

# BROADCAST Dialogue

THE BEST BROADCAST BRIEFING IN CANADA

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Thursday, September 8, 2005

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**R**ADIO: It appears that the federal cabinet may not send the satellite radio decision back to the **CRTC**. After a meeting in Ottawa Tuesday, a group of seven top federal cabinet ministers – reflecting a split in government thinking – decided to do nothing. It's not clear how the feds will deal with this, but the **Prime Minister's Office** or the **Privy Council** could tell the seven that they must make a recommendation, or hand the issue to another cabinet committee. That decision would then go to the full cabinet today (Thursday). Heritage Minister **Liza Fulla** had told the committee that a decision approving satellite radio licences should be reconsidered. The granting of the licences to **Sirius Canada** and to **Canadian Satellite Radio** was appealed by **CHUM** and **Astral Media** which argued that the CSR and Sirius plans would harm CanCon... The lobbying for and against continues. In Ottawa on Tuesday, music artists who don't want the dial turned back on satellite

radio, joined to voice their support. Meantime, the **Canadian Independent Record Production Association** (CIRPA), the **Canadian Recording Industry Association** (CRIA), and **l'Association québécoise de l'industrie du disque, du spectacle et de la vidéo** (ADISQ) united in their urging reconsideration of the **CRTC** satellite radio decision... And, **Sirius Canada** and **CSR** have announced that they will offer four English and four French-language stations. Both companies are required to launch with a minimum of eight Canadian channels... But all the talk of protecting CanCon may soon be pie-in-the-sky. **BlackBerries**, before the end of the decade, may be able to receive radio broadcasts. **Kaan Yigit**, President of **Solutions Research Group** in Toronto, says "right now, your PC can take you to a number of places and download songs legally or illegally or stream music. You'll be able to do the same thing with your handheld five years out." This, asserts Yigit, doesn't make CanCon irrelevant but it does bring the effectiveness of regulations into serious question... **Genex Communications**, the owner of **CHOI-FM Quebec City**, has lost its appeal to overturn a **CRTC** decision which denied it a licence renewal. The **Federal Court of Appeal** said the case had more to do with abuse of privilege than freedom of speech. Freedom of expression, said the three-judge panel, doesn't mean "freedom of defamation." The Commission refused to renew CHOI's licence after the station repeatedly aired insulting and offensive comments about women, blacks and psychiatric patients. Genex owner **Patrice Demers** says he'll appeal to the **Supreme Court of Canada**. **CRTC** Chair **Charles Dalfen** said, "This is an important decision for Canadians. It confirms the **CRTC's** approach in protecting Canadians against abusive comments and personal attacks on the airwaves"... **Rogers Media** says 50 full-time jobs will be created in Atlantic Canada because of its three new FM news stations –



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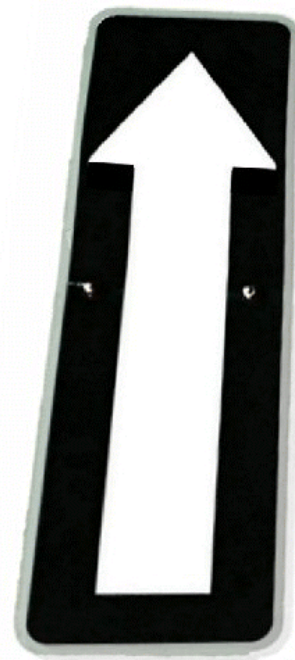
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**CJNI-FM 95.7 Halifax, CKNI-FM 91.9 Moncton** and **CHNI-FM 88.9 Saint John**. All are expected to be on the air sometime next month... On Tuesday, **CIGM Sudbury** and **CKAT North Bay**, both **Rogers** stations, began beefing up the amount of local news, sports, and weather information during the day. When 6 p.m. rolls around, the two Northern Ontario stations go to all sports throughout the night... The **CRTC** has approved **Life 100.3 (CJLF-FM) Barrie's** application for a power boost – from 1,800 to 18,700 watts. CJLF also won approval for a transmitter at Huntsville kicking out 750 watts at 98.9... **CanWest Global Communications** has won a 12-year licence for an FM'er in the United Kingdom. **Original 106** will cover the Southampton, Portsmouth and Bournemouth region of southern England and is expected to be on-air next year. CanWest says it is the first non-U.K. broadcaster to receive a radio licence... **Dan Reid**, a former C98 Saint John morning personality, pleaded guilty Tuesday to possession of 199 pieces of child pornography. The maximum sentence for possession of child pornography as an indictable offence is five years. Reid is to be sentenced Oct. 25... **"Tarzan" Dan Freeman's** (of **Standard Radio Kelowna**) mother, **Connie Berezowski**, was killed in a car accident earlier this week in Toronto. Service is on Friday at **The Community Pentecostal Church** (Taunton Road W.) in Oshawa... Monday's the last day for radio applications to be in to the **CRTC** for a licence at Lethbridge.

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**T****V/FILM:** The top five digital TV services, benefits or features that convinced digital TV subs to subscribe were, according to the latest **Decima THE DIGITAL DOMAIN** syndicated consumer research study, are: Access to more movies – 9%; better sound quality – 11%; cost (unspecified) – 11%; better picture quality – 21%; and, access to more channels based on a national telephone survey of 2,000 adult Canadians (18+) who subscribe to a TV service – 31%. More info may be found at [www.thedigitaldomain.ca](http://www.thedigitaldomain.ca)... The union representing **Global Television** journalists in Quebec has complained to the **CRTC** about the moving of some operations to Toronto from Quebec City. The union accuses Global of breaking the conditions of its broadcast licence. But Global Execs say while there was a promise to broadcast some national programs from Quebec when it granted the licence in 1997, it wasn't a condition of licence... **The Children's Charity of BC** will honour **Global Television Vancouver** GM **Roy Gardner** with the **2005 Variety Heart Award** at their annual Variety Heart Awards Dinner and Dance in Vancouver Sept. 16... In Finland, testing of commercial mobile TV. The first discovery is that there is a ready and willing audience for cellphone-delivered video content. Forty-one percent of the participants indicated that they'd be willing to pay for it, and about 50% thought that 10 euros a month would be a fair price. Participants found the service primarily useful while stuck on mass transit during a commute, or to check on news programming, tending to put the heaviest use of mobile TV away from prime time. Short form and sports programming were among the most popular in the cell format.

**R****EVOLVING DOOR:** **Dr. Ron Keast** has retired from his position as President/CEO of **CHUM's Learning and Skills Television of Alberta – Access Media Group** Edmonton. **Ross Mayot**, VP, Administration/Business Affairs, takes on the responsibility for the educational goals and objectives as VP, Learning Services for Access Media Group... **Stephen Sienko** has been appointed Exec VP/GM of **Target Broadcast Sales** in Toronto. His father, **Richard**, who started the rep company, has handed over the reins but says he'll "still be around"... **Mark Campbell** has been appointed ND/PD at the new **Rogers** news station in **Halifax, CJNI-FM**. He had been with **ATV Halifax**... **Dawn Woroniuk** is new PD at **HOT 93 FM (CFQC-FM) Saskatoon**. It's a promotion from her previous duties as ass't PD/MD... At **MAGIC 98.3/HOT 93 Saskatoon**, **Kirk Clavelle** moves to Production Manager from Senior Producer... **Hot 103 (CKMM-FM) Winnipeg** morning show Host **Ace Burpee** has become Acting PD while MD/midday Host **Chris Love** becomes Asst. PD... **Michelle Dyer** is the new PD at **The Hawk (CKDK-FM) London/Woodstock**,

effective Sept. 19. Dyer is at **Q107 (CILQ-FM) Toronto** where she's Asst PD/Promotions Director... **Pierre Borduas** has been named PD/MD of **Canadian Satellite Radio's** French-language music stations. Most recently, he was MD at **MusiquePlus** and **MusiMax** in Montreal... **Stephanie Smyth**, the former ND at **Global Toronto** and, before that, **680News (CFTR) Toronto**, has landed at **640 Toronto (CFMJ)** as Anchor/Assignment Editor... **Neal Shapiro** is stepping down as President of **NBC News**. Interim successor is **Steve Capus** who takes on the Acting role... **Rob Bolton** has been appointed National Content Director at **Standard Interactive**, a division of **Standard Broadcasting**. Bolton has 10 years of music industry experience, with a focus on creating entertainment content for the likes of **Sympatico, Yahoo!** and **Rogers**.

**GENERAL:** Named to the **Order of Canada** last week by Governor-General **Adrienne Clarkson** were TV Executive **Trina McQueen** – named an Officer, Winnipeg **CBC** broadcaster **Robert Enright** – named a Member, and Toronto-born **ABC** Anchor **Peter Jennings** – named a Member posthumously. Jennings was told of the honour just days before he died of lung cancer at the age of 67... There is some movement in the **CBC** lockout of 5,500 workers. The **Canadian Media Guild** says 12 articles have been agreed upon by the two sides – hiring and promotion, jurisdiction, turnaround, technical change, new work methods, internships, statement of qualifications, out-of-country work, parental leave, and transfer and relocation. Negotiations began again Tuesday morning.

**SIGN-OFF:** **Irene Bazinet/Guiliano**, 68, of cancer at St. Calixte du Kilkenny, Quebec. She began her career as a Secretary at **Radio Une Quebec** and moved to **Target Broadcast Sales** in a similar capacity in January 1977. In the spring of 1978, she was appointed GM of Target's Montreal office and stayed with the company until her retirement in 2000.

**LOOKING:** **Target Broadcast Sales** in Toronto – a Research Analyst/Sales Assistant and a Sales Account Executive; **CanWest MediaWorks Winnipeg** - Director, Marketing (Specialty Networks); **CanWest MediaWorks Toronto** – Manager, Station Relations, a Health Reporter, a Copywriter, a Manager, Creative, a Director, Publicity, and a Coordinator, Talent and Community Relations; **CTV Toronto** – a Story Editor and a CTV News Update Promo Producer; **MCTV Sudbury** – Account Executive; **Global Vancouver** – Traffic Coordinator; **TVOntario Toronto** – Senior IR/ER Specialist; **Newcap Radio Edmonton** – Creative Writer; **CBC Toronto** – Business Analyst; **CKWS TV/OLDIES 960/JOE FM Kingston** – Account Executive; **Q107 Calgary** – Drive Announcer; **CKPG Radio/TV Prince George** – Engineer; **The Score Toronto** – Production Assistant; **CJPT-FM Brockville** – Promotions Coordinator; **CHUB-FM Red Deer** – Morning Show Host; **CBC Montreal** – Producer; **CFEL-FM Montmagny-Lévis** - Animateur (trice); and, **INFO 800 (CHRC) Quebec** - Journaliste au pupitre et chef d'antenne.



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For information, contact:

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**R**ADIO: While there is no confirmation, it appears that – with the federal cabinet decision not to send the satellite decision back to the **CRTC** – that the **CHUM/Astral** partnership in a DAB network aimed at urban centres may be dead. Meanwhile, **Sirius Canada** President **Kevin Shea** says he hopes to begin broadcasting before Christmas. CSR head **John Bitove** is also aiming for that deadline. Cabinet's decision was disappointing to many, including CRIA (**Canadian Recording Industry Association**). CRIA President **Graham Henderson** said, "Our country's long-standing and successful Canadian content policy has been dealt a blow. I know that all of us, on both sides of the satellite radio debate, place enormous value on a vibrant, homegrown culture. (But) We look forward to working with our colleagues in the broadcasting and cultural communities to heal the rifts opened by this debate, and to working together to secure a strong future for Canadian culture."

Earlier this week, **Standard Broadcasting** President **Gary Slaight** said the decision was a good one for Canadian artists in that they will now reach a larger audience. Further, he said, "... Canadian artists will benefit from Sirius Canada's planned \$22 million investment toward French and English talent development initiatives over the next seven years." Canadian Heritage Minister **Liza Frulla** says she's been reassured by both companies' willingness to increase CanCon and French-language service. Frulla said cabinet's decision was the best one possible given that it was the owners of the satellite radio stations themselves who offered to review their programming plans... **XM Satellite** has a 10-year deal with the **NHL** – worth at least \$US100 million – for game coverage beginning next month. The deal will provide **Canadian Satellite Radio** with broadcast rights to all NHL games -- including playoffs and the all-star game – although the deal won't become exclusive for two years when the league's non-exclusive deal with **Sirius** expires. Production costs will be minimal since XM will feed existing local broadcasts from conventional radio via satellite. CSR says it will add a 24/7 pro hockey station to its lineup, perhaps as soon as Jan. 1... **Sparknet Communications** says it will appeal a Chicago US District Court decision that found Sparknet had no case against **Bonneville International** for its use of **JACK-FM** taglines such as "playing what we want" and "whatever we feel like." Sparknet, a joint venture with Vancouver-based **Pat Bohn** and Nashville-based consultant **Garry Wall**, sued Bonneville in May for infringing that trademark on stations in St. Louis, Phoenix, Chicago and San Francisco. The court wrote that Bonneville's slogans fairly described the music it plays and its slogans are used in connection with its own radio frequencies and station names... Meantime, **JACK-FM**, the format first aired at **CKLG-FM Vancouver (Rogers)**, is about to be marketed in the US by **ABC Radio Networks**,



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beginning Oct. 1. ABC has an agreement with **Sparknet Communications L.P.** to create, market, and sell a fully produced and locally integrated broadcast of JACK-FM programming. Sparknet was formed by **Bohn & Associates Media** and **Wall Media** in July of this year to manage the continued growth of JACK stations around the world... **Golden West Broadcasting** has launched **MIX 104.9 (CKVX-FM) Kindersley**, a new sister station for **CFYM-AM**...

Calling themselves the **United Radio Broadcasters of New Orleans**, member stations of rival **Entercom** and **Clear Channel** teamed to deliver a joint, information-rich broadcast to the people, evacuees and authorities alike, of the Louisiana Gulf Coast. The partnership has – according to many – become the leading source of information in the stricken area. **WWL New Orleans ND Dave Cohen** says the stations saw the common cause and the common goal, putting competition aside. The broadcast, aired on a number of local radio stations from Clear Channel's facilities in Baton Rouge, is the only link many residents had with the outside world. Hosts took urgent calls from worried relatives, initiating either rescue efforts or confirming relatives' worst fears... **CHUM** radio and TV stations in Ontario have begun a new service called School Bus Monitor which follows daily school bus delays and cancellations. The CHUM TV and radio morning shows in Ontario say the service allows parents and students to monitor school bus schedules on their respective Web sites. But regular on-air service will see the continuation of broadcasting school bus delays and cancellations as they happen. The Internet sites have a database of more than 20,000 routes, serving over 4,000 schools across Southern Ontario... Missing from Governor-General **Adrienne Clarkson's** 82 new appointments to the **Order of Canada** last month was long-time and now retired broadcaster **Jack Fenety** of Fredericton. Fenety, now 85, spent 44 years with **CFNB Fredericton** rising through the ranks to become VP/GM. Although given the honour for his environmental work, he served the broadcasting industry in several capacities - as a Director, Secretary-Treasurer and President of the **Atlantic Association of Broadcasters**, and as a Director of the **Canadian Association of Broadcasters** (nine successive years), a member of the Executive Committee and a term as Vice-President-Radio. He was also a Director of the CAB Sales Bureau, the **Bureau of Broadcast Measurement** and was the CAB representative on the **Broadcast News** Board of Directors. In 1986, Jack Fenety, the broadcaster, was inducted into the **CAB Broadcast Hall of Fame**.

**T****V/FILM:** Today (Thursday) in Lloydminster, **Newcap** ventures into new territory; the launch of **Newcap Television**. It'll be carried on **Starchoice** channel 319 and **BellExpressvu's** 237. Since assuming control of **MidWest Broadcasting (CITL-TV/CKSA-TV)** earlier this year, Newcap has been working toward re-branding of the **CTV** affiliate... **Telesat** has launched its new satellite, the **Anik F1R**, at the Baikonur Cosmodrome in Kazakhstan. Anik F1R will provide capacity for Canadian DTH satellite TV, along with a range of other telecommunications and broadcasting services. Another service it will provide is a navigation payload aimed at increasing the reliability and accuracy of North American air navigation. The satellite is equipped with 32 Ku-band transponders, 24 C-band transponders, and two navigation transponders, and it has an estimated mission life of 15 years... The **Canadian Cable Telecommunications Association** (CCTA) has filed an application for the addition of nine foreign third-language services for digital distribution by cable companies. The nine originate in Mainland China and are, for the most part, in the Mandarin-language channels while there are some dialects including Cantonese and Fujianese... **Etc.tv** in Toronto has signed a group of advertisers to participate in a 10-week trial of its new service, called **Etc.tv Advertising on Demand Network**, which will operate on the **TVA** and **Vidéotron Illico** interactive digital TV systems in Quebec. Viewers will be able to switch at certain times from the channel's live stream to an on-demand stream carrying long-form spots for participating advertisers. Full commercial launch of the service will follow the conclusion of the trial... The complaints were all shot down, save for the requirement that viewer advisories should have been included. Airing of the film: **Sex: The Annabel Chong Story** on **The Documentary Channel** this Spring – at midnight ET – did not violate any Code provisions regarding the broadcast of sexually explicit material. The decision in its entirety may be found at the **Canadian Broadcast Standards Council** Web site: [www.cbsc.ca](http://www.cbsc.ca)... **The Shopping Channel Direct** (part of **The Shopping Channel** and subsidiary of **Rogers Media**) has acquired **Mix Promotions Inc.** (Mix Promotions), a privately held leading Quebec-based direct response TV (DRTV), Internet, promotions and retail distribution company...

**R****EVOLVING DOOR:** Quebec Author/Scriptwriter/Producer **Guy Fournier** has been nominated chairman of the board of the **CBC**. The 74-year old has been on the CBC board since last February and his nomination has to be confirmed by the House of Commons Heritage committee. If approved, Fournier will succeed **Carole Taylor**... **Mike Collins** is the new GSM at **CHYM FM/570 News (CKGL) Kitchener**. It's an internal move with Rogers. Collins was an Account Manager at **680 News (CFTR) Toronto**... **Gordon Klassen** has been named VP, Corporate Affairs for **CJIL-TV Lethbridge**. Klassen had been VP, Broadcast for **The Miracle Channel** (CJIL) since 2001... **Kevin Bernard** has been appointed PD at **CFPL-AM London**, an internal promotion... **Anne-Marie Varner** has been appointed Executive Producer In-House Programming at **The Discovery Channel**. Most recently, Varner was Head of Original Production for **CanWest Media Works**... **Jay Thomas** has been promoted to Assistant PD at **COOL-FM Winnipeg**. He retains his

duties as Promotions Director... **Bob Laine** has been appointed to the Board of the **Canadian Broadcast Museum Foundation**, representing **CHUM Radio**... **Jennifer Yascheshyn** is the new Promotions/Public Relations/Marketing Director for **CFLY-FM/CKLC Kingston**. She moves down the highway Monday from sister **CHUM** stations **CFJR-FM/CJPT-FM Brockville** where she was Promotions Coordinator.

**SIGN-OFFS:** **Bernelda Wheeler**, 68, of cancer in Regina. She was an Aboriginal Author and radio Personality – one of the first female native journalists in Canada. Much of her success was attained in Winnipeg between 1972 and 1982 when she was a Host, Producer and Investigative Journalist for **Our Native Land**, a **CBC Radio** program dedicated to aboriginal issues. But Wheeler's affiliation with broadcasting began in 1954 when, at the age of 17, she was a DJ at **CFHC Churchill**... **Chris Schenkel**, 82, of emphysema at Fort Wayne, Indiana. The easy-going Sportscaster had a more than six-decade broadcasting career in which he covered everything from bowling to the Olympics. Schenkel was the first to cover the Masters Tournament on TV, in 1956; the first to call a US college football game coast to coast on **ABC**; and the first to serve as a live sports Anchor from the Olympics, in Mexico City in 1968.

**LOOKING:** Jobs we've heard about this week include: **CTV Toronto** – an Accounting Manager, a Story Producer (etalk DAILY), and a Systems Administrator; **Discovery Toronto** – Account Executive; **Report on Business Television Toronto** – Chase Producer; **CH Television Network Calgary** – Director, Marketing; **Global Specialty Networks Winnipeg** – Publicist; **Global Television Network Toronto** – a Photo Journalist, a Copy Writer, a Publicity Director, a Program Rights Administrator, a Manager-Station Relations, and a Manager-Creative; **Nelvana Toronto** - Senior VP-Worldwide Licensing; **Rawlco Radio Edmonton** – Producer/Creative Writer; **CHQR/CFGQ-FM/CKRY-FM Calgary** - Retail Sales Manager; **CJKR-FM Winnipeg** - Weekend Swing Announcer; **Corus Entertainment Toronto** - two Transmission Operators; **CHEX Television Peterborough** - Writer/Editor; **CFTR Toronto** – Reporter; **Citytv Winnipeg** – Production Assistant; **Citytv Calgary** - Weekend News Reporter; **Teletoon Toronto** – a Marketing Specialist and a Promotion Production Coordinator; **CJRX-FM Lethbridge** – Promotions Coordinator; **The National Campus and Community Radio Association** in Ottawa - Five part-time Regional Coordinators across Canada for its "Dig Your Roots" project; **The Score Toronto** - Technical Production Operator; **CKRS Chicoutimi** – Reporter; **CIME-FM St-Jérôme** - Directeur(e) de comptes est; and, **Corus Entertainment/Radio** – Québec - Directeur Comptabilité.

**GENERAL:** The **Interactive Advertising Bureau of Canada** estimates that by the end of this year, on-line advertising will be in the area of \$519 million – a 43% increase over 2004. A Bureau survey shows that last year's results (\$364 million) saw display advertising with the biggest slice of the pie at 45%. Search advertising had 30% while classified, directories and direct response shared 22%. E-mail was a 3%... In yesterday's (Wednesday's) **Globe and Mail**, **J. Lyman Potts** – remembered for his years at **CFRB Toronto** – took the **Globe** to task for a Sept. 5 editorial for its defence of **CHOI-FM Quebec City**. Below is the text as it appeared:

I was shocked by your shock to the judgment on schlock radio written by Mr. Justice Gilles Letourneau of the Federal Court of Appeal. While, in your editorial, you conceded that the person cited was "vulgar and offensive" and admitted that it was "pretty awful stuff", you contended that Canadians should be guaranteed to have the right "to express themselves freely". Freely – everywhere? Well - where? On the steps of the Parliament buildings? - during a ceremony within? - on a poster in Dundas Square? – in the pages of the **Globe and Mail**?

At 444 Front Street – can there be no "no-no's" - no blue pencils? – no limitations - no guidelines? Do you ever feel a "chill" (your word) when a complaint about an article you have printed has been sent to the Press Council and "pored over" for judgment.

The CRTC (as did its predecessors) receives complaints from listeners and viewers across Canada. They routinely pass them on to the station for comment. If the complainant is not appeased or satisfied, he or she has the right to take legal action. Other than by the Department of National Health and Welfare on food and drug commercials, I can not recall receiving a directive from a broadcast regulator past or present, that would interfere with free speech in our official languages.

I suggest to you that Canadian broadcasters (of which I have been proud to be one) - on the air or in management - enjoy more freedom of expression than do writers in newspapers. I suggest to you that a writer or columnist in a newspaper who might write the kind-of-stuff that the so-called "shock-jock" spoke would not be working for the paper the next day – or ever. Surely, I need not cite examples.

As a person who grew up (and old) in the Canadian broadcasting industry, I have not known a licensee of a station who, in the face of obvious public indiscretions, would persist in fostering what I call "dirty broadcasting".

Unfortunately, unlike applications and tests for drivers of motor vehicles, never before has there surfaced a reason to consider qualifying applicants for a broadcasting licence.

I heartily subscribe to and gratefully thank Mr. Justice Gilles Letourneau, Mr. Justice Marc Nadon and Chief Justice John Richard of the Federal Court of Appeal for the following statement in their judgment:

"Freedom of expression, freedom of opinion, freedom of speech, do not mean freedom of defamation, freedom of oppression and freedom of opprobrium"

May it be added to the code of the Canadian Broadcast Standards Council, framed and hung in every broadcasting station and broadcasting college – and (why not?) on the walls of every newspaper in Canada.

Yours truly

**J. Lyman Potts** CM

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**REVOLVING DOOR:** Jim Haskins, VP/GM at *Citytv Edmonton*, is leaving the company effective tomorrow (Friday). Filling in, on an interim basis, is *Ric Davies*, the Director of Special Projects for *CHUM Television... Rogers Radio* VP-Corporate Engineering & Technology, *Steve Edwards*, will retire at year's end... *Ed Yiu*, Director-Broadcast Technology and Engineering at Global Television in Toronto, has left that position... *Ross Davies* has been named VP Programming at *Canadian Satellite Radio... Allan Gidyk* is new Ops Mgr at *Country 101/CHNS Halifax*. It's a lateral move within *MBS* from similar duties at *K100/C98/CFBC Saint John... Kelly Spanton*, recently GSM at *CHUM Kingston*, is now GSM at *K-Rock Kingston... Peter Avery*, MAsc, P.Eng. has been appointed Director of Engineering with *Varcon Inc... Vince De Lilla*, most recently with *EZ Rock (CJEZ-FM) Toronto*, is new Director of Sales at *JAZZ.FM91 (CJRT-FM) Toronto... imsradio* and *Astral Media Radio* have appointed *Veronica Low* as Business Development Manager - *Astral Media Radio Quebec*. She'll be based at the imsradio Toronto office... Toronto Broadcaster *Andrew Krystal* moves to *CJNI-FM Halifax* (the new *Rogers* News/Talk station) to become a morning talk show Host. His 9-Noon gig begins Monday, Oct. 3 and will be simulcast on Rogers' sister stations in Moncton and Saint John... *D'Arcy Magee* leaves his PD post at *CHUM Kingston (CKLC/CFLY-FM)* Sept. 30 for similar chores at *Rogers' KISS-FM Ottawa*.

**GENERAL:** Liberal MP *Wayne Easter* says the extra money *CBC* Managers are getting for working overtime during the lockout has taken away the incentive to reach a contract settlement. The PEI MP says he's written his cabinet colleagues asking them to roll back any financial gains managers make during the labour dispute. But *CBC* Spokesman *Jason MacDonald* says "It would be misinformed to say that managers who are working around the clock to keep our services online want the lockout to last one second longer than it has to." The job action is now into its sixth week... *RTNDA Canada* has unveiled a Canada-wide TV and radio campaign to promote cultural diversity in the news media. A series of announcements will begin airing on radio and TV in the coming weeks promoting awareness and support of diverse news operations. The public service campaign — *Everyone's Story* — includes 30-second announcements in English and French that will be available for airing on radio and TV stations beginning this week. The



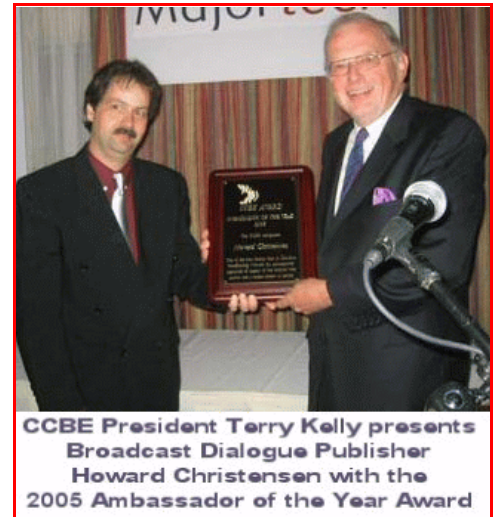
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register online go to  
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RTNDA's diversity project complements efforts made by other organizations to advance diversity objectives in the electronic media. The **Canadian Association of Broadcasters** recently conducted a comprehensive study of cultural diversity on Canadian TV... At the **Central Canada Broadcast Engineers (CCBE)** annual convention this past weekend at Horseshoe Valley Resort near Barrie, three individuals were honored with distinguished service awards. **Rogers Radio** VP, Corporate Engineering & Technology **Steve Edwards**, based in Toronto, received the *Lifetime Achievement Award*, **Lou Montana** of **Montana Engineering** in Toronto was presented with the *Engineer of the Year Award*, and **Howard Christensen**, of **Broadcast Dialogue**, was presented with the *2005 Ambassador of the Year Award*. Click on the Photo Gallery tab when you get to [www.broadcastdialogue.com](http://www.broadcastdialogue.com)... **CKY-TV Winnipeg** Personality **Sylvia Kuzyk** received the **Broadcasters Association of Manitoba's Excellence Award** at BAM's annual convention on the weekend. New **BAM Hall of Fame Awards** were presented to **Drew Craig** and the late **Jim Coghill**. Coghill began his 45-year broadcasting career at **CFOB Fort Frances**. On his return to Winnipeg, he became the *Man About Midnight* at **CKY** and, later, the *Night Owl* at **CJOB**. Coghill spent the last seven years of his career at **CHNR-FM Winnipeg**. He died of cancer in March at the age of 69. Elected to a term as President of BAM was **Cam Cowie** of **Citytv Winnipeg**... **Rogers Communications** and **Bell Canada** have an agreement to build and manage a Canada-wide wireless broadband network. They'll pool their wireless broadband spectrum holdings into a joint venture, **Inukshuk Internet Inc.**, which will build and operate the network. Bell and Rogers will each have the right to use 50 per cent of the network's total transmission capacity. Sales, marketing, end-user customer care and billing functions will be provided directly by Rogers and Bell to their respective customers.



CCBE President Terry Kelly presents Broadcast Dialogue Publisher Howard Christensen with the 2005 Ambassador of the Year Award

**RADIO:** Days after the **CRTC** approved a new FM licence in Woodstock (**Chris Byrnes/Gord Marratto**), **Corus** announced a re-investment in its **103.9 The HAWK (CKDK-FM) Woodstock/London**. New broadcast equipment is to be installed at the station's studio in Woodstock's downtown. The southwestern Ontario town is being revitalized through the location there of such companies as **Toyota**, **Dofasco**, **First Gulf** and **Home Depot**... **CKDR Dryden** is all set for its flip to FM next month. It will continue its AC format at 92.7... As reported here last week, **CHUM** says it almost certainly won't use the subscription radio licence it won from the **CRTC**. CHUM argues that it would have to compete on a tilted playing field against **Sirius Canada** and **Canadian Satellite Radio**... Meantime, in the United States, **Moody's Investors Service** says **XM** and **Sirius** are both still a "very high" risk from a lender's perspective. While both may be growing subscribers rapidly, Moody's says it's unlikely either will turn an operating profit within the next two years. Both, says the rating service, are burning cash in excess of \$300 million annually, before debt service and capital expenditures. Moody's VP/Senior Analyst **Jason Sevier** says there's a great deal of uncertainty over achieving sufficient subscriber numbers. He says many of the six million US subscribers the two companies have come from distribution deals with carmakers. Additional sales channels, he says, will need to be found as the auto channel grows more saturated... A new **MediaSpan** study done by **Frank N. Magid Associates** shows the need for local radio stations to integrate with Web sites. The study of nearly 35,000 radio listeners across all formats in major US markets shows that local radio has an opportunity to grow its relationship with audiences if they further integrate their on-air and on-line programming and promotions. MediaSpan's **Mark Zagorski** says that while radio is still a primary medium for most consumers, other new media forms are changing the way that users, especially younger audiences, relate to radio. "In order for stations to renew and grow their audience relationships with a new generation of listeners," he says, "they'll need to incorporate new media activities such as podcasts, streaming and integrated music downloads into their daily on-air and online programming"... A Canadian-Turkish consortium that includes **CanWest Global Communications** has won the right to buy a Turkish radio station for \$US33.1 million. **CGS Televizyon Ve Radyo Yayinciligi Ticaret Anonim Sirketi** (CGS) – of which CanWest holds an indirect 25% interest – will be able to acquire the assets of **Super FM**, a popular music radio station based in Istanbul... The failure to respond effectively to complainants breaches **Canadian Broadcast Standards Council** membership obligations, says the CBSC in relation to a complaint about **CKOI-FM Montreal**. A morning show earlier this year, said a complainant, included comments that "were coarse or offensive, unduly sexually explicit, and upsetting and hurtful about Quebec City residents." Broadcasters are expected to co-operate with complainants by responding quickly and effectively which, according to CBSC, CKOI did not do. Details may be found at [www.cbsc.ca](http://www.cbsc.ca).



**TV/FILM:** The **CAB's** research report – *The Presence, Portrayal and Participation of Persons with Disabilities in Television Programming* – has been presented to the **CRTC**. It provides a series of recommendations for the development of a broadcaster tool kit to, as the CAB says, “move forward on greater inclusion of persons with disabilities within the broadcasting industry; and for addressing issues of presence and portrayal on-screen”... **VisionTV** and the **National Screen Institute** - Canada have joined forces to give writers from diverse backgrounds the chance to create a dramatic TV series for national broadcast. The *DiverseTV* program is open to visible minority and Aboriginal writers from across Canada. Six successful applicants will be invited to take part in a training program that teaches the skills needed to bring a TV project to fruition. Application deadline is Oct. 7, 2005. Applications and guidelines are available at [www.nsi-canada.ca](http://www.nsi-canada.ca).

**LOOKING:** **AM 740 Toronto** – Morning News Person; **CFLY-FM/CKLC Kingston** – Program Director; **CHFI-FM Toronto** – Assistant PD; **CIAO/CIDC-FM/CKDX-FM Toronto** – Senior Controller; **Midwest Broadcasting, Lloydminster** – Creative Writer; **CTV Toronto** – Traffic Coordinator; **CTV Travel Toronto** – Network Scheduler; **CKPG-TV Prince George** – Master Control Operator; **Astral Television Networks Toronto** – On Line Editor; **Global Television Vancouver** – a Writer/Producer and a Publicist; **Global Television Toronto** – Post Production Coordinator; **SUN TV Toronto** – Senior Traffic Coordinator; **CBC Toronto** – Senior Marketing Manager and a Project Manager; **CKWS-TV Kingston** – Part-time Videographer; **Corus Radio London** – Promotion and Marketing Director; **Corus Interactive Toronto** – Web Developer-Systems Analyst; **Corus Entertainment Toronto** – Technical Support Specialist I; **CJSS-FM/CFLG-FM/CJUL Cornwall** – Operator; **CHYM/570 News Kitchener** – Commercial Shows & Imaging Producer; **CFDV-FM Red Deer** – Morning Drive Host; and, **CHUB-FM Red Deer** – an Afternoon Drive Host and a Promotions Assistant.



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The **FEATURE ARTICLE** is **ALL** about the upcoming **CANADIAN ASSOCIATION OF BROADCASTERS** Annual Convention set for **Winnipeg Nov. 6-8.**

To Register, or for more information about this year's convention, simply click anywhere on the **CAB** ad that you saw on **Page 1** of this newsletter.

# BROADCAST Dialogue

THE BEST BROADCAST BRIEFING IN CANADA

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**DO NOT RETRANSMIT THIS  
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**T**V/FILM: **MTV** has been purchased by **CTV**. It was back in 2001 that **Craig Media** acquired Canadian rights but **CHUM-TV** then got them after its purchase of Craig TV assets. CHUM moved to rebrand it. But, under MTV's deal with Craig, if the Canadian partner was sold MTV had the right to seek another partner. CTV's plan is to rebrand its **Talktv** analogue specialty channel as a Canadian MTV channel. It will also apply to the **CRTC** for a new digital-tier music channel... Meantime, **CHUM-TV** President/CEO **Jay Switzer** says he'll "... be intrigued to see how Talktv can be morphed into an MTV brand and still remain a talk channel as licensed. We will be actively encouraging the CRTC to enforce both the spirit and letter of all Talktv's conditions of licence. Based on the totality of [today's] announcement, we will soon be seeking appropriate

and necessary regulatory flexibility for MuchMusic to competitively respond"... Former Vernon, BC, mayor **Sean Harvey** is thanking **CHBC Kelowna** Reporter **Kent Molgat** for stories that led to Harvey's resignation. He quit earlier this year after admitting to false expense claims totalling \$20 thousand. Molgat's stories, he said, gave him a chance to evaluate the man he was becoming. Harvey's position differs somewhat from his earlier comments when he chastized both CHBC and Molgat for "sleazy journalism"... **CTV** this week became the first Canadian broadcaster to produce and deliver a news special in High Definition as it covered the installation of Canada's new Governor-General. Employed were two HD mobile production trucks and 20 HD camera positions... The **Shaw Rocket Fund** has issued its CALL FOR ENTRIES for the 2006 Shaw Rocket Prize. The \$50,000 winner-take-all, juried award will be presented to the best independent Canadian children's TV program. Deadline for entries is December 1. The Shaw Rocket Prize is open to all independent, Canadian producers of children's programming. Details may be found at [www.rocketfund.ca](http://www.rocketfund.ca)... An innovative marketing campaign – designed in-house by **CTV** – is preceding **Discovery Channel's** Oct. 2 launch of *Canada's Worst Driver*. Included are cabs that appear dented and scratched. In Toronto, tow-trucks will pull damaged vehicles through high-traffic areas, all branded with Discovery Channel and Canada's



**Morning News/Co-Host  
Thunder Bay, ON  
(CKTG-FM)**

**Thunder Bay's Number One station has  
a very rare opportunity!**

We're looking for one, very strong morning presence: A broadcast pro who can juggle a busy morning news run and keep pace with the demands of an open mike on a Rock Morning show.

We'll hire the person who can hammer the information in the least amount of time and who shows up places wearing a station T-shirt saying "Hi" to people who tell you how much they love your voice.

If you swim upstream, read and prepare news, believe day-old coffee is a food group and can keep your co-host on topic and armed with two facts.....then read on.

If you have nailed a morning position somewhere and are looking, then it'd be a good idea to send a tape and resume.

You're working with KLZ, MTS, Audition and whatever new toys our GM buys for us (He's a geek so there's lots of new stuff all the time).

In return, we offer great benefits, solid money and brand new studios overlooking Lake Superior

BTW.....we love working in radio.

**Please send tapes and resumes via e-mail to:**

[delliott@newcap.ca](mailto:delliott@newcap.ca)

(Click on e-mail address to apply)



Worst Driver logos. The new series follows eight of the country's most dangerous drivers as they progress toward rehabilitation.

**R**ADIO: A study from **Yahoo** and **OMD Worldwide** shows that the Internet has surpassed radio as the preferred medium for music among youth in 11 countries. Forty-seven percent of young US consumers prefer the Internet for music, compared to 27% who prefer radio. The study, called *Truly, Madly, Deeply Engaged: Global Youth, Media and Technology*, found that while young people are increasingly turning to the Internet, radio and other traditional media are still important. The "media meshing" hierarchy, however, often pushes radio to "background" status. (Media-meshing is the result of youth's increasing ability to multitask while surfing the Internet or watching TV.) Seemingly contradictory, however, is this quote from the study: *"Radio, given the importance of music to young people, is a popular outlet. It helps introduce youth to new artists and creates common bonds with peers around popular songs"...* Come licence renewal time – after the launch of satellite radio, will traditional radio stations petition for a lower percentage of Canadian content (now 35%)? Some of Canada's leading industry executives are predicting that may be the case. **CHUM's Jay Switzer** says satellite radio in Canada will send "a shock through the system" next time licences are renewed, "and that may change the rules that conventional radio play by." Satellite radio providers need have only 10% CanCon. **Newcap** CEO **Robert Steele** says he expects the issue to come to a head during the coming review of radio policy. Steele, Switzer and others were speaking at the CIBC World Markets' annual investors conference last week in Quebec City... The three new **Rogers Atlantic** stations at Halifax, Moncton and Saint John are scheduled to launch Oct. 11. **News 95.7 (CJNI-FM) Halifax, News 91.9 (CKNI-FM) Moncton** and **News 88.9 (CHNI-FM) Saint John** will all be formatted News/Talk. **Mark Campbell** is Director of News Programming for all three stations while **Jim Hamm** is VP/GM... If you worked at **CISN-FM Edmonton** between 1982 and 1989, **Gerry Siemens** would like to hear from you. Also, if there are any surviving staff lists from that time, contact Siemens at [grsiemens@shaw.ca](mailto:grsiemens@shaw.ca)... The **Ontario Heritage Foundation** and the **Timmins Museum: National Exhibition Centre** has unveiled a provincial plaque to commemorate Ontario's first French-language radio station – **CFCL Timmins**, founded by **Conrad Levigne**. It began broadcasting in December, 1951, and quickly became a turning point for northern Franco-Ontarian communities by focussing on French life in the region by – among other things – instilling cultural pride... The **CRTC** has approved an application by the



The Evanov Radio Group Inc. which owns and operates **Z103.5, Foxy 88.5** and **AM 530** in Toronto is expanding into the Halifax and Ottawa markets.

We are looking for Broadcast Professionals for our Ottawa and Halifax operations with experience in the following areas:

- **General Manager**
- **Sales and Sales Management**
- **On-air Talent**
- **News Staff**
- **Traffic and Promotion Managers**
- **Creative Directors**

Email your resume to:

[humanresources@evanovradiogroup.com](mailto:humanresources@evanovradiogroup.com)

No phone calls. Only those applicants selected for an interview will be contacted.

The Evanov Radio Group Inc. is an equal opportunity employer.

[Click on the ad to e-mail your response](#)

**BULL (CIBU-FM) Wingham** to hike power from 21,200 watts to 70,140 watts and decrease the station's antenna height.

**REVOLVING DOOR:** Sheila Dunn is the new Promotions Director at **CISL/CKZZ Vancouver**, moving across the street from **AM 600/JR Country Vancouver**... Phil Serruya, Director of Communications with the **Canadian Television Fund**, is leaving his position tomorrow (Friday). He's been with the CTF for 10 years... At **CKRM Regina**, Craig Wallebeck moves from Senior Desk Editor to News Director and Talk Show Host while Chantel Huber, formerly of **A-Channel Edmonton** takes on the Morning News Anchor and Newline co-Host positions... Larry Cameron, VP Engineering of the **Corus** conventional TV and radio stations in Kingston, Peterborough and Oshawa, will retire at the end of November. His career has spanned 45 years in broadcast engineering... Ross Hawse is the new SM at **CFCW Edmonton**. Hawse moved from GM/GSM duties at **Standard Radio Trail**... Derm Carnduff, ex of **KICX 106 (CIKZ-FM) Kitchener/Waterloo** and **CICX 104.1 (CICZ-FM) Midland**, has become the new PD at **Y108 (CJXY-FM) Hamilton**. Succeeding him as Music Director at Kitchener/Waterloo is Joel Christie. At Midland, it's MD Ted Roop... John Tucker, ex VP Sales for **Corus Television** – and who'd been with Corus for 21 years – has launched an independent sales company. First client is **Corus Specialty Television** and Tucker will focus on Federal government agencies and Crown Corporations from his Kingston-based location... **Rock 95 (CFJB-FM)/Star 107.5 (CKMB-FM) Barrie** has a new PD. Dave Carr will handle responsibilities for programming both while Matt Latter will assist as APD for Star 107.5 and Craig Ross will be APD for Rock 95... Chris Lynch, who'd been the assistant music director, has been promoted to MD at **Power 97 (CJKR-FM) Winnipeg**... Greg Zehr moves to **CHUM Brockville** as Promotion Coordinator. Zehr had been at **CHUM Kitchener/Waterloo** as Promotion Assistant... Long-time **CKNW Vancouver** Announcer Stirling Faux starts Monday as new Morning Host at **CHQR Calgary**. He succeeds Mike "Mookie" Wilson, who now does the Morning Show at **Country 95.3 (CING-FM) Hamilton**... New Promotions Director at **Q107 (CILQ-FM) Toronto** is Kelly Beverage. Beverage moved from sister station **102.1 The Edge**, where she was Promotions Coordinator.

**GENERAL:** Political pressure for a settlement of the **CBC** lockout appears to be having some results as only two issues are said to be outstanding in continuing talks between management and the union representing 5,500 workers. The contentious elements are the status of contract workers and the layoff process... Former **CBC** Chairman Patrick Watson says the corporation should be shut down to make way for a new public broadcaster. Writing in the **Globe and Mail**, Watson says **CBC** has been so busy behaving like, and competing with, the private sector that Canadians are now indifferent to the absence of CBC programming. He says public broadcasting should be put out to tender and awarded to the bidder who promises not to compete with private broadcasters for ratings and commercial revenue and provide a true public service... Peter Kent, the former **Global Television** News Anchor who's now a Conservative candidate in the next federal election, has challenged journalism schools to settle a question long asked by Tories: are reporters biased against the party? He's written to 29 academics at journalism schools asking them to closely monitor coverage of the next election. Kent believes that most Canadian journalists "are small-l liberals" and, as such, that apparent bias may influence the way national reporters cover a conservatively oriented party. But he says he can't back up his beliefs statistically because no measurement



**THE FUTURE SUMMIT**  
L'IMPÉRATIF DU FUTUR  
2005 NOVEMBER 6-8 NOVEMBRE  
WINNIPEG

CAB | ACR

This November, join Canada's private broadcasters in Winnipeg for the Canadian Association of Broadcasters 79<sup>th</sup> Annual Convention

For more information or to register online go to [www.cab-acr.ca](http://www.cab-acr.ca)

has ever been taken... A black coalition and the **Societe Saint-Jean-Baptiste** will complain to the **CRTC** after **Dr. Pierre Mailloux**, a popular radio host in Quebec, said on a popular TV show last Sunday that blacks have lower IQs than other people. Mailloux says he based his comments on US studies but was unable to name the studies. **Dan Philip**, head of the **Black Coalition of Quebec**, believes the Commission should threaten broadcasters with the loss of their licence if they air such comments... The **Canadian Cable Telecommunications Association (CCTA)**, meeting in its annual conference – this year in Gravenhurst – with its annual Galaxi Awards recognizing excellence in the areas of Canadian educational, specialty and local programming. This year's three most prestigious award recipients are *Truly Local People* by **Cogeco** for "an exceptional achievement that illustrated the value of local programming," *Habillage 2004* by **ARTV** "for an outstanding marketing initiative that demonstrated innovation, excellence in execution and solid results," and *Comsep à rebâtir* by **TVCOGECO** and *We All Can* by **Shaw Cablesystems** "for outstanding contributions to a community by a cable company to improve the overall quality of life of its residents through charitable work, volunteer service by employees, or public initiatives."

**LOOKING:** *The Giant in Thunder Bay* seeks Morning News/Co-Host. See the ad on Page 1... The **Evanov Radio Group** is looking to staff TWO new radio stations, one in Halifax, the other in Ottawa. See the ad on Page 2, then click on it to respond... Other jobs we've heard about this week include: **CBC Ottawa** – General Manager, Galaxie; **CBC Toronto** – Executive Director Network Programming; **Global Television Calgary** – Creative Services Promotion Writer/Producer; **CTV Timmins** – Anchor/Photojournalist; **Alliance Atlantis Toronto** – a Program Scheduler for Showcase Diva, a Programming Coordinator for Life Network and National Geographic, a Synergy Key Account Coordinator, and a Research Analyst; **CFJC-TV Kamloops** – Photojournalist; **Astral Television Networks Toronto** - On Air Production Coordinator; **Teletoon Toronto** – Bilingual Audience Relations Coordinator; **CH Television Hamilton** – Executive Assistant; **Corus Radio Toronto** – Manager of Financial Reporting, Ontario Radio; **Canadian Satellite Radio Toronto** – a Technical Producer, a Production Assistant, a Music Director/Announcer, and an Announcer/Music Scheduler; **Standard Radio Terrace** – Morning Host; **Rogers Radio Sudbury** – Afternoon Drive/Music Director; **Oldies 107.1/CKDO Oshawa** – Afternoon News Anchor; **92.5 JOE FM Edmonton** – Promotion Coordinator; **102.1 The Edge Toronto** – Account Manager; **CISN-FM Edmonton** – Promotions Coordinator; **AM640 Toronto** - Program Host; and, **Les Chaînes Télé Astral Montreal** - Vice-président(e), services juridique, réglementaire et relations aux affiliés and Programmeur(e)-analyste, informatique.

**EDITOR'S NOTE:** A computer crash has resulted in your logos being lost from my files. Please assign someone to ensure that we receive your most recent corporate and subscribing station/business colour .jpgs. Send it (them) to [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com).



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