

# Dialogue BROADCAST

THE BEST BROADCAST BRIEFING IN CANADA

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Thursday, April 6, 2006

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**T**V/FILM: While no date has yet been set, the **CRTC** says it is making a TV review top priority. Several broadcasters had said there's an urgent need to tackle key problems, including the threat from the Internet where top-rated US programming is downloadable. The Commission says it hopes to finish much of the process within the next 12 months and that an announcement of the review could come within the next few weeks. The networks argue, too, that they should get subscription fees from cable and satellite carriers... Meantime, the **Directors Guild of Canada** is urging the **CRTC** not to delay licence renewals of conventional TV broadcasters in order to hold a separate review of Canadian television policy. Instead, says the DGC, the Commission should undertake a review of conventional TV policy during the broadcasters' renewal hearings. DGC National Executive Director/CEO **Pamela Brand** says "a TV policy review is necessary and long overdue. We have been urging the **CRTC** to review the 1999 Television Policy since it was released, as it has resulted in a serious decline for Canadian drama programming"... And, the **Writers Guild of Canada** backs up the **Directors Guild** position, saying that Canadians would be cheated if broadcaster licence renewals are delayed. It, too, is urging the **Commission** to run a TV review concurrently with renewals... The **CRTC** will re-open proceedings on the proposed Chinese language TV specialties after furious public controversy. Opponents say the channels would incite hatred. The Commission is inviting more public input and has set a deadline of May 3. The nine channels are operated under the state-owned **China International Television Corp.** but their sponsorship in Canada is by **Rogers Communications**... **The Score Television Network** has launched Canada's first HD sports channel with a constant widescreen image. The Score HD, televising a combination of native HD programming and content converted with pan-and-scan technology, broadcasts in 720p wide screen... **CSI**, the top-rated **CBS** show – according to **Nielsen** data – is losing a large portion of their audiences during spot breaks. The minute-by-minute ratings show the audience dropping 15% as evidenced by 25-54 adults, averaging a 9.5 for the month but dropping to an 8.1 rating during commercials. But it's not just **CSI**, though it's the big audience loser during breaks. **Fox's American Idol** saw 25-54 ratings drop 8% while **ABC's Desperate Housewives** took a 6% hit during spots. The 18-49 demo might be even worse since younger viewers are seen as more rabid ad skippers. Minute-by-minute data was



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**Bruce Uptigrove**  
General Sales Manager  
Kamloops Broadcast Centre  
460 Pemberton Terrace  
Kamloops BC V2C 1T5  
Ph 250-372-3322 Fax 250-374-0445  
E-mail [buptigrove@cfjctv.com](mailto:buptigrove@cfjctv.com)

*The Jim Pattison Broadcast Group is an  
employment equity employer.*

a hot topic at the recent *American Association of Advertising Agencies' Media Conference*.

**RADIO:** *KX 96 (CJKX-FM) Ajax* has won Commission approval for an FM transmitter in downtown Toronto, a repeater operating at 95.9 (same as the main transmitter) but with only 85 watts. The station, just east of Toronto, submitted that many of its listeners who commute are unable to receive a quality signal because of interference caused by the concentration of Toronto FM'ers. KX96 told the **CRTC** it has no intention of establishing a studio in downtown Toronto... *CFFR Calgary*, one of the **Rogers** stations in that market, has flipped format from Oldies to All-News. New ID is **660News** and the ND is **Karen Parsons**, imported from sister station **680News Toronto**... *The Jewel (CJUL-AM) Cornwall* has added more news and more local focus, plus has changed its ID – now **AM 1220: Today's News. Yesterday's Hits**... *CFCY Charlottetown* has **CRTC** approval to flip to FM. The new station will be at 95.1 with 73,300 watts. Format will be Country... *104.7 Heart FM (CIHR-FM) Woodstock* is testing its signal. Official launch date is Monday, April 10... Applications are due June 27 for new stations in Regina and Saskatoon. The **CRTC** got an application in both of those cities and opened the call to everyone... Satellite radio consumers not only pick their provider but, as a consequence, pick the hardware needed to receive either **Sirius** or **XM**. The rivals, though, have designed a receiver capable of carrying both – an **FCC** requirement – but there are no plans to market them. Since neither company has identified an incentive to move toward new radios carrying both services it's likely the design elements will remain on the shelf, at least for now. Consumer advocates in the US say the two are flouting FCC licence requirements to avoid having to open their industry to increased competition. Here at home, the **CRTC** did not make dual-service receivers a requirement of the licences issued last year... *98.5 The OCEAN (CIOC-FM) Victoria* has won the **Children's Miracle Network Best Short Story Award**. The *Sixth Annual Children's Miracle Network Radiothon Awards* cited The OCEAN for excellence in broadcasting and dedication to children. Further, it said, As recipient of the Best Short Story Award, The OCEAN and its staff demonstrated not only a heart-felt commitment to children; but they showed exceptional talent and innovation in Radiothon broadcasting while benefiting their local community. There are 270 Children's Miracle Network radio station partners in North America which, in 2005, raised a cumulative \$44 million dollars for CMN hospitals in 2005. The OCEAN's Radiothon for Kids has raised over \$452,000.00 for BC Children's Hospital since 2003...

*The Moose (CHMT-FM) Timmins* has flipped format to Classic Rock from Country. First song played was *Satisfaction* by the **Rolling Stones**.

**GENERAL:** Fourteen Canadian radio and TV stations are on the list of regional winners of the *Edward R. Murrow Awards* for excellence in electronic journalism. **RTNDA International** in Washington received 3,253 regional entries. Canadian winners are:  
**680News (CFTR) Toronto:** (3) Feature Reporting, Overall Excellence and Spot News Coverage  
**VOCM St. John's:** (3) Newscast, Spot News Coverage and Overall Excellence  
**A-Channel (CIVI-TV) Victoria:** (3) Investigative Reporting, Newscast and Sports Reporting  
**CTV Edmonton (CFRN-TV):** (3) Overall Excellence, Feature Reporting and Feature: Hard News



### Promotion Director - Kelowna BC

**101-5 SILK FM has an exciting opportunity for a Promotions Director. This position will report to the General Manager and the successful candidate will be responsible for the coordination and implementation of all promotional activity.**

#### RESPONSIBILITIES:

- Implement & manage all aspects of station promotions
- Direct creative development, coordination and management of all promotional activity
- Direct and manage the production of promotional outlines and wrap up reports
- Manage on line promotional activity and listener database programs

#### REQUIRED SKILLS AND QUALIFICATIONS:

- A positive attitude and ability to laugh in the hallways
- Excellent communication, organizational and presentation skills
- Strong computer skills
- Successful track record and past accountability in the radio business in a promotion/marketing capacity.

**Interested applicants are invited to send a resume no later than April 15th, 2006 to:**

**Rick Dyer, General Manager**  
**101-5 SILK FM**  
**1598 Pandosy St**  
**Kelowna BC V1Y 1P4**  
[rdyer@silk.fm](mailto:rdyer@silk.fm)

**CFRB NewsTalk 1010 Toronto:** (2) News Documentary and Newscast  
**A-Channel (CKVR-TV) Barrie:** (2) News Series and Overall Excellence  
**A-Channel (CFPL-TV) London:** (2) Feature: Hard News and Feature Reporting  
**CTV Atlantic (CJCH-TV):** (2) News Documentary and Videography  
**CTV British Columbia (CIVT-TV):** (2) News Series and Newscast  
**CTV Calgary (CFCN-TV):** (2) Continuing Coverage and Videography  
**CFJC-TV Kamloops:** (2) Continuing Coverage and Spot News Coverage  
**Global News Ontario (CIII-TV):** (2) Investigative Reporting and Spot News Coverage  
**CKNW Vancouver:** (1) Continuing Coverage  
**CP24 Toronto:** (1) Web site (broadcast-affiliated)...

Three BC broadcasters have won Journalism Fellowships from the **Jack Webster Foundation**. They are: Reporter **Rob Brown**, **CTV British Columbia**; Editor **Bruce Claggett**, **News1130 Vancouver**; and, Regional News Director **Betty Selin**, **Standard Radio Kelowna**.

**R**EVOLVING DOOR: **Corus Entertainment** rocked the 'Black Tower' in downtown Vancouver this week, announcing a downsizing of 12 employees from its four-station Vancouver cluster. Most were from News/Talker **CKNW** (the others are **MOJO Sports Radio [CHMJ]**, **Classic Rock 101 [CFMI]** and **99.3 the Fox [CFOX]**). While 'NW ND **Gord McDonald** is still with the operation, he was demoted to Senior News Editor. New ND is **Ian Koenigsfest**, who adds that job to his current role as Assistant PD. GM **J.J. Johnston** says the restructuring was designed to improve the company's bottom line... **Standard Peace Region** GM/GSM **Tracey Gard** leaves that position tomorrow (Friday). Her destination has yet to be announced but it will be in broadcasting. Details on Gard's move and her successor at Fort St. John/Dawson Creek will be known within the next few days... **Kent Guy** is returning to radio, this time as Promotions and Marketing Director at **Corus Radio London**. He arrives from **Herbal Magic** where he was Purchasing & Promotions Manager but his radio background includes **CFCO Chatham**, **CJBK/BX-93 London**, and his first time at Corus Radio London when he was Promotions Director for the cluster... **Katie Couric** will leave **NBC's Today** show and move to **CBS** as Anchor of the **CBS Evening News**. She will stay on at Today until the end of May... Engineering appointments at **Rogers Broadcasting** see **Ron Comden** becoming Regional Engineering Manager for the Greater Toronto Area/Kitchener Cluster, **Rick Dal Farra** appointed Regional Engineering Manager for the BC Radio Cluster, **Jerry Pendree** becoming Regional Engineering Manager for the Alberta/Manitoba Radio Cluster, and **Terry McDougall** appointed as Regional Engineering Manager for the National Capital Region, Ontario North and Atlantic Canada... **Jennifer Stewart** has been appointed Director of Acquisitions, Network Programming, **CBC Television**. Her appointment is effective immediately... **CJOH-TV Ottawa** alumnus **Richard Gizbert**, ex of **ABC News** in London, is heading to the **Al Jazeera** network. Gizbert will host a program called *Listening Post from London*.



The **Kamloops Broadcast Centre** has an exciting career opportunity for an experienced **PROFESSIONAL RADIO ACCOUNT MANAGER**.

You will be responsible for managing a radio client list for **CIFM-FM** and **CKBZ-FM** in beautiful Kamloops, BC.

Ideally, you will have a minimum of three years experience building and maintaining radio client relationships and successfully serving their advertising needs.

You will possess the skills to achieve sales objectives, be a positive team player, community minded and passionate about broadcasting.

Come join our team for a rewarding employment opportunity and a great lifestyle!

Please Contact:

**Bruce Uptigrove**  
**General Sales Manager**  
**460 Pemberton Terrace**  
**Kamloops, BC V2C 1T5**  
**Ph 250-372-3322 Fax 250-374-0445**  
**E-mail [buptigrove@98.3cifm.com](mailto:buptigrove@98.3cifm.com)**

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**SIGN-OFFS:** **Robert Rahn**, 45, suddenly in Winnipeg. Rahn, known as **Ron Robertson**, the morning news voice on **NCI FM Winnipeg**, also worked at **CKRC**, **MAGIC 99** and **COOL FM** in Winnipeg... **Juanita MacKnight**, 31, in Moncton after being struck by a car and suffering head injuries. She was a Host at **Fred-FM (CFRK-FM) Fredericton**, the **Newcap** station. MacKnight, a pedestrian, was trying to cross a four-lane road when a car stopped to let her cross, but another car hit her... **Suzanne Rochon Burnett**, 71, of a rare and fatal scarring of the lungs. In 1995, Rochon Burnett rescued her husband's struggling **CHOW Welland**, bringing it to FM (**Spirit 91.7**) and, in the process, earning her the *Order of Ontario* and the *YWCA Woman of Distinction Award*. Her health problems forced her to sell the station in 2004... **John Fox**, 81, in Toronto. His career began at **CFJB Brampton** in 1954 but Fox was known to broadcasters across Canada for his years with the **Radio Sales Bureau**. His last post in broadcasting was with **CKNW Westminister**... **Terry French**, 85, the co-founder of **St. Lawrence Broadcasting Co. Ltd.**, the licensee of **CKLC Kingston**. He was GM until 1976 when the company was acquired by members of **CHUM's Waters** family.

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BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

**SUPPLYLINES:** **ATX Incorporated** of Ajax, ON, has purchased transmitter manufacturer **LARCAN** (a division of **LeBlanc & Royle**). LARCAN remains at its Mississauga location and no staff cutbacks are planned. LARCAN adds to the broadcast side of ATX-owned **Novanet** (satellite delivery) and **MSC Electronics** (broadcast equipment supply)... Toronto-based **Specialty Data Systems** (SDS), a provider of broadcast management software, is taking its broadcast system to the US market. SDS has already signed American clients, including **Impulse Media Sales** (IMS) in New York and **World Wrestling Federation Entertainment** (WWE) in Connecticut... Saskatoon-based **Pippin Technical** has opened a Toronto office. **Orest Hrynewich** is the Branch Manager.

**LOOKING:** **CFJC-TV Kamloops** is looking for a Television Creative Writer/Producer. See the ad on Page 1... **SILK-FM Kelowna** seeks a Promotion Director. See the ad on Page 2... **B100/CIFM-FM Kamloops** is looking for a professional Radio Account Manager. See the ad on Page 3... Other jobs we've heard about include: **Knowledge Network Burnaby** – Director of Operations; **CanWest MediaWorks Hamilton** – Manager, Mobile Video Production; **Magic 93/CFCY Charlottetown** – On-Air Hosts/News Announcers; **Rogers Radio Calgary** – News Director; **CTV Toronto** - Mobile Engineering Technician; **CTV Sudbury** – Jr. Technician and a Manager, Sales; **CBC Montreal** – Supervising Technician; **CBC Toronto** – Manager, Operations and Security Management and a Senior Writer; **SUN TV Toronto** – Rich Media Producer; **Rogers Radio Saint John** – Weekend News Anchor/Reporter; **102.3 BOB FM London** – Promotions Director; **AM640 Toronto** - Weekend Overnight Newscaster; **Corus Entertainment Inc. Toronto** - Transmission Operator; and, **Corus Television Toronto** - Motion Graphic Artist and On Air Promotion.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** Dave Cole, **Specialty Data Systems**, Toronto. Welcome!

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**R**ADIO: *Standard Broadcasting* President **Gary Slaight** has told the *Globe & Mail* that Standard, held privately by his father, **Allan Slaight**, is in talks with *Scotia Capital* and *RBC Dominion Securities* on a potential IPO. Options include selling a third of the company in a \$300 million income trust IPO. Slaight is quoted in the *Globe* as saying, "We're seriously looking at all our options right now, and an income trust is one of them"... The Jan 9-March 5 **BBM** numbers may be found by clicking [HERE](#)... *Standard Radio Toronto* raised \$3,481,364 for the *Hospital for Sick Children* in Toronto during its annual

Radiothon April 5-7. Standard's three Toronto stations – *Newstalk 1010 CFRB*, *97.3 EZ Rock* and *MIX 99.9* – broadcast from 6 a.m. to 6 p.m. in the Hospital's atrium over the course of the three days. The money raised during the *20th Annual Sick Kids Radiothon*, says Standard Radio President/CEO **Gary Slaight**, is through the generosity of listeners. "Once again," he said, "Toronto listeners opened their hearts to the children at Sick Kids and helped make a tremendous difference"... *CHNS Halifax* has Commission approval for a flip to FM. *CHNS-FM* will program AC at 89.9, power of 100,000 watts... The *CRTC* has approved *Rainbow Media Group's* application for an FM'er in Toronto that will serve the city's gay and lesbian communities. Rainbow Radio will operate at 103.9 with 50-watts. *Evanov Radio Group* is partnered in the effort.

**T**V/FILM: The *CRTC* has exempted mobile TV services – programming accessible through a wireless handset such as cell phones -- from regulation. Those services, says the Commission, fall within the *New Media Exemption Order*. It applies to services delivered via the Internet (now provided by *Bell Mobility*, *Rogers Wireless* and *TELUS Mobility*). But the *CRTC* also says whether or not mobile TV services are delivered/accessed on the Web, they are also exempt from regulation. In a news release quoting Chairman **Charles Dalfen**, the Commission says it considers "... that exempting mobile television services promotes innovation in delivering television to Canadians without adversely impacting the ability of licensed broadcasters to fulfill their obligations under the *Broadcasting Act*"... During prime time, *Millward Brown's 2006 DVR Ad Impact Study* shows that there is no difference in ad recall or ad recognition between DVR owners and non-owners for ads aired on US network TV during prime time. **Michelle de Montigny**, Sr. VP at Millward Brown Media Practice, says



**GENERAL  
MANAGER/  
GENERAL SALES  
MANAGER**

An opportunity has arisen to enhance your Professional career development with a Media leader.

Standard Radio is seeking a qualified professional to fill the role of General Manager/General Sales Manager for a cluster of radio stations in the British Columbia Peace Region.

If you are passionate about broadcasting, building great teams, and serving local communities this is a terrific opportunity.

Ideally, you have a keen sense of business and ten or more years of industry experience managing in a Broadcast Sales and/or Programming and General Management role.

You will be responsible for managing the daily operations of four radio stations and one TV station; developing and maintaining strong community ties in your region, setting realistic goals and objectives and to recruit, coach and motivate a team to achieve revenue and rating objectives.

If you would like to join our diverse team and help us build our radio group, please contact, in confidence:

**Don Shafer, VP/GM**  
**B.C. Interior, Standard Radio Inc**  
**300 – 435 Bernard Avenue**  
**Kelowna, BC V1Y 6N8**  
**Fax: 250 860 8856**  
**Email: [dshafer@sri.ca](mailto:dshafer@sri.ca)**

Only those applicants chosen for interviews will be contacted. Standard Radio endorses the principles of Employment Equity and is committed to ensuring that our workforce is representative of the public we serve.

"... DVR owners are not less engaged with TV ad viewing"... **Global Television's Peter Kent** is the recipient of the 2006 **Radio-Television News Directors Association of Canada's President's Award**. It will be presented to him at the RTNDA's annual national conference, this year in St. John's June 9-11... The f-word before 9 p.m. in local time zones is a no-no and **Global's** national airing of *ReGenesis*, though "legal" in Ontario, wasn't in Alberta. Complete details may be found at the **Canadian Broadcast Standards Council** Web site: [www.cbcs.ca](http://www.cbcs.ca).

**GENERAL:** In a memo to **CBC** staff, corporation President **Robert Rabinovitch** – discussing the *Federal Accountability Act* – said the *Access to Information Act* would now include CBC/Radio-Canada. Rabinovitch says CBC/Radio-Canada has been working with Government officials to ensure the preservation of journalistic, creative and programming independence. Rabinovitch also says that, as tabled, the amended Act affords news and programming protections similar to those given the **BBC** and the **Australian Broadcasting Corporation** under similar legislation... **ZenithOptimedia** in the States has revised its global ad spending outlook, now predicting an increasingly dominant Internet. It predicts the Internet will overtake worldwide outdoor advertising spending next year, and will catch up with radio in 2008. **ZenithOptimedia** says the Internet is now the fastest-growing major medium, rising faster than outdoor... **Voxant**, the open distribution network for online news based in McLean, VA, says **CBC** will licence video and text to Voxant for distribution through its partner and online network. **Bob Kerr**, Director of Business and Platform Development at CBC, says the Corporation's goal "... is to follow our audiences to wherever they happen to be across a multitude of platforms"... At the BC **RTNDA** meeting in Victoria on the weekend, the best in BC electronic journalism were recognized. Winners are:

#### TELEVISION

**Bert Cannings Award** (Best Newscast) – **CFJC-TV Kamloops** (Small Market); **CH Vancouver Island (CHEK Victoria)** (Medium Market); and, **CTV British Columbia (CIVT-TV Vancouver)** (Large Market)

**Charlie Edwards Award** (Spot News) – **CTV British Columbia (CIVT-TV Vancouver)**

**Dan McArthur Award** (In-depth/Investigative) – **CHBC TV Kelowna**

**Dave Rogers Award** (Short Feature) – **CJDC-TV Dawson Creek** (Small Market); **CH Vancouver Island** (Medium Market); and, **CTV British Columbia** (Large Market)

**Dave Rogers Award** (Long Feature) – **CFJC TV Kamloops** (Small Market); **A-Channel Vancouver Island (CIVI-TV Victoria)** (Medium Market); and, **CBC News Vancouver: Canada Now** (Large Market)

**Gord Sinclair Award** (Special Events) – **CBC News Vancouver**

**Ron Laidlaw Award** (Continuing Coverage) – **Global BC (CHAN TV Vancouver)**

**Sam Ross Award** (Editorial/Commentary) – **Global BC**

**Website Award** – **CBC News Vancouver**

#### RADIO

**Byron MacGregor Award** (Best Newscast) – **Sun FM (CICF-FM)**

**Vernon** (Small Market); **CKNW Vancouver** (Large Market)

**Charlie Edwards Award** (Spot News) – **News1130 (CKWX)**

**Vancouver**

**Dan McArthur Award** (In-



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depth/Investigative) – **CBC Radio One Vancouver**  
Dave Rogers Award (Short Feature) – **CBC Radio One Vancouver** (Large Market)  
Dave Rogers Award (Long Feature) – **CBC Yukon** (Small Market); **CBC Radio One Vancouver** (Large Market)  
Gord Sinclair Award (Live Special Events) – **CBC Radio Vancouver**  
Ron Laidlaw Award (Continuing Coverage) – **CBC Radio Victoria**  
Sam Ross Award (Editorial/Commentary) – **CKNW Vancouver**.

**REVOLVING DOOR:** Tracey Gard becomes GM/GSM at the **Vista Broadcast Group's** Cariboo stations, beginning May 1. Gard arrives at her new Williams Lake (**CFFM/CKWL**) base from **Standard Radio** in Fort St. John (**CHRX/CKNL**). She will also oversee the Quesnel and 100 Mile House stations... Still with **Vista**, **Raymond Henderson** becomes GSM of the company's Coast Group – Courtenay (**CFCP/CKLR**), Campbell River, Powell River and Port Hardy – and begins today (Thursday). Raymond was most recently a Sr. Account Exec/RSM with Island Radio in Nanaimo. He'll be based in Courtenay... **John McKay**, who's been a reporting stalwart for **Broadcast News** and **The Canadian Press** over about four decades – based in Ottawa, Washington and most recently in Toronto – says he'll retire at the end of May... **CTV (CFQC-TV) Saskatoon ND Dale Neufeld** is leaving that post in favour of self-employment. Neufeld became ND at CTV Saskatoon and Prince Albert in October 2001... **Kate Hanley**, President of **Women in Film and Television-Toronto** leaves WIFT-T April 21. **Sue Sheridan** will continue as the Acting Managing Director until a successor can be found... **Steve Young**, who moved from **Newcap Edmonton** to a position in Boston is on the move again. This time, he becomes Ops. Mgr. at **dms Broadcasting** in Grand Cayman, Cayman Islands. He's overseeing operations of a three-station cluster – **Hot 104** (Caribbean), **X107** (CHR), and **Kiss 106** (AC)... **Amanda Cliff** has been appointed Director General, Broadcasting and Programs Branch at the **Department of Canadian Heritage**. Her start date is April 24... **Natalie Talsky** has resigned her position as Director of Business Affairs & Corporate Counsel at **Family Channel/TELETOON Canada**, Toronto... **Gary LaPierre**, who has been on the job for 42 years at **WBZ Boston**, will retire at year's end. LaPierre joined WBZ as a Reporter in 1964 and moved over to the anchor desk two years later. He's been delivering the morning news ever since.

**SIGN-OFF:** **Dave Lockhart**, 60, suddenly in Moncton. Lockhart, the long-time ND and talk show host at **CKCW/CFQM Moncton** – who began with that operation 33 years ago – collapsed at his home Tuesday night.

**LOOKING:** **Standard Radio** is looking for a GM/GSM for a cluster of radio stations in the British Columbia Peace Region. See the ad on Page 1... **Alliance Atlantis Toronto** – Director, Original Programming, Food Network, HGTV and Fine Living; **Family & The Movie Network Toronto** - Sales Promotions and Sponsorship Account Executive; **CBC Toronto** – Senior Manager, English Media, Capital Planning; and, **OMNI-TV BC Surrey** – Host.

**SUPPLYLINES:** **Jeff Moore** is the new President of **Ross Video**, based in Iroquois. He had been VP, Marketing and Sales.



## BROADCASTING

THRIVING IN THE DIGITAL WORLD

72<sup>ND</sup> WAB Annual Convention  
 Kananaskis, Alberta  
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[www.wab.ca](http://www.wab.ca)

(click here to check out the Western Association of Broadcasters)



Please watch our website for further convention details

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**G**ENERAL: New *Nielsen Media Research* shows radio, newspapers and magazines reported strong advances in revenue last year (2005). And, while Canada's ad industry grew 4% last year, over 2004, the best-performing sector was out-of-home (billboards, bus stop shelters and so on). It earned \$404.3 million in 2005, up 13.6% from 2004. Nielsen says newspaper ad spending rose 6.7% to \$2.8 billion, while the radio spend rose 3.6% to \$488 million. TV, says Nielsen, was relatively flat at \$3.3 billion despite being Canada's largest media sector. Several media buyers suggested TV's under-performance may be related to the NHL lockout in 2004-2005. A media analyst observed that there's been an ad business shift from TV to radio thanks to consolidation. She says it's

easy to buy the whole country; all you need is four phone calls... **CHUM Limited's** second-quarter profit more than doubled its net earnings in the same quarter last year – to \$5.9 million this year from \$2.5 last year, up 21-cents a share compared to nine cents. Revenues for the three months ended Feb. 28 were up 7.8% \$152 million from \$141 million... Some observers say **CanWest Global's** \$US61-million deal in the Turkish radio market pokes a stick in the eye of the company's Canadian assets. One media analyst was quoted as saying, "They have problems in their domestic operations that they (should) address before investing aggressively elsewhere. The Canadian TV results have not been very good, so they really have to address that situation now." CanWest, however, says it's sticking to its knitting by making acquisitions that were available at good valuations, particularly as Turkey joins the European union... **91X (CJLX-FM) Belleville**, the student-operated station at **Loyalist College** – for fear of violating the *Youth Criminal Justice Act* (YCJA) – is refusing to use notifications of missing young people issued by local police unless they or the **Ontario Provincial Police** also provide a note stating that the youth in question is not the subject of an undertaking under the YCJA. If they are, demands 91X, a court order must accompany the "missing young person" report that allows use of their name and description. ND (Professor) **Len Arminio** said he began to get "antsy" about putting the notices on the air when the police releases said the teen in question was missing from a group or foster home. **CJBQ/The MIX/Lite 107 Belleville** have also begun to selectively stop the use of these releases. Acting ND **Todd Smith** says his newsroom began to notice the same names appearing week after week. Meanwhile, at 91X, there has been no official response from police sources to Arminio's demands as they relate to the YCJA.

**R**ADIO: **Vista Broadcast Group** has re-launched **BKR Radio** (Castlegar/Trail/Nelson/Grand Forks), calling it **Mountain FM "The Spirit of Southern BC"**. The Adult Rock format combines the hits of the 70s through today... **Howard Stern** calls it a "personal vendetta", but **CBS** Chairman **Sumner Redstone** - talking about the lawsuit CBS filed against Stern - says Stern illegally used CBS airwaves to promote his move to Sirius "... to advertise

COMING TO A DESK  
NEAR YOU  
IN MAY





a competitor. We are supposed to get paid for advertising. We did not." Redstone further asserts that Stern earned an incentive from Sirius to use his last months on CBS Radio to promote his move... Keep up-to-date with address and phone changes in Canada's broadcast industry through the use of the **Broadcast Dialogue** Web site Directory ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)). The latest new address is for CFCW Camrose. It's now: **Newcap Radio Alberta**, 5708-48 Ave., Camrose AB T4V 0K1.

**T****V/FILM:** **CHUM Limited** President/CEO **Jay Switzer** says small, local and conventional TV stations are those hit hardest by technology such as time-shifting. A **CRTC** review, he said, is needed most by such stations although they may not be able to hold out much longer. Advertising dollars don't follow for those broadcasters who have the viewership of audiences in other parts of the country, e.g. when thousands of Vancouver viewers watch an Ontario broadcast. Meanwhile, ratings may drop on the West Coast, putting downward pressure on ad rates. "That's a real problem," said Switzer. "It's costing all the major Canadian broadcasters tens of millions of dollars"... The major US TV networks are asking appeals courts to reverse recent **FCC** indecency decisions, and more than 800 affiliates have joined those court efforts. Meanwhile, the **Parents Television Council** says it is "appalled" that the networks are fighting back. An observer says of the American regulatory body: It's an "... impossibly gray murk that envelopes indecency enforcement efforts. We won't even get into the topic of just what exactly the real community standards are. Suffice it to say that nearly every day, for untold thousands upon thousands of broadcast hours, nary an "f" nor "s" bomb can be heard"... A viewer complained that the word "fag" in a comedy routine was discriminatory but, ruled the **Canadian Broadcast Standards Council**, the stand-up routine didn't breach broadcast standards. An episode of *Comedy Now* on the **Comedy Network** saw comedian **Gord Disley** poking fun at heterosexual males' lack of home decorating abilities compared with those of homosexual males. The decision may be read by clicking: [www.cbsc.ca](http://www.cbsc.ca).

**R****EVOLVING DOOR:** **Mark Starowicz** has been appointed Exec. Director of Documentary Programming for **CBC Television**. Starowicz has created such programming as *As It Happens*, *Sunday Morning* and *The Journal*. *The Dawn of the Eye*, his six-hour history of newsreels and TV news, is a staple in every journalism school in North America... **Wendy Watson** is new GM at **Big Daddy (CHNO-FM) Sudbury**. For the last 15 years, she'd been with **CTV Sudbury**, most recently as Sales Manager... **Vista Broadcast Group** has appointed **Glenn Hicks** as its corporate Director of News and Current Affairs Programming. Based at Nelson, BC, Hicks is the ND of **BKR** (Soon to be **Mountain FM**) in Castlegar/Trail/Nelson/Grand Forks... New PD at **94X (CIRX) Prince George** is **Brad Bregani**, promoted from APD when **Gary Russell** moved into the GM's slot. Also at 94X, new MD is **Gary Long**.

**S****IGN-OFFS:** **Tom (Thomas George) Peacock**, 67, in Vancouver of a heart attack and stroke. Peacock, not to be confused with the **Standard Radio** Calgary GM of the same name, was in hospital for a quadruple bypass. Tom Peacock was with

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**Selkirk Vancouver**, was an Announcer at **CFUN Vancouver**, and also the voice of the **Vancouver Canucks**. A reception for Tom Peacock is to be held at 1 p.m. Saturday at Hollyburn Country Club in West Vancouver...

**Don Cameron**, 82, in Oakville, Ont. Cameron, an Announcer, is probably best-remembered for his years at **CKFM-FM Toronto** (now **Mix 99.9**) where he held the mid-day slot from the mid-60s through the next couple of decades. But he broke into radio as a part-time announcer at **CBC Montreal** while attending **McGill University** between 1941 and 1945. On December 8, 1945 -- when **CJAD Montreal** went on the air -- Cameron was the first announcer to host the station's **Make Believe Ballroom**.

**LOOKING:** **Fanshawe College, London** - Professor, Broadcasting Radio Program; **ShopTV Canada**, Toronto - Director, Sales and Marketing; **Alliance Atlantis Toronto** - VP, Content, a Traffic Director and a Sales Manager; **CTV Toronto** - Story Editor and a Dramatic Programming Coordinator; **CTV Northern Ontario Sudbury** - Sales Manager; **TVOntario Toronto** - Technical Bilingual Project Manager; **CBC Toronto** - Broadcast Technologist; **Standard Radio Dawson Creek** - Television Anchor; **TLN Teletatino Network Toronto** - Broadcast Engineer; **Family & Teletoon Toronto** - Director, Business and Legal Affairs and an Account Executive, Promotions; **MIX-FM (CHGK-FM) Stratford** - Morning Show Host; **Standard Radio BC Interior Region** - Traffic Manager; and, **BBM Montreal** - Broadcast Engineer.

**SUPPLYLINES:** **Avid Technology** has acquired **Sundance Digital**, based in Dallas, for approximately \$12 million in cash. Sundance is a developer of automation and device control software for broadcast video servers, tape transports, graphics systems and other broadcast station equipment... **Denis Dion**, ex Director of Engineering at **CHUM's CKGM Montreal**, is **Power & Tel Canada's** new Ontario/West Broadcast District Sales Manager... **Jim Anderson** is new VP, Client Services for Toronto-based **Specialty Data Systems (SDS)**. It's a promotion for Anderson, who's been with the company since 2001... **Sean Delaney**, who was once VP/GSM at **CTV Television** in Toronto and, before that, with **Baton Broadcasting**, is now Director of Sales, Digital Media, at Markham-based **Capital Networks Limited**. That company is a provider of TV broadcast and place-based media solutions... Toronto-Based **Dome Productions**, Canada's largest mobile broadcasting truck operator, has bought its third Alpha digital console from **Calrec Audio** of Hebden Bridge in the UK. The 72-fader board was installed in Dome's latest HD production unit, which hit the road April 1.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Craig Roskin**, **CHUM Television Edmonton**. Welcome!



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# Dialogue BROADCAST

THE BEST BROADCAST BRIEFING IN CANADA

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**GENERAL:** *CBC/Radio-Canada* VP & Chief Technology Officer **Ray Carnovale** is the new President of the *North American Broadcasters Association* (NABA). He succeeds **Peter Smith**, VP, Advanced Technology at *NBC Universal*... **Art Reitmayer**, President/GM of *m Channel Vancouver*, is one of 44 people named by Premier **Gordon Campbell** and **Keith Mitchell**, Chair of the *BC Achievement Foundation*, as a recipient of the third annual *BC Community Achievement Awards*. The Awards were presented yesterday (Wednesday) at Government House in Victoria... Independent MP **Andre Arthur** and his former employer, *CKVL Verdun* owner *Metromedia CMR*, have been ordered by *Quebec Superior Court* to pay more than \$300,000, including interest and costs,

after a taxi association launched legal proceedings on behalf of 1,100 Arab and Haitian taxi drivers. Justice **Jean Guilbault** said Arthur's comments insulted the cabbies by being racist and defamatory.

**RADIO:** The *Canadian Association of Broadcasters* says Canadian content must be made more effective. It wants the *CRTC* to remodel CanCon by introducing measures that would encourage the airplay of new music by emerging Canadian artists. Private broadcasters would expand the artist rosters receiving airplay by programming more music by new artists. CAB says a balance lies in its remodeling proposal through which a bonus system would apply -- against the airplay of emerging Canadian artists in English and French markets. Calculating CanCon requirements based on the old realities, says CAB, will do nothing to enhance Canada's domestic music industry nor to provide diversity of music, nor to allow private radio to be as innovative as they need to be to compete... New *NAB* President/CEO **David Rehr** says radio will overcome all competitive threats so long as the FCC can be persuaded to provide a level playing field. During his inaugural NAB convention address in Las Vegas Monday, Rehr said the NAB has "... *no objection to playing by the decency rules, but we have to know what they are. We need clearer guidance from the FCC and Congress on where the lines are drawn.*" Moving on to technology, Rehr said an important part of radio's future lies in forging partnerships with the makers of other media devices so that radio's content can go everywhere through every device. Distribution is key, he said, and "*broadcasters must move quickly to increase the number of distribution channels and platforms for our content*"... Elsewhere at *NAB, Radio Advertising Bureau* President/CEO **Gary Fries** said the radio industry has focused too much attention on taking from each other while moving too slowly in reacting to changes that have taken place in the advertising marketplace. "*We've just been plodding down the same road, hiring the same types of people and training them the same way,*" he said. "*New media is going to be part of the environment of the future,*" he said, and that the industry must find a way to merge radio- with Internet-advertising. "*Radio can't just be the industry it has been,*" said Fries... *FCC* Chairman **Kevin Martin** says despite talk of satellite radio moving into local content, he expects the Commission will hold them to national content. "*Satellite radio is an important service . . . but I think its fundamentally different from what local, free over-the-air broadcasters can provide,*" he said. "*We still want that to have [those] local broadcasters disseminating local news and entertainment to consumers*"... The *FCC* has opened an investigation into alleged payola practices at *Clear Channel Communications, CBS Radio, Entercom Communications* and *Citadel Broadcasting*. Execs from all four companies say internal probes haven't revealed widespread wrongdoing... A large majority of Americans rates local radio highly despite new high-tech competition. A US survey commissioned by *American Media Services* shows 78% said radio is important in their everyday lives... *LIFE 100.3 (CJLF-FM) Barrie's* annual fund-raising *Sharathon*, held April 19-20, saw monthly listener support for the Christian radio station total \$21,200 (or 30% of annual revenue) – the most in LIFE's seven-year history. Over 1,400 listeners called-in pledges... *Golden West Broadcasting* has *CRTC* approval for an FM'er at Weyburn; 100,000 watts at 103.5 and programming Rock and Rock-oriented music. Sister station *CFSL-AM Weyburn*

programs Country... **Stillwater Broadcasting** has won **CRTC** approval for an FM'er at Swan River, MB, featuring music from the 1960s to now. The new station will operate at 104.5 with power of 210 watts... The results of a new **Jacobs Media** web poll survey show that of all new media tested — satellite radio, Internet streaming, text messaging, video games — the sharpest growth belongs to iPods and similar MP3 players. Company President **Fred Jacobs** says the findings show "... *that the iPod (and similar portable devices) has become a pop culture phenomenon, rapidly becoming a dynamic force in the way that music (and other content) is being purchased and consumed*".... The **CRTC** will hold a public hearing beginning June 19 in Edmonton to consider 10 applications for Grande Prairie and nine for Fort McMurray. At Grande Prairie, **Allan Hunsberger** wants 96.3 (100,000 watts) for Christian Music, while **1097282 Alberta Ltd.** wants the same frequency and power for a Classic Hits station. **Newcap** wants 100,000 watts at 98.9 for Classic Hits, the **O.K. Radio Group** wants 99.1 at 66,000 watts for Classic Rock, **Bear Creek Broadcasting** wants 103.3 at 100,000 watts for Classic Rock/Hits while Sun Country Cablevision has its eyes on the same frequency and power for a Classic Rock/Modern Rock format. **Jim Pattison Broadcast Group** seeks 104.7 at 100,000 watts for Classic Rock while **Vista Radio** proposes the same format on the same frequency with the same radiated power. **Standard Radio** wants 101.9 at Grande Prairie, with 100,000 watts, for a Soft Rock format At Fort McMurray, applications include those from **1182743 Alberta Ltd.** for 94.3 at 20,000 watts for an Adult Standard/Modern Nostalgia format. The company is represented by **P. Larsen** of BC. **Standard Radio** wants the same frequency and power at Fort McMurray for a Classic Hits format. And so does **Vista Radio**. But Vista is applying for less power (10,700 watts) and seeks to program Classic Hits. **Golden West Broadcasting** wants 102.9 at 20,000 watts for AC. **Harvard Broadcasting** seeks 103.7 at 20,000 for Popular Music/AC. **Newcap** wants 100.5 at 20,000 watts for Classic Hits. **Radio CJVR** wants 105.9 at 20,000 watts for AC. Outside of Grande Prairie and Fort MacMurray, other applications include **Bayshore Broadcasting** again applying for an FM licence at Wasaga Beach. This time, the broadcaster wants 97.7 with 200 watts, and proposes a Classic AC format... **My Broadcasting Corporation** of Renfrew, ON, has applied for an FM licence at Strathroy (just west of London) for an FM'er using 91.1 at 1,750 watts. It wants to program AC/MOR... **Maritime Broadcasting System** has applied to flip its **CHER Sydney** to FM. Maritime wants 98.3 at 100,000 watts...

**TV/FILM:** The **CRTC** says that, on average, from 2001 to 2005, revenues for Canadian specialty, pay and pay-per-view TV services increased by 10% per year, and earnings before interest and taxes (EBIT), by 19.4%. Over the past year, however, EBIT for the three services was significantly higher – an increase of 31.5%. Earnings climbed from \$418.2 million in 2004 to \$549.9 million in 2005. Revenues reached almost \$2.2 billion in 2005, an increase of 6.3% over the previous year, due in part to increases in the number of subscribers and reporting units... **CBC** has dropped the axe on 79 design jobs in Toronto, cutting in-house production in set, costume and makeup positions. This is in addition to voluntary layoffs, some terminated studio production jobs and positions left unfilled, which brings the numbers of staffers gone to about 106. After laid-off workers leave by mid-August, independent producers and series creators working on co-productions with the CBC will have to take care of all the design aspects themselves. The **Rick Mercer Report** and **Royal Canadian Air Farce**, which relies on new sets each week for its skits, are the shows said to be most affected... We can't see this one taking off, but **Royal Philips Electronics** has filed a patent application that would see broadcasters have the ability to freeze a channel during commercials so viewers wouldn't be able to avoid them. The pending patent says the feature would be implemented on a program-by-program basis, through either a TV set or a set-top box. Philips apparently isn't holding out much hope on this one, either. Its patent filing suggests that consumers be allowed to avoid the feature if they pay broadcasters a fee. Philips also says it has no intention of making this technology a part of its products. Instead, says the company, it sought the patent "*as part of broader developments within the industry*"...

**LOOKING:** **Alliance Atlantis Toronto** - Director, Original Programming, a Manager, Revenue and A/R - Entertainment, and a Manager, Corporate & Public Affairs; **Astral Media Toronto** - Media Research Specialist; **CTV Toronto** - Assistant Programming Manager MTV and an Executive Producer NHL Network; **CBC Toronto** - Executive Producer, World Affairs and a Director of Sales/International Sales; **CKNW/CFMX, CFMI/CHMJ Vancouver** - Director of Sales and a Creative Writer; **CHQR Calgary** - Afternoon News Anchor; **Citytv Winnipeg** - Director of News and Entertainment Programming; **Rogers Television Moncton** - Bilingual Station Manager; and, **CHUM Radio Kingston** - Production Director.