

BROADCAST Dialogue

THE BEST BROADCAST BRIEFING IN CANADA

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RADIO: Diary keepers have let *Arbitron* know – with numbers astoundingly high – of radio’s power. Comments from Hurricane Katrina markets have again underscored the necessity of radio during a local disaster. Residents throughout the Gulf states region depended on radio, their only link. Many listeners made a point to acknowledge in Arbitron’s comments section of diaries the hard work of local radio stations. Others simply jotted “hurricane coverage.” Katrina’s power was such that the Summer '05 and Fall '05 Arbitron surveys for New Orleans and the Fall '05 Arbitron survey for Biloxi-Gulfport-Pascagoula will not be published... The American **RAB** convention, originally scheduled for New Orleans, will now be held Feb. 1-3 in Dallas.

Broadcast Dialogue Columnist **Wayne Ens** has been invited as a

featured speaker... **CHUM** and its minority partner, **Astral Media**, have asked the **CRTC** that their subscription radio licence be changed to allow commercials, more channels, more foreign content, and more programming that’s already been broadcast on conventional radio. CHUM said earlier that it likely wouldn’t exercise its licence as awarded. The new application calls for up to one non-Canadian channel for each Canadian-produced channel, instead of the original plan for 50 Canadian-produced channels; at least 35% of the content on those Canadian channels would be Canadian; up to 50% of the content on those Canadian channels can be programming already broadcast on conventional radio, instead of 10%; removal of the limit on the number of channels; and, up to six minutes per hour of commercials, instead of commercial-free. CHUM says it’s not sure if the CHUM-Astral partnership will go ahead with the subscription radio business even if the new model is approved, but that it definitely won’t if the new plan is turned down... **CKDR Dryden** completed the flip to FM, taking to the air yesterday (Wednesday) at 92.7... **CFCW-FM Camrose** hit the air Sept. 30, ID’ed as **Big Earl @ 98.1**, programming Country... **The Fox (CIXF-FM) Brooks** will launch tomorrow (Friday). The **Newcap** station is on the dial at 101.1... The **3rd Annual B100 Kamloops Variety Children’s Radiothon** raised a record \$67,469 for **Variety - The Children’s Charity of BC**. The Radiothon, broadcast



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Kamloops, BC V2C 1T5

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live Sept. 27-28 from the station, was the most successful yet...

REVOLVING DOOR: **JACK-FM (CJAQ-FM) Toronto's** on-air talent has been decimated, with morning Host **Rob Christie**, morning Newsie **Larry Silver**, PM Driver **Scot Turner** and weekend part-time Announcer **Richard Charles** let go. GM/PD **Pat Cardinal** says the dismissals were no reflection on the jobs they did. Instead, says Cardinal, JACK-FM will become the only station in Toronto with no DJs. But not automated, he stresses. Show producers will be in place for a range of listener participation and imaging... The Ontario Liberal government has installed **Lisa de Wilde**, the former President/CEO of **Astral Television Networks**, as CEO of **TV Ontario**. de Wilde succeeds **Isabel Bassett** who'd held the post for six years. Bassett is a former Ontario PC cabinet minister. Also at TVO, independent film Producer **Peter O'Brian**, husband of federal Liberal Public Health Minister **Carolyn Bennett**, is succeeding her as chair of the provincially-owned operation... Promotions at **NBC Universal Television Canada** see **Marylou Leighton** moving to Director of Sales, **Wanda Bradley** to Manager of Sales Operations and **Annika Smith** to Finance Manager... **Bill Gable**, the veteran Toronto area radio personality, has signed with **AM740 (CHWO) Toronto** as its PM Driver. He begins Oct. 11. He succeeds **Barry Morden** who recently marked his 40th year with CHWO. Morden moves to the mid-days... **Michael Godin**, the long-time **NABS Canada** Rep in Vancouver, will be leaving the organization Oct. 31... **Colin Bettam** has been appointed Sr. VP, Market & Sales at **Canadian Satellite Radio**. He'll lead marketing, promotion and advertising strategy for CSR's launch and ongoing operations... **Craig Ellis** has been promoted to PD at **CJFW-FM Terrace**. Ellis had been an Announcer... Also at **Standard Radio Terrace**, new ND is **Colin Thomas**, promoted from desk duties at **Standard Kelowna**... **Hilary Stephenson** is new Promotions Director at **CISQ-FM Squamish**, beginning Oct. 17. She's held various marketing and promotions gigs, mostly in Toronto (**Mix 99.9/CFRB** and **CHUM-TV**)... **Linda Megeney** is new Business Manager at **Newcap Halifax** stations...

TV/FILM: Category 2 specialty, **The Christian Channel**, launched Oct. 1. It's the first all-Christian nationally licensed digital TV service...

LOOKING: **Bayshore Broadcasting, Owen Sound** - Anchor/Reporting and Sports (2); **NABS Vancouver** - Regional Manager; **Knowledge Network Burnaby** - Manager, Government and Industry Relations; **Alliance Atlantis Toronto** - Publicist; **CTV Toronto** - a Segment Producer for Daily Planet, a Writer for CTV Newsnet, and a Field Producer for CTV News' Washington Bureau; **CTV Timmins** - Anchor/Photojournalist; **CanWest MediaWorks Toronto** - Online News Editor and an Entertainment Producer; **CTV (CJOH) Ottawa** - Reporter/Editor/Producer; **Astral Television Networks Toronto** - Communications Coordinator; **CPAC Ottawa** - Bilingual Publicist; **CHUM Radio Toronto** - Newscaster/Reporter; **CJRQ-FM Sudbury** - Afternoon Drive/Music Director; and, **Standard Radio Fort Nelson** - Morning Show Host.

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GENERAL: Indiana's **Ball State University**, which conducts *The Middletown Media Studies*, concludes that although TV is still the major force, radio remained in second place by incidence, and computer use came in at just over half the average amount of time of TV use. The Studies catalogues daily interactions with media to show that people spend a staggering amount of time engaged with some form of media during the average day. Key findings:

- C TV wins as the highest-exposure medium every hour of the observed day in terms of minutes of exposure. At no time were less than 30% of the sample exposed to it, and, at some times, as much as 70%
- C On average, respondents spent more time with the computer than any other medium with the single exception of the TV (including online activities such as web, email or instant messaging and offline desktop software)
- C 56.9% of media exposure took place in the home, but 21.1% took place at work, 8.3% in the car and 13.7% in other locations
- C TV use, newspaper reading and use of video are highest per average day on the weekend. Various online activities are highest during the week while radio remains virtually unchanged day to day
- C Overall, the biggest computer users are 25-64, especially the 25-44 subgroup...

Guy Fournier, **CBC's** new Chair of the Board, says corporation President **Robert Rabinovitch** shouldn't have made a unilateral decision to lock out employees in August. Instead, he says such a decision was more rightly the domain of the Board. That might not have changed things, he said, but he isn't satisfied with the information the board got; that he would have liked other options. There are now calls for Rabinovitch's resignation, several from politicians. As for the deal that brought 5,500 employees back to work, all **Canadian Media Guild employees** of CBC will get wage increases totaling 12.6% between now and 2009. All workers will receive a \$1,000 signing bonus. And on the issue of contracting out -- the core dispute in the lockout -- the CBC will agree that no more than 9.5% of its new hires from this point forward will be contract employees. The remaining 90.5% must be permanent staff... **ABC News** Anchor **Peter Jennings**, 67, who died of lung cancer in August, left an estate valued at more than \$50 million. Most of it was willed to his fourth wife -- Producer **Kayce Freed** -- and to two children from a previous marriage. He also left assets valued at \$1 million to the **Peter Jennings Foundation**, a charity he founded in 1998 that gives money to fight homelessness, drug addiction, illiteracy and hunger... **Randy Bachman** and **Burton Cummings** to be inducted into the **CAB Broadcast Hall of Fame** in the Music Star Category. It'll happen Tuesday night Nov. 8 during the **Gold Ribbon Awards Gala** at this year's CAB Annual Convention in Winnipeg. It seems appropriate that the two, with careers spanning 40 years in Rock'n'Roll, will be honored in their home town... The Canadian Association of Broadcasters has also announced the finalists for the Gold Ribbon Awards. These awards honour excellence in private broadcasting. Finalists are:

RADIO

BREAKING NEWS

CFTR Toronto (*Kidnapping*)
CFTR Toronto (*Sniper Shooting*)
CHAB/CILG-FM Moose Jaw (*New Year's Day Fire*)
CJME Regina (*Snowbird Crash*)
CKGL Kitchener (*Emergency in Elmira*)

COMMUNITY SERVICE

Large Market

CFXJ-FM Toronto (*Peace Prophets Anti-Violence Campaign*)
CHFM-FM Calgary (*Toy Mountain*)
CITE-FM Montréal (*Grand RadioDon RockDétente*)
CJAY-FM Calgary (*Secret Wish*)
CKMF-FM Montréal (*Pierre Pagé crooner pour Opération Enfant Soleil*)

Medium Market

CFCA-FM Waterloo (*2004 KOOL FM Poster Boy Campaign*)
CFMC-FM Saskatoon (*C95 Radio Marathon*)
CHEY-FM Trois-Rivières (*RockDétente cède ses ondes à Radio Bois Joli*)
CIGB-FM Trois-Rivières (*Opération Séduction*)
CKTF-FM Gatineau (*Défi 104 jours*)

Small Market

CHSM /CILT-FM Steinbach (*Children's Miracle Radiothon*)
CKBI Prince Albert (*Battleground — Crystal Meth*)
CKBZ-FM Kamloops (*B100 Variety Children's Radiothon*)
CKLM-FM Lloydminster (*The Goat's Christmas Convoy*)

HUMOUR — ENGLISH

CFRB Toronto (*Adopt a Hockey Player*)
CHUM-FM Toronto (*Sex or Wrestling*)
CILQ-FM Toronto (*The Last Word with Maureen Holloway*)
CISS-FM Ottawa (*KISS FM Morning Show — Carter, Sandra & The Boyle*)

HUMOUR — FRENCH

CJAB-FM Chicoutimi (*Y'a pas de matin sans eux*)
CKMF-FM Montréal (*Les 2 minutes du peuple*)
CKMF-FM Montréal (*Les Grandes Gueules*)
CKOI-FM Verdun (*Les Justiciers Masqués*)

INFORMATION PROGRAM

CFAC Calgary (*Calgary Flames: What a Ride*)
CFIX-FM Chicoutimi (*Éric et Marie-Ève, le matin*)
CFRB Toronto (*Town Hall Meeting on Guns, Gangs and Crime*)
CHED Edmonton (*Diabetes: Eileen's Story*)
CKNW Vancouver (*Simply Celebrating Love*)

PROMOTION: AUDIENCE BUILDING

CFNY-FM Toronto (*The Edge Wheel of Gluttony*)
CHFI-FM Toronto (*Million Dollar Giveaway*)
CIHT-FM Ottawa (*The Hot 89.9 \$25,000 Fugitive*)
CKMF-FM Montréal (*Choix du Québec*)

PROMOTION: IMAGE

CFWM-FM Winnipeg (*Hinterland*)
CHUM-FM Toronto (*That's Great Janet!*)
CKIS-FM Calgary (*First Anniversary Balzac Parade and Extravaganza!*)
CKLG-FM Vancouver (*JACK-FM Imaging*)

PROMOTION OF CANADIAN TALENT

CFOX-FM Vancouver (*Vancouver Seeds 2004*)
CHSU-FM Kelowna (*Okanagan Grown Band Competition*)
CHTZ-FM St. Catharines (*Rocksearch 2004*)
CING-FM Toronto (*Canada Day Jam*)
CJCL Toronto (*Dream Job*)
CKOI-FM Verdun (*Challenge Live Molson Dry CKOI*)

WHAT RADIO DOES BEST

CFTR Toronto (*Kidnapping*)
CIBK-FM Calgary (*Go Flames Go*)
CISS-FM Ottawa (*Free Willy Food Bank Fundraiser*)
CJLS-FM Yarmouth (*White Juan: Storm of the Century*)
CKMF-FM Montréal (*Les Grandes Gueules pour Anthony*)

TELEVISION

COMMUNITY SERVICE**Large Market**

CHEK-TV Victoria (*Tour de Rock*)
CITY-TV Toronto (*The Liveable City*)
CKVU-TV Vancouver (*Make a Difference*)

Medium Market

CHRO-TV Ottawa (*Ottawa Hospital Regional Cancer Centre Telethon*)
CKMI-TV Montreal (*La Stanza Generations Breakfast*)
CKND-TV Winnipeg (*Variety Show of Hearts Telethon*)

Small Market

CFJC-TV Kamloops (*United Way : "We Live Here"*)
CHBC-TV Kelowna (*Good News Bears*)
CHMI-TV Winnipeg (*The Big Hug*)

DOCUMENTARIES & PUBLIC AFFAIRS

CFCF-TV Montreal (*Caregivers*)
CFJP-TV Montréal (*Auger enquête II*)
CFMT-TV/CJMT-TV Toronto (*Gloriously Free*)
CKY-TV Winnipeg (*I.C.E. Unit: Hunting the Hunters*)

DRAMA PROGRAMMING

CFMT-TV/CJMT-TV Toronto (*Metropia*)
CFTM-TV Montréal (*Fortier V*)
CFTM-TV Montréal (*Lance et Compte*)

ENTERTAINMENT PROGRAMMING

CFJP-TV Montréal (*Soir de fête avec Isabelle Boulay*)
CFTM-TV Montréal (*Occupation Double*)
CFTM-TV Montréal (*Star Académie*)

MAGAZINE PROGRAMMING

CITY-TV Toronto (*Fashion Television*)
CITY-TV Toronto (*SexTV*)
CKRD-TV Red Deer (*Stampede Central*)

NEWS: BREAKING NEWS

CFTM-TV Montréal (*Le Départ d'Aristide*)
CHAN-TV Burnaby (*Global National : Sponsorship Scandal*)
CHEX-TV Peterborough (*The Flood*)

NEWS: SPECIAL SERIES

CFTM-TV Montréal (*Au cœur de la 5 e Alerte*)
CHAN-TV Burnaby (*Eurohealth*)
CICT-TV Calgary (*Bar Bias*)
CITY-TV Toronto (*Journey to a Cure*)
CKMI-TV Ste-Foy (*Discrimination Series*)
CKVR-TV Barrie (*Stranger Danger: Behind the Wheel*)

PROMOTION: BRAND IMAGE

CFJP-TV Montréal (*Identification automne 2004*)
CFTM-TV Montréal (*Lancement de programmation cinéma automne 2004*)
CHNM-TV Vancouver (*Celebrate Life : It's About You*)
CITY-TV Toronto (*City of Faces I.D.*)

PROMOTION: CANADIAN PROGRAM/SERIES

CFTM-TV Montréal (*Les Auditions de Star Académie*)
CITY-TV Toronto (*CityPulse Fall 2004 Campaign*)
CKMI-TV Ste-Foy (*Discrimination*)
CKVU-TV Vancouver (*BT Skycam*)

SPECIALTY/PAY/PPV

DOCUMENTARIES & PUBLIC AFFAIRS

History Television Toronto (*The Great Escape: The Canadian Story*)
History Television Toronto (*Zero Hour: Massacre at Columbine*)
RDI Montréal (*Franchir le mur du son*)
Life Network Toronto (*Singing in the Shadows : The Children of Rock Royalty*)

MuchMusic Toronto (*MuchMusic Foreign Assignment: Inside Your Threads*)

ENTERTAINMENT SPECIAL/SERIES

Showcase Toronto (*Trailer Park Boys*)
Space Toronto (*2004 Spacey Awards*)
STAR! Toronto (*2004 Genie Awards*)
VRAK.TV Montréal (*KARV l'anti.gala 2004*)

MAGAZINE PROGRAMMING

Bravo! Toronto (*Arts & Minds*)
Discovery Channel Toronto (*Thunder & Mist: Niagara Revealed*)
The Movie Network Toronto (*@ the Movies: Toronto International Film Festival*)

NEWS & CURRENT EVENTS : SPECIAL SERIES

APTN Winnipeg (*Asbestos & Cancer: First Nations Housing*)
CBC Newsworld Toronto (*D-Day*)
Discovery Channel Toronto (*Mars: Now and Beyond*)
Rogers Sportsnet Scarborough (*Lest We Forget*)

PUBLIC SERVICE

Family Channel Toronto (*The Cool Table — Bullying Awareness Week 2004*)
MuchMusic Toronto (MuchMusic Youth Violence Initiatives)

PROMOTION: BRAND IMAGE

Family Channel Toronto (*Family Lab*)
MuchMusic Toronto (*House Party Drinking & Driving PSA*)
Showcase Toronto (*Thanks Showcase Campaign*)
STAR! Toronto (*All About Entertainment Image Campaign*)
The Movie Network Toronto (*Better Than Television*)
VRAK.TV Montréal (*Signatures: Ça sent les fêtes — VRAK École TV — Signature Automne 2004*)

PROMOTION: CANADIAN PROGRAM/SERIES

APTN Winnipeg (*Moccasin Flats Series*)
Independent Film Channel Canada Halifax (*Movies that Suck*)
RDI Montréal (*Campagne « grands reportages »*)
Rogers Sportsnet Scarborough (*Hockeycentral*)
YTV Toronto (*Mischief City*)

TELEVISION & SPECIALTY AND PAY SERVICES

ABORIGINAL PROGRAMMING

APTN Winnipeg (*Moccasin Flats*)
CBC Newsworld Toronto (*The Death of Neil Stonechild*)
CFMT-TV/CJMT-TV Toronto (*Mushuau Innu: Surviving Canada*)
CHBC-TV Kelowna (*Honouring Our Visions*)
CIVT-TV Vancouver (*Sisters in Spirit*)

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REVOLVING DOOR: Kevin Shea is no longer President/CEO of **SIRIUS Canada**. His successor is **Mark Redmond**. In his last position, Redmond was VP of **Thomson Canada's Worldwide Audio and Video Products**. Shea will continue at SIRIUS Canada as a Senior Adviser... **Mike Nesbitt** has been appointed **SUN TV Toronto's** GM of Operations. It was Nesbitt who, along with **SBL's Paul East**, was at the formerly-owned **Craig** station as Director of Technical Operations and instrumental in the technical prep of the then-**Toronto 1** (CKXT-TV) in 2001... In Montreal, **Raynald Briere** has been elected Chairman of the **FRV Media Inc.** board of directors. Briere is President/COO of **Radio Nord Communications** (five TV and 14 radio stations)...

CHUM Radio Kingston's new PD is **Dan Mellon**, ex PD at **Quinte Broadcasting's CJTN-FM Trenton** and MD/APD at **CIGL-FM Belleville**. He starts Oct. 31... **Mike Cooper**, benched while he fulfilled contract obligations, joins **Erin Davis** as co-Host of **CHFI-FM Toronto's** morning show Oct. 26... **Kim Wilson** has been promoted to Creative Head of Children's Programming at **CBC Television**. Wilson succeeds **Cheryl Hassen** who was recently appointed director of special projects for Network Programming. Wilson had been her deputy... **Peter Angione** is new ND at **A-Channel Ottawa**. He succeeds **Elizabeth Davis**. It's a promotion for Angione who worked in newsrooms at Halifax, Barrie and Edmonton before becoming Senior News Producer for **CHUM TV Ottawa** in May 2004... **Ed Mason**, described by the **Edmonton Sun** as "the great survivor of Edmonton radio newsrooms," has moved from **Cool 880 (CHQT) Edmonton** to join **CHED Edmonton's** morning newscasts.

SIGN-OFF: **Tom Cheek**, 66, in Florida of brain cancer. It was Cheek who called the opening day game of the **Toronto Blue Jays** (April 7, 1977) and went on to call 4,306 consecutive Blue Jays games. He had a knack for capturing the moment, a skill best demonstrated by his famous call of **Joe Carter's** World Series-winning home run on the **Fan Radio Network** in 1993. Cheek's call of "Touch 'em all Joe, you'll never hit a bigger home run in your life," became his calling card.



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RADIO: The **Canadian Association of Broadcasters** has called on the **CRTC** to stall the Radio Review for upwards of three years. It had been expected to get underway this fall. CAB argues it would be pointless to review conventional radio, assessing the industry, when it's under siege by new technology such as Wi-Fi, iPods, satellite and others have had a better chance to play themselves out. When a radio overhaul does come, predicts analysts and broadcasters themselves, it will be dramatic enough that many key players will have to reinvent themselves and their programming. CAB CEO **Glenn O'Farrell**, among others, has acknowledged that some of the new technologies have inherent advantages over conventional radio, and that those advantages are contributing to an absence of young listeners... As if to back that up, a **Bridge Ratings & Research** study in the US shows audience erosion from terrestrial radio due to generally less time spent with AM/FM radio and more time spent with a variety of digital media, including MP3 players (and iPods), Internet radio, satellite radio and DC. These initial results are taken from a multi-year-long audience attrition project. This study reveals behaviors many assumed were taking place but, up until now, didn't have the clinical results to confirm it. Initial results show:

- C Audience erosion to alternative audio entertainment continues to occur through all demographics.
- C Erosion rate is still most evident in younger demographics and is pronounced in 12-24s, however the adoption and use of new technologies are becoming commonplace among 25+.
- C Ongoing interest in alternative media has been building through each of the months thus far studied and has, in fact, accelerated through the third quarter of 2005.
- C Where 12-17 males and females a year ago were equally using digital playback devices (iPod, MP3), Internet Radio and Compact Disc, time spent with them, especially MP3 players, has increased among males faster than with females. Satellite radio is still not considered a "high interest" item among this age group.
- C Audience erosion in traditional radio is slowing in most demographics. Where a 16% increase in alternative media use by Adults 35-64 was reported in February 2005, in September 2005 use had risen only 13%. Meanwhile, listening to traditional radio by this age group continues to rise from 70 quarter hours a week (Q4 2004) to 75...

Yahoo is jumping on the music bandwagon with tools for finding, organizing and rating podcasts. Yahoo's idea is to make it easier for people to find the programming best suited to their interests from the tens of thousands of podcasts available on the Web. Specialty Web sites such as Odeo.com and Podcast.net already offer podcast searches. Yahoo began testing the free service at podcasts.yahoo.com... While **Sirius Satellite Radio** added 359,000 new US users in the third quarter, nearly doubling its increase over a year ago, the publication **Cramer's Take** says not all those new subscribers are actual people. **XM** and Sirius both count on automakers for significant increases. XM waits until a car buyer activates the service to add to its new-user tally while Sirius sometimes starts counting as soon as a car with a factory-installed radio arrives at the dealership... **Clear Channel Communications**, the largest radio chain in the US, has fired two employees after an internal payola probe. The dismissals follow an earlier settlement between New York Attorney General **Eliot Spitzer** and **Sony BMG Music** over pay-for-play. Clear Channel says it also found evidence of inappropriate conduct and that those employees have been disciplined.

GENERAL: **Michael MacMillan**, Executive Chairman of **Alliance Atlantis Communications Inc.**, is the recipient of the **Canadian Association of Broadcasters' 2005 Gold Ribbon Award for Broadcast Excellence**. The award – private broadcasting's highest honour – will be presented at the **Hall of Fame Luncheon** Monday, Nov. 7, in Winnipeg at the CAB's annual convention... The **Radio-Television News Directors Association of Canada** has submitted recommendations to the **Ontario Attorney General's Panel on Justice and the Media**. Appearing before the panel last Friday, RTNDA President **Terry Scott**, **680News Toronto** ND **Scott Metcalfe** and **CFRB Toronto** ND **Dave Trafford** focused on the lack of communication with the media concerning the issuance and understanding of publication bans, the difficulty in accessing even the most basic of information from the court clerk's office and concerns about electronic media on court property. Among RTNDA recommendations was the establishment of password-protected Web sites where the media can access information on specific cases such as publication bans. For the point-form written submission, click [HERE](#)... Almost half of Canadian households (49%) now have Internet via high-speed broadband. In the US, the number is 34%. After two studies conducted by Toronto-based **Solutions Research Group**, Study Director **Kaan Yigit** said: "Broadband penetration is a significant marker for the delivery of on-demand video content and entertainment – the wave of the not-too-distant future. While Canada is somewhat behind the US in areas such as wireless or HDTV, on this very important score Canada is at least two years ahead of the curve." Internet activities

requiring high bandwidth are more popular in Canada, especially among younger age groups. One-quarter of Canadian Internet users in the 12-29 demo have downloaded a full-length movie or a 30- or 60-minute TV show off the Internet in the past, compared to 16% of American Internet users in the same age group... **CBC** employees voted by a margin of 88% to accept their tentative deal with management, officially ending the seven-week lockout that focused on job security and contract workers. The deal caps contract workers at 9.5% of the full-time work force and allows for wage hikes of 12.6% over the life of the contract (through to March 31, 2009).

T**V/FILM: CTAM Canada** (*Cable and Telecommunications Association for Marketing*) – on Nov. 15 in Toronto – takes a look at delivering hyper-targeted TV advertising. For example, to take the same 30-seconds of the same show and send an ad for Oxy to junior's bedroom in any upscale neighbourhood and a BMW ad to the living room for mom and dad. Organizers say advertisers and media buyers “are tired of the same ol’ same ol’”; that the linear 30-second spot “is a dinosaur that doesn’t yet know the comet leading to its extinction is barreling towards it.” Panelists are **Sunni Boot**, President/CEO, **Zenith Optimedia**; **David Downey**, CEO, **Invidi**; **Mike Lee**, Chief Strategic Officer, **Rogers Communications**; **Bob Reaume**, VP, Policy & Research, **Association of Canadian Advertisers**; and, **Paul Robertson**, President, Television, **Corus Entertainment**. Details and registration info at: www.ctam.ca... *The Eleventh Hour*, already cancelled by **CTV**, is the leading contender for the 20th annual **Gemini TV** awards with 15 nominations. **CBC's The Fifth Estate**, has 14 nods, as does its miniseries about the international slave trade, *Sex Traffic*. And **CBC's This Is Wonderland** comes up with 12. The Geminis will take place over three successive gala nights beginning Nov. 17. Contenders for best dramatic series include **CBC's Da Vinci's Inquest** and *This Is Wonderland*, **CTV's Degrassi: The Next Generation** and *Eleventh Hour*, **Bravo!'s** restaurant-based series *Godiva's* and the pay-cable bio-thriller series *ReGenesis*. In comedy, best series include **CTV's Corner Gas**, the **Comedy Network's Puppets Who Kill**, **History Television's History Bites** and **CBC's The Newsroom** and *This Hour Has 22 Minutes*. Top contenders in the dramatic miniseries category are **CBC's** political thriller *H2O* with **Paul Gross**, **CTV's** epic *Lives of the Saints* with **Sophia Loren** and **CBC's Sex Traffic**. In the TV movie category it's **CTV's Burn: The Robert Wraight Story**, *Tripping the Wire: A Stephen Tree Mystery* and *The Life*, **Citytv's Except the Dying** and premium cable's *The Last Casino*. In all there are 96 categories. One of them, Best News Information Series, is still being judged.

L**OOKING:** Jobs we've heard about this week include: **MTV Canada** (CTV) – a Programming Manager, a Director of Sales, a Director of Marketing, a Creative Director, a Programming Supervisor, and a Programming Coordinator; **CTV Toronto** - a Manager for Discovery Interactive and a Market Research Analyst; **CKNX-FM Wingham** – a Program Director; **CHED Edmonton** – Swing Announcer; **CHLB Lethbridge** – a Creative Writer; **CIOC-FM Victoria** – Promotions Coordinator; **Alliance Atlantis Toronto** – a Financial Analyst and a Client Services Producer-Interactive; **Teletoon Toronto** – Production Coordinator and a bilingual Junior Producer; **CBC Toronto** – Senior Graphic Designer; **CBC Prince George** – Producer, English Radio; **CBC Ottawa** – National Reporter, French Radio; and, **Boom FM St-Jean-Sur-Richelieu** - Animateur(trice) week-end.

S**UPPLYLINES:** **Media Monitors, LLC** has expanded its radio monitoring service to provide its audio recognition technology to broadcasters and media watchers in the Greater Toronto Area. The company offers online capabilities to verify commercials and songs aired on the city's radio stations, providing its service for local broadcasters and broadcast representatives, print outlets, ad agencies, media researchers and media analysts. **Ross Langbell**, GM of the Canadian office, says, “Online reports detail which product categories dominate in the marketplace, by station, by day, right down to the minute.”

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RADIO: The *Canadian Association of Broadcasters* says last week's *Copyright Board* decision on commercial radio tariffs is "aberrant and unreasonable." The Board made increases to be paid to **SOCAN** and to the **Neighbouring Rights Collective of Canada** representing a 30% increase, with some as high as 46%. The CAB says it is astonished by the departure from well established rate-setting principles. Rather than just approving rates based on the value of music, says CAB, the decision "seeks to appropriate a cultural policy-making role and establish its own economic order for the distribution of cultural subsidies." CAB is particularly upset that the Copyright Board criticized Parliament "by gratuitously condemning the legislated tariff rate that Parliament granted small broadcasters." But the CAB seems most upset

by the Copyright Board's seeming conferring on itself of "the legitimacy to re-engineer the relationship between the radio and music industries." CAB President/CEO **Glenn O'Farrell** is calling upon the federal government – "because this panel ... acted in such an undisciplined manner" – to ensure that it complies with its legislated mandate... Not surprisingly, **SOCAN** says it is pleased with the *Copyright Board* decision to set licence fees for the use of music in 2003 to 2007. Under the new rates, music stations will continue to pay SOCAN 3.2% of their first \$1.25 million in annual revenues. Amounts beyond that will be calculated at 4.4%. Music stations that play less music will see an increase in their rate from 1.4 to 1.5% of the station's annual revenues... **VOCM St. John's** ND **Gerry Phelan** was at a **Radio-Television News Directors Association** event in New York City to accept the *Edward R. Murrow Award for Best Newscast in a Small Market*. International RTNDA Chairman **Dan Shelley** called the award a well-deserved honour. Of more than 3,000 entries, only 54 international awards were presented. This is the second such win for **VOCM**...

The Haliburton Broadcasting Group has won **Commission** approval for an FM station at Haliburton, ON. Frequency is 93.5 at 6,000 watts and programming AC. A minimum of 45 hours local programming per week has been promised... The **CRTC** will hold a public hear in Gatineau Dec. 12 to hear, among other applications, Fort Frances-based **Fawcett Broadcasting's** applications to flip its AM repeater stations at Red Lake, Ear Falls, Sioux Lookout, Ignace, Hudson and Atikokan, ON to FM; an FM application by **Treana Rudock** for a new commercial Country station at Tisdale, SK at 103.1 with power of 300 watts; and, **McBride Communications & Media's (Matthew McBride)** application for a commercial FM licence at Ucluelet, BC, at 99.5 with 180 watts. The deadline for interventions is Nov. 18... **Industry Canada** given call letters of **CJRJ** for the new ethnic AM station recently approved at 1200 kHz in Vancouver to serve the area's South Asian communities... **Bayshore Broadcasting**, the owner of stations in Owen Sound and Port Elgin, has been turned down in its request for an FM station at Wasaga Beach. A joint intervention from **Rock 95/CKMB-FM Barrie, CICZ-FM Midland, and CKCB-FM Collingwood/CIQB-FM/CHAY-FM Barrie** said



Broadcasting icon and radio legend **Duff Roman** will be inducted into the **Canadian Music Industry Hall of Fame** at **Canadian Music Week 2006** March 2. Roman is VP Industry Affairs and Digital Radio Operations at **CHUM Radio**. He's served as a Chair of the **Canadian Association of Broadcasters**, a President of **Digital Radio Roll-Out Inc.**, a Chair of the **CAB Radio Technology Committee**, and is now Canada's representative on the **WorldDAB Steering Committee**. A member of the CAB Broadcast Hall of Fame, Roman is also the founding President of **FACTOR**, one of the most important organizations to Canadian music and served as an acting President of **CARAS**, the Canadian Academy of Recording Arts and Sciences.

Wasaga Beach couldn't support a dedicated local station... Broadcast consultancy **ByrnesMedia** will consult stations in **The Jim Pattison Broadcast Group**. ByrnesMedia will work with stations at Kamloops, Cranbrook, Prince George, Red Deer, Lethbridge, and Medicine Hat... **680News Toronto** has launched a service that will send traffic reports to listeners' cell phones. A text message – TRAFFIC – sent to 680680 gets a return call with the latest traffic report.

REVOLVING DOOR: **Radio Marketing Bureau** President **John Harding** says he won't be seeking renewal of his contract when it comes due in April. He will continue at RMB until a new President is found and the transition is complete... **Ron Bremner**, who many will remember as the former President/CEO of the **Calgary Flames** and, before that, President/CEO of **WIC's BCTV**

Vancouver, has been appointed CEO of Toronto-based **Insight Sports Ltd.** The company owns and operates **Gol TV** and **WFN: World Fishing Network** in Canada and also has investments in **Score Media (The Score)** and **NHL Network**... **Millie LaBelle**, the widely-known Program Manager at **Thunder Bay Television** has announced her retirement. She says Nov. 15 will be her last day... **Liz Janik** has been appointed PD of **Sirius Canada's** all-Canadian music channel. Most recently she was President of her company which provided consulting and research services to the broadcast, music and the Internet industries... **Scot Turner**, most recently of **JACK-FM Toronto** – and caught in the on-air layoffs a couple of weeks back – is new PD at **DAVE-FM (CJDV-FM) Cambridge/Kitchener/Waterloo**. He begins next Wednesday... On Friday, **Rafe Mair** announced on-air that he was leaving his morning slot at **600 AM (CKBD) Vancouver** effective immediately. In two years at the station, the 73-year-old Mair had never been able to come close to the big audience he had at **CKNW**, when he billed himself as "Canada's best-known political commentator"... **David Baylor** succeeds **Michael McEwen** as Secretary General of the **North American Broadcasters Association**. Baylor has held leadership positions at **DIRECTV, NBC** and **PBS**... **Christine Shipton** has been appointed VP Original Programming at **CanWest MediaWorks**. She had been Director, Dramatic Programming... **Lisa Hillary** becomes the new **A-Channel Ottawa** 11 p.m. Anchor. She returns to the **CHUM TV** station after stints with **TSN** and **The Score**... **Steve Atrill**, ex of **Hitachi**, is new Marketing Manager at **Panasonic Canada** in Mississauga... **Stephanie Smyth** has been named ND at **AM 640 (CFMJ) Toronto**. Most recently Smyth had been ND at both **Global Toronto** and **680News Toronto**... At **CanWest MediaWorks**, **Jamie Schouela** is new Director, Advertising and Promotion Strategy for **Global Television**, **Brad Parry** is Director of Marketing for **CH Television**, and **Tim Kist** is Director of Marketing for **Specialty**. Schouela will be based in Toronto, Parry in Calgary, and Kist in Winnipeg... **Kate Peardon** is new ND at **CKOM-AM Saskatoon**, succeeding **Kurt Leavins** who moved to **Rawlco** as PD/ND of the soon-to-be-launched jazz station at Edmonton.



NEWS DIRECTOR

Dougall Media is looking for a rare individual to take on the challenge as News Director of Northwestern Ontario's heritage information station, Newsradio 580 CKPR.

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Bill Malcolm
Program Director
580 CKPR
87 Hill Street N
Thunder Bay ON P7A 5V6

or respond by e-mail by clicking: bmalcolm@dougallmedia.com

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SIGN-OFF: **Ruth Rankin**, 87, in Edmonton. Until her retirement, she had been the Accountant and Office Manager at **CJCA Edmonton**, serving GMs **Gordon Henry**, **Gerry Gaetz**, **Rolfe Barnes**, **Dalt Elton**, **Cam Perry** and **Terry Strain** through 41 years at CJCA.

GENERAL: **CBC** President **Robert Rabinovitch** says he has no intention of resigning. On the radio show, *The Current*, he said he was sorry listeners and viewers were without regular programming during the eight-week lockout of employees at the public broadcaster but said the **Canadian Media Guild** should share responsibility: "There was no need for this lockout. There was no need for this situation had there been serious negotiations over the 16 months, but at the end of the 16 months, there were 42 issues that had to be clarified." Rabinovitch was criticized by the rank-and-file and some CBC fans during negotiations... Broadcasters to be inducted into the **Broadcast Hall of Fame** at this year's **CAB** annual convention are **George Balcan**, **Douglas Bassett**, **Paul-Émile Beaulne**, **Murray M. (Jerry) Forbes**, **Lee Hambleton**, **Douglas Holtby**, **Rafe Mair**, **Peggy Miller-Day**, **Tom Rivers** and **Gail Scott**. George Balcan spent the bulk of his career on-air in Montreal, retiring from **CJAD** in 1998. He died in 2004. Douglas Bassett is credited with spearheading **Baton Broadcasting's** acquisition strategy that transformed **CTV** into a national. Paul-Émile Beaulne spent more than 45 years in broadcasting and was instrumental in the development of Quebec's first AM radio news network. He, among many other successes, played a leading role in the introduction of two cable channels, **Canal Vie** and **Canal Z**. Murray McIntyre (Jerry) Forbes, in 1954, became the first Production Manager for the new radio station, **CHED**. He advanced quickly and in 1964 became **CHED's** GM, a position he would hold for the next 17 years. Jerry Forbes died in 1981, shortly after his retirement. Lee Hambleton is best remembered for his years as VP/GM at **CHOM-FM/CKGM Montreal**. Lee Hambleton passed away in January of this year. Douglas Holtby, while at **Allarcom Limited (CITV-TV) Edmonton**, played a key role in ensuring the success of **SCTV** after it was dropped by another broadcaster. After moving to **WIC** in Vancouver and becoming President/CEO, Holtby engineered the merger of **WIC** and **Allarcom**, creating one of Canada's largest broadcast companies. Rafe Mair had a wide-ranging career in provincial politics before turning to broadcasting and Talk Radio. He's been heard on **CJOR Vancouver**, **CKNW Vancouver** and **CKBD Vancouver**. Peggy Miller Day's broadcast career began in 1945 when she was Receptionist/Telephone Operator at **CJCA Edmonton**. In 1968, a move to **CKWX Vancouver** saw her as Manager of Station Promotion. She later returned to her hometown to work in the field of Public Relations, but in 1998 she helped found the **Edmonton Broadcasters Club** for retired broadcasters. Tom Rivers, who died last year, had an on-air career that spanned more than 35 years. While he worked in many US and Canadian markets, he is best remembered in Toronto by **CHUM** and **CFTR** listeners for his morning shows. Rivers was also known across the country as *The Unfriendly Giant* on the syndicated radio show, a send up of the classic **CBC** children's show. Gail M. Scott is best remembered for her years at **CTV**, first as a Parliament Hill Reporter, then as a contributor to **W5**, and her four years as the Host of **Canada AM**. While she left day-to-day broadcasting in 1982, Scott became a lecturer, a Director of Broadcast Journalism and a professor at Toronto's **Ryerson University**. In 1993, she began with the **CRTC**, first as a part-time member and then, in 1993, as a Commissioner... **Bob Hunter** will be posthumously awarded the **2005 Gold Ribbon for Outstanding Community Service by an Individual Broadcaster** at the **CAB** Winnipeg convention.

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Hunter was **Citytv Toronto's** Ecology Specialist for over 25 years and, before that, a co-founder of **Greenpeace**... **RTNDA** is now accepting nominations for its annual **Lifetime Achievement Awards**. One radio and one TV award will be presented in each of the four regions at the Regional Pro-Dev and Awards events and at the National Conference in St. John's. The Award is presented to individuals who have distinguished themselves through outstanding service and continued excellence during the course of their career in broadcast journalism. A letter of nomination, along with optional supporting documentation, can be e-mailed by clicking info@rtndacanada.com.

T**V/FILM:** At the annual **Edward R. Murrow Awards** gala in New York Monday night, **CTV** won a Murrow for its coverage of a hostage-taking outside Toronto's Union Station that ended with police killing the gunman. Accompanied by **CTV News** President **Robert Hurst**, Correspondent **Peter Murphy** accepted the award... **Fred Kozak**, a lawyer for **CBC**, says if the corporation is forced to divulge confidential sources in a defamation lawsuit, it could put a "chill" on investigative journalism in Canada. But the lawyer for former Edmonton police chief **Bob Wasylyshen** argues that the information from the confidential sources could be important in establishing whether the content of the programs was false or malicious. The former chief says CBC stories left the impression that he and other officers had sex with prostitutes 20 years ago, sexually assaulted prostitutes, participated in a cover-up and retired early to avoid further investigation... Republican Senator **John McCain** wants American TV broadcasters to return spectrum being used for side-by-side analog/digital operation. McCain sees the spectrum as a boondoggle where broadcasters have free use of a resource belonging to the American public and he's calling for a hard deadline for the return of spectrum. April 7/09 is the current deadline but McCain wants a date in late 2006 or early 2007. Broadcast observers, however, say it's necessary to introduce the new technology while preserving the old during the transitional period; that it's ludicrous to expect every citizen to run out and buy a digital receiver... **NAB** is preparing to honor all three former US network Anchors with its **Distinguished Service Award**, to be presented at **NAB2006** in Las Vegas next April. NAB President **Eddie Fritts** says, "**Tom Brokaw, Dan Rather and Peter Jennings** will be remembered as broadcast industry icons, on the front lines of history [and were voices of authority in times of turmoil]"... The **Canadian Broadcast Standards Council** says a video segment unrelated to the topic being presented should not have appeared in a **TVA** public affairs program. The people in the clip complained that it left the impression they were autistic. At one point in the show, when zootherapy was mentioned in the context of potential remedies for autism, TVA broadcast a clip of two adult women and one man playing with a dog. The footage had, in fact, been filmed four years earlier about medical assistance dogs. The complete decision may be found by clicking here: www.cbsc.ca.

L**OOKING:** **CKPR Thunder Bay** seeks a News Director. See the ad on Page 2... Other jobs we've heard about include: **CKX TV Brandon** – 6 o'clock News Anchor; **CJDV-FM Cambridge** – Promotions Director and a Sales Account Manager; **Standard Radio Peace Region** – Operations Manager/Program Director; **The Evanov Group Toronto** – Junior and Experienced Sales Executives; **CKCB-FM Collingwood** – On-Air Announcer/Promotions Coordinator; **CING-FM Hamilton** – Morning Show Producer; **CKBI Prince Albert** – Creative Writer; **Alliance Atlantis Toronto** – Director, International Marketing; **Dome Productions Toronto** – Production Manager; **CTV Toronto** – Production Manager; **MTV (CTV Toronto)** – Finance Manager, an Executive Producer, a Director/Producer, a Documentary/Field Segment Producer, a Story Editor, a Researcher, a Production Secretary, a Production Coordinator, a Green Room Coordinator, an Audience Producer, an Audience Coordinator), and an Administrative Assistant; **CanWest MediaWorks Toronto** – a Production Executive, Original Programming, an Entertainment Producer; a VTR Operator, an Editor, and a Broadcast Operations Supervisor; **Citytv Toronto** – Assignment Editor; **CBC Toronto** – a Deputy Creative Head-Children's Television, an Executive in Charge of Production, and a Maintenance Technologist; and, **CBC Vancouver** – Supervisor, Transmission Operations.

S**UPPLYSIDE:** **Fujinon** has won a **Technical Emmy** award from the **National Academy of Television Arts and Sciences** for "**Lens Technology Developments for Solid State Imaging Cameras in High Definition Formats**." Fujinon was cited for being instrumental in the creation of new digital production systems that rival traditional filmmaking techniques for high-quality television and motion picture production.

BROADCAST Dialogue

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RADIO: *Corus Entertainment* CEO **John Cassaday** says the company may be forced to trim its radio division workforce because of a recent **Copyright Board of Canada** increase to tariff levels for the use of music. During a conference call with financial analysts to discuss *Corus Entertainment's* 2005 results, Cassaday said the decision went well beyond expectations and *"well beyond what we think is reasonable or warranted."* He said the decision will cost *Corus* more than \$6 million right now and that estimations of annual incremental costs are \$2.5 million. As a result, he said, it forces *Corus* to scrub all costs so as to find ways to offset the fee increase before turning to payroll... Meantime, **Statistics**

Canada says the 2003

Canadian sound recording industry financial performance was the worst in six years. StatsCan says the decline was due to bleak sales, declining new releases and a huge drop in profits. Canadian labels total sales in 2003 was \$708.7 million, 17.7% below 2000 and 20.5% below 1998. Similar declining numbers can be found in the 'Sales of recording by Canadian artists' category. However, their share of market was stable at roughly 16% because sales by foreign artists fell 17.3% to about \$598.4 million. The **Canadian Recording Industry Association** (CRIA) says the StatsCan study proves what the recording industry has been saying all along: illegal music downloading is causing artists and recording companies enormous harm. CRIA also says the vast majority of downloading is by youth and that the sharpest sales decline is in rock and popular music. The decline in the number of Canadian artists releasing records can be attributed, says CRIA, to there being no money in it... Canadian radio's performance in 2005 is described as "strong," with the 25-54 demo increasing share by 43.6%. Canadian results, asserts **Canadian Broadcast Sales**, is outpacing those in the US.

The 2005 broadcast year (ended August 31) saw strong growth in some new national categories while the top five advertisers continued their dominance in spending. The top five categories by growth on CBS-represented stations are: Office Machines/Furniture 400%; Loyalty/Rewards Programs 163%; Food and Food Products 92.9%; Insurance 59.2%; and Automotive 46.9%. The top five categories by spending accounted for 51.4% of national advertising spending on CBS-represented stations: Retail \$23.033 million (17.2%); Automotive \$18.171 million (13.6%); Telecommunications \$11.653 million (8.7%); Restaurant/Fast Food \$8.094 million (6.1%); and, Beer/Wine/Coolers \$7.809 million (5.8%). Adults 25-54, says CBS, continued as the target of choice for national advertisers. Second place Adults 18-49 dropped 2.45% to 14.5% from 16.9%. Third place Women 25-54 held steady at 9.4%, while Men 18-34 increased 0.65% to a fourth place share of 5.12%. **Patrick Grierson**, President of CBS, says, *"we see continued strength for radio across all major categories due, in part, to the increased fragmentation of media. The debate over the granting of satellite radio licenses has heightened interest in the radio medium. However, given the proposed non-commercial nature of satellite radio and the unknown timetable for its launch, we believe commercial radio will experience no impact in 2006 and for some time to come"...* **Marc Freedman**, a Consulting Analyst to **The Diffusion Group** in the US, is predicting an early demise for the IPOD. He calls it *"the creation,*

Profile of the sound recording industry

	1998	2000	2003
	Number		
Number of companies	280	331	300
Number of new releases	6,728	6,654	5,619
By Canadian artists	1,023	1,034	904
Other	5,705	5,620	4,715
Employment (includes freelancers)	3,377	3,305	3,078
	\$ millions		
Net sales of recordings	891.6	861.4	708.7
Sales of recordings by Canadian artists	154.0	138.0	110.4
Other sales of recordings	737.6	723.4	598.4
Other revenues	432.2	457.9	444.5
Total revenue	1,323.9	1,319.3	1,153.2
Total expenses	1,134.0	1,161.7	1,122.7
Profit/loss before taxes	189.8	157.6	30.5
Salaries, benefits and freelancer fees	149.8	167.6	153.5

and victim, of its own success" and that it will die by 2007. Freedman says that only in the last two months, AOL, Yahoo, and Apple have integrated podcasting into their Web sites and software. It's only a matter of time, he postulates, until podcasting is integrated into all major media players, much like other media technologies. And because of the widespread availability of podcasting services, podcasting will enjoy rapid growth over the next 12 months as these services and products build upon one another. Despite widespread publicity, podcasting remains unfamiliar to most North American consumers. Podcasting, he says, will become less about MP3 players and more about consuming subscription-based audio programming on desktop PCs, laptops, PDAs, and cell phones. But Freedman says the technology and tenets of podcasting will be permanent. The underlying technologies and the concept of subscription-based digital audio distribution will survive through many generations of consumer platforms and services... At **Vista Broadcast Group's CFPP-FM Courtenay**, a format and ID switch – from Soft Rock **Magic FM** to Classic Rock Hits 98.9 **JET FM**. The change a market study in Courtenay, Campbell River (CFWB 1490) and Powell River (CHQB 1290). Because CFB Comox is near Courtenay, respondents' replies led to changing the brand to JET FM. With that change at Courtenay came others at nearby Vista stations. **CFWB Powell River** was relaunched as **The NEW Magic AM 1280** (Soft Rock & Country's Best) while **CFWB Campbell River** is now the exclusive Country station in the region, branded as **Coast Country 1490**. And at **CFNI Port Hardy**, **The PORT AM 1240** also plays Soft Rock & Country's Best. Vista Group has applied for new FM licences at Lethbridge, Grande Prairie, and Fort McMurray... The **National Association of Broadcasters** (NAB) has the **Rolling Stones** trumpeting the strengths of free, over-the-air radio. NAB has been recruiting superstar recording artists as well as up-and-coming performers to record personalized testaments of the importance of local radio to their careers. For one of the Stones ads promoting radio, click [HERE](#)... **John Duffy** and **David MacNaughton**, two well-connected Liberal lobbyists, were paid "success fees" that depended on saving **Canadian Satellite Radio's** endangered broadcasting licence. The two men filed registrations with the federal government declaring that payment for their lobbying work would depend on whether they succeeded. As it turned out, Cabinet upheld CSR's licence in September. While such fees are legal, opposition politicians say they're inappropriate. CSR representatives showed up at the Liberal caucus meeting in Regina this summer to bend the ears of ministers and other MPs... Australia will use **Eureka-147** for its DAB system, introduced in phases beginning with large markets. New commercial licence allocations will be frozen for six years once the digital broadcasts begin. But the Australian digital radio policy is supplementary, not replacement – no switch-off of analog stations is contemplated and digital radio will become another consumer choice... **CD989 (CHCD) Simcoe** played host to the **Fifth Annual Norfolk General Hospital Foundation Radiothon** this past week, raising funds to bring a catscan to the local hospital. The "Year of the Cat" campaign – during 11 hours of broadcasting – raised \$85 thousand. CD989, in the five years of airing these radiothons, has raised over \$300 thousand in money aimed specifically for the hospital.

REVOLVING DOOR: **Dennis Gerein**, GM at **BKRadio (CKQR) Castlegar**, has left after **Vista Broadcast Group's** purchase of the station. He'd managed the operation for eight years and has been in ill health of late following a heart attack...



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Ditto President **Terry Shepherd** at **Cariboo Radio** in Prince George. **Vista Broadcast Group** also bought that property (**CJCI-FM/CIRX-FM**). In both cases, successor have yet to be appointed... After 30 years with the **Broadcast Executives Society** in Toronto, **Deanna Toshack** is hanging up her nurturing, growing, shepherding, baby-sitting, supporting and organizing hats. Her last day on the job is tomorrow (Friday), Oct. 28. Filling in until a successor is found will be the resources and services of the **TVB**... **Mary Lou Finlay**, host of **CBC Radio One's As It Happens**, will retire Nov. 30. In 1981 she was paired with **Barbara Frum** for **CBC-TV's** current affairs program, *The Journal*. It was in 1988 that she made the switch to CBC Radio... **Ricardo Gomez-Insausti** is **BBM Canada's** new Research VP. Previously, he'd held senior research and consultant positions at **Ryerson University**, the **Canadian Bankers Association**, **Sears Canada**, **Borealis Capital**, **Radio Shack**, **Second Cup** and **HYTSA Projects** of Argentina... **Global Regina** ND Les Staff moves to **Global Toronto** Nov. 7 to become Managing Editor... Not unexpected is the appointment of **David Rehr** as new **National Association of Broadcasters** (NAB) President/CEO, succeeding **Eddie Fritts**. Rehr is President of the National Beer Wholesalers Association but is scheduled to start at NAB Dec. 5 on a multi-year agreement... **Stephanie Hunter** is the new MD/Afternoon Driver at **Q92 (CJRQ-FM) Sudbury**. Hunter moves up from Swing Announcer... Former **WILD 101 (CKEY-FM)/The River (CFLZ-FM) Niagara Falls** PD **Rob White** has moved to **Standard St. Catharines** as Promotions Manager. He'll be handling promotions for all three stations, **CKTB-AM/CHTZ-FM/CHRE-FM**... **Infinity** Chairman/CEO **Joel Hollander** has made official what had been rumored for months: that **David Lee Roth** and **Adam Carolla** will take over 12 of Stern's 27 Infinity markets. The former **Van Halen** frontman will host morning drive on flagship **WXRK New York**. Additionally, WXRK will switch from their long-running **K-Rock** music format to **Free FM**, which Infinity describes as "a bold new FM format." Infinity will air Free FM on stations in four of the top five and seven of the top 10 US radio markets. In the Western US, **Adam Carolla** will take over for Stern at **KLSX-FM Los Angeles**. Assisting Carolla will be **ABC-TV** late-night talk show host **Jimmy Kimmel**.

SIGN-OFF: **Alexis Mazurin**, 27, in Vancouver of a heart attack. The **CBC Radio 3** Host had been attending the annual *Burning Man* art festival in Nevada's Black Rock Desert in early September when he suffered a massive heart attack in his sleep. He was rushed to a hospital in Reno where he fell into a coma. He was transferred to Vancouver's St. Paul's Hospital in mid-September.

TV/FILM: **Nielsen Media Research** says US TVs are turned on eight hours a day, with the average American watching four and one-half hours of it – more viewing in American homes the past season than in any previous year. The upward trend appears consistent heading into the new TV season, says Nielsen. The prime time viewing audience for Premiere Week (9/19 - 9/25) of the 2005-06 TV season was considerably higher than for Premiere Week 2004. Each night of Premiere Week 2005 saw increases compared to last... **CTV** has won **CRTC** approval for the launch of **Discovery HD**, Canada's first full-time dedicated programming HD channel. The service is a joint venture between **CTV Specialty Television** and US-based **Discovery Communications**. It is expected to be up and running by year-end... A new **CanWest Global Communications** broadcast HQ is on the drawing boards, all set to transform the famous Winnipeg intersection of Portage and Main. Complete with giant exterior video panels and large indoor and outdoor public spaces, Exec VP **David Asper** says the planned \$40 million, 120,000 sq. ft. building could begin as early as late winter pending approval from the Board of Directors. The new building will be connected by a second-floor walkway to the 33-storey **CanWest Global Place**, which occupies the northwest corner of Portage and Main. The exterior of the walkway will include a series of electronic video screens that might broadcast anything from football games to art exhibits to news. The entire new building will be used as a broadcast centre for **Global Winnipeg (CKND-TV)**, Global's specialty channels, **Cool FM (CJZZ Winnipeg)** and the CanWest news desk. **John Tucker** has added **Newcap Television** to his client list. Tucker will represent Newcap's Lloydminster TV properties as National TV Sales Director, and do so from his base at Kingston. **Airtime Television Sales** remains Newcap TV's national rep. And Tucker remains as Government Sales Consultant with **Corus Television**...



Florida Governor **Jeb Bush**, during a Tallahassee news conference related to Hurricane Wilma, lashed out at TV news crews for chasing around the streets while telling viewers it wasn't safe to go out. "*They think it's fun,*" but that news crews were encouraging other people to venture out before it was safe to do so: "*To see these characters reporting the news and putting themselves in harm's way doesn't help.*"

LOOKING: **Citytv Edmonton** - late night News Anchor; **MTV (CTV) Toronto** – a Manager, Programming Communications, a Motion Graphic Artist, a Graphic Designer Off-Air, and a Broadcast Designer; **CTV Toronto** – Canada AM Story Producer; **Alliance Atlantis Toronto** – Manager, Legal Services, a Web Designer Interactive, and an Associate Manager, Client Services; **Global Television Toronto** – a VTR Operator, an ENG Camera/Editor, and a Videotape Librarian; **CHAN-TV Vancouver** – a Writer/Producer and a Sales Promotion Coordinator; **CBC Toronto** – a Research Officer, a Unit Manager, a Senior Producer Canada Now, a Business Manager, a Video Journalist, a Research Analyst, and a Reporter; **CBC Edmonton** - Videographer; **CBC Sackville** – Supervisor, Transmission Operations; **Rogers Radio Ottawa** – Commercial & Imaging Producer; **Nelvana Limited Toronto** - Production Coordinator; **CFPL FM96 London** - Account Manager; **CFGQ-FM Calgary** – Swing Announcer; **CKNW/MOJO/CFOX/ROCK 101 Vancouver** - Remote Engineer; **Canon Canada Mississauga** – Technical Marketing Trainer; and, **20th Century Fox Toronto** – Finance Manager.

SUPPLYLINES: Shareholders of **Leitch Technology** have approved the acquisition of the company by **Harris Corporation**. Purchase price was about \$590 million. The transition was expected to be completed by yesterday (Wednesday).



The November Edition of Broadcast Dialogue magazine is at the mailing house.

Look for it to arrive early next week.

The Cover Story is all about Corus Radio guru John Hayes.

Dialogue comes from CAB President/CEO Glenn O'Farrell (just in time for delegates to the annual convention in Winnipeg).

CTS-TV – remarkably, one of the busiest TV stations in the country when it comes to production.

And, an inside look behind the scenes at CTV's Canada AM.