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From: Howard Christensen To: Michael BUZZELL

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# BROADCAST DIALOGUE

Published by Christensen Communications Limited \* 414 St. Germain Avenue \* Toronto ON M5M 1W7 \* Phone: (416) 782-6482 \* Fax: (416) 782-9993  
Thursday, March 30, 1995 Volume 2, Issue 46 Page One of Three

**REVOLVING DOOR:** Interim appointments at **CBC** are: **William Neville** as Chairman and **Gerald Flaherty** as President. Word is those could be short term.... **Stan Genno**, GM at **CHUM's CKPT/CKQM-FM Peterborough**, is no longer with the stations. Acting GM from Toronto is **CHUM Ltd. VP Bob Laine**... Former **CKYC 590 Toronto** (Country) PD **Bill Anderson**, in a display of versatility, has landed as morningman at **CFMX-FM Cobourg/Toronto** (Classical). Says Anderson, "It's a whole new field of endeavor for me. I have always been a broadcaster with broad musical tastes. . . I think there's a real market for this kind of a format"... Still with **CFMX**, GM **Peter Webb** has cut the station's rep connection with **Telemedia Radio Sales**. He hasn't signed yet, but expects **Dick Sienko's Target Broadcast Sales** will be the new national rep... **CFRB Toronto** has hired former Metropolitan Toronto Police Chief **Bill McCormack** as a regular contributor and commentator. McCormack's professional on-air debut came yesterday... **Bev Oda**, the former **CRTC** Commissioner and current Chairwoman of **Canadian Women in Communications**, begins as **Baton Broadcasting's** Senior VP Programming April 24.

**TV/FILM:** The **CRTC** is encouraging private, local TV broadcasters to increase their **CANCON** programming. Chairman **Keith Spicer** says, ". . . *Canadian entertainment programs should be considerably increased. We think it is reasonable that, by the end of their new licence terms, private stations schedule at least seven hours per week of this essential programming during prime-time viewing hours*"... The first **Test Pattern** festival in Toronto last weekend aimed to inspire writers, directors and producers to see that quality TV is possible in what an organizer says is a "business that sometimes makes original and creative

*work difficult*"... **Telefilm Canada's** new boss, **Francois Macerola**, says distributors and producers have to be tougher in deciding if new movies rate theatre release or should instead go directly to TV. Too often, **Telefilm Canada** loans are non-recoverable because of failed box offices... TV awards at **Canadian Music Week** saw two

**MuchMusic** people come up winners: **Denise Donlon** as Broadcasting Executive and **Terry David Mulligan** as Video Personality... **CNN's** O.J. coverage sees **Nielsen's** up 600%, LA staff doubled to 70, and ad rates (4:30 p.m. ET) up to \$24,000 from less than \$3,000. Every organization in the O.J. industry is doing just fine except **Los Angeles County** (executive producer) and, perhaps, the US justice system... **Atlantis Films' TekWar** has won the Golden Reel Award from the US-based **Motion Picture Sound Editors**... Just as unanimity amongst Canadian broadcasters is a fallacy, so to is it within the European Union. While the 15-country EU was talking about tighter limits on foreign TV & films (the strongest push is from France), Germany's top court ruled that eight German states - they alone - have final say over broadcasting affairs. EU culture ministers meet in Luxembourg next month... Info Highway input from **CanWest Global** Chairman/CEO **Izzy Asper**: "The Commission's recommendations must ensure the greatest number of jobs in Canada, the largest amount of tax payments to government, and the greatest contribution to Canadian nation-building. The best means of assuring this is for the Commission to reject the self-serving proposals of special interest groups, and adopt the CanWest proposals for reform which will reinvigorate and expand the

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TWENTIETH CENTURY FOX/  
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Thursday, March 30, 1995

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role of conventional, free-to-all broadcasters." Those plans include 1) Free-to-air conventional broadcasters becoming the mainstream fundamental heart of the info highway strategy. Recommendations include allowing competition in program distribution but guaranteeing Canadian programming priority access to those distribution methodologies. 2) The tax revenue, on advertising and production profits, should be paid to Canada and not foreign governments. Foreigners should be encouraged to participate principally by investing in Canadian-controlled companies. To enable that, our foreign investment rules must be significantly liberalized. 3) Conventional broadcasters should be given the same copyright protection for this output as the authors of those programs are given. This bundle of recommendations should include the right of broadcasters to withhold their signals from cable and other carriers, or be paid for them, and 4) Regulatory and policy reforms must be enacted, aimed at creating greater incentives, at no cost to the public, for the creation, exhibition and export of Canadian programming. Specific recommendations include giving broadcasters fair access to production funds, such as those from *Telefilm Canada*.... The *Women's Television Network*, under criticism for programming from some sectors, is looking at changes. Programming VP Barbara Barde says WTN viewers will see many changes, next month and next fall... *Bravo!* honcho Moses Znaimer is about to begin funding production. A new program - *Artsfact* - will give up to 50% financing for five-minute films and videos to promote performance art, architecture or visual art... The *Alliance for Children and Television* now advocates more advertising on Canadian children's shows because it feels the quality of such shows is superior. ACT is urging the government to think of such programming as "exportable" and to open as many doors as it can for it to be shown here at home...

**BUSINESS:** *Astral Communications Inc.* says it has a conditional agreement to acquire 35% (with an option for

16% more) in Ottawa-based *Artech Digital Entertainment Inc.*, a developer of computer-based games and multimedia entertainment. Astral would cut the deal for a maximum \$3.1M (\$1M cash and the balance of up to 140,000 Class A non-voting shares, delivered to the sellers over a three-year period)... Ad revenues (retail, classified, national) for US newspapers is at a record high; up 7% to \$34.2B in 1994. Total 1993 US ad expenditures went 22.5% to dailies, 22.3% to TV, 19.9% on direct mail and 6.9% on radio... Rumors of a swap between *Jones Intercable Inc.* (30% owned by Montreal's *BCE Inc.*) and *Tele-Communications Inc.* Jones wants systems in Maryland and would give up a 43,000-sub Denver operation...

**RADIO:** Radio Award Winners at *Canadian Music Week:*  
 \* Small Market PD, Randy Taylor, *HTZ-FM St. Catharines*  
 \* Small Market MD, Knéale Mann, *HTZ-FM St. Catharines*  
 \* Small Market Radio Station, *HTZ-FM St. Catharines*  
 \* Major Market MD - Wayne Webster, *MIX 99.9 Toronto*  
 \* Major Market Radio Station, *CFNY-FM Toronto*  
 \* Radio Air Talent, Kim Hughes, *CFNY-FM Toronto*  
 \* Campus Radio Station of the Year, *CHRW London*  
 \* Canadian Syndicated Radio Show, *Command Performance (Sound Source)*...

A major market GM says broadcasters haven't been allowing talent to grow and, consequently, the talent pool has dwindled sharply. But, he concedes, it boils down to radio's nature. It's such a one-track medium, he says, with each station possessing its own schtick and everybody on those stations conforming precisely. So you don't hear the broad spectrum of announcers the way you once did... and that's because stations wouldn't gather the necessary ratings. The music stations particularly are focussed on an overall image and sound. And if you don't fit that overall image and sound, you're not going to be there long, if you get there at all. How many stations are left that allow young people to grow and form their own on-air personalities? If

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and when this talent gets to the next market up, it likely has a severely structured format which works toward homogenizing that personality (*"which may not necessarily be a bad thing"*). But for the people who are really talented, there aren't a lot of spots left in which to really shine. *"Take Wally Crouter (CFRB Toronto), for example. He's not the greatest announcer in the world but, my God, people relate to what Wally Crouter talks about. He talks with people. How many other announcers do that or are even allowed to?"*... On a similar vein, Dan Williamson's *Bear Radio* is setting up a talent bank of announcers - news & jocks - from coast to coast. Talk to Darlene Pietrak at 416/966-2616... Greg Smith, Managing Partner of *KUTI, KXDD/KYKA Seattle* and President of *Art Moore and Associates* (sells regional advertising to radio and TV in the US northwest) is an expert on duopolies/advertising and where they're going in the next 15 years. At a recent round table discussion at *BP Consulting Group* in Seattle - as reported by Leslie Cohan - Smith said: *"Satellite broadcasters are going to be the biggest competition the duopoly owner has because bandwidth is becoming so plentiful and so cheap that now people are talking about having 50 channels up. We will be able to split those in digital to even more bandwidth, and probably within five to six years, we'll have 200-300 channels each."* Because of this, Smith thinks satellite broadcasters will start regionalizing their more popular services. Smith says the cost of memory chips and hard drives will decrease rapidly. In 10-15 years, he expects the standard radio to have a couple of gigabytes of memory, be addressable by broadcasters, and broadcasters will be able to download specific commercials into specific radios for playback when triggered. Knowing who buys which radios will enable stations to send several spots that'll become activated by whoever the consumer is, and whether they're in their car or at home. Cohan asks, *"What will you need to do as a programmer or station owner? You'll need to make sure that your station is localized more than ever. You're going to need to build a loyal listener database"*... The

*CRTC* has approved the *Radiomedia* deal in Quebec. (That's the one that saw *Telemedia* and *Radiomutuel* combines forces [and five stations went dark].) *Radiomedia* also won approval to run an AM news network in place of a similar undertaking currently operated by *Telemedia*.

**PROMOTIONS:** In an effort to bring some light-heartedness to beleaguered downtown London, *Country 92.7* hired a *Forrest Gump* look alike to sit on a park bench Monday taking Oscar votes from passersby... The fourth annual *Country 570 Kitchener* band contest begins next week with finals set for April 26.

**UPCOMING EVENTS:** The *Advertising Club of Toronto's* Radio Day '95 is set for Monday at the Delta Chelsea. Rick Padulo, President/CEO of *Padulo Integrated Inc.* and Duff Roman, VP Industry Affairs at *CHUM Ltd.* will separately address the theme, *Welcome to the future of radio*. Tickets still available at 905/529-9901.

### EVENTS CALENDAR

Tonight:	<i>Toronto Women in Film &amp; TV</i> , Toronto
April 1-4:	<i>Can Pro '95</i> , Quebec City
April 10-14:	<i>National Association of Broadcasters</i> , Las Vegas
April 13:	<i>Broadcast Executives Society</i> , Toronto
April 18:	<i>Toronto Women in Film &amp; TV</i> general meeting, Toronto
April 19-20:	<i>Canadian Satellite Users Association</i> , Toronto
May 4:	<i>The Bessies '95</i> , Toronto
May 24-26:	<i>British Columbia Association of Broadcasters</i> , Vancouver
June 1-3:	<i>Multimedia '95</i> , Exposition & Trade Show, Toronto
June 18-19:	<i>Central Canada Broadcasters Association</i> , Hamilton
May 28-31:	<i>Canadian Cable Television Association</i> , Halifax
June 16-18:	<i>Western Association of Broadcasters</i> , Kananaskis
Sept. 14-17:	<i>Atlantic Association of Broadcasters</i> , Sydney
Oct. 28-30:	<i>Canadian Association of Broadcasters</i> , Ottawa

**NEW SUBSCRIBERS INCLUDE:** Len Lawson, *Telesat Canada Ottawa*; Scott Parsons, *CKBY-FM/CIWW Ottawa*; Paul McKnight, *Radio Computing Services Canada Ltd. Vancouver*. Welcome.

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# BROADCAST DIALOGUE

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Thursday, April 13, 1995 Volume 2, Issue 48 Page One of Three

REVOLVING DOOR: Lots of changes at **BBS Saskatchewan**: Shirley Stus becomes Sales Manager (from Regional Sales Rep), Bruce Acton is Director of Communications (continuing duties as **CFQC-TV Saskatoon** Promotion Manager), David Fisher becomes Creative Director and CFQC-TV Creative Services Manager and Michael Fulmes is new BBS Saskatchewan Executive Producer (working from his office at **CKCK-TV Regina**)... Jim Blundell, who managed the **CHUM** Alberta stations (**CKSQ Stettler**, **CIBQ Brooks**, **CKDQ Drumheller** [recently sold to **Nor-Net Communications**]), takes over management at CHUM's **CKPT/CKQM-FM Peterborough** Monday, April 17... Last week we told you of Don Willcox's retirement May 19 as **CKCO-TV Kitchener** VP/GM. In as successor at CKCO-TV is Dennis Watson, VP/GM at **CHEX-TV Peterborough**... Also in Kitchener, **CKKW/CKKL-FM's** new GSM is Garfield Ogilvie from **Urban Outdoors** in Toronto. Garfield worked at **CJSB Ottawa** in the 80s and, prior to that, at **OZ-FM St. John's**... Bruce Irving, ex VP Finance at Halifax's **Maritime Broadcasting**, has moved back to Moncton where he was once based. Irving has an interest in several Pizza Hut franchises.

specifically a pilot for a new series called **Keith Morrison's America**. Too, sources say Morrison was infuriated over **CTV** anchorman Lloyd Robertson apparently signing a new four-year agreement. Morrison was promised the anchor slot at Robertson's retirement... **Turner Broadcasting's** Ted Turner has been honored by the **Rainforest**

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**Alliance** for his "lifelong commitment" to conservation. TBS also received the group's Champion Award... Editorially, **The Toronto Star** has endorsed open skies for DBS broadcasters. It says the government panel "*did what the CRTC should have done in the first place - establish a set of guidelines that would promote competition for the TV viewers' dollar, while protecting Canadian content. . .*"... The CRTC has approved the application of **Victory Christian Fellowship** of Lethbridge for an over the air TV station devoted to religious programming. Victory has committed to broadcast at least 70% Canadian content from 6:00 a.m. to midnight, and 80% between 6:00 p.m. and midnight. A condition of licence is that the station contain no advertising... Plenty of absurdities on-air, but the **Extra** poll question Tuesday hit a new level of mediocrity: "*Do you prefer Marcia Clark's hair permed or straight?*" I'm not sorry I missed the answer... **Citytv Toronto** airs a 30-minute special tonight on the Grand Banks/Spain's taking of turbot... Executive Adviser of Canadian Production for the **CanWest Global System - Stan Thomas** - has been presented the **Scroll of Honor** at the **CAN PRO Awards** in Quebec City (for distinguished service to Canadian TV production)... Hats off to Jean-Pierre Pampalon and the entire **CAN PRO '95**

TV/FILM: Latest on Pamela Wallin suggests an out in her 3-year clause stipulating either party could initiate a review by March 31 of this year. Said one **CBC** news exec: "*The only fiscally responsible thing to do was to cancel the contract -- otherwise the taxpayers would have been saddled with a very expensive buy-out*". On the other hand, Douglas Fisher, writing in the **Sun** newspapers, said "... *there was a match of two scorpions in the bottle of a single show, and Peter Mansbridge got in the last and fatal sting*"..... As for Keith Morrison, his undoing at **CTV** was apparently too much time spent on projects for **NBC**,

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# BCAB

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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organizing committee at **CFAP-TV Quebec City** for the convention there April 1-4.

**RADIO: CJBQ Belleville** is dropping its **Montreal Expo** games this year in favor of **Blue Jays** broadcasts. CJBQ has carried Expos baseball since 1969 but GM Bill Morton says talk of the team being sold and moved and the lack of fan support in Montreal were among his reasons... **CIGO Port Hawkesbury**, on Cape Breton Island at the Strait of Canso, has instituted a new show; **Strait Talk**. High profile local, regional and national guests have set the phones abuzz... About 4% of the \$10B spent on recorded music in the US last year went for classical. By next year, estimates a music industry source, 10% of all US record sales will be religious music... The 1995 **CFRB Toronto** reunion bash is set for May 8. For info, contact Peter Searle at 416/284-4579... Still at **CFRB**, a 35-year-old registered nurse was picked from almost 1,200 listeners who auditioned for their own talk show. **Kim Mason** starts as **Night Side** host this Saturday overnight... **CBC Radio News** managing editor **Jeffrey Dvorkin** says national operations are taking an immediate 5% hit on top of the 3.5% carried over from last year. So far, no reporters have been cut but an unspecified number of managers are on their way out... The **CRTC** has approved **Four Seasons Radio's** application for an FM licence in Kelowna, to be twinned to their **CKIQ**. The Country format, at 99.9, is "... the fastest-growing segment of the music business," says CRTC Chairman Keith Spicer, "and we are pleased that the new FM station will add another listening choice in Kelowna, one of Canada's most vibrant markets"... The **Raceline Radio Network** has broken out of Ontario. **CJCH Halifax** just signed-on for the show, hosted by Erik Tomas... That hearing about selling **CKDA/CFMS-FM Victoria**, the Chuck Camroux intervention and **Rogers Broadcasting** is now set for Winnipeg June 6... In the US - and on the Internet - **Progressive Networks** of Seattle is rolling out a new service called **RealAudio**, audio on demand in real time; no downloads. **ABC News** and **NPR** have signed-on to test the service. ABC is looking at marketing

options, e.g. program sponsorship, actual commercials included, or listener fees.

**GENERAL:** A review committee, appointed by the Liberal government, recommends throwing open competition for DBS. It also says such services should be **CRTC**-regulated and held to **CANCON** requirements (same as cable). Further, it urges that new services contribute 5% of revenues to an independently administered Canadian program production fund. Appointment of the committee followed the **CRTC's** decision that only one satellite broadcaster - **Expressvu** - would be licenced to begin service in September... **Perrin Beatty** says **CBC** doesn't have the luxury of time to wait for the government to initiate its review of the corporation's mandate. An internal review has already begun, he says, but "we're continuing to burn money at a rate that can't be sustained throughout the year"... **Fanshawe College** in London is again offering 10-week summer courses this year designed as professional development for radio announcers, newscasters and producers. Contact Bob Collins at 519/452-4470 for info... 41 years ago yesterday, **Bill Haley and the Comets** recorded **Rock Around the Clock**. By July, 1954, it was number one on **Billboard's** list and marked the beginning of the Rock era.

**PROMOTIONS:** The 5th annual **CHOK Sarnia Volunteer Fair** goes April 21-22. Approximately 40 groups and organizations will have booths at a Sarnia mall.

**BUSINESS: Seagram**, selling its shares in **Du Pont** back to that company for \$8.8B, has invested \$5.7B of it in acquiring 80% of **MCA Inc**. Investors are a little confused, stocks dropping and rising this week. Rumors persist Seagram will spend the leftover cash on a TV network. And **Time-Warner** shares slid this week on rumors Seagram will soon dump its 14.9% stake... Revenues are up but profits down at **Cogeco Cable** in the quarter ended Feb. 28. Revenue was pegged at \$33.3M (\$31.3M a year ago). Operating profit was up 4.8%, to \$15.1M from \$14.4M. But net profit fell to \$3.7M (.17 a

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share) from \$5.4M (.25 a share)... **Sandy Davis' MediaNet Communications Inc.**, an Internet service for broadcasters, has virtually everything on it - from sales aids to engineering, and most other areas of a broadcast operation. 16 stations have signed-on. Davis can be reached at 416/ 594-1096... **Moffat Communications Ltd.** of Winnipeg reports income after direct operating expenses for the six months ended Feb. 28 at \$14.678M, an 18% increase over income of \$12.428M for the same period last year. Net income for the period amounted to \$4.717 (.97 a share) and was 26% higher than net income of \$3.744M (.77 a share) in the previous year... **Rogers Cablesystems** eliminated 140 redundant jobs as a direct result of the **Maclean Hunter** takeover, mostly in finance, accounting and customer service... **CanWest Global Communications'** 2nd quarter results show revenue up 34% at \$84M, operating profit up 27% at \$19.9M, consolidated net earnings up 173% at \$15M, and earnings per share up 147% at \$0.37.

AT THE NAB: The annual affair in Las Vegas wraps up later today. **Canadian Association of Broadcasters** Vice President, Radio, **Jane Logan** tells us a bit of what's been going on. "There are a lot of sales-oriented sessions. I'm particularly enjoying the tremendous optimism here about the future of radio and how they are not competing for radio advertising budgets but rather competing to increase the advertising pie and to get more promotion dollars. In another area, I spent some time with the people from **Seiko**. They have watches that are pagers, that use SCMO sub carrier. We were looking at how it worked, how big a market there has to be, and when are they moving into Canada (next year). At the moment, they're in quite a few US markets, the biggest being the L.A. to San Diego area. You can get paged, sports scores, Dow Jones financial statistics, ski conditions, weather pollution and UV ray reports, not to mention getting the time. They're using a high-speed data sub carrier. And, we've been talking to other people developing these kinds of new applications. We're looking at how we can get started in these services and applications and services now, then later rolling them over to digital. A

session on satellite radio proved contentious. The people poised to provide satellite digital audio services believe that they will have little impact on local markets, but the local station owners are quite concerned about 24 or 30 more signals coming into their markets. These services would be quite similar to digital audio on cable. The debate is over how much impact there'll be on local radio and what impact there has been to date by digital audio services? I went to the **Gary Fries (President/CEO, Radio Advertising Bureau) State of the Industry** address. They've had a tremendous January-February; sales up 15%. They figure it'll settle out at 8% to 9% growth for 1995. He offered three pieces of advice: That radio believe in itself, that it's a first class medium that can do the job; second, that radio is not a spot sales game anymore, that you've got to be marketers and partners with the advertisers; and, the third point is training. Radio in the US now is past **Yellow Pages** in total revenues, a huge milestone. Fries said he's not worried about new technologies, that radio's biggest and unchallenged assets will continue to be its intimacy with listeners and its portability. It's the only media that can reach the consumer consistently as their last moment of influence."

## EVENTS CALENDAR

Through tomorrow:	National Association of Broadcasters, Las Vegas
April 13:	Broadcast Executives Society, Toronto
April 18:	Toronto Women in Film & TV general meeting, Toronto
April 19-20:	Canadian Satellite Users Association, Toronto
May 4:	The Bessies '95, Toronto
May 24-26:	British Columbia Association of Broadcasters, Vancouver
May 28-31:	Canadian Cable Television Association, Halifax
June 1-3:	Multimedia '95, Exposition & Trade Show, Toronto
June 16-18:	Western Association of Broadcasters, Kananaskis
June 18-19:	Central Canada Broadcasters Association, Hamilton
Sept. 14-17:	Atlantic Association of Broadcasters, Sydney
Oct. 28-30:	Canadian Association of Broadcasters, Ottawa

NEW SUBSCRIBERS INCLUDE: **Joanne van der Burgt, Print Measurement Bureau Toronto** and **Terry Mahoney, CHBC-TV Kelowna**. Welcome.



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Registration: **Jill Romanowski 403/488-9051**

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4.



# BROADCAST



# DIALOGUE

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**B****USINESS:** If *John Labatt Ltd.* is swallowed by *Onex Corp.* - or any other bidders - the deal could include (if it's Onex) some hot entertainment and broadcast properties, namely *TSN* and *Le Réseau des sports*; 80% of *Discovery Channel*, and a minority interest in *Viewer's Choice*. Through *LCI Enterprises*, Labatt also owns the *Toronto Argos*, 90% of the *Blue Jays* and 41% of *SkyDome*. Further, there is a significant interest in TV production house *Dome Productions*, TV spot maker *Supercorp Entertainment*, program producer *Skyvision*, the *Rep Shoppe* and *Medias Ventes*. Onex says it would sell them off. Topping the prospects' list right now are *Astral Communications Inc.* and *Alliance Communications Corp.*, with the likes of *Baton Broadcasting Inc.*, *CanWest Global Communications Corp.*, *Telemédia Inc.* and *WIC Western International Communications* also included... *Drew Digital Systems* founding (1991) employee *Lorne Scarlett* has purchased the division from *Drew Marketing*. Scarlett is exclusive Canadian distributor of the *Pristine Music Manager* and *Control Systems*... About 1,000 viewers hooked up to *Bell Atlantic's Stargazer* project in northern Virginia will be watching movies on demand before the end of the month. They will be able to choose at any time from hundreds of shows and fast-forward or rewind at will...

**G****ENERAL:** The *CRTC's* Information Highway report, following the *Canadian Association of Broadcasters'* recommendations in its Canadian Programming Initiative, recognizes that new resources must be driven into Canadian programming, that all carriers should contribute their share, and that all producers, including broadcasters, should have access to those resources. The government has already acted on the Access Issue, ordering the Commission to report on fair access rules by July 31. The recommendation supporting program rights reads: "The Commission recognizes the

importance to all Canadian licensees of protecting the program rights that they have purchased. Accordingly, the Commission intends to conduct a public proceeding with a view to examining the feasibility of implementing simultaneous substitution for all distributors, and exploring options with respect to advanced, or non-simultaneous, substitution." But, there are critics of the

report, one saying that the 500-channel universe is simply taking the industrial age model - in the 1950s we had three channels or something - and multiplying it so we get 500; no concept change, just more channels... 1,010 *CBC* positions will be lost as *CBC* President *Perrin Beatty* attempts achieving goals of preserving services at reduced government funding. 350 people will be laid off, a similar number offered buyouts and the balance of positions, now vacant, won't be filled. Earlier, Beatty said the corporation is looking at a number of revenue-generating services, including the sale of radio newscasts to private broadcasters, foreign production partnerships and electronic services (there's a project currently underway with some of *Elmer Hildebrand's* radio stations in southern Manitoba). *CBC* will also pursue more foreign TV deals, including a \$15M project with the *BBC*... The *Central Canada Broadcasters Association* is petitioning members for a name change, to the Ontario Association of Broadcasters (*OAB*). The meeting in Hamilton would see the name change ratified, if members -petitioned by mail - vote in the affirmative...

**R****EVOLVING DOOR:** *Don O'Neil* of *Canadore College's* School of Communication Arts (North Bay) is taking early retirement August 31... *Dave Middleton* moves from *KIO6.5 FM* to the morning show at sister station *CFOS-AM*

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**Owen Sound** June 5. Former morning driver **Andy Rogers** is heading for Europe for some R and R... Not a done deal yet, but **Seagram's** CEO **Edgar Bronfman** wants either talent agent **Michael Ovitz** or **Warner Bros.** Co-chairman **Terry Semel** to run **MCA Inc.** in Los Angeles. Whoever it turns out to be, Bronfman says he'll have the role filled by June 7... After two years in the co-anchor's chair, **Connie Chung** is out of **CBS Evening News**... **Murray Klippenstein** has been named President/CEO of the **AlphaStar Television Network Inc.**, owned by **Tee-Comm Electronics**. AlphaStar begins service Dec. 1 offering DTH service on more than 100 channels to US markets... **Marisa Golini**, News Director and morning news personality at **The BEAR (CKQB-FM) Ottawa** died Tuesday at 34 after a year-long fight with cancer...

**TV/FILM:** **MuchMusic** is on the list of possible retaliatory targets being put together by US Trade Negotiator **Mickey Kantor**. But **MuchMusic** GM **Mark Rubinstein** says it would be ludicrous for the US to shut down its operation there since it's co-owned by US cable giant, **Cablevision**. **MuchMusic** has 3-million American subs through **Cablevision**... **CFMT-TV Toronto** is moving its national rep business from **Canvideo Television Sales to Baton Broadcast Sales**. Dates are being worked out... US network executives say demand for prime-time spot space next season is intense. Some are considering rationing avails so best customers won't be frozen out. Many predict the upfront market will hit \$5B for the first time. Scatter commercials (reserved only weeks in advance) are being sold at prices 40% above average. The story is somewhat different here at home. The Canadian buying situation is nowhere near the US one primarily based on consumer confidence not having returned yet. **TV Bureau** President **Cam Fellman** says, "We still have a lot of uncertainty in our economy, and our business is driven by consumption, until we see that kind of strong recovery and stronger sales in the retail sector I think we're going to have a slower growth situation in TV advertising"... **Capitol-EMI Music Canada** President **Deane Cameron** isn't happy about **CBC-TV's** cancellation of **Ear To The Ground**. He says the show featured acts before they were signed to record deals; that **Ear To The Ground** was valuable in exposing new talent... It appears **Alliance Communications' Due South** may not be renewed by CBS for next season though there is talk of it possibly being a backup midseason replacement in November... As part of **National Captioning Access Awareness Week**, **Citytv Toronto** open caption **Star Trek V: The Final Frontier** twice on Tuesday, May 30th. The movie will also air open descriptive captioned for the visually impaired...

**SYNDICATION/PROGRAMMING:** **Montgomery, Alabama's Steve Christopher** is into his fifth year of performing his **Elvis On The Air** show on Canadian radio stations. Actually in the station's studio (or remote location),

**Christopher** co-hosts - with a station personality - three or four hours of requests and interviews, **Stump the Expert** call-ins, and a \$30,000 car is offered each hour if he can't play a caller's request for a legitimate **Elvis** release. For info, call 604/656-3853 (or fax 604-656-3869)... It's been ten years since "**Live Aid**". The **CHUM Satellite Network** has the anniversary special, "five hours of the best of the who's who of rock and roll," says **CHUM VP Bob Laine**. The show is one hour per evening from July 10 to July 14. **Laine** can be reached at 416/925-6666...

**RADIO:** **Oldies 1310 Ottawa** has signed a two-year deal to broadcast **Ottawa Lynx** (baseball) home games. Twenty home games will be carried, beginning June 2... **Mike Cooper**, who'd been morning host at **CHAM Hamilton**, is new co-cost - with **Terri Michael** - at **CJEZ-FM Toronto**... The **National Campus and Community Radio Association** and **CJSR-FM Edmonton** are sponsoring a one-day Women's Radio Conference in Edmonton Monday, June 19. Theme is 'Now Tuning into Strength in Diversity.' Contact **Norah Fraser** at 303/492-5244.

**OOPS!:** **Ron Thompson**, GM at **CKGY-AM Red Deer** called to say "it just ain't so. **CKGY** remains Country and will stay that way." An item here last week said the station was going to a different format. Fact is, there's simply a move by the morning country jock to **CKGY's AOR FM'er** down the hall.

**LOOKING:** **CKDO Oshawa** is looking for a Morning Drive host and a Program Supervisor. Resumes and tapes to **VP Lee Sterry**...

**PROMOTIONS:** **CKTY Sarnia** and area police forces say their **Fifth Annual Special Olympics** radiothon raised in excess of \$14,277. The radiothon featured police from all detachments. In fact, today many of these same police personnel will be involved in a Torch Run... At crosstown competitor **CHOK Sarnia**, the 17th annual **Senior's Cruise** goes June 7. Each year up to 1,500 seniors, some in wheel chairs, participate. Lots of volunteers, musicians, local restaurants and the Royal Canadian Legion Women help out. Admission is "just a smile."

## EVENTS CALENDAR

May 24-28:	<b>British Columbia Association of Broadcasters</b> , Vancouver
May 28-31:	<b>Canadian Cable Television Association</b> , Halifax
June 1-3:	<b>Multimedia '95, Exposition &amp; Trade Show</b> , Toronto
June 9-10:	<b>RTNDA National/Central</b> , Toronto
June 16-18:	<b>Western Association of Broadcasters</b> , Kananaskis
June 18-19:	<b>Central Canada Broadcasters Association</b> , Hamilton
August 23-24:	<b>RMB's Radio Management Sales Conference</b> , Toronto
Sept. 14-17:	<b>Atlantic Association of Broadcasters</b> , Sydney
Oct. 28-30:	<b>Canadian Association of Broadcasters</b> , Ottawa

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# BROADCAST



# DIALOGUE

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Thursday, June 8, 1995

Volume 3, Issue 6

Page One of Three

**R**ADIO: Today's the day! The focus of Canadian radio managers will be entirely on the Spring Book (officially released by **BBM** this morning). While all members are vitally interested, those who spent considerable sums earlier this year in changing formats will be paying particularly close attention. In that group is **Bob Templeton**, President at **NewCap Broadcasting**. His **CKRA-FM (MIX 96) Edmonton** will, we predict, see huge increases, including the morning show where **Tom Rivers** holds court. Templeton, MIX96 PD **Len Thuessen** and GM **Al Anderson** took the station from a lite format to Hot AC earlier this year. In Vancouver, **CKNW's** numbers will likely be huge, with second spot being shared by **CKKS-FM** and **CKZZ-FM.**, depending on demos. In Toronto, look for **CHFI-FM** to be down, **Q107** to be up, **CFRB** holding steady, **680News (CFTR)** up and **MIX 99.9** up... The **BC Chamber of Commerce**, at its 43rd Annual general meeting and convention at Radium Hot Springs, presented **CKOV/The Lizzard Kelowna** GM **Dean Cooper** with its highest honour; induction as a Fellow of the organization... In another part of town, a different kind of noise. Construction is underway at **The Bullet 99.9 Kelowna**. BC's newest country station - in the same building as **CKIQ** - is targeted for its debut in early September. Proof of work in progress is the sound of power tools through **CKIQ** morningman **John Jackson's** mic... The **CIGO Port Hawkesbury** 20-year reunion is on this weekend. Some of the 150 people who've worked at CIGO over the years and are returning are **Terry Allen**, **Dan Bedell**, **Brad Graham**, **Dan MacDonald**, **Frank Martin**, **Hilary Montbourquette**, **Andy Newman**, **Nancy Nunn** and **Alex Vass**... **CFNY-FM Toronto's** morning crew,

**Humble Howard** and **Fred**, are in dutch with the City of Toronto. A promotion involving a megaphone and giveaway chips in the city hall square - without a permit - got them busted. Maximum fine is \$5,000 if they get a hanging judge. Court date is next month... **CHIN Toronto** just celebrated its 29th birthday Tuesday. Coming up July 1-3, the **29th Annual CHIN International Picnic** goes once again, including the '95 **Miss CHIN International Bikini Pageant** (a great jaw-flapper for local pols). The event is billed as the world's largest free picnic, featuring diverse entertainment from over fifteen countries... In New Jersey, financial talk show host **Sonny Bloch** has plead innocent to 35 counts of defrauding investors of \$21M... And, in case you missed it, 18-year veteran weather reporter **Sean Boyd** at **KMJ Madera**, California, got the axe because - if you believe the story - his forecast for the station's annual public picnic wasn't good enough. Boyd said it would be "partly cloudy". Execs wanted that to be "partly sunny" so as not to discourage picnic attendance.

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**R**EVOLVING DOOR: **Keith Kincaid**, President at **Canadian Press/Broadcast News**, is calling it quits in January. Kincaid will take early retirement at 60... **Hana Gartner** will fill **Pamela Wallin's** spot on **CBC-TV's Prime Time Newsmagazine**, likely next fall.

**TV/FILM:** **Atlantis Communications** wants a

Take a look at everything  
TAPSCAN has to offer you  
at the WAB Convention;

TAPSCAN, RPMSCAN, TargetONE, TvSCAN,  
Continuity Director, GridONE, SalesSCAN,  
Prospector, and Retail Spending Power.

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Handwritten mark resembling a stylized 'V' or '2'.

science fiction specialty channel. President Kevin Shea says a formal application will be made when the CRTC calls for further bids. Atlantis is also looking at taking a minority partnership with the US science-fiction channel... Also looking at sci-fi is *Citytv Toronto*. It will likely use *Salter Street Films' The Dark Zone* as a launching pad for a channel of its own... *Citytv Toronto* and *Comedy Central*, the US all-comedy network, have partnered to produce a live 90-minute comedy special called 'YO, CANADA!'. It'll be broadcast live Friday night from Citytv, 10:30 pm to midnight ET and aired on Comedy Central simultaneously. This is a prelude to another *CHUMCity* specialty channel application, *Comedy Central Canada*... *Editions DUPUIS* and *Astral Programming Enterprises* have announced creation of equally owned, joint venture *MEDIATOON*. It will develop and finance animation programming for the international TV market. *MEDIATOON* will have operating centres in France, Switzerland and Canada... *Baton Broadcasting* unveils its Fall line-up - *making it work* - at a media party next Tuesday in Toronto... Tonight, provincial election day in Ontario, *Pamela Wallin* appears on *Baton Broadcasting* stations as a panellist. But *Baton COO Ivan Fecan* says there's "no truth whatsoever" to rumors he's talking to her about a long-term role... *CTV* has renewed *Due South* for next year even though *CBS* is seemingly still not sure what to do... *PBS* may soon carry strong 30-second pitches by corporate sponsors. It has asked Congress to allow more elaborate messages so as to alleviate for any lost federal money.

**B**USINESS: *Labatt's* and *Interbrew* are refusing comment on what happens to Labatt-controlled non-brewing assets. One thing's for sure, the broadcast properties - *TSN*, *le Reseau des sports*, and 80% of *Discovery Channel* - would have to go because of foreign ownership restrictions... Total Canadian

broadcasting revenue for the year ended Aug. 31, 1994, including *CBC*, was \$2,606.2M. Expenses were \$3,679.8M, leaving the industry with a net operating loss of \$1,073.7M. Total private sector revenue was \$2,255.9M compared to \$2,205.5M in 1993 (2.3% increase). Total expenses increased 0.8% to \$2,189.2M. Total 1994 expenses represented 97% of total revenue compared to 98.5% the previous year. Interest expense accounted for \$118.5M compared to \$143.3M in 1993. Private TV revenues increased 1.7% to \$1,490.1M. Operational expenses represented 94.8% of total revenue compared to 94.6% in 1993. Net operating income revenue ratio of the privately-owned TV operations before income taxes and other adjustments decreased to 5.1% from 5.3%. Privately-owned radio showed an increase in revenue from the previous year of 3.2% to \$765.8M. Operational expenses decreased by 1.2% and represented 101.3% of total revenue compared to 105.9% in 1993. Net operating income/revenue ratio before income taxes and other adjustments was -1.3% compared to -5.9% in 1993... *Edgar Bronfman Jr.* told *Seagram Co. Ltd.* shareholders last week that the *MCA Inc.* investment is turning out to be even more lucrative than originally thought. The annual meeting also heard that *MCA* will become a second engine of growth for *Seagram*. Still with *Seagram* and *MCA*, *Barry Diller*, who started *News Corp.'s Fox Network*, is on the short list to run the company in Los Angeles. Both he and *Warner Bros.* Co-Chairman *Terry Semel* are being courted equally after talent agent *Michael Ovitz* rejected a "lucrative offer".

**S**YNDICATION: *Kid Waves*, currently airing Saturday and Sunday mornings on *CJCH Halifax* and *CIFX Winnipeg*, is the brainchild of *Joe Pavia*. It's Canada's only national, weekly radio show for kids and parents. For info, call *Joe Pavia* at 1-800-761-4946.

**Broadcasting**  
THE NEXT  
GENERATION



**61st Annual Convention**  
**Kananaskis - June 16, 17, 18**

Registration: *Jill Romanowski* 403/488-9051

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**P****PROMOTIONS:** *MIX 99.9 Toronto* is offering "Half Price Mondays" when listeners fill up with Pioneer's Magnum 93 high octane gasoline. Trick is to be at the right station between 7-9 am... In Montreal, The *MIX 96 Kids' Fund Summer Concert Series* is on, such stars as Jeff Healey, Blue Rodeo, *Barenaked Ladies* and *Colin James*. At \$15 per show, funds go toward much needed medical equipment for two Montreal-area hospitals.

**L****OOKING:** Easy Listening *CKPC-FM Brantford* needs a morning personality. Call President Dick Buchanan at 519/759-1000.

**G****ENERAL:** The *CRTC* says it won't license any new GTH operators until year's end, even if the government orders it to do so. Chairman Keith Spicer told the *Heritage Committee* that any such federal action would "... constitute the government overstepping its legitimate authority..." A formal cabinet order has been drafted and is expected to be delivered to the *CRTC* within two weeks... Meantime, Heritage Minister Michel Dupuy is getting heat again, this time from the opposition for allegedly handing out untendered contracts to a Liberal bagman. Dupuy has already had to apologize to the House of Commons for personally intervening to help a constituent obtain a licence from the *CRTC* (as minister in charge of communications). Then there's the direct-to-home fiasco. For the first time in Canadian history, the government decided to overturn a decision made by the commission on its introduction... Couple of rulings from the *US Court of Appeals* on cable: Deep rate cuts won by customers in 1992 will hold despite a challenge by the *National Cable Television Association*; and, the court upheld *FCC* rules requiring cable ops who choose to carry "indecent" programming to

have a separate channel and to block it out until the sub requests it in writing.

**U****P****COMING:** The *Radio-Television News Directors Association*, which was to have begun meeting tonight in Toronto, begins its annual convention tomorrow (delayed thanks to the Ontario election). This year's organizer, *CFRB Toronto* Ops. Mgr. Steve Kowch, says the theme is *The Three Rs for the Newsroom of the 90s - Resources, Risks and Realities*. Among topics to be covered: Journalist/author Tom Koch leads a session on the Internet; there will be a workshop on freelance videos in TV newsrooms now becoming an ethical dilemma with home videos available (When and how does a responsible newsroom use them? What's the agenda of people releasing such videos?); Gweneth Gowanlock, Executive Director of Canada's *AIDS Secretariat* leads a session entitled *AIDS In The Newsroom*. Would an HIV Positive employee present any kind of workplace issue? How have we reacted to AIDS in our community? Canada's broadcasters have been reporting on AIDS but - more and more - there's the possibility that someone in the newsroom will have AIDS (in fact, a number of Canadian journalists have died during the past few years because of the disease); and, a contentious issue, *AES Weather Warning*. *CTV's* Craig Oliver, a hit at the *British Columbia Association of Broadcasters* convention just two weeks ago, will receive the President's Award and *CFPL-TV London's* George Clark receives the *RTNDA* Distinguished Service Award.

#### EVENTS CALENDAR

June 9-10:	<i>RTNDA National/Central</i> , Toronto
June 16-18:	<i>Western Association of Broadcasters</i> , Kananaskis
June 18-19:	<i>Central Canada Broadcasters Association</i> , Hamilton
August 23-24:	<i>RMB's Radio Management Sales Conference</i> , Toronto
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# BROADCAST DIALOGUE

IF REACHING YOUR TARGET AUDIENCE  
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## BROADCAST



## DIALOGUE

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Thursday, June 15, 1995

Volume 3, Issue 7

Page One of Three

**REVOLVING DOOR:** Reg Sellner, Manager of Public Relations and Special Projects at **CKCO-TV Kitchener (C A P Communications)** is taking early retirement at August's end. Sellner began at the Kitchener operation in 1955, took six years off between 1968-74 to be Director of PR for the National Sports Centre in Ottawa, before returning C A P Communications... **Patricia Macdonald**, VP Marketing and Sales at **Canada's Wonderland** since 1988, takes over as President/CEO at **YTV** July 17. Macdonald succeeds acting president **Terry Coles** (who stepped in after **Kevin Shea's** departure for **Atlantis**)... **Peter Miller**, General Counsel for the **Canadian Association of Broadcasters**, has been promoted to Senior VP... **TVOntario** Managing Director, Corporate Affairs **Diana Bennett Gale** has been elected as a Public Governor of the **Toronto Stock Exchange**... **John Fairley**, a United Kingdom senior television executive, has been appointed Chief Executive Officer of **UKTV**, the consortium headed by **CanWest Global Communications**. CanWest is the leading bidder for the Channel 5 TV license there.

**TV/FILM:** Ted Rogers made noises this week about possibly holding on to **CFCN-TV Calgary** because the **CRTC** report on convergence released last month may let him off the hook. As it stands now, **Rogers Communications** has until Dec. 19 to submit a plan on sale of CFCN assets... A report by the **Group of Experts on Alternative Programming Services**, commissioned by the **Heritage Department**, concludes the creation of a stand-alone TV service - on the model of a French/German public TV service - devoted to the performing arts is no longer feasible in Canada. Minister **Michel Dupuy** convened the group to provide recommendations on the implementation of alternative programming "in the context of the multi-channel universe." The report, titled 'Television in the Alternative: The Future of Innovation and the Arts in the Canadian Broadcasting System', runs 114 pages... **CKPG-TV Prince George** has been named a recipient in the media category of the 1995 "Minister's Environmental Award" at a Government House ceremony in Victoria... **BCTV**, based in Burnaby, walked away with nine awards from the **1995 PROMAX International Gold Medallion Awards** held in Washington, DC last Saturday. The awards are recognized internationally as the pinnacle of promotion and marketing achievement... But BCTV wasn't the only Vancouver operation to score at Promax. **U.TV** came away with a gold for its 1994 Fall Launch. The tease and reveal campaign was supported by print and radio. U.TV also won a Silver for the promo, "It's A Wonderful Life"... **Children's Television Workshop**, the producer of **Sesame Street**, has laid off 47 people (12% of staff) - "from VPs to assistants" - in a cost-cutting move... Twenty-one production jobs have been axed at **CBC-TV Toronto**, 16 from arts and entertainment and five from news and current affairs... **TVOntario** may be one of new Ontario Premier **Mike Harris'** first targets for auction block status... **CBC-TV** news has teamed with two other public service broadcasters - **BBC** and **ABC** (Australia) - in a new news gathering alliance aimed at wider coverage and increased efficiency.

**GENERAL:** The **Globe & Mail**, editorializing last week, says **CRTC** Chairman **Keith Spicer's** negative position on the Cabinet order regarding DTH licensing is no more than a "turf war and a grudge match." The **Globe** continued: "We suspect that the real reason for his defiance is that Mr. Spicer reacted like anyone whose judgement is questioned. He resents that the government has undone his work, and his response is to challenge less the content of the decision than the government's authority to make it"... Meantime, Industry Minister **John Manley** says the issue may have to be settled by the **Federal Court of Canada**. A legal challenge would stretch out a process that even now is expected to take until the end of the year. Even if the **CRTC** decides to implement the policy without a challenge, the lengthy process of formally evaluating the applications through a public hearing could take months. Background: **Expressvu** plans to start Sept. 1 under a special **CRTC** exemption. If the cabinet policy ordered is delivered, that exemption would be overturned. **Power DirectTV** is waiting for the policy order to be imposed before it applies for a licence... A \$2M+ radio & TV PSA campaign sponsored by the **British Columbia Association of Broadcasters** begins July 1. The **BCAB Humanity Award** to Scouts Canada, BC & Yukon Region - the 15th anniversary of the Award - is supported by virtually every broadcaster in the province, including **CBC** and **Knowledge Network**... The US Senate has approved a plan to restrict children's access to sexually explicit programs on cable TV by a vote of 91-0... **Radio-Television News Directors** of Canada winners at their convention in Toronto last weekend are, in the radio category: **CKNW Vancouver** - the **Charlie Edwards** Award for spot news reporting; **CFPL London** - the **Dan McArthur** Award for investigative journalism; **CKBI Prince Albert** - the **Ron Laidlaw** Award for continuing coverage; the **Byron MacGregor** Award for best newscast goes to: **CJAD Montreal** (large market), **CFRA Ottawa** (medium market), and **CIHI Fredericton** (small market); **CBD-CBC Saint John** - the **Dave Rogers** Award for feature reporting; and, **CHED Edmonton** - the **Sam Ross** Award for editorial. In the Network Radio category: **Broadcast News** - the **Ron Laidlaw** Award for continuing coverage; **CBC Radio-Maritime Magazine** - the **Dan McArthur** Award for investigative journalism. In the TV category: **ITV Edmonton** - the **Charlie Edwards** Award for spot news reporting; **CBC St. John's** - the **Dan McArthur** Award for investigative journalism; **CBC Vancouver** - The **Ron Laidlaw** Award for continuing coverage; **CBKT Regina** - the **Dave Rogers** Award for feature reporting; **CBC St. John's** - the **Sam Ross** Award for editorial; The **Bert Cannings** Award for best television newscast goes to: **CFCN Calgary** (large market), **CHBC Kelowna** (medium market); and, **CFCN Lethbridge** (small market). In the Network TV category: **CTV News** - the **Charlie Edwards** Award for spot news reporting; **CBC Primetime News** - the **Ron Laidlaw** Award for continuing coverage;

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**CBC Primetime News** - the Dan McArthur Award for investigative journalism; and, **CBC Primetime News** - the Bert Cannings Award for best newscast...

**BUSINESS:** Ted Rogers told the **Retail Council of Canada** that **Canadian Home Shopping Network** has been costly; that TV and home shopping aren't a winning mix... Management at **The Sports Network** has lined up partners in Montreal, Vancouver and the US in a bid to keep control when **Labatt** gets out. **ESPN** is said to be among three or more groups helping in the bid... **DirectTV**, a unit of **Hughes Electronics**, has launched its third satellite, called Direct Broadcast Satellite-3, from French Guiana... **Turner Broadcasting System** is considering a deal to acquire **King World Productions** for nearly \$2B. The matter has been tabled for further consideration... **Sandy Davis**, ex-GM at **CISS-FM Toronto**, says **MediaNet**, the "broadcasters one-stop on the Internet for global services - including **Copy Xpress**", is launching this week. "It's a service for people in the media, a service for broadcasters that will see sales departments get more sales, creative people assist in those sales, programming/on-air people will be able to put together better shows... It literally will grow into a tool which will assist in getting any job within a radio station performed more cost-efficiently and quickly. For example, with **Copy Xpress** a sales rep can access spec spots immediately, downloaded and written within the hour. At this point, the Internet is a brand new tool for broadcasters, but those who are looking for new efficiencies will be on this service first. Eventually, I believe everybody will be on it." Davis can be reached at 416/594-1096.

**COMING EVENTS:** Today, at Toronto's **Broadcast Executives Society** luncheon, author **Jim Carroll** talks about the "Canadian Internet Handbook": Identify new business opportunities; open new channels for marketing and find new customers; unearth new suppliers and cultivate new trading opportunities; and, track emerging trends. Few organizations understand how to take advantage of the network and few organizations seem to really understand where business opportunities lie... Also coming up over the next few days, the **Western Association of Broadcasters** meeting in Kananaskis and the **Central Canada Broadcasters Association** meeting in Hamilton...

#### EVENTS CALENDAR

June 16-18:	<b>Western Association of Broadcasters</b> , Kananaskis
June 18-19:	<b>Central Canada Broadcasters Association</b> , Hamilton
August 23-24:	<b>RMB's Radio Management Sales Conference</b> , Toronto
Sept. 14-17:	<b>Atlantic Association of Broadcasters</b> , Sydney
Oct. 28-30:	<b>Canadian Association of Broadcasters</b> , Ottawa

**SYNDICATION:** The **Pirate Radio Network** with **Chris Sheppard**, the weekly 4-hour package, proved a hit in the Spring BBM with audiences in Toronto, Edmonton and Vancouver. Supported by touring, print advertising and promotional opportunities with the platinum-selling series of Pirate Radio compilation CD's, Pirate Radio with Chris Sheppard is now available on a market-exclusive basis. Contact **Maureen Bulley** at **The Radio Store**, 416/364-7701.

**RADIO:** Winners in the **1995 New York Festival International Radio Competition** are to be learned today. A number of Canadians are short-listed, including **CKPG-AM/Country 101-FM Prince George** Creative Writer **Gil Botelho's** spot, "Hey Hay"...From the maze of **BBM** "winners" in last week's book, the numbers you'll find reported here are entirely concerned with 12+ (all week) and their corresponding numbers from last fall. Regrets to those cities and stations which have seen tremendous changes in men, women, specific demos and so on which aren't mentioned. Unfortunately, space doesn't permit. **BROADCAST DIALOGUE** did receive comments from individual stations. Among them, **Gary Chomyn** at **CJJR-FM/The Bridge Vancouver**. "Just so you know - *The Spring Book* was our first for **CJJR's** new morning show featuring **Jim Fraser** and **Tamara Stanners**. "Fraser & Friends" placed a solid 4th position (Full coverage Adults 25-54, Women 23-49, 25-34, 35-54, Men 25-49, 25-34). **600 AM The Bridge**, Canada's first Contemporary Christian station has a loyal following of 55,000+ listeners - primarily women with children in the Central Fraser Valley"... At **CFRB Toronto**, the promotion machine tells us it's the only station with a weekly circulation of over one million listeners. Station Manager **Gary Slight** said, "These results are a direct result of the hard work and dedication of the entire **CFRB** staff"... **CFRB's** sister station, **MIX 99.9**, says it "remains Toronto's number four radio station with a central weekly circulation of 647,900 listeners (125,000 more than this time last year). In Full coverage circulation the **MIX** now has 828,200 listeners, 143,000 more than at this time last year"... At the station that often describes itself as the spread between the Toronto and Hamilton radio sandwich - **CHWO Oakville** - word arrives that ratings rose again as the station "continues to woo the 45+ market to its unique format". **CHWO** bills itself as the only radio station in southern Ontario targeting 45+... **CKBY/Oldies 1310 Ottawa** says **CKBY** "has the Ottawa Region's favourite morning show... (and) is also the most listened-to station in the Ottawa region with 3,889,000 hours tuned"... Across town, **KOOL-FM Ottawa** says it "has broken through the 300,000 listener mark to remain Ottawa's top-rated radio station... **KOOL's** sister station, **580 CFRA**, is the top-rated radio station on the Ottawa AM band"... Page Three is entirely taken up with a cross-country snapshot.

Remember

## Broadcast Dialogue

When The Time Comes for Station or  
Company News... Particularly Yours!

Fax your material to 416/782-9993

or call 416/782-6482

2

**VANCOUVER 12+**  
**CKNW** Spring 95 Fall 94  
 Avg. Pers. 46,900 42,300  
 Cume Pers. 569,200 475,700  
 TSL\* 11.32 12.27  
 Turnover 12.1 11.2  
 %chng/avg +10.9%  
 %chng/cume +14.7

**CKZZ-FM**  
 Avg. Pers. 19,400 24,300  
 Cume Pers. 247,400 362,900  
 TSL\* 7.40 9.22  
 Turnover 17.8 14.9  
 %chng/avg +23.1%  
 %chng/cume +4.2%

**CFOX-FM**  
 Avg. Pers. 19,200 18,900  
 Cume Pers. 311,400 272,400  
 TSL\* 11.32 12.27  
 Turnover 16.2 14.4  
 %chng/avg +1.6%  
 %chng/cume +14.3%

**CKKS-FM**  
 Avg. Pers. 16,800 19,100  
 Cume Pers. 262,100 257,800  
 TSL\* 8.38 10.22  
 Turnover 16.6 13.5  
 %chng/avg +20.9%  
 %chng/cume +1.7%

**CFMI-FM**  
 Avg. Pers. 15,700 16,300  
 Cume Pers. 245,800 242,400  
 TSL\* 18.7 17.9  
 Turnover 18.7 17.9  
 %chng/avg -3.6%  
 %chng/cume +0.4%

**CHQM-FM**  
 Avg. Pers. 14,600 19,600  
 Cume Pers. 282,100 282,700  
 TSL\* 16.3 14.4  
 Turnover 16.3 14.4  
 %chng/avg -25.5%  
 %chng/cume -0.2%

**CJUR-FM**  
 Avg. Pers. 13,100 14,300  
 Cume Pers. 168,800 171,700  
 TSL\* 11.00 11.40  
 Turnover 12.7 12.0  
 %chng/avg -8.3%  
 %chng/cume 2.8%

**CFUN**  
 Avg. Pers. 7,600 6,600  
 Cume Pers. 140,700 134,000  
 TSL\* 7.38 8.54  
 Turnover 18.5 20.3  
 %chng/avg +15.2%  
 %chng/cume +5.1%

**CKST**  
 Avg. Pers. 7,100 6,800  
 Cume Pers. 92,900 92,400  
 TSL\* 10.42 10.18  
 Turnover 13.1 13.6  
 %chng/avg +4.4%  
 %chng/cume +0.5%

**CISL**  
 Avg. Pers. 7,000 8,100  
 Cume Pers. 110,300 159,000  
 TSL\* 8.28 9.54  
 Turnover 16.6 17.2  
 %chng/avg -13.3%  
 %chng/cume -16.3%

**CKLG**  
 Avg. Pers. 2,800 2,900  
 Cume Pers. 75,400 87,700  
 TSL\* 5.12 4.09  
 Turnover 26.6 33.7  
 %chng/avg +7.7%  
 %chng/cume 14.0%

**CKWX**  
 Avg. Pers. 2,400 4,200  
 Cume Pers. 56,700 86,300  
 TSL\* 5.56 6.35  
 Turnover 24.6 21.3  
 %chng/avg -42.8%  
 %chng/cume -36.5%

**CKBD**  
 Avg. Pers. 1,200 1,600  
 Cume Pers. 35,500 38,700  
 TSL\* 4.44 5.47  
 Turnover 29.6 24.2  
 %chng/avg -25.0%  
 %chng/cume -8.2%

**KISM-FM**  
 Avg. Pers. 7/11 1/11  
 Cume Pers. 39,300 50,400  
 TSL\* 2/4 3/1  
 Turnover 54.7 42.0  
 %chng/avg -41.6%  
 %chng/cume -24.0%

**CALGARY 12+**  
**CKRY-FM** Spring 95 Fall 94  
 Avg. Pers. 19,700 18,900  
 Cume Pers. 194,400 187,200  
 TSL\* 14.11 14.08  
 Turnover 9.9 9.9  
 %chng/avg +4.2%  
 %chng/cume +3.8%

**CHFM-FM**  
 Avg. Pers. 14,600 16,500  
 Cume Pers. 203,600 196,600

TSL 10:02 11:45  
 Turnover 13.9 11.9  
 %chng/avg +103.7%  
 %chng/cume +6.5%

**CJAY-FM**  
 Avg. Pers. 12,000 13,400  
 Cume Pers. 190,400 143,300  
 TSL\* 12.35 13.65  
 Turnover 14.8 10.7  
 %chng/avg 3.7%  
 %chng/cume +32.9%

**CHOR**  
 Avg. Pers. 10,000 7,600  
 Cume Pers. 118,300 123,800  
 TSL\* 11.50 8.36  
 Turnover 11.8 16.3  
 %chng/avg +31.6%  
 %chng/cume -4.4%

**CKIK-FM**  
 Avg. Pers. 9,500 10,300  
 Cume Pers. 159,100 137,600  
 TSL\* 10.29 10.29  
 Turnover 16.6 13.4  
 %chng/avg -7.7%  
 %chng/cume +14.9%

**CFRR**  
 Avg. Pers. 9,500 9,500  
 Cume Pers. 157,400 129,400  
 TSL\* 8.25 9.12  
 Turnover 16.8 15.7  
 %chng/avg -11.8%  
 %chng/cume +22.1%

**CFAC**  
 Avg. Pers. 3,500 3,900  
 Cume Pers. 48,200 61,300  
 TSL\* 10.61 8.54  
 Turnover 13.8 15.7  
 %chng/avg -10.2%  
 %chng/cume -21.3%

**CKMY**  
 Avg. Pers. 3,500 5,100  
 Cume Pers. 92,300 97,800  
 TSL\* 5.19 7.18  
 Turnover 26.4 19.2  
 %chng/avg +31.3%  
 %chng/cume 5.8%

**EDMONTON 12+**  
**CKRV-FM**  
 Avg. Pers. 15,000 16,100  
 Cume Pers. 231,200 232,300  
 TSL\* 9.05 9.42  
 Turnover 15.4 14.4  
 %chng/avg -6.8%  
 %chng/cume -0.4%

**CISN-FM**  
 Avg. Pers. 13,900 17,300  
 Cume Pers. 189,300 182,200  
 TSL\* 10.11 13.18  
 Turnover 13.6 10.5  
 %chng/avg -18.6%  
 %chng/cume +3.9%

**CFBR-FM**  
 Avg. Pers. 13,200 13,100  
 Cume Pers. 154,500 147,800  
 TSL\* 11.58 11.13  
 Turnover 11.58 11.13  
 %chng/avg +0.8%  
 %chng/cume -4.5%

**CHED**  
 Avg. Pers. 11,700 11,500  
 Cume Pers. 152,700 149,200  
 TSL\* 10.44 13.0  
 Turnover 13.1 13.0  
 %chng/avg +1.7%  
 %chng/cume +7.3%

**CFCH**  
 Avg. Pers. 10,300 8,500  
 Cume Pers. 145,700 101,900  
 TSL\* 9.54 11.41  
 Turnover 14.1 12.0  
 %chng/avg +21.2%  
 %chng/cume +43.0%

**CKRA-FM**  
 Avg. Pers. 9,800 4,700  
 Cume Pers. 167,000 96,300  
 TSL\* 8.13 6.50  
 Turnover 17.0 20.5  
 %chng/avg +108.5%  
 %chng/cume +73.4%

**CHQT**  
 Avg. Pers. 7,300 9,500  
 Cume Pers. 99,000 119,400  
 TSL\* 10.16 11.08  
 Turnover 13.6 12.6  
 %chng/avg -23.1%  
 %chng/cume -17.0%

**CIRK-FM**  
 Avg. Pers. 7,200 8,900  
 Cume Pers. 122,500 122,700  
 TSL\* 8.14 10.09  
 Turnover 17.0 13.8  
 %chng/avg -19.1%  
 %chng/cume 0.1%

**CFRN**  
 Avg. Pers. 5,000 2,700  
 Cume Pers. 70,400 66,800  
 TSL\* 10.52 5.41  
 Turnover 17.9 24.7

Avg. Pers. 3,400 7,300  
 Cume Pers. 65,700 90,700  
 TSL\* 7.15 11.16  
 Turnover 19.3 12.4  
 %chng/avg -53.4%  
 %chng/cume -27.5%

**CFMG-FM**  
 Avg. Pers. 3,500 6,400  
 Cume Pers. 67,000 105,000  
 TSL\* 7.50 8.32  
 Turnover 17.9 16.4  
 %chng/avg +53.3%  
 %chng/cume -40.3%

**CJCA**  
 Avg. Pers. 2,600 2,500  
 Cume Pers. 30,900 43,600  
 TSL\* 9.97 8.02  
 Turnover 14.1 13.0  
 %chng/avg +4.0%  
 %chng/cume -16.0%

**WINNIPEG 12+**  
**CJCB**  
 Avg. Pers. 20,300 19,500  
 Cume Pers. 737,400 717,300  
 TSL\* 12.14 12.52  
 Turnover 11.4 10.9  
 %chng/avg +4.1%  
 %chng/cume +9.5%

**CHIC-FM**  
 Avg. Pers. 13,000 12,800  
 Cume Pers. 196,300 183,200  
 TSL\* 9.16 9.47  
 Turnover 15.1 14.3  
 %chng/avg +1.6%  
 %chng/cume +7.2%

**CITI-FM**  
 Avg. Pers. 8,500 9,000  
 Cume Pers. 151,700 137,800  
 TSL\* 7.51 9.08  
 Turnover 17.8 15.3  
 %chng/avg -5.0%  
 %chng/cume +10.2%

**CFQX-FM**  
 Avg. Pers. 7,300 7,100  
 Cume Pers. 108,300 98,300  
 TSL\* 9.24 10.07  
 Turnover 14.9 13.8  
 %chng/avg +2.9%  
 %chng/cume +10.7%

**CKRC**  
 Avg. Pers. 6,100 4,200  
 Cume Pers. 62,600 61,500  
 TSL\* 13.39 9.34  
 Turnover 10.3 14.6  
 %chng/avg +45.2%  
 %chng/cume +1.8%

**CJKR-FM**  
 Avg. Pers. 5,300 5,100  
 Cume Pers. 105,700 83,100  
 TSL\* 7.01 8.36  
 Turnover 10.6 16.3  
 %chng/avg +3.9%  
 %chng/cume +27.2%

**CKY**  
 Avg. Pers. 4,200 4,500  
 Cume Pers. 68,500 85,000  
 TSL\* 8.35 7.25  
 Turnover 16.3 18.9  
 %chng/avg -8.6%  
 %chng/cume -14.4%

**CKMM-FM**  
 Avg. Pers. 3,600 3,600  
 Cume Pers. 81,700 79,500  
 TSL\* 6.10 6.20  
 Turnover 11.4 22.1  
 %chng/avg 0.0%  
 %chng/cume +2.6%

**CIFX**  
 Avg. Pers. 2,900 3,900  
 Cume Pers. 64,900 60,600  
 TSL\* 8.15 9.01  
 Turnover 22.4 15.5  
 %chng/avg -75.6%  
 %chng/cume -17.1%

**LONDON 12+**  
**CICM-FM**  
 Avg. Pers. 9,300 9,400  
 Cume Pers. 106,300 106,900  
 TSL\* 12.15 12.19  
 Turnover 11.4 11.4  
 %chng/avg -1.0%  
 %chng/cume -0.5%

**CFPL-FM**  
 Avg. Pers. 8,600 6,400  
 Cume Pers. 112,900 102,200  
 TSL\* 10.40 8.46  
 Turnover 13.1 16.0  
 %chng/avg +34.4%  
 %chng/cume -10.5%

**CJBX-FM**  
 Avg. Pers. 6,400 6,600  
 Cume Pers. 67,900 69,600  
 TSL\* 13.12 13.23  
 Turnover 10.6 10.5  
 %chng/avg -3.0%  
 %chng/cume -1.5%

**CFPL**  
 Avg. Pers. 5,500 4,600  
 Cume Pers. 70,000 64,000  
 TSL\* 10.42 9.57  
 Turnover 13.1 14.1  
 %chng/avg +10.6%  
 %chng/cume +11.3%

Turnover 21.1 18.9  
 %chng/avg +1.3%  
 %chng/cume +13.0%

**CFTR**  
 Avg. Pers. 14,000 10,400  
 Cume Pers. 447,500 340,700  
 TSL\* 4.23 4.16  
 Turnover 9.0 32.8  
 %chng/avg +34.6%  
 %chng/cume +31.3%

**CJOC-FM**  
 Avg. Pers. 7,000  
 Cume Pers. 224,500  
 TSL\* 9.17  
 Turnover 32.1  
 %chng/avg +100.0%  
 %chng/cume +100.0%

**MONTREAL 12+**  
**CJMF-FM**  
 Avg. Pers. 34,700 31,900  
 Cume Pers. 515,600 506,300  
 TSL\* 9.17 8.49  
 Turnover 15.1 15.9  
 %chng/avg +7.2%  
 %chng/cume +1.8%

**CJAD**  
 Avg. Pers. 31,000 35,000  
 Cume Pers. 297,200 313,800  
 TSL\* 14.36 15.37  
 Turnover 9.6 9.0  
 %chng/avg 11.4%  
 %chng/cume -5.7%

**CHOM-FM**  
 Avg. Pers. 29,800 31,100  
 Cume Pers. 508,500 500,200  
 TSL\* 8.01 8.42  
 Turnover 17.1 16.1  
 %chng/avg -4.1%  
 %chng/cume +1.9%

**CFOR-FM**  
 Avg. Pers. 24,100 23,800  
 Cume Pers. 442,500 393,600  
 TSL\* 9.17 8.78  
 Turnover 15.2 16.5  
 %chng/avg +22.3%  
 %chng/cume +12.4%

**CIOC**  
 Avg. Pers. 6,400 3,700  
 Cume Pers. 89,200 76,600  
 TSL\* 10.03 0.40  
 Turnover 13.9 20.7  
 %chng/avg +73.0%  
 %chng/cume +16.4%

**HALIFAX 12+**  
**CHFX-FM**  
 Avg. Pers. 10,200 9,700  
 Cume Pers. 98,200 96,77  
 TSL\* 16.35 16.77  
 Turnover 8.4 8.6  
 %chng/avg +5.2%  
 %chng/cume +3.7%

**CIOO-FM**  
 Avg. Pers. 8,900 8,000  
 Cume Pers. 113,700 106,100  
 TSL\* 10.38 10.33  
 Turnover 12.8 13.3  
 %chng/avg +11.3%  
 %chng/cume +7.2%

**CFRO-FM**  
 Avg. Pers. 6,000 7,200  
 Cume Pers. 93,400 96,600  
 TSL\* 10.21 10.26  
 Turnover 13.5 13.4  
 %chng/avg 4.1%  
 %chng/cume -3.3%

**CIEZ-FM**  
 Avg. Pers. 5,600 3,600  
 Cume Pers. 78,700 68,100  
 TSL\* 9.53 7.24  
 Turnover 14.1 16.9  
 %chng/avg +55.6%  
 %chng/cume +15.6%

**CHNS**  
 Avg. Pers. 3,300 4,000  
 Cume Pers. 48,400 54,800  
 TSL\* 9.33 10.13  
 Turnover 14.7 13.7  
 %chng/avg -17.5%  
 %chng/cume -11.6%

**CFDR**  
 Avg. Pers. 2,000 1,700  
 Cume Pers. 38,200 38,300  
 TSL\* 9.40 6.33  
 Turnover 14.5 21.4  
 %chng/avg +47.1%  
 %chng/cume -0.2%

**CJCH**  
 Avg. Pers. 1,000 600  
 Cume Pers. 25,600 22,500  
 TSL\* 5.28 3.44  
 Turnover 25.9 37.5  
 %chng/avg +66.7%  
 %chng/cume +13.8%

**CING-FM**  
 Avg. Pers. 17,400  
 Cume Pers. 448,000  
 TSL\* 5.26  
 Turnover 7.0  
 %chng/avg +100.0%  
 %chng/cume +100.0%

**CJCL**  
 Avg. Pers. 15,900 15,700  
 Cume Pers. 334,800 236,200  
 TSL\* 6.39 7.25

Turnover 21.1 18.9  
 %chng/avg +1.3%  
 %chng/cume +13.0%

**CFTR**  
 Avg. Pers. 14,000 10,400  
 Cume Pers. 447,500 340,700  
 TSL\* 4.23 4.16  
 Turnover 9.0 32.8  
 %chng/avg +34.6%  
 %chng/cume +31.3%

**CJOC-FM**  
 Avg. Pers. 7,000  
 Cume Pers. 224,500  
 TSL\* 9.17  
 Turnover 32.1  
 %chng/avg +100.0%  
 %chng/cume +100.0%

**MONTREAL 12+**  
**CJMF-FM**  
 Avg. Pers. 34,700 31,900  
 Cume Pers. 515,600 506,300  
 TSL\* 9.17 8.49  
 Turnover 15.1 15.9  
 %chng/avg +7.2%  
 %chng/cume +1.8%

**CJAD**  
 Avg. Pers. 31,000 35,000  
 Cume Pers. 297,200 313,800  
 TSL\* 14.36 15.37  
 Turnover 9.6 9.0  
 %chng/avg 11.4%  
 %chng/cume -5.7%

**CHOM-FM**  
 Avg. Pers. 29,800 31,100  
 Cume Pers. 508,500 500,200  
 TSL\* 8.01 8.42  
 Turnover 17.1 16.1  
 %chng/avg -4.1%  
 %chng/cume +1.9%

**CFOR-FM**  
 Avg. Pers. 24,100 23,800  
 Cume Pers. 442,500 393,600  
 TSL\* 9.17 8.78  
 Turnover 15.2 16.5  
 %chng/avg +22.3%  
 %chng/cume +12.4%

**CIOC**  
 Avg. Pers. 6,400 3,700  
 Cume Pers. 89,200 76,600  
 TSL\* 10.03 0.40  
 Turnover 13.9 20.7  
 %chng/avg +73.0%  
 %chng/cume +16.4%

**HALIFAX 12+**  
**CHFX-FM**  
 Avg. Pers. 10,200 9,700  
 Cume Pers. 98,200 96,77  
 TSL\* 16.35 16.77  
 Turnover 8.4 8.6  
 %chng/avg +5.2%  
 %chng/cume +3.7%

**CIOO-FM**  
 Avg. Pers. 8,900 8,000  
 Cume Pers. 113,700 106,100  
 TSL\* 10.38 10.33  
 Turnover 12.8 13.3  
 %chng/avg +11.3%  
 %chng/cume +7.2%

**CFRO-FM**  
 Avg. Pers. 6,000 7,200  
 Cume Pers. 93,400 96,600  
 TSL\* 10.21 10.26  
 Turnover 13.5 13.4  
 %chng/avg 4.1%  
 %chng/cume -3.3%

**CIEZ-FM**  
 Avg. Pers. 5,600 3,600  
 Cume Pers. 78,700 68,100  
 TSL\* 9.53 7.24  
 Turnover 14.1 16.9  
 %chng/avg +55.6%  
 %chng/cume +15.6%

**CHNS**  
 Avg. Pers. 3,300 4,000  
 Cume Pers. 48,400 54,800  
 TSL\* 9.33 10.13  
 Turnover 14.7 13.7  
 %chng/avg -17.5%  
 %chng/cume -11.6%

**CFDR**  
 Avg. Pers. 2,000 1,700  
 Cume Pers. 38,200 38,300  
 TSL\* 9.40 6.33  
 Turnover 14.5 21.4  
 %chng/avg +47.1%  
 %chng/cume -0.2%

**CJCH**  
 Avg. Pers. 1,000 600  
 Cume Pers. 25,600 22,500  
 TSL\* 5.28 3.44  
 Turnover 25.9 37.5  
 %chng/avg +66.7%  
 %chng/cume +13.8%

**CING-FM**  
 Avg. Pers. 17,400  
 Cume Pers. 448,000  
 TSL\* 5.26  
 Turnover 7.0  
 %chng/avg +100.0%  
 %chng/cume +100.0%

**CJCL**  
 Avg. Pers. 15,900 15,700  
 Cume Pers. 334,800 236,200  
 TSL\* 6.39 7.25

\*TSL - Time Spent Listening

