

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2003) by Christensen Communications Limited * 414 St. Germain Ave. * Toronto ON M5M 1W7
Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com

Thursday, January 8, 2004

Volume 11, Number 30

Page One of Three

SIGN-OFFS: Marnie de Kerckhove, 57, of cancer in Toronto. She had been with the *North American Broadcast Association* for four years as Executive Director. Prior to NABA, de Kerckhove was with *TVOntario*... Art Cole, 87, in Toronto. Cole's broadcast history included being News Director at *CFRB Toronto* in the 60s and early 70s... Hewitt Edward Eyres (Ted) Pepler, in Toronto after a lengthy illness. Ted Pepler, originally with *Radio Reps*, moved to *All Canada Radio* as Toronto Sales Manager in the mid 60's. He remained in that spot for about 10 years, hiring and managing the likes of **Bob Alexander**, **Terry Strain**, **Alan Butler** and **John Gorman**. In recent years he had operated his own marketing firm.

TV/FILM: Results of an internal **CBC** study has found that viewers suspect news programming is politically biased. The 1,000-page study also suggests *The National* may need a new Anchor -- an apparent reference to **Peter Mansbridge**. The study points to CBC News being "vulnerable" and that it risks being left behind in competition from other networks, notably **CNN** and the **BBC**. In a particularly harsh criticism, the summary says "*CBC, especially The National, is stuffy, condescending and uptight with endless pontificating experts.*" It will apparently be used to help draft a blueprint for an integrated CBC News division... **A-Channel Edmonton** is suing 10 of its striking workers. A-Channel alleges that they've harassed and intimidated station clients in efforts to get them to stop advertising. But **Adrian Pearce**, VP of the **Communication, Energy and Paperworkers Local 1900**, denies the allegation. Employees have been on strike since Sept. 17, seeking a first contract. Wages are the main issue.

REVOLVING DOOR: **Bob Dearborn**, morning Host at **AM740 (CHWO) Toronto**, is no longer in that position. Dearborn, who won DJ fame at **WCFL Chicago** and who was most recently at **WJMK-FM Chicago**, had held the Toronto job since last April... **Lyndon Friesen** has been appointed Exec. VP at **Golden West Broadcasting**. Golden West President **Elmer Hildebrand** says the promotion reflects Friesen's having taken on more of Hildenbrand's duties and functions... **Jim Nelles**, former VP/GSM at

GlobalTM

MANAGING EDITOR, NEWS

Global Television, Calgary has an immediate management position available for a Managing Editor, reporting to Dave Budge, News Director.

The successful candidate will be a proven journalist with demonstrable skills. He/she will work in a competitive environment with a motivated team. Applicants must have a diploma/degree in Journalism and at least 10 years experience in broadcasting in a major market. The successful candidate will have extensive television news reporting experience and proven experience in a management role. Some experience in print journalism is an asset.

Send your resume and a letter of interest quoting posting #CICT 10-22 to:

Dave Budge
News Director
Global Television Calgary
e-mail: dave.budge@globaltv.ca
Fax: 403-248-6186

Rogers' OMNI Television in Toronto, resigned that position at year-end... At **Standard Radio, MIX 99.9 Toronto** PD and VP of Rock Programming **Bob Harris** moves to **CJAD/CHOM-FM/CJFM-FM Montreal** next week as Ops. Mgr. while the former **Standard Montreal** Ops. Mgr., **Blair Bartrem**, moves to Toronto as Ops. Mgr. for MIX 99.9 as well as taking responsibility for National Promotions coordination... **Steve Hogle** has been appointed News Director at **CFRN-TV Edmonton**. Hogle, who has been with CFRN-TV for 22 years, has been in an "acting" capacity for the past 16 months. Hogle, by the way, is the son of **Bruce Hogle** who was once also the ND at CFRN-TV... **Al Gibson** has resigned his Ops. Mgr. position at **Rogers' 570News (CKGL) Kitchener**. He wraps it up at month's end... **Alanna Barkley** has been promoted to Director of On-Air promotions at **CTV**. She was previously Associate Creative Director of **The Comedy Network**... **Jennifer Cador** is new News and Sports Director at **CFAX/B107.3 Victoria**. Her promotion follows three years at the operation... **Mike Fry** is new PD for the **Moose FM** chain of Ontario stations. He'll keep his MD duties.

GENERAL: The **CRTC** released its annual broadcasting report in late December, providing info on the status of TV, radio, and cable and satellite distribution. Some stats: There are 631 TV stations in Canada, including 23 **CBC/SRC** stations, 17 private CBC/SRC affiliates, 91 private commercial stations, 105 Canadian specialty services, 20 Canadian pay and pay-per-view services, and 93 foreign satellite services; Radio comprises 99 CBC/SRC stations, 608 commercial AM, FM and digital stations, and 131 community and campus stations; Cable and satellite services (BDUs) account for 82% of Canadian households but BDUs reduced cable's share from 80.5% penetration in 1999 to 72.4% in 2002. Digital services subs (including cable and DTH) increased from 3,050,518 to 3,594,691 between June 2002 and June 2003. Insofar as the Internet is concerned, CRTC says 64% of Canadian households owned a computer last year, 68% had access to the Internet from home, work, school or some other location, and 12% had wireless Internet access. Too, 2003 marked the decline of dial-ups to the point where there were as many subs to high-speed as to dial-up... While investment bankers are predicting 2004 will be a year of renewed media consolidation, a number of high-level execs at Canadian broadcasting, newspaper and entertainment companies say the fantasy of matches, public floats and spinoffs is only that. But **Corus Entertainment** CEO **John Cassaday** told the National Post he believes there will be another round of consolidation in the next 12 to 24 months. What may make the difference is the relaxation of foreign ownership restrictions on cable and telcos because, after years of industry lobbying, a House of Commons committee has recommended abolishing foreign ownership limits... A partnership run by **Strauss Zelnick**, the former CEO of **BMG Entertainment**, is buying **Time Life Inc.**, the music and video direct marketing arm of **Time Warner**. Time Warner, the world's largest media company, has been selling assets to pare debt and to concentrate on fewer businesses.

RADIO: Radio's accountability to advertisers has become a huge issue in the US. It was a major theme at last year's **RAB** conference. Because most of Canada's agencies receive their marching orders from the US, it either is or will soon be a Canadian issue. In a letter to the American advertising industry, **Clear Channel Radio** President/CEO **John Hogan** said, among other things: "Our sellers and managers understand your concerns about accountability and they are committed to presenting, selling, entering, running, and invoicing schedules in a more consistently accurate and credible way. We know this is an issue. We are working with our people to fix it"... The **CRTC** has approved **Newcap's** bid for an FM station at Camrose. The station will operate at 98.1 (50,000 watts) and program Classic Hits intended to complement sister AM'er **CFCW's** Country format... A similar **Newcap** application has also been granted where the company operates **CIBQ Brooks**. A new FM'er will operate at 101.1 MHz (2,200 watts) and program AC to complement CIBQ's Country... **Newcap** also won approval to flip **CIYR Hinton** to FM. It will operate at 97.5 MHz (1,200 watts) and will program the same AC format, with approximately 60% of programming produced locally. The remainder would come from sister station **CJYR Edson**... **X-FM Vancouver**, which switched to Christmas music for the run-up, came back Dec. 26 under new ID: **Clear FM**. It's programming Smooth Jazz/Soft AC... Among applications to be heard at the **CRTC's** Feb 16 hearing in Quebec City is one from **Jon Pole** and **Andrew Dickson** for an FM'er at Renfrew. They're seeking 96.1 MHz at 1660 watts for a combined AC/MOR format... Coming up March 1 in Halifax, the **CRTC** will begin hearings on, among other things, applications by **Rogers Broadcasting** for an FM station at Halifax programming Urban Top 40 and another in Halifax programming News/Talk (sharing content with proposed Rogers' stations with the same formats in Moncton and Saint John). Applications will be heard for both Moncton and Saint John but the company has said the three News/Talk station applications are tied; that they must all be approved for the format to work. Competing applications for Halifax include **Astral Media's** request for two

FM'ers – one programming Urban Rhythmic, the other Modern/Alternative Rock; **Maritime Broadcasting System's** application for an AC-formatted FM'er; **Global's** request for an FM licence programming Easy Listening; a Classical music application from **East Coast Broadcasting**; a Christian Music format proposed by **International Harvesters for Christ Evangelistic Association**; **JAMZ 95.7's** application for an Alternative Electronica Progressive High Energy Dance format; and, the last for Halifax is from **CKMW Radio** in Toronto which seeks an FM licence for a blend of Urban (including Hip Hop), Alternative Rock, Top 40, R&B and Dance. At that same hearing, the Moncton applications will include, aside from the Rogers News/Talk one, another Rogers application for an FM Urban Top 40 format. Applications for Saint John include the Rogers News/Talk FM'er, linked to similar approval of their Halifax and Moncton applications and another Rogers request for an Urban Top 40 formatted licence, and a **Newcap** request for a Classic Hits station. In Fredericton, applicants include **Newcap** for a Classic Rock format, Maritime Broadcasting System for a Country format, and **Acadia Broadcasting** for a Classic Rock format. Also at this hearing will be a request from **Standard Radio** to flip **CHOR Summerland** to FM... Digital radio receivers went on sale for the first time in the US this week. The American version (called IBOC) was designed by Columbia, Maryland-based **IBiquity Digital Corp.**, a private company partially owned by **ABC**, **Clear Channel** and **Viacom**. Don't miss **Wayne Stacey's** blistering feature article in February's **Broadcast Dialogue** magazine in which his criticism of the American design takes flight.

LOOKING: **Corus Television** in Toronto – a Director of Research; **The Weather Network, Toronto** -- Broadcast Technician and Traffic Coordinator; **Q 92 Timmins** -- Morning News/Co-Host; **University of King's Halifax** - Television Broadcast Journalism Professor; **570News Kitchener** -- Creative Writer; **96.9 JACK FM Vancouver** - Account Manager; **107.5 DAVE-FM (CJDV-FM) Kitchener/Waterloo/Cambridge** -- Promotions Coordinator and a Sales Assistant; **99.3 The Fox (CFOX-FM) / Corus Radio Vancouver** -- Evening Announcer and a Midday Announcer; **Alliance Atlantis Toronto** -- Project Manager, Client Services; **CTV Specialties Toronto** -- Schedule Analyst, Advertising Dept; **CKY-TV Winnipeg** -- Studio Chyron/Audio/Floor Director/Camera and a Maintenance Technician; **Nelvana Limited** -- Manager Special Projects and a Brand Manager; **Y108 (CJXY-FM) Hamilton** -- Sales Account Manager and a Senior Sales Account Manager; **CIMJ-FM/CJOY Guelph** -- Traffic Clerk; **The Score Toronto** -- Corporate Controller; and **91.5 FM The Beat Kitchener** -- Traffic/Admin Assistant.

SUPPLYLINES: **Novanet Communications** in Toronto has hired **Eugene Kwong**, P. Eng. as Director of Technical Services. Kwong arrives at Novanet from **Comlink Systems**.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Jim Nelles**, Newmarket. Welcome!

Dialogue BROADCAST

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2003) by Christensen Communications Limited * 414 St. Germain Ave. * Toronto ON M5M 1W7
Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com

Thursday, January 15, 2004

Volume 11, Number 31

Page One of Three

TV/FILM: The **BBM Canada** Board has voted to adopt the Portable People Meter (PPM) as a standard technology for electronic measurement. Chairman of the Board **Chris Pandoff** made the announcement yesterday (Wednesday) in Toronto. "The Board believes PPM is a major step forward in capturing audience exposure more accurately," said Pandoff. "The Board has also noted that there has been a demonstrated interest in adopting electronic measurement for radio in the future." PPM, developed by **Arbitron**, is pager-sized and is carried by a representative panel of TV viewers. It automatically detects inaudible codes embedded in the TV programming. Every day, survey participants put the meters into base stations that both recharges them and sends collected codes to BBM. PPM can measure exposure to any electronic media using audio that can be encoded.

GENERAL: There are suggestions that **BCE** is preparing to spin off control of **Bell Globemedia** TV and newspaper properties. Signs of this include the dissolution of the nine-member Bell Globemedia (**CTV, Globe & Mail** and **Sympatico-Lycos**) board of directors. Further evidence occurred last month when Bell Globemedia CEO **Ivan Fecan** didn't make his usual presentation at BCE's annual investor presentation. **Michael Sabia**, who succeeded **Jean Monty** as BCE CEO almost two years ago, is said to be cooler toward Bell Globemedia than was Monty. Sabia has also distanced himself from BCE's media convergence strategy and it is believed he is waiting for the most advantageous timing to dispose of CTV and the Globe. There is talk within the board that merger and acquisition proposals should be considered later this year, the unit severed in some way... Columnist **Linda McQuaig**, writing in Sunday's **Toronto Star**, zeroed-in on the speculation of Ottawa's removal of restrictions on foreign ownership of cable companies. She wrote that the obstacles to foreign ownership are fading with **Paul Martin** as Prime Minister. Further, says McQuaig, Martin's dumping of former Heritage Minister **Sheila Copps** from cabinet removed the one person with a solid grasp of broadcasting issues and a clear position in favour of maintaining Canadian control. (New Heritage Minister is **Hélène Scherrer**.) Add **Francis Fox** to the mix, the former Cabinet Minister who - since leaving politics - worked for **Rogers AT&T**. Fox, now employed in the PMO, lobbied the

TORSTAR MEDIA GROUP
TELEVISION

SHOPTV Canada
is looking for an
Experienced Senior Account Executive
to join their team of DR specialists.

The right candidate will enjoy exploring and seeking out new business opportunities as well as developing current accounts. They will have experience selling direct and at the agency level, with the ability to maintain partner relationships with advertisers to help them achieve their goals and bring results to their business.

All interested parties should submit their resumes along with cover letter to
careers@tmgstv.ca or via fax to 416-869-4566.

government for an end to foreign ownership restrictions. **CanWest Global** CEO **Leonard Asper** is on record as favouring the foreign ownership option, but is "bitterly opposed to opening it up for cable, satellite and telecom without opening it up for broadcasting." **Alliance Atlantis** CEO **Michael MacMillan**, on the other hand, says broadcasting isn't "a commodity; it's a cultural influence ... Ownership has a great deal of influence, I believe, over what is produced and why"... If a group of US congressmen have their way, the F-word and its crass cousins will soon be illegal on American radio and TV. A bill introduced in the US House of Representatives would outlaw seven well-known words. Those who recall **George Carlin's** famous 1972 stand-up comedy routine on the "Seven words you can't say on television" know exactly what they are – well, almost. Carlin's list ends with "tits," which is now replaced with "asshole." But **Craig Smith**, a law professor at **California State University**, says there'll be tough challenges to the bill. "I think you have to demonstrate that there's a harm," he said. "That's a burden they can't meet." Canada's rules are different. For complete information on how we handle it, check the **Canadian Broadcast Standards Council** Web site at www.cbcs.ca... The **Jack Webster Foundation** in Vancouver has put out a call for applications for the 2004 Webster Foundation/**Standard Broadcasting** Fellowship for Broadcast Journalists. The fellowship is open to BC broadcast journalists. Deadline for applications is Feb. 6. For more info, go to www.jackwebster.com.

RADIO: Lots of changes at **Rogers Radio Ottawa – Y105 (CKBY)** at 105.3) moved to 101.1 (now Y101). The frequency was, up until last week, used by **X-FM Smiths Falls**. The former Y105 frequency, 105.3, is now a new station, **Kiss-FM**, and **Country 92 Smiths Falls** is now **Jack FM 92.3**. **Oldies 1310** and **CHEZ-FM** remain as they were. Rogers Radio Ottawa Exec **Danny Kingsbury** will "tell all" in the March edition of **Broadcast Dialogue** magazine... **Power 92 (CKNG-FM) Edmonton** is about to be ID'ed as **JOE FM** while **JOE AM (CHQT) Edmonton** will become **COOL 850**... **KY58 (CKY) Winnipeg** will soon become FM at 102.5 and the All Oldies format will die. The final KY58 show will see **Don Percy** as Host, plus a cast comprised of names from the CKY past... **Corus Radio** and Los Angeles-based **All Comedy Radio** have a deal for comedy programming. Corus' marketing and syndication arm, **Deep Sky — Sound Marketing Ideas**, will maintain broadcast rights for all ACR programming for their stations and have syndication rights covering all other Canadian stations (details in the News section at www.broadcastdialogue.com)... **102.9 K-Lite FM/Oldies 1150 CKOC/820 CHAM Hamilton** will, Jan. 30-31, hold the first annual **McMaster Children's Hospital Radiothon** on-air. **Standard Radio Hamilton** VP/GM **Tom Cooke** says the event will ultimately provide additional funds to support the Hospital and its mandate to grow within the community... **Clear Channel Communications**, the San Antonio-based American radio giant -- criticized last year after disc jockeys in several cities encouraged listeners to harass bicyclists by throwing bottles, hitting them with open car doors and blasting horns -- is forming community advice panels



Account Manager

Toronto

The successful applicant will achieve sales targets and ensure sales and product support, inventory levels and promotional activities are in place.

MAIN DUTIES AND RESPONSIBILITIES INCLUDE:

- Verbal and written client presentations on new products, applications, and market developments, promotions
- Service existing customer base, follow up on customer queries, and prospect new customers
- Prepare reports to Sony of Canada management that include status of accounts, sales summaries, monthly and quarterly objectives, sales forecasts
- Attend customer seminars and trade shows
- Obtain and maintain knowledge of market trends/developments.

QUALIFICATIONS:

- 5-7 years experience in a technical sales environment, preferably in the broadcast industry
- University degree or equivalent in a related discipline
- Excellent communication and interpersonal skills
- Strong time management and organizational skills.

Sony offers a competitive salary and the chance to work with a dedicated group of professionals in a team-oriented environment. Please send your resume and cover letter, quoting Job Code 002-04, to: HR@sony.ca. (Click to connect.)

We thank all applicants for their interest. However, only those considered for an interview will be contacted.

**Are you taking advantage of the
BROADCAST DIALOGUE
Web Site?**

Here's why you should...

NEWS - the latest news releases from the broadcast and supply sectors

**BROADCAST DIALOGUE
DIRECTORY** - Contact information for stations, suppliers and associations

CLASSIFIEDS - Employment opportunities

**BROADCAST DIALOGUE
NEWSLETTER** - The best broadcast briefing in Canada

**BROADCAST DIALOGUE
MAGAZINE** - Features from the current magazine, plus an extensive archive

PHOTO GALLERIES - Photos from broadcast events

EVENTS CALENDAR

Click to see what you've been missing

www.broadcastdialogue.com

to learn more about where it does business. Consumer advocates have accused the company of, among other things, homogenizing the airwaves and promoting a right-wing agenda. Clear Channel says the boards will allow local managers to talk regularly with the music community, advertisers, government officials and others in each city... This year marks **790 CFCW Camrose's** 50th birthday. The station is holding a reunion Aug. 6-7 and former employees are asked to get in touch, either by e-mail (cfcwreunion@hotmail.com) or by phoning **Linda** at 780-437-9221. CFCW PD **Jackie-Rae Greening** is our guest Programming columnist in the upcoming February **Broadcast Dialogue** magazine...

REVOLVING DOOR: **Alan Cross** has returned to **102.1 The Edge Toronto** as PD. He had been PD at **Y108 Hamilton** the past three years... Other **Corus** moves see former Edge PD **Dave Farough** move to PD at **Q107 Toronto** and **Jeff Woods**, Q107's former PD, moving to PD at **Rock101/CFOX Vancouver**. No replacement yet named for Cross at Hamilton... At **X-FM (CJFX-FM Antigonish)**, **Joe Purdie** becomes PD while **Gord Christie** moves to MD...

LOOKING: **SHOPTV Canada** in Toronto is looking for an experienced Senior Account Manager. See the ad on Page 1... **SONY of Canada** is looking for an experienced Account Manager who has technical expertise in the broadcast sector. See the ad on Page 2. Job classified are regularly updated at the Broadcast Dialogue Web site. Other jobs we've heard about include: **Classical 96.3 FM/Toronto** -- a Media Advisor; **CTV Edmonton** -- Senior News Producer; **CH Television Hamilton** -- News Producer;

CBC North (Inuvik) -- Announcer/Host/Anchor; **Report on Business Television Toronto** - Editorial Assistant (contract) and Control Room Director; **Alliance Atlantis Toronto** - Communications Co-ordinator; **Astral Television Networks Toronto** -- Marketing Manager; **CTV Toronto** -- Schedule Analyst and a Broadcast Designer; **CFOX Vancouver** -- Account Manager and a Traffic & News Reporter; **CKOO-FM Verdun** -- PD; **Corus Entertainment Kingston** -- Assistant GSM; **CFCF TV (CTV) Montreal** -- Director of News and Public Affairs; **The Canadian Press/Broadcast News Edmonton** -- Part-Time Reporter/Editor; **Nelvana Toronto** -- Manager, Human Resources; **Y108 Hamilton** -- Senior Radio Sales position; **Citytv Vancouver** -- Promotions Writer / Producer; **CHUM Television Toronto** -- Line Producer and Segment Producer; **Rogers Television Toronto** -- News Writer; **CHYM-FM/CKGL Kitchener** -- Traffic/Admin Assistant and a PD for **570 News**; **Rogers Timmins** -- Morning News/Co-Host; and, **Rogers North Bay** -- News Reporter/Anchor.

EDITOR'S NOTE: After almost 18 years at our Toronto address, **Broadcast Dialogue** is moving out of the city. While our e-mail address(s) will remain the same, the direct line to me (**Howard Christensen**) and our postal address will change. Effective Jan. 28/04, the new phone number will be (705) 484-0752. Address will be:

**BROADCAST DIALOGUE
RR #1 * SITE #1 * Box 150
BRECHIN, ON L0K 1B0**

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2004) by Christensen Communications Ltd. * 414 St. Germain Ave. * Toronto ON M5M 1W7
Phone: (416) 782-6482 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com

Thursday, January 22, 2004

Volume 11, Number 32

Page One of Three

GENERAL: Shares of *CanWest Global Communications* dropped by more than six per cent yesterday (Wednesday) after CanWest failed to meet profit expectations and reported weak TV ad revenues in Canada. CanWest stock dropped by \$1.34, or 8.3%, to \$12.15 on the Toronto stock market. Earlier in the day, CanWest had reported earnings of \$81 million (46 cents a share) in the quarter ended Nov. 30. That was 19% higher than earnings of \$68 million (39 cents a share) during the same period last year. But despite reporting its highest quarterly profit in two years, CanWest didn't meet analysts' expectations of 48 cents a share. Revenues came to \$719 million, down from \$740 million, including the 57% interest in Australia's *Network TEN*. Ad sales fell at Global TV operations, revenues dropping to \$191 million from \$215 million in the same period last year. Revenues also dropped in the company's entertainment division, down to \$34 million from last year's \$48 million. CEO **Leonard Asper** says he's optimistic ad markets in Canada will begin to recover as the economy rebounds from a difficult 2003... **Shaw Communications** swung to a profit in the first quarter, ending three years of losses as its customer base increased despite increased competition in both the TV and high-speed Internet markets. For the quarter, Shaw reported profit of \$19.9-million (4 cents a share), compared with a loss of \$19-million (13 cents) in the same period last year. This result ends three years of negative net income for the company... **Rogers Cable** plans to offer its high-speed Internet customers more online services and content through a multi-year bundling deal with Web-portal giant **Yahoo Inc.** Rogers' customers will eventually be able to build custom home pages and receive enhanced e-mail and instant messaging services. Online tools will be provided to fight spam and pop-up ads, while parents will have new ways to control how their children use the Internet... **RTNDA Canada** advises that there's just over a week to go before the deadline for 2003 RTNDA Canada award entries. For more information and to download an entry form, go to www.rtdacanada.com... Another deadline coming up is for the **RTNDA/UNITY Awards**. These awards honor those radio and TV operations that encourage and showcase journalistic excellence in covering issues of race and ethnicity. Register online or download an entry form from <http://www.rtna.org/asfi/awards/unity.shtml>... **BBM's Staying Tuned 2004** comes up in five weeks – Feb. 23. To be held at Toronto's Westin Harbour Castle Hotel, Staying Tuned



The February edition of
BROADCAST DIALOGUE

magazine is rolling off the presses.

Watch for your copy to arrive soon!

will focus on the latest theories, practices and ideas in audience measurement. Among speakers and topics are **Debbie King** from **ZenithOptimedia** (on *L'Oreal's* involvement with *Canadian Idol*), **Maureen Bulley** from **The Radio Store** (on keys to great radio advertising), and **Keith Ritter** from **NHL ICE** (insights into the NHL's online projects and involvement with interactive TV). To register on-line or to learn more, click on <http://www.bbm.ca/stayingtuned...> The **Canadian Women in Communications (CWC) Annual Awards Gala** is set for Ottawa Feb. 23. The Reception, at Ottawa's Westin Hotel, begins at 5 p.m. with dinner at 6 p.m. Registration is available on-line at www.cwc-afc.com.

TV/FILM: **CKCO-TV Kitchener** is celebrating its 50th anniversary this year. CKCO would like to hear from former employees. Contact **Larry Rose**, News Director at lrose@ctv.ca... The **Canadian Broadcast Standards Council** has decided that the *Power Rangers Wild Force* series broadcast on **CTV** Saturday mornings was not in breach of the **Canadian Association of Broadcasters Violence Code**. A complainant expressed his concern because of a previous CBSC decision that found the original series, *Mighty Morphin Power Rangers*, to contain too much violence for children's programming. Details may be found [here](#)... 50+ US TV viewers are organizing, demanding programming that breaks out of the 18-49 demo. But rather than the muttering of a disaffected few, now the powerful **American Association of Retired Persons** is involved. The group has hired veteran New York programmer **Dick Kurlander** to help create interesting TV for older viewers. But it's a whole new landscape. What once was thought to be "elder" programming, e.g. *Murder She Wrote*, *Barnaby Jones*, *Matlock*, and so on is now something else again; 50+ baby boomers after all are still a decade younger than 61-year old **Sir Mick Jagger**. Contrary to what advertisers and marketers might think, this group isn't restricted to buying vitamins, Viagra and dental adhesive. The AARP has compiled data that show people turning 50 today may have almost half their lives ahead of them. Kurlander and AARP reps will be holding meetings this week in Las Vegas at the **National Association of Television Program Executives**, asking advertisers, TV stations and cable networks to wake up to the reality of the viewing landscape.

RADIO: **KY58 (CKY) Winnipeg's** last show came yesterday (Wednesday) when veteran Morning man **Don Percy** took the host's chair at 6 a.m. CKY-AM, the station which went to air 81 years ago – during the 1920s -- is being flipped to FM. KY58 became **102 CLEAR FM** aiming, says owner **Rogers Radio**, "to put the magic back in radio." Clear FM, says VP/GM **Jeff Poulton**, is designed for adults with an emphasis on women... **CBC Radio** Host **Sook-Yin Lee** of *Definitely Not The Opera* has won her bosses' approval to strip and star in the movie *Short Bus*. It's an independent movie that the producer says will raise the bar for explicit sex in film. Before Christmas, CBC radio executive **Jane Chalmers** strongly recommended that Lee turn down the role, warning it could hurt her credibility and that of the CBC... **CJAY-FM Calgary** has been rapped on the fingers by the **Canadian Broadcast Standards Council** for airing a song parody that, in CBSC's estimation, had unduly sexually explicit content. The song – "My Ex-boyfriend", performed by a man – consisted of epithets directed at a former lover. Details of the decision may be found [here](#). All CBSC decisions, Codes, links to members' and other Web sites, and related information are available at www.cbsc.ca.... High-tech market research firm **In-Stat/MDR** predicts that the worldwide digital radio market, both satellite and terrestrial, will grow to over 19 million unit shipments in 2007. Further, the company believes that new content (stations that only exist in digital) and data services will drive consumer demand. **Michelle Abraham**, a Senior Analyst with In-Stat/MDR, says "the conversion from analog radio to digital has been a long, slow process that will take many more years." In-Stat/MDR also found that in the countries that are the farthest along with DAB, new, less expensive radios are bringing more interest in DAB; satellite radio has been successful in the US, and other countries are hoping to duplicate that success. In South Korea and Japan, providers want to deliver not only audio streams but video streams as well; and, several hundred million analog radios are sold worldwide each year. Reductions in the cost of digital tuners will convert the more expensive of the analog radios to digital by the end of 2007... Some American analysts, citing a **Reuters** report on the failure of employment and consumer confidence levels to rise with gains in GDP, say that may leave radio running behind instead of leading the rebound charge. The reason? Employment levels and confidence tend to hurt local advertising (where radio earns the most). Other possible reasons include increased local competition from cable and new competition from satellite radio... **WYUL Chateaugay** (CHR) and **WVNV Malone** (Country), owned by **Martz Communications** and both with New York towers near the Canadian border, will be measured in Montreal – specifically the West Island – by US ratings company, **Eastlan**. For the moment, it'll be an annual survey performed to coincide with **BBM's** Spring book. Martz says the perceived benefit of Eastlan's survey is that company's ability to

separate Anglo-Franco data and, significantly, that the American company will show all stations so that media buyers "will have a real look at the market for the first time"... **Standard Radio** stations are now using **Musicrypt's Digital Media Distribution System** to receive new releases from record companies over the Internet.

REVOLVING DOOR: **Charles Bird** has been hired as VP, Government Affairs, at **Bell Globemedia**. He had been a Senior Consultant at Ottawa-based **Earncliffe Strategy Group**... **Conrad Black** and **David Radler**, both members of the **CanWest Global Communications** Board of Directors, will not be standing for election to the Board at the Company's annual general meeting Jan. 29... **Guy Mayson** has officially been appointed to head the **Canadian Film and Television Production Association**. He has been acting President/CEO since Sept. 2003... **Rob Mise**, Ops. Mgr. at **Hot 89.9 (CIHT-FM) Ottawa**, takes on added responsibility as **NewCap Broadcasting's** CHR/Top 40 Format "Captain." In that role, he'll assist PDs, MDs, SMs, and Promotion Directors at NewCap CHR/Top 40 stations... **Don Daynard**, the former Morning Co-Host at **CHFI Toronto**, but who had remained with the station to do his Saturday Night Oldies show, is now officially retired. CHFI has dropped the Saturday night show to go in another direction... At **CBC/Radio-Canada**, **Peter St. Onge** moves to GM, Technical Production and Design, succeeding **Louis Lalonde** who becomes GM, Programming, TV information... Assistant PD/Promotions Director **Adrian Bell** has been laid off from that position at **JAZZ FM 91 Toronto**.

IGN-OFFS: **Walter Grealis**, 74, in Toronto of lung cancer which later spread to his liver. Grealis, a long-time supporter of the Canadian music industry, founder of the music publication **RPM** and one of the inspirations behind the **Juno Awards**, died Tuesday. The former policeman entered the recording industry in 1960 and soon became the Ontario promotion manager for **London Records** before establishing RPM magazine. RPM promoted Canadian singers and musicians for 37 years before folding in November 2000. In 1964, RPM initiated the **Gold Leaf Awards**, which evolved into the Junos... **Alex Barris**, 81, in Toronto after complications from a stroke suffered a year ago. Barris, a newspaper columnist and fixture on early **CBC-TV**, was a panelist on **Front Page Challenge** when it launched in 1957. Later he was a writer on the show and a guest panelist as well as MC on several other game shows.

LOOKING: Jobs we've heard about this week include: **MusiquePlus - MusiMax Montreal** - Directeur(trice) du routage; **Astral Media Radio Energie 104.1 Gatineau** - Program Director; **107.5 CITF Rock Détente Quebec** - Conseiller publicitaire senior; **Astral Media Inc. Montreal** - Chef des services administratifs; **CTV Toronto** - Correspondent - CTV News, Beijing; **CTV Winnipeg** - VTR Operator; **CTV Toronto** - Senior Program Coordinator; **CTV Prince Albert** - Creative Services Writer/Producer; **CTV Calgary** - Chase Producer; **Global Television Toronto** - Traffic Co-ordinator; **Corus Television Toronto** - Traffic Co-ordinator and Senior Credit Manager; **SCREAM, The Documentary Channel** and **Discovery Kids Toronto** - Marketing Project Manager; **CMT Canada Toronto** - Production Assistant; **CBC Television Toronto** - Associate Producers for "The X"; **Bpm:tv Toronto** - Senior Producer; **Alliance Atlantis Toronto** - Broadcast Technician, Transmission Services; and, **CBC Winnipeg** - TV Reporter/Editor.

EDITOR'S NOTE: Next week, the **Broadcast Dialogue** newsletter will move one day earlier. Look for it next Wednesday morning rather than the traditional Thursday morning date... **Broadcast Dialogue** is moving out of the city. While our e-mail address(s) will remain the same, the direct line to me (**Howard Christensen**) and our postal address will change. **Effective next Wednesday, Jan. 28/04**, the new phone number will be **(705) 484-0752**. Address will be:

BROADCAST DIALOGUE
RR #1 * SITE #1 * Box 150
BRECHIN, ON L0K 1B0

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

Copyright (2004) by Christensen Communications Ltd. - RR #1, Site #1, Box 150 - Brechin ON L0K 1B0
Phone: (705) 484-0752 * E-Mail: publisher@broadcastdialogue.com * Web site: www.broadcastdialogue.com

Thursday, January 28, 2004

Volume 11, Number 33

Page One of Three

TV/FILM: Drew Craig, President/CEO **Craig Media**, has **RBC Dominion Securities** searching for buyers for some or all of the company. Craig and RBC have been said to be "shopping" the company for a month or more and apparently have some interested parties. Craig Media owns **A-Channel Calgary, A-Channel Edmonton, A-Channel Manitoba, CKX-TV Brandon** and **Toronto 1**, the new Toronto station on air since September. It also owns three national digital TV channels: **MTV Canada; MTV2;** and, **TV Land. Stampede**, a Western themed channel, is expected to launch this year. Sources say Craig hopes to get about \$400-million for everything but that expectation may be high in light of losses at Toronto 1 and the digi-channels. The new Toronto station had ad sales projections in the \$35-million range during the first year's operation but it's said Craig will be lucky to reach half that amount. One investment banker is quoted as saying "the general sense of the market right now is there are more buyers of Canadian media than sellers, so Craig's timing might be good"... **VoicePrint** has won **CRTC** approval to increase its monthly maximum wholesale rate to four-cents from the current one-cent. The Commission also ordered specialty channels to carry described programming and specified that other Canadian broadcasters must take the necessary steps to ensure that they respond to the needs of viewers who have vision impairments. Specifically, the CRTC said any Class 1 or Class 2 licensee that distributes services on an analog basis shall distribute the **National Broadcast Reading Service's** programming service on **CBC Newsworld's** secondary audio program channel in anglophone markets; any Class 1 or Class 2 licensee that distributes services on a digital basis, and any MDS licensee, shall distribute NBR's programming service on an audio channel, ideally one adjacent to a CBC radio channel, in anglophone markets; and, DTH distribution undertaking licensees shall distribute NBR's programming service on an audio channel, ideally adjacent to **CBC Radio** where possible, to all persons subscribing to any of the undertaking's basic service package that has a preponderance of English-language services... Specialty channels with strong revenues must raise their CanCon, says the **CRTC**. Those with profits (before interest and taxes) of 40% or more must hike Canadian content by seven per-cent. Channels in that range include **Teletoon, Prime, LCN** and **History**. Stations in the 25%-39% profit range must raise CanCon between four- and seven-per-cent. Those channels with profits below 20% may retain current CanCon levels... BC's **Knowledge Network** could soon

BROADCAST
Dialogue
The Voice of Broadcasting in Canada

Are you taking advantage
of our Web Site?

Here's why you should...

Home	The Magazine	Newsletter	Directory	Classifieds	News	Calendar	Photo Gallery	Subscribe	CONTACT US
	Features from the current magazine, plus an extensive archive	The best broadcast briefing in Canada	Contact information for stations, suppliers and associations	Employment opportunities	The latest news releases from the broadcast and supply sectors	Upcoming events	Photos from broadcast events		Click us and see what you've been missing

www.broadcastdialogue.com

see changes that would include ads. A published report says the provincial education channel could have a new operating partner as early as the middle of next month. **Partnerships BC**, the government body responsible for setting up public-private partnerships, expects to complete its evaluation process of applicants to help run Knowledge Network by the middle of February. So far, there are seven candidates. The known applicants are: **Learning and Skills Television** of Alberta (LTA); a partnership of **Insight Film and Video** and **Channel M Vancouver**; **Paperny Films** of Vancouver, in association with the **Jim Pattison Broadcast Group** and **CBC**; and **Vision TV** of Ontario. Said to be in the running are **A-Channel Calgary** and a group of BC educators headed by Vancouver lawyer **Jon Festinger**... **CKCK-TV Regina**, the **CTV** station, is celebrating its 50th anniversary. CKCK-TV signed-on in July of 1954. Former employees are asked to contact bburlock@ctv.ca (click for immediate contact) to get on the invitation list.

RADIO: CFAX/B107.3 (CHBE-FM) Victoria, owned by **Mel Cooper's Seacoast Communications**, has been sold to **CHUM**. Purchase price is \$7.5-million. On top of that, CHUM will also buy Seacoast's production arm – **Seacoast Sound** – for \$500,000. Cooper will stay on board during a three-year contract as Chair of Community Affairs. CHUM says all staffers will be offered jobs. **CRTC** approval is all that remains to make the deal reality... The **CRTC** has issued a Call for Applications for a radio licence serving Ottawa/Gatineau. A formal application must be in the Commission's hands no later than April 21... **CHCD-FM Simcoe** has applied to change frequency, from 106.7 MHz to 98.9, with an increase in power from 3,420 watts to 14,370 watts... A joke on **CJAY-FM Calgary** having to do with Muslims, says the **Canadian Broadcast Standards Council**, went beyond humour and into the realm of bad taste. The Prairie Regional Panel concluded that it breached Clause 2 (Human rights) of the Canadian Association of Broadcasters *Code of Ethics*. All CBSC decisions and related information may be found at www.cbsc.ca... **BCIT's** campus radio station in Burnaby, **CFML**, celebrated its 22nd birthday last Thursday... The **National Association of Broadcasters** Radio Board, by unanimous vote, has decided to push for a kick-off of AM digital IBOC broadcasting. It is their position that the improved broadcast quality would be worth a possible trade-off in the form of lost nighttime analog coverage. But **Wayne Stacey**, the Broadcast Consulting Engineer based in Ottawa – writing in the February edition of **Broadcast Dialogue** magazine – says “*the most significant drawback to AM IBOC has to be that operation of this service after dark is not feasible because of skywave interference. The skywave propagation mode carries strong night-time AM signals into far-distant radio markets, where stations using related frequencies are attempting to provide local services.*” But the NAB Board has concluded that “*the dramatically improved audio quality from IBOC service at night is well worth the predicted and limited reductions in analog coverage. The FCC should therefore authorize nighttime AM IBOC service on an interim basis; and in the event that there are reductions in stations nighttime analog service areas beyond those predicted by the studies, the FCC should take steps to address those problems*”... The **National Association of Broadcasters** says there will be an **NAB Radio Show** in 2005 – a stand-alone. NAB's Radio Board says it will be held in Philadelphia, the site of last year's event. While the radio show's future is still being debated, Board members have been looking at possible partnership opportunities beginning in 2006. The 2004 show is to be held in San Diego October 6-9.

GENERAL: CHUM Ltd.'s fiscal first-quarter saw solid sales at its TV stations largely unchanged from a year earlier. CHUM earned \$13.62-million (50 cents a share) in the three months ended in November, compared with \$13.56-million (58 cents) a year ago. Earnings before interest, taxes, depreciation and amortization was up to \$24.6-million from \$23.3-million. First-quarter sales rose 4.3% to \$155.5-million from \$149-million. TV revenue in the first quarter jumped 5.7%, 8.7% in Ontario and 3.3% in Vancouver, while radio sales rose 0.6% over the period... **Astral Media** says its fiscal first-quarter profit rose about 25% to \$20.7 million -- helped by recent radio acquisitions from **Telemédia**. For the period ended Nov. 30, earnings amounted to 37 cents a share and compared with \$16.15 million or 31 cents per share a year earlier. Revenue rose 15% to \$128.15 million. Radio commercial revenue grew 56% for Astral's two key networks -- **Energie** and **RADIO RockDetente**... The **Central Canada Broadcast Engineers'** annual convention is set for Sept. 17-19/04 at Horseshoe Valley (north of Barrie). Registration forms may now be found at the CCBE Web site (www.ccbe.ca)... The Publishers of the six English-language Toronto dailies have told advertisers that newspapers will continue to thrive in Canada despite fierce competition from the Internet, TV and each other. To keep their audiences, they say, they have to be flexible; they must determine how best to use the Internet as a profitable tool to connect with new readers. But despite the efforts going into online services, they say, there is still room for paper versions of newspapers. As proof, the publishers cited the intense competition in the Toronto market – the **Globe & Mail**, the **Toronto Star**,

the *National Post*, the *Toronto Sun* and two free commuter dailies, *24 Hours* and *Metro*... **Corus Entertainment** says a change in Ontario tax rates caused quarterly net earnings to drop by more than 30% despite increased sales. CFO **Tom Peddie** is quoted as saying that the radio and television broadcaster "... had a great quarter, but then had to, from an accounting point of view, recognize this tax liability." Corus's net profit dropped to \$5.7 million (3 cents per share) in its first quarter ended Nov. 30. The company earned \$8.3 million (19 cents per share) in the year-earlier period. Corus said the new Ontario Liberal government's cancellation of corporate tax cuts provided by the previous Tory administration increased Corus' taxes and future tax liability by \$17.8 million and cut quarterly earnings per share by 42 cents. Sales were up by 11% over year-ago levels, to \$185 million from \$165.9 million... The US Senate has approved legislation that will prevent **Fox** and **CBS** from acquiring any more local stations. The legislation will bar **News Corp.'s** Fox and **Viacom's** CBS from reaching more than 39% of the American national audience. The Senate action overturns an **FCC** decision to lift the cap to 45% from 35%. Some House and Senate lawmakers had wanted to restore the 35% limit because they feared that allowing the networks to buy more stations would lead them to cut local reporting and reduce the number of viewpoints in a market...

REVOLVING DOOR: **Remy Gagné** has been appointed GSM - Ottawa and Montreal for the US stations owned by **Martz Communications Group**. Gagné takes the sales reins of **101.5 THE FOX**, **94.7 HITS** and **WILD COUNTRY 96.5**. Gagné was most recently working in Sudbury radio but has a history of GM/GSM positions in Northern Ontario... **Charles Boyer**, a VP at the **Canadian Association of Broadcasters** in Ottawa, has returned to work after a three-month leave of absence. The former aide to ex-Heritage Minister **Sheila Copps** was cleared of mispending public dollars for racking up \$31,000 in meal tabs over a two-year period. Copps had personally approved the expenses. An internal review concluded Boyer had not violated any Treasury Board rules for hospitality expense claims... **John Capasso**, the former CFO at Raymond, Maine-based **Dielectric Communications**, has been named President of the company... **Sydney Suissa**, who led the launch of **National Geographic Channel Canada** while serving as Senior VP, Factual Programming with **Alliance Atlantis Broadcasting** in Toronto, has been named Exec. VP, Content for **National Geographic Channels International** (NGCI) in Washington, DC... **Agapy Kapouranis** has joined the Toronto offices of **MGM** as Director of Television Distribution and Product Management.

IGN-OFFS: **Ron Bourgeois**, 65, of cancer in Moncton. Bourgeois, known to a generation of teens as *The Little General*, was a DJ and later a Sales Representative – for 30 years – at **CKCW Moncton**... **Reg Thomas**, 56, in Edmonton after a lengthy battle with a brain tumor. Thomas, who most recently was the seven-year News Director at **CFRN-TV Edmonton**, was – before that – at Global Toronto for 22 years where he was a Cameraman, Writer, Producer and, for 13 years, the News Director... **Bob Keeshan**, 76, at Montpelier, Vt. Keeshan, who entertained and educated generations of children as TV's *Captain Kangaroo*, died of a long illness. His show premiered on **CBS** in 1955 and ran for 30 years before moving to public television for six more. It won six Emmy Awards, three Gabriels and three Peabody Awards.

LOOKING: Jobs we've heard about this week include: **97 SPIRIT FM Lethbridge** - Sales Manager; **Astral Media Radio Montreal** - Adj. adm., service des finances et de l'administration; **Énergie 94.3 Montreal** - Adj. adm. aux ventes; **Énergie 104.1 Gatineau** - Conseiller publicitaire; **CTV Toronto** - Systems Administrator - Intermediate; **CTV Prince Albert** - Retail Account Executive; **CJDV DAVE 107.5 FM Cambridge** - Sales Account Executive; **Corus Children's Television Toronto** - Production Executive, Children's Television; **Rogers Sportsnet Toronto** - Broadcast Maintenance Technician; **Canadian Association of Broadcasters, Ottawa** - Special Events and Projects Coordinator; **Alliance Atlantis Toronto** - Junior Contract Administrator, and a Director, Computer Operations and Infrastructure; **MusiquePlus/MusiMax Montreal** - Superviseur de la vidéothèque; and, **Les Chaînes Télé Astral Montreal** - adjoint(e) administrative, services techniques and conseiller(ère), ressources humaines

EDITOR'S NOTE: You're receiving this week's newsletter early because we're in the midst of our long-planned move. Contact with us will be spotty now through the rest of the week as we set up our new office -- getting phones and computers hooked up, and all the million-and-one things that need doing. **Broadcast Dialogue** returns to full operation Monday morning, Feb. 2. Our new address and contact phone number may be found in the masthead atop Page 1.