

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Not for Distribution Beyond Your Reception Point

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Thursday, July 3, 2003

Volume 11, Number 7

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RADIO: The **CRTC** has approved eight new Quebec radio station but has denied an application to transfer **Astral Media's** Quebec AM stations and **CFOM Quebec City** to a corporation to be controlled by **TVA Group (Quebecor)**. The Commission said that the Astral/TVA applications "raised concerns with regard to concentration of media ownership and media cross-ownership in Quebec." The CRTC said it wasn't persuaded that the potential benefits for renewing AM radio in Quebec and from the application "would offset the serious concerns regarding concentration of media ownership and media cross-ownership that the application gave rise to." If the deal had gone through, Quebecor Media would have owned the province's dominant television broadcaster, biggest cable-TV distributor, largest daily newspaper and leading AM radio station, **CKAC Montreal**. Further, as part of the decision, the Commission reiterated that Astral Media remains under the obligation to divest itself of CFOM-FM Quebec City to a third party not associated with Astral Media. Meantime, the new Quebec stations will be going into Montréal (four), Sherbrooke (three) and Trois-Rivières (one). In Montréal, **Radio-Nord Communications** gets 91.9 FM as a French-language specialty radio station offering mainly jazz and blues music; **Gilles Lajoie** and **Colette Chabot** get 1570 AM for a French-language station from Laval operating a nostalgia radio format; **Canadian Hellenic Cable Radio** gets 105.1 FM for ethnic programming; and, **Aboriginal Voices Radio** gets an as yet undetermined FM frequency to be part of the **AVR** network. In Sherbrooke, **Cogeco Radio-Télévision** gets 93.7 FM for a French-language station to be operated as part of the **Rythme FM** network broadcasting AC; **André Gagné** gets 104.5 FM as another French-language station which will air classic, soft and new rock; and, **Radio Communautaire Missisquoi** got a yet to be determined



Astral Television Networks & Family, a division of a leading Canadian media company, active in specialty, pay and pay-per-view television, radio, outdoor advertising and e-business has the following career opportunity:

SENIOR BROADCAST TECHNICIAN

This position requires an individual with expert equipment maintenance abilities. You are a highly motivated Technician, with extensive experience in the repair and maintenance of digital television facilities.

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

Interested individuals should submit their resumes by July 11, 2003 quoting reference # SBT-0603 to:

Astral Television Networks & Family
Human Resources Department
181 Bay Street
P.O. Box 787, Suite 100
Toronto, Ontario M5J 2T3
(416) 956-5384
Email: resumes@tv.astral.com

FM frequency for a community station operating in English, 15% French and five percent German. The station will be located at Lac Brome. And at Trois-Rivières. **Cogeco Radio-Télévision** won 100.1 FM for an AC format carrying the **Rythme FM** network... **CJLS Yarmouth** has completed its flip, now broadcasting at 95.5 FM... **Country 95.5 FM/Classic Rock 93.3 The Hawk Lethbridge** has been awarded the *St. John Ambulance 2003 Dr. G.R.A. Rice Memorial Award for Excellence in Media Coverage*. For those new

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to Canadian broadcasting, it was **“Dick” Rice** who, in 1939, inaugurated Edmonton's first Press Radio Bureau. In 1948, Dr. Rice was the **CAB's** Chairman of the Board... **CanWest Global Communications** has launched **COOL Records**, an international label. VP Programming at **COOL FM Winnipeg, Ross Porter**, says the label will bring new and established jazz artists to fans around the world... **Interep, Mediamark Research** has reported the popularity of radio formats in the US, listed by median age with youngest demos to oldest. Here's how they break down...

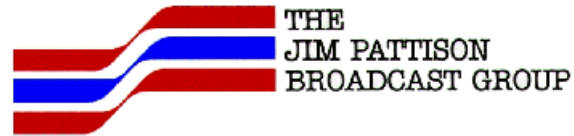
| Format | Median | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
|--------------|--------|-------|-------|-------|-------|-------|-----|
| CHR | 29.5 | 35% | 30% | 22% | 10% | 2% | 1% |
| Alternative | 30.8 | 32% | 32% | 23% | 10% | 2% | 1% |
| Urban | 31.5 | 32% | 27% | 21% | 13% | 5% | 2% |
| Rock | 32.8 | 27% | 30% | 27% | 12% | 3% | 1% |
| Hispanic | 35.5 | 19% | 29% | 24% | 14% | 6% | 8% |
| Classic Hits | 36.1 | 17% | 30% | 28% | 19% | 5% | 1% |
| AC | 36.2 | 19% | 27% | 27% | 18% | 5% | 4% |
| Classic Rock | 37.6 | 17% | 25% | 34% | 20% | 3% | 1% |
| Country | 43.2 | 12% | 19% | 23% | 20% | 13% | 13% |
| Soft AC | 43.3 | 10% | 20% | 24% | 28% | 12% | 6% |
| Sports | 43.4 | 7% | 20% | 29% | 22% | 11% | 11% |
| Religious | 44.4 | 10% | 17% | 24% | 24% | 15% | 10% |
| Talk | 44.8 | 6% | 18% | 26% | 19% | 14% | 17% |
| Jazz | 45.3 | 7% | 14% | 28% | 29% | 15% | 7% |
| Public | 46.4 | 5% | 16% | 25% | 26% | 15% | 13% |
| Ethnic | 46.5 | 5% | 14% | 25% | 36% | 9% | 11% |
| Oldies | 46.9 | 9% | 12% | 22% | 32% | 17% | 8% |
| Gospel | 48.2 | 7% | 14% | 22% | 25% | 18% | 14% |
| News | 49.4 | 4% | 12% | 23% | 25% | 17% | 19% |
| Classical | 49.6 | 5% | 11% | 23% | 23% | 18% | 20% |
| News/Talk | 50.8 | 4% | 12% | 20% | 24% | 16% | 24% |
| Easy | 54.6 | 2% | 9% | 16% | 24% | 20% | 29% |
| Standards | 61.5 | 3% | 5% | 12% | 15% | 22% | 43% |

A few radio reunions to tell you about. If you worked at **CHOO Ajax** any time between 1967 and 1993, there's a reunion bash being organized for Sept. 20. Get in touch with **Dave Hughes** by e-mail at dhughes@star933.com; this year marks the 50th anniversary of **CKEC New Glasgow**. Corporation President **Doug Freeman** invites anyone connected in any way with CKEC over the years to send in their memories. Tapes, CDs or written statements are welcome. Anyone wishing to attend the celebration should get in touch with Freeman at d.freeman@ckec.com; and, **Gary Michaels** is in the preliminary stages of organizing a reunion of **CKOY/1310 Ottawa** alumni. Anyone who worked there any time during the 50s through the 80s (or anyone with the successor station, **CIWW Ottawa**) is asked to contact Michaels at gmichaels@travel-net.com... While some Wall Street analysts expected flat radio ad sales in the US for May, they were also cautiously optimistic

for something better. Their first expectation proved correct. June results aren't yet known. Now the focus is on July. Some analysts are thinking 3% growth while others say don't expect more than what was achieved in May... **Clear Channel** (CC) has begun distributing **Music Guide Live!**, a free magazine designed to hype the local music scene in more than 30 US markets. Editions are co-branded with the local Clear Channel station and, where appropriate, a CC-owned concert venue. The magazine is a branding tool for Clear Channel stations and amphitheatres while also a potential new revenue source. Local content and advertising -- roughly one-third of the premiere edition -- will ultimately determine success. Should the magazine be a hit, Clear Channel stands to reap additional dollars from radio advertisers and sponsors looking at CC venues for out-of-home marketing opportunities.

GENERAL: The US **National Association of Broadcasters** is facing a serious threat to its hold on being the voice for American broadcasters in the Washington. The four big American TV nets -- miffed over NAB's position on deregulation and who have since resigned the association (**ABC** was the latest) -- say they're planning to launch a new industry trade association which would represent the interests of their more than 100 local TV stations. From what we know now, the new organization (as yet unnamed) would ensure that AmNet O-and-Os would have a permanent voice in Washington. Further, non network-owned stations may be invited to join... **VoicePrint** has launched a new archival system at www.nbrscanada.com where articles from hundreds of Canadian publications, read by VoicePrint's volunteer readers, can be accessed in audio format.

TV/FILM: HDTV has solid niche appeal among high-end consumers but hasn't yet generated mass appeal. A survey by **Leichtman Research Group** has determined that 4% of all households in cable areas say they have television capable of receiving HD programming and that they have an average household income of \$95,800 (73% above the overall sample). Future HDTV growth is seen in the fact that (some) consumers replace and upgrade TV sets each year (*Ed's note: Huh?*). With an average of 2.7 TV sets per home in the US (where cable is available), there are about 275 million TV sets in consumers' homes. Meantime, millions of new sets continue to be purchased each year. Here are some other points from the HDTV study conducted by Leichtman: 13% of American households plan to buy a new TV in the next 12 months (this doesn't take into account spontaneous buys). Over 25% of this group said they expected to spend over \$1,000 on a new TV. The falling prices has spurred industry growth, and 7 million homes will have a HDTV set by the end of this year...



Management Opportunity

The Jim Pattison Broadcast Group, Prince George Division has a very rare opportunity in its Management Team. We are seeking a qualified applicant to take on the role as **General Sales Manager for CKPG Television**.

The applicant we are looking for is a strategic thinker, possesses a strong working knowledge of the television industry, and is not afraid to take on new challenges. Excellent people and management skills are required to motivate a dedicated and talented team of professionals at CKPG-TV in British Columbia's northern capital.

Applicants should submit their resumes in detail, outlining their future goals and objectives and why they believe they are the best person to lead our television team in Prince George.

Please submit your application to the undersigned at the address below.

**"THE JIM PATTISON BROADCAST GROUP,
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Ken Kilcullen
General Manager
Jim Pattison Broadcast Group,
Prince George Division
kkilcullen@ckpg.bc.ca

JIM PATTISON BROADCAST GROUP
1220-6TH AVENUE
PRINCE GEORGE, BC V2L 3M8

REVOLVING DOOR: **CKPG-TV Prince George** GSM **Sandy Whitwham** is leaving the operation, moving to Exec. Director of the Prince George **Big Brothers...** **Chris Fuoco** has joined **Alliance Atlantis Broadcasting** in Toronto as Director of Affiliate Marketing. Fuoco was most recently Director of Core Programs for **Bell ExpressVu**.

SIGN-OFF: **Bob Leckie**, 77, in Williams Lake of cancer. Leckie was one of the founding members of **Cariboo Broadcasters Ltd.** and GM of **CKWL Williams Lake** before retiring from broadcasting in 1982.

LOOKING: **CKPG-TV Prince George** seeks a GSM. See the ad on Page 3 for details and linkage to GM **Ken Kilcullen...** **Astral Media** in Toronto is searching for a Senior Broadcast Technician. Click the e-mail address within the Astral ad on Page 1 to respond... These jobs and other are also displayed in the Classifieds section at www.broadcastdialogue.com... Other jobs we've heard about this week include: **Teletoon Toronto** – Viewers Relations Assistant; **CIZN Cambridge** – Account Exec, Sales Assistant, Morning Show Host, Morning Co-Host, Afternoon Announcer, Evening Announcer; **CKNW Vancouver** – Account Manager; **WNetwork** in Toronto – Marketing Coordinator; **CFMI Vancouver** – Account Manager; **MOJO Radio Toronto** – Account Exec; **Q107 Toronto** – Retail Sales Manager; **NFB Montreal** – Public Relations Officer; **Rogers Media Toronto** – Human Resources Advisor; and, **CTV Toronto** – a Production Coordinator.



SUPPLYLINES: Oshawa-based **Cygnal Technologies** constructed, tested and certified the \$400,000 radio frequency signal collection and distribution system for **Channel M Vancouver**. The new station launched last weekend... **Net Insight AB**, a provider of broadband infrastructure technology, and **Broadcast Systems and Equipment (BSE)** of Toronto, have a partnership to deliver broadcast media transport solutions – end to end solutions delivering video, voice and data on a single platform – to Canadian broadcast, cable and telecom companies.

EDITOR'S NOTE: The **Broadcast Dialogue** electronic newsletter will not be delivered July 24 and 31. It will return August 7. This newsletter is published 48 weeks per year. We take two weeks vacation at mid-summer and two weeks over the Christmas-New Year period.



The CHUM Radio Network is a leading syndicator and distributor of radio programming to stations across Canada.

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Thursday, July 10, 2003

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RADIO: Radio made a profit in 2002, says *Statistics Canada*. But the federal agency also says while the numbers show 15.9% profit before interest and taxes, that figure is essentially the same as it was in 2001 and 2000. The AM vs. FM distinction, however, show 70% of FM'ers had a 24.3% profit margin last year while AM stations declined further, showing a 6.8% loss in 2002 (up from the 4.6% loss in 2001). Statistics Canada says AM stations have consistently suffered losses since 1990. Calgary and Ottawa-Gatineau were the most profitable large markets in 2001 and 2002. Revenues were up 2.7% compared with 4.4% in 2001 and 5.3% in 2000. Canadian radio employed 9,410 people in 2002, up marginally from a year earlier... The banning of *Dixie Chicks* music for a month on 42 US Country stations owned by *Cumulus Media* was ammunition enough for Senator **John McCain**. He and other media consolidation critics pointed to the corporate ban as proof that the **FCC** shouldn't relax media ownership rules. Cumulus is the second-largest US radio broadcaster, and took Chicks' records off the air because of a desultory remark about **President Bush**. Cumulus Chairman/CEO **Lewis Dickey** has promised that Cumulus would never again try to impose similar bans... Last week we reported *Interep's* study of the most popular American formats plus accompanying demo information. This time, it's Interep's chart of the most popular alternative destinations when moving from one's favourite format to another. The percentage of the base that moves to the second choice is also indicated:

| <u>Favourite Format</u> | <u>Alternative Format</u> | <u>Percentage</u> |
|-------------------------|---------------------------|-------------------|
| AC | CHR | 32% |
| Alternative | CHR | 65% |
| CHR | AC | 32% |
| Classic Hits | AC | 37% |
| Classic Rock | AC | 30% |
| Classical | News-Talk | 24% |
| Country | AC | 21% |
| Easy | AC | 14% |
| Ethnic | Hispanic | 17% |
| Gospel | Urban | 36% |
| Hispanic | CHR | 30% |
| Jazz | Urban | 25% |
| News | Sports | 19% |
| News-Talk | AC | 15% |
| Oldies | AC | 23% |
| Public | News-Talk | 18% |
| Religious | Country | 19% |
| Rock | CHR | 33% |
| Soft AC | AC | 32% |
| Sports | News-Talk | 27% |
| Standards | News-Talk | 21% |
| Talk | News-Talk | 25% |
| Urban | CHR | 38% |

Source: *Interep, Mediamark Research, BIA*

T**V/FILM:** The Board of Directors of the **Bell Fund** has revised and updated its mandate, creating new initiatives to support the growth and international profile of the industry. It has also approved a series of strategies to modify the eligibility criteria and financial participation it can offer to TV and new media producers. Details of this story may be found [here](#)... The **Canadian Television Fund** has announced the 2003-2004 guidelines for Equity Investment Program (EIP) development financing. They may be found at www.CanadianTelevisionFund.ca. EIP development assistance – for all applications received since April 1 – is now available to companies of all sizes, provided they satisfy all of the program's other criteria for eligible applicants... **CTV**, moving to solidify reach to the international TV marketplace, says it will be represented by **Creative Artists Agency**, the world's leading talent and literary agency. The representation is aimed at the development and production of movies-of-the-week, scripted entertainment and reality programming in the US... **Global Television** will launch a new morning show in Toronto beginning July 14. *Global News Morning* will air weekdays from 6 a.m. to 9 a.m... **Spike TV** is a go, the grief with **Spike Lee** is over. The lawsuit Lee filed to keep **Viacom** from calling **TNN** Spike TV has been settled though no details have been made available. Viacom can now proceed with plans to re-brand TNN as "*Spike TV -- the first TV network for men*".

G**ENERAL:** In what only can be described as an incredible about-face, the **National Association of Broadcasters** (NAB) has decided to oppose all pending US legislation that would roll back the **FCC's** recently enacted rules changes that relaxed media ownership limits. NAB is reaching out to the four major AmNets to join with it in its new position. Cynical perhaps, but NAB's new position is likely a move to put the brakes on the formation of a competing trade group that would represent network interests. It was only on Tuesday of this week that NAB was still vigorously lobbying to win legislation rolling back the FCC's decision to relax the cap on US national TV ownership, from the new 45% to 35%. NAB officials have apparently decided to give up the cap fight because they fear they won't be able to win legislation that would focus on the cap alone; that that any measure approved by Congress would be likely to be loaded down with provisions reversing FCC deregulation that key NAB members support. Those include the relaxation of the newspaper-broadcast cross-ownership restrictions. The Big 4 networks bailed out of NAB in a dispute over the cap issue... Attention all Ontario radio and TV stations. The **Ontario Association of Broadcasters** (OAB) recently mailed a package concerning the **Amber Alert** program in the province. Stations are urged to complete and return the response procedure contact form ASAP. If you've misplaced it, the form may be accessed on the OAB Web site at www.oab.ca. The Ontario Provincial Police, in cooperation with the OAB and **RTNDA Canada**, is compiling a database in order to quickly contact media outlets in the event of an Amber Alert... **CHUM Limited** says it has filed its (final) short form prospectus for its previously announced offering of Non-Voting Class B Shares. The prospectus relates to a total of 2,159,400 Non-Voting Class B Shares, 2,100,000 of which are being offered by CHUM and 59,400 of which are being offered by **Allan Waters Enterprises Limited**. The aggregate gross proceeds of the offering will be \$109,049,700, of which CHUM's gross proceeds will be \$106,050,000. Closing of the offering is expected to occur on or about July 14... According to Manitoba's Deputy Minister of Government Services, the province will have a new severe weather emergency warning system in place by next month. **Gerry Barazuk** wouldn't reveal the details but did say it will require full cooperation from all Manitoba broadcasters. The Manitoba system will be similar to Alberta's where the warning system cuts into all TV and radio broadcasts whenever severe weather threatens. Alberta developed its system after a tornado at Pine Lake killed 12 people in 2000... The deadline for entries in the **Canadian Association of Broadcasters' Gold Ribbon Awards** program is fast approaching. With 30 categories, the awards will be presented at the CAB 2003 Annual Convention in Quebec City, Nov. 9-11. Entry packages may be downloaded from www.cab-acr.ca. For a voice contact, connect with the CAB's **Marye Menard-Bos** at (613) 433-4035, ext. 311... Calling all **Fanshawe College (London)** Radio Broadcasting graduates. The college's station - **6XFM** - will be 25 this October and big celebrations are in the works. Daytime activities will be at Fanshawe while the evening is being geared toward a more formal gathering. Get in touch with jasongtone@hotmail.com for all the poop... Canadians can still claim **ABC** Anchor **Peter Jennings** as a born Canadian. Jennings delivered his official pledge of allegiance during a ceremony held at a US government office in Lower Manhattan. Prior to that, he scored 100 on the citizenship test. Jennings now has dual citizenship. He was born in Toronto in 1938, and was raised in Ottawa.

REVOLVING DOOR: It's official, **Diane Rhéaume** has been now been appointed Secretary General of the **CRTC**. She's held the position on an Interim basis since June of last year. Rhéaume has worked in the Commission's broadcasting and corporate sectors for 30 years... Former **CRTC** Chair **Françoise Bertrand** is leaving her Senior Associate's post with Montreal's **SECOR Group** and moving to the **Quebec Chambers of Commerce** at President/CEO... **Mojo Radio Toronto's** morning show of **Humble Howard & Fred** have left the building, opting for **MIX 99.9 Toronto** mornings. They're slated to begin next month... Two **CBC** people are moving to **Craig's** new **torontojone**: TV Anchor **Ben Chin** and **CBC Radio** Weathercaster **Natasha Ramsahai**... At **The New VI (CIVI-TV) Victoria**, **Susan Kerschbaumer** has been promoted from Senior Publicist to Manager of Community and Public Relations, while station Production Manager **Doug Slack** takes on added duties as Manager of the newly-formed **Pandora's Box Productions**... **Ian Leonard**, after 15 years at **CFRN-TV Edmonton**, moves July 18 to **KWWL Waterloo**, Iowa as Chief Meteorologist. Leonard's father, **Peter**, was CFRN-TV's Art Director for 35 years – a family connection to CFRN-TV for 50 years... **John Shannon** has been promoted to VP, Programming, Executive Producer. at Toronto-based **Maple Leaf Sports & Entertainment Ltd.** He's been with the company for almost three years... **MSNBC's Mike Savage**, the radio host hired in March to front **Savage Nation** for the third-rated US news network, has been fired after a gay- and lesbian-bashing show on the weekend. Apparently the recent US Supreme Court decision striking down certain laws pushed him over the edge.

SIGN-OFFS: **Wayne Van Exan**, 64, in Oakville, ON. Van Exan was the Host of **CFRB Toronto's** overnight show - "*The Owl's Nest*" - for 29 years... **Bruce Cushing**, 58, in Toronto after a long illness. Cushing was a Producer who is credited with shaping TV news in Canada. He had been a Writer/Producer for all three networks.

LOOKING: Jobs we've heard about this week include: **Alliance Atlantis Toronto** – a Presentation Producer and a Post and Studio Services Coordinator; **CMT Canada Toronto** – a Production Assistant; **YTV Toronto** – a Sales Coordinator; **AM980-CFPL/FM96/ENERGY 103.1/The HAWK London** – a Reporter/Newscaster; **Country 95.3 FM Toronto** – a Promotions Assistant; **Rogers Media Timmins** – a News Reporter; **Rogers Sportsnet Toronto** – a Program Coordinator; **CTV Toronto** – a Field Producer, a Program Services Coordinator, a Senior Producer (Daily News Service), and a Project Manager; **CBC North Rankin Inlet** – a Reporter/Editor; **Astral Television Networks Toronto** – an Accounting Assistant; **RDTV Red Deer** – News Anchor; **Global Quebec (Montreal)** – an Editorial Assistant; and, **CanWest News Service (Ottawa)** – a Reporter.

SUPPLYLINES: Toronto-based **MIJO Corporation** is months away from offering advertisers, ad agencies and broadcasters a tapeless solution. MIJO says all of the elements required to develop and implement an Internet-based distribution service for broadcast video have come together. The three-level approach consists of a Network Operations Center, transportation of files through a private, broadband, Internet-based network, and receive/playback units engineered by MIJO which will be placed at all participating TV stations.



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Thursday, July 17, 2003

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REVOLVING DOOR: Greg Campbell, GM/GSM at *Global Regina* is moving to *Global Calgary* as GSM effective Aug. 1, succeeding the retired Roy Mullett. Stan Schmidt of *Global Saskatoon* assumes interim responsibility for Global Regina... PD Bob Wallace is no longer with *Corus Radio Barrie*. Darren Stevens assumes all PD/MD duties... Long-time *CHUM-FM Toronto* PM Drive Host Gord James is moving to *CHUM-AM* Afternoon Drive, apparently live rather than voice-tracked...

Life 100.3 Barrie GM Scott Jackson is catching a break. Steve Jones comes in from *CHRI Ottawa* to assume Jackson's PM Drive duties... *CICZ (KICX-FM) Midland* PD/MD Derm Carnduff will add PD duties at *Larche Communications'* new *KICX 99.5 Kitchener/Waterloo*. He'll make the move to Kitchener after the Fall ratings, giving up his morning show. However, Carnduff will continue to program the Midland station. Ted Roop, now doing afternoons, will move to APD/Morning Host at Midland... Keith Davis, who sold for *Q107 Toronto* and *The Flow Toronto*, moves to *New Country 95.3 (CING-FM) Toronto/Hamilton* in a similar capacity... Kathleen Rankin, ex of *The Team Toronto*, *Talk 640 Toronto* and *Q107 Toronto*, is now doing mornings at *Classic Hits 95.5 Belleville*... Gord Marratto, who once owned *CKDK Woodstock* (ON), is with Burlington-based *Byrnesmedia* as the company's Director of Marketing. Marratto was also a partner with the old *Eastern Broadcasting* which owned radio stations at North Bay, Timmins, Kirkland Lake, New Liskeard, Orillia, Midland, Huntsville, Parry Sound, Stratford and Woodstock... David Mainse is stepping down as host of the long-running evangelical TV show *100 Huntley Street*. He says he'll be communing with Canada's aboriginal people and campaigning against same-sex marriage. At 67, and with a round of open-heart surgery behind him, Mainse says it's time to move on... *CFAX Victoria* ND Rick Ball is moving to *Team 1040 Vancouver* to do full-time sports... Jenna Fyfe has been appointed Ass't ND at *CHUM Radio Ottawa*. She retains her Anchor spots at *CFRA* and *The New RO (CHRO-TV) Ottawa* (mornings).

SIGN-OFFS: Jack Curran, 71, in Montreal of complications from cancer. Curran worked at *CFCF-TV* for many years and spent some time on *CJAD Montreal* as host of *Starlight Concert* and *Make Believe Ballroom*... Phil Leung, 60, suddenly in Vancouver. Leung was a long-time Engineer at *Global BC (BCTV)*, having joined BCTV in 1976... John Murdoch (Murdo) MacLachlan, 93, in BC's Fraser Valley. MacLachlan was a veteran BC broadcaster and educator who was well known for his years with *CHWK Chilliwack*. He also contributed broadly to the ethics and conduct of national broadcasting on the executive of the *Board of Broadcast Governors*.

LOOKING: Jobs we've heard about this week include: *Global Maritimes (Halifax)* – a Shipper/Studio Camera person; *Alliance Atlantis Toronto* – an Executive Assistant to Senior Vice President, Finance, Corporate Group and a Sales Coordinator, Broadcasting; *Astral Television Networks Toronto* – a Director, Business and Legal Affairs; *102.1 The Edge Toronto* – an Account Executive, a Promotions Coordinator, a Recruitment Specialist and a Music Director; *Mojo Radio Toronto* – Morning Show Host; *AM980-CFPL London* – a Program Host; *The Shopping Channel* in Toronto – a Camera Pre-Production

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person; **Newsnet (CTV) Toronto** – a Presentation Director and a Traffic Coordinator; **CHUM FM Toronto** – an Afternoon Drive host; **CFAX/B107.3 Victoria** is looking for a News and Sports Director; and, **Global National** is looking for a Reporter in Toronto.

RADIO: Two significant changes to radio in Brockville this week. Launched were **104.9 JRfm** and **103.7 BOB-FM**. JRfm is the successor to 77 year old **CFJR-AM** while BOB-FM succeeds **The Point (CJPT-FM) Brockville**. Both stations are owned by **CHUM...** **Amber Alert** had a successful outcome in Quebec this week. Quebec police issued an Amber Alert for a 17-year-old girl. A motorist heard the alert on the radio called 911 after spotting the suspect’s car. The victim was found alive. The Amber Alert program was introduced in Quebec this spring and is also up and running in Newfoundland and Labrador, Alberta, Manitoba and Ontario... **Standard Radio Toronto’s** 15th Annual Golf Classic raised over \$100,000 for the **Hospital for Sick Children**. The tournament was open to all Standard Radio Toronto clients (**MIX 99.9/97.3 EZ Rock/Newstalk 1010 CFRB**) with major sponsorship from Labatt and Canadian Linen Services. This year’s funds will be added to the \$1.7 million raised during Standard’s “*Have a Heart for Sick Kids*” campaign (Feb. 12–14), making it the largest radio fundraiser in North American History... **Arbitron’s** latest findings on its Portable People Meter research prompted President of US Media Services **Owen Charlebois** (formerly Pres/CEO of **BBM**) to talk about a way to also deploy PPM as a marketing research tool. The idea is to take PPM media-exposure data and link it to retail shopping behavior. The plan is to collect exposure to TV, radio and cable and extend it to print, outdoor and the encoding of in-store media. Bottom line and hopeful result would be a single source for shopping behavior and product purchase behavior... The past two editions of the **Broadcast Dialogue** newsletter provided the US perspective on format popularity. The numbers below indicate the Canadian experience as measured by **BBM** and garnered from the Spring 2003 survey:

| Description (5:00a-01:00a, Mo. through Su.) | Shr. % |
|---|---------------|
| News/Talk (<i>Talk, business and news</i>) | 20.7 |
| AC (<i>Soft Rock, Light Rock, Soft Pop</i>) | 19.2 |
| Classic/Mainstream Rock (<i>Classic Rock, AOR, Mainstream Rock</i>) | 10.0 |
| Country (<i>New Country and Old Country</i>) | 9.9 |
| Mainstream Top 40/CHR (<i>Dance, Contemporary Hit Radio, Current Hits</i>) | 9.4 |
| Hot AC (<i>Modern, Adult Pop/CHR</i>) | 8.5 |
| Gold/Oldies (<i>Classic Hits, Oldies</i>) | 5.0 |
| Classical/Fine Arts (<i>Concert Music, Arts and Cultural Topics</i>) | 4.6 |
| Modern/Alternative Rock (<i>Modern and Alternative Rock</i>) | 3.2 |
| Adult Standards (<i>Big Band, Nostalgia</i>) | 2.8 |
| Not Classified (<i>No information available</i>) | 1.6 |
| Ethnic/Multicultural (<i>Ethnic and Multi-Cultural, Block-Programming</i>) | 1.0 |
| Sports (<i>Play-by-Play Sporting Events and Sports Talk</i>) | 0.9 |
| Multi/Variety/Specialty (<i>Variety of programs appealing to different demo groups</i>) | 0.9 |
| Jazz (<i>Smooth Jazz, Jazz, Blues</i>) | 0.8 |
| Urban (<i>Reggae, R&B, Hip Hop</i>) | 0.8 |
| Religion (<i>Gospel and Inspirational Music/Talk</i>) | 0.7 |

The above generic formats may be found in **microBBM**. Due to the formats falling into different time zones, only total week (Mo-Su 5A – 1A) may be used when analyzing data.

GENERAL: The **CRTC** has issued exemption orders respecting certain classes of low-power and very low-power programming undertakings. The four classes now exempted are: low-power radio providing tourist and traffic information in national and provincial parks and on historic trails; low-power radio providing Environment Canada weather information, local and marine weather, road and boating conditions, ferry schedules and traffic control; very low-power FM radio providing traffic advisories in remote areas concerning approaching logging, construction, road maintenance and other large vehicles; and, low-power encrypted TV: limited duration special events... A bipartisan group of US Senators has launched efforts to veto a relaxation of media ownership limits by the **FCC** that make it easier for giant media companies to gobble up

more outlets. The legislative maneuver would rescind new rules allowing TV networks to own more local stations and permit a company to own a newspaper, television station and radio outlets in a market. The resolution to overturn the FCC's rules enjoys widespread support in the Senate but faces opposition by Republican leaders in the House of Representatives...

Meantime, as more US citizens are learning about the decision on broadcast ownership deregulation, more tend to think it's a bad idea. A study released by the **Pew Research Center** shows the number of Americans who expect a negative impact is at 50%, while the positive impact camp has slipped slightly to 10%. Further, the more people hear about dereg, the less they like it. While positive opinions are fairly constant across the knowledge spectrum, they deteriorate significantly with increased knowledge: 12% of know-nothings are in favor; the other two levels (know a little and know a lot) favor dereg by counts of 8% and 6%... **StatsCan** says Internet service providers are struggling to make a profit. The federal research agency says about 46% of the more than 200 ISPs surveyed reported a loss in 2001. Further, says StatsCan, the financial outlook is grim as costs are rising faster than sales. While operating revenue rose 27% to \$1.3 billion in 2001, up from about \$1 billion in 2000, the rate of growth was significantly less than the gain of 42% reported in 2000... **Vivendi Universal SA** has rejected a bid for its US entertainment assets from **Metro-Goldwyn-Mayer**, saying the \$11.5-billion (US) offer was too low... GM **Vic Dubois** at **CJWW/HOT 93/MAGIC 98.3 Saskatoon** says it's nice to have News Director **Eldon Duchscher** back in Saskatoon. Says Dubois (tongue-in-cheek), Eldon "*is having to adjust to working regular hours in our building again after serving two years as President of the RTNDA. (I think he is having culture shock as he was virtually seconded to that organization.) The first thing Eldon did when he resumed his duties here was go on vacation!*"

BROADCAST DIALOGUE is going on vacation.

The Newsletter is taking two weeks off
and will return Thursday, August 7.

T**V/FILM:** **WTSN**, the **Bell Globemedia** women's sports digital channel, may be the next specialty service to be axed. A **CRTC** recent filing has Bell Globemedia withdrawing an application to amend WTSN's licence to provide greater scheduling flexibility. It was only last month that EdgeTV said it would drop out (service ended this past weekend). WTSN had operating losses of \$2.4-million in 2002 on revenue of \$693,856. Most of the revenue came from satellite subscribers; \$130,756 in national spot sales... Canadians in digital households served by Direct-to-Home (DTH) or Digital Cable services are more likely to express high levels of satisfaction with their service provider than those in analog cable households. These results are among the findings in the *TV & Cable/DTH Monitor*, released as part of an independent consumer trend study on technology, media and entertainment conducted by **Solutions Research Group Consultants Inc.** (SRG). Digital households have tripled in the past three years, now representing 34% of Canadian households in 2003 (20% DTH and 14% digital cable). 50% of Canadian households still have analog cable. The leading diginets identified as favourites in digital households on an unaided basis are: **MTV Canada, Lonestar, Animal Planet, Court TV, BBC Canada, Action, Raptors TV, Scream, Deja View** and **National Geographic**. Click [here](#) for more information... **Al-Jazeera** signal on Canadian TV? Possibly. The **CRTC** began hearing public comments on carriage late last week. Not surprisingly, the **Canadian Jewish Congress** and **B'nai Brith Canada** are against it while the **National Council on Canada-Arab Relations** is for it. The **Canadian Cable Television Association** supports the application... **CBC Television** and **Alliance Atlantis Communications** have arranged funding for continued production of *This Hour Has 22 Minutes*. The comedy series will start its second decade on CBC-TV Oct. 10... **OMNI Television Toronto** Producers **Vac Verikaitis** of **OMNICulture** and **Jules Elder** of *In the Black* have been honoured by **Canadian Ethnic Journalists' and Writers' Club** with awards in recognition of their respective programmes. OMNICulture was acknowledged in the CEJWC's Television News category as a "groundbreaking series". In the Black, a 13-part original TV production, was honoured in the Television Feature category for "*highlighting contributions made to the nation by Black Canadians*".