

# Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Thursday, February 5, 2004

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**GENERAL:** The *Canadian Association of Broadcasters*, representing Canada's private broadcasters, is suing the *CRTC* for hundreds of millions of dollars. CAB argues that Part II licence fees that broadcasters have been paying amounts to an unconstitutional tax. Further, says CAB, broadcasters have paid \$419 million in such fees from 1998 to 2003, about \$362 million more than they should have. While the fees are purportedly collected for the government's cost of managing the broadcast spectrum, CAB argues that millions were going straight into federal coffers. And that, says CAB, amounts to a general tax, not a regulatory fee, that the commission has no authority to collect. Not being challenged are Part I fees, which are used to cover the *CRTC*'s direct costs... **Tony Burman**, Editor in Chief, News and Current Affairs, *CBC Radio* and *CBC Television* and Executive Director, *CBC TV News*, Current Affairs and *Newsworld*, is the recipient of the 2004 *RTNDA Canada President's Award*. Burman will receive the award at the *RTNDA National Convention* in Saskatoon June 12... **Bell Globemedia's** operating earnings rose 15% in the fourth quarter, reflecting – among other things – reports owner **BCE**, increased TV ad revenue and strong ratings at *CTV*. *Bell Globemedia's* earnings before interest, taxes, depreciation and amortization rose to \$83-million in the fourth quarter, from previous year's \$72-million. Quarterly revenue remained essentially flat at \$375-million, compared with \$379-million in the fourth quarter of 2002. TV ad revenue rose 8%... **CanWest Global** is looking to make media acquisitions, says CEO **Leonard Asper**, so as to avoid being left out of any industry consolidation. Following the company's annual meeting in Montreal, Asper said, "We're conceptually interested in any media asset in Canada." He isn't ruling out international purchases either. *CanWest*, he said, could spend about \$1 billion on a large acquisition but Asper also says he's interested in purchases ranging from \$10 million to \$20 million... At least two Ottawa journalists could soon face questioning from the federal privacy watchdog about the **Maher Arar** affair. *CTV News* Reporter **Joy Malbon** and *Ottawa Citizen* Reporter **Juliet O'Neill** were both contacted in early January. Privacy Commissioner **Jennifer Stoddart** has the power to summon witnesses, administer oaths and compel the production of evidence if individuals refuse to co-operate with her investigators. Both O'Neill and Malbon say they will not reveal their sources. Malbon aired a story last October, citing senior federal sources, that also dealt with Arar's alleged statements while imprisoned in Syria. She has referred the federal privacy investigator to **Robert Hurst**, *CTV's* President of news... A study in the States suggests that most US consumers get their local news from newspapers. It was done by two consumer groups that criticize new media ownership rules for being based on poor data. About 61% of those surveyed said newspapers were the most important source for local news while 29% said local TV. **The Consumers Union** and the **Consumer Federation of America** have both opposed consolidation in the US media industry. They say the **FCC** overstated the importance of radio and the Internet as sources for local news and underplayed newspapers when it revised rules to allow companies to acquire more radio and TV stations. The study's release came about two weeks before a US federal appeals court in Philadelphia will consider whether the rules pass legal muster... The *Canadian Women in Communications* annual awards gala is set for Feb. 23 at Ottawa's Westin Hotel. For info on registering, check [www.cwc-afc.com](http://www.cwc-afc.com).

**EVOLVING DOOR:** **Richard Cavanagh**, VP, Radio with the *Canadian Association of Broadcasters*, is leaving that post after four years. He'll stay at CAB until the end of the month, then move on to set up a consulting practice in social, cultural and communications policy... **Michael Zaplitny**, VP of *Rawlco Radio* and PD at *CJME Regina*, adds News Director to his title at *CJME/Z99/Rock 94 Regina*. Former ND **Murray Wood** says the workload of a daily province-wide talk show and ND was becoming onerous, "a juggling act"... Veteran business journalist **Pat Bolland**, the former on-air Stocks

Editor for **NBC's Early Today** and **CNBC's Wake Up Call**, is joining **Report on Business Television**. Bolland will be both an Anchor and Reporter at ROBTv... **Maria Shriver** has quit **NBC News**, saying it would be too tough to juggle a journalism job with her duties as first lady of California.

**TV/FILM:** Canada's TV industry has shown profits which have doubled from 2002 to 2003. The **CRTC**, in its annual statistical and financial data report, shows net profits posted by private TV stations rose from \$95.6 million in 2002 to \$189.8 million in 2003. Revenues increased by 10.4 %, climbing from \$1.89 billion in 2002 to \$2.087 billion in 2003. This growth, says the CRTC, is significantly higher than the 2.8% average overall growth over the last five years. Expenses by private stations increased by 4.5% over 2002, reaching \$1.7 billion in 2003. Last year, \$117.8 million was spent on Canadian drama; a 20.8% increase over 2002. Spending on human interest programs grew 33.1%, going from \$38.8 million in 2002 to \$51.7 million in 2003. Spending on musical and variety programs was down significantly, decreasing from \$24.5 million in 2002 to \$11 million in 2003. Private television spent \$300.2 million on news programs and \$56.4 million on other Canadian information programs in 2003. Compared with 2002, this is an increase of 3.3% in spending on news programs, and a 4.2% increase in spending on information programming... **CBC Television** was the biggest individual winning company at last weekend's **New York Festivals**, the annual international television programming and promotions awards competition. CBC collected seven Gold World medals for their entries in News, Documentaries and Entertainment programming. A total of five Grand Awards were presented with one – for Best Documentary – going to CBC-TV for *The Life And Times of Pope John Paul II*. **The New VR (CKVR-TV) Barrie** won Gold in the Community Service Programs category for *Stranger Danger*, a series that aimed to help parents protect and educate their children from strangers; **Alliance Atlantis' Showcase** specialty channel for *Brad Pitt Double Bill* in the Entertainment/Program Promo category; **Astral Media** for *Mexcess Campaign* in the Station/Image category; and, **Societe Radio-Canada** in Vancouver for *Searching for Sarah* in the Best News/Documentary category . There were 71 Gold World Medals awarded in categories ranging from News Programming, Documentaries, Drama, Mini Series, Reality TV, Entertainment and Promotions. 38 of these went to entries from the United States; Canada was next with 11, followed by the UK with 10... **Shaw Communications** wants \$6.5 million it says it overpaid **TSN** for its signal. In a lawsuit, Shaw says it also wants another \$1.9 million from the **Discovery Channel**, a TSN sister specialty channel. In a statement of claim, Shaw says an agreement allows it to pass along customer discounts to the channels: "... an expressed, or alternatively, an implied term of the agreement" that the cable company can discount its payments to the channels to reflect consumer savings... A TV commercial for **The Wolf Regina** that aired on **CKCK-TV Regina** has been deemed by the **Canadian Broadcast Standards Council** as fit for air and not, as complainants asserted, exploitative. Several viewers complained that the commercial exploited and degraded women, and that it aired at times of the day when young teens could be watching. Full text of the decision can be found on the CBSC Web site: <http://www.cbsc.ca/english/decisions/decisions/2004/040203.htm>... The **CRTC** says it received only three complaints about **Janet Jackson's** bare breast at the **Super Bowl** last weekend but got ten complaining about the **Labatt** commercial showing two women kissing passionately. While the heat in Canada has been, at best, lukewarm, there's been lots of fallout from the Jackson live performance. **FCC** Chairman **Michael Powell** says the game "... was tainted by a classless, crass and deplorable stunt." Powell has ordered an FCC investigation into the broadcast. Meantime, **CBS** has apologized for the Janet Jackson/**Justin Timberlake** incident during the half-time show. The network says it had no foreknowledge of "the event". MTV, the producer of the half-time show, also apologized saying the tearing of Janet Jackson's costume "was unrehearsed, unplanned, completely unintentional and was inconsistent with assurances we had about the content of the performance." But both **Variety** and **Matt Drudge** cited anonymous sources who claimed that CBS did in fact know in advance, and MTV promoted the half-time show in advance, promising shocking moments from Jackson... Meantime, it was just over a week ago that the US House Subcommittee on Telecommunications and the Internet held a session on indecency called "Can you Say That on TV?"... **CKCK-TV Regina** is celebrating its 50th anniversary and is hoping to contact all previous employees. Contact [bburlock@ctv.ca](mailto:bburlock@ctv.ca) to get your name on the invitation list.

**RADIO:** **Rogers' HOT 103 Victoria** has flipped to **JACK-FM**. This may have been a pre-emptive move in that speculation abounded that **CHUM**, which recently purchased **CFAX/B107 Victoria**, would move B107 to its **BOB-FM** format... **NewCap** has received **CRTC** approval to launch an FM station at Wainwright, Alberta – a sister station to **CKKY-AM Wainwright**. The new FM'er will offer an AC format at 93.7 MHz and 100,000 watts to complement the Country on CKKY... **Quinte Broadcasting** has

Commission approval to flip **CJTN-AM Quinte West** (formerly Trenton) to FM. The new station will offer the same Oldies/Soft AC format. CJTN's new FM service will operate at 107.1 MHz with 3,640 watts... At the same time, the **CRTC** approved **Standard's** application for a new **CKQB-FM Ottawa** transmitter at Pembroke. It will operate at 99.7 with 45,200 watts... **CK-FM 97.7 (CKJL) Olds** is on the air in Alberta. The Country station launched on Monday, covering the area from Red Deer to the northern fringes of Calgary. The station was started by longtime broadcasters **Brian and Melanie Hepp**... The first annual **McMaster Children's Hospital Radiothon** – aired by **Standard's K-Lite FM/CKOC/CHAM Hamilton** last weekend – raised over \$116,000 for the hospital... The American radio industry finished 2003 with a 1% gain in total combined national, local, and network advertising revenue, slightly ahead of the previous year. National business saw the biggest increase with a 6% jump over last year... A spoof song aired during the late morning hours on **The Bear (CFBR-FM) Edmonton** was found by the **Canadian Broadcast Standards Council** to be in breach of Clause 9 of the **Canadian Association of Broadcasters** Code of Ethics, which requires that programming contains no unduly sexually explicit material. At the same time, CBSC found no breach of Article 4 of the Sex-Role Portrayal Code. The parody song dealt with oral sex and was descriptive. The full text of the decision can be found at: <http://www.cbsc.ca/english/decisions/decisions/2004/040204.htm>.

**SIGN-OFF:** Russ Simpson, age unknown, of cancer at Qualicum Beach, BC. Simpson was one of the original "Top Cats" at **CKLG Vancouver** when it switched to Top 40 Aug. 22, 1964. During the past few years, Simpson was a prolific correspondent on **Warren Cosford's** Radiopro list, posting numerous – and often cantankerous -- points of view.

**LOOKING:** Jobs we've heard about this week include: **NFB Montreal** - Publicist; **FOXY 88.5 Toronto** - Advertising Sales Representatives; **Magic 99.9 Thunder Bay** - Morning Show Host/Program Director; **SexTV Toronto** - Segment Producer; **CBC Radio Toronto** - Director of Arts and Entertainment; **DAVE 107.5 FM Cambridge** - Account Executive; **Rogers Television, Dufferin-Peel** - Mobile Producer; **Shaw Cablesystems Calgary** - Producer / Writer; **Corus Entertainment Toronto** - Technical Support Specialist and a Human Resources Generalist; **Corus Premium Television Edmonton** - Assistant Director of Programming; **Corus Television Toronto** - On-Air Promotion Associate Creative Director/ Senior Producer; **CTV Toronto** - 2 VTR Operators and a Systems Software Specialist and a Oracle Database Administrator; **CH Hamilton** - Production Assistant; **Global Quebec City** - Reporter; **Global Toronto** - Managing Editor; **CanWest Interactive Toronto** - Content Administrator; **MCTV Timmins** - Anchor-Photojournalist; **Astral Media Radio Montreal** - Conseiller(ère) principal(e), Communications internes; **Astral Media Radio Sherbrooke** - Adj. adm. aux promotions pour le marché de Sherbrooke; and, **Alliance Atlantis Toronto** - Internal Risk and Control Specialist.



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**R**ADIO: *Standard Radio* will join with *CBC/Radio-Canada* to bring *SIRIUS Satellite Radio* to Canada. Standard President/CEO **Gary Slaight** says the proposed service will expand the choices available to Canadians while also creating new opportunities for Canadian talent. In December, CBC/Radio-Canada filed application with the *CRTC*. CBC/Radio-Canada President/CEO **Robert Rabinovitch** said the public broadcaster, through this and other strategic partnerships, "is able to better fulfil its mandate by providing Canadians with even greater access to a wide range of commercial-free music, information, and entertainment programming, including Canadian content"... **Chuck Camroux**, President/CEO at *JAZZ.FM91 (CJRT-FM) Toronto* and Sales Manager **John Clarke** are no longer with the partially subscription-driven station. The two, says station Chairman (and Interim CEO) **Bernie Webber** were let go after a two-month external audit found, as Webber reports, "... sloppy management practices involving the reporting of contra items." Camroux says he's considering his options while Clarke could not be reached for comment... A song with a gay theme aired on *CFMI-FM Vancouver* has been found by the *Canadian Broadcast Standards Council* to be not in violation of the *Code of Ethics*. A listener complained that the song implied that its subjects were either the clergy or, at least, Irish Catholics seeking inappropriate sexual relationships with young men. The full text of this decision may be found at [www.cbcs.ca/english/decisions/decisions/2004/040206.htm](http://www.cbcs.ca/english/decisions/decisions/2004/040206.htm)... *Mojo Radio AM 730 (CHMJ) Vancouver* moved to *Just Sports Radio* on Monday. A new morning show is soon to be announced as well as new programming from *ESPN* and the *CORUS Radio Network*... **96.3 JOE FM (CFML-FM) Kingston** has been launched while *Country 96* has been buried. *Corus Entertainment* says the move from *Hot Country* to *JOE FM* was completed after "market research, analysis of national radio trends, gathering the feedback of our advertisers, and researching the needs of radio listeners in our market"... Radio audience erosion as measured in the US by *Media Audit* shows TSL (time spent listening) has dropped since 1999. Average listening over the period is down 20 minutes a day for 18+ or, in more dramatic terms, two hours and 20-minutes a week. And, says *Media Audit*, the trend is showing no signs of turning or stabilizing. The average TSL for both men and women has declined 10% over the



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period. Younger demos, 18-24 and 25-34, are – at a minimum – at the same level (or worse). The strongest demo for radio is the 65-74 crowd but even here there’s erosion. Below is a snapshot of audience decline in TSL by demo from 1999 to 2003:

<u>Demo</u>	<u>Lost mins/daily</u>	<u>Pct. Decline</u>
Women 18-24	36	-16%
Men 55-64	27	-16%
Women 25-34	27	-13%
Women 55-64	24	-13%
Men 25-34	23	-11%
Men 18-24	22	-10%
Total Men	20	-10%
Total Women	20	-10%
Men 75+	17	-10%
Men 35-44	17	- 8%
Women 35-44	16	- 8%
Men 44-54	15	- 8%
Women 44-54	9	- 5%
Women 75+	8	- 4%
Men 65-74	4	- 3%
Women 65-74	4	- 2%

**Standard Radio London** began 60 hours of programming its *5th Annual Radiothon* last Friday. By the end, Standard London raised a record \$406,268.00 for **Children’s Hospital of Western Ontario**. Three of the four Standard Radio properties - **Q97.5, Newstalk 1290 and Country Favourites BX93** – were involved in the broadcast. Over the past five years, \$1,319,402.00 has been raised through the Radiothon for the purchase of equipment and funding of vital patient services.

**TV/FILM:** With **Craig Media** on the block, the speculation runs rampant on the hows and whos of what may happen. A spec piece in the **Globe & Mail** this week suggests **CHUM Ltd.** will be an aggressive bidder. That would seem a no-brainer since CHUM already has applications for new TV licences at Calgary and Edmonton, where Craig’s **A-Channels** are now operating. Add **A-Channel Winnipeg** to the mix (Brandon, too) and **CHUM Television** would be, if not in fact then certainly in practice, another Canadian TV network. As for Craig properties CHUM couldn’t keep, e.g. **Toronto One**, a slicing of the pie similar to the **Standard/Telemedia/Rogers/NewCap** deal a couple of years back wouldn’t be hard to put together. Meantime, all the speculation may be fun but that’s about all. **The Globe & Mail** reported that **Drew Craig** sent a memo to staff denying an imminent sale and indicated Craig Media has hired an adviser to determine the company’s value... A tentative agreement has been reached to end the five-month-old strike by **A-Channel Edmonton** workers. The deal for a first contract was reached Monday after three days of talks. GM **Jim Haskins** said the two sides worked hard with a federal conciliator to reach an agreement. A ratification vote is set for Saturday and the Communication, Energy and Paperworkers union is recommending acceptance. If it is, A-Channel Edmonton employees would return to work March 1... **Comcast Corp.**, the biggest cable TV operator in the US, says it has launched a hostile bid to buy **Walt Disney Co.** for about \$54.1-billion (US) including debt. The Philadelphia-based company says the overall value of the deal is worth \$66-billion, including about \$11.9-billion in Disney debt... Meantime, **Walt Disney** and **Microsoft** have agreed to speed the availability of Disney movies, TV shows and other digital content on cell phones, personal digital assistants and a new generation of portable media players. The two companies have signed a multi-year agreement for Disney to license Microsoft’s Windows Media digital-rights-management technology, which protects digital content from being illegally copied or played... **OMNI Television** in Toronto has budgeted \$32.5 million for hundreds of untold stories from a wide variety of ethnic communities. The **Rogers Media** operation (2 stations in Toronto) plans funding at least 225 third-language, half-hour dramas and documentaries in the next seven years through the \$32.5 million set aside in the **Ontario Independent Producers’ Initiative Fund**. OMNI 1 and 2 will broadcast 29 of these programs this year. All the shows will also be adopted into English and other languages in its

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multilingual programming... **CTV's W-FIVE** exposé into the retirement home industry last Saturday drew a season-high 1.24 million Canadians (2+), according to **Nielsen Media Research**, making it the most watched show of the night for CTV. The investigation continues to make waves with provincial officials and the police as both groups launch new investigations into the abuse suffered by an 88-year-old woman whose terrible treatment was caught on hidden video... **CTV** was in breach of the *Code of Ethics* for airing **Eminem's** foul language on last year's **Junos** show. The **Canadian Broadcast Standards Council** says a complainant protested the pre-recorded acceptance speech's content. The decision in its entirety may be found at <http://www.cbcs.ca/english/decisions/decisions/2004/040211.htm>... An anti-meat-eating 30-second spot showing a chick being debeaked won't be running on Canadian television. **TVB's Telecaster Committee** calls the **People for the Ethical Treatment of Animals** commercial "just too graphic". The spot is running on several US stations... With more than a million American **TiVo** subscribers, the company says the **Janet Jackson** Super Bowl halftime extravaganza took the crown as the most replayed moment on TV during the company's seven-year history. TiVo says it anonymously sampled about 20,000 of its customers and determined that "viewership spiked up to 180% as hundreds of thousands of households used TiVo's unique capabilities to pause and replay live television to view the incident again and again." The stats demonstrate that every show a person watches or rewinds, every ad seen, as well as the time of day they are viewed, can be tracked by TiVo headquarters. The data can then be squeezed into business intelligence software that analyses and even predicts viewing habits... It was just last week that **TiVo** signed an agreement to provide usage data to **Nielsen Media Research**, a new standalone ratings service based exclusively on the DVR activity of TiVo households. On top of regular ratings information, Nielsen will extract info on how viewing behavior is altered by DVR capabilities such as pausing and replaying live TV, as well as playing back and skipping through recorded programming. Nielsen executives continue to talk to other DVR developers, especially cable TV operators, as part of a broader goal of developing a massive data processing system built around an array of digital TV set-top devices, all of which generate granular, "clickstream"-like data on TV viewing patterns.

**REVOLVING DOOR:** **Howard Slutsken**, VP/GM at **The New VI Victoria**, is leaving **CHUM Television** to form his own consulting firm. Slutsken, however, won't be far away from CHUM – he'll have an exclusive broadcast consultant's gig with the company. Meantime, **Brad Phillips**, the VP/GM at CHUM's **Citytv Vancouver**, takes over as VP, CHUM Television BC, with responsibility for both The New VI and Citytv Vancouver. A station manager is expected to be named soon for The New VI... **Ron Robertson** is new Morning News Anchor/Assignment Editor at **NCI-FM Winnipeg**... **Wilf Rice**, most recently with **MSC Electronics**, is the new **Power & Telephone Supply of Canada** District Manager for Western Canada... **Miguel (Mike) Ferreira** is new Director of Communications at **BBM Toronto**. He had been Senior Manager/Director Strategic Marketing and Communications with **BMO/Harris Bank**... **Jane Beck**, also new to **BBM**, is Director of Client Services. Previously, she was Director of Product and Process Development, **AC Nielsen Europe** in Oxford. UK.

**GENERAL:** **Quebecor**, the owner of the **Le Journal de Montreal** tabloid, has done to 50 ad sales workers what they did earlier to six **TVA** Sales Reps in Estrie, PQ – locked them out. Contract



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negotiations broke down. Quebecor wants the reps to rely exclusively on commissions. Company spokesman **Luc Lavoie** says on average they earn about \$200,000 a year but that some earn as much as \$600,000. *"We have no other choice but to restore the income to more realistic levels,"* he said. The union said it agreed to re-organize how workers are paid, but added that Quebecor's demands would result in a 25% pay cut. The six ad reps at TVA faced the same fate Jan. 30... **TVA Group's** fourth quarter (Dec. 31) profit slipped to \$21.5 million (66-cents per share) due to taxes. That compared with a profit of \$27.1 million or (80-cents) for the same period a last year. The company recorded a provision of \$4.6 million in the quarter for income taxes, compared with a tax recovery of \$64,000 in the fourth quarter of 2002. Consolidated operating revenues for the quarter were \$97 million, compared with \$97.3 million for the same period a year earlier. TVA attributed the fall to a difficult ad market, which resulted in a nearly three per cent decline in TV ad revenues from the same period of 2002. For the full year, TVA earned \$54.5 million or \$1.65 per share on revenues of \$340.9 million. That compared with a profit of \$52.4 million or \$1.53 per share on revenues of \$323.4 million in 2002... Some Web sites that offer US political news are providing less useful information than they did four years ago. A review by the **Project for Excellence in Journalism** of 10 popular Web sites found they contained less original reporting than in 2000. Project Director **Tom Rosenstiel** said *"we were surprised that they've improved in some ways and backtracked in others."* The study examined the political front pages of the eight most popular Web sites that carry news: **ABC, AOL, CNN, MSNBC, The New York Times, USA Today, The Washington Post** and **Yahoo**. The study also reviewed the online magazine **Salon.com** and the conservative **National Review Online**. The survey found that the amount of original content had declined and the sites were using more copy from wire services. About 63% of front-page stories constituted original staff reporting, down from 75% when a similar study was done in 2000. But the study found content that appears unique to a Web site often seems to involve modifying wire copy rather than containing original work. For more, check the Project for Excellence in Journalism Web site: [www.journalism.org](http://www.journalism.org).

**SUPPLYLINES:** Markham-based **Azcar Technologies** says its British subsidiary has won a \$1.4-million contract for the design and deployment of two control centres for **Midi TV's** Johannesburg operation... **Leitch Technology** has announced more executive changes. COO **Salil Munjal** will leave the company after a brief transition period, **Brian Cabeceiras**, the head of the company's system engineering group, will replace **Robert Seufferheld** as Chief of Sales for the Americas, and **Barry Todd**, Head of International Sales, has left the company... **Cabletel Communications** is for sale, it says, to deal with a cash crunch. The Markham-based broadband equipment supplier says it will consider proposals for the sale of the company or any of its subsidiaries, **Allied Wire and Cable, Stirling Connectors USA** and **Stirling Connectors Israel**. Cabletel has set a Feb. 17 deadline for bids.

**LOOKING:** **Teletoon Toronto** - Credit & Collections/Subscriber Administrator; **CTV Toronto** - Sales Coordinator; **TSN Toronto** - Editorial Assistant; **QR 77/Country 105/The Peak 107.3 Calgary** - Retail Sales Manager; **CFQR-FM (Q92) Montreal** - Junior Sales Representative; **Corus Entertainment Toronto** - Technical Support Specialist I; **Corus Entertainment Toronto** - Corporate Communications Coordinator; **CJDV-FM (DAVE FM) Kitchener** - General Manager; **ENERGY 103 CFHK FM London** - Morning Show Co-host, News Announcer; **Corus Television Toronto** - Special Projects Manager & Intermediate Accountant & Manager of Accounting, Kids TV Division; **CKGY/CIZZ- FM Red Deer** - Assistant Engineer; **The Peak 107.3 Calgary** - Program Director; **Corus Entertainment Toronto** - Director of Marketing Content Distribution & Max Trax Digital Audio; **CIME-FM St-Jérôme** - Directeur des programmes et Représentant aux ventes locales; **VisionTV Toronto** - Programming and Scheduling Co-ordinator; and, **Rogers Television Fredericton** - Publicity & Promotions Officer.

**EDITOR'S NOTE:** The News section of the **Broadcast Dialogue** Web site is alive with information provided by broadcasters and by suppliers. When you want your message out – and want it posted on a Web site devoted to the Canadian broadcast community – send your News Release to us at [publisher@broadcastdialogue.com](mailto:publisher@broadcastdialogue.com). Remember, your publicity is more likely to be used if it is formalized in News Release fashion. If in doubt, go to the News section at the Broadcast Dialogue Web site ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)) to see how others have done it. This week's News Releases are from **The New VI Victoria, Panasonic Canada, CFRB Toronto, Canadian Broadcast Standards Council, Standard Radio/CBC-Radio Canada/SIRIUS, CTV, Standard Radio London, Harris Corporation, Global Television, The Documentary Channel,** and **JOE FM Kingston**.

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**R**EVOLVING DOOR: **CHUM Ltd.** VP Finance **Taylor Baiden** is leaving in April "to pursue other interests." He'd been with the CHUM organization since 1972. In 1994, he became Secretary and Treasurer of the board... **Bob Templeton** is no longer the head of **Newfoundland Capital Corporation's (NewCap's)** radio properties. He resigned last Thursday. Appointed on Friday as Exec. VP/COO of NCC was **Mark Maheu**, ex of **CHUM Radio Ottawa**. Maheu is set to begin the new gig March 1... **Julie Look** has been appointed Director of Research for **Standard Radio's Toronto** cluster (**Newstalk 1010 [CFRB]**, **MIX 99.9 [CKFM]**, and **97.3 EZ Rock [CJEZ]**). Look had most recently been with **Corus Television** where she was Director of Research. Before that, she was Research Manager at **Paul Mulvihill Ltd**; Research Manager at the **Television Bureau of Canada**, and a Media Supervisor/buyer at **Western International Media**. Further, Look is a past President of the **Broadcast Research Council**... **John Gallagher**, the **Citytv Toronto** Sports Reporter known for his hyper on-air style, is no longer with the **CHUM Television** station. Citytv bought out his contract... **Mel Kemmis**, ex of **Rogers Broadcasting Vancouver**, is new Ass't PD at **CHUM** station **CHQM Vancouver**... **CHQR Calgary** ND **John Vos** moves to **Global Television Calgary** as Managing Editor... **Robert Fiveson** has joined **Summerhill Entertainment Inc.** as Executive Producer/Producer. Based in Washington, Fiveson was most recently the Executive in Charge of Production at **Jones Entertainment Group**... **ichannel Toronto** (Intelligent Television) and **bpm:tv** – both operated by **Stornoway Communications** – has a number of recent appointments, among them **Laurie Brown** as an on-air broadcaster and presenter (she had been with **CBC Newsworld** and **The National**); **Monika Jensen-Stevenson**, a former **60 Minutes** Producer among other credentials, to Head of Programming; **Richard Baker** as Operations Manager; **Sidney M. Cohen** is new Production Supervisor and Director for all studio-based productions of **ichannel** and **bpm:tv**; and, **Michael Douglas** is new Executive Producer responsible for all **i-channel** productions... Former **CNN** chief **Rick Kaplan** has been hired to run **MSNBC**, replacing **Erik Sorenson** at the helm of the last-place US cable news network. Kaplan headed CNN's domestic operations from 1997 to 2000. After teaching at **Harvard**, Kaplan returned to **ABC**

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**News** last year to help plan Iraq war coverage.

**SIGN-OFFS:** **Terry Ambrose**, 67, of stomach cancer in Toronto. Ambrose had been a long-time Rep at **MSC Electronics**... **Ron Tempest**, 69, in Toronto after complications from cancer. Tempest was a veteran broadcast journalist in both Italy (13 years with Italian TV and **Radio Free Europe**) and in Canada where he worked at **Broadcast News** from 1975 through his early retirement in 1992. At BN, he was a Writer/Editor before becoming Supervisor of Cable News.

**LOOKING:** Jobs we've heard about this week include: **620 CKRM Regina** – Swing Announcer; **OMNI TV Toronto** - Direct Sales Manager and Floor Director and Program Movement Coordinator; **VoicePrint Ottawa** - Government Contract Sales Rep; **Alliance Atlantis Toronto** - Marketing Coordinator, Affiliate Marketing; **CTV Toronto** - Program Services Coordinator; **CANWEST INTERACTIVE INC. Toronto** - Staff Accountant; **CHEX-TV Peterborough** - Videographer; **CHAY-FM Barrie** - Account Executive; **CFNY-FM Toronto** - Announcer; **CKNW Vancouver** - Traffic Reporter; **YTV Network Toronto** - Senior Account Manager; **YTV, Treehouse** and **Discovery Kids Toronto** - Production Coordinator; **CFRN-TV Edmonton** - Sports Anchor; **Corus Radio Calgary** - News Director; and, **570 News Kitchener** - Morning Co-Host.

**GENERAL:** At the **Canadian Women in Communications Annual Awards Gala Dinner** next Monday evening in Ottawa, winners to be honored include: **Woman of the Year** – **Veena Rawat**, Executive Vice-President, Marketing & Business Development, **Communications Research Centre**, Industry Canada; **Mentor of the Year** – **Kevin Shea**, President, **Shechez Inc.**, Toronto; **Trailblazer of the Year** – **Colette Watson**, President, **Cable Public Affairs Channel**, Ottawa; **Chapter Volunteer of the Year** – **Sherrin Western**, Director of Insight, **Sherwin Communications Inc.**; and, **Employer of the Year** – **Corus Entertainment Inc.**... **CRIA's** judicial bid to force Internet Service Providers (ISPs) to reveal identities of customers who share music is on hold. **Justice Konrad von Finckenstein** has adjourned the proceedings in the **Federal Court of Canada** until March 12. He wants to study the technical requirements of the motion and how it would affect existing privacy legislation. CRIA wants **BCE, Rogers, Shaw, Vidéotron** and **Telus** to identify 29 prolific music "uploaders." The ISPs say they will respect the court's ruling but argue the first obligation is protecting rights of customers. CRIA estimates illegal downloading has cost Canadian retailers about \$425-million in sales since 1999... Among 12 works selected to be preserved as Masterworks was the play-by-play of the last game of the 1972 USSR-Canada hockey series. The **CBC** broadcast was chosen for re-airing and special preservation. That broadcast – along with **The Beachcombers**, the Quebec film **The Decline of the American Empire**, and a recording by contralto **Maureen Forrester** – were among Masterworks awards announced Monday in Ottawa. The Masterworks title is bestowed by **AV Preservation Trust**, a non-profit agency working to promote and preserve Canada's audio-visual heritage. The 12 works honoured Monday join 36 others named since 2000... **Rogers Cable** will deploy an advanced broadband network that, by mid-2005, will be capable of providing phone-over-cable service to nearly two million homes and thousands of businesses in Ontario. President/CEO **Ted Rogers** says "it's a real phone service," explaining that Rogers would offer the same 24/7 customer support, back-up power and 911 service that **Bell Canada** and other telcos offer. The CRTC must approve, first... The **Walt Disney Company** is rejecting a takeover bid by US cable giant **Comcast**, the board of directors saying the offer would undervalue Disney's holdings. It says the Comcast offer – made last Wednesday – amounts to \$3.60 less than market value for each share of Disney stock... Vancouver-based **Lions Gate Entertainment** reported a net loss of \$29.8 million US for the final three months of 2003. Revenue increased 25% but costs increased by 79%. The independent film producer and distributor, which keeps its accounts in US dollars, said the third-quarter loss amounted to 36-cents a share, compared with a year-ago loss of \$2.3 million or seven-cents a share. While October-December revenue increased to \$77.4 million from \$61.9 million, costs increased to \$110.8 million from \$61.9 million.

**RADIO:** **Martz Communications Group**, the US border broadcaster in northern New York, has launched **101.5 THE FOX** in Ottawa. An ad blitz accompanied the launch, including aerial, ground and a "tongue-in-cheek" Internet Web site called [www.byebyechez.com](http://www.byebyechez.com), a direct shot at **CHEZ-FM Ottawa** which 101.5 THE FOX has targeted... **Astral Media's** deal to sell eight Quebec radio stations, including leading **CKAC-AM Montreal**, to private investors **Gaetan Morin** and **Sylvain Chamberland** has come undone. Chamberland, by the way, is President/GM of CKAC and the **Radiomedia** network. The now-

dead deal was to have been for \$12 million... **CHHK-FM Lethbridge**, ID'ed as *The Hawk* and forming Classic Rock, has switched to **B-93 FM** programming "the best variety of pop and rock hits from the 70s, 80s, 90s and today." Calls have changed, too, to **CJBZ-FM**... At the **East Coast Music Awards** in St. John's, the **Radio Show of the Year** winner went to **Atlantic Airwaves (CBC Radio)** and **Radio Station of the Year** honours went to **CBC**, region-wide. Media Person of the Year winner is **Sandy MacDonald** of the **Halifax Daily News**.



**TV/FILM:** About 60 **A-Channel Edmonton** workers have ratified their first contract after being on the picket line for five months. The three-year deal includes an immediate raise of 5% and a further 3.5% in each of the following two years. Nine of those who went on strike won't have jobs to return to on March 1. An entire department was moved to **A-Channel Calgary** during the walkout... The **Canadian Broadcast Standards Council** says inconsistent advisories on **Showcase** – pre-watershed coarse language and errors in classification – constitutes a breach. The decision(s) involves three separate broadcasts. A complainant protested nudity and coarse language in movies aired before the Watershed hour; another's main concern was the presence of a child in scenes where coarse language was used. CBSC says, "Due to a repeated disregard for the Private Broadcasters Codes and in order to remain a member of the CBSC, the Council has requested from Showcase to provide a concrete indication of the measures which it intends to put in place to avoid further violations of the codes." Check the What's New link for more detail on CBSC decisions: <http://www.cbsc.ca/english/cbscdocs/prs/index.htm>... Using the theme "Canada's Watching," **CTV** has re-branded its prime time schedule. In each ID, still images from prime-time shows are lit by a grid of red, blue and green lights. Print ads featuring the new look began running in TV books last weekend. CTV debuted the new look this week... Winners of **Ontario Association of Broadcasters'** TV awards, as presented during **TVB's** annual **SAC** (Sales Advisory Conference), are: **Best Sales Promotion - Citytv Toronto** for *BT/Mini Break Contest*, and **Community Service Award - The New VR (CKVR-TV) Barrie** for *Stranger Danger...Home Alone... The Walt Disney Co.* has purchased the **Muppets** characters from **The Jim Henson Co.** Financial terms, which also includes Henson's *Bear in the Big Blue House* franchise, were not disclosed.

**EDITOR'S NOTE:** New photos in the Gallery section of our Web site are from the **Canadian Satellite Users Association** annual convention and from **TVB's 2004 SAC** conference. Click [here](#) to see them... The News section of the **Broadcast Dialogue** Web site is alive with information provided by broadcasters and by suppliers. When you want your message out – and want it posted on a Web site devoted to the Canadian broadcast community – send your News Release to us at [publisher@broadcastdialogue.com](mailto:publisher@broadcastdialogue.com). Remember, your publicity is more likely to be used if it is formalized in News Release fashion. If in doubt, go to the News section at the Broadcast Dialogue Web site ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)) to see how others have done it. This week's News Releases are from **Newfoundland Capital Corporation (NewCap)**, **B-93 FM Lethbridge**, **Canadian Broadcast Standards Council**, **Sundance Digital**, **CRIA**, **Canadian Media Directors' Council**, **Ontario Association of Broadcasters**, **Country 105 Calgary**, **Standard Radio Toronto**, **The Coalition Against Satellite Signal Theft (CASST)**, **MSC Electronics, Toronto**, **The New RO, Ottawa**, **International Animation Festival, Ottawa**, **820 CHAM Hamilton**, **Sun FM Kelowna**, **101.5 THE FOX, Global Calgary**, **WIFT-T, CBC Radio One**, **FLOW 93.5, Fujinon**, **Canadian Women in Communications**, **Fraser Milner Casgrain LLP**, **CHUM Limited**, and **CARAS**.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** Pat Cardinal, **JACK FM Toronto**. Welcome!

# Dialogue BROADCAST

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**TV/FILM:** Eric Reguly on *ROB-TV* said *Craig Media* may be worth as little as \$200 million. He said *Atlantis Alliance* appears to be a possible winner of the bidding for Craig properties in Toronto, Edmonton, Calgary and Manitoba... *CHUM Ltd.* says it is in discussions with *Turner Media Group* about a possible relaunch of *MuchMusic* in the US "but," says CHUM, "no agreement has been entered into between the parties." In a 1994 partnership with *Rainbow Media Holdings*, *CHUM* launched *MuchMusic USA*. In 2000, CHUM sold its 50% interest to Rainbow and instead entered a separate agreement that allowed Rainbow to continue using the MuchMusic trademarks and programming. After that agreement expired (last May), CHUM said it would be searching for American outlets to air its programming... *CBS*, a leader in product placement has struck a deal to begin tracking when, where, for how long and how prominently branded products and services pop up in its programming. The deal with fledgling *iTVX*, makes CBS the first major US TV net to use the *Nielsen*-like ratings to measure product mentions proactively sold as overt product placements. The deal marks a new level of rigor and accountability for product placements... The *Variety Show of Hearts Telethon* on *BCTV/Global* in BC raised a record \$7,410,765 at the close of its 38th annual show. The Children's Charity has raised more than 100 million dollars in BC since 1965 to help children with special needs.



The March Edition of Broadcast Dialogue Magazine is in the mail.  
Watch for it to arrive  
**SOON!**

**RADIO:** *CHUM Limited* has filed an application with the *CRTC* for terrestrial digital radio service. This is the third such application and it follows, first, the *John Bitove/XM Satellite* application and the more recent announcement by *Sirius/Standard Radio-CBC* regarding their partnership. Both Bitove's and the Standard-CBC plans involve US-based satellite services... *CHFI-FM Toronto* says listeners will have a chance to win \$1 million dollars cash beginning March 1. Listeners need to tune in weekdays at

8:00 a.m., 12:00 p.m. and 4:00 p.m. for their chance to call in to win one of 98 invitations to the *Million Dollar Breakfast*. At that breakfast, one person will walk away with all the money... The **CRTC** has issued a short administrative renewal for **CKEY-FM Fort Erie** and its transmitter CKEY-FM-1 St. Catharines, from March 1 to Aug. 31 of this year. In the Commission's words, "This decision does not dispose of any substantive issue that may exist with respect to the renewal of this licence. The Commission will issue a decision on the renewal application at a later date"... Still more on the obscenity spillover in the States: **Viacom** President **Mel Karmazin** has told all of his 180 Infinity radio station Execs that they will be fired if they violate the company's new "zero tolerance" policy. Said Karmazin during an Infinity-wide conference call, "This company won't be a poster child for indecency." Karmazin, who also oversees **CBS**, and was before Congress last week testifying about **Janet Jackson's** NippleGate. Several American lawmakers accused him of chasing profits and ratings with no regard for common decency... **Mike Ebbeling**, the afternoon News Anchor/Reporter at **CKDR Dryden**, was among five **Loyalist College** (Belleville) graduates nominated for the annual *Premier's Awards Ceremony* held at the annual meeting of the **Association of Colleges of Applied Arts and Technology of Ontario**. Ebbeling is also the play-by-play announcer for **Dryden Ice Dog Junior 'A'** hockey games. He was named Dryden's *Employee of the Year* in the Service Sector in 2003. Active in the community, he sits on the board of directors for **Big Brothers, Big Sisters** and **Crime Stoppers**, is the Director of Communications for the **Easter Seals Society**, and volunteers for a number of community organizations.

**GENERAL:** Instead of downsizing their homes as they near retirement, some baby boomers (born between 1946 and 1964) are choosing to upsize, or move to more expensive properties. **Remax Ontario Atlantic Canada's** study shows that the first wave of the baby-boom generation is changing the pattern for retirement. Part of the reason includes the accumulation of wealth through stock markets and through high-paying jobs, inheritances and being healthier and more active over-all. With low interest rates, some boomers are taking on second mortgages for vacation- or bigger-homes. **StatsCan** seems to confirm that: 39% of Canadians 55-64 had a mortgage in 2001, up 4 percentage points from 1999... Giant US cable TV operator, **Adelphia Communications Corp.**, filed a proposed reorganization plan yesterday (Wednesday) after securing \$8.8 billion in financing from four large banks. The plan, filed in US Bankruptcy Court for the Southern District of New York, requires court approval... **NewCap** profits increased slightly in the fourth quarter. **Newfoundland Capital** reports earnings of \$2.3 million in the three-month period ended Dec. 31. That compares with a profit of \$2.2 million in the same 2002 period. Earnings per share amounted to 19 cents in the fourth quarter of both years. But revenue rose to \$17.6 million from \$16.4 million... The 2004 **National Jazz Awards** ceremony held in Toronto Tuesday night saw **Ross Porter**, VP of Programming for Winnipeg based **CoolFM** and **CoolTV**, named Broadcaster of the Year... **NABS** is seeking nominations for this year's *The Paul Mulvihill/NABS Humanitarian Award*. Entry deadline is March 19. The Paul Mulvihill/NABS Humanitarian Award is presented annually in recognition of individuals in the Canadian advertising, media and communications industry, who have given of themselves to better the lives of others through their work with local or national charities or community service groups in Canada. Nomination forms may be found at [www.nabs.org](http://www.nabs.org).

**REVOLVING DOOR:** New Director, News and Public Affairs at **CFCF-TV Montreal** is **Mike Piperni**. His appointment becomes effective March 15. Piperni, most recently employed at **Radio-Canada Television**, was a former General News Assignment Editor at **Television Quatre Saisons**. He succeeds **Lis Travers**, who was promoted to VP/Executive Producer of **CTV's Canada AM**.



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**SIGN-OFFS:** **Frank Fong**, 36, of kidney failure in Yellowknife. Fong was the News Director at **CJCD Yellowknife** and had undergone a heart transplant in the mid-1990s. The anti-rejection medication he'd been taking caused severe kidney damage. Fong also worked at **CKNW New Westminster** (Vancouver) as a News Editor/Anchor and spent eight years with the CKNW network... **Jack Fernando Hirtle**, 89, in Bridgewater, NS. Hirtle, the founding owner of **CKBW Bridgewater** – and a former mayor and classical soloist – joined **CHNS Halifax** in 1940. In 1947, he moved to Bridgewater as a part owner and GM of CKBW. Hirtle served as President of the **Atlantic Association of Broadcasters** and was a Director of the **CAB**... **David Pinkston** (known on-air as “**Pappy Dave Stone**”), 90, in Colorado Springs, Colorado. Pinkston, the man who started what's believed to be the first radio station to program Country, and friend **Leroy Elmore** launched **KDAV Lubbock** in 1953 as full-time Country. Pinkston is credited with helping the careers of **Buddy Holly**, **Loretta Lynn** and **Waylon Jennings**, who was a disc jockey on KDAV early in his career.

**LOOKING:** **Woodbine Entertainment**, Toronto - Video/Lighting Operator (see the ad in the CLASSIFIED section at [www.broadcastdialogue.com](http://www.broadcastdialogue.com)); **MJO Corp.**, Toronto - Sales Representative; **Alliance Atlantis Toronto** - Senior National Account Executive; **Astral Television Networks Toronto** - On Air Promotion Coordinator; **Les Chaînes Télé Astral Montreal** - Analyste, support logiciel; **Family Toronto** - Executive Assistant; **MusiquePlus/MusiMax Montreal** - Coordonnateur (trice) - Créativité Média; **CTV Toronto** - Research Analyst, and Production Secretary ETALK DAILY, and Business Systems Analyst, Junior IT Dept.; **MCTV Sudbury** - Graphic Artist; **CTV Winnipeg** - Editor; **CJKR-FM Winnipeg** - Program Director and a Music Director/On-Air Host; **CKNG 92.5 JOE FM/CISN FM 103.9 Edmonton** - Sales Account Manager; **Movie Central Edmonton** - Programming Traffic Coordinator; **Corus Entertainment Inc. Toronto** - Publicist; **Channel M Vancouver** - Accounts Payable Administrator, and a Multilingual Account Manager; **OMNI Television Toronto** - Reporter/Cantonese News; and, **A-Channel Calgary** - News Photographer.

**SUPPLYLINES:** **Leitch Technology Corp.** saw its losses widen in the third quarter and warned that it is looking to trim another \$10 million in annual costs through job cuts, including a management streamlining. The Toronto-based firm, which makes high-performance video systems for the TV industry, said it lost \$4.1 million, or 12 cents a share, in the three months ended Jan. 31. In the same year-earlier quarter, it lost \$1.9 million or six cents a share. Third-quarter revenue fell 21% to \$38.8 million from \$49.1 million in the same period last year. The company said the strengthening Canadian dollar reduced revenues by \$6 million as the value of American sales was reduced when converted back into Canadian currency on Leitch's books. The company said it hopes its plan to cut costs by \$10 million will accelerate a return to profitability.

**BETTER:** Yet another freaking worm is making the rounds, and this one's spreadin' like wildfire. The major antivirus vendors, **c|net**, and others have sent out big, red alerts about the spread of this one, and a number have found their way to my inbox (lucky me!). It's called **Netsky.C** and employs the usual virus habits of: \* sending itself out (as a .com, .exe, .pif, or .scr attachment) to e-mail addies on infected computers \* spoofing the "From" address \* deleting files vital to antivirus software \* and, adding bits of itself all over your hard drive and registry, and is network aware.

Click for the full scoop, including attachment names and subject lines:

<http://www.symantec.com/avcenter/venc/data/w32.netsky.c@mm.html> or

[http://us.mcafee.com/virusInfo/default.asp?id=description&virus\\_k=101048](http://us.mcafee.com/virusInfo/default.asp?id=description&virus_k=101048).

And, for reference, if none of \*those\* subject lines look familiar, Beagle.B is also on quite a roll right now:

<http://securityresponse.symantec.com/avcenter/venc/data/w32.alua@mm.html>.

Stay safe out there. CONSTANT VIGILANCE! Always keep your antivirus software running, updated, and scanning, I'd suggest, once a week.

Smiliest regards,

**webmeister Bud**, Internet Services Director  
**100.3 The Q! The Island's Rock (Victoria)**

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Leda MacLeod**, **Rogers Media Inc.**, Toronto and **Marc Paris**, **TVA Group**, Toronto. Welcome!