

# Dialogue BROADCAST

THE BEST BROADCAST BRIEFING IN CANADA

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by Christensen Communications Ltd.

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Page One of Three

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**G**ENERAL: The **CRTC's** annual broadcast monitoring report shows Canadians are watching a bit more TV, listening to a bit less radio and accessing the Internet in record numbers. The Commission also included data on handheld technologies, e.g. last year (2005), 59% of us used cellphones, 16% used an iPod or other MP3 player, 8% used a webcam, 7% used a personal digital assistant (PDA) and 3% used a BlackBerry. Still limited are the numbers who access the Internet from their cellphones or wireless devices, or use them for services other than their main purpose. Of the people who own a cellphone, BlackBerry or PDA, 7% use it to get news or weather information, 4% cent use it to get sports scores, 3% use it to take pictures or make videos and 2% use it to watch

TV. Canadians listened to radio an average 19.1 hours a week in 2005, down slightly from 19.5 the year before. They watched an average of 25.1 hours of TV each week, up from 24.7 in 2004. Seventy-four per-cent of Canadian homes had a computer, and 78% of Canadians accessed the Internet in 2005, up from 71% and 76% respectively the year before. Other points included in the CRTC's seventh *Broadcasting Policy Monitoring Report* include:

## RADIO

- 913 English-language stations out of 1,223 radio services – 275 are French-language and 35 are third-language.
- In 2005, the Commission approved 44 new AM and FM stations.
- Canadian commercial radio station revenues increased by 9%, to \$1.3 billion, while profits before interest and taxes (PBIT) increased by 24% to \$277 million.
- From 2001 to 2005, radio paid \$78.1 million to promote Canadian artists.

## TELEVISION

- 467 English-language stations out of 659 TV services – 106 are French-language services, and 86 are third-language services.
- The number of Canadian and non-Canadian third-language TV services increased in the past year from 53 to 86.
- In 2005, BDUs provided Canadian viewers with access to up to 16 Canadian HD services and 11 foreign HD services. Conventional Canadian television offered an average of 38 hours of Canadian HD programming per week, while pay and specialty services offered 216.
- Canadian television services garnered 79.9% of total TV audience in 2005, compared with 78.4% in 2004 and 76% in 2003.
- Dramas and comedies remain the most popular shows on Canadian television.
- For English-language Canadian TV services, Canadian dramas and comedies capture, on average, 23% of audiences for this type of programming. This breaks down to 10% for private conventional services, 35% for CBC conventional services, and 31% for pay and specialty services. As for French-language television, Canadian dramas and comedies capture an average of 35% of audiences for such programming. This breaks down to 26% for private conventional stations, 58% for SRC conventional stations, and 34% for pay and specialty services.
- Total revenues for English-language private conventional services in 2005 were the same level as the total revenues of pay, pay-per-view and specialty television services in 2005, with conventional coming in at \$1.764 billion and the others at \$1.761 billion. In 2004, their revenues were \$1.693 and \$1.637 billion respectively. Their PBIT margins in 2005 were posted at 11% for

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*Will Be Suspended July 27 and August 3 For Vacation.*

*Service Will Resume August 10.*

conventional services and 26% for pay, specialty and pay-per-view services. Revenues for French-language private conventional TV rose to \$434 million in 2005, up from \$422 million in 2004, while those for pay, pay-per-view and specialty services totalled \$368 million, a slight increase from \$363 million in 2004. They recorded PBIT margins of 11% for conventional and 25% for pay, specialty and pay-per-view services. Revenues for ethnic and third-language pay and specialty services, meanwhile, increased from \$51 million in 2004 to \$57 million in 2005, and their PBIT margin was 24% in 2005.

– Since the adoption of the CRTC's television policy in 1999, tangible benefits flowing from transfers of television ownership or control have totalled almost \$545 million.

#### **BROADCASTING DISTRIBUTION**

- There are 2,003 BDUs in Canada, of which 1,963 are cable undertakings, two are direct-to-home (DTH) satellite distribution undertakings, 27 are multipoint distribution systems (MDS) and 11 are subscription television systems (STV).
- In 2005, Class 1 cable companies accounted for 72.7% of the total basic service subscriptions for Class 1 cable, DTH, MDS and STV services combined. DTH had 27%, and MDS and STV had 0.4%.
- Class 1 cable revenues reached \$4.6 billion in 2005, and those for DTH, MDS and STV came in at \$1.5 billion.
- From September 2004 to 2005, the number of digital subscribers rose from 4.5 to 5.3 million, an increase of 19%.
- In 2005, cable companies paid out \$81 million to the Canadian Television Fund and other production funds, and DTH, MDS and Satellite Relay Distribution Undertakings contributed \$71 million to these funds. Class 1 cable distributors also spent \$89.1 million for their community channels...

The second issue of ***CBC Technology Review*** is on-line, showcasing the Corporation's broadcast technology developments and innovations. Click [HERE](#) to have a look.

**R**EVOLVING DOOR: Ken Singer, VP/GM at ***CJVR-FM/CK 750 Melfort***, has been promoted to VP, Broadcast Operations for ***Radio CJVR Ltd.*** He will also be responsible for the company's new station, ***CIXM-FM Whitecourt***. Also at the two Melfort stations, Kevin Gemmell adds Station Manager to his SM duties. New Station Manager/SM at CIXM-FM Whitecourt is Neil Shewchuk, the Sports Director at ***CJVR-FM/CK 750***... Verna Lenton has been promoted to GSM at ***880 CKLQ/94.7 Star FM Brandon*** and at ***Westman Advertising***. Lenton, who succeeds the recently-retired Dan Sutherland, was most recently a Sales Supervisor... Ward Smith is new Managing Editor at ***Global Television (CIII-TV) Toronto***. He succeeds Les Staff who joined ***CTV (CFQC-TV) Saskatoon*** a couple of months back. Ward had been ND at ***Global Quebec***... Rob Alexander is new Ops Mgr at ***MBS Saint John***. He had been Network PD at ***Newcap Radio Alberta*** in Edmonton... Sue Storr is new PD at ***CHOK-FM Sarnia***. It was an internal promotion... Bob Brennert has been promoted to Director of Engineering at ***Corus Radio Vancouver***... ***CFAX Victoria*** ND Greg Bohnert leaves that post to join ***CHQR Calgary***. The move is expected in mid-July... The ***FACTOR (Foundation Assisting Canadian Talent on Recordings)*** Board of Directors has promoted Heather Ostertag to President and CEO from her president's role. In Board changes at FACTOR, two long-standing members have departed – Brian Chater and Sylvia Tyson. They were succeeded by Alvin Jahns of ***Stony Plain Recordings*** and Canadian recording artist Terry Kelly... Tom Holden, Manager, Systems Engineering (Radio) at ***CBC Broadcast Engineering*** in Toronto has retired after 35 years with the Corporation. His successor is Sanjeev Kharbanda... Aimee Powell, ex of ***Media Buying Services/The Media Co.*** and ***Airtime Television Sales***, is the new SM at ***APTN (Aboriginal Peoples Television Network)*** in Toronto.

**S**IGN-OFFS: Mac Lindsay, 70, suddenly in Ridgeway, ON. Lindsay is best known by the broadcasting community for his days at ***CHYM/CKGL Kitchener*** as GSM and for his role as President of the

**Advertising and Sales Association of Canada.** His most current endeavour was as the Event Coordinator with the **Alzheimer's Society of Perth County**, based in Stratford... **Christian Tremblay**, one of the founders of **Miranda Technologies Inc.**, in a road accident. Tremblay served as the President of Miranda from its inception in 1990 until 2002. At the time of his passing, he was President of **Algolith Inc.**

**T****V/FILM:** **CTV News** says it will no longer participate in the **Gemini Awards**. Network President **Robert Hurst** too much time went into prepping entries for awards that weren't worth the trouble. The decision involves only CTV News and not the other CTV departments or specialty channels. For quite some time, there's been grumbling from various news organizations about winners in news categories chosen by "peer juries" as selected by the **Academy of Canadian Cinema and Television**... Ontario Education Minister **Sandra Pupatello** says the province will provide \$25 million over the next four years to help **TVOntario** convert its operations to new digital formats and replace aging and outdated equipment. In a separate item related to TVO, the Minister denied any interference in a programming decision that saw flagship news program **Studio 2** cancelled. The Tory and NDP opposition suggested that the Liberal government had the show dumped because of regular criticism directed toward it. But Pupatello said the Liberals made "a very special effort not to become involved in programming" because that would have been inappropriate. Studio 2 Host **Steve Paikin** called the idea of political interference "nonsense." He says the show ran for 12 years, longer than most current affairs shows on TV, and "... long enough to see the NDP come and go, the Conservatives come and go, and now the Liberals are back in . . . To my knowledge there has been absolutely zero political interference with any of the programs we've ever done here"... **ABC's** upfront ad sales saw prime time slots increased by almost 10% over last year, up to \$2.3 billion. And ABC says it sold upwards of 80% of its inventory at price hikes of 3% to 4% on a cost-per-thousand viewers basis. The network said that including ad slots outside of prime time, it collected more than \$3 billion in upfront sales and would benefit further in the scatter market, when ads are bought closer to air time.

**R****ADIO:** Does Wall Street see a future for radio? **Victor Miller**, broadcast analyst for **Bear Stearns**, asked the question of a star-studded **Consolidation Or Deconsolidation** panel at the opening session of the third annual **Radio Symposium** in New York. **Cumulus** Chairman/CEO **Lew Dickey** said radio "... provides a safe harbor in the digital convergence world. It's an amazing reach vehicle that is unduplicated by any other media out there. There is no replacement technology available for it." **Frank Bynum**, a partner with **Kelso & Co.**, emphasized that radio is not going away. "With good management," he said, "companies can create better-than-industry-average returns." Lauren Tyler, managing partner of private equity firm **Quetzal/J.P. Morgan Partners**, predicted that satellite and Internet radio "will settle out in the next few years and the radio industry will return to more of an even keel." Radio's cost structure has been escalating at a higher rate than its revenues, noted **CBS Radio** Exec VP/CFO **Walter Berger**. He said radio needs to embrace practices that move its business "quicker, faster and smarter." Equally critical, he added, is "how we re-purpose content and create new revenue streams to create value"... **94.7 The Wave (CIWV-FM) Hamilton** fired up their added power Friday – from 11,390 to 21,400 watts. Owner **Burlingham Communications** received Commission approval for the power hike to better serve the Hamilton and Burlington markets. The boost also provided secondary assistance in reaching the Niagara Falls, Kitchener-Waterloo and Toronto areas... **101.5 The Hawk (CIGO-FM) Port Hawkesbury** changes location at the middle of this month. New address is 609 Church St., Suite 201. E-mail and phone numbers remain as is... **CJSB-FM Swan River (MB)** launched July 1 with a Country and Top 40 mix. The station is at 104.5 with power of 210 watts.

**S****UPPLYLINES:** **Darren Budrow** has been promoted to Director of Sales at **Ross Video**. He began his career in Technical Sales with Ross Video, then joined **Acura Technology Group** as Broadcast Sales Manager, before returning to Ross Video in 2002.

**L****OOKING:** **CFAX Victoria** – News Director; **CHFI/680 NEWS/JACK-FM/THE FAN Toronto** - Creative Writer; **Global TV Regina** – Technician; **Global TV Toronto** – Technician; **TVOntario Toronto** – Graphic Designer; and, **Astral Media Toronto** – On-Air Promotions Producer.

**N****EW SUBSCRIBERS THIS WEEK INCLUDE:** **Brad L. Boechler**, VP Sales, **Newcap Radio Ottawa**. Welcome!

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**G**ENERAL: "In Bell Globemedia's offer, we not only found value for shareholders, but confidence that we would be placing CHUM in the hands of an owner with the financial resources and track record to continue to grow and build on our collective legacy."

-- Jim Waters, Chairman, **CHUM Limited**

"We are able to make this premium offer because Bell Globemedia is clearly the most logical buyer of CHUM. There is a unique strategic fit to our operations that can make the united company a stronger national champion in broadcasting. We intend to maintain and build the valuable CHUM brands and develop more opportunities for Canadian programming. The Waters

family has built a remarkable organization and our intention is to continue their legacy. With regulatory approval, we intend to serve Canadian audiences with both CTV and Citytv stations. We will maintain separate and independent news divisions in order to ensure a continued diversity and competition in news coverage. The specialty television channels of the two companies are complementary and we are excited by the prospects of adding CHUM's strong radio stations to our services."

– Ivan Fecan, **Bell Globemedia** President/CEO and CEO of **CTV Inc.**

"Today's announcement provides for a strong future for the stations, brands and innovative content that CHUM delivers to audiences from coast to coast. CHUM and BGM have historically been complementary - both share a passion for excellence and each serves Canadians in its own way. Together, we will have the creative and financial strength to ensure a strong Canadian presence in the rapidly evolving media landscape."

-- Jay Switzer, President and Chief Executive Officer, **CHUM Limited**

In an e-mail to **CHUM** employees, Switzer, in part, said: "... Acting on the desire of the estate of Allan Waters to sell its controlling interest in CHUM Limited, the Board of Directors has approved an offer by Bell Globemedia Inc. to acquire the shares of CHUM Limited, with a view to provide CHUM's stations with the financial ability to continue to be a vital part of Canada's rapidly changing media landscape. This move, along with the unfortunate but necessary restructuring at many of our conventional television stations across Canada, will place us in a



**IF You think that SPOTS, DOTS  
and RANKERS is Selling Radio...  
Please Move Along. Nothing for You to See Here!**

If you are still reading this ad, it means that you realize that there is so much more involved in marketing our product and motivating a great staff of creative young account managers. If you would like to join a company that shares your passion and creativity, this is your time. NewCap Radio, one of Canada's fastest growing broadcast companies (73 radio stations, last count) is looking for experienced

#### GENERAL SALES MANAGERS.

You should have:

- 3 or more years experience as a sales manager.
- A solid background and demonstrated success in the radio business
- Strong **leadership** skills. Strong **learning** skills. Strong **listening** skills
- Understand what it means to create a solid business relationship with clients and staff.
- A competitive, determined spirit
- A desire to grow within our company.

#### Current opportunities available in these cities:

Winnipeg, Manitoba \* Thunder Bay, Ontario  
Fredericton, New Brunswick \* Charlottetown, P.E.I.

Every Resume received will be considered. You will be contacted.  
(No phone calls please)

Send your story to:

**Brad L. Boechler**  
Vice-President of Sales  
NewCap Radio  
[bradb@newcap.ca](mailto:bradb@newcap.ca)

*stronger position to deliver content that will serve audiences from coast to coast. There will be many questions as to what today's announcements mean to you and your stations. We will do everything possible to provide answers as we brief our managers in the coming days. We pledge to get you up-to-date information on a timely basis as this process evolves over the months ahead. The talent, enthusiasm and commitment of our employees across the country are central to our continued success. It is important for all of you to know that for now, and for many months ahead - perhaps up to a year from now- it is business as usual as we continue to serve our audiences and clients. Today's ownership and restructuring news marks the start of a new page in the CHUM story - one that has even greater promise as we build on the foundations of our half-century of accomplishments."*

If things work out as expected, **Bell Globemedia** will pay \$1.7 billion for **CHUM Limited** – \$52.50 per common share and \$47.25 per non-voting class B share. The **Waters** family and the CHUM Board of Directors have approved the deal... The **Competition Bureau** approved the merger of **BBM's** and **Nielsen Media Research's** Canadian TV measurement systems near the end of June, almost two years after the two companies announced their initial deal. The merger is expected to be complete by Aug. 28, just in time for the fall season. BBM will run the new entity... Registration is open for the **Canadian Association of Broadcasters'** 80th anniversary convention in Vancouver Nov. 5-7. The theme is *New Realities, New Rules* and is said by CAB to reflect the unprecedented change that Canada's private broadcasters are experiencing. For details on the program, or to register, click [HERE](#).

**T****V/FILM:** In advance of the announced sale of **CHUM Limited** to **Bell Globemedia**, **CHUM Television** reduced operations by 281 jobs, mostly in News. Described as "a new approach to local information programming", viewers will see a move away from traditional newscasts. The result will be staff reductions and savings in operating costs. The **Citytv**-branded stations in Calgary, Edmonton and Winnipeg will move to a half-hour local news magazine show daily. Being planned is a half-hour national and international news package. Curiously, **A-Channel (CKVR-TV) Barrie's** news packages at 6 and 11 p.m. will see coverage of York Region and Greater Toronto Area news curtailed in favour of what's described as a "strong focus on Barrie, Simcoe County, Muskoka and Haliburton news." Coincidentally, CHUM Television also announced technology changes at stations at Calgary, Edmonton and Winnipeg together with stations at Ottawa and London. These changes will result in a reduction of 58 full-time and 28 part-time positions in the News, Operations and Traffic departments. The one-time severance costs will be approximately \$6.8 million and the capital costs will be approximately \$2.5 million. The net annualized operating cost savings are projected at approximately \$14.7 million... The **CRTC** says the deadline for submission of TV applications for a licence in Edmonton and/or Calgary is Aug. 18... **Nielsen Media Research** says it will provide ratings for commercial breaks, measuring the average viewership for all US national spots that run during a program. The new service debuts in November, but **Steve Sternberg** of media buying agency **Magna Global** says the way NMR plans to measure audiences for spots isn't acceptable. Further, says the Exec VP for research, several details of Nielsen's plans are "disturbing". For example, inclusion of spots seen on DVRs up to seven days after a program airs would create problems for advertisers whose messages are time-sensitive. To even be considered for use as currency to negotiate ad deals, Sternberg says Nielsen's commercial ratings must be calculated based on live viewers or live viewers plus DVR audiences that tune in the same day a program airs... A boost for conventional TV broadcasters comes from **HDNet** founder **Mark Cuban**. Defying conventional wisdom, he says broadband video will never displace TV as the primary source of entertainment and news. Cuban says broadband is old news. In the future, he says, it'll be a little bit faster, a little bit prettier and there will be a few more features, but there's never going to be a hugely successful broadband program... The **FCC** crackdown on profanity has moved to sports, including **NFL** football and **NASCAR** races. Industry sources say the US regulatory body has asked for tapes of events where spectators, coaches or athletes may have uttered profanities.

**R****ADIO:** The 25-54 demo now captures 63% of national radio advertising, says **Canadian Broadcast Sales** (CBS). After record third quarter sales in 2005, radio advertising spending fell by 1.2% over the same period in 2006. But, according to CBS, overall year-to-date figures are 2.6% ahead... **Howard Kroeger**, the former Director of Operations and Programming at **CFRW/CHIQ-FM/CFWM-FM Winnipeg**, and the original inventor of North America's first **Bob FM**, has joined **Newcap Radio** in Edmonton as its Research & Strategy Consultant. His Firm, **Kroeger Media Inc.**, is exclusive to Newcap Radio in Canada... **XM Canada** has found a product platform with **Telus**. The XM-Telus agreement for audio on cellphones is the first of its kind

in Canada and comes as XM and **Sirius** in Canada are pushing to expand subscriber numbers. Meantime, **Rogers Communications** says it is in talks with XM, Sirius, and other audio providers about service across all its platforms, including digital TV and wireless... **CKPC Brantford** has won approval to hike power - both days and nights - to 25,000 watts from 10,000... **CHTN Charlottetown** flipped to FM last week. First song played on **Ocean 100.3 FM** was *Start Me Up* by the **Rolling Stones**... The **CKNW Vancouver** show, **Bruce Allen's Reality Check**, did not make inappropriate remarks about drug addicts, according to the **Canadian Broadcast Standards Council**. A listener complained that Allen promoted hatred towards a disadvantaged group when he complained on-air about a government program that supports volunteers assisting drug addicts on Vancouver's East Side to inject themselves. Allen criticized this use of taxpayers' money and stated, "What's the down side if these people don't get their fix? They die? Yeah, so? Are we losing big contributors here? Kind of like driving around a car at a hundred kilometres an hour when the sign says fifty. You take your chances, you reap the consequences." Read the entire decision at [www.cbsc.ca](http://www.cbsc.ca).

**REVOLVING DOOR:** **Gavin Tucker**, GM at **CHYM/CKGL-FM Kitchener**, is moving to **Jack FM (CKIS-FM) Calgary** as PD. He succeeds **Steve Kennedy** who went to **Jack FM (CJAQ-FM) Toronto** as GM. Succeeding Tucker as GM/GSM at the **Rogers Kitchener** stations is **Mike Collins**. Collins had been with the Kitchener operation in sales and various management jobs before his most recent four years spent as an Account Exec at **680News (CFTR) Toronto**... **Gord Cutler** has been named Executive Producer of the **NHL Network**, responsible for the day-to-day operations of the **CTV-owned** network. He'd worked at **TSN** as a Producer/Senior Producer from 1986 to 1998. Cutler is a three-time *Emmy Award* winner and worked at **FOX** up until now, where he launched the network's NHL coverage... Meantime, over at **Rogers Sportsnet**, **Scott Morrison** - the Director of News and Hockey - has been dismissed as was Supervising Producer **Jeff McDonald**. VP of Production **Rick Briggs-Jude** was moved to Event Production and is being succeeded by **David Akande**, who becomes VP of Content... **Brad Kubota** has been appointed **Vice President, Local Sales** at CanWest MediaWorks' Global BC. The move up is a promotion... **Luc Doyon** has been appointed Sr. VP, Production & Multimedia for **Groupe TVA** in Montreal. Doyon had been VP Programming at **TQS Montreal**... **Neil Coligan** is the new Executive Producer of News and Current Affairs at **APTN**, based in Winnipeg. He has more than 20 years of experience as a Producer, Editor, Reporter and Writer with TV and radio stations in Toronto and Winnipeg... There've been two appointments for English programming at the National Film Board. **Ravida Din** becomes Executive Producer of the Quebec Centre and **Michelle van Beusekom** has been named Assistant Director General of English Programming.

**SIGN-OFF:** **Robert Kay**, 76, in Nelson, BC, after a brief illness. Kay began his broadcast news and programming career at **CKLN Nelson** in 1949 and retired 36 years later (1985) from that same station - now called **CKKC Nelson**.

**LOOKING:** **Newcap Radio** seeks GSMs. See the ad on Page 1. Other jobs we've heard about include... **SUN TV Toronto** - Sales & Marketing professional; **CHYM Kitchener** - Program Director; **CHWF-FM/CKWV-FM Nanaimo** - Creative Director; **CFEQ-FM Winnipeg** - Program Director; **CTV British Columbia Vancouver** - ENG Editor News; **Global TV Regina** - Technician; **Global Television Toronto** - Graphic Artist and a Production Services Operator; **Alliance Atlantis Toronto** - a Research Analyst, a Project Manager, a Manager/Content Moderation, a Manager/Community Development and a Media Strategist; **Musique Plus/Musimax Montreal** - Adjoint(e) à la Directrice des programmes.

**SUPPLYLINES:** **Rogers Television** has launched **BroadView's** traffic and scheduling software in combination with a newly automated master control facility at Moncton. It generates nine individual channels of localized content for the towns and cities of the New Brunswick region.

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**REVOLVING DOOR:** Long-time *Blackburn Radio* Executive, **Jack Gillespie**, retires from *CKNX-AM/CKNX-FM/CIBU-FM Wingham* at the end of August. He had been GM at Wingham for a number of years and wraps his career there as Assistant to the President & Administration Director... **Richard Camilleri** has been appointed CEO of Mississauga-based *True North Corp.*, a marketing services organization. He had been President of *CanWest MediaWorks*... **Paul Workman**, the veteran *CBC-TV* Journalist, has become the *CTV News* South Asia Bureau Chief. Workman spent more than 30 years with CBC... **Bob Preston** is new PD at *The Jewel (CJWL) Ottawa*. Most recently, he was afternoon drive Host at *Shine FM (CJRY-FM) Edmonton*. Before that, he was with *CJCA Edmonton* and Director of Programming at *Newcap's* Alberta Radio Group from 1998-2003... **Jeff McArthur** is new morning show Host at *The Hawk (CKDK-FM) Woodstock/(London)*. McArthur moves, after 10 years, from sister *Corus* station *FM96 (CFPL-FM) London*.

**RADIO:** *BBM* Spring numbers for Toronto, Vancouver, Calgary, Edmonton, Winnipeg, Montreal and Ottawa are below... Add Hal to the list of boy name radio station IDs. *Classic Rock 89.9 HAL-FM Halifax* launched yesterday (Wednesday), stepping up to the plate to succeed the Gold/Oldies format of *Oldies 96 (CHNS-AM) Halifax*... Low-power *CJOA-FM Thunder Bay* – now at 50 watts but wanting approval for 250 – has a formidable intervener in the *Canadian Association of Broadcasters*. The CAB, in opposing the application, says approval would effectively result in a status change – from an unprotected low power service to a regular Class A FM station. CAB maintains that if CJOA-FM, or any other low-power station, wants a Class A licence, it should be required to file an application for a new licence, and not simply file for a technical amendment... The *CRTC* has separate applications for FM service at both Sydney and Sudbury. It has issued a call for applications from other interested parties and set a deadline of Sept. 15... Oct. 12 is the date set for the Judicial Review of the *Copyright Board's SOCAN/NRCC* Commercial Radio Tariff decision of October, 2005. The hearing will take place in Toronto. It was the *CAB* that initiated the review process. It challenges the Copyright Board's decision to increase overall fees paid by Canadian radio stations by 30%... *Canadian Satellite Radio* (CSR) posted a third-quarter loss of \$20.4 million, or 43-cents a share for the quarter ended May 31. For the nine-month period ended May 31, CSR's revenues were \$3.53 million with a net loss of \$79 million. The company said, in a news release, that its subscriber fees for *XM Canada* will increase to \$14.99 a month effective Sept. 1, up from \$12.99. In the third quarter, CSR said revenue doubled over the previous quarter to \$2.34 million from subscriptions, activations, advertising sales and sales of radios. As of May 31, CSR had 80,000 subscribers... Radio ad spending in the US during the first quarter offered mixed results, with spot radio up 0.9% compared to the same quarter in 2005, and network radio down 6.6%. The *Nielsen Monitor-Plus* report showed a 5.6% increase in overall ad spending, with the Internet leading all media with a 46.4% jump... Giving someone's home address, regardless that the provocation was the protection of children on Hallowe'en, was a breach of standards, says the *Canadian Broadcast Standards Council*. *CKYK-FM Alma* hosts, on two occasions last fall, said a convicted pedophile lived in that town and were specific as to the location. CBSC's Quebec panel said the broadcasts violated the privacy article of the *Radio-Television News Directors Association of Canada Code of Ethics*. The problem was that three people lived at that address and all had been harassed. A part of the panel's decision included "... at least two of whom would apparently not fall within the category of the station's designated target..." The complete decision may be found at [www.cbsc.ca](http://www.cbsc.ca)... **Gary James**, the *JOE-FM (CKNG-FM) Edmonton* Host who threw Alberta beef onto the ice at the *NHL Stanley Cup* playoffs in Raleigh, is off the hook. Instead of paying a fine, James has agreed to donate \$500 to *Hurricanes* coach **Peter Laviolette's** favourite charity, expected to be a children's cancer foundation.

## Spring 12+

Toronto

**CHUM-FM** - 8.8; **CHFI-FM** - 8.6; **CILQ-FM** - 7.0; **CJEZ-FM** - 6.9; **CFRB** - 6.6; **CBLA-FM** 6.0; **CFTR** - 5.4; **CFNY-FM** - 4.8; **CFMX-FM** - 4.4; **CHWO** - 3.8; **CKFM-FM** - 3.7; **CJAQ-FM** - 2.8; **CBL-FM** - 2.6; **CFXJ-FM** - 2.6; **CJCL** - 2.6; **CJRT-FM** - 1.5; **CFMJ** - 1.4; **CING-FM** - 1.4; **CKDX-FM** - 1.1; **CHUM** - 0.9; **CJBC-FM** - 0.3; **CJBC** - 0.1

Vancouver

**CKNW** - 10.3; **CHQM-FM** - 9.6; **CBU** - 8.3; **CKLG-FM** - 7.6; **CBU-FM** - 5.9; **CFMI-FM** - 7.4; **CFBT-FM** - 7.3; **CKZZ-FM** - 6.3; **CJJR-FM** - 6.1; **CFOX-FM** - 4.7; **CKWX** - 4.0; **CKBD** - 3.6; **CKCL-FM** - 3.0; **CISL** - 1.8; **CKST** - 1.6; **CFUN** - 1.5; **CHMJ** - 0.7; **CBUF-FM** - 0.2

Edmonton

**CHED** - 13.2; **CISN-FM** - 9.2; **CFBR-FM** - 9.0; **CFMG-FM** - 8.0; **CKNG** - 7.2; **CFCW** - 7.0; **CHDI-FM** - 6.3; **CIRK-FM** - 6.2; **CBX** - 5.3; **CHBN-FM** - 4.6; **CKRA-FM** - 3.7; **CHMC-FM** - 3.4; **CHQT** - 3.3; **CKUA** - 2.7; **CBX-FM** - 2.5; **CFRN** - 1.8; **CFCW-FM** - 0.1; **CHFA** - 0.0

Calgary

**CKRY-FM** - 13.2; **CHQR** - 9.4; **CIBK-FM** - 9.2; **CHFM-FM** - 8.0; **CFGQ-FM** - 6.4; **CBR** - 6.0; **CBR-FM** - 3.6; **CFAC** 3.3; **CIQX-FM** - 2.6; **CFFR** - 1.3

Winnipeg

**CJOB** - 15.8; **CKMM-FM** - 10.6; **CFQX-FM** - 9.6; **CITI-FM** - 9.6; **CBW** - 8.0; **CJKR-FM** - 7.6; **CFWM-FM** - 7.0; **CHIQ-FM** - 5.7; **CKY-FM** - 4.9; **CFRW** - 3.3; **CBW-FM** - 2.7; **CJZZ-FM** - 2.6; **CFEQ-FM** - 1.8; **CKFE-FM** - 0.7; **CKSB** - 0.2

Montreal

**CJAD** - 19.8; **CFQR-FM** - 18.1; **CJFM-FM** - 16.2; **CHOM-FM** - 11.7; **CBME-FM** - 6.9; **CBM-FM** - 3.9; **CINW** - 2.9; **CKGM** - 2.2

Ottawa

**CBO-FM** - 14.6; **CJMJ-FM** - 10.7; **CFRA** - 10.5; **CHEZ-FM** - 7.9; **CKQB-FM** - 6.5; **CKBY-FM** - 5.7; **CBOQ-FM** - 5.2; **CISS-FM** - 4.7; **CJWL-FM** - 4.4; **CKKL-FM** - 4.0; **CFGO** - 3.2; **CIWW** - 2.7; **CILV-FM** - 2.1

**GENERAL:** The largest spectrum licencing initiative ever undertaken by **Industry Canada** – up to 29 satellite licences – has been launched. A comparative competitive licencing process will be used. Industry Canada encourages applicants to consult with potential Canadian satellite users in the development of their business plans and applications. To help make that happen, Canadian satellite users are being asked to register with the Industry Canada by August 15... Items that made news over the past week related to the **CHUM/Bell Globemedia** deal include...

– With a week behind us in the **CHUM/Bell Globemedia** deal, more insight and speculation on what's coming up. Some industry players are saying the acquisition is the catalyst likely to set off a long-awaited spate of consolidation in the Canadian media business. Former **CanWest Global Communications** President of Media Sales, **Jack Tomik**, thinks this big play will breed the next, that a new round of deal-making will probably lead to the creation of two media behemoths: Bell Globemedia and CanWest's **Global Television**. But CanWest will have to boost its TV and radio holdings.

– Before you begin thinking there'll be only two big players left, consider **Solutions Research Group** President **Kaan Yigit's** remarks. He thinks that while medium and large companies feel the need to bulk up, there will be a key role for smaller media players. The idea, he said, that just two big players can have a stranglehold on the media business is an outdated concept.

– **Corus Entertainment** CEO **John Cassaday** says the deal is good for CHUM, good for Bell Globemedia and "in the best interests of Canada." He said media companies need to get bigger so as to have access to US capital markets. Also, says Cassaday, as new media emerge, access to content is going to become even more important.

– **Astral Media** CEO **Ian Greenberg** says his company was among the suitors for CHUM but was outbid by Bell Globemedia. Greenberg says he's open to consider merging with Corus Entertainment.

– BCE Inc. plans to further reduce its 20% stake in Bell Globemedia, forcing the other stakeholders to come up with a plan that will increase their ownership without triggering a change-of-control benefits tax in the tens of millions of dollars. The **Ontario Teachers' Pension Plan** and **Woodbridge Co. Ltd.** are expected to acquire the lion's share of the equity BCE sheds. The latest change in Bell Globemedia's ownership structure would be set in motion by the company's \$1.7-billion offer to acquire CHUM, not the restructuring plan now before federal regulators. Prior to last week's bombshell regarding CHUM, BCE had already decided to drop its ownership to 20% from 68.5%.

– An irate CHUM minority shareholder wants the **Ontario Securities Commission** to stop the deal and force the Waters family to renegotiate the deal for the company's two classes of shareholders. **Jarislowsky Fraser Ltd.'s** complaint requests that the regulator determine whether the cash offer is in the public interest. The money manager also is raising questions about the structure of the \$41-million breakup fee and the committee of independent directors at CHUM who unanimously endorsed the bid. Owned by corporate governance activist **Stephen Jarislowsky**, the company owns 3.3 million, or 15.5%, of CHUM's non-voting shares...

In the US, big media deals and strict regulation don't mix well. And so the question is being asked, will the fear of potential change in control of the White House in 2008 spur mergers and acquisitions before then? **Stanford Washington Research Group** Media Analyst **Paul Gallant** says "The regulatory environment is probably as



favorable for deals as it is ever going to get -- so companies that are considering deals have to be factoring that in right now." Gallant expects that any prospective major media deals will be proposed in the next six to eight months in case the White House is won back by the Democrats. The Democrats are seen by some as more unfriendly to consolidation.

**T**V/FILM: **Alliance Atlantis** has accumulated international re-run rights licences totalling \$US250 million for its CSI shows – *CSI: Crime Scene Investigation*, *CSI: Miami* and *CSI: NY*. Countries include France, Spain, Australia, Germany and the UK. There are 287 hours (for all three shows) in the can and the sales noted above include future episodes... **Astral Media** and **Corus Entertainment** are paying \$96 million to **Cookie Jar Group** for the remaining 20% of the **Teletoon** specialty TV channel. Astral and Corus now will own 50% each... Miami-based **Fuego Entertainment** has added **Victor Rodriguez**, head of **CHUM International**, to its Board of Directors. Fuego has also announced an agreement with CHUM International for the launch of a **Citytv** station format in Puerto Rico. Rodriguez is responsible for the launch and execution of CHUM-branded TV projects in Colombia, Mexico, Lebanon, the Middle East, Spain, Germany, Manchester, Indonesia and Bahrain... American broadcasters censored **President Bush's** use of "shit", uttered into a live microphone while chatting with British PM **Tony Blair** at the G8 gathering in St. Petersburg. They apparently did so rather than risk \$325,000 in **FCC** fines under indecency provisions of a new law signed by Bush earlier this year. The uncensored clip is, however, being aired by cable news channels which do not fall under the provisions of that law... Video-sharing site **YouTube** says users now watch more than 100 million videos per day on the site. About 2.5 billion videos were watched in June, according to numbers YouTube released last week. The site also said its video clips account for 60% of all videos watched online. **Nielsen//NetRatings** says that in June, YouTube had nearly 20 million unique visitors... Two reports broadcast on **Global Ontario (CIII-TV)'s Global News** Oct. 4 and 5, 2005, violated broadcast standards because they were inaccurate and distorted, says the **Canadian Broadcast Standards Council**. The news items dealt with safety issues as they related to the rescue of three teenagers near the shore of Lake Ontario in Toronto. The full report may be found at [www.cbsc.ca](http://www.cbsc.ca)... The deadline for nominations this year's **Crystal Awards** is Sept. 8. For almost 20 years, **Women in Film and Television-Toronto** (WIFT-T) has used the awards program to recognize "the extraordinary achievements of women in film, television and new media..." The Crystal Awards Gala Luncheon will be held Dec. To download the nomination form, click [www.wift.com](http://www.wift.com).

**L**OOKING: **CJKX-FM/CKGE-FM/ CKDO-AM Oshawa** - Promotions Assistant, a Creative Writer and a Sales Rep; **CBC Toronto** – a Sr. Manager, Organization Development, a National Reporter, a Manager, Business Rights and Content Management, and, an Executive In Charge of Production, A&E Digital Programming; **Alliance Atlantis Toronto** – Intermediate Broadcast Designer; **MTV Toronto** – Programming Assistant; **CTV Toronto** – Foreign Assignment Editor; **CTV Sault St. Marie** – Photojournalist; **Report on Business Television Toronto** – Producer; **CBC Calgary** – Executive Producer Newsworld; **CBC Ottawa** – Director, Business Development; **CBC Montreal** – Sr. Project Manager, Internet & New Media Technologies; **Corus Entertainment Toronto** – Corporate Controller; **Sirius Satellite Radio Toronto** – Senior Marketing Manager, Events and Promotions; **Citytv Winnipeg** – Creative Director; **Global Television Toronto** – Production Executive and a Weather Anchor; **Global Calgary** – Creative Service Promotion Writer/Producer; **CanWest MediaWorks Toronto** – Mobile Maintenance Engineer; **CHYM Kitchener** – Sales Manager; and, **CHFX-FM/CHNS Halifax** – Promotions Manager.

**WE'RE OUTTA HERE FOR TWO WEEKS.**

**Broadcast Dialogue  
has closed  
its doors  
for vacation...**



**... Be back with your  
BD Electronic Briefing  
August 10.**