GENERAL: Stuart Langford and Andrée Noel have been reappointed to five-year terms as CRTC Commissioners. Langford is a lawyer and a former EA to John Turner. Ms. Noel is a Montreal-based lawyer and a former Exec with Fonorola Inc. Vivendi Universal SA’s debt rating has been slashed to junk and the Paris-based company’s shares plummeted Tuesday by more than 20%, this amidst allegations of padded financial results. Now, the speculation goes that the media giant will be split apart in a rescue bid. Vivendi’s companies include Universal Studios, MCA Music Group plus investments into the millions of dollars in other assets that former Vivendi CEO Jean-Marie Messier hoped to build into a rival for AOL Time Warner... Bill Roberts, President and CEO of the VisionTV Group of Channels, has been appointed to chair an eight-member Canadian Association of Broadcasters Trade Advisory Committee. The committee will make the CAB aware of its members' views with regard to the ongoing World Trade Organization negotiations, as well as their thoughts and concerns on matters such as the North American Free Trade Agreement and the Free Trade Area of the Americas (FTAA). The committee will also assist the CAB in the development of broadcast industry strategy on global trade. The other seven members are: Sophie Imond, VP, Regulatory & Governmental Affairs for Astral Media; Elmer Hildebrand, Pres/CEO of Golden West Broadcasting; Bryan Ellis, Group VP, CORUS Entertainment; Kathleen McNair, CORUS VP, Regulatory Affairs; Peter Miller, VP, Planning & Regulatory Affairs, CHUM Television; Glenn O'Farrell, Pres/CEO of the CAB; and Erica Redler, CAB General Counsel/Sr. VP, Policy & Legal Affairs... Gaylord Entertainment has sold Acuff-Rose, the country music publisher, to Michael Jackson and Sony Music Entertainment. The 55,000 song library includes the likes of Roy Orbison, the Everly Brothers and Hank Williams. Sale price for the 60-year old music publisher was $US157-million.

RADIO: Format change at CKIX-FM St. John’s, from Country to Adult CHR. KIXX Country is now 99.1 HITS-FM. The Country format moves to sister station VOCM St. John’s... Maritime Broadcasting has won CRTC approval to flip two of its AM stations to FM: CFAN Newcastle (now Miramichi City) to 99.3 @ 17,800 watts and CKEN Kentville to 94.9 @ 10,000 watts. Both licences expire Aug 31, 2008... Two radio changes we can now tell you about, which are reflected in the new Broadcast Dialogue Directory now in the mail. CKAF-KMPFM Kapuskasing is now ID’ed as 100.9 the Moose (from Mix 100) and CKKR-FM Cranbrook dropped both it’s the Outlaw ID and call letters, going to CHBZ-FM and ID of B104... The royalty fees on Internet broadcasters in the US for the music they use, which has caused more than a few to shut down, is having no small impact on Canadian Webcasters. They’re worried about the possibility of similar legislation after the Copyright Board takes a look at the issue (expected sometime next year). The major problem for Webcasters has been the difficulty in finding the right revenue model, despite growing audiences. But that isn’t cutting any ice with CRIA (Canadian Recording Industry Association) President Brian Robertson who told the Globe & Mail that taking tens of thousands of copyrighted works then saying a business model doesn’t work and royalties won’t be paid borders on lunacy. But Webcasters aren’t arguing that point. They say they simply want a more equitable model than the one set up in the US copyright ruling.

TV/FILM: Digital TV subscribers in Canada rose 6% to nearly 3 million in the first few months of 2002. Mario Mota, Publisher & Editor-in-Chief of Decima Publishing, says “several companies experienced slower growth and some even saw digital subscriber losses following the end of initial free previews of new digital specialty channels. This compares to overall growth of 13% in the fourth quarter of 2001.” The report, which highlights winning marketing strategies, says “free digital box giveaways, free previews, and the launch of...
For the past two years, DePoe was PD at EZ Rock Toronto. For the near term, DePoe will focus on the station’s future direction. Meantime, Dave Farough will continue to act as Energy FM PD in addition to his PD responsibilities at Edge102 Toronto... Leslie Nelson has left Broadcast News. Succeeding her is Craig Hamilton, who joins BN’s radio spot and print ad delivery service, FastChannel Network Canada, as Account Manager. Craig had been a Research Analyst/Account Manager at the Toronto Sun... Bruce Anthony has left his GSM duties at KISS-FM (CKKS)/CISQ Vancouver to begin his own business. Succeeding Anthony is Jamie Letwin... NOWTV Surrey GM Dean Cooper is no longer with the Trinity Television (of Winnipeg) religious channel. He will be succeeded by Trinity Sr VP Jeff Thiessen. Meantime, Trinity Television Director of Engineering Mike Pala resigned last Friday after spending 12 years with the operation.

Looking: Corus Kingston is looking for a Sales Rep for radio & TV.

New Subscribers this week include: Art Reitmayer, Multivan Broadcast Corp., Vancouver. Welcome!

The Broadcast Dialogue Directory

Coming in the July/August Edition!

The best reference to
The Canadian Broadcast Community!

Editor’s Note: It’s in the mail! The Broadcast Dialogue Directory is Outstanding. This is the one you’ll want to keep in your desk for easy reference... This summer, we'll close down Broadcast Dialogue Thursday, July 25 and Thursday, August 1.

REVOLVING DOOR: Linda McErlain, who’s been with Rogers Broadcasting for 13 years, has been named GSM for The FAN (CJCL) Toronto... Brian DePoe is new PD at Energy FM Hamilton/Burlington.

new digital specialty TV channels, video-on-demand, enhanced television, high-definition television programming, and personal video recorder technology are some of the strategies being used by digital TV providers to entice consumers to higher margin digital options”... Canadian winners of PROMAX Awards from PROMAX&BDA 2002 convention in Los Angeles (June 26-29), as best as I can decipher from the winners’ list, are: Broadcast Networks - News Program Promotion - Societe Radio-Canada - Silver; Broadcast Networks - Sports Program Promotion - Societe Radio-Canada - Silver; Broadcast Networks - Children's Program Promotion - Societe Radio-Canada - Silver; Cable Channels & Networks - Branding/Image Campaign - MuchLOUD - Gold; Corus Entertainment/Discovery Kids Canada - Silver; Cable Channels & Networks - Branding/Image Campaign Using More Than One Media – TV/Radio/Print - Alliance Atlantis Broadcasting - Silver; Cable Channels & Networks - Drama Program Promotion - Bravo! - Gold; Cable Channels & Networks - Funniest Promo - Bravo! - Gold; Cable Channels & Networks - Stunt Promotion - Alliance Atlantis Broadcasting - Silver; Cable Channels & Networks - Movie Promotion – For Theatrical Movies Released to Television - Astral Media - Gold; Cable Channels & Networks - Public Service Announcement - MuchMusic - Gold; Cable Channels & Networks - Interstitial/Promotainment - Bravo! - Silver; Cable Channels & Networks - Non-Promotional Animation - MuchMusic - Silver; Cable Systems/DBS - Cable System Campaign - Rogers Productions - Gold; Interactive Media - Website – Television Station - ChumTV - Silver; Radio Station - TV Promotion - Societe Radio-Canada - Silver; Radio Station - Print Piece - CBC - Silver; Broadcast Television Station (General) - News Program Campaign - Crossroads Television - Silver; Broadcast Television Station (General) - Outdoor/Transit Advertisement - CTV - Silver. PROMAX and BDA work on behalf of those involved in the promotion, marketing, and design of all electronic media. PROMAX is the association of promotion and marketing professionals in electronic media. BDA is the association of designers involved in all aspects of electronic design for the broadcast, broadband, and multimedia world. Combined, the two associations represent a membership of 4,200 companies and individuals in over 60 countries.
Management Opportunity

The Jim Pattison Broadcast Group has a very rare opportunity in its Management Team. We are seeking a qualified applicant to take on the role of

GENERAL MANAGER
of Country 95 & 93.3 The Hawk, Lethbridge, Alberta.

The applicant we are looking for is a strategic thinker, possesses a strong working knowledge of the radio industry, and is not afraid to take on new challenges to grow the broadcasting business in a highly competitive environment. Excellent people and management skills are required to motivate a dedicated and talented team of professionals. Responsibilities include:

• the development of consistent profit performance
• a focus on revenue and ratings performance of the two stations
• a will to create a winning team attitude
• recruitment, training and development of employees
• a significant degree of community involvement.

The successful applicant will have strong communication skills, and will be a broadcast professional with a track record of performance as a General Manager, or with a winning record of management in either Sales or Programming.

Please submit your application to

GERRY SIEMENS
C/o CJJR-FM
1401, WEST 8TH AV
VANCOUVER BC V6H 1C9
or via e-mail at gsiemens@jrfm.com

prior to the end of business, Friday July 26. All applicants will be contacted.
The Canadian Energy and Paperworkers Union (CEP) says a poll it commissioned on the concentration of media ownership demonstrates that most Canadians feel under served; that they aren’t getting the straight goods. And CEP is calling on Ottawa to stop broadcast licencing to newspaper owners. Further, the union wants the likes of CanWest Global and BCE to be forced to divest some of its holdings. CEP represents a number of journalists, among them those who are on strike at CanWest’s two Vancouver newspapers... Apologies for the untimeliness of reporting winners from the Western Association of Broadcasters’ annual convention. Nonetheless, here they are: Gold Medal Awards for Public Service – RADIO – THE BEAR 100.3 FM Edmonton for THE BEAR Children’s Fund, and – TELEVISION – CKY-TV Winnipeg for its continuing monthly News features promoting women’s awareness about breast self-examinations; Honourary Life Member Award – Elmer Hildebrand and Michael McCabe; Friend of Broadcasting – Frank Palmer of Palmer Jarvis DDB, Edmonton; Broadcaster of the Year – the late Stuart Craig; and, the President’s Award – Mark Olson, Rawlco Calgary... The Canadian Association of Broadcasters 76th annual convention – Broadcasting users are using the Internet 63% from home and 47% from work. When American consumers get broadband, time spent online with streaming media surges. Video Webcast watchers are heavy consumers of media -- male, 63% - female, 37% – equally distributed among 12-54s and they’re more likely to click on Web ads and to make online purchases. Sixty-two per cent of Americans access the Internet at home, at work, at a public library or at school.

GENERAL: 2002 - Leadership Through Public Service – is set for Vancouver in October. Registration details may be found at www.cab-acr.ca... 

Prairie; Reporter at Global News Edmonton; and, Morning Show Co-Host/Production Supervisor at CHYR-FM Leamington.

Wednesday, July 11, 2002 BROADCAST DIALOGUE Page Two of Three

Radio: With Standard Radio now the majority owner of Iceberg Media.com Ltd., the new Board of Directors now consists solely of Ted Boyd, David Coriat, Jean-Marie Heimrath and Gary Slaight. Resigning from the Board were Janet Callaghan, Jim Carroll, Robert Inken, Robert Steele and Bob Templeton... Golden West Broadcasting’s new FM station in Moose-Jaw has been given another extension to get on air, to Oct. 18. In granting the request, the CRTC noted that this was the third such time limit extension to begin operations. Golden West won approval for the new FM’er on Oct. 19/99... To celebrate and commemorate eight decades of history-making radio at now dark CKCK Regina, the “reunion of a lifetime” is set to go July 26-27 in Regina. Details are posted at www.mightymike.ca... AP Radio, having added 42 more music-intensive US stations in the last quarter, says the stations signed-up because they’re looking at news and information programming as ways to generate more revenue.

PROMOTION DIRECTOR - NIAGARA

Newstalk 610 CKTB, 97.7 HTZ-FM, and 105.7 EZ Rock are looking for an enthusiastic energetic PROMOTION DIRECTOR.

Work with Program Directors in developing on-air campaigns
Work with Sales Manager in developing sales promotions.
Coordinate and execute all promotional campaigns.
Maintain a detailed promotional calendar.
Manage inventory of prize and promotional airtime.
Assist with coordination of remote broadcasts.
Coordinate community events campaigns.
Manage volunteers, interns, and promo support team.
Responsible for the promotions and marketing budgets.

Qualifications:

Minimum 4 years experience in radio promotions.
Strong communication and interpersonal skills.
Must be highly organized and detail oriented.
Ability to work well under pressure and handle multiple deadlines and numerous promotions.
Must be willing to work extended hours to oversee promotions.
Ability to think creatively.
On-air experience an asset.

Forward resume in confidence to:

Clyde Ross, General Manager
12 Yates Street
St. Catharines ON L2R 6Z4
E-mail: clyder@htzfm.com
PROMOTIONS: The big stink coming off the city of Toronto as residents cope with a garbage strike is well known to all Canadians. The story continues to have national attention. But EZ Rock (CJEZ-FM) Toronto has been taking a bit of the odour out of the situation by using the EZ Rock van to haul away trash from, for the most part, the homes of the elderly or disabled. GM Marc Paris says “we’ve got this van that’s bare inside, so it’s easy to wash out after each day’s loads. Why not use it to help our listeners in a time of need?” It’s not quite the lemonade from a lemon cliché but close enough for those who’ve been helped.

Canada and Saskatchewan (including the Halifax Daily News, the St. John’s Telegram, the Moose Jaw Times-Herald and the Charlottetown Guardian) and two paid weeklies plus more than 30 other publications. The 12 newspapers generate annual revenues of about $100 million and employ about 900 people. Transcontinental is Canada’s leading publisher of consumer magazines and second-largest publisher of community newspapers, now owning 79 newspapers in eight provinces. It has been building its media assets over the last year. CanWest President Leonard Asper said proceeds from the sale will be used to reduce corporate debt... Animation company Nelvana is cutting production staff by about 65. Corus Entertainment, which acquired Nelvana two years ago, says the cuts aren’t a cost-cutting move but rather are due to organizational changes in the production schedule. Gone, for the most part, are managers and staff where duplication of management with Corus was the issue.

SUPPLYLINES: Earl Anderson has joined Montreal-based Promark Electronics on the company’s Toronto sales team. Anderson is a 15-year veteran of the Canadian electronics industry.

EDITOR’S NOTE: The feedback for The Broadcast Dialogue Directory 2002 has been outstanding. Seems this is what you’ve been looking for: Call letters, Station IDs, Formats, Corporate ownership, Addresses, Contact numbers, Web sites and, where appropriate, e-mail addresses. Ray Carnovale, CBC’s VP and Chief Technology Officer, called to say “This one goes in the top drawer of my desk. Thank you.” BN Toronto News Director Mike Omelus didn’t mince words. His e-mail was “Send me four more copies. Bill me.” Being the intuitive fellow that I am, I’m guessing Omelus likes it, too! If you need another edition of The Broadcast Dialogue Directory 2002, click on my e-mail address – publisher@broadcastdialogue.com – to order.

TV/FILM: CanWest Global Communications has sold 10 daily newspapers to Montreal-based GTC Transcontinental. The $255 million deal involves dailies in Eastern...
EDITOR’S NOTE: This Broadcast Dialogue product will be on summer break for the next two editions, then back in regular service August 8. The weekly is delivered 48 times a year and takes two weeks off in the summer and two weeks again at Christmas/New Year. Our office will remain open.

SIGN-OFFS: Gord Sinclair, 74, in Montreal after a series of strokes. Sinclair, a Montreal radio legend, was a broadcaster for more than 55 years and, at the time of his passing, was ND at CJAD Montreal. Sinclair was the son of the late Gordon Sinclair -- long a news commentator at CFRB Toronto and panelist on TV's Front Page Challenge. Gord Sinclair was also a part owner of the now defunct CFOX Montreal, located on the West Island. His daughter, Connie Sinclair, is a Journalist at CFRB...

Ted Chapman (Edward William), 76, in Vancouver. He was CEO of CFCN Calgary from 1966 through 1987 when he retired. Chapman returned to broadcasting in 1989 as President of CHCH-TV Hamilton, staying there until 1991... George MacLaren, 59, in St. John’s of cancer. MacLaren had been the voice of St. John’s Maple Leafs hockey on VOCM St. John’s and had been host of the St. John’s Royal Regatta for many years. He also carried a regular evening show called Niteline.

REVOLVING DOOR: Ron Polillo is new PD at CKPG/CKKN-FM Prince George. Polillo was promoted from the Announce staff... David Craig, long a fixture in radio news anchoring in Southern Ontario – most notably Toronto – is new ND at CHUC/Star 93.3 Cobourg... Alliance Atlantis Broadcast Group has created the Advertising & Partnership Marketing Group – an in-house venture – for its networks. The Group is geared toward to all partnership marketing initiatives, including media planning and buying. Jim Johnson, who’s been with Alliance Atlantis since 1994, becomes Director, Advertising and Partnership Marketing for all 12 networks. Claire Moran, ex in-house Media Strategist at CTV, is the new Manager, Advertising Strategy. Laura Comello, after three years with the company as Senior Administrator, adds Advertising Coordinator to her duties... Steve Scarrow becomes Promotions Director at Citytv (CKVU) Vancouver, moving to the CHUM Television operation.

Operations Manager
Global Television - Calgary

Our dynamic team is looking for an experienced broadcast professional to help foster a forward-thinking culture in our ever-evolving industry. This person would be responsible for managing a large, diverse production team and for leading staff through the day-to-day and long-term strategies of our television operation.

The ideal candidate should have post-secondary training and at least ten years progressive experience in a television station - preferably in production. Excellent communication and people skills are a must. Experience in setting and maintaining departmental budgets is an asset. Organizational abilities are key.

Interested applicants are invited to send a resume by August 2, 2002 to:

Director of Human Resources
Global Television
5325 Allard Way
Edmonton, AB T6H 5B8
Fax: 780 438 8438
from a similar position at CKNW/CFMI/CFOX/CJNW Vancouver... Berni Wood has resigned her regional (BC) VP’s role at the Canadian Television Fund. Her departure followed a CTF decision that the recently created regional VP structure wasn’t the most effective way to ensure the CTF presence. Instead, the Board entered into discussions with its three regional VPs in an attempt to find alternative roles for them (the other two VPs were Susan Brinton and Carole Vivier).

**LOOKING:** Global Television in Calgary seeks an Operations Manager. Details may be found in the ad on Page One... Other jobs we’ve heard about include a News Anchor at RDTV Red Deer.

**RADIO:** CJNIW Vancouver, once the proud rocker CKLG which became “NW 2” after the Corus Radio purchase, will morph into MOJO Radio Aug. 6. The “Talk radio for guys” format was born in Canada last year at Corus’ CFYI (formerly Talk 640) Toronto... Star 93.3 (CKSG-FM) Cobourg launches today, programming New AC. The FM’er is a sister to CHUC Cobourg... EZ Rock (CICX-FM) Orillia has dropped the EZ Rock ID and has become 105.9 Lite FM. As reported here some time ago, the new name was necessary because of the sale of CICX-FM to Rogers Broadcasting Ltd. Standard Radio now owns the trademark and it wasn’t included as part of the Rogers purchase... The Canadian Broadcast Standards Council says sexually explicit conversations are inappropriate for morning radio. CBSC says Edge 102 (CFNY-FM) Toronto is in violation of the CAB Code of Ethics as it regards jock banter which CBSC describes as too sexually explicit for a time of day when children could be listening. The complete decision may be found at www.cbsc.ca... Nearly half of 12+ Americans say they are aware of satellite radio technology, according to research done by Ipsos-Reid, but whether or not that awareness will translate into subscriptions remains to be seen. Ipsos-Reid, however, projects that as many as 25 million Americans may be paying for it by 2010... Houssen Broadcasting’s low-power CKOE-FM Moncton has won CRTC approval to begin selling ads. The 50-watt Christian music station says it will use the projected $215,000 in new money to begin pay some up-until-now volunteers, promote local artists and increase local news coverage/community events... Cogeco Radio-Television has won a radio licence in Quebec City: 91.9 FM programming AC and geared to women 25-54... Eastlan Resources, the second largest radio ratings firm in the US, says will provide a weekly radio market report service, in 2003. They’ll be distributed electronically on Monday mornings and cover the preceding week. The weekly data will run in the AirWare RSS ratings analysis and sales presentation software.

**TV/FILM:** Toronto-based CHUM Television and Montreal-based Astral Media have joined Bell Globemedia in asking the CRTC to intervene on their behalf after Groupe Vidéotron cut the fees it pays to carry their specialty channels. They argue that the dominant Quebec cableco is arbitrarily reducing – by half – the fees it should be paying... ckvu13 Vancouver relaunches Monday as Citytv Vancouver. The CHUM TV station will closely follow formatting of the original Citytv in Toronto... The US source, TV Business Confidential, reports that shareholders of AOL Time Warner are starting to push for a breakup of the media giant. The company’s stock continues to plunge, having lost 60% in value this year. One plan calls for a company break-up into three operations: AOL Internet, cable, and an entertainment/publishing division. A media analyst (Hal Vogel) says “it’s moving in that direction (break-up). These companies should never have been merged in the first place. The Warner side feels cheated and robbed.”

**GENERAL:** There’s a new Canadian news release service on the Web. Operated by Dave Forman, who once toiled in radio (and was a former President of the Ontario Association of Broadcasters), the site may be found at www.media-release.com.