

BROADCAST Dialogue

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Thursday, December 9, 1999

Volume 7, No. 28

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REVOLVING DOOR: After 26 years as GM at **CKPG-AM/TV/Hits 103.1 Prince George**, **Gord Leighton** has decided to move on. His final day on the job will be Dec. 17. Leighton is setting up a marketing company in Prince George as well as taking a seat on city council... **David McLennan** has been appointed President/COO of digital TV company, **Bell ExpressVu LP**, which now has 360,000 subscribers... **93.7 JRFM Vancouver** has signed **Karen Daniels** to a three-year deal as the new co-host of its *Waking Crew* with **Clay St. Thomas**. Daniels, ex of **CISS-FM Calgary's** morning show, begins her new gig Jan. 4... First new employee for **C-FAX Victoria's** new FM station is **Jim Scanlon**. Scanlon, formerly of **Power 104 Kelowna**, becomes PD/MD at the new Modern Rock station... **CHFI-FM Toronto** Morning Man **Don Daynard** hangs up his spurs tomorrow (Friday) morning at a 1700-person breakfast to be held at the Sheraton Centre hotel. Today, he and co-host **Erin Davis** will co-host the **Broadcast Executives Society** Christmas bash, coincidentally in the same room.

LOOKING: Two PD jobs are on the block this week, both in Ontario. **CHRE-FM St. Catharines** and **CKNX Wingham** have the job flags flying. Their ads

PROGRAM DIRECTOR

CHRE-FM is looking for a Program Director. You'll be a PD with a passion for A/C with a proven track record for spotting, motivating and training talent, great with ideas, technology and attention to detail. Send tape, resume and ratings history to:

Clyde Ross, Regional General Manager
Affinity Radio Group
12 Yates Street
St. Catharines ON L2R 6Z4

Applications close December 17, 1999

are in this edition and at the Web site: www.broadcastdialogue.com (look for other jobs there, too)... **YL Country/KIX 106 Peace River** has an immediate opening for a copy writer... **The Q Victoria** has an opening for a morning news personality.

SIGN-OFFS: **Jim O'Rourke**, who retired a little over four years ago from **Humber Valley Broadcasting** in Corner Brook - after a 35-year career there - has died at 66 after a short battle with cancer... Long-time **WGR Buffalo** Talker **John Otto**, 70, worked his shift last Friday night then passed away on the weekend.

STAYING TUNED RESTER À L'ANTENNE

Electronic Media Research Conference

February 15 & 16, 2000

Metro Toronto Convention Centre, North Building
255 Front Street, Toronto

New Media

- Who's using the Internet
- On-line advertising
- Measuring sales not clicks

Radio

- Digital radio
- Internet-only radio stations
- Proving radio works

Television

- TV-future technologies
- Interactive TV
- PCs and the TV set

To register contact Robert Maxwell
at (416) 445-9200 ext. 2083

All registrations received by January 14
have a chance to win a prize worth \$350!

TV/FILM: The *Canadian Association of Broadcasters* has demanded that *iCraveTV.com* stop carrying Canadian TV broadcast signals on the Internet. CAB gave *iCraveTV.com* until Monday of this week to desist or face legal action. But *iCraveTV.com* has defied the ultimatum, with company President **William Craig** saying "*The law is delightfully obvious and clearly is for us*". He says he's in the clear because the **CRTC** has said it doesn't plan on regulating the net. As far as *Industry Canada* is concerned, *iCraveTV.com* is free to rebroadcast the signals as long as it negotiates and pays copyright fees which, said Craig, is what he planned to do. Meantime, the various parties are getting set for litigation. *iCraveTV.com*, incorporated in Halifax and operated by *TVRadioNow Corp.* of Toronto, is offering free programming from 17 TV stations in Canada and the US. The startup caught broadcasters by surprise a week ago when they realized that the entire world had access to their live shows and news programs... Even as **CTV** appeared before the **CRTC** this week in its efforts to retain *NetStar Communications*, which includes *The Sports Network*, the background noise was overwhelming. If it wasn't other broadcasters, sports leagues and entertainment companies concerned about the dislodging of one of CTV's sports networks it was the whole issue of CTV's own ownership. The line, so the speculation goes, is that once the hearings are done, CTV suitors will be able to tailor approaches with some idea of the assets CTV can keep. The list of possible buyers is short. *Bell Canada Enterprises*, *Corus Entertainment*, *Power Corp.* and *Quebecor* appear most obvious. Meantime, CTV President/CEO **Ivan Fecan** told the hearing that the deal would give audiences more choice. TSN President **Rick Brace** said TSN and *CTV SportsNet* would stick to their respective programming. Scheduled this week, too, was an application from *Sportscope Television Network*, which owns *Headline Sports*, to change its licence to allow the broadcast of

CKNX AM & FM is looking for a PD with a passion for A/C and Country. You'll be highly organized, with great coaching and motivation skills, have attention for detail, and understand how to do the community radio thing.

Send tape, resume and ratings performance to:

Jack Gillespie, General Manager
CKNX Radio
Wingham ON N0G 2W0

some live events... *CanWest Global Communications* formally sought approval from the **CRTC** last week to acquire *WIC's* TV assets. It is promising "a significant multi-million dollar package of tangible benefits" which exceed the Commission's policy requirement... The 23rd annual telethon of *Timmy's Christmas Telethon* on **CBC-TV's** BC network raised \$4.875 million on the weekend for the *BC Lions Society for Children with Disabilities*... *Nelvana* says it has a multi-faceted co-operation agreement with *RTV Family Entertainment AG* of Germany which includes a distribution deal for current and library programming and a three-year output deal for future productions and co-productions. *Nelvana* will receive a non-refundable distribution advance of US\$10.25 million cash, payable in full within 12 months. After RTV's license term, all rights revert back to *Nelvana*... For the first time, **CNBC** has logged more viewers during the business day than cable rival **CNN**. The milestone occurred last month between the hours of 5 am and 7:30 p.m. EST. The business-focused **CNBC** averaged about 16% more viewers than **CNN**. **CNN** says if viewers were counted over a 24-hour period, **CNN** came out on top and that **CNN** is a 24-hour news network, not a 24-hour business network... *Citytv Toronto's* **Moses Znaimer** recently paid roughly \$40,000 for **Marilyn Monroe's** old TV set. The portable



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Magnavox will be on display at the new ChumCityStore, a retail outlet packed with Citytv and **MuchMusic** gear. The store will also house a museum of TV treasures, including vintage Predictas (space-age sets from the late '50s), as well as artifacts from the 1939 New York World's fair... The **Telecaster Committee of Canada** has approved a lingerie ad showing two male bank robbers overcome by lust after fingering the stockings they pull over their faces. The *Nearly Naked Lingerie* ad was created specifically for late-night (after 11 pm) Toronto TV. The spot ends with the robbers' truck rocking back and forth as the men succumb to lust instead of robbing the joint.

RADIO: **CKNW Vancouver** Reporter **Ted Field** was arrested, then released less than 48 hours later, during the WTO conference in Seattle. He was taken in custody while doing a voicer on his cell phone from amid a protest group... The **Canadian Broadcast Standards Council** says a **CITI-FM Winnipeg** on-air wedding of two strangers was not a breach of any code. It was part of a contest called "What would you do to win a trip for two [to Banff]?"... Complainants said it "made a mockery of a centuries old tradition — one that both Christians and non-Christians hold sacred"... But in another decision about Winnipeg radio, **CBSC** found **CJKR-FM Winnipeg's** *Nude Bicycle Ride* contest in breach of standards. A naked woman rode a bicycle in the city centre at rush hour for a chance to win \$10,000. Complainants said it was "completely tasteless and morally wrong to pay someone to do an embarrassing stunt such as the one performed by this woman" and that the station "treated women as sexual objects" by promoting the contest. For complete texts of both decisions, check www.cbsc.ca/ ... In remarks to the *PaineWebber Media Conference*, **Duncan American Radio** President **James Duncan** warned that stations are headed for long-term trouble if they don't cut back on commercials. He said

American radio's total audience has shrunk 12% since 1990 while the number of ads aired in a typical hour has doubled. He also said radio has had no significant programming innovations since the 1980s creation of the all-talk format. While radio ratings document the loss in audience since 1990, he said, further erosion is in store with the approach of satellite and Internet radio. Duncan said stations "can't go with any more commercials because they'll blow off more and more listeners. You can't have seven or eight or nine in a row because people won't put up with that. The problem is that (radio) companies are maximizing profits at each station. Eventually, radio will have to come to grips with this. Losing 12% of your audience is a problem. And I don't think the radio industry is going to do anything about this until the advertisers revolt"... **93.7 JRFM/The Unforgettable 600 Vancouver's** annual *Basics for Babies Campaign* — which has won a **Canadian Association of Broadcasters'** Gold Ribbon Award on two separate occasions — is now into its sixth year. In five previous years, the stations collected more than 90,000 pounds of baby products and \$140,000 in cash... Results from the *Bear Kids Fund Rock Auction* last weekend was \$75,000. With a sold-out New Years Eve concert (**Big Sugar** at the Shaw Conference Centre), **Bear Edmonton** has raised \$150,000 this month for its fund... **CFRB Toronto's** weekend radiothon — its tenth annual airing — on behalf of the **Hospital for Sick Children** raised over \$200,000. For the past 20 years, the hospital has had **CFRB/MIX 99.9's** special attention. Combined, the two stations have raised over \$8 million for the facility... **Dr. Noel Murphy**, owner of **Humber Valley Broadcasting** headquartered in Corner Brook, will host his 40th consecutive Christmas morning show. Called "Stuffing the Turkey with Murphy", the three-hour program is a series of call-outs worldwide as well as folks calling in. (Ed's note: Congratulations, Dr. Murphy!)



We'll Be Delivering the
Broadcast Dialogue
Weekly Newsletter up to December
23, then Taking Two Weeks off.
There will be no newsletter the
weeks of December 30 and January 6.

SYNDICATION: *Broadcast News'* New Year's Eve programming -- *Debut 2000* -- sees the format of the top-of-the-hour BN newscast changing from 6 pm ET through 6 am ET New Year's Day. The big story, of course, is the year 2000 and how people are ringing in the new century. BN promises, however, to let us know whether the lights still work... The **Rock Radio Network** has *Anthems for the Year 2000* airing between Dec. 20-31. Rockers will provide insights into the "real" Y2K problems.

GENERAL: *Videotron Communications* says it's hoping to break into the phone business by next spring and has asked the **CRTC** for recognition as a residential service provider. **Groupe Videotron**, a subsidiary, estimates that 1,000,000 homes could have access to the service once it is launched...**Radio-Television News Directors Association of Canada** President **Gerry Phelan** has reminded RTNDA members that news coverage relating to Y2K must be accurate and responsible. He urges News Directors and Newscasters to touch base now - before it's too late - with local utility companies, emergency coordinators, police, and fire officials to determine who's in charge New Years Eve, where the information flow will come from, and where to

get the most accurate information. There have been suggestions that the media may over-report normal problems. A power outage caused by a car striking a hydro pole, for example, could be mis-reported; or a single ATM that's out of order might be reported without realizing that at a given time, there may be any number of bank machines that are out of service for maintenance. Says Phelan, "Let's make sure we do as we normally do. Get the facts, tell the story, and guide our audiences through this event, as we have with countless other news stories over the years."

SUPPLYLINES: *Sony of Canada's* Broadcast and Professional Group has completed Phase One of a new all-digital Winnipeg Broadcast Centre designed for the **Aboriginal Peoples Television Network** (APTN).

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Larry Gavin, Ottawa Television Production Services, Ottawa.** Welcome!

BROADCAST Dialogue

Advertising for broadcasters?
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REVOLVING DOOR: Michael Prud'homme, GM at *CKBW Bridgewater*, is rejoining *Telemedia Radio's* Sudbury operation as Assistant GM for *CIGM/CJRQ/CJMX* as of Jan. 4. Until the mid 90s, Prud'homme had managed Telemedia stations at Sault Ste. Marie... **Tom Gauthier**, who spent much of his long broadcast sales career at *CHML/Y95 Hamilton* and *CKLW Windsor*, retires at month's end... **Roy Publicover**, who is best known for his time *CKCL/CKTO-FM Truro* as GM and who then left broadcasting, is returning. Beginning next month Publicover becomes Sales Manager at *CJFX Antigonish*, succeeding **Bill Graham**, who retires at month's end after 25 years at the station... **Alan Clark** has moved from head of *CBC Sports* to Executive Director of business development for sports. **Nancy Lee**, the deputy head of sports, will succeed Clark with a new title, Executive Director of the department... **Liz West**, ex of *CTV's eNow* and *Canada AM*, joins *Citytv Toronto* next month as the station's Entertainment Specialist. **Tracy Melchor**, who holds that job now, is moving to Los Angeles...

SIGN-OFF: **Glen Walters** passed away last week in Thunder Bay at 62. He was better known to listeners

Morning Show Host
Magic 106.1 FM in Guelph is looking for a morning show host. You'll be half of a morning "team" that is involved in the community, knows the AC format and can do a "show", not a shift. Tape and resume to:

Kevin Kelly, Program Director
Magic 106.1 FM
75 Speedvale Ave East
Guelph ON N1E 6M3

Applications close January 14, 2000

and the industry as "**Big G**", and spent many years in Toronto, New York, Los Angeles, and Honolulu. His final years were in Thunder Bay, and his most recent work was freelance as host of a country oldies show on *CJLB-FM*. His final program, aired last week, was recorded a few days before he passed away.

LOOKING: *ROCK 101 Vancouver* has an opening for the overnight position... *Affinity Broadcasting* at St. Catharines is looking for a PD... *CJOY Guelph* needs a morning show host... *Q104 Sault Ste.*

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Marie is looking for a Swing Announcer...

GENERAL: **Corus Entertainment** says it will acquire 4.8-million **CTV** shares from parent company **Shaw Communications**. Rumours of a possible takeover play aside, Corus CEO **John Cassaday** says the shares are being bought for investment purposes... **WIC** has released more details about the reorganization agreement reached by its principal shareholders, **CanWest Global**, **Cathton Holdings**, **Corus Entertainment** and **Shaw Communications**:

* CanWest would buy all of the shares of the holding company through which Shaw and Corus own their interest in WIC. Cash price is approximately \$557-million.

* WIC would sell to Corus its radio stations, pay and specialty TV operations and other related assets for roughly \$314-million.

* WIC would sell its distribution businesses (primarily Cancom) to Shaw for \$80 million.

* CanWest would buy all of Cathton's Class A voting shares at \$61.00 per share.

* WIC would amalgamate with a subsidiary of CanWest whereby WIC shareholders of WIC (other than CanWest) would get, in exchange for each WIC share, one redeemable preferred share of the amalgamated company. Each redeemable preferred share would then be redeemed immediately at a price of \$43.50.

* The company formed upon the amalgamation of WIC and the CanWest subsidiary would then be wound up into another CanWest subsidiary. CanWest would be the sole owner of WIC's conventional TV stations, its interest in ROBTv and certain other assets.

Details will be sent to WIC shareholders before the annual and special meeting of shareholders set for Jan 25... **Telesat Canada** has won the right to compete in the US. The company's Anik E1 and E2 are now the first non-US satellites to win equal access. The **FCC** decision paves the way for US customers to use Telesat satellites for services

PROGRAM DIRECTOR

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Clyde Ross, Regional General Manager
Affinity Radio Group
 12 Yates Street
 St. Catharines ON L2R 6Z4

liberalized under a **World Trade Organization** agreement...

Canada's second-largest cableco - **Shaw Communications** - says it will focus on expanding the company's cable Internet business before venturing into the growing cable telephony business. President/CEO **Jim Shaw** says the technology isn't advanced enough to do it but that he thinks it will come in the next year to 18-months. In the States, **AT and T** and **MediaOne** have jumped on the trend, signing up 130,000 customers across the country. Here at home, **Videotron** is testing cable phone service in 200 Quebec households. **EastLink**, a Nova Scotia-based cableco, has teamed with **Nortel Networks** to offer phone services to customers in Nova Scotia and Prince Edward Island. About 300 have signed on...

RADIO: Vancouver Internet company, **Global Media Corp**, says it has closed a transaction with **Standard Radio** for the purchase of almost 339-thousand restricted share of Global Media's common stock. Price was US\$2-million... **940 News Montreal** (English) and **INFO 690 Montreal** (French), both all-news radio stations, are on the air. The new all-news stations are operated by **Metromedia** and have created 40 new jobs... The future of radio? I don't know, but I am well aware of the



Toronto Star Television is looking for two Account Executives who are familiar with television and Internet sales

The candidates should possess a minimum of 5 years broadcast and/or Internet experience, a post secondary education, be self-starting, motivated, and have excellent communication/presentation skills. Your exceptional sales background and proven experience are matched by your skills in customer contact and selling television or Internet. Knowledge of Microsoft Office including PowerPoint, Word, and Outlook is a must.

Please forward your resume and covering letter to:

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 One Yonge Street, 9th Floor
 Toronto, ON M5E 1E6
 Fax: (416) 869-4566
 Email: tstvmail@thestar.ca

We thank all applicants, but only candidates selected for interviews will be contacted.
 Toronto Star Television is an equal opportunity employer.

distance I have traveled from those heady days of rock and roll on AM'ers **CHUM**, **CKEY** and **CKFH** in Toronto. The journey in time has – from my perspective – been awfully swift. And that sets up this item by a 17-year old in Tuesday's **Toronto Star**. **Zack Feldberg** writes, in a section of that newspaper devoted to young people, about the proliferation of Internet radio. His opening paragraph sizzles: *"There comes a time in our lives when we realize good ol' corporate radio isn't doing much for us any more. We're tired of insipid, repetitive play lists, endless commercials and dumb DJs who damage our ears with their inane chatter."* Speaking for Internet radio, he says the interactive possibilities are endless, the signal reach is global, and, importantly, no one can control it. Pop culture has never been so unstoppable and, since anyone with the software can Webcast, more and more stations are popping up every day. Feldberg concludes by saying: *"With the quality and content steadily improving, Webcasting may very well be the preferred broadcast medium for the future. And, as long as it makes its own rules, it will remain true guerrilla radio."* (Apropos of nothing save that I liked his colorful writing, this sentence: *"The Internet is a Sahara of broken links and wasted space."*)... **POWER 107 Calgary** and **The United Way** raised over \$175,000 in during the station's **107 Hour Bed-In For Toys**... With the change in **BBM** reporting, our usual source for numbers dried up. Instead – with apologies – a snapshot of the Toronto market: **CHFI-FM** - 12.3% share of total radio audience; **CHUM-FM** - 9.6 share; **CFRB** - 8.4 share; **CISS-FM** - 7.6 share; **CKFM-FM** - 6.7 share; **CILQ-FM** - 5.2 share; **CJEZ-FM** - 4.8 share; **CBC One** - 4.3 share; **CFTR** - 3.8 share; **CFNY-FM** - 3.8 share; **CFMX-FM** - 3.4 share; **CHUM** - 2.7 share; **CJCL** - 2.3 share; **CING-FM** - 2 share; **CBC Two** - 2 share; **CIDC-FM** - 1.6 share; **CFYI** (former **CHOG**) - 1% share. Some stations are missing because they do not subscribe to **BBM**...

SYNDICATION: Rogers Broadcasting's Rhona at Night has broken into the last major market in Canada to air the show. **MIX 96 Edmonton** begins with Rhona Jan. 2...

TV/FILM: The President of Toronto-based **iCraveTV.com** – **William Craig** – has ignored a cease and desist letter from several TV outlets claiming copyright violation. With the lifespan of a typical lawsuit being roughly two years, the issue could lie dormant for quite some time. Meantime, even the **National Football League** is threatening prosecution under American copyright law for any game Craig retransmits. Even as the conflict continues, **Mark Cuban** of **Yahoo!** told a San Jose meeting (**Streaming Media West conference**) to *"move your servers to Canada"* to avoid US copyright fees. He said Canada's friendly attitude toward the Internet industry has made moving servers something Yahoo! is examining closely... **MuchMusic** has called on the **CRTC** to change its **CanCon** music video definitions so that **Celine Dion's Unison** and **Barenaked Ladies' One Week**, among others, would qualify as Canadian. Dozens of videos by Canadian artists don't qualify, says MuchMusic, because music videos have extra regulations over and above radio. In its submission, the specialty channel wrote: *"MuchMusic is not some generic 'radio with pictures,' it is a unique music-based specialty television service."* A video qualifies as Canadian when it meets two of these criteria: music composed entirely by a Canadian; music performed by a Canadian; selection consists of a live performance that is either recorded in Canada, or performed and broadcast live here; or if the lyrics are written entirely by a Canadian. **CHUM Television** VP, Business and Regulatory Affairs **Peter Miller** says Much wants the rules changed so criteria can come from one category instead of two... **Headline Sports**, which currently broadcasts only highlights and



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Weekly Newsletter up to December
23, then Taking Two Weeks off.
There will be no newsletter the
weeks of December 30 and January 6.

scores, wants **CRTC** blessings to offer live sports coverage. If it gets approval, that could - say observers - allow **CTV** to keep both **The Sports Network** and **Sportsnet**. A decision isn't expected before the end of February... In a letter to **TSN** President **Rick Brace**, the **CRTC** - after a review of complaints about the program, **WWF Raw** - has ordered that TSN, if it continues to air the show in late afternoons (when those under 18 are watching), must continue to: Review all pre-taped programming for excessive material; edit unacceptable material; conduct weekly discussions with the WWF to communicate its programming standards and ensure compliance; enforce industry codes and its internal guidelines on discrimination and violence; and screen a disclaimer every half-hour advising parental guidance. Further, the Commission wants: Reviewing and removing of inappropriate language where required; reviewing for potential editing the use of weapons as props used in true-to-life fashion; reviewing and editing depictions of mature subject matter; and reviewing and editing characterizations of violence, including depictions of violence outside the ring. The CRTC, too, said it was concerned about the portrayal of women on **WWF Raw**. It encouraged TSN to become a member of the **Canadian Broadcast Standards Council**. The letter went public because the Commission wants to send a message to all other broadcasters airing WWF programming... New Directors at **TVB** are **David Kirkwood** of **CHUM Specialties** and **Jim Nelles** of **CFMT**

Toronto. Executive Committee is: **Greg Mudry**, **The New PL London** as Chair, **Rita Fabian**, **CTV Toronto** and **Ken Johnson**, **Global Television Toronto** as vice-chairs, **Bryan Ellis**, **ONTv Hamilton** as secretary-treasurer, and President **Jim Patterson**. Other TVB Board members are **Elaine Ali**, **WTN/CKY Winnipeg**, **Michel Carter**, **Cogeco Montreal**, **Jim Haskins**, **A-Channel Edmonton**, **Jack Tomik**, **Global Television Vancouver**, **John Tucker**, **Power Broadcasting Kingston** and **Rob Scarth**, **Canadian Association of Broadcasters**, Ottawa... **TVA Group Montreal** has a strategic alliance with **Cirque du Soleil** to make a series of prime-time TV variety shows and other products. TVA Group President **Daniel Lamarre** says that within two hours of announcing the deal in Los Angeles, he got a call from the President of **Disney Channel** "who wanted to know what we were producing with the Cirque". He says the deal gave TVA instant credibility and made it "a player on the international scene"...

NEW SUBSCRIBERS THIS WEEK INCLUDE:
Shawn Smith, **Broadcast Programming**, Seattle.
 Welcome!

A Broadcast Dialogue salute to
CHFI-FM Toronto's
Don Daynard
 who retired from the morning show
 last Friday.

