**EDITOR’S NOTE:** Features from the April edition of the *Broadcast Dialogue* magazine are on our website this morning, as they are at the beginning of each new publication month. Your hard copy should be along shortly but, if you’re interested in a preview, check [www.broadcastdialogue.com](http://www.broadcastdialogue.com)...This being April 1, it’s a very real temptation to fabricate every item in this week’s newsletter. We haven’t. But, the hilarity around this office with some broadcast topics was almost - emphasize *almost* - worth doing so.

**RADIO:** The CRTC has issued a call for comments on Local Management Agreements (LMAs), specifically on the commission’s proposal to implement a regulatory mechanism for evaluation of LMA agreements. Until now, a station licensee didn’t have to get CRTC approval to enter into an LMA (with some restrictions, e.g. that the deal wouldn’t involve transfer of ownership or effective control). With the duopoly decision last year, the commission now wants to be assured that there’s a mechanism in place that would enable it to assess the appropriateness of multiple ownership in combination with LMAs in any given market. It is proposing to provide a regulatory mechanism that will allow it to evaluate the consequences of either the introduction or the continuation of any LMA. It’s also proposing an amendment that would grant existing LMAs a limited transitional period. The proposed amendment would allow a licensee to manage or operate its station pursuant to an LMA that was entered into before March 31, 1999, until the earlier of: a) the earliest date at which any licence issued in connection with a station that is operated pursuant to the agreement expires, and b) the date on which the current term of the agreement expires, excluding any subsequent renewal. Any station now involved in an LMA and wanting to stay in that relationship will now be required to get CRTC approval before the end of the transitional period. Any

**WANTED: Program Director Mid-Market Combo**

Monarch Broadcasting’s Lethbridge/Taber operation is looking for a radio Program Director for Country 95.5 FM (Contemporary Country) and Classic Hits CKTA 1570 (Classic Rock).

The Program Director will report to the General Manager and will be responsible for every area of CHLB.CKTA’s on-air product. The PD will be part of a dynamic team that is leading the growth and development of these two stations. The successful candidate will complement our existing team of forward thinking, opinionated, high energy, community-minded managers. That person will be working towards building audiences and loyalty in this competitive aggressive market. Successful experience in country and classic rock formats as well as adult contemporary and top 40 is desired. Forward written applications before April 16, 1999 to:

**CKDR Dryden** has an immediate opening for an

**ANNOUNCER TO FILL A SWING SHIFT**

Candidate should have strong commercial production skills. An interest in sports including live hockey play-by-play would also be an asset. We offer competitive salary, fringe benefits package including LTD plan, dental, drug, visioncare and the opportunity to grow and expand. Tapes and resumes to:

Ben Lucas, Operations Director
CKDR Radio, Box 580
Dryden ON P8N 2Z3
Ph. (807) 223-2355
Fax: (807) 223-5090
E-Mail to GM Bruce Walchuk: bwalchuk@moosenet.net

**CHLB.CKTA** is part of Monarch Communications Inc. You can learn more about us at our website [www.chlbckta.com](http://www.chlbckta.com).
licensee now involved in an LMA must file with the commission a fully executed copy of any agreement governing the LMA before the end of April. Deadline for comments is May 12... The Pelmorex Radio Network has been sold. A new player whose Chairman is based in Calgary — Affinitek Inc. — does, however, include some familiar names in the management/ownership structure. They include: President Roy Hennessy (RadioWorks Inc., Toronto, Tom Tompkins (Pelmorex Radio Network, Mississauga), Doug Bingley (Rock 95 FM Barrie),) David Bray, (RadioWorks), and Sandy Davis (Post City Productions Inc., Toronto). Chairman/CEO is Geoff Pickering, the operator of marketing company, XentalDM. Current Pelmorex clients are being promised a “complete “Affinitek Network” information package in the immediate future.” Plans include the 24-hour conventional broadcast via satellite as is currently operational plus programming in a number of formats to be aired around the world via the Internet... Incidental to news of the Pelmorex sale is word that former AudioNet GSM Mark Simpson will join Affinitek for Sales & Marketing... BBM says the Spring and Summer Survey data will be available sooner than thought. The Spring Survey and April MRA Trends will be available May 20 (May 26 in book form). The Summer Survey will be available Sept. 16 (Sept. 20 in book form)... Former CHOK Sarnia staff are invited to Wayne Steele’s retirement party June 5. Steele, who sold CHOK to the Blackburn Group, worked at CHOK in sales, became GSM, became GM, and then bought the station. Contact Dave Curtis at 519/542-5500 for details... The Canadian Broadcast Standards Council says a spot for a local exotic dance bar on C98 Saint John (CJYC-FM) does not breach the advertising provision of the CAB’s Code of Ethics. The Atlantic Regional Council ruled that the complainant’s concern seemed to lie more with the nature of the business (the existence of strip bars) rather than with the wording used in the commercial. The script, says CBSC, is straightforward and does not go beyond ‘telling of [the business’] wares’... Silent for seven years, Edmonton Journal Columnist John Short returns to CFRN Edmonton on Monday with his show, SPORTSTALK. Short did this show for about a dozen years, then moved to CFCW Camrose when the broadcast rights changed seven years ago. The show’s rights were subsequently sold to CHED Edmonton but it already had a sports show so Short remained silent for seven years... Danny Kingsbury, who had been PD at CISS-FM Toronto before the LMA with Rogers, has opened a radio consulting company called Hours Tuned Media Ltd. He can be reached at 905/332-7787. Meantime, Kingsbury is on a six-month contract at CFOS/MIX 106 Owen Sound temporarily filling the hole left by former Ops Mgr Madelyn Hamilton... Calls for FM applications have been issued for Grande Prairie (June 1 deadline) and for Moose Jaw (May 1 deadline)...
will become Morning Announcer at CKTA and Music Director for both stations. Power 107 Calgary Evening Jock Brad Kelly is heading to CISS-FM Toronto.

SIGN-OFF: Eric Thomas Moncur, whose last responsibilities at the CBC were as Regional Director in first Alberta, then BC, has died just short of his 72nd birthday. He retired in 1990 after 25 years with the corporation. Quebec actor Julien Bessette, best known for his radio and television roles, died Saturday at a Montreal hospital after a long battle with throat cancer. He was 69. The Montreal-born actor performed in most French-language radio shows broadcast in Quebec during the 1950s and ’60s.

LOOKING: CKDR Dryden is in the market for a Swing Announcer with an interest in play-by-play hockey. See the ad on Page one... Country 95.5/CKTA Lethbridge is seeking a PD. See the ad on Page one... CKTB/HTZ-FM St. Catharines is looking for Sales People. See the ad on Page two... Z95.3/CISL Vancouver is needs a Promotions Director. See the ad on Page two... Thunder Bay Television is looking for a Sales Rep. See the ad on Page three... CBC-FM Drayton Valley (AB) is looking for a Sales Rep. Contact is Mel Stevenson... CIRX The Max FM94/Wild Country 620 CJCI Prince George has an opening for a Summer Community Cruiser position. The summer job is geared toward being filled by a broadcast student. Contact Gary Russell or Darren Coogan.

GENERAL: Okanagan Skeena Group says it has received a takeover proposal but it won’t divulge the company’s name. OSG President/COO Hugh McKinnon is quoted as saying the OSG board has asked a special committee of independent directors “to review any proposed transaction and ensure that any transaction is fair and reasonable to all shareholders.” A director, who asked his name not be revealed, said, “We never anticipated any of this. Now we’re in play.” The director said the suitor is expected to be identified before the end of the week and that other bidders might emerge once the suitor is named... While CBC has expansion plans that include six more specialty TV services and two new radio networks, Heritage Minister Sheila Copps is having none of it. She calls the proposal — to be presented to the CRTC next month — unrealistic. Copps is quoted as saying there are funding issues. “If they’re expecting their employees to work on six television stations and two radio stations in the current budget, I don’t know very many people who can do six jobs at once.” She said the new-networks proposal could not be examined separately from the issue of CBC funding, despite the CBC’s claim that the new ventures would be self-sustaining. While the CBC proposal came to light even as a Technicians’ strike continues, CBC President Perrin Beatty claims expansion and creation of new services represents the best guarantee for Technicians’ jobs... It was only a couple of weeks back that Canada’s Speaker of the House, Gib Parent, charmed CAN PRO delegates at their annual get-together with an animated and warm presentation about the history of Canada’s House of Commons (He did the same thing with the Canadian Association of Broadcasters on Referendum Eve at their convention in 1995). This week, however, he’s embroiled in controversy over an accusation that he politically interfered with a one-hour documentary called Le Gardien de la Colline – The Guardian of the Hill. National Film Board honcho Sandra Macdonald is taking heat, too, because she pulled the film from its debut at a Toronto festival. Toronto director Claudette Jaiko’s camera followed the Speaker, with his consent, throughout 1997 and 1998. Most scenes feature innocuous settings, with him answering questions from reporters, talking at his desk or chatting with friends. But Parent apparently found some voiceovers or scenes to be too personal... Image Wireless Communication, one of Canada’s three multichannel multipoint distribution system (MMDS) operators has dumped its 20-year-old cable TV business. Image’s owner/CEO (Ms.) Kim South says the future is in digital and wireless. The other Canadian MMDS operators are SkyCable of Brandon and Look Communications of Milton... Shaw Communications says it has bought 75% of Access Communications in...
Dartmouth which has more than 140,000 cable subscribers in Nova Scotia. With the deal, Shaw returns to a region where it sold its properties several years ago... The Internet Advertising Bureau of Canada says that in 1998, for every $10 spent on advertising, 2¢ were spent on the Web...The 1999 BEAC (Broadcast Educators Association of Canada National Conference) — bringing education and industry together with the goal of providing an avenue for discussion relating to the future needs of Broadcasting graduates — will be held at Humber College in Toronto, June 17-June 20. For info, Conference Chair Joe Andrews: 519/942-2837... Moffat Communications shareholders have approved a proposed two-for-one split of common shares. The Winnipeg-based cable company said it expects the record date for the split will be April 12, subject to final approval from the Toronto Stock Exchange... Montreal-based Groupe Videotron ltee has launched its digital TV service. Eventually, the new service will offer cable subscribers e-mail on TV, along with other features such as movies-on-demand. The only other Canadian cableco to offer digital TV is Shaw Communications. Unlike Shaw, which has asked subs to choose between analog or digital, Videotron’s digital system will allow people to continue to use both. Subscribers could watch a channel in digital while taping another analog channel with their VCR. Rogers Cable systems and Cogeco Cable plan to enter the digital fray in the coming months. The cable companies want to bundle an assortment of improved entertainment and information services to boost revenues -- and to prevent customers from flocking to the new digital broadcasting technology rivals such as Look Communications and Bell ExpressVu’s satellite television... The National Advertising Benevolent Society — a national, non-profit, charitable organization that assists people in advertising and related industries — has published its third edition of the NABS Advice Directory. It’s a reference guide offering resource information and assistance in all ten provinces. The directory was created to offer the Canadian advertising industry a way to locate sources. It’s free...SYNDICATION: Bob Weeks’ The Golf Show begins Monday on Telemedia Network Radio. For info, Louann Nicholson at 416/486-2608... Upcoming from Sound Source is Your Canadian Garden ’99 (90-secs), beginning April 5. Also on Monday, Tom Petty’s 2-hour “Echo” world album premiere. Contact Leslie Soldat at 416/922-290...

TV/FILM: BBM says the rollout of its people meter service to Ontario, Quebec and Toronto will be complete by Sept. 1, 2000, paving the way for a national network service rollout one year later. The service is now operating in Vancouver. BBM says there has been “overwhelming” support for the expansion. The move will add 495 meters to households. By September 1, 2001, BBM will have people meters in 2,110 homes... The Canadian Broadcast Standards Council (Ontario Council) says CFTO-TV Toronto’s use of the term “deadbeat dads” in a promo for an upcoming newscast was not discriminatory. A complainant took exception because the term should more appropriately have included the female gender. The report itself used the term “deadbeat parents”. CBSC says if the shoe fits then deadbeat dads is not discriminatory; that it does not take a shot at all fathers who have child support responsibilities. CBSC says an “error of omission” had occurred and that CFTO couldn’t have moved quicker to put the matter right. “Where an honest error occurs which is not of major proportion and is corrected quickly,” says the CBSC, “it will not, in the absence of other material considerations, find a Code breach”... Director Spike Lee, probably best known by the general public as a Film Director, will speak at the 1999 Bessies Gala in Toronto May 5. Lee, however, will come prepared to speak to the television ad community because of his commercial work (Nike Air Jordan, Levi’s Button-Fly 501, AT&T, and ESPN). Some years ago, he joined forces with DDB Needham Worldwide and created Spike Lee DDB, a full service advertising agency that concentrates on the urban/ethnic market. For Bessies tickets, contact Natalie...
Szpiro at the TVB, 416/923-8813 Ext. 239... Film and TV Production crews say they’ve been hassled or turned back from US entry points at Toronto and Vancouver International Airports. Scores of them have been said to have been turned back since January. US Immigration officers at the airports have apparently told the crews they’re taking jobs away from Americans. There’s been no comment from US Immigration but many of the Canadians believe the action is part of the continuing cultural trade “war” between the US and Canada...

CBS is said to be in talks to buy King World Productions, the production and distribution company behind such programs as Jeopardy and The Oprah Winfrey Show, for as much as $3-billion (US)... New digital video recorders being introduced in the US have the potential to topple the current model of broadcast and cable networks. A new Forrester Research Report estimates that 14 million US homes will have the digital VCRs within five years. The technology will allow viewers to watch any program at any time and easily skip past commercials. In addition to making time-shifting of programs easier, the PVRs require no tapes or rewinding and allow for playback of live TV programming or the delayed start of a program. The new PVR is essentially a computer hard drive that records and stores from three to 28 hours of programming on hard drives, with capacity expected to climb to 1,000 hours in five-to-ten years. The report predicts revenue for the networks from affiliates, syndication and cable networks “will all dry up as TV ads become less effective”. PVRs will be introduced by two independent Northern California companies. The report predicts that a disproportionate number of NBC viewers will be adapting to PVRs in the next five years and that Fox “will take the largest profit hit”... Product placement is nothing new. We’ve seen it in movies and, of course, professional sports. But, a couple of weeks back, a Coca-Cola can and a Wells Fargo billboard were in the background of a US network’s weekly show (“Seven Days”). It was the first prime-time test of technology that allows advertisers to have products digitally added to a scene. “I don’t see it taking off like a rocket,” said Ave Butensky, President of the US Television Bureau of Advertising. One reason cited is that people see so many commercial messages in real life that TV product placement may be too subtle... Dundas-based Levfam Holdings says it has made a deal to acquire control of Sportscope Television Network, which operates the Headlines Sports specialty channel. Levfam, which already owns 47.85% of Sportscope, says it has agreed to buy Digimation Inc.’s 4.3% of Sportscope. Less than two weeks ago, Alliance Atlantis Communications said it was paying Shaw Communications $16.2 million for Shaw’s 47.85% interest in Sportscope... The Federal Court of Appeal has turned down CTV Sports Net Inc., which wanted to appeal a CRTC decision refusing Rogers Communications Inc. the right to double its stake (to 40%) in the specialty channel. The commission said potential conflicts of interest are created when cable companies own specialty channels at a time when there is a shortage of channel capacity on many cable systems...

SUPPLYLINES: Waterloo-based Inscriber Technology Corporation has been awarded a multi-year contract to produce the new Namedropper XL, a video insertion graphics system, for the National Broadcasting Company and its affiliate stations. The system enables the network and stations to insert call letters, logos or other identification information into a network promotion or program... Wescam’s entertainment subsidiary has received a four-year multi-million dollar supply contract from ESPN Productions. Wescam, based in Flamboyance, ON, says its Broadcast Sports group will be ESPN’s exclusive supplier of equipment, technicians and operators for all of the NASCAR Championship Auto Racing teams and International Race of Champions auto racing and NASCAR truck racing events over the next four years... Quebec’s first all-digital mobile truck, an eight-camera mobile, owned and operated by Montreal-based Reference Video Inc. will travel to sporting events, concerts, award shows and a host of other venues to deliver digital pictures to local, national and international TV audiences. The mobile was designed and engineered by the Systems Integration and Marketing division of Sony of Canada and Reference Video’s technical team.
GENERAL: CBC and its 2,000 technicians have come to an agreement in their contract dispute, the techies ratifying the new contract by an overwhelming margin. Under the agreement, workers get a 10- to 11% wage increase staggered over 37 months, including a $1,000 lump-sum payment for retroactive pay. Technicians hit the picket lines Feb. 17 to fight for more job security and better wages. CBC says viewership was down by 20-25% and CBC Director of Research, Barry Kiefl is quoted in a Canadian Press despatch as saying the 10 p.m. newscast that replaced The National during the strike retained 85% of its audience. However, because it was only a 30-minute program, he admits the numbers were very poor in the second half-hour with repeats of a Brit sitcom. Kiefl declined to translate the lost audience into declining revenue numbers... The CRTC says it won't be a "bargaining chip" in the division of the assets of WIC Western International Communications Inc. It has cancelled a May 3 hearing to determine whether Shaw Communications should be allowed to own a 52% stake in WIC it bought last year. The commission, said one source, didn't want to be used as an instrument of company posturing, and cancelled the May 3 hearing when it became clear CanWest Global Communications and WIC wouldn't settle their differences by then. (CanWest has a lawsuit filed in BC challenging WIC’s ownership. A favorable judgement for CanWest could give it a much bigger share of WIC.) Meantime, CanWest and Shaw have been negotiating since last summer to split WIC's radio and TV stations and other assets. Both companies say it makes the most sense for Shaw to take the dozen radio stations, satellite operations, and specialty TV channels, and for CanWest to complete its national network with WIC's nine TV stations. Neither CanWest nor Shaw wants to be stuck owning a large chunk of a company it doesn’t control... As of April 1, cablecos must refrain from placing marketing calls to former customers for 90 days following a cancellation. Also, and in the interests of competition, the CRTC ruled that cablecos must stop offering pricing discounts or service inducements to subscribers for 90-days after a
cancellation. Prior to that decision, there were no rules governing cable companies and their "winback" policies. Shaw’s Sr. VP of Corporate and Regulatory Affairs, Ken Stein, says the ruling unfairly limits how cablecos can address customers who have cancelled or switched because of a specific problem, such as service malfunctions or billing mixups. On the flip side, Scott Colbran, Pres/CEO at Look Communications, said “The cable companies have been threatened by our success, and have deliberately attempted to block our momentum at every turn. These guidelines protect the long-term rights of customers and ensure a level playing field for all new companies”...

Yahoo! has agreed to buy Broadcast.com for $5.7 billion. Broadcast.com got its beginnings from the transmission of college basketball games from a spare bedroom, helping to pioneer the delivery of audio and video online. About a million people a day are viewing any of dozens of college and professional sports events or sampling its nearly 400 radio stations. The downside is that it has the problem of huge demand getting in the way of delivering content. Also, only a fraction of Internet surfers have the speedy broadband service needed to enjoy the full fruits of Web-based video and audio. Broadcast.com has so far failed to show that it can turn a profit, posting a net loss last year of $16.4 million on revenues of just under $14 million...

Rupert Murdoch is buying out John Malone’s Liberty Media Group stake of 50% to expand his control of US regional cable networks and his share in two New York professional sports teams for $1.4 billion. Under the deal, News Corp. takes control of Fox/Liberty, which has interests in more than a dozen regional sports channels as well as in cable networks including Speedvision, Outdoor Life Network and the Golf Channel. Further, Liberty sells Murdoch its half of the partnership’s 40% stake in the Staples Center (under construction in Los Angeles), as well as its share of the partnership’s 40% interests in the New York Knicks, the New York Rangers, Madison Square Garden and Radio City Music Hall.

Radio: The Canadian Broadcast Standards Council (CBSC) says no breach of the CAB Code of Ethics occurred when CFNY-FM Toronto’s morning team - Humble & Fred - aired an excerpt of the TV cartoon series South Park in which one of the characters said that he was "licking carpet" so that he could become a lesbian. The hosts added a parody choral conclusion to the tune of Beethoven's Ninth which went "That’s disgusting, Hallelujah." A complainant said “the joke disparaged lesbians based upon their sexual orientation”. The Ontario Regional Council said it did not consider the "joke" to be abusively discriminatory. Said the release: “In this case, while the Council is fully aware of the attempt to make fun of a sexual proclivity of lesbian couples, it is equally aware that the particular sexual practice is one engaged in by heterosexual partners as well”...

The CRTC has approved the flip of CJSS Cornwall to FM. Station execs say they hope to be in a test mode on 101.9 by late next month. Meantime, the new website for both CJSS and Variety 104 can be found at: www.1220cjs.com... We should have had this one last week but it somehow eluded us. The Canadian Broadcast Standards Council says a spoof by the Larry and Willy morning show on CFOX-FM Vancouver was unfair and that it did breach the Radio Station Contests and Promotions provision of the Canadian Association of Broadcasters’ Code of Ethics. A complainant said a contest giving away seats to a Bryan Adams concert would be won by the first caller
Thursday, April 8, 1999

BROADCAST DIALOGUE

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The goal, says a revenue $125.8 million from $122.3 million rose to $1.3 million in the same period last year. Quarterly Intercom Technologies to begin acquiring stations in mediocre financial situations and to connect them by satellite.

RAWO, it will then create its own thematic frequencies and broadcast centrally-produced material through every network station... Another year of radio April Fool's jokes at stations across the country. Far too many to tell you about and, frankly, we've never used them anywhere. There is an exception, though, for historic reasons. CHEZ-FM Ottawa's Jim Hurcomb, doing research on April Fool's day, found that the origins trace back to a misprint in a newspaper ad 275 years ago. An entrepreneur in Bimbrighton, England, listed land for sale at one pound per acre, instead of the intended 100 pounds. When the entire town lined up at his office the next day, April 1, the developer went ahead and racked up deals, selling phony deeds to 2,000 acres of land he didn't own. He immediately took off with the money and from that day forward the owners of the fake deeds were called April fools. The next year the town members resold the 2,000 acres to another town 240 km away, and from that day forward April 1 was called April Fool's day.

REVOLVING DOOR: Helen Bradley, former GSM at CKBG-FM Bracebridge, rejoins Telemedia Communications at EZ Rock Orillia (CICX-FM) as an Account Executive... David Wannan is the new KISS 92 Toronto Promotion Director, in from Z95.3 Vancouver... Also at KISS-FM Toronto, Melanie Curtis is new MD and Drew Keith is MD for both CHFI-FM Toronto and KISS-FM.

LOOKING: Hits 103.5 is searching for a Secretary/Assistant. See the ad above on this page... CKDR Dryden is looking for on-air talent. See the ad at the top of page 2... CJSS/Variety 104 Cornwall is looking for some fresh and raw part-time on-air talent. Could be an opportunity if you're just starting out. Call Ops Mgr John Divinski at 613/932-5180.

SYNDICATION: The CHUM Radio Network has renewed its contract with Premiere Networks for the Canadian rights for Dr. Laura for three more years, until August, 2002.

TV/FILM: CTV Inc. has posted a small net profit for its fiscal second quarter. CTV says it earned $112,000 in the three months ended Feb. 28 compared with a loss of just over $1.3 million in the same period last year. Quarterly revenues rose to $125.8 million from $122.3 million... CFMT-TV Toronto and Carsey-Werner International have reached an exclusive South East Asian marketing alliance... to encompass all CFMT international productions. Carsey-Werner will retain the South East Asian territory rights to all CFMT international productions... Women in Film and Television - Toronto's 1999 WIFT-T Crystal Awards are coming up at month's end. Award honorees are: WIFT-T Lifetime Achievement Award - Annabel Slaight (Co-founder, Owl, President, Owl Children's Trust, Chair, Shaw Television Broadcast Fund); WIFT-T Lifetime Achievement Award (posthumous) - Joyce Wieland (Artist, Filmmaker); WIFT-T Award for Excellence in Training or Professional Development - Jan Miller (Chief of Operations and Creative, IMX Communications); WIFT-T Award for Creative Excellence - Stacey Stewart Curtis (Director); WIFT-T Award for Excellence in Production - Camelia Frieberg (Producer); and, Friend of WIFT-T Award - Wayne Clarkson (Exec. Dir., Canadian Film Centre). For info on tickets, call 416/322-3430, ext. 27.

SUPPLYLINES: Radio Computing Services is installing RCS Master Control Digital Studio at CHUM's four radio stations in Windsor: CKWW, CIDR, CIMX and CKLW... Meanwhile, at CHUM Television's MuchMusic and MuchMoreMusic, Joe Knapp's A-Ware Software has been installing MusicMaster... Waterloo-based Inscriber Technology Corporation says it has sold and shipped its first LIVEICG High Definition Character Generator System to a Japanese broadcaster. The HD systems now shipping were originally demonstrated last November at the InterBEE Exhibition in Japan. One model of Inscriber's HD character generator will be shown at NAB '99.

Send your news items for inclusion in Broadcast Dialogue to either our fax — 416/782-9993 or to our E-Mail address — tvradio@interlog.com
GENERAL: Scotia Economics in its report, *Trends In Canadian Advertising*, says specialty TV and the Internet are expected to be the top growth sectors for Canadian advertising in 1999. A Scotiabank senior economist says “Internet advertising is expected to grow by 82% this year from an estimated $20.7 million in 1998. As electronic commerce grows in popularity, the Internet will expand as a major advertising medium, particularly effective in reaching specific target audiences. As well, the convergence of the Internet and television into 'web TV' will have a major impact on future media advertising patterns.” Canadian TV advertising is expected to grow by 8% in this year, boosted by rapid gains in specialty television. The economist predicts that radio advertising will increase a solid 3-4% in 1999. Industry consolidation -- spurred by a recent CRTC ruling -- is likely to boost radio ad spending, says the report... Gains from the sale of part of its Internet services and cable modem businesses helped Shaw Communications earn $30.7 million in its fiscal second quarter, reversing a 2.4-million loss in the same period last year. The company said yesterday (Wednesday) that it made an after-tax gain of $38.2 million in the second quarter from the sale of 230,000 shares of (a)Home Corp., owner of Shaw’s At Home Internet business, and 250,000 shares of Terayon Communications, the cable modem unit... In Winnipeg, strength in its program line-up and an increase in TV revenues pushed CanWest Global Communications’ second-quarter profits up by 27 per cent%. CanWest said improved performance of its international operations helped the company earn $39.2 million for the quarter ended Feb. 28, up from earnings of $30.8 million or 21 cents a share a year earlier. Per share profit rose to 26 cents from 21 cents... The CRTC has opened an office in Regina (2125 11th Avenue, Suite 103) in Regina. It will provide access to documents and applications currently being considered, either in broadcasting or telecommunications... Toronto-based Star Choice Communications is offering a 30-day money back guarantee on satellite dish purchases, installations and programming. The radio and print campaigns begin this month and run throughout 1999.

ADHD: Coming up June 12 in Hull, the CRTC will consider - among other applications - Affinity Radio Group’s acquisition of Robert Redmond’s CHRE-FM St. Catharines. Affinity already owns CKTB/CHTZ-FM in that city. Also on the agenda is CJRW Summerside’s application to flip its AM operation to a 50,000 watt FM'er. CJKL Kirkland Lake also wants a flip to FM, to 101.5 at 23,000 watts... Getting set for a change of locale, OK Radio Group’s Victoria stations,
100.3 The Q, and CKXM are finishing construction on new studios, with the move set for next month. Some neighbours in the commercial/residential neighbourhood claim they were surprised to see the antenna tower, apparently not realizing that's part of having a radio station next door. OK owner Stu Morton is quoted as saying there should be no surprises, since the city granted a permit for the tower last fall. He says he's willing to paint the tower if it'll make his new neighbours happy... Also from Victoria, the CRTC hearings set for Vancouver in May could see some changes on the dial. Among applications is a bid from Rogers to flip News/Talk CJVI-AM to an oldies-based FM'er. And Seacoast Communications is still hoping for a FM sister for C-FAX 1070... The CRTC has approved CKLN-FM Toronto’s application to use a SCMO for Greek-language programming... Following approval for a flip of CJSS-AM Cornwall to FM, Ops Mgr John Divinski says the new station ID will be THE BLAZE, programming “the valley’s hottest Country Music at 101.9 on the dial.” A former Cornwall radio personality, Wayne Thompson, steps into the Morning Host duties April 19.

SYNDICATION: With TSN’s decision to cease operating SportsRadio, their updates and Dave Hodge’s commentary are set to end May 1. Meantime, CHUM Radio Network will launch Headline Sports June 7; a joint project of CRN and Headline Sports. CRN says it will take over most of the TSN windows on BN Satellite, delivering at :50 beginning at 3:50 pm Monday to Friday and 1:50 pm Saturdays and Sundays.

PROMOTIONS: The BEAR Ottawa’s 2nd annual rock auction, held this week, pulled in close to $45,000 for the BEAR Children’s Fund. The money goes to the Children’s Hospital of Eastern Ontario.

TV/FILM: Contract talks between TVOntario and its union employees have broken down. The Communications, Energy and Paperworkers Union says it will apply for a provincial conciliator’s assistance. TVO and its employees, among other concerns, are split over union demands to convert term contract positions to staff, and the replacement of staff positions with freelancers... CBC President Perrin Beatty, defending the Corporation’s applications, says six new specialty channels will be self-financing and will help ensure CBC remains relevant. In its document Our Commitment to Canadians, CBC renews its commitment to regional programming and outlines specialty service plans (two English, four French) and two more radio stations (English youth and all-news French)... Justice, Global TV’s prime time series about federal justice department lawyers, has been postponed, possibly until the 2000 TV season, after failing to secure the required financing from the Canadian Television Fund’s drama envelope. Loren Mawhinny, VP of Canadian Production at Global, says Global ordered only 13 episodes of its other high-profile series Traders so there’d be enough money for 13 Justice episodes, too. Both series are produced by Alliance-Atlantis... American TV is seeing a lot more advertising clutter. An average hour of prime-time had 15:44 of commercial content last November, up 25 seconds over the year before. Two prime elements are blamed: Declining viewership, thus more ad sales to so sponsors will reach as many people as previously, and higher programming costs. Daytime US network TV is even more cluttered, now up over the 20-minute barrier... ABC says it will start a cable TV network devoted to soap operas. Daytime shows will be repeated in prime-time later the same day. Expect a launch next year.

LOOKING: CKPG/CKKN-FM Prince George is looking for a copywriter... At CHTK Prince Rupert, they’re looking for a combined morning talent and sales person.

SIGN-OFF: Former BC broadcaster Cheryl Cox has lost her battle with breast cancer at 36. She was among the original on-air staff at Victoria’s 100.3 The Q when it signed on in 1987.

NEW SUBSCRIBERS THIS WEEK INCLUDE: Howard McClure, Itelco, Westminster, CO. Welcome!

The Fall BBM begins in 143 days!
Are your stations ready?

Hours Tuned Media will spend OUR Summer working on YOUR Fall programming. We have hands on experience in A/C, Country, Classic Rock, Oldies & CHR. We CAN help your station sound better, with these OBJECTIVE, PROFESSIONAL, CONFIDENTIAL services:

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An opportunity exists with one of Ontario's fastest growing Broadcast Companies - The Affinity Radio Group. CKTB and HTZ-FM are searching for experienced sales people who have a burning desire to achieve and welcome a new challenge within the Niagara Region. Media sales or marketing success is an asset for this position. Send or fax your confidential resume to:
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General: WIC Western International Communications says its operating results for the six months ended February 28 showed some positive revenue trends, but the net operating results were hit by the write-off of $5.3 million in restructuring initiatives. WIC management is reviewing restructuring proposals which, if approved by the board, will begin during this second half of the year. WIC’s radio side saw a 9.6% boost in ad revenues over last year’s period. The company gives credit for that to the Edmonton and Calgary markets. The DTH subscriber base increased which gave that division a 23.9% revenue improvement but WIC TV stations slid, decreasing by 3.6% over last year. Net earnings for the six months were $9.6 million, compared to $17.1 million in the same period last year... Meantime, in another WIC story, the company says it has purchased the combined interests (49%) in RegionalVision, a wireless Local Multipoint Communications System (LMCS) service. RegionalVision was granted an Industry Canada licence in 1996 to serve 128 small communities. WIC President/CEO Peter Classon says the purchase will complement its other LMCS service provider, WIC Connexus. WIC’s 54.1%-owned Cancom already had a 49% ownership stake in RegionalVision. In a related transaction, Cancom increased its stake in RegionalVision by purchasing the remaining 2%. As a result, WIC now owns 49% and Cancom has 51%... Shaw Communications earned $30.7-million in its fiscal second quarter, reversing a $2.4-million loss in the same period last year. Shaw said the growth was due to better performance from its cable TV, Internet, programming, radio and telecommunications divisions. Gains from the sale of part of its Internet services and cable modem businesses also helped... Okanagan Skeena Group reports consolidated operating revenues for the six-month period ended Feb 28 were $14,562,645, up 8.6% over last year. Consolidated net income from continuing operations for the six months up 30.5% to $578,495. While OSG continues to acquire and grow (completed Nornet Broadcasting...
acquisition Feb 1 and, on Feb 18, purchased Mel Lazarenko’s stations at Edson, Hinton, Jasper, Whitecourt and Grande Cache), the company itself has come into play. A suitor, still unidentified (but rumors abound), has made an offer.

**REVOLVING DOOR:** John Tory has been named President/CEO of Rogers Communications’ cable TV division. He succeeds Trey Smith, an American citizen who retired and returned to the US. Tory joined Rogers in 1995 as head of its Rogers Media and Maclean Hunter Publishing units, with responsibility for the broadcasting, publishing and new media businesses... Tony Viner becomes President/CEO of Rogers Media division, and continues in his Rogers Broadcasting presidency... Power 107 Calgary’s new evening host/MD will work under the name, Maz McFly. He’s formerly known as Kris Mazurak, the PD/morning man from The Eagle Swift Current... New VP of Broadcast & Television at Panasonic Canada is Kimiya (Miz) Mizuguchi. He succeeds Nick Mori who moves to VP at Panasonics’ Broadcast & Digital Systems in Los Angeles... Some changes at The Q Victoria. Al Ford is new MD and Kerry Campbell is new Promotion Director. New at Q mid-days is Lexine Stephens, ex of SUN-FM Kelowna... CING 108 Burlington Promotions Director Karen Steele takes added responsibility as Assistant Program Director... Also at CING, Bruce Gilbert joins the station as Assistant Promotions Director. He’s in from HTZ-FM St. Catharines... Pulitizer Prize-winning journalist Peter Arnett has left CNN after 18 years. He’d dropped out of sight after a report charging the US military used nerve gas on American defectors during the Vietnam War led to his being reprimanded...

**LOOKING:** 104.9 The Wolf Regina is looking to fill it’s midday position. Contact PD Michael Olstrom... CJDC-TV Dawson Creek, recently rebranded not NTV, has an opportunity for a Sales Rep in Dawson Creek and Fort St John. Talk to GM Ron Clark.

TV/FILM: The Colorado school shooting temporarily pushed pictures of Yugoslavia from screens Tuesday, replacing them with similar scenes from Denver. ABC, CBS and NBC broke into regular programming to give details, but it was primarily a story for the cable news networks. CNN's coverage was similar to MSNBC's early in the story, since both relied primarily on reports from KUSA-TV, the NBC affiliate. Fox News Channel used pictures from KMGH-TV, the ABC affiliate. CNN's effort to secure affiliate agreements with 600 local stations in the US and Canada paid off for the news network, since it was able to choose from among pictures provided by four separate local stations. By coincidence, CNN reporter Tony Clark was landing in Denver to cover a story on aircraft being used in the Yugoslavian conflict Tuesday afternoon, and he was quickly dispatched to the school shooting... A hot topic here at NAB’99 in Las Vegas is how much network affiliates should financially assist the four main US networks. ABC, CBS, NBC and Fox are searching for answers as competition grows, programming costs soar and profit margins evaporate. The average prime-time audience for the big four networks has shrunk to 49 million viewers in the season that began in September vs. 52 million in the same period last year. The affiliates, which often have profit margins of more than 40%, get network programming at no charge. But Fox has told its affiliates that, effective July 1, it is taking back...
other series ordered for the fall of 1999 or midseason 1999/2000 seasons. The US Home Shopping Network will pay a $1.1 million civil penalty to settle charges it violated a 1996 order to stop advertising products with unsubstantiated health benefits. The US Federal Trade Commission accused the network of violating terms of the settlement by broadcasting several ads for skin care, weight-loss, premenstrual syndrome and menopausal products from 1996 through 1998. HSN is based in St. Petersburg, FL, and reaches more than 70 million American viewers.

Mediastats, filled-in while Henderson was recuperating...Warren Cosford tips us that if you’re a Top 40 aficionado and want to see and hear some terrific Top 40 history, head to www.reelradio.com/storz/index.html...

SYNDICATION: The Cottage Life radio show will not be available for the coming season. RadioWorks, which produced/distributed the show, says the publisher has no plans to market the feature this year...“Woodstock – The 30th Anniversary” is being carried by CHUM Radio Network on the anniversary weekend, Aug 13-15. Woodstock will be produced by Doug Thompson, who is also producing “Countdown To The Millennium” for CRN...

EDITOR’S NOTE: Some good news regarding the Broadcast Dialogue website. In a very short time, the password requirement for general access will be no more. By May 1, it will simply be a matter of surfing into www.broadcastdialogue.com and getting busy with the magazine or The Broadcast Directory. One exception remains. A password will still be necessary to access the previous eight editions of the Broadcast Dialogue weekly electronic newsletter...This week’s Broadcast Dialogue is coming to you from Las Vegas where NAB’99 wraps up today. It’s kind of nice to get my fingers working on a keyboard instead of my feet pounding pavement and carpets. The amount of walking here, just to get to the various activities and hotels, is more than I’ve done all winter!

SUPPLYLINES: CBC and Radio-Canada have standardized on Sony Betacam SX and related MPEG-based technology to replace nearly 2,000 Betacam and Betacam SP videotape recorders and camcorders across its English and French networks. Over the next three to five years, the Sony equipment will replace all analogue recording technology used for CBC News, Current Affairs and Sports programming.
RADIO: In recognition of CJOB Winnipeg’s “outstanding support of Manitoba Special Olympics,” the station has been awarded the 1999 Golden Hand Award by the Volunteer Centre of Winnipeg. President/GM Garth Buchko accepted the honor... At 1290 Talk Radio Winnipeg, afternoon Talker John Collison has been fired after leading a campaign against a committee that would have examined ways to eliminate homophobia in the city’s high schools... CJCS Stratford began broadcasting to the world last Friday, employing Real Player G2. The station’s website is www.cjcs.on.ca. CJCS, celebrating its 75th anniversary this year, includes alumni the likes of CTV anchor Lloyd Robertson and BCTV Vancouver anchor Tony Parsons... Oldies 1090 Kitchener-Waterloo got involved in a new regional cancer centre to the tune of $20,000. An auction a week back, organized by Oldies 1090, set the tone... Hits 103dot5 Toronto will launch The Wall of Sound May 22. The two-hour weekly show will showcase the artists evolving hip-hop and R&B sounds into a music hybrid.

PROMOTIONS: Q107 Toronto is staging what it calls The Mothers Day Gladiators Tournament, a medieval battle of boxing, wrestling, and jousting on May 9. About 20 middle-aged moms are expected to go head-to-head. First place mom gets a $10,000 diamond... Z95.3 Vancouver says it is giving away “the largest sticker prize in radio history.” After a summer of sticker spotting, Z95’s grand prize in the fall will be a new house, a BMW Z3 sports car, a Moomba ski boat... And a dog! (The winner will be given the chance to adopt a pet from the SPCA).

REVOLVING DOOR: Adam Ostry, 41, has been named to head the Ontario Film Development Corporation. Alexandra Raffe, who’d held the position, was dismissed last year... Peter Gzowski will become the eighth chancellor of Trent University in Peterborough. The post is largely honorary but Gzowski will have an office there... At CJOB Winnipeg, Mitch Zalnasky takes over from Joe Poplawski as color analyst on Blue Bomber broadcasts...

SIGN-OFFS: Arnold Anderson, 70, a man considered by many as the voice of sports in Brantford, has died of cancer. Anderson joined CKPC Brantford in 1949 and stayed there up until his retirement last year... Top BBC TV personality Jill Dando, 37, was shot dead on the steps of her London home Monday. Dando fronted Crimewatch UK, similar to America’s Most Wanted.

LOOKING: MountainFM Squamish has an opening for a Broadcast Rep. Contact Gary Mille at 604/877-4403...

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Kathleen McAulay
Fax: (416) 960-8200
email: kmcaulay@sms.ca
Manager. Contact Kathleen McAulay at kmcaulay@sms.ca.

OOPS: Word from Okanagan Skeena Group regarding our report last week of the company’s earnings and the mention of a suitor for the company. OSG says no suitor has made an offer.

GENERAL: It appears more Canadians are getting connected. Almost one household in four in Canada is connected to the Internet. And more than one-third of all households include someone who uses the net from home, work or school. Statistics Canada says there were almost 2.7-million households using the net last year. That's up 44% from 1997 and represents 23% of all households in the country. In households with Internet capacity, 86% use e-mail and 78% spend time in general browsing. The highest provincial increase in Internet-savvy households last year was Alberta, where 45% of all households use computer communications.

Quebec had the least number of households linked to the net at 26%... What if you threw a national convention and they called an election? The Radio-Television News Directors Association national convention committee in Ottawa has put together a contingency plan to deal with the possibility of an Ontario provincial election June 10, day one of the convention. Central Canada delegates are being assured that, if the vote does fall that day, Thursday's program will be rejigged and regional events moved into following days... Still with RTNDA Canada, Treasurer Keith Leslie (of Broadcast News Toronto) has been approached by the Toronto Press Club regarding RTNDA's possible involvement in the Canadian News Hall of Fame, which the TPC has administered since its founding in 1965. The Toronto Press Club recognizes the News Hall is heavily print oriented, although some broadcasters have been inducted (including Peter Gzowski, Knowlton Nash and Gordon Sinclair), and wants to broaden its appeal to all media. To that end, the Toronto Press Club has agreed to modify its exclusive rights in the Hall of Fame and will set up a new management mechanism and create a “foundation with representation from across Canadian journalism.” The new foundation could “expand its position as a journalistic institution of value to the news media and public”... The Bell Broadcast and New Media Fund is now operating nationally (as opposed to only Ontario and Quebec). Canadian independent producers of TV and new media from across the country may now apply for financial support. The Fund awards a minimum of $2 million per year in grants for the production of broadcast programming linked to associated web sites... After AT&T launched a bid late last week to thwart an existing agreement by cable competitor Comcast to buy MediaOne, the fourth largest US cable TV operator, critics were quick to worry that AT&T's $58 billion offer could create a new colossus controlling cable rates, Internet access and phone service. AT&T recently completed purchase of another giant cable company, Tele-Communications Inc. With both TCI and MediaOne, AT&T -- already the largest US telecommunications company -- would also be its largest cable operator... VidTrans 99, a conference and exhibition meant to address the needs of the converging areas of broadcast and telecommunications will be held Oct 4-7 in Los Angeles. The conference is to focus on the opportunities, challenges and technologies presented to the video transport industry by the growing use of digital video in broadcast, cable and satellite television, distance learning, corporate communications and other applications. For info, 608/278-8291... Viacom reports a nearly 42% increase in first-quarter income due to strong advertising sales at MTV Networks and video sales at Blockbuster stores. Viacom says earnings from continuing operations are $68 million, or 8 cents a share, up from $48 million, or 5 cents per share, a year earlier... New 99/00 Executive Members on the abcom Board of Directors are: President - Ruth Powell, BCTV Vancouver; VP & Public Relations Manager - Alex Cameron, MediaGroup West, Vancouver; Treasurer - John Newbury; and, Secretary - Jody Gabourie, BBM Vancouver. The Board members are: Derek Comer, Global TV Vancouver; Lenora Kalenborn, Palmer Jarvis DDB; Nick Misisco, Global TV Vancouver; Lonnie Almond, CKNW/CFMI Vancouver; John Leckie, Gowing, Strathy & Henderson; Annette Keller, KVOS-TV; Jane Williams, Glennie Stamnes; Maggie Pearce, CFOX Vancouver; James Douglas, MediaGroup West; Nancy Green, CBC; Steve Micolino, Young & Rubicam; Kim Owens, OMD Canada, Monica Mueller.
CKKS/CKWX Vancouver... With the understanding that “it could happen anywhere” (and yesterday, a similar event did [in Taber]), the US Radio-Television News Directors Association is urging radio and TV stations to update live coverage plans. It is sending news managers guidelines to follow when covering hostage situations, police raids, prison uprisings, terrorist actions and other crises, designed to help NDs make sound decisions when covering situations such as the one last week in Colorado. RTNDA President Barbara Cochran says “The Denver stations, thrust into the world spotlight, provided information over many hours to a community that was shocked, anxious and heartbroken. We all should empathize with the difficulty of their task. Nothing these news directors had experienced before could have totally prepared them for such a horrific story.” The guidelines are available on the RTNDA International Web site at www.rtnda.org/issues/crisis.htm...

Tomorrow night’s WIFT-T 1999 Crystal Awards are set for Toronto’s Queen Elizabeth Building at Exhibition Place. Fort York Armoury, the original site for the event, has been converted into a shelter to alleviate overcrowding at the city’s remaining shelters.

TV/FILM: TVA, the French-language network, gets onto basic cable service this Saturday across Canada and will dislodge some fringe stations carried in larger markets, for example CKCO-TV Kitchener will get the bump from its Channel 59 spot on Rogers Cable in Toronto. A more serious crunch is expected Sept. 1 when the Aboriginal Peoples Television Network arrives on basic cable... The Canadian Association of Broadcasters has intervened in opposition to all applications that would include carrying US channel WNYO. It says any positive CRTC decision in the matter would be premature in light of the commission not having yet established a new licensing framework for specialty and pay services, including an appropriate framework for the authorization of non-Canadian services, among other reasons... US Surgeon General David Satcher supports National TV Turnoff Week, now in progress. In his statement, Satcher said his endorsement was prompted by rising obesity among young Americans, a problem for which he would distribute a “prescription for less TV.”

SUPPLYLINES: Gary Switzer, ex of Microcell Telecommunications, has been appointed President of Comlink Systems, based in Oshawa... Sylvie Senécal recently joined Comlink Systems in Montreal as Quebec Account Manager, CATV Group... Waterloo-based Inscriber Technology says it will introduce an enhanced version of Inscriber RTX 4.0 (broadcast automation product that displays real-time graphics and video) for SGI’s new visual workstations, Silicon Graphics® 320 and Silicon Graphics® 540.

NEW SUBSCRIBERS THIS WEEK INCLUDE: Len Thuesen, Edmonton. Welcome!

EDITOR’S NOTE: The May edition of Broadcast Dialogue magazine is now in the mail. Features will be in our website first thing in the morning, May 1. Included at the website will be an interview with CHUM President Allan Waters...HDTV in Canada: Moving at a snail’s pace... Where have all the techies gone?... and other features including the decaying teenage demo for radio and television. Check those stories out at www.broadcastdialogue.com.