Supply Guide 2003

Dialogue
Jay Switzer

The future of CBC
## Product List

**Broadcast & Post Production Product List**

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The CBC. What is its future?

In this edition, Broadcast Dialogue senior writer Daphne Lavers explores the traditional television and radio properties while also delving into the mysteries of CBC's newest media adventures. This is a comprehensive look ahead to what Canada's public broadcaster has on the horizon ... and beyond.

Daphne Lavers

Jay Switzer, President/CEO of CHUM Limited and arguably one of the most astute of Canada's broadcasters, says there's no secret to the TV marketplace: "These days," he says, "winning licences is not a guarantee of success. Broadcasters must build a meaningful and relevant connection with viewers or be prepared to get out of the game." See the full context of Switzer's position in this month's Dialogue.

Is effective radio programming a simple trick? Or is it a magical performance? Assistant program director at 96.3 The MIX and 97.3 K-Rock Edmonton—Brad Muir—posits that it's not so much of either. Rather, that it boils down to the audience's reaction to the trick. Muir's Programming column wonders if you're creating magic or just doing a trick?

The overwhelming bulk to this edition is taken up with the Broadcast Dialogue SupplyGuide. Keep this one on hand for quick and handy reference to those folks without whom you wouldn't have a broadcast property properly equipped, both in hardware and software.

From all of us here, we wish you the very best of the Christmas and New Year season.
Open Letter to Glenn O'Farrell and Sean Kiely

Congratulations on the Vancouver CAB.

Everyone with whom I've spoken says it's one of the best ever. From the Small Market panel, to Tapscott & Turner, Pay For Play, Preston & Jacques, Bay St & DAB, and the final superb Gala; what a fine convention.

Talk about positioning: this year's theme of Leadership Through Public Service was well-chosen, consistently executed, and beautifully brought home—right to the very last speaker. Thank you and all your staff for the hours of hard work to bring us all together, in a great setting.

Nick Frost
Silk FM Broadcasting
Kelowna

Thanks for the great article on The McNews (And now, "The McNews"/October—Julian Aysnley).

Morgan Roebuck
Global Atlantic
Halifax

Just received the October issue of Broadcast Dialogue magazine and as usual I rushed straight to whatever Daphne Lavers has written. Never to be disappointed with Ms. Lavers' work, I was treated to a comprehensive, well-written and technically accurate description of the exciting plans Craig has for its new Toronto TV station. Daphne, any plans for an update on DAB progress in Canada and the US? In the meantime, thanks for your hard work and high standards.

Tim Brown
Telus Mobility
Newmarket

I find it quite humorous that in the article, Radio made the video star: Indie artists still dependent on radio and "adventurous" music directors (Broadcast Dialogue/November) has no mention whatsoever about campus and community radio support, and little about CBC.

Most, if not all, of Canada's campus and community stations are serviced by countless independent record labels, promotional companies, and independent bands themselves, on top of the major labels. Interaction with independent artists and labels represents the crux of my entire position—and every other Campus/Community Music Director.

I am not doubting the trials and tribulations of an indie band getting a song played on commercial radio, and the huge impact it can have with commercial radio exposure. Commercial radio's listenership far exceeds what we tiny campus community stations command. And in Calgary, Indie bands have been launched before on the "biggies" and done well for themselves (for example, on CJAY 92's excellent On The Verge program).

Leaving out the impact of CBC and non-commercial radio though, in an article about independent music, is outright ridiculous. Talking to independent artists here in Alberta, the primary focus of exposure is lent immediately to non-commercial radio. First off is CJNS in Edmonton and CJSW in Calgary. Both have immense community support on the FM dial and both have topped the $100,000 marks in listener-supported funding drives (the highest drives in all of Canada). CKUL on the Lethbridge campus is working on an FM application that will extend independent artists opportunities further, and let's not forget about Canada's only provincial wide network, CKUA, breaking artists every day with its vast community network.

CBC's programming, especially Radio Sonic and Brave New Waves are perhaps the pinnacle goal of independent artists, as their exposure then extends across Canada to hungry ears primed for the "next big thing".

That's just Alberta. How about the countless other campus and community stations across the nation? At least some credence must be paid to us little stations. Stations that broke the Fatboy Slims, the Treble Chargers, the Puff Daddys, the Diana Kralls, the Metallicas, the U2s—far before commercial radio had a go with them.

Campus/community radio breaks it, commercial radio makes it, another star is discovered, somebody out there makes a load of money...and the cycle continues. Next up? The fantastic duo: Tegan and Sara...let's roll.

Jason Corall
CJSW (University of Calgary)
Calgary

As hard as this is to believe, it's been five years since I emigrated to the U.S. And 10 times a year I read Broadcast Dialogue with interest. It is actually getting better with age, which is something I am sure we all wish we could say.

Since I am married to a radio executive, I still feel very much in tune with the radio industry. She is the General Manager of KMOX, which is a legend down here. It remains the long-term market leader despite the fact that it is a News/Talk AM in a market of about 40 stations for a population of 2.5 million. Canada remains radio heaven by comparison.

There are several other differences between Canada and the U.S. that I have noted since buying my business here (Sylvan Learning Center, which just finished a record year)—the core of which is that we Canadians have a lot to offer and be proud of. We can compete and flourish anywhere we choose. All we have to do is get out there.

CAN DO should be our national motto.

Brian Jones
Past President RMB
St. Louis, MO

CKNX AM aired its First Annual "Health Care Heroes' Million Dollar Radiothon" in conjunction with area hospital foundations on Saturday, November 9th, and raised over $300,000. We held our first organizing meeting last August and are all very proud of raising this amount in just one day. With more time to plan and to get on corporate and service club calendars, the Hospital Foundation Group feels we can come very close to our "Million Dollar" goal for next year. It was also a remarkable event in that twelve hospital foundations worked together on a common fund-raising goal—a little unusual today with all the competition for funding.

Another CKNX AM note. On December 2nd we will air our 52nd Annual Lion's Radio Auction—52 continuous years with one event.

Something old and something new—who says AM radio is in decline.

Jack Gillespie
CKNX AM-FM
Wingham
Living and thriving in a fragmented world

BY JAY SWITZER

In today's market-driven and hyper-competitive environment, Canadian broadcasters operate in a climate that was only dreamed of 20, or even 10, years ago. Though some broadcasters remain fearful of fragmentation, I believe this explosion of choice has been hugely positive for many broadcasters and the system overall.

Choice forces broadcasters to do a better job. Choice lets viewers decide. Choice means that it is okay if some broadcasters fail. In a world of fragmentation, someone's loss is another broadcaster's gain.

I am often approached with the questions, "Wow, there are a lot of channels, do we need anymore? Are there too many?" My answer typically leads to a lively discussion about favourite channels. On average each person has seven or eight favourite channels that take up 80% of their viewing time. The great thing about more channels is that everyone has the freedom and opportunity to choose from a wide selection. If you don't like a channel, don't watch it.

With the removal of the concept that television is a scarce resource that needs to be managed, it is possible, and maybe even likely, that some channels will fail. Fifteen years ago that would have been heresy; today it is just a probable result of market forces. The power in the system has moved away from the gatekeeper/distributor to the viewer. No distribution system wants to be at a competitive long-term disadvantage by not having the seven or eight channels their competitor carries. So in the long run, success with viewers will be key to the new broadcasting model in Canada.

The regulatory environment that has allowed more channels, more choices, and a more market-driven approach to our business has changed the factors that separate success from failure in Canada. Failure now has a legitimate place in our system because in a market-driven environment, viewers decide who succeeds and who fails. Unlike the protective days of the '70s and '80s where failure was seen somehow as a larger failure of the system, today successful channels may grow and prosper while channels that do not engage viewers are allowed to go dark.

In the specialty channel world, the mechanism that will accelerate this new consumer-driven reality is the eventual duplication of analog specialty services on digital. In the future, distributors will offer many more additional choices, which will put more power in the hands of the viewer.

Channel operators will have to defend their value relationship with viewers every single month. Individual subscriber channel fees may rise, but overall distribution for many of the analog specialty channels will likely come down. How many grandmothers in Lethbridge, Alberta (where I was raised) will continue to actively choose to subscribe to TSN at over a dollar or two each month? How many will want to pay for the Speedvision Channel when all they want is Bravo! and Discovery Channel?

Suddenly the relationship between the channel and the viewer becomes critical. CSR thank-you promotional trips to Phoenix are no longer important. Viewership, ratings, brand value, innovation, creativity, excellence and fit with niche targets are the only measures of success. Every month or two the viewer will have another opportunity to review value and utility when the cable or satellite bill comes in the mail.

Creating artful television that connects with viewers every day is not as simple as slapping a foreign brand on the air and pushing play on a server. Viewers are sophisticated, demanding, and have enough choices to leave your channel in a second if they think you are not being true to your promise. Again I believe this shift to excellence in execution is an important new driver in our industry.

The challenge is to not only ensure strong Canadian channels are available, but that they actually find a meaningful audience. I believe that as long as Canadian channels are given a fair and equal chance to compete, viewers across Canada will determine winners from losers. Motivated winners, determined to retain and grow viewership, will find solutions to our Canadian storytelling problem. Not only will it be in the best interest of the system, but in the best interest of successful broadcasters.

These days, winning licences is not a guarantee of success. Broadcasters must build a meaningful and relevant connection with viewers or be prepared to get out of the game.
Great jocks do magic

BY BRAD MUIR

Sometimes we get so caught up in the "formatics" of radio we forget what we are really trying to do, so I offer the following...

Have you ever seen a great magician at work? One who left you spellbound with a trick performed so naturally and flawlessly you were convinced the person performing it actually had special powers? If so, you experienced real magic. Plus, you witnessed someone who really had special powers, although much different from what you might think.

The "power" a great magician has is to make you believe and react. To have the audience believe in you and to get them to react in a positive way is a very special power and a very magical experience. That is what separates announcers and jocks from "compelling" radio personalities.

Every station should strive to have unique people who can get the audience to react in some fashion what is being said. The trick is to make sure that every on-air person knows exactly what their character is, how they fit in the overall position of the station, and how to connect with the listener on an emotional level.

Being on air is not about spewing information at the listener. It is not about telling them how great the station is and when and why they should listen. Being great on the air means involving listeners mentally and emotionally so they will make an emotional investment in you and your show, hence the "magical" experience.

So how do we get to the magic of connecting with the listener?

Step 1: Be real
We can all spot a fake, that person who tries too hard. If you are still pulling your voice to sound "bigger" you are doomed to fail...listeners will think of you as a "radio guy". They want you to be real, they want you to be like them, they want to know your flaws, and your concerns.

When they trust you, they will let you into their emotions. It's simple human communication.

Step 2: Listen, Really Listen!
If you were at a party, gathered around a group of people telling stories about what happened at the game last night, would you come with a script of what you were going to say? NO...you would listen to what is being said, and then interject your thoughts. Listen to your co-hosts and callers, then respond accordingly.

Step 3: Turn the Spotlight on the Listener
As much as you like to think your show is about you...it's not. It's about you inviting people to your party. Ever had a friend invite you over to watch home movies of his kids? Pretty painful, right? Then that's what you're like to listen to a radio guy talk about himself and his station. You are not the entertainment...you are the facilitator of the entertainment.

Step 4: Transfer of Confidence
Sales people get a bad rap from on-air folks. The fact is, on-air people do far more selling than anyone! Every time you turn the mic on, every song, every ID, every feature is selling the station. Every time you are on remote, hosting an event, wearing the station logo, driving the station vehicle...you are selling your station. Getting a client to invest his money in your station is the same as getting a listener to invest time in your station. It is done by a transfer of confidence. Whether it's a client or a listener, when they are confident in you and your product, they will invest in you. Make sure that when you go on-air, the confidence you have in your station is transferred to the listener.

Step 5: Have an Opinion
No one likes a yes man. Stand by your beliefs. Know your station's parameters, but never compromise your morals. Your off-air personality will always find its way onto your show, whether you know it or not. Everyone might not agree with you but, damn it, you'll get their attention!

And remember, the magic is not in the trick itself...it's in the audience's reaction! Does YOUR audience believe what you are doing is real? Are they reacting to you? Are you making them part of the show? Are you creating a magical experience...or are you just doing a trick?

Brad Muir is Assistant Program Director at 96.3 The MIX and 97.3 K-Rock Edmonton, AB. He may be reached by phone at (780) 437-9230 or by e-mail at bmuir@edmonton-radiogroup.com.

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PROGRAMMING
On the cusp of the century, three years before its 50th anniversary, Canada's national public broadcaster, CBC, decided to re-invent itself. Like many public broadcasters around the world, CBC was under siege—by its political masters, by commercial competition, by its audience, even from previously staunch and loyal supporters. One national political party even went so far as to call for the dismemberment of CBC as part of its national platform—a plank which apparently it still retains.

CBC began a process it called "transformation", a trendy-sounding process in the midst of the lift-off of the Internet, the dot-com flame-outs, the "new-age" magic of the millennial shift, and the explosion in television channels. Designed initially, and primarily, to transform CBC English Television, the effect of that thought-process appears to have diffused throughout much of the corporation.

Three years in, it's apparent there is nothing trendy about this transformation; it's real, it's a full commitment, and CBC is well along the path to re-invention of itself as the national public broadcasting system—"Canada's own".


Specifically Canadian

While Canadianizing CBC's schedule began in 1996, "the transformation (project of English television) started in 1999, and we fundamentally redefined who we were," said Harold Redekopp, vice president, CBC Television. "We are overwhelmingly Canadian, 90 per cent in prime time and 75-80 per cent throughout the day."

Launched officially in the fall of 2000, the network transformation project re-designed regional and local news programming for greater regional coverage, integrated local, network and Newsworld operations, and began changing programming formats.

One of the most noticeable changes, and no doubt most welcome among viewers, was the reduction in advertising clutter on the network.

"We reduced the amount of advertising because we felt that to the extent that we could, one of the things that does distinguish public broadcasting is that the advertiser does not determine your programming, nor do you clutter all your programming," said Redekopp. "We've extended the periods in our schedule where we are commercial-free, trying to reduce the clutter...The National, the first half hour is commercial-free. In Canada Now, the national portion is commercial-free."

The commercial-free zones provide a refuge for viewers watching commercial networks, which are permitted up to 12 minutes per hour of advertising. Some of the commercial networks even go beyond...
that. For CBC a prime and appropriate commercial-free program zone is Thursday evening’s Opening Night performing arts program, totally commercial-free.

"Opening Night is a perfect example,” said Sławko Klymkiw, executive director, network programming. "It has 100,000 to 200,000 viewers, the most ferocious loyal viewers in the world. If I ran an American movie that got two million viewers I can assure you I wouldn’t get one letter. They (Opening Night audiences) send me 1,000 letters. It’s a kind of way of building again our brand value, our connectivity with the citizen, and finally providing a real alternative in a world where we have 200 choices.”

The national broadcast network returned to one of its former strongholds —children’s programming—and "we are now number one weekday mornings for preschoolers." Redekopp said. CBC has expanded its children’s genre by one-third, all commercial free, directed towards an age-group that the CRTC mandates as not suitable advertising targets. That leaves the slightly older children’s programming approved for advertising messages for commercial broadcasters, who do advertise to children.

**Turning to Drama**

The death of Canadian drama—referred in the media as "the death of Canadian drama"—in prime-time television has been the subject of vociferous and angry debate. At a time when national broadcasters around the world are turning increasingly to home-grown, indigenous programming to combat the American entertainment behemoth, that indigenous programming is turning into ratings hits with national audiences. The reverse is true in Canada, with commercial networks increasingly filling Canadian prime time with American drama, especially after the change in Canadian content regulations enacted by the CRTC in 1999. Those regulations (see *Broadcast Dialogue, November, 2002*) are having a substantial effect this year, as dramatic series run out.

There are only about four one-hour Canadian prime-time dramas on Canadian television schedules, a reduction from at least 12 only two years ago. Two of those remaining prime-time dramas are CBC’s, *DaVinci’s Inquest* and *Tom Stone*. (The Emily of New Moon series and the afternoon series *Edgemont* brings CBC’s total to four series.) And while CBC retains its two prime-time drama series, the network is expanding its dramatic programming genre in other directions.

“We’re probably doing more drama this year than we did last year,” said Klymkiw. "It’s obviously a huge concern when you look at the total production of drama, especially drama series in the private sector, but I’m not responsible for the private sector... We will continue to do dramatic series, but we’ve also said we’d like to put our money into limited series, mini-series and, from time to time, movies of the week... We really want to create event television. Around that event television you generally need more than two hours, when you see something like Random Passage, Last Chapter, or *Trudeau*, those are the models that you’re going to see on CBC and you’re going to see more of them.”
There are reasons for that approach; such special programming attracts "huge attention" in a television world where competition, clutter and fragmentation makes building loyalty difficult. That approach also allows CBC to do "iconic programming"—programming significant to Canadians that engenders debate, leaves a legacy and deals with Canadian history, social fabric, relationships. And event television specials are also less risky than dramatic series, a significant factor for CBC which still, after 50 years, receives only year-by-year federal funding commitments.

"Our feeling right now is that the high-impact special is a better way to go," said CEO and president Robert Rabinovitch. "In some ways, it has less risk because you're only producing four hours here, five hours there, even though the sum of the number of hours we're producing is greater than doing a set of series... The commitment to the series format is a very risky venture, because it counts on building an audience, keeping an audience, it counts on being distinctly different from the Americans in their own format... It's very hard to keep up standards over 22 weeks."

A Different Approach

CBC is animated by the core values of public broadcasting, a very different and distinctive animal from the private sector. And those core values appear to be explored, defined, re-defined and re-engineered on an on-going basis within CBC.

First, foremost, and simply, public broadcasting in Canada means that "the person who watches this network owns this network," said Klymkiv.

That's a fundamental difference in the mandate and the rationale for a broadcasting company. It embodies the notion of audience members as citizens, not, as in the commercial imperative, as a commodity—eyeballs and attention—that is bought by corporate advertisers in units of a thousand and sold by the commercial networks for profits to maximize corporate rate of return in order to benefit and satisfy shareholders. The conventional, commercial model is not the model under which CBC was ever designed or intended to operate.

"Our (Canadian broadcasting) system is a balanced system between public and private and I think it's our responsibility to do those type of programs, take those type of risks, that the private sector would never take," said Rabinovitch. Appointed president in November, 1999, Rabinovitch already had a lengthy career in the federal civil service, including positions such as Under Secretary of State, Deputy Minister of Communications, Deputy Secretary to the Cabinet, as well as private sector corporate and Board experience with Cineplex Odeon Corporation, Claridge Inc., NetStar Communications, MaxLink Communications and Loews Cineplex.

"We believe very firmly that it is our responsibility to tell stories, to give a Canadian perspective on news whether its local, national or international, to explain one region to another region," said Rabinovitch. "CBC is one of the last connectors in this country. If we're going to have a country in the globalized world, then you have to think widely but act locally. It's very, very important that Canadians maintain their roots, otherwise we will disappear as a country. CBC is one of the critical elements in the development of a Canadian culture and to telling those Canadian stories. It's basically as simple and as straightforward as that, and it's something that the private sector will not do."

Treating the audience as citizens rather

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APTN features movies, comedy, drama, news, current affairs, children’s shows and a variety of other programming, all with an Aboriginal focus.

APTN is committed to preserving the culture and languages of Aboriginal people as it entertains, informs and inspires its viewers.

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than as saleable units elicits a different and more involved response from those citizens.

"Treating the audience as citizens really means that we begin treating their needs differently than their consumer needs," said Klymkiw. "They expect differentiation, they expect something that's distinctive and different, they expect to know how the place is being run, they expect some transparency and they want some connectivity. They want to know what the heck you're doing!"

And Different Kinds of Programming

When the transformation project was launched, CBC began an examination of the meaning and the specifics of public broadcasting.

"We said, let's try to define what it means to be—apart from Canadian—a public broadcaster," said Redekopp. "The first thing you have to do is reflect the country... the quality I'm referring to is to be really regionally-reflective. Today, we could actually quantify it for you. There are more stories on a consistent basis from every part of the country on the national networks, Newsword and the main channel, than ever before... last year, there were over 100 stories from CBC North. (We're) talking about drama and comedy from every part of the country... more than half of our dramatic productions come from someplace outside of Toronto."

Public broadcasting, CBC discussions determined, also included programming that serves a public service function, such as a return to programming for children and youth, "nation-sharing" programming such as People's History, and programming that fosters an understanding from one part of the country to another which engenders building "consciousness about who we are as Canadians," noted Redekopp. That latter goal realized a surprising degree of success through the network's entry into coverage of amateur sports, and expansion into other sports arenas such as World Soccer. Covering World Soccer enabled entry into multicultural communities keen on that sport, which brought CBC sports to new cultural communities.

The network also decided on a nightly thematic approach to programming, in addition to Thursday's Opening Night performing arts theme.

"We designed the theme nights because we thought that metaphorically they were our 'channels' five, six, seven channels of expertise," said Klymkiw. "Not only are we going to take that approach in drama, we're also going to take that approach in documentary. You're going to see a much more thematic approach to documentary and much more big event approach to documentary. That is a pillar, a cornerstone of where we are taking English television."

A quick look at the schedule reveals the thematic programming of the network. Saturday night is the national pastime, Hockey Night in Canada. Sunday evening is drama, with the two prime-time dramatic series and possibly a movie. Tuesday night is sort of the Canadian reality, with Marketplace, Life & Times, This Hour Has 22 Minutes, Wednesday night is fifth estate and event programming; Thursday is Opening Night and The Nature of Things; and Friday night is comedy night on the national network.

Ratings

In 1999, "our numbers were falling like everyone else's numbers through fragmentation, and our public support was really disappearing," noted Redekopp. "There was a feeling that CBC television had fundamentally lost its way, that it wasn't a lot different from the private sector, its character was fuzzy, that it was part commercial and part public."

Rethinking CBC's place on the television dial and designing a unique niche suggested a distancing from obsession with ratings. The emphasis on ratings began to decline until now "we're less and less concerned about ratings than we've ever been before," according to Klymkiw. That change in focus enabled the development of new programming, without an obsessive ratings approach, such as David Suzuki's Sacred Balance, examining ecology and economy, and the new performance series Music Hall, reportedly a huge hit even though it runs with subtitles.

Perhaps narrow focus on ratings is like watching a kettle boil; it doesn't happen while you're watching. And as ratings obsession declined, "in the last two years, we're one of the only over-the-air networks whose ratings have gone up, whose shares have gone up," Klymkiw said.

"The last couple of years, we've actually seen our share increased, its been the highest in five years and that's at a time when everyone else's share is declining," said Redekopp. CBC achieved the highest-ever audience ratings during the Olympics and the highest-ever ratings for men's hockey—10 million with average viewership close to nine million.

And on to Radio

The ratings increase has also appeared in measurements for CBC Radio.

"They've been high now for about a year and half, two years," said Alex Frame.
vice-president of English Radio. "Four different (measurement) books continue to show these high numbers and actual increases, which means it's not a research fluke. This has allowed us to move to the kinds of changes we're making without feeling panic or crisis."

Broadcast Dialogue spoke with Frame on his last day as head of CBC English Radio, before retiring to take up other challenges. When asked about possible reasons for the increase in listeners, he pondered:

"I have a notion about it, but it's not scientific. My belief is that as the sources of information continue to multiply like rabbits—and as they multiply the gruel continues to be watered down more and sensibilities about a city that become "the collective intelligence of the program". CBC Radio is entirely commercial-free. And CBC has a commitment also to be violence-free, which at CBC Radio creates a refuge for listeners. However, Frame also believes that it is also important to be not just a comfort zone, but a zone that continues to introduce ideas and perspectives and people. His hope is that "you can't get entirely and totally comfortable with CBC radio all the time", but that familiarity and continuity will integrate with challenge and change and intelligence.

"Much of what's going on in radio right now is program development, the process of program development; where we are now and where we're going," he said. "There's a comprehensive examination of our schedules (and) as well as how we do the work, how we make programs as important in the context of program development as the programs we make. That's changing in a couple of ways and not in any uniform way, it's changing because the nature of the teams that make programs are being redefined, so you might get a much broader range of skills in a program-making team than you may have at one point. There's more work to include producers and people from different parts of the country, so these teams can in part be virtual."

And some of the most radical change is taking place on the West Coast, where CBC Radio 3 shares the Pacific milieu with one of the newest and hottest CBC television programs, ZeD.

The Next Wave—An "Integrated Conglomerate"

CBC's 2001-2002 Annual Report contains a section discussing CBC/Radio-Canada working as "one integrated conglomerate". That section reads:

"We will ensure synergies are maximized amongst media lines; strengthen cross-promotion amongst media; foster cross-media initiatives; ensure consistent branding throughout the Corporation; develop a cohesive content management system..."

That may sound like a globalization and convergence strategy, but it isn't.

"The original view of convergence... was about greed and structural change," said Frame. "For 'acquisition' read 'greed'."

What CBC is doing is entirely different. The next wave at CBC comprises two new entities called Radio 3 (using number 3, instead of spelling it out), audio entertainment and ZeD, a brand-new, unique nightly CBC television production. Both entities are founded on new media; both entities focus strongly on connecting Canadians; both are fluid in their approach to working teams and to program content; and both herald the future of CBC.

"We believe we have to serve Canadians and give them the product in the way in which they choose to take it and the Internet is one of those ways in which they want to take it," said Rabinovitch. "I think that part of our mandate is development of the culture and development of talent."

Rob McLaughlin, executive producer of Radio 3, who works closely with Radio 3 manager Bob Ouimet, explained. "CBC Radio 3 is a network of converged content delivered to Canadians over the air and on the Web."

Radio 3 was originally intended as the third off-air FM radio network of the national broadcaster. In December 1999, the decision was made that timing was not optimal for the launch of a third off-air network, so in June 2000, Radio 3 debuted, producing on-air programming for several CBC programs, and on the Internet primarily as a small portal to several other core Web sites.

Radio 3 produces 33 hours of network radio programming each week that goes to air on CBC Radio Two. Radio 3 programs carried on CBC Radio Two include weekend programs RadioSonic, JustConcerts, NewMusicCanada and Radio On, along with the weekday program BraveNewWaves.

After two and a half years as a kind of "pointer" small portal site, Radio 3 redesigned its own Web site as a full, focussed site to relaunch on November 22 this year. McLaughlin described the new, full Radio 3 Web site as rather like a magazine, with its own content and character, and its own table of contents through which users will "page", almost like a print publication.
MARKETING BUREAU

RMB Sales & Marketing Conference
Thursday, February 27 8:30 a.m. – 5:00 p.m.

• RMB Breakfast Keynote
Join the Radio Marketing Bureau’s President & CEO John Harding and conference Chair, Ron Hutchinson, President, Integrated Media Sales, for the opening remarks and Breakfast Keynote. (Keynote t.b.a.)

• The Secrets Of Leading Your Team To Greatness
Andrew Hill, author of “Be Quick–But Don’t Hurry: Finding Success in the Teachings of a Lifetime” will present you with the 20 "secrets" to successful management.

• Making The Numbers
The hit session from spring NAB, cluster management expert Chris Rolando, President of Mad Dog Wireless, presents a dozen things for your cluster that you can start using before you even leave the conference.

• Selling Advertising Annuities
Wayne Ens of Ens Media demonstrates how radio can become an integral part of advertisers' ongoing marketing campaigns 52 weeks of the year rather than just being a special event or “back-up” medium.

• Arbitron’s PPM vs. the Diary: Station-by-Station Results
Radio stations have been eagerly awaiting results of Arbitron’s field test of its Portable People Meter. Delegates will have the opportunity of getting station-by-station comparisons of the PPM vs. the diary.

• Drilling Deeper - How to greatly expand your accounts list without adding accounts to it
Lindsay Wood Davis, the COO of NewRadio Group, has been called “The Professor of Consolidation” and “Radio’s own Director of Sales.” Lindsay discusses how more and more businesses today are actually multiple businesses housed under one roof. Learn how to find these profit centres and make them your newest and sometimes biggest clients.

Friday, February 28 9:00 a.m. – 2:30 p.m.

• Creative Trailblazing
Pirate Radio’s Terry O’Reilly moderates a panel with 2002 Crystals multi-award winner David Chiavegato of Toronto’s Grip Agency and the 2002 Mercury Awards’ Best in Show winner Adam Chasnow from the Cliff Freeman & Partners agency in New York.

• Psycho Candy – Just Can’t Get Enough
One of the most popular sessions of 2002, advertising guru and master showman Jim Stokoe returns with a new chapter in the Psycho Candy saga, unlocking the psychological secrets behind creatives and ads that really work. A must-see presentation!

• The Crystals (Cocktail Reception 11:45 a.m. / Awards 12:30 p.m.)
Prestige and bragging rights are up for grabs at the annual awards for radio creative. Sponsored by the Radio Marketing Bureau, this is a hot ticket for broadcasters and agencies alike.

Canadian Music Week
February 26 - March 1
Sharon Rae, Senior Director of Network Programming, Independent Experiments, and Media Enterprises—established and well-known for an online showcase for creative media such as animations, interactive media, and music recordings. They include:

- **www.rootsmusiccanada.com** is one of the first spin-offs from Radio 3 Web sites. Launched in October of this year, the roots music site emerged from newmusiccanada, covering a range of music genres including folk, country, world, Celtic, instrumental, bluegrass, and aboriginal.

- **www.justconcerts.com** is a Web site that features exclusive live concerts and studio sessions both online and over-the-air by established artists and rising stars, designed to broaden CBC's investment in music recordings.

"Radio 3 is a team of people who create stuff," said Rob McLaughlin. "We don't really call ourselves a 'content unit.' It's kind of a tough thing to pin down because we do so many different things. Radio 3 is tied to numerous different content properties, but at the same time Radio 3 is also looked on as a place where content can be developed using new technologies, and (a place for) developing new technologies to figure out what things like DAB and broadband and converged content means for the public broadcaster."

In fact, Radio 3 is exploring Digital Audio Broadcasting in Vancouver from the existing DAB experimental transmitter. Pending full-scale adoption in Canada, DAB is definitely an area that Radio 3 will explore further.

**Then Came Zed**

At the end of the evening, when the news is over, when American talk shows like Leno and Letterman and Lou Dobbs hold no appeal for cosmopolitan Canadians, there's now an all-Canadian alternative—alternative being the operative word.

Every weeknight shortly before 11:30 p.m., Zed takes to the television airwaves, originating from Vancouver. Zed is like no television you've ever seen before. Remember the central idea that CBC deals with viewers as citizens, and not as a salable commodity? Well Zed takes that one step further, literally diminishing and eliminating the distinction between spectator and creator. Zed is that place in the television schedule where "CBC continues its long-standing tradition of being a curator and creator of upcoming talent," said Rae Hull.

Hull has several identifiers—Senior Director of Network Programming, Regional Director for British Columbia, and Executive in Charge of Production for Zed. In her own words:

"Zed was created as a space on CBC television for the next great generation of talent, whether that's emerging filmmakers being able to showcase their short films, or up-and-coming singer-songwriters, bands, dancers, that's the creative space that is Zed television...The second half of the equation for Zed and how it relates to the future of CBC television is that we're pushing the medium itself. It is certainly one of the largest cross-platform projects in broadcast terms in North America...."

"One of the challenges of television has always been the passivity of the medium. There are people who make television and there are people who watch television. Part of the Zed experiment is to say, not only is this a creative space for those professionals, or those people who decided to make a profession of the arts and television, but essentially it's a space for the creativity of all Canadians through the integration of zed.cbc.ca with the Zed TV platform. Any Canadian can upload their particular creative expression to the Zed Web site, have it critiqued by their fellow audience members and ultimately, if its perceived as being captivating enough both by the Zed editorial staff and the visitors to the Web site, it makes its way over to Zed television."

Hosted by silken-voiced "curating-master" Sharon Lewis, Zed went into its "Beta-test" phase in March 2002 with 19 programs, not referred to in this milieu as a pilot, since the format was so completely unique. Following the Beta-test, everything was reviewed, dissected, examined and Zed launched officially, nightly and nation-wide, October 15.

**Zed Numbers**

Though there was minimal promotion of the pilot program, word spread fairly fast. During the Beta-test, Zed was receiving up to 150 uploads of material...
per night with viewership ranging from a low of 39,000 to an estimated high of 109,000. And since this is a television-Web site integrated project, the stats on the Web usage reflect substantial use; stats included the 19-program spring Beta test and the three weeks of programs following the official October 15 launch. The tally is: total Web submissions, 3,842; total user registrations, 5,247. Just since the October launch, ZeD has 1,186 new users, and 1,439 new Web submissions, from across Canada, from the U.S., Australia, the U.K. and Tahiti.

Submissions on-air are 30 seconds to 12 minutes long because, in the planning stages, the ZeD team figured out that late at night, “people weren’t into a huge investment of time—they didn’t want to wait half an hour to find out what happened.” The program is an hour long, and there are no commercials and no commercial breaks, almost like a visual streaming experience with host Sharon Lewis as the connecting link.

The necessity for regional reflection and connection was also an integral part of the formation of ZeD. As Hull describes, “Part of the template was how do we ensure that it reflects the whole country both geographically and culturally, and we actually have small ZeD bases right across the country and a network of video journalists foraging in the cultural underground looking for interesting arts stories in their particular part of the country and delivering material as well.”

And what about the name? ZeD by definition and pronunciation is distinctively Canadian—it’s “zed”, not “zee”, in this country. The name was selected through an internal CBC contest and we liked the sound of it, it’s at the end of the alphabet, we’re at the end of the day... then one of our colleagues, as we were sitting there thinking, said what about the moment when some journalist asks us what it actually means? And it’s the ‘Zone at the End of the Day!”

The 45 full- and part-time ZeD team staff members, whose median age is about 28-29, refer to themselves variously as ZeDheads, ZeDites or even, sometimes, by their very own names.

“For me, public broadcasting has always been very much about telling Canadian stories,” said Hull. “It really isn’t such a great leap to say, how can we help Canadians to tell their own stories as part of a public broadcasting experience. So we refer to ZeD as ‘extreme public broadcasting.”

“CBC Home Delivery”—No Anchovies Please

Early in the first quarter of 2003, CBC is planning a new home delivery service. It’s called in fact CBC Home Delivery; it’s for folks with Internet access, regardless of connection speed (though clearly high-speed connections will work better and faster).

What is it? It’s the best of CBC Radio, CBC Television and CBC New Media, high-quality, high-impact CBC content, delivered to your home computer. The content at this point includes perhaps a half hour of video and five half-hour audio programs, radio and television scheduling information and CBC promo-

CBCtelevision

for long downloads, remembering to browse Web sites or tune in to (television or radio) programs.”

Where Now?
The days of leading edge technological innovation and development are probably over at CBC, partly because of the on-going funding constraints, and on-going annual federal financial allocations—instead of the multi-year block funding necessary to support the three-to-four- to-five year cycle of standard television production.

“There was a time when CBC Engineering was at the forefront of all technological changes and CBC built its Cadillacs and all that,” said Rabinovitch. “We are much, much, more careful... and we will not lead in cases of DTV and high-definition television... We can’t afford it, we will not be the leaders when it comes to technology... But having said that, we know it’s coming and at the same time we are very much in the lead in terms of the use of servers. We’ve changed the way in which we transmit our programming from one region to another, all of which is designed to save money. The way in which we’re reorganizing our newsrooms, all of that is highly technologically-driven and made possible by technology. Technology has changed the process of making stories dramatically.”

Technology has also changed the people at CBC, by bringing in new staff, with new capabilities and new interests. The Radio 3 and ZeD teams are proof of that.

“The future is probably something you never reach...it’s a process more than it is a destination,” said Radio 3’s McLaughlin. “It’s a strategy and an approach to keep moving, and to keep trying to fulfill your mandate in as many ways as possible, and to try to reach people however they want to be reached, and to connect people however they want to be connected. That’s probably what we’ll be doing. I don’t think you can simply do more of something and think it’s the future. I think it’s direction and movement—that’s where we’ll focus our efforts at Radio 3, to keep moving forward. I know that sounds like a bit of a cliché, but in a sense it is about being flexible and being light on your feet.”

The future at CBC is an invitation to all of Canada—come dance!

Senior writer Daphne Lavers is a Toronto-based freelancer. She may be reached by e-mail at dlavers@passport.ca.
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Jef and Barb Davis receive the G. W. Lamb award, on behalf of Stan Davis,
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Secrets of leading your team to greatness

BY ANDREW HILL

How many of us have ever worked for someone that we felt was a truly gifted leader? In truth, most of us have never had that experience. So when we find ourselves thrust into a leadership role, how do we know what to do?

In speaking to hundreds of managers, the most common response to that question suggests that people focus on the most negative characteristics of their former bosses and work backwards from there. Not exactly a methodology anyone would employ for maximizing our own chances of being that rarely seen, corporate endangered species...The Great Leader.

The latest model for management success is the coach. Bookstore shelves are overflowing with business books written by coaches, but which one really knew what they were doing? I'd like to simplify your search, and point you toward a business book that I wrote on the secrets of leading your team to greatness.

Why this book? It's simple. My co-author is Coach John Wooden, the man named by ESPN as the greatest coach of the 20th century, honouring his 10 NCAA basketball championships in 12 years. Unlike most people, who never did have a great boss, I was lucky enough to play for history's finest coach on three championship teams while a collegian at UCLA.

Wooden was a teacher first and foremost, and his lessons taught on the basketball court are applicable throughout one's life.

When I took Coach Wooden's ideas into the world of broadcast television, I was not even consciously aware of using his concepts. Years later, when president of CBS Productions and overseeing primetime hits like Touched by an Angel; Dr. Quinn, Medicine Woman; Caroline in the City; Walker, Texas Ranger; Rescue 911; and Dave's World, I came to the realization that my management ideas had come from my old college basketball coach.

Since that realization I have spent hours with Coach probing why he did things his unique way. My principles are the outgrowth of those discussions. Coach Wooden's ideas are particularly useful when trying to manage a creative and collaborative business, and there is nothing tougher than effectively managing talented, creative individuals.

Perhaps Coach Wooden's most radical concept is that he always focussed on effort, never on winning. We live in an age where objective statistical goals dominate most business environments. But Coach Wooden went the opposite direction, and I did the same thing in the TV business. The results speak for themselves.

Effort is something we can control, but outcome is often beyond our control. By offering a standard by which everyone has the chance to succeed, you end up with happier, more productive employees. During pilot season, I told my producers to focus on making their pilot as good as it could be, but not to spend time worrying about whether the network would buy it. Our success ratio of pilots-to-hit shows was the best in the business because we incorporated Coach's unorthodox goal-setting into our management style.

The title of the book, Be Quick, But Don't Hurry, is a similarly powerful idea. Coach Wooden liked to play fast. But the trick was to find that fine line between fast...and out of control. The onus is on the manager to make decisions quickly. We all have ended meetings by promising an answer some time in the future, even though we already knew that the answer would be "No". Don't wait...respond, and carry on. But if you really DO need one more ratings book to know if a show is working, then you absolutely must not make a decision until you have all the facts.

The book covers 19 more "secrets" to successful management. They will make you better at what you do, make your team more productive and successful, and give you a framework to lead your organization to heights that are seemingly unreachable. I'll be speaking on these "secrets", and more, at the RMB Sales Management Conference at Canadian Music Week in Toronto on February 27, 2003. See you there.

Andrew Hill is an author and management consultant. He can be reached by e-mail at andybgbdh@msn.com.
Keep the Broadcast Dialogue Supply Guide in a handy location for easy access.

This is the one you'll want to reference when looking for phone numbers, addresses and—of course—when you go looking for specific equipment or services.

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Web: www.morrisonhershfield.com

mPICS
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Ottawa ON K2P 1R6
P: 613-569-3774 • F: 613-569-7776

National Teleconsultants
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Glendale CA 91203-1238
P: 818-265-4400 • F: 818-265-4455

NextMedia
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Toronto ON M5A 4K2
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Web: www.nextmediacompany.com

Noll & Associates Management Services
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6 Silver Birch Ave.
Toronto ON M4E 3K9
P: 416-694-0028 • F: 416-694-9387
Web: www.nollmedia.com

Northwest Broadcasters
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North Vancouver BC V7R 3A6
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Web: http://nwbroadcasters.com

Novak & Associates
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48-677 St. Anne's Rd.
Winnipeg MB R2N 4C4
P: 204-253-1945

P. Mundie & Associates
(Focus: Engineering)
P.O. Box 579

Hudson QC J0P 1H0
P: 514-488-9851 • F: 450-458-9994

Pacific Island Media Consultants
(Focus: Media)
#5-668 Beach Rd.
Qualicum Beach BC V9K 2R1
P: 250-240-7238

Paul Fokker
(Focus: Broadcast)
46 Willow Landing Rd.
Midhurst ON L0L 1X1
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Peter Fleming Consulting
(Focus: Regulatory)
108 Granville St.
Vancouver BC V6Y 1Y4
P: 613-276-5756 • F: 613-746-1500

Pierre Labarre & Associates Ltd.
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St.-Lambert QC J4P 2K4
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Web: www.labarre.ca

Plehnac (i can help)
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Nepean ON K2G 0K8
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1779 Highland Ave., Penthouse C
Windsor ON N8X 3R9
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ProMedia International Inc.
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Toronto ON M4M 2S1
P: 416-461-6895 • F: 416-461-8970

Radio/Vision Systems
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Dunrobin ON K0A 1T0
P: 613-832-2860 • F: 613-832-4349 (notify)

Redsun Media
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16 Alden Ave.
Etobicoke ON M8Z 1C5
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Robson Broadcast Consultants
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60 Ahmadi Cres.
Bedford NS B5A 4E5
P: 902-835-1118 • F: 902-835-8844

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Rose Mangone Communications Inc.
2058 Grosvenor St.

Oakville ON L6H 4M9
P: 905-337-3659

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67 Fernham Ave.
Toronto ON M4V 1H6
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RPM Media Inc.
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4400 Hickmore Ave.
Montreal QC H4T 1K2
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69A Wychcrest Ave.
Toronto ON M6G 3X6
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Web: www.secor.ca

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Calgary AB T2E 6Z3
P: 403-275-7762 • F: 403-275-7764
Web: www.shel-bar.com

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Oakville ON L6L 4N2
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Toronto ON M6G 2M6
P: 416-516-2865

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Montreal QC H4T 1K1
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(Focus: Project management/ systems integration)  
58 Centre Rd.  
Uxbridge ON L9P 1A5  
P: 905-852-4766

Technical Manpower Services  
(Focus: Broadcast/Technology)  
3017 St Clair Ave., Suite 286  
Burlington ON L7N 3P5  
P: 905-634-9540  F: 905-634-9095  
Web: www.globalserv.net/~techmanserv

Ted Arnold  
(Focus: Broadcast)  
250 Bridlewood Lane SW  
Calgary AB T2Y 3X8  
P: 403-281-8789  F: 403-703-1812

That PR Thing  
(Focus: Publicist & Producer)  
1 Atlantic Ave., Suite 204  
Toronto ON M6K 3E7  
P: 416-923-6566  F: 416-923-3552  
Web: www.thatPRthing.com

The Baranti Group Inc.  
(Focus: Engineering/Technology)  
210 Cochran Dr., Unit 6  
Markham ON L3R 8E6  
P: 905-479-0148  F: 905-479-0149

The Jetset Media Workshop  
(Focus: Creative Reasoning)  
39 Wimbeldon Court  
London ON N6C 5C9  
P: 519-851-5162  F: 519-438-9926

The MediaTech Group  
(Focus: Customized voice services)  
49 - 6A The Donway W., Suite 930  
Toronto ON M3C 2E8  
Web: www.marcchambers.com

The Radio Store  
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Richmond Hill ON L4E 3V2  
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140 Elmbridge Dr., Suite 1711

Toronto ON M6B 1B1  
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Box 353  
Apsley ON K0L 1A0  
P: 705-656-3634  F: 705-656-3634

Urban Intelligence  
(Focus: Government relations)  
12 Mercer St., Suite 400  
Toronto ON M5V 1H3  
P: 416-979-3360  F: 416-453-3130  
Web: www.urbanintelligence.com

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39A Mountain Hwy  
North Vancouver BC V7J 2K9  
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P: 403-239-2860  F: 403-374-1313

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448 Berkshire Dr.  
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Ottawa ON K2H 7M5  
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Web: www.allianceatlantis.com

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Toronto ON M5V 2L4  

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Web: www.360systems.com

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(Turnkey tower, grounding and lightning strike prevention systems)
50 Gobel Ave., Unit 5
Cambridge ON N3C 1Z1
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Web: www.abroyd.com

AC Components Inc.
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30 Royal Crest Court, Unit #1
Markham ON L3R 9W8
P: 905-470-1933 • F: 905-470-5763
Web: www.accomponents.com

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2 East Beaver Creek Rd., Building #3
Richmond Hill ON L4B 2N3
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Pointe Claire Office: P: 514-426-4848
Web: www.acuratech.com

ACV Cables Inc.
(Custom cable solutions; A/V cable assemblies and Cat6 patch cables)
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P: 1-800-786-7090 • F: 905-470-5763
Web: www.acvcables.com

ADC The Broadband Company
(Network equipment, software solutions, and integration services)
123 Commerce Valley Dr. E., 8th Floor
Thornhill ON L3T 7W7
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Web: www.adc.com

ADI – Audio Distributors International
(Audio products and studio systems)
Unit 6-1275 Newton
Boucherville QC J4B 5H2
P: 450-449-8177 • F: 450-449-8180
Web: www.adi-online.net

Adobe Systems Incorporated
(Software)
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Toronto ON M6K 3E3
P: 416-538-0089 • F: 416-538-0568
Web: www.adobe.com

Adtec Digital Inc.
(Solutions enabling delivery and staging of MPEG over analog, digital or IP networks)
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Jacksonville FL 32216 USA
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Web: www.adtecinc.com

Advanced Design Corporation
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Bloomington IN 47403 USA
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Web: www.doprad.com

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Web: www.aksv.com

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(Passive material for broadcast or telecommunications sites; cable management programs)
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Calgary Office: P: 403-250-9065
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Web: www.amplis.com

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Web: www.anixter.com

Annex Pro
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Web: www.annexpromo.com

Anton/Bauer Inc.
(Batteries and chargers for video & film cameras)
14 Progress Dr.
Shelton CT 06484
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Web: www.antonbauer.com

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1825 K Street N.W., Suite 800
Washington DC 20006-1232 USA
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Web: www.apnps.com

Apple Canada
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P: 905-513-5697 • F: 905-513-5793
Web: www.apple.com

Applied Electronics Ltd.
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cables)
**Chelton**
5170B Timberlea Blvd.
Mississauga ON L4W 2S5
P: 905-625-4321 • F: 905-625-1605
Vancouver Office: P: 604-988-7228
Calgary Office: P: 403-291-5143
Edmonton Office: P: 780-462-8275
St-Laurent Office: P: 514-333-3324
Web: www.appliedelectronics.com
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**Archainment Lighting Inc.**
(Lighting design, sales and service)
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Web: www.specialtylightingco.com

**Arcom**
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Web: www.arcomlabs.com

**Arnscott Electronics Inc.**
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2465 Cawthra Rd., Unit 128
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Web: www.arnscott.com

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(Consoles/studio cabinetry; digital audio storage and playback systems)
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Web: www.arri.com

**Aspen Electronics Inc.**
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Chelton CT 06484 USA
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Web: www.audioservicescanada.com

**AudioVision Canada**
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Web: www.audiovision.ca

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(Radio frequency insulators and tower lighting transformers)
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Web: www.austen-insulators.com

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Web: www.jackfields.com
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(Complete audio equipment from mics to transmitters)
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Web: www.avr.ca

**AVS Technologies Inc.**
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P: 514-683-1771 • F: 514-683-5307

**A-Ware Software Inc.**
(Computer software and services to schedule programming)
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Springfield MO 65807 USA
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Web: www.a-ware.com

**Axecera**
(Manufacturer of transmitters)
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Lawrence PA 15055-0525 USA
P: 724-941-1500 • F: 724-941-4603
Web: www.axecera.com

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Web: www.azcar.com

**B & L Coaxial Connections Ltd.**
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Web: www.bicoaxialconnections.com

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**Baron Services**
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Huntsville AL 35805
P: 256-881-8811 • F: 256-881-8263
Web: www.baronservices.com

**Belden Canada Inc.**
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Toronto and entertainment
Web:
P:
Markham
Web:
P:
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(Broadcast imaging; music and sound
software and content for major media
and entertainment companies)
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Markham ON L3R 1H2
P: 905-477-7722 • F: 905-477-7813
Web: www.bird.ca

Bitcasters Inc.
(Software and content for major media
and entertainment companies)
364 Richmond St. W., Suite 501
Toronto ON M5V 1X6
P: 416-351-0889 • F: 416-351-9884
Web: www.bitcasters.com

Boom Sonic Branding
(Broadcast imaging; music and sound
design for marketing communications)
366 Adelaide St E., Unit 331
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bill@on.aibn.com

Borden Ladner Gervais LLP
(Legal services)
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Toronto ON M5H 3Y4
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Web: www.blgcanada.com

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Web: www.closedcaptioning.com
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Broadcast Electronics Inc.
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4100 North 24th St.
Quincy IL 62301 USA
P: 217-224-9606 • F: 217-224-9607
Web: www.bdcast.com

Broadcast Extension SystemTech.
(TV & FM broadcast systems; turnkey facilitator)
12 West Place, Box 941
Princeton BC V0X 1W0
P: 250-295-7476 • F: 250-295-7476

Broadcast Supply Worldwide
(Audio broadcasting equipment)
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Tacoma WA 98466 USA
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Web: www.bswusa.com

Broadcast Systems & Equipment Inc.
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Westmount Office: P: 514-222-0666
Atlantic Office: P: 1-800-268-4081
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Edmonton Office: P: 780-413-0094
Web: www.bse.on.ca
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Broadcast Video Systems Corp.
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P: 905-764-1584 • F: 905-764-7438
Web: www.bvs.ca

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video tape recorders, DRRs, servers)
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P: 858-451-3350 • F: 858-451-6589
Web: www.bufftech.com

Burl Technology
(Transmitter remote control and accessories)
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Littleton MA 01460
P: 978-486-0086 • F: 978-486-0081
Web: www.burltechnology.com

Burli Software Inc.
(Software package for the broadcast newsroom)
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Vancouver BC V6J 1X6
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Web: www.burli.com

Cableserv Inc.
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4560 Eastgate Parkway, Suite 201
Mississauga ON L4W 3W6
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Cabletel Communications Corp.
(Broadband, fiber optic equipment and
solutions serving the CATV, telecom and
broadcast industries)
Cabletel Technologies
( Technologies to transport programming and
data over telco, satellite, lan/wan, fibre optic &
traditional networks)
230 Traval Rd.
Markham ON L3S 3J1
P: 905-475-1030 • F: 905-475-9571
Calgary Office: P: 1-888-320-8470
St. Hubert Office: P: 1-800-361-3730
Dartmouth Office: P: 902-481-0460
Web: www.cabletelgroup.com
See ad on page 34

Canadian Portable Structures (1992) Ltd.
4400 Corporate Dr.
Burlington ON L7L 5R3
P: 905-338-5500 • F: 905-338-1492
Web: www.cdnporable.com

Canadian Weather Service
(Weather forecasts)
506 West Burnside Rd.
Victoria BC V8Z 1M5
P: 250-363-0410 • F: 250-363-0405

Canon Canada Inc.
(Cameras and optical products)
6390 Dixie Rd.
Mississauga ON L5T 1P7
P: 905-795-2164 • F: 905-795-2140
Web: www.canon.ca

Cantech Lighting Serv. Inc.
(Observation lighting, sales & service)
PO Box 3430 M.I.P.
Markham ON L3R 6G7
P: 905-513-0165 • F: 905-513-0166

Capella Telecommunications Inc.
(Telecommunications equipment)
747 Monaghan Rd.
Peterborough ON K9L 5K2
P: 705-748-3255 • F: 705-748-4535
Web: www.capella.ca

Cast Group
(Entertainment lighting pre-visualization
software packages and lighting design/
consulting services)
35 Ripley Ave., #1
Toronto ON M6S 3P2
P: 416-597-2278 • F: 416-597-9594
Web: www.castlighting.com

Cavision Enterprises Ltd.
(Camera accessories for video &
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(Projection solutions for broadcast monitoring/digital cinema projectors)  
809 Wellington St. N.  
Kitchener ON N2G 4Y7  
P: 519-744-8005 • F: 519-749-3136  
Web: www.christiedigital.com

Christie Lites Ltd.  
(Lighting products)  
15 North Queen St., Unit 102  
Toronto ON M8Z 6C1  
P: 416-644-1010 • F: 416-644-0404  
Web: www.christielites.net

Chyron Corporation  
(Broadcast hardware, software and services to broadcast, post production and video users)  
5 Hub Dr.  
Melville NY 11747  
Web: www.chyron.com

Ciné Audio Visual  
(Audio/video system integration; sales, rentals; staging; post production)  
10251-106 St.  
Edmonton AB T5L 1H5  
P: 1-877-423-5081 • F: 780-424-0309  
Calgary Office: P: 1-877-777-1070  
Web: www.diev.com

CineAsst  
(Sell and service motion picture equipment)  
18 Banigan Dr.  
Toronto ON M4H 1E9  
P: 416-975-2565 • F: 416-975-0895  
Web: www.cineasst.com

Cinequip White Inc.  
(Sales and rental of TV and motion picture equipment)  
1040 Islington Ave.  
Toronto ON M8Z 6A4  
P: 416-467-7700 • F: 416-207-2757  
Web: www.cinequipwhite.com

Clear-Com Intercom Systems  
(Wired and wireless intercommunications products for broadcast, TV fixed and mobile production)  
4065 Hollis St.  
Emeryville CA 94608 USA  
P: 510-496-6666 • F: 510-496-6699  
Web: www.clearcom.com

ClearOne Communications Corporation  
(telephone interface)  
1825 Research Way  
Salt Lake City UT 84119  
P: 1-800-945-7730 • F: 801-977-0087  
Web: www.clearone.com

Coaxial Dynamics  
(Digital broadcast equipment; line sections and elements; custom OEM products)  
15210 Industrial Parkway  
Cleveland OH 44135 USA  
P: 216-267-2233 • F: 216-267-3142  
Web: www.coaxial.com

Comad Inc.  
(TV & FM, VHF and UHF antenna systems & combiners/RF accessories)  
6023 - 26th St. W. PMB 357  
Bradenton FL 34207 USA  
P: 941-360-9282 • F: 941-360-9352

Comlab  
(Site monitoring equipment)  
2300 Leon-Harmel, Suite 220  
Quebec QC G1N 4L2  
P: 418-682-3380 • F: 418-682-8996  
Web: www.davicom.com

Comlink (see Cygnal Technologies Corporation)

Commercial Electronics Ltd.  
(A/V integration)  
1335 Burrard St.  
Vancouver BC V6Z 1Z7  
P: 604-669-6626 • F: 604-669-6347  
Web: www.commercialelectronics.com

Contact Distribution Ltd.  
(Pro audio & video products)  
38 Thornmount Dr., Unit #1  
Scarborough ON M1B 3P2  
P: 416-287-1144 • F: 416-287-1204  
Web: www.contactdistribution.com

Corning Cable Systems  
(Fiber optic cables and equipment)  
2114 Helmley Ave.
E2V Technologies Inc.
(IOTs and idsys for UHF TV transmitters; hub mount & rack mount high power amplifiers for satellite)
PO Box 29667, 377 Burnhamthorpe Rd. E.
Mississauga ON L5A 4H2
P: 905-848-6430  F: 905-848-9343
Web: www.e2vtechnologies.com

Eagle Marketing Services
(Radio and TV direct marketing campaigns)
4801 Uplerton Rd.
Clearwater, FL 33762 USA
P: 1-800-548-5858  F: 727-572-6214
Web: www.eaglemarketing.com

Eckel Industries of Canada Ltd.
(Acoustic treatment for rooms and studios; modular panels to construct studios, newsrooms)
15 Allison Ave., Box 776
Morrisburg ON K0C 1X0
P: 1-800-563-3574  F: 613-543-4173
Web: www.eckel.ca
See ad on page 35

Edcom Multimedia Products
(Audio/visual sales (Panasonic, LG, Elmo), rentals, service and consulting)
350 Shirley Ave., Unit 10
Kitchener ON N2B 2E1
P: 519-578-2260  F: 519-578-8101
Web: www.edcom.ca

Electro Rent Corporation
(Electronic test equipment; computers and servers)
955 Meyerside Dr.
Mississauga ON L5T 1P9
Web: www.electrorent.com

Electro Sonic Inc.
(Electronic component distributor)
1100 Gordon Baker Rd.
Toronto ON M2H 3B3
P: 416-494-1666  F: 416-496-3030
Web: www.e-sonic.com

Electroline Equipment Inc.
(CATV service solutions)
8265 St. Michel Blvd.
Montreal QC H1Z 3E4
P: 514-374-6335  F: 514-374-9370
Web: www.electroline.com

Electro-Meters
(Test and measurement equipment)
400 119-14th Street N.W.
Calgary AB T2N 1Z6
P: 403-270-7726  F: 403-270-7746
Web: www.electro-meters.com

Elmatron – Electronic Products Ltd.
(Intercom equipment; XLR and DIN connectors; cable reels; condenser mics and accessories)
160 rue de la Montagne
Rougemont QC J0L 1M0
P: 450-469-1400  F: 450-469-1708

Elmo Canada Mfg. Corp.
(Presentation products)
44 West Dr.
Brampton ON L6T 3T6
P: 905-453-7880  F: 905-453-2391
Web: www.elmocanada.com

EMJ Digital Video
(Distributor of Canon, JVC professional and Sony digital video products; computer systems)
R.O. Box 1012, Station Main

Ergoform Limited
(Professional sound, lighting, and DJ equipment)
21600 Transcanada Hwy.
Baie D’Urle QC H9X 4B7
P: 514-457-2555  F: 514-737-5069
Web: www.ergoform.com

Evans Consoles
(Consoles)
1616 - 27 Ave. N.E.
Calgary AB T2E 8W4
P: 403-717-3009  F: 403-717-3320

Evertz Microsystems Ltd.
(Broadcast TV equipment)
5288 John Lucas Dr.
Burlington ON L7L 5Z9
P: 905-335-3700  F: 905-335-3573
Web: www.evertz.com

eWeather Corp.
(Radio weather feeds; radio and television consulting)
Weather Forecast Centre
1 Palace Pier Court #4208
Toronto ON M8V 3W9
P: 1-877-701-2594  F: 416-503-2707
Web: www.eWeatherOffice.ec.gc.ca

EXFO
(Fiber-optic test, measurement, monitoring and automation solutions)
289 Mccaffrey Rd.
Newmarket ON L3X 1L5

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289 Mccaffrey Rd.
Newmarket ON L3X 1L5

Guelph ON N1H 6N1
P: 519-836-1914

Encoda Systems Inc.
(Sales, traffic, programming, financial systems; automation systems; consulting services)
1999 Broadway, Suite 4000
Denver CO 80202 USA
Web: www.encodasystems.com

Energizer Canada Inc.
(Batteries)
6733 Mississauga Rd., Suite 700
Mississauga ON L5N 6J5
P: 905-286-6146  F: 905-286-6190
Web: www.energizer.com

Environment Canada
(Meteorological information and public forecasts)
120-1200 W. 73rd Ave.
Vancouver BC V6P 6H9
P: 604-664-9080  F: 604-664-9081
Web: www.weatheroffice.ec.gc.ca
See ad on this page

E-Radio inc.
(Technology that delivers interactive broadcast content to wired and wireless digital appliances)
162 Cumberlant St., Suite 222
Toronto ON M5R 3N5
P: 416-721-7272  F: 416-923-8468
Web: www.e-radioinc.com

Erikson Pro Audio
(Professional sound, lighting, and DJ equipment)
21000 Transcanada Hwy.
Baie d’Urle QC H9X 4B7
P: 514-457-2555  F: 514-737-5069
Web: www.jamindustries.com

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P: 403-717-3009  F: 403-717-3320

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(Broadcast TV equipment)
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Ottawa ON K1P 5H9  
P: 613-236-3882 • F: 613-230-6423  
Web: www.johnstonbuchan.com

Jones Radio Networks  
(Music programming & consulting; daypart personalizations; research & prep)  
2211 Fifth Ave.  
Seattle WA 98121 USA  
P: 1-800-426-9082 • F: 206-441-6582  
Web: www.jonesradio.com

JVC Canada Inc.  
(Professional video, presentation, security & imaging and data storage products)  
21 Finchdene Square  
Scarborough ON M1X 1A7  
P: 416-293-1311 • F: 416-293-8208  
Web: www.jvc.ca

Kathrein Inc – Scala Division  
(Antennas, combiners)  
P.O. Box 4580  
Medford OR 97501  
P: 541-779-6500 • F: 541-779-6575  
Web: www.kathrein-scala.com  
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Kenwood Electronics Canada Inc.  
(Test and communication equipment)  
6070 Kestrel Rd.  
Mississauga ON L5T 1S8  
P: 905-670-7211 • F: 905-670-7225  
Web: www.kenwood.com

KeySat Systems Inc.  
(Systems integration)  
17 Mornington Cres.  
Stittsville ON K2S 1H6  
P: 613-836-9626 • F: 613-836-0627

KLZ Innovations Ltd.  
(Software, hardware, consulting)  
680 Watt St.  
Winnipeg MB R2K 2S7  
P: 1-800-334-9640 • F: 204-663-1970  
Web: www.klz.com

L.A.M. Technical Services  
(Broadcast & professional video repair service)  
1128-160 St.  
Edmonton AB T5V 1C9  
P: 780-447-2043 • F: 780-447-2045

Laird Telemedia  
(Digital video technology for the broadcasting and recording industries)  
2000 Sterling Rd., Box 720  
Mount Marion NY 12456 USA  
P: 845-339-9555 • F: 845-339-0231  
Web: www.lairdtelemedia.com

Lake Cabinet Systems Inc.  
(Furniture for broadcast, recording and edit suites)  
40 English Dr. E., PO Box 669  
Beeton ON L0G 1A0  
P: 905-729-4130 • F: 905-729-4306

LARCAN Inc.  
(Designs and manufactures solid state analog and digital television transmitters and FM transmitters for all transmission standards)  
228 Ambassador Dr.  
Mississauga ON L5T 2L2  
P: 905-564-9222 • F: 905-564-9244  
Web: www.larcan.com  
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LECTRO-Net Canada Ltd.  
509 Argyle St. N.  
Caledonia ON N3W 1M1  
P: 905-765-8600 • F: 905-765-8555

Leitch Technology International Inc.  
(Video processing & distribution equipment; broadcast video servers; post production)  
150 Ferrand Dr., Suite 700  
Toronto ON M3C 3E5  
P: 416-445-9640 • F: 416-443-2725  
Web: www.leitch.com

Logitek Electronic Systems  
(Audio routers; production consoles; UV meter)  
118 East Main St., Suite 202  
Mason OH 45040 USA  
P: 1-800-231-3870 • F: 713-664-4479  
Web: www.logitekaudio.com

Logitek Electronic Systems  
(Audio routers; production consoles; UV meter)  
5622 Edgemoor Dr.  
Houston TX 77081 USA  
P: 713-664-4470 • F: 713-664-4479  
Web: www.logitekaudio.com

Lorne Lapham Sales & Rentals Inc.  
(Video and motion picture products, accessories and consumables)  
3774 Napier St.  
Burnaby BC V5C 3E5  
P: 604-298-3224 • F: 604-298-2023  
Web: www.lisr.com

Maestrovision  
(Server platform, configuration and software applications specializing in integration of video file server)  
12 St-Leon Baptiste  
Vaudreuil QC J7V 2N9  
P: 450-424-5505 • F: 450-424-5311  
Web: www.maestrovision.com

Magni Systems Inc.  
(Television test and measurement and graphics conversion products)  
22965 NW Evergreen Parkway  
Hillsboro OR 97124 USA  
P: 503-615-1900 • F: 503-615-1999  
Web: www.magnisystems.com

Mainline Incorporated  
(Specialty products in the area of RF manufacturing, testing, alignment and design)  
20917 N. Higgins Court  
Torrance CA 90601  
P: 1-800-444-2288 • F: 310-357-4465  
Web: www.main-line-inc.com

Major Technologies Inc.  
(Full production systems; channelling systems for routing, switching & converting; content servers)  
8404 9th Line, R.R. # 1  
Norval ON L0P 1K0  
P: 905-873-0778 • F: 905-873-1244  
Web: www.majortech.com

Marconi Communications  
(Hardware and software for communication and information industries)  
122 Edward St.  
St. Thomas ON N5P 1Z2  
Web: www.marconi.com

Margo Bates Publicity Inc.  
(Public relations and marketing communications)  
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1055 St. Regis Blvd.
Dorval QC H9P 2T4
P: 1-800-361-4903 • F: 514-685-2853
Web: www.matrox.com/video

Maxell Canada
(Professional recording media; data media products)
30 Lock St., Unit 2
Concord ON L4K 5R4
P: 905-669-8107 • F: 905-669-8108
Edmonton Office: P: 780-489-6035
Web: www.maxellcanada.com

McCurdy Radio Industries Ltd.
(Broadcast automation equipment)
30 Kelfield St.
Toronto ON M9W 5A2
Web: www.mcradio.com

McGinn Multimedia Inc.
(Consulting services to aid in the introduction of digital video to live television production operations)
16 Scriven Blvd.
Port Hope ON L1A 3R2
P: 905-885-9457 • F:
Web: www.mcginn.tv

McMillan Binch LLP
(Legal services)
Suite 3500, South Tower, Royal Bank Plaza
200 Bay St.
Toronto ON M5J 2J7
P: 416-865-7000 • F: 416-865-7048
Web: www.mcmillanbinch.com

MCTS International
(Automatization of radio stations; technical training services)
1630 Grant Ave.
Cornwall ON K6J 5J4
P: 613-933-6570 • F: 613-933-6570
Web: www.mcts.ca

Measurand Inc.
(Patented sensing technologies used in animation and virtual reality applications)
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Web: www.navair.ca

Nemal Electronics Inc.
(Cable, connectors, assemblies and patch panels for HDTV, fiber, broadcast, audio, video and RF)
12240 NE 14th Ave.
N. Miami FL 33161 USA
P: 1-800-522-2253 • F: 718-261-1938
Web: www.nemal.com

Network Music
(Production music and sound effects)
15150 Avenue of Science
San Diego CA 92128
P: 1-800-854-2075 • F: 858-451-6409
Web: www.networkmusic.com

Networkx Inc.
(Audio/video communication and multimedia technology)
1335 Barrington St.
Halifax NS B3J 1Y9
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Web: www.ntx.ca

Newave Technologies Inc.
(Uninterruptible power systems; standby generators)
380 Carlingsview Dr.
Etobicoke ON M9W 5X9
boegema@newave.ca

NICA Power Battery Corp.
(Batteries and battery packs)
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Web: www.nicapower.com

Nikon Canada Inc.
(Photographic and digital imaging products)
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Mississauga ON L4W 1C1
P: 905-625-9910 • F: 905-625-6446
Web: www.nikon.ca

Noramco Wire & Cable
(Specialty cables and electronic wires)
3455B Gardner Court
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P: 604-606-6980 • F: 604-606-6981
Web: www.noramco.ca

Norbec Communication
(Prof video and audio equipment; CCTV equipment)
690 De Liege Est
Montreal QC H2P 1K5
P: 514-381-8890 • F: 514-381-3011
Web: www.norbec.ca

Norgay Enterprises Ltd.
(Audio control faders and spiders and switches)
3 Watson Rd. S.
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P: 519-763-4406 • F: 519-763-4462
Web: www.norgay.com

Normex Telecom Inc.
(Engineering and supply of private telecommunications infrastructure solutions)
1455 Pitfield
St-Laurent QC H4S 1G3
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Web: www.normex.com

Norpak Corporation
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Toronto ON M1M 3V1
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Web: www.shopnorthern.com

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Web: www.pulizzi.com

Quanegy International Inc.
(Prof audio & video media)
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Mississauga ON L4Z 3K8
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Web: www.quanegy.com

Quanet Canada Inc.
(Tools for the new digital age (terrestrial and multi-channel tv, broadband internet, DVD and e-cinema))
1 Yonge St., Suite 2203
Toronto ON M5E 1E5
P: 416-362-9522 • F: 416-362-9215
Web: www.quanet.com

Quantech Electronics and Communications Inc.
(Broadband RF signal management solutions for broadcast, CATV and wireless markets)
250 Airport Rd.
Indiana PA 15701 USA
P: 724-349-1412 • F: 724-349-1421
Web: www.qecinc.com

Radian Communication Services Corporation
(Communications infrastructure and integrated network solutions)
461 Cornwall Rd., P.O. Box 880
Oakville ON L6J 5C5
P: 905-844-1245 • F: 905-844-8837
Web: www.radiancorp.com

RAM Broadcast Systems
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22 Commerce Park Dr., Unit C1, Suite 255
Barrie ON L4N 8W8
P: 705-722-4425 • F: 705-722-0228
US Office: P: 847-487-7575
Web: www.ramsyscom.com

See ad on page 43

RBE Video Inc.
(Design, installation and systems integration)
2123-11871 Horseshoe Way
Richmond BC V7A 4V4
P: 604-277-6533 • F: 604-277-6536
Web: www.rbevideo.com

RCS Canada
(Broadcast software; developer of real-time audio recognition technology; creator of strategic audio programming content for Internet and corporate sites)
PO Box 32060, 4101 # 5 Rd.
Richmond BC V6X 3R9
P: 604-986-4468 • F: 604-986-4469

US Office: P: 914-428-4600
Web: www.rcsworks.com

See ad on page 17

RF Wireless Systems
(Rental of camera interface links (microwave) equipment, wireless frequency agile mics and wireless comm equipment; fibre optic systems and technical services)
145 Bentley Ave. #9
Nepean ON K2E 6L7
P: 613-228-7171 • F: 613-228-0479

RHC & Associates Inc.
(Test and measurement equipment for video and other applications)
2180 Dunwin Dr., Unit 4
Mississauga ON L5L 5M8
P: 905-828-6221 • F: 905-828-6408
Web: www.rhc test.com
See ad on page 45

Richardson Electronics
(Antennas, transmitters, microwave & satellite, studio and video components)
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Lafax IL 60147-0393
P: 630-208-2200 • F: 630-208-2553
Web: www.rell.com

Richardson Electronics Canada Ltd.
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P: 905-789-3000 • F: 905-789-3050
Web: www.rell.com

Rodak & Associates Incorporated
(Production services for broadcasters)
1260 Caledonia Rd.
Toronto ON M6A 2X5
P: 416-256-4779 • F: 416-256-1538

Rohde & Schwarz Canada Inc.
(Transmitters, broadcast test and measurement equipment, infosec products and radio monitoring systems)
555 March Ltd.
Kanata ON K2K 2M5
P: 1-877-438-2880 • F: 613-592-8009
Web: www.rohde-schwarz.com

See ads on this page and page 26

Rosco Canada
(Color filters for TV and film)
1241 Denison St., Unit 44
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P: 905-475-1400 • F: 905-475-3351
Web: www.rosco-ca.com

Ross Video Ltd.
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Iroquois ON K0E 1K0
P: 613-652-4868 • F: 613-652-4425
AB Office: P: 403-938-9643
Web: www.rossvideo.com

RTI - Research Technology International
(Professional videotape cleaning/evaluation/
restoration equipment; bulk erasers)
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Lincolnwood IL 60712-1689 USA
P: 847-677-3000 • F: 847-677-1311

S.W. Davis Broadcast Technical Services Ltd.
(Specialized and hard-to-obtain broadcast parts & equipment; distributor for Econco rebuilt power tubes)
1543 Venables St., Suite 200
Vancouver BC V5L 2G8
P: 604-255-2200 • F: 604-255-4083
Web: www.home.istar.ca/~swdavis
See ad on page 46

Sage Broadcast Canada
(Broadcast equipment)
17 Softnede Ave.
Brampton ON L6R 1L3
P: 416-402-4058 • F: 905-793-2096

Samsung Electroncs Canada Inc.
(Electronics distributor)
7037 Financial Dr.
Mississauga ON L5N 6L3
P: 905-819-5063 • F: 905-819-4407
Web: www.samsung.ca

Scenework
(Television, theatrical dimming control consoles; fixtures, rigging, drapery supply)
67 Watson Rd. S., Unit 7
Guelph ON N1L 1E3
P: 519-837-0583 • F: 519-837-2487
Web: www.scenework.com

Schindler Tower (Cambridge) Inc.
(Communication towers and services)
50 Goebel Ave., Unit 5
Cambridge ON N3C 1Z1
P: 519-658-5100 • F: 519-658-1094
Web: www.schindlertower.com

Scientific Atlanta Canada Inc
(Satellite and terrestrial transmission equipment & cable products)
120 Middlefield, Unit 1
Scarborough ON M1S 4M6
P: 416-299-6888 • F: 416-299-7145
Web: www.scientificatlanta.com

Scopus Network Technologies
(Digital compression systems for video & data distribution networks)
12265 World Trade Dr., Suite G
San Diego CA 92128 USA
P: 858-618-1600 • F: 858-618-1615
Web: www.scopususa.com

Sencore Inc.
(MPEG II Servers, Analysis, Streamers/RF Analysis/DTDV Player/Recorders)
3200 Sencore Dr.
Sioux Falls SD 57107 USA
P: 1-800-736-2673 • F: 605-339-0117
Web: www.sencore.com

Sennheiser (Canada) Inc.
(Headphones; microphones; RF systems)
221 Labrosse Ave.
Pointe Claire QC H9R 1A3
P: 514-426-3013 • F: 514-426-3953
Web: www.sennheiser.ca

Sette Itée
(Transmission centre for video, audio or data signals originating from satellite links, studios, news moblies)
300 Viger Ave. E.
Montréal QC H2X 3W4
P: 514-525-1245 • F: 514-525-1186
Web: www.sette.com

SF Marketing Inc.
(Professional audio and lighting equipment)
6161 Cyphot St.
Ville-Saint-Laurent QC H4S 1R3
P: 514-856-1919 • F: 514-856-1920
Web: www.sfm.ca

SGI Canada
(DCC workstations/VOD servers)
129 Riverview Court SE
Calgary AB T2C 3V7
P: 403-203-3589 • F: 403-236-0431
Web: www.sgi.com

Skotel Corp.
(LTC and VTC time code generators and readers)
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Brossard QC J4W 3K8
P: 514-806-2340 • F: 514-221-2338

Smarts Broadcast Systems-Emmetsburg
(Broadcast automation system; traffic and billing software)
2508 West Main St., PO Box 284
Emmetsburg IA 50536 USA
P: 1-800-498-0408 • F: 712-852-4047
Piano Office: 866-747-7190
Web: www.smartsbroadcast.com

sofTV.net
(Software products to create online streaming media presentations)
30 Rosemount Ave., Suite 200
Ottawa ON K1Y 1P4
P: 613-729-6400 • F: 613-729-6770
Web: www.softv.net

Sono Video Inc.
(Prof audio, video, projection, audiovisual and multimedia equipment)
5005 E. Metropolitan Blvd.
St-Leonard QC H1R 1Z7
P: 514-374-8774 • F: 514-322-7012
Web: www.sonovideo.com

Sonotechnique
(Audio distributor and supplier to the new media, radio, tv, post production, film and ENG industries)
200 Gince St.
St. Laurent QC H4N 2W6
P: 514-332-6868 • F: 514-332-5537
Toronto Office: P: 416-947-9112
Burnaby Office: 604-298-2200
Web: www.sonotechnique.ca

Sony of Canada Ltd.
(Video cameras, monitors, recorders, routers, servers, automation and news systems)
115 Gordon Baker Rd.
Toronto ON M2H 3R6
P: 416-499-1414 • F: 416-499-8920
BC Office: P: 604-945-2325
Web: www.sony.ca

Soroka Sales
(New and used video equipment)
283 Oakcrest Ave.
Welland ON L3C 7K3
P: 905-732-0761 • F: 905-734-1046
Web: www.videogearintl.com

Soundmaster Group
(Control and device integration systems for sound/video post production)
89 Barford Rd.
Toronto ON M9W 4H8
P: 416-741-7057 • F: 416-741-4608
Web: www.soundmaster.com

Southgate Communications Ltd.
(130 Emerald Bay Dr.
Calgary AB T3Z 1E2
P: 403-818-6114 • F: 403-208-7509

Speak Easy Teleprompting Service Inc.
(Teleprompting service)
PO Box 64110 R.P.O. Clarke Rd.
Coquitlam BC V3J 7V6
P: 604-801-1140

Specialty Data Systems Inc.
(Microsoft Windows based software for
Web: Toronto traffic, proposals, broadcast)

P: Toronto ON

recorders;

Studer North

P: Mississauga ON 2430

(Communications

Standard Integration Inc.

P: Toronto 77

Stikeman Elliott

P: Toronto ON

(Communications systems integration for

Stikeman Elliott

(legal services)

Stikeman Elliott

50 O'Connor St., Suite 1600

Stikeman Elliott

P: 416-484-4833

Web: www.standardintegration.ca

Studor North America Inc.

P: 1-866-269-0000 • F: 416-510-1294

Web: www.studor.ca

SummitFX Inc.

P: 1-866-269-0000 • F: 416-510-1294

Web: www.studor.ca

2 East Beaver Creek Rd., Building 3

Richmond Hill ON L4B 2N3

P: 905-707-2614 • F: 905-707-2212

Web: www.msstechgroup.com

Sundance Digital Inc.

(software / development)

4500 Fuller Dr., Suite 205

Irving TX 75038 USA

P: 972-444-8442 • F: 972-444-8450

Dallas Office: P: 214-327-3060

Web: www.SundanceDigital.com

See ad on page 38

Superior Electric

(Voltage control products)

383 Middle St.

Bristol CT 06010 USA

P: 860-585-4552 • F: 800-821-1369

Web: www.superior-electric.com

See ad on page 47

TAD Lighting Services Ltd.

(Studio and production lighting design)

2285 Lakeshore Blvd. W., Suite 314

Toronto ON M8V 3X9

P: 416-259-9814 • F: 416-259-8693

Web: www.tadlighting.ca

TEC Canada Ltd.

(Audio products)

5939 Wallace St.

Mississauga ON L4Z 1Z8

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Web: www.tascam.com

Technologix

(TV and FM broadcast transmitters and equipment)

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Web: www.technologix.ca

Technically Yours Inc.

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Web: www.leefilterscanada.com

Techno-Test

(Test and measurement solutions)

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Web: www.techno-test.com

Tekskil Industries Inc.

(Prompting systems)

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Surrey BC V3R 7A2

P: 604-589-1100 • F: 604-589-1185

Web: www.tekskil.com

Tektronix Canada Inc.

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equipment; video test equipment; logic and

protocol analyzers)

3280 Langstaff Rd., Unit 1

Concord ON L4K 5B6

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BC Office: P: 604-639-4405

Quebec Office: P: 1-888-221-5551

Web: www.tektronix.com

Telecast Fiber Systems Inc.

(Fibre optic systems for TV production)

102 Grove St.

Worcester MA 01605 USA

P: 508-754-4858 • F: 508-752-1520

Web: www.telecast-fiber.com

Telsonix Communications Inc.

(Test & measurement equipment; communication & network products)

15-305 Industrial Parkway S.

Aurora ON L4G 6X7

P: 905-727-3050 • F: 905-727-2991

Web: www.telsonix.ca

Telos Systems/omnix

(Broadcast studio audio equipment)

1408 Place Victor Hugo

Montreal QC H3C 4P3

P: 216-241-7225 • F: 216-241-4103

Web: www.telos-systems.com/

omnixaudio.com

Thales Acoustics (Ottawa Branch)

(Audio ancillaries, headphones, handsets and microphones)

53 Shouldice Cres.

Ottawa ON K2L 1M8

P: 613-831-1920 • F: 613-831-5054

Web: www.thales-acoustics.com

Thales Broadcast & Multimedia

(Broadcast and multimedia products)

104 Feeding Hills Rd.

Southwick MA 01077 USA

P: 1-800-288-8364 • F: 413-569-0679

1320 S. Dixie Highway, Suite 780

Coral Gables FL 33146 USA

P: 305-665-0067 • F: 305-665-0446

Web: www.thales-bm.com

The Bracket Company Inc.

(TV brackets)

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Web: www.captioning.com

The Clearing House
(Broadcast commercial clearance services)
635 Queen St E., First Floor
Toronto ON M4M 1G4
P: 416-778-5597 • F: 416-778-5989
Web: www.miijo.ca

The Music People Ltd.
(Stock music, music licensing, compact discs of production music)
45 Charles St E., 6rd Floor
Toronto ON M4Y 1S2
P: 1-877-920-6746 • F: 416-923-3351
Web: www.musicpeople.net

The Organizers Event Management Ltd.
(Event management services)
#93 - 1815 Varsity Estates Dr. NW
Calgary AB T3B 3V7
P: 403-292-0492 • F: 403-292-0494
Web: www.winsted.com

Thomas I. Hull Insurance Ltd.
(Insurance services)
4200 - 181 Bay St., P.O. Box 841
Toronto ON M5J 2T3
P: 416-865-0131 • F: 416-865-0896

Thompson Multimedia/Grass Valley
(Profile, switchers, production tools, routing & master control, modular products, Vibrint)
60 Columbia Way
Markham ON L3R 0C9
P: 905-947-4268 • F: 905-761-1992
Web: www.thomsongrassvalley.com

Thomson Consumer Electronics
6200 Edwards Blvd.
Mississauga ON L5T 2V7
P: 905-673-0625 • F: 905-405-3052
Web: www.rca.com

Thomson Multimedia Broadcast & Network Solutions
(Professional broadcast and networking products from Thomson, GVG, Nextream, RCA)
2255 North Ontario St., Suite 150
Burnabry BC V5G 1A4
P: 818-279-7713
535 E. Crescent Ave
Ramsey NJ 07446
P: 201-574-4459 • F: 201-818-4002
Web: www.nextream-online.com

Toon Boom Technologies Inc.
(Animation software)
7 Laurier St. E.
Montreal QC H2T 1E4

P: 514-278-8666 • F: 514-278-2666
Web: www.toonboom.com

Toronto Image Works
(Digital and photographic services; new media computer training)
80 Spadina Ave., Suite 207
Toronto ON M5V 2J4
P: 416-703-1999 • F: 416-703-7659
Web: www.torontoimageworks.com

Torstar Media Group Television
(Full service video production facility; field production, and encoding services)
1 Yonge St., 9th Floor
Toronto ON M5E 1E6
P: 416-945-8788 • F: 416-869-4566
Web: www.tmgtv.ca

Totalmediabuy.com Inc.
(Media services)
#6-102 Elm St.
Saskatoon SK S7J 5L1
P: 306-384-5884 • F: 306-343-6940

Tradeport Electronics Group
(Test and measurement instrumentation; repairs and calibration)
1750 Steeles Ave. W., Units 4-6
Concord ON L4K 2L7
P: 905-660-3797 • F: 905-660-3019
Web: www.tradeport.on.ca

Tresco Multimedia Inc.
(Professional video products)

P: 915-553-3613 • F: 915-553-3611
Web: www.tresco.com

Tri-Vision Electronics Inc.
(Cable television products)
41 Pullman Court
Toronto ON M1X 1E4
P: 416-298-8551 • F: 416-298-7976
Web: www.tri-vision.ca

Trompeter Electronics & Semflex
(Videopatches; BNC connectors; HDTV patchcards; high freq cable assemblies)
31186 La Baya Dr.
Westlake Village CA 91362
P: 818-865-6538 • F: 818-865-4454
Web: www.trompeter.com

Trylon TSF
(Towers, monopoles, fall protection equipment; tower engineering analysis)
P.O. Box 186, 21 South Field Dr.
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Winter 2002/January 2003

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(Audience measurement)
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Toronto ON M3B 3L7
Web: www.bbm.ca
#305-1755 W. Broadway Ave.
Vancouver BC V6J 4S5
P: 604-731-1444 • F: 604-731-6692
2055 Peel St., 11th Floor
Montreal QC H3A 1V4
P: 514-878-9711 • F: 514-878-4210

Broadcast News Ltd.
(News agency)
36 King St. E.
Toronto ON M5C 2L9
P: 416-364-3172 • F: 416-364-8986
Web: www.cp.org

Canada NewsWire Ltd.
(Communication services-wire; executive producer of Canada’s Business Report and InvestorCanada.com)
20 Bay St., Suite 1500
Toronto ON M5J 2N8
P: 416-863-2086 • F: 416-863-4825
Web: www.newswire.ca
See ad on page 50

CITO
(Research Services)
36 Steacie Dr.
Ottawa ON K2K 2A9
P: 613-992-9211

Communications Research Centre Canada
(Communications R&D)
3701 Carling Ave., PO Box 11490, Stn H
Ottawa ON K2H 8S2
P: 613-998-2754 • F: 613-998-5355
Web: www.crc.ca

Fastchannel Network Canada (Information Services )
36 King St. E.
Toronto ON M5C 2L9
P: 416-507-2083 • F: 416-364-8986

Mark Kassof & Co.
(Research Services)
527 E. Liberty St., Suite 202
Ann Arbor MI 48104
P: 734-662-5700 • F: 734-662-3255

MediaLAB/Mediastats Inc.
(Research Services)
30 Centurian Dr., Suite 115
Markham ON L3R 8B8
P: 905-940-2155 • F: 905-940-2160
Web: www.mediastats.com

MediaVest Worldwide (Research Services)
2 Bloor St. W., 12th Floor
Toronto ON M4W 3R3
P: 416-927-3300 • F: 416-927-3206
Web: www.bcom3.com

News Canada Inc.
(Information Services )

RESEARCH AND INFORMATION SERVICES

Arbitron Inc.
(Research Services)
9705 Patuxent Woods Dr.
Columbia MD 21046-1572
P: 410-312-8500 • F: 410-312-8611

White Space Enterprises
(Engineering & technical production services)
639 Haines Rd.
Newmarket ON L3Y 6V6
P: 416-949-8761

Wicks Broadcast Solutions
(Station traffic & billing software)
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Opelika AL 36801 USA
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Reeport Office: P: 1-800-547-3930
Web: wwww.wicksbroadcastsolutions.com

Wil-Can Electronics Ltd.
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X-TRA Security Services Inc.
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85 Scarcdale Rd., Suite 101
Toronto ON M3B 2R2
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Web: www.xtrasecurity.com

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135 Milner Ave.
Toronto ON M1S 3R1
P: 416-298-1311 • F: 416-292-0732
Web: www.yamaha.ca

ZyCast Inc.
(Media technology solutions)
306-1360 rue St-Jacques
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P: 514-939-2513

WEB: www.ward-beck.com
Remember when we all had two radio stations and our biggest sales problem was everyone wanted to sell the AM and not the FM? Fast forward 10 years and everyone wanted to sell the FM and not the AM. So we tried to combine the sales staffs, separate the sales staffs, add commission, subtract commission, and hire more sales managers.

Today, if you have less than three stations you’re just not in the game! Multiply those problems by the square of the number of stations you have and invest heavily in aspirin.

Mad Dog Wireless operates five radio stations from Lake Havasu City, Arizona. We bill about $4,000,000 a year in a market of about 140,000. We compete against eight other radio stations, three daily newspapers, three cable systems and about a dozen shoppers. All of our stations are 100% network (satellite delivered format).

I am often asked to speak on how we do it. How do we make those kind of numbers...why my top four reps all drive BMW Z3 convertibles that I bought for them...how we lease a 737 each year and take our top customers to Victoria, B.C. for a four-day weekend of fun. The answers are simple and complex:

1) Accountability:
We have a “wall of shame” in the sales managers’ offices. On the wall is a business card-size piece of paper for every business that sits under any of our signals. When anyone tells us there is no more business out there, we look at the cards and see all of the businesses that we have NOT presented an idea to! Each day every sales call and contact is ASSIGNED by a sales manager.

2) Systems:
Most sales managers send sales people out with this week’s “package”. In my mind this is like selling shoe boxes instead of shoes! No one gets to look in the box until they have bought! Our number one priority is IDEAS. We sell IDEAS, and when the idea is good enough, selling spots to play that idea in is easy. We use a formula we like to call The Math Behind the Annual which you can see at www.smartradio.org.

3) Great Production:
These days many stations have gone network. You get GREAT programming for a lot less money and headaches than having a stable of DJs running around (by the way, I started in programming). Problem is, when you get rid of the DJs, you have about two voices left at the station for ads! THAT makes for stopsets that just do not sell. We hire out our production to companies that produce spots for us. Lowest ones cost about $7; highest about $40. Since we insist that every rep makes three spec spot presentations each week, and each presentation have three spec spots, that is about 162 spec spots a week, or about $1,290 a week. Many GMs will not spend the money, or insist that the rep show the copy to the client before they spend the $8 to get the ad cut. I prefer to think of it as a cost of business.

4) Innovation:
In case you didn’t notice, the Internet is no place for big companies to make any money... but for a small radio station it is a GREAT place. We make money with www.JustSayAuction.com, www.ThriftyMart.com and www.JustSayNews.com. We promote it with liners, and the cash rolls in! We own BARS! Horrible category for radio as they never pay. So we built bars, promoted them with our unused time and we’re making money!

5) Yield Management:
We only have so many ads we can sell each day. Sales people love to sell Monday through Friday 6A-7P. Forget the rest. Sales reps also hate to be at higher rates than their competitors. Yield Management allows reps to sell what they want to sell at prices they want to sell at, and the station makes money on formerly unused inventory!

There is so much more to it, and I’d like to tell you more. There are two ways you can get the information. One is at www.SmartRadio.org, or come to CMW 2003 Feb. 27-March 1, and we’ll cover it in a whirlwind session called Radio Swiss Army Knife—Making the Numbers, where I’ll give you the goods on how we do it, and a CD packed with helpful tools!

Chris Rolando is President of Mad Dog Wireless, Inc. (KRCJ-FM, KADD-FM, KBBC-FM, KRRK-FM, KZUL-FM) at Number 10 Media Center Drive, Lake Havasu City, AZ 86403.

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—Earl Barnsley,
VoicePrint volunteer

www.voiceprintaudivasion.com
voiceprint@nbrscanada.com

December 2002/January 2003
I had lunch with Jim Whelan recently.

Many of you won’t know Jim. He’s been a national radio rep since 1979 but very few people, even in the stations he represents, will recognize the name.

Like most, Jim’s considerable contributions to radio will go largely unrecognized. He will not be a candidate for the CAB Hall of Fame. And, when he retires, it’s unlikely photos of the event will appear in this magazine.

Mind you, even though he will admit to being “slightly over 50”, Jim certainly has no thoughts of retiring in the near term. In fact he continues to flourish in an environment that continually presents an ever-changing competitive and functional landscape. Every day brings new challenges and changes to the marketplace, both in structure and methodology.

Why would I write about the Jim Whelan of this world?

Well, consider this—with the exception of his very first year as a rep (after he left McCann Erickson)—Whelan has been the top billing sales person at All Canada Radio and its successor firm, Canadian Broadcast Sales. And there have been some pretty damn fine sales folks who have contended for that distinction over the years.

In fact, a casual accounting of his production would reveal that Jim has booked and billed about $150 million dollars in radio spots over that period of time. That would be well over $200 million if translated into today’s money. That’s a lot of spots.

I suppose if you are a network TV rep, or something like that, you could beat that record. But, no matter how you slice it $200 million worth of time in markets from tiny to terrific across Canada has paid for quite a few salaries and programs.

I have to confess that I take a little bit of satisfaction in Jim’s accomplishments because I was the guy who hired him at All Canada.

When I met him he was a pain-in-the-ass media buyer who drove a hard bargain and really knew his markets. I figured he had just the right mix of talent, persistence, and aggressiveness to make a good sales person.

Several of the stations we represented at the time had sales managers who quickly questioned my wisdom. Many of them had been involved in tough negotiations with James over the years, and they didn’t always leave the table with warm fuzzies.

Jim maintains his reputation for outspoken frankness. His candour is not only a characteristic of negotiations that buyers have to endure but, from time to time, his caustic commentary is somewhat unappreciated by station managers.

I do not recall when station clients called to complain about Jim’s capacity, knowledge or dedication. However, he was the uncontested company leader when it came to station calls complaining of his comments to them.

If Whelan believes a station is making a mistake by not accepting a “deal” he has negotiated he has no hesitation in pointing this out—with all due respect, of course.

He, and others like him, have developed significant skill in calculating market trading rates and are just as vigilant regarding under-pricing as he is of over-pricing. On occasion this experienced viewpoint is pursued too passionately—but perhaps better passion than not.

But this isn’t meant to be a tribute to Jim Whelan. More accurately, my luncheon again reminded me of the army of largely faceless, unsung sales people who bring in national, regional and local revenue to broadcasters across Canada.

It goes without saying, but perhaps should be said more often, that these are the men and women who make the business of private broadcasting go. They are the folks that bring in the money that pays the wages of the rest of us. I know they paid mine for many years.

I believe that each and every member of a staff plays an important and unique role in the development and maintenance of a product. But without that money coming in from ad sales you are simply unable to develop programming and attract talent in all areas.

I’ve been to lots of award shows celebrating creative accomplishments and to dinners and banquets to honour industry leaders. I doubt that we’ll ever have a national industry event featuring the top street guys and gals. That’s probably because we don’t have a convention stage large enough to hold all of them.
Jan. 10-17: Alliance Atlantis Banff TV Executive Program Banff, AB Info: info@btvf.com Web: www.btvf.com

Feb. 27-28: RMB Radio Conference/Crystal Awards Westin Harbour Castle Hotel

Feb. 27: Canadian Music Week Toronto, ON Info: Phone (416) 922-5757 Web: www.rmb.ca

Feb. 27: SMPTE Advanced Motion Imaging Conference Seattle, WA Info: www.smpte.org

Feb. 27-28: Canadian Digital Broadcasting Summit Canadian Satellite Users Assoc. Westin Harbour Castle Hotel Toronto, ON Info: Don Braden, e-mail at dbraden@bbandc.com

Mar. 1: Canadian Music Week Toronto, ON Info: www.cmw.net

Mar. 1: SMPTE Advanced Motion Imaging Conference Seattle, WA Info: www.smpte.org

Mar. 24-28: MIP-TV Festival Cannes

Apr. 5: Alberta Film and Television Awards Shaw Conference Centre Edmonton, AB Info: Alan Brooks, phone (780) 944-0707 or E-mail: abrooks@ampia.org Web: www.ampia.org

Apr. 5: NAB 2003 Las Vegas Convention Center Las Vegas, NV Info: Phone (202) 429-5356 Web: www.nab.org

Apr. 7-9: RTNDA Int'l Convention Las Vegas Convention Center Las Vegas, NV Info: Rick Osinski, phone (202) 467-5200, or E-mail: ricko@rtnda.org

Apr. 24-25: APFTQ Annual Conference Hôtel Le Chantecler Ste-Adèle, QC Info: Céline Pelletier, phone (514) 397-8600, or E-mail: c pelletier@apftq.qc.ca

Apr. 27-28: CCTA Annual Convention Toronto, ON Info: Phone (613) 232-2631 Web: www.ccta.ca

May 2-3: RTNDA B.C. Regional Convention Best Western Kamloops Kamloops, BC Info: Sandy Heimlich-Mall (CFJC-TV), phone (250) 851-3204

May 9-10: RTNDA Central Canada Regional Convention Cleveland's House Resort Muskoka, ON Info: Chair: Bob Bowland, Phone (705) 746-8486 or e-mail bowlands@elanet.ca

May 14-16: BCAB Convention Kelowna, BC Info: Nick Frost, phone (250) 860-1010 or E-mail: nfrost@silk.net

June 1: BEAC Annual Conference Belleville, ON Info: Michael Monty, phone (416) 491-5060 x3184 or e-mail mmonty@sympatico.ca

May 30-31: RTNDA Prairie Regional Convention Ramada Hotel & Convention Centre Regina, SK Info: Greg Bohnert (CKRM), phone (306) 566-9830 or e-mail gbohnert@harvardbroadcasting.com

June 4-7: PROMAX & BDA Convention Los Angeles, CA

June 6-8: WAB Convention The Delta Lodge Kananaskis, AB Info: Bruce Hamstead, phone (403) 292-0492 or E-mail: The_Organizers@compuserve.com

June 8-13: Banff Television Festival Banff, AB Info: Phone (403) 678-9260 E-mail: info@btvf.com

June 19-21: RTNDA National/Atlantic Con. Westin Hotel Halifax, NS Info: Michael Fulmes (Global TV), e-mail mfulmes@globaltv.ca

June, 3rd Week Community Radio Conference University of Winnipeg Winnipeg, MB Info: Melissa Kaestner, e-mail office@ncra.ca

Sept. 12-13 Broadcasters Association of Manitoba Annual Conference Elkhorn Resort Clear Lake, MB Info: Bill Hildebrand at bhildebrand@goldenwestradio.com


Nov. 4-5 Expo Comm Canada Metro Toronto Convention Centre Toronto, ON Web: www.ec3.ca
Christopher Grossman, majority owner of Haliburton Broadcasting, has been named Vice President of Radio Operations at Standard Radio. He will focus on operational, technology and revenue issues across the Standard chain... Ross Winters, PD at Rock 101 (CFMJ-FM)/The Fox (CFOX-FM) Vancouver, has been named Director of Programming for Corus Radio. The word is that Winters will handle the new responsibilities from Vancouver... Corus Television President Paul Robertson now leads both that division and the Nelvana animation unit under one new integrated business unit. Robertson’s promotion came after Corus announced that Nelvana founder Michael Hirsh would step aside as CEO but remain as an adviser. Peter Moss, head of Corus Television programming, has been given the added title of Exec VP of Development for Nelvana... Christian Hall, MD/APD at Rock 101/CFOX Vancouver moves to the PD post at sister Corus station, Power 97 Winnipeg... Jean-Pierre Blais, Executive General of the Broadcasting Directorate at the CRIC, moved to Canadian Heritage as Assistant Deputy Minister. No successor has been named... JJ Johnston is now also GM of EDGE TV in addition to his duties as GM at MOJO (CFYI)/Q107 (CILQ)/102.1 The EDGE (CFNY-FM) Toronto... New COO at APTN (Aboriginal Peoples Television Network) is Jean LaRose, in from Director of Communications duties at the Assembly of First Nations... ND Ken Kingston has left CIRW-FM Summerside for the ND’s position at CJFX Antigonish... Global Toronto News Anchor Bev Thomson, after chemotherapy for breast cancer, returned to Global News at 5:30 on Monday, Nov. 4... CH (CHICH-TV) Hamilton Anchor Heather Hiscox moves to CBC-TV Toronto as a general assignment reporter for The National and Canada Now.

Newfoundlander Seamus O’Regan, once a policy adviser to former Newfoundland premier Brian Tobin, is new co-Host of CTV’s Canada AM, joining Lisa LaFlamme on the early-morning show... Pat Cardinal is GM/PD at 104.9 Xfm (CKVX) Vancouver... Rob Bye, PD at the Jim Pattison stations in Kelowna (Ckov/Power 104), is new GM at Pattison’s CHLB-FM/CHHK-FM Lethbridge. His first day was Nov. 1. Succeeding Bye as PD in Kelowna is Bob Mills... New PD at CIYM Rosetown is Jamie Watson... Francesca Briggs has been named GM of Deep Sky, the new Corus Radio marketing company. Briggs joined Corus Radio in April... CHUM Television has promoted Jennifer Lo to Director of Communications for the Bravo, Space and Drive-In Classics specialty stations. Lo had been Manager of Communications for the three specialty channels... Gary Dorosz, GM at NewCap’s CKWA Slave Lake, has moved to Standard Radio as GM/GSM for KBS Radio (CIAJ Trail)/CKKC Nelson/CFKC Creston) based in Trail, BC. He took the job left vacant by former GM Carl Johnston, who moved to Ravelco’s CKBI Prince Albert.

SIGN-OFFS:

Mel Lazarenko, 60, at home Nov. 7 in St. Albert of cancer. Lazarenko had been a co-owner of Yellowhead Broadcasting (CIYR Edson and repeaters) before retiring in 1999 after the sale of the OKS Group (now owned by NewCap). He began his broadcast career in 1976 as the Sales Manager at CIYR and was a well-known and well-liked member of the Western Association of Broadcasters.

Thom (Thomas) Benson, 86, in Toronto. Thom Benson was a pioneering figure in Canadian broadcasting, having begun his career in 1939 at CKY Winnipeg. He covered international events including the Queen’s Coronation, the state funeral of Winston Churchill, Expo ’67, the Olympic Games and World Hockey Championships. He also produced and narrated award-winning documentaries.

Earl Warren (Segal), 69, in Toronto of lung cancer which had spread to his liver. He was a familiar voice on CFRB Toronto, CING (FM 108) Burlington and AM740 (CHWO) Toronto.


Ken Packham, 56, in Halifax of a heart attack. Packham began his broadcast career at CHAM Hamilton but achieved prominence in Halifax, where he was Morning Host at CHFX-FM in the 80s and 90s. He was also with NewCap in the mid-90s as Host of the 780 KIXX Halifax morning show.

Scott Sloan, Chief Engineer at Standard Radio’s Hamilton cluster, from complications arising from a Sept. 22 automobile accident.

Julie Forst, who owned and operated CFJB-TV Swift Current – and who recently sold the station to CBC-TV. Julie Forst and her husband, Bill, started the station years ago. She had run CFJB-TV for many years after her husband suffered a stroke.
INDEPENDENT PRODUCERS CELEBRATE!

With the launch of OMNI.2, Rogers Media television set new records in diversity broadcasting. Combined, OMNI.1 (CFMT-TV) and OMNI.2 will provide quality programming to over 50 different communities.

Twenty-five Independent producers were introduced at the OMNI Launch and joined The Hon. Sheila Copps, Minister of Canadian Heritage as she congratulated the OMNI team in numerous languages. Ted Rogers spoke of his 35 years of ongoing commitment to multilingual television in Canada.

Upholding this commitment to cultural diversity, Madeline Ziniak, Vice President and Station Manager, announced the production initiatives totalling $50 million, of which $30 million will be specifically dedicated to Independent Production.

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