

# BROADCAST Dialogue

*The Best Broadcast Briefing in Canada*

**Not for Distribution Beyond Your Reception Point**

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Phone: (416) 782-6482 \* E-Mail: [broadcastdialogue@rogers.com](mailto:broadcastdialogue@rogers.com) \* Web site: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)

**Thursday, March 6, 2003**

**Volume 10, Number 38**

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**R**EVOLVING DOOR: The **CHUM Limited** announcements have been made regarding successors to **Jim Waters** (radio) and **Ron Waters** (TV). Effective immediately, **Paul Ski**, formerly VP/GM of **CFUN/CKST/CHQM-FM Vancouver** becomes Exec VP, Radio; **Stephen Tapp**, formerly VP/GM of **Citytv Toronto**, becomes Exec VP, Television; and, **David Kirkwood**, formerly VP Sales and Marketing at **CHUM Television**, becomes Exec VP Sales and Marketing, Radio and Television. Together with VP Finance **Taylor Baiden**, this new group will manage day-to-day company operations... **C103/XL96 Moncton** PD **Mike Shannon** has been promoted to Director of Programming for the **Alberta Radio Group (NewCap)** and will take over that position April 15... **Mark Olson**, VP Sales for **Rawlco Radio** and based in Calgary (also the immediate Past President of the **Western Association of Broadcasters**), has left the company.

**T**V/FILM: This past Monday, **Citytv Toronto** officially launched its digital over-the-air signal marking it as the first licenced digital signal to begin operations in Canada. Citytv is primarily running a parallel TV station duplicating most of the analog channel's programming. The application approved by the **CRTC** proposed that the station simulcast the current analog programming service, with the exception of up to 14 hours per week of programming that wouldn't be duplicated. Those 14 hours, says **CHUM Television**, will be dedicated, native HDTV programming... In an interview with **The Globe & Mail, Canadian Association of Broadcasters** President/CEO **Glenn O'Farrell** said Canada's broadcasters -- under increasing financial pressure -- need regulatory relief. The CAB wants Parliament Hill to make a three-year stable funding commitment for TV drama and to develop a new economic policy that meets the industry's



## **PROGRAM DIRECTOR - MONCTON N.B.**

Newcap Broadcasting is searching for the next individual to lead the Programming team at C103/XL96 in Moncton New Brunswick.

These two market leading radio stations require an experienced Program Director who will continue our track record of ratings and revenue success.

If you thrive in a creative environment, can nurture and develop talent, understand the art and science of research to reach listeners and advertisers, and excel as a people-oriented team leader, we would like to hear from you.

Moncton is a great city located in the heart of Atlantic Canada. It's home to over 100,000 people and offers excellent amenities and some of Atlantic Canada's best beaches. Moncton is truly a dynamic city.

Newcap Broadcasting values diversity in its workforce and is committed to Employment Equity.

The deadline for applications is **MARCH 14, 2003**

Please forward to:

**General Manager  
C103/XL96  
27 Arsenault Court  
Moncton, N.B. E1E 4J8  
Fax: 506-858-5539**  
(No telephone calls)

needs. The request follows the recent federal budget where funding for Canadian TV production (to the **Canadian Television Fund**) was slashed by \$25-million a year for the next two years. CAB says that will mean job losses and cuts in TV production. Compounding the financial difficulties, he said, is **Kevin Shea's** application to redistribute a handful of US cable services in which he'd replace American ads with Canadian spots. Shea, the former **CTV** senior Exec, wants the **CRTC**'s blessing to go ahead with the plan but O'Farrell says if approved the application threatens to drive ad rates down. Canada's private TV broadcasters saw profits dip for the third consecutive year. For the 12 months ended Aug. 31, ninety-eight private broadcasters reported a pretax profit of \$95-million, down 28% from a pretax profit of \$132-million in fiscal 2001... **Merrill Brown**, Sr. VP of **RealNetworks**, says his company will now focus on wireless Internet services so that people will soon be watching TV wherever they wish and doing so with small handheld TVs. Brown says RealNetworks wants to expand its business to emphasize subscription access services for more news, sports and music. Online coverage of Sept. 11, he said, demonstrated the appetite for on-line news coverage... **CanWest Global Communications** President/CEO **Leonard Asper** has told the Commons industry committee that more foreign investment wouldn't threaten Canadian content; that it should be available to all broadcasters. Asper urged the committee to raise or even scrap foreign ownership limits for telecommunications firms - but only if broadcasters get the same treatment. The all-party committee is to recommend whether or not to change rules restricting foreigners to minority stakes in Canadian phone companies... The **Global Television Network** has taken control of its *Promotion of Programming (POP) Fund*, transferring the administration duties from the **Canadian Television Fund** (CTF) to the **CanWest Western Independent Producers (CWIP) Fund**. Entirely financed by Global Television, POP extends promotional opportunities to Canadian producers. The fund had been administered by the CTF's Licence Fee Program since April 1, 2001... **TSN** has signed a new five-year broadcast deal with the **Canadian Football League**. The deal will see the airing of 250 regular games.

**R**ADIO: An American on-line monitoring service - **BigChampagne** - says it's about to market music downloading data to radio stations. The company tracks music and video files being transferred across the Internet and from services such as **Kazaa** and **Gnutella**. Buying that information are the five biggest music companies so as to help market new artists. Radio stations, too, says BigChampagne, want to know what people want to hear and when new artist buzz starts becoming evident... **CFRB Toronto** and **CTV News** have a deal for shared Iraqi war coverage. CFRB Toronto Ops. Mgr. **Steve Kowch** says the "Canadian perspective" is important for his News/Talk station... The **BBC** says it will launch a major marketing campaign for its digital radio portfolio starting in June. It says the campaign will promote its five digital radio networks across its TV, radio and online services. This will be the first BBC campaign to promote its portfolio of digital radio services... 2002 awards presented at the annual convention of the **Ontario Association of Broadcasters** are: Best Station Image Campaign - **CHUM-FM Toronto**; Community Service Award (radio) - **CHUM-FM Toronto**; Community Service Award (television) **The New VR Barrie**; Best Sales Promotion (television) **CJOH-TV Ottawa**; Best Sales Promotion (radio) **Q97.5 London**; Station of the Year - **CHWO Toronto**; and, Howard Caine Memorial Award (Broadcaster of the Year) - **Dennis Watson**, **CKCO-TV Kitchener**... The **Radio Marketing Bureau's** salute to excellence in Canadian radio creativity – The 2003 Crystals – saw these winners announced late last week: STATION PROMOTION - **MOJO Radio Toronto**\* STATION CAMPAIGN - **92 CITI-FM Winnipeg**\* AGENCY CAMPAIGN - **Pirate Radio & Television, Toronto**\* SOUND DESIGN/PRODUCTION - **MIX 99.9 Toronto**\* STATION SINGLE - **The Bear Edmonton**\* AGENCY SINGLE - **Rethink Communications, Toronto**... Winners of the **Canada Music Week** Industry Awards are: PD of the Year (major market) **Rob Farina**, **CHUM-FM Toronto** \* On-Air Talent of the Year - **Roger, Rick and Marilyn**, **CHUM-FM Toronto** \* MD of the Year (major market) **Barry Stewart**, **CHUM-FM Toronto** \* MD of the Year (secondary market) **Paul Morris**, **HTZ-FM (CHTZ) St. Catharines** \* Station of the Year (secondary market) **HTZ-FM (CHTZ) St. Catharines** \* Station of the Year (Country) **Country 105 (CKRY) Calgary** \* Station of the Year (CHR) **KISS FM (CISS) Toronto**\* Station of the Year (AC) **CHUM-FM Toronto** \* Station of the Year (Rock) **Q107 (CILQ) Toronto**\* Station of the Year (Multicultural) **CHIN Toronto**\* Station of the Year (News/Talk/Sports) **680 News (CFTR) Toronto**... Private radio broadcasters and the **Canadian Association of Broadcasters** celebrated Canada's hottest up-and-coming music artists the sixth annual **Canadian Radio Music Awards (CRMA)** held in Toronto during **Canadian Music Week**. 2003 winners are: Best New Solo Artist (Rock) - **Avril Lavigne**; Best New Group (Rock) - **Theory of a Dead Man**; Best New Group or Solo Artist (AC) - **Avril Lavigne**; Best New Solo Artist (CHR) - **Avril Lavigne**; Best New Group

(CHR) - **Crush**; Best New Group or Solo Artist (Dance/Urban/Rhythmic) - **Remy Shand**; Best New Group or Solo Artist (Country) - **Doc Walker**; Fans' Choice Award (radio listeners online voting) - **Avril Lavigne**; **SOCAN** Songwriter Award (non voting) - **Avril Lavigne**; **FACTOR** Breakthrough Award (non voting) - **Sam Roberts**; and, Chart Topper Award (non voting, most airplay overall) - **Nickelback**.

**G**ENERAL: The *Ontario Association of Broadcasters* (OAB) has a new Board of Directors for 2003-2004. They are: President: **Nancy Brown-Dacko** of **Torstar Media Group Television**, Toronto; Past President: **Paul Larche** of **KICX 104.1 FM Midland**; Radio Directors: **Doug Kirk** of **Durham Radio Inc. (KX96 Ajax)/Burlingham Communications (Wave 94.7 Hamilton)**; **Rick Doughty**, **Rogers Radio, North Bay**; **Paul Cugliari** of **CKWW Oldies 1090/KOOL-FM 105.3 Kitchener**; **John Harding** of the **Radio Marketing Bureau**, Toronto; **Paul Fisher** of **CHFI-FM Toronto**; **Laurie Graham** of **CFRB Toronto**; Television Directors: **Kelly Colasanti**, **Rogers Media Television**; **Barbara Williams** of **toronto/one Television**; Directors-At-Large: **Roy Hennessy** of **Medianet Communications Corp.**, Toronto; **Don Shafer** of **Torstar Media Group Television**, Toronto; **Michael Monty** of **Seneca College**, Toronto; and, **Jim Patterson** of the **Television Bureau of Canada**, Toronto... **Arbitron** and **Nielsen Media Research** will expand Nielsen's involvement in Portable People Meter (PPM) testing. The two are exploring the possibility of using PPM as a data collection tool for TV audience measurement... **CARF** has a morning seminar coming up March 27 in Toronto (*The Personal Passive People Meter Forum*) billboarded as being "for those interested in the future of radio and TV audience measurement – planners and buyers, broadcasters and researchers." Answering questions and presenting facts about the PPM and BBM's plans will be **Pat Pellegrini**, VP Research, **BBM Canada** and **Bob Patchen**, VP Research Standards & Practices, **Arbitron Inc.** More info may be found at [www.carf.ca](http://www.carf.ca)... US consulting firm **Morgan Anderson** says it has determined that 63% of American advertisers plan to spend more on network TV this year. Fifteen per cent say they plan on spending less. The balance, of course, will spend about the same. Spot TV, reports Morgan Anderson, shows 46% saying they plan to spend more, 27% less; newspapers 24% more as opposed to 12% who say they'll spend less; outdoor slipping to 17% more versus 20% less; national radio 15% more as opposed to 17% less; and, spot radio 24% versus 17% less... **J. Edward Markey**, the ranking minority member of the US House Committee on Energy and Commerce, has condemned local broadcast consolidation. Markey says the new radio rules put in place by *Telecom 1996* were a mistake. Further deregulation, he said, would be another mistake. His comments were delivered during part of a question to US **Federal Communication Commission** (FCC) Commissioner **Michael Copps**. Copps, by the way, said more study needs to go into ownership rule-making process before any decisions are made.

**L**OOKING: **NewCap's C103/XL96 Moncton** seeks a Program Director. See the ad on Page One... Other jobs we've heard about include: **Alliance Atlantis** (Toronto) looking for both an Accountant, Broadcast Rights and Canadian Content and a Production Manager; **CanWest Media Sales** in Toronto seeking a Television Research Analyst; **CHEZ 106 Ottawa** looking for an Account Manager; **CTV Montreal** looking for a Technical Director (Video); and, **CTV Winnipeg** wanting a Reporter/Anchor.

**N**EW SUBSCRIBERS THIS WEEK INCLUDE: **David B. Hahn**, **Radian Communication Services (Canada) Limited**, Oakville. Welcome!



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Pacific Northwest Planners

[pnwp@attcanada.ca](mailto:pnwp@attcanada.ca)

or phone (604) 276-7471



The Early Bird Deadline is April 1st

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**Thursday, March 13, 2003**

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**SIGN-OFFS:** Valerie Corcoran (**Cugliari**), 49, in Waterloo after collapsing at work on Friday from a heart attack. Valerie Corcoran was the Promotions and Public Relations Manager at **KOOL FM/Oldies 1090 Kitchener/Waterloo**. Corcoran was a winner of the **Ontario Association of Broadcasters' Howard Caine Award for Outstanding Community Service**. Extremely well-respected by her colleagues and competitors, fellow broadcasters at **CKCO-TV Kitchener** and at **CHYM/CKGL Kitchener** are saddened by her passing. She is survived by her husband, **Paul Cugliari** (GM at KOOL FM/Oldies 1090), and her son, **Michael... Robin Polson**, 42, at his home in Toronto. Polson who – for more than 20 years – worked the switchboard/reception desk, among a host of other duties including movie reviews – had a seizure in the men's washroom at work and was taken to hospital. Doctors, however, found nothing wrong and sent him home. He died later that night. For Torontonians who had occasion to visit the Toronto **Rogers Radio** properties – **News 680/CHFI-FM/Kiss FM/Fan 590 Toronto** – the first person you met as you came through the door was the kind, efficient and physically frail Robin Polson. Donations may be sent to: **Spina Bifida & Hydrocephalus Association of Ontario** in Toronto... **Dudley Armand Paterson**, 88, died in hospital at McCreary, Manitoba, in January. Paterson began his career at **CKY Winnipeg** then moved to **CJGX Yorkton**. He returned to Manitoba and **CJOB Winnipeg** where, for the next 44 years, he became a familiar and trusted voice. Thanks to **RTNDA** for passing along this information on Dudley Paterson.

**RADIO:** Moncton Christian pop-rocker **Xtreme 101 (CKOE)** has gone back to the **CRTC** with a request for a power boost – from the current 50 watts to 2,800. It was only last summer that the station won the right to air spots. Intervening against the application (among others) will be **Maritime Broadcasting**, which owns **Magic 104 (CFQM-FM)/K94.5 (CKCW-FM) Moncton**... In Toronto, a new promotional campaign for **Digital Radio Roll Out** and **RadioShack Canada** from **Hennessy & Bray Communications**. RadioShack is the first retailer to carry a line of DAB products. A series of radio ads will air on major stations in Toronto, Montreal, Vancouver and Windsor, then supported with in-store materials. In the first ad, a cab driver is so impressed with the sound of his receiver that he pays no attention to the complaints of his passenger. Buyers can receive a \$50 discount by mentioning the ads and the campaign's "Are You Listening" tag line... Meantime, **Ford** in the United Kingdom has launched a radio campaign supporting DAB (*Eureka-147* system). Ads will air on 250 stations featuring a racing driver "driving" listeners to their local Ford dealer where they can experience in-car DAB. Ford is also distributing a DAB booklet as part of a training package... The US **Radio Advertising Bureau** says six RAB sessions next month at NAB2003 in Las Vegas will focus on how broadcasters can maximize recovery following an economic decline... Despite what you may have thought about telemarketing, a new study shows that phone calls from telemarketers representing radio stations are accepted at a high rate. **Direct Marketing Results** (DMR) says the phone accept rate – the percentage of called individuals who agree to listen – matched its record high, posted just after 9/11. DMR President **Tripp Eldridge** says "*when we call consumers and talk about radio, they're engaged, excited, and interested*"... Since response rates for **Arbitron** peaked at 42.7% in 1995, response rates have fallen to 34.5% as of last fall. With fewer diaries backing up ratings, broadcasters are wondering how good they were in the first place. **Charlotte Lawyer**, the Chair of the **National Association of Broadcasters'** Committee on Local Radio Audience Measurement, has already blasted Arbitron for what she calls an "*alarming lack of aggressiveness in implementing measures to stem these declines*." Her committee is demanding that Arbitron come up with a plan to boost the response rates by the time of its next meeting, March 19 in Washington... Thanks to the efforts of three local characters –

**CJYR Edson's Dale Michaels, Bob Carter of *The Weekly Anchor* newspaper and Floyd Becker of The Derrick Liquor Store** – the town of Edson may quickly become the fittest town in the Yellowhead (in the Rockie Mountains west of Edmonton). The three were sitting around back in January, jiggling their jelly bellies, when they came to a drastic conclusion: “We’ve gotta lose some weight.” Going public, the three told the town that if they didn’t lose 60 pounds as a team by April 13, they’d donate 60 pounds of food to the Edson Food Bank. And that began a trend that so far has seen hundreds of citizens pledging donations to the food bank if the trio met its goal. Seven more teams have since entered the weight-loss challenge and five local fitness centres are packed at lunch time. Michaels, Carter, and Becker were so motivated that their 60 pounds are already gone. That triggered a food bank flood. For example, the local Legion and its auxiliary had pledged \$20 per pound toward non-perishables for the food bank – and that meant a purchase of \$1,200 in food.

**T****V/FILM:** During a hearing Friday on a motion to have the case dismissed, **Robert Lantos'** lawyer, **Edward Greenspan**, said **Israel (Izzy) Asper** had lied repeatedly during proceedings on the suit. This all relates to the **CanWest Global Communications** Chairman’s suing of Lantos for libel over a speech he made in 1998 to **Ryerson University** students in Toronto. Lantos wants the case dismissed because, he argues, Asper has abused the legal process by dragging out the lawsuit for so long. Asper’s lawyer, **William McDowell**, calls the allegations “preposterous,” and blames Lantos’ lawyers for the delays. In ruling against dismissal of the case, the judge said there was “some cause for concern” about Mr. Asper’s conduct but that no abuse of process warranted dismissing the case. In his 1998 speech, Lantos criticized Asper and CanWest as anti-Canadian and promoters of US television and said *“We still face the forces of darkness, whose greed is surpassed only by their hypocrisy. They walk around, Order of Canada in their lapels, while they call their countrymen losers and urge us to adopt the values of a foreign culture.”* Asper took exception. His \$7 million suit alleges that the speech left the impression that he is dishonest, disloyal and undeserving of the Order of Canada. Further, claims Asper, the speech inferred that he and CanWest “are nothing more than greedy middlemen and rebroadcasters who are lacking in talent and skill”... The report, *Digital TV Sets: A New Day Has Dawned*, says the DTV market is growing faster than predicted. Prepared by **InStat/MDR**, a market research firm in Scottsdale, AZ, the DTV growth is due in part to an **FCC** mandate that DTV tuners be integrated into all TV sets sold in the US larger than 13" by mid-2007. The FCC ruling, combined with other events, will push the global market for digital TV to 58 million sets worldwide by 2007... **CTV's W-Five** didn’t breach broadcast association codes for a segment called “No Tax”. The **Canadian Broadcast Standards Council** concluded that W-Five’s attempt to link anti-tax violence from a US example to Canadian “detaxers” was weak but that the segment distinguished the Canadian examples from the American ones. It said *“the audience members were entirely free to reach their own conclusions regarding the applicability of the American historical examples to the Canadian future.”* The segment dealt with the Canadian wing of a detaxers movement whose members believe that citizens don’t need to pay income tax. Click on [decision](#) for complete text of the CBSC decision... Over on the American side, a complaint to the **Federal Communications Commission** about **NBC's The West Wing** has been tossed. The appeal, too. A Memphis man said the NBC show violated FCC rules regulating the broadcast of profane material, protesting the September, 2001 episode where the character, President Bartlet, alone in a church, reflects aloud on his personal struggles and growth during an impassioned lament to God. The Memphis complainant alleged that Bartlet profaned God by saying “[To] hell with your punishments! To hell with you!” Said the FCC: “We find no merit to [the] complaint”... **APTN (Aboriginal Peoples Television Network)** won two *Blizzard Awards* from a dozen nominations the network shared with its roster of Aboriginal independent producer talent. The Blizzards, staged in Winnipeg this year, are a bi-annual celebration of production excellence presented by the **Manitoba Motion Picture Industry Association**.

**R****EVOLVING DOOR:** Jim Haskins has won promotion to VP Television-Alberta -- Craig Media Inc. at **Craig Broadcast Systems**. Haskins retains his VP, News Programming title but is now responsible for overall operations of both **A-Channel** stations in Edmonton and Calgary... **David Heath** is new Executive Director, Television Program Sales - English Canada at Toronto-based **Twentieth Century Fox / Incendo Television**. Most recently, Heath was Director of Programming for **Rogers Media** where he was responsible for programming three digital TV services... **Country 105 (CKRY-FM) Calgary** PD Phil Kallsen takes on added duties as Director of Country Programming for **Corus Radio**. Kallsen’s new position includes

the management of programming for all Corus country radio stations, with particular focus on the top eight markets... Succeeding **National Post** Publisher **Peter Viner** on the **CanWest Global Communications Corp.** Board of Directors is Winnipeg chartered accountant **David Drybrough**.

**L**OOKING: Jobs we've heard about include: **Alliance Atlantis** Toronto looking for a VP, Disclosure and Internal Controls; **KG Country/Zed-FM Red Deer** seeking a Weekend Anchor/Reporter; **NFB** searching for a Producer, English Program, Atlantic Center; and, **CFRN-TV Edmonton** looking for a part-time Videojournalist.

**O**OPS: Thanks to a glitch at the Canada Music Week PR department, the winner of Best Promotion at the **Canada Music Week Industry Awards** was omitted. The winner is: **100.3 The Q (CKKQ-FM Victoria)** for last fall's *Little House On The Prairie* contest. The Victoria station gave away a house but, according to station hype, couldn't find one close-by that was within their budget. The Victoria winner's new house turned out to be about an hour outside of Regina.

**G**ENERAL: Of all the URLs on the World Wide Web – into the millions now – what's the ranking for your site? If you're interested, click [here](#) for the new Amazon service. Lots of interesting statistics, too, as they relate to the numbers of people visiting your domain... **Don Wittman**, 66, and **Bob Picken**, 70, will be inducted into the **Canadian Curling Hall of Fame** in the builders category. Wittman has worked for **CBC-TV** for 42 years and has covered nearly every major sporting event in the world. Picken has provided radio commentary on 32 men's and 16 women's world curling championships, 15 world junior championships, 31 Canadian men's and 12 Canadian women's championships... **Jack Tomik**, head of **CanWest Media Sales**, will address the **Broadcast Executives Society** luncheon in Toronto April 17. For tickets, call **Deanna Toshack** at 416-413-3870... **CBC** is getting an additional \$60 million from the federal government for its 2003-2004 year. Heritage Minister **Sheila Copps** says the money is in addition to the nearly one billion dollars announced for its operating budget last month... The **Radio-Television News Directors Association of Canada** has named **Del Archer** as the recipient of this year's RTNDA President's Award. It will be presented in Halifax at the annual convention of RTNDA in June.

**S**UPPLYLINES: **Trinity Broadcasting Network**, the world's largest Christian TV network and based at Tustin, California, worked with San Diego-based system integrator, **TV Magic**, and **Sundance Digital** to design a system that would allow the network to transition into a multi-channel, multi-server operation. TBN chose to install the Sundance *Digital FastBreak Automation* system.

**Coming Soon**  
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**E**DITOR'S NOTE: Before you move on to the rest of your day, click [here](#) to look at your listing in what is already the very best source for information on Canada's broadcasters – the new *Broadcast Dialogue Directory*. Check it closely for accuracy. If your logo is missing, send it to us. If there are errors – such as a person listed who has since moved on – please give us the successor's name and we'll make the corrections quickly. E-mail your logo or your corrections to [publisher@broadcastdialogue.com](mailto:publisher@broadcastdialogue.com). This new Broadcast Dialogue Web site has been redesigned for simplicity and to offer much more information, including news releases from both broadcasters and suppliers. Extracts for each release are on the Home Page.

**R**ADIO: The **CRTC** says there has been an overall steady increase in revenues for Canadian private radio stations between 1998 and 2002. Revenues rose by 17% to \$1.1 billion between those years while spending grew by 13.4% to \$884 million. FM stations saw revenues increase 31% per cent while AM'ers saw declines of almost 10% in the same period. It was worse for French-language AM stations, though – down 19%. For complete information, including a link to a detailed download, click [here](#)... Investment banker **Lehman Brothers** has been selling off blocks of its **Sirius Satellite Radio** stock. And there is word that Lehman plans to sell the entire stake, apparently at a loss – possibly as much as



From L., **CanWest Global Communications** President/CEO Leonard Asper; Exec. VP David Asper; The Honourable Peter Liba, Lt.-Governor of Manitoba; Premier Gary Doer; Winnipeg Mayor Glen Murray; **Guess Who** and **BTO** Musician Randy Bachman; and, Singer Holly Cole at opening of CanWest Global's jazz-formatted **COOL-FM (CLFM)** Winnipeg.



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*The Voice of Broadcasting in Canada*

**"It's U-P-P-P-P-P-P!!!"**

***And it's G-O-O-O-O-O-O-O-D!!!***

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\$90 million. Lehman got the shares in exchange for a \$150M loan it had made to Sirius in 2001. Without that recapitalization, Sirius had said it would have filed for bankruptcy reorganization... **K-ROCK (CIRK-FM)** **Edmonton's** morning show content, as determined by the **Canadian Broadcast Standards Council**, has been deemed to be too sexually explicit. Two shows were found to be in violation of the **Canadian Association of Broadcasters' Code of Ethics** for being broadcast at times of the day when children could be listening to the radio. For the complete decision, click [here](#)... In another **CBSC** decision having to do with radio, the Council has ruled that a contest with a sexual theme on **Q104 (CFRQ-FM) Dartmouth-Halifax** wasn't afoul of broadcast standards. Faking an orgasm on air to win a prize was deemed not to be sexually explicit. The complete decision may be found [here](#)... US radio groups say the threat of a war with Iraq is having an impact on ad buying. Some purchasers are asking for a wartime hiatus. Others have taken dollars off the table altogether. **Radio Advertising Bureau** President/CEO **Gary Fries** told last week's *Kagan Radio Summit* in New York that "some advertisers are standing on the sideline in some cases, although business is good." He also said radio buys suffer the most when they're linked to TV. "Advertisers," he said, "are keeping their campaigns on the drawing board because they are cross-platform and TV is what is hurting us. It's harder to get in and out and modify TV creative"... For **Valerie Geller's** latest newsletter focusing on air talent, click [here](#).

**R** **EVOLVING DOOR:** **Ginny Townson Sedik**, who most broadcasters remember as being VP, Business Development at the **Radio Marketing Bureau**, has returned to radio after a year off. She's the new GSM at **Country 95.3 (CING-FM) in Toronto/Burlington**. Townson Sedik begins her new job Monday... **Barry Diller** has announced that he is ending his temporary assignment as CEO of **Vivendi Universal Entertainment**. **Jean-Rene Fourtou**, Chairman and Chief Executive Officer of Vivendi Universal, will take over the position.

**L** **OOKING:** Jobs we've heard about this week include **TVA** Sales & Marketing in Toronto seeking an experienced Sales professional; **Global Television Vancouver** looking for a Western Development Manager; **Global TV Toronto** searching for a Morning Show Anchor; **The Shopping Channel** in Toronto looking for a Promotions Manager; **Lite FM (CICX-FM) Orillia** seeking a Promotion Director; and, **Astral Media** in Montreal looking for a Chargé de développement (someone to be in charge of development).

**T** **V/FILM:** **Alliance Atlantis Communications** is reducing staffing levels in its Entertainment Group by 33 permanent full-time positions, or 4% of the Company's overall workforce. The staff reductions at Halifax, Toronto and Los Angeles will be implemented by March 31. CEO **Peter Sussman** will relocate to Toronto after having been based in Los Angeles since 1991... The **Canadian Broadcast Standards Council** says a British police drama aired on **Showcase Television – The Cops** – should air after the "Watershed" hour of 9:00 pm and be accompanied by viewer advisories due to the frequent use of coarse

**CHUM RADIO NETWORK**

**Kick Off Your Long Weekends with**

**The Classic Rock Series 2003!**

CRN is pleased to present 5 two-hour radio specials designed to air each long weekend from VICTORIA DAY → THANKSGIVING!

**Victoria Day PINK FLOYD** → **July 1st CANADA'S GREATEST HITS**

**Labour Day THE THUNDER GODS** → **August 1st 30 YEARS OF QUEEN** → **Thanksgiving THE DOORS**

For more information, contact Liz Zlabis at (416) 926-4075 or [lizz@chumradionetwork.com](mailto:lizz@chumradionetwork.com).

language in the program. For the complete decision, click [here](#)... In another **CBSC** decision related to TV, the Council has determined that a one-word comment made on a W Network documentary was not abusive to Catholics. CBSC received a complaint from a viewer who felt that one word in the statement about the Catholic religion by an Irish feminist was offensive and hateful. Click [here](#) for the complete decision... **Motorola** and **MTV International** say they have a deal that aims at turning cell phone screens into a broadcast medium. Motorola's marketing head, **Geoffrey Frost**, says they're looking at extending the MTV channel "*to the one thing that doesn't sit in your living room and on your desk.*" It's a three-year, \$US75 million deal that pairs Motorola with the non-US operations of MTV. Globally, the two companies will co-develop an MTV wireless menu to be featured on Motorola handset navigation screens...

**Videotron** and **Rogers Cable** have applied for a licence to carry the **Al-Jazeera** news network. It's already available in Canada through satellite – at roughly \$100 a month – but the dishes are in a legal grey area... Ontario Premier **Ernie Eves** and his Finance Minister, **Janet Ecker**, have stirred up a major political controversy by planning to deliver this year's budget in front of a carefully selected audience in a TV studio. The only wrinkle to this comes from broadcasters who say no thanks, we'll stick with regular programming. Opposition parties, meantime, have asked the Speaker of the Legislature to block the presentation of the made-for-TV budget arguing that it violates parliamentary tradition. The speech is scheduled for March 27.

**G**ENERAL: **Torstar Corp.** has acquired partner **Sympatico Inc.**'s 50% in city site **Toronto.com**. By doing so, Torstar becomes the latest communications company to restructure its online presence. Financial terms weren't disclosed. Despite the sale, Sympatico has no plans to restructure its five remaining wholly owned city sites, including **Vancouverplus.ca** and **Montrealplus.ca**... **ABC News** has introduced an all-news video Webcast service for which viewers will be asked to pay \$4.95 a month. Access to the 24-hour-a-day service – including live feeds of breaking events, half-hourly news summaries, and rebroadcasts of network news programs – is described as baby steps toward the first Internet news network... First thing this morning (Thursday), **CBC** President/CEO **Robert Rabinovitch** will address the *Board of Trade of Metropolitan Montreal* in what's described as a Media Perspectives breakfast. He's expected to discuss the current realities of the broadcasting industry and what he sees as the key role played by **CBC/Radio-Canada** in the achievement of cultural and social objectives.

**S**UPPLYLINES: **Sony of Canada** says Vancouver's new **Channel M** has implemented a range of Sony broadcast equipment as it prepares to go live this summer. Click [here](#) for full information.



#### 56th Annual Conference

May 14 \* 15 \* 16

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The Early Bird Deadline is April 1st

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# BROADCAST Dialogue

*The Best Broadcast Briefing in Canada*

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**Thursday, March 27, 2003**

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**G**ENERAL: Media Analyst **Tim Casey** at **BMO Nesbit Burns** says despite the uncertain world situation, most media companies have been enjoying "decent" gains in revenue, with TV air-time sales leading in growth. The major caveat to continuing gains, he said, is the war against Iraq. Casey also said businesses in long-term decline – such as daily newspapers and conventional TV – are expected to return to a lower level of average profitability this year. He added that specialty broadcasting is expected to continue to demonstrate sustainable growth and major radio broadcasters are poised to benefit from industry consolidation efforts... The **National Association of Broadcasters** still expects record attendance at **NAB2003** in Las Vegas April 5-10, despite the Iraqi war. There were certain exhibitors who'd asked about pulling out, either over fears of low delegate turn-out or because of their own fears. Contracts with NAB, however, are rock solid. Booth space – regardless of an exhibitor's appearance at the show – would be billed. But an NAB spokesman says there've been very few cancellations over travel fears. In fact, says **Jeffrey Yorke**, there'll be record numbers of foreign delegations in attendance. Last year, 39 countries represented... **Videotron** in Montreal and Quebec City, Quebec's dominant cable provider, has agreement in principle with its unionized workers. The unions – representing 2,200 workers and embroiled in a bitter labour dispute for more than 10 months -- have told Videotron they will put the agreement to a vote soon. **Lucien Bouchard**, who's now practising law and was Quebec's previous Premier, took over as Videotron's chief negotiator in the dispute last fall. The main bone of contention was the sale of the company's cable installation business and the transfer of 664 installation technicians... **CanWest Global Communications** says its **CanWest Media Inc.** subsidiary has negotiated changes in lending agreements for the purpose of repaying debt related to the company's acquisition of the Southam newspapers. The change regards cash flow and interest... **Ted Smith**, the former **WIC** President now living north of Victoria, recently celebrated his 60th birthday with a bash at the Vancouver Yacht Club. Guests – including **John Plul**, **Doug Holtby**, **Ron Bremner**, **Frank Griffiths Jr.** and **Patrick Grierson** – noted that this was first event they'd attended hosted by Smith that was non-contra... Canadian TV and radio stations have won **RTNDA International** regional **Edward R. Murrow Awards** for excellence in electronic journalism. Of 2,375 regional entries from 50 states and 34 countries, judges gave 442

The April Edition of

**BROADCAST DIALOGUE**

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awards in 13 categories ranging from overall excellence to spot news to continuing coverage to investigative reporting. Regional winners automatically become eligible for the national awards competition to be judged in early June. National awards will be presented Oct. 13 in New York. Canadian winners are: **680News Toronto, NewsTalk 570 CKGL Kitchener, VOCM St. John's, CFCN TV Calgary, The New VR Barrie, CFTO TV Toronto, and CTV News.**

**R**ADIO: **96.9 JACK FM Vancouver** has dropped their official designator, **CKKS**, in favour of the historical and cherished Vancouver calls, **CKLG**... **CTV** is providing live breaking Iraqi news coverage at no charge to any licensed radio station in Canada for as long as it warrants. See the full CTV news release [here](#)... **WENG-AM Englewood**, FL, has taken exception to **Prior Smith's** 'Canada Calling' show, dropping it. Why? Because Canada hasn't supported the US against Iraq. Click [here](#) for the full story... **The New York Times**, considered a liberal daily, has taken direct aim at two large American radio operations, **Clear Channel** and **Cumulus Media**, over what the newspaper says are links to the **Bush** administration and, consequently, the support their stations give to pro-war rallies. For example, a 33,000-pound tractor smashing **Dixie Chicks** CDs, tapes and related items in a Louisiana rally organized by Country-formatted **KRMD Shreveport**. That station is part of Cumulus Media, the chain that's banned the Chicks from its playlists. Most US pro-war demonstrations, says the Times, have been organized by San Antonio-based Clear Channel which controls more than 1,200 stations. But that assertion is denied. Instead, says Clear Channel, the demonstrations, called **Rally for America**, reflect the initiative of individual stations. Still, the company appears to be using its clout to help one side in a political dispute that deeply divides the US. Why would a media company insert itself into politics asks the Times? Because, it says, the company's top management has a financial history with George W. Bush... Related to all this is a note from **Broadcast Dialogue** Columnist **John Gorman**, who's vacationing in Florida. He writes: *"I was going to write a column on US right-wing radio but decided that I didn't have enough facts to do it properly. The frightening aspect of listening to radio here this year has been the strident voices of commentators Rush Limbaugh, Michael Savage, Bill O'Reilly and Sean Hannity. Talk Radio (particularly that offered by Savage and Hannity) is so pro-war and anti-dissent that it's amazing. Bashing of anything French, German and at times Canadian is depressing. The language and comments of the right makes MOJO Toronto sound like Christian radio. One guy even suggested folks stop buying Canadian Whiskey, for Pete's sake!"... LIFE 100.3 (CJLF) Barrie* is on the air with a repeater station in Owen Sound at 90.1 FM. Sign-on was Sunday, March 23... **Bea-Ver Communications** has applied to extend the service area of **CKUE-FM Chatham** into the Windsor market. The application will be heard at the May 26 **CRTC** hearing in Gatineau... **Radio 1540 Limited**, which operates **CHIN/CHIN-FM Toronto**, has been granted a second extension to begin operations at its new multicultural station in Ottawa/Gatineau. The **CRTC** says it must be on the air no later than Oct. 4... **CJFX Antigonish** celebrated its diamond (60 years) anniversary Tuesday. It was March 25, 1943 that CJFX signed on. Among other things, CJFX marked the occasion by using old liners and news jingles, old

# RISING to the Challenge

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The Early Bird Deadline is April 1st

Deadline for BCAB Award entries is Friday, March 28th

songs dating back as far as 1943, played old radio shows and aired interviews with former staffers and celebrities...

**T**V/FILM: CRTC Chairman **Charles Dalfen** has called for more prosecutions, tougher fines, and stepped up border controls to combat black market satellite TV. He says the very survival of an independent and sovereign Canadian broadcasting system is at stake. He made the remarks at a meeting with CEOs from **Rogers**, **Bell ExpressVu**, **Shaw**, **Cogeco**, **Quebecor** and **CHUM**... Some members of the Canadian advertising community are being wary in the placement of TV advertising during this news-intense broadcast period. But, according to **CanWest Media Sales** President **Jack Tomik**, **Global Television** already had a policy in place. He says the network advised clients that it would withdraw all commercials from any live coverage of the war events. For obvious reasons, he said, "*nobody wants to be near the war coverage.*" Over at **CBC**, the public network cut advertising from its war coverage. Advertisers such as **Sears Canada** are pulling some TV spots and reviewing marketing strategies. **GM** is still running most of its TV commercials but is being careful about placement of the GMC truck spots that feature their military heritage. It's a different story in the States. **Toyota**, for example, has stopped TV advertising on the major US nets indefinitely but, in Canada, it's advertising as usual... **Craig Media Inc.** has secured \$145-million in new capital. Of that amount, **Providence Equity Partners Inc.** of Rhode Island has invested \$110-million in exchange for a minority stake. The private equity firm manages more than \$US5-billion in funds and has extensive communications and media investments around the world. The money will allow Craig Media – an amalgamation of **Craig Broadcast Systems Inc.** and **Craig Broadcast Alberta Inc.** -- to overhaul its ownership structure and position the company for further growth. **RBC Dominion Securities** and **BMO Nesbitt Burns** came up with the rest of the money, co-financing a \$35-million debt facility for Craig Media. The new capital assures the financial resources for the launch of **toronto/one**, the new TV licence geared for launch this fall... A \$1-million ad campaign promoting the province of Ontario on **CNN** and other American stations in the Great Lakes area were pulled two days after the Iraqi war began. The ad featured Premier **Ernie Eves** urging US businesses to invest in Ontario... **CBC French Television's** Exec VP **Daniel Gourd** says that network will move away from commercialization and instead make a return to public service. The roots, says Gourd, is public service and it is now time to move back. Programming will concentrate more on current affairs, high-end drama series and cultural programs...

**E**DITOR'S NOTE: Subscribers to this newsletter have begun sending their station and corporate logos for inclusion in the new **Broadcast Dialogue** Web site. This is a no-cost service for newsletter subscribers. For stations, it also includes all radio, TV and specialty channels operating from the physical plant where this newsletter is delivered. By all means, check to see that your listing is up-to-date, then let me know of any corrections. Stations or companies which do not subscribe to the newsletter may, of course, have their logo(s) included for a small service charge. Click [here](#) to e-mail your comments... Another component of the new **Broadcast Dialogue** Web site has just been launched: *The Photo*

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### OUT OF MIND

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Galleries. In it are snaps from **Canadian Music Week**, **TVB's SAC** conference, the **Canadian Satellite Users Association** convention and from the **Canadian Women in Communications**' Gala Dinner. You may be there, or you may spot a friend. Check it out at ([click here](#)), then double-click on the thumbnail pics for larger versions... And check daily for News Releases. You'll find them extracted on the Home Page.



**R**EVOLVING DOOR: **Fredelle Brief**, the Dir. Mosaic Programming at **Vision TV** in Toronto, leaves the company March 31. Brief says she'll take the spring and summer off, then look for another position in the fall... **Brent Corbeil** is the new Promotion Manager at **CJOH-TV Ottawa**. He moves across the street from a similar position at **Rogers Radio** in Ottawa. Corbeil begins April 15... Also at **CJOH-TV**, **Bill Henry** becomes Creative Services Supervisor in addition to his duties as Senior Creative Services Writer/Director... **K-Rock (CIKR) Kingston** Production Manager **Vinnie Lynch** moves to **GWR** in England as Image Producer for a group of stations. He departs K-Rock April 10. In a note to **Broadcast Dialogue** magazine Columnist **Maureen Bulley**, Lynch wrote: "Your GWR article in Broadcast Dialogue played a big part in my decision. Not only that, all of my contacts in radio had read the article so when I was consulting with them for advice they already had a great idea of the company"... **CBC Radio** Exec Director of Programming **Adrian Mills** is leaving the public broadcaster. He'd been with CBC for six years. Succeeding Mills, on an interim basis, is **Esther Enkin**... **CNN** has dumped **Connie Chung's** evening show. Chung was asked to stay and work in another capacity but declined... **Laura Grieco** has joined Burnaby-based **Knowledge Network** as the new Unit Manager in the Programming department. From the independent production sector, Grieco has worked as Producer, Co-producer, Post-Production Supervisor, and Assistant Editor for TV and film programming.

**L**OOKING: Jobs we've heard about include: A TV Program Scheduler at **Global Television** in Toronto; a Junior/Intermediate Account Exec at **Variety 104/Blaze 101.9/The Jewel Cornwall**; a Promotions Coordinator at **Rogers Media** in Toronto; an Anchor/Photo Journalist at **CTV Sault Ste. Marie**; a Retail Sales Rep at **OMNI Television** in Toronto; and, a Programming Accountant at **Global TV** in Toronto.

**S**UPPLYLINES: **WKBW-TV Buffalo** has chosen **Leitch's** Opus master control switcher and Integrator(TM) routing system. The **ABC** network affiliate now has the equipment commissioned and fully operational. Click [here](#) for the full story... At **Pippin Technical Services** in Saskatoon, **Tyler Everitt** is new Sales Manager effective April 1. Everitt has had several years of technical experience at **Monarch Broadcasting** and **The Jim Pattison Group**... Still with **Pippin**, the company has installed two transmitters for **Rawlco** in the town of Waskesiu, SK, to re-broad **Power 99/MIX 101 Prince Albert**... **Leitch Technology** has appointed **Robert Seufferheld** as VP of sales for the Americas, running the Americas sales and distribution network – North and South America, including Canada.

**N**EW SUBSCRIBERS THIS WEEK INCLUDE: **Danny Kingsbury**, **Rogers Radio**, Ottawa. Welcome!