

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

January 8, 2009

Volume 16, No. 31

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TV/FILM: The big four U.S. networks are still getting advertisers' marketing dollars at the same levels as in prosperous times. But, cumulatively, they're down 10% percent in actual live viewers, with **ABC**, **NBC** and **Fox** all drawing around a million viewers less each night than they did last season while **CBS** is up 1%. Network sales presidents and executives at various media agencies say that despite fragmentation of national viewing, the power of the broadcast networks to reach mass audiences on a nightly basis continues to give them an edge. A media agency investment officer says that when budgets are strapped, "advertisers turn to the tried and true, and national TV has proven that it works in helping them move product in good and bad economic times ... marketers are looking at ad platforms that generate the most efficiency"... TV sales in the U.S. are predicted to drop this year, the first decline in at least a decade. So says market research firm, **DisplaySearch**. TV manufacturers have long argued that sets were recession-proof because Americans want a cheap way to entertain their families. In 2009, sales of all types of TVs in North America are predicted to decline by 4%. LCD TV sales are expected to increase in North America by 2% over 2008, a fraction of the 22% gain in 2008 and the 77% rise in 2007... The **Banff World Television Awards** call for entries is open. Categories may be seen by clicking <http://www.banff2009.com/prog.comp.categories.php>.

RADIO: National radio sales were off 1.2% in the first quarter (September, October, November) and Q2 will likely be off as well, albeit for more reasons than the economy. **Canadian Broadcast Sales** President **Patrick Grierson** says the second quarter was affected by December being five weeks last year versus four weeks this year, while a mid-week Christmas made December a three-week month. "Additionally," he said, "broadcast calendar Q2 is uniquely 12 weeks versus the normal 13 weeks, all of which will negatively impact on this year's comparative performance"... Meanwhile in New York, **Wachovia** analyst **Marci Ryvicker** is now forecasting a 13% drop in 2009 U.S. radio revenues, or worse. American radio stocks, she says, have hit bottom, and she points to various penny stocks, significant debt levels, nonexistent credit and significant revenue and EBITDA declines. Further, says Ryvicker, Wachovia does not see any indication of events nor

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Feb 9 -10
SAC (Sales Advisory Council)
Conference
Toronto, ON
www.tvb.ca

immediate turnarounds that will favorably boost the stocks... Three more **Astral Media** radio stations are flipping IDs over the next few days. **95 Crave Vancouver** today (Thursday) becomes Canada's second **Virgin Radio** station to launch after **Virgin Radio 999 Toronto**. 95 Crave is now **Virgin Radio 953**. Tomorrow (Friday), **The Bear (CKQB-FM) Ottawa** will become **Virgin Radio 106**. And on Monday, **Mix 96 Montreal** will become **Virgin Radio 96** (they'll also change their phone number to 514 790 96-96)... Toronto has a new multi-cultural radio station. **CINA-AM** at 1650, owned by **Neeti Prakash**, is the first radio station in Canada licenced to serve the Indo-Pakistani community. Programs are broadcast in Hindi, Urdu and Punjabi. President is **Neeti P. Ray**... **CHYM-FM Kitchener's** annual **Tree of Hope Radiothon** raised \$290,186.00 for the **Family and Children's Services** of Waterloo Region. The money is used, in part, to the taking care of families and children in crisis throughout the year... Writing in the Viewpoint section of **RBR.com**, the GM/Chief Engineer at **KLQP Madison, WI – Maynard Meyer** – calls HD Radio “a flawed technology designed only to line the pockets of iBiquity.” Meyer describes the arrangement with iBiquity as being “insane”... Meanwhile, the **FCC** has invited the public to comment on a proposal filed by a group of U.S. HD Radio broadcasters and equipment manufacturers seeking a ten-fold increase to the digital power currently authorized under the hybrid IBOC transmission standard (NRSC-5-B). Initial comments filed, including a submission from **iBiquity Digital Corporation** setting out technical data, and a study by **National Public Radio**

detailing potential interference increases to existing FM stations as a result of this change, have been placed on the public record. A quick decision from the FCC is not expected due to the change of administration. **Industry Canada** advises that technical authorizations for HD Radio operations here will continue to be based on the current NRSC-5-B standard; however, broadcasters wishing to conduct experiments with higher digital power may be allowed to do so on a temporary basis, subject to Industry Canada approval... With the debut of PPM data in Montreal came the inevitable comparison between it and the S4 diary ratings. The S4 diary measures recall of listening while the PPM report provides a real-time estimate of actual listening behaviour. Francophone PPM cume scores for the average station were more than five times higher than the corresponding S4 reach measurements. PPM estimates radio's reach (cume) exponentially higher than the diary recall approach. With Anglophone stations, the increase was almost six times higher. The largest cume differences in PPM were shown by stations with minimal diary reach, but even the strongest competitors multiplied their weekly circulation by three to four times. The diary's Average Quarter Hour has no precise PPM equivalent in the figures available. Where AQH refers to a 15-minute listening period, PPM substitutes AMA (Average Minute Audience). Vancouver-based **Bohn & Associates Media**, which did this study, says most of the problems inherent in the 15 minutes versus one-minute conflict can be avoided comparing rank. When that was done, Bohn said there was minimal initial change. Among the top 10 Anglophone stations, the PPM AMA rank of the top six is identical to the diary's AQH for S4 2008. Francophone stations have a little bit more shuffle in the top 10, but nothing dramatic... **Vista Radio Ltd.** has completed the closing of its acquisition of **106.1 The Goat Lloydminster** and **99.7 the Goat Bonnyville**... Lower B.C. Mainland **CBC Radio One** listeners can now find it on both FM and AM. The station began broadcasting at 88.1 FM, in addition to its 690 AM frequency, this past Monday.

REVOLVING DOOR: **Jeff Vidler** has become Sr. VP/Managing Director Radio Research at **Angus Reid Strategies** in Toronto. It's a relatively new company (not to be confused with **Ipsos Reid**). Vidler, who will continue his column in **Broadcast Dialogue** magazine, had been a partner in **Solutions Research Group**. The new VP/GM at SRG is **Graham Loughton**, ex of **Enviro-nics**... **David MacLean**, after 29 Years at **CJFX Antigonish**, is moving from his CEO position to new challenges as a Director of **Credit Union Central**. His departure from CJFX is planned for May... **Jim Blundell**, VP/GM at **Bob FM (CHST-FM) London**, moves later this month to become VP/GM at **A Victoria/CFAX/Kool FM**. The Victoria position has been vacant since **Richard Gray** moved to take over **A Ottawa/CFRA/Bob FM/Magic 100/Team 1200**. No word yet of a successor for Blundell in London... **Terry**

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Reid, the morning show host at **QM-FM Vancouver** the past 16 years, will be leaving the station this month. He's decided it's time to sleep in and look at new professional challenges. Succeeding Reid is **Mike Shaeffer** who most recently was host of a U.S. nationally syndicated morning show and based in Sacramento... **Pamela Wallin**, Saskatchewan's newest senator-to-be, says she'll resign her appointed seat and run as a candidate when the province holds elections for Senate nominees. And **Mike Duffy**, also one of 18 Senate appointments announced by Prime Minister Stephen Harper, is moving back to PEI... Upon his father's passing **Edward Rogers** is now the **Rogers Communications** Control Trust Chair and his sister, **Melinda M. Rogers** is the Control Trust Vice-Chair. Advisory Committee members are appointed in accordance with the estate arrangements and include members of the Rogers family, trustees of a Rogers family trust, and other individuals... **Jim Hutchings** has retired as Engineer at **CFSL Weyburn** and **CJSL/CHSH-FM Estevan**. His successor is **Patrick Fisher**, the son of **Ken Fisher** who's Station Engineer at **CHAB/CILG-FM; CJAW-FM Moose Jaw**... **Chris Kennedy** has left his PD gig at **Q92 (CFQR-FM) Montreal**. No successor yet.

GENERAL: Some experts say the media is scaring consumers from opening their wallets, which in turn is only adding to the woes of Canada's recessionary economy. **Conference Board of Canada** chief economist **Glen Hodgson** says that if the media keeps saying that the sky is falling, people are bound to think that's what's happening. And while there is the global credit crunch, the problems aren't as deep or widespread as people are being led to believe. The result of blanket media coverage of the economic troubles in Canada is said to be helping to lower consumer confidence, creating what the conference board calls "a *psychology of recession*." In the conference board's 2009 economic forecast due next week, Hodgson said figures will show a contraction in Canada's gross domestic product and a jump in unemployment, now about 6.3%. That's less than half the jobless level of the 1980-81 recession. "Another way to look at it," says Hodgson, "is that 99.5% of the GDP is still there ... and that 94% of us still have our jobs" – nowhere as dire as in the U.S., which has technically been in a recession for a year... The **Supreme Court of Canada** decided to hear the appeal by the **CAB** regarding the Part II licence fee challenge. In December of 2006, the Federal Court Trial Division ruled that the **CRTC** Part II Licence Fees collected by the federal government from broadcasters and broadcast distributors are an illegal tax. The Crown appealed that decision to the **Federal Court of Appeal**, which ruled that the fees are valid regulatory charges and not a tax. On June 27, 2008, the CAB filed an application for leave to appeal the FCA decision to the Supreme Court. Part II Licence Fees go directly to the government's **Consolidated Revenue Fund**. At issue are fees of about \$100 million a year levied by the Commission. It, however, stopped collecting the money after the initial court decision in 2006, pending a final outcome in the appeal process... Shares of **Rogers Communications** fell more than 3% yesterday (Wednesday) after **Canaccord Adams** analyst **David Lambert** downgraded the stock following the release of weaker-than-expected cable-TV subscriber results. Lambert cut his rating on the shares to "hold" from "buy" and reduced his 12-month target to \$35 from \$38.

SIGN-OFFS: **Robert "Bob" Krueger**, 61, of lung cancer at Hamilton's St. Joseph's Hospital. Krueger was the General Sales Manager at **Corus Entertainment's** three Hamilton radio stations... **Noel M. Wagner** in Calgary after complications arising from long term health problems related to a stroke suffered a few years ago. Wagner spent his career with **CICT-TV Calgary**, formerly CHCT-TV, in various capacities. He resigned as the station GM in 1991.

SYNDICATION: Again this year, **Aflalo Communications** will distribute in Canada the **IMS Radio Network's** coverage of the **2009 IndyCar** series. The season kicks off in Long Beach April 19 and runs through to the Miami race Oct. 10.

SUPPLYLINES: The **National Academy of Television Arts & Sciences** has awarded two of its 2008 **Technical & Engineering Emmy Awards** to **Thomson (Grass Valley)** for their impact in enhancing the consumer viewing experience and for significant contributions to the state-of-the-art in television engineering... In another bid to bring Web-delivered content to television, **Intel** and **Adobe Systems** plan to develop a version of Adobe's Flash media player technology to the chip maker's media processor designed for set-tops, digital TVs and other home-entertainment devices.

Dialogue BROADCAST

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January 15, 2009

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GENERAL: The *Canadian Broadcast Distribution Association's* (CBDA) annual conference set for Jan 19-20 in Toronto has been cancelled based on the economic conditions. CBDA says the attendance response was "extremely low" and that the organizing committee decided to cancel. This is the second national Canadian broadcast conference to be cancelled this year. Earlier, *RTNDA Canada* cancelled its June event planned for Edmonton... The *Copyright Board's* *SOCAN Tariff 22.B* (Commercial Radio) and D (Commercial Television and Non-Broadcast Television) decision regarding the use of music

requires that the first payments for all past amounts owing before Dec. 31, 2008 become due Jan. 31. The Board accepted the CAB's argument that most Internet-related revenues are not related to music content and, as such, payments due under the tariff will be substantially less than what was originally requested. Meantime, both *SOCAN* and video game makers have applied for a judicial review of the decision... *Astral Media's* first-quarter profit rose to \$42.4 million from a year-earlier \$37.5 million. Revenues were up 24% to \$244.5 million after its acquisition of Standard Radio in the fall of 2007. Earnings per share were 76 cents, compared to 69 cents in the first quarter of fiscal 2008, when revenues were \$197.7 million... *Corus Entertainment* reports a fiscal first-quarter profit of \$40.6

million, or 50 cents a share, up slightly from year-earlier earnings of \$39.4 million or 46 cents a share. Despite the quarterly results, Corus says it is reducing its earnings forecast for 2009, setting profit guidance between \$255 million and \$265 million. The company originally projected profits of between \$270 million and \$280 million... *Score Media* founder **John Levy** says the multiplatform media approach has helped keep ad revenues afloat despite the slowdown. *Score Television Network* is working to boost its presence on the Internet, mobile phone applications and satellite radio. Levy says Score ad revenues rose 18% in the first quarter compared with the same period the previous year but the company declined to quantify the amount of ad revenue growth with specific results... *Canwest Global Communications* has reported a \$33 million loss in the first quarter, citing a deteriorating economy, low ad revenue and accounting issues related to some



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of its specialty channels. The loss amounts to 18 cents per share and reverses year-earlier earnings of \$41 million or 23 cents per share. Revenue for the quarter rose to \$886 million, up 2% from the \$867 million reported during the same quarter of 2008, but operating profit dropped to \$204 million from \$223 million... Meanwhile, **Moody's Investors Service** has downgraded its rating for **Canwest Global Communications** saying that the company "has no meaningful ability to reduce its debts" – at least in the next few years. The recession, says Moody's, has had an impact on ad buying patterns that may have already critically impaired the prospects for all Canadian conventional TV broadcasters... The **CAB** says it can't meet the Jan. 19 deadline set by the **CRTC** to set up the proposed **Local Programming Improvement Fund (LPIF)**. CAB wants a month's delay. The LPIF, part of a new policy for BDUs released at the end of October, was enacted to boost local programming, especially news, in markets with less than 1-million people. BDUs will charge subscribers 50 cents each per month to fund the operation – expected to generate about \$60 million in its first year. CAB says the unworkable deadline clashes with several other important proceedings. CAB also wants time to consult with non-CAB members to determine how they would participate in the fund... At the Las Vegas **Consumer Electronics Show (CES)**, 20,000 new technology products were unveiled – including 3D HDTV, green technologies, Internet TV and digital entertainment. Preliminary estimates suggest attendance will be more than 110,000, down from the 141,500 at last year's event... **Cogeco** reports a profit of \$11.1 million or 66 cents a share in the first quarter, reversing year-earlier losses of \$10 million or 60 cents a share. The cable operator says revenue rose 18.5% to \$308.4 million from \$260.3 million... Atlantic Canadian broadcast journalists are reminded to submit their stories and images to the **28th Atlantic Journalism Awards**. Entries are required to have been published or broadcast in an Atlantic Canadian medium during 2008, and postmarked no later than the submission deadline of Friday, Jan. 30. Category descriptions, tickets and other information can be found at www.AJAs.ca.

TV/FILM: U.S. President-elect **Barack Obama** has urged Congress to postpone the Feb. 17 switch from analog to digital. He argues that too many Americans won't be ready. Obama transition team co-chair **John Podesta** noted that the U.S. Commerce Department has run out of money for \$20 coupons to subsidize digital TV converter boxes for consumers. Former FCC chairman **William Kennard** and **Michael Powell** co-authored a piece in the **New York Times** calling for a postponement. They say that a few extra months of preparation would head off a train wreck. But current FCC Chairman **Kevin Martin** argues that a delay would cause confusion. The FCC and American broadcasters, he said, have been clear - for a very long time - about the February 17 date. Meantime, **Fox** has joined with **ABC**, **CBS** and **NBC** in supporting a possible postponement of the DTV transition... In its third annual State of the Media Democracy report, **Deloitte** says the computer is taking over from TV as the prime source of entertainment for 14-25s. The millennials, as they're called – by 75% – say that the digital shift is true for them, as it consistently is across five countries (U.S., UK, Brazil, Germany and Japan) surveyed in the report. **Ed Moran**, Deloitte's director of product innovation, says millennials are the most active in gaming, music and Internet use for socializing. As well, 59% of them use their cellphones as entertainment devices versus 33% of all consumers. While millennials are spending one-third less time watching TV, consumers still rank television as having the most impact on buying decisions... **CTV** says its online properties had a record-breaking 2008, doubling 2007 results to 337 million total video streams... **CBC/Radio-Canada** is

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asking the **CRTC** to ensure that DTH BTUs provide CBC's English and/or French programming fairly across Canada. The Commission has begun hearings to examine services in both official languages to all linguistic minority communities... **Corus Entertainment's** renewal of its deal for series aired on U.S. specialty channel **Nickelodeon** will include broadband, mobile and video-on-demand content. Corus gets Canadian rights to all media for Nickelodeon series, including *SpongeBob*, *SquarePants* and *Dora the Explorer*. Nickelodeon parent **Viacom** has long been thwarted in its desire for a *Nickelodeon Canada* channel but with this deal it now gets a giant foot in the door... **ABC News** and the **BBC's** Iraq partnership has been extended to include BBC day-to-day reports. While ABC will reduce its full-time presence, it will continue to have a Baghdad bureau though with fewer employees and no full-time correspondent. The Baghdad bureaus of ABC and all other U.S. nets and cable news channels have spent a bundle since the war began in 2003 – millions per year.

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RADIO: Margot Micaleff, the Chair/CEO of **Vista Broadcast Group**, has been appointed to the Board of **Canwest Global Communications**. The appointment came yesterday (Jan. 14) in Toronto at the Annual General Meeting where she was described as having "vast experience in the areas of mergers, acquisitions, divestitures and governance"... **Coleman Insights**, based at Research Triangle Park, NC, has released an on-demand presentation of its "Real PPM Panelists Tell All" study. Click www.ColemanInsights.com to view the no-charge multimedia presentation delivered to delegates at the **2008 NAB Radio Show** this past September... **CHML** and **Y108 Hamilton's** 32nd annual Christmas Tree of Hope campaign raised \$220,000 for 25 local children's charities. Since CHML began the Christmas Tree of Hope 32 years ago, about \$4 million has been raised for local charities... **Canadian Satellite Radio Holdings**, the parent of **XM Canada**, says it nearly doubled its net loss in the fiscal 2009 first quarter on a big currency loss, but sharply increased revenues. The net loss ballooned to \$31.5 million or 66 cents a share for the three months ended Nov. 30, compared with a \$16.2 million loss or 34 cents a share for the same period last year. Revenue in the quarter, however, rose 53% to \$12.5 million from \$8.1 million. The company says its loss reflected a \$17.3 million foreign exchange loss...

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turned 50 on Monday, and organizers have a year of celebrations planned. The studio that was home to the likes of **The Supremes**, **Temptations**, **Four Tops**, **Smokey Robinson**, **Jimmy Ruffin**, **Stevie Wonder**, **Marvin Gaye**, **The Commodores** and the **Jackson Five**, to name only a few, will become **The Motown Historical Museum**. In this anniversary year, look for special album releases, documentaries, museum exhibitions and a new stage musical that's in the works. Radio stations around the world will also take part with broadcast specials. Detroit city councillor **Martha Reeves**, one of the Motown's former stars (with the **Vandellas**), was among those taking part in the celebrations. Over the years, Motown produced nearly 200 No. 1 hits, with many of them now considered classics that continue to be covered by contemporary musical acts. (**Ed's note:** If you haven't yet seen the video **Standing in the Shadows of Motown**, the story behind the music, rent, buy or steal a copy.)

REVOLVING DOOR: **Danny Kingsbury**, the long-time **KISS-FM (CISS FM) Ottawa** General Manager, is no longer with the **Rogers Radio Ottawa** cluster. Kingsbury says the move was a re-structuring but, he says, *"It's all good, a sign of the times. I'm grateful for the past 10 years, Rogers treated me great, Scott Parsons (Exec VP National Capitol Region/Ontario North/Atlantic Canada) is a terrific guy to work for and I have loved Ottawa as almost everyone does."* Kingsbury may be reached at dannykingsbury@rogers.com ... Citing the hard economic times that the company is facing, and planning a new direction for the company, **CHIN Toronto** has parted company with one of its shareholders, **Donina Lombardi**, VP of CHIN TV and the youngest daughter of the founder, the late **Johnny Lombardi**. Siblings **Lenny** and **Theresa Lombardi** are now the sole shareholders. **Joe Mulvihill**, Exec VP/COO, was let go in the restructuring... **Paul McGuire** has become the third member of **The New Country 95.3 (CING-FM) Hamilton's** morning show. McGuire, a **CMT** host, joined **Lea Cater** and **Brad Hoffman** as the new morning drive co-host this past Tuesday... **Michael Skarzynski** succeeds **Steve Morris** as President/CEO of **Arbitron**. Morris remains Chairman. Skarzynski was most recently CEO of **Iptivia**, a performance-management software company... **Mitchell Blair** and News Talk Radio – **CJME Regina/CKOM Saskatoon** – have parted company after Blair resigned. The Regina-based sportscaster says he has no immediate employment plans... Former **Teletoon** publicist **Kate Dickson** has been promoted to Communications Supervisor. Part of her responsibilities include building awareness of the Toronto-based English networks... **Bob Duck**, ex ND/Morning Show Co-Host at **CHVN-FM Winnipeg**, is now ND at **CJCD-FM Yellowknife**... **Jessica Jackson** moves from the **Jim Pattison** stations at Cranbrook to become morning co-Host with **Marlon Martens** at **B93 Lethbridge**. She begins Feb. 2.



SIGN-OFFS: **Charles T. McManus**, 79, in hospital at Barrington, NS. He'd been in broadcasting for 30 years, his last position as an Anchor at **CFQC-TV Saskatoon** (now **CTV Saskatoon**)... **Valérie Letarte**, 47, of cancer in Sutton, Quebec. She was described as *"a vivacious broadcaster who stimulated and entertained youngsters for five years with her popular French-language radio show"*, **275- allô/Ados-radio** on **Radio-Canada**.

LOOKING: **Newcap TV Lloydminster** - News Producer/Editor; **East Coast Music Association (ECMA) Charlottetown** - Executive Director; **CJFX-FM Antigonish** - General Manager; **Astral Media Radio Edmonton** - Imaging Producer; **Astral Media Radio St. Catharines** – Senior Account Executive; **Teletoon Toronto** – Communications Assistant; **CTV Toronto** – Engineering Technician, a Manager for Brand Partnerships and a Program Host Current Affairs Program; **CTV Regina** – Creative Services/Promotions and a Writer/Producer; **Canwest Broadcasting Toronto** – Program Coordinator/Drama and Factual Specialty Channels and a Qualitative Research Supervisor; **1031 Fresh FM London** – Midday Host; **New Country 93.7 JRFM/100.5 The Peak Vancouver** – Account Executive; and, **Rogers Radio Medicine Hat** – Creative Writer.

SUPPLYLINES: **Elder Engineering** founder **Gordon Elder** retired December 31 after almost 50 years in the broadcast technical business. His company, too, "retired" having ceased operations from his King City, Ontario, location. **Stuart Hahn**, Elder's long-time associate, has formed **Hahn Broadcast Engineering** to continue the tradition of service to Canadian broadcasting. Hahn is also located in King City... **Andrew Mulrooney** and **Guy Fournier** have been promoted at **Comlab's Davicom** division. Mulrooney became Director of Technical Support and Training and Fournier is now Regional Sales Manager for the Canadian and U.S. markets. Both appointments were effective Jan. 1... **Jan Mills** has been promoted to Director, Marketing Communications, at Iroquois, ON-based **Ross Video**. He moves into the new new position after 31 years with the company, the last 10 as Media Marketing Manager.

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RADIO: **Astral Media**, in what it describes as a reorganization at some of its English-language radio operations, has cut 23 employees. The company says most of the jobs – at all levels – will not be replaced. Last week, Astral said it had outperformed industry rivals in the first quarter but has begun to feel the effects of a softening Canadian economy, the rest of the year described by some as being “grim”. Profit in the first quarter ended Nov. 30 rose to \$42.4 million, up from \$37.5 million in the same quarter last year... The deal for **Newcap** to purchase **Haliburton Broadcasting's** 12 rural Ontario FM stations is dead. The

Dartmouth-based company blames “seriously deteriorating credit markets” for the deal having gone south. **Rob Steele**, Newcap’s CEO, says that while the company sees the Haliburton properties as “attractive assets” Newcap would someday like to own, “we have decided it is not the appropriate time to increase the debt levels of the company”... Attendees at next Thursday’s **Radio Marketing Bureau PPM Symposium** will hear and be given the opportunity to discuss the future of Portable People Meters with a panel of broadcasters and media agency executives who have been actively involved in the launch of PPM in Canada. They are: **Lesley Conway-Kelley**, Exec VP/GM, **Astral Media Radio Sales**; **Mario Cecchini**, VP, Quebec, **Corus Radio**; **David Campbell**, President/CEO, **Group M Canada**; **David McDonald** – Group Manager, Radio – **M2 Universal**; and, **Jim MacLeod**, CEO, **BBM Nielsen Media Research**. Tickets by clicking www.rmb.ca and clicking on Buy Tickets... The broadcaster who brought “Baby Blue” movies to Toronto on **Citytv** back in the 70s is trying something similar on his **AM 740 Toronto**. **Moses Znaimer**, who shocked Toronto when he dared to air soft-core pornography at midnight on Friday nights, now has an hour-long radio show airing at Midnight, Monday through Thursday, called **Midnight Blue**. It’s billed as “the first-ever, R-rated, late-night radio show”... As snow fell at a notorious downtown Toronto intersection Saturday night, cars slowed to watch two hookers holding signs with the question: *Should prostitution be legal?* It was part of an ad campaign for **CFRB Toronto** to get people talking about issues in the city. But **Valerie Scott**, executive director of **Sex Professionals of Canada**, was quoted as saying: “Here they are paying them for one hour to hold up a sign in order to get publicity for their radio station. I don’t want to hear

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CEO, Mass 2 One Media, Inc. (M2O)

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Hall of Fame inductee

Canadian Music and Broadcast Industry Awards

THE Crystals

CANADIAN RADIO Music Awards

[anything] on that station about how women should not be working on the street after this. Now they have zero moral authority to complain"... The **New York Festivals** 2009 Radio Programming & Promotion Awards is accepting entries up to March 31.



TV/FILM: **Global Toronto** is eliminating its Noon newscast, resulting in 39 employees losing their jobs. **Canwest** decided in November that it would eliminate the morning Global Toronto newscast, and in the process, decided to cancel the lunchtime newscast as well. January 30 is said to be the last day for both programs. The morning slot will be a simulcast of *CH Morning Live* from **CHCH-TV Hamilton** on the **E! Network**. Canwest said in November that it would slash 560 jobs as it struggles to deal with slumping ad revenues, the tough economic conditions and fierce competition... Meanwhile, **Canwest Global**, says the **Communications, Energy and Paperworkers (CEP)** union, has petitioned the **CRTC** for a suspension of conditions of licence imposed in 2001 respecting cross media ownership. The 2001 conditions called on the company to ensure the independence and separation of newsrooms of its television services and affiliated newspapers. CEP opposes such a suspension. Union VP **Peter Murdoch** is quoted as saying that "Canwest is doing everything it can to slash newsrooms and reduce labour costs." Canwest VP, Public Affairs John Douglas says CEP claims are wrong... If **CTV's** airing of the controversial **Steve Murphy** interview with then-Liberal leader **Stephane Dion** last October breached any national broadcasting codes, **Canadian Broadcast Standards Council** Chairman **Ron Cohen** says we'll know about it within months. A CTV producer indicated that a clip of Dion stumbling wouldn't air, but it subsequently did, thus setting off a debate about journalism ethics and whether CTV was fair. Cohen says the CBSC received roughly 30 complaints about the broadcast... **Scott Moore**, the head of **CBC Sports**, says a drop in revenue, coupled with the cost of TV rights, has caused CBC to pull out as a carrier of **Toronto Blue Jays** telecasts. Another factor was the CBC's inability to supplement ad revenue with revenue from cable companies. The CBC's two-year contract with the club expired at the end of the 2008 season. The Jays were demanding the same fee, about \$150,000 a game, from all networks. Combined with production costs of about \$50,000, the total expenditure approaches \$200,000... Ottawa will host **The 29th Annual Genie Awards** April 4, 2009 at the **Canada Aviation Museum**. The **Academy of Canadian Cinema & Television** along with **Canwest Media** and the **National Capital Commission** have partnered for this year's event.

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REVOLVING DOOR: Confirmed as among those caught in the 23 **Astral Media Radio** English staff cuts (see **RADIO**) are: **Rob Braide**, VP Branding Communications and Industry Relations (and former VP/GM at **CJAD/CJFM/CHOM-FM Montreal**); **Jean-Marie Heimrath**, VP/GM of Astral's Toronto-based English-language radio syndication arm, **Orbyt Media** (formerly Sound Source); **Eric Stafford**, VP/GM of **The Bear Ottawa**; **EZ Rock Toronto**; PD **Brian DePoe**; VP of English Programming **Ross Davies**; VP of Engineering **Dave Simon**; **CFRB Toronto** Morning Anchor **Jane Brown**; CFRB afternoon Anchor **David Bent**; CFRB evening Anchor **Bill MacDonald**; CFRB overnight Anchor **John Elston**; and, late night CFRB talk show Host **Richard Syrett**; and, **Lee Sterry**, GM at **Astral Radio Penticton**. His successor is Sales Manager **Janet Burley** who becomes GM/GSM. (**ED.'s note**: *Other names have been bandied about from various Astral radio properties across the land but confirmation wasn't yet available. More in our next edition.*)... Also at **Astral Media Radio**, VP/GM **Tom Cooke** of the Hamilton cluster, will manage the London Astral stations upon the retirement of **Braden Doerr** Feb. 27. Cooke officially takes the London reins March 2. And at **The Bear Ottawa**, **Denis Bouchard**, GM at Astral's Gatineau stations across the river, is acting GM... VP/GM **Paul Fisher** is no longer at **Rogers Radio Vancouver**. No word yet on a successor... **Gayle Zarbatany** succeeds **Danny Kingsbury** at **CHEZ/KISS Ottawa** as Program Director. She moves from sister **Rogers** property **CITI/Clear Winnipeg** where she was CITI-FM Station Manager/PD. Zarbatany begins in Ottawa Feb. 5. As an aside, she's married to another broadcast veteran, **Ford Gardner**... **CBC Ottawa** Managing Editor **George Hoff** is no longer with the public broadcaster. He'd been with CBC for 29 years, serving as Director of News gathering for TV and radio, Senior Executive Producer of News gathering for TV and Washington Bureau Producer. So far, a successor has not been announced... **Ed Ylanen** is no longer with **Astral Media Radio** as GM of the Peace River properties. Succeeding him as GM is **Terry Shepherd**... **Lucie Pelletier** is the new GM at **TVA Sherbrooke**. The post had been vacant since Dec. 31 when **Serge Matte** retired. For Pelletier, it's a return to TVA Sherbrooke. Until recently, she held the position of sales and marketing director at **TQS**.

LOOKING: **Atlantic Broadcasters**, owner of **X FM Antigonish**, is looking for a GM to succeed **David MacLean** who is leaving the station after 29 years. See the ad above... Other jobs we've heard about include: **Joy TV Winnipeg** - General Sales Manager; **Astral Television Networks, Toronto** - Supervising Editor; **Canwest Broadcasting Toronto** - Director, Broadband Video and a Master Control Operator - Digital; **CBC Vancouver** - Manager Finance and Administration; **CBC Regina** - National Reporter; **CBC Canada** - Director, Mobile Division; **CBC Calgary** - Regional Human Resources Manager; **Rogers Radio Winnipeg** - Program Director; **Astral Media Radio Regina** - Broadcast Technology Professional; **Astral Media Radio Montreal** - Junior IT Technician; **Rogers Radio Medicine Hat** - Creative Writer; and, **CKFX-FM North Bay** - Morning Announcer.

GENERAL: **Jim Shaw**, the CEO of **Shaw Communications**, says consumers aren't cutting back on cable packages despite a recession. Instead, he says, they're opting to keep the bells and whistles on their TV and Internet services. Shaw customers don't appear to be bumping down their cable and Internet packages to cheaper bundles, since it would only save them about \$10 off their bills per month. *"It's just not a big*

GENERAL MANAGER

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enough ... to worry about," he was quoted as saying after last week's annual general meeting in Calgary. People, he said, are more likely to scale back instead at the grocery store or at the coffee shop... In the U.S., **Clear Channel** CEO **Mark Mays**, in a memo to staff on Tuesday, said approximately 1,850 positions across Corporate, Outdoor and Radio have been eliminated, about 9% of the CC workforce. Mays wrote that the company is "facing an unprecedented time of distress in the general economy — and the ripple effects have hit some of our largest customers hard"... Among 27 people named to join the **Order of Ontario** is consumer advocate **Peter Silverman**, best remembered for his days at **Citytv Toronto**. Silverman now does his show exclusively on radio at **CFRB Toronto**... The **Western Association of Broadcasters'** newly-designed website (www.wab.ca) is now capable of accepting registrations for the **75th Annual WAB conference** to be held June 5-7 at Kananaskis... The **Federal Communications Commission** has fined **Comcast, Time Warner Cable, Cox Communications, Charter Communications, Cablevision Systems, Bright House Networks, Harron Communications, Midcontinent Communications** and **Suddenlink Communications** a total of about \$500,000 in amounts ranging between \$7,500 and \$25,000. Some of those companies, too, were told to issue refunds to subscribers for not giving 30-day notices about channel changes. In October, the FCC asked 13 cablecos for

more information on their practices of migrating channels to digital. The Commission was concerned that those who subscribe to less expensive tiers of analog service would have access to fewer channels because some have been moved to the digital lineup. American cable companies want to move analog channels to digital to create more room to add high-definition channels and other content. Comcast questioned the legitimacy of the FCC's probe while Time Warner Cable disagreed with the finding.

SUPPLYLINES: **Prestige Telecom** of Montréal has completed its acquisition of all the outstanding shares of **Radian Communication Services** (Canada), as well as certain U.S. assets of a Radian affiliate... Hackett's Cove, Nova Scotia-based **Nautel Ltd.** has been awarded the contract for 133 FM transmitters to modernize Turkey's national FM radio infrastructure. They'll be deployed by **Turkish Radio-Television Corporation** (TRT).

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

January 29, 2009

Volume 16, No. 34

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GENERAL: The *Canadian Association of Broadcasters* saw 14 people dismissed yesterday (Wednesday), including COO **Tina Van Dusen**, in what's described by the CAB Board of Directors as a restructuring move aimed at creating a "streamlined and effective advocacy association". The 14 had been working in Member and Marketing Services, Regulatory and Policy, Communications, Legal and Administration (see **REVOLVING DOOR**). President/CEO **Glenn O'Farrell** had announced his resignation shortly after the 2008 national convention in Ottawa. **Charlotte Bell**, the Chair of the CAB Board

(and Senior VP Regulatory Affairs at *Canwest Media* in Toronto), says a renewed organization will "operate with reduced resources and a more focused approach to advocacy relating to broadcasting sector policies and copyright matters." A new president will be recruited with a view toward what's described as more forward looking industry research to affect federal broadcasting policy, including copyright matters. Further, the annual CAB convention slated to be held in Vancouver next fall, has been cancelled – the third such national event to be axed...

CBC/Radio-Canada has commissioned a two studies – one English, one French – to evaluate the breadth and depth of its news content. The studies will also gauge public expectations. The third-party, independent study will be made public... The federal government says its \$10.7 million in the funding of high-tech industries in southwestern Ontario will establish what it calls the *Corridor for Advancing Canadian Digital Media*, with hubs in Kitchener and Stratford. It will include a **Digital Media Convergence Centre** in Kitchener and an institute at the **University of Waterloo** that will encourage research and commercialization of digital media. The region already boasts related companies such as **Research in Motion**, maker of the *BlackBerry*... **Canwest's** specialty channel unit – **CW Media Holdings** – posted a \$53.3 million loss in the first quarter, even as revenues climbed to \$106.1



If You Just Can't Wait to See

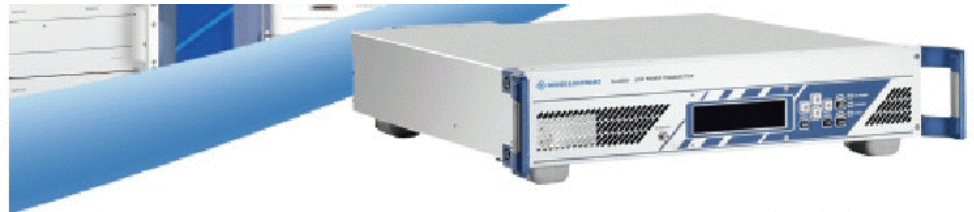
February's

BROADCAST DIALOGUE

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million, with \$66.7 million of it coming from advertising. The rest was from subscriber revenue. The results were affected by foreign exchange losses of \$57.1 million... The **Western Association of Broadcasters** is hoping to find a Manitoba TV manager for its Board of Directors. Nominations may be sent to info@wab.ca... The first **Advertising Week in Canada** – in Montreal, Toronto, Halifax, Calgary, Edmonton and Vancouver – is seeing events and speakers highlighting advertising's role in society. In Toronto yesterday (Wednesday), the **Canadian Advertising Research Foundation** sponsored **Nigel Hollis**' session dealing with the *Power of Advertising*. Hollis, the Exec VP/Chief Global Analyst at **Millward Brown**, discussed the PIMS program (Profit Impact of Market Strategy) that follows the long-term effects of increasing, decreasing or maintaining advertising efforts during a recession.



Are you ready for August 2011?

TV/FILM: Faced with the updating to digital requirement, **CTV** and **Canwest Media** are looking at cutting their losses, possibly by shutting some or all of their small- to medium-market **A** and **E!** stations. Both nets fear – based on current regulation – that they will never again be profitable with those conventional over-the-air operations. At **CRTC** hearings coming up in April, you can expect to hear that argument being made, along with petitions to relax rules related to local programming. But while the networks are arguing that their business model is compromised, the Commission and some others take an opposing view. They suggest the problems are temporary. But both Canwest and CTV say that if a “break” is good enough for Quebec TV network **TQS**, it's good enough for them. The CRTC gave TQS' new owners a licence, with minimal requirements to produce local programming. It stipulated, however, that another look be given the TQS financial situation after two years. That was done to prevent TQS from shutting its doors... **CTV** is “a little behind” last year's position in the sale of Super Bowl ads. **Rick Brace**, CTV's president of revenue, business, planning and sports, says “... sales are very last-minute” but also says the network is close to selling all commercial space by tomorrow's (Friday's) deadline... **Maple Leaf Sports & Entertainment** has an agreement to buy an 80.1% stake in **Insight Sports** specialty channel, **Go!TV Canada**. The purchase of the 24/7 soccer network still needs **CRTC** approval... The **S-VOX** group of companies has sold **The Christian Channel** to **World Impact Ministries** (WIM) of St. Catharines. The Ontario-based charity's purchase is still subject to **CRTC** approval... **CTV Calgary** has completed installation of a high-def transmitter and is on the air with **CTV HD Calgary**, the only OTA operation in the city to do so... Backers of a plan to expedite passage of a delay of the mandatory U.S. digital transition date were didn't fare well yesterday (Wednesday) when the move failed in getting the required two-thirds majority in the U.S. House of Representatives. Republicans opposing the measure managed to gather up 168 nay votes to prevent the extension passing with limited debate and no amendments. Earlier, the U.S. Senate had passed a bill that would have extended the transition to all-digital TV signals from Feb. 17 to June 12. The additional time, said legislators, was aimed at giving those who haven't prepared for the switch do so in the coming months... The federal government has renewed the **Canadian Television Fund** (CTF) at current levels for two years... A commentary by **Jim Kelley** on a hockey hit didn't promote violence, says the **Canadian Broadcast Standards Council**. Kelley, on *Prime Time Sports* broadcast on **Sportsnet Ontario**, made tongue-in-cheek comments about a hit by **Mark Bell** on **Daniel Alfredsson** during a **Toronto Maple Leafs - Ottawa Senators** game. The decision may be found by clicking www.cbsc.ca.

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REVOLVING DOOR: Ron Suter, the SVP/GM of Toronto-based **NBC Universal TV Distribution** and SVP of **Universal Studios Canada**, has been promoted to Executive VP/GM, Canada, NBC Universal Television Distribution and Exec VP, Universal Studios Canada. He has been with NBC Universal since 1981, when he started out in the records division of **MCA** in Toronto... **Taylor 'Hap' Parnarby**, a mainstay in the Toronto market – and a broadcast journalist for 50 years – was among those **Astral Media Radio** people affected by last week's layoffs. Parnaby, 67, had been **CFRB Toronto's** chief correspondent since 1988 and a former mainstay at the **CKO-FM** news network, **CKEY Toronto** and **CHUM Toronto**... Along with **Glenn O'Farrell** and **Tina Van Dusen** (see **GENERAL**), other departures in yesterday's dismissal of **CAB** staffers include: **Carol Asboth** - administration; **Sylvie Bissonnette** - VP Finance & Administration & CFO; **Sandra Benoit** - Executive Assistant to the President/CEO; **Lindsey Ehman** - Coordinator Public Affairs; **Sean Kiely** - Sr VP Member Relations & Administration; **Marye Ménard-Bos** - Executive Director Events and Member Services; **Pierre Pontbriand** - VP Communications; **Jay Thomson** - VP Regulatory and Policy; and, **Susan Tulusso** - Director of Communications... **Mike Duffy's** successor at **CTV Newsnet** is **Tom Clark**, the Washington Bureau Chief. His new show is to be called *On The Hill* and a start date, says CTV, will be announced later. He continues as a back-up anchor for **Lloyd Robertson**. Meanwhile, **CTV South Asia Bureau Chief Paul Workman** moves to Washington as **Tom Clark's** successor... **Marc Michaels**, the morning show host at **Wired 96 (CFWD-FM) Saskatoon**, moves to **Vibe 98.5 Calgary**, also in mornings. He succeeds **Chad Martin** who moved up to Ops Mgr... **Rob Pepper** of the *Pepper and Dylan* morning show is also taking on the PD's gig at **The Bounce Edmonton**, beginning next Monday morning. He succeeds **Dan Tucek** who moved back to his home province of Ontario... **Gord Craig**, the ND at **SHINE FM (CJCA) Edmonton**, was among several staff laid off. Management points the finger at the economic downturn... **Ryan Vanner** moves from **Big Dog 92.7 Regina** to **CBC Edmonton** as a Broadcast Technologist, effective Feb. 16... **Michael Copps** has been chosen by U.S. President **Obama** to run the **FCC** as Acting Chairman until the likely candidate for the permanent position – **Julius Genachowski** -- is nominated and approved.

RADIO: The **CRTC**, by majority decision, has denied all applications for a new FM'er in Guelph, three new applicants and the fourth from **Corus-owned CJOY Guelph** for a flip to FM. The others are **Blackburn Radio**, **Frank Torres**, and **Guelph Broadcasting Corporation**. The Commission's studies on total revenues generated in the Guelph radio market sealed the fate of all applicants, including CJOY's proposed flip... There were hearings in Orillia this week for a new station there but thinking in the corridors was split, half the observers picking a winner and other half suggesting it may turn out to be a repeat of the Guelph decision. Applicants for an Orillia FM'er are: **Nick Montague**; **Larche Communications** (holder of the market's only licence, **CICX-FM**), **Bayshore Broadcasting**, **Newcap**, **Debra McLaughlin**, **Frank Torres**, **Rock 95 Broadcasting**, and **Instant Information Services**.

SIGN-OFFS: **Neil MacMullen**, 70, suddenly at his home near Kentville, Nova Scotia. The former owner of the **Annapolis Valley Radio** stations was found by his wife, **Lorraine**, on the floor of their Berwick house apparently the victim of a heart attack. MacMullen sold the stations to **Maritime Broadcasting Systems** in 1998... **Gordon Fred Kelly**, 73, at Calgary's Foothills Medical Centre. Gord Kelly, a Reporter and Anchor with **CFCN-TV (CTV) Calgary** for over 50 years, retired in 2002.

LOOKING: **X92 FM Calgary** - Technician; **Astral Media Radio Regina** – Creative Writer; **CTV Toronto** – Motion Graphic Designer and a Graphic Designer; **Canwest Broadcasting Toronto** -- Senior Web Application Developer-Team Lead; **CBC Toronto** – Manager of Planning; **CPAC Ottawa** -- Broadcast Systems Maintenance Engineer/Technician; and, **TVO Toronto** – Contract Officer.

