

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, February 7, 2008

Volume 15, No. 35

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TV/FILM: *Rogers Communications* Vice-Chair **Phil Lind** has told the **CRTC** hearing into the future of the **Canadian Television Fund** (CTF) that it makes no sense to force private-sector broadcasters to pay for programs designed to further social-policy or government objectives. It was last year that two of the major contributors to the Fund – **Shaw Communications** and **Videotron** – caused a crisis by temporarily

suspending their contributions, complaining that the CTF was squandering their money on shows few people watch. Instead, argue Rogers execs, the fund should provide separate cultural and commercial funding streams whereby about \$120 million of the \$288 million-dollar fund paid for by the federal government should go to programming aimed specifically at the CBC and other public-sector broadcasters. The balance would be streamed to private-sector broadcasters. Lind says the proposal would result in more primetime audiences for Canadian programs. The week-long hearing is being held without **Jim Shaw's** participation. The CEO of Calgary-based **Shaw Communications**, is boycotting the hearing. He accuses CTF of squandering consumer and taxpayer dollars, and not producing adequate financial reports. CTF will use the hearing to challenge Shaw's arguments...

The Score Television Network began providing sports updates to **Global News Ontario** this past Monday, on the station's Morning News, Noon News, 6 p.m. News Hour and the 11 p.m. News Final... **NBC** has completed a deal to pick up 13 episodes of **CTV's The Listener**. **CBC**, owner of *The Border*, is in discussions with **CBS** and **ABC**, among other AmNets interested in that series. **ABC Family** wants 13 episodes of **CBC's Sophie**. And **CBS** has already acquired 13 episodes of **CTV's Flashpoint**. It's the writers' strike, of course, that's prompting all the Canadian production action and is, as one Canadian insider is quoted as saying, "... a fundamental shift" in the U.S. networks looking to the international market to provide programming... Toronto-based **Fresh TV**, upon commissioning from **TELETOON Canada**, has begun production on 26 episodes of *Stoked*, a new animated surfing show for tweens, 13 new episodes of *6TEEN* (Season 4) and 26 episodes of *Total Drama Action*, plus a one-hour *Total Drama Island* special episode to air this fall... **Bell** has a deal with **CBC/Radio-Canada** to



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Rogers Kitchener Radio Group,
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Kitchener ON N2G 4E4

Email: lynda.frederiksen@kitcheneradio.rogers.com

or fax 519-743-5287

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We thank all applicants for their interest, however, only those candidates selected for an interview will be contacted. No phone calls please.

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deliver its coverage of the **2008 Olympic Summer Games** to mobile phone, digital satellite TV and high-speed Internet customers... Some of the biggest names in U.S. cable TV programming have sued the **Federal Communications Commission** for violating their free speech rights. They say that when the FCC ordered, in effect, that cable systems carry broadcasters' analog and digital channels it was playing favorites by granting broadcasters "dual must-carry" rights. Under the rule, almost all U.S. cablecos must re-create the analog version of a local broadcast station's signal and then devote channel space to carry two versions -- analog and digital -- for at least the following three years. **C-SPAN, Discovery Communications, the Weather Channel, TV One, A&E Television Networks** and **Scripps Networks** say that the rule favors broadcasters at their expense because it squeezes them off of cable systems in favor of broadcast programming. They also argue that the FCC far exceeded its authority to regulate programmers. **National Association of Broadcasters** spokesman **Dennis Wharton** says the "lawsuit by a handful of self-serving pay TV programmers represents yet another attempt by cable interests to block a successful digital television transition"... Because an individual may be controversial does not mean that a broadcaster who allows that person on the air has automatically contravened the **CAB's Code of Ethics**. In releasing its decision on **VisionTV's** broadcasts of *Dil Dil Pakistan*, the **Canadian Broadcast Standards Council** said that even if the individual "had made hateful comments about identifiable groups . . . no broadcaster has an obligation to forbid access to its airwaves on that account." All CBSC decisions are available by clicking www.cbsc.ca... Working to combat **CTV Toronto's** successful "My Toronto is CTV News" campaign, **Global Television** has begun its own local image campaign. The campaign introduces the tagline: "Your family, your city, your news" within 30-second spots showing viewers in shopping, dressing their children, planning their weekend and similar life situations.

RADIO: At Tuesday's **BBM** Staying Tuned 2008 conference in Toronto, **Jim Peacock** of Laurel, MD-based **Peacock Research**, said radio ads' emotional impact on listeners is equal to that delivered by TV. Peacock was delivering the results of the latest U.S. **Radio Ad Lab** study on *Engagement, Emotions and the Power of Radio*. It was designed to assess how well radio ads can generate emotional responses and engage with consumers, compared to TV's. For the Executive summary, click <http://radioadlab.org/engagementAdv.cfm>... Former **Radio-Canada** Host **Dominique Payette** has accused **The White Stripes** of using audio tape from her radio show and is suing the indie band for \$70,000. Payette also wants the band's *De Stijl* album off store shelves. The song *Jumble, Jumble* begins with a 10-second excerpt from Payette's teen call-in show. Payette and

the unidentified girl are talking in French about something the girl has experienced for "the first time"... **Bayshore Broadcasting**, owner of **CFOS Owen Sound**, has been turned down for an FM repeater in the city. CFOS' application to the **CRTC** said approval would allow for improvement to annual signal deficiencies during October to March. The Commission received a number of negative interventions, including those from licence applicants who want to set up shop in Owen Sound. In denying the application, the CRTC said the addition of FM transmitters

UPCOMING EVENTS

Feb. 11-12

TVB's SAC (Sales Advisory Council) Conference.
Toronto www.tvb.ca

Feb. 12

CinequipWhite's February Freeze
Trade Show, Toronto.
Info talves@cinequipwhite.com

Feb. 27

Broadcast Executives Society
Toronto. Info: ccorrado@tvb.ca

Feb. 25-27

2008 NABA Annual General Meeting &
Conference. Atlanta
www.nabanet.com/agm08

Feb. 26

CWC Annual Awards Gala. Ottawa
www.cwc-afc.com

March 3

Ontario Association of
Broadcasters Career Day
Rogers Theatre, Toronto
Info: memberservices@oab.ca

March 3

28th Annual Genie Awards, Toronto
www.genieawards.ca

March 4

Albright & O'Malley's Pre-CRS Seminar
Nashville
Info: jaye@albrightandomalley.com

March 5-8

Rogers Wireless Canadian Music Week
Toronto www.cmw.net

March 6

RMB's Crystal Awards. Toronto
www.rmb.ca

to address coverage difficulties is sometimes appropriate, but not in this case... From our *What Will They Think of Next? Department* comes word that **Emmis Communications** has created a concept that would see Hosts allowed to play a larger role in picking the music used on their shows. **New York's 101.9 (WQCD-FM)**, which had been Smooth Jazz, has gone back to the future with a DJ-driven rock station – **101.RXP, The New York Rock Experience**. Go figure!

REVOLVING DOOR: Murray Johns, Director of Sales at **Q107 (CILQ)/AM640 (CFMJ)/The Edge (CFNY-FM) Toronto** is no longer with **Corus Radio**... **Brett Manlove** is VP/GM of **BCTV (CHAN) Vancouver**. He had been Sr VP Broadcast Sales and Marketing at **CanWest MediaWorks** in Toronto... **Dave Palmer**, ex of **Bob FM/JR FM Brockville**, is the new PD at **CFCO Chatham**... **Score Media CFO Patrick Michaud** has left the company to establish a financial consulting practice. VP Finance **Brian Merker** will handle things until a successor for Michaud is found... **Brenda O'Brien** has been promoted to GSM at **CHEX-TV Peterborough**. O'Brien has been with the station for 27 years and has progressively been promoted... **Jack Thompson**, who retired from **CHUM Kingston** at year's end, managed to stay away from on-air duties for about two days. He's now the morning Host at **102.7 (WBDR-FM) The Lake Kingston**, operated by **John Wright's** radio group (**K-Rock (CIKR-FM)/KIX Country Kingston**)... **Jay Walsh**, most recently a **CBC** Communications Manager, has moved to manage communications at the **Wikimedia Foundation**. Walsh is the second senior manager to head to the organization which manages the Wikipedia website. Last May, **Sue Gardner**, who now heads **Wikimedia**, left her post as Senior Director of **CBC.ca** last May... **Canwest Broadcasting** has a new national marketing team, all of whom report to Chief Marketing Officer **Walter Levitt**. They are: **Chris Fuoco**, VP, Distribution and Account Marketing (content distribution strategy); **Deborah Lewis**, VP, Communications; **David O'Brien**, VP, Creative Agency (new centralized Creative Agency in Toronto, leading creative development for entertainment, news, all specialty channels and client requirements); **Brad Parry**, VP, Marketing, **E!**; **Jamie Schouela**, VP, Marketing Strategy; and, **Muriel Solomon**, VP, Marketing Strategy, Specialty.

GENERAL: **RBC Capital Markets** Analyst **Drew McReynolds**, in Montreal, says Canadian media companies are facing challenges from the U.S. slowdown and that a recovery shouldn't be expected until 2010. Canadian ad spending remains reasonably healthy, he says, but ad buyers indicated as early as November that Canadian and U.S. advertisers were becoming increasingly cautious heading into 2008. McReynolds says the media sector has significantly underperformed, with 10 of 13 stocks covered having underperformed in 2007, and nine stocks generating negative returns. **Astral Media**, **Corus Entertainment** and **Kaboose** are his top picks in the broadcasting and new media sectors... Two former broadcasters to choose from and former Premier **Ralph Klein's** top advisor, **Rod Love**, is choosing the Liberal incumbent, **Dave Taylor**. Taylor, who once was a talk show host in Calgary is up against another former broadcaster, **Arthur Kent**. Kent won fame, or infamy, as the **Scud Stud** during the Persian Gulf War and is now running for the Tories in Calgary. Currie... The Honourable **David C. Onley**, Lieutenant Governor of Ontario, has agreed to become the first Honorary Patron of the **National Broadcast Reading Service**. Until last fall, David Onley had been a long-time **Citytv Toronto** Reporter/Anchor... For eight years, the **Bush** administration has proposed deep cuts in U.S. federal funds for public broadcasting. Seven times so far, the U.S. Congress has restored them. But the magnitude of the proposed cuts

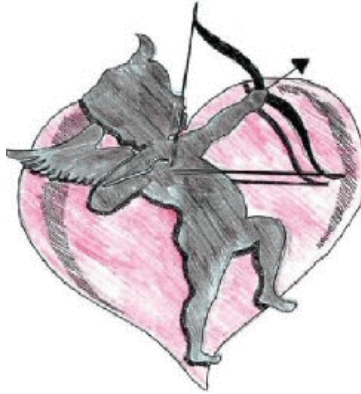
put forth this week still sent American public broadcasters scrambling. The proposed budget would cut in half the \$400 million allocated in advance by Congress for fiscal year 2009 and cut \$220 million from the \$420 million already planned for 2010. On top of that, President Bush proposed eliminating advance funds for 2011, along with any additional funds in 2009 for stations to convert to digital transmission. **Patricia Harrison**, President of the **Corporation for Public Broadcasting**, called the deep cuts "draconian".

LOOKING: Rogers-owned **CKGL** and **CHYM - FM Kitchener/Waterloo** seek a Promotions Manager. See the ad

on Page 1... **Proud FM Toronto** is looking for a General Manager. Full details are in the ad on Page 2...

Other jobs we've heard about include: **CTV Prince Albert** - Photo Journalist; **Teletoon Toronto** - Director, Interactive; **CHCA-TV Red Deer** - Assignment Editor; **Citytv Toronto** - GM, Digital; **MIX 99.9 Toronto** - Morning Newsperson; **Corus Radio Kitchener** - Promotion Director; **CHAT 94.5 / MY 96 Medicine Hat** - Producer; **Island Radio Nanaimo** - Promotion Director and a Senior Account Executive; **CBC Toronto** - Promo Producer/Director; **CBC Montreal** - News Director, Internet and Digital Services and a Senior Strategic Advisor for Diversity; **CBC Edmonton** - Communications Officer; **CBC Regina** - Senior Communications Officer; and, **Rogers Radio Fort McMurray** - News Director.

SUPPLYLINES: Moving to **Miranda Technologies** as Director of U.S. Central Regional Sales is **Sundance Digital's** Canadian Rep, **Kurt Caruthers**. Caruthers' immediate and interim successor at Sundance Digital is **Eric Harrington**... Vancouver-based **Momentum Media Marketing** has renewed its agreement to provide marketing services to **Dial Global**, its digital 24/7 formats and 500+ affiliated radio stations... **Maria Xithalis** has joined **KLOTZ DIGITAL Audio Systems** as Director of Sales - Americas. She will be based in Toronto, working with the corporate team in Atlanta. Xithalis had been with **RVA Canada**, **Lawo North America** and **Studer North America**.



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TV/FILM: The **CAB** is opposing both applications for HDTV licences being heard this week in Gatineau. **HDTV Networks** wants licences across the country while **YES TV** wants one in Toronto. CAB President/CEO **Glenn O'Farrell** said the HDTV Networks application (from **John Bitove**) threatens the industry at a time when local markets are already challenged by eroding revenues and fragmented audiences. Adding another competitor, he said, would dilute the market further – particularly if it had fewer restrictions on local programming. Bitove would provide national news, nothing local. His network of eight stations - Vancouver to Halifax - would be available by antenna but he also wants carriage as a national network on cable and satellite. If the CRTC approves, said O'Farrell, it could then expect a run of broadcasters asking to cut back spending on local programming... At the **Television Bureau of Canada's SAC (Sales & Advisory Conference)** in Toronto this week, winners of the 2007 **TVB Retail Commercial Awards** were: **Consumers' Choice Award and GOLD** (two awards for the same spot) – **Global Edmonton** for *Do Bugs Need Drugs (Alberta Health and Wellness)*; **SILVER** - a tie, **CTV Edmonton** for *Addiction Male (Salvation Army)* and **CTV Winnipeg** for *Exit Plan (Manitoba Hydro)*; and, **BRONZE** – **A-Channel London** for *Safety PSA (London Home Builder's Association)*. The TVB Retail Commercial Awards have consumers as judges. Over 300 spots in English and French were judged in Toronto, Calgary, Saint John, Montreal and Barrie... **Global National** opened for business in Ottawa Monday, with Anchor **Kevin Newman** setting up shop in Canada's capitol. The network's national newscast moved from Vancouver... At the close of last week's **CRTC** hearing into the **Canadian Television Fund**, **Shaw Communications** saw **CTV**, the largest recipient of CTF dollars (\$41-million), attack it for misrepresenting the benefits it has reaped from the fund. Shaw's Sr. VP of Regulatory and Corporate Affairs, **Ken Stein**, had said there were three "irrefutable facts" about the CTF: it doesn't deliver programs Canadians actually watch; it hasn't resulted in increased spending on Canadian programming; and, it hasn't created a viable production industry. But CTV's **David Goldstein** countered with: "We are here because some think they are allowed to cherry-pick their obligations, yet keep all the benefits of regulatory protection." Shaw, he said, is a profitable company that has flourished due to the protective blanket the CRTC provides. At issue during the week-long hearing was a proposal to split the \$288-million fund into what amounts to two streams – commercial shows paid by private broadcasters and so-called culturally-significant programming supported by government... The broadcast of an anonymous flyer containing inaccurate political campaign information breaches the **CAB Code of Ethics** and the **RTNDA Code of (Journalistic) Ethics**, says the **Canadian Broadcast Standards Council**. The broadcast on **Fairchild Television** and **Talentvision** in Vancouver made unsubstantiated allegations against a candidate who was up for nomination in a federal riding. CBSC's Specialty Services Panel noted that Fairchild had not been able to find anyone prepared to admit authorship of the flyer or to stand behind it. For the complete decision, click www.cbsc.ca.

RADIO: Regina-based **Harvard Broadcasting** has acquired **GX94 (CJGX-AM)/Fox FM (CFGW-FM) Yorkton**. Harvard says it will preserve both stations' formats. The deal is subject to **CRTC** approval... At the **Radio Advertising Bureau's** annual convention in Atlanta, President **Jeff Haley** put forth the idea of an industry mission to put radio receivers on every mobile phone, PDA and MP3 player within the next five years. Device makers could broaden entertainment choices while American broadcasters could reap a windfall – \$3 billion in incremental revenues... Also at the **RAB**, a panel looked at radio making more money online. By beefing up online content and recruiting the right sales force, radio is in a prime position to gain a greater share of Web ads, according to speakers. One, **Craig Ashwood** of **Cox Interactive**, said: "It's still your brand, but you're distributing it differently and people are using it differently, and it's important that you program with that in mind"... **More FM (CFBK) Huntsville** is now Moose FM 105.5, owned by the **Haliburton Radio Group**. Former owner **Ian Byers**



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retired. First song was *New Kid in Town* by **The Eagles**. Moose FM programs a mainstream AC format "with a classic twist"... In Washington, 148 lawmakers have signed-on to the *Local Radio Freedom Act*. The House resolution says "Congress should not impose any new performance fee, tax, royalty, or other charge relating to the public performance of sound recordings on a local radio station for broadcasting sound recordings over-the-air, or on any business for such public performance of sound recordings." A Democrat (**Gene Green-TX**) and a Republican (**Mike Conaway-TX**) introduced the legislation in November. The next month, bills that would impose a performance royalty on over-the-air broadcasters were introduced by a Democrat and a Republican, both from California (**Howard Berman** and **Darrell Issa**), and in the US Senate by **Patrick Leahy** (D-VT) and **Orrin Hatch** (R-UT)... **Kingston City Council** has approved the naming partnership between the Kingston Regional Sports and Entertainment Centre and the **Radio Group's K-ROCK 105.7**. **John Wright's** Radio Group will be front and

centre over at least the next 10 years at the Centre. The 10-year agreement will see the centre net over \$150,000 in sponsorship as well as assistance with promotional advertising support... **CBC Records/Les disques SRC** has won its first *Grammy Award*, the milestone occurring in Los Angeles Sunday night at the *50th Annual Grammy Awards*. The winning album - **BARBER, KORNGOLD, WALTON** (Violin concertos) - features violinist **James Ehnes** and the **Vancouver Symphony Orchestra** under the direction of **Bramwell Tovey**. The award came in the category of Best Instrumental Soloist Performance with Orchestra... The head count is falling at **CBS Radio**.

It's an effort to get costs in line. CBS has confirmed that job cuts have been made in multiple markets but won't say how many or what the potential savings might be... At the **2008 East Coast Music Awards** in Fredericton on the weekend, winner of the **Major Market Radio Station of the Year** is **Q104 FM (CFRQ) Halifax/Dartmouth**. **Small Market Radio Station of the Year** is **The Hawk (CIGO) Port Hawkesbury**... And, still with **The Hawk**, listeners responded with pledges of \$11,000 after hearing about more than 100 cats and dogs rescued from what was described as "deplorable conditions". The money came during a pledge day to assist the SPCA care for the animals. PD **Kelly Atchison** said they had people calling the station, dropping off cash, and businesses were challenging each other. A 10-year old boy gave \$50.00 – his Christmas money.



Kelly Atchison

REVOLVING DOOR: **Tim Schellenberg**, GM/GSM at **Global (CKND-TV) Winnipeg** has been promoted to VP, Local & Regional Sales for all Global TV stations. He will step down from Global Winnipeg management but will remain based in the Manitoba capitol... **Victor Giacomelli**, VP, Sales at **Corus Radio**, has added Director of Sales, **Corus Radio Toronto**, to his responsibilities. He succeeds **Murray Johns**... PD at the newest **Newcap** licence, not yet launched at Kentville, is **Gary Tredwell**. He moves from **Coast 101.1 (CKSJ-FM) St. John's** where he also served as PD. The new Nova Scotia station is scheduled to launch this spring... New ND at **570 News (CKGL) Kitchener** is **Joe Pavia**. He moves up from Ass't ND, while **Don Kollins** retains his PD duties at 570 and doubles them at recently acquired **KICX 106 CIKZ-FM) Kitchener** where he's now also PD...

UPCOMING EVENTS

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Broadcast Executives Society
Toronto. Info: ccorrado@tvb.ca

Feb. 25-27

2008 NABA Annual General Meeting & Conference.
Atlanta
www.nabanet.com/agm08

Feb. 26

CWC Annual Awards Gala. Ottawa
www.cwc-afc.com

March 3

Ontario Association of
Broadcasters Career Day
Rogers Theatre, Toronto
Info: memberservices@oab.ca

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www.genieawards.ca

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Albright & O'Malley's Pre-CRS Seminar
Nashville
Info: jaye@albrightandomalley.com

March 5-8

Rogers Wireless Canadian Music Week
Toronto www.cmw.net

March 6

RMB's Crystal Awards. Toronto
www.rmb.ca

Louise Gattesco is the new Promotions Director at **CJQQ-FM/CKGB-FM Timmins**... **Tara Rajan** joins the **CAB** Feb. 25 to oversee research, provide economic analysis in support of regulatory and policy proposals and to work with the CAB Board and committees on the development of policy and positioning. Her job history includes serving as the first Executive Director of the **Canadian Broadcast Standards Council** and research and policy positions with **Telefilm Canada**, **Canadian Heritage** and the **Canadian Television Fund**... New Production/Creative Director at **Corus Hamilton (CHML, Y108 & C953)** is **Greg MacDonald**. He moved from **CHFI Toronto** where, for the past 17 years, he was the Image Producer... **Astral Media Radio BC Northwest Radio Operations Manager Craig Ellis** is no longer with the chain. He had been based at **Penticton**... **Dominique Bazay** has become **VRAK.TV's** (Montreal) VP Programming. She had been with **DECODE Entertainment** where she was VP Distribution... **Mike Miles** moves from producing **CHCH News at Six** to producing **CHCH News.ca**. **Sue McDonald** succeeds him on the TV side.

SIGN-OFF: Retired **ABC News** correspondent **John McWethy**, 60, in Colorado after a skiing accident. McWethy, a longtime veteran of ABC TV and Radio, was in the Pentagon during the Sept. 11, 2001, attack and reported live from the scene afterwards.

GENERAL: The **Ontario Association of Broadcasters'** third annual **Career Development Day** takes place March 3 at Toronto's **Velma Rogers Graham Theatre**. The day will feature roundtables where Radio Promotions, Radio News, Radio Production, Radio Sales, Radio Programming, TV News, TV Commercial Production, TV Sales/Marketing and TV Programming are featured topics. Afterwards, at the invitation of

George Stroubouloupoulos, Host of **CBC-TV's The Hour**, attendees will watch the taping of his show (see **UPCOMING EVENTS**)... The acquisition of **Standard Radio** has helped **Astral Media** beat forecasts. Astral has a 15% rise in the latest quarter – to \$37.5 million or 69 cents a share for the three months ended Nov. 30... Former **NAB** President/CEO **Eddie Fritts** is to be presented with the **North American Broadcasters Association's** (NABA) **International Achievement Award** during its Award Ceremony and Dinner Feb. 26 in Atlanta (see **UPCOMING EVENTS**)... **Pelmorex Media**, owner of **The Weather Network** and **MétéoMédia**, one of Canada's 50 Best Managed Companies in 2006 has again requalified for 2007 as a best 50 managed company. Canada's 50 Best Managed Companies recognizes excellence in Canadian-owned and managed companies with revenues over \$10 million... **RTNDA Canada - The Association of Electronic Journalists** says its membership growth is at an all-time high. More than 500 working journalists and industry leaders now belong to the association.

LOOKING: **VOCM St. John's** - Broadcast Journalists; **CHSL-FM Slave Lake** - Anchor/Reporter; **CKVH High Prairie** - Anchor/Reporter; **Corus Radio Cornwall** - Producer/Writer; **SUN TV Toronto** - Senior Sales Coordinator; **imsradio, Toronto** - Bus. Dev. Account Manager; **CTV Vancouver** - Senior Promotions Producer; **Canwest Broadcasting Toronto** - Manager, Promo Scheduling, Specialty; **Coast 101.1 (CKSJ-FM) St. John's** - Ops Mgr; **Astral Media Radio Terrace** - PD/Ops Mgr; **CBC Toronto** - Ad Standards Specialist Marketing & Sales and a Sr. Manager National Sales; **CFPL-FM London** - Midday Announcer; **99.3 The Fox Vancouver** - Swing Announcer/Ass't MD; and, **Corus Entertainment Toronto** - Network Engineer.

SUPPLYLINES: **Arbitron** and **Media Monitors** have signed an agreement to link **PPM** minute level data with Media Monitors airplay information in a new service called **Audience Response**. Audience Response analyzes PPM data and Media Monitors airplay information to help programmers hear what was playing on the air when they observe changes in the audience.

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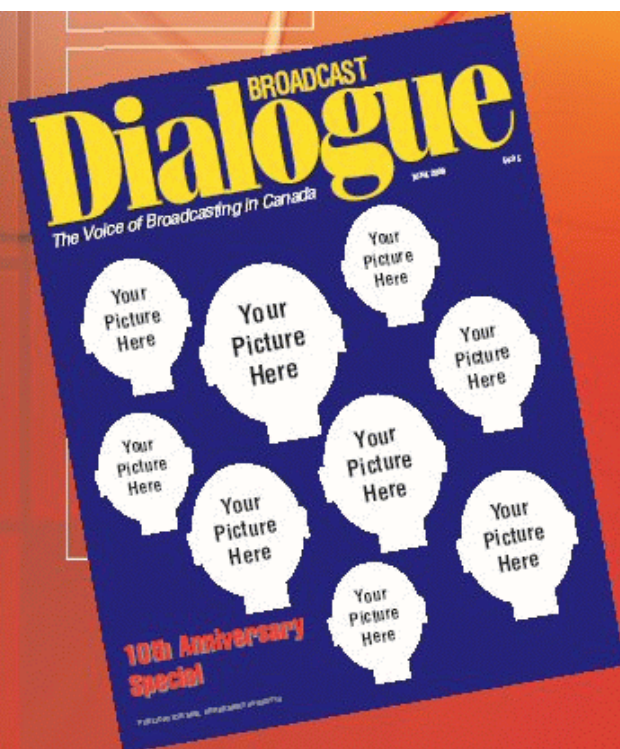
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GENERAL: A broad consensus is building on the copyright front, with the likes of *Telus, Rogers, Google, Yahoo!, Canadian Association of Broadcasters, Canadian Wireless and Telecommunications Association, Canadian Association of Internet Providers, Computer and Communications Industry Association* and the *Retail Council of Canada* joining forces to call for fair and balanced copyright reform. They have

formed what's called the **Business Coalition for Balanced Copyright (BCBC)**. The coalition released a plan for balanced copyright reform that responds to business concerns that "*the government would err too much on the side of the copyright holders.*" This follows months of Industry Minister **Jim Prentice** citing business demands as a critical factor behind his commitment to copyright reform. The coalition notes, for example, that while most other developed countries grant broadcasters certain copyright exceptions and ensure that Internet service providers face no liability when acting as intermediaries, Canada has thus far neglected to address these issues. BCBC members indicate that given the lack of government consultation, they felt there was a need to develop a common public position... Former **CBC** President **Robert Rabinovitch** has been named President of the **Prix Italia**, the prestigious international awards for radio, TV and web excellence. He takes over from **BBC's Caroline Thomson**, who held the post in 2007. Rabinovitch was elected by member organizations, which include 90 participating media companies in 40 countries... On the heels of **RTNDA's** creation of the *Michael Monty Memorial Award for Broadcast Educators*, the **Ontario Association of Broadcasters** has also created a scholarship award in Monty's memory. The OAB's *Michael Monty Scholarship Award* will be presented to the winning student during **OAB Career Development Day** March 3 at the *Velma Rogers Graham Theatre* at Ryerson University in Toronto... **Ted Rogers'** autobiography, to be released by **HarperCollins** in September, will delve into the telecommunications



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UPCOMING EVENTS

Feb. 26
CWC Annual Awards Gala. Ottawa
www.cwc-afc.com

March 3
Ontario Association of
Broadcasters Career Day
Rogers Theatre, Toronto
Info: memberservices@oab.ca

March 3
28th Annual Genie Awards, Toronto
www.genieawards.ca

March 4
Albright & O'Malley's Pre-CRS Seminar
Nashville
Info: jaye@albrightandomalley.com

March 5-8
Rogers Wireless Canadian Music Week
Toronto www.cmw.net

March 6
RMB's Crystal Awards. Toronto
www.rmb.ca

pioneer's entry into boarding school at the age of seven and how he initiated the start-up of **Rogers Communications**, one of North America's largest media companies... While the **Canadian Women in Communications** will hold its annual Gala in Ottawa in roughly two weeks (Feb. 26), another group – “*The Redundant Women's Club*” – is said to be meeting there for lunch next week. Who are they? Apparently, it's a group of female broadcast Execs made redundant as a result of the recent industry consolidation.

TV/FILM: **NBC Universal** says it will move to a year-round schedule of staggered program introductions and plans on announcing it in April, one month before **ABC** and **CBS** will unveil their fall lineups at the upfronts. The big difference, aside from scheduling, is the invitation to advertisers to build marketing plans around specific shows, possibly integrating brands and products into the plots of the shows themselves. Meanwhile, **CBS** says it's planning to hold the 2008-2009 upfront presentation for advertisers May 14 at New York's **Carnegie Hall**. There had been talk about the AmNets downsizing or cutting them out, eliminating the lavish upfronts where advertisers and media buyers mingle with series' stars. **Mike Shaw**, the **ABC** President for ad sales, says ABC's presentation will be different this year because there won't be pilots available to be shown. Still, he said, he expects to have a large-scale meeting with advertisers and buyers... **Toshiba** has withdrawn from the high-def disc market, surrendering to **Sony's**

Blu-ray technology... **Adbusters**, the anti-consumerist group, has lost a Vancouver court battle against **Global Television** and **CBC-TV** for refusing to air commercials spoofing multinational corporations and the media. In 2003, Adbusters wanted to air 10 ads on both Global and CBC but were turned down, save for restricted airing offered by CBC. Adbusters sued claiming the ad exclusions violated the right to freedom of expression under the Charter of Rights and Freedoms. But B.C. Supreme Court Justice **William F. Ehrcke** threw out the claim, saying the charter doesn't apply to private corporations such as Global and that the public broadcaster's actions aren't subject to charter scrutiny, either... The **CTV** building on Merivale Road in Ottawa that houses **CJOH-TV** and **Astral Media's The Bear (CIQB-FM)** has been sold to a Toronto real estate development firm. The \$10-million deal, however, doesn't mean that **CTV Ottawa** – at that location for 45 years – is moving anytime soon. Instead, CTV has leased back the building and has a 10-year option on the property. CJOH-TV VP/GM **Louis Douville** says CTV Ottawa will move but that there's no hurry... The **Parents Television Council** has attacked and the **NBC Television Network** has apologized, calling **Jane Fonda's** on-air use of one of **George Carlin's** seven words a “slip.” The four-letter ‘c’-word was uttered during discussion of the play *The Vagina Monologues* on the *Today Show*. PTC is demanding time-delays on all live broadcasts... **Les idées de ma maison**, **TVA's** new specialty channel, was launched Feb. 19. Geared to Francophone women, programming includes decorating, renovation, crafts, cooking, landscaping and “*the art of living*”... **Pelmorex Communications** has won **CRTC** approval for **The Environment Network**, a national, English-language Category 2 specialty service. Programming is to be related to climate change, the environment, the science of meteorology, hydrology, natural disasters and related matters.

RADIO: **Astral Media Radio's** new station in Regina – **Big Dog 92.7 (CHBD)** – launched at 3 p.m. yesterday (Wednesday) with a Country format. GM is **Mike Shannon**, APD/MD is **Paul O'Neil** and GSM is **Gary Wilson**. The first song played was *Gone Country* by **Alan Jackson**... **Moses Znaimer's MZ Media** (Cobourg and Toronto) has won **CRTC** approval to amend **CFMX-FM-1 Toronto's** licence by deleting its rebroadcasting transmitter, **CFMZ-FM Cobourg**. At the same time, the Commission also approved MZ Media's application for an English-language Specialty FM licence at Cobourg. Classical Music programming would continue to originate with the Toronto station but Cobourg would provide, on average, 24 hours a week of local programming – primarily advertising and spoken word material that would not be broadcast on CFMX-FM Toronto... **Arbitron** reports that the four talk formats in the U.S. -- News, Talk, News/Talk, and Sports -- were ahead of other formats in Fall 2007. They had a combined 17.9 AQH share. Arbitron's **Format Trends Report** says

that number was up half a point from the 17.4 registered in the Summer '07 period. Following on the heels of Talk were the combined AC formats (AC, Hot AC, Modern AC, Rhythmic AC, and Soft AC) with a 15.2, up from 13.9 in the Summer. Ranked by AQH share, formats were News/Talk/Information 17.9 * AC 15.2 * Spanish 10.9 * Top 40/Rhythmic 10.8 * Urban 9.9 * Country 9.0 * Rock 7.5 * Oldies 5.8 * Alternative 3.6 * NAC/Smooth Jazz 2.5 * Religious 2.5 * Adult Hits 2.4 * Classical 1.0 * Adult Standards 0.9 * Remaining formats 0.1. The AQH tuning is based on 12+ listening. Persons Using Radio (PUR) were down significantly-especially among the youngest demos for PUR. From the Summer to Fall book, 12-17s dropped a full point-from 9.1 to 8.1... Meantime, American radio performed poorly in January. The **Radio Advertising Bureau** and **Miller Kaplan Arase & Co.** reports total revenues were down 6% over January 2007... Beginning March 31, **Dial Global** will be offering the **JACK-FM** format in the U.S. The company struck a deal with Vancouver-based **SparkNet Communications**, and all affiliates of **ABC Radio Networks'** version of JACK will be transitioned to **Dial Global Digital 24/7 Formats**. The deal includes the voice of **Howard Cogan**... **CBC-FM's Disc Drive**, produced in Vancouver will go off the air this year. The perennial top draw and a fixture for evening rush-hour commuters across Canada is believed to be coming to an end the week before Labour Day. Disc Drive has been on the air 23-years with the same Host, **Jurgen Gothe** – himself a Vancouver institution... **CRTC** public hearings begin Tuesday in Vancouver to – among other applications – look at 13 bids which seek the 104.1 frequency in Vancouver. Those 13 are: **0785330 B.C. Ltd.**, **Touch Canada Broadcasting Limited Partnership**, **Newcap Inc.**, **Vista Radio Ltd.**, **Harvard Broadcasting Inc.**, **Astral Media Radio Inc.**, **6851916 Canada Inc.**, **Rock 95 Broadcasting Ltd.**, **In House Communications Inc.**, **Evanov Communications Inc.**, **The Coast 104.1 FM Inc.**, **Nirenderjit Pataria**, on behalf of a corporation to be incorporated, and **Jim Pattison Broadcast Group Limited Partnership**. Click [HERE](#) for all applications on the Vancouver agenda.

REVOLVING DOOR: At the **CBC**, a management shuffle more closely integrates its radio, TV and digital divisions – with the goal, says Exec VP of English Services **Richard Stursberg**, of placing greater focus on content rather than individual services. At the news division, **Jennifer McGuire**, Exec Producer of English Radio, become Exec. Director of news programming and deputy head of news for all services. Programming for radio, TV, **Newsworld** and **cbc.ca** will be under one boss. **Todd Spencer**, ex of **CNN's** Asia bureau, becomes Exec Director of news content. **Fred Mattocks** will leave his role overseeing the regions to focus on production and resources for radio and television... The Conservative government has appointed **Marc Patrone**, a former party candidate in Nova Scotia, as a full-time member of the **CRTC**. Heritage Minister **Josee Verner**, in making the announcement via news, didn't mention Patrone's ties to the Conservative party... The Retail Sales Manager position at **FM 96 (CFPL-FM) London** has been filled by **Mike Patterson**, ex GM at **Rogers Television London**. He begins March 3... After nearly 20 years as host of **CityLine**, **Marilyn Denis** will be leaving **Citytv Toronto** at the end of the current season. Denis, who is also a co-Host of **CHUM-FM Toronto's** morning show, now owned by **CTVglobemedia**, will make the move to a new **CTV** daytime talk show next fall... New Engineer at **Astral Media Radio Dawson Creek** is **Oleg Stolyarov**... **Candida Zelaya** became the new Manager of Programming at **Movie Central** Feb. 19. She had been in similar roles with **High Fidelity HDTV** in Toronto and **Alliance Atlantis**... **Qasim Chemma** is the new Broadcast/IT Specialist at **Maritime Broadcasting**, based at **CKCW/CFQM/CHOY Moncton**... **Susan Rogers** is the new Program Manager at **CBC Radio Thunder Bay**. She moves from **CBC Quebec City**... **Mick Weaver**, most recently SM at **CHEZ-FM/CIWW Ottawa**, joins **Larche Communications** as GM/GSM of new station **KICX 91.7 Sudbury**. It is expected to launch sometime this summer... Meanwhile, **Rogers Radio Group Ottawa** GSM **Glenn Ruskin** will be stepping in to cover Weaver's accounts.

LOOKING: **Newcap Radio** - Station Manager at **Q91 Drumheller**; **Q14 Stettler** - Morning Host; **CTV Toronto** – Media Analyst and a Line-up Editor/Writer; **Canwest Broadcasting Toronto** – Director, Marketing Strategy-Dramatic Specialty Channels, a Qualitative Research Supervisor, and a Publicist; **Canwest Media Toronto** - Manager, Promo Scheduling; **Newcap Radio Calgary** – Production Manager; **Newcap Radio Fort McMurray** – Air staff; **CBC Montreal** – Senior Strategic Advisor for Diversity and a News Director, Internet and Digital Services; **Corus Radio Montreal** – Director of Engineering; and, **The Score Toronto** - Video Journalist.

SUPPLYLINES: **Bruce Wilkinson** is leaving **Pippin Technical** in Saskatoon after 19 years with the company. His last day is Feb. 29... **Audience Analytics**, maker of **Audience Watch** software, has been acquired by **The Nielsen Co.** The deal gives Nielsen a platform to process, examine, deliver and report audience measurement data from set-top boxes for its **DigitalPlus** services.

Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Page One of Three

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RADIO: **Rock 105.3 (CKMH-FM) Medicine Hat** launched Monday (Feb. 25) – self-described as “the first rock station in the local market”. First song played was **AC/DC’s For Those About to Rock**. Rock 105.3 is broadcasting from a boom box and trailer beside the Trans Canada Highway while work continues on acquiring a permanent facility. **Tony Marsh** is GM, **Jason Manning** is PD. With this addition, **Rogers Broadcasting** now has 12 radio stations in Alberta and 52 across the country. (Address is 208-1741 Dunmore Rd SE Medicine Hat AB T1A 1Z8)... On Monday, what had been **JACK-FM (CICX-FM) Orillia** operated by **Rogers** becomes **KICX106, Today’s Hot New Country**. Now owned by **Larche Communications**, the Orillia and Midland stations are swapping frequencies and formats (though JACK is being dropped). What had been the area’s Country station (Midland) moves to a new format said by some to be aimed at challenging **Rock 95 (CFJB-FM) Barrie**... The **CRTC** has denied the sale of **KISS FM (CKIZ) Vernon**, owned by **Rogers Broadcasting**, and **Giant FM (CIGV) Penticton**, owned by **Great Valleys Radio**, to the **Jim Pattison Broadcast Group**. Pattison, says the Commission, already owns several stations in the broadcast area... After close to 30 years at 825 Broughton St., **CFAX/CHBE-FM Victoria** – now owned by **CTVglobemedia**, will move to the **A-Channel Victoria** building. The new mailing address effective March 1 is 1420 Broad St., Victoria V8W 2B1... New York-based **Sirius Satellite Radio Inc.’s** fourth-quarter loss was US\$166.2 million, or 11 cents a share, better than last year’s loss of \$245.6 million, or 17 cents a share. The company now has 8.3 million subscribers, up 2.3 million from a year ago... **Geoff Rivett**, owner of **TFG Communications**, is looking for a buyer for his community station, **103.5 The Pirate (CJEF-FM) Saint John**.

REVOLVING DOOR: **Ron Hutchinson**, President/GM of **imsradio**, has moved upstairs to **Astral Media’s** Outdoor division where he is Sr. VP, Corporate Development. Succeeding him at the helm of **imsradio** is **Lesley Conway**, ex of **CHUM Ltd**. She is Exec VP/GM... At **Newcap Edmonton**, **Ross Hawse** has become GSM of **the Edmonton Radio Group (K-Rock, Big Earl and CFCW)**. **Rick Colliou** and **Steven Hammond** have been promoted to Retail Sales Supervisors for K-Rock and Big Earl... **CBC Sports** broadcaster **Terry Leibel** has announced her retirement, effective in June.



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To BOOK your attendance for the Dan O'Day seminars at Canada Music Week in Toronto, click [ANYWHERE ON THIS AD.](#)

Leibel, the first woman to ever host a *CBC Olympic Games* broadcast, began her 28-year career with CBC Sports in 1980 as an equestrian analyst. Ironically, her final assignment is an equestrian event in June. Leibel's work at the Atlanta and Sydney Games earned her *Gemini* nominations for *Best Sports Broadcaster*, and in 2003 she became the first female sports broadcaster to win a *Gemini Award*... **Marianne Zahoruk** of **CJCS/MIX 107.7 (CHGK-FM) Stratford** has stepped down as ND to fight her challenges with Multiple Sclerosis. It's a déjà vu moment as **Kirk Dickson** will be returning as News Director March 10. He had been with BNN Toronto's news department... Radio News Anchor **David Craig's** retirement didn't last long. The veteran Toronto-area newsman, who may be best known for his years at **CFRB Toronto**, is now on full-time staff at **CBC Toronto**... **Jon Rees** is the new Promotions Director at **Mountain-FM (CISQ-FM) Squamish**, a promotion from Promotions Coordinator... **Russell Rancourt** is the new Production Manager at **CHUM Brockville**. He'd held that same position at **Big Daddy (CHNO) Sudbury**.

TV/FILM: **CTVglobemedia** and **Canwest Media**, in a joint submission to the **CRTC**, say there are more cable and satellite subscribers each year despite escalating cable bills. This, they say, contradicts the BDU arguments that they would lose large numbers of subs if they're forced to pay fees for carriage. The two private broadcasters urge the Commission to give no weight to claims that subscribers will cut their connections if new fees are introduced to compensate conventional broadcasters for their channels... French-language network **TQS**, operating under creditor protection, has received four formal purchase offers. A court-appointed monitor will review the submissions with TQS management and legal advisers before presenting a recommendation to the company's board on March 4. The identity of the bidders were not disclosed. The winning offer will be announced March 10 when the board's decision is endorsed by Quebec Superior Court **Justice Pierre Journet**. TQS is majority-owned by **Cogeco** (60%) while **CTVglobemedia** owns the balance... **ACTRA**, the actors' union calls the new federal budget a missed opportunity. And **Canadian Conference for the Arts** Exec. Director **Alain Pineau** says the cultural sector has come to expect very little from the Conservative government. It has already made two-year commitments to the **CBC**, the **Canadian Television Fund** and the **Canada Council for the Arts**. ACTRA accused the government of continuing to ignore artists and creators. The CTF and Telefilm, says ACTRA, hasn't seen a funding boost in six years. ACTRA President **Richard Hardacre** says "*cultural investment generates economic activity, provides opportunities for performers and other creators and generates high-quality Canadian programming and films audiences want to watch*"... The **CRTC** has been told by Heritage Minister **Josee Verner** that the Conservative government will decide the fate of the **Canadian Television Fund**. With the Commission believed to be issuing a ruling on the CTF in the next two months, Verner wants the recommendations sent to her department... The U.S. military has designated a **CTV** journalist in Afghanistan an unlawful enemy combatant. **Jawed Ahmad**, an Afghan national, is said by a military review board to be a danger to foreign troops and the Afghan government. He's been in custody the last four months at a U.S. military compound north of Kabul. Officials allege he had Taliban phone numbers and videos in his possession when he was picked up. It isn't uncommon for journalists in Afghanistan to have Taliban contact info... **Industry Canada** has sent a letter to retailers advising them to inform consumers that newly-purchased analog receivers will require set-top converter boxes if they are to be used for OTA reception after 2011. IC has also placed ads in border areas advising the public that OTA U.S. analog signals will disappear in Feb 2009. A consumer advisory website concerning the analog shutdown has been created at the **IC website** (follow the Digital Television link)... **CBS** says its profit fell 14.6% in the fourth quarter but its adjusted earnings still beat analysts' expectations. CBS says it earned US\$286.2 million or 42 cents per share in the three months ending in December, down from \$335 million or 43 cents per share in the same period a year ago. Revenue fell 3% to \$3.76 billion.

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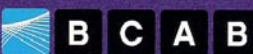
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UPCOMING EVENTS

March 3
Ontario Association of Broadcasters
Career Day
Rogers Theatre, Toronto
Info: memberservices@oab.ca

March 3
28th Annual Genie Awards, Toronto
www.genieawards.ca

March 4
Albright & O'Malley's Pre-CRS Seminar
Nashville
Info: jaye@albrightandomalley.com

March 5-8
Rogers Wireless Canadian Music Week
Toronto www.cmw.net

March 6
RMB's Crystal Awards. Toronto
www.rmb.ca

April 8
CMDC 2008 Annual Conference
Toronto www.cmdc.ca

April 11 - 17
NAB 2008 Las Vegas
www.nab.org

April 13 - 16
RTNDA@NAB Las Vegas
www.rtna.org

GENERAL: **Golden West Broadcasting**, for the third year in a row, has again been recognized as one of **Canada's 50 Best Managed Companies**. The presentation was made at the *15th Annual Gala Celebration* in Toronto on Monday night. Canada's 50 Best Managed Companies is one of the country's leading business award programs, recognizing excellence in Canadian-owned and managed companies... Broadcast news coverage of the *2008 Super Bowl* ads reached more than 750 million viewers, free publicity with an estimated value into the tens of millions of dollars. According to **Cision's** broadcast monitoring group in Chicago, there were 6,846 broadcast news stories about the ads in the weeks before and after the event, an all-time high... A U.S. federal judge has ruled that a \$105-million lawsuit brought by a woman who claims a sex sting by **"Dateline NBC: To Catch a Predator"** drove her brother to kill himself can go to trial. Judge **Denny Chin** said a jury might conclude the network *"crossed the line from responsible journalism to irresponsible and reckless intrusion into law enforcement."* Suburban Dallas prosecutor **Louis William Conrad Jr.** shot himself after he was accused of engaging in a sexually explicit online chat with an adult posing as a 13-year-old boy. In the lawsuit, his sister said **NBC** *"steamrolled"* police to arrest her brother after telling police he failed to show up at a sting operation 50 kilometres away. **NBC Universal** had no comment on the ruling but had earlier called the lawsuit *"completely without merit"*. In his ruling, Chin wrote that a reasonable jury could find there was no legitimate law enforcement need for a heavily armed SWAT team to extract a 56-year-old prosecutor from his home when he was not accused of any actual violence and was not believed to have a gun. He said a jury might conclude it was done solely to sensationalize and enhance the entertainment value of the arrest... Canada's film, television and video post-production industry saw slightly improved profits in 2006 even though operating revenues were down. Operating expenses were lower. **StatsCan** says the industry reported total operating revenues of \$822 million, down 1.9% from 2005, but operating expenses were reduced by 2.6% to \$769 million. Profits totalled \$53.1 million, up from \$48.6 million in 2005. The profit margin

rose from 5.8% to 6.5%. The film, TV and video post-production industry employed 6,119 people in 2006, up 37.9% from 2005.

SUPPLYLINES: The **Vancouver Film School** is replacing its standard definition film equipment with **Sony of Canada's** high-definition (HD) technology, becoming one of the first post-secondary film and entertainment institutions in the world to move completely to HD.

LOOKING: **CBC Toronto** – Executive Director English Radio. Executive Director - Regions and an Associate Business Manager English Radio; **Blackburn Radio Southwestern Ontario** – Broadcast Engineer; **Astral Media Radio Kelowna** – Business Manager; **Newcap Radio Moncton** – Assistant Promotions Director; **CD 98.9 FM Simcoe** - Copywriter; **The Jewel 88.5 Toronto/Southern Ontario** – Sales Representatives; **The Jewel 107.7 Hawkesbury** – News positions; **Canadian Broadcast Sales Calgary** – Research Manager; **Ens Media** – Advertising Consultant and Sales Trainer; **CTV Toronto** - Director of Production, Exploration Production and an Associate Producer, Sportscentre; **CTV Calgary** – Reporter; **Global Regina** - ENG Photographer/Editor; **BNN Toronto** – Broadcast Associate and a Line-up Editor/Writer. For details, check the CLASSIFIED section at www.broadcastdialogue.com.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Mike Shannon, Astral Radio's Big Dog FM (CHBD) Regina.**
Welcome!