

Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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REVOLVING DOOR: Erin Davis, long-time morning Co-Host (with Don Daynard) at *CHFI Toronto*, returns to Toronto morning radio at *EZ Rock (CJEZ-FM)* while Christine Cardoso leaves on maternity leave. Davis begins next Tuesday, Sept. 7, coupled with Co-Host Mike Cooper... Gary Perrin, ex GM/GSM at *CHUM Kingston*, has joined *K-Rock/KIX/The Border Kingston* as GSM... *CRTC* Vice-Chair, Broadcasting, Andrée Wylie, has been reappointed for another year. She had been expected to end her term as a Commissioner this week... Another *CHEK-TV Victoria* newsie has walked across the street to *CIVI-TV Victoria*. Moira McLean becomes Legislative Reporter for both *CHUM-TV* stations in BC, *Citytv Vancouver* and *CIVI*, effective Sept. 20. It was a week or so ago that we told you about long-time *CHEK-TV* Anchor Hudson Mack moving to *CIVI* as ND/Anchor... Former Station Manager/News Director at *CTV North Bay* – Jeff Turl – is about to begin his new role as Journalism Professor (Print-Broadcast) at North Bay's *Canadore College*. Turl's career spans 30 years, most of it in North Bay... Marc Paris has left *TVA* and his role as Director of Business Development (in Toronto) to return to *Paris Media Management* in Toronto... Diana Swain, the Gemini Award-winning journalist, is joining *CBC-TV's Canada Now* as the Toronto anchor of the supper-hour newscast hosted by Ian Hanomansing in BC. Swain joined *CBC* in 1990 and anchored its supper-hour newscast in Winnipeg until she was asked to join *CBC's Disclosure* with Wendy Mesley in 2001.

SIGN-OFF: Ron Sears, 50, of cancer in Toronto. Sears, for the past 20 years, was the stage manager of the *Miss & Mr CHIN Bikini Pageant* production at the annual *CHIN International Picnic*.

LOOKING: *OMNI Television* — National Language Sales Account Executive; *CJDC-TV Dawson Creek* — Engineer/Technician; *CJVR-FM Melfort* — Morning Host; *CJZN-FM/CKKQ-FM Victoria* — Creative Writer; *CKVU-TV Vancouver* — Part-time Graphic Artist; *Astral Media Toronto* - Contracts Administrator (Law Clerk); *The Weather Network, Mississauga* - National Account Executive, Interactive Services and Road and Weather Information Systems (RWIS) Sales Account Executive; *CING-FM Hamilton/Toronto* - Special Events Crew Member; *107.5 DAVE-FM Kitchener/Waterloo* - Promotion Assistant & Community Coordinator, and a Receptionist; *CBC Toronto* — Operations Manager Libraries and Archives ETV, Operations Analyst, and a Program Marketing Coordinator; *CBC Montreal* — Counsellor, Advertising (English Television), a Specialized Reporter, a Manager of Operations Mobile Division, and a Maintenance Technician; *CBC Edmonton* — Events Coordinator; *CBC Moncton* — Supervisor Transmission; *CKY-TV Winnipeg* — Part-time News Editor; *Alliance Atlantis Toronto* — Manager, Business Operations and Manager, Communications; *Teletoon Toronto* — Programming Assistant, On-Air Promotion and Branding; and, *Astral Television Networks Toronto* — On-Air Promotion Coordinator.

RADIO: A federal appeal court has ruled that *CHOI-FM Quebec City* can stay on-air until its appeal of the *CRTC* shutdown



order is heard. CHOI was to have been shut down Aug. 31 but, citing legal precedent, a three-judge panel ruled that the station can broadcast as the appeal proceeds – likely at least a year’s reprieve for **Genex Communications** President **Patrice Demers** who, upon hearing the court’s ruling, said: *“I think there are 40 people in Quebec city very happy today that they will still have jobs Sept. 1, and I’d like to believe our 380,000 listeners are probably happy, too.”* The CRTC still wants CHOI pulled from the air but agrees that the station should continue broadcasting until an ultimate court decision is reached. CHOI has been rebuked for jokes about psychiatric patients being gassed, about the breasts of a local TV personality, and for describing African exchange students as the children of cannibals and plunderers. Meantime, CHOI now has controversial host **Jean-François Fillion** on an eight-second tape delay... Responding to the concerns of **CBC** and the **Canadian Association of Broadcasters**, **IBiquity Digital** CEO **Bob Struble** says the potential of US AM IBOC digital signals to cause interference for Canadian broadcasters is recognized and that the **FCC** is looking at the problem. Struble told an American publication that the US regulatory body is working closely with Canada to resolve the issues raised. Further, he said, *“we are confident that any issues raised in Canada can be addressed and will not delay the rollout of IBOC in the US”*... **Pierre Arcand**, President of **Corus Entertainment’s** Quebec unit, says the six stations Corus is trying to buy in that province are bleeding \$500,000 a month. The stations, now owned by **Astral Media** but in limbo because the **CRTC** ordered them sold, have been in decline since that edict was issued three years ago. Corus, which reached an agreement with Astral last March to take over the stations in a swap of Quebec radio properties, believes it can turn around the mostly AM stations by giving them a new focus and finding synergies with the 12 stations Corus already owns in Quebec. The plans aren’t sitting well with a host of interested parties – particularly as those plans relate to **CKAC Montreal** and the expected decimation of that popular French-language News/Talker. **CRTC** hearings begin next week on the purchase... **Toronto Blue Jays** play-by-play broadcaster **Tom Cheek** was overwhelmed this past weekend when he was made the eighth member of the *Blue Jays Level of Excellence* – a designation honoring the team’s most cherished stars. Cheek’s streak of calling 4,306 consecutive games was made immortal when that number – 4306 – was affixed to his name which then joined the seven other winners (**George Bell**, **Tony Fernandez**, **Dave Stieb**, **Joe Carter**, **Cito Gaston**, **Pat Gillick** and **Jackie Robinson**) in the **SkyDome** rafters... **Robert Gillet**, the radio morning man convicted of paying for sex with a 17-year-old prostitute, will be returning to **CJMF Quebec City** next week. Gillet, in his 50s, was off the air for 21 months while he faced the allegations... A Florida Internet radio Host – **Peter Kawaja** – helped end a Canadian standoff peacefully. A 39 year-old man accused of shooting at **RCMP** called Kawaja and spent five hours on the phone with him. Throughout the call, Kawaja tried to get the man to give up and, eventually, succeeded. The man, whose ID is withheld, was needy either of his medication or hospitalization but RCMP say he wouldn’t co-operate. While a gun was fired, no one was injured. Said the Internet Host: *“His position is that men came to the door with guns and decided to smash the door down. This guy felt persecuted. He felt they were there to kill him, so he was pretty calm. He had given up. He was also pretty coherent. He was not a Weird Harold, at least that I could detect. He was very on point.”* An emergency response team finally entered the house without incident and took the man into custody... And, here’s a reminder of the dangers faced by engineers working alone. Wyoming Broadcast Engineer **Bradley Thomas** was electrocuted while working at a transmitter site in northern Colorado. The autopsy revealed he’d likely died the day before after apparently coming in contact with a high-voltage source.

CCBE Awards Dinner

The CCBE Convention is around the corner and, as in previous years, the organizing committee, under the guidance of its President, Harrie Jones, is doing an outstanding job bringing it together.

MSC has sponsored the CCBE Convention’s Awards dinner since the event moved to the Horseshoe Valley resort, and we look forward to exercising this privilege once again on September 18.

Please join us there to enjoy the friendly atmosphere while you renew old acquaintances and exchange those tall stories.

David La Frenais, President



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TV/FILM: **CBC-TV** may implement delays in live newscasts. Last week in Toronto, its cameras captured, but didn't air, the fatal shooting by a **Toronto Police** sharpshooter of hostage-taker **Tony Brookes** outside the city's **Union Station**. A Reporter and Camera Operator on-scene returned to CBC with footage described as "horrible". Senior Executive Producer of News Programming **Mark Bulgutch** says "another 20 minutes and we'd have been able to park a truck where we wanted to, and we would've been on live", a situation he acknowledges as being the last thing CBC would want to show audiences... **Decima Research** says Canada's broadcast distributors added more net digital TV subscribers in the first quarter of 2004 compared to the same period last year – up 3% or approximately 113,582 households compared to 102,432. **Mario Mota**, VP, Broadcast/Media Research for Decima, says "while satellite TV continued a recent quarterly trend of posting lower subscriber growth, digital cable experienced good subscriber growth in the first quarter of the year. With that, the cable industry continued to nip away at satellite TV's leading digital TV market share, which dropped one percentage point to an estimated 56% in the quarter. Cable's estimated share of Canadian digital TV subscribers increased one percentage point to 42%." The number of digital TV subscribers in Canada topped an estimated 3.9 million at February/March 2004, representing a year-over-year increase of an estimated 12% or about 428,618 subscribers... **Women In Film and Television - Toronto** has announced its **CBC Emerging Screenwriter Award**, presented in partnership with **CBC Television**. The national competitive award gives one talented Canadian female screenwriter the opportunity to receive creative support from CBC Television, a \$5000 cash award and national promotion at the **2004 Crystal Awards Gala Luncheon**. The competition is a national initiative and open to emerging Canadian female screen writers working in TV drama or documentary. The deadline for applications is Sept. 21 and applications may be obtained by clicking www.wift.com... **SHOPTV** is now available to consumers in Oakville and Burlington, Ont. under a new agreement between **Torstar Media Group Television** (TMG TV) and **Cogeco Cable**. The 24-hour shopping channel is now carried to another 97,600 homes as part of Cogeco's basic service on channel 78, increasing SHOPTV's penetration to approximately 1.5 million homes in southern Ontario... **CBS's 60 Minutes** Correspondent **Mike Wallace** is off the hook – charges against him are being dropped. The **New York City Taxi and Limousine Commission** says it won't pursue a disorderly conduct charge against him because the inspector who handcuffed Wallace wasn't authorized to do so. Wallace, 86, was cuffed and taken to a NYC police precinct earlier this month after he and his driver clashed with inspectors outside a restaurant... **Corus Entertainment** President/CEO **John Cassaday** speaks to the **Broadcast Executives Society** in Toronto Sept. 16, defending Canadian broadcasting and the **CRTC**. In what's expected to be a spirited defense of the system, Cassaday will refute a widely-held belief that broadcasters and regulators have outlived their usefulness. Also on the program is the presentation of the **BES Achievement Award** to the late **Izzy Asper** for his outstanding contribution to broadcasting. Accepting will be **CanWest Global** President/CEO **Leonard Asper**. For luncheon tickers, phone 416-413-3870.



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OPS: Last week's edition inaccurately reported a frequency change for **Rock 95 Barrie**. In fact, it was Rock 95's sister station, **Star 107.5** that will move to 107.7.

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REVOLVING DOOR: Stephen Tapp, former Exec VP, Television for **CHUM Ltd.**, is new President/COO of John Bitove's **Canadian Satellite Radio**. CSR is a partnership between Bitove and **XM Satellite Radio**... Brian Wortley has been named GM/Sales & Operations at **COOL-FM Winnipeg**... Dave Sherwood has been appointed Program Director at **PGTV Prince George**. It's a promotion from his previous post as Creative Director... Scott Allan adds Music Director duties to his on-air shift at **CKJH Melfort**. Allan takes on his new role Sept. 13... Jodi Taylor-Bruce is leaving her post as Supervisor, Communications & Affiliate Relations at **Craig Specialty Networks (MTV Canada, MTV2, TV Land Canada)** in Calgary. Her last day is Sept. 10... Geordan Johnston is new Promotion Director at **CFFX/CFMK-FM Kingston**. He succeeds Tracy Baker... Terry Cribbey, the long-time **Leitch Technology** VP Sales, Canada, is no longer with the troubled firm headquartered in Toronto (see more about **Leitch** in the **SUPPLYLINES** section)... New Promotions Director at **Corus Kingston** is Alison MacLean, ex of **CHUM Brockville**. She begins her new position Sept. 16... Scott MacIntosh is the new Afternoon Drive Host at **CHNS Halifax**. He began Monday and succeeds Tony Smith... At **CFRN-TV Edmonton**, Joel Gotlib returns as an Anchor/Reporter. Most recently, he was with **Global Television Toronto**... Also at **CFRN-TV News**, Marni Kuhlmann moves in from sister station **CKCK-TV Regina**. Kuhlmann succeeds Rob Williams who moved to a new role as Senior Producer... Editor/Reporter/Relief Anchor James Aitken has left **News1130 (CKWX) Vancouver**, bound for **China Radio International** in Peking. He joins former News1130 Reporter and government communications officer Cam MacMurchy, who made the move earlier... Jay Lawrence has been appointed PD at **CFJR-FM/BOB FM Brockville**. He moves in from **CHUM** sister station **BOB FM Ottawa** where he was APD/MD.

OK RADIO GROUP LTD.

IT/Technical Person Victoria BC

OK Radio Group Ltd., which owns two dynamic FM radio stations in Victoria, is looking for a person to take charge of computer facilities and network systems.

This position requires knowledge of business systems, broadcast software systems, editing software, audio storage systems and an appreciation for network security issues. Additional experience in maintaining broadcast technical facilities is an asset.

The person selected for this position must have good interpersonal skills, an understanding of department concerns, and an appreciation of high quality digital audio signals.

A competitive salary will be offered to the successful applicant. Reply with a cover letter and resume to bcalder@theq.fm with a copy to mcdan@theq.fm.

Click on e-mail addresses above
for immediate linkage.

SIGN-OFF: **Kim Sparks**, 37, in Barrie after a long battle with cancer. Since June, 1992, she was an Announcer at **Jack FM Orillia** (and its many previous names, including **CFOR**).

RADIO: **Microsoft**, reports the **San Francisco Chronicle**, is using playlists from roughly 900 US radio stations, keeping the music but eliminating DJs and spots – creating soundalike Internet radio stations. “I’m surprised they would co-opt the brand names of every radio station in America without permission,” reacted PD/GM **Bill Conway** of **KOIT-FM San Francisco**. He was taken aback, he said, when he learned that Microsoft was using KOIT’s call letters and well-known slogan – *Lite Rock, Less Talk* – to promote a copied version of his station. Asked about that, Microsoft, in a corporate statement, said the use of station names indicates top artists on a station, and that it believes they’re making only factual statements... **CHUM Ltd.** has **CRTC** approval to buy **CFAV/CHBE-FM Victoria** from **Seacoast Communications Group**. Purchase price was \$7.5 million. The Commission considered that, while no benefits are required under the Radio Policy in respect of the CFAV purchase, CHUM is required to file tangible benefits initiatives amounting to a minimum of \$108,381, which is 6% of the value assigned to CHBE-FM. CHUM will only acquire CHBE-FM Victoria, provided it submits within 60 days a proposed package of tangible benefits acceptable to the Commission... **CJXK-FM Cold Lake** is on the air at 95.3, ID’ed as **K-ROCK**. It succeeds the old **CJCM-AM**... As you will read in **Radio Marketing Bureau** President **John Harding’s** October column in **Broadcast Dialogue** magazine, radio listening is a one-on-one and emotions-driven experience and listeners believe that both the medium and its advertising are more relevant to them (compared to TV and newspapers) – just one of the conclusions of a new study by the Radio Advertising Effectiveness Lab. Other key findings include: Radio listening is a one-on-one and emotions-driven experience, and listeners believe that both the medium and its advertising are more relevant to them (compared to TV and newspapers); Consumers see television and newspapers as being designed to satisfy the masses, but radio is where they turn to get gratification of their personal wants and needs; Consumers believe that their radio programs carry ads which are appropriate for them as individuals, and listeners are therefore more ready to react at an emotional level—if the advertisement is well-suited for that program’s context... The US **Radio Advertising Bureau** reports revenues were down 3% in July, with local up 1% but national spots plunging 15%. Through the first seven months of 2004, total American radio revenues were up a modest 2%, with local up 4% and national off 2%... **Rawlco Radio** contributed \$1.5 million toward the **Hospitals of Regina Foundation’s** “*Small is BIG*” fundraising campaign for a new Centre for Mother Baby Care – a significant amount toward the \$6 million goal. The centre will update and expand the obstetrical units at the **Regina General Hospital**. Rawlco Radio is the owner and operator of 12 radio stations in Saskatchewan... **Humber College** in Toronto is celebrating 30 years of it being the first Radio Broadcasting program to be delivered at the Community College level in Ontario. A 30th Anniversary Alumni Reunion is planned for Sat., Nov. 20 and will bring together students, graduates, and faculty to celebrate their accomplishments and successes. Tickets for the **Radio Broadcasting Program Alumni Reunion** are available through the Registrars’ Office Call Centre at (416) 675-6622.

SYNDICATION: **Sound Source** is now using **Broadcast News** to produce and deliver customized **Market Updates** as well as **The Business Report** to stations. Sound Source President/GM **Jean Marie Heimrath** says the reports are hosted by BN’s **Dawn Kelly**, **Bill Draper**, and **Charlene Close**... The voice of **Wolfman Jack** – one of the US’s most famous all-time radio personalities — will once again be heard on radio, as **Radio & Records** founder **Bob Wilson** and **Astor Broadcast Group** head **Art Astor** have teamed in syndicating vintage episodes of **The Wolfman Jack Show**. Wolfman Jack, who became world famous for his role in **American Graffiti** and as host of **NBC-TV’s Midnight Special**, died in 1995. Wilson and Astor successfully worked with the Wolfman’s estate in retrieving long-lost tapes of the show and then digitally enhancing them to meet today’s broadcast standards. The re-emergence of the Wolfman Jack-helmed radio shows officially came over Labour Day weekend, as Astor-owned **KCEO Oceanside**, CA and **KSPA Riverside** aired the show’s first installment. Astor and Wilson helped make Wolfman Jack a bigger legend in the US in 1972 by luring him to their **KDAY Los Angeles** from megawatter **XPRS Tijuana/San Diego**.

GENERAL: Two local Whitehorse Reporters and their news outlets - **CBC** and the **Yukon News** - have been charged with breaching federal laws protecting youth before the courts. The CBC and radio Reporter **Brian Boyle**, 51, as well as the Yukon News and Reporter **Barbara McLeod**, 33, each face

two counts. They're accused of disclosing information that identifies a young person in news coverage between Aug. 17 and Aug. 30 under the Youth Criminal Justice Act.

T**V/FILM:** The US **Federal Communications Commission** is expected to fine **CBS** O&Os a record \$550,000 (\$27,500 for each of the 20) for indecency over **Janet Jackson's** breast-baring **Super Bowl** half-time show. The FCC is expected to vote unanimously for the fine and their decision could be released as early as this week. CBS maintains that nothing it aired in the Super Bowl broadcast violated indecency laws... **Alliance Atlantis'** new specialty channel – **FINE LIVING** – has launched. Reaching 2.2 million homes now, FINE LIVING is designed, says Senior VP Marketing & Creative Services **Walter Levitt**, to provide “... *the ultimate network for people looking to pursue their passions, realize their dreams and maximize their precious time.*” FINE LIVING's tag line is *Live Like You Mean It...* **Netflix Inc.** and **TiVo Inc.** are said to be joining forces on a service using high-speed Internet to deliver DVD-quality movies to the homes of mutual subscribers. But neither company would provide details about their possible movie-on-demand service nor even assure that the discussions would come true. Even if a partnership is formed, the movie-on-demand service probably wouldn't be available for at least another year. One obstacle to be overcome is the movie studios. They worry that Internet distribution could make it easier for pirates to make and sell illegal copies... A 32-year-old man was in a Toronto court this week charged with breaking into the **CHUM-CITY Building** and setting a blaze in a TV production room. Police said a man smashed his way through the building's glass doors in the early morning hours. After getting inside, he took an elevator to the fifth floor and began setting fires with a lighter in the on-air production room, to the tune of about \$100,000 damage. The man was arrested on-site after police responded to the building's alarms... **BIMM Communications** of Toronto received a second **Gold Mark Award** in Boston recently for its client, **COGECO Cable**. The 21st **Annual Mark Awards** recognize excellence in consumer and industry marketing within the North American cable industry... Organizers of last weekend's annual **Jerry Lewis Labor Day Telethon** are blaming Hurricane Frances for this year's non-record-breaking haul. Donations totaled \$59.4 million - down nearly 2% from last year's \$60.5 million. Disruptions and outages prevented many Florida stations from airing the telethon. It was only the second time in the telethon's 39-year history that Jerry and Co. failed to surpass the previous year's total.

L**OOKING:** Client Marketing Sales Manager - **Corus Entertainment, Television Toronto**; Senior Sales Rep - **Standard Radio** (BC North stations), **Terrace**; **CJCS Stratford** – Creative Writer; **CJRT-FM Toronto** – Sales Representative; **Alliance Atlantis Toronto** – Advertising Accountant, Executive Assistant-Interactive, and a Synergy Key Account Coordinator; **Family Toronto** - On Air Marketing Promotion Producer; **CTV Saskatoon** - Creative Services Writer/Producer Term; **Global Toronto** – Program Syndication Sales Executive, Production Executive, and a VTR Operator; **CFPL London** - Talk Show Host; **CMT Canada Toronto** – Production Assistant, Marketing Coordinator; **Corus Entertainment Vancouver** – Creative Writer; **CJDV-FM Cambridge** – Account Manager; **CHQR Calgary** – Operator; **CKNW Vancouver** - Operator/Relief Audio Producer and a talk show producer; **CHEX TV Peterborough** - Sales Promotion and an Account Representative; **CBC Toronto** – Director of Communications, Senior Research Officer, a Senior Technical Analyst, a Business Analyst; an Analyst, Business Reporting & Analysis, and Producers for cbc.ca; **CBC Ottawa** – Service Centre Analyst; **Astral Media Radio, Trois-Rivières** – Journaliste; **Super Ecran, Montreal** - Adjoint(e), programmation; and, **CJRC Gatineau** - Représentant(e) publicitaire, ventes locales.

S**UPPLYLINES:** Toronto-based **Leitch Technology** CEO **Tim Thorsteinson** says he's about a third of the way through a turnaround plan aimed at bringing the equipment maker back to profitability. In fact, Leitch issued quarterly results two weeks ago, reporting its first operating profit in two years. The stock is up about 18% since Aug. 24. Thorsteinson says the hardest part is over, with the focus now on rounding out product lineup, improving service and boosting margins. Leitch sells digital equipment to broadcasters around the world. About 70% of the market still uses analog equipment, and Leitch expects the conversion market to stay strong for the next three to five years.

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TV/FILM: Leonard Asper, *CanWest Global's* CEO, has urged Ottawa to end the ban on prescription drug TV advertising. At the **BMO Media Conference** yesterday (Wednesday) in that city, Asper said Canadian broadcasters are missing out on a major source of revenue because of a government ban. But, he said, Canadians can see ads the ads on US TV and in American magazines. *"It's a big advertising category," he said, "and it will get to be a bigger one as the baby boomers age"...* A dozen technical jobs at **CH (CHEK-TV) Victoria** are gone. Transfer of the station's master-control operations to **Global Television Calgary** is the reason. Master-control activity is to end at CH Victoria Nov. 28... **OMNI 1 TV Toronto** has apologized for a **Jimmy Swaggart** Sunday morning show last weekend in which the evangelist said, *"I'm trying to find the correct name for it ... this utter absolute, asinine, idiotic stupidity of men marrying men. ... I've never seen a man in my life I wanted to marry. And I'm gonna be blunt and plain; if one ever looks at me like that, I'm gonna kill him and tell God he died."* OMNI spokesperson **Sandy Zwyer** said Swaggart's remarks were *"a serious breach"* of regulations, and that station manager **Madeline Ziniak** is reviewing the tape... The **Adbusters Media Foundation**, a Vancouver anti-commercialism group, launched legal action Tuesday against **CBC, CTV, CanWest Global Communications** and **CHUM** in an attempt to force the TV networks to show its commercials. With civil rights lawyer Clayton Ruby as counsel, the group aims to win the right to buy air-time for its messages (which broadcasters have refused for more than a decade to air). The **CRTC** is also named in the suit. In a statement, Adbusters says if the action is successful, Canadians could become the first in the world with the right to walk into their local TV station and buy air-time on the same terms as commercial advertisers. The group's *"social marketing"* spots take aim at obesity, consumerism and environmental degradation but, they say, Canadian TV has refused to air the ads because they're too controversial, advocate ideas instead of products, and don't fit the broadcasters' business model. **Kalle Lasn**, the founder of Adbusters, said the issue is about free speech. "In a democracy," he said, "citizens should have equal right to access the public



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airwaves - we own them. At the very least, we should be able to buy air-time under the same rules and conditions as corporate advertisers".... **Decima Research** says that while the numbers of Canadian households subscribing to a digital TV service are increasing, 60% of cable subscribers still appear to be happy with standard analog. Asked why they don't get digital service, almost half of them say they either don't need it or they aren't interested. About a third of analog subs say the cost is another reason not to subscribe. Fifty-five percent of analog subs who once used digital services cite price or cost factors as the reasons they no longer do so. **Mario Mota**, VP, Broadcast/Media Research at Decima, says: "*These findings suggest that television service providers such as cable and satellite TV companies must provide greater value to digital TV subscribers, or at least do a better job at communicating the value of their digital services. Case in point is the fact that a majority of analog TV subscribers don't even know what services, benefits, or features are available from a digital television service*"... Quebec TV network **TQS** pleaded guilty Friday to contempt of court in the sex-assault case of TV producer **Guy Cloutier**. TQS was charged with violating an order prohibiting publication or broadcast of the identity of the plaintiff in the case or information that could lead to discovering the identity. TQS didn't broadcast the information but did post it on its Web Site. Cloutier, one of the biggest producers in Quebec television, pleaded not guilty in March to charges that included indecent assault, sexual assault, assault and obstruction of justice. The incidents allegedly occurred over more than 20 years up until this year... In what's seen as a major victory for American children's advocacy groups, the US **Federal Communications Commission** has adopted new regulations requiring broadcasters who use their digital TV channels to multicast programming streams to offer up to 18 hours per week of children's educational programming. The FCC also changed its children's TV rules to require analog and digital broadcasters to begin identifying their educational and informational programming on-air with an **E/I** symbol that appears throughout the programming. As well, the US regulatory body barred cable operators and analog and digital broadcasters from displaying Web site addresses during kids programming unless the Web site offers a "*substantial amount of bona fide program-related or other noncommercial content, is not primarily intended for commercial purposes, and the page viewers are first directed to on the site is not used at all for commercial purposes.*" The **E/I** symbol requirement and the prohibitions on Web site tie-ins will go into effect 30 days after the agency's order is published in the Federal Register... Researchers say that children – 12-17s – who watch a lot of sexual content on TV are about twice as likely (as those who don't) to become involved with intercourse and - to a lesser degree - to try passionate kissing and oral sex during the year it is watched. Even shows that only allude to sex but don't depict it had the effect, says **Rand Corp.** behavioral scientist **Rebecca Collins** and colleagues. Their study appears in the current edition of **Pediatrics**.

GENERAL: The **Ontario Provincial Police** (OPP) and the **Amber Alert Committee** of the **Ontario Association of Broadcasters** will be conducting an Amber Alert test this Saturday (Sept. 18). Nothing will be broadcast nor posted to Web sites. Instead, the test/check will be to determine the effectiveness and accuracy of the media contact list for each radio and TV station across the province. The weekend test is crucial because that's when staffing levels are at their lowest and getting an actual Amber Alert on the air is the most difficult. The time of the Saturday test is known only to the OPP. The test will be the issuance of a test response information form by fax, e-mail and Canada Newswire. Stations will be asked to respond to the OPP by e-mail or fax to confirm receipt. Stations are urged to reply to the test as soon as possible. For more info, the contact is OPP **Sgt. Terry Blace** at (705) 329-6878... A financial team led by **Sony** has agreed in principle to acquire **Metro-Goldwyn-Mayer** for nearly three (b) billion dollars US, according to MGM. It says it has received a cash deposit of \$150-million from Sony, along with private equity companies **Providence Equity Partners**, **Texas Pacific Group** and **DLJ Merchant Banking Partners**. MGM says its management will recommend the deal, which it's calling a "proposed merger" to its board by Sept. 27.

REVOLVING DOOR: **COOL-FM Winnipeg** PD **John Wyndels**, Office Mgr. **Sandra Shapiro** and Morning Show Co-Host **Gary Grosvenor** have been "*restructured*" out of employment at the **CanWest Global** station... New MD at **XL96 Moncton** is **Sonia Duffney**... **Shelagh Kinch** has been appointed Managing Editor and **Sally Caudwell** is new Executive Producer of **CBC News and Current Affairs** in Montreal. Kinch takes on responsibility for all news and current affairs for radio and TV in the Montreal region. Caudwell will be responsible for the daily news flow and daily story development for radio and TV as well as continuing to oversee daily radio current affairs programming in Montreal...

New MD at **Majic 100 Ottawa** is Codi Jeffreys... Gone from his MD/Anounce duties at **Rock 106 Lethbridge** is **Brendan Crow**.

SIGN-OFF: Alan Edmonds, 71, of liver disease in Toronto. Edmonds was best known as one of the hosts of the **CTV** show *Live It Up!* and won a *Gemini* in 1988 for his part in the show. He worked at many of Canada's leading magazines and newspapers including **Macleans**, the **Toronto Star** and the **Toronto Sun**.

RADIO: Sheila Copps' name is being tossed around as being a possible Host on a new News/Talk format said to be in the works for **CHAM Hamilton**, now Country. Copps, however, denies she'll be working at any station in October. After that? Perhaps... With the NHL lockout upon us, **MOJO Toronto** made lemonade from the lemon – debuting “*NO HOCKEY–THE 640 TORONTO LOCK-OUT SHOW*.” It was set to begin at 8:00 pm ET last night (Wednesday)... **CRTC** calls for radio applications are out for New Glasgow and for North Bay. In both cases, the deadline to apply is Nov. 15... **Blackburn Radio** has **CRTC** approval to add another FM station to their existing **CKNX/CKNX-FM Wingham** operations. Positioned at 94.5 (21,000 watts), it'll offer an Adult Rock format blending Classic and New Rock... At this time of crisis in the US South, with hurricane #3 of the season threatening Louisiana, Mississippi and Northwestern Florida, **XM Satellite Radio** has launched *XM Emergency Alert*. The company says it's “dedicated to providing critical, updated information before, during and after natural disasters, weather emergencies and other hazardous incidents to listeners across the country.”

LOOKING: **Central Island Broadcasting, Nanaimo** seeks a Sales Manager for their Nanaimo and Parksville stations. See the ad on Page 1... **VoicePrint Canada, The National Broadcast Reading Service (NBRS), Halifax** - Regional Coordinator (see the ad in the CLASSIFIEDS section of the **Broadcast Dialogue** Web site: www.broadcastdialogue.com... Other jobs we've heard about this week include: **CFOS Owen Sound** – Maintenance Technician; **Alliance Atlantis Toronto** - VP, Corporate Legal & Assistant Corporate Secretary, Senior Financial Analyst, Financial Planning and Analysis and a Junior Tax Analyst; **Standard Radio Fort St. John** – Sales Rep; **Astral Television Networks Toronto** – Content Coordinator, Online Media; **CJOY/CIMJ-FM Guelph** - News/Traffic/Sports Announcer; **MCTV Timmins** – Anchor/Photojournalist; **CTV Toronto** - Project Coordinator, Business Development; **Discovery Channel Toronto** - Executive Producer, Co-Productions; **CKPC Brantford** – Morning News Announcer; **CBC Toronto** – Senior Producer at **Newsworld**, ENG Editor, Sales Rep, Wide Area Network Project Manager, and an Internet Services Project Manager; **CBC Winnipeg** – Announcer/Host/Anchor; **CBC Montreal** – Section Assistant; **CHQR Calgary** – Producer; **Nelvana Toronto** – Trade Mark Agent; **Corus Interactive Toronto** - Traffic Manager and a Business Analyst; **CKWS/CFX/CFMK Kingston** - Promotions Director; **The Weather Network** - News Bureau Chief; **Q107 Toronto** - Evening Show Host and a Music Director; **JACK-FM Orillia** – Afternoon Drive Announcer; **Rogers Broadcasting Toronto** – Creative Director; **CKWX Vancouver** – Editor; **MusiquePlus/MusiMax Montreal** – Realisateur & Informaticien Senior télévisuel; and, **Astral Media Radio Sherbrooke** - Animateur week-ends.



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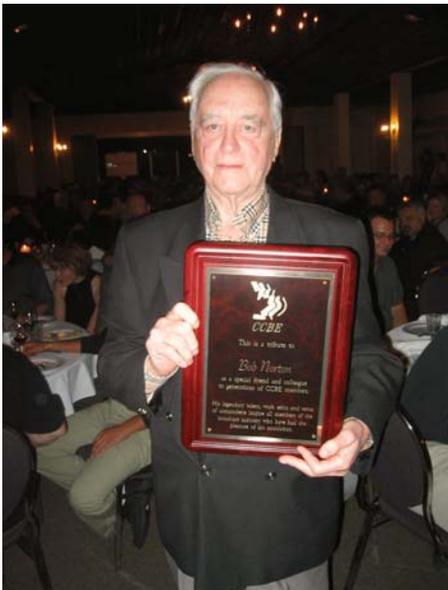
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REVOLVING DOOR: Raynald Brière, the former President/CEO of **TVA Group**, is now President/COO of **Radio Nord Communications**... **Bob Norton** has retired from **Applied Electronics**. Norton, who could rightly be described as the dean of broadcast equipment reps, retired last Friday (Sept 17) at the



Astral Media[®]

Astral Television Networks, a division of Astral Media, active in specialty, pay and pay-per-view television, radio, outdoor advertising and e-business has the following career opportunity:

Senior Broadcast Technician

Reporting to the Maintenance Supervisor, you will join a team of senior broadcast technicians, ensuring that all technical facilities are operating at peak performance. This position requires an individual with expert equipment maintenance abilities. You are a highly motivated Technician, with extensive experience in the repair and maintenance of digital television facilities.

You will have a Post-Secondary Education in Electronic Technology with a minimum of 3 years experience in Television Broadcast Maintenance. In addition, you must have specific experience in serial digital facilities including: Digital Betacam VTR's, broadcast automation systems, linear and non-linear edit suites, computer networks and operating systems. You must have strong problem solving skills, be highly organized and possess strong verbal and written skills. You must have the ability to work within a team-based environment.

Qualified individuals should submit their résumé, quoting reference #SBT-0904, by October 8, 2004 to:

Astral Television Networks
Human Resources Department
181 Bay Street
P.O. Box 787, Suite 100
Toronto, ON M5J 2T3
E-mail: resumes@tv.astral.com (preferred)
NO PHONE CALLS PLEASE

While we appreciate all expressions of interest, we can only respond to those who will be interviewed.

age of 83. Norton was presented with an outstanding service award from the **Central Canada Broadcast Engineers** at their convention last weekend (*see photo*)... **Ed Watson**, **CTV** British Columbia Bureau Chief, moves to **CHEK-TV (CH) Victoria** Oct. 4 as the main Anchor on the daily evening newscast. He succeeds **Hudson Mack** who moved across the street to **The New VI (CIVI-TV) Victoria** as ND/Anchor... **CRIA** President **Brian Robertson** - who's had the job at the **Canadian Recording Industry Association** since 1974 - is stepping down in mid-November. And his successor, named by Robertson himself, is **Graham Henderson**, Senior VP of Business Affairs and eCommerce at **Universal Music Canada Inc.** Robertson will remain with CRIA in a consulting capacity into 2005 as the Chairman Emeritus... **Ron Lowe** is retiring from **Seneca College** in Toronto after more than twenty years of teaching. His departure is set for the end of October. Lowe will be moving to Moose Jaw... **Christopher Randall**, ex **CKOC/CKLH/CHAM Hamilton**, has moved to the **Evanov Radio Group** in Toronto (**AM 530/Z103/Foxy 88.5**) as Director of Marketing and Promotion... New MD at **The Wolf Peterborough** is **Scott Hanes**. It's an internal promotion... **Bill Somerville**, the Director of the **Ontario Parliamentary Network Broadcast & Recording Service** at Queen's Park in Toronto retires at month's end.

SIGN-OFFS: Don Blakely, 60, a long-time on-air employee at **CKLY Lindsay**, died unexpectedly a week ago. In his time with the station, Blakely had served as PD, ND and morning show host... **Eric John McCleery**, 78, in Toronto of cancer. McCleery produced **CBC** shows such as *Let's Speak English*, *Country Calendar* and *This Land*. He also produced *Analog*, the first business analysis and stock market program of its kind.

LOOKING: **Astral Media** seeks a Senior Broadcast Technician (see the ad on Page 1)... **Durham Radio** and **Pineridge Broadcasting** in Oshawa also seeks a Broadcast Technician. See the ad on Page 2...

Other jobs we've heard about include: **Alliance Atlantis Toronto** - Content Producer Lifestyles and a Scheduling Assistant; **Astral Television Networks Toronto** - Videotape Coordinator; **CTV Toronto** - Creative Designer; **Global TV Toronto** - Program Syndication Sales Executive; **CBC Toronto** - Wide Area Project Manager, Researcher, and an Internet Services Project Manager; **CBC Ottawa** - Human Resources Consultant and a Senior Clerk Human Resources; **CBC Halifax** - Associate Producer; **CBC Prince George** - Reporter/Editor; **DAVE FM Cambridge** - Account Manager; **CJXY-FM/CHML/CING FM Hamilton** - Part-time Engineering Technician; **Corus Radio Edmonton** - Producer; **Corus Television, Toronto** - Intermediate Accountant; **CKNW Vancouver** - Newscaster; **Movie Central Edmonton** - Marketing Manager; **CHED Edmonton** - Studio Operator/News Reader; **Country 95.3 Toronto/Hamilton** - Radio Sales Account Executive; **CFPL/The HAWK London** - Morning Newscaster; **Teletoon Toronto** - Sales Coordinator; **CFAX/CHBE-FM Victoria** - Senior Sales Representative; **CKPG Prince George** - Morning Show Co-Host; **Rogers Broadcasting Toronto** - Acting Director Consumer Marketing & PR and a Jr. Web Developer; and, **CKAC Montreal** - Assistant Controller.

RADIO: A Quebec court has told **CHOI-FM Quebec City** to stop intimidating **CJMF-FM Quebec City's** ad customer. CJMF, a **Cogeco**-owned operation, claimed in court that CHOI had a campaign of intimidating advertisers, calling for boycotts of their businesses, and harassment of announcer **Robert Gillet** that was threatening the survival of CJMF. Lawyer **Suzanne Cote**, representing Cogeco, said "This week, in a period of 24 hours, there was only one advertiser . . . attributable to the words that have been used since Sept. 2, 2004, by the defendants in this case." Gillet was suspended by CJMF in 2002 when he was arrested and charged with having sex with underage prostitutes. He was found guilty of paying for sex with a minor and served 40 hours of community work and a 30-day suspended sentence before he returned to CJMF earlier this month. He is still on probation. CHOI's lawyer, **Guy Bertrand**, warned there would be "ferocious opposition from CHOI owner, Genex, against all attempts to limit freedom of expression" when he argues against making the injunction permanent... The **Canadian Association of Broadcasters** has filed a motion with the **Federal Court of Appeal** for leave to intervene in the case of **Genex Communications** (CHOI-FM Quebec City) and the Attorney General of Canada and the **CRTC**. CAB President/CEO **Glenn O'Farrell** says the private broadcasters' group wants to proclaim its support for the regulatory body's jurisdiction over broadcasting. However, said O'Farrell, "the CAB takes no position on the specifics relating to the CRTC decision with regard to CHOI-FM"... **CHUM's** application for a subscription-based digital, multi-station radio service - focusing on Canadian content - has been joined by **Astral Media**. The two will submit a joint application. The **CRTC** is set to hear the application November 1. **Paul Ski**, Exec. VP Radio at CHUM, says the partnership will "provide the best possible choices to meet the needs of both French and English Canadians in urban markets." Astral will have a 19.9% ownership in the new company, called CSRC (**CHUM Subscription Radio Canada**). If the Commission approves the application, Astral will have the option to increase its ownership interest to be equal to that of CHUM, up to and including 50% each. CSRC promises that it will be "the only subscription radio service that will provide 50 growing to 100 channels of unique content, designed and assembled in Canada"... **XM Satellite Radio** will soon begin broadcasting some of

ENGINEERING OPPORTUNITY!

Durham Radio and **Pineridge Broadcasting** - Broadcast Technical Services

We are looking for a full-time broadcast technician to maintain the transmitters and studios of DRI and PBI in Oshawa and Cobourg, Ontario.

We believe in running high-quality stations and want a like-minded individual to perform this important function. Good benefits and competitive salary. Please make contact by e-mail or phone:

STEVE KASSAY
VP, PROGRAMMING
DURHAM RADIO INC.
steve@kx96.fm
905-571-0949

its stations to subscribers over the Internet. Beginning early next month, XM will charge \$US7.99 for a subscription to listen to its 68 commercial-free music stations and about a half dozen other XM stations on the Internet. XM's competition, **Sirius Satellite Radio**, doesn't offer Internet-only subscription, but does allow subs to listen to its 65 music stations on the Internet at no extra charge... The **CRTC** has extended the deadline to Oct. 5 for submitting applications for a new radio service in Vancouver... **Matthew McBride's** company, **McBride Communications & Media Inc.** and **Umeek Human Resources Development Inc.** - partners in West Island Radio Enterprises General Partnership - have won **CRTC** approval for an FM'er in Tofino, BC. The station will be at 90.1 MHz (170 watts) and program Pop, Rock and Country... **NewCap's CFCW/96X/K-Rock Edmonton** are moving to the **West Edmonton Mall**, operating from a storefront location. The stations expect to be in place and broadcasting from Canada's largest mall by May 1, 2005.

T**V/FILM:** **Craig Media's** outlet in Toronto, **Toronto 1 CKXT-TV**, celebrated its first anniversary this past weekend, even as it awaits the **CRTC's** decision regarding new ownership. The entire Craig TV system was sold to **CHUM**, which in turn sold off Toronto 1 to **Quebecor-owned TVA**. A **CRTC** decision on both deals is not expected until some time next spring... **Mark Dailey** of Citytv Toronto, recently diagnosed with prostate cancer, has gone public with his treatment. He'll undergo brachytherapy (sometimes called interstitial radiation therapy or "seeds") next week and will keep Citytv and CP24 viewers apprised of his progress... **Channel M Vancouver** says **OMNI Television** in Toronto will be appointed as its national ethnic sales representative, effective Sept. 27. OMNI will sell all of Channel M's national non-English ad time, programs and facilities. Airtime Television Sales in Toronto continues to handle national English accounts... The **Canadian Cable Television Association (CCTA)** has changed its name to the **Canadian Cable Telecommunications Association**. CCTA says the name change better aligns the Association with the digital offerings of its members to Canadian consumers. In a news release, the association said: "CCTA's new name helps underline that in a digital/IP-based environment, consumers will access broadband networks to obtain a range of on-demand services that integrate entertainment, information and communications." CCTA also says that over the past four years, the cable industry has made a \$6 billion investment in two-way digital broadband deployment that has turned cable into the principal provider of advanced media services to the home. From HDTV and high-speed Internet, it says, to new telecom products such as digital telephone and home networks, the cable industry is increasingly offering much more than traditional cable... Meantime, **CCTA** winners of the annual **Galaxi Awards** (recognizing excellence in the areas of Canadian educational, specialty and local programming) are: **Cable in the Classroom Award** – **CBC Newsworld**; **Omer Girard Award** (value of local programming) – **Shaw Cablesystems, Saskatoon**; **Best Lifestyle** – **Rogers Television, Ottawa**; **Best Information** – **Shaw TV Victoria**; **Best Entertainment** – **TVCOGECO Matane**; **Best On-Camera Performance** – **Dan Kahan, Shaw TV Victoria**; **Best Overall Promotion** – **Rogers Television, Toronto**; (Specialty Services) **Best Lifestyle** – **Alliance Atlantis Communications**; **Best Information** – **VisionTV**; **Best Entertainment** – **VisionTV & Romalis Productions**; **Best On-Camera Performance** – **Bernard Derome, RDI**; and, **Best Overall Promotion** – **Showcase Television**.

G**ENERAL:** **Voiceprint Canada** launches late next month in Halifax, with volunteers presenting local news. Up until now, Voiceprint has focused on national and international news. The Halifax service will feature about 60 volunteers reading everything from political news to marriage announcements and grocery ads. All this is under the leadership of **Del Archer**, the former **CTV** Journalist who retired a couple of years back. Voiceprint says it has plans to launch upwards of 100 local broadcast outlets in Canada over the next seven years... The **National Advertising Benevolent Society** has opened a Quebec chapter, called **Bénévolat d'entraide aux Communicateurs**. NABS provides assistance to Canadian advertising and media professionals in the form of free personal and career counseling support as well as short-term financial assistance to advertising and media professionals... **CBS News** said Monday it had been misled over the authenticity of documents it aired in a story challenging **President Bush's** military service. The announcement marked an embarrassing reversal by the network that just five days ago said it was satisfied with the accuracy of the documents first aired earlier this month in a **60 Minutes II** segment. (*Ed's Note: Be sure to read Mike Cleaver's column in the October edition of Broadcast Dialogue. In it, he asks, "How many false stories has your organization broadcast in recent years?"*).

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Thursday, September 30, 2004

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GENERAL: The *Atlantic Association of Broadcasters* may soon be no more. The AAB Board, in a note to its membership, said: "Given the environment of the broadcast industry in the Atlantic Region with continued decreasing membership in the Atlantic Association of Broadcasters (AAB) and the representation provided to AAB members by the Canadian Association of Broadcasters, it is the recommendation of the Board of Directors of the AAB to dissolve the Association effective December 31, 2004. Following dissolution of the Association, the AAB Board recommends all remaining assets be used for the creation of a Trust Fund to establish a bursary for students studying Radio and Television Broadcasting at an accredited Atlantic Canadian Post-Secondary Institution. This bursary will be awarded annually and administered by the Canadian Association of Broadcasters"... **CBC** President **Robert Rabinovitch** is in the final year of a five-year appointment. His term expires Nov. 15. The unanimous recommendation of the *House of Commons Heritage Committee* was that "the CBC President should be hired by and be responsible to the Board" - not the Prime Minister. Rabinovitch was appointed by Prime Minister **Jean Chretien**... **Bill Cameron**, the former Co-Anchor of **CBC's** *The Journal and Midday*, is seriously ill with a cancer that has spread to his liver. His friends have established a fund to help the family with any financial emergencies that may arise. Contributions may be by cheque payable to **Cheryl Hawkes (gift)** and sent to: **Sally Reardon**, CBC-TV, Box 500, Station A, Room: 4G 314, Toronto, Ont. M5W 1E6... The **Amber Alert** test in Ontario a couple of weekends back provided good news and bad news. The good news was that the **Ontario Provincial Police's** list of station phone numbers was entirely accurate. The bad news was that at 3 pm on a Saturday, too many station personnel phones (the majority of calls) went unanswered... A **Gallup** poll in the US has found that the public's trust in the news media has reached its lowest point in three decades. Only 9% of those surveyed said they had a "great deal" of confidence that news was reported fully, accurately and fairly in print and broadcast outlets. An additional 39% said they had little confidence, and 16% said they had "none at all." Some were more tolerant: 35% said they had "a fair amount" of trust. The poll of 1,022 adults was conducted Sept. 13 to 15 -- in the middle of the **CBS** memos scandal. The survey was completed, however, before CBS acknowledged wrongdoing on Sept. 21... The next **RTNDA Professional Development Seminar** is set for **Fanshawe College** in London on Saturday, Nov. 6. *ProDev 2004* details will be published here upon receipt... Coming up in late November is the annual convention of the **Canadian Association of Broadcasters**, this year in Ottawa. CAB is wants the help of Canada's private broadcasters in the putting together of the opening video. Audio and video clips and still photos showcasing community fund-raising events that highlight broadcasters' presence in communities, clips of responses to crises in communities, testimonials from listeners and viewers offering their thanks, clips from some of the programs created in Canada (including news, music, public affairs, variety programming, drama, comedy, sports and entertainment) are solicited. For info, contact **Marye Menard-Bos** at (613) 233-4035 ext. 311.

PGTV

**TELEVISION
NEWS
ANCHOR**

PGTV Newscentral has an exciting opening in its TV News Operations – **News Anchor** for our Noon, and Five p.m. shows.

The successful candidate should be experienced in all facets of TV news with emphasis on anchoring, writing, reporting and organizing. This position, while full time will be for a set duration, owing to a maternity leave in our department. Applicants should submit a detailed resume along with a resume disc as soon as possible to:

**News Director Mike Woodworth
Jim Pattison Broadcast Centre,
1810 3rd Ave, Prince George,
BC V2M 1G4
email mwoodworth@ckpg.bc.ca**

We thank all respondents in advance. Please note only those short-listed will be contacted for a personal interview. PGTV Newscentral is a division of The Jim Pattison Broadcast Group.

SIGN-OFFS: **Eric Malling**, 58, in Toronto after suffering a cerebral hemorrhage. Malling was a **CTV** Reporter before moving to **CBC-TV's the fifth estate**. Later, he moved back to CTV and was a Host on **W5** through 1997 before leaving to work on independent news documentaries... **Bill Ballance**, 85, in San Diego. Ballance, whose 1970s talk show tackled relationships and sex and helped pave the way for today's shock jocks, saw his program become one of the most popular radio shows in Los Angeles within a year of its 1971 debut on **KGBS-AM**.

RADIO: QR77 Calgary Talker **Dave Taylor** will run as the Alberta Liberal candidate for Calgary Currie in the upcoming provincial election. Taylor will be formally acclaimed at a nomination meeting tonight (Thursday)... Fans of **Canadian Idol** winner **Kalan Porter** are furious that **96X (CKRA-FM) Edmonton** played a version of his first single that was recorded by another contestant. 96X played a version of the song *Awake in a Dream* that was recorded by **Jacob Hoggard**, who placed third in the **CTV** singing contest. Hoggard claims the song was on disc that was stolen from his backpack.irate fans of Porter have flooded Internet chat rooms with scorn for the radio station's decision to air the bootleg. **BMG Music** had recorded versions of the song by all three Canadian Idol finalists, but only officially released Porter's... **Z 95.3 (CKZZ-FM) Vancouver** has pulled a TV spot featuring singing and dancing nurses after a complaint from the **BC Nurses Union**. The ad for features a scantily-clad nurse leading several others in a Britney Spears-style routine. They stop when a man in a wheelchair cries out "It's time for my sponge bath". The nurses' union complained that the ad was degrading and insulting to nurses. Z 95.3 agreed to stop running the spot, which was supposed to air until the end of October. Ops. Mgr. **Eric Samuels** says the station never intended to belittle the nursing profession and says he's aware of the challenges that nurses face... A gay and lesbian show on **Laurentian University's CKLU Sudbury** has been suspended because, according to **Sheila Bianconi**, a member of the board of directors, the two hosts weren't following proper protocol. She says they broke the cardinal rule about talking about thy neighbour – that it had nothing to do with **Sudbury Queer Talk's** gay or lesbian content. The controversy is over a co-host's sharing of a story about a person she described as shocking and strange that she encountered on her way to work.

REVOLVING DOOR: **Gary Maavara**, ex of **CanWest Global** and based in Winnipeg, is now VP, Corporate & Regulatory Affairs, General Counsel at **Corus Entertainment** in Toronto. He succeeds **Kathleen McNair** who moved to Corus' TV and radio stations in Peterborough, Kingston and Oshawa a few months back... **Mike Keller**, ex GM of **CHRO-TV's Pembroke** location, is now with **NewCap** and based in Lloydminster where NewCap has applied to purchase **CKSA-TV/CITL-TV/CKSA-FM**... **David Keeble**, a one-time Reporter at **CKEY Toronto** and, more recently, the Senior Director, Strategic Planning and Regulatory Affairs at the **CBC**, has joined the **Canadian Association of Broadcasters** as Senior VP, Policy and Regulatory Affairs. He starts Oct. 12.

LOOKING: PGTV Prince George seeks a TV News Anchor. See the ad on Page 1. Other jobs we've heard about include: **CFPL/The Hawk London** – Morning Newscaster; **Radio Marketing Bureau Toronto** – Research Analyst; **Alliance Atlantis Toronto** – Finance Manager Advertising Revenue Management and a Broadcasting Sales Coordinator; **Life Network Toronto** – Contract Associate Producer and a Contract Production Coordinator; **Channel M Vancouver** - Multilingual Account Manager; **The Comedy Network Toronto** - Coordinator, Acquisitions and Program Planning; **CFTO-TV Toronto** - Reporter/Writer; **CTV Inc. Toronto** - Revenue Analyst; **CH Television Hamilton** – News Reporter; **Global Toronto** – Business Manager; **Country 95.3/CHML/Y108 Hamilton/Toronto** – Office Manager; **Citytv Vancouver** – Production Editor; **CFJC-TV Kamloops** – Reporter/Weather and a Photo Journalist; **Astral Television Networks Toronto** - Coordinator, Canadian Independent Production and an Administrative Assistant, Canadian Independent Production; **CBC Toronto** – Events Manager, a Producer, a Programmer-Developer, a Lighting Technician, an Administrative Officer, and a Scheduling Manager; **CBC Winnipeg** – Reporter Arts; **CBC Ottawa** – Corporate Manager Budgeting and Forecasting and an Associate Director; **Teletoon Toronto** – Publicist; **W Network** – Production Executive; **Astral Media Radio Trois-Rivières** - Conseiller(ère) publicitaire énergie 102.3; **Télé-Annonces Montreal** - Technicien(ne) comptable; **Les Chaînes Télé Astral Montreal** - Coordonnateur(trice) and Communications internes; and, **CBC Montreal** – Chef editor.

TV/FILM: **Global Television** plans to broadcast in High Definition (HDTV) beginning October 11, initially offering six hours a week of prime-time programming. Further HDTV programming will be added to the prime-time schedule as it becomes available. A graphic stamp will be used to identify those programs broadcast in HDTV... A three-member panel has recommended that the federal government should create a third-language programming fund for independent Canadian producers as a way to strengthen the country's non-English and non-francophone broadcasting sector. There are 12 recommendations. Heritage Minister **Liza Frulla** commissioned the report last month after the controversial decision in July by the **CRTC** in which it rejected requests to import, intact, the Italian TV service **RAI International** but approved **Al-Jazeera** (with severe monitoring restrictions). The report's authors – former Liberal MP **Clifford Lincoln**; **Anthony Cianciotta**, President of Toronto's **Capri Releasing**; and, **Roger Tassé**, an Ottawa lawyer with expertise in telecommunications and broadcasting – said they prefer to see foreign broadcasters enter into partnerships with Canadian services rather than bring their channels in wholesale from their countries of origin. But, they said, “*in those situations where the CRTC is convinced*” that is not possible, “*foreign services could be added to the list of eligible services with the understanding that they will make a contribution to the Canadian system.*” Part of the money for the recommended third-language programming fund would come from a levy of “*not less than 10%*” on the revenues earned in Canada by third-language services already licenced for the country... **Quebecor** says in its pitch to the **CRTC** for approval to buy **Toronto 1** that it sees a limited role for news on the station. Instead, Quebecor promises to turn Toronto 1 into an “*entertainment and lifestyle station.*” In its CRTC application to buy the **Craig Media** station from **CHUM Ltd.**, Quebecor promises that it will spend \$4.6-million, or 10% of the \$46-million purchase price, on new tangible benefits to Canadian broadcasting. The combination of **TVA's** TV expertise gained in the Quebec market, and **Sun Media's** knowledge of the Toronto-Hamilton region, says Quebecor, will provide the “*know-how and experience necessary to reshape Toronto 1...*” Instead of traditional news, coverage of entertainment, local cultural activities, and lifestyles will be a main focus. The station will also pay “*particular attention to the region's ethnic composition.*” The hearing is set for Nov. 1 in Gatineau... The **Writers Guild of Canada** says it's miffed but not surprised that **CBC's** solution to the unexpected cancellation of **Hockey Night in Canada** is to air more American programming. **Movie Night in Canada** will fill the hole... **Martha Stewart** will serve her prison sentence in a West Virginia prison dubbed **Camp Cupcake**. Inmates sleep in bunk beds and rise at 6 a.m. to do menial labour for pennies an hour. The millionaire celebrity homemaker confirms that she's been assigned to the minimum-security prison at Alderson, but notes that she had hoped to be sent to a facility closer to her family and attorneys.



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