

BROADCAST Dialogue

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Thursday, April 5, 2001

Volume 8, No. 42

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REVOLVING DOOR: *Corus Entertainment* has given the push to eleven air, news, sales and support staff at *Talk 640 (CFYI) Toronto*. Among the 11 were ND James McPhee, Morning Host Larry Silver, Sales Rep Murray Eldon, newsroom Staffers Sandy Salerno, David Melbourne and Kathleen Rankin, Cathy Nicol in Promotions, Richard Levear, and Mark Elliott, host of the *People Helping People* show (more in **RADIO**)... Renee Roth is the new RSM at *AM 640 (CFYI) Toronto*, promoted from Account Exec... Mike Halverson is new Operations Manager at *CHNS/CHFX-FM Halifax*. He's been with the stations for about ten years, most recently as Production Manager... Craig Ellis, after 10 years as Morning Host at *CJCI Prince George*, moves to the *Telemidia (West)* in Terrace as Program Manager... *CBC-TV* has promoted Rene Bertrand to Director of National Sales. Under him are new Senior Sales Managers Don Ioi, Ken Lydford, Kenny King and Pat Paproski. Lucy Collin has been promoted to Director of Sports Sales. She will lead new Sports Sales Managers Anne Waring, Dennis Threndyle, Meera Bassi, Tim Hickson and Tim Murray, as well as digital media specialist Steve McNie... *Citytv Toronto* Reporter/Anchor Monita Rajpal moves to *CNN International* in Atlanta as an Anchor... *TSN* personality Paul Romanuk will move to *CHUM's The Team* in Toronto as Morning Co-Host with Brian Henderson... And there's more staff disruption because of *The Team's* imminent launch. *CKPT Peterborough's* morning shoe, Craig & Rita, are no more... Jack Dawes, widely regarded in Manitoba and Saskatchewan as "Western Canada's more influential and experienced farm

broadcaster" has moved to *CKDM Dauphin* from his 14-year post at *CJGX Yorkton*.

RADIO: As you saw in the **R**EVOLVING DOOR section, *Corus Entertainment's Talk 640 (CFYI) Toronto* is in the midst of change after 11 staffers were dismissed Tuesday. Market Manager JJ Johnston says the station has changed format a number of times in the short term without success. He says the company decided on a new direction and that, "unfortunately that meant 11 positions were eliminated." Rumours have been circulating about a "guy talk" format but Johnston says while "there are a number of options available to us, I'm not going to reveal those options until later on." Yesterday (Wednesday), *The Edge (CFNY-FM) Toronto's* morning show with Humble Howard and



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Fred Patterson was simulcast on the station, now ID'ed as AM 640 . One of the lines delivered during the premier show was: "Our owners are so stupid they syndicated our show in the same city"... Winners of the **Radio Marketing Bureau's 2001 Crystal Awards** are: *Best of Show Station - The FAN 590 Toronto*; *Station Campaign: KISS 92 Toronto* (Gold), *CFRB Toronto* (Silver), *The FAN 590 Toronto* (Bronze); *Station Single - CJCD Yellowknife* (Gold), *CHAT/CFMY-FM Medicine Hat* (Silver), *Radio Max Abbotsford* (Bronze); *PSA: Ellis Teichman Communications*, Toronto, (Gold); *CHUM/CHUM-FM Toronto* (Silver); *Dave Barker*, Toronto (Bronze); and, *Sound Design & Production: MIX 99.9 FM Toronto* (Gold), *CHUM-FM Toronto* (Silver), and *Phoenix Group*, Regina (Bronze)... Radio winners at **Canadian Music Week** were: *Canadian Broadcast Industry Hall of Fame award: (The late) Alden Diehl; Broadcast Executive Of The Year: Jim Waters, CHUM Toronto; Major Market Music Director Of The Year: Kneale Mann, The Edge 102 (CFNY) Toronto; Major Market Program Director of The Year: James Stuart, Power 92 (CKNG) Edmonton/Power 107 (CKIK) Calgary; Secondary Market Station Of The Year: HTZ-FM (CHTZ) St. Catharines; Secondary Market Music Director Of The Year: Paul Morris, HTZ-FM (CHTZ) St. Catharines; Secondary Market Program Director Of The Year: Darren Stevens, B101 (CIQB) Barrie; Station of the Year/Multicultural: CHIN Toronto; Station Of The Year/Country: QX 104 (CFQX) Winnipeg; Station Of The Year Dance/CHR: KISS-92 FM (CISS) Toronto; Station Of The Year Pop Adult: CHFI Toronto; Station Of The Year AOR/Classic: The Bear (CFBR) Edmonton; Station Of The Year Rock/Alternative: The Edge 102 (CFNY) Toronto; Campus Station Of The Year: Radio Western (CHRW) London; Station Of The Year News/Talk/Sports: CFRB Toronto; and, *Broadcast Personality Of The Year: Brother Jake, Rock 101 (CFMI) Vancouver...**

Newcap Inc. has won **CRTC** approval to acquire the **Humber Valley Broadcasting stations: CFCB Corner Brook** (and its transmitters **CFDL-FM Deer Lake, CFNW Port-aux-Choix, CFNN-FM St. Anthony**); **CFSX Stephenville**; **CFGN Channel-Port-aux-Basques** (and its transmitter **CFCV-FM St. Andrew's**); and, **CFLN Goose Bay** (and its transmitters **CFLW Wabush and CFLC-FM Churchill Falls**). Purchase price for the remaining shares was \$1,306,400. With this approval, Newcap now controls 15 of 16 Newfoundland stations and will capture 82% of radio ad sales in the province. Newcap's competition now comes from **OZ-FM (CHOZ) St. John's** and its repeaters, and **CBC Radio...** Still with **Newcap**, the company has applied to buy **CHNO-FM Sudbury** from **Haliburton Broadcasting Group**. Newcap has one other Northern Ontario station, **CJLB Thunder Bay...** **CKST Vancouver**, which was once to become the West Coast affiliate of **Telemedia's The Fan 590 (CJCL) Toronto**, will instead become an affiliate of **CHUM's The Team**. New ID for the station is **TEAM 1040**. It will produce its own local morning and afternoon drive programming... Still with **CHUM**, the former rocker – 43 years – is getting set to send off its historical roots with flair. "The Great 1050 CHUM Homecoming" began on Sunday with the first in a series of five All Star Reunions that saw the period of 1957-1963 discussed

Swing Jock



Tapes and resumes to:
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by the likes of **Larry Solway, Garry Ferrier, Allan Farrell, Pete Nordheimer** and **Pierre Berton**. Host is **CHUM/CHUM-FM ND Brian Thomas**. On Monday of this week, "The DJ Replays" began at 9:00AM. First up was **Mike Cooper**, now at **EZ Rock (CJEZ) Toronto**. The rest of the week saw (and will see) **Brian Skinner, John Majhor, Wolfman Jack** and **Chuck McCoy**. Times were co-ordinated for the hour-long specials so that "real" time-checks and commercials are included. For those final hours – just before CHUM officially becomes **The TEAM** (on May 7), **Duff Roman** and **Bob Laine** will be playing the songs of the 60s that made CHUM famous, talking with the folks who were CHUM in that era. The final show will be Noon to 3 p.m. and the final song will be the one that began the CHUM era, the first song the station played in May, 1957. (Rough cuts may be viewed on the **Citytv Toronto** Web site: www.pulse24.com/Showbiz/Top_Story/20010402-001/page.asp)... **BBM** Research Associate **Eva Tolkunow's** study on the *Comparison of Two Radio Diary Methodologies* has been accepted for the **ESOMAR/ARF Worldwide Radio Conference and Exhibition** to be held in Athens June 24-26, 2001. Her research involved testing two alternate diary types – a ¼-hour diary and one where respondents record the exact time they started and stopped listening to a radio station. The ¼-hour diary showed an increase in overall reach, particularly for teens and men and women 65+. The Start-Stop diary test also showed an increased in overall reach, but there was a drop in total hours tuned and average hours tuned per person... Filmmaker **Guy Maddin**, originally from Winnipeg and who once tuned into distant signals, recalls those "staticky" days in his movies. He intentionally mixed radio noise into the soundtracks of feature films such as *Tales From the Gimli Hospital* and *Archangel*.

SIGN-OFFS: **John Ansell**, 51, the head of the radio program at the **BC Institute of Technology's** broadcast and media communications school, has died. He was diagnosed with a brain tumour about 16 months ago... **Dave "The Bear" Harrison, CFMY-FM Medicine Hat's** Morning Man, died Monday at 55.

LOOKING: A Swing Jock is required at **CHEZ-FM Ottawa... Star 96 FM Pembroke** is in search of a Morning Personality. See the ads in this edition and at the **Broadcast Dialogue** Web site (www.broadcastdialogue.com). Other jobs we've heard about include **CKNW/AM980 Vancouver** where there's an opening to produce the afternoon news program.

TV/FILM: Small **CTV** affiliates are concerned that CTV won't be moving to renew its network licence Aug. 31. CTV says it's being done in a move to ease regulatory burdens. Another reason is that by not having a network licence, CTV would be on a more equal footing with **CanWest Global** stations. **Ken Ruptash** at **CITL-TV Lloydminster** says any disruption is going to affect his station's business and what the viewers see. For its part, CTV says it has plans to work out new arrangements with affiliates; that is has "... *absolutely no intention of abandoning our affiliates; we value their contributions and our long partnership.*" But, some are fearful and will make their concerns known to the CRTC next month. CITL, along with **CHFD-TV Thunder Bay, CJBNTV Kenora, and CHON-TV St. John's** are supplementary affiliates, dependent on the network for news, sports and prime-time programming. They say their licences are contingent on CTV remaining a network. Management at the Thunder Bay and St. John's stations have asked to appear at the April 17 hearing to consider the renewal of CTV's licence... Nervousness about the economy is beginning to show in all ad sales sectors. In broadcasting, first-quarter (calendar) ad buys were - for the most part - made last fall but the second quarter will likely see more caution. As **Bruce Gronin**, President of Toronto-based media-buying company **The Media Edge** is quoted as saying, "*Put it this way. If you wanted to put a campaign on TV next week, there would be no problem in getting good, quality airtime.*" And, at **Genesis Media**, President **Bruce Claassen** said some of those who buy short-term packages are changing their plans: "*Decisions have been made to hold off on new initiatives.*" **CBC-TV's** chief marketing and sales officer, **Chris Jordan**, says "*buys are coming in later, clients are more cautious*"... Washington-based **National Association of Broadcasters**

has filed a motion with the Canadian Copyright Board to intervene in **JumpTV.com's** plan to broadcast TV signals on the Internet. The Montreal company filed an application last year to create a new tariff for Internet retransmissions. In its submission, NAB says JumpTV's technology is untested and that it fears there will be widespread leaks of TV transmissions to the US... **Corus Entertainment** has raised its stake in specialty channel **TLN Television (Telelatino Network)** to 50.5%. It cost Corus \$11 million to up its ante to a controlling position in the channel that delivers programming in Italian from Italy's **RAI International** and in Spanish from **CNN**, and others... **Dr. Laura Schlessinger's** TV talk show has been cancelled after just one season. Advertisers and viewers just weren't interested. The last episode was taped last week... It's happened. A citizen has filed a complaint to the Morality/Pornography Section of the **Metropolitan Toronto Police Department** about **Bell ExpressVu's** carriage of two triple-X channels (now cancelled) for "*for broadcasting sexually violent and degrading films on their pay-per-view channels in contravention of Section 163 of the Criminal Code.*" **Valerie Smith** of Toronto says the matter relates not to clearance by either the **CRTC** or the **Ontario Film Review Board** but rather that the channels breached Criminal Code obscenity law.

GENERAL: The **Ontario Association of Broadcasters**, at its annual convention last week, honoured three radio and two TV stations, plus three individuals. **Best Radio Station Image** award went to **CHUM-FM Toronto; CFMT International Toronto** received recognition for its "*World At Home*" campaign; **Star 102.3 London** won **Best Radio Sales Promotion**; **CKPR-TV/CHFD-TV Thunder Bay** won the **New Media** award; **KOOL-FM (CFCA-FM) Waterloo** won **Radio Community Service**; students **Jeff Fedrau** and **Jessica Parker** of **Confederation College** in Thunder Bay won **Best Student Production**; and, **Ryerson Radio and Television Arts** (Toronto) Professor **Jerry Good** won the **Howard Caine Broadcaster of the Year** award... **CTV's** parent - **BCE** - says it will spend \$70 million to enhance/combine the capabilities of



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Kananaskis
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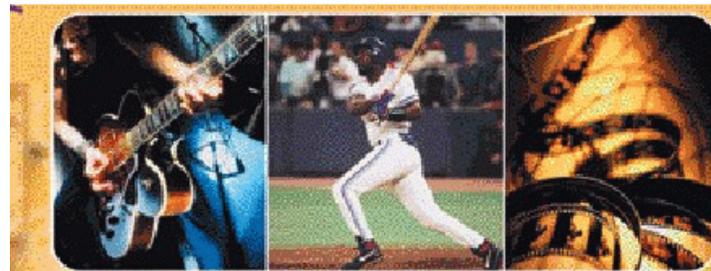
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TV and the Internet. The announcement came Tuesday in Toronto at a conference on convergence. BCE CEO **Jean Monty** said BCE will go ahead with new technologies, including a project code-named "Combobox", a device which would integrate a number of existing and future services. **Corus** President **John Cassaday**, at that same conference, said it won't be long before people can push a button on a remote and buy anything through TV retailing or "T Commerce". **CanWest Global** President **Leonard Asper** cautioned that those and other tech developments won't happen overnight; that it will take years. As part of its plan to capture more revenue from advertisers, CanWest will invest in technology that compiles consumer information. Asper said those media organizations which can provide information about how to reach specific audiences will be able to demand a premium price for that company's newspapers, TV stations and Internet properties. The battleground for the next decade, he said, will be in who owns that consumer data and who has access to it... Meantime, **CTV** has made a \$2.5 million donation to **Ryerson University** in Toronto to establish a new Chair in convergence and the creative use of advanced technology... **Statistics Canada** says Internet sales were up dramatically last year, soaring to \$7.2 billion in Canadian business. That was up 73.4% from 1999's \$4.2-billion. StatsCan also says, however, that the growth came at the same time that businesses appeared to be scaling back their on-line presence. In 2000, only 6% of businesses reported selling goods and services on-line, down from 10% the previous year. Of companies responding to surveys for both years, Statscan says for every two that started selling over the Internet in last year, five stopped. Putting this into perspective, though – and despite the gains – on-line sales still accounted for only 0.4% of total operating revenue last year, up from 0.2% the year before.

NEW SUBSCRIBERS THIS WEEK INCLUDE: Lorne Matthews, *CFFX/CFMK Kingston*; Blair Daggett, *CHCD-FM Simcoe*; Christopher Grossman, *Haliburton Broadcasting*, Bracebridge; Ross

Langbell, RCS Canada, Vancouver; **Guus Hazelaar, Magic 106.1/CJOY Guelph**; and, **Carl Redhead, FLOW 93.5 Toronto**. Welcome!



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RADIO: Keith Dancy, 71, owner of **CJRN/CKEY-FM Niagara Falls**, is suffering from stomach cancer. He is at home after being released this week from Hamilton's **McMaster Hospital**. Dancy, 71, was operated upon but surgeons say the affliction has progressed beyond the point of treatment... **Rogers-owned CFAC Calgary** is about to lose its Country format in favor of **CHUM's** new national sports network. Effective May 7, CFAC becomes **The Team 960**. Plans call for CFAC to take the Team drive show from Toronto and the morning show from Vancouver. **Calgary Flames** and **Calgary Hitmen** broadcasts will move from sister station **66 CFR** to The Team 960... **Arbitron's** Webcast Ratings for January show **BEETHOVEN.COM** ranked #1 and **WABC-A New York** in the #2 position. Third-rated is **MEDIAMAZING**. New to the top ten were Alternative **CFNY Toronto** and Jazz-formatted **KPLU Seattle**... The talk show host was dumped from weekends on **CFYI (Talk 640) Toronto** so she took a unique shot at getting her gig back: She complained to the **Canadian Broadcast Standards Council**. CBSC said, nope, nice try but we don't think so. *The Touch of Health* show dealt with alternatives and, upon cancellation, the host complained that the "action against the show and it being taken off the air is a direct social and political assault against natural/alternative health." CBSC said, essentially, too bad - so sad, business is business. The complete text may be found at www.cbsc.ca... Former **Telemedia North Bay** ND **Clancy MacDonald** (now the Exec. Ass't to Liberal MP **Bob Wood**), in a note to the **RTNDA**, sent his thanks to those who sent tapes and comments for his final on-air day. MacDonald, who resigned

after 35 years at the North Bay operation, also sent his appreciation for "all the e-mails on my retirement from broadcasting and following my article in **Broadcast Dialogue** (Dialogue/March)."

REVOLVING DOOR: **Tom Gibney**, the early evening News Anchor at **CFTO-TV Toronto** the past 27 years, retired Friday. It was reported he preferred remaining on the job but that management was looking for change in preparation for the November sweeps. He will continue as a recurrent anchor in a multi-year extension beyond retirement... **600 AM (CKBD) Vancouver** has found a successor for the late **Rick Honey** in the morning show. He's **Tom Jeffries**, ex of **KISS-FM Vancouver's** afternoon drive show... At sister station **JRFM (CJJR) Vancouver**, **Crystal Darche** will take over the mid-day slot. She moves from **Mountain FM Squamish**... **Doug Davis** has been promoted to Director of Research, and **Paul Sedik** to Director of Sales, French Broadcasting, at **Alliance Atlantis Broadcasting** in Toronto... At the **Radio Marketing Bureau**, the new VP, Business Development - National, is **Peter Heron**. His background includes media directing, media planning, and marketing and promotions... **Doug Hohener**, who's worked in PR, Marketing and Publicity at **BBM** the past couple of years, moves to **Alliance Atlantis** in Toronto later this month as Communications Manager for the new **Lifestyles Network**... **TEAM 1200 Ottawa** PD **Allan Davis** has left the **CHUM** station, bound for PD duties at **KFXS (Sports Radio) Portland, OR**. CHUM's newly appointed Ops Mgr in Ottawa, **Chris Gordon**, takes over the

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day-to-day programming... **Gene Valaitis** has joined **The Team - Canada's Sports Radio Network** in the 9-noon (ET) time slot. His most recent gig was as a talk show host on **essentialtalk.com**... New Morning Host at **105.3 EZ Rock Sudbury** is **Rich Griffin**, beginning April 30 and in from **The River Windsor**... In Burbank, the **Walt Disney Company** has appointed former **ESPN** boss **Steven Bornstein** as President of its **ABC TV** division, including ten ABC-owned TV stations. He succeeds **Robert Callahan**, who will leave in September after helping with the transition... Business news Anchor **Lou Dobbs** will return to **CNN's Moneyline**. He left the network in 1999 after a feud with management.

SIGN-OFFS: **Roy Faibish**, once a Vice Chairman of the **CRTC** and an 'idea man' for Prime Minister **John Diefenbaker**, died in London last month at 72 of a heart attack. Faibish had also been a Writer/Producer at **CBC-TV** (mid-'60s). He had lived in the UK the last 20 years... **Jim Symonik**, the Senior News Editor at **CBC Radio Thunder Bay**, died March 31 at 63. Symonik, a member of the original newsroom in Thunder Bay when CBC first opened its station there in 1975, suffered a stroke.

TV/FILM: The **Television Bureau's Retail Comp 2000** winners are: **Groupaction/JWT**, which took home Gold for the Tim Horton's spot *Le Cake Pour Vous*; **Enterprise Creative Selling** won two Silvers for their Tim Horton's spots *Tactful Timbits* and *Old Man Winter*. Bronze went to **MacLaren McCann** for their Rogers AT&T spot, *Wedding*. The top three Public Service Announcements were awarded to **Global Atlantic**, **CTV Saskatchewan (Yorkton)**, and **CIPA/CKBI Prince Albert**. The top three Media awards went to **CFCN Lethbridge**, **The New RO (CHRO) Ottawa**, and **PGTV Prince George**. TVBest, awarded to the top-scoring commercial entered by a TVB member, went to **CHBC Kelowna**... The **CRTC** has given the new trustee of **CTV's Sportsnet** until June 29 to sell. **Scott Colbran**, a former President/CEO of **Look**

Communications, has the responsibility of selling CTV's 40% stake in Sportsnet. A reminder: The Commission is forcing the sale because CTV bought **Netstar Communications (The Sports Network)** last year... At a meeting yesterday (Wednesday) of the **Canadian Television Fund (CTF)**, proposed changes to the rule prohibiting broadcaster-owned TV distribution companies from distributing productions that receive money from **Telefilm** may have been overturned. CTF is part of federally-funded Telefilm. Up until now, the regulation has been intended to protect independent producers who access the fund by ensuring they held on to the distribution rights. Broadcasters with distribution divisions have (had) been perceived as being in a position of undue influence, able to apply pressure on indie producers to give up distribution as part of a production deal. The issue has been under debate for some time... **Alliance Atlantis Communications** has sold the series **CSI: Crime Scene Investigation** for \$1.6- million an episode to **The Nashville Network (TNN)**, owned by **Viacom CBS**, another Viacom property, is Alliance's partner in making the show. Alliance Atlantis CEO **Michael MacMillan** says the deal stretches over several years. That being the case, it seems CBS is committed to airing new episodes for at least four years. TNN won't get airing rights until 2004, and then it will be for daily episodes Monday through Friday... **Corus Entertainment** says it's interested in buying the **Jim Henson Co.** from the current **Muppets** owner, Germany's **EM.TV & Merchandising AG**. Corus President/CEO **John Cassaday** says it is only one in a list of possible acquisitions under consideration... **CTV News** will add five foreign bureaus this fall: Los Angeles, Mexico City, Nairobi, New Delhi and Sydney. It currently has bureaus in Beijing, Jerusalem, Moscow, London and Washington... Giving birth to a hand is okay but describing a female character on **WWF Wrestling** as "... a filthy, dirty, disgusting, brutal, skanky, bottom-feeding, trashbag ho" isn't. The **Canadian Broadcast Standards Council** had two WWF shows on which to rule: *Monday Night Raw* and *Raw is War*, as aired on **TSN**. In the first instance, a viewer



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For information, contact:

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complained that “sick and obscene” when Mae, a wrestling manager, “gave birth” to a hand. CBSC concluded that such an absurdity didn’t make that particular episode of Monday Night Raw exploitative. However, TSN did take a hit – for Raw is War – for making “... references to women that were demeaning and degrading and in violation of the Code.” Details on both decisions may be found at www.cbsc.ca... Renewal hearings for **CTV** and **Global** across Canada being at Hull Tuesday.

GENERAL: In Washington, repeal and reform will be up for discussion feds discuss a rule barring cross-ownership of newspapers and broadcast outlets. **FCC** Chairman **Michael Powell** indicates he may favor repealing the rule. The 1975 regulation bars such common ownership in a single market. The idea back then was to assure diversity. The combos now existent in the US were grandfathered in, that is they were formed before the rule. Other combos have come about because of recent acquisitions by newspaper companies. They’re gambling that the cross-ownership rule will change before station license renewal time... A drop in ad spending and greater costs for its wireless division cut a big hole in **Rogers Communications’** first quarter. The company suffered a \$103.9-million loss. That compares with a profit for the same period last year of \$19.2 million... **RogersVideo.com** will stay with **Arran “Roger” Arran** of Amsterdam. **Rogers Cable** wanted the domain for its video retail chain but the **Internet Corporation for Assigned Names and Numbers (ICANN)** says Lal is entitled to hold onto the site. “Roger” sells erotic pictures and videos... In Victoria yesterday, the **Global Television Network** presented a \$100,000 cheque to **Royal Roads University** for its endowment fund. The fund is the basis for a continuing award to one or more students seeking a Masters degree to further their careers in the Communications industry or other related fields... **NBC** is shutting down its loss-ridden Internet subsidiary. It says any hope of it becoming profitable vaporized along with the online advertising market. Many of the 300 jobs will be eliminated as the unit’s assets are integrated into NBC.

Jerry Fairbridge of *Broadcast News*

in Toronto is retiring at the end of this month. Jerry has been a friend of Broadcast Dialogue from its very inception. And he’s been a friend to broadcasters across Canada for years! Seems only fair that between now and the end of the month that you call and, at the very least, good-naturedly “harass” him. The BN main phone number is (416) 364-3172.

SUPPLYLINES: **Capital Networks**, in partnership with **Inscriber Technology**, **Matrox Video Products Group** and **DiGiMATiON**, have introduced their new Multizone News platform, a combined software and hardware platform that lets TV producers to enhance broadcasts. The system is heralded as taking “traditional TV news packages to new levels of sophistication and viewer appeal.”

EDITOR’S NOTE: Thanks to the **RTNDA** newsletter for bringing this to my attention: Headline of the Week: “Does Cleavage Sell Magazines?” -- **Vanity Fair** cover line, next to a picture of **Jennifer Aniston** in an unbuttoned blouse. (Hmmm, wonder if that would work for a broadcast trade magazine?)

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Robert Fisher, CKDO/CKGE-FM Oshawa.** Welcome!



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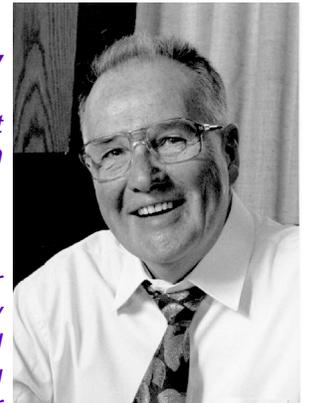
TV/FILM: The **CTV** and **CanWest Global** renewal hearings began Tuesday in Hull. CanWest Global has 19 stations. CTV has 31.

The large issue is convergence, particularly as it relates to diversity of news voices. The **CRTC** cannot regulate newspaper ownership but it can make or break the two, either by giving CTV and CanWest the go-ahead to synergize themselves into merged newsrooms or by imposing conditions. CTV execs told the hearing that media convergence will enrich Canadian broadcasting but they couldn't say how it will all shake down in the long term. **Ivan Fecan** says it's still "early days" when it comes to figuring out how broadcast and print media will work together under one owner. However, CTV has agreed to a code of principles to assure the Commission that the broadcast and print arms will remain autonomous. CTV says newsroom and editorial decisions will remain distinct and independent, although some overhead resources may be shared. For example, said **Trina McQueen**, there are times a journalist could act as both print and broadcast reporter. The code of principles would be overseen by the **Canadian Broadcast Standards Council**... Still with **CTV**, the company bought **CFCF-TV Montreal** (majority-owned by **CanWest Global**). And CTV parent **Bell Globemedia's** division, **Thomson Canada Ltd.**, acquired CanWest's share in **ROBTV**. CanWest says it has carriage for the launch of its own business channel – **Financial Post Television** – and several other digital specialty channels on Oct. 1... **CHUM Television** has purchased **CKVU-TV Vancouver** from **CanWest Global Communications**. Purchase price was \$125-million. **CIVI-TV Victoria**, also CHUM's property and which signs on this fall, won't be affected by the CKVU purchase... In Manitoba, **CTV** bought **CKY-TV Winnipeg** from **Moffat Communications**. The deal included eight rebroadcasters throughout the province. Cost to CTV was \$37-million. Both deals were blessed by trustees overseeing the deals. CHUM beat out **Craig Broadcasting Systems** for CKVU and, the speculation goes, CHUM may make a play for all of Craig's TV assets to put together a network of **Citytv Toronto**-style stations. In Winnipeg, CTV's deal with Moffat for CKY-TV was also through a trustee because of **Shaw Communications'** \$1.2 billion purchase of the company earlier this year. **Corus Entertainment** won **WTN** (The Women's Television Network) for a bid of \$205 million... **CanWest Global** wants to show an average of 12 minutes in spots per hour over the course of the entire broadcast day. If the **CRTC** goes for it, there'd be more spots in prime time. **Robert Reaume**, VP-Media & Research at the **Association of Canadian Advertiser**, said "It would only further intensify already unacceptable levels of commercial clutter . . . and ultimately lead to reduced revenue flow to the Canadian broadcasting system." For its part, **CHUM-TV** says changes to ad limits could be devastating to smaller broadcasting groups... **Nielsen Media Research** had a big OOPS on their hands the weekend the clocks changed to Daylight Savings. TV ratings for the Sunday were grossly wrong. Problem was with a computer that reverted to standard time after maintenance, and nobody noticed. Network execs shook their heads wondering why viewers stopped watching the **Masters** just as the match between **Tigers Woods** and other golfers was heating up and

BES Achievement Award for Outstanding Contribution to Broadcasting

Allan Waters

In Toronto yesterday (Wednesday), the **Broadcast Executives Society** presented **CHUM** founder **Allan Waters** with its **BES Achievement Award for Outstanding Contribution to Broadcasting**. In his remarks, longtime CHUM COO **Fred Sherratt**, now retired, said it was, "... the first time in over four decades I've been able to publicly tell my peers in the industry what I really think of Allan Waters: You couldn't have made a better choice."



In 1957, operating CHUM Toronto as the bottom-ranked radio station, Waters gathered his staff together and said: "I haven't been in the radio-station business as long as anyone in this room, but if I was in the shoe business and operating a poor shoe store, then I think I'd find out who is running a good shoe store and copy his style. That is why I've had tapes made of a number of the leading American radio stations. So, as you probably all suspected anyway, CHUM is going to be patterned after a Storz station. As Storz owns five stations and is first in each market, it's actually not a bad pattern to follow." That humble beginning became the anchor for the development of CHUM as a public company which, over the past 45 years, has grown to include 28 radio stations, seven local TV stations and, with the purchase of CKVU, soon to be eight, and nine, soon to be 13 or 14, specialty services.

An interview with Allan Waters may be found in the Broadcast Dialogue archives section at our Web site www.broadcastdialogue.com. Click on the magazine section, then click "Review Back Issues of Broadcast Dialogue." Scroll down to May 1999.

the *X-Files* share dropped by almost 40% from its average... **Toronto Star TV** launched Canada's only for-rent 3D Virtual Studio production facility yesterday (Wednesday). It's designed for commercial, corporate or episodic production. The new studio uses digitally created backgrounds and foregrounds to replace physical sets. A "virtual camera" creates the illusion of camera movement similar to extended crane shots and steady-cam moves... **BBM's Spring 2001 Television** release date is May 3, 2001.

GENERAL: **CBC** may move staff from its Toronto Broadcast Centre and rent out part of the \$380-million building. A spokesman says if the plan goes ahead it would be in a bid to find money for programming. And such a plan isn't exclusive to Toronto. Saving money on the 42 buildings CBC owns and the 61 it leases has been a goal of CBC's property division as part of a plan to generate revenue from within... All four of the **RTNDA** conventions – as discussed in the display ad in this edition – will feature a session billed as *News and the Internet*. Veteran media lawyer **Stuart Robertson** of **O'Donnell, Robertson and Sanfilippo** in Toronto will chair a discussion on the legal and ethical issues surrounding the use of editorial material obtained through the Net. His presentations will touch on statutory damages in copyright law, equity or "sweat of the brow" issues, policing copyright infringement and media liability insurance premiums... Twenty women from across the country converge on Toronto next week for the **CWC/CTV (Canadian Women in Communications/CTV Inc.) Career Accelerator** program at **Ryerson University**. The six-day program is aimed at boosting the number of women in senior management at Canadian TV operations.

REVOLVING DOOR: **Louis Douville** takes the official GM duties at **CJOH-TV Ottawa** April 30, succeeding **Vince Pons**... **Ted Farr**, ex of **Corus Radio** in Calgary, is new GM at **Rawlco's News/Talk CINT Saskatoon**... At **Cariboo Central Interior Radio Inc.** (CCIR) in BC, **Terry Shepherd** – based at **CJCI/CIRX-FM Prince George** – has

been appointed President/Managing Director, adding to his GM duties. Also at **CJCI/CIRX**, **Eryn Collins** is new ND, succeeding **Sean Leslie** (who went to **CKNW Vancouver**)... Station Manager **Lee Friesen** has resigned from **CKSW/CIMG/EAGLE 94.1 Swift Current**... **George Gordon**, Ops. Mgr. at **News 1130 (CKWX) Vancouver**, has added the ND's job to his portfolio, succeeding **Tom Mark**. Mark is now an Editor at the station... **Rick Dhaliwal**, the Producer of **Sports Grill** at **CKNW Vancouver**, has been signed as new Sports Director at **AM1040 Vancouver**, which becomes a **CHUM** affiliate in its new **The Team** format May 7... **Paul DeCourcy**, after 23 years with **Rogers Broadcasting**, takes early retirement April 29. Most recently, he's been an evening and weekend Anchor at **680News Toronto**... **Ed Yiu**, **Global Television's** Director of Broadcast Technology and Engineering in Toronto, is moving to join **CIVI-TV Victoria**.

LOOKING: **Cariboo Radio** in Quesnel is looking for a swing shift Announcer... At **CKPG/Hits FM Prince George**, a temporary opening (May to Sept.) for vacation on-air relief, with production and promotional work tossed in... **SUN FM Grande Prairie** has an opening for a Sports Director... Check the **Broadcast Dialogue** Web site's CLASSIFIED section regularly for jobs being offered. It's at www.broadcastdialogue.com.

RADIO: At a news conference in Toronto this morning (Thursday), expect **Corus Entertainment** to divulge **Talk 640 (CFYI) Toronto's** new format. One thing the station won't be is **The Buzz**, as so much speculation had insisted. The teaser for the newser is "*Corus Entertainment hits a homer with a brand new radio station*". The added information of "Balls required" suggests that the scuttlebutt of "guy talk" was correct. Meantime, **The Edge (CFNY-FM) Toronto** morning Hosts **Humble Howard** and **Fred Patterson** have announced that their show will no longer be simulcast on **CFYI**. Instead, they will move to whatever becomes of **Talk 640**. Their first day exclusively on AM is set for Monday..... **CKOM Saskatoon** changed its format to Rock

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this morning (Thursday), featuring Classic to New Rock. New station ID is **CKOM – Rock 102**... Some of the biggest radio groups in the US – **Clear Channel, Radio One, Buckley, Beasley, Lotus, Saga, Citadel, Emmis**, and **ABC/Disney** – have pulled the plug on streaming audio signals. The problem is a 300% surcharge for **American Federation of Television and Radio Artists** (AFTRA) actors on spots that will also be streamed on Internet radio sites. AFTRA's new contract with its union members – which included the 300% fee over and above usual talent payment – caused giant buying service Initiative Media to order stations to stop airing AFTRA ads online. On top of that, Initiative told stations that if any AFTRA spots “happen to be aired, you could be in danger of losing your terrestrial business without prior approval.” Add to that the threat by advertisers to charge the additional fees back to stations if any spots air on-line. The old simultaneous substitution “trick” is being kicked around as one way to avoid the AFTRA fees, either with PSAs or geographically-targeted substituted spots... Christian radio **LIFE 100.3 Barrie's** annual two-day fundraiser – SHARATHON – recorded over 1,000 calls and jumped 50% over last year's donations... Vancouver-based **Jeff Rechner** has just inked a deal to become the station voice for **Wave 94-7 (CIWV) Hamilton**... Bit of a radio blush in the windy city. Seems every on-air employee of **WUSN-FM Chicago** got a memo dictating attendance at a **George Strait** concert May 26. They're required to “work the crowd” but, here's the catch, they have to buy tickets to get in! PD **Justin Case**, in his memo, calls it a command performance and explains that all free tickets have been set aside for contest winners. “We are still cutting expenses,” he wrote, “and the tickets will be our only promotion to close out the spring book.” He continued that staffers might consider buying cheap seats for \$29.50 and held out the vague possibility that he may be able to reimburse them if the station

“kicks ass in billing”. WUSN-FM Chicago, owned by **Infinity Broadcasting**, was the #1 biller in the market last year, posting revenues of \$46.1 million... Another item about Infinity, however, will ring a bell with many radio people: **John Gehron**, one of American radio's most respected and admired statesmen – and a Sr. VP of **Infinity Broadcasting** – says PDs have failed to identify and develop on-air talent, Gehron, who oversees programming in all 40 of Infinity's radio markets, says he hears “... a sameness from station to station ... wonderful production” but no personality. The problem isn't a lack of corporate support, he says. “It's that many of the program directors today were brought up in a very controlling and `more music' environment. It's hard work finding and developing talent. Many of the program directors are not skilled at that. So the easiest thing for them to do is to have a lot of wonderful production on the air and to play lots and lots of music. But that doesn't really differentiate a radio station from somebody else because we all have access to the same music. I blame program directors across all companies for not doing their job, which is to find and train talent. It bothers me for the same reason that I would be upset at a general sales manager who didn't find and train sales people to build up their staff. It's not going on because it's hard work and because, with the technology that's out there, it's easier to deal with machines than with people. Great talent often is a management challenge. But that challenge presented by talent is what makes radio great. Believe me, it's a lot easier to play records than to work with talent.” On radio's future, Gehron says “Radio will thrive because we will correct ourselves. We've always corrected ourselves. It just sometimes doesn't happen as fast as we'd like. We're coming out of a period when on-air talent was de-emphasized. And now it takes time to gear up again. But I think most people in our industry that matter know that this is necessary.”

RTNDA CANADA

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