



# BROADCAST Dialogue

Published by Christensen Communications Limited  
414 St. Germain Avenue  
Toronto ON M5M 1W7

(416) 782-6482 \* Fax: (416) 782-9993 \* E-Mail: [tvradio@interlog.com](mailto:tvradio@interlog.com)

WEBSITE: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)

Thursday, August 5, 1999

Volume 7, Number 10

Page One of Two

CONTENTS AND FORMAT COPYRIGHT IN CANADA AND USA (1999) BY CHRISTENSEN COMMUNICATIONS LIMITED.

NO PART OF THIS NEWSLETTER MAY BE REPRODUCED OR RETRANSMITTED WITHOUT PERMISSION FROM THE PUBLISHER.

**R**ADIO: **WIC Radio** has restructured management at its Ontario and Manitoba stations. Effective immediately, **CJOB/CJKR-FM Winnipeg** President/GM **Garth Buchko** becomes Regional President, **WIC Radio Manitoba/Ontario**, with overall responsibility for WIC radio operations at Winnipeg, **Q107/Talk 640 Toronto** and **CHML/Y95 Hamilton**. Buchko will remain based in Winnipeg. Operations Managers, soon to be appointed, will handle day-to-day activities in Toronto and Hamilton. WC Radio President **Doug Rutherford** will continue to manage WIC Radio operations at Edmonton (**630 CHED/Power 92**), Calgary (**QR77/Power 107**) and Vancouver (**CKNW/CFMI**)... **Country 101-FM Prince George** died yesterday (Wednesday) morning at 5:59 a.m. At 6:00 a.m., **101.3 HITS-FM** was born. PD **Ken Kilcullen** says the country music format faded in popularity and overall tuning to country music is in decline throughout North America. "The format is in trouble," he said, "with too few superstars and too many mediocre songs." The new station can be heard at: [www.HITS101.3.FM](http://www.HITS101.3.FM)... **Jean Caine**, CEO of **CHWO 1250/CJMR 1320 Oakville** and **Canadian Association of Broadcasters** Hall of Famer, is recovering from a stroke suffered in early June. A full recovery is expected... **CJAD Montreal** Talker **Tommy Schnurmacher** opened a personal campaign encouraging listeners to donate to the strike fund of the **Montreal Children's Hospital** nurses' union local. In just four days, \$4,000 was collected. The story went front page in the **Montreal Gazette**... **Avril Benoit**, recently released from her co-hosting duties on **CBC's This Morning**, will be the new host of CBC Radio's **Here and Now**, the Ontario afternoon show. She begins Sept 6... The **CRTC** has approved a transmitter at Wingham for **CBLA-FM Toronto**. It'll operate at 100.9 FM with 11,800 watts... Internet broadcaster **Global Media Broadcast Network**, based in Vancouver, has signed **Triangle Broadcasting Company** - targeted to the gay and lesbian community - to an exclusive deal...

**G**ENERAL: **Hennessy & Bray Communications** has launched its latest division. **WebWorks** joins **RadioWorks**, **EthnoWorks**, **TVWorks**, **PrintWorks** and **AudioWorks**. GM **Kim Lafleur** heads up the new division. Website is: [hbworks.net](http://hbworks.net)... **CTV: The Television Wars** by **Susan Gittins** (Stoddart, \$34.95), described as "not for civilians", is a book that's often a tough slog through the years of corporate manoeuvrings that saw **John Bassett's** beloved **CFTO Toronto** and **Baton Broadcasting** competing for program and audience

**PROVIDING CUSTOM DESIGNED PACKAGES**  
for the Communications Industry

**THE HULL GROUP**  
Communications Resources  
Brokers/Consultants

- Radio • Television/Cable • DTH • Telephony/PCS
- Entertainment/Production • MMDS/LMCS
- Satellite Transmission • Electronics Mfg./Dist.

With over 45 years experience in the Communications Industry, you can rest assured that your insurance needs will be met.

**Peter McCabe, Vice President**  
Telephone (416) 865-0131 Facsimile (416) 865-0896

Our product is peace of mind™

from within the loosely-knit **CTV** network. CTV honcho **Ivan Fecan**, noting that neither he nor Bassett appears in the brightest of lights for their often-Machiavellian actions, says he's impressed with how factual and thoroughly-researched the book is... **Frank** magazine has apologized to **Mike Duffy**, conceding it crossed the line when it called him a "fat-faced liar". Frank says not only was this untrue and unfair, but that it was "absolutely wrong" to have done so... The build-up to this fall's **Canadian Association of Broadcasters** annual convention has begun. CAB says the convention, to be held in Montreal this year, has as its primary goals the seizing of new millennium opportunities and satisfying demand for top Canadian programming. **Broadcasting '99** runs Oct. 31-Nov. 2 with the theme: 'Ready! 2000'. The keynote speaker is **Andrew Lippman**, long-time associate director of **MIT Media Lab**. Sessions include: 'FuturePlan: Beyond 2000'; **CRTC's new TV Policy**; **CEO Panel**; 'Convergence and the New Competition: 'Radio at the Crossroads'; 'Partners in Progress'; 'Produce or Perish'; 'The Challenge of Bilingual Markets'; 'Digital Television: What's it going to take?'; and, 'What's New in Radio Advertising?'. **Broadcasting '99** co-chairs are **Daniel Lamarre**, **Groupe TVA Montreal** and **Claude Beaudoin**, **Télémedia Communications Montreal**...

**R**EVOLVING DOOR: **Don Luzzi**, GM at **Q107/Talk 540 Toronto** and **CHML/Y95 Hamilton**, is no longer with **WIC Radio**(see the full story in **RADIO** section)... **Susan Schaefer** is new VP, Marketing at **YTV**. It's a promotion from Director of Marketing... **Lilla Stuart** is new Director of Program Planning and Promotion at **CTV**... **Ray Telford** has transferred

with **Okanagan Skeena Group** from **CKNL/CHRX-FM Fort St John** to **CKDQ Drumheller** as GM; the reorganized Peace Regional management team within OKS includes: **Ron Clark**, GM at **CJDC AM/TV Dawson Creek** as Peace Region GM, adding duties for **CKNL/CHRX-FM (Energy98) Fort St John** and **CKRX-FM Fort Nelson**; **Russ Beerling** has moved from **CKRX-FM Fort Nelson** to Regional Radio PD for **CJDC Dawson Creek**, CKNL, CHRX and CKRX; Former **CKDK-FM Woodstock** GM **Jim Elliott**, based at **SUN-FM Kelowna**, is Regional Sales Manager for OKS radio and TV... After years of on-air performance at **CHED/Power 92 Edmonton**, **Ron Clark** moves into his new job as **WIC Radio's** Alberta Internet Development Director... New PD at **CHLB/CKTA Lethbridge** is **Reid Morgan**, ex Music Director/PM Drive Host at **SILK-FM Kelowna**... Former **CBC-TV Man Alive** Host **Roy Bonisteel** is the new Director of the journalism school at the **University of Regina**...

**SIGN-OFF:** **A-Channel Edmonton's Erika Linder**, 23, who reported traffic and weather on the station's **Big Breakfast** show, has been killed in a head-on collision. Her husband, **Ryan**, was driving the sport utility vehicle on the Trans-Canada Highway in BC, heading for Salmon Arm, as part of their vacation...

**LOOKING:** **CFOS/MIX 106 Owen Sound** is looking for all kinds of talent, including a Retail Sales Manager, a writer, and an announcer... **CKXD 'KIXX' Gander** (soon to be converted to FM) is looking for a Morning Show Host... **CFHK 'The Hawk' London** is looking for a Sales Professional... **Daryl Holien**, former PD at **Country101-FM/CKPG-AM Prince George** is looking to land. Reach him at 250/614-9266... **RTNDA** President **Gerry Phelan** (ND at **VOCM St. John's**) says he knows of a great anchor/reporter who's about to be laid off. If you want her name, contact Phelan at VOCM... **Monarch Broadcasting's** Lethbridge/Taber operation is looking for a radio News Announcer for **Country 95.5 FM** (Contemporary Country) and **Classic Hits CKTA 1570** (Classic Rock).

**TV/FILM:** The 14th annual **Gemini Award Nominations** will be announced simultaneously in Toronto and Vancouver Sept 21, broadcast on **Rogers Community TV** in both cities. The award weekend kicks off Nov. 5... Toronto-based **Nelvana** has struck a \$US40-million deal to produce **PBS** Saturday morning children's programming. The huge multi-year deal is for six book-based series, each 13 episodes long. The shoes are set to begin airing in the fall 2000 season... **Headline Sports**, the sports highlights and information network, has applied to broadcast live sporting events...

**SUPPLYLINES:** St. Laurent-based **Miranda Technologies** has launched compact HDTV serializers and deserializers. The units convert high-definition video from parallel to serial digital and vice versa...

**EDITOR'S NOTE:** We're looking at doing a magazine cover in the near future which will be a collage of industry vanity licence plates. If your personal, station, or broadcast-industry related vehicle(s) has a vanity plate with call letters, job titles, specialty channel or TV channel ID, or virtually **\*ANYTHING\*** having to do with the broadcasting business, please take a snapshot of that plate and mail it to me. Address is: **Broadcast Dialogue**, 414 St. Germain Av., Toronto, ON M5M 1W7.



**The Last Word. First.**



**ANNUAL CONVENTION**

**Summerside, Prince Edward Island**

**Sept. 10-13**



# BROADCAST Dialogue

Published by Christensen Communications Limited  
414 St. Germain Avenue  
Toronto ON M5M 1W7

(416) 782-6482 \* Fax: (416) 782-9993 \* E-Mail: tvradio@interlog.com

WEBSITE: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)

Thursday, August 12, 1999

Volume 7, Number 11

Page One of Three

CONTENTS AND FORMAT COPYRIGHT IN CANADA AND USA (1999) BY CHRISTENSEN COMMUNICATIONS LIMITED.

NO PART OF THIS NEWSLETTER MAY BE REPRODUCED OR RETRANSMITTED WITHOUT PERMISSION FROM THE PUBLISHER.

**REVOLVING DOOR:** Trina McQueen is new Exec. VP at **CTV**, beginning Aug. 16. She resigned late last week as President at *the Discovery Channel*... Hana Gartner has been bumped from her co-host role at **CBC-TV's The Magazine**. Brian Stewart will assume full hosting duties in the 1999-2000 season... Michael Coren has left evenings at **CFRB Toronto** for mornings at **Talk 640 Toronto**. Tom Rivers is out of the morning gig at Talk 640... Lisa Akizuki has been appointed VP Programming/Operations at **CKMM (Hot 103) Winnipeg** and Russ Tyson, also of **Craig Broadcasting**, now holds that same title at **QX 104 FM Selkirk/Winnipeg**... At **POWER 107 Calgary**, Evening Jock and MD Maz McFly has been promoted to Ass't PD... **Reuters** has announced the appointment of David Ljunggren as its new National Political Correspondent for Canada and Randall Palmer as the Ottawa Bureau Chief.

**SIGN-OFFS:** The man who established Canada's first small market TV station — Ian G. Clark — has died in Kamloops at 88. Clark took over **CFJC Kamloops** 40 years ago, then established **CFJC-TV**... **BBC Sports Anchor Helen Rollason**, who stayed on the air during her two-year battle with cancer, has died in London at 43. Last month, Rollason went to Buckingham Palace in a wheelchair to receive an honor from the Queen.

The Q and CKXM in Victoria are constantly updating the files! Do you have at least 3 to 5 years experience as a personality on-air, or in news, production, creative, or promotions? Do you like to laugh in the hallways? Would you like to, maybe one day, come to Victoria to help create great radio, and not just for the weather and cheap housing? Send your tape and resume to: John Shields-Senior Program Manager Top Floor; 2750 Quadra Street, Victoria, BC., V8T 4E8 No calls please! We guarantee a reply.

**LOOKING:** Lots of jobs this week, at **The Q Victoria, Toronto Star Television, Monarch Broadcasting** in Alberta and **Rawlco Saskatchewan**. See the ads.

**GENERAL:** Yesterday's **Globe & Mail** editorial says public broadcasting has taken a beating in Canada over the past three years; that a study showed federal money for public television dropped 28.8% over that period. In contrast, says

Classic Hits  
**CKTA**  
—1570 AM—



## Wanted: News Mid Market Combo

Monarch Broadcasting's Lethbridge/Taber operation is looking for a radio

### NEWS ANNOUNCER

for **Country 95.5 FM (Contemporary Country)** and **Classic Hits CKTA 1570 (Classic Rock)**.

The News Announcer will report to the News Director and will be responsible for desking, reporting, and working with the progressive and energetic news team. The successful candidate will possess a minimum of five years' experience, leadership skills, and a minimum of five years' experience, leadership skills, and an awareness of the importance of community. CHLB.CKTA is part of Monarch Communications Inc. Learn more about us at our website: <http://www.chlbckta.com>.

Please forward written applications before August 20, 1999 to:

**Merv Caven**

**CHLB.CKTA**

**401 Mayor Magrath Drive**

**Lethbridge, Alberta T1J 3L8**

the Globe, the German and British governments increased their funding for public TV by 1%, the Japanese government by 2.4%, and the French by 3%. A major problem for the new person who'll succeed former President **Perrin Beatty**, is "dealing with the demoralization in the face of uncertain leadership, growing commercialization, strident attacks from private broadcasters and overt disdain, if not contempt, from the present government"... US broadcasters are now able to own two TV stations in the same market. The change is limited to the largest markets with at least eight separately owned TV stations and prohibit any of the four top-rated stations in a market from combining. The **FCC** relaxation also allows one company to own as many as seven radio stations in a market where it also owns one TV station, or six radio stations in a market where it owns two TV stations... The **Associated Press** has acquired **United Press International's** broadcast news contracts, which cover services to more than 400 US radio and TV stations. UPI is getting out of the broadcast news business in an effort, it says, to reposition itself in more specialized markets... Internet search engine **Lycos** has bought **Internet Music Distribution**, maker of the **Sonique** player that enables downloaded music to be played on a personal computer. Lycos bought **IMDI** for about 1.1 million shares of stock in a deal valued at about \$US39-million... **NBC** is taking an equity stake in **Net2Phone Inc.**, a company that provides phone service over the Internet, in exchange for prominent placement of links on the network's top Web sites. Visitors to the **NBC.com**, **Snap.com** and **NBC Interactive Neighborhood** Web sites will be able to search yellow and white page phone listings and click any listing to automatically dial the number using **Net2Phone's** service. In return, **NBC** and **Snap.com** will acquire an equity stake in **Net2Phone**, with **NBC** gaining the right to nominate a board member to **Net2Phone's** board of directors.

**RADIO:** More than 15 major manufacturers will present new Digital Radio products at the **International Radio and Television Exhibition IFA** in Berlin (Aug 28-Sep 5). As well as car radios equipped for radio's new digital era, there will major focus on DAB sets for the domestic environment and PC cards

for use at home and in the workplace. At least ten manufacturers offer DAB receivers using the **Eureka 147** system. The range and variety of Digital Radios now available will substantially increase. A range of top manufacturers have announced the launch of home receivers and, for the first time, the launch of portable radios... On Monday at **CRTC** headquarter in Hull, a public hearing is on tap to discuss a range of applications, including: **NewCap's** applications to flip **CKXD Gander** and **CKXG Grand Falls** FM... An application by **Bea-Ver Communications** for an FM licence (alternative Rock) at Chatham, ON. The company owns **CFCO-AM/CKSY-FM Chatham**... Applications by **Chris Grossman's Haliburton Broadcasting Group** to acquire the **Pelmorex** AM stations in Northern Ontario (**CKAP Kapuskasing**, **CHNO/CHYC Sudbury**, and **CKOY Timmins**). Grossman is also asking to convert the stations to FM... **Craig Broadcast Systems** wants to flip **CKX Brandon** to FM... **Riding Mountain Broadcasting** wants to establish a new FM (AC) as a sister station to its **CKLQ Brandon**... **Golden West Broadcasting** is asking for an FM'er at Winkler to twin with its **CKMW** and for an FM licence at Moose Jaw to twin with its **CHAB**... Application by **Okanagan Skeena Group** to acquire **Yellowhead Broadcasting**, owner of **CJYR Edson** and its transmitters **CKYR Jasper**, **CKYR-1 Grande Cache** and **CFYR-FM Whitecourt**... Applications by **Monarch Broadcasting** to flip **CJXX Medicine Hat** and **CKRD Red Deer** and **CKTA Taber** to FM... And, applications by **Fraser Valley Broadcasters**, on behalf of newly incorporated **Fraser Newco**, to acquire, as part of a multi-step corporate reorganization, the broadcasting assets of **Fraser Valley Broadcasters Ltd.** (**CKMA Abbotsford**, **CKGO Hope** and **Star-FM Radio Inc.**, licensee of **CKWX/CKKS-FM**, **CKLG/CFox-FM**, and **CKNW/CFMI-FM** to simulcast in Digital to introduce the public to the new radio service as well as to refine coverage and market issues...

## News Opportunities

Rawlco Communications is looking for qualified news people for News Talk CJME Regina and 650 NTR News Talk Radio Saskatoon. We're adding to our excellent news teams in both cities,. If you're an experienced news anchor or reporter, we'd like to hear from you. If you have a background in news talks, you move to the front of the line!

Please send tapes and resumes to:



**Michael Zaplitny, General Manager**  
**News Talk CJME**  
**#210 - 2401 Saskatchewan Drive**  
**Regina, SK S4P 4H8**



At **Q107 Toronto**, despite an ownership change coming up, the station says it intends to keep airing **Howard Stern's** morning show at least through August of next year. That would complete the original three-year contract... Meantime, **WRQC-FM Minneapolis** has dropped **Stern**. Low ratings are blamed. Apparently, his humor doesn't play well in the US midwest... Nominated as the *Canadian Country Radio Station of the Year* are **STAR 96.7 Pembroke**, **Country 105 Peterborough**, **CKKR Cranbrook**, **CHAT Medicine Hat** and **CJVR Melfort**. Winner will be announced at the **Canadian Country Music Association** award Sept. 11... It seems that anybody can have a private FM station, based on news that the **Radio Webcaster** is an FM transmitter that connects to your computer's sound card. It allows the computer to transmit any audio signal to any FM radio in your home or office. The package includes software that allows the user to select from over 1650 stations and Internet broadcasts... For those who remember former **66 CFR/KISS-FM Calgary** personality **Jerry Steen**, he's now partnered in a Second Cup franchise in Calgary. "It's a completely different world," he says. "You go from being a spoiled media brat enjoying all the freebies and being recognized to ... well, I never knew what an invoice was. Now I'm buying coffee by the five-pound bag!"

**TV/FILM:** The **CRTC**, prodding cablecos about new TV channels, has sent a public notice setting out the rules for distributing **ROBTV**, **Canadian Learning Television**, **Star TV**, and **Talk TV** -- the only specialty channels among 17 licenced in 1996 not yet shown in English Canada. In its latest letter, the Commission outlines in detail how cable must distribute them by Sept. 1... A wholly-owned **CanWest Global Communications** subsidiary has acquired 925,000 Class A voting shares of **Alliance Atlantis Communications** at a price of \$21.00 per share. That brings CanWest's Alliance Atlantis stock to 1,038,250 Class A voting shares, or approximately 20.6% of the outstanding Class A voting shares... As the **Toronto Blue Jays**

soar, so do the team's TV ratings. Audiences over the past two weeks are up more than 40% over the season average. The Jays are enjoying numbers they haven't seen since their 1992 & '93 World Series years... **The Television Bureau** has issued the call for entries for their **RETAIL COMP**, open for all retail commercials produced for Canadian audiences and aired between September 1998 and August 1999. TVB judges spots from A, B and C markets, single-market and multi-market, English and French, and has special categories for station-produced PSAs. Entries are accepted from all stations and agencies and production houses in Canada, and must be received at TVB by September 17. Winners will be announced at **SAC 2000**, January 16-17 in Toronto. On another front, TVB says **The Bessies 2000** will return to the Sheraton Centre Toronto Hotel May 10. The Bessies is TVB's national competition for English language commercials... Internet sports broadcasting, or Webcasting, is on its way. Combine the technical advancements with major league sports organizations' determination to maximize income and that means it's now only a question of when. A London-based correspondent says conventional broadcasters in radio, but especially TV, may respond by unleashing a bitter new battle over rights aimed at strangling Webcasting at birth.

**SUPPLYLINES:** Ten **Power Broadcasting** stations in Ontario and Quebec are installing Scott Studios' digital audio/automation. This brings to 12 the number of Power stations using the equipment distributed in Canada by Saskatoon-based **Pippin Technical**. **The Peak Collingwood** and **CIAM Cambridge** put them in a couple of years back... **Miranda Technologies** has released DV-Bridge, the first bi-directional DV-to-SDI/AES converter. Designed to work with DV camcorders, DV-VCRs, or DV-based storage and editing systems equipped with the IEEE-1394 interface, the DV-Bridge is the first product on the market to convert compressed DV format video and audio to and from SDI digital video and AES audio.



## Toronto Star Television

has an immediate opening for a

### Research Coordinator.

As the ideal candidate, you are a college graduate with at least two years of experience, who requires little supervision. You are creative, motivated and have excellent presentation skills.

**Responsibilities include:** Providing research analysis for management and sales team \* Identify and analyze industry rates/trends \* Manage and maintain an interactive phone system \* Liaise with clients \* Create sales presentations.

**Skills:** Excellent communication and written skills \* Knowledge of PMB, BBM and Nielsen \* Advanced knowledge of Microsoft Office, including PowerPoint, Excell and Word.

Please forward your resume and covering letter to:

**TSTV**

**One Yonge Street, 9th Floor**

**Toronto ON M5E 1E6**

Fax: 416-869-4566 or E-mail: nbrown@thestar.ca

Toronto Star Television is an equal opportunity employer



# BROADCAST Dialogue

Published by Christensen Communications Limited  
414 St. Germain Avenue  
Toronto ON M5M 1W7

(416) 782-6482 \* Fax: (416) 782-9993 \* E-Mail: [tvradio@interlog.com](mailto:tvradio@interlog.com)

WEBSITE: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)

Thursday, August 19, 1999

Volume 7, Number 12

Page One of Four

CONTENTS AND FORMAT COPYRIGHT IN CANADA AND USA (1999) BY CHRISTENSEN COMMUNICATIONS LIMITED.

NO PART OF THIS NEWSLETTER MAY BE REPRODUCED OR RETRANSMITTED WITHOUT PERMISSION FROM THE PUBLISHER.

**TV/FILM:** Federal cabinet has asked the **CRTC** to take another look at the need for a national French-language TV arts channel and report back by this fall at the latest. The Commission had earlier rejected **Radio-Canada's** proposal for **Le Réseau des Arts**. Cabinet asked the Commission to report on "the earliest possible establishment across Canada of a French-language arts television service that reflects the uniqueness of Quebec culture and the needs and circumstances of French-language communities in other parts of Canada"... **CTV News 1** will become **CTV NEWSNET** Sept. 8... Under a \$40 million agreement with **PBS**, **Elliot Moose** -- a property of **Kids Can Press** and its new parent company, Toronto animation house **Nelvana**, will become the star of a new Saturday morning series for the American public broadcaster...

**Astral Communications** has realigned its broadcast group and created 45 jobs. The move is in preparation for the launch of two new French-language specialty channels next year. Astral has also renamed its two operating TV divisions. **TMN Networks** will now be called **Astral Television Networks** and will hold Astral's English- and French-language pay TV and pay-per-view services. **Les Reseaux Premier Choix** will be known as **Les Chaines Tele-Astral inc.** and will control two French-language specialty services Astral owns outright -- **Canal Famille** and **Canal D** -- and the new **Canal Histoire** and **Canal Fiction** services

The Q and CKXM in Victoria are constantly updating the files! Do you have at least 3 to 5 years experience as a personality on-air, or in news, production, creative, or promotions? Do you like to laugh in the hallways? Would you like to, maybe one day, come to Victoria to help create great radio, and not just for the weather and cheap housing? Send your tape and resume to: John Shields-Senior Program Manager Top Floor; 2750 Quadra Street, Victoria, BC., V8T 4E8 No calls please! We guarantee a reply.

that begin in January... **Turner Broadcasting System** is pulling the plug on a new cable channel aimed at women, citing the high costs. The company has instead decided to spend the money on developing two other new networks and promoting its younger networks (like **Turner Classic Movies** and **CNN Sports Illustrated**)... **Alliance Atlantis Communications** has entered into a co-production arrangement with **Cambium Film & Video Productions** and **Catapult Productions** for the children's series **Monster By Mistake**. Thirteen half-hour episodes of the 3-D animated series will be broadcast on **YTV** this fall... From

## WANT TO GET UP AT 4 A.M.?

The next Howard Stern need not apply... BUT, if you know what makes small market radio work, if you are energetic, personable, a team player and ready for mornings - we want to hear from you. Not a position for a radio rookie but for someone with experience who is ready to wake our town up. Strong commercial production skills and experience with DCS would be assets. Tapes and resumes NOW to:

**Bruce Walchuk, General Manager**

**CKDR  
Box 580  
Dryden, ON P8N 2Z3**

E-mail: [bwalchuk@moosenet.net](mailto:bwalchuk@moosenet.net)

**CKDR  
AM800**

New York comes word that 11 major advertisers will pay to have writers develop family-friendly shows for consideration by the **Warner Bros.** network. Included in the group are the likes of **Procter & Gamble**, **General Motors**, **IBM** and **Sears**. They say they're taking the steps after finding fewer and fewer prime-time programs during which they feel comfortable selling their products... The **Telecaster Committee of Canada** has a new member; the **Aboriginal People's Television Network (APTN)**, effective Sept 1... Toronto-based **Family Channel** has appointed **Nancy Smith's NextMedia** as its media agency. NextMedia will be responsible for the network's strategic planning, media planning and buying, and working with Family Channel's creative agency... **MuchMusic** will air its **10th Annual MuchMusic Video Awards** Sept. 23. VP/GM **Denise Donlon** says, "...performance and presentations shot all over the ChumCity building - right in the middle of, and part of the celebration. If there's an awards show book of rules, we've rewritten it over the years"... Canada's largest broadcaster and several US networks are investing \$US57-million in a company that makes personal video recorders (PVR), digital devices expected to replace VCRs. The deal with Mountain View-based **Replay Networks Inc.** involves **CTV**, **Time Warner**, **Walt Disney**, **Showtime Networks**, the **Tribune Co.** and **Liberty Media Group**, among others. PVRs are set-top boxes that can search channels and line up many hours of shows that fit an individual viewer's tastes. They also allow instant replays of live TV, and promise to be much easier to use than VCRs. It also has a quick-skip feature that allows viewers to zip past commercials in a few seconds... Friday the 13th lived up to its reputation with **CJDC-TV Dawson Creek**. At about 8:45 pm, vandals cut a guy wire resulting in the collapse of the top half of the 400-foot tower, with a resultant loss of signal and a steel pretzel on the ground. The collapse missed the transmitter buildings by a few feet. Service was restored 25-hours later after **CBC Prince George** loaned the **Okanagan Skeena** station an emergency low power antenna.



Canada's first choice for DAB Transmission Systems. See us at the NAB Radio Show booth #300 or contact us at:

Tel: (303) 464-8000

www.itelco-usa.com

**SUPPLYLINES:** Markham-based **Unique Broadband Systems** has appointed **Telefonia Y Comunicaciones S.A.** of Chile as a distributor of its product lines. The South American company has made a commitment to purchase \$US2.1-million in equipment before Dec. 31, 2000... Still with **Unique Broadband Systems**, the company has been awarded an interim services agreement by **XM Satellite Radio Inc.** of Washington, D.C., for the design and engineering of terrestrial repeater hardware. President/CFO **Stephen J. Rosen** says the contract could represent the opportunity for Unique Broadband Systems to play an integral role in the future of radio and to participate in the first national deployment of a satellite digital radio network... **Columbine JDS Systems Inc.** has made a strategic investment in **Solbright, Inc.**, a developer of advertising infrastructure solutions for Internet publishers and agencies... **Orad**, a provider of virtual studio technology, says its CyberSet E virtual set system was used to create a realistic lunar landscape for **Discovery Channel** Canada's special **One Small Step: The Legacy of Apollo 11** broadcast July 20... **Cabletel Communications** has entered into an agreement with **BARCO Communication Systems** to market BARCO's digital broadcasting products to the broadcast industry...



## Toronto Star Television

has an immediate opening for a

### Research Coordinator.

As the ideal candidate, you are a college graduate with at least two years of experience, who requires little supervision. You are creative, motivated and have excellent presentation skills.

**Responsibilities include:** Providing research analysis for management and sales team \* Identify and analyze industry rates/trends \* Manage and maintain an interactive phone system \* Liaise with clients \* Create sales presentations.

**Skills:** Excellent communication and written skills \* Knowledge of PMB, BBM and Nielsen \* Advanced knowledge of Microsoft Office, including PowerPoint, Excell and Word.

Please forward your resume and covering letter to:

TSTV

One Yonge Street, 9th Floor

Toronto ON M5E 1E6

Fax: 416-869-4566 or E-mail: nbrown@thestar.ca

Toronto Star Television is an equal opportunity employer

**Husam Hassan** is the new Senior Account Manager, Broadcast Product Line, at Ottawa-based **Rohde & Schwarz Canada**... Oshawa-based **Cygnal Technologies** says its majority-owned electronic news gathering service, **Ensat Broadcast Services** (EBS), has added a fourth satellite uplink truck to its fleet of TV remote transmission vehicles. The latest truck, equipped with full production capabilities, redundant amplifiers and exciters, a 2.4 metre antenna and onboard generator for self-contained operation, will be based at Calgary.

**OOPS:** In last week's newsletter it was reported that CJXX Medicine Hat is applying for a flip to FM. In fact, it is **CJXX Grande Prairie**.

**REVOLVING DOOR:** **John Hylton, Q.C.**, has joined **Ryerson University** as the new Chair of the **School of Radio and Television Arts**. Hylton will remain a partner at the Toronto law firm of **Borden & Elliot**... **CJOH-TV Ottawa** senior news producer **Dave McGinn** will become the new GM at **APTN - the Aboriginal Peoples Television Network** - based in Winnipeg... **Gary Greenway** has begun a consulting contract with **ROBTV**, which goes to air Sept. 1, to do the ad sales and marketing start-up... Also at **ROBTV**, two key anchor positions have been filled. **Jim O'Connell**, former **CTV** Bureau Chief in London and Washington, and **Marina Mirabella**, former Bureau Chief of **CNN** Brazil, will be in the anchor chairs Sept. 1... **John McFadyen**, ND at **ONTV Hamilton**, is no longer with the station. Acting Executive Producer **John McKenna** is now in charge of the newsroom... **Scott Parsons** of **CKBY-FM/CIWW Ottawa** is now VP and Ottawa Market Manager for the **Rogers Radio** stations, which also include **CHEZ-FM** and **CJET/CFMO-FM Smiths Falls**. Parsons is also new GM of **CHEZ-FM**. Gone from **CHEZ** is **Chuck Azzarello** and gone from **Smiths Falls** is **Gary Perrin**... **Wolfgang von Raesfeld**, GM at **CHYM-FM/CKGL Kitchener** will become the Vancouver Market Manager for **Rogers Radio**. A successor at **Kitchener** has yet to be named... **Ken Murphy** is new President of **Discovery Channel**, moved up from VP, Production and Administration... **Karen Steele**, ex of **Energy 108 Burlington**, is new Assistant Program Director and Marketing Manager at **MIX 99.9 Toronto**... **TALK 640 Toronto** has appointed **Iain Grant** to Assistant PD/Executive Producer. Grant was with **CFRB Toronto**... **CKDR Dryden** Ops Director **Ben Lucas** is moving to sister station **CJRL Kenora** to join the sales team. Promoted to **CKDR** Ops Director is Morning Show Host **Richard McCarthy**... **Colin Watson**, once a leader at **Rogers Communications** and now President of **Spar Aerospace**, has been appointed to the board of **WIC Western International Communications**. He's already a director at **WIC's Canadian Satellite Communications** (Cancom)... **CNNfn** Exec VP **David Bohrman** has been dismissed from that position, just two months after the departure of **Lou Dobbs** as **CNNfn** Chief Exec.

**LOOKING:** **CKDR Dryden** is looking for a new morning personality. See the ad on Page 1... **Alliance Atlantis Broadcasting** in Toronto is looking for a marketing manager... **CHUC Cobourg** is looking for two Sales Reps... **CJCS Stratford** has openings for a full-time news reader/co-host and a part-time reporter/newscaster... **Broadcast News** is looking for an

experienced Reporter-Editor in its Toronto newsroom... **News/Talk CJME Regina** and **650 NTR News Talk Radio Saskatoon** are looking for newspeople... **CJRW Summerside** is looking for a news and sports reporter.

**RADIO:** **CHUM Ltd.** and **Chapters Online** are partnered in the sale of music on the Internet. The key part of the deal is **CHUM-FM Toronto's** Web site where listeners can buy compact discs from **Chapters**... **LIFE 100.3 Barrie**, the new Christian radio station, went to air on Sunday. Programming is AC... The **CRTC** has renewed the licences of the **Pelmorex** AM stations (**CKAP Kapuskasing**, **CHYC/CHNO Sudbury**, and **CKOY Timmins**, plus its transmitters **CHOH Hearst** and **CHYK Kapuskasing**) Feb 29. The renewal is short-term while the Commission decides on the purchase application by **Haliburton Broadcasting**.

**GENERAL:** Online advertising spending will soar to \$32-billion in 2005, far surpassing the approximately \$2-billion in spending expected this year and topping the most bullish forecasts, according to results of a survey released yesterday (Wednesday). **The Myers Group**, a New York consulting firm that publishes a daily fax newsletter on media and advertising issues, said that based on its survey, there will be a rapid escalation of online ad spending in 2000. It added that executives expect "a slight slowdown in growth as consolidation hits the industry in 2001, but extraordinary growth in 2002 and beyond." It said ad spending across all media will total \$400-billion in 2005, with an 8% share for the online segment, worth \$32-billion... Dutch publisher **VNU** will buy **Nielsen Media Research** in a deal valued at \$US2.7 billion. Under the merger agreement, **VNU** will pay \$US37.75 per share of **Nielsen** common stock. **VNU** will also take on \$200,000 US in **Nielsen's** debt. The deal is expected to close this fall... Performances by **Celine Dion**, **Robbie Williams** and **George Michael**, among others, will be broadcast live on the Internet Oct 9 to help raise money to combat global poverty. **NetAid** ([www.netaid.org](http://www.netaid.org)) says it can accommodate up to 60-million site visitors per hour... **Telesat Canada**, **Rebel.com** and **International Datacasting Corp** are building a new network that will improve Internet access to schools by broadcasting Internet content via satellite and store-housing popular websites on local computer servers. The initial system, expected to be in place by the beginning of the school year, consists of a gateway installed at **Telesat's** Ottawa headquarters and 20 receive terminals installed at schools in the **Hastings & Prince Edward** school district in Ontario, and the **Lewisporte & Gander** school district in Newfoundland... The **JR Shaw Family Group of Companies** has increased its investment in **Shaw Communications**, now owning 4,347,052 Class A shares and 3,309,355 Class B shares. This represents 75.96% of the outstanding Class A shares and 4.03% of the outstanding Class B shares... The **North American Broadcasters Association** (NABA) is accepting

nominations for the third annual *NABA International Achievement Award*. Previous winners were **Rene Anselmo**, founder of **Pan AmSat** (1998) and **Arthur Kane**, former Executive Director of the **International Academy of Television Arts and Sciences** (1997). Nominations may be sent by fax to 416/598-9774 or e-mailed to [naba@tvo.org](mailto:naba@tvo.org)... **ITV Edmonton** is calling on all former employees to join the station for its 25th anniversary Sept 1 at **Allarcom's** studios in Edmonton. Anyone who worked at ITV over the past quarter-century is welcome, and organizers are asking for help locating former staffers. For more information, or to RSVP, contact **Jane Mackie** at (780) 436-1250... The **Canadian Broadcast Standards Council** has decided that an episode of the *Bugs Bunny and Tweety Show* on **Global Toronto** was not in violation of the **Canadian Association of Broadcasters' Code of Ethics and Sex-Role Portrayal Code**. A viewer had complained that the cartoon was anti-women and that it implied that all females are evil and destructive. You can read the entire decision at [www.cbsc.ca](http://www.cbsc.ca) but here's what got

under the complainant's skin. The Bugs Bunny cartoon was a take-off of Hansel and Gretel where the witch is magically transformed into a beautiful bunny with whom, in the end, hero Bugs lives happily ever after. In the last scene, as the happy couple walks away, Bugs turns to the camera and says: "*Ah sure, I know! But aren't they all witches inside?*"... And, at the **Broadcast Executives Society** Annual Meeting Sept 16 in Toronto, **CanWest Global** CEO **Leonard Asper** will discuss vertical integration, what media companies must look like in the future, and Canada's potential.

**SYNDICATION:** **Sound Source** has the three-hour weekly *Top 30 Country Countdown* show, hosted by **Cliff Dumas** and **Lisa Monroe**, going to air beginning Sept. 1.

**NEWSUBSCRIBERS THIS WEEK INCLUDE:** **Chris Byrnes, Affinity Radio Group, Hamilton**.. Welcome!

What's Coming up in September's

# BROADCAST DIALOGUE

Magazine?

**Cover Story: A wide-ranging interview with Derrick de Kerchove, the Director of the McLuhan Program in Culture and Technology**

**The Rebuild of Golden West Broadcasting and CFAM Altona**

**Dialogue from A-Channel Edmonton GM Jim Haskins on the infamous letter bomb**

**WIC Radio's Ted Farr writes: "News/Talk: Time to Check Your Pulse"**

Plus all our regular columnists and features.

The recent Mediastats research discovered that upwards of SEVEN people are reading Broadcast Dialogue magazine on a "pass-along" basis.

That's unacceptable!

If there are people at your operation who should be receiving their own copy, let us know. We'll take care of getting them on the distribution list right away.

**Call us at 416/782-6482**



# BROADCAST Dialogue

Published by Christensen Communications Limited  
414 St. Germain Avenue  
Toronto ON M5M 1W7

(416) 782-6482 \* Fax: (416) 782-9993 \* E-Mail: [tvradio@interlog.com](mailto:tvradio@interlog.com)  
WEBSITE: [www.broadcastdialogue.com](http://www.broadcastdialogue.com)

Thursday, August 26, 1999

Volume 7, Number 13

Page One of Four

CONTENTS AND FORMAT COPYRIGHT IN CANADA AND USA (1999) BY CHRISTENSEN COMMUNICATIONS LIMITED.

NO PART OF THIS NEWSLETTER MAY BE REPRODUCED OR RETRANSMITTED WITHOUT PERMISSION FROM THE PUBLISHER.

**REVOLVING DOOR:** Pamela Wallin will be the Consulting Executive Editor for **ROBTv**, the new specialty channel set to launch Sept. 1... **NetStar Communications**, beefing up the executive wing after **Trina McQueen's** departure for **CTV**, has appointed **Meg Pinto** to Senior VP, Sales and Marketing, **Paul Lewis** to VP, Programming, and **John Panikkar** to VP, Production. Last week we told you about **Ken Murphy's** elevation to President of **NetStar's Discovery Channel**, the position vacated by **McQueen...** **Rob Wood**, GM at **CHUM's CKLC/CFLY-FM Kingston** and **CFJR/The River Brockville**, has resigned... New News Director at **The Blaze FM/Variety 104.5 FM Cornwall** is **Lorne Wiebe**, ex of **CFAM Altona**. **David Murphy** takes on the twin jobs of Sports Director and Ass't ND... **Jim Laveen** will be the new morning host at **Country 94 Saint John**. He had been a part-timer at **CHSJ** and was once morning host at **C-98 Saint John**. Current Morning Host **Brad Donnelly**, after 20 years, will become new GM of a soon-to-be constructed entertainment complex in the Saint John area... At **CFRB Toronto**, 12-year **CFRB** veteran **Mike Stafford** will succeed **Michael Coren** in the evening talk slot... **CHAY-FM Barrie** PD **Paul Richards** is gone. No successor named yet... **Jacqueline Murdoch**, ex GM/Media Director at **Palmer Jarvis DDB Manitoba**, is new Senior Media Exec at Toronto-based **NextMedia**... Veteran newsman **Bob Greenfield**, for years a mainstay at **CFRB Toronto**, is retiring from **CKPC Brantford** at the end of September after more than 40 years in the business... Sportscaster **Mark Hebscher** is joining **CTV Sportsnet** after leaving **Headline Sports**...

**SIGN-OFF:** **Bob Lawson**, of **Stacey, Lawson Associates** in Ottawa, has died at 55. Lawson was well-known in broadcast engineering circles both in Canada and the US



Radio & TV IDs,  
Promos, Whatever!

Clients include:

**K-103 The Monster Montreal**  
**CJFW Terrace**  
**AM 930 The Ticket Jackson**  
**Y-102 Big Rapids**

TALK TO ME.  
I'LL TALK FOR YOU!

(604) 687-JEFF (5333)

[www.jeffrechner.com](http://www.jeffrechner.com)  
e-mail:  
[voiceboy@jeffrechner.com](mailto:voiceboy@jeffrechner.com)



# HOT

## TORONTO CHR STATION LOOKING FOR ON-AIR TALENT

"Swing" On-Air Position Available. Minimum 2 years on-air experience only, please.

Please send tapes and resumes to:

**Julie Adam**  
**KISS 92**  
**36 Victoria Street**  
**Toronto, ON M5C 1H3**

Rogers Broadcasting Ltd.  
36 Victoria Street, Toronto, Ontario M5C 1H3

and had many friends in the industry. Prior to partnering with **Wayne Stacey**, Lawson had been at **Standard Broadcasting** in Toronto and **Telemedia** in Montreal.

**LOOKING:** **KISS-FM Toronto** is looking for a Swing Announcer. See the ad on Page 1... **Affinity Radio Group** is seeking a Program Director. See the ad below... **CKDR Dryden** is looking for a Morning Person. See the ad on Page 4... **CKNX Wingham** is looking for a Creative Writer... **CKPC Brantford** is looking for a News Announcer... **CJRW Summerside** is looking for an afternoon reporter/newscaster...

**RADIO:** Twenty applications are in for the AM and/or the FM licences in Toronto. Applicants are: **1168915 Ontario Inc.** -- FM -- **Ronald Drews**; **914258 Ontario Ltd.** -- AM -- **Neeti Ray**; **Aboriginal Voices** -- not specified -- **Gary Farmer**; **Andy McNabb** -- not specified; **Angelo Cremisio** (OBCI) -- not specified; **Asian Television Network International Ltd.** -- FM -- **Prakash Naidoo**; **Bruce Ferguson** -- AM and/or FM; **Canadian Tamil Broadcasting** -- 2 AMs -- **Kandiah Sivasothy**; **CHIN** -- AM and/or FM -- **Johnny Lombardi**; **CHUM Ltd.** -- not specified -- **Duff Roman**; **CHWO Radio** -- AM -- **Michael Caine**; **CIRC Radio** -- AM -- **Frank Alvarez**; **CKMW Radio Ltd.** -- FM -- **Bill Evanov**; **Cooperative Radiophonique de Toronto** -- not specified -- **Christian Martel**; **Dominion Broadcasting Company** -- AM and FM -- **David Brough**; **Durham Radio** -- not specified -- **Douglas Kirk**; **Fairchild Radio** -- AM or FM -- **Tracey Pearce** at **Goodman, Phillips & Vineberg**; **German Broadcasting Inc.** -- not specified -- **Paul Schneider**; **Idexis Inc.** -- AM and/or FM -- **Rick Harris**; **John Levy** (OBCI) -- not specified; **Magic Markham Radio** -- AM -- **Frank Rogers**; **Milestone Communications** -- FM -- **Denham Jolly**; **Power Broadcasting** -- not specified -- **Trevlyn Gauthier**; **Roger de Brabant** -- FM; **SHARE** -- not specified -- **Arnold Auguste**; **Shaw** -- **Corus Entertainment** -- AM -- **John Cassaday**; **St. Sava's Radio Station Inc.** -- not specified -- **Roy Milenovic**; **Télémedia Radio** -- AM -- **Liette Champagne**; and, **Télémedia Radio** -- separate letter for a new FM -- **Liette**

**PROVIDING CUSTOM DESIGNED PACKAGES**  
for the Communications Industry



- Radio · Television/Cable · DTH · Telephony/PCS
- Entertainment/Production · MMD5/LMCS
- Satellite Transmission · Electronics Mfg./Dist.

With over 45 years experience in the Communications Industry, you can rest assured that your insurance needs will be met.

**Peter McCabe, Vice President**  
**Telephone (416) 865-0131 Facsimile (416) 865-0896**

Our product is peace of mind™

**Champagne**... A comparable number are also said to be in the **CRTC's** hands for the Vancouver call for applications... **CKMW Radio**, which owns **AM530/HITS 103.5 Toronto**, and one of the applicants for a Toronto licence, wants to air gay and lesbian community programming. **CKMW** President **Bill Evanov** says the company looked at the limited-range of the 93.5 FM signal and determined it would best serve Toronto's downtown area. "When looking at the demographic and lifestyle composition of the city core, he said, "it became very apparent that there is an under-served segment of the population that desperately needs and deserves equal access to the broadcasting system"... **Elmer Hildebrand's Golden West Broadcasting** will buy the shares of **Dace Broadcasting**, owner of **CJYM Rosetown** and **CFYM Kindersley**. The shares are held by **Wax Williams**, **Jim Blundell** and **Dennis Dyck**. Williams is retiring, Blundell is the Regional Manager for **CHUM's** Peterborough/Kingston/Brockville stations, and Dyck will continue managing the Rosetown/Kindersley operations... The **CRTC** has approved **Blackburn Radio's** acquisition of **CFHK-FM St. Thomas** and, consequently, **Shaw Radio's** acquisition of **CFHK-FM** and **CFPL/CFPL-FM London** from Blackburn. The projected purchase price is approximately \$40-million, subject to adjustments at closing... **CJSS 1220 AM Cornwall** officially signs off August 31 after 50+ years of service. The station was flipped to FM (**The BLAZE**) at 101.9. Cornwall Mayor **Brian Sylvester**, himself a former early morning **CJSS** announcer,

## PROGRAM DIRECTOR

Take charge PD needed for heritage News\Talk and Sports Station.

You'll have great people skills, the knowledge of how to create compelling and entertaining radio, be detail-oriented with great follow-through, bring out the best in our veteran air staff, and have a proven track record as a PD.

If you'd like to move to beautiful Southern Ontario to work for a progressive company then send your resume to:

**Chris Byrnes**  
**Affinity Radio Group Inc.**  
**151 York Blvd**  
**Hamilton ON L8R 3M2**

will pull the plug at a special party... Monday night, **97.3 K-ROCK Edmonton** hosted a make-good concert for fans let down by the collapse of the highly promoted *Rockfest '99* festival, which fell apart when the promoter bailed out on the day before the concert. K-ROCK teamed with Nashville's **Electric Roadhouse** to bring in **Nazareth**, who had been scheduled to play *Rockfest* but never made it to the stage. K-ROCK turned a public relations nightmare into a positive event... Remember the Millennium Baby Contests back in March? At **The Bear Edmonton**, of the 50 couples who spent the weekend at a hotel trying to conceive, four couples 'took'. Each Bear daypart has 'adopted' one of the couples for a race to the finish.

**GENERAL:** **Alliance Atlantis Communications** has closed a \$132-million financing package with **Kinowelt Medien AG**, giving Kinowelt shareholders 20% of the common equity. This increases Alliance Atlantis principals' stake to 54.5% of voting shares through separate private transactions. Purpose of this, and smaller transactions, was to ensure that the principals retain effective control of the company... Delegates to the Second Annual Meeting of the **Elementary Teachers' Federation of Ontario** (ETFO) have voted unanimously to actively oppose the introduction of the **Youth News Network** (YNN) to Ontario public schools. YNN delivers a 12-minute daily program, including 2.5 minutes of commercials that must be shown to students. A delegate from the **Peel Board** where - at Meadowvale Secondary School a contract for a trial period has been signed) - said, "In the sample program, students are being told that the Canadian dollar is low because of our debt which is caused by the high cost of our social programs. Most economists know this to be a myth. It's a question of who determines the curriculum in our schools"... A spate of **Canadian Broadcast Standards Council** decisions this week. The controversial movie, *Kids*, which aired on **Showcase Television** was, says CBSC, broadcast responsibly. A complainant alleged that the movie was tantamount to "kiddie porn". In another complaint, this one about **CHRO-TV Pembroke/Ottawa**, the Council ruled that PG programming

may contain brief scenes of nudity and discreet sexual references. An episode of *Dead Man's Gun* had viewers complaining that CHRO was irresponsible in airing the program at 9 pm and with a PG rating because it contained nudity and sexual scenes. And, various forms of adult humour were found not to be in breach of broadcast standards codes. Three decisions concerning the programs *Dream On*, *Comedy Club 54* and *The Tom Green Show*, all broadcast on **The Comedy Network**, had no breaches nor violations of the various codes which CBSC bases decisions; ethics, gender portrayal and television violence. On the other hand, aggressive and mocking behaviour by TV program hosts during interviews have been ruled inconsistent with broadcast standards. **CFTM-TV (TVA) Montreal's** programs - *J.E.* and *J.E. en direct* -- scored one favorable and one critical ruling. On the plus side, no problem was found with a story about a real estate deal gone sour. In the other, the Quebec Regional Council said the mocking behaviour was in violation of the **RTNDA** Code and of the **CAB** Code of Ethics. All CBSC decisions and codes may be found at [www.cbsc.ca](http://www.cbsc.ca)...

**TV/FILM:** TV broadcasters — alarmed by the compromise over magazine-protection laws and anticipating a trade challenge from the US TV industry — have begun talks aimed at developing trade initiatives. They're considering a trade strategy that would offer to sacrifice foreign-ownership limits to save protectionist subsidies. The goal is to avoid a similar fate as the Canadian magazine industry. Legislation aimed at limiting advertising in Canadian editions of US publications was defeated in the face of American threats to retaliate. **Canadian Association of Broadcasters** President/CEO **Michael McCabe** is quoted as saying: "It became painfully obvious to us after the magazine business that a knee-jerk response of keeping all the protections you've got and not changing anything wasn't going to work. Our general view is that it's got to be an offensive strategy, where we say, what are the best [protectionist] instruments we can maintain in order to strengthen our industry, and what can we give up in order to build our markets

## Register before September 24th for **BIG SAVINGS!**

This year's blockbuster event will include a full agenda of dynamite sessions and speakers, the first look at the CAB/industry **FuturePlan** and fabulous social events.

Don't miss the opportunity to join over 500 **Broadcasting '99** delegates for an invaluable networking opportunity in Montreal — home to some of our industry's biggest success stories.

**OCT. 31 - NOV. 2, 1999 • QUEEN ELIZABETH HOTEL • MONTREAL**



For more information, please contact Julie Descôteaux at (613) 233-4035, ext. 332 or at [jdescote@cab-acr.ca](mailto:jdescote@cab-acr.ca) or visit our web site at: [www.cab-acr.ca](http://www.cab-acr.ca)

internationally?" Of the broadcasts execs interviewed, all said they'd support a tradeoff whereby Canada would offer to raise the allowable foreign-ownership limits on TV stations and networks in exchange for keeping protectionist rules and subsidies in place... The **Canadian Film and Television Production Association** says the **CRTC's TV Policy** is out of step with Federal Government cultural policies and based on a faulty understanding of the financial structure of Canadian production. CFTPA is proposing reforms. Specifically, it is concerned about the elimination of spending requirements; that there are no requirements for children's programming; the reduction in incentives to produce expensive Canadian drama by removing the bonus credit against overall Canadian content levels for all Canadian drama programming, and then introducing a new 125% bonus against the "priority" requirements, for less distinctively Canadian drama programming; no first run requirements for drama programs benefiting from the additional credit bonus; and inclusion, as priority programming, of regional programs that could include game shows and other programs with no regional reflection. On the children's programming front, CFTPA is upset that the CRTC didn't require major private broadcasters to make commitments to their broadcast... **Robert Lantos'** severance, bonus and stock options from **Alliance**

**Atlantis Communications** was valued at nearly \$12.3-million, enough to start his new company, **Serendipity Point Films**. He got the sum after resigning Sept. 21, shortly after the merger of Alliance and Atlantis... The President of the **National Association for the Advancement of Colored People** says his organization will call for a boycott of the US networks during an upcoming sweeps period. **Kweisi Mfume** says it will be an attempt to highlight complaints that blacks are not fairly represented in prime-time series... **ABC** is expected to axe about 50 staff in a move to save money as its prime-time broadcast group merges with **Disney's** network TV production. The cuts at ABC had been expected since last month when Disney said it was merging its TV production unit with **ABC Entertainment**.

**EDITOR'S NOTE:** We're still looking for photos of personalized licence plates that have **\*ANYTHING\*** to do with the broadcast business. It can be call letters, company names (including suppliers), job titles, descriptions . . . virtually anything having to do with radio, television, specialty channel or hardware/software providers. Polaroids are fine. Even digital pictures. Snail mail or e-mail them here, then look for a **Broadcast Dialogue** magazine cover which will have a collage of the plates.

Dryden, ON P8N 2Z3

E-mail: [bwalchuk@moosenet.net](mailto:bwalchuk@moosenet.net)

**AM800**