

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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March 5, 2009

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Lagoon City ON L0K 1B0  
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**TV/FILM:** There have been a number of developments as Canada's television broadcasters prepare for the renewal hearing beginning April 27 in Ottawa. At the forefront are actions by **CTV** and its petitions to the **CRTC** in advance of that hearing. Earlier this week, CTV laid off 118 people from newsroom jobs at its 'A' branded TV stations, axing morning shows at some locations and newscasts at others. **A (CKVR) Barrie** lost 24 people, **A (CHRO) Ottawa/Pembroke** lost 34, close to 42 at **A (CFPL) London/A (CHWI) Windsor/A (CKNX) Wingham** and 18 at **A (CIVI) Victoria**. **Paul Sparkes**, executive VP of corporate affairs at **CTVglobemedia**, says CTV is doing what it can to hang on to conventional television, but, he says, "the conventional model is now broken. In the long term, the only real solution is fee for carriage." Had subscriber fees been approved in the last go-round with the CRTC, upwards of \$300 million would have been pumped into the broadcast industry. Meanwhile, CTV says its

OTA operations will see a loss upwards of \$100 million in 2009. In related news:

- \* CTV will not renew 45 licences for broadcast retransmitters
- \* CTV says it has notified the **CRTC** that it will ask the Commission for permission to discontinue separate and distinct local programming on four CTV channels: **CKCO-TV** in Oil Springs and **CFRN-TV** in Whitecourt, Ashmont and Red Deer
- \* **Canwest Global** wrote down the value of its conventional television assets by \$1 billion last year
- \* Canwest has put its five **E!** stations up for sale
- \* Canwest submitted licence renewals for its OTA stations seeking one-year terms and an easing of programming requirements
- \* Canwest won an extension to March 11 for further talks to stave off a potential bankruptcy protection filing
- \* **NDP MP Charlie Angus** said if Canwest is broken up and sold off in pieces, the government must take steps to ensure it doesn't lead to further media centralization in future. **Liberal** Senator **Jim Munson**, a former **CTV Parliament Hill** reporter, says the Senate's **Transport and Communications Committee** might have to revisit the issue of media convergence. Angus said the government should come up with an action plan to address what's happening to Canadian media, particularly local TV stations
- \* **Rogers** seeks seven-year licence renewals for its **Citytv** and **OMNI** conventional stations and wants to dedicate 20 hours a week to local programming in each of its markets, half of which will go towards news shows.
- \* Earlier this month, **Rogers** cut the value of its **Citytv** and **OMNI** stations by \$295 million
- \* The **CBC** says it may have to sell some of its assets, anything from unloading **Radio 3** to putting a website up for sale. Tight funding has left few options for the Corporation, says CBC President **Hubert Lacroix**, and he's seeking a meeting with the Prime Minister in an effort to win some financial flexibility.

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In other **TV/FILM** news, The **Canadian Television Fund** has increased its program commitments for 2009-2010 by almost 14% over last year. The increases go to the **Broadcaster Performance Envelope**, **French-language Projects Outside of Quebec**, **Aboriginal-language Projects**, the **Digital Media Pilot Program** and the **Production Incentive Pilot Program**... **Lionsgate** and **Macrovision Solutions Corporation** have closed their transaction for Lionsgate's acquisition of the **TV Guide Network**

and **TV Guide Online** from Macrovision... **Rogers** wants **CRTC** permission to program more sitcoms, movies and hockey games on the **Outdoor Living Network (OLN)**. OLN can now devote only five per cent of its lineup to such programs, so long as they qualify as Canadian content. Pointing to **Space** and **History Television** as examples, Rogers said it wants OLN to "... establish a more well-rounded service for our viewers"... **TVA** has filed requests to add more programming categories for three of its specialty channels: **Mystère** (mystery), **Argent** (financial

news) and *Idées de ma maison* (home/living). Among the categories TVA wants to add are religion programming, professional and amateur sports, including live sporting events, drama, sitcoms, comedy programming, animated programs and music videos... **Pelmorex** is asking the Commission to require that its specialty channels -- **Weather Network/MétéoMédia** -- be mandatory on all cable and satellite basic digital services as they now are on analog. In exchange, says Pelmorex, the networks will act as "a national public alerting aggregator", distributing emergency information... The **Communications, Energy and Paperworkers Union of Canada** filed a complaint with the CRTC against **CanWest MediaWorks** back in November, 2007, related to shifting elements of local program production from its stations to broadcast centres in Vancouver, Calgary, Edmonton and Toronto. By doing so, said CEP, *now-Canwest Media* would be in contravention of its CRTC obligations regarding the broadcast of local programming and the Commission's local advertising policy. The Commission, in a ruling this week, disagreed. It said it was unable to make any such conclusion. Further, it said, there is no basis to conclude that Canwest is in contravention of its obligations to broadcast a minimum number of hours of local programming... A complaint against **OMNI.2 (CJMT-TV) Toronto** over the airing of *Law & Order: Criminal Intent* and *Law & Order: Special Victims Unit* before the 9 p.m. watershed hour does not, says the **Canadian Broadcast Standards Council**, violate the **CAB's Violence Code**. In another television decision, the f-word -- which showed up in a screen crawl on **CTV's Question Period** -- did not violate the **CAB's Code of Ethics**. Both decisions may be found by clicking [www.cbsc.ca](http://www.cbsc.ca)... The **CRTC** has granted approval for a regional Quebec cable channel called **Je me souviens**, which will be devoted to obituaries and related public notices.

**SIGN-OFF:** **Paul Harvey (Paul Harvey Aurandt)**, 90, in Phoenix of an unknown cause. Paul Harvey's broadcast career spanned a phenomenal 70 years. Best known for his deliberate delivery and pregnant pauses during *Paul Harvey News* and *The Rest of the Story*, Harvey was heard on more than 1,200 radio stations and 400 U.S. Armed Forces networks stations.

**REVOLVING DOOR:** Former **BBM** President **Owen Charlebois**, who moved to the U.S. to join **Arbitron**, was caught up in a company restructuring. His position as President of Technology, Research and Development was eliminated. Charlebois' last day on the job was at the end of last week... Vancouver sportscaster **Garry Raible**, 62, is packing it in, opting for early retirement from **News1130**. He's been a fixture in the Vancouver

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market for 36 years, working at **CJJC**, **CJOR**, **CKWX**, **CKNW** and - for the last 13 years - **News1130**. Raible will stick around until the end of April before moving with his wife to join other family members in Kelowna... **Liz Draper** (Zorko) joined **Newcap Calgary** last week as creative director. She has over nine years experience at **Rogers**, **Rawlco** and **Standard** Creative Departments as a senior writer and, most recently, on-air as co-host of the morning show at **The Range (CFIT-FM) Airdrie/Cochrane**... Six layoffs at **Rogers-owned CIGM Sudbury** are likely in advance of the approved swap of stations by **Newcap (CFDR Dartmouth)** and **Rogers**. They include ND **Brian Band**, PD/PM Drive Host **Chris Johnson**, two Sales Reps and Promotions Director **Keith Groves**... **Patrick Charles** has joined the **Virgin Radio 96 (CJFM) Montreal** morning show, teaming with **Cat Spencer** and **Lisa Player**. Charles had been with **Q92 Montreal's** morning show... At **The New Wired 96.3 Saskatoon**, **Mark Morris**, ex of **Sun FM Penticton**, takes over the lead on the morning show with **Cassie** and

Blake... **Jim Mullin** has been promoted to Sports Director at **CKNW Vancouver**.

**RADIO:** Forty jobs have been cut across the country by **CHUM Radio** – 17 layoffs and 23 vacant jobs that won't be filled – at Victoria, Vancouver, Edmonton, Winnipeg, London, Toronto, Peterborough, Lindsay, Ottawa and Montreal. The radio division of **CTV** blames weaker revenues and the need to reduce operating costs... The **CRTC** has approved a new FM station for Whistler, B.C., to be owned and operated by **Four Senses Entertainment Inc.** Four Senses is owned by **Barry Duggan** (45%), **Donovan Tildesley** (22.5%), **Hugh Tildesley** (22.5%) and **Robert Wilson** (10%). Format is Hot AC featuring music from the late '80s and '90s. It will be at 101.5 with 881 watts... **Westwood One** (WW1) has an agreement in principle to refinance its capital structure. The lenders have agreed to refinance WW1's \$241 million in outstanding debt in exchange for \$25 million in cash, a 25% equity stake and \$117.5 million in new senior secured notes. Westwood's largest shareholder, **The Gores Group**, will inject more cash into the company.

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**GENERAL:** **Newcap** had a fourth-quarter loss of \$3.89 million or 34 cents a share, reversing year-ago profit of \$5.76 million or 50 cents a share. Revenue for the three months ended Dec. 31 was up 8% to \$29.96 million from with \$27.7 million. The company, which owns 77 radio stations, says it took a \$1.3 million goodwill impairment writedown and an investment loss of \$7.1 million during the latest quarter. Annual loss was \$4.3 million or 39 cents a share, compared with net income of \$20.3 million or \$1.77 a share in 2007. Year-end revenue was up seven per cent to \$105.78 million, from \$98.8 million... U.S. President **Barack Obama** will nominate **Julius Genachowski** as the next chairman of the **Federal Communications Commission**. Genachowski inherits the transition to digital TV signals now slated for June 12 and developing a plan to bring broadband access to rural and low-income areas of the United States.

**LOOKING:** **CTV Vancouver** - Assignment Editor; **CTV Toronto** – Director, News; **CTV Edmonton** – Director/Switcher; **CTV Winnipeg** – Photo Journalist; **CBC Ottawa** – Investment Analyst Strategic Investment; **CBC Calgary** – Weather Reporter/Meteorologist; **Corus Television Toronto** – Broadcast Engineer-Junior; **CHEX Television Peterborough** – Sports Announcer/Videographer; **Teletoon Toronto** – Research Manager; **CKNW Vancouver** – Account Manager; **Jack FM/FAN 590/CHFI/680 News Toronto** - Promotions Director; and, **Astral Media Radio Vancouver** – Retail Sales Manager.

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Lagoon City ON L0K 1B0  
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**TV/FILM:** CTV has laid off 24 staffers at *Canada AM* and axed its last remaining early morning local newscast at **CTV Montreal (CFCF-TV)**. While no jobs were lost at the Toronto base for the national show nor at Halifax, Canada AM employees at other locations across the country, producers of local news segments for single-markets, are affected... Meanwhile, London West Conservative MP **Ed Holder** says he intends to deliver the mail he's been getting about the loss of jobs at **CTV-owned A London** to the **CRTC**. He says Londoners feel "very personal about local content and that's what this is all about."

In southwestern Ontario, CTV says it will close its Wingham and Windsor stations in August. That, coupled with the cancellation of the *A London* morning show, means 48 people (most in London) will be out of work... But the **Canadian Media Guild** says the *Local Programming Initiative Fund (LPIF)*, established last year by the **CRTC** and meant to improve local programming in small markets, is the key to saving local news. While the LPIF is still under development, the Guild says it could be used to save local TV stations "that are being abandoned by the big media conglomerates". The money will come from a percentage of cable and satellite revenues and is expected to amount to \$60 million in the first year... The federal government, in an attempt to boost Canadian content over multiple platforms, is revamping the way it funds TV and new media. Heritage Minister **James Moore** says that the **Canadian Television Fund (CTF)** and the **Canada New Media Fund (CNMF)** will be combined and become

known as the **Canada Media Fund**. It is scheduled to launch next April and will favour hi-def projects as well as requiring applicants to make their projects available on at least two distribution platforms, one of which must be TV. Moore says the government expects to dole out \$310 million over the next two years under the programs... **CBC** won't be getting any help from the federal government to cope with its economic woes because, as Heritage Minister Moore says, the public broadcaster already gets substantial public funding and shouldn't expect more. **CBC** president **Hubert Lacroix** has been calling on Parliament Hill to help stave off potential cuts to staff and programming. But the Heritage Minister says: "The **CBC** is receiving \$1.1 billion this year and that's the allocation that they will have for this year"... **ZillionTV** has been launched in the U.S., and it has the support of almost every major American content producer -- including **Disney, NBC Universal, Sony Pictures Television, 20th Century Fox** and **Warner Bros.** Zillion is selling a \$100 set-top box (that replaces a digital cable box or satellite

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receiver) that plugs into a TV set and delivers programming, on-demand, over the Internet -- **for free**. There are no monthly fees. Instead, the programs carry ads. Viewers won't need a cable or satellite subscription. While there are similar devices, none have come close to winning such industry support. American broadcasters and producers are betting that TV over the Internet is ready for prime time... In a column for **The Toronto Star**, **Angelo Persichilli** – the political editor of **Corriere Canadese** and a former ND at **CFMT-TV Toronto** – says Canadian broadcasters blundered by not investing in quality programming rather than in hardware, e.g. expanding ownership of OTA operations and specialty channels. They increased their capacity to broadcast, he says, but reduced their ability to provide quality Canadian-produced programs – resorting to U.S. program buys for the OTA stations and reruns for specialties. Persichilli says television and the Internet are just the delivery methods: *“If we keep ignoring quality while spending money to acquire new technology and firing journalists, we just*

*transfer the failure from one channel to another”*, or from the newspaper to the Internet to the television set... **John Doyle**, writing in **The Globe and Mail**, says the television industry is not in crisis. He says people haven't stopped watching TV, that there is no crisis of confidence in television as a medium. **Canwest Global**, he writes, is on the brink of collapse because of huge debt, not because a lot of people suddenly started watching less TV. It's the advertising that's gone soft, not the viewing audience. And then, on the topic of small market closures, he writes: *“I think the decisions by Canwest and CTV to cut staff and programs at small-market channels are part of a strategy to force a radical redrawing of the Canadian TV landscape. It's a signal to the CRTC and to the government that, as TV execs keep saying, ‘the conventional model is now broken.’”* Doyle wraps up by saying that normal service will be resumed, not as we have known it, but it will resume... Three new category two specialty channels have been approved: **Aux TV**; **Trek TV**; and, **Vanessa**. Aux, owned by **Glassbox**, is national and focuses on emerging music and its creation; Trek TV, also owned by Glassbox, is national, targeted at 17-27s, and devoted to world cultures, travel, geography, exploration and anthropology. And Vanessa, owned by **Sex-Shop Television**, is adult programming geared toward charm, sensuality, eroticism and sexuality.

**GENERAL:** **Canwest Global Communications** was expected to get another reprieve this week as it faced a late Wednesday deadline for renegotiating borrowing conditions on its debt as well as an estimated \$38 million in repayments due Friday. Canwest has been shopping some of its assets and making smaller agreements to sell certain divisions. Meantime, Canwest sold its U.S. political magazine, **The New Republic**, to private investors headed by editor-in-chief **Martin Peretz** from whom Canwest bought the publication two years ago. Financial terms weren't disclosed... At the **CRTC** New Media Hearing this week, **Rogers Communications'** VP, Television Services **David Purdy** proposed offering its subscribers a website where they could watch TV shows at no charge as a way to promote Canadian Internet content. The service would serve as an alternative to a proposed levy on ISPs to fund Canadian online content. It would also, said Purdy, be an incentive for **Rogers Cable** subs not to cancel during a tough economy (to access the proposed site, Rogers customers would have to maintain their cable subscriptions). U.S. cable companies such as **Comcast** are losing subscribers as consumers turn to U.S. websites where they can watch their favourite shows without paying monthly cable fees on top of their Internet bills. As for major Internet service providers' attitudes regarding a controversial



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ISP levy for Canadian content, Rogers and **Shaw Communications** are opposed. Rogers calls the idea “unlawful” while Shaw said such a levy is “unprecedented in the world”... The **Ontario Association of Broadcasters’ 4th annual Career Development Day** in Toronto, drew 150 college broadcast students for roundtable discussions covering a range of broadcast disciplines. Hosts included: **York Bell-Smith, Star 93.3FM/107.9 The Breeze Cobourg**; **Rob Brignell, Bayshore Broadcasting Owen Sound**; **Derm Carnduff, Y108FM/Country 95.3 Hamilton**; **Kelly Colasanti, OMNI Television Toronto**; **Pat Cugliari, Astral Media Radio Toronto**; **Mark Dailey, Citytv Toronto**; **Renée Dubois, AM640 Toronto**; **Malcolm Dunlop, OMNI Television Toronto**; **Doug Elliott, K-Rock/KIX/The Lake Kingston**; **Don Gaudet, SUN TV Toronto**; **Laurie Graham, Astral Radio Niagara**; **Azeem Haq, Evanov Radio Toronto**; **Rob Johnston, Corus Radio Toronto**; **Steve Kassay, Durham Radio Oshawa**; **Steve Kowch, Astral Media Radio Toronto**; **Warren Locke, Rogers Radio Toronto**; **John McKenna, CHCH-TV Hamilton**; **Scott Metcalfe, 680 News Toronto**; **Ashleigh Myers, Astral Radio Niagara**; **Sabrina Pirillo, Proud FM Toronto**; **Chris Pottage, Rogers Radio Toronto**; **Arthur Reinstein, Canwest MediaWorks Toronto**; **Paul Schmidt, SUN-TV Toronto**; **Jamie Schouela, Global Television Toronto**; **Dominic Sciuillo, Global Television Toronto**; **Gene Stevens, AM740 Toronto**; **Geoff Thrasher, CHCH-TV Hamilton**; **Fred Walker, CommEnt, Mississauga**; **Chris Watson, JACK-FM Toronto**; and, **Sandra Watson, Durham Radio Oshawa**. Sponsors this year, as last year, were **The Canadian Press** and **Broadcast Dialogue**... **Henry Champ**, now retired, is the 2009 **RTNDA Canada President’s Award** winner. While Champ’s career took him all over the world for some of the biggest stories perhaps the biggest was the historic election of the first U.S. African-American president. Champ worked with **CTV, NBC** and **CBC** before calling it a day. The award will be presented to him at the President’s Dinner in Toronto June 26.

**REVOLVING DOOR:** **CFDR Dartmouth/Halifax** PD **Gary Greer**, who’s been on medical leave since last June, is on long-term disability – suffering from MS. “Right now,” he says, “my focus is on my health and trying out some new treatments with the hope of slowing down the progression of the disease.” **JC Douglas**, PD at sister station **Q104**, is overseeing day-to-day programming. It’s unlikely **Newcap** will appoint a new PD since the station will soon be owned by **Rogers**. Rogers and Newcap swapped AM properties at Sudbury and Dartmouth... **Karen Parsons**, the PD/ND at **660News Calgary**, has given notice of her resignation. It’s effective in mid-June after which Parsons will be returning to her home in Toronto... **K-Rock/Kix/The Lake Kingston** Manager, National Accounts **Kelly Spanton** is no longer with the operation... Sales Manager **Simon Constam** is no longer with **The Wave Hamilton**. Succeeding him on an interim basis is **Pat Hurley**.

**SIGN-OFFS:** **Gary Richards**, 61, in Bridgewater of cancer. For over 25 years, Richards was a mainstay at **SCKBW Bridgewater** before moving out of the business... **Ron Robbins**, 92, in Victoria. Robbins, the man who founded the **University of Regina’s** school of journalism in 1979, had a 26-year history with **CBC** before he became the director of the school of journalism. It was the first university degree program of its kind in western Canada.

**LOOKING:** **Global Saskatoon** - Broadcast Technician (see the ad on Page 2); **Global Edmonton** - Reporter and a News Producer; **News Talk Radio Saskatchewan, Regina & Saskatoon** - Junior Anchor/Reporters; **Newcap Television Lloydminster** - Swing Producer; **Rogers Radio Calgary** – News Director; **Astral Media Radio Atlantic Fredericton** – Specialty Advertising Sales Rep; **Astral Media Radio Ottawa** – Creative Writer; **CTV Toronto** – Sr Lighting Director; **CBC Ottawa** – Senior Human Resources Consultant; **CBC Vancouver** – Manager, Finance and Administration; and, **YTV Toronto** – Account Executive.

**RADIO:** **Corus Radio Winnipeg** has raised more than \$139,000 for **Winnipeg Harvest**, exceeding its target goal of \$100,000. **Hunger For Hope** is a fundraising initiative aimed toward ending child hunger in Manitoba. Since May, 2008, the Hunger For Hope activities have included a **99.1 Groove FM** compilation CD featuring new Canadian and Manitoba artists and **Power 97** Texas Hold’em Poker Tournaments.

**SUPPLYLINES:** **Integrated Tower Solutions**, a new communications, tower, engineering and services company, has been established in Saskatoon. The company, headed by **Curtis Pippin** (ex of **WesTower**), will also offer project management and technical services.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **John Devries, Roland Canada**, Toronto. Welcome!

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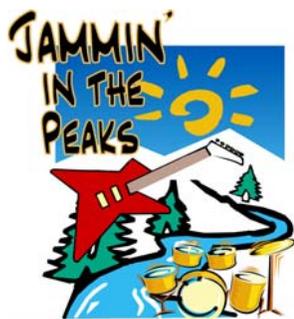
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**TV/FILM:** In an interview with *The Canadian Press* yesterday (Wednesday) afternoon, Heritage Minister **James Moore** said the federal cabinet is aware of the threat to local news content should local TV stations close. He also confirmed that the government is looking specifically at how to assist **Canwest Global**, hinting that any such help could come in the form of looser regulations and changes to the tax system, which would also help other private networks. Canwest, **CTVglobemedia** and **Quebecor** have been lobbying Prime Minister **Harper's** office asking for relief in the form of regulatory

changes. The Commons Heritage committee has struck a sub-committee to look at the issue, and has summoned **CRTC** Chairman **Konrad von Finckenstein** to appear next week... Meanwhile, **Canwest Global**, which had a deadline last week for renegotiating borrowing conditions on its \$390 million debt, won a reprieve until April 7. The company said it would continue talks with its senior lenders and representatives of an ad hoc committee of noteholders that, if successful, would allow for a recapitalization of the company. In the interim, Canwest is informally marketing its 56.6% majority stake in Australia's **Ten** television network to local investors, hoping to raise \$390 million... And, in material filed with the **CRTC** to support **Canwest's** application to renew **CHCH-TV Hamilton's** licence, a financial projection shows that the station will lose almost \$30 million next year. It also shows that the station is expected to bring in just under \$41 million in its next fiscal year against costs of more than \$69 million... Police closed off a section of a downtown main street last Saturday afternoon to accommodate hundreds of **A-Channel Windsor** fans and supporters who rallied against **CTV's** recent decision to close the station. A who's-who of local political and labour leaders vowed to fight the parent company's decision... **CTV** is now offering high definition streaming video – full episodes (and full seasons) of *Corner Gas* and *Flashpoint* – at <http://hdbeta.ctv.ca>. It's part of a beta program being conducted with Microsoft and Akamai Technologies. **CTV** says the technology adapts stream quality based on a user's connection speed. Viewers with varying bandwidth connections can see HD quality streaming with instant start-up and no buffering.



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British Columbia Association of Broadcasters

**G**ENERAL: **CBC** reports on its website that its board has approved a budget that includes deep cuts. While nothing specific was in the report, asset sales, the merging of local stations and job losses are expected. An announcement to staff is expected by month's end. **CBC** faces a \$60-million shortfall in ad revenues, primarily from television. Heritage Minister **James Moore** has turned down requests by the broadcaster for an advance on its regular funding. A meeting which was to have been held Monday between the **CBC** Board of Directors and Heritage Minister Moore was cancelled because, according to the **CBC**, it

was afraid there might have been an appearance of political interference by Moore. Had the encounter occurred,

it would have been in the middle of a two-day meeting to adopt CBC's 2009-2010 business plan... **Mary Tyler Moore**, the seven-time Emmy Award winning actress, will be presented with the *NAB Distinguished Service Award* during the **NAB** convention April 20 in Las Vegas... **Virgin Mobile Canada** has created a mood meter that ranges from "Everything Sucks Huge" (red) to "The Recession Ain't Getting Me Down" (green). The five-stage colour-coded system shows that – this week – young Canadians are on Yellow Alert ("Sorta' Freaking Out Right Now"), which means:

- Biting nails - 72% are anxious about their future
- Brand disloyalty - 41% have given up a brand they love
- Show me the value! - 52% are open to trying value brands
- Chic-onomics - 88% have changed their shopping habits
- Recessionistas - 42% are making "noticeable sacrifices"
- Unemployment - 42% fear being unemployed
- Politics - 57% say they don't believe a change in government would change anything
- The Simple Life - 75% want a simpler life.

The Mood Meter looks exclusively at the impact the recession is having on young people's (17-35s) lives, how they're feeling about the state of the economy and what the recession means to them. It's also a barometer of their thoughts and shopping habits, as well as their feelings on how brands are behaving. See Virgin Mobile's [www.screwyorecession.ca](http://www.screwyorecession.ca).

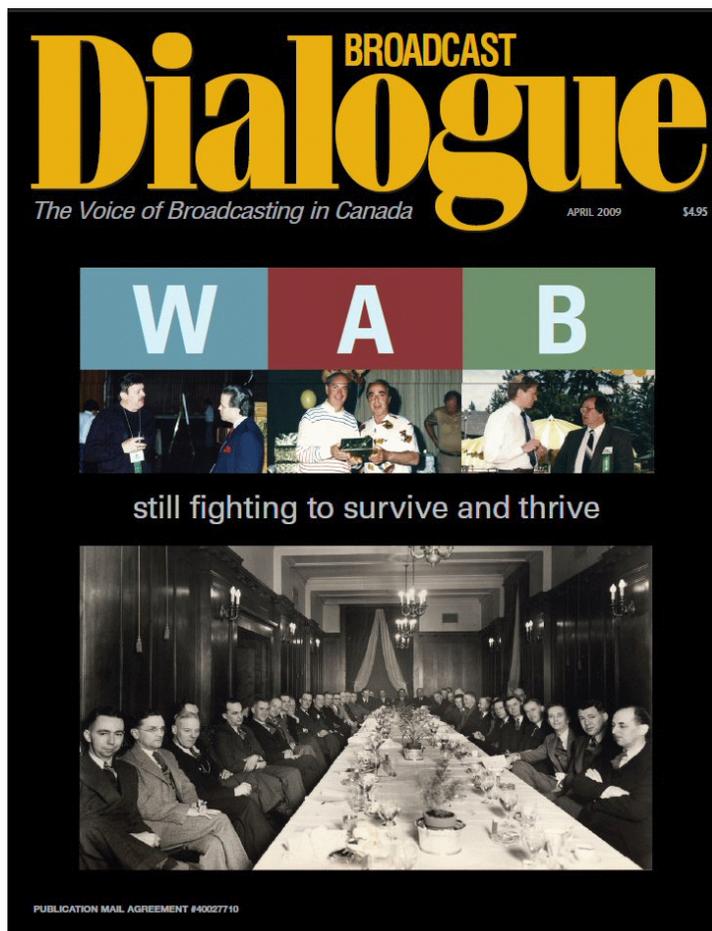
**REVOLVING DOOR:** Unofficially, **Nadir Mohamed** will succeed the late **Ted Rogers** as CEO of **Rogers Communications Inc.** The long-time telecom executive's promotion from COO is expected within the next week or so. As well, the Board is apparently working on a plan that would give scion **Edward Rogers** a key title, thus striking a power balance between the two... **Guy Roy** is the new IT/Engineering Technician at **Big Dog (CHBD-FM) Regina**. Roy has experience at **CBC Ottawa** and, ironically, succeeds **Ryan Vanner** who moved to **CBC Edmonton**... **Judy Maddren**, a Host of *World Report* on **CBC Radio** since 1993, is retiring March 27... **Fred Jack** has been signed by **Clear Sky Radio** as its new colour commentator of **Lethbridge Hurricanes** broadcasts on **CJOC-FM 94.1 The Lounge (CJOC) Lethbridge**. Jack's background includes Sports Director at **Boundary Kootenay Radio** and as the play-by-play voice of the **Trail Smoke Eaters** and **Castlegar Rebels**... **Monia Monger** (Mrs) has been appointed ND at **LCN, Groupe TVA's** news channel. Most recently she'd been a producer at **TVA-Quebec** in Montreal and, before that, Managing Editor at **TVA-Quebec**.

**SIGN-OFFS:** **Jim Whelan**, 58, at Sunnybrook Hospital in Toronto of ALS (Lou Gehrig's Disease). Whelan had been a long-time Sales Representative with, first, **All-Canada Radio** and, later – and up to his being incapacitated last spring – with **Canadian Broadcast Sales**... **Luc Simard**, 87, in Rivière-du-Loup. Simard launched the Quebec city's first radio station, **CJFP**, in 1947. In 1962, he launched **CKRT-TV Rivière-du-Loup** and later, in 1986, the city's first FM'er. Luc Simard was inducted into the **CAB Broadcast Hall of Fame** in 1987.

**RADIO:** At **Canadian Music Week**, radio winners were:

Music Director of the Year:	(Major Market):	<b>Barry Stewart, CHUM FM Toronto</b>
	(Medium Mkt):	<b>Trapper John, The Wolf Regina</b>
	(Small Market):	<b>Darren Robertson, SUN FM Kelowna</b>
Program Director of the Year:	(Major Market):	<b>Ryan Zimmerman, The Bear Edmonton</b>
	(Medium Market):	<b>Chris Myers, WIRED Saskatoon</b>
	(Small Market):	<b>Jason Manning, Rock 105.3 Medicine Hat</b>
On-Air Talent of the Year:		<b>Roger, Darren &amp; Marilyn, CHUM FM Toronto</b>
Promotion of the Year:		<b>JACK FM Vancouver</b>
Station of the Year	(Small Market):	<b>The Drive Kingston</b>
	(Medium Market):	<b>HTZ FM St. Catharines</b>
	(Country):	<b>CISN Edmonton</b>
	(CHR):	<b>HOT 899 Ottawa and Z103.5 Toronto</b>
	(AC):	<b>CHUM FM Toronto</b>
	(Rock):	<b>The Bear Edmonton</b>
	(Classic Gold):	<b>Q107 Toronto</b>
	(News/Talk/Sports):	<b>680 NEWS Toronto</b>
	(Multicultural):	<b>WORLD FM Edmonton</b>

At the **CMW** radio executives session last Thursday, leaders from **Astral, CBC, CHUM, Corus, Harvard, Newcap,**



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Production; **CBC Montreal** - Supervising Technician; **CBC Toronto** – Associate Business Manager English Radio; **CJAD Montreal** - Producer; **Astral Media Radio Toronto** – Traffic Manager; **Corus Radio Kitchener** – Account Manager; **Big Country 93.1 FM Grande Prairie** - Announcer/Producer; **CHUM Satellite Services Markham (CTV)** - Installer Technician; **CHST-FM London** - Morning Co-host/News; **CFRU Guelph** – Station Manager; **CIXF-FM/CIBQ Brooks** – Senior Sales Rep; and, **Magic 104 (CFQM) Moncton** - Afternoon Drive/Music Director.

**SUPPLYLINES:** London-based **Amberfin** has appointed **Jay Batista**, the former VP Sales at **VCI Solutions**, as President of its Americas operation from offices in Burbank. AmberFin, says the company, “enables content owners to maximize the value of their TV, film and video content, from capture through to distribution, while increasing revenues, reducing costs, saving time and eliminating incompatibility issues.”

and **Rogers** concurred that the medium – in this economic client – will do better than others and will recover more quickly. All pointed to local content as being the catalyst for long-term success... **Aboriginal Voices Radio** has two frequencies up for grabs, one in Montreal and the other in Kitchener. AVR returned those licences to the **CRTC**... Tomorrow (Friday), March 20, **Beau** and **Tom** celebrate 20 years as morning hosts at **CHUM Winnipeg**. The first 18 years were at **Q94FM** before they moved across the hall to **BOB FM**. They're claiming their longevity as a record for Winnipeg because their time in mornings has been uninterrupted, unlike another morning host who had a 25-year run... **Don Imus** told his audience Monday morning that he's been diagnosed with stage two prostate cancer. But the American radio veteran also said that the cancer has not spread and that his doctors have told him it can be treated and likely cured... Analysis from U.S.-based **Coleman Insights** reveals that the average spoken word-formatted station experiences a 12% AQH share improvement when markets transition from diary to PPM measurement. The calculation was based on an analysis of ratings data for 88 spoken word-formatted radio stations in 11 U.S. markets that have been converted to PPM measurement... At **Moose FM (CKFU-FM) Fort St. John**, a switch from 80s.90s.Whatever!!! to Country... **Seaside FM(CFEP-FM) Eastern Passage** has moved from 94.7 to 105.9 to provide better service to Metro Halifax and Dartmouth.

**LOOKING:** **Astral Television Networks Toronto** – Sales and Affiliate Marketing Associate; **CTV Winnipeg** – Creative Writer; **Teletoon Toronto** – Supervisor, Promotion

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Broadcast Dialogue  
18 Turtle Path  
Lagoon City ON L0K 1B0  
(705) 484-0752  
E-Mail, click [HERE](#)  
[Broadcast Dialogue Website](#)

**G**ENERAL: Canada's television broadcasting industry is in "desperate" need of a "systemic solution" to withstand the economic and structural battering it's now receiving. So said **CRTC** Chairman **Konrad von Finckenstein** in an appearance before the House of Commons Heritage committee yesterday (Wednesday) afternoon. Von Finckenstein, calling the effect on conventional TV broadcasters "profound", said there's a need to "rethink" traditional assumptions and develop a long-term vision for the Canadian TV sector. "The combination of the arrival of new media as a possible alternate system of

distribution and the onset of the global financial crisis," he said, speak poorly for the model we now have. And, he told the Heritage committee, a long-term solution isn't something that the Commission can do alone. "It is a process," he said, "that will require everyone to step up to the table with bold and creative ideas." In the past six months, Canada's private broadcasters have written down the value of their television licences, and last year saw collective profits plunge to record lows. Before the financial crisis, the CRTC twice rejected requests from OTA broadcasters for fees-for-carriage from BTUs but, said the Chair, "If a carriage fee can be justified, we will consider it as part of the solution"... Meantime, the **CBC** plans to cut up to 800 jobs to make up for a \$171 million shortfall in 2009-10. As well, CBC President/CEO **Hubert Lacroix** said the corporation also needs to sell \$125 million in assets to make up the shortfall in operating costs. Key areas not facing change include: **Radio One** and **Radio**

**2** will remain free of ads; **CBC TV** will maintain its commitment to 80% Canadian content in primetime; CBC will continue to invest in new media platforms; and, regional stations will not be closed. The plan is to cut about 400 jobs at the CBC, about 330 at Radio-Canada and another 70 corporate positions. Lacroix told a meeting of employees yesterday (Wednesday) that CBC had been unsuccessful in convincing the federal government to give it a cash advance. The layoffs are to begin in mid-May at the earliest after management assesses how many voluntary retirements it can secure. All layoffs would be complete by the end of September. Executive salaries are being frozen, but Lacroix said management bonuses would be reduced by half -- not eliminated -- for the next fiscal year. One source questioned what the actual dollar benefit of the layoffs will be once severance packages for 800 people are figured-in. Viewers and listeners will see the greatest impact in network programming -- national shows produced in Toronto, Ottawa and Montreal. Of the savings the network is trying to find in English programming,

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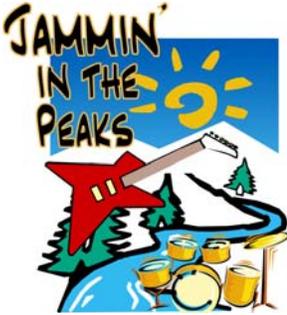


80% will be borne by the network, as opposed to 20% in the regions. Similarly, English-language television will bear the majority of the cuts at the CBC -- about 80% versus 20% for radio. In the House of Commons yesterday (Wednesday) afternoon, Liberal leader Michael Ignatieff – calling CBC a national institution – called on the federal government to extend it a repayable bridge loan. But Prime Minister Stephen Harper, noting that CBC was allocated more than \$1.1 billion in the last budget, said the corporation already gets enough federal money... **Arbitron** has cut its staff by approximately 10% and new CEO **Michael Skarzynski** has ordered further cost reductions which are expected to result in annual savings of about \$10 million. Among those caught in the layoffs is 24-year veteran **Jay Guyther**, most recently Sr. VP, Ratings Services... **RTNDA** may soon become **RTDNA**, the **Radio Television Digital News Association**. The American parent of the 63-year old News Directors association is in the midst of a reassessment that includes: Not finding a successor for longtime President **Barbara Cochran** when she steps down in June; the new, more inclusive name (above) and membership; the end of the **Communicator** magazine; and, lower costs of joining and participating.

**RADIO: 1050 CHUM Toronto**, the Rock'n'Roll Oldies icon, will – for the second time in its history – make a move away from music this morning (Thursday, 5 a.m.) when it flips to **CP24 Radio 1050**. It will be 24-hour news programming simultaneous to what's being aired on **CTV's** Toronto-area specialty channel, **CP24**. CTV says viewers can watch CP24, listen to it on radio and follow along online at cp24.com. Four jobs at CHUM Toronto are affected although CHUM management is hoping to deploy their talents in other areas... National advertising sales dropped 5% in the second quarter, says **Canadian Broadcast Sales**. Not surprisingly, the economic climate is the culprit delineating needs vs. wants. CBS President **Patrick Grierson** says strength on the want side won't be back until consumer confidence begins a return... **Fox Vancouver** broadcast the **Jeff O'Neil** morning show live on video from the beach at Cancun through cfox.com last Friday. Further, the morning show was able to receive text messages on the beach from listeners which he then took to air. Show stalwart **Charis**, through webcams back in Vancouver, was able to give up-to-the-moment traffic from her lawn chair at the broadcast. The actual broadcast video feed also transmitted all of the off-air banter of the hosts, including them talking to the operators in master control back in Vancouver... **Last.fm**, the Internet radio site bought a year ago by **CBS**, will begin charging \$3 a month beginning March 30 for users outside of the U.S., UK and Germany. There are 30-million listeners to the London-based website. While some users reacted by swearing off Last.fm, the company says it has no choice, that the world's "a huge place and it's not cheap to deliver music over the Internet"... The third annual **Corus Caring Hearts Radiothon** raised more than \$102,000 in support of **Cornwall Community Hospital Foundation's** ongoing equipment appeal. During the broadcast from a local shopping mall, a tag team of **Corus Cornwall** announcers (**Variety 104.5/Rock 101.9/AM 1220**) played host to 13 hours of live interviews and testimonials from hospital staff, donors, patients, volunteers and local celebrities... The power of radio continues unabated, particularly in its ability to touch and to serve local communities. The latest example comes from **BOB FM Lindsay** where morning Host **TJ Connors** stepped up to the plate for a nine-year-old boy who was undergoing his fourth chemotherapy treatment for leukemia at a distant Hamilton hospital. While that was going on, his home in a small community near Lindsay was being burgled. Young **Avery Daly's** Nintendo Wii

console – among other items – was stolen. Connors told the story, took pledges, had the City of Kawartha Lakes mayor on the air and, by 9 a.m. the next day, had raised over \$4,200. A couple of days later, the BOB FM morning man traveled to Hamilton with a new Wii, some other games and toys, and a cheque for Daly's mother.

**REVOLVING DOOR: Kerry French**, Vice President, Business Analysis and **Dave Haydu**, Director of Engineering, are no longer with **CHUM Corporate** in Toronto... **Guy Mayson**, the President/CEO

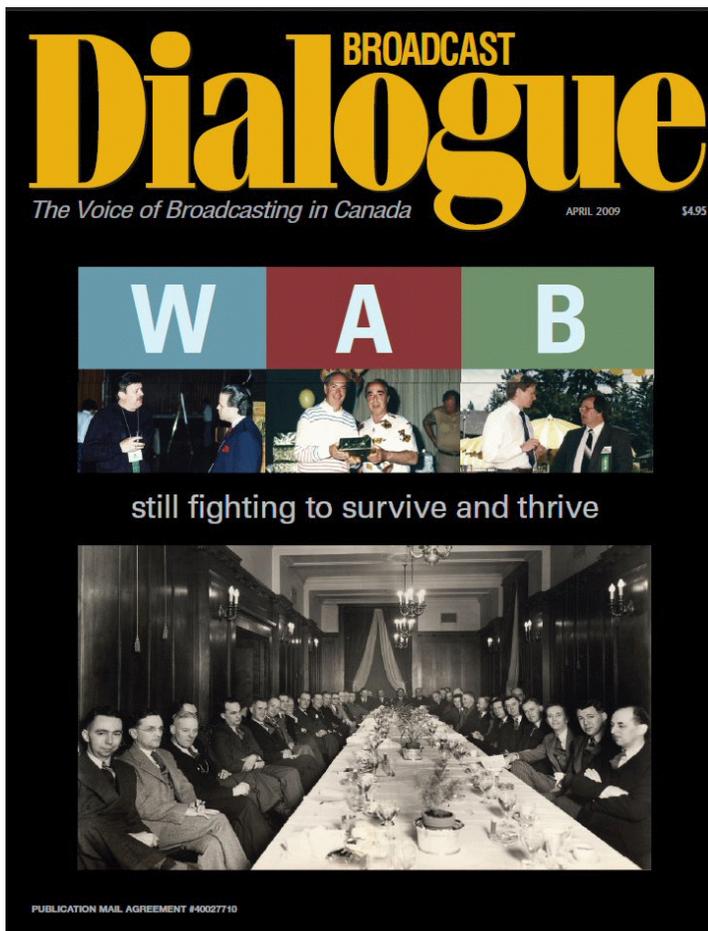


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of the **Canadian Film and Television Production Association (CFTPA)**, has resigned. He'd been with the Association for 12 years. While he will move on to "new challenges in the communications industry", Mayson will serve as a strategic advisor to CFTPA during its "planned" transition... **Ed Holmes**, who most people will remember from his days at **Global Television** in Toronto as Director of Broadcast Operations, is now Manager, Technical Production Operations at **TVO** in Toronto... **Ken Farrell** is the new GM at **XFM (CJFX-FM) Antigonish**, succeeding **David MacLean**. Farrell, a local real estate and automotive businessman – and a 25-year veteran of on-air services (sports and play-by-play announcing) to the station – begins June 1... The U.S. **Television Bureau of Advertising** says President **Chris Rohrs** will leave at the end of 2009, concluding 10 years of service... After three months at **CJCD Yellowknife**, ND **Bob Duck** is returning to Winnipeg.

**TV/FILM:** The recession has provided an early windfall for cablecos that see demand for digital TV booming. **Shaw Communications** says its base of digital TV customers grew by 11% in the three months ended Feb. 28. **Vidéotron** reported a 21% digital TV hike in the fourth quarter, while **Rogers Communications** saw a 4% increase in Ontario. Cable's success is pegged on people tending to find their entertainment at home, as opposed to going out... Toronto-based **Insight Sports** says a team of managers led by President/CEO **Kevin Albrecht** will buy several of the company's non-broadcasting assets and Insight will focus on expanding its broadcasting business. Key among Insight's growth prospects is **WFN: World Fishing Network**, distributed across North America through cable,

telecom and satellite services. Insight's remaining properties will also include **GameTV** and **Major League Gaming (MLG)** in Canada, an interest in the **NHL Network** in Canada and the USA, as well as Edmonton-based **Aquila Productions**... Although exact figures aren't available, anecdotal evidence suggests automakers have started buying scatter and spot ads on U.S. broadcast and cable networks. **Ian Beavis**, Exec VP of **IAG Research's** automotive unit, says there's a feeling the new car market is at or near the bottom now and those who sat out earlier in the year are now getting going.

**LOOKING:** **CTV Toronto** – Manager Brand Partnership, Comedy, Space, Movies; **Astral Media Dawson Creek** – Videographer/Reporter; **Shaw Cable Saskatoon** – Manager, Programming; **CP24 Toronto** – Reporter (Weather); **Astral Media Radio Penticton** – Account Executive; **CJCD Yellowknife** – News Director; **Q-14 Stettler** - Morning News Anchor; **Newcap Radio Sydney** – Sales Representative; and, **Rogers Radio Squamish** – PM Drive Announcer.