM Port Elgin**, primarily a repeater of **CFOS Owen Sound**, flipped to FM and

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become a stand-alone station serving the Lake Huron Shoreline. Bayshore wants 97.9 and has committed to six full-timers, four part-timers and one seasonal position during the first year of operation... Meantime, the **Commission** has approved **CKCQ Quesnel's** flip to FM. The new station will continue to programming Modern Country and will be at 100.3 with 1,800 watts... The **Communications, Energy and Paperworkers Union** has its first-ever contract with a Canadian community radio station. The agreement covers 20 employees at **Radio Beausejour / CJSE Shediac**... **Sony** says it will launch the first "personalized radio" service to mobile phones, beginning next month in Europe. Consumers, apparently, will be able to tailor it to their own tastes. Sony says it's talking with "almost all" mobile telecom operators across the European continent. The personalization feature is unlike those offered by operators such as **NTT DoCoMo** in Japan and US carrier **Sprint** which offer only straightforward music streams... Last week, you read here about a man in a remote area 180 km north of Fort Nelson, BC, whose infant son was in a Vancouver hospital critically ill. **CKRX Fort Nelson** morning Host **Ken Johnson** told his story on the air and – within minutes – a helicopter had been arranged to pick up the man. Johnson received this mail from the man's wife: *"My name is Susan Ehman. I am John Ehman's wife. I thought I would let you know that our son passed on late last night. John is too upset to even talk to anyone right now. I wanted to thank you for what you did this past Wednesday morning on your radio station. I am crying as I write this but I want you to know how important and meaningful it is to us that you did what you did. Although our son has been called by God, it was through your actions that John at least got to spend the final minutes of life with our son. Please pass on our gratitude to the helicopter company, to your airport and to the citizens of your town for helping someone who doesn't even live there. I will in time, write a letter to your newspaper. I thank you and the people of Fort Nelson. We will never forget."*

REVOLVING DOOR: **Carol Darling**, a Toronto-based Broadcast Executive whose expertise crosses a broad range of disciplines from engineering to business affairs, has been appointed as the new Executive Director of the **North American Broadcasters Association**. She will be responsible for NABA's general management as well as providing broadcasting expertise and research to NABA members... New Station Manager at **The New VI (CIVI) Victoria** is **Richard Gray**. Gray was promoted from his Director of Information Programming/Manager of Human Resources position at **The New RO (CHRO) Ottawa** and takes the position previously held by **Howard Slutsken** on April 19... **Clint Nickerson**, Director of News and Information Programming at **The New VI (CIVI) Victoria**, leaves that position April 30... **Michael Adams** is new COO/Exec. VP at **Rogers Cable**. Previously, Adams had been with **RCN Corp.**, a New Jersey cableco... At **CKGL Kitchener**, **Don Kollins** - ex PD/Morning Show Host at **CJME Regina** - succeeds **Al Gibson** as Ops. Mgr... **Larry Silver**, who has been doing talk at **CHML Hamilton**, moves back to **Rogers Toronto** – this time **JACK FM** – to take on news Anchoring duties. Silver is a former ND at **680News (CFTR) Toronto**... **Jack Valenti**, 82, will step down as head of the **Motion Picture Association of America**, possibly within three months. May will mark Valenti's 38th anniversary in the job...

SIGN-OFF: **Harry G. Dekker**, 81, at Royal University Hospital in Saskatoon. Dekker began his broadcasting career at **CFQC Saskatoon** in 1940. Later, the Dekker and **Rawlinson (Rawlco)** families partnered in the ownership/operation of **CJNB North Battleford** and **CJNS Meadow Lake**. In 2001, Dekker was inducted into the **Canadian Association of Broadcasters Hall of Fame** for his life-long contributions to the radio industry.

LOOKING: Jobs we've heard about this week include: **CHUM Radio** - GM for the CHUM Ottawa cluster; **CHIN Toronto** - Retail Sales Representative; **Durham Radio (Oshawa)** - Copywriter; **Alliance Atlantis Toronto** - EFP/Studio Camera Operator and a Contracts Administrator; **102.7 CITÉ RockDétente Sherbrooke** - Animateur(trice); **Canal D Montreal** - Directeur(trice), productions originales; **Teletoon Toronto** - Writer-Producer, On-Air Promotions, Creative Services; **CTV Toronto** - Videojournalist, a Reporter/Writer, a Program Services Assistant, a Traffic Coordinator, and a Tape Coordinator; **MCTV Sault Ste. Marie** - Anchor/Photojournalist; **CHML/Y108 (CJXY) Hamilton** - Receptionist/Administration; **CIMJ FM/CJOY AM/CJDV FM Guelph** - Evening Producer; **Corus Entertainment Toronto** - Project Leader, Information Technology; **Corus Radio Toronto** - Staff Accountant and Director, Planning & Analysis; **Corus Entertainment Inc** - HR Administrative Assistant; **Corus Radio Vancouver** - Account Manager; **The Shopping Channel Toronto** - French Web Producer; and, **EZRock 99.3 FM/Moose 93.1 FM Timmins** - Account Manager.