

# BROADCAST Dialogue

Canada's "most relevant" broadcast publications

Christensen Communications Ltd. \* 414 St. Germain Av \* Toronto ON M5M 1W7 \* Phone: (416) 782-6482 \* Fax: (416) 782-9993

E-Mail: [broadcastdialogue@home.com](mailto:broadcastdialogue@home.com) \* Web site: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)

Thursday, May 3, 2001

Volume 8, No. 46

Page One of Three

**GENERAL:** The federal government has injected \$560 million to boost Canadian culture, the majority of the money going to **CBC**, to up-and-coming talent, and a unique Canadian "door to the Internet." CBC will receive \$60 million. Up to \$150 million is earmarked for the sound recording and book publishing industries. The remainder will be pumped into existing heritage and arts organizations which are now existing day-to-day on meagre funding. The added monies were promised to CBC by the Liberals in January's throne speech. Included is funding to digitize existing Canadian cultural content housed with the CBC and the **National Film Board**... **Corus Entertainment** says it expects the **CRTC** to deliver a policy decision on the future ownership of TV channels (whether cablecos should be allowed to own) by the middle of this month. And President/CEO **John Cassaday** says the Commission has ruled out a public hearing on the ownership issue. But CRTC spokesman **Denis Carmel** says a ruling before the end of May is unlikely and that the Commission has yet to decide if a public hearing will be held... **Peter C. Newman** has resigned from the advisory committee of **Friends of Canadian Broadcasting**. He says he's convinced the group "has become tragically diverted from its original purpose"; that he has "followed with mounting horror the evolution of this once pure and modest organization into a special-interest lobby group, singling out one commercial broadcaster against another"... **The Canadian Press**, known to most broadcasters more intimately for its broadcast division - **Broadcast News** - says commercial fees, for the first time, now account for more than half its revenue. Revenue for Y2K was \$42.9 million, up \$1.3 million from 1999... Former **The New PL (CFPL-TV) London** News Director **George Clark** will receive the **Radio-Television News Directors of Canada** President's Award at RTNDA's national convention in Calgary this June... For Ontario Radio and TV stations, **Environment Canada's** confidential hot line is 1-888-447-8799. That number is **ONLY** for severe weather watches or warnings for your area. For info on the line's uses and restrictions, talk to **Dejan Ristic** at 416/739-4386... In Toronto Tuesday, **ABC** Anchor **Peter Jennings** - himself born in Toronto - told a combined **Canadian Newspaper Association/Newspaper Association of America** audience one major thing he's learned during his 35 years stateside is that Americans think only of themselves. Americans, he said, rarely give a second thought to the fact that they share the continent with anyone. Among other comparisons, Jennings said the U.S. could take



Passionate...About Radio

Passionate...About T.V.!!!

Telemedia Radio (West) Inc. is the western division of Telemedia Radio Inc., Canada's number one radio broadcaster, with 78 radio stations across all Canadian time zones and television broadcasting operations, reaching 5 million Canadians each week.

If you believe that the human voice and image are potent, that sound and visuals can influence and that broadcasting can tap into the imagination of the human spirit, then consider the exceptional opportunities we now have for:

#### **RADIO OPERATIONS MANAGER** Fort St. John, B.C.

As an integral part of our Peace Region's Management team, you will participate in the development and execution of the strategic direction of radio in the Peace Region. Responsible for the overall, smooth operation of our radio businesses, you will lead a team of professionals across four radio stations. This position requires a detailed, process and results-oriented candidate with 3-5 years' radio experience. Broad knowledge of announcing, production and promotion and working knowledge of DCS, MTS, SAW and Sound Forge are necessary.

#### **MASTER CONTROL SUPERVISOR** Dawson Creek, B.C.

Reporting directly to our General Manager, you will participate in developing and executing the strategic direction of our Television Station serving the Peace Region. We'll look to you to lead a group of television professionals, improve processes and execute Master Control responsibilities, and ensure smooth operations and effective TV development. Qualified candidates will have 3-5 years' master control experience and broad knowledge of switching, production and news direction.

If you are looking for more in your career, please forward your resume and salary history to: **David Black, Cluster Manager, Peace Region, 901-102nd Avenue, Dawson Creek, BC V1J 1B3. Fax: (250) 782-3154. E-mail: [dblack@bc.tri.ca](mailto:dblack@bc.tri.ca)**



a page from Canada's book on the virtues of conciliation and compromise... That tower in Trois-Riviere - with dead pilot **Gilbert Paquette** aboard the wreck of his light plane, welded to the structure from the impact - was dynamited last week. Paquette is believed to have died instantly when his Cessna crashed into the fog-shrouded broadcast transmission structure. Surrey, BC-based **WesTower Communications** said structural damage caused by the crash made it too

risky for anyone to climb up to recover his body. Estimated cost to destroy, then replace the tower, one of Canada's highest, is at least \$10-million.

**TV/FILM:** The **CRTC** is expected to rule on the **CTV** and **Global Television** renewals in July... **Fox Kids Network** has bought the animated series *Medabot*, produced by Canada's **Nelvana Ltd.** in association with **NAS/Kodansha** of Japan. Twenty-six episodes are set to run beginning in the fall... **Advertising Standards Canada** is coming under criticism after various ad professionals learned that some TV spots had been pulled based on a single letter of complaint. A recent report listed 1,143 complaints against 815 ads. Of those, the ASC upheld grievances against 71 ads, 40 of which received just one complaint. ASC CEO **Linda Nagel** says her organization is simply enforcing the *Canadian Code of Advertising Standards*; that *"nobody expects that everybody is going to like every decision, but at the end of the day we have a system that's been supported by the industry for 40 years."* But some decry the *"marketing terrorism"* that allows ASC to first ask the advertiser to withdraw a spot then, if the advertiser refuses, to ask the station or network to remove it.

**RADIO:** **Golden West Broadcasting** has won an FM licence at Estevan; local programming offering pop, rock & dance, country and easy listening subcategories as well as some folk. The new station – at 102.3 and 100,000 watts – joins Golden West's **CJSL-AM Estevan**... The **Montreal Expos** finally have a deal with English radio. **The Team 990 (CKGM) Montreal** and the **National League** franchise have worked out a two-year agreement... Still with The Team, **Raceline Radio** – with **Telemedia** for almost a decade – moves to the **CHUM** sports radio network... **Cogeco** is shopping its two remaining Quebec radio stations: **CJMF Quebec City** and **CFGL Montreal** in what is seen as a bid to raise cash. Prospective buyers received packages last week inviting them to sign confidentiality agreements and review the stations' books. It has been suggested that Cogeco President/CEO **Louis Audet** may use the sale to finance the purchase of TQS Inc. from Quebecor Inc... Construction has begun on a **CKLG Vancouver** tribute Web site. The address will be **73cklg.com**. It's temporary for the moment but there'll soon be more... In Halifax last weekend, the **Atlantic Journalism Awards** honored **CBC Charlottetown** with Gold for *Feature Writing in Radio*. **CJLS Yarmouth's Ray Zinck** won Silver in that same category. And, CJLS News Director **Gary Nickerson** won an Honourable Mention for *Spot News Coverage-Radio*... Some stations in the US have brought back the backsell. Take **WKTU New York**, for example. It's selling "back announcements" to a local record store (co-opped with **Epic Records**) for **Jennifer Lopez's Play**. The spot IDs the song, then says it's available at Goody's. Rationale is that the backsell hook the record store onto songs that'd be played anyway. A Goody's spokesman says

## ROGERS+YOU CAREER OPPORTUNITY

### MIDDAY ANNOUNCER

(Maternity Leave Replacement – 1 year Contract)

**96.7 chym fm**  
Today's Hits and Yesterday's Favourites

**RESPONSIBILITIES:** Host and produce middays; carry a production shift; remotes and promotional appearances; an awareness of the Kitchener/Waterloo/Guelph area and world events as they relate to the audience; be available for extra shifts when required; and, other duties as assigned

**QUALIFICATIONS:** Comprehensive knowledge of AC music and lifestyle; minimum 3 years on-air experience; preference given for a post-secondary education in radio broadcasting; strong inter-personal/communication skills; proven organization skills with the ability to work under pressure; computer literacy; and, a general working knowledge of the Selector music scheduling system.

Forward resume and demo tape prior to May 11, 2001, in confidence to:

**Gavin Tucker**  
General Manager/Program Director  
CHYM-FM  
305 King Street West  
Kitchener, ON N2G 4E4  
Fax: (519) 743 -5287  
Email: [gtucker1@rci.rogers.com](mailto:gtucker1@rci.rogers.com)

*Rogers is an equal opportunity employer.*

*"The biggest complaint our customers have about radio is the lack of back-announcing. People come in all the time saying, 'I heard this song and one of the lines is such and such, but I don't know the name.' So maybe this will make life easier for them. And for our clerks"... 1050 CHUM Toronto's status as a music station changes on Monday. The last five hours of music programming – 10 a. to 3 p. – will feature CHUM VPs **Duff Roman** and **Bob Laine** (both ex CHUM jocks). And the best-kept secret is the name of the very last song they'll air before CHUM becomes **The Team**. Some say that song will be the first one CHUM played when it went to Rock'n'Roll back in 1957. But the old CHUM sound won't die. Instead, CHUM says, the Oldies format will move to the Internet (at [1050chum.com](http://1050chum.com)). VP/GM **Brad Phillips** says, "1050 CHUM is just too important to this company, and*

means too much to people that grew up with the station to just abandon it. It is true we had to make a business decision in our switch to sports for our regular AM station - but we are thrilled to be able to keep the music and memories alive" on the Net.

**SYNDICATION:** **Jones Radio Networks**, previously known as Broadcast Programming (BP) and Jones Broadcast Programming – boasts that its overnight show, *Dave 'Til Dawn* (with **Dave Wingert**), has been signed by over 30 stations since launching four weeks ago.

**REVOLVING DOOR:** **Jacques Bensimon**, Exec VP of the **Banff Television Foundation**, has been appointed Government Film Commissioner/Chairman of the **National Film Board of Canada**. He will remain with the Foundation until the conclusion of *BANFF2001* (June 15<sup>th</sup>)... **Mark Jan Vrem** has been promoted from GM to President/CEO of **Report on Business Television**... **Scott Palmateer**, former Ops. Mgr. at **Z103.5/AM530 Toronto**, has joined **Milestone Radio's FLOW 93.5 Toronto** as the Chief Engineering Technician... Streaming media broadcaster **Iceberg Media.com** of Toronto has a new President/CEO. He's **Edward Boyd**, formerly President/COO. He succeeds **NewCap's Bob Templeton** who stepped down but who will continue as an Iceberg Director... **John Honderich**, publisher of **The Toronto Star**, is new Chairman of **The Canadian Press (Broadcast News)**. He succeeds the President of **Hollinger, Inc., Michael Sifton**... **Joan Jenkinson** has been appointed Director of Operations Programming and **Beverley Shenken** appointed Manager of Acquisitions at **Vision TV**. Jenkinson was Exec. Dir. for **Women in Film and Television - Toronto** and Shenken was Director of Sales & Acquisitions **Lyse Lajoie** has been named Director of Programming for

at Toronto's **Cambium Releasing Inc.**... Also at Vision TV, Category 1 specialty service, **Body, Mind & Spirit**. Lajoie arrives from **Astral Media** where she was Branding Advisor... **Kris James** is the new afternoon drive Host at **EZ Rock (CJEZ-FM) Toronto**. He's ex of **Kiss 92 Toronto**... At **Mountain FM Squamish**, new Promotion Director is **Susan Knight**, moving from Music Director. **Terry Chan**, Ops. Mgr., ads MD to his responsibilities.

**LOOKING:** **Telemedia Radio (West)** is looking for both a Radio Ops Mgr and a TV Master Control Supervisor for its operations at Fort St. John and Dawson Creek. See the ad on Page 1... **CHYM-FM Kitchener** has an opening for a Mid Day Announcer. See the ad on Page 2... The only other jobs we've heard about this week: **Easy Rock 800 Penticton** looking for a morning Newscaster/Co-Host, and **CKPG Television Prince George**, which is looking for an intermediate Sales Rep... Be sure to check the CLASSIFIED section at the **Broadcast Dialogue** Web site for regular updates of job availabilities: [broadcastdialogue.com](http://broadcastdialogue.com).

**EDITOR'S NOTE:** The May edition of **Broadcast Dialogue** magazine is in the mail. But, if you're anxious for tidbits right now, you can access these articles at our Web site: *Dialogue* from **Denise Donlon**, President of **Sony Music Canada** and honored as the **Canadian Women in Communications' Woman of the Year**, **Paul Cross**, of **CHUM Group Radio**; Senior BD Writer **Daphne Lavers'** look at *CSUA 2001: Magical Digital Tour*, **Melanie Kurzuk's** *Canada's Business Network: A new frontier of business programming?*; and, Writer **Julian Aynsley's** *On the cutting edge of convergence*, an in-depth look at [cbc.ca](http://cbc.ca). Just click on the magazine cover at [broadcastdialogue.com](http://broadcastdialogue.com).

British Columbia  
Association of Broadcasters  
presents

# Back to the Future



54th Annual  
General Meeting & Convention  
Kamloops British Columbia  
May 23rd, 24th, 25th, 2001

For Information, contact either: **Gerry Siemens** or **Rick Arnish**  
(604) 731-6111 (250) 372-3322

# BROADCAST Dialogue

Canada's "most relevant" broadcast publications

Christensen Communications Ltd. \* 414 St. Germain Av \* Toronto ON M5M 1W7 \* Phone: (416) 782-6482 \* Fax: (416) 782-9993  
E-Mail: [broadcastdialogue@home.com](mailto:broadcastdialogue@home.com) \* Web site: [broadcastdialogue.com](http://broadcastdialogue.com)

Thursday, May 10, 2001

Volume 8, No. 47

Page One of Three

**G**ENERAL: The Feds' broadcast review is about to freeze policy on cross-media ownership, foreign ownership restrictions and the role of the **CRTC**. A parliamentary committee is about to launch a major, 18-month review of the broadcast system that will amount to a two-year freeze of government policy. Questions to be addressed include how to maintain cultural diversity in Canada in the face of globalization and convergence of the media and telecommunications sectors... At an investor conference on the media organized by **Scotia Capital** this week, **CanWest Global** COO **Tom Strike** said the company may sell some of the smaller newspapers it acquired last year from **Hollinger** if the price is right. If such sales were to come about they'd likely be in markets where CanWest doesn't have broadcast outlets. At that same conference, **Torstar** CEO **David Galloway** said his company may be a buyer if companies such as CanWest determine that some assets don't fit over-all strategy. But, said Galloway, most cross-media ownership deals haven't produced the kind of synergies that justify their high market valuations. In an analysts' report distributed at the conference, Scotia Capital identified CanWest as the media company most likely to benefit from a rebound in economic conditions. But their top picks were **Astral Media**, **Corus** and **CHUM**... At the **RTNDA's** BC Regional Convention in Penticton last weekend, awards were given (in TV) to: **BCTV Vancouver** – the *Charlie Edwards Award* for spot news reporting; **VTV (CIVT-TV) Vancouver** cleaned house on the remaining TV awards – the *Dan McArthur Award* for in-depth or investigative reporting; the *Ron Laidlaw Award* for continuing coverage; the *Dave Rogers Award* for feature reporting; and, the *Gord Sinclair Award* for special events coverage. Winners on the Radio side are: **CFAX Victoria** – the *Charlie Edwards Award* for spot news reporting; **CBC Kelowna** – the *Dan McArthur Award* for in-depth or investigative reporting; **CKNW Vancouver** – the *Ron Laidlaw Award* for continuing coverage; **CBC Vancouver** – the *Dave Rogers Award* for feature reporting and the *Sam Ross Award* for best editorial; **CKWX Vancouver** – the *Gord Sinclair Award* for special events coverage; and, **CICF Vernon** – the *Byron MacGregor Award* for best radio newscast in a small market... **Corus Entertainment** has purchased **Shaw Communications'** entire stake in **Astral Media**. The price was \$110-million. It then sold the non-voting Astral shares that it had purchased for \$100-million, keeping a 9.8% voting stake. Corus sold the non-voting shares to a Canadian financial institution (price nor institution unknown) with a provision to buy the shares back... **Shaw Communications** has sold its shares in Nova Scotia-based cable systems to **EastLink**, owned by **Bragg Communications**. The deal is estimated to be worth about \$220 million... **Leitch Technology**, the Toronto-based maker of digital video equipment, says it will miss its fourth quarter revenue target by 7%. The American economic slowdown and rising costs are seen as the culprits. Analysts have conflicting viewpoints. One says slowing ad spending, a stumbling transition to digital



CANADA'S SPORTS RADIO NETWORK



**Team 1090 Waterloo region is looking for a couple of new members in its locker room...**

You're knowledgeable about both sports and news, as some switch-hitting is necessary. You have a high-energy read and the ability to juggle several tasks. Come be a part of the CHUM family, and Full Contact Radio with **The Team 1090** Waterloo Region.

We're located in Kitchener Waterloo, one of Ontario's most prosperous and progressive communities, serving more than 400 thousand listeners. Contact:

**Brian Bourke, News/Sports Director**  
**KOOL FM/The Team 1090**

**519-884-4470**

**E-mail: [bbourke@koolfm.com](mailto:bbourke@koolfm.com)**

broadcast in the US, and the likelihood a slowing economy will spread to Europe will leave little room for enthusiasm in the near term. The other analyst, however, says he's bullish on Leitch, pointing to its 34% growth in revenue when compared to last year... **Knowledge Network** of Burnaby GM **Bohdan Zajcew** has been elected to the Presidency of the **Association for Tele-Education in Canada** (ATEC). It's a two-year term which began May 7. ATEC is the national organization dedicated to promoting and advancing the interests of educational broadcasting in Canada. Members include **ACCESS Alberta**, the **Saskatchewan Communications Network**, **TV Ontario**, **TéléQuébec**, the **Aboriginal People's Television Network**, **Canadian Learning Television**, and the **Open Learning Agency**.

**REVOLVING DOOR:** After 13 years as President/CEO of the **Canadian Association of Broadcasters**, **Michael McCabe** says he will step down Nov. 9. The Executive Committee of the CAB Board of Directors is establishing a Selection Committee to find a successor. It is expected the search will continue at least through the summer months... **Glen Shipp**, VP/CFO at **BBM**, has resigned. He's moving to the **Victorian Order of Nurses** in Ottawa as that organization's CFO... **CBC** has promoted **Sharon Lydford** and appointed **Karen Smylie** as Network Sales Specialists. Lydford had been a Sales Rep within the Sales/Marketing department. Smylie joins CBC from **TVA Sales and Marketing** May 21... **Jason Moore**, ex of **CKLW Windsor**, is new ND at **CHYR-FM Leamington**... **John Walter**, who was with **Leitch** for 23 years before joining **Sundance Digital**—and, in the '70s was Assistant Director of Engineering for **CFTO-TV Toronto**—is heading-up Sundance's new Australian operation in Sydney... **KYX/CJOK Fort McMurray** PD **Mike Hardy** has resigned. He's embarking on a new career direction.

**LOOKING:** **The Team 1090 Kitchener-Waterloo** is looking for Sports/News Announcers. See the ad on Page 1... Other jobs we've heard about include **BBM** in Toronto seeking a Chief Financial Officer.

**SIGN-OFF:** **Keith Dancy**, 71, after a brief battle with cancer. His broadcast career began in 1945 when he was hired as an announcer at **CFRB Toronto**. Later, he was a play-by-play announcer for the Montreal Canadiens, President of **Rogers Broadcasting** in the 1970s, and - until his passing - President of **CJRN/CKEY-FM Niagara Falls**. Funeral services will be held tomorrow (Friday) at Niagara-on-the-Lake.

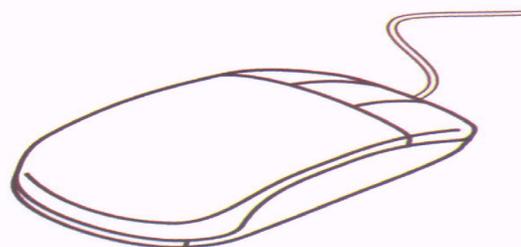
**TV/FILM:** The **Canadian Association of Broadcasters** and the US-based **National Association of Broadcasters** are getting the chance to tell the Copyright Board of Canada that **JumpTV** of Montreal should be shut down. JumpTV wants to retransmit TV signals under the same rules that cable operators and direct-to-home satellite operators do. NAB wants to tell the copyright board it believes JumpTV will be breaking the law if it proceeds with its plan. The CAB argues

## Media buying "online" anytime day or night!

**Webxrep is the future for the media community, and it's here now.**

**An innovative, web based platform designed to provide media buyers with 24/7 real-time access to station inventory.**

**Identify current station avails, complete with pricing. It's radio and TV time bought and sold online, quickly, efficiently and simply.**



**MEDIA BUYING  
MADE EASY**



that JumpTV is not a retransmitter under the Canadian Copyright Act. JumpTV and the **Canadian Cable Television Association** had argued that the two broadcast associations ought to be excluded from the hearings. No date has been set yet but hearings are expected to start in the fall. If JumpTV is successful, it would pay the copyright board an annual fee that would be distributed to rights holders but the board will first have to decide if Internet-based transmission qualifies for a licence. If it agrees that it does, then it will have to decide the separate issue of how much such a transmitter would have to pay rights holders... A radical TV programming approach from the Middle East; the **Tibah Islamic Channel** in Dubai plans to showcase women as announcers and as actresses and in animated production. The move is seen as an attempt to improve what many Muslims see as their faith's much-maligned image. When it's launched next January,

Panasonic **DVCPRO** – the only tape format for seamless migration from SDTV to HDTV



the Islamic Channel will be aimed at the world's 1.2 billion Muslims... An Internet site – <http://tedsturnovers.com/> – called **Ted's Turnovers** is a tongue-in-cheek URL “dedicated to the memory and success of those who, following the AOL-Time Warner merger, went the way of the dodo”. Purportedly, it is operated by a group of ex-**CNN**ers.

**R**ADIO: **1050 CHUM Toronto** played its last song Monday, moving to The Team sports programming. The last song – **Elvis Presley's All Shook Up** – was the very first song CHUM played when it went to the Rock format at 6 am, May 27, 1957. Two of the original CHUM jocks – **Bob Laine** and **Duff Roman** – presided over CHUM's last few hours as a music station... Seattle-based **MusicMatch** says it's starting a subscription radio service that will eventually let it sell digital songs over the Internet. The privately-held company, a maker of jukebox software for storing and playing music on a computer, is the latest to join the recent rush of Internet music initiatives. **Radio MX**, says MusicMatch CEO **Dennis Mudd**, will build on the company's existing radio feature that lets users create custom stations featuring music similar to their favourite artists... With Tuesday

night's successful launch, both **Rock and Roll** – the names given to **XM Radio's** two satellites – are in space. XM President **Hugh Panero**, at his Washington, D.C. offices, said the final hurdle has been cleared to debut the radio service late this summer. **Rock and Roll** will operate in geostationary orbit above the US to ensure signal and system reliability. XM says it will create and package up to 100 channels of digital-quality sound and provide music, news, sports, talk, comedy and children's programming.

**E**DITOR'S NOTE: We're testing the new **Broadcast Dialogue** Web site and welcome your comments. There's bound to be the odd glitch we haven't caught so, if you're going in, give it a good workout then let me know what you find. There are a couple of additions you should know about; our **NEWS RELEASES** section for both Broadcasters and Suppliers. That's where you can read the complete texts of items Broadcast Dialogue reduces to 'executive' reads on these pages. Because there is SHOCK and SFX, your first loading of the new site may take a wee bit longer. That, however, will happen only on your first visit. After that, it will load quickly. Check us out at [www.broadcastdialogue.com](http://www.broadcastdialogue.com). Only those news releases sent via e-mail will be considered for use on the Web site... Maybe a coincidence, but on the very afternoon (Wednesday) that my @home service went down for five hours, **Rogers Cable** announced it would spend more than \$300 million to upgrade its **Rogers@Home service**. Rogers, plagued by problems and customer complaints about the high-speed Internet service, said it will spend the money by the end of 2003. This year, says Rogers, it plans to spend \$125 million adding “redundancy” to the network (so Internet traffic can be rerouted when there's a problem), increase capacity so fewer homes use the same access point, and improve overall reliability.



**Annual Convention**  
Kananaskis  
June 8 - 10

For information, contact:

Bruce Hamstead at (403) 292-0492



# BROADCAST Dialogue

Canada's "most relevant" broadcast publications

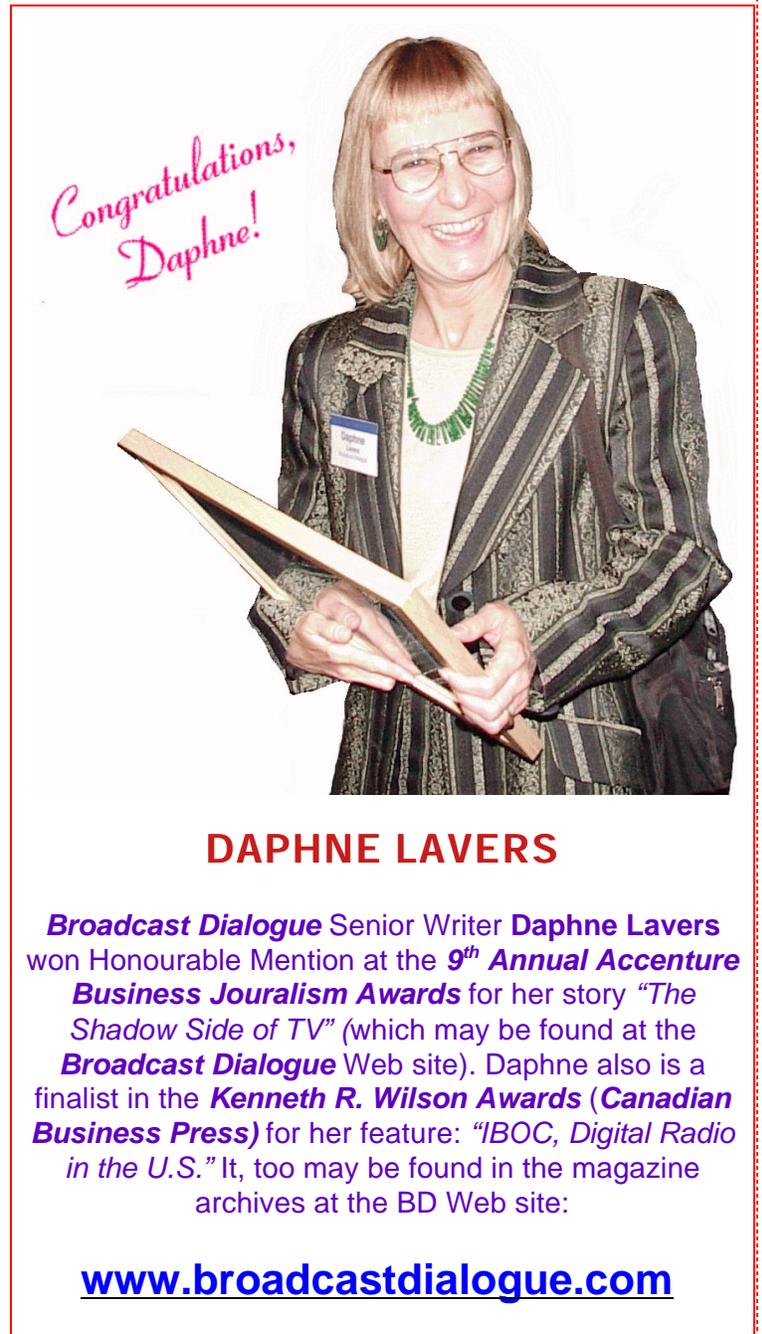
Christensen Communications Ltd. \* 414 St. Germain Av \* Toronto ON M5M 1W7 \* Phone: (416) 782-6482 \* Fax: (416) 782-9993  
E-Mail: [broadcastdialogue@home.com](mailto:broadcastdialogue@home.com) \* Web site: [broadcastdialogue.com](http://broadcastdialogue.com)

Thursday, May 17, 2001

Volume 8, No. 48

Page One of Four

**G**ENERAL: The *House of Commons Heritage Committee* study – expected to last 18-months – will include cross-ownership, media convergence and the *CRTC's* role, with the goal of updating and amending the Broadcasting Act. While cross-media ownership will be part of the discussion, newspaper ownership isn't on the table. Nor is it the committee's function to determine if the CRTC should exist. Canadians are being invited to provide input on such issues as Internet broadcasting, the relationship between federal trade and culture policies, what constitutes Canadian content, and what exactly is 'the cultural fabric of Canada'. Televised round-table sessions are scheduled to begin next fall across Canada. The *CAB* says it applauds the 18-month study. CAB President/CEO **Michael McCabe** said it was long overdue. "By working together," he said, "Canadian broadcasters and the Government can create an environment that benefits Canadian broadcasters, Canadian creators, distributors and audiences alike"... Winners from last weekend's *RTNDA* Atlantic Regional Convention, held in Moncton, are: RADIO: **CBC Cape Breton** – the *Gord Sinclair Award* for special event coverage and the *Charlie Edwards Award* for spot news coverage; **CJLS Yarmouth** and **VOCM St. John's** – the *Byron MacGregor Award* for best radio newscast (small market) and to **VOCM St. John's** (medium market); **CJLS Yarmouth** – the *Dave Rogers Award* for feature coverage; **CBC St. John's** – the *Dan McArthur Award* for in-depth or investigative reporting; **CBC Corner Brook** – the *Ron Laidlaw Award* for continuing coverage; and, **CBC Halifax** – the *Sam Ross Award* for editorial. Winners from TELEVISION are: **ATV News Halifax** – the *Gord Sinclair Award* for special events; **CBC New Brunswick** – the *Charlie Edwards Award* for spot news, the *Dan McArthur Award* for in-depth or investigative reporting, and the *Sam Ross Award* for editorial; and, **CBC Newfoundland & Labrador** – the *Ron Laidlaw Award* for continuing coverage and the *Dave Rogers Award* for feature coverage... The *International Olympic Committee* says it's setting up its own host TV organization for future Olympics, beginning in 2008. The IOC's executive board has approved plans to set up a private company called *International Broadcasting Services*, which will take over the *Olympic Broadcasting Organization*, headed by Spaniard **Manolo Romero**. Romero will run the new company, owned 80% by the IOC and Romero holding the rest... **Rogers Cable Inc.** wants to boost cable rates by 15% in St. Thomas and Woodstock because it has lost more than 15% of its basic cable subs to satellite TV. The company also - at the end of March - asked the *CRTC* to relieve it from serving those two Southwestern Ontario points; the first instance of a cableco asking for such relief since the



## DAPHNE LAVERS

*Broadcast Dialogue* Senior Writer **Daphne Lavers** won Honourable Mention at the **9<sup>th</sup> Annual Accenture Business Journalism Awards** for her story "The Shadow Side of TV" (which may be found at the *Broadcast Dialogue* Web site). Daphne also is a finalist in the **Kenneth R. Wilson Awards (Canadian Business Press)** for her feature: "IBOC, Digital Radio in the U.S." It, too may be found in the magazine archives at the BD Web site:

[www.broadcastdialogue.com](http://www.broadcastdialogue.com)

commission put new regs (1998) to deal with the effects of competition from satellite companies and other distributors. That regulation stipulates, in part, that cablecos can get the right to hike basic rates without CRTC approval and can stop serving customers if they've lost a minimum 5% of them...



PGTV is looking for a

## SALES REP

for an intermediate list. If you have 2 years or more in television or radio sales and would like to live in a city where lifestyle rules then forward your resume to:

**Sandy Whitwham**  
**General Sales Manager**  
**PGTV**  
**1220 6th Avenue**  
**Prince George BC V2L**  
**3M8**

Meantime, the biggest satellite TV provider in the US, **DirecTV Inc.**, says its going into Quebec court to collect on a US\$19-million judgment against Canadians they say supplied pirated broadcast equipment to American residents. DirecTV won a judgment against **Reginald Scullion** and his wife **Frances Callan**, both of Quebec, for illegal exportation of pirate technology and equipment... Nebraska billionaire **Warren Buffett** substantially increased his holdings in **Shaw Communications** during the first quarter of this year, to 19,911,400 shares worth US\$394.2-million. Buffett's **Berkshire Hathaway Inc.** now has just more than 10% of Shaw stock... **Newmedia.pro**

— a sister magazine to **Broadcaster** and **Cablecaster** magazines, published by **Southam** — has ceased publication, effective with the April edition. **Newmedia.pro** had served the Canadian digital content creation community during its three-year run. Editor **Lee Noel Rickwood**, who also served as **BTMP** magazine's editor during its last year of operation, said a combination of market influences, including the recent market downturn and Dotcom implosion, "put additional pressures on the magazine and left the company little room to move."

**TV/FILM: Torstar Corporation** has applied for three TV licences -- one each in Hamilton, Kitchener and Toronto — where it also has newspapers. The convergence play comes about in part because Torstar has been under pressure to diversify its media holdings and alliances. Torstar's filing for conventional stations prompted the **CRTC** to issue a general call for applications. A letter of intent must be received by July 9; formal applications by Aug. 8. Look for fierce competition... **Lower Mainland Television (LMTv) (Rogers Media)** has filed a letter with the **CRTC** declaring its intention to apply for an ethnic TV broadcasting license to serve Greater Vancouver. This is the company's third such application in the market (previous applications were in 1995 and '99). Rogers owns and operates multicultural **CFMT-TV Toronto**. The complete news release on this application may be found at the **Broadcast Dialogue** Web site... Despite rumours to the contrary, **CTV News** Anchor **Lloyd Robertson** says there are no plans - privately-held nor by CTV - for his retirement. Robertson, 67, has occupied the anchor chair since Oct. 17, 1976, and some insiders were saying he'd decided to do his final sign-off before the end of this year.

**RADIO: Astral Media** spent \$225 million to acquire 19 **Telemedia** radio stations in Quebec, New Brunswick and Nova Scotia, plus the 50% **Telemedia** has in several stations already half-owned by **Astral (Radiomedia)**. Under the **Radiomedia** partnership, the two companies owned **CKAC Montreal** and **CHRC Quebec City**. **Astral** gets eight other French-language stations in Quebec (six FM'ers) and one English (Sherbrooke), which carries **CJAD Montreal** programming. And there are the four AM and four FM stations in the Atlantic Provinces (Grand Falls, Woodstock, Bathurst, Truro, and Fredericton). Complete text of the **Astral** news release may be found in the NEWS RELEASES section at the **Broadcast Dialogue** Web site: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)... **MIX 99.9 (CKFM) Toronto's** morning team of **Matt O'Neill**, **Donna Saker**, and **Mike Wilson** have been released, as has **Buzz Reynolds** from his

## Special Announcement for the July/August Edition of Broadcast Dialogue magazine

In the summer **Broadcast Dialogue** magazine — you'll find a listing of Canadian Radio, TV, and Specialty stations, organized by: Province, City/Town, Call Letters/Specialty names, and main phone numbers. Further, the usual **FULL COMPLEMENT** of editorial content will **ALSO** be included. The simplified **Broadcast Directory's** inclusion will enhance the magazine's consistently exciting and relevant content — all the usual features, articles, columnists, photo spreads, and so on. Recurring feedback has been: "I want a quick hard-copy reference for station phone numbers. I don't need the rest. Just get me to the switchboard. Phone numbers hardly ever change. If I need more, I'll go to the Broadcast Directory at your Web site." ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)) The July/August edition will be even more of a "keeper" for broadcasters of all stripes — one that will remain at hand's reach. Consequently, it **WILL** be more of an edition in which an advertising message will carry extra weight. The Broadcast Directory will not be a pull-out. Rather, it will be part-and-parcel of the overall magazine. No matter where an ad is located, it will still be placed in the edition with staying power.

**The closing date for inclusion in this special edition is June 12.**

**To book your space, or for more information on what we've got planned, call:  
 Jane Inglis, Broadcast Dialogue Sales Director, at (416) 493-1177.**

PM drive duties, as have others. GM/PD **Pat Holiday** is promising a return to "personality" radio for Toronto. "In our business," he says, "great talent means Stars on the Radio. And that's what we're doing; puffing the best talent there is on one station." Part of that new talent includes **Robin Banks**, ex of *The Bear (CKQB) Ottawa's* morning show, **Freeway Frank** from *Standard's Z95 Vancouver*, **Carter Brown** from *Energy 108 (CING-FM) Burlington*, and, a yet to be named female personality from Los Angeles whose name is being withheld until she gives notice there... **CHNS Halifax** did it up right last weekend: Big celebrations to mark the station's 75<sup>th</sup> anniversary. The *Maritime Broadcasting* station took two days of programming to the downtown Lord Nelson Hotel, airing their archive of station jingles, commercials, songs - while profiling special guests. A host of Announcers from the CHNS's history showed up, including the likes of **Wayne Adams, Fred Arenburg, Pat Connolly, Don Connolly, Randy Dewell, Morrissey Dunn, Walter Fitzgerald, Cindy Greer, Al Hollingsworth, George Jordan, Jerry Lawrence, Lou LeBlanc, Liz Logan, Frank Lowe, Orville Pulsifer, Bruce Rainnie, Clive Schaefer, Al Sheppard, Denyse Sibley, Peter Spurway, Bruce Stephen, Les Stoodley, Doug Taylor, General John Cabot Trail, Don Tremaine, and Alex J. Walling**. Friday night, CHNS pulled out all the stops for a major reception to honor the station's milestone... **Don Chevrier** will be calling 15 Blue Jays games on *CHUM's The Team* radio network this year, filling-in when **Jerry Howarth** works as the analyst for Jays games on *Sportsnet*. Chevrier had been the Jays' play-by-play announcer on TV for 20 years... Author **Ormond Raby's** book, *Radio's First Voice: The Story of Reginald Fessenden* - the story of the Canadian who spoke the world's first words over his own invention, the radio - has been republished by the *Canadian Communications Foundation (CCF)*. Supported by the *Canadian Association of Broadcast Representatives (CABR)*, a copy of the book - first published in 1970 - is being distributed to all stations in Canada. CCF's goal is to also have a copy in every library, college and university in the country. For a greater insight into CCF, check: [www.broadcasting-history.ca](http://www.broadcasting-history.ca).

**REVOLVING DOOR:** **Bill Good** will become the early evening anchor of *VTV (CIVT-TV) Vancouver* in September. Right now, he's an Anchor on *BCTV (CHAN-TV) Vancouver's Canada Tonight* (also seen on *Global Television's* early evening package in Eastern Canada). Good will continue his daily three-hour talk show at *CKNW Vancouver*... At *CJWW/Hot 93/Magic 98.3 Saskatoon*, new GSM is **Ken McFarlane** - in from *Rawlco Regina*. Promoted to Retail Sales Supervisor is **Myles Myrol**... **Christina Pochmursky** has been appointed PD of *Corus Entertainment's The Documentary Channel*. Most recently, she's been writing and directing documentaries but also has over 20 years of experience in broadcast journalism and executive producing... *Country 105 (CFRY) Calgary*

## Thunder Bay Television requires a:

### FULL-TIME ACCOUNT EXECUTIVE

#### You offer:

- A Positive, Enthusiastic Team Attitude
- 3-5 years Outside Sales Experience
- Marketing Degree and/or Multi-Media Sales Experience
- Knowledge of Television Production.

#### We offer:

- An Established, Current List of Clients
- Attractive Compensation and Benefits
- A First Class Marketing, Creative, Production and Programming Team.

**Deadline for Resumes: May 25, 2001**

**Send Resumes to:  
General Sales Manager  
c/o Judy Stewart-Schaarschmidt  
87 Hill St. North  
Thunder Bay, ON P7A 5V6**



afternoon driver **Murray Vair** is no longer with the station; the first daytime on-air change at the station in eight years.

**SIGN-OFFS:** **Paul Benoit**, 36, at his Brantford home over the weekend of a heart attack. Benoit was an Announcer at *CKPC Brantford* the past three years and had worked at radio markets in Parry Sound, North Bay, Sudbury and Nova Scotia... Veteran Newsman **Bob Livingston** has died in Kelowna after a short battle with cancer. Livingston had spent many years at *CFUN Vancouver* and *CKLG Vancouver* before moving to Salmon Arm, where he spent the last year with *KBS*.

**LOOKING:** *PGTV Prince George* is looking for an Intermediate Sales Representative. See the PGTV ad on Page 2... *Thunder Bay Television* is searching for an Account Executive. See the TBT ad on Page 3... Be sure to check the *Broadcast Dialogue* Web site's CLASSIFIED section on a regular basis ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)).

**SUPPLYLINES:** *Alan Lolacher* is new President/CEO of Mississauga-based *Agilent Technologies Canada Inc.* Lolacher remains the Global Alliance Business Manager for *Nortel Networks* in Ottawa. He succeeds *Alan Holdway*, who retired after nearly 34 years with Agilent... At Oshawa-based *Comlink Systems*, *Susan Proctor* is new Marketing Manager. Her background includes nine years in the CATV industry. Also at Comlink, *Carey Gibson* has

joined the sales team... *Sony* in Japan is line-extending in an unusual way: *Sony Bank Inc.* It starts operations June 11. Rather than branches, however, it will use the ATMs of *Sumitomo Mitsui Banking Corp.* Users will log on via the Internet, and eventually on cell phones or hand-held devices... *Thomson multimedia* says it has dropped the suggested retail pricing by 15% for some *RCA* HDTV sets in an effort to make the technology easier for consumers to access. Thomson says it is responding to increased demand and competitive pressures... See the News Release section of the *Broadcast Dialogue* Web site for the complete texts of Supplier news releases.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** *Michael Martin, Comlink Systems, Oshawa.* Welcome!

British Columbia  
Association of Broadcasters  
presents

# Back to the Future



54th Annual  
General Meeting & Convention  
Kamloops British Columbia  
May 23rd, 24th, 25th, 2001

For Information, contact either: **Gerry Siemens** or **Rick Arnish**  
(604) 731-6111 (250) 372-3322



**WAB**  
WESTERN ASSOCIATION  
OF BROADCASTERS

**Annual Convention**  
Kananaskis  
June 8 - 10

**For information, contact:**  
Bruce Hamstead at (403) 292-0492



# BROADCAST Dialogue

Canada's "most relevant" broadcast publications

Christensen Communications Ltd. \* 414 St. Germain Av \* Toronto ON M5M 1W7 \* Phone: (416) 782-6482 \* Fax: (416) 782-9993  
E-Mail: [broadcastdialogue@home.com](mailto:broadcastdialogue@home.com) \* Web site: [broadcastdialogue.com](http://broadcastdialogue.com)

Thursday, May 24, 2001

Volume 9, No. 1

Page One of Four

**G**ENERAL: If, after the recent survey of employees done by **CBC**, management doesn't respond quickly, said one independent management consultant, "they're screwed... they're really screwed." The survey, to gauge the mood among employees, was reportedly "devastating" to CBC executives. The employees' primary message: management lacks competence and a clear direction, and is untrustworthy. Of 10,000 copies mailed to CBC's 7,000 full-time employees, 600 part-timers and contract workers, about 5,000 were completed and returned. They complain of frequent major changes throughout CBC, including programs dropped and new ones invented for no obvious reason. Huge numbers complain of high stress and plunging morale. CBC spokesman **Pierre Sauve** said, "We're still waiting for a more specific analysis so management can start defining action plans to address the issues. On the positive side, there is a strong pride among employees working for the CBC and a high degree of a sense of contribution. On the downside, there is still some perception that the management of the corporation is not totally in hand yet -- a perception that there needs to be improvement and a clearer sense of visions"... The **CRTC** has given **Quebecor Media** permission to buy **Videotron** cable TV group, Quebec's dominant cableco. The Commission said it was satisfied that the Quebec government wouldn't exercise control, despite the large indirect stake it will have because of its' backing of the **Caisse de depot**. Quebecor, with the Caisse, paid \$5.4 billion for control of Videotron... Investors are apparently warming-up to the prospect of a possible **Rogers Communications**' split-off of its media division. A media analyst at **UBS Warburg** says Rogers is one of her "buy" recommendations because of such a possible action plus a relaxation in foreign ownership restrictions. Rogers' CEO **Ted Rogers** told shareholders last month that the company is "actively considering" an initial public offering of at least part of the media unit (30 radio stations, specialty cable channels, and magazines such as Maclean's, Flare and Canadian Business). The company has said it plans to double the size of **Rogers Media**... **MP3.com** has been bought for US\$372-million by **Vivendi Universal** of France, owner of the world's biggest record company, **Universal Music Group**. Vivendi wants MP3 to bolster its lagging efforts to sell music on the Internet. For the bargain price – US\$5 a share compared with the US\$105 a share IPO price in its July 1999 stock offering – Vivendi gets access to 40 million online customers, about one million songs and acquires a service that will likely provide the backbone of the **Duet** online digital music subscription service it plans to launch with **Sony Corp**... Canada is tied with Sweden as the world's most wired countries. The two are the biggest users of the Web with the US running a close second. The study, by **Ipsos-Reid** and entitled *The Face of the Web*, surveyed 30 countries and shows 73% of Canadians and Swedes used the Internet in

**Thunder Bay Television  
requires a:**

## **FULL-TIME ACCOUNT EXECUTIVE**

**You offer:**

- A Positive, Enthusiastic Team Attitude
- 3-5 years Outside Sales Experience
- Marketing Degree and/or Multi-Media Sales Experience
- Knowledge of Television Production.

**We offer:**

- An Established, Current List of Clients
- Attractive Compensation and Benefits
- A First Class Marketing, Creative, Production and Programming Team.

**Deadline for Resumes: May 25, 2001**

**Send Resumes to:  
General Sales Manager  
c/o Judy Stewart-Schaarschmidt  
87 Hill St. North  
Thunder Bay, ON P7A 5V6**



continued from page 1

2000. The US was next at 72%... And, to our readers and friends in BC, see you at the **British Columbia Association of Broadcasters** annual convention at Kamloops this weekend.

**RADIO: Telemedia** – in comments confirming last week's announcement by **Astral Media** about the purchase of Telemedia stations in Quebec, New Brunswick and Nova Scotia – hints that there may be other broadcast property sales. Co-CEO **Francois de Gaspé Beaubien** said: "In a world where media platforms are converging, it is important that Telemedia actively participate in the ensuing consolidation trend . . . There is no doubt that our transaction with Astral Media will lead us to review our role in radio broadcasting in Canada. Telemedia Corporation, however, remains a major industry player thus giving us a wide range of strategic options." Meantime, says the company, Telemedia will continue its operations in Ontario, Alberta and BC... More info on how **MIX 99.9 Toronto's** new sound is shaping up. GM/PD **Pat Holiday** says they're building the Morning Show around **Carla Collins** moreso than her partner, **Steve Anthony**. The show debuts June 18. In **Standard's** efforts to bring back "personality" radio, Holiday says the two will "... instantly be the most recognizable faces on Toronto radio". Collins is well-known for her TV appearances, notable on **CTV's eNow**, **Sonic Temple** and her **Chez Carla** show on the **Comedy Network**. Anthony was most recently morning Host at **CHOM-FM Montreal** and is recognizable from his years as a **MuchMusic** VJ... **The Tide (CHTD-FM) St. Stephen** goes to air May 28 at 98.1, programming Country and doing battle with **WQDY/WQDY-FM Calais**. The Tide is owned by **New Brunswick Broadcasting (CHSJ Saint John and CKBW Bridgewater)** and, according to GM **George Ferguson**, it will focus on local news; the "one key element that is going to make that station stand out..." St. Stephen is on the border with Maine... **Elmer Hildebrand's** new Saskatoon station – **Magic 98.3** – launched with an all-music long weekend. The city's newest radio station debuted the on-air staff Tuesday... **Border Rock 106.1 The Goat (CKLM-FM) Lloydminster** launched last Friday. The new 100,000 watt'er is owned by **Peace River Broadcasting** and will operate as such for the time being. The two partners, however, have a deal that will see **Terry Babiy** continue ownership of Peace River Broadcasting while **Stewart** and **Anita Dent** will own the new independent Lloydminster station (upon **CRTC** approval). Stew Dent is GM. PD is **Ryan Zimmerman**... It appears that Webcast ads may be coming of age. A new **Arbitron Webcast Services** study shows that nearly two-thirds (63%) of Webcasters have been called by agencies placing Webcast ads. Arbitron Webcast Services VP **Bill Rose** is quoted as saying that the majority of Webcasters are selling advertising; that its "greatest strength is its ability to deliver a targeted message." Car companies are the number one target, followed by entertainment, music, dot com companies and alcoholic beverage makers. Once the legal details of the **AFTRA** actors' argument with Internet repeats of their commercials are worked out, broadcasters who stream their signals could be tapping into a flock of new advertisers... **CJNH Bancroft** has



## CREATIVE DIRECTOR FOR RADIO NL

NL Broadcasting, operating **Radio NL 610 AM** and **The River 97.5 FM** in Kamloops, B.C. is on the hunt for a Creative Director. Of course, creative writing skills are a must, but we're also looking for a Coach with great leadership and teaching skills, strong administration and organization, and the ability to build a Creative Team that will service our advertising clients beyond their expectations. Are you ready for the challenge? Send your resume, writing portfolio, and cassette of your finished work to:

**JIM REYNOLDS,  
NL BROADCASTING,  
611 LANSDOWNE STREET,  
KAMLOOPS, B.C. V2C 1Y6**

**Deadline for applications is June 30th , 2001.**

**NL Broadcasting Ltd. is proud to  
be locally owned and operated,  
and is an equal opportunity employer.**

flipped to FM, 50,000 watts at 97.7. Renamed '**The Moose 97.7**', the **Haliburton Broadcasting** station is emulating its sister FM'er in Bracebridge... A **CRTC** Public Hearing in Hull that started Monday and goes through the end of the month is for 11 applications for new FM radio stations in the twin Ottawa/Hull market. Applying for the 95.7 frequency are **Yves Belzile**, on behalf of a corporation to be incorporated and **Gary Farmer**, who'd set up **Aboriginal Voices Radio**. Those who want the 89.9 frequency are **Harvard Developments**, **NewCap, 914258 Ontario Ltd.** and **Fondation Radio Enfant**. And, those who want the 97.9 frequency are **Radio 1540 Ltd., 9098-7280 Quebec Inc., Standard Radio, Cooperative Radio Ville-Marie Outaouais** and **Douglas E. Kirk**...

International Datacasting • Ward Beck • Bext • Burk • Scott Studios • KLZ • Scala • Yamaha • Aphex • AKG • Coaxial Dynamics • Mackie • Shure • Westower • Denon • Tannoy • JBL • Sonic Foundry • Soundcraft • Bext

**Anyone can sell a box.**



**We sell the WORKS!**  
Products. Design. Installation. Service.

Pippin Technical is the Canadian broadcaster's choice for systems design and integration. Whether your needs are simply equipment purchase or equipment with 'the Works' (design, installation and service) Pippin is the first choice. We sell the best products and work with the best companies and people in the world. Technology from around the world, sales and service from around the corner. Call us to find out more!

**Sales, Design and Technical services from coast to coast to coast**

TOLL FREE: 1-888-508-4677 • [www.pippintech.com](http://www.pippintech.com)

Scala • Yamaha • Aphex • AKG • Coaxial Dynamics • Mackie • Shure • Westower • Denon • Tannoy • JBL • Sonic Foundry • Soundcraft • International Datacasting • Dielectric • Creamware • Altronic • Ward Beck • Bext • Burk • Scott Studios • KLZ

The satellite's are up... but car receivers are down. **XM Satellite Radio Holdings** and **Sirius Satellite Radio** are both dealing with the fact that the auto manufacturers aren't exactly built for speed, at least not when it comes to implementing the new technology. And while the rival satellite-radio companies have already spent about \$1 billion each, both say they need even more money this year to stay afloat. The only good news in this is that the major auto makers own stock in XM and Sirius and get a cut of the monthly subscription fees. But, for the moment, **GM** is bringing out the service late this year only on two **Cadillac** models and, frankly, the average Cadillac buyer isn't in the satellite radio demo. The problem at GM is that those two Cadillacs are the only GM cars with electrical systems that can handle XM. More models are expected around the middle of next year. At **Ford**, which has a deal with Sirius, a spokesman says only that Sirius is likely to show up as an option on one or two higher-priced vehicles sometime next year. And Sirius' other partner – **DaimlerChrysler** – will only prewire some cars so dealers can install radios for customers who want them... A couple of changes for **Tri-Co Broadcasting** stations **CFLG-FM** and **CJSS-FM Cornwall**. Both have been granted power decreases: CFLG from 30,000

to 15,000 watts, and CJSS 3,000 to 1,420 watts... The **Radio-Television News Directors Association** is working with a **CAB** committee concerning weather warnings -- more precisely, how to get those warnings on radio stations, particularly during automated hours. If your radio newsroom is computerized with a newsroom software system, RTNDA would like to know which one: **Burli? Newsroom? INES?** Another? Simply put into an e-mail which system you use and send to: [president@rtndacanada.com](mailto:president@rtndacanada.com).

**TV/FILM:** A former BC NDP Minister, **Moe Sihota**, will be a News Co-Anchor at **CHUM's** new Victoria station, **CIVI-TV**. The New VI, as it will be ID'ed, is looking at a September launch. Also onboard CIVI is Environment Specialist **Briony Penn**, who rode naked in Vancouver earlier this year in a Lady Godiva protest of logging on Saltspring Island... **Kevin Newman**, the **ABC** Anchor/Reporter who's been tagged by **Global Television** to be the new Anchor/Executive Editor for its new, Vancouver-based national newscast, will address the **Radio-Television News Directors Association** at the Calgary RTNDA annual convention in June... The **CRTC** has granted **Astral Media** authorization to go ahead with its 100% acquisition of **Family Channel** and 40% of **Teletoon**. **Corus Premium Corp.** had held 50% of Family Channel, in partnership with Astral Media. The deal also gives Astral Media the 40% interest in Teletoon... **Alliance Atlantis** and **Vision TV Digital** have reached agreement whereby Alliance Atlantis will acquire a 29.9% interest in **Wisdom: The Body, Mind & Spirit Channel**. Wisdom is Vision TV's upcoming Category 1 specialty channel. Alliance Atlantis has an option to buy an additional 3.4 per cent interest in the channel... **Global Television** National Reporter **Colleen Thorpe** has complained to the **Canadian Human Rights Commission** that she was fired nine days after telling her employer she was pregnant. Global calls it a business decision. Thorpe says she was the victim of discrimination.

**REVOLVING DOOR:** **Jim McCoubrey**, former Exec VP/COO at **CBC**, is new Chairman at ad agency **Young & Rubicam Canada** in Toronto... **KLite/CHAM/CKOC Hamilton** GSM **Wally Sollows** is no longer with the **Telemédia** operation. GM **Tom Cooke** will handle the chore over the next few months... **Johanna Lunn** is new Director of Programming at **The Independent Film Channel Canada**. Lunn's most recent position was as **CTV's** Head of Independent Production for Atlantic Canada. The specialty channel is operated in Halifax and was initially won by **Salter Street Films**. It's currently being held under a trustee arrangement while **CRTC** approval for Salter's sale to **Alliance Atlantis Communications** is pending. GM/VP Marketing at The Independent Film Channel Canada is **Deborah Carver**.

**SIGN-OFF:** Trevor Smith, 46, died Tuesday morning in Toronto after complications with surgery. He was a long-time Copywriter/Producer – from the mid-70s to mid-80s – at **CHIC Brampton**, **CKFM Toronto**, **CFOR Orillia**, and **CJCL Toronto** -- before heading off to agency work and, more recently, computer network management.

**LOOKING:** **Thunder Bay Television** is searching for an Account Executive... **Radio NL** in Kamloops is looking for a Creative Director. See the ads in today's edition and in the CLASSIFIED section at the **Broadcast Dialogue** Web site: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)... Other jobs we've heard about include: **CFUN/QMFM Vancouver** is looking for board operators and talk show producers.

**EDITOR'S NOTE:** If you caught the numbers on Page 1, you'll see that this is Volume 9, No. 1. **Broadcast Dialogue** is now into its tenth year as a brand ... and what a remarkable nine years we've had! From a one-man band putting out a weekly faxed newsletter to a service that now offers Canada's broadcasters a continuation of this service, the **Broadcast Dialogue** glossy magazine (providing all the broadcasting elements I wanted to read when I was in broadcasting) and, of course, the **Broadcast Dialogue** Web site ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)). Some may recall that I once wrote a column in the old **BT** magazine.

Even back then, my thought was: *"This is for the broadcast community. It's timely right now, but folks won't see what I'm writing now for upwards of two months! There's got to be a better way."* And that's where the idea for a faxed weekly was born. Yes, I still fax to some folks but the overwhelming majority have now switched to e-mail delivery. And the magazine: What a remarkable success story that has been! What's satisfying to me, however, is that we follow the same line of thinking broadcasters do in that we realize there are two customer bases: The readers and the advertisers. Both MUST be served. Content IS king! Without it, a publication such as ours would only be fast fodder for your recycling box. The plan is to continue providing timely and relevant news in the electronic newsletter and to go in-depth with feature material in the magazine. Now, as for the Web site, the Internet has been a great source of pride for us in that we provide News Releases from both Suppliers and Broadcasters, Classified job opportunities, a complete and up-to-date Directory of stations, archives of the magazine, and archives of the newsletter. The hits at [www.broadcastdialogue.com](http://www.broadcastdialogue.com) just keep on comin'! Thank you for your support and encouragement. It's a far cry from that day just over nine years ago when a prominent broadcaster asked, *"Can I subscribe for only three months? You may not be around much longer than that."* Well, we are... and that particular individual (*he KNOWS who he is!*) remains a loyal customer!

RTNDA  CANADA

Central Canada Regional May 24-26 Windsor  
National Convention June 14-16 Calgary

[www.rtndacanada.com](http://www.rtndacanada.com)  
or Toll-Free 1-877-257-8632

The **Radio-Television News Directors Association** of Canada offers professional development, the latest in broadcast journalism, examination of new equipment, new ideas, inspiration, and networking.

**WHAT ARE YOU DOING TO BOOST YOUR  
NEWS DIRECTOR'S  
PROFESSIONAL DEVELOPMENT?**

**News Directors are facing more challenges than ever, whether it's harnessing the power of new technology, managing diverse staffs, meeting the bottom line or facing ethical dilemmas.**

Be sure your News Director has your support to attend at least one of these events. Registration fees are as low as \$55!

*Invest in the success of your newsroom, your staff and your station.*

# BROADCAST Dialogue

Canada's "most relevant" broadcast publications

Christensen Communications Ltd. \* 414 St. Germain Av \* Toronto ON M5M 1W7 \* Phone: (416) 782-6482 \* Fax: (416) 782-9993  
E-Mail: [broadcastdialogue@home.com](mailto:broadcastdialogue@home.com) \* Web site: [broadcastdialogue.com](http://broadcastdialogue.com)

Thursday, May 31, 2001

Volume 9, No. 2

Page One of Four

**R**ADIO: A deal has been cut in Regina that will see **Craig Broadcast Systems** leave that radio market and divest **The Wolf (CFWF-FM)** and **CKCK** to **Harvard Broadcasting**, which currently operates **CKRM** and **Kiss-FM (CHMX-FM)**. CKCK, a one-time Prairies powerhouse, will go dark. CKRM will take over the old CKCK frequency, moving to 620 from 980 kHz. Further, as part of a tri-company deal, **Rawlco Radio** will move **CJME News Talk** to CKRM's 980 frequency from its current 1300 position, then apply for an FM flip (on the 1300 frequency). Bottom line, assuming **CRTC** approval, sees CKCK Regina gone, Rawlco owning **Z99 FM (CIZL-FM)**, CJME News Talk, and an FM station - and Harvard owning CKRM, Kiss FM and The Wolf... In the **Los Angeles Times** on Tuesday, Staff Writer **Chuck Philips** reported the long-outlawed practice of "payola" is alive in the US radio and records businesses. Documents he managed to get indicate that a number of independent promoters keep logs listing the date a station airs a song and the dollar-amount collected from the artist's label. Stations adding the most songs build the biggest "banks" and earn the largest fees. Payment can be in the form of cash, travel and tickets to events. Philips reports that **Vivendi Universal**, **Sony**, **Bertelsmann**, **AOL Time Warner** and **EMI Group** paid fees to an independent promoter associated with **KINK-FM Portland**. **Peter Hart**, an analyst for the New York-based media watchdog group **Fairness & Accuracy in Reporting**, is quoted as saying, "What you have here is a smoking gun. This document confirms suspicions that critics have long had about potential tit-for-tat arrangements between independent promoters and radio stations. An appropriate government investigation could blow this whole industry wide open." US federal agents are deep into a four-year probe of corruption in the radio business. Last year, **Clear Channel Communications**, the biggest radio conglomerate in the US with 1,200 stations, was fined for a payola violation involving a promotion that guaranteed airplay of a song by **Bryan Adams** in exchange for a series of free performances at concerts sponsored by its station. The documents detail who is paid, how much, and how radio stations, promoters and the record companies say they keep their arrangements one step inside the law. Record labels pay independent promoters as much as \$4,000 per song to influence airplay. One promoter provides broadcasters with annual fees as high as \$120,000 to defray expenses for contest giveaways, vacation fly-aways, concerts, conventions and other promotions. One document shows that a promoter earned about \$50,000 last year for songs added to the KINK-FM playlist. KINK is owned by **Infinity Broadcasting**. The bank lists every time KINK aired a song followed by a specific dollar amount and the name of



**Country 105**  
**Calgary** has a rare and exciting opportunity for an **ANNOUNCER**.

Reporting to the Program Director, the successful candidate will be responsible for hosting the **AFTERNOON DRIVE** show on **Canada's Country Station of the Year!**

#### RESPONSIBILITIES:

- Hosting the drive show at Country 105 FM
- Public Appearances/Remotes
- Commercial Voicing
- Creative input into structure/approach of afternoon drive show
- Outstanding AMBASSADOR for Country 105 and Country Music

#### REQUIRED SKILLS AND QUALIFICATIONS:

- The ability to present the maximum amount of music and entertainment each day with professionalism, maturity, integrity and enthusiasm.
- Must be relevant and compelling to the Adult 24 — 54 target
- Excellent on- and off-air telephone skills
- Energetic, fun, and outgoing
- Experience in executing and taking ownership of a music intensive show
- Strong interpersonal skills with the audience, both on-air and in personal appearances is a must.
- Knowledge and experience in Country an asset, but not mandatory
- Excellent organizational and communication skills
- True team player
- Passion to learn and grow
- A positive, friendly manner and customer service approach that will enable the successful candidate to deal with challenging situations with empathy and sincerity.

Interested applicants are invited to send a tape/CD and resume by June 6, 2001 to:

**Phil Kallsen**  
**Program Director**  
**COUNTRY 105 FM**  
**#105, 630 - 3rd AVE. SW**  
**CALGARY AB T2P 4L4**

the label the promoter billed for the play time... To knock off the big guy in Toronto radio, or not. That is the question. Morning show rebuilds in Canada's largest radio market will see – and have seen – some dramatic change, all geared at taking a piece of **CHUM-FM Toronto's** morning action.

**Mojo Radio**, the former **Talk 640 (CFYI)**, just launched and aimed at a “guy” audience, features beer, sports and women as cultural draws. Coming up on June 18, **MIX 99.9 (CKFM)** **Toronto** tries a more mainline strategy with **Carla Collins**, **Judy Croon** and **Steve Anthony**. Programmers admit it's a tough and uphill slog to change listener loyalties but that the place to do that is in mornings. Right now, CHUM-FM's **Roger, Rick and Marilyn** (who've hosted the morning show for 15 years) leads with 17% of the audience share in the 18-54 demo. As for Mojo Radio, **Corus Entertainment** says it very definitely is a niche-targetted format; no threat to the big guys... **musicmusicmusic inc.**, which folded **The Record** publication earlier this year, has begun the roll-out of listening systems to **Future Shop**. The Web Bar Listening Post is an in-store listening system that allows consumers to preview selections from any compact disc in the store's inventory... In Jersey City, New Jersey, Announcer **Glen Jones** has broken the record for longest time on-air: 100 hours and 40 seconds. He'd played about 1,000 songs on **WFMU-FM** and broke the old record of 73 hours and 34 minutes held by a British jock. The broadcast still has to be certified by **Guinness World Records**.

**TV/FILM:** Canada's creative community has praised the federal government's bid to clarify the Copyright Act. The umbrella group – **The Media Content Coalition** – says it applauds the decision to probe Internet companies' attempts to exploit a grey area of the Act so as to make unauthorized use of Canadian TV programming. The action follows the application by Montreal-based **JumpTV** to retransmit signals without the consent of producers or broadcasters. The Media Content Coalition comprises the **Canadian Film and Television Production Association** (CFTPA), the **Canadian Motion Picture Distributors Association** (CMPDA), and the **Canadian Association of Broadcasters** (CAB), and supported by members of the creative community. Meantime, **JumpTV.com** has lashed out, claiming that big media can buy the country's laws. The deputy ministers of Industry and Heritage promised the Media Content Coalition – in writing – that a review which would look at either barring or limiting companies from redistributing TV channels over the Internet. JumpTV CEO **Farrel Miller** said he thinks it's a clear sign that big media can buy the laws in this country “... even if [the laws] work to the disinterest of most Canadians. The federal government should be embarrassed to disseminate a letter which is clearly so one-sided, without any due process first.” A hearing has been set for Dec. 4 although the Media Content Coalition is asking for a stay in those proceedings... **CBC's fifth estate** has won the **2000 Michener Award** for meritorious public service journalism for its series on police and the justice system... The stock price of **TiVo Inc.** surged after it won a US patent covering core features of the personal video recording (PVR) software and hardware. The patent gives TiVo formal recognition for developing the PVR. It allows viewers to pause live programming and record shows onto a hard drive... **Bell Globemedia** President/CEO **Ivan Fecan** is to receive an Honorary Doctor of Laws degree next Wednesday at Toronto's

**Ryerson University**. Fecan will also address graduates at the ceremony for the *Faculty of Communication & Design...* **CanWest Global Communications** is setting up a call centre in Winnipeg that will employ 400 people within 18 months. President **Leonard Asper** says it will handle the circulation and telemarketing needs of its western newspapers as well as research functions for its TV stations. Asper says financial incentives offered by the Winnipeg and Manitoba governments guaranteed CanWest's investment. CanWest expects it will eventually employ up to 12-hundred workers as other company divisions are centralized in Winnipeg... The **Canadian Broadcast Standards Council** opted not to sanction **CTV's** airing of uncensored episodes of *The Sopranos* aired last year because they didn't violate guidelines on sex, violence and coarse language. But CBSC did have a problem with CTV's on-screen warnings about the adult content of some episodes. The Council liked CTV's expanded warning content but didn't like the failing to air them coming out of each break... TV stations say they're ready to go to the Supreme Court in their demands to air the potentially sensational criminal trial of former BC Premier **Glen Clark**. Media Lawyer **Dan Burnett** says an answer is needed before Clark's trial on charges of fraud and breach of trust begins in mid-October. Guidelines set by the BC Supreme Court allow cameras in courtrooms only if all parties, including the judge, agree. Clark's lawyers are opposed.

**GENERAL:** **Henry Jenkins**, Director of the Program in Comparative Media Studies at the **Massachusetts Institute of Technology**, says media convergence is more buzz – less honey. Writing in an MIT journal, Jenkins says there'll never be one end state; no black box controlling all media. Instead, he says, “*media will be everywhere, and we will use all kinds of media in relation to one another. We will develop new skills for managing information, new structures for transmitting information across channels, and new creative genres that exploit the potentials of those emerging information structures.*” Jenkins warns that distinctions must be made among media, genres and delivery technologies, that genres (e.g. drama) and delivery technologies come and go, but “*media persist as layers within an ever more complicated information and entertainment system.*” No one medium, he asserts, is going to win the battle for our ears and eyeballs and that part of the confusion stems from the fact that when people talk about media convergence, they're actually describing at least five processes:

- (1) Technological Convergence (when words, images and sounds are transformed into digital information, we expand the potential relationships between them and enable them to flow across platforms),
- (2) Economic Convergence (The integration of the entertainment industry, e.g. film, TV, books, games, the Web, music, real estate and countless other sectors),
- (3) Social or Organic Convergence (like when you watch baseball on a big-screen TV while listening to techno on the stereo, word-processing a paper and writing e-mail. It may occur inside or outside the box, he says, but ultimately it occurs within the user's cranium),

(4) Cultural Convergence (average people with the tools to archive, annotate, appropriate and recirculate content), and  
 (5) Global Convergence (cultural hybridity that results from the international circulation of media content).

Much as the historical Renaissance emerged when Europe responded to the invention and dispersion of movable type, says Jenkins, multiple forms of media convergence are leading us toward a digital renaissance – a period of transition and transformation that will affect all aspects of our lives. Media convergence is sparking a range of social, political, economic and legal disputes because of the conflicting goals of consumers, producers and gatekeepers. These contradictory forces are pushing both toward cultural diversity and toward homogenization, toward commercialization and toward grassroots cultural production. The digital renaissance will be the best of times and the worst of times, but a new cultural order will emerge from it... Winners from the **British Columbia Association of Broadcasters** convention held on the weekend at Kamloops are: Community Service - Radio, **MIX 105 (CICF) Vernon**; Community Service - Television, **CHBC-TV Kelowna**; Best Creative - Radio, **Sun FM (CHSU) Kelowna**; Best Creative - Television, **BCTV Vancouver**; Agency Creative - Radio, **Bryant, Fulton & Shee, Vancouver**; Agency Creative - Television, **Bryant, Fulton & Shee, Vancouver**; Excellence in News Reporting - Radio, **CKOV Kelowna**; Excellence in News Reporting - Television, **BCTV Vancouver**; Special Programming - Radio, **CKOV Kelowna**; Special Programming - Television, **CHEK-TV Victoria**; Humanity Award, **BC/Yukon Canadian Diabetes Association**; BCAB Broadcaster of the Year - **Mel Cooper, CFAX Victoria**; BCAB Broadcast Performer of the Year - The late **Rick Honey, CKBD (AM 600) Vancouver**; and, BCAB Broadcast Performer of Tomorrow - **Blake Price, Global Vancouver**... **Dick Ebersol**, Chairman of **NBC Sports** says NBC owns the US broadcast rights to the Olympic games and that's not about to change anytime soon, regardless of convergence. In Toronto last week for an international sports press association meeting, Ebersol said that until someone comes up with a concrete plan to broadcast Olympic events over the Internet and make some money doing it, NBC isn't about to give up the rights. "*The real issues all come back to one thing and that's cash,*" he said. "*This can't be a charity.*" Ebersol says he's pulling for Toronto to get the games... Awards marking the best in Central Canada broadcast journalism were presented Friday night in Windsor at the **Radio-Television News Directors Association's** annual regional convention. Winners are: **CFRB Toronto** with five prizes – the **Charlie Edwards Award** for spot news reporting, the **Ron Laidlaw Award** for continuing coverage; the **Dave Rogers Award** for feature reporting; the **Gord Sinclair Award** for special events coverage; and, the **Byron McGregor Award** for best radio newscast (large market)... **CBC Radio One Montreal** – the **Dan McArthur Award** for in-depth or investigative reporting... **CJAD Montreal** – the **Sam Ross Award** for radio editorial/commentary... The **Byron MacGregor Award** for best radio newscast goes (medium market) **CBC Radio for Northwestern Ontario** and (small market) **CBC Northern Ontario**. On the TV side, winners are: **CKCO-TV Kitchener** – the **Charlie Edwards Award** for spot news

reporting and the **Gord Sinclair Award** for special events coverage; **CFCF 12 Montreal** – the **Dan McArthur Award** for in-depth or investigative reporting and the **Ron Laidlaw Award** for continuing coverage; **CJOH-TV Ottawa** – the **Dave Rogers Award** for feature reporting; and, **CFPL-TV London** – the **Sam Ross Award** for best editorial... The **Canadian Association of Journalists**, meeting at St. John's, has announced the winners of the annual CAJ Awards for Investigative Journalism. Broadcast winners are: OPEN TELEVISION (LESS THAN 5 MINUTES) category: **Denelle Balfour**, "In Custody Care" - **VTV Vancouver**; OPEN TELEVISION (GREATER THAN 5 MINUTES) category: **Julian Sher, Theresa Burke, Linden MacIntyre** for "His Word Against History" - **CBC - the fifth estate**; REGIONAL TELEVISION category: **Margo Harper**, "Justice in Jeopardy", **VTV Vancouver**; RADIO category: **Timothy Sawa**, "Internal Affairs: Edmonton Police under the microscope", **CBC Radio Edmonton**; CONFLICT ANALYSIS AWARD; **David Ridgen**, "On the Borders of Gardens", **CBC Radio Ottawa**; and, winners of the special overall category for THE BEST INVESTIGATIVE REPORT OF 2000 are: **Julian Sher, Theresa Burke, Linden MacIntyre** for "His Word Against History", **CBC - the fifth estate**... **Corus Entertainment** has acquired **Anne Murray's Balmur Productions**. Corus CEO **John Cassaday** says the acquisition of the music and TV production company is part of his company's strategy to build strength and expertise in the Canadian music industry... From the **Canadian Cable Television Association** annual convention in Toronto this week, a number of items, including: This fall's launch of new specialty digital channels may turn out to be a real-life version of *Survivor*. With as many as 60 channels launching after the summer, many could fail with such a narrow profit margin and fixed consumer base... Look for your cable bills to triple, driving the monthly payout to \$150 in about 10 years. The increase is expected because of new services, from new digital TV channels and high-speed Internet access to video-on-demand and telephone service. It's getting the money from customers that may prove the sticky part. For example, consumers are telling **Rogers Cable** that instead of paying more they want a reallocation of what they're already spending to include some of the new channels. Right now, cablecos and channel owners are in negotiations about which channels will be carried, how much will be charged to get them and how they'll be packaged... The cable companies are facing a challenge because they expect the digital channels to heat up their battle with satellite TV distributors which offer their channels in digital. Only a fraction of cable customers have the necessary set-top boxes... **Shaw Communications** CEO **Jim Shaw** says he expects a consumer revolt if his company bundles *PrideVision*, the new gay issues channel, with other channels. He said it would be a public relations nightmare if customers feel the channel is being forced on them. Shaw is Calgary-based and serves most cable markets west of Winnipeg. He says his company will appeal to the **CRTC** to be exempted from having to offer *PrideVision* alongside other channels in some markets.

The gay channel is among the 16 English-language digital channels that must be carried by all cable companies... **IBM's** VP of Internet technology, **John Patrick**, told **CCTA** delegates who are antsy about getting consumers to pay for new digital channels to take a look at the music industry's experience with **MP3** and **Napster**. Fighting, as the music industry did, has meant no significant revenue from MP3 products and has led to consumer confusion/frustration. Cablecos, he said, should consider how new Internet-based technologies can change the rules for program delivery, making it easier for consumers to order individual channels or even individual programs. "My advice to the industry," he said, "was to anticipate where the technology is going and develop new business models to take advantage of it. If you just wait and watch then you'll be in peril"... **CRTC** Interim Chair **David Colville** told delegates that the Commission is "prepared to evolve." The comment follows criticism that the regulatory body is standing in the way of Canadian companies wanting to compete globally and that it has outlived its usefulness. Recent decisions, he said, are intended to let market forces take more of a role in governing the Canadian communications industry. On another topic, Colville said cablecos must improve customer service. Since customers now depend on cable for Internet access, service disruptions can create serious customer backlash and revenue ramifications... The **Western Association of Broadcasters** (WAB) begins its annual convention at Kananaskis next Friday through Sunday... Then, just up the road, the **Banff Television Festival** begins Sunday.

**REVOLVING DOOR:** Media "futurist" **Ken Stein** has been named by **CanWest Global** as its Chief Strategy Officer. Stein, author of the **CAB's FuturePlan** and who's been President of his own company since 1975, will become an Executive VP and based at CanWest's head office in Winnipeg... **FLOW 93.5 Toronto's** new morning show Host is **Kenny Robinson**, described as the Canadian King of Comedy. He begins Monday... **Pauline Couture** has been forced out of her position as Vice-Chair of the **Canadian Journalism Foundation**. Couture, who also helps run **Friends of Canadian Broadcasting**, is said to be stepping down under pressure from corporate sponsors and with the negative publicity generated recently by her perceived conflicts. It was Couture who, while a Friends board member and **CTV** consultant, also wrote the speech for **Robert Lantos** that attacked **CanWest Global**, and triggered a defamation lawsuit by **Izzy Asper**... **Leanne Brown** is new Manager, Station Relations for **Telemedia Network Radio** in Toronto. She succeeds **Louann Nicholson** who has moved out of the broadcast business.

**LOOKING:** **Country 105 (CKRY-FM) Calgary** is looking for an Announcer for its afternoon drive slot. See the ad in this edition.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Ken Hashizume**, Toronto. Welcome!



Checked out Broadcast Dialogue's new Web site yet?  
 Updates every day in the News Release section... The Directory is ALWAYS  
 being refreshed... A FABULOUS 'Classifieds' section... Archives of both  
 the Newsletter AND the Magazine! And, of course, there's lots more!