

# BROADCAST Dialogue

The Voice of Broadcasting in Canada

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Thursday, July 5, 2001

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

**R**ADIO: **Standard Broadcasting Corp.** of Toronto has acquired the remaining 60 **Telemidia** radio stations in Ontario, Alberta and BC. Earlier this year, **Astral Media** bought the Telemidia stations in Quebec, New Brunswick and Nova Scotia. The buy puts Standard second only to **Corus Entertainment** in terms of numbers of stations owned. After the **CRTC** approval, which Standard President/CEO **Gary Slaight** expects toward the end of this year, Telemidia will be out of the radio business. Standard will, upon approval, have two AMs and two FM's in Toronto, adding **The Fan (CJCL)** and **EZ Rock (CJEZ-FM)** to its **CFRB/The MIX (CKFM)**. In Edmonton, it adds **EZ Rock (CFMG-FM)** to existing stations **CFRN** and **The Bear (CFBR-FM)**. Further, a host of secondary market stations in Alberta and BC – such as Dawson Creek, Fort Nelson, Fort St. John, Kelowna, Kitimat, Nelson, Osoyoos, Penticton, Prince Rupert, Princeton, Summerland, Terrace, Vernon, Athabaska, Brooks, Crowsnest Pass, Drumheller, Edson, High Prairie, Hinton, Jasper, Slave Lake, St. Paul, Stettler, Wainwright, Westlock, Wetaskiwin and Whitecourt – will go to Standard, including network operations in Alberta. Other Telemidia stations in Ontario are in North Bay, Sudbury, Timmins, Sault Ste. Marie, Orillia, London, Hamilton, and St. Catharines. One station acquired which must be divested is the new licence Telemidia won for an FM'er in Calgary. It is not on the air yet. Standard says that with the new stations under its umbrella, the company's share of radio tuning will increase by 75% and that the combined stations would account for 12.8% of all radio tuning in Canada; close to 70-million hours per week. Telemidia properties in BC bought by Standard include TV stations at Dawson Creek and Terrace. It is not known if Standard will retain the smaller radio properties or spin them off. Ditto for the TV stations. Telemidia, the 31-year-old Montreal company which once owned about 80 stations, will exit radio to focus instead on advertising (**Zoom Media**), venture capital and wireless telecom (**Canadian Tower**). Standard says it intends on further broadcast growth including another purchase to be announced this week of upwards of 10 radio stations plus an Internet company... **Target Broadcast Sales** has added **Wave Smooth Jazz (CIWV-FM) Hamilton** to its list of stations represented... The **Pepsi Taste Challenge** has moved to radio advertising. Pepsi's ad agency, **BBDO** in

One of B.C.'s most progressive radio stations,  
located in the beautiful Southern B.C. Interior,  
is looking for a new

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We're launching a brand new radio station,  
and if you're a strong communicator  
on and off the air, and enjoy meeting and  
dealing with the public, **WE WANT YOU!**

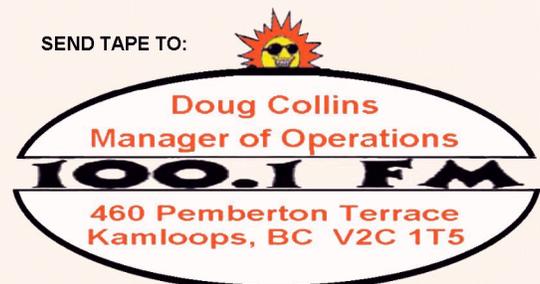


Strong programming and inter-personal skills  
are a must for this position.

We want someone with several years experience  
in the business, who likes to work hard  
and wants to grow with a  
forward-thinking company.

An excellent salary and benefits package  
is available to the right individual.

SEND TAPE TO:



Toronto, came up with an idea that many boomers discovered in the 60s and 70s – going either full left or full right with our stereos (*Ed's note: Sgt. Pepper's Lonely Hearts Club Band provided a certain satisfaction back then!*). The deal is that when the announcer asks you to pick your favorite cola, you either go one direction or the other on your balance button, depending on whether you like Pepsi or Coke, and you'll get separate messages depending on how you choose. If you leave the setting, you'll hear both messages simultaneously.

**SYNDICATION:** The **CHUM Radio Network** is offering *BBC In Concert* -- 60 minutes weekly of what are described as "the largest and best collection of live recordings" in Alternative Rock. The series launches after the Labour Day weekend.

**REVOLVING DOOR:** **Ian McLean** is no longer PD at **CHOM-FM Montreal**. He left last Friday. In at CHOM as interim PD for both CHOM and *The Team (CKGM)* is **Chris Brooke**, from *The Team (CFST) Winnipeg... Global Television* in Toronto is adding **Leslie Roberts** as second Anchor to its supper-hour and 11 p.m. newscasts. Roberts, currently ND/Chief Anchor at *Global Quebec*, begins Sept. 4... **Mark Lewis**, Legal Counsel to *Citytv Toronto*, leaves that post July 15 to join the law firm of **Borden Ladner Gervais** in Toronto. He'll resume his practice of media-communications-telecom law... **Pamela Martin** is leaving *BCTV (CHAN-TV) Vancouver* to join the **CTV** station, *CIVT Vancouver*. She will co-Anchor the supper hour news with **Bill Good**, who also jumped the BCTV ship a couple of weeks back. Martin had been with BCTV for 24 years... New morning show Host at *Star 102.3 (CHST-FM) London* is **Ken Eastwood**. He succeeds **A.J. Phillips**... **CNN** News Group Chairman **Tom Johnson** has resigned. His departure comes after a year of massive reorganization and the loss of key personnel. He will, however, continue to work for CNN as a consultant.

**OPS:** **Bill** and **Scott Bodnarchuk** are indeed related, but not as father and son. Bill takes over as VP/GM at **CHUM/CHUM-FM Toronto** at month's end, while Scott moves from CHUM's Winnipeg operation, where he was GSM, to the **Metro Radio Group** in Halifax as Bill's successor. As Bill writes: "Sometimes I feel old, but Scott is my brother not my son."

**LOOKING:** **100.1 Kamloops**, the new **Jim Pattison** FM'er, is looking for a Morning Show Co-Host... **CKPR Thunder Bay** seeks someone for morning drive... Vancouver's new FM station, **The Beat 94.5**, is searching for both a GM and a GSM. See the ads in this week's edition... Other jobs we've heard about include **CBC Radio** in Vancouver looking for a PR professional to boost its profile in BC, a full-time position for a Research Analyst at the Toronto **CanWest Media Sales** office, and **LIFE 100.3 (CJLF-FM) Barrie** looking for a Morning Co-Host. Be sure to check the **Broadcast Dialogue** Web site's CLASSIFIED section on a regular basis.

## RARE OPPORTUNITY: MORNING DRIVE



MINIMUM 5 YEARS ON-AIR EXPERIENCE

COMMUNITY MINDED - COMPUTER LITERATE

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IN THE STUDIO & ON THE STREET

TAPE AND RESUME TO:

**Rob BROWN**  
**PROGRAM DIRECTOR**  
**580 CKPR/ROCK 94**  
**87 HILL STREET NORTH**  
**THUNDER BAY, ON P7A 5V6**

*Deadline for Submissions: July 20, 2001*

**TV/FILM:** **CBC** and **CTV** are putting the final touches to arguments they'll deliver tomorrow (Friday) to the **CRTC** over content on their respective news specialty channels, **CBC Newsworld** and **CTV Newsnet**. CBC says CTV is violating conditions by live presentation of breaking news. CTV says there's nothing in its licence to stop it from doing so. The deadline for the CRTC's call for comments on the issue is tomorrow. CTV President **Trina McQueen** says if the Commission imposes an amendment, it would "... make Newsnet an all-news channel that can't cover the news." CBC Spokesman **Pierre Sauve** says if CTV is allowed to eat into the breaking-news business, CBC Newsworld would suffer because "Newsnet could be in a position to promote their service to cable distributors as a less expensive alternative..." The Commission could hold hearings, but may decide to issue a decision based only on written submissions.

In either case, a decision isn't expected for several months... Meantime, with **CTV NewsNet** facing **CRTC** inquiries, there is word of a possible **CBC** application for a headline news channel. CBC VP, Strategy and Business Development, **Michel Tremblay**, says "If CTV Newsnet no longer wants to be in this business, it should apply to the CRTC to amend its licence like everybody else does and allow for others to comment as part of a public process. Newsworld would then like the opportunity to apply for a headline news service of its own"... There is a new national toll-free number for **CBC/Radio-Canada** audience services. The number, says CBC, "will serve as the gateway for CBC's English and French main networks, specialty channels and digital and new media services." It is 1-866-306-INFO (4636)... **Playboy Enterprises** is moving up (or down) from the tame material it's known for. The company is buying three hard-core porn networks for cable TV, paying \$70-million for **The Hot Network**, **The Hot Zone**, and **Vivid TV**. All three will be integrated into Playboy's **Spice** brand.

**GENERAL:** **Napster** went dark Monday, as it continues upgrading its Internet network. Napster is preparing for advanced music-identification tools and the launch of a revamped, fee-based system... **Bell ExpressVu** will add a second satellite in the first quarter of 2003. **Nimiq 2**, **Telesat's** 32-transponder satellite, will be entirely at Bell ExpressVu's disposal, but the company says it will resell three of those transponders to Canadian broadcasters. **Nimiq 2** will also have a Ka-band to support new Internet services and emerging technologies.

**EDITOR'S NOTE:** Next week's edition – July 12 – will be the last before we take two weeks vacation. **Broadcast Dialogue's** weekly newsletter will not be delivered July 19 nor on July 26. Regular service resumes August 2... The summer edition (July/August) of the **Broadcast Dialogue** magazine is in the mail, including the Directory of stations, addresses and phone numbers. If you haven't received it yet, you can preview some of the content at

[www.broadcastdialogue.com](http://www.broadcastdialogue.com), including: Dialogue: *An Open Letter to Programmers* from Station Manager/PD **Susan Davis** of **KISS-FM (CKKS) Vancouver**; a feature article: *Global Industry Star Lewis; He 'Claude' His Way to the Top*; the programming column, this month from **The Hawk (CIGO) Port Hawkesbury's** PD, **Paul Knott**; *Engineering the future: Attracting and retaining technical staff*, this month's stand-out column from **CAB** President/CEO **Michael McCabe**; and, *PTV - The Next Greatest Thing*, prepared by Broadcast Dialogue Senior Writer **Daphne Lavers**... For those who are out of the office when the weekly is published – and you still want to see it ASAP – subscribers may access it at the **Broadcast Dialogue** Web site. You will need an ID and password, however. Simply go to the Newsletter section, then fill out the form you'll find there. Password and ID will be automatically sent back to you. Oh, and if you're still receiving BD via fax, perhaps now is a good time to look at getting it via e-mail. It's a simple transition and may be set up by calling me at 416/782-6482.

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and a

# General Sales Manager

for Vancouver's newly-licensed independent  
Urban Music formatted radio station.

Serving an 18-54 demographic, interested parties will ideally have major market radio start-up experience and be well-versed in all aspects of station operations. Please submit, in confidence, a detailed resume to:

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c/o MR. JIM ROBSON  
60 AHMEDI CRESCENT  
BEDFORD NS B4A 4E5  
Phone: 902-835-1118  
Fax: 902-835-8844

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

**R**ADIO: *Statistics Canada* reports that the revenues of Canada's private radio broadcasters last year exceeded \$1-billion. It's the first time that magic number has been surpassed and represents a 5.2% increase over 1999. FM income grew by 7.9% while AM increased by 0.8%. Nationally, profits before taxes rose 26.8% – from \$87.6-million in 1999 to \$111.1-million in 2000. The national average, however wasn't met in New Brunswick, Quebec, Manitoba and BC although all still saw increases. The turnaround was driven largely by FM, as they generated profit margins over 16% during the last four years (a high of 22.5% last year). AM, however, recorded losses every year. Employment in Canada's private radio sector, too, is up. Average weekly employment rose from 8,645 in 1999 to 9,156 in 2000; employment up in everywhere save for Nova Scotia and Alberta. The numbers are for the year ended August 31, 2000... **Standard Radio** has reached agreement with **Craig Music & Entertainment** to acquire **CKMM-FM Winnipeg**, **CFQX-FM Selkirk (Winnipeg)**, and **CKXA-FM/CKX-FM Brandon**. Purchase price was \$20-million. It was over a week ago that Standard announced it had bought **Telemedia's** radio properties in Ontario, Alberta and BC, including the two TV stations in BC (Terrace and Dawson Creek). Standard Broadcasting President/CEO **Gary Slaight**, who recently sold to **CHUM** the Standard station in Winnipeg (**CFWM-FM**), says Craig's two Winnipeg properties will allow Standard "... to maintain and increase its involvement in the Winnipeg market." In another deal, **Standard Radio** and **Maplecore Ltd.** have a partnership which see **MapleMusic.com** become the sole provider of technology and Internet services for the Standard Radio chain. The deal is in place for three years. Standard invested \$1-million in cash and services. A second part of the deal will have MapleCore redesign all **Standard Broadcasting** Web sites, provide tech consultation and planning, and become Standard's official webcasting partner. Slaight says the investment "has natural synergies for our radio properties, and compliments our investment in Iceberg Media"... **Corus Entertainment** has bought Cornwall's **Tri-Co Broadcasting**, owner of three stations, for \$4 million. The stations – **Variety 104.5 FM (CFLG-FM)**, **Blaze 101.9 FM (CJSS-FM)**, and **Jewel 1220 AM (CJUL)** will, according to Corus, extend the company's reach into eastern Ontario, increasing coverage between Kingston and Montreal. Tri-Co has been owned and operated by the **Emard** family since



Telemedia Radio (West)-Inc. is the western division of Telemedia Radio Inc., Canada's number one radio broadcaster, with 78 radio stations across all Canadian time zones and television broadcasting operations, reaching 5 million Canadians each week.

If you believe that the human voice and image are potent, that sound and visuals can influence and that broadcasting can tap into the imagination of the human spirit, then consider the exceptional opportunity we now have for a:

### **CLUSTER MANAGER** Terrace, B.C.

A results-oriented, creatively focused individual, you have what it takes to lead and inspire others to succeed. You will be accountable to the Senior Vice President for all aspects of the operation of the Cluster to ensure seamless delivery of quality broadcasting to the community. Overseeing the operation of four radio stations and one television station, you will "Lead and Inspire" the management team to achieve format, quality and pricing dominance while promoting our culture of success, integrity and fun. This role requires 5-10 years of radio broadcasting experience with extensive knowledge of announcing, production and promotion; understanding of the television industry; and strong leadership and team-building abilities.

For a rewarding and satisfying career, please forward your resume and salary history to: **Mark Lang, Human Resources Manager, Western Division, #600, 5241 Calgary Trail South, Edmonton, AB T6H 5G8. Fax: (780) 435-0844. E-mail: [mlang@ab.tri.ca](mailto:mlang@ab.tri.ca)**



TELEMEDIA  
RADIO INC.

1959... **CKXM-FM Victoria's** call letters are no more. Instead, with the station's relaunch as **The Zone**, the new call letters

are **CJZN-FM**... A Saskatoon group, which began with some **U. of Saskatchewan** students to launch a Christian station may soon see results. **Aaron Schroeder**, who leads the group, says an application for a non-commercial license is in the works. He thinks they've got a shot at winning **CRTC** approval for the volunteer operation and says the station could be on the air by next spring... The **CRTC** has denied a request for a low power transmitter of **CHIM-FM Timmins** at Vancouver. CHIM-FM wanted to reach Vancouver listeners with its Christian music. Interveners opposed the idea on grounds that there are limited frequencies in Vancouver and/or that the proposal should have triggered a call for competing applications. In its ruling, the Commission said it didn't believe the rebroadcasting of a Timmins station in Vancouver would have provided programming that offered "adequate local reflection or community-based service"... **Standard Broadcasting** has instituted an *Entrepreneurs Award* for

**Ryerson University** students enrolled in the **School of Business Management**. It's a 10-year package that involves \$25,000 annually to a student as an assist in that student's implementation of a business plan developed as part of an assignment for class. A panel of faculty will evaluate student business plans to determine annual award winners... At **CJCS Stratford**, the *Little Mics Broadcasting Fantasy Camp* for kids is underway. Grades three to eight's attend a three-day intensive, broadcasting training camp and learn how to put together their own radio show. The hour-long productions air every Saturday afternoon. Kids learn the essentials of writing, researching, vocal articulation, production, plus other necessities. They also get remembrances of their experience at Broadcasting Fantasy Camp such as official "Little Mics" T-Shirts, a CD copy of their radio show, and a Certificate of Completion... Coming up this Monday, at **KLOL-FM Houston**, the newly-formed **Playmate Radio Team** will debut in morning drive. The idea is a cooperative effort between **Playboy's** in-house talent agency and veteran radio promoters **Doug Harris** and **Perry Goldberg**. Many Canadian broadcasters know Toronto-based Goldberg through his endeavours in Southern Ontario. The Playmates, however, aren't at the station full-time, just filling-in for the week while the show co-hosts are on vacation. Rationale for the Playmates is what Harris describes as the loss listeners feel when the air people they know take time off. Instead, he says, "booking the team gives a station the chance to hold and enhance audience with a new concept and built-in appeal."



Passionate...About Radio

Passionate...About T.V.!!!

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If you believe that the human voice and image are potent, that sound and visuals can influence and that broadcasting can tap into the imagination of the human spirit, then consider the exceptional opportunity we now have for a:

### TELEVISION OPERATIONS MANAGER B.C. North

Reporting directly to our General Manager, you will participate in developing and executing the strategic direction of our Television Station serving the B.C. North Region. We'll look to you to lead a group of television professionals, improve processes and execute Master Control responsibilities, and ensure smooth operations and effective TV development. Qualified candidates will have 3-5 years' master control experience and broad knowledge of switching, production and news direction.

If you are looking for more in your career, please forward your resume and salary history to: **Stefanie Weber, BC Northwest, 4625 Lazelle Ave., Terrace, B.C. V8G 1S4. Fax: (250) 638-6316. E-mail: sweber@bc.tri.ca**



**TV/FILM:** The **CRTC** has approved **Quebecor's** holding on to the **TVA network** in Quebec. The Commission said, however, that Quebecor must maintain a newsroom separate from Quebecor's other media properties, notably print. TVA was acquired in last October's \$5.4 billion takeover of the **Videotron Group**. The decision will be on the minds on **CanWest Global** and **CTV** as they await CRTC rulings on their properties later this month (see **GENERAL** for more)... As expected, **Rogers Communications** bought the controlling interest in **Sportsnet**, picking up **CTV's** 40% and paying about \$120 million for it. Rogers already had 29.9% of the specialty channel. The other shareholders are **Fox Broadcasting** with 20% and **Molson** with 10.1%. The **Globe & Mail** says a part of the deal yet to be announced involves a plan to sell **CBC** about 10% of Sportsnet. CBC is Rogers's first choice to be Sportsnet's broadcasting partner... **CTV** has argued that **Newsnet** must have the flexibility to stay live on the air when covering breaking news. At the same time, it has also proposed cutting back some live news coverage to 15-minute segments but insists that it shouldn't be compelled to interrupt live coverage with a five-minute newscast as suggested by the **CRTC**. One minute would be more reasonable, it says. CTV also posits that it should be allowed to delay the break when/if such a break makes no sense or is offensive to the viewer. Should that be the case, CTV wants to insert the break at "the earliest appropriate moment." Were the stricter measures as proposed to be implemented, says CTV President/CEO **Trina McQueen**, they "would make Newsnet an obsolete and

irrelevant journalistic service." CTV's comments, in a letter to the Commission, are in response to the CRTC's plan to change Newsnet's conditions of licence. It wants to stop Newsnet from carrying live, breaking news except in exceptional circumstances and then only for 15 minutes at a time. The Commission says it received more than 500 letters and submissions and that the response may provoke another call for submissions. A decision on the matter isn't expected for several months. Meantime, writing in Monday's **Financial Post**, **Matthew Fraser** opined that CTV can't have it both ways. He wrote that when CTV pitched the idea of Newsnet to the CRTC, it said Newsnet would never broadcast live news events. Nor, he says, did CTV want Newsworld to compete directly with CTV-owned channels. But when Newsworld began airing *This Hour Has 22 Minutes* and *Royal Canadian Air Farce*, CTV claimed the comedy shows competed with CTV's **Comedy Network**. The Commission agreed, and CBC was ordered to remove them from Newsworld. Now, says Fraser, CTV is being hoist with its own petard. But don't expect CTV executives to blush, he writes, "as they stoutly defend what they once so resolutely denounced"..... The **Crossroads Television System** (CTS), based in Burlington and which serves Southern Ontario, applied for rebroad outlets in Ottawa and London. Deadline for interventions is July 27... Religious broadcaster **David Mainse**, 64, is recovering from open-heart surgery in Toronto. Mainse, the founder of **Crossroads Christian Communications** has hosted *100 Huntley Street* since 1977... **CTV** and **Corus Entertainment** have joined the race to launch three TV stations in Southern Ontario – Toronto, Hamilton and Kitchener. They join **Rogers Communications** and **Torstar Corp.** in the bidding for new stations. Torstar set the stage in motion when it first applied for licences in those markets. In response, the **CRTC** put out a general call for applications. CHUM Television and the Global television network are expected to file interventions opposing the proposed new licences... The **CRTC** has extended the date for **CIVI (The New VI) Victoria** to Nov. 6 to get on-air. Ditto for **Trinity Television Inc.'s** religious station in the Fraser Valley. In that case, however, the deadline is Sept. 29. Both extensions are for the completion of new installations... **TVA Group Inc.**, now owned by **Quebecor**, has begun shopping the distribution arm of its **TVA International** unit to a handful of Canadian entertainment companies. The distribution business, which includes a TV deal with **Fox Entertainment** and a theatrical agreement with French production house **Studio Canal**, could fetch between \$30-million and \$40-million... Film workers in Hollywood, upset at job losses there, are looking at putting pressure on the US government to impose countervailing duties on Canada so as to put a stop to the exodus of film production here. The **Film and Television Action Committee** (FTAC) is putting together a petition for tariffs to be imposed on filmmakers who benefit from alleged Canadian subsidies. FTAC says more than 73,750 feature film jobs were lost to Canada last year. Committee members want a dollar paid in the US tariff for every dollar in Canadian subsidies received...

**GENERAL:** The **Canadian Broadcast Standards Council** (CBSC) is to consider development of a universal code of conduct on how broadcasters should merge print, broadcast and Internet operations. The intent is to take the issue out of the hands of federal regulators. CBSC's National Chairman **Ron Cohen** says the self-regulatory body will heed the **CRTC's** recommendation that it step in as an alternative to the federal ruling that orders **Quebecor** to maintain separate print and broadcast newsrooms. The Quebecor decision was essentially self-imposed, much to the chagrin of **CTV** and **Global Television**. But the CRTC has left the door open, saying it would consider suspending the conditions if CBSC comes up with an approved code of conduct concerning cross-media ownership issues which would be applicable to the industry as a whole ("We at the commission believe in self regulation because it brings discipline in and takes into account the realities of the business world" – CRTC spokesman **Denis Carmel**). Cohen says he'll be meeting with broadcasters to assess support for an industry code and an appropriate monitoring committee. It could take months to draft a proposal and secure CRTC approval... **CBC** can't find a buyer for its transmission assets and, as a result, has shelved plans to sell them. The problem is pricing. CBC figures they're worth a certain amount (hundreds of millions) but prospective buyers are coming in lower. Up for grabs were 698 towers, 750 transmission sites and 2,500 transmitters. CBC is now said to be exploring alternatives including marketing the sites to tenants. Initially, the Corporation had hoped to funnel the sales proceeds back into radio and TV programming... Broadcasters among the new 2001/2002 **National Advertising Benevolent Society** (NABS) Western chapter are **Bruce Anthony (Kiss-FM Vancouver)**, **Lynne Forbes (VTV (CIVT-TV) Vancouver)**, and **Michelle Gurney (CKVU-TV Vancouver)**... **The Song Corporation**, pollster **Allan Gregg's** dream of an artist-friendly Canadian music giant, declared bankruptcy in May. And now, with about \$21-million down the chute, more than 500 creditors are in line to try recovering even a portion of the \$8.2-million they're owed. The Song catalogue includes rights to works performed, written or co-written by **Murray McLauchlan**, **Tom Cochrane**, **kd lang**, **Amanda Marshall**, **Junkhouse**, **Loverboy** and **The Guess Who**. It also held Canadian publishing rights for some of the world's biggest pop stars... Meantime, **BeMusic**, the world's largest music services group, based in London and owned by Germany's **Bertelsmann**, has unveiled a new structure and management team to oversee the launch of **Napster's** new subscription service. **Andreas Schmidt** takes the top post at BeMusic, developing it as a one-stop music shop... Some media stocks are hurting, including **CanWest Global**, **Quebecor**, **The Globe & Mail**, and the **Toronto Star**. It's particularly evident in Toronto where a newspaper battle for advertising and subscribers is being waged between the Star and the **National Post**. But analysts are having a hard time figuring out – because all are part of multimedia conglomerates – just exactly what is driving the decline. Earlier this week, Torstar reported that ad linage at the Toronto Star has dropped 14% in the latest quarter. And, according to figures released by the

**Canadian Newspaper Association**, advertising lineage in Ontario papers dropped 6.9% in May and 10.8% in April compared with the same months last year...

**SYNDICATION:** **Sound Source Networks** has signed a long-term agreement with **Premiere Radio Networks** to market and distribute **MTV's Carson Daly Total Request Live**. The show's a one-hour, Monday-to-Friday program. Specials coming up include **\*NSYNC** on July 19, **Train** August 16, and **Mariah Carey** August 16... **The Xzone Radio Show**, airing on **CFBU-FM St. Catharines** – after being kicked from **CKTB St. Catharines** – has landed a US radio syndication deal with the 15-station **Liberty Works Radio Network**. The show runs overnights, Monday through Friday, in the 2 a.m.-6 a.m. slot. With alien encounters, conspiracy theories and mysterious phenomena as the prime themes, the show has a cult following...

**REVOLVING DOOR:** **George Ferguson**, who was GM at **Irving's CHSJ Saint John** and **CKBW Bridgewater** and who led the radio arm in winning FM licences for **The Wave (CHWV) Saint John** and **The Tide (CHTD) St. Stephen**, is no longer with the company... **Michael Buzzell** who, during his 13 years with the **Canadian Association of Broadcasters**, became well-known to private broadcasters across the country, has resigned. Buzzell, who handled information services, member services, communications and media relations leaves the CAB July 20... **Lenny Lombardi** is now President of **CHIN Radio/TV International** in Toronto. His father, **Johnny Lombardi**, had held the joint titles **President/CEO**. He holds his CEO status... **Dwayne Desaulniers** is new Director of Business Development at **Canadian Press**. Previously, he was GM, Development Projects at **Rogers iMedia**... **Rick Mercer** of **CBC-TV's This Hour Has 22 Minutes** has quit the show. He'll instead concentrate on other projects, including **Made in Canada**, the TV-industry satire program... At **Integrated Media Sales**, **Cathy Bryenton** has been named Account Manager in the Vancouver office. She had been Media Manager at **A&B Sound**. Bryenton will be working with IMS Western Sales Manager **Krista Fordham**... **Rick "Bwana Johnny" Johnson** is the new Oldies Programmer for **Jones Radio Networks**, based in Seattle. Promoted from Oldies MD, Johnson has

previously programmed Oldies for **Marathon Media** and **Citadel**... **François Macerola** is new Chairman of **Telefilm Canada**, a move up from Executive Director. Macerola succeeds **Laurier LaPierre** who's now a Senator... New General-Director at **Radio Nord Communications** is **Sylvain Carbonneau**. He'll report to **Denis Bouchard**... **Walter Isaacson**, a former Editor of **Time magazine** and a senior Exec at **Time Inc.**, has been named Chairman/CEO of **CNN**. He succeeds **W. Thomas Johnson**, who announced his retirement in June... **John F. Lansing** is new Senior VP of **The E.W. Scripps Company's** broadcast TV station subsidiary. He had been VP of Operations for the 10 Scripps stations since September 2000...

**LOOKING:** **Telemedia (West)** is looking to fill two distinct job categories in BC. Check both Telemedia ads in this edition, and at the CLASSIFIED section of the **Broadcast Dialogue** Web site ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)).

**SUPPLYLINES:** **Miranda Technologies** of St. Laurent is buying US-based **General DataComm Industries'** Montreal-based multimedia division. The deal gives Miranda access to GDC's interactive MPEG-2 video platform and the MAC 500 platform used to provide varied video services such as distance learnings and telemedicine.

**EDITOR'S NOTE:** Today's edition is the last until August 2. The weekly **Broadcast Dialogue** is taking a two-week summer break. Meantime, the summer edition of Broadcast Dialogue magazine began landing on your desks this week. It's a bit thicker than usual because of the directory of stations, IDs, phone numbers and addresses. Please, if you can take a moment, provide feedback to me on this addition to our usual features. E-mail is [broadcastdialogue@home.com](mailto:broadcastdialogue@home.com).



Broadcast Dialogue  
is on vacation  
for 2 weeks.  
The newsletter resumes  
August 2.