

# BROADCAST Dialogue

Canada's "most relevant" broadcast publications

Christensen Communications Ltd. \* 414 St. Germain Av \* Toronto ON M5M 1W7 \* Phone: (416) 782-6482 \* Fax: (416) 782-9993  
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Thursday, June 7, 2001

Volume 9, No. 3

Page One of Two

**REVOLVING DOOR:** Kevin Shea, most recently President/COO of the *Global Television Network*, has joined *Bell Globemedia Group* as Exec VP, Convergence. The appointment is effective immediately... Steve Jones, PD at *CKRA-FM/CIRK-FM Edmonton*, has been appointed Director of Programming for *Newcap Broadcasting's* 30 stations. Jones will remain in his current programming role at the Edmonton stations... Beverly Kirshenblatt, most recently Senior Counsel to the *Canadian Cable Television Association*, has joined the *Canadian Association of Broadcasters* as VP, Television... Drew Keith, *CHF/Kiss92 (CISS) Toronto MD.* is no longer with the stations... *Rock 97 (CKIS) Calgary* has hired former *MIX 99.9 (CKFM) Toronto* Morning Host Matt O'Neal for the slot vacated by Shadoc and Patti last month... New ND/Ops Mgr at *Z103.5 (CIDC-FM Orangeville/Toronto)/FOXY 88.5 (CKDX-FM (Newmarket/Toronto)/CIAO Brampton/Toronto)* is Adam Robinson, ex of *KX96 (CJMX-FM) Ajax*... Longtime *CFAX Victoria* Newsman Drew Snider crosses the street in August to become Senior News Editor at *CHUM's New VI (CIVI TV) Victoria*... Tim Jones, the Ops Mgr at *Global Winnipeg*, becomes Business and Operations Manager of the new *CanWest Global* Broadcast Centre in Winnipeg (see story in **TV/FILM**)... *100.3 The Q/X91.3 Victoria* has released five staffers, including the country station's morning team of Peter Shadd and Kerry Campbell... Ben Mulrone, the son of the former prime minister, is moving to Toronto to join *CTV's TalkTV* as a Host... At Halifax's *Salter Street Films*, the merger with *Alliance Atlantis Communications* has spelled pink slips for 22 employees. Founder Michael Donovan says most are from the distribution department... Jamie West, after 10 years as a Reporter/Anchor at *CHCH Hamilton*, has joined *WDTV* (an independent production company based in Hamilton) as Executive Producer, Specialty Channel Content and Corporate Video.

**SIGN-OFF:** Brigadier General William Denis Whitaker, DSO and Bar, CM, ED, CD, Officer of the French Legion d'Honneur, Commander of the Crown (Belgium), Doctor of Military Science (Honoris Causa) Royal Military College, peacefully after a brief illness at Oakville, ON. Whitaker, one of Canada's most highly decorated and respected combat commanders of the Second World War, was awarded the DSO at the rank of captain for his achievements in the Battle of Dieppe in 1942. He was the only one of 100 officers to land on the main beach, to fight his way into town and escape unscathed. He was a former



## BROADCAST TECHNICIAN

3-6 years experience. Would be responsible for inspecting, installing, repairing and maintaining all technical, computer and related broadcast equipment. On-call duties as required. Please forward your resume by fax or e-mail to Engineer Dept.

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(no phone calls please)

President of *Major Market Broadcasters* (now CHUM Group Sales) in Toronto, GSM at *CHML Hamilton*, and President of the *Radio Sales Bureau* (now RMB).

**OOPS!:** In last week's **REVOLVING DOOR**, I reported that Ken Stein had been named by *CanWest Global* as its Chief Strategy Officer. In fact, his name is Kenneth Goldstein.

**LOOKING:** *Toronto Star TV* is looking for a Broadcast Technician. See the ad in this week's edition and be sure to regularly check the Classified section at [www.broadcastdialogue.com](http://www.broadcastdialogue.com)... Other jobs we've heard about include *Boundary Kootenay Radio* in Castlegar seeking a person for Summer Employment as the Community Cruiser Reporter.

**TV/FILM:** The *CRTC* says it expects market forces to determine when Canadians get access to wide-screen high-def TV. But a proposed policy to oversee the conversion will likely be moved forward by a 2006 deadline imposed by the *FCC* in the US. Canadians will have to transmit digitally once the American networks have made the conversion. The Commission says it expects to issue licences to broadcast in both analogue and digital during a transition period expected to last years and, in the meantime, plans to allow up to 14 hours a week of digital programming different from what's offered on analogue signals. A suggestion from the regulator: Use extra capacity within the digital signals to transmit their specialty channels, bypassing cable and satellite. The *CRTC* is asking for comments, including when the transition to digital should be complete... That bid last week by a broadcasting coalition of broadcasters, film distributors and TV and film producers to stop Montreal-based *JumpTV* from

being treated like a cable company has been thwarted. The **Copyright Board of Canada**, in a terse e-mail to everyone concerned, rejected the bid to block a licensing hearing. JumpTV wants to stream TV channels on to the Internet and said a hearing will go ahead as planned in early December... **CHUM Ltd.** has won approval for the **Drive-In Channel** and **SexTV** and seven other specialty channels (including regional **Pulse 24** channels across Canada). They're part of the estimated 50 new digital channels scheduled for a September launch. Canada's financial community says it expects it will cost an average of about \$5-million to launch each service but that most will likely lose between \$3-million and \$6-million annually for the first few years of operations. Still up in the air is how the glut of new channels will be marketed, packaged and priced. At last week's **Canadian Cable Television Association** convention in Toronto, the mood was that only about 20% of households will subscribe to a digital package. Other new specialty channels approved this week include Category 2 services **High School Television Network**, **Jewish Television Network**, and **Persian Vision**... **CanWest Global** will open a new digital Broadcast Centre at Winnipeg's historic intersection: Portage & Main (said to be the coldest spot in Canada!). It will be home for the company's digital specialty channels. The centre, slated to be operational in September, will employ roughly 50 people... **Bell Globemedia** has donated \$1.5 million to the **BC Institute of Technology** for a leading-edge training centre in new media and digital animation. It's the largest single donation BCIT has ever received and is part of a benefits package invested in the industry as a result of **BCE Inc.'s** acquisition of **CTV**... Looks as if **ABC** Anchor **Peter Jennings** may finally clawing and scratching his way to the top of the ratings pecking order. For two out of three weeks, Jennings has knocked **NBC's Tom Brokaw** off the top perch, albeit marginally. ABC's **World News Tonight** averaged 8.59 million viewers to NBC's **Nightly News**' 8.41 million. **CBS** is back a bit with 8.08 million. Still, the institution of evening news has lost US viewers by the droves and **Don Hewitt**, the Creator/Producer of **60 Minutes**, says the networks should team and get rid of two of them. He thinks the networks would be better served by a single national and jointly-produced newscast. Hewitt's point is that news is so abundant -- radiating around the clock from the Internet, local and national news channels, radio and print -- that it makes Peter and Dan and Tom anachronistic.

**GENERAL:** While mainline news disseminators gave heavy play to a possible recession, Canadian consumers are spending money -- on real estate, mutual funds and luxury cars. Almost 7,500 homes were bought in Toronto last month (a record), mutual fund spending is up 45% (to over \$2 billion), and new **BMW**s were purchased by 1,340 Canadians last month (up 11% over last year). Year-to-date, 5,154 BMW sales (up 24% over last year). The negative side to this is that **GM of Canada** is down 1% from last year (sales of new GM cars at 48,057 in May). However, sales of compact and mid-sized cars are up. And **Saab** had its best month ever. A different story in the States, though. A fall in Americans' productivity to 1.2% in the first

quarter is the biggest drop in eight years... Author **Peter C. Newman** is annoyed that **Friends of Canadian Broadcasting** is still using his name on mailed solicitations. Newman, you will recall, very publicly dissociated himself from Friends back on April 24 when he said it was "*tragically diverted from its original purpose.*" Friends says no new material bearing Newman's name has been prepped but says "*this stuff was probably in the pipeline before Mr. Newman resigned*"... The first national **RTNDA Gord Sinclair** awards will be presented at the News Directors' annual convention in Calgary June 14-16. Sinclair, on June 1, celebrated his 54th year in broadcasting. He began at **CHVC Niagara Falls** in 1947... There are just five weeks left to enter your best broadcast performances from 2000 for the **2001 CAB Gold Ribbon Awards Competition**. Deadline is July 6. The competition package can be found at [www.cab-acr.ca](http://www.cab-acr.ca) where a click on the Gold Ribbon Awards trophy will provide the info.

**RADIO:** A shut-out in Vancouver for the major private broadcast companies (**CHUM**, **Classic 94.5 FM Ltd.**, **Craig Broadcast Systems**, **Future Radio Inc.**, **Jim Pattison**, **Mainstream Broadcasting Corp.**, **Newcap**, **Standard Radio** and **Telemedia**). Instead, a new player in the Canadian broadcasting industry -- **Focus Entertainment Group Inc.** -- has won approval for a new urban music FM'er to be ID'ed "**The Beat**" at 94.5 with 46,000 watts. Focus has three primary shareholders -- **Andrew Henni**, **John Rota** and **Tony Rota Jr.**, with **Cowan Properties Ltd.** coming in for a 30% interest... Also in Vancouver, **CBC** has won a new French-language FM'er... As has **Gary Farmer's Aboriginal Voices**, at 90.9... **Rogers Broadcasting** won permission to flip **CFSR Abbotsford** to FM. The format will be gold-based at 107.1 and 215 watts... On Vancouver Island, **CKEG Nanaimo** has also won permission to flip, offering "Great Oldies" and "Great 80s" at 106.0 and 1,600 watts... Come July 1, the **BBC World Service** will drop shortwave service to North America and the Pacific. A lobby group hoping to prevent that says the move would "*abandon more than 1.2 million listeners.*" For info, see [www.savebbc.org/](http://www.savebbc.org/)... **OJ 95 (CJOJ-FM) Belleville**, the media sponsor for the **Canadian Cancer Society's "Relay For Life"** says a project that began in an effort to raise \$75,000 turned into a jackpot of \$146,000. The 12-hour overnight relay involved over 1,000 walkers and volunteers. Money continues coming in and PD **Mark Philbin** says OJ 95 is hoping \$175,000 may be realized. Said Philbin, "*With all the work we do in our communities, it is truly rewarding when we watch an amazing thing unfold and know that we helped it all happen.*"

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Page One of Three

**DO NOT RECIRCULATE BEYOND YOUR RECEPTION POINT.**

**TV/FILM:** It's over. The long-standing rule that cable companies can't control specialty or pay services has been changed. The **CRTC**, by majority vote, made the decision. **Rogers** has been interested in **CTV's Sportsnet** channel but couldn't do anything about it. Now the company can. And **Corus Entertainment**, too, likes the decision. There are strings attached to the ruling. The Commission will ensure all specialty and pay services are supplied and distributed fairly; no price gouging and no discrimination by cablecos against unaffiliated companies... Blasting **CBC-TV's the fifth estate** journalism as parasitic sensationalism, the **Ontario Court of Appeal** has upheld damages for a program alleging doctors' cover-ups involving a questionable heart drug. The Court went further by increasing one of the awards by \$150,000 (bringing the total to just under \$3 million), describing the extra damages as "aggravated" because of CBC's consistent failure to apologize, show remorse or moderate its hard-line defence. The decision by the Court of Appeal goes further than any other similar media decision in that the judges found evidence of malice by those who created and aired the show. The two doctors who brought the suit had no trouble convincing the Court that their reputations were shattered (by assertions that they helped **Health Canada** cover up a scandal that potentially involved deaths into the tens of thousands). Since the CBC carries no libel insurance, it will have to pay the awards on its own. Besides the CBC, the lawsuit also assessed damages against Exec. Producer **David Studer**, Reporter **Trish Wood**, Producer **Nicholas Regush**, and Researcher **Paul Webster**... In Banff, at the **Banff Television Festival**, the **Canadian Association of Broadcasters** staged its second annual international **Broadcaster Dialogue**, attracting over 200 participants. Pushing dialogue on cultural diversity, CAB President/CEO **Michael McCabe** said: "A nation's culture is its core, not something to barter over and sell to the highest bidder . . . Cultural industry players in other countries need to put pressure on their governments to realize this and move on it." McCabe said the gathering was all about generating dialogue among broadcast colleagues from around the world and building momentum towards establishing international and national programs and policies to safeguard respective cultures. Heritage Minister **Sheila Copps** said the US is starting to realize the value of laws which protect culture and artistic creation; that they now realize they need laws similar to the Canadian copyright legislation. Americans, she said, now understand the difficulties of having artistic creation



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pirated (**Napster**) or threatened (**IcraVeTV.com**) by somebody else. Culture is expected to be on the table during the next round of **World Trade Organization** talks... The **CRTC** is looking to "help" **CTV** understand the conditions of licence for its **CTV Newsnet**. **CBC Newsworld** has complained that the headline channel hasn't been playing by the rules. The Commission has issued a call for comments on a proposed amendment describing the nature of the services to be provided by both Newsnet and French language **Le Canal Nouvelles**. The CRTC wants to add a stipulation that, in exceptional circumstances where programming departs from the prescribed format, the service must break after no more than 15 minutes (excluding commercial time) to broadcast a minimum of five minutes of headline news, also excluding spots... **CFMT-TV Toronto** VP/Executive Producer **Madeline Ziniak** has been chosen to receive the **2001 Global Television Network/Canadian Women in Communications (CWC) Management Development for Women Award**. Ziniak will be provided the opportunity to attend the **National Association of Broadcasters' Management Development Seminar for Tv execs** at the **J.L. Kellogg Graduate School of Management** at **Northwestern University** in Illinois... American TV news anchors and reporters say they're generally pleased with their jobs but, in a survey of over 1,000 on-air news people, only 28% believe anchors and reporters who get promoted are those who work hardest or who display the finer journalistic principles. The survey, conducted by **tvnewstalent.com** of Oklahoma City, seemed to indicate that TV news has continually lowered its journalistic principles; that anchors and reporters see no correlation between hard work, journalistic principles and job advancement. Details may be found at [www.Tvnewstalent.com](http://www.Tvnewstalent.com)... **Citytv Toronto** viewers got an unexpected news flash when a naked man walked

into a live stand-up on the early news show. The nude pedestrian casually walked into view behind Reporter **Anne-Marie Green**. On only for about two seconds, the shot nonetheless generated dozens of calls...

**REVOLVING DOOR:** **Mary Powers** has been promoted to VP, Communications for **CHUM Television**. She had been VP, Communications for **Citytv Toronto**... **Jason Mann** has been appointed Director of Programming, BC for **Telemédia Radio (West)**. He continues as PD at **SUN FM/The Bullet (CHSU-FM/CKBL) Kelowna** but will oversee programming at the 20 BC Telemédia stations in BC... **Paul O'Neil** has been appointed MD at **XL96 (CJXL-FM) Moncton**... Returning to **CFJC-TV7 Kamloops** next month as Anchor is **Bill O'Donovan**, now at **CKCK-TV Regina**. He had been a Sports Reporter/Anchor at CFJC-TV in the late 70s to mid 80s before leaving for Regina...

**SIGN-OFFS:** Broadcaster and columnist **Charles Templeton** is dead at 85. He had worked for **CBC, CTV, CKEY Toronto** and was an editor at **The Toronto Star** and **Maclean's**. He was also an author. He'd been suffering from Alzheimer's disease for a number of years... **Gary Buss**, about 60, and after a lengthy battle with cancer and then leukemia, has passed away in Toronto. Buss had been VP Sales and Marketing at **CHCH-TV Hamilton** and, more recently, had owned and operated **Buss Marketing** in Toronto. He, however, sold his controlling interest in the company about five years ago. Gary Buss was the son of the late **Bob Buss**, well-known in Winnipeg for his years at **CKRC**... **Jim Thoms**, 72, in St. John's. A fixture of radio, print and TV journalism for nearly a half-century, Thoms died of heart failure. He was a Newsman at **CJON radio/TV St. John's**, Editor-in-Chief of the **The Daily News**, and then back to CJON as the Legislature Reporter...

**LOOKING:** **Toronto Star TV** is seeking a Broadcast Technician. See the ad on Page 1. Be sure to check the **Broadcast Dialogue** Web site ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)) regularly for job availabilities. Other openings we heard about include **MIX 106 Owen Sound** looking for a Swing Announcer...

**RADIO:** **Bob Bowland's CKLP-FM Parry Sound** has been sold to **Christopher Grossman's Haliburton Broadcasting Group**. Bowland's **Playland Broadcasting** purchased the old AM station (**CKAR-2** – once a repeater of **CKAR Huntsville**) a few years back, flipped it to FM, and created a success story from what was, at best, a marginal operation... **Mix 93 (CHMT-FM) Timmins**, owned by **Haliburton Broadcasting Group**, has begun on-air testing. The new station is shares space with French sister station **CHYK-FM... 680 News (CFTR) Toronto** has defended its reporting of a subway suicide, claiming delayed commuters had a right to know. Up until last week, there had been a long-time, unwritten agreement among Toronto media not to report such deaths. In fact, unless a well-known person is involved, most media won't report a suicide. 680 News ND **Stephanie Smyth** said listeners have a right to know why they're going to be an hour late getting to where they have to be... While **People for Ethical Treatment of Animals (PETA)** called **103.9 FM San Bernardino** to offer thanks, listeners weren't at all amused. Announcers **Dick and Justice** said they were going to leave a dog locked inside a car in the mid-day sun to see how long it would take the dog to die. As this was being aired, the station's Web site simultaneously showed a picture of Bowser, the dog supposedly locked inside a vehicle. A sound effect, described as an open cell-phone in the car, let listeners hear the dog panting. Frantic callers deluged the switchboard hoping to save Bowser but the stunt

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continued until the dog drew his last breath. The station then played Taps. Listeners threatened to sue, to damage 103.9, and to injure Dick and Justice. Finally, they admitted it was a hoax to spread an important message.

**LETTERS:** "An Urban station on 94.5FM was in fact awarded to **Focus Entertainment Group Inc.** (in Vancouver). The major private players you mentioned, and the **CBC**, had applied for 94.5 FM. The **CRTC** approved applications by the **CBC**, **Aboriginal Voices Radio (AVR)** and **Simon Fraser Radio** – but only in part. The commission offered 90.9 FM to the **CBC** (for **La Chaine Culturelle**) while it directed both of the applicants for 90.9 FM (AVR and Simon Fraser Radio) to find new frequencies. All three must still make other arrangements. Kind of a juggling move on the part of the **CRTC**, I guess." – **Renee Hildebrand, Bohn and Associates Media**, Vancouver

**GENERAL:** **Ted Rogers** was presented with the **International Distinguished Entrepreneur Award** at the **University of Manitoba** in Winnipeg last Thursday. Earlier in the day, Rogers and **CanWest Global** CEO **Leonard Asper** lunched and, says Rogers, continued discussions on enhancing their two companies' casual relationship. Such a relationship, he said, may involve joint purchasing of equipment and programming, shared marketing and promotion. It doesn't take a full merger, said Rogers, to find ways for two companies to benefit from associating with each other: "We're trying to find like-minded people to do things with . . . the co-operation could include anything from purchasing office equipment to buying programming together to exchanging advertising space on one another's media outlets"... Award winners at the 67<sup>th</sup> annual convention of the **Western Association of Broadcasters** at Kananaskis, Alberta, last weekend are: **Broadcaster of the Year** – **Jim**

**Scarrow, CKBI/CFMM-FM Prince Albert, CHSM/CILT-FM Steinbach** and **CKRD-TV Red Deer** – **Gold Medal Awards for Community Service; Honourary Life Memberships** – **Doug Shillington**, ex of **Telemedia Radio (Edmonton)** and **Terry Strain**, President of **Corus Radio; Friend of Broadcasting** – **Howard Christensen, Broadcast Dialogue**, Toronto; and, the **Past President's Award** – **Monte Graham, Global TV Winnipeg**... The **Meteorological Service of Canada** (MSC/Environment Canada) is reviewing how information about air quality is transmitted to Canadians. A key part of the exercise is the involvement of media representatives. MSC is seeks media input on the form that the Air Quality Index should take for it to become useful, similar to the Wind Chill factor and the UV Index. Several organizations, including **CAB, RTNDA** and the **Weather Network** are already involved. If you want to provide input, or be kept up-to-date on developments, contact **Michael Tansey** ([michael@tanseycom.com](mailto:michael@tanseycom.com)) at (613) 487-3765)...

**EDITOR'S NOTE:** I reported in the **GENERAL** section the winners of the **Western Association of Broadcasters** 2001 awards, and did so in straight style. Here, however, where my personal remarks are acceptable, this note to the **WAB**: *My profound thanks for the 2001 Friend of Broadcasting Award. Whatever your motivation in making me the 2001 recipient, I cling to the belief that it has far more to do with the team's efforts regarding the Broadcast Dialogue brand. It brings home to all of us here in Toronto further validation that you, our reader "customers", have a great appreciation for what we do on your behalf. Having said that, however, does not take away from my great personal pride in being accorded this honour. Many thanks.*

# S.W. DAVIS

**Broadcast Technical Services Limited**

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Page One of Three

**DO NOT RECIRCULATE BEYOND YOUR RECEPTION POINT.**

**GENERAL:** Two sets of awards at the combined National/Prairie Regional **Radio-Television News Directors Association** conventions at Calgary on the weekend. Winners of national awards are:

**(RADIO) - CFRB 1010 Toronto** - Charlie Edwards Award for spot news reporting; **CBC Radio Corner Brook** - Ron Laidlaw Award for continuing coverage; **CBC Radio St. John's** - Dan McArthur Award for in-depth/investigative reporting; **CBC Radio Vancouver** - Dave Rogers Award for feature reporting; **CBC Radio Halifax** - Sam Ross Award for editorial; The Byron MacGregor Award for best radio newscast was won by: **CJLS Yarmouth** (Small Market), **VOCM St. John's** (Medium Market), and **CBC Radio Calgary** (Large Market); The new Gord Sinclair Award for special event coverage was won by: **CBC Radio Cape Breton** (Small Market), **CBC Radio Saskatchewan** (Medium Market), and **News1130 (CKWX) Vancouver** (Large Market).

**(NETWORK RADIO) - Broadcast News** - Charlie Edwards Award; **CBC Radio** - Ron Laidlaw Award; **CBC Radio Fredericton** - Dan McArthur Award; **CBC National Radio News** - Dave Rogers Award; **CBC National Radio News** - Byron MacGregor Award; **VOCM St. John's** - Gord Sinclair Award.

**(TELEVISION) - CKCO-TV Kitchener** - Charlie Edwards Award; **CBC Newfoundland & Labrador** - Ron Laidlaw Award; **VTV (CIVT-TV) Vancouver** - Dan McArthur Award; **CBC Newfoundland & Labrador** - Dave Rogers Award; **Global News Edmonton (CITV-TV)** - Sam Ross Award;

Bert Cannings Award for best TV newscast: **CFJC-TV Kamloops** (Small Market), **CHEK-TV Victoria** (Medium Market), and **BCTV (CHAN-TV) Vancouver** (Large Market); **CTV Saskatchewan** - Gord Sinclair Award (Medium Market) and **ATV News (CJCH-TV) Halifax** (Large Market).

**(NETWORK TELEVISION) - CTV News** - Charlie Edwards Award; **CBC News** - Ron Laidlaw Award; **CTV W-Five** - Dan McArthur Award and Dave Rogers Award; **CBC News: The National** - Bert Cannings Award; **CTV News** - Gord Sinclair Award...

Winners of the Prairies Regional **RTNDA** awards are:

**(RADIO) - CKMW/CFAM Radio Southern Manitoba** - Charlie Edwards Award for spot news reporting; **CBC Radio Saskatchewan** - Ron Laidlaw Award for continuing coverage, and Dave Rogers Award for feature coverage, and the Gord Sinclair Award for special event coverage; **630 CHED Edmonton** - Sam Ross Award for editorial commentary; **CBC Winnipeg** - Dan McArthur Award for in-depth or investigative reporting; The Byron MacGregor Award for best radio newscast was won by: (Large Market) **CBC Radio Calgary**; (Medium Market) **CBC Radio Saskatchewan**, and (Small Market) **CHSM AM1250 Radio Steinbach**.

**(TELEVISION) - A-Channel (CKEM-TV) Edmonton** - Charlie Edwards Award; **CBC Saskatchewan** - Ron Laidlaw

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Award; **Global News (CITV-TV) Edmonton** - Sam Ross Award; **CKY5 Winnipeg** - Dave Rogers Award; **A-Channel (CKEM-TV) Edmonton** - Dan McArthur Award; **CTV Saskatchewan** - Gord Sinclair Award...

The **Canadian Broadcast Standards Council (CBSC)** will administer the new version of the *RTNDA Code of (Journalistic) Ethics*, amended last year. An earlier version was enforced by CBSC and, says the Council, is an important part of the self-regulatory code structure... **CBC** and **Radio Canada** directors say more than 40% of the one-time \$60-million cash grant from the federal government – received in May -- will be directly invested in the regions. English TV will get \$29-million while French TV will get \$18-million. English and French radio will get \$5-million each and \$3-million will go to new media. Expect another \$2.5-million to go towards programming when at least 50 more positions in English TV are eliminated over the next few months. Even so, CBC President **Robert Rabinovitch** says the \$60-million isn't enough. He's predicting dire times ahead – perhaps even driving the "Corp." deep into debt – unless the one-time cash injection is made permanent. *"Sixty million in one-time money," he said, "does not solve the problems of programming at the CBC . . . It just means that there are programs we're able to do this year with the \$60-million that we won't be able to do next year. We won't be able to commission as much private-sector programming from the independent producers."* CBC says it has plans to open domestic news bureaus in Kelowna, Inuvik, Kitchener-Waterloo, and Bathurst... On another matter – and still with **CBC** President **Rabinovitch** – he says he is skeptical about the benefits of cross-media convergence when it comes to mixing broadcasting with newspapers but says there is a strong case to be made for merging electronic media. But still, he said, he thinks **BCE's** purchase of **The Globe and Mail** to converge with **CTV** won't be as good as a similar match between the newspaper and CBC. *"We work with the same audiences (as the Globe),"* he said... Because of **CRTC** regulation, **Shaw Cable** won't be carrying **Corus Entertainment's** **Scream TV**, the digital horror channel. **Scream**, to be launched this fall, will be carried on every other major cable and satellite company. The rule says Shaw and other TV distributors have to carry five non-affiliated channels for every one of their own and, since Shaw controls Corus, the rules apply. **Rogers Cable**, on the other hand, says it plans to launch all channels made available to it, expected to be between 40 and 60. Shaw plans to launch 28 – 16 of which are "must carry".

**RADIO:** **Sun Radio (CIEZ-FM) Halifax**, already in a Local Management Agreement with four other **Newcap** and **CHUM** stations (known as **Metro Radio Group**), has been sold to Newcap... **680News (CFTR) Toronto** – judged the best of all entries from major market newsradio and news/talk stations in the US and around the world – has won the **2001 RTNDA Edward R. Murrow Award** for best newscast/large market. It's the first time a Canadian radio station has ever won the prestigious award... After weeks of testing, **102.3 FM Grand Falls-Windsor** has begun full broadcasting. **Magic 102.3** is billed as *"Central Newfoundland's Best Music"*... **Ken "The General" Grant**,

of **Oldies 1310 (CIWW) Ottawa**, celebrates 40 years of service to that market on Monday – the longest on-air Morning Host run in Canadian radio history. Celebrations to honor his 40<sup>th</sup> anniversary broadcast will include a special breakfast broadcast from the station's patio. Prior to **Oldies 1310**, Grant was a long-time mainstay in mornings at **CFRA Ottawa**... **Integrated Media Sales** has added **CJRT-FM Toronto** to list of represented stations. The all-jazz station joins **CFRB**, **MIX 99.9 (CKFM)**, **The Fan (CJCL)**, **EZ Rock (CJEZ-FM)** and **Flow 93.5 (CFXJ-FM)** as stations repped by IMS in Toronto...

**SYNDICATION:** Edmonton-based **The Da Silva Group Radio Network** now has *The Daily Show with Jon Stewart*. The **Comedy Central** satire of headlines and news makers takes shots at current events, sports news, pop culture, and entertainment icons.

**TV/FILM:** **BBM** says it will immediately begin daily data releases from its Toronto people meter service. The service is regarded by **BBM** as a major step in the expansion toward national coverage. The service was first introduced in the Vancouver market back in September, 1998... In Toronto this week - at the **Cable, Satellite and Broadcasting Summit 2001 – Canadian Cable Television Association** President/CEO **Janet Yale** told delegates that the combination of competition in distribution and digital technology are transferring control to consumers, giving them the power to pick the winners and losers in a digital environment. In her speech, entitled *"Control Shift: The Push and Pull of Consumer Marketing in Digital World,"* Yale said that with technology empowering consumers to make their own choices, the risks are high for both distributors and programmers. *"We therefore,"* she said, *"need to work together to pull customers to our service offers, because the days of pushing a one-size-fits-all solution are gone."* She said, however, that she's confident that by working in partnership, programmers and distributors can make this fall's digital launch a success... *"not only in terms of bringing a new set of digital specialty channels to market, but in laying the foundation for the whole spectrum of interactive digital services to come"*... **Breakfast @ TheNewRO** begins in the Ottawa/Pembroke market September, 2001. **CHRO-TV (The NewRO)** says it's the first locally-produced morning show to be aired in the Ottawa area.

**REVOLVING DOOR:** **Eldon Duchscher**, ND at **CJWW/CFQC-FM Saskatoon**, is new President of the **Radio-Television News Directors Association of Canada**, elected at last weekend's national convention in Calgary. He succeeds **Gerry Phelan** of **VOCM St. John's**... Ex **Global Toronto** Anchor/Reporter **Loretta Sullivan** is new ND at **KX96 (CJXX-FM) Ajax**... **Rose Mangone**, Director in Stakeholder and Media Relations for **Astral Television Networks** in Toronto, leaves that at post at month's end to return to her communications consultancy within the film and TV industry.

**SIGN-OFFS:** Rick Jonasson, days shy of his 59<sup>th</sup> birthday, has died in Vancouver of cancer. Jonasson, a faculty member at **BCIT** in Burnaby, worked in radio on Vancouver Island and at **CJJC** and **CFVR** in the Fraser Valley before joining BCIT in 1984... **Jack Cornett**, an Instructor at North Bay's **Canadore College** program in the Radio & Television, passed away last week. He was 62.

**LOOKING:** **The Beat 94.5 FM** (no call letters yet) **Vancouver**, which recently won **CRTC** approval to begin an urban format in Vancouver, is now looking for start-up personnel, including a GM and a GSM. See the ad in this edition... For all the jobs **Broadcast Dialogue** has listed, go to [www.broadcastdialogue.com](http://www.broadcastdialogue.com) and click on the CLASSIFIED section... Other jobs we've heard about include **CFBV Smithers** where there's an opening for a weekday afternoon/weekend on-air personality, **Mountain FM Squamish** updating talents banks and looking for part time announcers, and **CHUM Radio** in Brockville looking for a morning News Anchor and Co-Host.

**SUPPLYLINES:** Broadcast business systems provider **VCI**, of Springfield, Mass., says **CHUM Limited** has chosen VCI's STARS II+ traffic system and Sales Desk, broadcast sales force automation application, to manage the sales and traffic operations of CHUM's eight TV stations and 10 specialty channels. The centralized traffic operation will handle group-wide inventory management, scheduling, and invoicing... Toronto-based **Eyes Post Group** is the first Canadian post production facility to install the new **Quantel/iQ** system. Eyes Post President **Izhak Hinitz** says clients are pleased with his company's new ability to instantly composite, edit, paint and up-res and down-res.

**EDITOR'S NOTE:** The July/August edition of **Broadcast Dialogue** magazine goes to the printer tomorrow (Friday) and we expect it to be in the hands of the post office by late next week. This edition is special in that it is the first directory we've published in magazine format. What you'll see is something like this:

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**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Jim Robson**, Halifax; **Brad Phillips**, Salt Spring Island, BC; and **Eldon Duchscher**, **CJWW/CFQC-FM Saskatoon**. Welcome!

**THE JOURNEY OF A THOUSAND  
MILES BEGINS WITH A BROKEN  
FAN BELT AND A LEAKY TIRE**

The Broadcast Dialogue weekly newsletter  
will take vacation for 2 weeks. There will be  
no delivery on July 19 and July 26.

# BROADCAST Dialogue

Canada's "most relevant" broadcast publications

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Thursday, June 28, 2001

Volume 9, No. 6

Page One of Three

**DO NOT RECIRCULATE BEYOND YOUR RECEPTION POINT.**

**REVOLVING DOOR:** With **Terry Strain's** retirement as President, **Corus Radio**, his successor is **John Hayes**, who was President, Founder and General Partner of **Alliance Broadcasting** in the US. He sold that company to **Infinity** in 1996. Prior to that, Hayes ran **WNBC New York** and **KYUU San Francisco**. Hayes' appointment takes effect July 9. Strain will continue to provide consulting services to Corus... New VP/GM at **CHUM/CHUM-FM Toronto** is **Bill Bodnarchuk**, ex of the CHUM stations in Halifax (**CJCH/CIOO-FM**). He succeeds **Brad Phillips** who moved back to the family home in BC... Meantime, succeeding Bodnarchuk in the Halifax group of stations known as the **Metro Radio Group (CJCH/CIOO-FM/CIEZ-FM/CKDR/CFRQ-FM)** is **Scott Bodnarchuk**, former GSM at CHUM's **Team 1290/Q94-FM Winnipeg** (and son of Bill)... **Ray Carnovale**, President of the Broadcast Division at Mississauga-based **LeBlanc**, is leaving to join **CBC** as VP/Chief Technology Officer and will report directly to President **Robert Rabinovitch**. Carnovale, you may recall, also held the senior engineering post at **CTV** for a number of years... **Valerie Pringle** is leaving her co-hosting job at **Canada AM** July 6. Pringle has been at **Canada AM** for eight years. She remains with **CTV**, however, and will develop a series for CTV's new specialty travel channel and do documentary work for the **Discovery Channel**... **Keith Pelletier** has been promoted to Director of Marketing and Business Development at **News 1130 (CKWX) Vancouver**. He had been GSM... **Ken "The General" Grant**, after celebrating 40 years in Ottawa radio this week, is leaving the **Oldies 1310 (CIWW)** morning slot, with tomorrow's (Friday's) show being his last. Grant will continue with the station, likely doing a request show, fill-in on the morning show, sales work, and his commercial contracts... At **CHUM Television**, based in Toronto, **Sarah Crawford** has been promoted to VP, Public Affairs. Crawford had been head of national communications for **MuchMusic** and **MuchMoreMusic**. Also at CHUM Television (and as reported in BD previously, but now we've got her official title), **Mary Powers** is now VP, Communication and Promotion. Previously, she'd held that same post at CHUM's **Citytv Toronto**... Long-time Edmonton Sportscaster and morning co-Host **Cubb Carson**, currently with **The Bear (CFBR-FM)** but who had worked at other Edmonton stations, is leaving radio for reasons described as personal. He apparently plans a return to his home in Ontario and will not seek a radio job... Also in Edmonton, the **EZ Rock 104.9 (CFMG-FM)** morning show of

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**Charley & Charlee** has ended after **Charlee Redman** was let go. **Charley West's** new co-Hosts are **Duncan Paterson** and **Robin Allen**... Longtime **Conestoga College** (Kitchener) TV Instructor **Mike DuBoulay** retires this month, having been at

the college since 1979. Before that, he was with **CKCO Kitchener** and **Citytv Toronto**...

**LOOKING:** **CKPR Thunder Bay** has a Morning Host position to be filled by July 20. Check the ad in this edition... Other jobs we've heard about include **CBC Newsworld** looking for an Analyst to provide specialized marketing and research expertise, based in Toronto; **CKPC Brantford** seeking a News Director; and, **CKLW Windsor** looking for an Anchor/Reporter...

**TV/FILM:** It appears **Mike Duffy's** days on **CTV's Newsnet** may be numbered over a **CRTC** requirement that Newsnet end coverage of live events and interviews, allowing only for such coverage "in exceptional circumstances." **CBC Newsworld** had complained to the Commission about Newsnet violating the conditions of its licence as a headline news service. CTV President/CEO **Trina McQueen** is quoted as saying that if the decision stands, it will reduce Newsnet to "an irrelevant and obsolete channel." Further, she confirmed it will make Duffy's position within CTV untenable. The CRTC will accept public comments on the matter until July 6... The Departments of **Canadian Heritage** and **Industry** are jointly carrying out a public consultation and review of the law governing Internet broadcasts of TV channels. The review will continue over the summer and could determine **JumpTV.com's** viability. The Montreal company wants to show Canadian TV channels on its Web site, and sell wraparound advertising – and do so on the same basis as cable channels: in return for a small fee. **The Media Content Coalition**, formed by the **Canadian Film and Television Production Association**, the **Canadian Motion Picture Distributors Association**, and the **Canadian Association of Broadcasters**, is opposed. The Coalition is concerned on a number of fronts, including revenue generation. The issue is before the Copyright Board, which rules on the tariffs the cable industry must pay to retransmit TV signals. CAB President/CEO **Michael McCabe** says, "this is about preventing Canada from becoming a haven for copyright pirates by bringing our country in line with other industrialized nations and international trades agreements

that Canada is party to. We look forward to the legislative changes by year end that will make clear, once and for all, that Internet broadcasters - like all other broadcasters - can only use copyright owners' property with their consent"... **Scott Colbran**, the Trustee appointed by the **CRTC** to sell **Sportsnet**, says he's got the pricing he needs to put **CTV's** 40% of that property on the market. Current shareholders **Rogers Broadcasting**, **Molson**, and **Fox Sports Net Canada Holdings** have first right of refusal. They have 10 days (from this past Monday) to make their desires known. If they do not accept the offer, Colbran may then sell the shares to a third party... **CRTC** figures show the number of cable subscribers is falling and that demand for direct-to-home (DTH) satellite services continues to climb. There were slightly more than eight million cable subs in Canada last year, down about 22,000 from a record high in 1999. Satellite TV and multipoint distribution system (MDS) subs climbed 75% to nearly 964,000, up from nearly 551,000 in 1999. Satellite business has grown an average of 582% annually over the past five years... **Decima Research** says its polling reveals that the majority of new specialty channels won't survive; that only about 10% of Canadians will consider buying any of the Category One digital channels. Even fewer are interested in watching video programs online. The report – *Next Generation Television: Consumer Interest in New Digital TV Channels & Internet-Delivered Video* – focuses on two key areas: Public interest, including the combination or packages which seem to generate the most interest; and, consumers' current use and interest in video programming on the Internet... **CHUM Television's** new digital channel – **Drive-In Classics** – says it has purchased the entire **American-International Pictures** catalogue; over 250 movies. Lots of beach party and biker flicks were put out by American-International during the 50s and 60s. For example, the original *Beach Party* movie with **Annette Funicello** and **Frankie Avalon**, and all the sequels... The **New York Yankees** will form their own TV network, beginning next year, and will pay **Cablevision Systems Corp.** \$30-million to regain TV rights for 2002. Under this new deal, the Yankees will get all 150 games that aren't televised nationally... **Cinar** has settled its differences with **Telefilm Canada**, repaying \$2.6 million to the federal agency that

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suspended funding to the Montreal-based animation house is trading at about 34-cents. While the struggling online radio amid tax fraud allegations. While the settlement includes a five-year suspension of funding, it opens the door to a takeover of Cinar. If there were a change of control, the freeze could be lifted as early as January. Cinar became embroiled in scandal in October 1999 when the RCMP began investigating allegations that the company illegally claimed tax credits for scripts supposedly written by Canadians but actually been penned by Americans... The **CanWest Global Foundation** has pledged \$500,000 to fund a visiting professor program at the **University of British Columbia's** school of journalism. The new program, with matching funds from the UBC school of journalism, enables a professorship to be offered to an outstanding Canadian journalist for one term, on an annual basis. CanWest CEO **Leonard Asper** says the donation is part of a country-wide commitment to bolster news gathering and reporting capabilities. **Fashion Television** Host **Jeanne Beker** will have a line of co-ordinated separates – under her name – being retailed this fall at **Eatons'** seven stores in Canada...

While the struggling online radio sector has wowed listeners, it's failed to catch on financially, despite 75.5 million people tuning-in to online radio stations last year and 106 million expected to by 2003. Online radio stations send an individual stream to each listener. The more customers they have, the worse off financially they are. Most alarming to the likes of NetRadio.com is that big radio is poised to move content onto the Web to compete for ad dollars. The possible ramifications? Online-only stations are likely to end up as a cheap snack for traditional broadcasters, and that's seen as best-case. At worst, they'll become another relic of the Internet Age. So, despite what you read elsewhere about the "successes" of Internet radio, it always comes back to bottom line (not to mention music rights and a host of associated problems)... A US federal appeals court has rejected **Napster's** plea for a rehearing of the lawsuit that ended in March with the service barred from acting as a "taxi" in trading copyrighted songs. But hasn't ruled out a further appeal, to the US Supreme Court. The company, which introduced new software to block swapping of copyrighted music, has seen the number of users plummet. For example, before the court ruling in February, 2.79-billion files were traded. In May, that number had sunk like a stone to 260-million...

**RADIO:** In Victoria, the old **X91.3 (CKXM-FM)** has been succeeded by **The Zone @ 91.3**. Playing Modern Rock, The Zone launched at the noon hour last Thursday aimed at 21-34 females and males. **John Shields** is Senior Program Manager... A different kind of radio promotion, this one involving an advertiser. **KFC** in Toronto has a three-week campaign going that asks Toronto listeners to choose the city's most twisted DJ or radio team whose "off-the-wall antics, bizarre sense of humour and zany banter keep them tuning in day after day." Ballots will be available in the **Toronto Sun**... Internet radio, killer of mainline broadcasting or doomed to failure? Take **NetRadio.com**, for example. Two to three million listeners monthly for it's 100 genre-based channels – 3-million hours of streamed music – and, in the quarter ended Mar. 31, revenues off 64% to \$202,000. Stock

**SYNDICATION:** The **CHUM Radio Network** scored well at last week's **New York Festivals - 2001** in International Radio Programming. CRN won Gold for its Music Online with Marilyn Denis; Silver for John Lennon: Working Class Hero (shared with **Doug Thompson's Douglass Communications**); and won Finalist awards for Music Online with the Backstreet Boys, Music Online with Ricky Martin, and Music Online with Lionel Richie...

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**GENERAL:** *Telesat* has government approval to design, build and launch a new satellite to deliver telecommunications, broadcasting and Internet services. The company expects to have the satellite in orbit by 2003. **Richard Stursberg's *Bird Satellite Communications***, which had challenged *Telesat*, was shot down. **Industry Canada** Director of Space and International Regulatory Activities **Chantal Beamier** said the *Telesat* proposal was judged to be superior on several fronts; viability of the business plan, financial details, technical aspects; coverage area, and spending to extend communications services to hospitals and schools. *Telesat*, once majority-owned by the federal government, is controlled by **BCE Inc...** We're becoming less like Americans – particularly in the culture sector – according to an **EnviroNics** poll. In fact, says **EnviroNics** President **Michael Adams**, the cultural gap between Canadians and Americans is widening despite the flood of TV, film, and Internet content pouring over the border. He says *"globalization may actually enhance the difference among cultures, rather than converge them."* Further, he said, his conclusion shoots down the myths of those in Canada who argue that domestic culture is threatened without safeguards. (Ed's Note: *Perhaps it's because of the implementation of those safeguards that Canadian culture does so well!*).

**Statistics Canada** said last week that more royalty money is coming into the country for Canadian music than is leaving. **StatsCan** says exports of Canadian culture were pegged at \$4.5-billion last year (up nearly 40% since 1996). Most of the money (94%) was generated in the US... The **National Advertising Benevolent Society** (NABS) held its second annual NABS Adlympics last Friday at a farm near Toronto. Events consisted of mingling, games, prize giveaways, dinner and a bonfire – all in benefit of the non-profit charity for people needing services and assistance in the advertising and communications industries... **Newtonville, Mass.-based Content Intelligence** reveals that the population that uses newspapers most – those who are 55+ – feel that the Internet is more important to them than newspapers. **John McIntyre**, Managing Editor of **Content Intelligence**, says *"The Internet is fragmenting the news audience, stealing time and attention from other media, including newspapers. While newspaper subscribers haven't stopped subscribing in big numbers yet, they are spending less time reading the paper edition. We found that significant numbers of those 55 and older are Web users, and their online experience affects their attitudes toward newspapers. Although they displayed the strongest newspaper readership habits of any group, they spend significantly more time each day getting information from the Internet than they spend reading the newspaper."* The complete survey and conclusions may be found at [www.contentintelligence.com](http://www.contentintelligence.com)...

A Southwestern Ontario small claims judge is suing **Rogers Cable**, seeking either \$5,800 or an apology over a disputed \$139.50 cable bill. **Beverley Reade** is irate over what she calls *"high-handed, contemptuous behaviour."* But, says Judge Reade, she'll settle for a personal letter of apology from **Ted Rogers**. Her beef is over **Rogers' @home** Internet service; that it provided neither quick and easy nor *"an enhanced multimedia experience and technical support 24 hours a day."*

Instead, she says, the system rarely worked and tech support wasn't provided "in a timely manner." Judge Reade cancelled the Internet service and refused to pay the \$140 left on the account until she received a credit for faulty service. A few months later, she says, **Rogers** threatened to cut her cable TV unless she paid the outstanding Internet bill. That same day, she told **Rogers** to disconnect her TV. It didn't end there, however. A collection agency threatened to sue for the outstanding money and ruin her credit rating. **Rogers**, in its statement of defence, denies all allegations of breach of contract or any other impropriety, that is has a written agreement with Internet subs which offers no warranty against uninterrupted use or operation of the equipment or services... **Max Jackson**, who was a Sportscaster on **CKWS-AM/CKWS-TV Kingston** for 30 years – and who died earlier this year at his Florida retirement home – will have a city park named after him. **Kingston City Council** this week agreed to honour the man who closed all his broadcasts with *"If you don't play a sport, be one."*

**SUPPLYLINES:** **John Ross**, President of **Ross Video** in Iroquois, ON, is celebrating his 50<sup>th</sup> year in the broadcasting industry. He began his broadcast career as a transmitter operator at **CKY Winnipeg** at 14 (they didn't know his age), moved to Western Canada's first TV station – **CBWT Winnipeg** – in 1954, and, after earning an engineering degree, moved to **CBC** headquarters in Montreal. But his desire to invent things took him to the Broadcast Equipment Division of **Central Dynamics** where he directed the design of video production switchers and distribution products. In 1973, he founded **Ross Broadcast Products** which evolved into **Ross Video Ltd**. His employees seem to like him; they're paying the shot for a celebration of his *"longstanding contribution to the broadcast industry"* on July 19.

**EDITOR'S NOTE:** **Broadcast Dialogue** is taking vacation during late July. The editions you might regularly expect to see July 19 and July 26 won't be there. We will return to regular weekly distribution Aug. 2. **Broadcast Dialogue's** electronic newsletter is published 48 weeks a year. Two editions are dropped in Summer and two are dropped at Christmas-New Years... The combined July/August edition of **Broadcast Dialogue** magazine will be in the mail early next week. This is the edition which lists all of the TV, radio, and specialty channels (including the new Category 1 channels).