

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
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September 3, 2009

Volume 17, Number 15

Page One of Three

- TV/FILM:** Lots of changes this week in the Canadian over-the-air television landscape:
- **CHBC Kelowna**, the former **E!** channel, is now **Global Okanagan**...
  - **CHCA-TV Red Deer** has gone dark, leaving Alberta's third-largest city – after 50 years – without local TV news. The station was closed by **Canwest Global** as a cost-cutting measure...
  - **CHCH-TV Hamilton** and its transmitters at Hamilton, London, Muskoka, North Bay, Ottawa, Sault Ste. Marie, Sudbury and Timmins are now owned by **Channel Zero**. The **CRTC** approved the purchase from **Canwest Global** and granted a licence to August, 2016...
  - **CJNT-TV Montreal**, also formerly owned by **Canwest**, is now in **Channel Zero's** possession. It, too, has been licensed to August, 2016...
  - **CHEK-TV Victoria** is still alive, being maintained on a day-by-day basis as employees continue to negotiate to buy the station from **Canwest Global**. CHEK was to be on-air yesterday (Wednesday), with the usual newscasts. It had been set to close Monday but was saved by a last-minute extension. A decision is expected Friday.
  - **CKMI-TV Montreal** re-brands from **Global Quebec** to **Global Montreal**...
  - **CIII-TV Toronto** is re-branded from **Global Ontario** to **Global Toronto**...
  - **CKPG-TV Prince George**, **CHAT-TV Medicine Hat** and **CFJC-TV Kamloops** – the independent stations owned by **Jim Pattison Broadcast Group** and which became **E!** affiliates last September after disaffiliating from **CBC**, are now supplied with programming from **Rogers Broadcasting**...
  - **CTV-owned A Wingham (CKNX-TV)** shuts down local programming and becomes a re-transmitter of **A London (CFPL-TV)**...
  - **A Windsor (CHWI-TV)** was saved from shutdown after the **CRTC** approved the **Local Programming Improvement Fund**...
  - **A Brandon (CKX-TV)** has been sold to **Bluepoint Investment Corp.** which awaits **CRTC** approval for its \$1 purchase of the station. If approved, the station will disaffiliate from **CBC** and instead target females during the day and males in prime time...
  - **TQS** officially rebranded as **V**...
  - **CBC-TV's** supper hour newscasts expanded to 90-minutes Monday. The extended newscasts feature new hosts in Saskatchewan, New Brunswick, Montreal, Halifax, Calgary and Toronto. They break down into three half-hour packages emphasizing local news but mixing-in national and international... A couple of things for viewers to look for this month; more commercials and higher cable bills thanks to new **CRTC** cable and broadcasting rules. As of Tuesday, OTA TV broadcasters were free to air as many spots as they wish. Before that, the limit was 15 minutes an hour. And with September's BDU bills, increases of roughly a dollar a month. That cash will go into the **Local Programming Improvement Fund (LPIF)**...

The OTA broadcasters serving markets of less than one-million people are now eligible for a share of approximately \$100 million from the new **LPIF**. The **Canadian Association of Broadcasters** has been mandated by the **CRTC** to assist with the development of the Fund and to build an effective governance structure, overseen by a five-person board. LPIF Board members are: **Rick Arnish**, President, **The Jim Pattison Broadcast Group**; **Pierre Brosseau**, Executive Chairman, **RNC Media**; **Kevin Goldstein**, Vice President, Regulatory Affairs, **CTVglobemedia**; **Bev Kirshenblatt**, Senior Director Regulatory Affairs, **CBC/Radio-Canada**; and a Cable/Satellite nominee has yet to be announced... A joke about U.S. President **Barack Obama** being assassinated, along with other controversial humour, saw a **Radio-Canada** TV satirical show ("**Bye Bye**") spanked by the **CRTC**. It says the French-language **CBC** network breached a number of licence conditions last year during its annual satirical New Year's Eve show... Specialty channel **Showcase** has launched a new on-air look, evolving

its programming strategy to include more hit series – *House*, *Numb3rs*, *NCIS* and the like. The objective is to broaden the channel's appeal... **CTS** (Crossroads Television System) has dropped **Airtime Media Sales** in favour of **Jeremy Morton** and his company, **Group of Seven Media**, as national reps.

**RADIO:** Job cuts at **Corus Radio** stations across the country, too, with most of them being in sales.

At last (unofficial) count, 39 sales execs are out of work. The line is that the terminations come about because of the economic issues all of radio is facing. Corus has consolidated its national account business (outside of Quebec) with its subsidiary, **Canadian Broadcast Sales**. The change, notes a Corus exec, will hopefully enhance sales potential with national accounts by combining the ratings for Corus in major markets with the ratings of other CBS-repped broadcasters, notably **Rogers Media**. With the bulk of agency business given to CBS, that left fewer local accounts, ergo the need for fewer sales people... **Astral Media Radio** stunned the Toronto and Ottawa markets through prominent staff cuts. Gone from **CFRB Toronto** are Ops Mgr **Steve Kowch**, talk show Hosts **Paul and Carol Mott**, **Michael Coren**, morning show Newscaster **Jacqui Delaney**, Newscaster **Kris McKusker**, Producer **Iain Grant** and Director of Promotions **Nancy Ceneviva**. At **Virgin Radio Ottawa**, PD **Pete Travers** and

Promo Director **Darren Stevens** lost their jobs. **Steve Kowch**, however, remains with the company. He and Montreal PD **Mike Bendixen** are exchanging jobs. Both, however, are in their new positions on six-month interim appointments. Bendixen is on the job now in Toronto while Kowch begins Tuesday in Montreal... **CSI**, a group that represents Canadian songwriters and music publishers, is taking **Canadian Satellite Radio** the owner of **XM Radio** in Canada, to court, alleging it defaulted on royalty obligations. CSI is a joint venture of the **Canadian Musical Reproduction Rights Agency** (CMRRA) and the **Society for Reproduction Rights of Authors, Composers and Publishers in Canada** (SODRAC). CSI alleges it is owed royalties dating back to 2005, when XM Radio first went on the air in Canada. XM Canada says it's committed to meeting its royalty payments.

**GENERAL:** The diary system is dead. **BBM Canada** launched PPM this past Monday – the world's largest combined radio/TV panel – allowing BBM to follow TV viewers no matter where they watch and to record radio listening to one-minute accuracy almost anywhere the listener may be. BBM President/CEO **Jim MacLeod** says that with five years experience, "... we know PPM is reliable, that BBM panellists like to use the device and that portable measurement is much more in tune with today's mobile lifestyles." Roughly 9,000 people carry PPM devices across the country... At the **Missouri School of Journalism's Psychological Research on Information and Media Effects** (PRIME) lab, confirmation about what most of us already knew – negativity in local news reporting sells. People give more time to news that's deviant or threatening... The **Jack Webster Foundation** has named TV Anchor/radio talk show Host **Bill Good** the recipient of the **2009 Bruce Hutchison Lifetime Achievement Award**. It will be presented Oct. 20 at the **23rd Annual Jack Webster Awards** in Vancouver... The **Broadcast Executives Society** has moved to 2 Bloor Street West, Suite 100-170, Toronto ON M4W 3E2. The new phone number is 416-899-0370. E-mail is [admin@bes.ca](mailto:admin@bes.ca).

## GENERAL MANAGER/GENERAL SALES MANAGER



Newcap Broadcasting has two immediate openings for General Manager/General Sales Manager positions in Alberta.

One is based in Red Deer and oversees our two FM stations there and also our seven stations in the Alberta Radio Group South.

The other is based in Lloydminster and oversees our two television stations, CKSA-FM Lloydminster and seven stations in the Alberta Radio Group East.

Both positions are responsible for eight figure revenue budgets and are significant Newcap profit centres.

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Please send your resume to **Randy Lemay**, Director of Alberta Operations by clicking [rlamay@newcap.ca](mailto:rlamay@newcap.ca).

**REVOLVING DOOR:** Stan Schmidt, GM/GSM at **Touch Canada Broadcasting** in Edmonton, will leave the operation at month's end. His successor as GSM is **Darcy Shindelko**... **Ted Farr** is the new GM at **Vista Radio's The Juice Kelowna**. Farr's extensive radio experience spans major markets between Winnipeg and Vancouver and includes such companies as **Rawlco, Corus, WIC, Rogers** and **Moffat**. Farr begins next Tuesday. Former GM **Jason Mann** remains in the programming, promotion and marketing areas at The Juice and will re-focus on the VP Programming group duties... **Craig Letawsky**, the former GM/GSM at **Rogers Radio Winnipeg**, has accepted the Market Sales Manager position at **Rogers Radio Vancouver**. The move is immediate... **Charlie Gibson** is stepping down as anchor of **ABC's** flagship news broadcast, **World News**, at the end of this year. **Diane Sawyer** is his successor. Gibson, in a note to fellow journalists at ABC, said he wants to retire from full-time employment... **Astral Media Vancouver** Technical Director **Barry Johnston** will retire Nov. 1 after 30 years in engineering. He worked the last 19 with **Standard Broadcasting/Astral Media Radio Vancouver**, did contract work for Vancouver-based **SW Davis**, and – before that – was with **Okanagan Radio**... **Jennifer Graham**, ex of **Corus Entertainment** where she was Associate Director, Programming for **Movie Central, Encore Avenue** and **SCREAM TV**, has joined **Peace Arch Television** as VP, Sales & Acquisitions... **Bob Steele** is leaving **Country 95.3 Hamilton**, after six years in the afternoon drive spot, to return to radio in Calgary. Steele, who had been doing afternoon drive at **CJAY 92 Calgary** before going east, is moving to **Newcap's XL 103 Calgary**. He's expected to be in place by month's end... At **99.9 BOB FM Winnipeg**, **Beau, Tom** and **Frazier** were reunited on their new morning show Monday when Frazier made her return to the Manitoba capital. She'd been in Alberta for nine years but, between 1995-2000, she, Beau and Tom enjoyed great successes at BOB FM. **CHUM Winnipeg** is hoping the magic for listeners will be rekindled... **Kevin O'Leary** of the **Business News Network** will join his former co-host, **Amanda Lang**, on a new show due to begin airing this fall on **CBC Newsworld**... **Sara Buchan**, most recently with **680News/The Fan Toronto**, moves to Alberta to become ND at **FREE FM (CFRI-FM) Grande Prairie**... New morning show Host at **DAVE FM Kitchener/Waterloo/Cambridge** is **Brian West**. He moved up Highway 8 from sister **Corus** station **Y108 (CJXY-FM) Hamilton**. Across the hall, at **91.5 The BEAT (CKBT-FM)**, **Craig Fee** becomes a morning show Co-Host. He succeeds **Mocha**, who moved to **KISS92.5 FM Toronto**. Fee had been PD at **96.3 Capital FM Edmonton**... New PD at **Classic Country AM 1060 (CKMX) Calgary** is **Dustin Collins**. Collins was promoted from MD/Afternoon Drive and still carries the air shift... **Pam Mollica**, Sr. Manager, Marketing Strategy for **HGTV, Fine Living** and **Discovery Health Channel** has left **Canwest Broadcasting** to join the **Olympic Broadcast Media Consortium** as Senior Communications Manager... Vancouver sportscaster **Rick Dhaliwal** has left **Corus Entertainment** after four years with **CKNW Vancouver**. He is pursuing family business ventures.

**SIGN-OFFS:** **Dianne Trottier**, 33, after a hit-and-run accident in Fredericton. The **CBC Newsworld** line-up producer was traveling in her motorized wheelchair when she was struck. Trottier, from Ontario, was on loan to **CBC New Brunswick** to assist with the launch of the new supertime news program... **Lois Fawcett**, 79, who took over as President of Northwestern Ontario's **Fawcett Broadcasting** (Fort Frances, Dryden, Kenora and five repeaters spread throughout the area west of Thunder Bay) when her husband, **Don** passed away in 1993. Mrs. Fawcett stepped back from day-to-day operations a few years back, handing the reins to her son, **Howard**. Fawcett Broadcasting has since been sold to New Brunswick-based **Acadia Broadcasting**... **Art (Arthur G. T.) Andrews**, 70, at St. John's, NL of lymphoma. His work in TV and radio made him a household name during three decades of broadcasting service to Newfoundlanders – on **CJON-TV, CBC-TV** and **CBC Radio's** morning show.

**SUPPLYLINES:** Toronto-based **MIJO** has consolidated its various divisions – **Mijo Comprehensive, Rocket, Slingspot, Undercover, The Clearing House, BVS Canada, Stancon, BDN, BCA, Artistat**, and **Mijo Print** -- under the single brand of MIJO.

**LOOKING:** **Newcap** seeks two combined General Managers/General Sales Managers for **Alberta Radio Group** stations located at Lloydminster and Red Deer. See the ad on Page 2... Other jobs we've heard about include **The Juice Kelowna** – Program Director; **Rogers Radio Winnipeg** – General Manager; **CHTZ-FM St. Catharines** – Program Director; **Astral Media Radio Vancouver** - Director of Engineering; **Astral Media Radio Dawson Creek** – Morning Show Host; **Virgin Radio 96 Montreal** – Overnight Host; **Astral Media Radio Woodstock, NB** – Morning Show Host and a Promotions Supervisor; **Country 95.3 (CING-FM) Hamilton** – PM Drive Host; **CBC Edmonton** – News Producer; **CBC Toronto** – Director, IT, Infrastructure, Operations and a Senior Communications Officer; **CBC Montreal** – Engineer, TV and Radio Production; **CBC St. John's** – Manager Production Resources; and **Global Regina** – Reporter/Anchor and an ENG Photographer/Editor.

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**GENERAL:** Astral Media, BCE, Bragg Communications, CBC, Canwest Media, Cogeco, Corus Entertainment, CTVglobemedia, Newcap, Quebecor Media, Remstar Broadcasting, Rogers Communications, Shaw Communications and their successors will be required to file confidential and public aggregated annual return forms with the **CRTC** by Nov. 30 each year. That data will be posted on the Commission's website. The filing requirement this year – beginning with the 2007-2008 broadcast year – must be filed on or before next Monday, Sept. 14. The CRTC says that increased consolidation has resulted in fewer but larger ownership groups controlling an increasing number of services; that advantages have accrued to them because of increased vertical and horizontal integration; and that the disclosure of this financial information will allow for better submissions from the public and, ultimately, more informed decisions... **Mount Royal College** in Calgary s now **Mount Royal University**. The post-secondary educational facility has been serving Albertans for 98 years (founded in 1911). More importantly for the Canadian broadcast community, it has turned out disproportionately high numbers of award-winning students and graduates. **Marc Chikinda** has been appointed Dean of the Faculty of Communication Studies at the new Mount Royal University.

**RADIO: CKPC/CKPC-FM Brantford** is now owned by **Evanov Communications**. The **CRTC** approved the sale of **Telephone City Broadcast Limited** from the estate of **Richard Buchanan** in a ruling not published in the Commission's 'Decisions' section... **CKJN-FM Haldimand County's** application to reduce its minimum percentage in category 2 that has to be devoted to Cancon – from 60% to 35% – has been denied. The **CRTC** says the station, which beat out **CHCD Simcoe** to add a transmitter of its station there, won on its promise of performance. The **Haliburton Broadcasting Group**, which has purchased the station from the original applicant, **Bel-Roc Communications**, said the 60% commitment isn't viable; that the station hasn't been able to attract adequate ad revenues. The Commission, however, reminded Haliburton that it knew the conditions going in... The **Radio Marketing Bureau** says acceptance of entries for the **RMB Crystal Awards** is now open. It asks that the best radio spots from the past year be entered. The deadline is Nov. 2. For details, click

The diagram features a central box labeled "InfoSys Radio PPM" with ten lines radiating to surrounding circles, each containing a feature:

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[www.rmb.ca...](http://www.rmb.ca...) **CKGM Montreal** celebrates its 50th anniversary Nov 21. If you're a former staffer, click [http://www.team990.com:80/section/view/ckgm\\_alumni\\_reunion/160/](http://www.team990.com:80/section/view/ckgm_alumni_reunion/160/) for details.

**TV/FILM:** **Canwest Global** sold **CHEK-TV Victoria**, a former **E!** affiliate, to an employee group for \$2. The parent company had been reluctant to sell to the employees because it feared being on the hook for operating losses up to the point the **CRTC** gave formal approval (now expected within 30 days). Meantime, Canwest retains the Victoria real estate. CHEK-TV employs 45 people. The employee group and local investors pooled \$2.5-million to cover operating losses in the early going... Meanwhile, at **Global Okanagan (CHBC-TV Kelowna)**, **Canwest Media** fired 11 people and made the station a **Global** repeater, although it still produces local newscasts... TV on the Internet is a niche market in Canada that needs bandwidth capacity and on-demand, interactive services to compete

with digital and satellite TV. Further, says **IDC Canada** analyst **Tony Olvet**, that's been the biggest roadblock. **Telus**, **MTS Allstream** and **SaskTel** provide some Internet Protocol TV services but, in total, IPTV subs numbered about 198,000 at the end of 2008 (under 2% of analogue and digital cable and satellite TV subscriptions)... Meanwhile, **Nielsen** says American viewers are increasingly turning on the Web, tuning into TV and not missing anything on either. Further, it says, 57% of U.S. TV viewers who have Internet use both at the same time at least once a month. The report also found that American TV consumption continues to increase, with the average viewer watching 141 hours per month, a 1.5% rise from a year ago. While Internet and mobile phones have shown increases, the bottom line is that viewers will go to the better screen to watch – the TV set... The **Fox Business News Network (FBN)** has agreed to simulcast the radio show of **Don Imus**. FBN says it has signed a multi-year deal to show the Imus program weekday morning starting Oct. 5... **VideoFACT** has changed its name to **MuchFACT**, as **CTV's MuchMusic** and **MuchMore** take on exclusive funding. MuchFACT chairman **Bernie Finkelstein** says the change comes as **Astral Media's MusiquePlus** begins flowing music video production expenditure independently through **MaxFACT**, administered by **Les Fonds Harold Greenberg** in Montreal... Toronto-based **Solutions Research Group** says that nearly seven-in-10 Canadian TV viewers say being able to

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access cable channels on the web or mobile is an excellent (26%) or good (41%) idea. Nearly eight-in-ten 18-49s say the idea is “excellent” or “good”, compared to only six-in-ten of those 50+. These findings come from SRG’s independent **Digital Life Canada** syndicated study (formerly *Fast Forward*). Click [www.srgnet.com](http://www.srgnet.com) for details... **TD Canada Trust** has scored product integration on **CBC’s Little Mosque on the Prairie**. The fictional Saskatchewan town of Mercy (pop. 14,000) will see its newest corporate resident debut Oct. 5. But that’s expected to be a one-time wonder. The bank will also make cameo appearances in two other CBC shows, *Being Erica* and *Heartland*. TD’s deal with CBC, not unusual in the U.S., is groundbreaking for Canada... On Sept. 8, 1952 – 57 years ago this week – **CBC Television** made its debut from a studio in Toronto where a nervous and excited team of journalists and entertainers offered the first evening’s entertainment. Check this retrospective clip: [http://archives.cbc.ca:80/on\\_this\\_day/09/08/](http://archives.cbc.ca:80/on_this_day/09/08/). Two days earlier, CBC TV debuted at **CBFT Montreal** with a showing of the movie *Aladdin and his Lamp*.

**REVOLVING DOOR:** Anne-Marie Mediwake, **Global Toronto’s** Monday-Friday co-Anchor (with **Leslie Roberts**), will leave Global at week’s end. She has cited personal and family reasons for the departure... **Bruce Gilbert**, the Ops Mgr at **Astral Media Radio St. Catharines** and PD at the city’s **97.7 HTZ FM**, has moved to sister station **Virgin Radio 1069 (CKQB-FM) Ottawa** as PD. He succeeds **Pete Travers**... **Rick Flumian** has become the new Sales/Station Manager at **Big Dog FM Lac La Biche**. Flumian, a local resident, succeeds **Dan Gallant** who moved to **Fred FM Fredericton** as GSM... At **Lite 92.9 (CFLT-FM) Halifax**, the new **Rogers** station, the morning show hosts are **Jamie Paterson** and **Lisa Blackburn**. The married couple both have extensive Halifax market backgrounds though have never worked together. Paterson is on the air now. Blackburn begins Nov. 16... **Stuntman Stu (Stu Schwartz)** of **TEAM 1200 (CFGO) Ottawa** is moving across the hall to **93.9 BOB FM (CKKL-FM)** where he’ll join **Sandy** in morning drive to create the Stuntman and Shark show.

**LOOKING:** **Global Toronto** - Co-Anchor; **Astral Television Networks Toronto** - Project Manager, Astral Media Integrated Solutions; **Astral Media Radio Dawson Creek** – Television Anchor/Reporter; **Rogers TV Ottawa** - Manager of Creative Services; **CBC Montreal** – Assignment Editor, National, and Maintenance Technicians; **CBC Toronto** – Host, Newsworld and an Account Manager; **CHAT/CFCN Medicine Hat** – Master Control Operator; **XM Satellite Radio Toronto** – Direct Marketing Manager; and **Q104 Halifax** – Morning Show Co-Host.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** D.J. Williams, **The Jetset Media Workshop, London.**  
Welcome!

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**TV/FILM:** **CBC, CTV** and **Global Television**, in a rare show of unity, say BDUs are making significant profits on the backs of OTA broadcasters; that they are not being compensated; and that cable and satellite companies have been on a free ride for too long. This week's accord between the three networks – the campaign is called '**Local Matters**' – is at odds with **Rogers** and **Shaw** whose position is that the nets have no right to seek 50-cents-per-subscriber fees. Rogers says such a levy could bump Torontonians' cable bills by up to \$10, a figure the networks say is being used to scare consumers. Both sides are lobbying for public support leading up to the **CRTC** hearings skedded for mid-November. In its argument against fee-for-carriage, Rogers calls it "an unnecessary bailout for over-the-air broadcasters and an unfair tax on cable and satellite television subscribers." Chairman **Phil Lind**, in a submission to the **CRTC**, said that claims about the OTA ad-supported business model are wrong. Ad revenues, he argues, will rebound at the end of the recession... The **CRTC** denied **Star Choice Television's** request to drop carriage of **CBC-TV Regina** from its **Shaw Direct** satellite service. The Commission also denied a request that Star Choice no longer has to carry a minimum of five CBC English-language OTA TV stations... **The Score** has launched an updated version of **ScoreMobile** for **Blackberry Smartphones** that adds customizable content, game reminder features and optimized navigation and display functions... **Astral Media's Family Channel** is launching its channel page on the **iTunes Store** in Canada Sept. 21 with hit series for younger viewers.

**GENERAL:** Advertising in Canada is coming back, but the focus is still on cost control. At the 10th annual **Media & Telecom Conference** in Toronto on Tuesday, the tone was more optimistic than just six months ago. About 120 investors also heard that **Corus Entertainment** President/CEO **John Cassaday** has an interest – should they become available – in buying **Canwest's Food Network** and **HGTV**, in which Corus has a stake, so as to enhance Corus' offerings targeted at women... **Marci Ryvicker**, the **Wells Fargo Securities** analyst, says "a muted ad recovery is underway." She sees the greatest sequential improvement for radio, followed by TV and outdoor... The **Television Bureau of Advertising** in the U.S. says total spot TV revenues in 2010 will rise between 3.6% and 6.1% in comparison with this year's revenues. Local spot revenue will rise between 1.0% to 3.0% and U.S. national spot revenue will increase by 6% to 12%... The **Canadian Association of Broadcasters** has called on the federal government – in a submission and plan entitled **Create a Digital Copyright Competitive Advantage** – to introduce copyright legislation that supports growth in Canadian media services. Specifically, the CAB wants to make sure that businesses aren't loaded down with regulations that may not apply in the fast-moving digital media environment. The two core recommendations are that broadcasters not be forced to pay multiple copyright fees for incidental acts such as backing up digital servers and making copies of the music files stored on those servers, and that along with new legislation, the federal government should overhaul the way that copyright is administered in order to strike the right balance between seamless access to content and fair payment to the owners of that content... There's a combined **RTNDA-Ryerson University** event next week (Sept. 22) in Toronto looking at the issues facing local TV news. The session takes place at 6:30 Tuesday evening at the downtown university: 80 Gould St., Room RCC 204. Panel members include: **Sophia Hadzipetros** – Managing Editor, **CBC Toronto**; **Mike Katrycz** – News Director, **CHCH Hamilton**; **Adrian Bateman** - Managing Editor, '**A Windsor**'; and **Farah Nasser** – Anchor/Reporter, **Citytv Toronto**. The moderator for the evening will be **Omar Sachedina** – Anchor/Reporter at **CP24**... Almost two-thirds of Americans surveyed believe that news stories are often inaccurate. The **Pew Research Center for the People & the Press** found that 74% of respondents believe stories tend to favour one side of an issue over another, up from 66% two years ago. The U.S. survey found that the slippage in attitudes comes, for the most part, from Democrats. Republicans have long been critical of the news media... **Rogers Cable** is suing **Shaw Communications** in a bid to block Shaw's attempt to move into Hamilton

which Rogers deems home turf. Rogers has asked a judge to put a stop to Shaw's purchase of **Mountain Cablevision**. For most of the last decade, Rogers and Shaw have effectively agreed to divide the country in half, with Rogers being the dominant cable provider from Ontario east, and Shaw the largest seller west of Ontario.

**RADIO:** The **Canadian Country Music Association (CCMA)** broadcast award winners in Vancouver on the weekend were: **Radio Station of the Year (Major Market): CISN Country (CISN-FM) Edmonton; Radio Station of the Year (Secondary Market): KICX 106 (CICX-FM) Orillia; Broadcaster Hall of Honour Inductee: John Murphy; Hank Smith Award of Excellence: Heather Ostertag, FACTOR Toronto; Music Director of the Year (Major Market): Mark Patric, JRfm (CJJR-FM); Music Director of the Year (Secondary Market): Peter Walker KX96 (CJKX-FM) Oshawa; On-Air Personality of the Year (Major Market): Odd Squad With Doug, Robyn, & Dan, Country 105 (CKRY-FM) Calgary; and On-Air Personality of the Year (Secondary Market): KG Mornings with Greg & Tera Lee, KG 95.5 (CKGY-FM) Red Deer... Alex J. Walling, who once owned and operated **CKWK-FM Corner Brook**, has won approval for a low-power, not-for-profit FM community station at Liverpool, NS. The new station will operate at 99.3 with power of 50 watts... FM radio appears to have a champion in the form of **Apple's new iPod Nano**. In an online survey of Canadians, the Radio Research division of **Angus Reid Strategies/Vision Critical Communications** found that the built-in FM tuner generates strong appeal, particularly among younger demos. More than a third (36%) of 19+ Canadians say they are "very interested" in the ability to pause and rewind songs they hear on the radio. This rises to 55% among 18-34 year-olds... **CFWE-FM - The Native Perspective - Edmonton** has launched at 98.5. It's part of a network that includes 41 FM'ers serving 55 Alberta communities in eight languages... **C-FAX Victoria** turned 50 on September 5. The man who founded the station in 1949 – **Roy Parrett** – died last month (Aug. 21) at 91. We're not sure if this is true, but C-FAX may have had an aviation connection. Parrett, 16 at the time, was the youngest pilot in Canada in 1934. He enjoyed flying through his 88th birthday. Canadian aircraft registrations all begin with "C-". His radio partners included inventor/author/and fishing expert **Charlie White** and former Vancouver Mayor **Art Phillips**... **D.J. Williams**, who served as Director of Client Services for **Clear Channel Radio's** internal ad agency in Atlanta and who is now back in London, ON, as president of **Jetset Media Workshop**, will launch a \$1 million contest at the **NAB Radio Show** in Philadelphia next week. The event is in support of his **soundBAIT: Creative Weapons of****

**MASS Distraction**, his new book... **Allan G. Lie** of **Golden West Radio** in Manitoba, in a playful moment, applied his writing skills to something he calls, **Radio Babies**. Here's how it goes:

**CLIENT:** Wants a baby.

**SALES:** Thinks a baby can be delivered in five months if requested ASAP.

**CREATIVE:** Thinks a baby should be delivered in 18 months.

**CREATIVE DIRECTOR:** Believes that if one woman can deliver a baby in nine months, nine women can deliver a baby in one month by brainstorming.

**PRODUCTION:** Gets baby request on the due date. Checks to see if there's baby "ready to go" in the orphanage — if not builds baby with whatever parts are available.

**TRAFFIC:** Runs the nursery. Has to fit six babies into one crib, or fill six cribs with one baby.

**ON-AIR:** "Enough with the babies already, let's talk about me."

**CO-OP DEPARTMENT:** Sues father for child support.

**STATION MANAGER:** Believes one woman can deliver nine babies in one



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month with the right focus.

**ENGINEERING:** Not sure where babies come from, but keeps the maternity ward running.

**ACCOUNTING:** Can prove on paper that a man and woman are not really necessary to produce a baby and should be dropped from the budget.

**REVOLVING DOOR:** **Corus Radio's Chris Sisam**, GM of the Toronto cluster, has been promoted to VP, Sales & Regional VP. **Chris Pandoff**, the VP, Corus Radio Ontario, adds GM duties for the Toronto cluster... **Gisele Sowa** has been appointed GM of **CHUM's 91.7 The Bounce (CHBN-FM) Edmonton**. She was promoted from GSM/AGM. CHUM Radio will announce a new GM for **CKCE-FM Calgary** in the near future as well as a new GSM for Edmonton. The moves are a result of the promotion of CHUM Alberta GM **James Stuart**, who oversaw both operations, to **CHUM Vancouver's** three stations... **Mike Finucan**, ex GSM at **Q107 Toronto**, is now GSM at **Evanov Communications' Z103 (CIDC-FM) Toronto/Orangeville** and **The Jewel 88.5 (CKDX-FM) Toronto/Newmarket**... **Edward S. Rogers** has been appointed Deputy Chairman of **Rogers Communications**. **Alan D. Horn** was the former sole Chairman of the Board. Rogers will also oversee mergers and acquisitions as Exec VP of the new Emerging Business and Corporate Development group... At the **Rogers Toronto** cluster of radio stations, the departed **Sandy Sanderson's** duties have been divided between **Chuck McCoy** and **Derek Berghuis**. Berghuis is the Toronto AM Market Manager (**680News/The Fan 590**) and McCoy oversees the FM properties (**98.1 CHFI/KiSS 92.5**) as the Toronto FM Market Manager. **Julie Adam**, meanwhile, has assumed the role of PD at KiSS 92.5 along with her responsibilities to 98.1 CHFI as VP/GM/PD. In addition, she's Ass't National PD for Rogers radio stations... New GSM at **NCI-FM Winnipeg** is **Mike Fabian**. He moves from **CHUM Winnipeg** where he was the Agency Liaison/Retail Sales Manager the past two years. Before that, Fabian spent 10 years at **Rogers Winnipeg** as Sales Manager... **Vic Grant**, with **CJOB Winnipeg** the past 20 years, has retired. For the past 11 years, Grant had been PD/ND at the **Corus Winnipeg** AM powerhouse... **Walter Labucki**, after 34 years as **CHUM Halifax** Director of Engineering, has retired. His successor is **Shaun Basha**, ex of **Newcap Radio St. John's**... **Joytv 10 Vancouver** GM **Terry Mahoney** and GSM **Gary Milne** are no longer with the **S-VOX** operation. Their jobs were cut in a "financial sustainability" move. Joytv managers will now report to senior staff in Toronto. **Emily Morgan**, VP Content at **Food Network** and **Fine Living**, has added **HGTV Canada** to her duties. She succeeds **Anna Gecan** who joined **Scripps Networks Interactive** as VP Original Programming for HGTV US... **Crosby McWilliam** becomes the Promotions Director at **CISL/CKZZ-FM Vancouver** next Monday. In his 15-year tenure at **Corus Radio Vancouver**, he was a copywriter, APD at **MOJO radio** and then moved to his last position, that of Promotions Director at **Rock 101 Vancouver**... **Julie James**, the PD at **92.5 JOE FM Edmonton**, is no longer in that position... Also at **JOE FM**, **Devin Gray**, the Sales Manager at **CISN Country Edmonton**, adds JOE to his responsibilities.

**SIGN-OFF:** **Jim McKillican**, 53, in Regina of cancer. The **CBC Saskatchewan** radio broadcaster began his career with the CBC in 1983 as a technician and became a familiar voice to *Morning Edition* listeners. For two decades, McKillican read the weather, selected music, provided reports on the **Saskatchewan Roughriders** and bantered with *Morning Edition* host **Sheila Coles**.

**LOOKING:** **CHUM-FM Toronto** – Afternoon Drive Host; **Classic Rock 101 Vancouver** – Promotions Director; **Big Country 93.1 FM Grande Prairie** – Afternoon Drive/Production; **CBC Moncton** – Journalist/Anchor; **CTV News Channel Toronto** – Line-Up Editor; **CBC Toronto** – Executive Director, Sales & Marketing and a Director, Production and Operations; **CTV Toronto** – Production Manager, CTV Creative Agency Design Department and a Group Director, National Sales; **CTV Vancouver** – Human Resources Manager; **Astral Television Networks Toronto** – Master Control Operator; **CBC Halifax** – Promo Producer/Director; **CBC Vancouver** – Manager, French Services BC and Yukon; **CBC Montreal** – Senior Industrial Relations Consultant; and **CFOM/CFEL Quebec City** – Program Director.

# BROADCAST Dialogue

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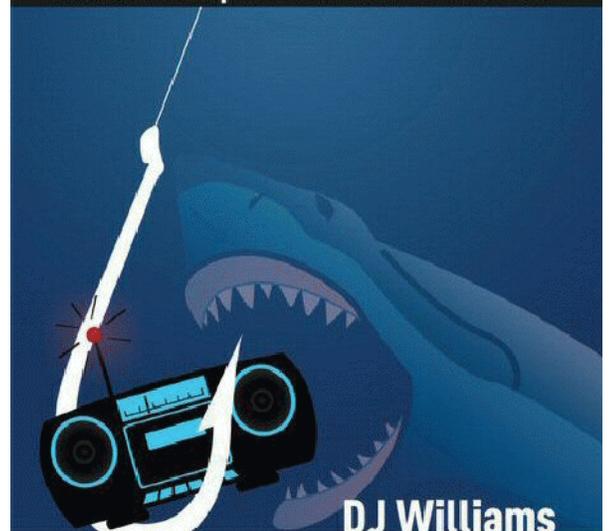
**TV/FILM:** The **CRTC**, at the request of the federal government, will consult the public on the request by the TV nets to charge BDUs for using their local signals. A public hearing is set for December and will examine two key concerns: The impact of a compensation regime on consumers; and how that would affect the various components of the communications industry. **James Moore**, the minister of Canadian Heritage, says the Commission is also being asked to consider what such a system would mean for access to local programming and information. Broadcasters, as well as **Rogers Communications**, welcomed the hearings. The BDUs say customers don't want to pay for signals that can be pulled in free over the air. The networks, however, say people will pay because they appreciate local TV... Meanwhile, **CTV**, blaming deteriorating finances in a battered ad market and splintering viewership, says it's been forced to seek new terms with its lenders, the banks... **Adbusters** has a green light by the **Supreme Court of Canada** to take **Global Television** and **CBC** to court for rejecting its anti-consumerism ads. The group, best known for its *Buy Nothing Day*, took legal action in 2004 after it said that the networks refused to carry ads against consumerism and obesity. One of the spots featured a burping pig superimposed on a map of North America... A complaint to the **CRTC** by **Allarco Entertainment** that **Rogers Cable Communications** subjected Allarco to an undue disadvantage in regard to the marketing of **Super Channel** has been found to be valid. But the Commission further found that there was insufficient evidence to establish that Rogers gave undue preference to **Astral Media's The Movie Network**, **HBO Canada** and **MoviePix** in regard to its marketing of Super Channel. The Commission directed Rogers to file written documentation setting out what it will do to ensure Super Channel is not unduly disadvantaged in marketing efforts.

**REVOLVING DOOR:** Upwards of 10 positions have been eliminated at **CKPC/CKPC-FM Brantford**, including **Rick Buchanan**, the late owner's son, since **Evanov Communications** took ownership earlier this month. **Dick Buchanan**, who died last summer, had carried on the 80-year family ownership of Telephone City Broadcasting. His estate was in charge of selling the stations... After 14 years as Co-host of the **MIX 97 Belleville** morning show, **Ingrid Moore** left the station for a job across the road at **Classic Hits 95.5 Belleville**. Succeeding Moore at MIX 97 is **Orlena Cain** of the **Shopping Channel**, **Sugarcain.com** and **E! Canada**... **Paul Graham** has joined **TSN**

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as Executive Producer, Live Productions. It's a return to TSN for Graham who had worked the last 10 years as an independent producer... New GSM at **BOB FM London** is **Ann LaRocque**, a promotion from local Sales Manager... **Boyd Leader** (aka **Rhubarb Jones**) is now PD and afternoon drive Host at **JOE FM Edmonton**. He succeeds the recently departed **Julie James**... **Free FM Grande Prairie** interim PD **Kiel Kelly** has won the job full-time. He succeeds **Pete Montana** who remains with the company... **Jay Campbell**, after 28 years as **A (CFPL-TV) London's** meteorologist, has announced his retirement. Succeeding him is 11:00 p.m. weather Anchor **Julie Atchison**... The **National Association of Broadcasters** has chosen former U.S. Senator **Gordon Smith**, a Republican from Oregon, to be its new CEO... New U.S. **Television Bureau of Advertising** (TVB) president, effective Jan. 1, is **Steve Lanzano**. He succeeds **Chris Rohrs** who'd held the job for 10 years. Lanzano is COO of ad agency **MPG US**... **Tristan Brake** becomes the new Senior Engineer at **Corus Radio Kitchener** Oct. 5. He's moving from **Rogers Radio Sudbury**.

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**RADIO:** When the phone rang last week at **102.1 The Edge Toronto**, staffers were taken aback when a U2 rep said that the band – which played to a sold-out house the night before – wanted to have a chat on the station. The only catch was that there could be no hype on U2's appearance until five minutes before they got there. Host **Dave Bookman** heard **Bono** praise the city, the Toronto International Film Festival, the Rogers Centre and the CN Tower. By the time they left the station a half-hour later, fans were pressed against fencing set up outside. Bookman called the spontaneous appearance “...everything that's right about rock and roll”... **CJLS Yarmouth** has just celebrated its 75th anniversary. Congratulations to owners **Ray Zinck** and **Chris Perry**... The **NAB Radio Show** opened yesterday (Wednesday) in Philadelphia and runs through tomorrow (Friday). Owners are seeing indications that things are getting better, perhaps making a turnaround. Still, problems persist for at least two major groups, **Citadel** and **Clear Channel**. The former has a January payment deadline that it likely cannot meet while Clear Channel and its lenders continue doing a to-and-fro... **Astral Media Radio's** \$659,752 shortfall for its 2008 Canadian content development obligation was, says Astral, due to “a misunderstanding of its transitional CCD conditions of licence”. The company has offered to donate \$750,000 to make up for the shortfall from its 65 stations, \$450,000 to **MUSICACTION** and \$300,000 to the **Community Radio Fund of Canada**. The money would be paid out over seven years... **XM Canada's** parent, **Canadian Satellite Radio Holdings**, has bought back US\$9 million of its outstanding high yield debt for US\$3.2 million. The move will save the Toronto company about US\$1.1 million a year in interest costs... Some on-air shift changes at **CFRB Toronto**. **John Moore** moves from afternoon drive to mornings, **Bill Carroll** moves from mornings to 9-1 (the move sets up **Astral's** syndication arm to sell Carroll's show across the country), **Jim Richards** goes to 1-3 and **John Tory**, the former Ontario PC leader, takes over the 4-7 pm slot. There's also an ID change: Instead of **TALK 1010**, **CFRB** will become **NEWSTALK 1010**. The personnel and the ID change will happen Oct. 5... The Woodstock Fire Department raced to **CJ 104 (CJCJ-FM) Woodstock** last Friday night because of smoke throughout the building. Lucky for the **Astral** station, though, that this time where there was smoke, there was no fire. The cause was a heat pump that had shorted out, pumping smoke through the ventilation system... **LIFE 100.3 Barrie**, the Christian listener-supported rocker owned by **Trust Communications**, is celebrating its 10th anniversary. President **Scott Jackson**, starting with an 1,800-watt transmitter (now 40,000), has since added repeaters at Owen Sound,



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### RESPONSIBILITIES:

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- \* Marketing and promotional planning for national promotion initiatives, new station launches and national programming initiatives.
- \* Find and exploit synergies with potential partners and work with local teams in deploying the campaigns.
- \* Collaborate with the Director Media Creativity & National Promotions to spearhead and foster communication and idea sharing among Astral Media Radio's Promotion Managers.
- \* Give guidance and be a key resource in providing skill development to Astral's Promotion Managers.
- \* Have thorough knowledge of new and traditional marketing platforms as well as creating performance indicators to assess effectiveness of campaigns.
- \* Work collaboratively with the Astral Media Radio Sales team to devise platforms that extend brands through client engagement.
- \* Plan, coordinate and execute Astral's national charitable campaigns.
- \* Communications for Astral's English language radio properties and interactive platforms.

### SKILL REQUIREMENTS:

- \* Five to seven years of marketing experience.
- \* Experience managing large-scale promotions and marketing projects.
- \* Excellent understanding of the entertainment business.
- \* Proven track record of developing creative ideas to measurable results.
- \* Excellent negotiation skills.
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Please note that while we appreciate all expressions of interest, we can only respond to those candidates who will be interviewed.

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**G**ENERAL: More than 300,000 people in Canada's remote and rural areas could be cut off from **CBC-TV** in two years because CBC doesn't have the money to convert its signals to digital. So far, only eight of its 600 transmission towers have been switched over. Those eight, however, cover about half the potential audience. August 2011 is the deadline for the switch. Corporation President/CEO **Hubert Lacroix** told the company's annual general meeting yesterday (Wednesday) that all broadcasters have been complaining about the staggering costs of switching to digital. CBC has chopped 800 jobs and is in the midst of selling off assets. One such sale – its **Galaxie** operations – brought in \$20.1 million this week. Lacroix said that there is no more money to spare after struggling to make up for a \$171-million budget shortfall this year... **Canwest Global** is said to about to jettison Australia's **Ten Network**. **The Australian Financial Review** reported that a number of stockbrokers were invited to a meeting this week to

discuss a transaction for Canwest to sell down its \$680 million stake... It appears that **Rogers** and **Shaw** are moving into battle positions now that an Ontario Court has ruled against Rogers' petition to stop Shaw from buying **Mountain Cable** in Hamilton. Rogers claimed a nine-year-old non-compete agreement with Shaw to split English Canada between them should prevent Shaw from buying Mountain. But the judge in the case said Rogers had not proven irreparable harm.... **Telesat** has launched its **Nimiq 5** satellite from Kazakhstan. Utilizing 32 Ku-band transponders, it will deliver a range of high-def and direct-to-home TV services across Canada and the U.S... New **FCC** Chairman **Julius Genachowski** says the U.S. regulatory body must take concrete action to preserve a free and open Internet. Four principles already embraced affirm that consumers must be able to access lawful content, applications and services of their choice, and attach non-harmful devices to the network. Those four guide the FCC's existing case-by-case enforcement of communications law. He has proposed two more principles: The first would prevent Internet access providers from discriminating against particular Internet content or applications while allowing for reasonable network management. The second principle would ensure that Internet access providers are transparent about the network management practices they implement... A new chip adds HDTV to laptop PC functions. California-based **CrestaTech's** innovation, it says, will allow reception of global HDTV on a universal programmable broadband technology chip. It will also support analog standards worldwide, radio and GPS signals in any city.

**L**OOKING: **Astral Media Radio** in Toronto seeks a National Marketing Manager. See details in the ad above... Other jobs we've heard about include: **Heart FM Woodstock** - Account Executive; **Ward Beck Systems, Toronto** - broadcast equipment Sales Professional; **Loyalist College, Belleville** - Broadcast Technologist; **APTN Edmonton** - Reporter/Correspondent; **APTN Whitehorse** - Reporter/Correspondent; **APTN Winnipeg** - National Assignment Editor; **CP24 Toronto** - Producer; **CTV Toronto** - Production Supervisor; **Canwest Broadcasting Toronto** - Manager, Technology; **CBC Toronto** - Director, Archives and Libraries English Services and a Host for **NewsWorld**; **CBC St. John's** - Manager, Production Resources; **CBC Ottawa** - Associate Director; **CKRY-FM/CFGQ-FM/CHQR Calgary** - Promotions Director; **97.3 EZ Rock (CJEZ-FM) Toronto** - Program Director; and **Astral Media Radio Montreal** - Chef de produit technique - Astral Media Radio Interactif.