

# Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Thursday, March 6, 2008

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Page One of Four

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**R**ADIO: **Golden West Broadcasting** has purchased **CFEQ-FM Winnipeg**, a specialty licence with a youth-oriented Christian format. Golden West President/CEO Elmer Hildebrand says he anticipates a CRTC hearing on the matter in May... Back in Calgary radio's Rock'n'Roll heyday, there was an AM station on 17th Avenue SW that had the format's audience locked up. It was known simply as 'XL. This past Monday, **Newcap** relaunched its jazz-formatted **California 103** as **The new XL 103 fm**, "Calgary's Greatest Hits Radio", playing the classic music from the 60s, 70s, and 80s. Target demo is 35+... **CFCO Chatham**, now in its 80th year of service in Southwestern Ontario, has re-launched as a New Country format. It had been Classic Gold... **Larche Communications**, the owner of radio stations in Orillia and Midland (and a new one set to launch a Country format this summer in Sudbury) has done some format re-jigging with the two working operations. Launched on Monday was **104.1 The Dock (CICZ)**, *The Greatest Rock & Roll Of All Time!* It (the Midland station) had programmed Country. That format is now on **KICX 106 (CICX-FM) Orillia**, the former **Rogers**-owned **JACK FM**. Larche's purchase of JACK FM Orillia paved the way for moving its KICX-FM Midland country station up the dial to 105.9, making way for The Dock at 104.1. Since JACK FM is a Rogers trademark, Larche was unable to keep the station in its established format. Both stations now broadcast from Orillia... The **CRTC** plans to define – for the first time – what is and what is not a hit song. When it does, there will be large ramifications for radio, record labels, artists and advertisers, depending on how restrictive the rules become. The Commission has decided to create a specific definition that would supersede the loosely defined rules that say stations must encourage airplay of emerging artists. Industry groups say CanCon percentages don't include emerging musicians. **Duncan McKie**, President of **CIRPA** (*Canadian Independent Record Production Association*) says stations "... play the hell out of the established, recognizable acts" but give little time to acts that are unrecognizable. Broadcasters argue that in a competitive world there are financial risks from tune-outs. The CRTC appears to be focused on three possibilities with the one in favour describing an emerging artist as one who's never had a song on the charts, or whose first top-40 song occurred in the past year. Other potential scenarios would broaden that period to as much as four years, or narrow it to as little as six months. CIRPA, in a news release this week, says that "radio play can be an important part of creating a following for new acts who otherwise may go unnoticed by the public . . . Radio stations can be a partner in introducing new and extremely talented Canadian performers to audiences across the country by playing this music . . . radio has an important role to play in helping independent companies and artists succeed as we transition to new business models"... The **National Association of Broadcasters** and the American record industry are tangling over a proposed performance tax on U.S. radio stations that the NAB estimates would cost the industry \$7 billion annually. Although the music industry claims its artists aren't being compensated fairly, the NAB notes that several prominent recording artists are suing their labels for allegedly cheating them out of royalties. NAB spokesman Dennis Wharton says: "They are portraying this as 'struggling artists need to be treated fairly.' The reality is that the record companies have been abusing these artists for decades."... Meantime, the Local Radio

## UPCOMING EVENTS

March 5-8  
Rogers Wireless Canadian Music Week  
Toronto [www.cmw.net](http://www.cmw.net)

March 6  
RMB's Crystal Awards. Toronto  
[www.rmb.ca](http://www.rmb.ca)

April 8  
CMDC 2008 Annual Conference  
Toronto [www.cmdc.ca](http://www.cmdc.ca)

April 11 - 17  
NAB 2008 Las Vegas  
[www.nab.org](http://www.nab.org)

April 13 - 16  
RTNDA@NAB Las Vegas  
[www.rtna.org](http://www.rtna.org)

April 25 - 26  
RTNDA BC Regional Pro-Dev Event  
Kamloops  
[www.rtnadacanada.com/Content.asp?PageID=5.1](http://www.rtnadacanada.com/Content.asp?PageID=5.1)

Freedom Act, which seeks to block the imposition of a performance tax on American stations, has the backing of 166 House members... **CBC Radio** Reporter **Bob Keating** has won his job back after a court battle. Keating was fired five years ago after sending tainted chocolates to a Nelson, B.C. health-care advocate. He rubbed raw chicken and dirt onto the chocolates in a moment of anger. Before the chocolates could arrive, however, Keating warned the recipient about the coming delivery and told his CBC bosses what he'd done. He was fired for gross misconduct. The **Canadian Media Guild** grieved his dismissal and thus began a court battle that wound its way to the **Supreme Court of Canada**. The ruling came four years to the day after an arbitrator's ruling that Keating should be reinstated with a three-month suspension... A **Radio Advertising Bureau** report says U.S. radio ad revenue dropped 2.6% to \$19.63 billion in 2007 from \$20.14 billion in 2006. Local revenue fell 2% and national declined 6%. Non-spot revenue, which includes website earnings, showed a gain of 10% for the year. Small and mid-sized radio markets are outperforming the larger-markets, despite an overall 6% drop in radio sales. A "Radio Overview" report by **CL King & Associates** analyst **Jim Boyle** says small and medium-sized U.S. markets have outdone larger radio markets in terms of revenue for the better part of the last two years.... Meanwhile, U.S. radio stocks ended February at an all-time low. **Citadel** closed at 1.09 Feb. 29, a year-to-date drop of 47.09%. **Salem** was worse, down 49.92%... The **Canadian Broadcast Standards Council** says **CFDA-FM/CFGO-FM Victoriaville** are off the hook regarding submission of logger tapes to the Council. CBSC sent its usual e-mail telling station management to secure the tapes, then submit them (based on a complaint). However, both the PD and the GM say they did not receive the e-mail. A new spam filter may have been the reason. Consequently, following the 28-day "hold" cycle, the tapes were erased. While it appears, regardless of the reason, that the stations breached the broadcaster's membership obligations, the **Quebec Regional Panel** found that there was no follow-up on CBSC's part to ensure compliance and thus, no breach can be determined.

**TV/FILM:** The **CRTC's** statistical and financial summaries for private conventional TV between 2003 to 2007 shows revenues and expenses stable from 2006 to 2007 as stations improved on profits before interest and taxes (PBIT). PBIT increased from \$90.9 million in 2006 to \$112.9 million in 2007. The PBIT margin rose from 4.24% to 5.2% in the same period. There was a revenue slide, however. In

2007, private TV generated \$2.2 billion in revenue, with the sale of local ads posting a growth of 3.3% to \$387.9 million while national ad sales were the same as the previous year (\$1.5 billion).

The acquisition and production of programming constituted the majority of expenses from 2006 to 2007. But Canadian programming expenditures decreased by 1.2%, from \$623.7 million to \$616 million, and increased 4.9% (to \$721.9 million) on foreign programming. By far, news programming was the most expensive at \$324.8 million while sports programs came in at a cost of \$8.6 million. In 2007, private TV stations employed 7,873 people and paid \$594.6 million in salaries. In 2006, there were 8,197 people who were paid \$593.6 million... An evangelist is taking credit for pressuring cabinet ministers and PMO officials to deny tax credits to TV and film productions deemed too offensive.

**Charles McVety**, president of the **Canada Family Action Coalition**, said "it's fitting with conservative values, and I think that's why Canadians voted for a Conservative government." He says films promoting homosexuality, graphic sex or violence shouldn't get tax dollars, and that backbench Conservative MPs and cabinet ministers support his campaign. Director **David Cronenberg** and other big

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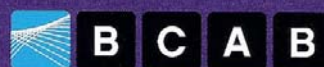
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for details



**BCAB 61<sup>st</sup> Annual Conference**  
**May 7-9, 2008**  
**Harrison Hot Springs, BC**

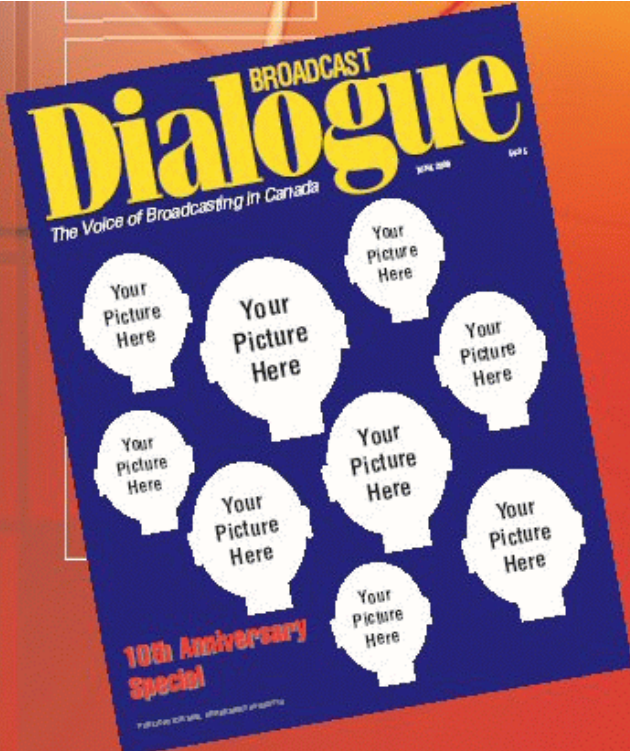
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 2008**



British Columbia Association of Broadcasters

industry names say that edgy, low-budget films that have garnered Canadians international acclaim will be at risk. Draft guidelines would give the Heritage Minister the clout to deny tax credits to projects deemed "offensive" by an independent committee that includes members of the Canadian Audio-Visual Certification Office and the Department of Justice... After six seasons at the top, **CBS** this year is likely to yield its crown as *America's Most-Watched Network* to **Fox**. Through Feb. 24, Fox led in average prime-time viewers – 11.3 million to CBS' 10.9 million. A CBS exec said the network's audience drop could be attributed to not having scripted shows because of the writers' strike. Still, he said, he's not ready to concede the season to Fox.

**REVOLVING DOOR:** The new **Citytv Vancouver** VP/GM is **Geoff Poulton**, who moved farther west from his position as VP/GM of **CITI-FM/CLEAR-FM Winnipeg** and **OMNI.11 TV**. His appointment became effective March 1... **Craig Letawsky** became GM at **CITI/CLEAR FM Winnipeg** in addition to his role as GSM... Four **Rogers Broadcasting** senior PDs will expand their responsibilities on specific stations/formats within **Rogers Radio**. They are: **Al Campagnola**, Product Manager for Rogers Ontario North stations, adds his direction to all Rogers Country stations; **Jeff Brown**, PD at **JACK FM Toronto**, takes on a programming leadership role at JACK and Rock stations; **Gayle Zarbatany**, PD at **CITI FM/CLEAR FM Winnipeg**, adds the Sr PD title for all of the AC and Rock stations located in Ontario North; and, **Julie Adam**, VP/GM/PD at **CHFI-FM Toronto**, who takes a leading programming role at Rogers AC stations. She has also been appointed Assistant National Program Director... **Frank McCormick**, one of Montreal's best-known newsmen, has retired. The **CBC Radio** news Anchor read his last newscast Friday afternoon, capping a broadcasting career that spanned more than four decades. He began as a jock at **CJRL Kenora**, then moved to Montreal where, after a short time, moved from hosting to news – most notably at **CJAD Montreal** – covering some of Montreal's biggest moments in modern history, including the 1970 October Crisis, the 1976 PQ election victory and the province's sovereignty referendums... **Jeremy Paige** is the new PD/Radio Ops. Mgr. at **Astral Media Radio's B.C. North** group of stations. He's based at Terrace. Paige had been Station Manager at **Newcap's CKDQ Drumheller**... **Gord Cutler** and **Don Young** have been appointed Executive Producers, Features for CTV-Rogers' coverage of the 2010/2012 Olympic Games. Both will report to **Rick Chisholm**, the Exec VP of Broadcasting for **CTV-Rogers Olympic consortium**... **Michael Jones**, GM at **Heart FM (CIHR-FM) Woodstock**, leaves that post late this summer. A successor is being sought. Jones and his family are returning to their native Australia... **Christine MacDougall** is the new RSM at **the Beat 95.5 Vancouver**. She was promoted from her Sales Exec position at sister **CHUM Radio** property, **QM/FM Vancouver**... The **Ontario Government** has reappointed CEO **Lisa de Wilde** and Chair of the TVO Board of Directors **Peter O'Brian** to second three-year terms. De Wilde and O'Brian have been with TVO since the fall of 2005... **Avi Lewis**, the former **CBC-TV** host, has joined **Al Jazeera's** English network as host of a weekly program on the American election... **Michael Pietrus**, ex ND at **A-Channel Calgary** (now **Citytv**), is now Director of



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Help us celebrate 10 years of serving Canada's broadcast community by writing a column for our June edition that demonstrates your passion about and/or insight of an industry topic.

If you wish to discuss your idea before pouring your heart out, give me (Howard Christensen) a call at 705/484-0752.

But work fast! We need **YOUR** column and hi-res colour photo by April 15.

Information Services for *The Mental Health Commission of Canada*, based in Calgary... **FM96 (CFPL-FM) London** Host **Mark Cameron** adds the Music Director's gig to his on-air duties.

**GENERAL:** Fred Sherratt has had a music award named after him. *MusiCan*, the charitable arm of the *Canadian Academy of Recording Arts and Sciences* (CARAS), together with *CTVglobemedia*, has created the *MusiCan Fred Sherratt Award*. In this inaugural year, it will be given to 11 outstanding post-secondary graduates of Canadian music programs with each recipient receiving \$3,500, a trip to Toronto where they'll attend a reception in their honour and an educational day at *MuchMusic* and *CHUM FM*. Sherratt was instrumental in the building of *CHUM Limited*, inducted into the *Canadian Association of Broadcasters Broadcast Hall of Fame* in 1995 and, in 1993, received the *Ted Rogers Senior/Velma Rogers Graham Award* for his "pioneering spirit and contribution to the broadcasting system"... A downturn in the economy is no time to stop spending on marketing even though in a recession, consumers become value-oriented, distributors are concerned about cash, and employees worry about their jobs. The key, says Harvard Business School professor **John Quelch**, is to understand how the needs of your customers and partners change, and adapt your strategies to the new reality. Click <http://hbswk.hbs.edu/item/5878.html> to marketing your way through a recession... A House of Commons committee is recommending the federal government commit 'stable, multi-year funding' to the **CBC**. The heritage committee split along party lines over CBC's future, with Conservative members writing their own, dissenting report. The main report makes dozens of recommendations, including that Parliament Hill should commit to funding the CBC for at least seven years, and the amount should be indexed to the cost of living. Tory members rejected a proposal to force CBC to show strictly Canadian content during prime-time, Monday through Friday. The dissenting report says the Tory government disagrees with any recommendations that 'micro-manage our independent public broadcasting corporation'... **Robert Hurst**, the President of *CTV News*, will be the recipient of the *RTNDA Canada - The Association of Electronic Journalists'* 2008 President's Award, the highest honour awarded by the Association. The award will be formally presented to Hurst June 20 at the 2008 RTNDA National Conference at the Westin Hotel in Ottawa... The *North American Broadcasters Association's* new executive is comprised of: **Leonardo Ramos Mateos**, Director of High Technology with *Grupo Televisa Mexico* is President, succeeding **CBC** VP & Chief Technology Officer **Ray Carnovale**; **Michael Starling**, Chief Technology Officer and Executive Director of *National Public Radio Labs* in the U.S. is Vice President; and, **Terry Snazel**, VP Technology, *Bell ExpressVu* was also appointed as Vice President.

**SIGN-OFF:** **Robert C. (Bob) Short**, 82, in St. Catharines. Short's career included serving as President of the *Canadian Cable Television Association* and as Deputy Chairman of *CUC Broadcasting*. Short was the founding President in 1967 of St. Lawrence College. He took it from a concept to three campuses (Kingston, Brockville and Cornwall).

**LOOKING:** Jobs we've heard about this week include: *CTV Creative Agency, Toronto* – Advertising Manager; *CTV Toronto* – Engineering Technician and a Web Content Coordinator; *CP 24 Toronto* – Senior Writer/Producer (Creative Services) and a Weather/Traffic Reporter; *The Score Toronto* – Video Journalist and On Air/Anchor Opportunities; *Canwest Broadcasting Toronto* – Promotions Producer, an Account Executive, a Designer/Graphic Artist and a News Producer; *Heart FM (CIHR-FM) Woodstock* – General Manager; *Astral Media Radio Fort St. John* – Videographer/Reporter, TV and Radio; *TV Hamilton, Cable 14* – Videographer/Editor; *Corus Radio Kitchener* – Account Managers; *Rogers Radio Fort McMurray* – Asst Program Director; and, *CBC Radio Brandon* – Reporter/Editor.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Terry Williams**, Halifax. Welcome!

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Page One of Three

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**REVOLVING DOOR:** CTV has hired **Brad Kubota** away from **Canwest Broadcasting** to become VP of Sales for CTV conventional television. He begins March 24. Most recently, Kubota was Sr VP Revenue and Inventory Management at Canwest... **Bruce Leslie**, the Director of Corporate Affairs and Brand Management at **CanWest Global Communications** in Winnipeg, will leave that post at month's end... In Toronto, **Canwest Broadcasting** has promoted **Dervla Kelly** to the newly-created position of VP, Internal Communications. Most recently, Kelly was Director of Communications at Canwest... **John R. Gossling** succeeds **Robin Fillingham** as **CTVglobemedia** CFO April 7. Fillingham is retiring after 37 years with the company. Gossling had been VP, Financial Operations at **Rogers Communications** in Toronto... **Claude Galipeau**, ex of **Alliance Atlantis** and **CBC** in Toronto, joins **Astral Media** in Toronto as VP of Interactive. He begins on Monday... **Jeff Knowles** has been promoted to Director of Operations **Citytv (CHMI-TV) Winnipeg**... Effective Monday, new MD/APD at **KIX 106 (CIKZ-FM) Kitchener/Waterloo** will be **Bill Hart**, ex of **CHFX-FM Halifax**... At month's end, **Melissa Kulik** becomes Assignment Editor at **CHCA NEWS Red Deer**. She had worked in news at Prince George... Station Manager **Aiden Hibbs**, of **KIXX Country (CHVO-FM) Carbonear**, has left the station and the industry.

**RADIO:** **Rawlco's** new **97.7 Calgary FM (CIGY-FM)** has launched what it describes as an eclectic mix of roots, acoustics and folk. Company President **Pam Leyland** said, "One thing became very apparent – *Calgarians' music choice was not dependent on genre.*" Not unique is the three-person morning show. Unique is that two of the three are women. 97.7 Calgary FM is located at 6807 Railway Street SE, Suite 110 (T2H 2V6). A complete listing appears in the Directory section at [www.broadcastdialogue.com](http://www.broadcastdialogue.com)... Coincidentally,

**KIX 106 (CIKZ-FM) Kitchener/Waterloo**, which re-launched Monday under new ownership (**Rogers**), also has two female morning Hosts. The "KIX Chicks in the Morning" are **Linda Martelli** and **Jennifer Campbell**. Format is Country... **David Farrell**, who published The Record for so many years, is – after six years – making a comeback next month with his new Internet-based music publication, **FYIMusic**. The digital independent news source will focus on the Canadian music industry, offering reporting on the companies and individuals involved in the creation, marketing, promotion, and export of Canadian music. Founding partners in FYIMusic include **Gary Slaight** and **YANGAROO Inc.**, a Toronto-based digital media distribution firm... **Robert Feder**, the media columnist for the **Chicago Sun-Times**, describes the staff cuts at **Citadel's WLS-AM/WZZN-FM Chicago** as the work of the "idiots and incompetents who've been destroying radio". A week or so back, 14 people were pink-slipped and Feder puts the blame squarely on the shoulders of Citadel Broadcasting CEO **Farid Suleman** who, says Feder, "made a lousy deal to buy the stations and now appears determined to wreck them in order to save face and pay down his crushing debt"... Gold Winners at the **2008 Radio Marketing Bureau's The Crystal Awards**, held in Toronto late last week, are:

## UPCOMING EVENTS

April 8  
CMDC 2008 Annual Conference  
Toronto [www.cmdc.ca](http://www.cmdc.ca)

April 11 - 17  
NAB 2008 Las Vegas [www.nab.org](http://www.nab.org)

April 13 - 16  
RTNDA@NAB Las Vegas  
[www.rtna.org](http://www.rtna.org)

April 25 - 26  
RTNDA BC Regional Pro-Dev Event  
Kamloops  
[www.rtnadacanada.com/Content.asp?PageID=5.1](http://www.rtnadacanada.com/Content.asp?PageID=5.1)

May 7 - 9  
British Columbia Association of Broadcasters  
Harrison Hot Springs, B.C.  
[www.bcab.ca](http://www.bcab.ca)

**PLATINUM AWARD AND GOLD (PERFORMANCE) AWARD - \$10,000 BEST IN SHOW** - "Gardening Tips, Decorating Tips, Housekeeping Tips" from the Agency Campaign category: **Philips Canada**, Agency: **DDB Canada, Toronto**, Created by: **DDB Canada**, Toronto & **Pirate Radio Toronto**;

**STATION CAMPAIGN - GOLD** - "Free Range Truck, Won't Drink Your Beer, Like Father Like Son, Laughing Fish" - **Cochrane Dodge** - **Corus Radio Calgary**, created by **Robert Wagner** and **Byron Close**;

**AGENCY SINGLE - GOLD** - "Housekeeping Tips" - **Philips Canada**, Agency: **DDB Canada**, Toronto. Created by **DDB Canada** Toronto and **Pirate Radio**.

**STATION SINGLE - GOLD** - "United Taxi" - **CJDV-FM/CKBT-FM (Corus Radio) Kitchener**. Created by: **Ryan Dentinger**, **Geoff Grohm**, **Peter Moorjani** and **Mike Wyman**.

**STATION PROMOTION CAMPAIGN - GOLD** - "Extreme Dream - Peru, France, Greece, Hawaii, Spain, China" - **The Q/The Zone (Jim Pattison Broadcast Group) Victoria**. Created by **Ross McIntyre**.

**STATION PROMOTION SINGLE - GOLD** - "The Sixteenth 89X Birthday Bash - Virgin" - **89X (CIMX-FM) Windsor (CHUM Radio)**. Created by **Alan McKinnon**.

**PUBLIC SERVICE ANNOUNCEMENT - GOLD** - "Trees" - **Evergreen**, Agency and created by: **problem child radio**.

**CREATIVE USE OF SOUND/MUSIC - GOLD** - "My Voice - Female" - **Community Living BC**. Agency: **Elevator**, Vancouver. Created by: **Bruce Fraser** and **Craig Zarazun**.

**BEST ENTRY FROM A SMALL MARKET (UNDER 100,000) - GOLD** - "Error" - **Jolee Electronics**. Station: **Golden West Radio, Steinbach**. Created by: **Mike Broesky**, **Marshall Krahn** and **Karla Remple**.

**TV/FILM:** In its presentation to the **Standing Committee on Canadian Heritage** last week (on **Bill C-327**), the **Canadian Broadcast Standards Council** commented that the bill, intended to reduce violence on Canadian television, is neither necessary nor helpful. CBSC National Chair **Ron Cohen** told the committee that between 2000 and February 2008, the level of complaints, to both the **CRTC** and the **CBSC**, about violence on television has fallen by 22%. He added that the existing system, which obliges Canadian broadcasters to adhere to the **CBSC's** violence code, is working and that there is no evidence that Parliamentary intervention is needed... A Quebec judge has given his approval to **Remstar Corp.'s** purchase of TV network **TQS**. Remstar is a Montreal-based film and TV program distributor. TQS, majority-owned (60%) by **Cogeco**, was placed under bankruptcy protection from creditors last December. **CTVglobemedia** owns the remaining 40%. Creditors, who are owed more than \$65 million, are expected to vote on the Remstar proposal next month... **Corus Entertainment** has reached agreement to purchase **CLT (Canadian Learning Television)** from **CTVglobemedia**. The price is approximately \$73 million. Corus CEO **John Cassaday** says the acquisition, with access to over five million households, "represents another great growth opportunity for Corus Entertainment"... **CBC Sports** has reached a six-year agreement with **Jim Hughson** for his continuing to broadcast both **NHL** and **Toronto Blue Jays** games on **CBC**. Hughson began broadcasting NHL games in 1979 and joined **CBC's Hockey Night in Canada** prior to the 2005-'06 NHL season... **Global Winnipeg** is moving downtown next September. About 85 employees will leave the original location on the outskirts of the city where it all started for Global more than 30 years ago. The new location will be on the 30th floor at **Canwest Place**. That space had been occupied by the national news desk which has since moved to **Ottawa** and, before that, **Smooth Jazz COOL FM** before it was sold.

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**G**ENERAL: *Reporters Without Borders* is backing four media outlets in their lawsuit over a Toronto judge's imposition of a gag order on the parole hearings of 17 people arrested in June 2006 during a police anti-terrorist sweep. That gag order now carries over to any news about their coming trial. The lawsuit filed by **CBC**, **CTV**, the **Toronto Star** and the U.S.'s **Associated Press** at the Ontario Court of Appeals deems the news blackout a freedom of speech violation... **NBC Universal** is not on the market, according to a statement issued by **Jeffrey R. Immelt**, Chairman of NBCU parent **General Electric**. "Should we sell NBCU? The answer is no!" Immelt writes in a message to investors. "I just don't see it happening. Not before the Olympics, not after the Olympics. It doesn't make sense." His message was in response to rumors that NBCU's fate would be determined after the Olympics.

**S**IGN-OFFS: **Gerhard Buetow**, 94, in Thunder Bay. He moved to Thunder Bay from Germany in the fall of 1952 and was hired at the local TV station in 1954 as a television technician. Just two years later, he became **Thunder Bay Television's** first Chief Engineer, a position he held until his retirement in 1984. Early in his career he oversaw the construction of Thunder Bay's original TV station (**CKPR-TV**)... **Perry F. Rockwood**, two weeks shy of his 91st birthday, in Halifax. The radio pastor and founder of the **People's Gospel Hour**, had his program – which began at **CKCL Truro** Sept. 5, 1947 – picked up by stations around the world. The program continues to be heard Sundays on stations in Canada, the U.S. and more than a dozen other countries.

**L**OOKING: **Global BC Vancouver** – Manager, Operations; **CBC Toronto** – Executive in Charge of Production, Comedy; **Canwest Broadcasting Toronto** – Digital Brand Manager; **Astral Television Networks Toronto** - Manager, Canadian Independent Production; **CP 24 Toronto** – Producer; **CTV Toronto** – IT Technician II and an Account Executive; **The Comedy Network Toronto** – Senior Publicist; **CBC Toronto** – Executive Director, English Radio and an Executive Director, Regions; **Astral Media Radio Vernon** – Afternoon Show Host; **Astral Media Radio Terrace** – Creative Writer; **Newcap Kentville** - Announcers; **Newcap Halifax** – Account Manager; and, **XL 103 fm Calgary** - Announcers.

**S**UPPLYLINES: In the *Electronics Industry* category of **Fortune** magazine's 2007-2008 Most Admired Companies, the top 10 are: **General Electric**, **Emerson**, **Sony**, **Siemens**, **SPX** (owner of **Dielectric**), **Royal Philips Electronics**, **Rockwell Automation**, **Samsung Electronics**, **Matsushita Electrical Industrial**, **Hitachi**, **Whirlpool** and **Tyco International**.



74th WAB Annual Convention  
Kananaskis, Alberta  
June 6–8, 2008

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**R**ADIO: Newcap-owned 'XL 103 (CIQX-FM) Calgary is stepping on the toes of Golden West's CFXL-FM High River/Okotoks with that 'XL identifier, says Golden West Broadcasting. Located just south of Calgary (about 5 minutes by car), **The Eagle 100.9 FM (CFXL)** is a Classic Hits station in a region that has, says Golden West, the CIQX signal "totally" enveloping the area. The problem as put forward by Golden West is two-fold: CFXL, the original XL Calgary, was purchased by

Golden West and, more importantly, with one ID'ed as XL and one with the actual XL call letters, there's way too much room for confusion surrounding the crucial BBMs. As reported here March 6, it was at the beginning of this month that **California 103 (CIQX-FM)** moved from Smooth Jazz to a Classic Hits format, using the XL ID to revive the spirit of the 60s, 70s and 80s Calgary rocker... **Canadian Broadcast Sales** says Canadian national radio sales saw an 8.8% increase in the second quarter (ended Feb. 29). In the U.S., however, the **Radio Advertising Bureau** reports revenue in February fell 2%, with local revenue dropping 4% and national declining by 1%. Nonspot revenue in February was up, though, gaining 17% for the month... The number of Americans listening to radio this year is up a bit, to 235 million over 2007's 232 million. **Arbitron's** upcoming **RADAR 96** network-radio report found radio's reach extends to 82% of people 12+, and 84% of adults 18-34, 25-54, and 18-49... Two new FM'ers for Kelowna – one wholly approved owned by **Sun Country Cablevision** and one conditionally approved

owned by **Vista Radio**. Sun Country Cablevision's format will be Classic Rock while Vista's – after it finds a new frequency – will be Classic Hits. Up until these approvals, Kelowna had five licenced commercial stations, three owned by **Astral Media Radio Group** and two by the **Jim Pattison Broadcast Group**... Low-power **CJEF-FM Saint John**, on the market for a buyer, saw the **CRTC** deny its bid to change format from mostly spoken word/comedy aimed at 12-24s to mainstream music aimed at 18-34s. The Commission cited a reduction in market format diversity and giving CJEF competitive status with private stations as primary reasons for the denial... **iNEWS880**, an Internet-driven station, has just been launched in Edmonton by **Corus Radio**. The 24-hour all-news radio format will launch May 20, taking over from **COOL 880 (CHQT) Edmonton** where the format is Classic Rock. iNews880 is powered by [iNews880.com](#). Corus says it will hire 12 new full-timers plus six part-time "citizen journalists" to cover neighbourhood news. Through blogs,



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community news coverage and i-reports, says the Corus news release, "citizen journalists will provide experiential content for the hyper-local news coverage provided by iNews880"... **XM Canada** has shut down its studio operations in Montreal. An XM spokesman says, however, that XM's Montreal office remains open for administrative matters... There's some irony in this item involving **Bear Stearns** and the New York State Attorney-General's department and the proposed **XM/Sirius** merger. **Mel Karmazin** told attendees at the Bear Stearns *21st Annual Media Conference* that if the **FCC** was going to quash a deal with XM Satellite Radio it would have done so by now. FCC Chairman **Kevin Martin** has said he wants a decision the end of this month. In related news, **iBiquity** still wants a condition attached (if the deal's a go) that satellite radio receivers would also be able to receive analog and high-def radio. And, in another "meanwhile", the President of the **New York State Broadcasters Association** wants the New York State Attorney General's office to stop the merger because of unfair competition concerns, among them the merged satellite entity's offering of board seats to car companies which, said the NYBA president, would put AM/FM auto installations at risk... **Vista Radio's CFWB-AM Campbell River** now has approval for an FM flip after Vista came up with a new frequency – 99.7 at 6,000 watts. The original proposal was for 106.1 at 663 watts. **CFWB-FM**, said the application, will continue to offer Country geared toward at 25-54 demo... **Jackie-Rae Greening**, the Ops Mgr/PD for **Newcap's CFCW** and **BIG EARL** in Edmonton, has won the *2007 International Country Broadcaster Award* from the **Country Music Association**. The award recognizes outstanding achievements by "... radio broadcasters outside the U.S. who've made important contributions of the development of Country Music in their country"... The **Fifth Annual Radiothon** in support of **McMaster Children's Hospital** – aired by **102.9 K-Litefm/Oldies 1150/820 CHAM Hamilton (Astral Media Radio)** – has raised over \$307,000. The 2008 Radiothon brings the five-year total to over one million dollars.

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**TV/FILM:** **Maximum Films**, owned by **Robert Lantos**, is joining forces with **Entertainment One**, run by **Patrice Théroux**, the former head of **Alliance Atlantis's** distribution arm. The new combined distributor hopes to knock off **Alliance Films** as the top player in the industry... The **Banff World Television Festival** and **Canwest** have announced two programs aimed at building a foundation for the development and future success of home-grown television series. The **Canwest Emerging Writers Program** and the **Canwest Showrunner Training Program** will launch at the 29th Banff World Television Festival June 8 - 11... **Nielsen Media Research** says **Fox** has become the most-watched American TV network. The prolonged writers' strike hurt **CBS**, the #1 Amnet for five years. Fox, the **News Corp.**-owned network, drew on the ratings strength of **American Idol** and its other unscripted shows... The **U.S. Supreme Court** has agreed to jump back into the free speech debate over whether the TV networks should be penalized for indecent or vulgar language that slips through on a live or unscripted broadcast. The **FCC** has been clamping down with a no-tolerance policy. The "fleeting expletives" have been on all the major over-the-air networks during the past six years... **CBC's** broadcast Hosts at the **Beijing Olympic Games** are **Ron MacLean, Ian Hanomansing, Scott Russell** and **Diana Swain**... At **Trent University** in Peterborough, honorary degrees to be granted in June will go to, among others, **Michael MacMillan**, the former Chairman of **Alliance Atlantis Communications**... The **Corus** specialty channel, **W Network**, is about to be added to **Air Canada's** personal Audio Video on Demand system. All aircraft

**TV**

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April 13 - 16  
RTNDA@NAB Las Vegas  
[www.rtna.org](http://www.rtna.org)

April 25 - 26  
RTNDA BC Regional Pro-Dev Event  
Kamloops  
[www.rtnadacanada.com/Content.asp?PageID=5.1](http://www.rtnadacanada.com/Content.asp?PageID=5.1)

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British Columbia Association of Broadcasters  
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RTNDA Prairie Regional Pro-Dev Event  
Calgary  
[www.rtnadacanada.com/Content.asp?PageID=5.1](http://www.rtnadacanada.com/Content.asp?PageID=5.1)

equipped with the seat-back AVOD system will have the channel.

**REVOLVING DOOR:** **Zev Shalev** has parachuted into New York City to help run **CBS' The Early Show** as its Sr. Broadcast Producer. Shalev was most recently VP, Strategic Programming, **EI** and the Sr. Exec Producer of **ET Canada**... New Station Manager at **Magic 99 (CHMC-FM) Edmonton** is former PD **Kurt Leavins**. Station Manager/GSM **Susan Reade** has left the **Rawlco** station, opting it's reported, for more time with her husband and young daughters. She'll be a Sales Rep at **Sonic (CHDI) Edmonton**, owned by **Rogers**... **S-VOX Toronto** has appointed new Directors of Legal Services and Government/Stakeholder Relations. **Du-Yi Leu** is Director, Regulatory, Government and Stakeholder Relations while **Catherine MacLean** is Director, Legal Services/Board Secretary. Leu had been Manager, Public and Regulatory Affairs at **Alliance Atlantis**. MacLean had served as Legal Counsel for **Indian and Northern Affairs Canada** and the federal **Department of Justice**... **The Rock (CKUE-FM) Chatham/Windsor** PD/Mid-day Host **Rod Martens** has been promoted to a senior administration and programming role for the **Blackburn** radio stations in Southwestern Ontario's Essex County. He'll oversee programming at three stations: **The Rock** and **Mix 96.7 (CHYR)/(Country 92.7) CJSP Leamington**... **Steve Ravenhill**, ex of **CJAY 92 Calgary** where he was a Sr. Account Exec, has become Retail Sales Manager at **X92.9 Calgary**, the new **Harvard Broadcasting** station. Also at X92.9, **Malissa Dunphy** becomes the Canadian Content Development Coordinator. She succeeds **Danielle Strueby** who moved to **MARIA** (Manitoba Recording Industry Association) in Winnipeg... At **101.5 The Hawk (CIGO-FM) Port Hawkesbury**, afternoon Host **Kelly Atchison** has been promoted to PD while evening Host **Genna Chisholm** adds MD to her duties... **Mike Piperni** joins **Réseau des sports** in May as News Executive Producer. He moves from his **CTV (CFCF-TV) Montreal** position as Director of News and Public Affairs, a job he's held since 2004... **Doug Smith**, formerly Exec VP of Sales at **Motion Picture Distribution LP** (now **Alliance Films**) has joined **Sullivan Entertainment Toronto** as Worldwide Sales Consultant... **Jamie McDerment** has joined **Radio NL (CJNL) Merritt** as MD/afternoon Host. He'd been a Technical Producer at **CFAX Victoria**... **John O'Connor**, VP National Broadcast Engineering, and based at **Global BC** in Vancouver, retires at the end of next month. While he officially pulls the plug April 30, O'Connor will consult with Global on a part-time basis through September of this year.



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June 6-8, 2008

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**GENERAL:** **RTNDA Canada** is offering 40 students free participation at this year's National Conference June 19-21 in Ottawa. **Astral Media** is sponsoring the student registration. Journalism students wishing to take part are asked to contact **Eldon Duchscher** ([eldon.duchscher@saskatoonmediagroup.com](mailto:eldon.duchscher@saskatoonmediagroup.com)), providing both contact information and the school attended.

**LOOKING:** **CP 24 Toronto** – Program Manager; **The Score Toronto** – Director, Public and Media Relations; **Vibe 98.5 Calgary** – Promotions Director; **CBC Toronto** – Broadcast Technician and a Technical Producer; **iNews880 Edmonton** – News Announcers; **96-7 The Rig Whitecourt** – Morning Talent; **Newcap Radio Thunder Bay** – Producer; **CKUE-FM Windsor** – Program Director; and, **ATX Systems Montreal** – Regional Sales Manager.

**SUPPLYLINES:** **Loyalist College's 91X (CJLX-FM) Belleville** has installed an **AXIA** Element wholly digital 16 channel console, the college station's first.

April's Broadcast Dialogue...  
Coming Soon.

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, March 27, 2008

Volume 15, No. 42

Page One of Three

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**G**ENERAL: At about 4 o'clock today (Thursday), the **CRTC** will hand down its ruling on the proposed purchase of **BCE Inc.** by the **Ontario Teachers' Pension Plan**, with financing from private U.S. investment firms. There are doubts that the ownership of the telecommunications giant will change hands because of financing. However the decision goes, it won't be announced until after the bell rings on North American stock markets... There's a reason why newspapers offer

a more compelling web experience than their local TV counterparts, says **Pittsburgh Post-Gazette** columnist **Harry A. Jessell**. It's better writing and editing. In his column, Jessell wrote, "If stations intend to stay in that game and challenge the newspapers for local dominance, they had better start beefing up their stable of local editors, reporters and columnists -- and showcasing them"... The **Canadian Association of Broadcasters** has issued its annual call for nominations to the **CAB Hall of Fame**. Admission to the Hall is intended as "the highest recognition available to a Canadian broadcaster," and salutes years of commitment to excellence. The induction ceremonies take place in Ottawa during the CAB's 2008 annual convention, Nov. 2-4. For information, talk to the CAB's **Marye Ménard-Bos** (613/233-4035, ext. 311)... Two B.C. broadcasters – **Vicki Gabereau** and **Doug Collins** – will receive lifetime achievement awards from the **Radio and Television News Directors Association** during the association's provincial convention in Kamloops next month. Gabereau began with **CBC** in 1975 and wrapped up her career at **CTV Vancouver**. Collins, with 42 years in radio and TV, is ND at the radio and TV newsroom of **CFJC-TV/B100 (CKBZ)/98.3 CIFM Kamloops**. In similar presentations at RTNDA events across the country this spring, these people will be honoured: **Vern Koop, QR77 (CHQR) Calgary**; **Mike McCourt, Citytv Calgary**; **Tom Young, Rogers' News/Talk stations in Halifax, Moncton and Saint John**; **Dan McLean; CHCH TV News Hamilton**; and, **Gord Harris, AM640 (CFMJ) Toronto**... The **Broadcast Research Council** in Toronto has an event April 3 looking at *The Future of Media and Communications*, especially as it affects brands, clients and what agencies and broadcasters will offer. Details and tickets from **Taylor Kormann** at [TKormann@tvb.ca](mailto:TKormann@tvb.ca).

**R**ADIO: The **U.S. Justice Department** has approved **Sirius Satellite Radio's** \$5 billion buyout of **XM Satellite Radio**. An **FCC** decision, however, has yet to be rendered. Here in Canada, it's business

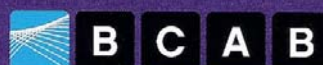
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British Columbia Association of Broadcasters

as usual for the two competitors. The deal – unlikely to hurt competition or consumers, said the Justice Department – was approved despite opposition from consumer groups and an intense lobbying campaign by the **National Association of Broadcasters**. The Justice Department said the combination of the companies won't hurt competition because the companies are not competing today. Customers must buy equipment that is exclusive to either XM or Sirius, and subscribers rarely switch providers. But the NAB blasted that argument, saying that when the satellite radio industry was created, the new licensees promised to create radios that would receive both services. They never delivered. The FCC had no comment on the decision; Sen. **Herb Kohl**, Chairman of the **Senate Judiciary Committee's** subcommittee on antitrust, said that the merger would create a satellite radio monopoly and asked the FCC to block it; and, **Gene Kimmelman**, VP for U.S. and international affairs for **Consumers Union**, the nonprofit publisher of **Consumer Reports** magazine, said: *"If this is what our competition cops do, we might as well close shop and save taxpayers a few hundred million dollars because they're not doing their jobs"...* Meanwhile, **Canadian Satellite Radio Holdings** says its **XM Canada** now has 400,000 subs. That number, says the XM news release, is based on unaudited results... **106.1 FM "The Goat" (CKLM-FM) Lloydminster**, along with **Tokyo Broadcasting System** and **NDTV India**, will receive this year's **NAB International**

**Broadcasting Excellence Awards** at the NAB Show in Las Vegas at mid-April. The awards recognize the demonstration of exceptional leadership and uniqueness in successfully serving their audience through broadcast innovation or service to community. This is the second such win for The Goat. Five years ago, the station became the first privately held broadcaster in Canada to win it. At the top of the list of achievements in service to the community at **Stew Dent's** operation is the annual **Christmas Convoy** that provides enough donations to pack the shelves of every food bank in The Goat's broadcast region... **CIYN-FM Kincardine** has been granted a re-broad transmitter at Goderich despite the objections of **Bayshore Broadcasting**, owner of **The Beach (CHWC-FM) Goderich**. The transmitter will be at 99.7 with 750 watts... The \$20-billion buyout of **Clear Channel Communications** was in jeopardy this week, with banks increasingly reluctant to provide financing. A final resolution is unclear, said a source, with the private equity buyers still wanting to do a deal. Clear Channel struck a deal last year with private equity firms **Thomas H. Lee Partners** and **Bain Capital Partners LLC** for \$39.20 a share. The shares, volatile for months, were down \$5.39, or nearly 17%, to \$27.17 by yesterday (Wednesday) afternoon. If the Clear Channel deal falls apart, it would be the latest in a series of leveraged buyouts that have failed since the U.S. credit crisis began last year.

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**TV/FILM:** In a **National Post** opinion piece this week, **Phil Lind**, the Vice Chairman of **Rogers Communications**, outlined the BDU case against fee-for-carriage. If the **CRTC** approves the idea, writes Lind, Canadians could see monthly cable charges increase by as much as \$10. He argues that the motivation for broadcasters seeking carriage fees is their poor investments, e.g. **CTV** paying too much for **CHUM**, **Global** paying too much for **Alliance Atlantis**, both paying too much for U.S. prime-time shows. And **CBC**, wrote Lind, preferred to "squander" its limited resources in bidding wars for broadcast rights rather than setting aside funds to upgrade ageing facilities. Further, asserts Lind, the CTV, Global and CBC have not taken advantage of new income opportunities offered by digital technologies. *"Broadcasters,"* he says, *"would rather fatten their bottom lines by taxing consumers than by rolling up their sleeves and working for their money."* The hearing (*Review of the regulatory frameworks for broadcasting distribution undertakings and discretionary programming services*) begins April 8 at Gatineau... **CBC-TV** became the first North American network to release a prime-time show on **BitTorrent**. *Canada's Next Great Prime Minister* went online with the file-sharing service Sunday with no copy restrictions. But ISPs got in the way with their restrictions on service. Downloaders complained about the long periods required to get the show – upwards of 2.5 hours. The likes of **Rogers** and **Bell** limit bandwidth allocated for file-swapping in a practice called traffic shaping. While meant to stop illegal downloading it also slows the times on legal downloads such as CNGPM... **Google Inc.** has begun pitching a

plan to use TV "white space" -- unlicensed and unused airwaves -- to provide wireless Internet and is pressing the **Federal Communications Commission** to open it up for unlicensed use. Google's hope, it says, is the enabling of more widespread and affordable Internet access. Company lawyer **Richard Whitt**, in a letter to the **FCC**, said, "... the vast majority of viable spectrum in this country simply goes unused, or else is grossly underutilized." The white space, says Google, is located between channels 2 and 51 on sets not hooked up to cable or satellite. Broadcasters oppose such use, saying that they fear it would cause interference and could cause problems with the transition to digital... **TVA Group** has acquired **Canal Indigo**, the French-language pay-per-view channel, from owned 40% by **Viewers Choice Canada** (40%), **TVA** (20%), **TQS** (20%) and **Cogeco** (20%)... **Marci Ien**, a **CTV Canada AM** Anchor/Producer/Reporter, is this year's winner of the **Black Business and Professional Association's** media award – a segment of the **Harry Jerome Awards**. The 26th annual awards are named for the Saskatchewan-born Olympic runner who overcame barriers on and off the track, and honour African-Canadian community leaders. They will be presented in April... **Dennis Watson**, VP/GM of **CTV Southwestern Ontario (CKCO-TV Kitchener)** has been accorded the honour of *2007 Citizen of the Year for Kitchener-Waterloo*. Some of Watson's contributions/accomplishments, as cited by the **Lions Club of Kitchener**, include his work with **Junior Achievement of the Waterloo Region Inc**, **Kitchener-Waterloo Oktoberfest**, **Skills Canada**, **The United Way**, **Conestoga College** and the **Cambridge Memorial Hospital**. A dinner gala in his honour is to be held in Waterloo April 24... **Rogers Sportsnet** has moved administration to the Rogers building in downtown Toronto but it will be at least May before it begins broadcasting from there. Address is now 1 Mt. Pleasant Av., Toronto M4Y 3A1... **Cogeco** says it's been released without costs from obligations as guarantor of **Groupe TQS**. That follows the repayment by **Remstar Corp.** of money owed by TQS to **CIBC** (the Canadian Imperial Bank of Commerce. A Quebec Superior Court Justice gave approval earlier this month to the purchase of Groupe TQS by Remstar, the Montreal film and TV program distributor. Creditors, owed more than \$65 million, are expected to vote on the plan in April... **Astral Media** and **Women in Film and Television – Toronto** (WIFT-T) have partnered to create the **Astral Media Mentorship Award**. Astral has committed to four years, at \$25,000 per year, towards the mentoring and education of emerging producers. Such producers who are in need of coaching and development opportunities must submit applications to WIFT-T no later than Noon, April 21. For details, click [www.wift.com](http://www.wift.com).

**REVOLVING DOOR:** **Gary Miles** has joined **Reg Johns** at San Diego-based **Mass 2 One (M2O) Media** as Exec VP – International. Miles, who just retired as President/CEO at **Rogers Broadcasting**, will be home-based in Toronto. M2O provides radio stations with a listener engagement platform; on-air and online applications... **Ray Sutton** has been promoted to RSM at **NTV (CJON-TV)/OZFM (CHOZ) St. John's**. Sutton, formerly an Retail Account Exec, is a 19-year veteran with the stations. NTV & OZFM, promoted to Retail Sales Manager. Another RAE at the stations, **Chris Ryan**, has been promoted to Retail Sales Supervisor. Still with the St. John's stations, **Jesse Stirling** is now VP, Sales and Programming... **Ian Smith**, who had been doing mornings at **94.9 The Cape (CKPE-FM) Sydney** – owned by **MBS** – has moved to join **Newcap's** new Sydney FM'er. The new station is expected to launch this spring... New Producer at **FRED-FM (CFRK-FM) Fredericton** is **Heather Labelle**, most recently of **MBS Charlottetown**. Labelle begins April 14... **Jordan Witzel** has moved across the street to **CTV (CKY-TV) Winnipeg**, joining the weather team. He had been with **Global (CKND-TV) Winnipeg**... **Andrew Johnson** has been promoted to Sales Manager at **MBS Kentville**. He moves up from Account Manager... New Promotions Director at **Island Radio Nanaimo** is **Susan Urban**... **Craig Silliphant** has been promoted to Creative Director at **Rawlco Saskatoon** stations **C95 (CFMC)/Rock 102 (CJDJ)/NewsTalk 650 (CKOM)**. He had been a Creative Writer and the stations' Film Critic.

**SIGN-OFFS:** **Gord Robson**, 56, in Edmonton of undetermined causes. Robson's career began in 1968 at **CKXL Calgary** and, in the span of four decades, saw him at legendary stations such as **CFox Montreal**, **CKRA Edmonton**, **CHED Edmonton** and **CKLG Vancouver**. He was also PD/Morning Host at **The River (CFRV-FM) Lethbridge** between 1998-2004. Most recently (2006-current), he was doing swing/remotes/VT/production at **CHQT-AM Edmonton**... **Jackson Armstrong (John C. Larsh)**, 62, at his home in North Carolina. Armstrong, or Super Mouth to many in Toronto who listened to him at **1050 CHUM** in the '60s, might still vaguely recall that mighty voice proclaiming his status as "Yoooooooouuurrrr LLLllleeeadaaa!"

**LOOKING:** **99.9 MIX FM Toronto** – Promotions Assistant; **Astral Media Radio Terrace** – Engineer/Technician; **CTV Toronto** - Programming Supervisor at STAR!; an IT Technician; and, a Creative Designer for tsn.ca; **CHML/Y108/Country 95.3 Hamilton** – Retail Sales Manager; **Fresh FM (CFHK-FM) London** – Account Manager; **CPAC Ottawa** - Video Editor; **CHEZ 106 FM Ottawa** - Afternoon Drive Announcer; **Newcap Radio Calgary** - Creative Director; and, **CHAT Television Medicine Hat** - Director.