

Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Thursday, December 4, 2003

Volume 11, Number 27

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RADIO: Today in Toronto, a celebration to commemorate the completion of Phase 1 of the *Johnny Lombardi Memorial Parkette* (at College and Grace Streets) in the heart of Little Italy. The parkette honors the late founder of *CHIN Radio/Television International... CJLL-FM Ottawa/Gatineau*, the new ethnic station owned by *CHIN's Radio 1540 Ltd.*, has *CRTC* approval to hike power from 800 watts to 6,770 watts and to change the authorized contours... Beginning Monday, *Christina at Night* will debut on *Country 105 Calgary*, *CISN Edmonton* and *Country 95.3 Burlington/Hamilton*. *Corus Entertainment* calls the show "a new concept for Canadian country radio." It airs week nights 7 to Mid. and will, according to *Corus*, be based on an emotional connection between *Christina Rowsell* her listeners... *Corus Radio* will launch an FM News/Talk station in Montreal. Beginning Jan. 5, the current *COOL-FM* moves to news, interviews and commentary... *Humber College's* (Toronto) *School of Media Studies* Radio Broadcasting Programs sees the post-graduate radio broadcasting program winter intake begin in January. It's targeted to post-grads interested in a radio career... *Chris Byrnes*, writing in his *monthly memo* newsletter, asks "Is satellite radio a threat?" Only 34% of those surveyed were aware of satellite radio, but less than 1% had a satellite system installed. What is interesting is that 50% said they have no need for satellite radio, 20% said they are not very interested and only 8% of people said they were very interested. It would appear people are not interested in paying for satellite radio or going to the expense of having it retro fitted into their car. However if it is pre-installed in a rental car or a new car the level of interest grows from 8% to 15%, which is why the satellite the satellite radio people are doing deals with the big auto makers to have satellite radio installed right in the factory. They are also offering it as a bonus when you rent a car in the hope that once you experience satellite radio, your level of interest will grow. Of the people who are the most interested in satellite radio, they are more likely to be men 18-24 and more likely to be CHR or Urban listeners. While none of this may seem relevant to Canadian s yet, we should keep our eye on what happens south of the border



Saint John, New Brunswick Operations Manager

MBS Radio (Maritime Broadcasting System Limited) is a locally owned and operated group of 26 radio stations across the Maritimes. We are seeking applications for an **Operations Manager at K100/C98/CFBC in Saint John, New Brunswick.**

Reporting to the General Manager, the ideal candidate will be a community-focused individual with strong leadership skills and the desire to win in a competitive market environment. Extensive knowledge of the Saint John market would be an asset; knowledge of both male and female 25-54 demos is essential. A 'team player' with excellent communications skills and the ability to identify, manage and develop talent will excel in this dynamic broadcasting environment. Knowledge of RCS Selector and Linker an asset.

Please submit a resume specifying this position to (click on e-mail address for direct connection):

jobs@mbsradio.com

RE: Saint John Operations Manager

No phone calls please, only those selected for an interview will be contacted. **Deadline for submissions December 14, 2003.**

MBS Radio
5121 Sackville Street, 7th Floor
Halifax, Nova Scotia B3J 1K1

MBS Radio is an equal opportunity employer.


because if satellite radio is even remotely successful, a similar model will soon evolve here (as evidenced by the **Bitove** connection to **XM**).

REVOLVING DOOR: Peter Viner is the new Publisher of **CanWest Global's National Post**, succeeding **Gordon Fisher**. Viner took over yesterday (Wednesday). CanWest, meantime, has moved Fisher to President of news and information. During the last two years, Viner -- a member of the CanWest board and the board's executive committee -- has played a key role in developing and implementing the company's strategy to converge broadcasting and newspaper operations... GM **Matthew McBride** has parted company with **Central Island Broadcasting (CKWV-FM/CHWF-FM Nanaimo, CKLR-FM Courtenay, CIBH-FM Parksville)**... **Hot 93 Saskatoon** PD **Warren Cargill** is no longer with the station. Cargill was also Production Manager and Director of Client Services... New Business Manager at Toronto rep shop **imsradio** is **Niki Woehler**. She arrives from a radio sales career in Phoenix.

SIGN-OFFS: **Robert Allison Foster**, 88, in Halifax. In 1947, he joined **CKVL Verdun** as an Announcer. In 1954, he became PD at **CJCH Halifax** while also freelancing with **CBC-TV**. In 1959, he became Morning Host at **CJCB Sydney** while also doing commercials, interviews, game shows and newscasts on **CJCB-TV Sydney**. His broadcast career wrapped up at **CBC Halifax** where he continued as a freelance actor/performer/writer... **Hal Walker**, 70, in New York of prostate cancer. Walker, an award-winning journalist, was the first black correspondent for **CBS News**.

LOOKING: **Maritime Broadcasting** is looking for an Ops Manager for their Saint John stations. See the ad on Page One... **Standard Radio** seeks a GM/GSM for 4 radio and 1 TV station in BC. See the ad on Page 2... Other jobs we've heard about this week include: **CFPL-FM/CFPL-AM/CKDK-FM/CFHK-FM London** -- Promotions Director; **CTV Toronto** - Technical Director-On Air Master Control and On Air Presentation Coordinator and Executive Producer--Exploration Production Inc.; **CKCO-TV Kitchener** - Videographer; **CTV Winnipeg** -- Photojournalist/Editor; **Alliance Atlantis Toronto** -- Director Publicity; **102.1 The EDGE Toronto** -- Program Director; **CanWest Interactive Toronto** - Consultant, Product Management and Promotions & Communications Specialist; **Corus Radio Corporate Toronto** - Manager of Financial Reporting; **CJOY-AM / MAGIC-FM Guelph** -- Account Executive; **Info-690 (CINF-AM) Montréal** -- Directeur des ventes locales; **Corus Entertainment Inc. Toronto** - Inventory Controller; **Telesat Canada Ottawa** -- Account Executive Sales; and, **The Score Toronto** - I.T. Manager.

T V/FILM: **Knowledge Network**, the BC public TV channel, is for sale. The provincial Liberal government's decision to sell has already drawn the interest from a number of companies, including **Channel M Vancouver**, Alberta's **Learning & Skills Television**, and **Paperny Films** of Vancouver. Paperny has partnered in the bid with **CBC**, **Aboriginal Television Network**, **Jim Pattison Broadcasting**, **VanCity Credit Union** and **World Link TV** of the US. It's expected a successful bidder will be announced in the spring with the transition beginning next fall... **Multivan Broadcast Corporation**, owner of **Channel M (CHNM-TV) Vancouver**, has **CRTC** approval for a new transmitter at Victoria... The US Congress and the White House reached a compromise on consolidation in the TV industry, settling on a 39% cap. The agreement averted a threatened presidential veto of a measure that would have rolled back a decision by the **FCC** to loosen the rules. Back in June, the FCC relaxed a number of media ownership regulations, among them one that would allow American networks to buy more stations thus expanding a potential national audience from 35% of all viewers to 45%. The 39% compromise means **ABC** and **NBC** will be able to buy a few more stations while **CBS** and **Fox** -- already reaching about 39% of the US national audience, will not... The **Wall Street Journal** has listed the current top 10 pledge-drivers on **PBS**. They are: 10. How to Live Forever with Gary Null. 9. Suze Orman: The Road to Wealth. 8. Rock, Rhythm and Doo Wop. 7. Yanni: Live at the Acropolis. 6. Riverdance.



Standard Radio has an opening in British Columbia's Peace Region for a

**GENERAL MANAGER/
GENERAL SALES MANAGER.**

The successful candidate will be responsible for day-to-day operations at four radio stations and one TV station (Fort Nelson, Fort St. John and the radio/TV combo at Dawson Creek).

We're looking for a candidate who possesses previous experience as well as a good understanding of programming. If you have a powerful desire to move ahead in your career, e-mail your resume to:

Don Shafer at
dshafer@sri.ca
(Click for instant linkage)

Salary commensurate with experience.



1956 Chevrolet CFPL News Cruiser

5. 9 Steps for Financial Freedom with Suze Orman. 4. Les Miserables. 3. Suze Orman: Courage to Be Rich. 2. 3 Tenors -- Los Angeles. 1. Doo Wop 50... **CFPL-TV London**, now **CHUM's The New PL**, celebrated its 50th anniversary last Friday. It aired a two-hour documentary called *Rewind: 50 Years of Local Television on The New PL*. CFPL-TV was Canada's second private TV station when it went to air Nov. 28, 1953.

GENERAL: **Canadian Association of Broadcasters** President/CEO **Glenn O'Farrell** addressed **The Board of Trade of Metropolitan Montreal** late last week. His text may be found [here](#)... US Democratic Presidential contender **Howard Dean** says he'd break up giant American media enterprises if elected President. Appearing on **MSNBC's Hardball With Chris Matthews**, Dean said he'd do it out of a concern for "how deeply media companies can penetrate

every single community" in America. "The essence of capitalism," he said, "which the right-wing never understands -- it always baffles me -- is, you got to have some rules. There's too much penetration by single corporations in media markets all over this country. We need locally owned radio stations. There are only two or three radio stations left in Vermont where you can get local news anymore." Eleven companies control 90% of the TV and newspaper outlets in the US, he said... Feature stories contained in the December/January edition of **Broadcast Dialogue** magazine are now on the Web site (www.broadcastdialogue.com). Just click on the **2004 SupplyGuide** cover to read them. (Note: Magazine content on the Web site is updated on the first of every month that Broadcast Dialogue is published)... News releases at the Broadcast Dialogue News section this week come from **Max Trax/Solutions Research Group**, the **Canadian Association of Broadcasters**, **Corus Entertainment**, **CHIN Radio/Television International Toronto**, **CHUM Limited**, **Fujinon**, **SONY**, and **imsradio**. They may be seen in their entirety at www.broadcastdialogue.com. Remember, when your operation has news, send the info to publisher@broadcastdialogue.com.

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Thursday, December 11, 2003

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RADIO: **CBC** and **Sirius** say they will jointly bring satellite radio to Canada. CBC/Radio Canada President/CEO **Robert Rabinovitch** says that by expanding choices for Canadians, this new service will allow CBC "to better fulfill its mandate by extending its reach and enhancing its services." Being trumpeted is a wide range of CanCon, including **Radio One** and **La Première Chaîne**. **XM Satellite** and partner **John Bitove** in Toronto made application to the **CRTC** a short time back... Montreal-based **Astral Media** says it's in a buying mood, particularly for radio stations outside of Quebec. President/CEO **Ian Greenberg** – at the company's AGM in Toronto this week – said Canada's broadcast industry is ripe for consolidation in the next 18 to 24 months. Astral already owns 24 radio stations in Eastern Canada (plus the **Movie Network**, **Teletoon** and the **Family Channel**, and six French-language specialty channels). Said Greenberg: "We're not going to buy an individual station in any one marketplace, but if we see a cluster in any province in the country, we would be more than delighted to expand our radio properties." For its last fiscal year ended Aug. 31, Astral earned profits of \$67.8 million, or \$1.25 a share, up from \$57.1 million or \$1.16 per share in fiscal 2002. Revenues increased 23 per cent to \$475.7 million for the year. The company, which employed 1,700 people at the end of fiscal 2002, has forecast earnings growth from continuing operations of 12 per cent to 15 per cent in fiscal 2004, which began Sept. 1... The **Canadian Broadcast Standards Council** has found **CIKI-FM Rimouski** in breach of the **Canadian Association of Broadcasters' Code of Ethics** in that the station broadcast unduly sexually explicit content. The complete decision may be found at www.cbcs.ca... The **Globe & Mail** did a piece on **AM740 Toronto** in yesterday's edition. The story says the station's playlist is music to mature ears; that it has found success with over-50s. Click [here](#) for a direct link to the item... **Arbitron** President/US Media (and former **BBM** President/CEO) **Owen Charlebois** says he plans to begin turning off the diary service in early 2006, and go instead with the Personal People Meter (PPM). Commercial rollout would begin in market number 11 and smaller in 2006 but Arbitron station clients in those markets would still have a choice of PPM-only or a combo of PPM and diaries... A woman, stopped in her SUV on the side of New York City's William Floyd Parkway while speaking on her cell phone on-air to talker **WABC New York**, was rear-ended Tuesday. Host **Ron Kuby**, after the crash, was heard on the radio saying "Cheryl, are you OK? Cheryl? Cheryl?" 44-year old **Cheryl Picker** was taken to hospital where she was listed in stable condition.

SIGN-OFFS: **Hollis (Mac) T. McCurdy**, 84, in Toronto. Mac McCurdy had been President/CEO of **Standard Broadcasting Corporation Ltd.**, Chairman of **CFRB Ltd.**, Chairman of **CJAD Ltd.**, Director of **Standard Broadcasting Corporation, U.K. Ltd.**, and **Argus Corporation Ltd.** He was the Founder, with **John B. Aird**, Lieutenant Governor of Ontario, of **The Gordon Sinclair Foundation** and was Chairman of the Clarke Institute of Psychiatry in Toronto. A Memorial Service will be held at Grace Church on-The-Hill (300 Lonsdale Road) in Toronto tomorrow (Friday), Dec. 12... **Denis Harvey**, 74, in Toronto after short bout with cancer. Harvey was a veteran journalist who rose to a VP

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Delivery will resume
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of **CBC-TV**. Before retiring in 1991, his career included a stint as CBC-TV Chief News Editor in the early '70s. In 1978 Harvey joined the **Toronto Star** where he became a VP before returning to CBC in 1981 as head of TV Sports. He succeeded **Peter Herrndorf** as VP of English television in 1984. Earlier in his career, Harvey worked in print for the likes of the **Hamilton Spectator**, **Canadian Magazine** and the **Montreal Gazette**... **John (Brother) MacDonald**, 83, in New Glasgow. MacDonald, the long-time Sports Director at **CKEC New Glasgow**, was a fixture in the north Nova Scotia for more than four decades. He began his career in broadcasting when CKEC went to air in 1953 and retired from there in 1995.

GENERAL: A four-day Internet summit (sponsored by the **United Nations**) now in progress in Geneva – with reps from 192 countries attending – are, say international broadcasters, neglecting vital issues tied to TV and radio. **Guillaume Chenevière**, Executive Director of the media forum and a former head of Switzerland's state-owned **TSR TV**, said broadcasters feel the so-called *World Summit on the Information Society* will be like a “conference on agriculture without farmers.” One argument posed by broadcasters is that radio and TV, not the Internet, will remain dominant means of mass communication in many poor countries for decades... A sure sign of cablecos beginning the assault on the local phone industry came this week from a **Time Warner Cable** deal with **Sprint** and **MCI**. The “voice-over-IP” arrangement will see an almost national US phone service provided by a cable company. The technology will let Time Warner subs make calls with their regular phones, but calls will travel as packets of data over the cable that feeds into the house. At a switching station, the calls will be transferred to either the MCI or Sprint phone networks and into the traditional format... **Corus Entertainment's** Board of Directors has approved a semi-annual dividend for holders of its Class A and Class B shares of \$0.02 and \$0.025 respectively. The Company's first semi-annual dividend will be paid on December 31 to shareholders of record at the close of business on December 19. Corus posted a 32% increase in EBITDA for the year ending August 31, 2003. Net income for the year was \$40.0 million or \$0.94 per share, compared to a loss of \$168.6 million or \$3.96 per share last year... News releases this past week – which may be found in the News section at the Broadcast Dialogue Web site (www.broadcastdialogue.com) – come from **CBC/Radio-Canada** and **Sirius**, **Citytv Vancouver**, **CHUM Limited**, **Canadian Broadcast Standards Council**, **Corus Entertainment**, the **Radio Starmaker Fund**, **Global Television Toronto**, **Novanet**, the **Canadian Television Fund** (CTF), and the **Canadian Recording Industry** (CRIA).

TV/FILM: **Bill Craig**, who's held programming positions with **CBC**, **TV Ontario** and **Rogers Cable** and who served as a Senior Policy Analyst at the **CRTC**, has purchased **PrideVision TV** from **Headline Media Group Inc.** HMG says it sold Craig the Canadian operations of its gay and lesbian specialty channel for \$2.6-million (including the assumption of \$1.1-million in liabilities). Headline Media, which owns **The Score** sports network, keeps a 10% interest in the Canadian assets and holds on to the right to develop PrideVision outside of Canada... Despite declining ratings, **Maple Leaf Sports & Entertainment Ltd.** is seeking a 22% boost for **Toronto Maple Leafs** broadcasting rights – for a total of about \$29 million annually. Current broadcast revenues are said to be about \$450,000 a game, or \$23 million a year. The 22% hike would add another \$100,000 per game. The club's current five-year contract, signed with **Molson** in July, 1998, ends after this season... Striking **A-Channel Edmonton** workers have rejected **Craig Media's** latest offer. On strike for three months, the workers say there's been no substantive change to the offer made in September. Details of the offer weren't made available. The A-Channel striking employees are represented by the **Communications, Energy and Paperworkers Union**. It is seeking a first contract and wages are the main issue.

REVOLVING DOOR: **Peter Bartrem**, VP of Business Development at the **Radio Marketing Bureau**, has joined the Toronto office of **Zoom Media** as Director of Sales... **Paul Larsen**, PD at **The Breeze Calgary** will become the new GM of **Central Island Broadcasting** based in Nanaimo. He succeeds **Matthew McBride** in that position and will move to his new job early in the new year... Still with **Central Island**, GSM **Ian Thompson** is moving out of the broadcast business... **Denise Cooper** has been promoted VP, Business & Legal Affairs, at **CHUM Limited** as well as General Counsel to the company. She is now also responsible for overall corporate affairs for CHUM Limited. Most recently, Cooper was VP, Business and Legal Affairs, **CHUM Television**... **CTV News** has announced senior management appointments for CTV's news

division. Effective in January, **Derwyn Smith** is appointed Vice-President of **CTV Newsnet**; **Paul Rogers** assumes the role of Vice-President, **CFTO News**; **Lis Travers** is appointed VP/Executive Producer of **Canada AM**; and **Mark Sikstrom** assumes the role of Executive Producer, **CTV News Syndication... Global Toronto** has hired **Anne-Marie Mediwake** as Anchor of its noon newscast and Co-Anchor of the 5:30 evening package. Mediwake had been with **CTV's** current affairs program, **21@...** **Roger Petersen** of **Citytv Toronto** becomes Co-Anchor (with **Simi Sara**) at Citytv Vancouver Jan. 19... Also at **Citytv Vancouver**, **Shane Foxman** moves up to become Sports Director... American radio sources say **Casey Kasem**, 71, is about to be replaced by **Ryan Seacrest**, 29, the host of **Fox's American Idol**, on the weekly **American Top 40** radio show. Kasem has had the spot since he launched it July 4, 1970.

OPS: A glitch in the system last week led to an item about **Peter Viner** and the **National Post**. It was in error. **David Asper** is Chairman of National Post; **Bob McKenzie** is the General Manager and **Matthew Fraser** is Editor in Chief. Peter Viner is Executive VP, **CanWest Global Communications Corp.**

LOOKING: **Channel M Vancouver** - National Multilingual Account Manager (based in Toronto); **NOWTV Vancouver** - Sales Person; **SHOPTV Canada** — Senior Account Executive; **Rogers Television Oshawa**— Promotions Producer and a Publicity & Promotions Officer; and a Videographer: **CTV Toronto** - Telecommunications Manager and Manager, Corporate Reporting and Sales Administrative Assistant; **CanWest Interactive Toronto**- Content Administrator; **Q92 (CFQR) Montreal**— Sales Representative; **FM96 CFPL FM London** - Mid-day Announcer; **CIQB-FM Barrie** - Part Time On Air Talent; **Alliance Atlantis Toronto** - Project Manager, Client Services and Production Artist and Manager, Compensation & Benefits; **Teletoon** - Bilingual Writer-Producer, On-Air Promotions, Creative Services; and, **Les Chaînes Télé Astral Montreal** - Analyste, recherche et développement.

SUPPLYLINES: **Leitch Technology** has defeated an attempt by a group of dissident shareholders to take it over in a proxy battle. The 32-year old Toronto-based company has suffered a declining market share, continuing to post disappointing financial results. Shares have slid from a high of \$29.30 three years ago to the \$4 to \$5 range... **Debbie MacLeod**, most recently VP, Sales & Marketing at **Comlink Systems**, has joined **Novanet Communications** as VP, Sales & Marketing... **William Johnson**, President of **Radian Communication Services Corporation** in Oakville, has resigned.

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Merry Christmas & Happy New Year

RADIO: The **Radio Marketing Bureau** says revenue for the broadcast year ended Aug 31 was \$1.15 billion – 6.5% ahead of the previous year. Those results come despite a difficult final quarter in the Toronto market. RMB President **John Harding** says that given that ad revenues for all media in Canada grew by approximately 3% during the past year, radio's increase of 6.5% was a strong performance. *"By the end of the third quarter, Canadian radio revenue was ahead of 2002 by 7.4%, so the challenges over the summer did have a substantial negative impact, resulting in the final 6.5% total annual growth. On the other hand, the blackout was radio's finest hour. Stations were back on the air quickly and were a vital source of news, updates and information,"* said Harding. He says radio revenue is expected to show further growth in the coming fiscal year... **Bea-Ver Communications** won the **CRTC's** nod to add a transmitter at Windsor for its **Rock 95.1 (CKUE-FM) Chatham**. It will also operate on 95.1 at 400 watts. The proposal included a Windsor production studio for public access... **Sirius Satellite Radio**, the second biggest US satellite radio broadcaster, said it will pay \$220-million to the **National Football League** to carry all regular-season and some playoff games starting next year. The rights agreement will run for seven years... While most Christian music stations tend to linger in the basement of **BBM** ratings, **LIFE 100.3 Barrie** appeared to pull a rabbit out of the hat with a 5 share in morning drive for 12+, a 34.7 share of 12-17s in mornings, and a 40.1 share of teens from 7-midnight... An American research company says all-Christmas music all the time isn't flying with the majority of those surveyed. **Harker Research** found that 89% of respondents were okay with two or more Christmas songs an hour but 60% wanted three or less per hour. 11% want one or less; 49% say 2-3; 26% opt for about half the playlist while just 14% want All-Christmas. Many respondents, says Harker, find continuous Christmas music to be annoying and that it overly commercializes the holiday.

T V/FILM: The **CRTC** has extended the deadline to Nov. 24, 2004, to begin operation of a number of Category 2 specialty and pay television services. But the Commission calls it a final deadline. All were approved back on Nov. 24, 2000. About 40 of the Category 2 services approved back then are now in operation. But other applicants applied to extend the deadline. The CRTC says digital penetration has increased significantly since the services in question were approved, and that the distribution of Category 2 services has evolved in a positive manner. A complete listing of the Category 2 specialty channels involved may be found by clicking here: <http://www.crtc.gc.ca/archive/ENG/Decisions/2003/db2003-599.htm>... **Salter Street Films** will be shut down permanently early next year. Parent **Alliance Atlantis** says the move is part of a review of its money-losing entertainment division. Salter Street Films has less than 10 employees and is the Halifax-based production company behind **CBC-TV's This Hour Has 22 Minutes**. **Kym Robertson**, Alliance Atlantis VP of corporate and public affairs, says 22 Minutes will continue. Alliance Atlantis paid \$82.3-million to acquire Salter Street in April 2001. The company announced last Friday that it would eliminate various broadcast units are joining forces in a venture to share the high cost of producing HDTV programming. **CTV Specialty Television Inc.** (owned by BCE) is selling a 50% stake in **Dome Productions Inc.** to Rogers Media

Inc. Dome Productions was created in 1989 at Toronto's SkyDome to assist in TV broadcasts and post-production. One of the partnership's main goals will be to invest in HDTV production equipment. Cost of producing a game in HDTV is about \$100,000, double that of conventional broadcast... Meantime, while HDTV has been slow off the mark, a growing number are tuning in as prices for the new technology drop. Right now, fewer than 5% of cable and satellite customers are HDTV subs. But broadcasters say HDTV set sales are set to take off as they drop in price. Since digital TV arrived in the US in late 1998, more than 1,100 American stations have begun offering HDTV programming. The **FCC** has mandated all stations be capable of broadcasting HDTV by 2006. The first HDTV broadcast in Canada was the 2000 Super Bowl on **Star Choice**. **Citytv Toronto** was the first station in Canada with HDTV (earlier this year). Since then, **TSN** and **The Discovery Channel** have begun HDTV service. **CBC** says it'll be offering it soon... The **CRTC** has approved two expansions: **Crossroads Television System** has been granted approval for additional transmitters at Ottawa and London for its **CITS-TV Burlington**, while **Rogers Broadcasting** has approval for **CJMT-TV Toronto** to add transmitters in those same Ontario cities... Ad research on consumer attitudes toward product placement shows broad acceptance. **Mediaedge:cia's MediaLab** found 50% of consumers have noticed brands shown in TV and movie placements. And more than 60% say they're willing to try the advertised brands. Another report released this week by **Horizon Media** suggests that product placements in movies may be more effective than TV for reaching young, affluent and well-educated consumers. Receptiveness varied by age and gender, with youth and women more likely to react positively... **Bell Canada** has created a video group that will house **Bell ExpressVu** and its video services under one roof. The move is seen as the latest step by the telco in its efforts to make headway into the TV market. **BCE** President/CEO **Michael Sabia** says DTH satellite TV and video services figure prominently in plans "to deliver a full suite of services into the broadband home." In addition, Bell said the video group will explore new ways of delivering digital TV. It was just a couple of months back that Bell announced it is working with **Microsoft** to deliver ExpressVu service over Internet-based networks... In Finland, commercial TV shows will be available by cell phone beginning next year. The three necessary groups – Finland's leading broadcasters, mobile service providers and **Nokia** – say that by next Fall, there'll be 500 initial users in and around Helsinki, the capital city. A Nokia Ventures spokesman says, "This commercial pilot is a world class example of cooperation between telecommunications and media industry to further research the opportunities of broadcast services to mobile phones"... **ABC World News Tonight** Anchor **Peter Jennings** will receive the *Edward R. Murrow Award for Lifetime Achievement in Broadcasting* from **Washington State University**. Jennings, 64 – born in Toronto and raised in Ottawa – will visit the Pullman campus April 14 to accept the award.

GENERAL: **CHUM Limited** CEO/President **Jay Switzer** says **Craig**-owned **Toronto 1** has affected the earning power of **The New VR (CKVR-TV)** **Barrie**. Switzer, commenting after the CHUM AGM, said **Citytv Toronto** is doing fine insofar as the competitive threat is concerned but "certainly VR has been and we're watching that carefully." But Switzer said Toronto 1 isn't the only threat – **CTS (Crossroads Television)** and **Rogers' Omni 2** have also contributed to the increased competition in the Toronto TV market. In BC, CHUM announced the lay-offs of 34 people from its Vancouver and Victoria TV stations last month, said to be a restructuring of news operations. Even so, CHUM enjoyed a strong year financially, recording its highest revenue ever in fiscal 2003, and almost doubling its annual earnings (a profit of \$25.4 million). CHUM also raised \$85.9 million by selling 1.7 million non-voting shares during the year. Switzer says the company is looking for radio acquisitions in markets where it already operates: "They may not necessarily be outright acquisitions - they may be partnerships, strategic alliances, (or) joint ventures"... **CBC** journalists, producers, technicians and other staff have narrowly opted for representation by the **Canadian Media Guild**. In a vote ordered by the **Canada Industrial Relations Board**, the guild won out over the rival **Communications, Energy and Paperworkers Union**, which represents about 1,900 technicians and others at CBC. About 59% voted for the guild and 41% for CEP. So now, the 1,900 technicians, makeup artists and other tradespeople will be absorbed into the Guild, which already reps more than 4,100 journalists, on-air personnel, producers and CBC administrative staff. The Guild also represents workers at **The Canadian Press/Broadcast News, Reuters** and **TVOntario**... Photos from the **Broadcast Executives Society** Christmas Luncheon may be found by clicking [here](#).

REVOLVING DOOR: **Robert Odendaal**, a senior Exec who spent the past seven years at **British Sky Broadcasting**, will take over at the helm of the new **Bell Canada Video Group** Feb. 1... Former **CTV** Reporter **Jim Munson** – and most recently **Prime Minister Chrétien's** Director of Communications – has been named to the Senate. Munson took over as Chrétien's top spokesman in late 2002, succeeding **Francoise Ducros**. It was Ducros who resigned after referring to **President George Bush** as a moron... **Rick Doughty**, **Rogers** VP for Ontario North (and based at North Bay) moves to Sudbury to succeed **Jim Hamm** as GM in that market. Doughty retains his current duties. Hamm is moving to Australia in early January... **Tracey Gard** is the new GM/GSM for the **Standard Radio** stations in the Peace Region (Fort Nelson, Fort St. John and Dawson Creek). She begins Jan. 5 and will be based at **CHRX-FM Fort St. John**. Gard, currently President of the Sault Ste Marie Chamber of Commerce, recently managed **CHAS/FM/CJQM/FM Sault Ste. Marie**. She succeeds **David Larsen**... **Andy Paterson** is new News Assignment Supervisor at **The New PL (CFPL-TV) London**. Prior to a short stint with the Nova Scotia government, Paterson was Executive Producer/Managing Editor at **Global Maritimes** in Halifax. He joins The New PL next month.

SIGN-OFFS: **Daryl Wells**, 81, of heart disease in Niagara Falls. Wells, the legendary horse race announcer, entertained thoroughbred horse racing fans at Woodbine race track in Toronto for over 30 years. From 1956 until 1986, he described racing for fans on the Ontario Jockey Club circuit, which included Fort Erie and Greenwood. Wells entered the broadcast business as a disc jockey at age 15, then worked in the Sports department of **CHML Hamilton** in the 1940s and '50s. Later, he was Sports Director at **CHCH-TV Hamilton**... **Monty McFarlane**, 78, in North Vancouver. McFarlane began his career at **CBW Winnipeg** in 1946 but is best remembered for his years at **CJOR Vancouver** (late '60s through 1981). He also was Morningman at **CISL Vancouver** for a couple of years after that, did a morning big band show at **CJVB Vancouver** and handled weekend mornings at **CIMA Vancouver** in 1991-92.

LOOKING: Jobs we've heard about this week include: **CICT-TV Calgary** - Managing Editor; **CHEX-TV Peterborough** - Operator; **CFPL-FM/CFPL-AM/CKDK-FM/CFHK-FM London** - Promotions Coordinator; **Canadian Association of Broadcasters** Ottawa - Special Events and Projects Coordinator; **The New RO Ottawa** - 6 p.m. Anchor/Reporter; **CIVI-TV Victoria** - Traffic Coordinator; **Q104/EZ ROCK Sault Ste. Marie** - News Anchor; **CMT Canada Toronto** - Series Producer; **W Network Toronto** - Production Executive; **Astral Television Networks Toronto** – Coordinator, Canadian Independent Production and On-Air Promotion Producer, **Viewer's Choice Canada**; **ROBTV Toronto** - Production Coordinator; **Global National News Vancouver** – Research Supervisor; **CBC North (Yellowknife)** - Associate Director; and, **CTV Toronto** - Plant Maintenance.



SUPPLYLINES: **Radian Communication Services** is buying the tower manufacturing assets of bankrupt **Rohn Industries** in a \$US7.9 million deal. Rohn designs and makes towers, poles, masts and antennae. Rohn, based in Indiana, received approval from a state bankruptcy court. The deal is expected to close Dec. 19. Radian is a subsidiary of Toronto-based **Onex Corp.**

OPS: **William Johnson**, who departed **Radian Communication Services**, was Manager, US Material Sales, not President as reported last week.

EDITOR'S NOTE: **Broadcast Dialogue** will not be produced Dec. 25 nor Jan. 1. It returns Jan. 8.