

# BROADCAST Dialogue

Christensen Communications Ltd.

414 St. Germain Avenue

Toronto ON M5M 1W7

Phone: (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, November 5, 1999

Volume 7, No. 23

Page One of Three

Contents and format copyright in Canada and the U.S.A. (1999) by Christensen Communications Limited.  
No part of this newsletter may be reproduced or re-transmitted without permission of the publisher.

**SIGN-OFF:** **Stuart Craig**, Chairman/CEO of **Craig Broadcasting Systems**, died Saturday of pancreatic cancer. He was 66. **Drew Craig**, at 41 the eldest of three sons, says he and his brothers plan to continue operating the business as their father would have wished. Stuart Craig's death came just two days prior to his induction into the **Canadian Broadcast Hall of Fame**.

**REVOLVING DOOR:** **George Ferguson** is new Interim GM at **CHSJ Saint John**. **Wendy Moore** resigned from that position last week. Ferguson had been GM at **CFBC/C98 Saint John** before it was purchased by **Maritime Broadcasting**... Another old **CFBC Saint John** hand, retired Sports Director **Ingham Palmer**, has begun hosting a weekly talk show there... **ATV/ASN Halifax Breakfast Television** co-host, **JC Douglas** is going back to **Q104/KIXX Dartmouth/Halifax** as PD. He left Q104 a year ago for the ATV/ASN operation... With the **Okanagan Skeena/Telemedia** acquisition now complete at **Yellowhead Broadcasting (CJYR Edson and CIYR Hinton)**, President **Mel Lazarenko** has retired. In as GM/GSM is former PD **Dave Schuck**. **Dennis Baleja** moves up from on-air to PD... Newsman **Russ White** has resigned from **CJCB/K94 Sydney** after 25+years to become the new **Global Television Halifax** reporter for Cape Breton... Recently dismissed **CFCF-TV Montreal** Newsman **Robert Vairo** is the new morning host at **CIQC Montreal** as the station gears itself for its new News format, set to launch Nov. 24. Co-Host will be **Erica Munn**, who's heading to CIQC from **OLDIES 96/CHNS Halifax** where she was an afternoon Hostess... **Karen Sekhon** is new **Toronto Star Television** Research Co-ordinator, in from **Genesis Media**.

**RADIO:** The **CRTC** says Local Management Agreements (LMAs) have been modified so that the Commission may assess the appropriateness of such business arrangements in any given market. Such "partnering", however, is now a condition of licence (in other words, application must be made). Good news for those now involved in LMAs is that the Commission says transition periods for those existing as of March 31 (1999) will extend to Dec. 31, 2001. Not until that time will those involved be required to have a condition of licence to continue... The **CRTC** has approved three applications for new FM stations on Vancouver Island. **CKAY Duncan** won a flip to FM, an AC format at 89.7 (1,862 watts); **O.K. Radio Ltd.**, programming Country, will flip its **CKXM Victoria** to 91.3 FM (1,766 watts); **Seacoast Communications Group Inc.** (Seacoast) adds an FM sister for **CFAX Victoria** airing Modern Rock and Alternative at 107.3 (20,000 watts). In addition, the Commission approved in part an application by the CBC to add a transmitter at Victoria to rebroadcast **CBUF-FM Vancouver** (French)... **CHUM Ltd.** has won the **CRTC's** approval for a new FM licence at London. It will be 102.3 at 4,770 watts. Said the Commission, CHUM will introduce "programming of interest to a younger demographic group that is not well served in the market"... At Kelowna, the **CRTC** decided "that any change in the Kelowna radio market at this time could lead to a further decline in the overall economic situation of the market." No new licence there... The **Canadian Broadcast Standards Council** has ruled that **Peter Warren**, on **CKNW Vancouver**, was "abusively discriminatory" in remarks he made about born-again Christians. A majority of the BC Council found that ain "by accusing a named religious group as being the "scum of the earth", the broadcaster has made statements

## STAR 96 FM Pembroke

is searching for a

## Full-time Announcer

If you have talent,  
ambition and a passion  
for country music, get  
your tape and resume to:

**Scott Sexsmith**  
Program Director  
STAR 96 FM  
595 Pembroke St. E.,  
Pembroke On K8H 2L9

which were abusively discriminatory in contravention of Clause 2 of the CAB Code of Ethics"... **CFUN Vancouver**, also under the **CBSC** looking glass, was exonerated of a complainant's charge that comments made during a native land claims discussion were discriminatory. Host **Pia Shandel**, wasn't taken completely off the hook. The BC Council said it "was uncomfortable" with some of her statements. Complete texts of these and other decisions may be found at [www.cbcs.ca](http://www.cbcs.ca)... The new **Digital Radio Research Inc.** (DRRI) Executive is: **Duff Roman**, **CHUM Group Radio** (President); **Alex Frame**, **Canadian Broadcasting Corporation** (VP); **Hal Blackadar**, **Corus Entertainment** (Secretary); **Michel Tremblay**, **CBC** (Treasurer); **Sylvain Lafrance**, **CBC**; and **Michel Arpin**, **Radiomutuel Inc.** **David Garforth** who has been Executive Director since 1993 will continue in this position. **Beverley Ostafichuk** is Director of Business Development... **CKUA Radio** in Alberta, Canada's first "public" broadcaster, has raised \$600,000 in a fund drive. The province-wide AM/FM network raised \$320,000 during a 10-day on air campaign. Combined with ongoing support from subscribers, the total amounted to slightly more than \$600,000. CKUA was founded in 1927 and now is run by a not-for-profit foundation.

**LOOKING:** **STAR-FM Pembroke** is looking for an Announcer. See the ad on Page One... The new radio station in Barrie - **LIFE 100.3** - is looking for a Sales Rep... **Okanagan Skeena/Telemedia's CKNL/ENERGY 98 Fort St. John** has an immediate opening for a Creative Writer.

**TV/FILM:** It's official. **CAN PRO** is no more. After 27 years as a Canadian festival, the Board of Directors finally lowered the boom this week. Their statement read: "We find ourselves competing for delegates with major festivals in the US and abroad. Budgets are now such that companies must make the difficult choice about which festival to attend and support. It is with deep regret that we must now inform you of the decision to proceed with the dissolution of CAN PRO"... The **Banff Television Festival** has elected six new Directors. They are: **William L. Mustos**, VP, Dramatic Programming, **CTV Toronto**; **Richard J. Paradis**, President, **Canadian Association of Film Distributors & Exporters**, Laval; **Andre Provencher**, President, **TVA International Inc.**, Montreal; **Harold Redekopp**, VP, **CBC/Radio Canada**, Toronto; **Christine Shipton**, Sr VP, Creative Affairs, Television, **Alliance Atlantis Communications**, Toronto; and **Jay Switzer**, VP Programming, **CHUM Television**, Toronto. **Trina McQueen**, Sr. VP at **CTV**, is Chair of the Banff Television Board of Directors for Festival 2000. The President/CEO is **Pat Ferns**... The **Canadian Broadcast Standards**

**Council** has found that **BCTV Vancouver** was not in violation of any Codes in its coverage of child pornography (the BC Court declaring unconstitutional the legislation relating to the possession of child pornography). While pictures of a controversial nature were included in the reports, the BC Council said "it understands the discomfiture of the complainant in viewing any depiction of child pornography", but that it agreed with the broadcaster's use of the photographs.

**BROADCASTING '99: TVA Inc. Montreal** President/CEO **Daniel Lamarre** is new Chair of the **Canadian Association of Broadcasters** (succeeding **Jim Macdonald** of Toronto); **Kevin Shea**, Pres/COO of **Global Television Network**, Eastern Operations, is new Television Chair; **CTV Inc.** Exec VP/CFO & Secretary **Robin Fillingham** is TV Vice-Chair; new CAB Radio Chair is **Jim MacLeod**, Pres/GM of **CKOC/CKLH-FM Hamilton**; Radio Vice-Chair is **WIC Radio** (Edmonton) Pres/CEO **Doug Rutherford**; **YTV Canada** (Toronto) Pres/CEO **Paul Robertson** is Chair of the Specialty Board; **Pierre-Louis Smith**, Director, Regulatory Affairs, **Groupe TVA Inc.** (**CFTM-TV Montreal**) will serve as Specialty Vice-Chair; CAB Treasurer, for a second term, is **Michel Carter**, VP/CEO of **Cogeco Radio-Television**, Laval; and, **Rick Arnish**, President of **The Jim Pattison Broadcast Group** (Kamloops) continues as a special delegate to the Board of Directors representing small markets... Canada's broadcast industry is on the threshold of a revolutionary change for which the CAB is billing itself as primed and ready. Essential to the continued survival of the industry in this country, says CAB, is coming to grips with the impact of technological change, e.g. understanding the technology, the impact of mergers and increased consolidation in the US, shifting revenue streams, the status of transition to digital, and the upcoming round of WTO trade talks. The Association's *FuturePlan*, says President/CEO **Michael McCabe**, is a road map to help members navigate their businesses through "the uncharted territory ahead"... Sixteen radio and TV stations and specialty services won the **Gold Ribbons** at Broadcasting '99. They are: **BCTV Vancouver**, this year's only triple winner, winning in the News: Special Series category and also in two TV Promotion categories; Best TV *Community Service* project went to **CFTM-TV Montreal**, which also won for Multi-Market Programming; Double winner **Citytv Toronto** won for Promotion in the Multi-Market category and for best Entertainment show; **CFAX Victoria** won for Community Service; **CHUM-FM Toronto** won in the Community Service category; **CKXR Salmon Arm** won for Community Service; the 'What Radio Does Best' Gold Ribbon went to **CKAC Montreal**; **CFTK-TV Terrace** won in the Documentaries & Public Affairs category; best radio information program honors went to **CKNW Vancouver**,

**CHKG-FM** Vancouver earned its win for Canadian Talent Development; Best radio Promotion was won by **1050 CHUM Toronto** (Image) and **CFOX-FM Vancouver** (Audience Building); **CKEM-TV Edmonton's News@Six** won the Breaking News Gold Ribbon; **CKLG Kitchener** earned its Gold Ribbon for News; **CHUM Television** was a triple winner in the specialties category, with **MuchMusic** snagging the Programming and Promotion (Canadian Program/Series) Gold and **Space: The Imagination Station** winning for Promotion (Brand Image). Four individuals were honoured: **Normand Beauchamp** and **Paul-Émile Beaulne**, recognized leaders in the broadcast industry who have made a significant impact on the entire French language market, jointly won the Gold Ribbon for Broadcast Excellence. Beauchamp is President/CEO of **Radiomutuel Inc.**; partner and colleague Beaulne, is Executive Vice-president and Chairman, Radiomutuel Inc.; and Director General of **Canal Vie**; **Robert D.F. Lawson**, P.Eng, was honoured posthumously with the Gold Ribbon Award for Engineering Achievement; and **CKLW Windsor** Morning show Co-Host **Cam Gardiner** won gold for Outstanding Community Service by an Individual Broadcaster.

**GENERAL:** Calgary-based **Shaw Communications Inc.** says it is cutting 60 jobs at newly-acquired **Fundy Communications** cable TV operations. The cuts amount to one-quarter of Fundy's workforce in New Brunswick. The company also said that over the next year

it expects to hire up to 100 salespeople and technicians.

**SUPPLYLINES:** **Leitch Technology Corp.** has named former **Bell Canada** President **John MacDonald**, 46, new Chief Executive. The move coincides with the departure of President **Frederick Godard** and the resignation of CEO **Robert Lehtonen**, who will continue as the Toronto company's non-executive chairman... **Harris Corporation** says it has introduced the first integrated Digital Television (DTV) transmitter test system, called CD EYE™. The software-based product provides full information at a price far lower than traditional external test hardware... Former **Miranda Technologies** Director of Marketing and Communications - **Carolyn Archambault** - has been appointed to launch **Wall Street Communications'** new office in Montreal. It is the fourth North American location for the marketing communications agency that specializes in video and broadcast equipment and electronic components accounts... **DiviCom Inc.** says it has been selected by **DIRECTV** to provide the digital television compression system to its Castle Rock Broadcast Center (CRBC) in Castle Rock, Colorado. DiviCom's MPEG-2 compression system will enable DIRECTV to broadcast hundreds of digital channels to its nearly 8 million viewers.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:**  
**James Macdonald**, Toronto. Welcome back, Jim!



For your  
consideration  
Best Lighting



2430 Lucknow Drive No 15 Mississauga Ontario L5S 1V3

Tel: 905 677-7130 Fax: 905 677-6859

# BROADCAST Dialogue

Christensen Communications Ltd.  
414 St. Germain Avenue  
Toronto ON M5M 1W7  
Phone: (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, November 11, 1999

Volume 7, No. 24

Page One of Three

Contents and format copyright in Canada and the U.S.A. (1999) by Christensen Communications Limited.  
No part of this newsletter may be reproduced or re-transmitted without permission of the publisher.

**REVOLVING DOOR:** *Bell ExpressVu* has appointed **David McLennan** Interim President/CEO because of **Michael Neuman's** move to the UK where he'll become Pres/CEO of an early stage telecom company... **Hubert Harel** is new VP/GM of *WIC's CFCE-TV Montreal*. He's the former President/GM of *Astral/Tech Inc.*... **Madelyn Hamilton**, who left her *CFOS Owen Sound* Operations gig for a shot at the newspaper world, is back in radio - as PD for *Affinity Broadcasting* in St. Catharines... Toronto-based Quebec Manager for *Integrated Media Sales*, **Peter Bartrem**, is moving to become VP/GM of *Omni Outdoor* (Ontario division)... **Louise Sansregret** is new VP, Corporate Affairs for *CINAR*. **Suzan Ayscough** joins *CINAR* to succeed Sansregret in her previous position, that of VP, Communications... *Canadian Broadcast Standards Council* Exec. Assistant **Lucie Vincent** is heading to *CIQC Montreal*... *CNN* has named former *Los Angeles Times* editor **Shelby Coffey** the new President of *CNN Business News*. Coffey will also run *CNNfn*. He most recently was an executive at *ABC News*...

**LOOKING:** Plenty of ads this week for employment opportunities. *Skywords* is looking for a Traffic Reporter... A large broadcasting chain is looking for a Senior Media Rep... *CKTA/CHLB Lethbridge* is looking for air talent. *CKOV/Power 104 Kelowna* is looking for a Sales Manager... and *CICZ Midland* has openings for a Producer, a Sales Rep and an Engineer... **EDITOR'S NOTE:** Check the *Broadcast Dialogue* website for job listings. Click on the **CLASSIFIED** button at the bottom of our home page ([www.broadcastdialogue.com](http://www.broadcastdialogue.com))... Other jobs we've heard about include Executive Assistant at the *Canadian Broadcast Standards Council* in Ottawa... *Integrated Media Sales* is

## Oinkers!

Show Prep for Pros



**Free Trial.**

[Oinkers.findhere.com](http://Oinkers.findhere.com)

E-mail:

[Oinkers@iname.com](mailto:Oinkers@iname.com)

Ph 250-564-2246

## VOICE-OVERS by Graham Johnson

Liners/IDs/Promos for

- **CBC-TV** (National)
- **CHAY-FM** *Barrie*
- **CFRN-TV** *Edmonton*
- **BBS-TV**
- Numerous nationals
- Voice tracking and complete production.

250-564-2246

## SENIOR MEDIA SALES POSITION

We are a National Radio Broadcasting company with operations throughout Atlantic Canada, Ontario, and Western Canada. We are seeking an individual to fill the position of senior sales and marketing representative for our operations in St. John's, Newfoundland.

Here's an opportunity for an exciting career in media with one of the fastest-growing and dynamic companies in Canada. The successful candidate will be based in St. John's, will have the opportunity to earn an above-average income, and take part in an exceptional benefits package along with pension plan and stock purchase options after one year of employment.

The person we are seeking must have strong interpersonal relationship and communications skills, the personal motivation to exceed that which is required and be an effective team player. A background in media sales and/or marketing would be an asset as applicants will be judged on a combination of their apparent ability and experience.

Please forward your complete resume to:

**SENIOR MEDIA SALES POSITION  
P.O. Box 8010  
St. John's, NF A1B 3M7**

looking for a successor for **Peter Bartrem's** job (see **REVOLVING DOOR**)... **100.3 The Q Victoria** is looking for a "non-traditional" news personality... **A-Channel Edmonton** has an opening for a videographer...

**SUPPLYLINES:** **Itelco** provided the transmission solutions for **CBC** and private broadcaster DAB services that went on the air in Montreal last week. Three transmitters were supplied, each rated at 1 kW. They are the highest power DAB transmitters in the world, surpassing the previous record of 800 W in Toronto... **IMMAD ECVS** has an agreement with Atlanta's **Turner Entertainment Networks** for pre-functional design and engineering services...

**RADIO:** London-based **Blackburn Radio** has sold its remaining six Southern Ontario radio stations to **Affinity Radio Group**. Earlier this year, Blackburn sold **CFPL/CFPL-FM/CFHK-FM London** to **Shaw Radio** (now **Corus Entertainment**). Stations going to Affinity are: **CHYR-FM Leamington**, **CKNX-AM/CKNX-FM Wingham**, and **CHOK-AM/CFGX-FM/CHKS-FM Sarnia**. Affinity already owns **CKSL London**, **CHAM Hamilton** and **CKTB/CHTZ-FM/CHRE-FM St. Catharines**... Guidelines for open-line programming, especially as they concern **CFST Winnipeg** (former talker **CIFX**) have been laid down by the **CRTC**. This follows a series of complaints to the Commission over election coverage complaints and "the broadcast of abusive comment". Full text of the CRTC decision may be found at the Commission's web site. The station switched formats to Nostalgia a couple of months back... **Talk 640 Toronto** has changed its official call letters from **CHOG** to **CFYI** to more properly reflect the station's Talk/News format. The new calls take effect Nov. 15... **MIX 96/CJAD Montreal** aired its 14<sup>th</sup> annual 12-hour radiothon in aid of the **Missing Children's Network** Saturday. Collectively, the stations raised over \$275,000 – 96¢ of every dollar going toward education, prevention

# SKYWORDS

TRAFFIC NETWORK

TRAFFIC REPORTER POSITION AVAILABLE  
RESUMES AND TAPES TO BART MURPHY

800 ARROW RD. UNIT 11  
TORONTO, ON M9M 2Z8

and the search for lost children... **CJRW Summerside**, having just instituted its flip to FM, is now using **C102** as its ID. More importantly, live announcers are being used 6 am through 11 pm... The former **CFCP Courtenay**, its flip completed, is now **Magic 98.9** serving the east coast of Vancouver Island... Word from BC's **Coast Radio** that format changes are imminent for its **CFWB Campbell River**, **CFNI Port Hardy** and **CHQB Powell River**... At the **Music Industry Association of Newfoundland and Labrador** conference and awards show last weekend, **CKIX-FM St. John's** was named "Outstanding Company of The Year" (second year in a row). As well, ND **Tony Hann** was awarded "Industry Person of The Year"... **Virtually Canadian Broadcast Network** has announced that it's opening a new broadcast centre in the former home of **CISS-FM Toronto**. The Internet broadcaster is also launching two new portals, including a new global entertainment portal...

**TV/FILM:** **CanWest Global Communications** reports a 7% rise in annual earnings to \$146.1 million, including one-time gains. The company says revenue from its broadcasting operations also rose 7% in the year ended Aug. 31, to \$882 million. Operating profit, however, slipped 10% to \$265 million. The financial results include the cost of carrying CanWest's 44% holding in **WIC Western**

## DAYPART MON.-FRI. ANNOUNCER

Classic Hits  
**CKTA**  
—1570<sup>AM</sup>

**CHLB / CKTA Lethbridge** is looking for the right person to take over one of our most coveted time slots. It could be the breakfast show or afternoon drive. That depends on you!



We are looking for an announcer who knows the difference between pulling a "shift" and "creating a show". If you can relate to an audience through great phone interaction, will work hard to become part of the community, believe that nothing replaces outstanding show preparation and you can ENTERTAIN, then you should get tape of your next show in the mail to me.

**Reid Morgan, Program Director**  
**CHLB / CKTA**  
**401 Mayor Magrath Drive**  
**Lethbridge, Alberta T1J 3L8**

**International Communications**, but not CanWest's share of WIC earnings... **CBC Toronto** has declared 23 positions, mostly in the lighting and staging area, as being redundant. The union is angry but CBC says the move matches "production capacity to the lower level of demand at the Toronto broadcast centre"... American satellite TV customers may soon be able to receive local programming just as cable viewers do. Under a proposal put together by House and Senate negotiators, such legislation – which must first win approval in both US chambers – would allow **DirecTV**, **EchoStar** to compete equally with cablecos. The DTH companies could begin local service as soon as the bill becomes law, then they'd have six months to reach retransmission agreements with the US networks... Meantime, here at home, **Star Choice Communications**, **Cancom's** DTH provider, is adding local news for regional audiences. Star Choice is introducing 50 new channels for Western Canadian viewers, and about 60 for those in Eastern Canada... **The Weather Network** has redesigned its Web site to integrate new content such as severe weather warnings, top news stories, weather reports via RealPlayer and an animated weather map. Detailed conditions and forecasts are also available for hundreds of Canadian, US and international locations...

**GENERAL:** WIC's major shareholders, **CanWest Global**, **Shaw**, **Corus** and **Cathton Holdings**, have come to "definitive agreements" as to how they'll carve up the Vancouver-based broadcaster. A statement from the company yesterday morning (Wednesday), says these agreements complete the first step in what remains a lengthy process. The agreements are subject to a material due diligence review, shareholder approval, positive rulings from **Revenue Canada** and approval from the **CRTC**. The next step is for the shareholders to file with the CRTC their respective applications to transfer ownership and assets of the company. The CRTC has previously confirmed that if such applications are received by Dec. 1, a public hearing into the applications



**HERE WE GROW !!!**

**KICX 104** – serving Barrie, Orillia and Midland – is looking to fill three rare openings: A full-time **Producer**, a **Sales Rep** and an **Engineer**. Central Ontario's country leader wants to hear from you!

Contact Derm Carnduff at (705) 526-2268  
Fax: (705) 526-3060 E-mail: dcarnduff@kicxfm.com

will be held in April... **Seagram's Universal Music Group** has joined **America Online** and **MTV** to launch a new Internet-based record label to discover and develop new artists, a territory now dominated by industry rival **MP3.com**. The label, called **Jimmy and Doug's Farm Club**, marks the first time a major record company has taken to the Internet to find talent. **FarmClub.com** is Seagram's latest move to gain clout in the digital music industry... **Telus** has arrived in Toronto, attempting to give the dominant **Bell Canada** a run for market share. The Burnaby-based Telus has created 300 new jobs in Toronto and promises a full range of telecom services aimed, for the moment, at small- and medium-sized business. Telus new services will include video conferencing, high-speed data and Internet services, e-commerce, Web hosting as well as local and long-distance services... **Al Lake** who worked for **All Canada**, **BCTV**, **ONTv**, and **Western Broadcast Sales** for close to 30 years - and who recently retired - is having a party thrown for him. It'll be upstairs at Toronto's Pilot Tavern Nov. 18, starting at Noon...

**SYNDICATION:** Toronto-based **Brian Hill Weather Consulting** (featured in November's **Broadcast Dialogue** magazine) adds **940News** and **Info690** to his client list. Service begins Nov. 25, including a system that allows Hill to provide highway close-ups (weather on area highways).

## SALES MANAGER

The Okanagan's News Authority

**CKOV63**

**Power 104 fm**  
classic rock

We are in search of a Sales Manager with all the necessary skills to step right into a quality radio sales department and take over. A great opportunity for someone who is motivated, enthusiastic, a good trainer and can lead by example. Join CKOV63 and CKLZ-FM in the "Four Seasons Playground" of Kelowna, BC.

Contact Dean Cooper by phone at (250) 762-3331 or (250) 763-1047.  
Fax is (250) 762-2141

3805 Lakeshore Road, Kelowna BC V1W 3K6  
E-mail: [ckov@cnx.net](mailto:ckov@cnx.net) or [power104@cnx.net](mailto:power104@cnx.net)

# BROADCAST Dialogue

Christensen Communications Ltd.  
414 St. Germain Avenue  
Toronto ON M5M 1W7  
Phone: (416) 782-6482  
Fax: (416) 782-9993  
E-mail: [tvradio@interlog.com](mailto:tvradio@interlog.com)

Website: [www.broadcaddialogue.com](http://www.broadcaddialogue.com)

Thursday, November 18, 1999

Volume 7, No. 25

Page One of Three

Contents and format copyright in Canada and the U.S.A. (1999) by Christensen Communications Limited.  
No part of this newsletter may be reproduced or re-transmitted without permission of the publisher.

**TV/FILM:** A study done in New York (a survey of 6,500 adults) shows consumers aren't discriminating between TV and Internet online brands. In fact, TV viewers think more highly of *America Online* than they do of *ABC*, *CBS*, *NBC* and *Fox*. The study comes as media companies are trying to craft and communicate distinct brand identities. The most highly regarded, ahead of AOL, were *Discovery Channel*, *Weather Channel*, *Learning Channel*, *PBS*, *History Channel* and *ESPN*. *Fox* came in eighth, behind AOL, and *NBC* ranked 10th. Internet directory service *Yahoo* was No. 16, ahead of *ABC* at 17 and *CBS* at 21. Some, however, say it doesn't make sense to compare companies such as AOL with broadcast networks. Fox Broadcasting's **Giles Lundberg** says the major TV networks are handicapped in surveys of brand awareness because broadcasters appeal to lots of different people. "Even *Fox*, which has a more distinctive identity than other broadcasters, has a broad palate of programming," he says. By contrast, "it's pretty clear what the *Weather Channel* is about"... Meantime, in the current edition *Business Week*, the feature article ('How the Internet killed television') says the Web is becoming the ultimate entertainment medium, snatching TV's audience. The group spending less time watching TV, claims the story, are the 16-22s; 10% of the North American population. Thanks to high-bandwidth access, TV viewing will likely continue to spiral downward as video and audio streams flood the Web. Further, says the piece, the way TV programming is delivered and funded will change TV so much that it will be unrecognizable in a few years... Add to this equation a new phenom among TV networks: Dueling press releases. *Global Television* and *CTV* are at each other over ratings claims. *Global* says it has the top five premieres of the season while *CTV* also makes that same claim. Where the ante got raised was when *Global* re-loaded, saying "The press release should have said that they dominated one night in one time-slot only"... *BBM's ComQUEST Research* and US-based *Media Metrix* have a joint venture to launch an Internet ratings service in Canada. *BBM* says it, through a new company called *Media Metrix Canada*, will be able to track TV viewing on personal computers. No, not all PCs, but rather through an on-going panel of approximately 3,000 individuals and by installing software on people meter panelists' computers... Veterans in BC, buoyed by this year's revival of the national conscience about *Remembrance Day* ceremonies, were miffed with *BCTV Vancouver* for not televising the ceremonies. A *Royal Canadian Legion* official wrote that it was "an egregious insult to BC's veterans and their surviving relatives." The mistake won't be made next year, says President/CEO **Art Reitmayer**. He agrees that *BCTV* failed to recognize the "habit" factor involved... *Nelvana Ltd.* has plans to produce its second prime time network series, *Committed*, which will be broadcast on the *CTV Network* and *Fox Family Channel*. *Committed* is a contemporary and offbeat snapshot of family life that tells the story of a working mom with three

## OKS RADIO CORP.

### RETAIL SALES MANAGER

*If you have a least five years in the Broadcast Sales side of the business...*

*If you are creatively adept and customer focused...*

*If you're ready to take your career to the next level and you know how to read the numbers...*

**This may be just the challenge you're looking for.**

Situated in Terrace, you would be responsible for meeting the sales targets for four radio stations and one television station in Northwestern B.C. Previous supervisory experience and computer literacy are critical to this position.

Forward your resume to:

**Sharon Taylor**  
Manager, Human Resources  
4625 Lazelle Avenue  
Terrace, B.C. V8G 1S4  
e-mail: [taylor@osgltd.com](mailto:taylor@osgltd.com)  
Deadline for applications:  
December 15, 1999.

children and her stay-at-home writer husband. The animated series is scheduled for a late 2000 launch.

**REVOLVING DOOR:** Dick Prat, who spent much of his career at *ATV/ASN Halifax*, is new ND at *ONTv Hamilton*. He succeeds John McFadyen who resigned a couple of months back... Shawn Smith, the Vancouver-based *Rogers Broadcasting* man responsible for syndicating *Rhona at Night* and *Lovers and Other Strangers*, is moving to Broadcast Programming in Seattle. He'll become BP's Broadcast Division Marketing Manager... The *Canadian Broadcast Standards Council* has two new members, one in the Prairies and one in Quebec. Add *CFRN-TV Edmonton's* Manager of Human Resources **Raya Gallagher** to the Prairies Regional Council and *TVA Group Inc.* Legal Counsel **Guylaine Bachand** to the Quebec Regional Council... At *680News Toronto*, **Rob Graham** has taken over as morning Business Editor, succeeding **Michael Kane** who left for *Prime's* new business show... *News 1130 Vancouver* has hired a full-time meteorologist. **Russ Lacate**, who had been a Senior Meteorologist with *Environment Canada*, starts his new job at month's end.

**SIGN-OFFS:** **William O. Crampton**, 86, a pioneer of Canadian TV, has died at Fort Lauderdale. Crampton was a VP and GM at *CFTO-TV Toronto*, gave **Bob Newhart** his first TV appearance, was Exec. Director at Toronto's *MacLaren Advertising*, also served as a consultant to *Standard Broadcasting* and was President of the *Broadcast Executives Society* from 1969-71... **Ruth Hazlitt**, 66, a reporter who worked for *CBC* and *CTV* and at least two major daily newspapers, succumbed to multiple sclerosis at her St. Catharines home... **Rudy Stefanik**, a former VP, Sales at *CFCF-TV Montreal*, died last Saturday.

**LOOKING:** *CPAC Ottawa* is in search of an Assignment Editor. See the ad on Page 2... *OKS Radio Corp.* is in search of both a Sales Manager and a Program Manager. See their ads in this edition...

**Successful A/C radio station in Ontario is looking for a PD/Morning Host with a proven track record in both areas. You'll have a passion for A/C, great coaching and motivation skills, and be great on detail. Send tape, resume and ratings performance in confidence to:**

**A/C-PD Job  
c/o Broadcast Dialogue  
414 St. Germain Ave.  
Toronto ON M5M 1W7**

A blind ad (above) seeks a PD/Morning Host for a Southern Ontario station... The *OKS/Nornet* Alberta Division in Edmonton is looking for a Creative Writer... *Sun FM Grande Prairie* is looking for an entry level Writer... *C-FAX Victoria* is looking for Sales People to work at its new FM station.

**RADIO:** *CIGO Port Hawkesbury* has the go-ahead to flip to FM but the *CRTC* denied the station's application to broadcast more than 50% hits. *CIGO* plans to maintain its AC format at 101.5 (19,000 watts)... *CKCU-FM Ottawa* (Carleton U.) received over \$94,000 in pledges during its 1999 funding drive, returning the campus station to financial and organizational stability. It was just three years ago that it was nearly closed because of escalating debt and internal policy struggles... *Bayshore Broadcasting, Owen Sound* (*CFOS/Mix 106*) has been presented with the city's Chamber of Commerce 'Business of the Year' award.

**GENERAL:** *CTV Inc.* shares were up Tuesday, jumping 95¢ in heavy trading to \$19.75 on rumours that it is a potential takeover target. *CTV* was among the most active TSE issues on trading of more than one million shares. Takeover speculation has increased since early last year, when the Eaton family sold its 40.2% stake. The company is now widely held by institutional and retail investors.



## Assignment Editor

We need a bilingual, motivated, highly organized person to plan network coverage and program development, including ongoing coverage of Parliament Hill. This individual is also responsible for the development and execution of special coverage such as elections, federal budgets, major national conventions, etc. Preferred candidates should know how

to maximize technical and personnel resources; be politically plugged-in; and know what it takes to make sure CPAC viewers are the best-informed in Canada.

This is a CPAC supervisory position located in Ottawa. A detailed job description is available on request. Please forward your resume no later than November 26, 1999 to:

**CPAC**

**Att'n: Human Resources  
45 O'Connor St., Suite 1750  
Ottawa ON K1P 1A4  
Fax: (613) 567-2741**

# OKS RADIO CORP.

## RADIO PROGRAM MANAGER

We are now accepting resumes in anticipation of growth.

A minimum of seven years experience, both on-air and supervisory, an in-depth knowledge of MTS, Selector, and SAW, the ability to lead a team of growing professionals, and the ability to multi-task are definite requirements for this position.

Effective time management and organizational skills are critical in a multi-station environment.

### Ready to take the leap?

Forward your resume to:

**Sharon Taylor**

**Manager, Human Resources**

**4625 Lazelle Avenue**

**Terrace, B.C. V8G 1S4**

e-mail: [taylor@osgltd.com](mailto:taylor@osgltd.com)

Deadline for applications:  
December 15, 1999.

One analyst said that with all the voting shares in the marketplace, CTV has become an easy target at a good price; that the company is likely being pressured by institutional investors to boost profits... **CanWest Global's Izzy Asper** won a first-round legal decision in Ontario Superior Court in his defamation suit against **Robert Lantos**, who once ran **Alliance Communications**. The judge blew out a number of Lantos' assertions. Asper sued Lantos over a speech he made a year ago calling Canadian broadcasters "*the forces of darkness*" and saying their greed is surpassed only by their hypocrisy. Asper was portrayed as "*dishonest, insincere and hypocritical in his dealings in the broadcast industry and ... undeserving of the Order of Canada*," according to his lawsuit. Lantos' statement of defence sought to justify his speech, but the judge ruled that he watered down the meaning in his statement, making it unacceptable as a defence. Lantos was ordered to pay the \$2,500 cost of the motion... **Hennessy & Bray Communications** has moved to new Toronto digs and changed a couple of things. Company is now **Hennessy, Bray & Reade Communications**; new phone is 416/703-9971... **CBC's** new web site, launched a couple of weeks back, features a new user interface, improved business, weather and sports coverage as well as new sections dedicated to consumer affairs and interactivity. Further, [www.cbc.ca](http://www.cbc.ca) has a new Media Centre that is targeted specifically to the needs of journalists and editors... **Nortel Networks**, predicting that 500-million people will be using the Internet in three years, has unveiled software it says will provide cheaper, faster and easier access. The new Internet Protocol software can be embedded directly into a variety of devices to create seamless access. Nortel says the software is to replace technology that routes phone and Internet signals through what it calls "*expensive and complex 'Old World' hardware*"... Saying, "*the telephone age is over*", **Nippon Telegraph and Telephone Corp.** plans to cut 21,000 jobs over the next three years. The position moves NTT away from fixed-line phone service toward mobile and data services, including the Internet. In addition to cutting jobs, NTT will reduce capital spending to the equivalent of US\$9.5 billion a year, down from this year's US\$12.3 billion. NTT's current workforce numbers 224,000... Famed **CFRN-TV Edmonton** alumni **Bruce Hogle** will be presiding over the station's *Poor Boy's Lunch* next Tuesday at Edmonton's Mayfield Inn. It's a cash generator for CFRN-TV's *Good Neighbour Fund* which provides assistance for people whose needs slip through the cracks of conventional assistance.

**SUPPLYLINES:** Ottawa-based **International Datacasting Corporation** has been awarded a contract by **Public Works and Government Services Canada** to supply satellite broadcasting services to the **Canadian Department of National Defence**. The contract spans a 15-month period (valued at \$3.7 million), with options to renew the service for an additional two years. IDC will provide broadcast services to Canadian peacekeeping missions overseas via satellite... **Philip Shames**, ex of **Quantel** in Toronto, has moved to **Cabletel** as that company's new TV Sales Manager... Montreal-based **Discreet** will receive the *International Image Outstanding Technical Achievement Award* for 2000 at the **Banff Television Festival**, June 11-16. The award is for the contribution to creativity and innovation in TV, recognizing Discreet's internationally acclaimed products for visual effects and animation, editing, production, game development and 3D design visualization.

# BROADCAST Dialogue

Christensen Communications Ltd.  
414 St. Germain Avenue  
Toronto ON M5M 1W7  
Phone: (416) 782-6482  
Fax: (416) 782-9993  
E-mail: [tvradio@interlog.com](mailto:tvradio@interlog.com)

Website: [www.broadcaddialogue.com](http://www.broadcaddialogue.com)

Thursday, November 25, 1999

Volume 7, No. 26

Page One of Three

Contents and format copyright in Canada and the U.S.A. (1999) by Christensen Communications Limited.  
No part of this newsletter may be reproduced or re-transmitted without permission of the publisher.

**TV/FILM:** A *Laval University* study shows violent acts on TV increased 50% between 1995 and 1998, with the greatest increase in shows aired by **CBC's** French-language service, *Société Radio-Canada*. The study also found that children are exposed to more acts of physical violence and an increasing number of violent shows on prime-time TV. Authors **Jacques De Guise** and **Guy Paquette** acknowledge that they were unable to determine the impact the violence might have, particularly on children. The study notes the TV industry's rating system, to help parents protect children from inappropriate programming, has seemingly meant nothing. Prime-time TV, it says, has more violence now than ever... Meantime, the V-chip has arrived, but nobody seems to care. Shoppers for new TV sets are putting it way down on their list of wanted features. And Canadian and US broadcasters have yet to agree on a uniform content rating system. **Kealy Wilkinson**, Director of Toronto-based *Alliance for Children and Television*, says while people are still concerned about TV violence, they no longer place as much faith in the V-chip as they once did... Anecdotally, there are people who say they prefer watching *The West Wing* on **NBC** rather than **CTV** because they perceive seeing more of the program and less advertising. The

## **Radio Sales Rep Required**

**Huge potential in Ontario's fastest growing market!**  
Must have previous radio sales experience and be ready to take on new territory as we expand our team into Toronto and South-Central Ontario. Fax or email resume to:

**Steve Macaulay**  
**KX96**

**New Country FM**  
(905) 686-2444 or [stevemc@kx96.fm](mailto:stevemc@kx96.fm)

*Association of Canadian Advertisers* now says its membership wants to see fewer spots on Canadian TV. ACA says too many ads are bad for business. And ACA VP **Bob Reoume** says "They are going to turn off the viewers. That doesn't help anybody." ACA's message to the **CRTC** is to keep the 12-minute rule but lose all those nine categories of exemptions... Even as the *United Nations* convened hundreds of TV and broadcast experts for a two-day conference on the ways TV can bring peace and development to the world, UN General Assembly President **Theo-Ben Gurirab** told them that "for the vast majority of the world's population living in abject poverty,

**TELEMEDIA RADIO INC.**

**PROGRAM DIRECTOR**  
**STAR 96 FM**  
**Pembroke, Ontario**

The Program Director will manage all elements of on-air programming; ensure formats are executed in accordance with the station's programming plan; ensure all regulatory programming requirements are met; develop and monitor budget; manage, develop & coach department staff; examine and provide input on station promotions; will know the CRTC's operating requirements; will have strong organizational skills and be detail-oriented; and be computer literate (Microsoft Office & music scheduling software).

**If you have been in your current position for at least six months  
and are interested in this opening, please contact:**

**Al Kennedy, General Manager, at (613) 735-9670 or by e-mail at [starak@hotmail.com](mailto:starak@hotmail.com).  
Star 96 FM \* 595 Pembroke Street East \* Pembroke ON KSA 3L7**

even the thought of owning a television set borders on madness". He questioned the pursuit of such a lofty ideal when any message TV might bring is often silent in regions where it's most needed. "The best television programming won't mean much if the people who need them the most -- the developing world -- lack the necessary equipment and logistics," he said. The conference was the fourth **UN World Television Forum**, and featured workshops on themes such as news and educational programming and the role of television in development... There's still buzz about a possible takeover of **CTV**. Takeover scenarios we've seen include investing in **Electrohome Broadcasting Inc.**, which has 12.2% of CTV stock and is currently trading on the TSE at a 30% discount of its full asset value. The guessing game began last week when **Shaw Communications'** annual report revealed a \$160-million investment portfolio containing shares in Canadian communications businesses with, presumably, a large CTV holding. The speculation on Shaw holds that **Corus Entertainment** and Shaw could each buy up to 10% of CTV without triggering disclosure rules, giving the Shaw family control over nearly 20% of CTV. However it shakes down, market analysts predict a move on CTV will be made by somebody eventually... The **CRTC** has submitted a report to the Governor-in-Council supporting the creation of a national French-language arts specialty channel. The Commission plans to issue a call in February for licence applications... The US **Federal Communications Commission** has proposed that broadcasters be required to adopt technology allowing the visually impaired to follow the action on TV by listening to a narrator describe it. A user would turn on a secondary audio programming channel where a narrator describes the action during pauses in the dialogue. Coincidental with this FCC desire, the **National Broadcast Reading Service** in Toronto has been offering the service for some time. NBR's honcho, **Bob Trimbee**, is our "Dialoguer" in the Dec/Jan edition of **Broadcast Dialogue** magazine, now in the mail.

**GENERAL:** The deal is done. **Shaw Communications** gets **WIC's** distribution business, including its interest in **Canadian Satellite Communications** (CanCom), **Corus Entertainment** gets all of the WIC radio stations, its pay and specialty TV undertakings and other related assets, and **CanWest Global** becomes sole owner of WIC and all of its TV stations, its interest in **ROBTV** and other assets. CanWest will complete its acquisition of all of WIC's Class A voting shares and Class B non-voting shares... During a digital music panel at **Comdex**, the computer industry trade show in Las Vegas, **EMI** VP **Jeremy Silver** said mass market acceptance of Internet-distributed music is still five years away, largely because record companies, musicians and technology companies are making little headway in solving key problems with digital music delivery. And, even as manufacturers were showing off

equipment aimed at consumers of Internet-delivered music, their reps were conceding that the market is small. **Thomson Consumer Electronics** Business Manager **Jeff Scott** said he expects worldwide sales for portable Internet-delivered music files to be just two or three million units in 2000... **WIC Western International Communications'** year-end results reflect significant net earnings growth over last year. Financial results for the year ended Aug. 31 show - after restructuring costs - net earnings of \$24 million and cash flow of \$54.3 million. That beats fiscal 1998's \$6.6 million and \$54.2 million. What bad news there was is reflected in losses at **WIC Television**: a decrease of 4% over last year. The Radio division, on the other hand, was up 8.3%... **Groupe Videotron Itee** has teamed with a Washington-based investment firm to build its long-planned national telecommunications network. Under the deal, **The Carlyle Group** will invest \$200-million in **Videotron Itee**, a 100%-owned subsidiary of parent **Groupe Videotron**, in return for 29% of its equity... **TMI Communications**, a division of **Teleglobe**, has become the first foreign firm to provide wireless service in US. After waiting more than 19 months, the **Federal Communications Commission** granted TMI a licence that will allow it to offer Canadian voice and data service to American customers via satellite... **BCT.TELUS Communications** and **Bell Canada** set the stage for their upcoming Internet battle late last week with **TELUS** agreeing to sell its stake in **Medialinx** to Bell. Medialinx was the national Internet company formed by Canada's telcos under the former **Stentor Alliance** to develop Web portal sites marketed as **Sympatico**. **BCT.TELUS** operates **MyBC.Com** in BC and is expected to launch **MyAlberta.Com** early next year... **Gwyn 'Jocko' Thomas**, who was the Crime Reporter for the **Toronto Star** and **CFRB Toronto**, is having a 50th Anniversary Roast & Toast thrown for him tomorrow (Friday) night. Tickets can be obtained from **Ed Patrick** at 416/964-8180.

**REVOLVING DOOR:** Former Ontario PC Minister of Citizenship, Culture and Recreation **Isabel Bassett** (also the widow of **Baton Broadcasting** founding President **John Bassett**) has been appointed Chairwoman/CEO of **TVOntario**. She succeeds former TVO honcho **Peter Herndorf**... **Mark Jan Vrem** has been appointed GM/COO of **ROBTV** after serving in an interim position since June 1999. **John Camp**, ex of **ONtv Hamilton**, has been appointed VP Technology... **Ron Hewat**, who once toiled for **CFRB Toronto** and **Telemedia**, is now Sr VP, Sales at **Starfire Technologies** based in Toronto... **Barbara Jones** is new VP Programming/Marketing for **Power Broadcasting Inc.'s** Ontario properties. Jones was most recently with **The Weather Channel** in Atlanta. Previously she'd worked at **CFRB Toronto**, **BBM**, **TVB** and **Western Broadcast Sales**.

**SIGN-OFF:** Wayne Borowiec, a 37-year-old cameraman from *CICT-TV (Calgary 7 Television)*, and his 64-year-old mother *Pauline*, were killed in a car accident while returning to Calgary from his aunt's funeral in Nipawin, Saskatchewan.

**RADIO:** *HITS 103.5 Toronto* has donated \$100,000 in air time to the *Student Crime Stoppers Program*. It's an effort to reduce violence in Toronto schools.

**SUPPLYLINES:** *Unique Broadband Systems* is moving to a new 80,000 sq. ft. research and development centre and manufacturing plant near Toronto, four times the size

of the present quarters. The move will take place over the next few months... *Fujitsu Canada* has appointed *A.C. Simmonds & Sons* as distributor of its Plasmavision™ line of wide-screen flat-panel displays used in custom home theater and audio-video integration, professional audio, and teleconferencing markets... *Rohde & Schwarz Canada Inc.* has appointed *Shel-Bar Electronic Industries* of Calgary exclusive agent for its broadcast test and measurement equipment in Western Canada, including video analyzers, test transmitters and receivers, MPEG2 sources and analyzers and digital quality analysers.

**BROADCAST**  
**Dialogue**

***Need People?  
Looking for a Job?***

**More broadcasters than ever are turning to the pages of Broadcast Dialogue's weekly newsletter to either find that new job . . . or to advertise the one that needs filling!**

**We've responded, too, by including those ads at our Web Site for greater exposure. Just click on the CLASSIFIED button at our home page.**

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