

# BROADCAST Dialogue

## The Voice of Broadcasting in Canada

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

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Thursday, August 2, 2001

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Page One of Two

**DO NOT RECIRCULATE BEYOND YOUR RECEPTION POINT.**

**GENERAL:** Now that the G8 world leaders are set for their annual meeting next June at Kananaskis, the **Western Association of Broadcasters** - which traditionally meets there during that month in annual convention - may either have to reschedule or be prepared to have delegates vetted by the security people who're bound to be there weeks in advance of the summit. The same may possibly hold true for Banff where the annual **Banff TV Festival** begins the same weekend WAB ends. Banff and Kananaskis are about a half-hour apart... **Rogers Broadcasting** rejoined the **Canadian Association of Broadcasters** last month. It was CAB's submission to the CRTC opposing cable ownership of specialty channels that provoked the Rogers pullout back in February... The **CRTC** has rejected trio of US porn channels that would have been available digitally through cable providers. The Commission said it wouldn't have jurisdiction over the hard-core offerings. Some cablecos and associations wanted them as an enticement to sign-up for digital services but, said CRTC spokesman **Denis Carmel**, "If they go over the line according to Canadian laws, we wouldn't have any recourse to go after them and pull their licence: They don't have a licence." About 7% of Canada's 7.4 million cable subs have digital boxes... **CHUM Ltd.** earnings rose slightly in the third quarter, excluding the sale of a US venture that inflated profits for the same year-ago period. Net income for the quarter ended May 31 was \$7.7 million, or 66 cents a share. Yesterday (Aug. 1), CHUM's Board of Directors declared a regular quarterly dividend of 2 cents and an extra dividend of 14 cents per Class B non-voting share, payable September 1 to shareholders of record at the close of business August 22, and a regular yearly dividend of 8 cents and an extra dividend of 14 cents per Common share payable Sept. 1 to shareholders of record at the close of business Aug. 22... **CanWest Global** profits slumped in the third quarter due to higher financing costs from the **Southam** purchase and a slump in advertising. Net earnings fell more than 73% to \$32.2-million or 18 cents a share. That compared with profits of \$120.4-million or 79 cents a share for the year earlier... Meantime, **Corus Entertainment** posted strong profits and a seventh consecutive quarter of revenue growth. For the three months ended May 31, revenue was up 150% to \$138-million, from \$55.4 million for

the same period a year ago. Earnings rose to \$104.1-million, or \$2.36 per share, from \$63.1-million, or \$1.77 per share, a year ago... The cost of broadcasting **World Wrestling Federation** programming and live baseball games helped lead to a \$4.5-million third quarter loss for **Headline Media Group Inc.**, best known as owner of **The Score**. It was more than three times steeper than its loss for the same year-ago period. Revenues, however, were way up for the three months ended May 31. Headline Media's sports and entertainment marketing businesses accounted for \$9.6 million, an increase of 161.1% over revenues of \$3.7 million for the same period last year... A survey of ad and marketing execs has shown that tight deadlines are the most common cause of creative blocks. Second (way back) was lack of inspiration. The survey was developed by **The Creative Group** and conducted by an independent research firm. Here's the complete breakdown of 250 responses to the question, "Which one of the following would you say is the single most common source of creative blocks for employees?": Tight deadlines - 47%; Lack of inspiration - 14%; Stress - 12%; Long hours - 8%; Fatigue - 6%; Lack of clear direction - 4%; Lack of information - 3%; Don't know/other - 6%.

**REVOLVING DOOR:** **CPAC**, the Canadian Public Affairs Channel, has attracted two new key on-air performers: **Peter Van Dusen** from **CBC-TV Ottawa** and **Ken Rockburn** of **CBC Radio** in Ottawa... **Guy Beauchamp**, President/CEO of **Videotron Itee**, is no longer with the **Quebecor**-owned company... **Gail Morrell**, VP Communications for the **Banff TV Foundation**, has not renewed her contract. She had been with the Festival for two years... **Ian MacLean**, former PD at **CHOM-FM Montreal**, has been appointed VP of the **Media Experts iTV Lab** in Montreal... **Brian Stephenson**, ex Ops. Mgr at **CKVH High Prairie**, is new Ops. Mgr. at **CKRX-FM Fort Nelson**... Four promotions at the **Canadian Association of Broadcasters**: **Sandra Graham** to Sr VP, Public Affairs; **David Goldstein** to VP, Government Relations; **Kelly Beaton** to VP, Communications; and, **Sylvie Bissonnette** to VP, Finance and Administration... New Exec VP, Corporate Communications at **Alliance Atlantis** is **Heather Conway**, ex of the **TD Bank Financial Group**...

ND **Tom Mark** has resigned from **News1130 (CKWX Vancouver)**. He'd been in the post for years. Prior, he spent 15 years at **CKBD/CJJR-FM Vancouver**. PD **George Gordon** will assume ND duties... **Kevin Bissett**, ND at **CHSJ-FM/CHWV-FM Saint John**, becomes **BN's** Fredericton-based Reporter... **Global Television** has recruited **CJOB Winnipeg** Talk Show Host **Charles Adler** to host a weekly current affairs show. Adler will remain at CJOB and tape the Global show in Calgary each weekend... **Newcap Broadcasting - Newfoundland (VOCM St. John's)** ND **Gerry Phalen** has been elected to the US **RTNDA** Board of Directors... **Corus Entertainment** has named **Lori Rosenberg** VP/GM of its digital channels, **Scream** and **EdgeTV**. Rosenberg moves from **CHCH-TV Hamilton** where she was Director of Programming. **Darryl Wiggers** is PD at Scream and Ass't PD at EdgeTV. **Ted Kennedy**, PD at **CMT**, will also be PD for EdgeTV... **Bob Steele** joins **The Bear (CFBR-FM) Edmonton's** breakfast line-up Aug. 13. He moves from **CJAY Calgary** where he did PM drive... **Gisele Danis**, ex Manager of Promotions and Communications for **Walt Disney Canada**, becomes a Reporter/Anchor at **The New VR (CKVR-TV) Barrie**... **Brian Hetherman** has been appointed Executive Director of the **Radio Starmaker Fund**, based in Toronto. The Fund is a joint industry initiative developed by the **CAB** and private radio broadcasters in partnership with the **Canadian Independent Record Production Association** and the **Canadian Recording Industry**.

**LOOKING:** **Peace River Broadcasting** is looking for a Reporter/Anchor and also a Music Director for its **'YL Country (CKYL) Peace River**... **1015 The Hawk Port Hawkesbury** has an opening for an Assistant News Director/Sports Director... **Global Television Calgary** has an opening for a Senior News Writer/Producer.

**SIGN-OFFS:** **William "Bill" Senyk**, 67, a Journalist and Manager with **The Canadian Press** and **Broadcast News** for more than 30 years, has died after a lengthy illness. Senyk, a gruff but fair man to whom I once reported, began his CP/BN career in 1951 and retired in 1984. In the official obituary, CP says he was well-known for his attention to detail. As a guy who had to run expenses and other types of reports by him, I knew this first-hand... **Bob Bye**, 74, died suddenly at Penticton in mid-July. He retired from **CKWX Vancouver** in 1989 after more than 50 years in radio as an on-air Personality and Programmer. His career included work at **CKRM Regina**, **CKRC Winnipeg**, **CKCK Regina** and over 22 years at CKWX. Bye's son, **Rob**, is PD at **Power 104(CKLZ-FM)/CKOV Kelowna**.

**RADIO:** **Industry Canada** says additional radio broadcasting capacity will be made available in the Greater Toronto Area (GTA): Seven AMs, 10 digital radio services, and two small FM'ers. Further, says Industry Canada, it is continuing to look at ways of finding additional space by relaxing technical rules, examining

Subsidiary Communications Multiplex Operation (SCMO) sub-carriers, and by monitoring international spectrum allocation. Additional FM capacity may be found by relaxing existing technical rules... The **CRTC** has issued a call for FM applications at Winnipeg. Formal applications are due no later than Sept. 11... The **CRTC** has approved a flip of **CFJC Kamloops** to FM. Further, the **Pattison** stations will be allowed to add re-broad transmitters at Pritchard and Chase. The current Country format will be carried over to FM... **CHUC-AM Cobourg** has won Commission approval for a new FM station, to be twinned to CHUC. Programming will be AC... The **CRTC** has approved **CJMX-FM Antigonish's** application to increase power from 1,900 watts to 2,750 watts... **Universal Music Canada** has taken a minority stake in Internet broadcaster **Iceberg Media**, the music company acquiring 1.7 million units, made up of Iceberg Media.com common shares and purchase warrants. The deal gives Universal Music just under 7% initially and nearly 14% if the warrants are exercised over a two-year period. As part of the deal, Universal Canada has granted Iceberg a licence allowing it to put Universal recordings on the Internet... The **FCC** says it will - in a rare move - auction a former child molester's five radio broadcast licenses in Missouri and Indiana on grounds of character. The regulatory body has invoked a rarely used policy (initially drawn up in the '30s) that requires broadcast license holders to be of sound moral character. **Michael Rice's** lawyer contends such standards are inappropriate today. The government, he argues, shouldn't be in the business of making moral judgments about who's worthy to run an easy-listening station in rural Missouri. In the last few decades, the FCC has revoked only a handful of licenses for bad character. It stripped a pedophile in Sag Harbor, N.Y., of his radio station several years back and forced a TV broadcaster in Albany, N.Y., to sell his station for next to nothing after he confessed to laundering drug money.

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**DO NOT RECIRCULATE BEYOND YOUR RECEPTION POINT.**

**TV/FILM:** In renewing **CTV** and **Global** licences for full seven-year terms, the **CRTC** imposed a number of conditions including that both adhere to a *Statement of Principles and Practices* regarding cross ownership, particularly as it affects news gathering. Some provisions of the Statement include separate management in broadcast and newspaper newsrooms; an independent neutral monitoring committee; and, that both organizations spend \$1-million each year on promoting the committee and the Statement. However, the CRTC says its willing to suspend the conditions of licence as they relate to the Statement if CTV and Global, along with the **Canadian Broadcasts Standards Council**, present an acceptable industry-wide code that both adhere to. Meantime, the **Communications, Energy and Paperworkers Union of Canada** – a union representing twenty-thousand journalists and technicians, says overlapping newsrooms are bad news for Canadians -- and Canadian journalists, that the decision will lead to fewer viewpoints -- and fewer jobs for journalists... The **CRTC** has put **Bell ExpressVu** on a permanent watch to ensure no more rules are broken as they relate to airing unacceptable adult content. The **BCE**-owned company must report to the Commission every year to prove that its pay-per-view programming is within the standards set for pornography. It was a report by **CBC's the fifth estate** that brought the naughty channels to public attention but now the Corporation is itself likely to be chastised by the CRTC for airing segments from the porn channels in prime time... **CTV** has won **CRTC** approval for the acquisition of **CKY-TV Winnipeg**, its assets and its transmitters. The property, formerly owned by **Moffat Communications**, includes **CKYA-TV Fisher Branch**, **CKYB-TV Brandon**, **CKYB-TV-1 McCreary**, **CKYD-TV Dauphin/Baldy Mountain**, **CKYF-TV Flin Flon**, **CKYP-TV The Pas**, **CKYS-TV Snow Lake** and **CKYT-TV Thompson**... A **CKCK-TV Regina** cameraman, fired last week after 30 years with the station, took aim at himself this week on the station's doorstep. The 50-year-old apparently fired two shots – one at a security door and one at himself. The man was taken to hospital... A Toronto rebel TV station – **Star Ray TV** – based in the city's east end, is headed to a Sept. 19 **CRTC** hearing over its illegal airing of community programming. The man who runs the operation, **Jan Pachul**, says he'll fight "to the max." The channel has been broadcasting an eclectic

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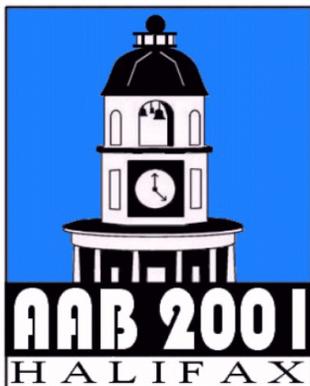
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mix of community programming across Toronto for the past year -- without a licence. The station broadcasts via UHF across an area of about 130,000 homes, all of which need an antenna if they wish to watch. In recent months, the Commission has sent two cease-and-desist letters to Pachul. Continued defiance may push the case before the courts. But Pachul is adamant Star Ray TV will stay on the air. He claims "there's only one way the station is going off the air: A SWAT team's got to cease the transmitter and I go out in handcuffs."

**RADIO:** A US federal court has thrown out a challenge from the **National Association of Broadcasting** (NAB) against the **US Copyright Office** over a decision last year that stations must pay extra royalties to broadcast songs on the Internet. NAB argued that radio stations shouldn't have to pay the extra fees and that the Copyright Office had exceeded its authority in making the ruling... **CKGB Timmins**, owned by **Telemédia**, has begun airing at 99.3. Call letters will be carried over from AM and the two stations will air duplicate programming for 90 days before the AM must go dark. While CKGB-AM had been Country, the new station ID of **99.3 EZ Rock** suggests a music change coming up. Meantime, across the street, **Haliburton Broadcasting's** recently-launched variety **Mix 93 (CHMT-FM)** has been adding more Country tracks. Its promoting itself as a new home for Timmins' country fans.

**GENERAL:** Former executives and employees of **Groupe Vidéotron's** unit -- **Vidéotron Télécom Ltée** -- have launched suits against **Quebecor Media Inc.** over what they claim were firings without proper compensation. So far, there are 11 such suits in Quebec Superior Court. Allegations are that new owner didn't live up to various retention bonuses and severance packages that had been agreed to by the previous controlling shareholder, the **Chagnon** family, in the event of a change in ownership. In a similar suit, **Guy Beauchamp** -- former President/CEO of **Vidéotron Cable** -- says he was fired last month on the pretext that he made "serious mistakes" in his job. He's seeking \$2.4-million in damages... With 45-50 new digital channels, it's the biggest launch in Canadian TV history, and it's just a month away. But most have no formal carriage deals. Cablecos, satellite operators, and program suppliers are still quibbling over rates. And that means the creation of bundled packages hasn't happened thus no marketing efforts. Expect to see months of free service as the "cream" rises to the top...



**EchoStar Communications** is offering \$US28.8-billion for **Hughes Electronics** in an unsolicited bid. Hughes operates **DirectTV**. It and EchoStar are the two largest US satellite TV providers.

**REVOLVING DOOR:** **Kerry Greenly**, ex of **Radio Max** in the Fraser Valley, is new SM at **News 1130 (CKWX) Vancouver...** After 12 years doing the **Breakfast Television** show at **Citytv Toronto**, **Ann Rohmer** has decided to leave. But she remains with **CHUM Television**, taking over the principle News Anchor's role at **CP24**, the Toronto-area cable news station... **Global Edmonton (CITY) ND Tim Spelliscy** has added Station Manager to his responsibilities. He began his career at the station 22 years ago and has been ND for the part four years... Former **CHCH-TV Hamilton ND Dick Prat** is now with **Maple Leaf Sports and Entertainment** as Network Scheduler. The company is about to launch two of the new specialty TV channels - **The Maple Leafs Channel** and **The Raptors Basketball Channel...** **Paul Sweeney**, who had been Exec Director of Program Sales at **20th Century Fox Television Distribution**, has been appointed a VP of the company... **CFRN-TV Edmonton** Co-Anchor **Shawna Randolph**, after 11 years with the station, is leaving. She says she's taking a career turn that will be outside of broadcasting... **Brian Stephenson** is Ops Mgr for **Telemédia's** Peace Group of stations -- **CJDC Dawson Creek, CKRX-FM/CKNL Fort St. John** and **CKRX-FM Fort Nelson**. In an earlier announcement, BD had him only as Ops Mgr at Fort Nelson.

**LOOKING:** **LIFE 100.3 (CJLF-FM) Barrie** is looking for an evening Host... **Cariboo Radio (CKCQ/CFFM-FM) Quesnel** is seeking to fill a Morning Announcer position... There's an Anchor/Reporting opening at **MIX 105 (CICF-FM) Vernon**.

**SUPPLYLINES:** Toronto-based **Unique Broadband Systems** has received an order from **XM Satellite** for software enhancements to the terrestrial repeater network used in the XM Satellite Radio system.

# AAB 2001

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**Atlantic Association of Broadcasters**  
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**DO NOT RECIRCULATE BEYOND YOUR RECEPTION POINT.**

**RADIO:** The **CRTC** has re-defined "Hit" for English-language stations as "any selection that, up to and including 31 December 1980, reached one of the Top 40 positions in the charts used by the Commission to determine hits. All other selections will be considered as non-hits for purposes of determining compliance with a station's Promise of Performance". Since the demise of **The Record** and **RPM**, the Commission says it will use the new **Canadian Music Network** magazine to determine what is a hit. Beginning Sept. 9, the CRTC's sources for determining Hits will be **Canadian Music Network National Airplay**, **Canadian Music Network Country Top 50 Audience**, **Billboard Hot 100 Singles**, and **Billboard Hot Country... Maritime Broadcasting System**, based in Halifax, has won **CRTC** approval to acquire two more Atlantic Canada stations: **CHER Sydney** and **CJRW-FM Summerside**, PEI. MBS already owns and operates **CJCB/CKPE-FM Sydney**, NS, and **CFCY/CHLQ-FM Charlottetown** on Prince Edward Island. **CHTN Charlottetown**, owned by **NewCap**, is operated by MBS under a LMA. Purchase price for **CJRW** was \$650,000... **Y95.3 (CJXY-FM) Hamilton** and **Energy 108 (CING-FM) Burlington** – both **Corus**-owned – will trade frequencies at month's end. **Corus** says the move is designed to maximize the audience growth potential at each station... **VOCM/KIXX-FM (CKIX-FM)/MAGIC 97 (VOCM-FM) St. John's** stepped up to the plate after the city issued a boil water order. The **Steele Communications** stations partnered with local businesses, then went on location to give away safe bottled water. Organizers found parking lots big enough to avoid traffic problems and put station vehicles on-site with lights flashing, then did reports telling listeners where they could get water... Toronto's **Canadian National Exhibition (CNE)** will see **FLOW 93.5 (CFXJ-FM)** put forward an experiment in "reality" radio. Called **Tenant Temptation**, nine "tenants" will live at the CNE for the exhibition's duration each hoping to win the contents of the Urban Suite. Tenants will be evicted every other weekday based on challenges, listener votes, and their strength in resisting bribes... The **Canadian Association of Broadcasters** and the **Association québécoise de l'industrie du disque, du spectacle et de la vidéo**



## INTERMEDIATE TECHNICIAN Vancouver BC

The Engineering Department provides technical support for the Vancouver Radio Group, which includes 97 KISS-FM, CKWX News1130, and XFM in Vancouver, Mountain FM in Squamish/Whistler and the Fraser Valley group of stations in Abbotsford, Chilliwack and Hope.

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(ADISQ) have launched the *Fonds RadioStar* program, a new French-language music marketing and promotion fund. Its English-language equivalent is the *Radio Starmaker Fund*.

**REVOLVING DOOR:** **Doug Main** has become **Stockwell Day's** new Director of Communications. Main has been a broadcaster, an Alberta cabinet minister, business executive, and communications consultant. Main worked radio and TV in Winnipeg, Toronto and Edmonton, where he spent more than a dozen years as the Anchor/Senior Producer of *ITV News... Andy Boyd*, who most recently was Market Operations Manager for the **WIC Radio** stations in Vancouver, is new VP Finance and Administration at **Milestone Radio** in Toronto. Milestone owns and operates **FLOW 93.5 (CFXJ-FM) Toronto...** Three new VPs at **Alliance Atlantis** in Toronto: **Claude Galipeau** become VP, Broadcasting. He arrives from his VP, New Media job at **Salter Street Films**; **Frank Pulumbarit** becomes VP, Interactive. He was previously Director of New Media at **Sony Music Canada**; and, **Heather Sinclair** become VP, Distribution & Affiliate Relations. She arrives from **ExtendMedia** where she was VP, Sales & Marketing.

**GENERAL:** A consultant who follows the economics of media trends says he expects the current ad slump to be more painful than expected. **Jack Myers** points to the power major advertisers now have. With agencies being more aggressive in efforts to bundle the budgets of their clients to keep ad costs down, the control is clearly on their side. Media outlets, says Myers, have been slow to flex their muscles. Further, he says, with TV choice being so broad – and about to get broader with the launch of new digital channels – “*there is an oversupply of media inventory*”... **Claude Chagnon**, whose family sold **Le Groupe Vidéotron Itée** to **Quebecor** last year, says Quebecor's management style seems to be to “*fire all those who have experience*”. Chagnon's comment is a shot back at Quebecor spokesman **Luc Lavoie's** criticism of former management and the characterization of the firm as a lazy, spendthrift monopoly with legendary customer service problems. Meantime, some suppliers and contractors have gone to court over alleged chronic payment delays at Vidéotron cable and telecom operations. In Quebecor's defence, Lavoie said the turmoil reflects the fact that the Montreal-based media and printing giant is trying to clean up a management mess inherited when Quebecor took over Vidéotron last year... **Guy Bertrand**, a former sovereigntist turned defender of anglophone rights, is suing a former radio show host for defaming him. Bertrand

claims in a lawsuit against **Gilles Proulx** that Proulx compared him to the devil this spring and described him as hysterical, a liar and a manipulator. Bertrand, who was defending some Montreal suburbs in a challenge of Quebec's municipal merger legislation at the time, says the comments attacked his credibility and ridiculed him. Proulx, who was working at **CKAC Montreal** at the time, has since quit the station but still hosts a daily talk show on **TQS television... Western Association of Broadcasters** President **Mark Olson (Rawlco Calgary)** says the WAB 2002 convention dates (June 14-16) – just two weeks before the annual meeting of world leaders in the G8 – are solid. Says Olson, “*Now that the world is discovering what we've known all along, that this is a hell of a place to spend a weekend, we are expecting record attendance at next year's WAB!*”... The **Broadcast Executives Society** will have **CTV** President **Trina McQueen** as its speaker at the Toronto luncheon Sept. 13. For tickets, contact **Deanna Toshack** at 416/413-3870.

**TV/FILM:** **Corus Entertainment** has declined further involvement in seeking licences for three TV stations in southern Ontario (Toronto, Kitchener and Hamilton). The **CRTC** issued a call for applications after **Toronto Star Television** sought approval in May to launch new analog channels in those cities. Competing applications have been filed by **CTV, CanWest Global Communications, Alliance Atlantis Communications, Rogers Communications, and Craig Broadcast Systems...** The **CRTC** will allow **Bell Globemedia** to acquire half the shares of **ROBTV** in a \$30-million deal that eliminates a potential conflict of interest for **CanWest Global Communications**. CanWest placed its ROBTV share in a trust after the **Competition Bureau** expressed concern about entwined ownership... A former **CKCK-TV Regina** cameraman who fired a gunshot at the station's locked security doors last week, then turned the gun on himself, has been upgraded from critical to serious condition... Canada's top court has turned down a **CBC** bid to challenge a judge who barred it from broadcasting the early parole hearing for former Saskatchewan politician **Colin Thatcher** last fall. Saskatchewan Court of Queen's Bench Justice **Ross Wimmer** denied CBC's request, made 12 days prior to the proceedings, to televise the hearing saying he didn't have enough time to consider the issues. CBC said its

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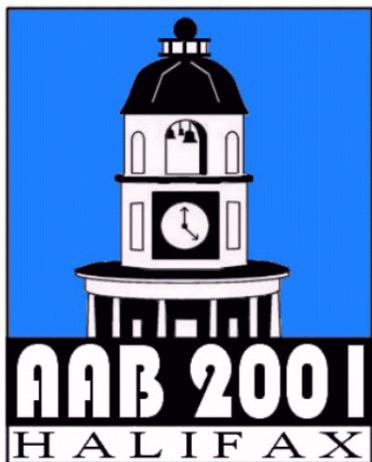
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freedom-of-expression rights, including freedom of the press, were infringed by Wimmer's ban... On Monday, terrestrial Digital Television became official in Canada when a digital terrestrial signal was sent from Toronto's CN Tower. The transmission was the product of a partnership between **IBDG** at **Ryerson University**, **Global Television** and **Canadian Digital Television** (CDTV). Branded 'Global News Explorer,' the prototype demonstrates how viewers will interact with Global content through Video on Demand (VOD), personalization of content, targeted t-Commerce and visual chat. Global Television content delivery also expands into wireless appliances such as the Pocket PC. The prototype is an experimental, research-oriented product illustrating the possibilities of enhanced and interactive news content... Meantime, the **National Association of Broadcasters** in the US says 70% of American stations will be digital by May of next year. NAB President/CEO **Eddie Fritts** says the US government must now address how to get homes connected to DTV... **Local Multilingual Television** says it will put nearly \$50-million into a Lower Mainland multicultural station if its third bid for a licence in Vancouver is successful. **Rogers Broadcasting** launched the proposal after ethnic community members appealed to the federal cabinet following the **CRTC's** second rejection of the concept. Cabinet ordered the Commission to reconsider. **Multivan Broadcast Corp**, headed by five Vancouver entrepreneurs, is Rogers' only competition... The headquarters for a new national TV network aimed at Filipinos is opening in

Winnipeg, creating upwards of 12-hundred jobs. **The Tele-Filipino Channel** is skedded to go to air in January. **ABS-Global Corporation**, the umbrella group behind the initiative, will start construction next month on a new broadcast centre and office complex... On Sept. 1, BC's four major TV stations will switch network affiliations. **BCTV (CHAN-TV) Vancouver** will be re-named **Global BC** (CanWest Global), **VTV (CIVT) Vancouver** will be re-named **CTV British Columbia**, **Global TV Vancouver** will be re-named **ckvu 13** (CHUM) and **CHEK TV Victoria** will become **CH Victoria** (CanWest)... US TV execs aren't thrilled about **Sex and the City** star **Kim Cattrall's** having turned a string of live interviews into commercials for **Nikon**. Cattrall clutched a digital camera for the duration of interviews on **MSNBC**, **Fox News Channel** and nearly 25 other local news programs across the US. It's a new twist in marketing - where celebrities plug products outside traditional commercial time. It's certainly one of the first times product placement has been used so blatantly in the midst of news programming.

**SUPPLYLINES:** **William F. White Ltd.** of Toronto has acquired **Cinequip Inc.** The deal is expected to close next month.



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**DO NOT RECIRCULATE BEYOND YOUR RECEPTION POINT.**

**REVOLVING DOOR:** *Astral Television Networks* President/CEO **Lisa de Wilde** leaves that job Sept. 14 after eight+ years. She says it's time to pursue other ambitions... **Jim Byrd** will serve as Exec. VP of the *Banff Television Foundation* for a year beginning next month. Byrd is a former VP of **CBC** and, most recently, an independent broadcast and management consultant... **CTV** Ottawa correspondent **Lisa LaFlamme** and Sportscaster **Rod Black** succeed **Valerie Pringle** and **Dan Matheson** as *Canada AM* co-hosts... **Tanya Buchanan**, who most recently toiled for *Energy Radio* group (**Corus**) in Ontario and was previously Promotions Director at **CFOX Vancouver**, is new Promotions Director at **EZ Rock (CJEZ-FM) Toronto**... **Rick Everett**, *The Q's (CKKQ-FM Vancouver)* afternoon show Host, is new PD and **Al Ford** of sister station *The Zone (CJZN-FM) Victoria* is new PD/MD... **CHEZ-FM Ottawa** morning Co-Host **Bill Toffan** is moving home to become Ops. Mgr. at **CFOB Fort Frances**... **Tom Mark** joins **CKNW Vancouver** as Anchor on the morning news run. Mark had been with *News1130 (CKWX) Vancouver* as ND... **Steve Pownall**, after nine years, has left *The Weather Network*. Prior to TWN, Pownall was with **CFCF-TV Montreal**... New morning Host at *The Bear (CKQB-FM) Ottawa* is **Brad Dryden**. He's most recently of *K-Rock (CIRK-FM) Edmonton* but has been with *Standard* previously (**CJAY Calgary**)... **Bill Bishop**, who had been *Coast Radio's* Manager at **CFWB/CJGR Campbell River**, moves to Victoria to become *Corus Entertainment's* Regional Sales Manager for **DIGITAL ADventure**...

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**Maritime Broadcasting** is looking for a GM for its Moncton radio properties. See the ads in this edition and at our Web site, [www.broadcastdialogue.com](http://www.broadcastdialogue.com) ... Other jobs we've heard about include: A senior Sales job is open at **CHTZ-FM St. Catharines...** **Global Television** has lots of openings: Field Producer, **Global Toronto**; News Reporter, **Global Quebec**; Sports Reporter, **Global Vancouver**; Sports Anchor/Reporter and Sports Editor/Writer, **Global Winnipeg**; News Reporter, **Global Saskatoon**; Videographer, **Global Lethbridge**; and, ENG Camera, **Global Red Deer...**

**TV/FILM:** A \$53.5 million cash infusion for **CTV News**, from the \$230 million benefits package that **BCE Inc.** promised the **CRTC** after it bought both CTV and **The Globe and Mail**, has led to five new foreign bureaus being opened: Mexico City, Los Angeles, Sydney, New Delhi, and Kampala. Two of the new bureaus will share duties with **ABC News** – in Mexico City and New Delhi. They'll be using ABC's equipment and tech support for some production. They will also be ABC reporters from those cities but filing CTV reports with ABC sign-offs. Other developments: CTV's **Craig Oliver** and the Globe's **Edward Greenspon** will co-host the resurrected **Question Period**; 15 new local reporters will be hired across Canada; a 13-part documentary series aimed at youth; and, Anchor **Lloyd Robertson** keeps his job "for life". Robertson, by the way, will celebrate 25 years with CTV in October. October is also CTV's 40<sup>th</sup> anniversary... **Sony Pictures Entertainment**, **Universal Studios**, **Paramount Pictures**, **Metro-Goldwyn-Mayer** and **Warner Bros.** are backing a joint venture to provide Internet-based video on demand. Equal shares of the yet-to-be-named company will be owned by the studios, which will use technology developed over the past year by Sony, dubbed **Moviefly**. Movies can be downloaded via high-speed Internet and played on computers using digital rights management tools and movie players from Real Networks and Microsoft... A reality TV show wants Albertans and Quebecers to switch lives. Producer **Brent Kawchuk** is looking 19-26'ers who're educated about hostilities between the two provinces. Participants will switch homes and friends to see what it's like to live in the other's province. Kawchuk says he wants people who aren't afraid to raise hackles and ask the tough questions. Called **X-Change**, the show



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is supposed to be delivered to **CBC** by year's end... **MTV Networks** says it has a deal with **Craig Broadcast Systems** for the first MTV channel in Canada. Beginning next month, Craig will license the MTV brand for its digital cable channel, **Connect**. Neither Craig nor MTV would disclose their respective ownership stakes, but Canadian law prohibits more than a 20% foreign ownership of a cable channel that competes with a domestic channel (**MuchMusic**).

**RADIO:** **The Wave (CIWV-FM)** **Hamilton/Burlington** has **CRTC** approval to hike its power from 1,880 watts to 3,600 watts...

Lifestage Demographics, as shared by Radio Consultant **Valerie Geller**, challenges the thinking behind traditional demographic research. Geller points out in her newsletter that 25-54 isn't a demographic, it's a family reunion. Targeted demographics, she says, appear not to be an effective way to portion out audiences. With the American culture changing, today's successful radio stations cross demographic lines. "*Key elements,*" says Geller, "*include truth, humor, new information and entertaining personalities that relate to the listener. We may find a huge payoff by redefining what traditional demographics really are.*" Vivid examples of 'Lifestage Demographics' include the 44-year old single female who may be living the same lifestyle as her 23-year old counterpart, while a 43-year-old mother of three may have a nearly identical lifestyle to a 21-year old with a couple of kids. The chronological age of the listener, she argues, doesn't really matter as much as the listener's lifestyle. Another example is the 51-year old single guy who spends his money on good clothing, a flashy car, restaurant meals, front row seats at the basketball game, and whose listening habits might include rock, talk, sports, or personality radio; identical to the lifestyle of a 26-year old single career or working guy. And so it goes through all demos. Geller's Web site is: [www.gellermedia.com...](http://www.gellermedia.com...) **Integrated Media Sales** now reps **Craig** stations **CKMM-FM/CFQX-FM Winnipeg** and **CKX-FM/CKXA-FM Brandon**, recently acquired by **Standard Broadcasting...** **CJAD Montreal** has signed two new talkers for the Fall Season. Hockey Hall of Famer **Mike Bossy** joins the Sports Department. On the political front, former Bloc Quebecois MP **Daniel Turp** will be a weekly sparring partner with CJAD host **Tommy Schnurmacher**. **Deep Wireless**, a two-day workshop for radio producers, is set for Sept. 1-2 at the **Gibraltar Point Centre for the Arts** on Toronto Island. For information, [www.radiosite.ca](http://www.radiosite.ca), then click on Deep Wireless. The session is sponsored by the **Canadian Society for Independent Radio Production...**

**GENERAL:** Plans have come together for a **Dick Smyth** tribute dinner to be held this fall in Toronto. Organizing the event is **MOJO (CFYI) Toronto** Newscaster **Evelyn Macko**. Tickets for the dinner and roast (at the Premiere Ballroom and Convention Centre at Leslie Street just north of Highway 7) are \$50 per person. The event is set for



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Friday night, Nov. 9 but your cheque must be in a lot sooner. For details, contact Macko at Mojo Radio (416-221-6400)... The **Jack Webster Foundation** is accepting applications for the second annual **Jack Webster Foundation Telemedia Fellowship for Broadcast Journalists**. The \$15,000 dollar fellowship is available to a BC broadcast journalist with three years experience or more. For more info, check [www.jackwebster.com...](http://www.jackwebster.com...) **Regional Cables Systems** of St. John's is buying the phone, cable TV and Internet businesses from Aylmer, ON-based **Amtelecom Group Inc.** for \$64.4 million in a bid to boost its holdings in Ontario... The wind chill factor

won't sound quite so bad this winter. Instead of measuring wind speeds at 10 metres above ground, **Environment Canada** and the **US National Weather Service** will measure it at face height -- about 1.5 metres. That means that, for example, if last year it was a wind chill of -57, this year it'll be only -42. (*Bet you're feeling warmer already, aren't you?*).

**SUPPLYSIDE: Ascential (TM) Software Corporation**, of Westboro, Mass., says **CBC** is using its **Media360 (TM)** to power the Web component of its largest ever broadcast project: **Canada: A People's History**. The 17-part series, which aired last season, has a 350+ page Web site designed and produced in both English and French. **CBC**, says **Ascential**, "was able to successfully integrate a rich online presence into its traditional television delivery using **Media360**."



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# BROADCAST Dialogue

The Voice of Broadcasting in Canada

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**DO NOT RECIRCULATE BEYOND YOUR RECEPTION POINT.**

**TV/FILM:** In an unprecedented launch just over a week away, as many as 50 new digital TV services will be made available to Canadians. And while broadcasters expect the launch to revolutionize the way the public watches TV, the payoff is seen as being years away. **CTV** President/COO **Trina McQueen** told a marketing conference in Toronto this week that it will be a long time before data measuring digital's reach and audience becomes available... **CanWest Global Communications** has purchased the remaining 50% of the **National Post**. CanWest CEO **Leonard Asper** says making the paper profitable is "a top priority for CanWest management" but that there are "... some hard decisions about what needs to be done to make the paper profitable." While the deal won't close until March 31, Asper says CanWest will immediately take a more active role in National Post management, but he said it's too early to give details of any changes. With this divestiture, **Conrad Black's** remaining Canadian properties include some weekly newspapers and trade magazines – including **Broadcaster** – which are all on the block... Folks who entered a contest on the **MuchMusic** Web site may have had their personal information stolen and used by hackers. Last week, Much sent out a mass security advisory e-mail to all entrants saying their contest databases

may have been compromised. The specialty channel got about 15 complaints that a person claiming to be a station employee was making contact with them... A new TV listings magazine -- supplements in the weekend newspapers of **La Presse** (Montreal) and **Le Soleil** (Quebec City) – has been launched, primarily because **Radio-Canada** didn't like **Quebecor's** alleged favouritism in the French version of **TV Guide**. **TVA** bought a 50% interest in **TV Hebdo** last year, shortly before TVA itself was acquired by Quebecor. Radio-Canada carried out studies of how its shows were featured and covered in TV Hebdo before and after a Quebecor ownership stake. Not surprisingly, in light of the reaction, French language CBC found that TVA was taking up more and more room... The **Screen Actors Guild** is making a move in its battle to keep film and TV production in the US. The guild is endorsing a petition that supports a US federal investigation into Canada's alleged offering of subsidies to lure productions. The guild says the move is designed to build support for a US Senate bill that would offer tax credits to some producers who do the majority of their shooting in the States. The petition calls on the International Trade Commission and Commerce Department to evaluate the impact of Canada's "generous" subsidies on domestic film companies. US regulators could impose tariffs if the practices

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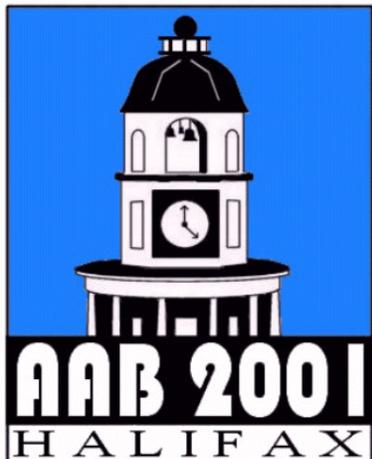


are deemed harmful. That would force American producers who get foreign subsidies to pay an equal amount to distribute their films in the US. A study by SAG and the Directors Guild of America estimated that 25-thousand jobs and \$3-billion (US) in direct film and TV production leave the country each year, largely to Canada.

**SUPPLYLINES:** *Cast Lighting*, a Toronto company that created 3-D computer software that aids the planning of entertainment and architectural lighting, has won TV's Emmy award for outstanding achievement in engineering development. The presentation was made last week in Hollywood at the **Academy of Television Arts & Sciences'** Emmy ceremony for technical achievements.

**RADIO:** The **CRTC** has rescinded a call for applications for an AM or FM licence in Toronto. The suspension was to accommodate **Industry Canada's** review of broadcasting capacity in the Greater Toronto Area (GTA)... **Country 93 (CKYC-FM) Owen Sound** is set for full operation and launch next Monday, Sept. 4. Special guests for the sign-on include Canadian recording artists **Beverley Mahood** and **Jamie Warren**... **Country 105 (CKRY-FM) Calgary** is again a finalist – and the only Canadian station on the finalist list – for two categories in the **35th Annual Country Music Association (C.M.A.) Awards**, to be held Nov. 7 at the Grand Ole Opry House in Nashville. CKRY is up for “Medium Market Station of the Year “ and Morning Show “The Odd Squad”; “Medium Market Broadcast Personality of the Year”... With the purchase of **CHER Sydney** by **Maritime Broadcasting** - which already owned **CJCB/CKPE** in the market - has come changes to all three stations, particularly with personnel. Long-time K94 (CKPE-FM) Sydney morning Host **Donnie Graham** has been let go; CJCB Sydney's mid-day show will become automated; and longtime engineer, **Brian MacKeigan** was also let go... Thunder Bay has a new FM station launching this week: **CJUK-FM at 99.9**. It's a Gold-based format, with Pres/CEO **Dennis Landriault** – who once toiled for **CFTR Toronto** in

Sales – as its head... **Q107 (CILQ-FM) Toronto** had good news and a double-dose of bad news from the **Canadian Broadcast Standards Council** this week. One complaint about unduly discriminatory comment over **Howard Stern's** immigration views was found to be Stern's expression of political opinion and not actionable by CBSC. However, Stern's suggestions to the manager of a Playmate eager to appear on the Show had gone too far. The CBSC Panel concluded that the cumulative effect of the suggestions were “... *demeaning and degrading in the extreme.*” The Panel said Clause 4 of the Sex-Role Portrayal Code were breached and cannot be “*gotten away with on Canadian airwaves.*” Related to that decision was another incident in which the Panel determined Stern's treatment of a caller went too far, that his comments were both racist and sexist. Further, said the Panel, “*these comments are not borderline. They are extreme. They have no place on the airwaves in this country.*” The complete decision may be found at [www.cbsc.ca](http://www.cbsc.ca)... The US service, **MeasureCast**, reports that the top five Internet radio networks – as measured the week of Aug. 13-19 – streamed 62,551 more hours of entertainment than the top five networks did the week before. Total time spent listening rose 4%. The number one Internet radio music network that week was **WarpRadio.com** (412,325 hours). Second was **SurferNETWORK.com** (304,863). However, the numbers remain minuscule when translated into standard radio metrics, e.g. perhaps a couple of hundred people for the leader in an Average Quarter Hour. Eighty per cent of all listening during the measured week was between 8 a.m. and 8 p.m. ET, with the peak hour occurring at 2 p.m. ET... **Digital Radio Roll-Out Inc.** (DRRI) has plans for an engineering study to lay the groundwork for new digital audio broadcasting (DAB) stations to serve the major population corridors. Markets between Toronto and Windsor, Toronto and Ottawa, and Toronto and Montreal will be covered by the new services as will markets between Calgary and Edmonton, Vancouver and the Greater Fraser Valley, and Montreal and Quebec City... **The Team - Canada's Sports Radio Network** has a two-year deal with



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the **CFL**, including the exclusive rights to the 2001 Grey Cup in Montreal Nov. 25... **OJ 95.5FM (CJOJ-FM) Belleville** morning Co-Host **Laura McGugan, Broadcast Dialogue** magazine's first *Hero of Broadcasting*, is spending nine days in-line skating (350 clicks) to raise money for arthritis research. McGugan is President of the **Quinte Arthritis Society**. She'll wrap up her roll tomorrow (Friday) by riding the Ferris wheel at the **Quinte Exhibition** for 12 hours. Over the past 3 years she has performed the Ferris wheel jaunt and raised over \$5000. The in-line skating is new this year.

**REVOLVING DOOR:** Since **Rick Gibbons** has been promoted to Editor-in-Chief at the **Ottawa Sun**, he's had to resign his afternoon **CFRA Ottawa** talk show. He had been with both the Sun and CFRA but the new job at the newspaper was seen to be too time consuming... **Toni Brem** is **CHUM Television's** newly-appointed Communications and Promotions Co-ordinator, promoted from **Space: The Imagination Station**, where she was a Publicity Assistant.

**GENERAL:** **Standard Broadcasting** CEO **Allan Slaight**, and former **Global Television** Anchor **Peter**

**Trueman** are among those named to the Order of Canada. Among other appointees is the new board chairwoman of the **CBC**, former Vancouver broadcaster **Carole Taylor**... Broadcaster/Journalist **Pamela Wallin**, 48, is to have surgery for colo-rectal cancer in a few weeks and is expected to make a full recovery. She says she will resume her TV production schedule after the surgery... **Rogers Communications** has sold its **Bowdens** media monitoring service to Stockholm-based **Observer AB**. The price was \$40-million. Bowdens provides such services as press clippings and broadcast transcripts to organizations in the public and private sectors and has offices in Vancouver, Edmonton, Calgary, Thunder Bay, Sudbury and Ottawa... Deposited **Cinar Corp.** founders **Micheline Charest** and **Ronald Weinberg** have launched a lawsuit against the company's former Chief Financial Officer, **Hasanain Panju**, alleging he owes them \$18.1-million from the five years he acted as their personal financial adviser... **Alliance Atlantis** reported a \$6.1-million profit for its latest quarter (ended June 30). That amount is four times what it earned a year ago. Growth in its movie, TV and broadcast groups, says Alliance Atlantis, pumped up the bottom line.

## Part of what's coming up in the September Broadcast Dialogue magazine:

# Media Violence: Ugly and Getting Uglier

US Army train-to-kill techniques at work on television, radio and in other visual media is just one trend examined in **Broadcast Dialogue's** September issue that pronounces: **'TV's ultimate irony: sex and violence sells only sex and violence.'** As a new television season launches together with a host of new television channels, Broadcast Dialogue dares explore where this is all heading.

Violence is biologically riveting to humans as a survival defence tool, said **Lt. Col. Dave Grossman** (U.S. Army). *"Violent visual imagery...is a toxic addictive substance like alcohol and nicotine, and we have an industry which is marketing it to children."*

Fifteen years after the introduction of television in a host of societies around the world including North America, the murder rate at least doubles. Witness: increased frequency of reporting high school massacres and various copycat tragedies. Radio, video games and Web sites are also part of previously unacceptable conduct now shown to all ages – yes, even family hour that used to be considered wholesome, comes under Broadcast Dialogue's microscope. The resulting culture shift is unhealthy and long-term.

The article reports on the psychology of killing, the drug-like conditioning, desensitization and repetition of violent imagery that increases hostility and creates acceptance of continually-escalating levels of violence. Interviews by Broadcast Dialogue's senior writer and freelancer **Daphne Lavers** with media violence experts such as Lt. Col. Grossman, Toronto media activist **Val Smith**, and **Scott Newark**, vice chair and special counsel for the **Ontario Office for Victims of Crime** are combined with scientific research and organizational analysis reports documenting the escalation of violence and its impact on citizens.

The article also reports on two new technologies combating the increasing levels of violence and sexuality; the V-Chip which blocks objectionable television programming, developed by Canadian engineer **Tim Collings**, and the CC+ decoder which blocks profane audio and television caption words, developed by Calgary mother of four, **Diane LaPierre**.