

BROADCAST Dialogue

The Voice of Broadcasting in Canada

Christensen Communications Ltd. * 414 St. Germain Av * Toronto ON M5M 1W7 * Phone: (416) 782-6482 * Fax: (416) 782-9993
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Wednesday, December 6, 2001

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Page One of Three

GENERAL: New **CRTC** Chair **Charles Dalfen** says he's determined to raise the profile of his new job. Dalfen, an international communications lawyer who divides his time between his Ottawa home and Toronto apartment, will move into his new CRTC office next month. After he's settled, he says, he wants to revisit the goal of boosting Canadian content on English-language TV. He says the shortage of CanCon there remains the CRTC's greatest challenge. Other than a few sports and news programs, he says, US content comprises the bulk of Anglo Canadian viewing habits. He agrees with critics who say the CRTC needs structural change. For example, the Commission has 12 members, a number he'd like to see reduced. But trimming Commissioners needs change to the Broadcasting Act... The **Canadian Association of Broadcasters** has rescheduled its appearance before the **Standing Committee on Canadian Heritage** to Feb. 21. That day will be dedicated to hearing private broadcasters. The Standing Committee has launched a major review of the Broadcasting Act and began Canada-wide consultations Nov. 8 in Ottawa... The union for 1,600 **CBC** technicians at English-language radio and TV operations has moved its strike deadline to noon today (Thursday)... While many Americans found comfort in watching CBC-TV coverage of the aftermath of Sept. 11

(see **Barbara Brebner's** column in the *Dec/Jan Broadcast Dialogue* magazine), more than half of Canadians online used a US Web site for international news. According to **Pollara Inc.**, 32% of respondents visited **CNN.com**, while 11% went to **Yahoo.com** and 10% used **MSNBC.com**. The **CBC's** sites -- **CBC.ca**, **SRC.ca** and **Newsworld.ca** -- were the most-visited domestic destination, with a 9% share... **Rogers, Shaw and Cogeco** have reached a tentative deal with bankrupt **ExciteAtHome** to keep its Internet service running while they transfer customers to their own networks. The three-month deal gives Rogers, in particular, more time to shuffle its high-speed Internet clients to its own network. US cablecos **Comcast Communications** and **Cox Communications**, among others, also reached a deal with ExciteAtHome on Monday to keep service going. The **National Association of Broadcasters** is calling for nominations for the **2002 NAB International Broadcasting Excellence Awards**. These awards -- Multiple Stations (group or network) and Single/Independent Station -- will be presented at the NAB convention in Las Vegas, April 6-11. Nominations must be received by February 8. Contact **Emily Dorey** for info: mailto:edorey@nab.org...



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**Marriott Hotel, Eaton Centre
525 Bay Street, Toronto, ON**

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- 🌐 Addressing the Needs of Buyers and Planners in a Multimedia World
- 🌐 Multimedia Optimizers: Another Fad or a New Way of Working?



Staying Tuned is Canada's pre-eminent electronic media research conference and is sponsored by BBM Bureau of Measurement and the Broadcast Research Council (BRC).



REVOLVING DOOR: John Huschi retires from his leadership at Regina's *Harvard Broadcasting* at month's end. Succeeding Huschi as Station Group Manager is **Michael Olstrom** who had been Ops. Mgr. at the stations and PD at *The Wolf*. His new job begins Jan. 1... Also at Harvard Broadcasting, **Karen Broderick** becomes National Sales Co-ordinator... **Chris Pandoff**, GM at *Corus Radio Vancouver*, has been appointed VP of Sales for the company. He'll be moving to Toronto. Succeeding Pandoff at *CFMI-FM/CFOX-FM/CJNW/CKNW Vancouver* is VP Finance **Lou del Gobbo**... After more than 40 years with *CFQC-TV Saskatoon*, GM **Jerry MacLeod** is gone. For the past several years, he'd also been GM of *CKBI Prince Albert*... **CBC** Chief Political Correspondent **Jason Moscovitz** – after 27 years – has resigned. He'll become VP of Public Affairs at the Business Development Bank of Canada... **AOL Time Warner** CEO **Jerry Levin** is stepping down. He will be succeeded by COO **Richard Parsons** as head of the world's largest media company. **Steve Case** remains as Chairman, while the other co-COO, **Robert Pittman**, becomes sole COO. Levin will retire at the company's board meeting in May after a six-month transition... Promoted to VP of Programming at *Teletoon* is **Carole Bonneau**. She's been with the specialty channel since 1996... The new Executive Committee at the *Canadian Satellite Users Association* are: Chair–**Harvey Rogers**, Sr. VP. Operations & Engineering, *Alliance Atlantis*; Vice Chair–**Johanne Saint-Laurent**, Sr. VP. Finance, Operations & Business Affairs, *Les Chaines Télé Astral*; Treasurer–**Erika Kramer**, Director, Technical Operations, *Vision TV*; Secretary–**Chris Bell**, VP Technology, *Astral Television Networks*; **Gordon Lee**, Sr. Dir. Uplink Services, *Cancom*; **Norm Nault**, Sr. Mgr., Technical Policy & Planning, *CBC*; and, **Terry Snazel**, VP Technology, *Bell ExpressVu*...

LOOKING: *Silk FM Kelowna* is looking for Sales Reps... The recently-acquired *NewCap* property, *CHNO-FM Sudbury*, is also looking for Sales Reps... *Global TV Edmonton* is looking for a Consumer Investigative Reporter... *Fanshawe College* in London is looking for a Communication Arts Professor.

SIGN-OFF: **Ed Whalen**, 74, the Calgary broadcast legend, died of a heart attack while vacationing in Florida. His wife, **Nomi**, was by his side. Whalen is best known for his work with *Stampede Wrestling* and as the voice of the *Calgary Flames*. He "retired" in 1999 after more than 50 years in broadcasting.

TV/FILM: **CRTC** hearings into new TV licences in southern Ontario (Hamilton, Kitchener and Toronto) began Monday in Hamilton. *Global* wants all three new licences, as does competing *Toronto Star TV*. *Alliance Atlantis Broadcasting*, *Craig Broadcast Systems* and *Rogers Communications* are also looking for the Toronto licence. A decision isn't expected before the spring... The *Supreme Court of Canada* has been asked to pull the plug on an estimated one million Canadian TV viewers who tap into foreign satellite signals. That number, by the way, is about equal to all the direct-to-home consumers in Canada. *Bell ExpressVu*, saying the case is about the future of Canadian broadcasting, is challenging *Can-Am Satellites*, a small BC company that sells DTH satellite decoders that receive US signals. Can-Am, however, says the case is really about using "coercive means" to force viewers to subscribe to stations approved in Canada rather than letting people choose... The *Television Bureau* (TVB) will have 33 new members voting at its Annual General Meeting this year (Toronto, Dec. 13), bringing TVB membership to 135... *CHUM's* distribution and development Arm – *ChumCity International* – has taken



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on a new name and a new mandate. Now called **CHUM Television International**, the company which began as a distributor of **Citytv Toronto** programming now represents CHUM-owned TV programming, formats and franchises... **CanWest Global** CEO **Leonard Asper** says he expects to cut \$500 million in company debt with the sale of community newspapers. Asper further told a Wall Street conference that he expects up to 100 additional jobs to be shed through consolidation in the **Southam** chain of newspapers. So far, CanWest has cut 200 jobs, primarily from the National Post. CanWest owns 14 English-language major dailies, and 120 daily and weekly publications in small communities across Canada... **CTV** Chief News Anchor **Lloyd Robertson** will be honored by the network Dec. 18 with an hour-long show: *LLOYD'S 25th*. It's a documentary chronicling Robertson's tour of duty at CTV...

RADIO: The **CRTC** has approved the four applications in Regina to restructure ownership. Two companies – **Rawlco Communications (Sask.)** and **HDL Investments (Harvard)** – will each have two FM'ers and one AM station. **Craig Broadcasting** no longer owns stations in Regina. Before the decisions, each of the three companies had two licences in the market: Craig (**CKCK/CFWF-FM**), HDL (**CKRM/CHMX-FM**) and Rawlco (**CJME/CIZL-FM**). Now, HDL has CKRM/CFWF-FM/CHMX-FM and Rawlco has CJME/CIZL and a new FM'er. CKCK-AM is gone... **Corus Radio** released 31 staffers from the Vancouver and Edmonton operations last Friday, 20 full-timers in Vancouver and 11 full- and part-time jobs in Edmonton. **Corus Entertainment's** continuing restructuring is intended to shave \$10 million in annual expenses. The majority of cuts are said to be administrative, however on-air cuts at **CKNW/CJNW Vancouver** include **Doc Harris, Bob Duck, Norm Byatt, Marlene Mackenzie, Warren Barker, Renee Bernard, Ron Barnett, Robin Schantz, Terry Moore, Mark Madryga, Rosie Summers** and **Frank Fong**. In Edmonton we're told that roughly half of **CISN-FM's** air staff, including Morning co-host **Cheryl Brooks** and Midday announcer **Mike Sobel**, plus two swing announcers, are gone... **CanWest Global's** desire to get into radio has been an open secret for quite some time. Now, though, the company is applying for start-up approval for a jazz format in its own backyard, Winnipeg. A hearing is set for Feb. 4. Also on the docket for a new service in Winnipeg are **Corus, Rogers**, a campus station, a Christian music service and an easy listening station... **The Bear (CFBR-FM) Edmonton** has just its *Ninth Annual Bear Children's Fund Rock Auction*. A record \$80,000 was collected... Meantime, another **Standard Radio** station, **The BEAR (CKQB-FM) Ottawa**, raised over \$7,300 at its first ever Christmas Ball for its *BEAR Children's Fund*... Lyrics with the f-word didn't sit well for **Xfm (CIOX-FM)**

Ottawa with the **Canadian Broadcast Standards Council**. Two songs – “*Living It Up*” by **Limp Bizkit** and “*Outside*” by **Aaron Lewis** and **Fred Durst** – were found to have been aired at times of the day when kids could be listening and thus were in breach of the **Canadian Association of Broadcasters' Code of Ethics**. Details of the decision may be found at www.cbcs.ca... Seems word about DAB is spreading with listeners, particularly after **General Motors'** announcement concerning DAB radios becoming standard equipment in their cars (see the Dec/Jan edition of **Broadcast Dialogue** magazine for the complete story or read about it in the magazine section at our Web site: www.broadcastdialogue.com). Many stations say they're getting increased calls from the general public about the technology. **Digital Radio Roll-Out Inc. (DRRI)** has developed a DAB fact sheet for radio station front-line staff. To get copies, call 416/431-5792... The 100th anniversary of **Guglielmo Marconi's** receipt of a transatlantic radio message at St. John's, Newfoundland's Signal Hill will be re-enacted Dec. 12. Officials will gather on both sides of the Atlantic to celebrate Marconi's achievement. That single event heralded the age of radio and TV. Canadian and British military signals units, in St. John's and at Cornwall, England, will try to replicate Marconi's feat with the gear he used in 1901. They're also doing it to answer the question that dogged Marconi for decades -- did he really receive a message in 1901, or did he make the whole thing up? Marconi's claim to have done so was never demonstrably proven. Governor-General **Adrienne Clarkson** will mark the occasion by exchanging radio messages with the President of Italy. Many Canadians regard the Marconi story as hype; that the real hero of broadcasting was **Reginald Fessenden** of Fergus, ON. Back on Dec. 23, 1900, Fessenden sent a voice message via radio from Cobb Island, about 80-km south of Arlington, Va., to an assistant at a listening post in Arlington. This was the first transmission of speech over the air, the beginnings of radio.

EDITOR'S NOTE: The weekly **Broadcast Dialogue** will not be delivered the weeks of December 27 and January 3. Our last edition before the festive season will be December 20, returning Jan 10. The **Broadcast Dialogue** is published 48 weeks annually, shutting down for two weeks in mid-summer and the two weeks over Christmas and New Year.

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REVOLVING DOOR: Peter Viner has become Publisher of *The National Post*, succeeding veteran newspaperman Gordon Fisher. Fisher stays with the company and will oversee the TV and print news-gathering operations in the new convergence position of President of News and Information. Viner, who's been with CanWest Global Communications for 24 years, is best known for turning around the *Global Television* operations in Vancouver and Australia. In the late '90s, he was Interim President/CEO between Izzy and Leonard Asper... At *Corus Entertainment's* latest acquisition, Wendy Herman is new VP/GM the *Women's Television Network*. She had been VP of marketing at *Star Choice*; Karen Gifford is Director of Programming, in from *YTV*, *Movie Central* and *Country Canada*; Shelley Gillen is in Program Development, and holds her position as head of creative affairs for Movie Central. *Corus Television* VP of Marketing Susan Schaefer; Suzanne Carpenter, VP of sales; and Creative Head Dolores Keating-Mallen will also be working for WTN (WTN will be relocated from Winnipeg to Toronto early in the new year)... New Chair of the *Telefilm Canada* Board is Charles Bélanger. Richard Stursberg becomes Telefilm Executive Director Jan. 1... The *Canadian Television Fund* has appointed Phil Serruya as Director of Communications, Judy Watt as Director of Finance, and Tara Rajan as Director of Research and Data... Serge Bellerose, has been appointed

VP, Specialty Channels, Corporate Affairs and Regional Stations, for the *TVA Network*. Bellerose is also Chair of the *Canadian Association of Broadcasters'* Specialty and Pay Board... Kevin Kenny has been promoted to VP of National Sales at *Nielsen Media Research (Canada)*. He had been Director of Sales... The sons of Andre Bureau and the late Harold Greenberg have partnered in two companies. Stephen Greenberg and Jean Bureau now operate *Incendo Media Inc.* and *JB Media*. Incendo distributes programming while JB Media is involved in production. The companies are based in Montreal with offices in Toronto... Bob Nicholson, the long-time *CBC-TV Calgary* Anchor, is calling it quits. He'll wrap his 21-year job at month's end. Nicholson is going to take some time off to figure out his next career path.

SIGN-OFF: Gary MacLean, 57, half of the comedy duo of *MacLean and MacLean*, died at his Winnipeg home after a brief battle with inoperable throat cancer. MacLean was doing afternoon drive for *CKY Winnipeg* but went off the air last June after being diagnosed.

LOOKING: *Newcap St John's* is looking for Sales Reps... *TVA* Sales and Marketing is looking for a Sales Assistant in Toronto.



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TV/FILM: Heritage Minister **Sheila Copps** tabled legislation yesterday (Wednesday) to stop Internet sites from re-broadcasting TV programs, the effect being to extend copyright law to the World Wide Web. Copps says it's a simple matter of fairness. "If you want to take someone else's signal," she said, "you'll have to pay for the creative rights." She calls it "fairly simple re-transmission legislation, which provides for penalties" for re-transmitting TV signals on the Net. It was at the October convention of the Canadian Association of Broadcasters that Copps promised she would close the legislative gap: "We cannot permit a loophole to permit pirates to steal your product." The **Media Content Coalition**, an umbrella group representing Canadian writers, film and TV producers and broadcasters, praised the proposed legislation. It came on the heels of Monday's budget, where Copps succeeded in getting another \$60 million for the **CBC** and another \$100 million for the **Canadian Television Fund**. .. The TV hearings in Hamilton are over. **Torstar Corp.** said it would bump CanCon 5% to 85%, including prime time. **Rogers Communications**, responding to complaints from ethnic pay-TV channels, said it would limit its programming in any single language to 15% a week and would not exceed 20% over time. **Alliance Atlantis**, claiming it and Rogers offered "the best of both worlds", urged the Commission to licence those applications. The **Global Television Network** took exception to that, saying the launch of two channels simply because it's physically possible doesn't make sense because the advertising pie wouldn't grow. Global wants channels in Kitchener, Hamilton and Toronto for previously aired Canadian shows. The **CRTC** is expected to rule by spring on the proposed licences which, if granted, would be part of the cable companies' must-carry basic package... Cable and satellite providers teamed up Sunday to promote and support the new digital channels. The **CRTC** has approved the transfer of **TQS Montreal** to **Cogeco Inc.** and **Bell Globemedia**. **Quebecor** got \$74 million for TQS. Quebecor had to sell TQS so it could take control of TVA, the dominant TV broadcaster in Quebec. Cogeco's other TV stations in Sherbrooke, Trois-Rivieres and Jonquiere, which the company valued at about \$104 million, will be folded into

TQS to create a separate jointly held company. Cogeco will own 60% and Bell Globemedia 40%. Already there are expansion plans in the works for TQS... **Bell ExpressVu**, **Cogeco**, **Rogers**, **Shaw** and **Star Choice** replaced their national **NBC** feed with **Alliance Atlantis' National Geographic** digital channel for a simulcast of a program called SuperCroc... **Corus Entertainment** has signed an agreement with **CTV** to sell its 29.9% stake in **The Comedy Network** for \$36 million. The sale is expected to close by the end of January 2002... **Telefilm Canada** has introduced the 2001-2002 guidelines of the **Canada New Media Fund**, which replaces the former **Multimedia Fund** created in 1998. The deadlines for applications to be considered in 2001-02 are: Product assistance: January 7, 2002 - Distribution assistance: January 7, 2002 - Sectoral development assistance (applications will be assessed on receipt)... **Viacom Inc.** will integrate its two broadcast networks under **CBS** beginning in January. Under the plan, **UPN** will join CBS under Viacom's CBS Television Unit. CBS Television also includes Viacom's 34 owned-and-operated US stations; the programming arms - CBS Entertainment, CBS News, CBS Sports; and the network's distribution unit, CBS Enterprises. The operations of UPN will report to CBS President/CEO **Leslie Moonves**... According to the **Canadian Alliance of Cinema, Television and Radio Arts** (ACTRA), Americans sound ridiculous when they assert that Canada doesn't have a culture of its own. Remarks such as that are coming from Hollywood union workers. Others such as "America is under attack, not from Osama bin Laden, but from our peaceful neighbours to the north" aren't sitting too well on this side of the border, either. A delegation representing Hollywood film unions has petitioned the US **Commerce Department** to levy a punitive tariff on American films shot in Canada.

RADIO: CHUM Ltd. Chairman/President **Allan Waters** is to be inducted into the **Canadian Music Industry Hall of Fame** at the 19th annual **Canadian Music**



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Week Conference Feb. 29 in Toronto. Waters will be honored for lifetime achievement in the Canadian Music and Broadcast Industries. CMW President **Neil Nixon** says, "Mr. Waters' life work has affected virtually every aspect of the Canadian entertainment and broadcasting industries. He's a widely respected businessman and a noted trailblazer"... **CJVR Melfort** has approval to build a new FM station in Melfort, programming AC, Contemporary, Pop and Classic Rock. The **CRTC** says all programming will be produced locally... The **CBC** labour dispute sunk the Marconi broadcast. The live, four-hour program – called *Tuning the World* – celebrating the 100th anniversary of **Guglielmo Marconi's** wireless experiment on Signal Hill – to have been aired last night (Wednesday) was scuttled by the strike-lockout involving 1,600 CBC technicians... **XM Satellite Radio** has been named by **Fortune Magazine** as its "Product of the Year". Fortune describes the satellite radio service as way above the rest of 2001's new technologies.

GENERAL: **Shaw Communications** CEO **Jim Shaw** says he isn't feeling pressure to cut any deals with a foreign media giant. Shaw and **Shaw Cable** President **Peter Bissonnette** recently held talks with **AOL Time-Warner** executives and plan further talks in the new year. But Shaw says his company isn't convinced it needs a partner to provide content for its high-speed Internet and digital TV customers. Both **Microsoft** and AOL want to lock up more cable systems so as to kick-start high-speed Internet and delivery of advanced Web services (music and video downloads). Those comments came during the company's AGM in Toronto. After the meeting, Shaw told reporters he didn't think foreign ownership is on the agenda. Canada, he said – were it to allow it – "should get something for it, and that would be a large government negotiation." On the new digital channels, he said half of them were "weak" and that at least half of them will fail... Seeming to back up that statement, **Bill Brioux** - writing in **Sun Media** - says you can add digital TV channels to the list of modern marketing disasters. Were it not for the "skin", he writes, the digital channels' viewership would be even grimmer. And, in a brilliantly silly bit of writing, he says: "And while you'd expect plenty of flesh on SexTV, *PrideVision* is off the scale after midnight. I haven't seen so many stiff members on TV since the launch of the *Parliamentary Channel*"... Members of the **Communications, Energy and Paperworkers** union were shut out of **CBC** facilities last Friday, following a five-hour "study session" Thursday by radio and TV technicians at five broadcast centres. While the CBC is calling it a strike, union placards on picket lines have termed it a lock-out. The labour dispute – 1,600 technicians – involves CBC's plan to save \$6 million by changing rules that govern technicians' lunch breaks, overtime and shift turnaround. The union says a pay raise of 3.5 per cent over two years, which has been implemented unilaterally, won't cover the losses incurred by the rule changes... Media stocks were active in the earlier part of this week. Shares of **CHUM Ltd.** rose 7.1%. **Torstar Corp.** was up 90 cents or 4.8% in the past five sessions, with the stock is at its highest level since early July. **Corus Entertainment** rose \$1.40 on the

TSE Monday to close at \$33. Over the past five trading sessions, Corus was up \$5.30 or 19%. **CanWest Global Communications** shares fell 20 cents or 1.9%. And **Quebecor** slid 15 cents or 0.9%... **Shaw Communications** has taken **Telus** to court over the Telus brag about being the fastest Internet connection in the West. Shaw wants \$1-million in damages for allegedly harming Shaw's reputation in a series of ads. A Calgary judge denied an initial request for an immediate injunction to temporarily stop the Telus campaign, but she agreed to consider Shaw's application for an injunction during a court hearing scheduled for Dec. 20. Shaw is the market leader with about 680,000 subs for its high-speed service, mostly in Western Canada. Telus has about 170,000 customers. But Telus has apparently been getting under the cableco's skin with the slogan: "Always Fast, Never Shared." For its part, Shaw says there's no difference, that Telus service comes through Internet networks and content sites virtually identical to Shaw's... **BCE Inc.** is getting set to sell its **Bell Canada International** subsidiary. The company says it will classify BCI as a discontinued operation starting in the first quarter of 2002. BCI has been a drain on BCE's financial resources. Last week, BCE said it would sink up to \$540 million in the subsidiary... At **Cogeco Cable**, the company is counting on its high speed Internet to help beat back direct-to-home satellite services. DTH has taken three to five per cent of Cogeco's customer base in the past year... The **National Advertising Benevolent Society's** 18th **NABS Gala** is set for May 10 in Toronto. For those who don't know, NABS is a non-profit charity that assists people in the advertising industry and related businesses who need help due to illness, injury, unemployment, substance abuse or financial difficulties. Its annual gala is a formal event that features the "Not So Silent Auction," the **NABS/Mulvihill Humanitarian Award**, plus live entertainment.

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Wednesday, December 20, 2001

Volume 9, No. 29

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EDITOR'S NOTE: And so, the last edition of another year. From all of us at *Broadcast Dialogue*, our sincere thanks for your continuing support and for letting us know what's going on in your markets. A reminder, though; since the collapse of @home, our address for sending us your news is now broadcastdialogue@rogers.com or by fax at 416/782-9993. The Broadcast Dialogue newsletter returns January 10.

GENERAL: At the **CHUM** annual general meeting Tuesday in Toronto, **Jim Waters** played the major role rather than his father, **Allan Waters**. Jim said he, his father, and **Ron Waters** together make the major decisions and that his front-line performance at the AGM did not signal a leadership change. The senior Mr. Waters is the CHUM Ltd. President/Chairman and controlling shareholder. He says there are no immediate plans to hand over his senior positions to Jim and Ron, both of whom are Executive VPs of CHUM. (See **RADIO** and **TV/FILM** for more from the CHUM AGM.)... **Astral Media** Chairman **André Bureau** says even as the feds are thinking of relaxing foreign ownership rules, instead what's needed are rules protecting the interests of broadcasters. Astral suggests the **CRTC** look at five 'building blocks' of broadcasting: (1) the success of the country's broadcasting system is based on Canadian control and ownership; (2) a CRTC licencing process ensures distinct and diverse programming; (3) regulatory approval for the entry of complementary foreign services; (4) Canadian content and spending requirements; and, (5) direct and tax-based public and private funding. Astral President/CEO **Ian Greenberg** says "The fact of life is all we've seen of convergence so far is cross-selling, whether it be newspapers and conventional TV or newspapers and other properties. That is the only visible benefit." In other news from Astral's AGM, the company says it's positioning itself to complete blockbuster deals though not desperate to do so. Astral assumes the **CRTC** will approve the deal it struck to acquire **Telemedia's** 17 radio stations in Quebec and Atlantic Canada... **Randy Moffat** and his family have donated \$100-million to the **Winnipeg Foundation**. Moffat is the former President of **Moffat Communications** and says the bulk of the investment income earned by the money will go to programs in Winnipeg, but 20% will be used in other communities where the family operated radio and cable. The late **Lloyd Moffat** laid the foundation for the family fortune in 1949 when he took over **CKY Winnipeg**. Moffat sold

the company to **Shaw Communications** last December... It looks like **Peter Viner** and **Tony Viner** have cut a deal to share resources and promote each other's respective companies. **CanWest Global** and **Rogers Communications** will join their multimedia forces so as to allow Rogers to use the resources of **Global Television** and the **National Post** to cross-promote and sell, and for CanWest to do the same with Rogers' properties. Peter, recently named Publisher of the National Post, said it had been losing \$1 million a week for six months until layoffs and other cost cuts in September cut the losses in half. Brother Tony is President/CEO of **Rogers Media**... **Prime Minister Chretien** put off his traditional year-end interview with **CBC** until after the current labor dispute is settled. A spokesman for the locked out 16-hundred CBC technicians says "it's nice to see Chretien have some respect for the process." Meantime, no negotiations are underway to resolve the two-week old dispute... **Shaw Communications** has suspended its legal attack on **Telus Corp.** over what it alleged was misleading advertising. Instead, it will pursue negotiations to settle the dispute. Shaw sued after Telus launched a series of newspaper, radio and TV spots claiming it had the fastest Internet connection in the West. Shaw was asking for \$1-million in damages and an injunction to halt the ad campaign... Paris-based **Vivendi Universal** is buying the entertainment assets of **USA Networks Inc.** The \$US10.3-billion deal is intended to improve distribution of the French media conglomerate's music and movies in the US and is the latest chapter in Vivendi's transformation from a water utility into a global media and entertainment powerhouse... The **Meteorological Service of Canada** (MSC) - Ontario Region reminds broadcasters about the new wind chill index now applicable in North America. It's important that users understand the new index and are consistent in the broadcasting and use of accurate wind chill information. All necessary information is posted on the Environment Canada Web site: www.windchill.ec.gc.ca.

TV/FILM: **CHUM Television** says it may have to cut back on local programming and lay off staff in Ontario if the **CRTC** licences Toronto, Hamilton and Kitchener. President Jay **Switzer** told the company's annual meeting Tuesday that reductions could include cutting budgets at news-gathering and local CHUM TV program operations across Ontario (Pembroke, London, Toronto, Barrie, Wingham and Windsor), fewer

original episodes of series and layoffs. Switzer said, too, that a weak advertising market is also playing into the scenarios... **Decima Publishing** research indicates that **Shaw Communications** and **Bell ExpressVu** can make or break the new digital TV channels, seemingly backing up what **Jim Shaw** said about many of them being weak. Shaw and ExpressVu will account for more than 75% of DTV subscribers by year-end. The first round of data on the new channels showed only about 2% of Canadian homes are tuning-in to the new digital channels. Bell ExpressVu and **Star Choice** will hold 62% market share at the end of this year versus cable's 35%. Decima says those percentages are expected to be 61% and 37% at the end of 2002... **Geraldo Rivera**, now of **Fox News**, is facing some difficulties over what may have been a faked report from Afghanistan. The **Baltimore Sun** reports Rivera did a piece Dec. 6 from where three Green Berets were killed by an American bomb, calling the spot "hallowed ground". Only problem, says the Sun, was that Rivera was hundreds of miles away.

RADIO: **Jim Waters**, President of **CHUM Radio**, told the CHUM annual general meeting Tuesday that he remains optimistic about **The Team** radio network which was launched last spring. The eight-station network – called *Canada's Sports Radio Network* – didn't fare well in the Fall **BBM** numbers. But Waters said, "It's not a **BBM** sell, it's an environment sell. People want to be associated with sports." He says CHUM will stick with the format for at least 18 months... **Steve Rae's** company, **Raedio Inc.**, has bought out the remaining shares (19.9%) that **Telemedia** held in **CJCS Stratford**. The station is now 100% owned by Raedio Inc... The **CRTC** has approved the sale of **Sun Radio Ltd.**, operator of **CIEZ-FM Halifax**, to **CHUM Limited** (50%) and **NewCap Inc.** (50%). CHUM and NewCap are partners in the Halifax market with a LMA (**Metro Radio Group**) which includes CHUM's **CJCH** and **CIOO-FM** and NewCap's **CFDR** and **CFRQ-FM**. **Art Hustin's** CIEZ-FM was also part of the LMA... Local radio ad sales in the US dropped six per-cent in October while national dollars fell 15%, compared to October last year. **Radio Advertising Bureau** President/CEO **Gary Fries** said the larger markets are driving down revenue totals. He says that in the top 15 markets on a year-to-date basis, local is down 7%, national is off 24%, and the combined figure is off 12%. November's numbers indicate improvement, particularly in local sales, but Fries says radio ad sales will end 2001 down eight per-cent. Further, he says, expect 2002 national numbers to be flat... The **Radio Marketing Bureau's** Executive for 2002 are: **John Harding**, President, Radio Marketing Bureau; **Mario Cecchini** (**Telemedia**), Chairman; **Victor Dann** (**Rogers**), Vice Chairman; **Patrick Grierson** (**Canadian Broadcast Sales**), Vice Chairman; **Tom Manton** (**NewCap**), Vice Chairman; and, **Elmer Hildebrand** (**Golden West**), Treasurer. Members of the Board are: **Richard Cavanaugh**, **CAB**; **Lesley Conway**, **CHUM Group**; **John Hayes**, **Corus**; **Bill Herz**, **Standard Radio**; **Pat Holiday**, Standard Radio; **Ron Hutchinson**, **Integrated Media Sales**; **Joanne Lebouef**, **BCRQ**; **Jim MacLeod**, **BBM**; **Rick Meaney**, **Corus**; **Mark Olson**, **Rawlco Communications**; **Marc Paris**, Telemedia

Radio; **Luc Sabbatini**, **Groupe Radio Astral**; **Gerry Siemens**, **Pattison**; **Dick Sienko**, **Target Broadcast Sales**; **Tim Steele**, CHUM Group Radio; and, **Ross Tirrell**, Rogers... Despite being considered a middlebrow medium in some circles, the chances of finding an affluent person who has not listened to the radio in the US during the last week are pretty slim; one out of 100. Radio reaches 99% of people 12+ in households earning \$50,000 or more, according to **Arbitron** and **RADAR** (Radio's All Dimension Audience Research). The number is 10% higher than listenership for people 12+ in households that earn \$30,000 or less. Ninety-seven per-cent of college graduates listen to the radio in a typical week, while 94 per-cent of people who didn't go to college listen weekly. The heaviest listeners are 12-17, among whom radio reaches 99.2% of the total. People 65+ listened least, with 87.5% reporting that they listen at least once a week. Automobile is still radio's best venue, with more than 177 million people 12+ in a given week.

SUPPLYLINES: **Dielectric Communications** says it now has its 500th order for DTV antenna equipment. **WNLO-D32 Buffalo** also ordered a run of Dielectric 8 3/16" transmission line to accompany the antenna... By the end of next year, songs heard on the radio that you don't have a title for will be a problem in the past. **Philips' Audio-Fingerprinting** will allow retrieval of a track's title, the artist, and the album. It's a dial-up requiring the user to hold the phone to the radio for three seconds so the system can get a digital fingerprint.

LOOKING: **CTV News** in Toronto is looking for a News Writer... **TSN** in Toronto is looking for a Traffic Coordinator... **CFRN-TV Edmonton** needs a Sports Director.

