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Page One of Five

GENERAL: *Environment Canada* spokesman **Tony Chir** says Canadians aren't getting the message about dangerous weather because radio stations are using computerized programming and have fewer staff. He's looking for a way to cut into programming long enough to air warnings. And, says, Chir, *Environment Canada* is also asking the **CRTC** to let it broadcast warnings on every local TV channel at the same time. If it's approved, Chir hopes the new system could go into effect by early winter... **CBC** is moving ahead with workforce reductions at national and regional operations within *CBC Television News*, *Current Affairs* and *Newsworld*. Two hundred and thirty-five (235) positions are being eliminated, 212 of which will be personnel dismissal while the balance are through vacancies and voluntary departures. Most of the affected employees will leave by the end of September. Earlier in *CBC's* fiscal year, there were 175 positions cut, mostly from the network centre in Toronto. In a memo to staff, VP **Harold Redekopp** said there will be further reductions in the future, including management and administrative areas... Meantime, the **Commons Heritage Committee** has unanimously rejected the **CBC** plan to cut both supper-hour newscast in half and the elimination of jobs. It has written to Prime Minister **Jean Chretien**, as well as to the **CRTC**, asking if *CBC's* plan contravenes the letter and/or spirit of its broadcasting licence... **CBC** is looking for bids from the private sector to take over its hundreds of towers, transmitters and sites. *CBC* President **Robert Rabinovitch** says such a sale should free up more programming dollars. Further, he says, there would be more flexibility to allow *CBC* to explore program delivery via satellite and the Internet. The bid competition process won't be complete until next spring but already at least two Canadian companies are interested... The *Paul Mulvihill Heart Award* will now be known as the *Paul Mulvihill/NABS Humanitarian Award*, as the Charitable Foundation aligns itself with the **National Advertising Benevolent Society**... **Rogers Communications** lost \$13.6 million in the second quarter (ended June 30) despite a sharp jump in revenues from wireless, cable and radio. The loss compares to last year's performance, in the same period, where there was a profit of \$40.6 million. Despite the loss, revenues jumped more than 15% to about \$872 million from \$754 million... In case you missed it a couple of weeks back, the **CRTC** approved the purchase of **WIC Western International Communications** by **CanWest Global**, and that of **WIC Premium Corporation** by **Corus Entertainment**... Hitchhiking on the back of the major decision is the **CRTC's** approval for **CHUM Ltd.** to set up a new TV station in Victoria, and a rebroadcast transmitter for it in Vancouver. Meantime, backers of a

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proposed Vancouver multicultural TV station that lost to CHUM Television, are appealing. **Lower Mainland Television's Wai Young** says Vancouver's ethnic communities are outraged, shocked and angry. Further, she says, the five-member **CRTC** panel vote was close, thus helping the station's chances for a successful appeal... Vancouver-based **TotalMediaBuy.com** has launched its business-to-business Internet marketplace for the radio, TV, and print industries. The idea is to bring media planners, buyers, and sellers together in a single, independent market place. Company founders are **Chuck Benson, Dennis (Wax) Williams** and **Ernie Mushtuk**... An **Angus Reid** report suggests that as many as 100,000 Canadian homes could be hooked up to interactive television (ITV) in the next year; that the appeal stems in part from the fact that there are already existing TV sets in more than 11.5 million households thus eliminating the need to buy new ones. Bigger screens and high-speed cable access were also said to be motivators... Meantime, **Rogers Cable** has added another 50,000 customers to its high-speed Internet access service in the second quarter ended June 30, more than double the number in the same quarter last year. **Rogers@Home** customers now number 265,866... **StarChoice Communications Inc.** has signed a deal with **TiVo Inc.** of San José to launch a digital TV service that will put viewers in charge of programming. The PVR (Personal Video Recorder) is similar to a VCR but instead uses a hard drive to store up to 30 hours of programs digitally. Viewers will be able to record shows and watch them

when they want. The service, expected to be introduced in Canada early next year, won't come cheap. The US experience of high cost for the base unit plus a recurring monthly fee for TiVo programming is slowing down sales.

RADIO: BBM Bureau of Measurement has changed the dates for the Fall 2000 Radio Survey and will make similar changes for the Spring 2001 book. The date re-jig came in a panic when **CBC** pulled the plug on its BBM Radio membership one day before deadline date for member resignations. New BBM Fall measurement dates are: Sept. 4-Oct. 29 instead of the split Sept 4-24 & Oct 30-Nov. 12 periods. BBM says the change will save money by reducing a workload conflict with its Fall TV survey. Further, said BBM, it recognizes the change in timing will disrupt ad and promo plans but that it hopes there is still time for stations to make the appropriate adjustments... Canadian radio

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listening habits, particularly as they relate to hours tuned, has leveled off after four straight years of decline. **Statistics Canada** says the average person listened to radio 20.5 hours a week last fall, about the same time they spent listening in 1998. Over the past decade, listening time varied from a high of 21.6 hours a week, reported in 1990 and 1993, to a low of 19.9 hours in 1997. While adult men and women spent almost the same amount of time listening to radio -- a little over 21



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hours a week -- teenagers averaged only about half that. But StatsCan says adults tend to have more opportunity to listen to radio, during the day at work. The adult-teen gap may also explain why the adult contemporary format was dominant across the country, with 23% of total audience. Country, Oldies and Rock formats each captured about 12%, with Contemporary and Talk close behind at 11%... US radio had its first \$2-billion sales month in May. It was back in May of '94 that American radio broke the \$1-billion barrier. The showing spurred **Radio Advertising Bureau** President/CEO **Gary Fries** to predict the US radio industry will end the year with more than \$20 billion in revenues, 15% higher than last year's \$17.4 billion... The **CRTC** has approved **CFCO Chatham's** application for a low-power FM transmitter. Broadcasting at 50 watts (92.9 MHz), the transmitter will simulcast CFCO to improve reception for over 40,000 potential listeners in Chatham... **CHUM's** new multimedia building in Ottawa's Byward Market is set for occupation the week of August 14. Most of the 230 employees of **CFRA**, **KOOL-FM**, **The TEAM**, **Majic 100** and **The New RO (CHRO-TV)** will be moving. The four radio stations are expected to be operational by then and The New RO is planning to begin broadcasting from the Byward Market location Sept. 5... **XM Satellite Radio** and the **Country Music Hall of Fame** have a partnership wherein XM will broadcast a live five-hour daily show from a digital studio to be built in the Hall of Fame's new Nashville museum, scheduled to open in May 2001... The merged **Clear Channel Communications Inc.** and **AMFM Inc.** will sell 99 radio stations in 27 markets to become the largest US broadcaster (with ownership or operation of 898 stations). The sale will satisfy antitrust concerns. Estimated value of the 99 stations is \$US3.4 billion.

SYNDICATION: From the **CHUM Radio Network** Newsletter: *Our Dr. Laura US partner, **Premiere Radio Network's** President and COO, **Kraig Kitchen**, has commented on advertiser cancellation on Dr. Laura's radio show. "It's ironic that those behind this website (stopdrlaura.com) preaching the right to free speech will not*

allow Dr. Laura to have her right exercised.

TV/FILM: **BCE Inc.** says if it wins **CRTC** approval to acquire **CTV** it will invest \$230-million toward programming development and the opening of five additional foreign-news bureaus. The benefits package is the largest ever, slightly more than the required 10% of the takeover bid. The hearings are skedded for September and a decision, hopes BCE, will come in December... The Specialty and Pay Licence Hearing for new Digital Specialty and Pay services is set for August 14 at Hull; the **CRTC** considering over 460 applications. The **Canadian Association of Broadcasters**, in its submission, underlined the need for ensuring value and choice. CAB says private broadcasters, the **CRTC** and Canadian viewers share the same goal: ensuring more choice of Canadian services and greater access to quality Canadian programming... A group of broadcasters, journalists and filmmakers has sent a letter to US ambassador Gordon Giffin expressing "outrage and frustration" about an ongoing immigration dispute over film crews. The group -- which includes **Global Television**, **CHUM Television** and the **Radio-Television News Directors Association** -- warns Giffin that Washington could face retaliation if it doesn't act in the near future. Under American immigration laws, US officials can turn away film crews if they think the final product is commercial entertainment, rather than news or information programming. The group warns that it may urge Ottawa to adopt reciprocal measures to block US news and documentary units entering Canada. In two cases, Canadians were denied entry because immigration officials decided the events they were covering was entertainment. Both stories were carried on US network news broadcasts... The **CRTC** has commended the broadcasting industry's commitment to begin encoding Canadian rating systems in programming so the V-chip system will be ready for use. The Commission made special mention of the **Action Group on Violence on Television** (AGVOT) for encouraging set manufacturers to ensure that TVs sold in Canada are compatible with Canadian rating systems... A 24-hour TV



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marathon marking the 250th anniversary of **Johann Sebastian Bach's** death will be broadcast around the world tomorrow (Friday). About 400 musicians -- including six orchestras, seven ensembles, three choirs, and 40 soloists -- will participate in the *24 Hours of Bach*, to be broadcast by the **Eurovision** network and its partners. One hundred million viewers in 40 countries are expected to tune in.

REVOLVING DOOR: *Global Television Network's* **Jim Rusnak**, President of Global's western operations, has added to his duties President, Global Television Alberta. He'll be based in Calgary and will oversee **CITV Edmonton**, **CICI Calgary**, **CKRD Red Deer** and **CISA Lethbridge**. **Jim Bagshaw**, who had held the **WIC** portfolio as head of the former WIC TV stations in Alberta, officially leaves that post in mid-August. **BCTV (CHAN-TV) Vancouver** President **Art Reitmayer** will remain in place at the now-**Global** owned station but under a different reporting structure... **Rick Wilson** is new GSM at **CIOC FM (The Ocean) Victoria**. Wilson, in from the **Rogers** stations in Calgary where he was Senior Account Manager-Regional Sales, succeeds **Barry Fontayne**. Fontayne, after 43 years in broadcasting and 14 years as GSM at **CJVI**, is retiring at year end. Wilson begins Aug. 8... **Bruce Cowan** has been promoted to Director Broadcast Technology at **CHUM Television**. In addition to being responsible for broadcast technology in the **CHUM City Toronto** building, Cowan will oversee coordination of broadcast technology at all CHUM Television stations... **CBC-TV** has decided not to renew the contract of **Hockey Night in Canada** Exec Producer **John Shannon**. Shannon had held the post for five years, although had been with HNIC for many years. He'd worked up from being a runner there even as he still attended **Ryerson's** broadcast arts program... **Brian Baker** has been promoted to GSM of the **CHUM Radio Network**. At CHUM Group Radio Sales, two promotions; **Lesley Conway** to Director, National Sales and **Stephen Peck** to Director, New Business Development... **Nancy McClintock** joins **Integrated Media Sales** in Toronto Aug. 14 as Marketing & Research Manager. McClintock arrives from **CTV's** research

department... **ROCK 95 (CFJB-FM) Barrie** PD **Ross MacLeod** is no longer with the station. Pres/GM **Doug Bingley** is handling that job for the time being... New GM at **CJIQ-FM Kitchener (Conestoga College's** new station) is **Paul Osborne**, ex of **CJOY/Magic 106.1 Guelph**. The new station is expected to on-air late this fall... **Sean Kiely** is new VP, Specialty and Pay Services at the **Canadian Association of Broadcasters**. Kiely was most recently a VP at **Fundy Communications** (now owned by **Shaw**)... **Sarah Crawford** is new VP, Social Policy and Media Education for **CHUM Television** in Toronto... **CFCN-TV Calgary** News Director **Robert Palmer** has crossed the street to become **A-Channel Calgary's** Director of News and Entertainment Programming... **POWER 107 (CKIK-FM) Calgary** has hired **FRAZIER** to co-host mornings with **Roger Rhodes**. She arrives in Calgary from **Q94 (CHIQ-FM) Winnipeg** where she also co-hosted morning drive... Meantime, **Desiree Daniels** leaves her midday show at **92 CITI-FM Winnipeg** to join **Beau and Tom** at Q94 Winnipeg, filling the role left vacant by **FRAZIER**... New Morning Host at **600 AM (CKBD) Vancouver** is **Rick Honey**. He begins August 14... Jason Collins is new MD/host at **CFAR Fliin Flon**... New PD at **The Ocean (CIOC-FM) Victoria** is **Dawn Buffam**, in from **CFAC Calgary**... **Steve Parsons**, who had been Music Director/Announcer at **Rock 101 (CFMI-FM) Vancouver**, is new PD at **Power 97 (CJKR-FM) Winnipeg**... Succeeding Parsons as MD at **Rock 101** is Asst MD/Swing Announcer **Christian Hall**... New PD/MD at **The Spirit (CHOW-FM) Welland** is **Rick Walters**, most recently ex-PD at **BX 93 London**.

LOOKING: Toronto's new Black Urban station, operated by **Milestone Communications**, is looking for a PD. See the ad... **Easy Rock 105.9 Orillia** is looking for a Sales Rep. See the ad... **CHUM's** new London FM'er seeks Sales talent. See the ad... Also, be sure to check the **CLASSIFIED** section at our Web site (www.broadcastdialogue.com) for regular job postings... Other jobs we've heard about include **Kiss92 FM (CHMX-FM) Regina** has an opening for an evening/swing personality... **CKWA Slave Lake** needs a Morning Host... **Conestoga**

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College's new **Condor 88.3 FM Kitchener** is looking for a "Programming Specialist"... **HITS 103.5 Toronto** is looking for announcers... **Shine-FM (CJSI-FM) Calgary** is looking for a News Director... **CBC Radio News** in Windsor has an opening for a reporter.

SIGN-OFFS: Canadian broadcast pioneer **Henri Bergeron** had died of cancer in Montreal at the age of 75. He was a Franco-Manitoban and the first announcer for a French language radio station outside Quebec, **CKSB Saint-Boniface**. He left Manitoba in 1952 to begin a 33-year career on Quebec TV, retiring in 1985... **Pat Blandford**, 56, who had been in radio and TV most notably at **CBC-TV Calgary** and **CFRB Toronto**. Blandford succumbed in his sleep to a heart attack... **Clair L. Chambers**, a former co-owner of **Great Lakes Broadcasting (CFCO Chatham, CFOR Orillia, and CHYM Kitchener)** has died in Toronto at 89. Chambers began his broadcast career as a Sports Announcer at **CJRM Regina**. He partnered with **Macleam-Hunter Broadcasting** and the late **Don Hildebrand** in Great Lakes Broadcasting... **Wayne Cornils**, VP Meetings of the **Radio Advertising Bureau**, in Irving, Texas, of cancer. The

Radio Wayne awards, conducted annually by **Radio Ink Magazine**, were named after him... **Christie Basham**, one of the first female TV executives in US network TV, has died at 68 in Washington of brain cancer. Thirty-six of her 41 years in broadcasting were spent with **NBC**.

SUPPLYLINES: A couple of address changes: **Davicom Technologies** is now at 5295, St-Joseph in Trois-Rivières-Ouest, Quebec G8Z 3X9 and **Audio Distributors International (ADI)** has moved from Longueuil to 1275 Newton, Unit 6, Boucherville, Quebec J4B 5H2.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Angela Silverthorn, 680 News (CFTR) Toronto; Jim Blundell, CHUM Radio, London.** Welcome!

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