RADIO: Standard Radio has won CRTC approval to acquire the four Craig Broadcasting radio stations in Manitoba: CKMM-FM Winnipeg, CFQX-FM Selkirk, and CKXA-FM/CXK-FM Brandon. Cost to Standard was $20-million. Standard already owned Magic 99.9 (CFWM-FM) Winnipeg but dealt it to CHUM Radio in a swap involving CHOM-FM Montreal. As a consequence of the approval, Integrated Media Sales (1msradio) assumes national sales responsibility for Magic 99.9 Winnipeg. IMS has also assumed sales responsibility for Telemedia's 36-stations in Alberta and BC. Add those to the current representation of Standard's Calgary and Edmonton operations and Standard's two stations in Vancouver.... CRTC hearings began in Winnipeg Monday to review new FM applications. There are seven applications, three of which want the 99.1 frequency: Rogers Broadcasting wants to flip CKY Winnipeg to FM (Classic Hits), Corus Radio wants an Oldies/Soft Adult Contemporary format, and CanWest Global Communications is applying for its first radio licence - a format geared to Smooth Jazz. The four other FM applications are for other frequencies: N.I.B. 95.5 Cable FM wants to offer a Pop, Rock, Dance, Jazz and Blues format at 107.9 MHz; CKVN Radiolink System would offer Easy Listening at 100.7; HIS Broadcasting wants 107.1 for Christian music; and, Red River College Radio is applying for 92.9 to be used as an instructional campus FM station... Eternac Inc., which holds the licence for CJTK-FM Sudbury, has been granted an amendment to allow it a maximum of four minutes an hour of ad time. The CRTC received no interventions... Two Detroit stations are in a duel over ID'ing their properties as Kiss. WDMK-FM (102.7), owned by Radio One, is the current user but Clear Channel property WKQI-FM wants the Kiss moniker as part of a new corporate-standardized image. Clear Channel has been active copyrighting image names and, since Arbitron uses nicks for listener diaries, there can't be two Kisses in one market. Clear Channel recently went to court in Bakersfield, Calif., forcing American General Media's KISV-FM to drop its "Kiss", which ended up on Clear Channel's KKXX-FM...

GENERAL: Corus Entertainment and DMX MUSIC, Inc. have exchanged ownership interests in digital music services. In a simultaneous announcement in Toronto and Los Angeles, the two companies say the transactions involve their ownership interests in digital music subscription services to Canadian residential and commercial customers. Corus Entertainment acquires ownership of the existing Canadian residential subscription business and DMX MUSIC gets the Canadian commercial business. Brad Trumble, previously with Corus, has been named DMX MUSIC's VP of Canadian Operations and is based in Calgary. Ron Saunders continues to manage Corus' DMX residential business... The Canadian Association of Broadcasters -- represented by CAB Chair Paul Robertson (Corus Entertainment Inc.) and CAB President/CEO Glenn O'Farrell, plus other senior broadcasters -- will appear Feb. 21 before the Standing Committee of Canadian Heritage. Last Spring, the Committee called for comments on the state of the Canadian broadcasting system. The
CAB submits that the regulatory and policy framework established under the 1991 Broadcasting Act needs to be changed so Canada’s private broadcasters can maintain and strengthen their contributions to the system... RTNDA Canada (Radio-Television News Directors Association) will honour Broadcast News General News Director Mike Omelus with its Distinguished Service Award at this years national convention in Montreal (May 23-25)... Rogers Cable says it will be the sole owner and operator of its high-speed cable Internet network within a month. The final piece, connecting the Canadian network to the international Internet backbone, is all that’s left to be done. The change/update follows years of spotty service and, consequently, the application for bankruptcy filed by Excite@Home... Still with Rogers Cable, the company has sent notices to its customers in Toronto saying that it is seeking to have basic cable rates deregulated. Cable operators that lose five per cent or more of its customer base can apply for deregulation... Izzy Asper has defended CanWest Global Communications' editorials written in Winnipeg with mandated use in the company’s newspapers. Speaking to shareholders last week, Asper – the Founder and Chairman of CanWest Global – blamed competitors, along with a few academics, for stirring controversy over the policy. “We do this,” said Asper, “because as publisher-in-chief we are responsible for every single word which appears in the newspapers we own and therefore we want to ensure that on national and international key issues, from time to time, and only those which are important, we should have one official, not 14 official, editorial positions”... It’s possible that’s what’s described as “a puzzling economic outlook” may mean a further slowdown in broadcast ad spending. Buys are apparently “way down,” according to one Toronto broadcast exec, and there’s anxiety over the next eight months. CanWest Global says it’s expecting a flat year while Corus Entertainment has described 2002 as “challenging”. Add to that, many of the new digital broadcasters are selling well below rate card (although much of a digital channel’s success will come from subscription rather than advertising – up to 85% in revenues)... Co-Winners of the second Jack Webster Foundation Telemedia Fellowship for broadcast journalists are Mohini Singh of CHBC-TV Kelowna and George Orr, a teacher at BCIT Burnaby. Singh will use her fellowship for professional development at the Port Elgin, ON media training teacher at... Thursday, February 7, 2002 BROADCAST DIALOGUE Page Two of Three

TV FILM: The prime anchor tenant of a major new film studio to be built in Toronto is Alliance Atlantis Communications. The Toronto Economic Development Corporation approved creation of what’s described as a “world-class film and media complex,” along with a dynamic new neighbourhood on the city’s Eastern – and derelict – Portlands. The $200-million deal will encompass about one million square feet of movie studios on the site of the proposed broadcast centre for the city’s failed Olympic bid... iLoveTV Entertainment Inc. has formed a strategic partnership with OgilvyInteractive worldwide. Don Barnes, Managing Director of OgilvyInteractive and Founding Member of iLoveTV’s Board of Directors, says his company was interested in forming the strong relationship because “their technology enables Ogilvy and their clients to operate in a converged world now and this is going to open up tremendous entertainment and advertising opportunities for our clients.” iLoveTV generates real-time Web links in-sync with TV program content... Leonard Asper, President/CEO of CanWest Global Communications, acknowledged to shareholders last week that financially, “looking ahead in the short term, we do sail uncertain waters.” The Winnipeg-based media conglomerate reported a $108-million profit for the three months ended Nov. 30. More than half of this profit, however, came from special gains such as the sale of TV stations. Ad revenue is under pressure but Asper says the economy will recover. He also said the company will expand elsewhere to reduce its dependence on advertising (which now provides 82% of total revenue). CanWest is labouring under about $4-billion in debt... Former CRTC Commissioner Gail Scott will chair an independent monitoring committee to be set up by CTV Inc. The purpose, says CTV, is to review concerns about how the network and its local stations comply with the Editorial Statement of Principles and Practices, established as part of CTV’s licence renewals last August. Daniel Lamarre, President/COO of Shows and New Ventures, Cirque du Soleil and lawyer Jon Festinger of Davis and Company comprise the remainder of the committee. Bell Globemedia President/CEO and CEO of CTV Ivan Fecan says “The establishment of the Monitoring Committee reinforces our commitment to maintaining editorial diversity amongst our news organizations”... Robert O’Reilly, the former head of CBC’s shortwave service, says CBC-TV is a drag on the entire corporation and should be killed. Speaking to a broadcasters’ conference in London, England, O’Reilly said ratings for the English TV service are dismal and that it “should be closed as soon as possible and practical, before it becomes so irrelevant that it threatens the survival of the entire corporation.” O’Reilly, who resigned last June as Exec Director...
of **Radio Canada International**, has been a broadcaster and policy maker for more than 30 years. Not surprisingly, the CBC doesn’t think much of O’Reilly’s position. Director of Corporate Communications **Martine Menard** says his comments were out of date and out of touch. **Friends of Canadian Broadcasting** spokesman **Ian Morrison** went further. He called O’Reilly “out to lunch”... While there are no rules about it, the **CRTC** is nonetheless investigating business television shows for accepting money from companies they profile. The criticism is that infomercials masked as journalism qualify as Canadian content (the Commission, in fact, does not recognize infomercials as CanCon. Further, infomercials are required to be clearly identified as paid programming). The issue is a hot button because of the implication that media and business ethics seem to be at odds with hapless investors being ambushed by scandals. The issue came to light in a **CBC-TV** program, **Disclosure**, which profiled business programs that Disclosure said charged companies for coverage. One such program – **Canada’s Best Businesses** – featured an Ottawa software company which claimed it had paid between $18,000 and $20,000 for a four-minute puff-piece that the software company had itself written. Canada’s Best Businesses was aired nationally, first on **Global** and then on **CTV**... A Cincinnati-based company, **Merwyn Technology**, says its **Persuasion Research** study of 2002 Super Bowl TV spots shows poor advertising effectiveness. Only 31% of Sunday’s commercials, says Merwyn, generated above-average average consumer persuasion scores. The spots, it said, were geared more toward entertainment than to giving viewers reasons to buy. Thirty-one per cent of commercials scored above average for all business concepts... And still with the Super Bowl, there were technical problems in the first half. Seems at least part of that was **Global Television**’s doing. Audio from the **Fox TV** sideline reporters was badly out of sync with the pictures and cameras that, at least twice, stayed with the **New England** quarterback long after he’d passed the ball. Camera work zoomed in and out quickly and, on other occasions, they pulled back to show a virtual ad on the playing surface. Turns out that **Global**, which had cameras at the game, and inserted some of its own shots into the broadcast (read virtual ads)... **Jeffrey Katzenberg**, the co-Chief, with **Steven Spielberg** and **David Geffen**, of **Dreamworks**, told last Saturday’s **World Economic Forum** in New York City that US network television stinks. He blames ownership structures – and their quest for greater profits – for how bad their programming is. Consider the February sweeps. The buzz is looking for a Sales Rep...
Newcap Broadcasting is preparing for the exciting challenge of launching a new radio station in the nation's capital. We believe great teams need great leaders, and we are currently searching for a General Manager for our new Ottawa station. As General Manager, you will have a proven track record of assembling winning teams and you will possess the unique ability to bring out the best in your employees. If you would like to work for one of Canada's best broadcasting companies in one of Canada's great cities, please forward your application in complete confidence in care of:

Linda Emerson
Newcap Broadcasting
745 Windmill Road
Dartmouth, Nova Scotia  B3B 1C2
archaic". But he doesn’t favor the Commission’s abolition. Instead, says Asper, “there are certain functions it does perform”, but automatic licence renewals should be the norm. In other comments made in an interview for broadcast, he took aim at CBC and CTV. “CTV,” he said, “has gone out of its way to slag and smash and denigrate Global,” while CBC television has become a “state within a state” and “should be expunged” because it is “unaccountable”...

The Supreme Court of Canada has refused to hear a CBC challenge of costly defamation judgements against The Fifth Estate. Last year, CBC was ordered to pay nearly $1-million in defamation damages to a University of Ottawa medical scientist and another $200-thousand to a Toronto cardiologist. An Ontario court ruled that the investigative TV program was malicious and unfair, and that the show was defamatory and sensationalized a February 1996 episode about the safety of a heart medication...

In a Feb. 8 letter to Corus Entertainment President/CEO John Cassaday, the CRTC Secretary-General, Ursula Menke – commenting on Cassaday’s response for details on how Corus intended to honour its commitments in relation to the Women’s Television Network acquisition – said, in part: “The Commission notes Corus’ intention to maintain WTN’s orientation as a Western-based service notwithstanding the closure of the Winnipeg office. We look forward to continuing to hear about your activities and initiatives designed to enhance WTN’s presence in Western Canada on an ongoing basis.” Cassaday had provided details on Corus’ presence in Western Canada, its relationship with Western-based producers, and emphasized his confidence that it will benefit WTN...

Jack Valenti, the President/CEO of the Motion Picture Association of America, told an Ottawa conference last week that neighbourly respect, an open marketplace and that no country has a monopoly on talent. Valenti, at the Canadian Film and Television Production Association’s annual conference, Prime Time, said he continued his support by opposing duties, tariffs or quotas on American productions that are shot in Canada. He also stressed the importance of international markets if entertainment companies are to thrive, saying “We all must export or we shrink.” Valenti also said he supports American legislation that would create tax incentives for American producers to shoot at home...

The NewVI (CIVI-TV) Victoria’s plan for a 24-hour live camera mounted atop city hall is running into a legal snag, at least so says a city official. The city’s Mayor, Alan Lowe, says VI’s camera shouldn’t pose a problem if used for its intended purpose – panoramic shots of the city, not close-range shots of citizens... Citytv Toronto Reporter Jojo Chintoh has offered to post bail for a Hells Angels motorcycle club member. The accused is a friend of Chintoh’s and, says the reporter, he has no fear of putting career reputation on the line by going to bat for the man...

Rogers Sportsnet has signed a contract to broadcast a maximum of 120 Toronto Blue Jays games in each of the next three years. TSN has committed to broadcast 20-25 games each season over the same three-year period, while CBC will show 15 games in 2002...

Virgins in the largest of Uganda’s four kingdoms are to have their traditional wedding gift of a goat updated. In future, any girl who remains chaste until she’s married will be offered a TV set, electrical appliances or even cash. Increasing the incentive of the purity custom came about because of a recently established morality committee trying to stem the spread of AIDS in Uganda.
As a Program Director, few moments in your career will match the thrill on signing on a new radio station. Newcap Broadcasting will soon launch two new stations, one in Calgary and one in Ottawa. Both stations will require experienced and dynamic leaders to ensure world-class programming that creates exciting, compelling, and memorable radio. If you believe you have the skills to program in these highly competitive markets, we want to hear from you. Please forward your resume, references, and a composite demo of your radio station(s) to:

Steve Jones
Director of Programming
Newcap Broadcasting
4152 99 Street
Edmonton, Alberta T6E 5H5
SIGN-OFFS: Harvey Kirck, 73, the retired CTV News Anchor. Kirck died at his Uxbridge, ON home of a heart attack after a lengthy battle with congestive heart failure. His heart problems combined with diabetes had left the former CTV Anchor in frail condition... Howard K. Smith, 87, the former ABC Broadcast Journalist (CBS prior to that) who earned fame for his Second World War coverage, his moderating the Kennedy-Nixon TV debate and his continuing editorials on ABC... Paul Kidd, 69, in Hamilton following a brief battle with cancer. Kidd worked for the Hamilton Spectator for 19 years before becoming a Commentator on CHCH-TV Hamilton and CHAM Hamilton. Later, Kidd was CBC Radio’s one-man bureau for the city.

REVOLVING DOOR: Iain Grant, who was among the Corus Radio (CFYI-MOJO Toronto) layoffs a while back, has returned to CFRB Toronto. He’ll be opping the morning show.

TV/FILM: Multivan Broadcast Corp. has been awarded the ethnic TV licence for Vancouver. Their application narrowly edged out the Rogers Media competing application. Three of five CRTC commissioners voted in favour of Multivan, saying their decision was based for the most part on the company’s local and ethnic ownership. James Ho, President of CHMB (AM1320 Vancouver), is one of the largest shareholders in Multivan. It will offer programming aimed to 22 ethnic groups... Hyping video-on-demand as something that will “fundamentally change the way people watch television,” Rogers Cable Inc. has launched the service. Hopes are high that VOD will be a hit with consumers who want access to hundreds of movies at any time, day or night. Rogers is running a VOD pilot with 50 households in Toronto. It will be expanded to 1,000 households by June, and Rogers expects VOD will be available to customers in Toronto who have a digital box by 2003... The NewVI (CIVI-TV) Victoria has launched an open call for submission for original writings suitable for screen adaptation. Director of Programming and Independent Production Barry Dodd says several winning submissions will be chosen, teaming the writers with independent Vancouver Island-based producers. The idea is to boost Vancouver Island's independent film industry and create a series of new Island-made films. The project is a key step in The NewVI's $12 million/seven year commitment to the independent production community... COGECO and Bell Globemedia have completed their joint acquisition of Quebecor's 86% participation in the TQS television network. The new venture, with a 60% proprietary interest...
by COGECO and 40% by Bell Globemedia, will regroup
the TQS network, TQS’s stations in Montreal, Quebec City
and its repeater station in Rimouski, and Cogeco Radio-
Television’s six stations in Sherbrooke, Trois-Rivières and
Chicoutimi/Jonquière... The BC-wide telecast of the
Variety Club Telethon has set a record in donations and
pledges: $6.25-million. The money raised through the
telecast – on Global – will be used to help mentally and
physically disabled children... NBC-TV has called Canada
the “coolest country at the Games.” Cited as evidence,
they say, is Barenaked Ladies, which is the coolest band
playing nightly concerts in Salt Lake City. Other examples
of “Canadian cool” are the Roots-manufactured/designed
uniforms for the US and Canadian Olympic teams, figure
skaters Jamie Salé and David Pelletier, the two official
languages of the Games -- French and English and,
showing a photo of Wayne Gretzky, an announcer asked:
“What other delegation includes a member that is known
simply as The Great One?” Add to that is the fact that
Canada House at the Olympic Village is regarded as “the
place to be.”

Radio: Dave Wilson, former ND and talk show Host
at CJCB Sydney – and now a Nova Scotia MLA
(plus Deputy Speaker of the Nova Scotia
cabinet) – had a heart attack Tuesday night
while shoveling snow with his kids. The NS Liberal caucus
states it was mild.... This past Monday, AC Magic 97
(VOCM-FM) St. John’s became K-Rock, Newfoundland’s
Classic Rock. K-Rock is airing classic rock from the late
60s through the early 90s... Tom Cheek, who’s done Blue
Jays’ radio broadcasts since the team’s inception, has won
a six-year battle with Revenue Canada. Cheek took the
feds to court last year after being told he owed more than
$200,000 in unpaid income tax. He successfully argued
that because he’s a US citizen, his salary is already taxed
south of the border. The government had said that
“artistes” such as actors and singers aren’t covered under
the treaty. But Cheek demonstrated that being a play-by-
play announcer isn’t the same as being an entertainer;
that, in fact, the Blue Jays themselves were the reason for
listeners tuning-in and not his personal entertainment
value... Cogeco Radio-Television Inc. has applied for an
FM licence in Quebec City, proposing AC with hits from the
70s and up until today. CRTI President Michel Carter
says the existing Rythme FM station in Montreal and the
proposed station in Quebec City would form the nucleus of
a future Quebec-wide network (back in December, Cogeco
applied for FM licences [Rythme] in Sherbrooke, Trois-
Rivières and Chicoutimi/Jonquière)... C100 FM Halifax
raised $270,000 during the station’s first annual
Radiothon for the IWK Health Centre in Halifax. The
fundraiser – called One Hundred Hours For The Kids –
took place Feb, 12 through 16 live from the Halifax
Shopping Center. The IWK Health Center in Halifax
(named after founder Sir Isaac Walton Killum) provides
care for children in the three Maritime provinces and
beyond... Toronto-based Surf Media Group
has introduced what it calls “a rich-radio content system”.

Company founder Paul Dowling says the service lets
advertisers extend existing ad campaigns using the
station’s Web site. Advertisers can offer coupons, tickets,
location maps and surveys associated with their spots. The
system is being marketed to radio stations nationally.
Individual stations are responsible for selling the service to
advertisers... Mountain FM (CISQ-FM) Squamish is now
all-voice tracked except for the morning show. KISS-FM
(CKKS) Vancouver is the originator. The changes at
Mountain FM tie in with similar moves at STAR-FM (CKSR)
Chilliwack. Former Mountain FM PD Terry Chan is now
MD for both stations... Jim Houssen, owner of 50-watt
Christian rocker Xtreme 101 Moncton, says he’s being
bullied by the major radio operators in town. Houssen
takes exception to Atlantic Stereo Ltd.’s and Maritime
Broadcasting’s intervening negatively in his CRTC application to upgrade his community station’s status to semi-commercial. Houssen says semi-commercial status would allow his station to hire a salesperson to generate about $250,000 in advertising annually, growing to about $400,000 annually in five years. In his intervention, Atlantic Stereo (CJMO-FM/CJXL-FM Moncton) GM Pat Donelan says with the awarding of five new licences in his market – and with a potential $1.6 million in ad revenues going further astray if Houssen wins CRTC approval – the competitive necessity for remaining strong would be strongly diminished... It’s just over a year old but independent CHWO (AM740) Toronto, with a format that targets 50+, has been wildly successful. Based in Oakville (just west of Toronto) since 1956, the company has been honored as the Entrepreneur of the Year at the Oakville Awards for Business Excellence... The Schurman family’s long association with C102 and its AM predecessor CJRW Summerside ended last Friday. Paul M. Schurman was the last of his family to operate the station. His late father bought CJRW in the mid ’50s and, last year, was sold to Maritime Broadcasting. Schurman’s successor at C102 has yet to be announced... While a list of Canadian Music Network Music Director of the Year (Secondary Market): Gruff Gusnowski, CKLM Lloydminster; Scott Hanes, CKWF Peterborough; Earle Mader, C100 Halifax; Julie Mazzaferro, CJSJ Thunder Bay; Paul Morris, CHTZ St. Catharines; and Darren Stevens, B101 Barrie. Canadian Music Network Program Director of the Year (Secondary Market): Kerry Gray, CHTZ St. Catharines, Michael Olstrom, CFWF Regina; Andy Ross, CHST London; Darren Stevens, B101 Barrie; Pete Travers, CFCA Kitchener; and, Ryan Zimmerman, CKLM Lloydminster.

On-Air Personality of the Year: BJ & Hal, CJKR Winnipeg; Dean Blundell, CFNY Toronto; Carla & Company, CKFM Toronto; Jake Edwards, CFMI Vancouver; Jake Edwards, CFMI Vancouver; Mad Dog & Billie, CISS Toronto; Kevin Nelson, CCMJ Ottawa; Aaron Rand & Tasso, CFQR Montreal; and, Roger, Rick & Marilyn, CHUM-FM Toronto.

Station of the Year, Rock: CFMI (Rock 101) Vancouver; CFYN (Edge 102) Toronto; CIQ (Q107) Toronto; CIRK (K-ROCK) Edmonton; CJKR (POWER 97) Winnipeg; and, CKQB (The Bear) Ottawa.

Station of the Year, A/C: CHFI Toronto; CHIQ (Q94) Winnipeg; CHQH (103.5) Vancouver; CHUM-FM Toronto; CJEZ (EZ ROCK) Toronto; CMMJ (Majic 100) Ottawa; and, CKLH (102.9 K-LITE) Hamilton.

Station of the Year, CHR: CISS (KISS92) Toronto; CKIK (Power 107) Calgary; CKKL (KOOL) Ottawa; CKNG (Power 92) Edmonton; CKOI Montreal; and, CKZZ (95.3) Vancouver.

Station of the Year, Country: CICZ Midland; CISN (103.9) Edmonton; CJJR Vancouver; and, CKRT (Country 105) Calgary.

Station of the Year, News/Talk/Sports: CFRA Ottawa; CFRB Toronto; CFTR (680 News) Toronto; CHED Edmonton; CJOB Winnipeg; and, CKNW Vancouver.

Canadian Music Network Music Director of the Year (Major Market): GUY BROUILLET; CKO1 Montreal; Lochen Cross, CJKR Winnipeg; Kneale Mann, CFNY Toronto; Chad Martin, CKNG Edmonton; Mike Religa, CISS Toronto; Kath Thompson, CKQB Ottawa; and, Scott Turner, CIQG Hamilton.

Canadian Music Network Program Director of the Year (Major Market): JULIE ADAM, CISS Toronto; Rob Farina, CHUM Toronto; Chris Gordon, CKKL Ottawa; Steve Jones, CIRK Edmonton; Stewart Meyers, CIQG Toronto; Steve Parsons, CJKR Winnipeg; and, James Stuart, CKNG Edmonton.

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Steve Jones
Director of Programming
Newcap Broadcasting
4152 99 Street
Edmonton, Alberta T6E 5H5
Station of the Year, Secondary Market: C100 Halifax; CWFW Regina; CHST London; CHSU Kelowna; CHTZ St. Catharines; CKLM Lloydminster; CKWF Peterborough; and, CIKR (K-Rock 105.7) Kingston.

GENERAL: The Canadian Cable Television Association tabled several recommendations with the Standing Committee on Canadian Heritage aimed at supporting growth in the broadcasting sector. They are: 1) Recognize competition and consumer choice as principles in the Broadcasting Act; 2) Reform the regulatory process by reducing the size of the CRTC and making it more accountable and transparent in its process; 3) Allow increased foreign investment; Legislate an amendment to respond to the growing black market satellite problem (the black market for satellite TV is taking away Canadian jobs and programs and law enforcement agencies are doing little to stop it, says CCTA. Association President Janet Yale claims there are up to 600,000 pirated US satellite systems in Canada which cost the Canadian broadcast system much as $400-million in lost revenue each year); and, 4) Recognize the unique circumstances of small systems. Said Yale, “We think it is very telling that the pillars of competition and consumer choice are nowhere to be found in the Broadcasting Act. They should be first and foremost. Their absence is the foundation from which many of our recommendations arise”... Still with the Heritage Committee, the Canadian Association of Broadcasters has been advised by the Chair of the Standing Committee that the CAB's scheduled appearance on today (Thursday) has been postponed because of a scheduling conflict. A new date hasn't been set for CAB's appearance... BCIT's Broadcast and Media Communications invite all alumni to its biannual All Years Reunion Friday, April 5 at the BCIT Broadcast Centre. For info, contact Jan Wadsworth at 604-432-8863 or broadcast@bcit.ca... Winners of the Canadian Women in Communications' 2001 CWC Annual Awards are: Woman of the Year: Janet Yale, President/CEO, Canadian Cable Television Association Mentor of the Year: Mary Powers, VP of Communications and Promotion, CHUM Television Limited Trailblazer of the Year: Lib Gibson, President/CEO of Bell Globemedia Interactive - and - Nancy Lee, Executive Director, CBC Sports Employer of the Year: Vision TV The CWC Annual Awards will be handed out at the Annual Gala and Awards Dinner Feb. 25 at the Westin Hotel Ottawa.

SUPPLYLINES: Montreal-based SF Marketing has added three new Representatives to its national team: John Radul is Sales Manager for Central Canada; John Warwick was appointed Sales Manager for Western Canada; John McArthur is new Contractor Market Manager; and, Éric Dion has been appointed Sales Rep for the OEM market.

Canada’s Living Museum
broadcasting-history.ca
See “The CNR Radio Network Story” – Canada’s first! CN liked it enough to put it on their Web site!
SENIOR PRODUCER

CKVU Television in Vancouver, BC has an immediate opening for a SENIOR PRODUCER.

Applicants must have 10 years’ experience working on a newscast in a major market & a minimum of 5 years of management experience.

The responsibilities of the successful candidate will include the “look” and content of all news programming, preparation of annual departmental budget, advising on editorial & personnel issues, leadership and management of news department staff.

This position reports to the Director, News & Daily Programming.

E-mail (hr@ckvu.ca) your resume to Competition BD06-2002.

Deadline March 15, 2002

CKVU values diversity in its work forces and is committed to employment equity in its workplace.

(For Direct Response, Click on this Ad)
radio: So, who was Wayne Gretzky talking to on his cell phone just moments after Team Canada won Gold? He called Team 1200 Ottawa Talker Jim Jerome, and old pal from Edmonton, who was on-air. Said Jerome: “Isn’t that something? It was the biggest rush I’ve had in a long time. I was half-crying, it was way too much. It was unbelievable”... The annual Canadian Music Week conference opened its doors yesterday (Wednesday) and runs through Saturday, March 2. Of particular interest to PDs, MDs, and GMs is the session Saturday morning (11:15 a.m.) about the proposed 40% Cancon regulation. Warren Costford, who will be on the panel, in a message to members of his radiopro list, said: “The music Industry lobby and government seem to want to destroy radio as we’ve known it. It’s, typically, the short term greed of the music industry. We’ve seen it in the way they run their businesses. We’ve seen it in the way they lobby government. They now want to take radio down with them. If you care about radio, you’ll be there to raise your voice. The Canadian Content myth has run it’s course. Myth #1 - It was rare to have Canadian hits before the CanCon regs. Myth #2 - The CanCon regs were required because Canadian radio would not play CanCon. Myth #3 - The Cancon regs are required in order to strengthen Canada’s cultural identity... It’s not time to increase CanCon. It’s time to reduce it. Take off the training wheels. Thirty-one years later, we have the infrastructure in place so that the music industry can leave home, cut the umbilical cord, and become adults. Get over it”... In other CMW news, again this year the Radio Marketing Bureau and the Ontario Association of Broadcasters have joined with Canadian Music Week for their annual conference and convention. Among other outstanding events, CHUM’s Allan Waters is to be inducted into the Canadian Broadcast Hall of Fame. Going into the Canadian Music Industry Hall of Fame is The Guess Who... A comprehensive view of studies done on radio’s effectiveness has been put out by the Radio Advertising Effectiveness Laboratory. It goes a great distance into dispelling the myths some prospects put forward about radio’s abilities as it regards advertising. There are some incomplete areas, e.g. radio vs. newspaper however here are the highlights: Radio ads do result in the recall of ads, copy points, and brand names; the effectiveness of radio ads differs significantly from ad to ad, suggesting a wide variation in the quality of Radio ads; and, the best radio ads appear to be as potent as the average TV ad. The effectiveness of radio ads (as measured by recall) is highest when the ad: is longer and contains early and frequent brand mentions with relatively few different ideas within the ad and is aired in a shorter pod or at the beginning of a pod; the effect of humor in radio ads varies by product; radio ads can, and often do, cause images to appear in the listeners’ minds. Radio ads are capable of achieving significant recall even when listeners are distracted. Radio’s impact on recall is about 80% as potent as TV’s exposure. When costs are contrasted with impact, radio is more cost-effective than TV, and radio can increase the impact of a campaign when added to TV. The full .pdf file of the report is available at: http://www.radioadlab.com/RAEL_Compendium.pdf. (E-mail recipients may simply click on this link and the full report will load on your computer)... Rawlco Radio’s CKOM-FM Saskatoon and CINT-AM Saskatoon have new call letters. CKOM-FM has become CJDJ-FM while CINT has taken over the CKOM calls... After an injection of $5-million, CBC Radio is about to undergo its first major programming revamp in 30 years. Radio One programming changes expected this fall include all-live Saturday shows from 6 a.m. to 6 p.m., as well as live programs for much of the mornings Monday to Friday; more regional and local shows airing nationally, and the axing of This Morning’s hour-long repeats at night... CKBW Bridgewater has changed formats, from Country to Hot AC during the day and, in the evening, Modern Rock/CHR... Jim Rome, the American Sports Talker, has forsaken TV for his first love, radio. Rome says he’ll honor his contract with Fox Sports Net and continue his nightly show until the end of the year. His syndicated show is heard on The Team stations in Canada and in 185 US markets.

general: The Communications Energy and Paperworkers Union says the CRTC should be replaced with an arm’s length agency; that the CRTC is too close to broadcasters. Union Rep Arthur Simmonds told the all-party standing committee on Canadian heritage that a new federal broadcast regulator should be structured similar to a public utilities commission, with staff acting as consumer advocates, and that it should be to protect the interests of Canadians – not media conglomerates... Judges at the US Circuit Court of Appeals in Washington have ordered the US government to pull back ownership limits on broadcast and cable firms. The court told the FCC it went too far in seeking to enforce a rule aimed at capping the national reach of a broadcast ownership group at no more than 35% of American households. Separately, the same panel dismissed an FCC rule that had prohibited cable systems and broadcast stations in the same market from being controlled by the same entity... The FCC has approved limited use of Ultra Wide Band (UWB). Used mostly for specialized radar applications, UWB may eventually put the cell phone and Internet e-mail on a par with smoke signals and clay tablets, all at a fraction of the cost. Unlike conventional radio technology, UWB operates as a series of electrical pulses in durations so brief that a billion can be squeezed into a single second; signals aren’t limited to a single narrow frequency. It can’t be jammed and listening devices have no way of monitoring messages. Because UWB
broadcasts across the frequency spectrum, it includes super-low frequencies that allow transmissions to be used from underground, beneath the ocean or inside concrete and steel buildings. The potential applications are obvious, e.g. TV cameras, sound units, computer gateways and artificial intelligence – not to mention a host of other commercial applications. From the Canadian Women in Communications Annual Gala and Awards Dinner in Ottawa Monday night, Canadian Cable Television Association President/CEO Janet Yale was honored as CWC Woman of the Year; Bill Roberts of Vision TV accepted the award for Employer of the Year; Trailblazer Awards were presented to Lib Gibson, President/CEO of Bell Globemedia Interactive and to Nancy Lee, Exec Director of TV Sports at CBC Television; the Mentor Award went to CHUM Television VP of Communications and Promotions, Mary Powers; the CWC/Global Television Network Management Development for Women award was won by CFMT-TV Toronto VP/GM Madeline Ziniak; and, the CWC/Astral Media Executive Management Scholarship for Women was presented to Corus Entertainment Group Director of Communications, Kerry Morgan... Prince Edward Island Supreme Court Chief Justice Gerald Mitchell says he expects to see TV cameras in all courts within 10 years. Mitchell said courts are public institutions and what takes place there is public business. ‘The battle for cameras in court’, written by Dan Burnett at Owen Bird in Vancouver, is a feature article that will be in the March edition of Broadcast Dialogue (now in the mail). If you’re anxious to see it sooner, it will be in the magazine section of the Broadcast Dialogue Web site tomorrow (Friday) morning (www.broadcastdialogue.com).

SYNDICATION: Jones Radio Networks has a new overnight news/talk show. AmericaLiveT will air live 12mid - 8am, ET (9am-5am PT) and debuts Monday, March 11.

TV/FILM: Solutions Research Group (SRG) in Toronto says the digital channels of most interest to viewers are DejaView, Action (Showcase), National Geographic, Animal Planet and Discovery Civilization. Not surprisingly, all are owned by major communications companies. CanWest Global owns the DejaView; Alliance Atlantis has Action and National Geographic; and CTV owns Animal Planet and Discovery Civilization. Interestingly, similar research by Nielsen showed CHUM’s SexTV in its top 10 list of digital channels but not in SRG’s top 25. SRG Partner Kaan Yigit says, “... people would rather watch and not tell, I guess.” SRG pegs the number of satellite and cable homes capable of bringing in a digital signal at 1.5 million... CHUM Ltd., in a letter to TeleFilm Exec. Director Richard Stursberg, says current rules bar CHUM Television from applying for federal funds and, further, that they favor Alliance Atlantis Communications. CHUM wants the rules changed. Telefilm’s Canada Feature Film Fund provides about $100-million in financing annually to aid the Canadian film industry but adopted new guidelines late last year that allow broadcaster-affiliated production companies to be eligible for financing. The catch for CHUM is that the broadcaster must have a proven track record in Canadian film production, thus grandfathering Alliance Atlantis (and Groupe TVA Inc.). CHUM argues that the policy is discriminatory... CanWest Global Chairman Izzy Asper and CBC President Robert Rabinovich are continuing their public “dialogue” over the true value of the CBC. Asper’s latest salvo came when he said the CBC behaves like a state within a state, accountable to no one, and that it should be expunged. Rabinovich shot back that CBC is delivering on its mandate to serve Canadians, while private broadcasters are driven by an economic imperative. Further, said Rabinovich, CBC earned the right to broadcast the Winter Olympics, not by outbidding other networks, but by offering clearly superior coverage. Asper countered by saying that if CBC wasn't using taxpayer dollars to outbid the private networks for the rights to lucrative sporting events, the private sector would be doing the job... Not surprising to most Canadians is that the Olympic hockey game Sunday carried by CBC-TV destroyed whatever had been the most-watched TV event (Ed's note: okay, it was the March ‘98 Academy Awards ceremony). In fact, some estimates go as high as to suggest that about half of Canada's population was in front of a set somewhere, eyes glued to the game. Nielsen numbers say the peak audience was 10.4 million but that doesn't include the estimated two million Canadian French-language viewers nor does it include those who crammed into communal venues (bars, restaurants, dormitories, offices, (10,000 were watching at Vancouver’s GM Place), etc.). NBC drew 38 million viewers, a 10.7% share. It was the largest number to watch a hockey game in the US since the 23.2% share at the 1980 Winter Games in Lake Placid. For Canadian broadcast execs, the record ratings have made the prospect of the 2010 Winter Games being awarded to the Vancouver-Whistler bid tantalizing, and likely very expensive. If Vancouver-Whistler were awarded the Games (the IOC won't decide until July, 2003), says IMG Canada Senior VP, Canadian media interests would be falling over themselves to secure the rights. CBC has the Canadian rights through to the 2008 Summer Games in Beijing.