RADIO: Since this is Canadian Music Week, an item from the latest Bohn and Associates Media newsletter seems timely: "Record shops have long been important research tools for radio stations, and the latest polling from the Music Marketing Network shows that radio is still the preferred medium for discovering new music. The survey of 1,454 people 12+ cited radio at 85 per cent as the most influential when it came to new music, compared to friends and word of mouth at 53 per cent and Music TV at 41 per cent of the sample. The latest craze in music buying is the Internet which ranked 10th at 12 per cent and is more popular with teens than other age groups... Favorite format slogans and names? Over 155 stations use a Q, 120 use MIX, 99 use B. Magic is used on 98 stations, KICKS by 76, KISS by 76 LITE by 72, KOOL by 36, EAGLE at 34, RIVER 29, LOVE, FOX and FROG each at 25, ARROW at 19. Up and comers are TICKET, SCORE and TEAM... CIRPA, the Canadian Independent Record Production Association, and Canadian Music Week will sponsor an International Business Centre located inside CMW’s exhibition area. It’s meant to provide an exclusive space to meet and do business during the convention tomorrow and Saturday... CHFI/680 News Toronto has purchased a new twin-engine Cessna Skymaster for traffic coverage.

BUSINESS: RadioWorks, based in Toronto under the leadership of Roy Hennessey and David Bray, has launched EthnoWorks Inc, a full service, multilingual ad agency. EthnoWorks will speak 32 tongues, including Chinese, Italian, East Indian and Portuguese. Bell Atlantic and SBC Communications have entered into separate pacts with DirecTV to offer satellite TV service to some residential customers. Bell Atlantic’s multi-year marketing deal covers single-family homes while SBC’s agreement covers apartments.
Thursday, March 5, 1998

BROADCAST DIALOGUE

**TV/FILM**

Toronto's Ryerson Polytechnic University will present two one-week Advanced Television (ATV) executive seminars this year for TV and film senior management. Sessions are scheduled for June 14-19 and August 9-14. Information can be obtained from Peter C. Hess, Project Coordinator Executive Training - Advanced Television at 705/534-640 or Kilee Tucker Scott at 416-979-5000 ext. 6684. An Associated Press poll finds that American parents widely ignore the sex and violence ratings flashed on TV screens. Seven in 10 adults say they pay little or no attention to ratings such as TV-PG or TV-14. In homes with children, 52% of parents pay little or no attention. One critic of the rating system calls it an "inventory of politicians," but a nonprofit otherwise. In a copyright article, the Fraser Institute's publication, *On Balance*, compares TV news in the US and Canada. The think tank's *National Media Archive* survey finds US local TV news to be far more sensational. The study looked at the contents of local TV newscasts on stations in 29 Canadian cities, in July 25th, August 26th and September 24th, 1997. The content was divided into three broad news categories: civil, chaos and entertainment. Civil news is about government acts, the economy, foreign affairs and issues contributing to people's knowledge of society. Chaos news is about crime, accidents and disasters, portraying the world as chaotic and dangerous. Entertainment news included celebrity news, movies reviews, human interest stories, and sought primarily to amuse and titillate rather than to inform. Comparing Canadian to American news, the study found the following: Canadian stations carried 50.7% civil news, to 39.6% in the US. Canadian stations ran 22% chaos news to 4% in the US; and Canadian stations provided 27.3% entertainment news, more than the 20.3% on American newscasts. The entire listings of stations surveyed and more details about the comparisons and content can be found in the current edition of *On Balance*, Vol. 1 No. 2. For information, contact The National Media Archive, c/o The Fraser Institute, Vancouver, BC, at 604/688-0221. Local 313.

Jason Priestley hosts the *Juno Awards* in Vancouver March 22.

**DIALOGUE**

The Bear Edmonton and its Children's Fund took on the task of converting unused hospital space into a retreat for families whose babies were critically ill. A medical staff member told the station's involvement. He heardlessly a doctor in a corridor sneeze "the most horrendous news to a baby's parents. There was nowhere else to go." With the help of the fund, donations from Bear advertising agencies and a volunteer carpenter the Bear's premies parents now have their sanctuary. GM Marty Forbes writes: Howard and I finally got our Bear Children's Fund Family Suite open at the Royal Alex. It's a hospital. To visualize what it would look like simply remember a normal hospital, then open a door to their waiting room. In the event you'll find a room comparable to the Westin Club for over the $300,000 mark in cash donations.
TV/FILM: Baton/CTV will eliminate 334 positions — 126 of them currently vacant — for a total of 208 layoffs, all as a result of the Baton Broadcasting and CTV merger. Baton/CTV says total cost of the restructuring will be $11,500,000 ($8,300,000 in severance costs). The balance is as a result of regional restructuring and will be a one-time cost. The work force reduction amounts to approximately $16 million in operating expenses on an annualized basis... The Canadian Association of Broadcasters has added a third Board (joining Radio and Television) to represent the interests of pay and pay-per-view members. Citytv Toronto VP/GM Mark Rubinstein, Chair of the Interim Specialty Committee, has been voted in as Chair of the new Board. Chairman of the CAB Board of Directors, Duff Roman, said "We feel quite strongly that the CAB is the best organization to represent all facets of our businesses — be they radio, television or specialty"... A meeting in Ottawa Tuesday has brought Canadian digital television a step closer to reality. The industry reps — broadcasters, cablecos, producers, manufacturers, satellite operators and a number of specialty and pay-TV services — elected Global Television President/CEO Jim Sward its interim Chair. Michael McEwen remains President of Canadian Digital Television (CDTV). Said Sward, "The American roll-out of digital television is expected in less than a year. If we're going to compete, implementation must move forward quickly and smoothly"... Saint John-based Fundy Communications and the Canadian Independent Film and Video Fund (CIFVF) have announced creation of the Fundy Communications Production Fund to assist the production of educational and informational broadcast and new media projects from the four Atlantic provinces. The monies, $200,000 from Fundy, will be distributed over 1998-99. Guidelines and application forms are available on the CIFVF Web site (www.cifvf.ca) or by contacting the CIFVF at 613/729-1900...Brian Linehan's showbiz interview series is ending after two seasons on WIC stations. The reasoning has nothing to do with ratings but rather where it should fit into the CRTC's definition of program categories (drama is category seven, music is category eight).
eight and variety is nine). WIC saw Linehan as category nine (variety). The CRTC saw the show as category eleven (human interest). Larry King has signed a new five-year contract that will bring him about $7 million a year from CNN, the Cable News Network. King had been earning, it’s said, about $2 million a year. Labatt Brewing has ditched their ad depicting a high-speed shopping cart chase after consumers complained it encouraged people to play with their grocery buggies. The ad shows a group of 20-somethings racing through downtown traffic as they return carts to a grocery store. Advertising Standards Canada said it received 15 complaints from viewers. ASC then ruled the spot contravened the section of its code governing public safety. Toronto’s historic Masonic Temple has been saved by CTV. It bought the building, destined for a wrecker’s ball, and will use it to film, at first, Open Mike with Mike Bullard. Much More Music, anticipating its launch in September, will tape Bruce Hornsby in concert in Montreal next Tuesday.

**Radio:** The Canadian Association of Broadcasters’ Radio Executive Committee met in Ottawa Tuesday. One of the items on the agenda was discussion of the response CAB would offer to the CRTC’s Radio Review decision... Meantime, there’s talk that the CanCon manoeuvre could be a first step in forcing Howard Stern off Canadian radio. Scuttlebutt and corridor chat indicates that if Stern isn’t gone soon, the CRTC may apply CanCon rules to prime talk-radio in the morning... And there’s more feedback on the Radio Review: “As a researcher who is proud of Canadian music, I’m deeply concerned about the potential impact of the CRTC’s proposed new regulations. We are in danger of upsetting a delicate balance where the implementation of the regulations could subvert their very purpose. Canadians, being Canadians, still accept a certain amount of regulation to protect their culture. But the research we conducted for the Review of Radio hearings - and confirmed by StatsCan sales figures - indicate that Canadian radio stations already play as much as twice the natural appeal level of Canadian music. Boosting the amount of Canadian content by 40% during prime time threatens to tip the scales in a number of ways. As a border nation where most of our population lives within reach of US FM signals, we can expect that more Canadians will tune out Canadian radio and Canadian music by listening to even more American radio, not to mention radio on the Internet. But, the scariest scenario of all is what could happen if Canadians feel they are being forced to listen to Canadian music. The backlash could be devastating to Canadian radio, the CRTC themselves, and to the pride Canadians currently feel for Canadian music. If there was ever a time for the Commission to look before it leaps, it’s now.” (Jeff Vidler, Angus Reid Group)... NewCap Broadcasting has purchased CIRK-FM (K-97) Edmonton from Craig Broadcast Systems. It was only last week that CIRK-FM joined the CRTC’s Radio Review. An announcement on such a service could come as early as this fall. Planners, it is said, believe they have a mandate and an obligation to serve all age groups, not just 50+. Two per cent of CBC Radio’s audience are 18-24, while 60% are 50+. ... The CRTC has approved Golden West Broadcasting’s application for an FM station at Steinbach. Golden West already operates CHSM Steinbach. The new service will be at 96.7 with 50,000 watts...
Alanna Myles, in concert last week at Kelowna, apparently told her audience that she has a new album but you'd never know it because of the "f---- (blank, blanks) of Canadian radio won't play it," that she was "f---- over" by her last record company and "... so, f--- all Canadian radio."

BUSINESS: The Allard family's Cathston Holdings Ltd. sold 2,652,031 Class B Shares of WIC Western International Communications to Shaw Communications Inc. yesterday. And, CanWest Global Communications Corp. says WIC is still in play after Shaw extended its takeover bid to May 25. Both the CanWest and Shaw bids were to have expired Tuesday night. Shaw now owns 48% and CanWest owns 46%. WIC shares rose yesterday $0.75 to $42.25 in light morning trading on the Toronto Stock Exchange. Shaw stock, however, declined $0.50 to $22.20 while CanWest shares edged $0.05 lower to $27 also in light trade. CanWest Exec. VP Tom Strike says CanWest's 46% equity position in WIC gives it veto power over Shaw's. friendly bid. Had CanWest acquired more than 50% of WIC's B shares before the Tuesday merger deadline from Shaw, it would have triggered a $30 million break-up fee from WIC to Shaw and seen WIC sell its 12 radio stations to Shaw for $160 million.... Industry sources are saying there's a possible US$10-billion takeover of PolyGram NV by Seagram Co. and Rupert Murdoch's DBS Communications/Rogers Continuing Education Fund — which you can take pride. Buona fortuna. I'm looking forward to receiving your magazine"... From Steve Rae, President/GM at CJCS Stratford: "Broadcast Dialogue is very impressive. I've enjoyed my first two issues and I'm impressed with the widespread readership. The response to your mention of our job availability is outstanding."
GENERAL: The Ontario Association of Broadcasters, recognizing and dealing with the new Canadian broadcast reality, has commissioned Nancy Smith's NextMedia to perform a strategic evaluation of OAB goals and services. As OAB President Ross Davies notes, industry consolidation in both television and radio has resulted in decline in independent owned-operated stations and regional networks. He says consolidation has negatively affected OAB membership levels and, more importantly, directly impacts the OAB's mission and purpose as a regional organization. A final report will be delivered to OAB delegates at the association's annual general meeting in Toronto March 5, during the Canadian Music Week conference... Seagram Co. Ltd. will announce a huge reorganization plan today (Thursday), which ultimately could lead to thousands of job cuts, when it takes control of music giant PolyGram NV. Seagram, which is buying PolyGram in a $US 10.2 billion deal, completed its tender offer for the company's shares Sunday. Last week, sources said labels such as Motown, Geffen, A&M and Mercury were expected to undergo major downsizing. All told, the restructuring could lead to the loss of about 20%, or 3,000 of Universal's and PolyGram's combined work force of 15,500... The annual Broadcast Executives Society Christmas Party is set for today at Toronto's Sheraton Centre. This one always draws industry people. If you're a last-minute kind of person, there may be tickets still available. Check with Deanna Toshack at 416/961-3201...

REVOLVING DOOR: Gary Greenway, Sr. VP Sales & Marketing, at CTV leaves that post effective the end of February... When BD told you of Ted Smith's retirement as President/CEO of WIC Radio a couple of weeks back, we said Doug Rutherford (President of WIC Radio in Alberta) would take over Smith's position on an interim basis. Rutherford has since been named President/CEO of WIC Radio Ltd... Madelyn Hamilton, Ops. Mgr. at CFGS/CIXX-FM Owen Sound, is leaving that position at month's end to become GM at Hollinger Group's newspaper, The Barrie Examiner... New VP Public Affairs at the Canadian Association of Broadcasters is Sandra Graham. Her background includes a stint as Acting Director, Broadcasting Services policy Directorate, at Canadian Heritage... Jaye Albright, Director of Country Programming on McVay Media as President of the company's Country Division. While Albright will move back to her home on Bainbridge Island Washington state (from Las Vegas), she will also remain in her Jacob programming executive capacity... Normet's Edmonton Network head office is expanding, relocating its traffic department from Burnaby. Michelle Stubenbeck moves to Edmonton as Traffic Manager... MD Bruce MacDonald has taken over the drive show for all Alberta Normet stations, allowing PD Bob Preston to concentrate on programming...

LOOKING: Peace River Broadcasting is seeking an Engineer. Talk to PD Brad Edwards at CXYL, 403/624-2535. Edwards is also expanding on-air staff... Affinity Group Regional General Manager Clyde Ross at CKTB/HTZ-FM St. Catharines is looking for Sales talent. Call him at 905/688-0977. CFXS Owen Sound needs a part-time Newsperson. Contact ND Jim Birchard at 519/376-2030.

RA dio: After a number of interventions to Affinity Radio Group's application for an FM licence in London, the CRTC has issued a call for applications. Deadline for a letter of intent is Jan. 8, followed by a formal application no later than Feb. 5. Meantime, Affinity Radio Group has added CHRE-FM St. Catharines (from Redmond Broadcasting Group) to its list of radio properties. Affinity already owns CKTB/CHTZ-FM St. Catharines, CHAM Hamilton and CKSL London... While talk of the largest cash payout in Canadian radio contest history has been in the news lately, Gary Aube in Ottawa tells us that the biggest prize awarded by a radio station in Canada may have been at Q107 Toronto. The $107,000 Wall of Rock apparently had two winners and...
Promotions: CFRB Toronto's Ninth Annual Radiothon in support of The Hospital for Sick Children Sunday raised over $203,000. The money is to be directed toward Communication Disorders Research. In the past 20 years, CFRB and sister station MIX 99.9 have raised nearly $5-million in support of Toronto children's hospital. Another Standard Broadcasting operation, The Bear London, set two records Sunday at the Sixth Annual Bear Rock Auction and Sale. The station set a new total high of $73,000 and a new bid record -- $15,500 on an autographed Eric Clapton guitar. Other items in the auction included a Metallica-signed guitar that sold for over $5,000. GM Marty Forbes says The Bear's New Years Eve Party is just about sold out, and that means the station is guaranteed to raise more than $100,000 this month on drug runners (eight journalism awards), aired on CBS 60 Minutes, was a fake. Actors, claims the report, portrayed drug dealers and a hotel room was set up to appear to be a drug kingpin's jungle hide-out. The documentary, called The Connection, was made by Carlton Communications and sold to CBS in 1997. It was Carlton, in fact, that -- after hearing the charges of forgery -- set up the independent commission...

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New Subscribers this Week Include: Al McKay, CPAC (Cable Parliamentary Channel) Ottawa; Lisa Emerson, Columbine JDS Systems, Denver. Clyde Ross, CKTB/HTZ-FM St. Catharines. Welcome!

Check our site for the listing(s) of your operation(s). Instant updating provides the most up-to-date broadcast directory...
awarded a total of $214,000 in prizes back in 1990... **CKPC Brantford** has applied to the CRTC for an FM repeater of its AM signal to be located near Simcoe to correct night-time coverage deficiencies for the Simcoe/Port Dover/Delhi area... **C103 Moncton** PM drive Announcer Tim Cormier, after spending a cold five days in a tent in an attempt to persuade the *Tragically Hip* to play the city, won his point. The band plays the Moncton Coliseum Jan. 31. Cormier had been spending nights in the Coliseum's parking lot to protest the Tragically Hip's bypassing of Moncton on its eastern Canada tour. Cormier also had 6,000 fans sign a petition encouraging the band to play Moncton. Only problem remaining is putting 6,000 fans into a 4,500 seat arena...

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**TV/FILM:** Dates for the **CAN PRO** annual convention in Ottawa, as we warned might happen, have been changed to **March 20-22** -- one week earlier than originally scheduled... The **Television Bureau** has launched its new online database, TVB AdEdge. Members and guests can have a look by visiting **www.tvb.ca**... The **CRTC** is holding a public hearing this week to consider 17 licence applications for French-language specialty TV services. Since 1997, the commission has licensed 37 specialty services in Canada, 11 of which are French-language services. Here is a listing of applicants. Those companies bracketed together are in partnership: There are two separate applications from **Premier Choix** and two separate applications from (**Premier Choix**/Alliance Atlantis Communications)... Individual applications are from: (**Radiomutuel/Astral/NetStar**), (**Bell Services Satellite/Serdy Direct/TVA**), (**Radio Nord/Bell Services Satellite/CFCFT-TV/Vision TV**), (**Bell Services Satellite/CBC/La Sept Arte**), (**TV/Select DirectTelémedias/CINAR**), (**Radio/Films/Atlantis**), (**Bell Services Satellite/CBC, National Film Board**), (**Radio Direct/Films/Atlantis**), (**TVA, Production Avanti, Société nouvelle de production de Sherbrooke**), (**Bell Services Satellite, CBC**), (**TVA, Radio Nord, FINTEL, Sobela IV**), (**TVA, CBC**), and **Câblo Distribution G.**... **Shaw** specialty services **YTV, Treehouse TV,** and **Country Music Television**, have joined the **Canadian Association of Broadcasters**... A British commission has concluded that a prize-winning documentary on drug runners (eight journalism awards), aired on **CBS**'s 60 Minutes, was a fake. Actors, claims the report, portrayed drug dealers and a hotel room was set up to appear to be a drug kingpin's jungle hide-out. The documentary, called *The Connection*, was made by **Carlton Communications** and sold to CBS in 1997. It was Carlton, in fact, that -- after hearing the charges of fakery -- set up the independent commission...

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