

Dialogue BROADCAST

THE BEST BROADCAST BRIEFING IN CANADA

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EDITOR'S NOTE: During the month of February, we're offering a "Sweetheart" deal – posting of your job classifieds on the **Broadcast Dialogue** Web site at **NO CHARGE**. Just send the text of your ad and your logo to ingrid@broadcastdialogue.com. To see who's already there and which jobs are being offered, click www.broadcastdialogue.com and then hit the **CLASSIFIED** button.

RADIO: Howard Stern hits **Sirius Canada** programming on Monday morning. Company President/CEO **Mark Redmond** dismisses suggestions that Stern's program will run afoul of the **Canadian Broadcast Standards Council** or the **CRTC**. He says there are three

levels of control: It's a pay service; there are parental controls on the receivers that can be used to block channels; and, the service can be purchased with or without Sirius Canada's six channels of "mature" content, including Stern, with no change in price. CBSC Chair **Ron Cohen** says pay radio, like pay TV, will be held to more relaxed standards than over-the-air fare – but there are still standards... Meanwhile, an **American Media Services** (AMS) survey shows that despite **Howard Stern**, a large majority of Americans (86%) aren't likely to buy a satellite radio because of his move from conventional radio. Breaking the numbers down, 69% said they were "not at all likely" to consider buying a satellite radio in any event, and 17% said they were "not very likely" to after Stern's move to **Sirius**. But their negativity was even stronger when asked the likelihood of their paying for satellite service and for the necessary receiver. When it came to what they liked about conventional radio, the 1,008 respondents said: 1) Local traffic and weather information (33%). 2) Radio is available when needed (25%). 3) Radio connects the listener to local community (13%). 4) Radio is there to help in an emergency (10%)... Music adds to trade publications in the US appear to be in trouble. Coming on the heels of **Cumulus Media's** policy of not reporting music adds to trade publications, a memo from a **Cox** station has been widely circulated to national and regional record label execs stating that: "Effective immediately, per Cox, we cannot discuss research or report any adds to trade publications"... **AM640 Toronto** and the **Ontario Provincial Police** (OPP) have begun an initiative to bring traffic safety messages to the motoring public. It's called, **Copper in the Chopper**. Members of the OPP broadcast traffic info from the aircraft during morning and afternoon drives while

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We acknowledge the financial support of Canada's private music industries as well as the Government of Canada through the Canada Music Fund for this project.

also helping to officially manage traffic. The reports are also heard on **Corus Toronto** sister stations **Q107** and **102.1 The Edge**. At least two other Toronto radio stations take exception to the arrangement and will meet with OPP officials to discuss it... **Canadian Broadcast Sales**, headquartered in Toronto, says Canada's private radio broadcasters donated air time and helped raise cash totaling more than \$238 million in the 2005 broadcast year for charitable initiatives... **Gayle O'Brien** of **Dave FM Cambridge** made a permanent commitment to **Breast Cancer Research** yesterday (Wednesday), helping to raise money by having a pink ribbon tattooed on her lower back and having it done even as she read the 8:30 a.m. news. Cash raised was \$20,000... French President **Jacques Chirac** took a call from Prime Minister-designate **Stephen Harper** last week only to find he had been punked by **CKOI Montreal's Marc-Antoine Audette**. When Audette finally let President Chirac in on the joke, Chirac laughed and said, *"In any case, know that my friendship for Canada and the new conservative government is a real friendship and without reserve."* (CMW nominees are on the last page.)

TV/FILM: **IBM** is forecasting the end of TV as we know it, citing fragmenting consumer demand, converged competition and IP delivery. IBM Business Consulting Services in Markham, ON, says in its new report – *The End of TV as We Know It, A Future Industry Perspective* – the TV industry is facing unparalleled complexity. The report indicates by 2012, the landscape of the TV industry will change so profoundly that, in order to survive, it will need open content and standards based delivery platforms to optimize content and generate revenue, while giving consumers around-the-clock access to protected media content with individualized pricing schemes through multiple channels. IBM says while one consumer segment, the "Massive Passives", the largest group today, continues to support the traditional TV viewing experience with minimal change, the other fast-forward, early adopters segment who demand a more interactive media experience, will ultimately force radical change in the industry as "audiences of one" determine specifically when, how and what they watch... At the **Canadian Satellite Users Association Digital Broadcasting Summit** in Toronto this week, **Fred Mattocks**, the **CBC** Exec. Director, English tv production & resources, said it would cost too much to convert all 600 CBC transmitters to digital. Making all 600-plus analog repeaters digital, he said, *"is just a bad investment"*. The cost, he said, would be *"in the billions"*. Mattocks says that with 97% of Canadians able to get satellite or cable, broadcasters shouldn't have to offer HD over the air and he called on the **CRTC** to provide policy and regulatory decisions on how and when DTV conversion will happen... **ABC News** Anchor **Bob Woodruff** and Canadian cameraman **Doug Vogt**, seriously wounded in a roadside bomb attack in Iraq on Sunday, are said to be improving at Bethesda Naval Hospital in Maryland. Vogt is alert and talking but Woodruff, more seriously injured, is only moving his limbs and opening his eyes when stimulated... **OMNI Television Manitoba** hits the air Monday. The new **Rogers TV** station in Winnipeg is sistered with **CKY-FM/CITI-FM Winnipeg**... **Lions Gate Entertainment Corp.** has a \$41.6-million deal to sell its Vancouver studios to **Bosa Development Corp.** The divestiture means that Lions Gate -- with executive office in Santa Monica -- will no longer have employees in Vancouver. The company, however, plans to keep its legal head office there. Half of its board of directors live in Canada. The deal closes March 15. An informed analyst says the Vancouver studio represents only about half of 1% of its fiscal 2005 revenue of \$US843-million. Lions Gate's 25 Vancouver employees will move over to Bosa Development... **Peace Arch Television** of Toronto has acquired **kaBOOM! Entertainment**, one of the leading independent home entertainment studios in Canada. This gives Peace Arch the ability to self-distribute its motion picture and TV productions directly to the home entertainment market throughout French- and English-speaking Canada, while paving the way for a move into the US market... **CanWest Global Broadcasting** is suing **Mind's Eye Entertainment Inc.** of Toronto, alleging it didn't follow through with its pledge to produce a new series called *High Point: Casinos of the World*. The suit, for \$1-million, alleges breach of contract and misrepresentation. **Influence Distribution & Sales Inc.**, also based in Toronto, is also been named as a defendant. CanWest says it had an agreement with Mind's Eye for creation of 26 half-hour episodes. CanWest's claim further alleges that Mind's Eye and Influence Distribution convinced CanWest to buy the Canadian broadcast rights after promising the show would qualify as Canadian-made. But, in its claim, CanWest says Mind's Eye failed to provide Global with a Cancon number and acknowledged it wouldn't be able to...

GENERAL: A new survey by ad firm **Leo Burnett Canada** suggests marketers are way out of touch with male consumers. Canadian advertisers mainly aim their pitches at the boorish or one-dimensionally style conscious versus the more complex real man. Leo Burnett Sr. VP **Lance Saunders** thinks advertisers may be missing an opportunity with the full third of Canadian men -- the so-called patriarchs -- who see success as time spent with family, and with the 27% of Canadian men driven by power and

accumulating symbols of it. Why have advertisers inappropriately portrayed men? One reason is that most advertising research has focused on women, neglecting men. And besides, says one Leo Burnett Exec, "it's easy to communicate being a slob, stupid or a goof." Effective ads would embrace the belief that men are complex, help men navigate their changing world, and recognize that men's values will continue to evolve. "Yesterday's portrayal of a man," says Saunders, "is yesterday's brand"... **Newfoundland Capital Corp.** plans to buy back up to 560,000 of its Class A and B shares in 2006. That's about 5% of its outstanding stock. Newcap bought back 523,300 of its Class A shares in last year's buyback program. (By buying back shares, a company reduces its equity base, spreading profits over fewer shares. That increases its return on equity and earnings per share, two key ratios used to determine a company's financial health and investment rating.)... The **Canadian Broadcast Standards Council** (CBSC) reminds members of the user-fee model (approved by the **CAB Board** in 1999) for complaints that require formal Council adjudication. If complaints to the CBSC cannot be resolved by the broadcaster or through a Summary Decision, and must go to one of the Councils for adjudication, members will be required to pay a nominal fee (\$500 for large broadcasters, and \$250 for small broadcasters). This model ensures fairness across the CBSC membership, and ensures that costs relating to extraordinary cases can be successfully managed without exceeding the Council's budget... On Tuesday, Feb. 14, the **Broadcast Executives Society** in Toronto – at its Noon luncheon – has **Radio Re-Invention**, a panel discussion about what's new in the radio spectrum. Panelists are **Mark Redmond** (**Sirius**), **Paul Ski** (**CHUM**), **Stephen Tapp** (**XM**) and **Gary Miles** (**Rogers**).

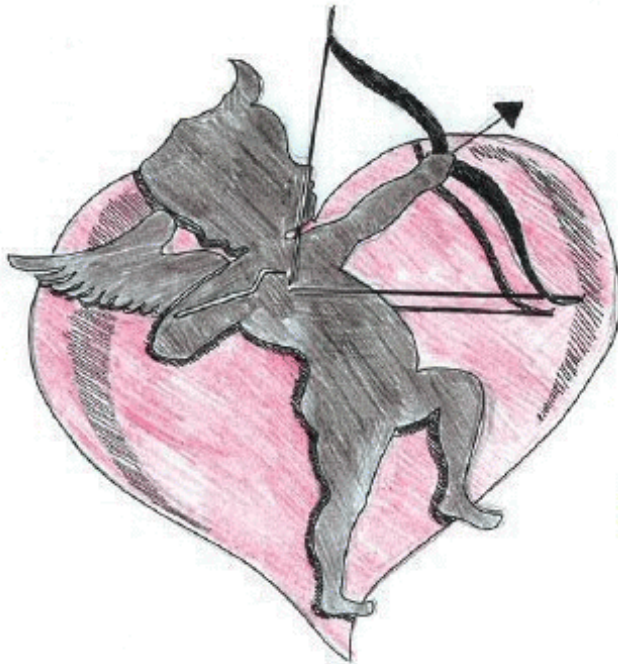
REVOLVING DOOR: **Kirstine Layfield** has been appointed Executive Director, Network Programming at **CBC-TV**. Layfield succeeds **Slawko Klymkiw**, who joined the **Canadian Film Centre** in the Fall of 2005. Most recently, she was Sr. VP, Lifestyle Content with **Alliance Atlantis** in Toronto... **Chris Sisam** has been promoted to the position of GM, **Corus Radio Toronto (102.1 The Edge/Q107/CFMJ-AM Toronto)**. Sisam was most recently Vice President of Sales... **Paul Mathers** is new Promotions Coordinator at **CKDV-FM/CKKN-FM Prince George**... New Toronto-based media-entertainment law firm **Lewis Birnberg Hanet, LLP** sees **Mark Lewis**, ex of **Borden Ladner Gervais LLP**, partnering with **Eric Birnberg**, former General Counsel at **Alliance Atlantis**, and **Richard Hanet**, former head of Business and Legal Affairs at **AAC Fact** and co-founder of **Entente Entertainment**...

SIGN-OFFS: **Katie Barnes**, 35, in Toronto of an astrocytoma brain tumor. Katie Barnes had been with **SHOPTV Toronto** since 1998 as Traffic Co-ordinator... **Len Carlson**, 68, of a heart attack in the Greater Toronto Area. Carlson was the voice of **Kraft Foods** from the '70s and '80s and one of Canada's most prolific voice actors. He narrated the popular Canadian cartoon **Rocket Robin Hood**, was the voice of several **Marvel** cartoon characters including Captain America and Spider-Man's enemy The Green Goblin, and the voice of Bert Raccoon in **CBC's The Raccoons**... **Arthur Bloom**, 63, in New York of cancer. Bloom, a TV news director who helped found the **CBS** newsmagazine, **60 Minutes**, helped train **Dan Rather** to succeed **Walter Cronkite** in the CBS News anchor chair in 1981. He also donated his stopwatch to create the 60 Minutes iconic ticking image...

LOOKING: Jobs we've heard about this week include: **CJKC Kamloops** - Jocks, News, Creative and Sales people for new station; **The Jewel Ottawa** - Experienced Sales Manager; **Wild 101 St. Catharines/Niagara** - Announcer/Promotions/Marketing; **Standard Radio Toronto** - Account Executives; **The Weather Network Toronto** - Show Producers, a Meteorologist, Graphic Artists, Switcher/Editors, and a Broadcast TV Technician; **Rogers Television, Moncton** - Bilingual Station Manager; **Rawlco Radio Saskatoon** - Air Talent; **TVOntario Toronto** - Broadcast Maintenance Technician; **CKDM Dauphin** - Anchor/Reporter; **Vista Broadcast Group, Courtenay** - Senior Engineer/IT; **Evanov Radio Group Toronto** - Promotions Managers; **Cool-FM Winnipeg** - On-Air Professionals, News, Production, Music, and Promotions; **Haliburton Broadcasting Group** - Sales Execs for Kapuskasing / Cochrane, Timmins, North Bay, and Haliburton/Bancroft; **Global Quebec** - Photojournalist; **The River/Radio NL Kamloops** - Local Sales Manager; **Sun TV Toronto** - Jr. Transmissions Operator, a Talent Handler/Personal Protection Specialist, a Sports Talk Show Host, a Host, Daily news show, Freelance Editors, a Creative Services Producer, an Accounting Administrator, and a Senior Broadcast Designer; **APTN Whitehorse** - Camera/Editor and a

Reporter/Correspondent; **Alliance Atlantis Toronto** – a Manager, Affiliate Relations, Business & Legal Affairs and a Manager, Legal Services; **Q92 Sudbury** - Evening Announcer/Web Maintenance; **Heart-FM Woodstock ON** - General Manager; **CHRI-FM Ottawa** - a Promotions Director and a Sales Representative; **CTV Toronto** - a Unit Administrator, an Event Producer, Dome Productions, an ENG Camera Operator, CEP Operations Division, a Research Analyst, CTV Specialty Television, and an Account Executive; **Silk-FM/Castanet Kelowna** - Reporter/Editor; **Newcap Red Deer** - Traffic Manager/Administration; **CBC Toronto** - a Production Financing Manager and an Associate Business Manager (TV Sports); **Teletoon Toronto** – Manager, Acquisitions; **Corus Entertainment Toronto** - Project Manager, Corporate IT and a Payroll and Benefits Administrator; **Corus Radio Edmonton** – Creative Writer; **CBC Regina** - National Reporter, English Radio; **The Score Toronto** - Director of Human Resources; **Newcap Broadcasting Corner Brook** - Sales Representative; **CBC Ottawa** - Supervising Technician (French TV); **CBC Montreal** - Information Systems Officer; **Astral Media Radio St-Hyacinthe** - Conseiller(ère) publicitaire- Boom 106.5 fm St-Hyacinthe; **Les Chaînes Télé Astral Montreal** - Coordonnateur(trice), routage; and, **Astral Media Radio Drummondville** - Animateur(rice) énergie 92.1 Drummondville. (**Ed's Note: If you're looking for a job, I strongly recommend you scroll through the CLASSIFIED section at www.broadcastdialogue.com for details.**)

SUPPLYLINES: **Clear Channel** has purchased **Radio Computing Services** (RCS) from Founder and Chairman of the Board **Andrew Economos**. Economos, who started the company 26 years ago, is retiring but has signed a multi-year consulting agreement... **Steven Zakaib** has been appointed GM of **Larcan Inc.** He joined the company in 2001 as VP of Sales & Marketing... **CinequipWhite** and **WFW** are holding their annual open house next Tuesday, Feb.7 in Toronto. The event, described as fun and social, is at their Toronto office, between 2 & 10 p.m., at 1040 Islington Ave...



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Broadcast nominees for the 24th Annual Canadian Music Industry awards are:

MUSIC DIRECTOR OF THE YEAR (MAJOR MARKET)

Barry Stewart, 104.5 CHUM FM Toronto
 Chris Duncombe, CFOX-FM Vancouver
 Codi Jeffreys, CJMJ-FM Ottawa
 Guy Brouillard, CKOI-FM Montreal
 Justin Dumont, CFXJ-FM Toronto
 Kath Thompson, CKQB-FM Ottawa
 Marc Patrick, CJJR-FM Vancouver
 wayne webster, ckm the mix 99.9, toronto

MUSIC DIRECTOR OF THE YEAR (SECONDARY MARKET)

BRAD GIBB, CFPL-FM FM96, LONDON
 BRUCE LEPPERRE, CKDM, DAUPHIN
 DARREN STEVENS, CIQB-FM B101.1, BARRIE
 EARLE MADER, CIOO C100, HALIFAX
 NANCY SLATER, CIKR KROCK, KINGSTON
 PAUL MORRIS, CHTZ-FM 97.7 HTZ FM, ST. CATHARINES
 PONCHO PARKER, CKLM BORDER ROCK 106.1 THE GOAT, LLOYDMINSTER
 SCOTT JAMES, CKKQ-FM THE Q, VICTORIA

ON-AIR TALENT OF THE YEAR

B.J. & THE MORNING CREW, CFRQ-FM Q104, HALIFAX
 THE BROTHER JAKE SHOW, CFMI-FM ROCK101, VANCOUVER
 THE DEAN BLUNDELL SHOW, CFNY-FM 102.1 THE EDGE, TORONTO
 GERRY FORBES, CJAY-FM CJ92, CALGARY
 JOHN DERRINGER, CILQ-FM Q107, TORONTO
 LARRY & WILLY, CKLG-FM 97 JACK FM, VANCOUVER
 THE MORNING HOT TUB W. MAULER/RUSH/LAURA/JOSIE, CIHT-FM HOT 89.9, OTTAWA
 ROGER RICK & MARILYN, 104.5 CHUM FM, TORONTO

PROGRAM DIRECTOR OF THE YEAR (MAJOR MARKET)

ALLAN CROSS, CFNY-FM 102.1 THE EDGE, TORONTO
 ANDY ROSS, CKLG-FM 97 JACK FM, VANCOUVER
 BRIAN DEPOE, 97.3 CJEZ EZ-ROCK, TORONTO
 CHRIS DUNN, CFOX-FM 99.3 THE FOX, VANCOUVER
 HOWARD KROEGER, CFWM BOB FM 99.9, WINNIPEG
 PHIL KALSSSEN, CKRY-FM COUNTRY 105, CALGARY
 ROB FARINA, 104.5 CHUM-FM, TORONTO
 STEWART MEYERS, STANDARD GROUP (CJAY-FM CJ92; CIBK-FM VIBE 98.5), CALGARY

PROGRAM DIRECTOR OF THE YEAR (SECONDARY MARKET)

BRUCE GILBERT, CHTZ-FM 97.7 HTZ FM, ST. CATHARINES
 DARREN STEVENS, CIQB-FM B101; CHAY-FM, BARRIE
 DREW KEITH, CKLH-FM 102.9 K-LITEFM, HAMILTON
 GLENN WILLIAMS, CIKR KROCK, KINGSTON
 GRUFF GUSHNOWSKI, CKLM BORDER ROCK 106.1 THE GOAT, LLOYDMINSTER
 JIM MCCOURTIE, CFPL-FM FM96, LONDON
 TERRY VOTH, CJRX-FM ROCK 106, LETHBRIDGE
 TERRY WILLIAMS, CIOO C100, HALIFAX

PROMOTION OF THE YEAR

AMAZING WEDDING, CIHT-FM HOT 89.9, OTTAWA
 BRITNEY SPEARS POSITIVE PREGNANCY TEST, CIHT-FM HOT 89.9, OTTAWA
 DERRINGER'S 13 DAYS OF CHRISTMAS, CILQ-FM Q107, TORONTO
 THE EDGE POORLY PAID EMPLOYEE, CFNY-FM 102.1 THE EDGE, TORONTO
 THE FAN 590 TRIBUTE TO TOM, CJCL THE FAN 590, TORONTO
 PAUL FM, CKKL-FM BOB FM, OTTAWA
 RETROSEXUAL WEEKEND, CKFM THE MIX 99.9, TORONTO
 SHAVE TO SAVE, CJFM-FM MIX96, MONTREAL
 TEDDY BEAR EXPRESS, CKRA-FM THE NEWBIG EARL 96.3, EDMONTON

STATION OF THE YEAR (SECONDARY MARKET)

CFPL-FM FM96, LONDON
 CFRQ-FM Q104, HALIFAX
 CFWF-FM THE WOLF, REGINA
 CHTZ-FM 97.7 HTZ-FM, ST. CATHARINES
 CIKR KROCK, KINGSTON
 CIOO C100, HALIFAX
 CKKQ-FM THE Q, VICTORIA
 CKLM BORDER ROCK 106.1 THE GOAT, LLOYDMINSTER

STATION OF THE YEAR, HOT AC

104.5 CHUM FM, TORONTO
 CIOO C100, HALIFAX
 CISS KISS-FM, OTTAWA
 CJFM-FM MIX96, MONTREAL
 CKFM-FM MIX 99.9, TORONTO

STATION OF THE YEAR, MAINSTREAM AC

CFMG-FM EZ ROCK, EDMONTON
 CHFI-FM, TORONTO
 CHFM-FM LITE96, CALGARY
 CHMX-FM LITE 92 FM, REGINA
 CHQM-FM QM-FM, VANCOUVER
 CJEZ-FM EZ ROCK, TORONTO
 CJMJ MAJIC 100, OTTAWA
 CKLH-FM 102.9 K-LITE FM, HAMILTON

STATION OF THE YEAR, CHR

CFBT-FM THE BEAT 94.5, VANCOUVER
 CFXJ-FM FLOW 93.5, TORONTO
 CHTT HOT 103, WINNIPEG
 CIBK VIBE 98.5, CALGARY
 CIDC-FM Z103.5, TORONTO
 CIHT-FM HOT 89.9, OTTAWA
 CKOI-FM, MONTREAL

STATION OF THE YEAR, COUNTRY

CFCW, EDMONTON
 CFQX-FM QX104.1, WINNIPEG
 CICZ FM KICX104 FM, MIDLAND
 CIKZ FM KICX106, KITCHENER
 CISN COUNTRY 103.9, EDMONTON
 CJJR JRFM, VANCOUVER
 CKBY Y101, OTTAWA
 CKRM 620, REGINA
 CKRY-FM COUNTRY 105, CALGARY

STATION OF THE YEAR, NEWS/ TALK/ SPORTS

CFRA, OTTAWA
 CFRB NEWSTALK 1010, TORONTO
 CFTR 680 NEWS, TORONTO
 CHED, EDMONTON
 CJAD 800, MONTREAL
 CJCL THE FAN 590, TORONTO
 CJOB, WINNIPEG
 CKNW 98, VANCOUVER

STATION OF THE YEAR CLASSIC/GOLD

CFMI-FM CLASSIC ROCK 101, VANCOUVER
 CFWM-FM 99.9 BOB FM, WINNIPEG
 CHEZ FM, OTTAWA
 CHOM-FM 97.7, MONTREAL
 CILQ-FM Q107, TORONTO
 CKLG-FM 97 JACK FM, VANCOUVER
 CKNG-FM JOE-FM, EDMONTON

STATION OF THE YEAR, ROCK

CFNY-FM 102.1 THE EDGE, TORONTO
 CFOX 99.3 THE FOX, VANCOUVER
 CIRK-FM 97.3 K-ROCK, EDMONTON
 CITI FM, WINNIPEG
 CJAY-FM CJ92, CALGARY
 CJKR-FM POWER 97, WINNIPEG
 CKQB-FM 106.9 THE BEAR, OTTAWA

STATION OF THE YEAR, MULTICULTURAL

CHIN AM/FM, TORONTO
 CHKF-FM, CALGARY
 CHKG, VANCOUVER
 CINQ-FM RADIO CENTREVILLE, MONTREAL
 CIRV-FM, TORONTO
 CJLL-FM, OTTAWA
 CKER-FM ETHNIC FM, EDMONTON
 CKJS, WINNIPEG

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REVOLVING DOOR:
RBev Oda is Canada's new Heritage Minister. The veteran broadcaster has more than 25 years of experience with the likes of **TVO, Global, the CRTC, CTV** and **OMNI 1**. She was also inducted into Canada's Broadcast Hall of

Fame in 2003... **CHUM Television** has appointed **Craig Roskin** Station Manager at **CHUM TV Edmonton**. His responsibilities include overseeing **Citytv Edmonton, ACCESS The Education Station, CLT** (Canadian Learning Television), **BookTelevision**, and **CourtTV Canada**. Roskin's most recent TV experience was as GM at **Global Television Edmonton**... **The Jim Pattison Broadcast Group** at Prince George has hired **Jack Bleiler** as Creative Director. Previously, he worked "across the street" at **Vista Broadcast Group, Prince George**... **Marianne Zahoruk** is new morning show Co-Host at **The Jewel Ottawa**, joining **Saul Jacobson**. She was most recently Morning Show Co-Host/News at **Energy 103 London**... **CBS** White House Correspondent **John Roberts** is leaving to join **CNN**. Roberts, the Canadian broadcaster who was a **MuchMusic** VJ and a **CHUM Toronto** DJ, was passed over for the anchor chair at **CBS Evening News** last month... **Deborah Dixon**, after 35 years with **Quinte Broadcasting's** sales department, is retiring. She would have begun when Quinte had just the one station, **CJBQ Belleville**.

RADIO: We're in the midst of **Canadian Radio Music Month**. The **Canadian Association of Broadcasters** is encouraging all stations to provide significant on-air promotional support of the forthcoming Canadian Radio Music Awards and the nominees. Promo spots have been produced for station use, and are available at www.fastchannelcanada.com... **Standard Radio** and **Canadian Music Week** have announced the regional finalists for the **Canadian Radio Star** competition. Regional finalists were picked by participating radio stations and public on-line voting based on creativity, originality, composition, lyrics, melody, and radio airplay potential. Regional finalists are: **CKZZ-FM Vancouver** - **Chad Oliver** "Find My Way", **CJAY-FM Calgary** - **The Villains** "From The River", **CFBR-FM Edmonton** - **Tupelo Honey** "Screaming", **CJDJ-FM Saskatoon** - **Greg Hargarten** "Suck it Up", **CIZL FM Regina** - **Josh Giambattista** "As The Story Goes", **CKMM FM Winnipeg** - **Sarah Sabatini** "It Means Everything", **CKFM FM Toronto** - **Joshua Bartholomew** "What Happened To Our Love", **CJFM FM Montreal** - **Derek Melo** "You're



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Up There"; **CKQB FM Ottawa** - Larry Carroll & Scott Norrena "I'm Ugly 'cause You're Beautiful"; **CFRQ FM Halifax** - Carmen Townsend "Sweet Little Bird"; **CJYC FM Saint John** - John Boswell "Everything Right"; and, **VOCM FM St John's** - Kirk Penney and Keith Power "Little Fish"... Marilyn Denis will be receiving the *Rosalie Award* at **Canadian Music Week** during the **4th Annual Women In Broadcasting Breakfast**. The award, which honours trail-blazing Canadian women in broadcasting, recognizes and honours Denis for her achievements. Denis is Co-Host of **CHUM-FM Toronto's** morning show, *Roger, Rick & Marilyn*. She also hosts **CHUM Satellite Network's Entertainment Hotline**, which airs on radio across Canada, as well as **Citytv Toronto's** daily nationally syndicated interactive talk show, *CityLine*... *The Crystal Awards*, Canada's only awards show dedicated to radio creative excellence, is set for March 2 in Toronto. The **Radio Marketing Bureau** will showcase the best radio advertising aired in 2005 at the annual Crystal Awards gala luncheon (as part of **Canadian Music Week**). Tickets are available at www.cmw.net... The first meeting of the **CAB's Independent and Small Station Group Radio Caucus** meets next via conference call, from 2:30 p.m. to 4:00 p.m. ET. The creation of the Caucus was approved by the CAB Board of Directors in November, based on a recommendation from the CAB's Small Market Advisory Council. The Caucus will serve as a forum for independent and small station group operators to exchange views on issues that directly impact their operations... **Yahoo Canada** has launched music subscription service **Yahoo Music Unlimited Canada**. Users can access about one million streaming songs for a monthly or annual fee. They'll also be able to browse and listen to friends' music collections, transfer songs to compatible portable devices, buy permanent downloads and listen to Internet radio stations... On yesterday's (Wednesday) date, 60 years ago – Feb. 8, 1946 – **CKPG Prince George** was born. It was almost three years ago that a flip was made to FM, creating **Prince George's Classic Rock, 99.3 The Drive**. Throughout the month, The Drive is honouring the anniversary by featuring historical vignettes, including interviews and greetings from former personalities. Former employees are asked to contact PD **Ron Polillo** at (250) 960-1367... **Citadel Broadcasting** now owns **ABC Radio**, and it only cost Citadel \$2.7-billion. The deal makes Citadel US radio's third largest player... There are concerns that American radio's soft revenues in 2005's last quarter has continued into 2006. At **Wachovia Securities**, Analyst **Marci Ryvicker** says the 1% radio revenue decline that the US Radio Advertising Bureau reported for December was worse than expected. In her latest note to clients, she wrote: "National has been spotty, although there is anecdotal evidence of an up-tick in several markets. Q1 may be further impacted by the Winter Olympics, as TV historically tends to drain some of radio's ad dollars during this competition. We do, however, hope that easy telecom and national comps as well as political will equate to some growth this year." For all of 2006, she's forecasting US radio revenues up only 2.3%... The legendary **KB Buffalo** (WKBW-AM) has dropped Oldies in favor of left-leaning talk. KB, at 1520, promotes the format switch as "*Buffalo's Left Channel, WWKB 1520 AM, A New Voice ... A New Choice*"... **Silk FM Kelowna**, at 27th annual 'Heart and Stroke Breakfast' last week, won the *Apres Deluge* award recognizing the most outstanding corporate sponsor of the **Heart and Stroke Foundation** in the past year. **Andy & TJ in the Morning** were on hand to accept.



SALES MANAGER - THUNDER BAY

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GENERAL: Reaction to the appointment of **Bev Oda** as federal Heritage Minister is mixed. The **Canadian Film and Television Producers Association** (CFPTA) is pleased with it. Spokesman **Jeff Brinton** says, "she understands the industry and she's dedicated to content, supports Canadian content, so it's all basically good." **Friends of Canadian Broadcasting** Spokesman **Ian Morrison** says the Conservative party declared in its candidates handbook that it believes in a strong role for the CBC. He hopes the new minority government might actually do something good for Canadian culture. But **Arthur Lewis** of watchdog **Our Public Airwaves** says he's seen no sign the Conservatives are strongly committed to either public broadcasting or Canadian programming. Lewis says, "... with a right-wing budget-cutter like **Jim Flaherty** in finance, it's our fear that **CBC** will take a big hit." And actors union **ACTRA** wants Oda to send a strong signal to the **CRTC** to enforce drama and expenditure requirements on domestic networks... Among Canada's **50 Best Managed Companies for 2005** is Altona-based **Golden West Broadcasting**, the operator of small market radio stations in small communities in Manitoba, Saskatchewan and Alberta. Golden West Owner **Elmer Hildebrand** said the honour is a "humbling experience" and credited the company's employees: "It's their win as much as mine"... **CHUM Limited** has launched **Diversity Online** at www.diversity.chumtv.com. The free database provides the media with direct access to experts representing diverse communities from every province and territory including: Aboriginal peoples, visible minorities, women, gay and lesbian people, youth and people with disabilities... **Pelmorex Media**, owner of **The Weather Network**, has bought **World Weatherwatch**, a Markham, Ont.-based provider of weather data. World Weatherwatch is a 30-year-old company that provides meteorological services to the Ontario government plus utilities, cities and municipalities... **Pat Marsden**, the face of **CFL** games on **CTV** for a generation, has been diagnosed with lung cancer. The 69-year-old learned last week that he had the illness after complaining of back pain. The cancer has also spread to his bones. Marsden worked most recently as a morning co-host on **Fan 590 Toronto** (1996 to 2004)... **Public Broadcasting** in the US is taking a hit from the **US House of Representatives**. A House subcommittee has voted to sharply reduce the government's financial support, including eliminating taxpayer funds that help underwrite children's educational programs (*Sesame Street*, *Reading Rainbow*, *Arthur* and *Postcards From Buster*). As well, the subcommittee voted to eliminate within two years all federal money for the **Corporation for Public Broadcasting** -- which passes federal funds to public broadcasters -- starting with a 25% reduction in CPB's budget for next year, from \$400 million to \$300 million... Billionaire investor **Carl Icahn** said he's getting set to persuade **Time Warner's** largest shareholders back his plan to break up the company. He wants to split Time Warner into four companies. Forcing a split, he says, will increase the company's value by more than \$45 billion... **BBM Canada's** annual **Staying Tuned** conference is set for next Thursday at the **Marriott Eaton Centre** in Toronto. For information, get in touch with **Tom Jenks** at (416) 445-9800.

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We acknowledge the financial support of Canada's international trade centres as well as the Government of Canada through the Canada Trade Fund for this project.

T**V/FILM:** A new **Decima Research** study shows digital TV subscriber growth is continuing to accelerate. Key findings include: Digital TV subscribers in Canada increased by an estimated 242,000 or 5% in the third quarter of 2005, compared to 178,000 or 4% in the same period last year. Digital TV subscribers now number more than 4.9 million Canadians; digital cable subscribers increased by an estimated 143,000 or 7% in Q3 2005, compared to an estimated 100,000 or 6% in the same period last year; the number of satellite TV subscribers added in Q3 was more than double that added in Q3 2004; and, households capable of receiving HDTV programming and those with personal video recorders/digital video recorders continue to grow as cablecos and satellite TV companies see strong demand for higher-end digital set-top boxes with HDTV and PVR/DVR capabilities... **CanWest Global Communications** is striving to restore **Global TV's** fortunes, hold down costs, and pay debt. At an investment conference in Toronto, CanWest Execs said it has been strengthening domestic programming "... *in a high-impact yet cost-effective way*" with such shows as *ET Canada* and *Falcon Beach*. Global remains, however, the largest buyer of US TV fare – a lead developed by founder **Israel 'Izzy' Asper**. **Kathleen Dore**, President of television and radio for the **CanWest MediaWorks** division, said work is continuing on news, "*the most direct bridge we have to our viewers.*" CanWest and other broadcasters have been agitating for lower licence levies and less intervention by the **CRTC**. CEO **Leonard Asper** told the gathering that "*our chances are the best they've ever been because of the general viewpoint of the Conservative government toward deregulation.*" *In an interview with CP, Asper said management's priorities are to "fix Global, invest in programming in order to do that; and also improve our capital structure; and then finally look for higher-growth opportunities than the conventional media that we're in"*... The **US House of Representatives** voted 216-214 in favor of a Feb. 17, 2009, DTV transition deadline. The legislation includes a federal subsidy to help consumers buy digital-to-analog converters... **CBS** is skipping the middleman and entering the video download business itself. The network will begin selling *Survivor* episodes for \$1.99 each through **CBS.com**... **Super Bowl 40** had a five-second delay, much to the relief of organizations like the **Parents Television Council**. Even so, the pot was cranked down on **The Rolling Stones** when the words 'come' and 'cocks', one in each of two (of the three) songs performed. Engineers did the brief fades when the borderline words came up, and with the knowledge and consent of the Stones. Now, for those who missed the glorified ads, they can all be found by clicking [HERE](#).

L**OOKING:** **Global Calgary** – Reporter/Anchor and a News Promotion Producer; CJVR Melfort - On air positions, Creative writers, and News Reporters; **CTV Toronto** – Group Marketing Manager and an Accountant; **Corus Radio Toronto** – VP Sales; **Alliance Atlantis Toronto** - Director of Design, Post and Studio Services, an Assistant Editor, Broadcast Operations; a Production Executive, and a Master Control Operator; **CanWest MediaWorks Toronto** – Promo Scheduler and a Squeeze Producer; **CBC Ottawa** – Reporter/Editor English Radio; **CBC Toronto** – Editor, a Host, Weather Centre and a Supervising Technician; **YTV Canada Toronto** - Viewer Relations Coordinator; **Corus Entertainment Toronto** – Transmission Operator; **CBC Montreal** - Director, IT Project & Risk Management; **Astral Media Radio Montreal** - Directeur(rice) ventes locales énergie 94.3 Montréal; **Télé-Annonces Montreal** — Directeur(trice) des opérations; **Q92 Montreal** - Morning News Anchor; and, **Miranda Technologies Montreal** — Regional Sales Manager.

S**UPPLYLINES:** **CBS Radio** has been having meetings about pulling **RCS** systems company-wide after completion of current contracts. Company sources say there is concern that RCS's new owner, **Clear Channel**, would have access to some proprietary data and services. Said another to **RBR**: "*It's true. If you were running CBS Radio, would you want your number one competitor having inventory on your radio stations? HELLO?*" But the President/CEO of RCS says all client information is held in the strictest of confidence, that even stations in the same group aren't privy to another station's data.

Dialogue BROADCAST

THE BEST BROADCAST BRIEFING IN CANADA

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RADIO: The **CRTC** says it will proceed as planned with the *Review of Commercial Radio* on March 15. The **CAB** had supported a call made by for an extension in the date for filing submissions. **ADISQ, CIRPA, Union des artistes, SOCAN** and **CRIA** had asked for the deadline to be extended until April 17... The **FCC**, reports **ABC News**, is investigating hundreds of US radio stations in the latest pay-for-play payola investigation. Commissioner **Jonathan Adelstein** says "the FCC staff is working with voluminous evidence right now. It's a complicated and wide-ranging investigation. This is potentially the most widespread and flagrant violation of FCC rules in the history of American broadcasting. We've never seen evidence of such a systematic betrayal of the responsibility of

broadcasters"... Classic Rock **C103 Moncton** is launching a new show designed to spotlight Canadian and East Coast Independent rock acts. Called *C103 Indie Files*, it debuts Feb. 25. The best new rock from local, regional and national artists and bands will be featured each week... Time spent with radio is down in the top 12 US markets. A study conducted by **Research Director, Inc.**, shows time spent listening to radio in those markets averaged 19 hours and 55 minutes, down 3.4% over the last three years. Research Director President **Charlie Sislen** states the obvious when he notes that much has changed with people's entertainment choices. For example, three years ago people didn't have iPods, MP3 players, or satellite radio. But, says Sislen, the minor drop over three years shows the true strength of radio... When **Microsoft Canada** wanted to reach 18-34 guys who like role-playing games on their PCs, they looked at radio's ability to zero-in on the target and achieve their goals. Working with **MacLaren McCann** and **M2 Universal**, Microsoft decided to test-drive radio's targeting and cost efficiency with a four-week campaign in Toronto, Calgary and Vancouver. They aired two 30-second spots on four stations. Along with radio, the campaign included online and in-store promotions. When the results were in, 83% of the original targeted demographic was reached and nearly one-third of listeners could recall the radio spots without aid. Between pre- and post-campaign surveys, unaided awareness of a specific game showed a 100% lift, and respondents remembered the key messages... A popular **Oldies 950 (CHER) Sydney** call-in show has been temporarily pulled after comments from a caller sparked complaints from station and community officials. Ops Manager **Fred Denny** says the show will be back but it's not clear when. A frequent caller made a derogatory

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comment about a family member of a local politician... On Feb. 9 and 10, **Sun FM (CHSU FM) Kelowna's "Have A Heart" Radiothon** raised over \$207,565. The 3rd Annual "Have A Heart" Radiothon's success will benefit various hospital foundations in the Okanagan valley (Penticton and Vernon). One hundred per-cent of the money raised, says Sun FM, will stay in the communities and go towards the purchase of life-saving equipment for local paediatrics' wards and to upgrade neo-natal intensive care units. As **Standard Group - BC Interior PD Mark Burley** says, "*The value of local radio to our cities is priceless during events like this*"... A teleconference meeting of the **CAB Small Market Advisory Council** is to take place Monday, Feb. 27. CAB members operating in small markets are encouraged to take part in the discussion. Members interested should confirm their attendance to **Marye Ménard-Bos** at the CAB... **Vista Broadcast Group's CHQB Powell River** moves this week to #103 4675 Marine Drive, Powell River, BC V8A 2L2. Phone remains unchanged.

GENERAL: **CAB** President/CEO **Glenn O'Farrell** will address the **Canadian Club** of Toronto Wednesday, March 1. In the lead-up to **Canadian Music Week**, O'Farrell will deliver a speech entitled, **Broadcasting: The Future May Not Be What You Think!** Content will include the impact of emerging technologies and greater audience choice on the Canadian broadcasting industry, with specific emphasis on private radio, and what the Canadian broadcasting industry might or might not look like in the future... The **Broadcast Research Council of Canada (BRC)** meets next Wednesday (Noon to 2 p.m.) at Toronto's Four Seasons Hotel for **DIVERSITY IN CANADA: What you must know about Canada's fastest-growing consumer segments**. **Kaan Yigit** of **Solutions Research Group**, will present a preview of the findings of Diversity in Canada, a landmark syndicated study which is to be officially released at month's end. Look for info on lifestyle habits and social perspectives and a look at media consumption within each diverse ethnic and racial group. Kaan will illustrate how the performance outlook for a brand can change when questions are asked in languages other than English and French with examples from the study. For info, click mrodway@tvb.ca... **Tony Caruso**, **CBC** Director of New Broadcast Technologies, is Editor-in-Chief of the new **CBC Technology Review** on-line publication - in both English and French. To have a look, click: <http://www.cbc.radio-canada.ca/technologyreview/index.shtml>.

TV/FILM: **CanWest MediaWorks** has launched a court challenge on restrictions of drug ads, saying the rules violate its charter rights and that it wants federal regulations overturned. The court action in Ontario comes amid a years-long lobbying effort by the broadcasting, newspaper and magazine industries to have the rules changed. The current regulation goes back years to a time when legislators wanted to prevent drug companies from fear-mongering or from making false claims about the effects of a particular medication. Media companies, however, say that the laws have spawned confusing ads and that Canadian companies are missing out on a lucrative market. Critics want the laws kept in place to avoid overly aggressive ad campaigns. And a report prepared for the **Health Council of Canada** by a researcher at **UBC** recommended that the feds not just keep the rules, but strengthen them... After 50 years, it's all over for the **Canadian Cable Telecommunications Association**. CCTA will shut down by the end of this month. CCTA President **Michael Hennessy** says it's hard to be a national voice when there's a large part of the country no longer represented (**Shaw Cable** resigned from CCTA in December, depriving it of roughly \$2 million in annual fees). CCTA may also have been a victim of convergence what with cablecos having expanded far beyond TV to other technologies such as broadband and telephony. Smaller cable companies will still pursue policy and buying issues through a parallel trade association called the **Canadian Cable Systems Alliance**... The 21,000-member **Alliance of Canadian Cinema, Television and Radio Artists (ACTRA)**, says that cancellation of three **CBC** series – *This is Wonderland*,

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Da Vinci's City Hall and *The Tournament* – without naming replacements is a short-sighted decision that will cost hundreds of jobs and imperil Canadian English-language TV drama. ACTRA condemned the cancellations as “a startling display of incompetence by irresponsible CBC brass.” Sources told CP that the decision to cancel was made by Exec VP **Richard Stursberg**... While some international print media – and one in Calgary – have reprinted those Muhammad cartoons, the Canadian national news shows of **CBC**, **CTV** and **Global** have not. CBC Editor-in-Chief **Tony Burman** asks, “Why should we insult and upset an important part of our audience for absolutely no public value?” **Steve Wyatt** at Global said, “The cartoon is out there and the story is really the reaction to it. I don't think we have to show it again and again.” And a CTV spokesman said, “We used visuals that reflected our respect for the Muslim community. It is CTV News' responsibility to cover stories that are newsworthy and controversial”... **Global Television** is ballyhooing the numbers after moving its national newscast to 5:30 p.m. Three days after the re-jig, Global said **BBM** numbers prove that the national show has become most-watched (over **CBC** and **CTV** national news), growing 33% per cent to more than one-million viewers. The emphasis on news, says Global, is part the new brand strategy to situate the network as the premiere Canadian source for news and entertainment programming... But **CTV** isn't sitting still for **Global's** boast. It says it is still number one, according to **Nielsen Media Research**. The numbers from Feb. 9 show: *CTV National News With Lloyd Robertson* (11 p.m.): 1.23 million; *Global National* (5:30 p.m.): 920,000; and, **CBC's** *The National* (10 p.m.): 695,000. Despite the peaks and valleys, says CTV, the constant continues to be that when the dust settles, CTV is the preferred national news destination for Canadians... In the US, the **FCC** has concluded that many cable TV subs would benefit by being allowed to choose and pay for only the TV networks they want. And Senator **John McCain** says he will introduce legislation that would “entice” all providers of TV services to offer an a la carte option in addition to a package of channels in return for regulatory relief. “Choice,” he said, “is far preferable to being forced to buy a host of channels they don't even watch.” Many in the US cable TV industry strongly oppose a la carte, saying would result in higher programming prices and eliminate some networks carried on cable's basic tiers.

REVOLVING DOOR: **Veena Rawat**, who had been Acting President of the **Communications Research Centre Canada** (CRC) in Ottawa since Sept/04, has been named President... **Brian Sylvester** will be the mid-day/drive News Anchor of the **Evanov Group's** new Ottawa station, **The Jewel 98.5 FM**, when it launches this month. Sylvester is making a return to radio after a career that includes election as Mayor of Cornwall in 1997 and again in 2000. His broadcasting duties included stops at Pembroke, St. Catharines and Cornwall... **Gabrielle Free** has been appointed Director of Communication, **CHUM Television Music and Youth Services**. With similar experience at the **Toronto International Film Festival Group**, **YTV**, the **Academy of Canadian Cinema and Television**, among others, her most recent post was at the **Ontario Public Service** in communications at the **Ministry of Citizenship & Immigration**.

SIGN-OFFS: **Mart Kenney**, 95, in Mission, BC. Kenney, once known as *Canada's Big Band King* for the dance orchestras he led in the 1930s and '40s, had Alzheimer's and vascular dementia. Veteran broadcaster and friend **Lyman Potts** of Burlington says Kenney was Canada's most popular dance band leader, that he was a true pioneer in Canadian network radio. His was the first Canadian band to broadcast on Canadian, US and international radio networks. The broadcasts were soon identified with the phrase, “sweet and low”. He was honoured with the Queen's Silver Jubilee Medal and the Order of Canada and was a member of the **Canadian Association of Broadcasters** Hall of Fame... **Kenneth Munro Boyce**, 79, in Kelowna. In 1962, he joined **Cape Breton Broadcasters** and became National Sales Manager for **CJCB-TV Sydney**. At the time of his retirement in 1991, he was VP, Sales for the **Atlantic Television System** and **Atlantic Satellite Network**, and GM of **ATV Cape Breton**... **Dean Tower**, 68, of prostate cancer in Ottawa. A 1978 appearance on **CFRA Ottawa's Green Line** call-in program thrust Tower, already well known as a children's advocate, into the broadcast spotlight. His blunt and eloquent style was a hit with listeners and Tower was invited to host his own call-in show. Throughout the 1980s and early '90s, Tower's voice and compassion touched listeners.

SUPPLYLINES: *Telesat* has been chosen as the exclusive satellite provider for *Auroras Entertainment*, an end-to-end provider of the infrastructure, services and content for Internet Protocol Television (IPTV), the next generation of on-demand, in-home TV entertainment. *Auroras* is developing an IPTV service available across North America using C-band service from *Telesat's Anik F2* satellite. It is the only platform designed to distribute standard and HD TV channels, encoded at full resolution through both *Telesat's* satellite and terrestrial elements... *The Weather Network* has purchased *Vizrt's Viz|Trio™* real-time 3D character generation and graphics system to display 3D animated graphics. The Weather Network had outgrown its Mississauga facility and recently moved to Oakville. *Vizrt Viz|Trio* software was part of the facility upgrade... *Insight Sports*, the operator of three new specialty channels – *Casino and Gaming Television Canada* (CGTV), *Gol TV Canada* and *World Fishing Network* – will all use *BroadView Software Inc.* product to streamline their multi-channel programming and traffic needs... *CPAC Ottawa* is now using an *Omneon SpectrumT* media server system to enable storage and playout of interstitial content, time-shifted material, and some long-format programming. *CPAC* also uses its 2-TB Spectrum server to record the network's most popular shows, including the audio portion, which is subsequently edited and distributed via podcast... *Peter Conlon* is new President/CEO of *Nautel Ltd.* He had been CFO of *Positron Fiber Systems Corp.*

LOOKING: Be sure to check the **CLASSIFIED** section of the *Broadcast Dialogue* Web site (www.broadcastdialogue.com). New jobs are posted regularly... Positions we've heard about this week include: *CBC Toronto* – Director of Business Administration, a Strategic Reporting Officer, a National Account Manager French TV Sales, a Revenue Manager; and Chief of Staff/ English Television Network; *Alliance Atlantis Toronto* – a Program Coordinator Showcase, a Traffic/Product Analyst Interactive, and a Client Services Producer; *CTV Toronto* – a Sales Coordinator, a Production Control Room Operator, a Mobile Producer MTV, a Content Manager MTV Overdrive, and a Production Administrator On Air Promotions; *CanWest MediaWorks Toronto* – Editor Entertainment Tonight Canada and a Supervising Editor News; *CanWest MediaWorks Winnipeg* – News Writer/Producer; *Rogers Sportsnet Toronto* – Web Associate Marketing Manager; *CBC Prince Rupert* – Associate Producer Radio; *CH Television Hamilton* – Audio/Chyron Operator; *NBC Universal Toronto* – Director Human Resources; *Canadian Satellite Radio Toronto* – Manager Supply Chain; *AM 640 Toronto* – Program Producer Leafs Lunch/Hockey Tonight; *CBC Montreal* – Accounting Officer, a Chief Technician/Technical Production and TV Design, and a Chief Technician/ Electronic Field Production; *CKAC Montreal* - Metteur en ondes (pour le quart de nuit); and, *Astral Media Radio Val d'Or* — Directeur(trice) des ventes énergie 102,7 Abitibi.



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RADIO: **CRTC** hearings in Calgary this week include, among others, applications from: **Touch Canada Broadcasting** for an English-language AM (religious) station in Calgary. It would be at 700 kHz with 50,000 watts day and 20,000 night. Touch Canada also wants an FM licence in Lethbridge at 90.5 (20,000 watts) programming Christian music; **CHUM Limited** for an FM'er in Calgary, at 104.5 and 45,000 watts programming Hot AC; **1182743 Alberta**, owned by **Paul Larsen** and **Norscot Holdings**, for an FM licence in Calgary at 92.9 with power of 100,000 watts and programming Adult standards/modern nostalgia. This company also seeks an FM licence at Lethbridge for an adult standards/modern nostalgia format at 94.1 and 100,000 watts; the **Evanov Radio Group** for an FM'er in Calgary programming AC/Easy Listening at 92.9 with power of 48,000 watts; **Calgary Independent Radio Broadcasters** for FM at Calgary operating at 92.9 with 100,000 watts and programming soft rock; **Jim Pattison Broadcast Group Limited Partnership** for FM at Calgary programming soft vocals at 90.3 with power of 100,000 watts; **Yadwinder S. Sivia** for a Calgary FM'er programming ethnic at 92.9 MHz and 50,000 watts; **Rawlco Radio** for FM in Calgary at 100.3 (19,000 watts) programming a specialty format that would include 30% to be Folk and folk-oriented music; **Harvard Broadcasting** for Calgary FM programming Alternative Rock at 92.9 and 45,000 watts; **Newcap** for a Calgary FM'er that would program Adult Album Alternative at 92.9 and 48,000 watts. Newcap also seeks an FM in Lethbridge at 94.1 (100,000 watts) and programming Contemporary Hits; **Newcap** for an FM licence at 100.3 and 6,000 watts in Airdrie and programming Hot AC with music from 80s, 90s and today; **Vista Broadcast Group** for an FM licence in Lethbridge at 94.1 (42,900 watts) and programming Classic Hits; and, **Golden West Broadcasting** for an FM licence in Airdrie programming AC at 99.5 with 1,200 watts. Another application from Golden West seeks an FM'er at High River/Okotoks programming Contemporary Rock at 99.7 with power of 7,400 watts. And, Golden West also wants an FM licence in Weyburn programming rock at 103.5 (100,000 watts)... **Golden West Broadcasting** also has an application before the Calgary hearing this week to acquire the assets of **CJTS-FM Lethbridge** from Spirit Broadcasting Ltd. and to amend the licence by changing the frequency from 97.1 to 98.1 to increase power from 50 watts to 20,000 watts... **Café 100.7 (CKFE-**

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FM) Winnipeg has new studios in the downtown skywalk at Portage Place Shopping Centre. Up until now (and since Café 100.7 launched in late December), it has been going to air from makeshift studios in an old steakhouse on Portage Avenue. The new interactive facility is to be officially unveiled tomorrow (Friday) at 11:45 a.m... **CKSA Lloydminster** has a new ID – **LLOYD @ 95 dot 9 FM**. Positioning is *LLOYD Plays Everything Country*... While conventional radio has been fretting the impact of satellite radio, what may be overlooked is the threat for by cell phones for listening while in the car. **Bridge Ratings**, after a six-month analysis, found cell phone pervasiveness a significant contributor to the threat to traditional media in vehicles. In the US, 66% of the population owns a cell phone. Bridge projects that cell phone technology is the only audio technology that could approach traditional radio's market penetration (now at 93% in the US)... Both **Sirius** and **XM** (in the US) reported net losses in 2005, with Sirius down \$863 million while XM's net loss was \$666.7 million. Though the Sirius loss was larger, its investment in acquiring new subs was worth it because of a fourth-quarter spike – almost 1.65 million new subscribers. XM, on the other hand, saw only 900,000 new customers in that same period. Sirius saw its base hiked by almost 200% last year, ending 2005 year with 3.3 million subs. While XM remains larger, with 5.9 million subscribers by the end of 2005, it saw substantial losses in 2005, including a \$196.5-million marketing blitz to counter **Howard Stern's** pending arrival at Sirius. XM has indicated it plans to significantly increase ad revenue in 2006... News Anchor/Morning Co-Host **Heather Thompson** of **JACK-FM Orillia** was one of the driving forces behind the success of **Gilda Club's** first annual *Red Door Gala* this past Saturday night in nearby Barrie. Gilda's Club is named after the late Actress/Comedienne **Gilda Radner** who died in 1989 from ovarian cancer. Radner began her career in Toronto and rose to fame on *Saturday Night Live*. Gilda's Clubs were founded in 1991 by, among others, her husband, Actor **Gene Wilder**.

T**V/FILM:** While they might be seen as competitors to mainline TV, each new screen can also represent an opportunity to generate new revenues by repositioning content. This is the position of the American **TVB** and will be presented as such at TVB's annual marketing conference in April. Working that conference under a single topic – *Television Goes Multiplatform* – TVB President/CEO **Chris Rohrs** says the immediate opportunity for local TV stations is on-line, the ultimate path to VOD. Delivery of video content to handheld screens is just now developing, he says, but it's going to be huge... Meantime, **The Yankee Group** reports that if rollouts go according to plan, Canada's telcos will collectively have over a million terrestrial video customers by the end of 2008. Existing terrestrial video delivery systems at **Manitoba Telecom Services** and **Sasktel** shows that for each of their high speed Internet customers, MTS and Sasktel boast TV penetration rates of 39% and 44% respectively. Yankee predicts that so long as **Bell Canada** and **Telus** go ahead with launches of Internet protocol television service (IPTV) this year, the two can look for TV penetration of 38% and 34%, respectively, of their high speed DSL customers. Those percentages translate to over a million IPTV customers in the third quarter of 2008... Of the 20 highest-rated shows in Canada last week, the *Turin Olympics* claimed just two places on the list: 18th and 19th, forcing **CBC** to repeat some commercials to meet commitments to advertisers. Nielsen

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Media Research shows two broadcasts of *American Idol* topped the rankings, followed by new episodes of *Desperate Housewives*, *C.S.I.*, *Grey's Anatomy*, *Survivor XII: Panama* and *House*. CBC hadn't predicted that dealing with Olympic events several time zones away would have taken such a large hit on audience numbers. But **CTV** and **Global** haven't been rolling over, either. Both have prime-time chock-a-block with new episodes of popular shows. Even **CHUM Television**, airing movies against the Olympics, saw its ratings increase in some **Citytv** and **A-Channel** markets. CHUM usually avoids network wars during the Olympics... **CBC Television** is aiming at an increase in original prime-time drama and entertainment. Exec VP, Television **Richard Stursberg** says what's needed is more focus brought to program development and commissioning processes. This new process, he says, will improve turn-around times for new program pitches and improve the ratio of programs developed to programs produced. CBC air 150 hours of original Canadian entertainment programming this fall by adding new drama series, movies and miniseries. Over the next four years, CBC would increase to 250 hours the amount of original Canadian drama and entertainment programming it brings to air... **Ben Chin** has been acclaimed as the Ontario provincial Liberal candidate for a downtown Toronto riding. A byelection is to be held within the next three months. Chin has worked for just about every broadcast media group including **Citytv Toronto**, **CTV**, **CBC**, **Global TV** and **Craig's** former Toronto TV station.

GENERAL: A New York City block – a portion of 66th Street between Columbus Avenue and Central Park near **ABC News** headquarters – has been renamed *Peter Jennings Way*. The move honours the late **Peter Jennings**, the Canadian-born, long-time Anchor of *World News Tonight* who died of lung cancer last August. Jennings also lived in the neighbourhood and, according to Mayor **Michael Bloomberg**, even knew many of the shopkeepers and street vendors... If you believe that reading newspapers and magazines is on the way out, the numbers may give you pause. Print continues to be successful in readership and revenue, and reading is still a vital ingredient in the human experience. An estimated \$100-billion was spent in newspapers last year, second only to TV at \$130-billion. That newspaper spend was up 5% in 2005. Newspaper circulations worldwide (*not North America, it should be noted*) continue to grow - and while this growth is skewed to developing markets, much of the decline in Western markets is reflected in changing consumer habits for evening newspapers:

Share of Advertising by Medium (2000 and 2004)

	2000	2004
Magazines	15.0%	13.8%
Newspapers	30.7%	30.1%
Outdoor	5.4%	5.4%
Cinema	0.3%	0.4%
Other	1.5%	1.2%
Internet	2.0%	3.2%
Radio	9.1%	8.9%
TV	36.0%	37.0%
Combined Newspapers and magazines	43.9%	45.7%

Source: Analysts/ Institutional Presentation: London, 25th January 2006

If the key to ad effectiveness is the time people spend reading, watching, using or listening to a medium, how much do advertisers invest in reaching their audience?

- C Every hour of TV viewing attracts advertisers to spend \$40.1 million
- C Each hour of radio listenership is \$19.3 million
- C For newspapers, advertisers spend \$316.3 million for every hour of newspaper reading.

REVOLVING DOOR: **Karen Gelbart** has been promoted to Sr. VP Lifestyle Content at **Alliance Atlantis**. She succeeds **Kirsten Layfield** who went to **CBC** as Executive Director Network Programming... **Ruthann Richardson** joins **FX 101.9/CHNS Halifax** as Promotions Manager. Her background includes **Newcap Moncton** and, most recently, **UNICEF** in Halifax... **Tina Novotny** is the new Communications Manager for **Alliance Atlantis** specialty channels **National Geographic**, **Discovery Health**, **BBC Kids**, **BBC Canada** and **History Television**. She succeeds **Greg Mclsaac** who recently joined **CTV**... New **NABS** (National Advertising Benevolent Society) Regional Manager for Western Canada is **Lori Rowe**, based in West

Vancouver... At *Women in Film and Television - Toronto* (WIFT-T), **Christine Amendola** has been appointed Communications Manager and **Lynnette Gryseels** is the new Programming Manager. Amendola was Media Relations Manager at Global Toronto, while Gryseels was promoted from Communications Manager.



SIGN-OFF: **Curt Gowdy**, 86, of leukemia at Palm Beach, FL. Gowdy, who went from being the voice of the *Boston Red Sox* for 15 seasons to becoming the premier US Sportscaster in the late '60s and early '70s was – according to *NBC Universal Sports* Chairman **Dick Ebersol** – “one of the greatest sports broadcasters in history.”



LOOKING: Heart FM Woodstock is looking for all kinds of radio people for its new operation. See the ad on Page 1... If you haven't browsed the **CLASSIFIED** section at www.broadcastdialogue.com recently, we suggest you take a look. There have been a ton of jobs advertised there over the past couple of weeks... Other jobs we've heard about this week include: *Global Calgary* - Anchor/Reporter; *Alliance Atlantis Toronto* - Marketing Manager International; *Teletoon Toronto* - Writer/Producer, a Bilingual Jr Producer, and an Administrative Assistant, Marketing; *Family Toronto* - Interstitial Programmer; *CTV Newsnet Toronto* - Chase Producer; *W Network Toronto* - Director of Programming; *CBC Ottawa* - Sr Analyst Strategic Initiatives, and an Associate Director, French Regional Television; *CBC St. John's* - Managing Editor; *CBC Toronto* - Sr Technical Analyst and a Reporter/Editor; *CBC Calgary* - Reporter/Editor; *CBC Charlottetown* - Reporter/Editor; *Corus Entertainment Toronto* - Editor Operations Department - Post Production; *92.5 Joe FM Edmonton* - Swing Announcer; *98.5fm Montreal* - Assistante aux ventes; *CKAC 730/INFO 690 Montreal* - Directeur de comptes; *INFO 800 Quebec* - Directeur de comptes; and, *CBC Montreal* - Maintenance Technician.

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