

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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SIGN-OFF: Jean Pouliot, 81, in Montreal of Alzheimer's disease. Pouliot founded two private French-language networks -- *TVA* and *TQS* -- and was an owner of *CFCF-TV Montreal* for 20 years.

REVOLVING DOOR: *CHUM Television* says it is eliminating the position of Executive Vice President, Television. As a result, **Stephen Tapp** leaves CHUM-TV at month's end... **Ed Yiu** is new Director, Broadcast Technology & Engineering for the *Global Television Network*. Yiu, whose last position was with *CHUM Television* in British Columbia, begins at his new post in Toronto in September... **Monte Graham**, GM at *Global Winnipeg (CKND-TV)*, is no longer with the company. **David Asper** assumes his duties on an interim basis... **Kevin Shea** is now CEO for the satellite radio partnership of *Standard Radio*, *CBC* and *Sirius Satellite Radio*. Among other things, he'll oversee the new company's efforts to obtain a *CRTC* licence. Shea most recently was the power behind *49th Media* - the company that wanted to substitute Canadian spots in place of US ones on specialty channels. Before that, he was Exec. VP at *Bell Globemedia* and, before that, President/CEO for both the *Global Television Network* and *Atlantis Communications*... 80s Rocker **Kim Mitchell** is new PM Driver at *Q107 Toronto*... **Liz Zlabis** is no longer with the *CHUM Radio Network*. Her departure is attributed to "continued restructuring"... **Colin Lachance** is new Director of Telecommunications Regulatory Affairs at the *Canadian Cable Television Association (CCTA)* in Ottawa. Most recently, he was most recently Senior Regulatory Legal Counsel at *Telus* in Ottawa... **Rick Chisholm** is new VP Programming at *TSN*. A promotion, Chisholm succeeds **Phil King** who's now TSN President... Not surprisingly, new Conservative MP and former broadcaster **Bev Oda** has been selected Heritage Critic by Tory leader **Stephen Harper**... **Kris Rodts** is no longer with *NewCap's Alberta Radio Group*. Rodts, who was Director of Engineering, was the victim of a restructuring... **Scot Turner** is no longer PD at *The Beat Vancouver*. In on an interim basis is **Chris Myers**.

LOOKING: Jobs we've heard about this week include: *KX-96/The Rock/CKDO Oshawa* - News person; *CHAT-AM/CFMY-FM Medicine Hat* - Traffic person; *Alliance Atlantis Toronto* - Administrator; Production Accountant; Executive Assistant-Public Affairs and Communications; Senior Financial Analyst; Director Finance; Revenue Analyst; Financial Analyst-Library Accounting; Manager, Library Accounting; Manager CSI Accounting; *Teletoon Toronto* - Assistant Web Developer; *CFTO Toronto* - Promotions Manager; *CTV Toronto* - Sales Coordinator; *Global Winnipeg* - General Operators; *CBC Toronto* - Program Assistant; Operations Analyst; *CBC Ottawa* - Manager, Public Relations; *CBC Windsor* - Reporter/Editor; *CBC Saskatoon* - Senior Maintenance Technologist; *CBC St. John's* - Reporter/Editor; *CBC Regina* - Reporter/Editor; *102.1 The Edge Toronto* - Account Manager; *CJOB Winnipeg* - Reporter; *The Weather Network Mississauga* - Manager, Meteorological Development and Marketing Manager - Interactive Services; *NFB Toronto* - Promotions and Community Relations Officer; *MusiquePlus - MusiMax Montreal* - Producteur délégué; *Astral Media Radio Chicoutimi* - Direction des ventes publicitaires; and, *Astral Media Radio Montreal* - Coordonnateur(rice) - Créativité Média.

BROADCAST DIALOGUE
has an interview arranged with
Canada's new Heritage Minister,
Liza Frulla, for a feature presentation
in Broadcast Dialogue magazine.

If you have questions you'd like
us to ask, click on the e-mail
below and let me know
(IN CONFIDENCE).

Publisher@broadcastdialogue.com

TV/FILM: While no breach was found, the **Canadian Broadcast Standards Council** has ruled that **Family Channel** requires classification icons – even for children’s shows. The decision involved the program, *The Amanda Show*. Check www.cbcs.ca for details of this and other recent decisions... **Mike Wallace**, 86, the veteran *60 Minutes* Correspondent on **CBS**, was handcuffed and driven to a New York City police station Tuesday night after arguing with city inspectors over where his driver had parked. Wallace saw two inspectors interviewing his driver who they said was double-parked.

RADIO: **Statistics Canada** reports radio listening by teenagers (12-17) is way down over the past five years, from an average 11.3 hours a week in 1999 to 8.5 hours in the fall of 2003. And, looking at radio listeners as a whole, Canadians listened an hour less last fall than they did in 1999, an average in 2003 of 19.5 hours per week. StatsCan threw in a qualifier to these numbers, however. It writes: “While the return rate, at 42.8%, is modest by Statistics Canada standards, it is in line with Canadian and international broadcasting industry practice for audience measurement. It is recommended that the data be interpreted with caution.” The same downward trend, by the way, was observed in teenagers’ TV-viewing time. Over the past five years, teens reduced the amount of time they devoted to each of radio and TV by five hours. Listening time decreased in all provinces except BC, where average listening hours remained stable at what continued to be the lowest listening rate in Canada. Quebec Anglophones also spent the same amount of time listening to the radio as in 2002, but this made them the most avid radio listeners in Canada. AC continued to dominate (24.2%), followed by Gold/Oldies/Rock (18.6%). Public radio held at third among Canadians’ radio listening choices for a second consecutive year, but was closely followed by Talk... Canada’s new Heritage Minister – **Liza Frulla** – issued a statement July 30 in which she said **Genex Communications Inc.**, owner of **CHOI-FM Quebec City**, had asked her to reconsider the July 13 **CRTC** decision not to renew licensing for the station. She says she forwarded a copy of the letter to the **Privy Council Office** for a decision on whether an appeal to the government might be considered, or not. The Privy Council Office, said Frulla, determined that (according to Section 28 of the Broadcasting Act) the CRTC decision cannot be appealed to the Government. Therefore, she said, “*Genex Communications Inc. has two options: to appeal the CRTC decision to the Federal Court or to apply for a new broadcasting license should the company decide to meet the criteria established by the CRTC*”... Meantime, thousands showed up on Parliament Hill Tuesday to protest the CHOI-FM decision, demanding that the station be allowed to stay on the air. CHOI is due to be yanked off the air at the end of the month. Genex owner **Patrice Demers** called on the prime minister to intervene. He also said Genex would seek an injunction this week in federal court to delay the shutdown... **Digital Radio Roll-Out Inc.** (DRRI) has restructured the organization, appointed a new Board of Directors, and endorsed a plan to re-focus its mandate. **Glenn O’Farrell**, President/CEO of the **Canadian Association of Broadcasters**, was appointed DRRI Interim President (succeeding **Duff Roman** who’d been in that position since 1997). Rationale for the restructuring was said to be to “*achieve greater efficiency and take advantage of available expertise to reduce its operating costs.*” DRRI, said the



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news release, will shift its primary focus away from marketing so as to “keep track of DAB activities and to address the policy and regulatory issues fundamental to digital audio advancement in Canada.” Other members of the new DRRI Board of Directors include: Vice-President - **John Hayes**, President, Radio, **Corus Entertainment**; Secretary - **Ray Carnovale**, VP/Chief Technology Officer, **CBC/Radio-Canada**; Treasurer - **Michel Arpin**, Senior Advisor, Government & Regulatory Affairs, **Astral Media**; Directors - **Michael Caine**, President/GM, **Whiteoaks Communications Group**, **Rael Merson**, President/CEO, **Rogers Broadcasting**, **Duff Roman**, VP, Industry Affairs & Digital Operations, **CHUM**, and **Gary Slaight**, President/CEO, **Standard Radio**... **CHMY-FM Renfrew**, at 96.1, is on the air. ID'ed as **MyFM**, the 1,600-watter programs AC and emphasizes community events. Co-owners are **Andrew Dickson** and **Jon Pole** (whose father, **Jamie**, owned **CKOB-AM Renfrew**)... Former journalist **Richard Desmarais** has asked the **CRTC** to block the sale of **CKAC Montreal** and its sister stations to **Corus Entertainment** because he wants to own them and retain current news and talk programming. Corus announced the acquisition of the **Radiomedia** network, including CKAC, from **Astral Media** earlier this year and announced plans to change the programming direction. Corus already has two all-news radio stations in Montreal... **Toronto Maple Leafs** enforcer **Tie Domi** has filed a \$1.65 million lawsuit against **CHUM's** Ottawa sports station (**Team 1200**) for suggesting last spring that Domi beat his wife. In a lawsuit filed in Ontario's Superior Court against CHUM Ltd. and broadcaster **Don Romani**, who has since been fired by the station, Domi and his wife, Leanne, have each demanded \$700,000 in compensatory and punitive damages... In the US, the **2004 Radio Hall Of Fame** inductees have been announced. They are: veteran public radio anchorman **Bob Edwards**, legendary Chicago disc jockey **Larry Lujack**, **Clear Channel Communications' L. Lowry Mays**, **WOMC Detroit's Dick Purtan**, and the late **Walter Winchell**. Presentations will be made at a black-tie induction gala Nov. 6.

GENERAL: **Astral Media** says it increased its quarterly profit by 25% on the strength of advertising at the **Movie Network**, **Viewer's Choice** and the **Family Channel** – plus its radio stations. Astral earned \$24.5 million, or 46 cents per share, in the three months ended May 31, compared to earnings of \$20.2 million, or 37 cents per share, in the year-earlier quarter. Astral's TV group experienced subscriber revenue growth of 10% and ad-related growth of 19%. Radio grew ad revenues by 10%... **Corus Entertainment** reported a \$52 million loss in its fiscal third quarter after the company wrote down the value of its film and TV library by \$85 million. The loss, worth \$1.20 a share, compared with net profits of \$12.3 million, or 29 cents a share, in the same period last year. Despite the loss, revenue in the third quarter of the company's financial year rose 6% from a year earlier to \$163.9 million from \$155.3 million. Revenue in Corus Television grew 13% to \$84.7 million, as ad sales gained 22% while subscriber revenue grew 4%. TV profits rose 10% to \$30.1 million. Radio revenue rose slightly to \$61 million, compared with \$60.1 million a year ago.

SUPPLYLINES: **Chyron Corporation** has won the *Philo T. Farnsworth Corporate Achievement Emmy* for the invention and development of the character generator. The award will be given during the *Primetime Creative Arts* ceremony Sunday, September 12 in Los Angeles.

EDITOR'S NOTE: Be sure to keep me informed of news from your location. E-mail news releases and items of interest to me at publisher@broadcastdialogue.com.

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RADIO: Flamboyant Quebec City lawyer **Guy Bertrand** says the **CRTC** went too far when it ordered **CHOI-FM Quebec City** off the air by the end of the month. He argues that the Commission isn't a tribunal and that it went beyond its jurisdiction. The federal court is being asked to extend CHOI's licence until a judgment is rendered and to suspend the CRTC's intention to award the 98.1 frequency to another broadcaster. Meanwhile, **Parti Quebecois** leader **Bernard Landry** refuses to support CHOI. He says if the Commission made a mistake, it's up to the courts to say so. But Landry also said that "*freedom of speech is balanced by the freedom of others,*" a reference to insulting comments said to have been made by some on-air hosts... The **Canadian Association of Broadcasters** and the **CBC** have jointly told **Industry Canada** that US broadcasters' use of IBOC digital audio – particularly at night – would contravene agreements in place that both Canada and the US have ratified. CAB/CAB posits that if night-time IBOC transmission occurs, it's likely that they'll be harmful to Canadian AM signals on Canadian territory – particularly those Canadian transmitters covering wide rural areas. CAB and CBC want Industry Canada to bring the concern to the **FCC**... **CKNX-AM** and **CKNX-FM Wingham** have been hit with labour troubles. Staff (26) are on strike. It's the first in the local station's 80-year history. On Tuesday, CKNX was still on-air but only because of replacement workers and management. Wages and job security are said to be the main issues. CKNX's AM and FM signals reach from Lake Huron east to Orangeville, and from Georgian Bay south to Kitchener... **CJTN-AM Trenton** flipped to FM, launching this past Monday at 107.1, ID'ed as **LITE 107** (format: Light Rock). The morning show has **Bob Wallace** and **Diana Meder** in the drivers' chairs (both have worked previously in Kitchener and Barrie). LITE 107 is owned by **Quinte Broadcasting**, owner of **MIX 97/CJBQ-AM Belleville**... **CFOR-FM Maniwaki** (Quebec) is looking for either an investor partner or to sell. Contact is **Luc Cardinal** at (819) 441-0993... Quebec's biggest union is pressing the **CRTC** to deny the sale of **CKAC Montreal** to **Corus**. The **Quebec Federation of Labour** says Corus is conspiring with current owner, **Astral Media**, to lower the CKAC's value by cutting staff and programming. And **CUPE**, the **Canadian Union of Public Employees** says CKAC is being gutted to boost the value of Corus's other Montreal stations. **Pierre Arcand**, president of **Corus Quebec**, says he understands the unions want to protect jobs at CKAC but "*the station is already losing a lot of money and we're trying to address the problem to the best of our ability.*" Corus acquired Quebec's **Radiomedia** network, including CKAC, from Astral Media earlier this year and wants it to concentrate on health and sports programming. CKAC programming would be re-broad in Gatineau, Quebec City, Sherbrooke, Trois-Rivieres and Saguenay. The CRTC will hold public hearings into the sale Sept. 7... As 400-thousand people watched unaware, the ashes of former **CKNW Vancouver** broadcaster **Frank Fong** left with a bang last weekend in Vancouver. Fong's ashes were packed into one of the explosives at Saturday's *Celebration of Light*, the international fireworks show. Fong, who at the time of his death was News Director at **CJCD-FM Yellowknife** using the on-air name **Robert Douglas**, was 36 when he passed away in February. He had been a News Anchor at CKNW from the mid 90s until 2001. CKNW News Coordinator **John Ashbridge** says Fong's friends wanted to celebrate his life in some way during the fireworks. "*He would have loved it. He was a fireworks fanatic!*" said Ashbridge... Listeners know it now as **CFRB Toronto**, but in 1922 it was one of only five radio stations in North America and it had a "name" disc jockey – **Ernest Hemingway!** Hemingway was one of Toronto's first music jocks on the station owned by **The Toronto Star** (call letters were **CFCA**). Back in 1922, there were no full-time announcers. All Toronto Star reporters were pressed into service as radio jocks, including the future heavyweight novelist.

T**V/FILM:** **CBC's** prime-time viewership is down 18% from the Sydney Olympics in 2000. But if you count morning, afternoon and evening telecasts, CBC's numbers are up 17%. **NBC** shows a 3% decrease,

with a 14.1 prime-time rating (about 15 million households) for the first three days from Athens, compared with a 14.6 at Sydney. NBC, however, spins the numbers by saying the total number of Americans watching the Games has increased because NBC's suite of cable channels is also airing Olympic content.... Meantime, the **Canadian Olympic Committee** accuses advertisers of running "ambush" marketing campaigns. The COC says it's considering legal action, but has already approached the likes of the **Toronto Stock Exchange** and **LG Electronics** about ads that allegedly violate Olympic copyright. The TSX, among others, has agreed to modify their ads away from athletic themes that refer indirectly to the Games even though they stop short of using the Olympic trademark or the Olympic rings. The COC is also said to be upset with CBC over themed segments of its broadcast sponsored by non-Olympic sponsors, including **Tim Hortons**. Doug Brooks, CBC's GM of Media Sales and Marketing, says CBC lives up to its obligations with the IOC to ensure that advertising does not violate Olympic copyright... Heritage Minister **Liza Frulla** has appointed a three-member panel of experts to study the issue of Canadians' access to public broadcasting services in languages other than English or French from around the world. On the panel are: Former MP **Clifford Lincoln**, who last year chaired a parliamentary committee study on Canadian broadcasting (*Our Cultural Sovereignty*); **Roger Tasse**, an Ottawa lawyer who was a member of a 1995 federal panel on direct-to-home satellite broadcasting services; and, **Anthony Cianciotta**, President of **Capri Releases**, an expert in motion picture distribution and exhibition. Frulla says the panel will look at how to give Canadians greater access to foreign TV services while continuing to reflect Canadian values and ensuring the continued vibrancy of Canadian broadcasters... **Women In Film and Television - Toronto** has put in place a new national initiative designed to support talented Canadian female filmmakers. Called the **Kodak New Vision Fellowship Award Program**, it is designed to support filmmakers whose short film or feature has screened at a major Canadian film festival. It will provide one Canadian female filmmaker with the opportunity to prepare for the **Toronto International Film Festival 2004** through intensive industry coaching, festival bursary and a post-Festival creative mentorship. Details are available by clicking [HERE](#)... After complaints by the Polish government, **CTV News** has told its News Editors and Reporters not to use the term "Polish concentration camps" to refer to Nazi German camps located in occupied Poland. The decision followed complaints made to CTV by the Polish government. It wasn't mollified by CTV News President **Robert Hurst's** assertion that the term referred only to a geographic location. But, said Hurst, "Our job is to report with clarity, accuracy and precision. In this case we are trying to correct a mistake that we made"... In his final newspaper column after a year with the **King Features Syndicate**, 87-year old **Walter Cronkite** described his decades as the nightly **CBS News** Anchor rewarding, but not entirely satisfactory. His prime critique of TV news was the dearth of time that prevented deeper reporting of any one story. Cronkite said he'd like to see the TV news magazines give more time to "instant documentaries" of current topics instead of "so much coverage of sex and Hollywood and crime." Cronkite got his start as a newspaper reporter in Austin, Texas about 68 years ago, and moved into TV in 1950.

REVOLVING DOOR: **Hudson Mack**, for 19 years the News Anchor and current Assistant ND at **CH (CHEK-TV) Victoria**, has moved across the street to join **The New VI (CIVI-TV) Victoria** as ND and News Anchor. Mack, received the **Queen's Golden Jubilee Medal for Community Service** in 2002 and was also awarded the *Canadian Association of Broadcasters' Gold Ribbon Award* for Outstanding Community Service by an Individual Broadcaster. He's served on the Board of Directors of the **Radio-Television News Directors Association** since 1990 including two terms as President (and represents Canada on the International RTNDA Board). He is also Vice-Chair of the *Canadian Broadcast Standards Council BC Regional Panel*. Mack takes on his new role Sept. 1 although won't anchor until Oct. 11... **Gary Perrin**, who had been GM/GSM at **CHUM Radio Kingston (CKLC/CFLY-FM)**, is no longer with CHUM. His position was deemed redundant. Adding CHUM Kingston Ops. Mgr. duties to his GM job at **CHUM Brockville** is **Greg Hinton**. Meanwhile, Perrin may be reached at (613) 547-1290 or by clicking this e-mail address: gperrin@kos.net... Former Heritage Minister **Hélène Chalifour-Scherrer** has been named Principal Secretary in the Prime Minister's Office. Chalifour-Scherrer had been expected to get a post in the PMO after failing to win her Quebec seat in the June 28 election... **Leda MacLeod**, who's been Rogers Radio in Toronto the last two years, moves back home to Sudbury to take over as Business Manager for Rogers' Ontario north cluster of radio stations... At **TVA** in Montreal, these changes: **Philippe Lapointe** to Senior VP, Programming from VP, News and Public Affairs (**Sophie Pellerin**, who was VP, Programming, moved to a private production company); **Serge Bellerose** to Senior VP, Specialty Channels and Business Development; **Paul Buron**, Sr. VP and CFO of **TVA Group**, has additional duties as Supervisor of the Technical Production Department; and, **Gaetane Wagner** is new VP, Human Resources... **Bruce Williams**

is new Manager, Community Relations at **The New VI (CIVI-TV) Victoria**, effective September 1... **Craig Bromell**, the former head of the **Toronto Police Union**, has signed with **MOJO Radio Toronto** to do a morning talk show. He begins Monday, Aug. 23, in the 10-Noon spot... **Mike Eppel** returns to **680News Toronto** as Senior Business Editor. He left in 1998 for **CTV** and **Report on Business Television**. Eppel returns to 680News Sept. 7... **Videotron** has appointed **Manon Brouillette** VP, Marketing. He arrives at Videotron from the retail business... **Marc Séguin**, ex of the **Departments of Communications** and **Canadian Heritage**, is the new Senior Policy Director at the **Canadian Film and Television Production Association's** Ottawa office... Also at **CFTPA**, **Chris Bartleman** of **Studio B Productions** in Vancouver has joined the National Board of Directors, succeeding BC rep **Lisa Richardson** who stepped down in June.

SIGN-OFF: **Johnny Sandison**, 78, in Regina. Sandison, known as Regina's "Morning Mayor", had a career spanning almost 50 years, making his **CKCK Regina** morning show rated #1 for 26 of those years. He also worked at **CKCK-TV** as a Weatherman and Host. Sandison received the Order of Canada in 1998.

LOOKING: (*Ed's Note – The LOOKING section is provided as a tip service, listing only the company and the job. To broaden the information of the job your company is offering, call me at 705-484-0752*). Jobs we've heard about this week include: **CH (CHEK-TV) Victoria** - News Anchor; **Corus Television Toronto** - VP, Programming, Children's Television; **CTV Toronto** - Technical Producer; **CTV Winnipeg** - VTR Operator; **Global TV Toronto** - Manager, Programming-Specialty and a Junior Publicist; **CIZZ-FM Red Deer** - Midday Announcer; **MOJO Radio Toronto** - Promotion Manager; **Corus Entertainment Toronto** - Human Resources Director and a Sales Manager; **W Network Toronto** - Sales Co-ordinator; **Corus Radio Calgary** - Interactive Content Coordinator; **CHAT-TV Medicine Hat** - Reporter; **OMNI TV Toronto** - Master Control Operator; **Rogers Communications Toronto** - Assistant Creative Director; **A-Channel Calgary** - News Photographer; **VisionTV Toronto** - Production Manager; **CBC Ottawa** - Manager, Government Relations; **CBC Montreal** - English Communications Officer; **CBC Toronto** - Senior Researcher and a Graphic Designer and a Broadcast Materials Librarian; **CBC Vancouver** - Producer; **CBC Charlottetown** - Sales Administration Rep; **Les Chaînes Télé Astral Montreal** - Coordonnateur(trice), routage commercial; **CJRC1150 AM Gatineau** - Producteur(rice); and, **CBC Ottawa** - Regional Manager, French Communications and a French Television Caption Editor.

GENERAL: **Alliance Atlantis Communications** reports a second-quarter profit of \$10.4 million, up over the loss of \$7.1 million a year ago. Revenue in the quarter was up 67%, to \$267.6 million. Chairman/CEO **Michael MacMillan** says the company continued to reap the benefits associated with its transformation to being broadcast-driven... The **Canadian Association of Broadcasters** has announced that a record 467 entries have been received for this year's **Gold Ribbon Awards**, shattering the previous record of 396 entries which was set last year. Finalists will be announced next month. Winners will receive Gold Ribbons Nov. 30 during the CAB's annual convention at Ottawa. The preliminary program for the convention is available at the Association's Web site. Click on: <http://www.cab-acr.ca/english/about/convention/program.shtm>... **Marshall McLuhan**, the famed Canadian media guru, now has a street in Toronto named after him. A ceremony was held yesterday (Wednesday) to unveil **Marshall McLuhan Way** signs on a portion of the street where McLuhan's **University of Toronto** office stood. McLuhan, who died in 1980, taught at the U of T from 1946 to '79... **CKDV-FM/CKKN-FM/CKPG-TV Prince George** has completed the move to their new building. While phone numbers remain the same, the new address is 1810 3rd Avenue, Prince George BC V2M 1G4.

SUPPLYLINES: Laval-based **Incospec Communications** is celebrating 25 years in business with a party Sept. 24. Meantime, **Louis Sebastiani**, a lawyer and son of Founder **Mario Sebastiani**, joins Incospec as Director of Operations.

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TV/FILM: **Toronto 1** has been sold by **CHUM Limited** to **TVA Group** of Montreal and **Sun Media Corp.** of Toronto. Purchase price is \$46 million, \$34.5 million from TVA (for 75% interest) and \$3.5 million – plus its 29.9% interest in CHUM's local specialty channel, **CablePulse 24** from Sun Media. Both TVA and Sun Media are **Quebecor Media** subsidiaries. CHUM acquired the **Craig Media** Toronto TV station as part of its purchase of the Craig company but had to divest because it already owns Citytv Toronto. TVA says that because Toronto is the fifth-largest ad market in North America, owning Toronto 1 “presents a significant growth opportunity for TVA and an important step in leveraging all of our media assets in English-speaking Canada.” Further, Sun Media, publisher of 15 daily newspapers in Canada - including Sun tabloids in Toronto, Ottawa, Edmonton and Calgary - will take advantage of the “promotional synergies” between the **Toronto Sun** and Toronto 1. An application to transfer ownership will be filed Sept. 2, with a hearing expected some time in November, and final approval is expected in spring 2005... Meantime, the sale clears the way for **CHUM** to finalize its \$264-million purchase of Calgary-based **Craig**, which still requires CRTC approval. The move brings CHUM closer to becoming Canada's third private-sector national network, joining CTV and CanWest Global and CBC... **CTV News** is seeking **CRTC** permission to overhaul **CTV Newsnet** so that it isn't locked into a format requiring a minimum two minutes of headline news every 15 minutes. CTV News President **Robert Hurst** says “What this application is about is simply editorial freedom, and allowing the news editors and writers to decide how long the stories are going to be, what stories to go on, without a time clock imposed on our editorial freedom.” Hurst describes the current format as an editorial straitjacket. As an example, he cited yesterday's (Wednesday's) hostage-taking at Toronto's Union Station. Arguably, because it happened in the largest Canadian city, Hurst says it would have been a national story that could have involved upwards of 40 minutes. The exceptions are operationally onerous and impractical, according to the CRTC application, because no one knows when a major story will break. A stronger example was last year's blackout when CTV already had used 10 exceptions that week. The remaining 15 were used by 9 p.m. that evening – long before the blackout ended... Members of the **Aboriginal Peoples Television Network** (APTN) Technical Unit have ratified a first collective agreement covering the 25 members of the bargaining unit for a three-year period. The deal provides for wage increases ranging from 10.5% to more than 34% over the life of the agreement... There's a prediction in American circles that HD penetration could reach 35% in less than three years; that high-definition acceptance is getting near a threshold that should capture the attention of advertisers as they consider the impact of incorporating high-def in their creative strategies. And, based on current trends, most estimates of high-def penetration appear conservative. With set manufacturers shifting into high gear and both cable and satellite distributors recognizing HD as a driving force for digital set-top penetration, a large percentage of American homes can be expected to have HD sets within the next few years... **Bill Roberts**, President/CEO of **VisionTV**, has joined the Board of Directors of Los Angeles-based **Loyola Productions Inc.** Loyola is a not-for-profit creative media company dedicated to building on the 450-year-old Jesuit tradition of effective involvement in the communication arts... **Regis Philbin** has the **Guinness World Records** citation for having logged nearly 15,200 hours on TV over his 46-year career – more hours on TV than anybody else.

RADIO: A strike at **CKNX/CKNX-FM Wingham** is over. The company's 24 unionized workers voted to accept the latest contract offer. CKNX ND **Ray Baynton** said employees would go back to work yesterday (Wednesday). The **Communications, Energy and Paperworkers Union** says the agreement gives employees a 25% wage increase over five years. National union rep **Mike Kachurowski** says the short strike period was in everyone's best interests. The deal ends a walkout that began a week ago at both stations, the first strike in their history.

Management and replacement workers kept CKNX and CKNX-FM on the air... **MOJO Toronto**, the **Corus** station dedicated to "Talk Radio for Guys", is moving to a more aggressive stance on news and current affairs. Beginning Monday of this week, the station began with 24-hour staffing in the news department, including reporters on the streets. There will be newscasts every half-hour throughout the 24-hour day... **Rock 95 (CKMB-FM) Barrie** has **CRTC** approval to change frequency from 107.5 to 107.7 MHz and to change the contours by relocating the transmitter... The station known throughout the Waterloo Region of Ontario as **Wired World – CKWR Waterloo** – is now set to implement a major power increase approved by the **CRTC** last fall. The station moves from 2,400 watts to 15,200... **CHLX-FM Ottawa/Gatineau** has been acquired by **Radio Nord Communications** – and has **CRTC** approval to do so. CHLX had been owned by **Groupe Radio RNC inc.**... The **Canadian Recording Industry Association (CRIA)** and **Nielsen SoundScan** have renewed their agreement for the supply of Canadian retail sales data, the term running through 2006... An **Interep** analysis reveals that the News/Talk/Sports format tops the list on US radio. Interep, a US radio sales firm, bases this on its Spring 2004 radio audience format share analysis. News/Talk/Sports pulls in an average of 17% of listenership among persons 12+, based on **Arbitron** figures for total radio listening in 92 continuously measured metros. According to Interep, more US stations than ever are programming News/Talk. Both CHR and Urban have seen gains. CHR's share climbed two-tenths of a point to 11.2, while Urban's share rose by half a point to an 11.0. However, CHR is up two points versus a year ago, while Urban's share is actually down by almost the same number, as several dozen stations were reclassified last fall... **SOCAN**, the Society of Composers, Artists, and Music Publishers, is now going after ringtones, those tiny recordings that sell for \$2 to \$3 per song programmed into millions of cellphones around the world. Global revenues for the ditties has topped \$3.5 billion (US) or roughly 10% of the worldwide music market last year. SOCAN has taken note and is now seeking to establish a new tariff, known as Tariff 24, to compensate music composers for the use of their work. It has asked the **Canadian Copyright Board** to award an escalating royalty rate, requesting that the 2004 royalty be set at 10% of a ringtone supplier's revenue with a minimum royalty of 10 Canadian cents per ringtone. To the surprise of many, **CRIA** is actively opposing the SOCAN tariff proposal. CRIA claims that the proposed tariff is "excessive, unwarranted and unreasonable" and that the royalties are "neither fair nor equitable." CRIA raises doubts about whether the composers are entitled to any compensation at all, questioning whether the ringtone constitutes a communication to the public that would merit a new tariff... **CHAM Hamilton's** Morning man, **John Biggs**, is on the road this week in a very large truck, creating awareness of the trucking industry by helping **Hamilton Food Share**. CHAM teamed with **TST Truckload Express** to send Biggs on the Road for six days, traveling 2500 miles with an owner/operator. Listeners have been asked to pledge a penny a mile during the Aug. 23-28 road trip.

GENERAL: Canada's freedom-of-information laws, argues **CBC**, will see its journalistic sources dry up if the public broadcaster is forced to comply with them. And CBC vehemently objects to proposals to include it under the Access to Information Act. What worries CBC most is that such organizations as police and lobby groups might apply for records produced by its journalists to complete their own investigations. The public broadcaster isn't alone in this concern. Many other corporations, too, object. The Access to Information Act enables people who pay \$5 to request government-held records ranging from expense reports and audits to correspondence and opinion polls. But more than a dozen Crown agencies, including the CBC, **Canada Post** and **Via Rail**, are excluded from the law but the government is looking at broadening coverage of the access act. The CBC says its credibility "would be harmed" if it were considered a government institution under the law... The **Broadcast Research Council** Board Of Directors for the 2004-2005 Year are: **Julie Look**, **Standard Radio**; **David Shiffman**, **Starcom Mediavest Group**; **Diana Hansen**, **CTV Specialty**; **Inese Korbs**, **M2 Universal**; **Ann Denomme**, **CanWest Media Sales**; **Mark Hermonat**, **CBC**; **Annette Warring**, **MPG/Maxx Media**; **Kira Murdock**, **CTV Specialty**; **Chris Herlihey**, **Initiative Media** (Past President); **Doug Davis**, **Alliance Atlantis Communications** (President); **Anita Boyle-Evans**, **NMR** (ex-officio member); **Eva Tolkunow**, **BBM** (ex-officio member); **Duncan Robertson**, **TVB** (ex-officio member); and, **Terry Hibbard**, **RMB** (ex-officio member).

EVOLVING DOOR: **Quebecor** has named **Pierre Dion**, the former **Reader's Digest Canada** head, as Executive VP/CEO of **TVA Group**. Dion begins Sept. 7... **Bruce Hamlin** has been promoted to VP of Sales at **Channel M Vancouver**, the multicultural TV station. Hamlin joined the station early last year. He also oversees national business in conjunction with **Airtime Sales** in Toronto... **Stan Keyes**, the longtime Liberal MP from Hamilton who was defeated in the last federal election, has joined **CHML Hamilton**

as morning show Co-Host while current Host **Bob Bratina** takes a six-week leave to run in the Ward 2 by-election on Hamilton city council. Keyes was a broadcast journalist before entering politics. He begins Aug. 30... Longtime **CHRO-TV Pembroke** GM **Mike Keller** left the station last Friday. Succeeding him in that role is **Marie Mask**, who earned an internal promotion. **Greg Orr** is station Sales Manager for both locations, Pembroke and Ottawa... New Promotions Manager at **EZ Rock (CJEZ-FM) Toronto** is **Melissa Morris**... Also at **EZ Rock**, **Jon Terminisi** is new MD, ex of **CHUM-FM Toronto**... **Douglas Barrett** has been elected Chair of the **Canadian Television Fund**. Barrett is a partner at the law firm of **McMillan Binch LLP** and Executive Chairman of **PS Production Services Ltd**. He was a founding board member of the **Cable Production Fund** in 1994 and served as Vice Chair of that board in the 1995-96 fiscal year. He's also provided the corporate secretariat for the CTF from 1996 to date... **Garry Walker**, of the **Canadian Broadcast Sales** Vancouver office, has chosen to take long term disability at the end of this broadcast fiscal and concentrate on restoring his health. Walker has successfully fought a potentially life threatening disease for the past four years. CBS Vancouver GM **Mel Sprackman** says *"the treatment itself weighs heavily on his energy level, and combined with the demands of business, often leaves him exhausted at the end of the day. It became necessary for Garry to take charge of his future."*

SIGN-OFFS: **Jeannette (Jan) Wilson**, 61, in Toronto of cancer. Jan Wilson had fought MS, too, for 23 years and had diabetes for the last 10 years. For much of her career, Wilson worked in the broadcast industry and was Director of Traffic for **OMNI Television** in Toronto before MS forced her to retire... Veteran Detroit TV Reporter **Bob Bennett**, 64, was found dead Saturday morning in the St. Clair River. Bennett, who retired from **WDIV** four years, moved to Sarnia to spend time fishing and relaxing after his 32 years of reporting.

LOOKING: **KX96/The Rock/CKDO Oshawa** – Promotions Manager; **CTV Toronto** - Technical Director and an Intermediate Systems Administrator; **Report on Business Television Toronto** - Technical Director and a Studio Technician; **CKPG-TV Prince George** - Master Control Operator; **CJQQ-FM/CKGB-FM Timmins** - News Director and a News Anchor/Reporter; **Alliance Atlantis Toronto** - Website Marketing Specialist; Rights Administrator; Publicist, Communications; Content Producer, Lifestyles; Manager, Residuals & Participation; Deliveries Coordinator; Closed Caption Editor; **Family & Teletoon Toronto** - Contracts Administrator; **MCTV Sudbury** - Sales Coordinator/Administrative Assistant and Anchor/Photo Journalist; **The Comedy Network Toronto** - Administrative Assistant; **CBC Toronto** - Producers for "As It Happens" and "Music & Company"; LAN Analyst; **CBC Ottawa** - Senior Analyst, Risk Management & Insurance; **CBC Moncton** - Journalist-Line-up editor (National); **CHEX-TV Peterborough** - Part-time Writer/Editor; **CKNW Vancouver** - Talk Show Host; **DAVE 107.5 FM Cambridge** - Account Manager; **QR 77/Country 105/Q107 Calgary** - Traffic Assistant; **Country 95.3 (CING - FM) Hamilton/Toronto** - Midday Show Host; **Y108 (CJXY-FM) Hamilton** - Evening Show Host; **Corus Entertainment Toronto** - Technical Writer/Trainer; **Z103.5 FM Toronto** - Sales Executive; **Citytv Vancouver** - Promotions Writer/Producer; **570News Kitchener** - News Anchor; **K-Lite FM Hamilton** - Promotions Director; **Standard Radio Kelowna** - Regional Promotions/Marketing Director; **Rogers Sportsnet Toronto** - On-Air Quality Control Coordinator; **Astral Media Radio, Montreal** - Adjoint(e) administratif(ve) - Créativité media; and, **Astral Media Radio, Chicoutimi** - Conseiller(ère) publicitaire.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Frances MacKay-Holy**, **RPM Media Inc.**, Montreal and **Doug Anderson**, **CFTK/CJFW-FM Terrace**. Welcome!