

BROADCAST Dialogue

Canada's "most relevant" broadcast publications

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Thursday, February 7, 2002

Volume 9, No. 34

Page One of Three

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



**Attention
Program Directors
and
Music Directors
attending
Canadian Music Week 2002**

RCS Selector has scheduled a "Tips & Tricks" Workshop.

Whether you are new to Selector or a power user, you or your staff need to check out the RCS "Tips & Tricks" Workshop at Canadian Music Week in Toronto (Thursday, Feb. 27, at 8:45 a.m.).

Keith Hill, the "Unconsultant", will be in attendance to show you some Selector "Tips & Tricks" you can use today to get more from your Selector database. Keith's one-hour workshop is not to be missed!

Private group sessions are available -- **with your request made in advance**. Contact **Ross Langbell** at RCS Canada Ltd., 604-986-4468 or e-mail: langbell@rcscanada.com.

Selector – NUMBER ONE AROUND THE WORLD

GENERAL: **Corus Entertainment** and **DMX MUSIC, Inc.** have exchanged ownership interests in digital music services. In a simultaneous announcement in Toronto and Los Angeles, the two companies say the transactions involve their ownership interests in digital music subscription services to Canadian residential and commercial customers. Corus Entertainment acquires ownership of the existing Canadian residential subscription business and DMX MUSIC gets the Canadian commercial business. **Brad Trumble**, previously with Corus, has been named DMX MUSIC's VP of Canadian Operations and is based in Calgary. **Ron Saunders** continues to manage Corus' DMX residential business... The **Canadian Association of Broadcasters** – represented by CAB Chair **Paul Robertson (Corus Entertainment Inc.)** and CAB President/CEO **Glenn O'Farrell**, plus other senior broadcasters – will appear Feb. 21 before the **Standing Committee of Canadian Heritage**. Last Spring, the Committee called for comments on the state of the Canadian broadcasting system. The

CAB submits that the regulatory and policy framework established under the 1991 Broadcasting Act needs to be changed so Canada's private broadcasters can maintain and strengthen their contributions to the system... **RTNDA Canada (Radio-Television News Directors Association)** will honour **Broadcast News General News Director Mike Omelus** with its *Distinguished Service Award* at this year's national convention in Montreal (May 23-25)... **Rogers Cable** says it will be the sole owner and operator of its high-speed cable Internet network within a month. The final piece, connecting the Canadian network to the international Internet backbone, is all that's left to be done. The change/update follows years of spotty service and, consequently, the application for bankruptcy filed by **Excite@Home**... Still with **Rogers Cable**, the company has sent notices to its customers in Toronto saying that it is seeking to have basic cable rates deregulated. Cable operators that lose five per cent or more of its customer base can apply for deregulation... **Izzy Asper** has defended **CanWest Global Communications'** editorials written in Winnipeg with mandated use in the company's newspapers. Speaking to shareholders last week, Asper – the Founder and Chairman of CanWest Global – blamed competitors, along with a few academics, for stirring controversy over the policy. "We do this," said Asper, "because as publisher-in-chief we are responsible for every single word which appears in the newspapers we own and therefore we want to ensure that on national and international key issues, from time to time, and only those which are important, we should have one official, not 14 official, editorial positions"... It's possible that's what's described as "a puzzling economic outlook" may mean a further slowdown in broadcast ad spending. Buys are apparently "way down," according to one Toronto broadcast exec, and there's anxiety over the next eight months. **CanWest Global** says it's expecting a flat year while **Corus Entertainment** has described 2002 as "challenging". Add to that, many of the new digital broadcasters are selling well below rate card (although much of a digital channel's success will come from subscription rather than advertising – up to 85% in revenues)... Co-Winners of the second *Jack Webster Foundation Telemedia Fellowship* for broadcast journalists are **Mohini Singh** of **CHBC-TV Kelowna** and **George Orr**, a teacher at **BCIT Burnaby**. Singh will use her fellowship for professional development at the Port Elgin, ON media training program for professionals. Orr will be studying in Mexico, Port Elgin and Vancouver... As of the end of January, **Arbitron** has recruited 750 (of a planned 1,500) consumers in the Philadelphia area to take part in the final phase of the US market trial of its new radio, TV and cable TV Portable People Meter (PPM). Participants have been outfitted with the new passive audience measurement device, which automatically reports their exposure to stations currently encoding audio signals for the market trial. Arbitron intends to have the entire planned panel, age six and up, by the end of March...

TV/FILM: The prime anchor tenant of a major new film studio to be built in Toronto is **Alliance Atlantis Communications**. The **Toronto Economic Development Corporation**

This **Senior Sales** position...

... at a small market radio station gives you the opportunity of a lifetime! Are you passionately in love with Radio and what it can do to make businesses successful? Do you like to use your intuitiveness and creativity to build solid relationships? We're a small market AM station that is thriving in one of the best cities in the country - Stratford, plus our prospects have never been better.

Contact Steve Rae by email:
steverae@cjcsradio.com.



approved creation of what's described as a "world-class film and media complex," along with a dynamic new neighbourhood on the city's Eastern – and derelict – Portlands. The \$200-million deal will encompass about one million square feet of movie studios on the site of the proposed broadcast centre for the city's failed Olympic bid... **iLoveTV Entertainment Inc.** has formed a strategic partnership with **OgilvyInteractive** worldwide. **Don Barnes**, Managing Director of OgilvyInteractive and Founding Member of iLoveTV's Board of Directors, says his company was interested in forming the strong relationship because "their technology enables Ogilvy and their clients to operate in a converged world now and this is going to open up tremendous entertainment and advertising opportunities for our clients." iLoveTV generates real-time Web links in-sync with TV program content... **Leonard Asper**, President/CEO of **CanWest Global Communications**, acknowledged to shareholders last week that financially, "looking ahead in the short term, we do sail uncertain waters." The Winnipeg-based media conglomerate reported a \$108-million profit for the three months ended Nov. 30. More than half of this profit, however, came from special gains such as the sale of TV stations. Ad revenue is under pressure but Asper says the economy will recover. He also said the company will expand elsewhere to reduce its dependence on advertising (which now provides 82% of total revenue). CanWest is labouring under about \$4-billion in debt... Former **CRTC** Commissioner **Gail Scott** will chair an independent monitoring committee to be set up by **CTV Inc.** The purpose, says CTV, is to review concerns about how the network and its local stations comply with the Editorial Statement of Principles and Practices, established as part of CTV's licence renewals last August. **Daniel Lamarre**, President/COO of **Shows and New Ventures, Cirque du Soleil** and lawyer **Jon Festinger** of **Davis and Company** comprise the remainder of the committee. **Bell Globemedia** President/CEO and CEO of CTV **Ivan Fecan** says "The establishment of the Monitoring Committee reinforces our commitment to maintaining editorial diversity amongst our news organizations"... **Robert O'Reilly**, the former head of **CBC's** shortwave service, says **CBC-TV** is a drag on the entire corporation and should be killed. Speaking to a broadcasters' conference in London, England, O'Reilly said ratings for the English TV service are dismal and that it "should be closed as soon as possible and practical, before it becomes so irrelevant that it threatens the survival of the entire corporation." O'Reilly, who resigned last June as Exec Director

of **Radio Canada International**, has been a broadcaster and policy maker for more than 30 years. Not surprisingly, the CBC doesn't think much of O'Reilly's position. Director of Corporate Communications **Martine Menard** says his comments were out of date and out of touch. **Friends of Canadian Broadcasting** spokesman **Ian Morrison** went further. He called O'Reilly "out to lunch"... While there are no rules about it, the **CRTC** is nonetheless investigating business television shows for accepting money from companies they profile. The criticism is that infomercials masked as journalism qualify as Canadian content (the Commission, in fact, does not recognize infomercials as CanCon. Further, infomercials are required to be clearly identified as paid programming). The issue is a hot button because of the implication that media and business ethics seem to be at odds with hapless investors being ambushed by scandals. The issue came to light in a **CBC-TV** program, *Disclosure*, which profiled business programs that *Disclosure* said charge companies for coverage. One such program – *Canada's Best Businesses* – featured an Ottawa software company which claimed it had paid between \$18,000 and \$20,000 for a four-minute puff-piece that the software company had itself written. Canada's Best Businesses was aired nationally, first on **Global** and then on **CTV**... A Cincinnati-based company, **Merwyn Technology**, says its *Persuasion Research* study of 2002 Super Bowl TV spots shows poor advertising effectiveness. Only 31% of Sunday's commercials, says Merwyn, generated above average customer persuasion scores. The spots, it said, were geared more toward entertainment than to giving viewers reasons to buy. Thirty-one per cent of commercials scored above average for all business concepts... And still with the Super Bowl, there were technical problems in the first half. Seems at least part of that was **Global Television's** doing. Audio from the **Fox TV** sideline reporters was badly out of sync with the pictures and cameras that, at least twice, stayed with the **New England** quarterback long after he'd passed the ball. Camera work zoomed in and out quickly and, on other occasions, they pulled back to show a virtual ad on the playing surface. Turns out that Global, which had cameras at the game, and inserted some of its own shots into the broadcast (read virtual ads)... **Jeffrey Katzenberg**, the co-Chief, with **Steven Spielberg** and **David Geffen**, of **Dreamworks**, told last Saturday's **World Economic Forum** in New York City that US network television stinks. He blames ownership structures – and their quest for greater profits – for how bad their programming is. Consider the February sweeps. The buzz is non-existent; no "must-see" movies or miniseries nor the usual hype. **NBC**, however, has the **Winter Olympics** and, because they're on home soil (Salt Lake City), there'll be more live programming. Have **ABC** and **CBS** surrendered? Aside from a couple of movies and guest appearances on episodic offerings, it seems so... The Washington-based **Project for Excellence in Journalism** says viewers who rely on US TV news sources for coverage of the "War On Terrorism" are getting mostly one-sided USA-all-the-way jingoism and junk journalism. In the immediate aftermath of Sept.11, says the Project, the media did a terrific job of covering the events – so terrific that, for the first time in 15 years, the public's attitude toward the news media spiked. But then the focus shifted to

the White House and the Pentagon, both of which clamped down on the information flow. That led to punditry, speculation and patriotism – and it got worse after the bombing was underway in Afghanistan. All that was left was analysis and opinion. The proportion of stories not pushing the US administration's perspective never rose above 10%. Stories not being covered, ostensibly because of a lack of resources, seems almost fraudulent, says the report, in light of huge salaries being paid to US TV news "personalities", e.g. **Katie Couric**, **Connie Chung**, **Larry King**...

REVOLVING DOOR: **The Bear (CFBR-FM)** **Edmonton's** afternoon Host, **Matt Mauler**, is heading to the PD job at **CHOM-FM Montreal**. It's the gig **Ian MacLean** held for many years before leaving for the TV side...

LOOKING: **CJCS Stratford** is search for a Senior Sales Representative. See the ad in this edition... Other jobs we've heard about include **Golden West Radio** which is looking for an Engineer for Saskatoon... **KX96 Ajax** is looking for a Sales Rep...

SIGN-OFFS: **David Mintz**, a former President of the **Global Television Network**, has passed away at his Toronto home. He was a one of the key builders in the history of Global. He joined the company in 1979 and retired in 1993... **George Cromwell**, 88, in Saint John. Cromwell was the first GM of now defunct **CHSJ-TV/CHSJ-AM Saint John**. Former CHSJ-TV ND **Dave White** says of Cromwell that he was so hands-on that when the station first got video-style cameras for correspondents in the field, he carried one with him everywhere he went. Cromwell retired in 1977... **John Drewery**, 77, in Cornwall, ON of a heart attack. Drewery was a long-time **CBC** Reporter and foreign correspondent who joined the CBC News Service in 1961. In 1977, he became the Anchor of the CBC supper hour in Saskatoon before retiring in 1984.

SYNDICATION: This week marks the fifth anniversary of the **Rogers Media - Broadcasting** syndicated show for radio, **Lovers and Other Strangers**.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Rae Roe** Ancaster, ON. Welcome!

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REVOLVING DOOR: David Marsden has been named the new PD at *Flow 93.5 (CFXJ-FM) Toronto*... Raynald Brière has been named President/CEO of *Groupe TVA Inc.* in Montreal... *CFRA Ottawa* ND Steve Winogron, after 25 years with the station, is moving to television, becoming ND at *The NewRO (CHRO-TV) Ottawa*. There's no word yet on who his successor will be nor on what current 'RO ND Richard Grey will be doing... Lochlin Cross has been appointed Assistant PD at *Power 97 (CJKR-FM) Winnipeg*... Jack Fleischmann has been appointed the new GM of *Report on Business Television* (ROBTv). He was formerly Executive Producer at the specialty business channel. Peter McNelly steps up to Fleischmann's former position... *CanWest Global Communications* has named Harry Ethans Senior VP, Media Integration... Christine Sharp-Fox is new Director of Convergence Sales for *Bell Globemedia*. Most recently, she was on an Executive contract with the company.

SIGN-OFFS: John Macdonald, 59, passed away Tuesday at Stuart, FL., of prostate cancer. Macdonald had been a Newsman at *CFPL-TV London* since 1967, having worked as a Reporter, Producer and Assignment Editor before becoming Assistant News Director... J. Myles Leckie, 87, in Toronto.

Myles was the second-in-command at *Elliott-Haynes* (later to become Elliott Research) which was a pioneer company in the gathering of radio station audience research, well before *BBM* came along.

LOOKING: *Newcap Broadcasting* is searching for three individuals: a General Manager for Newcap's new licence in Ottawa and a Program Directors for both Ottawa and Calgary. See the ads in this edition and at the *Broadcast Dialogue* Web site (www.broadcastdialogue.com)... Other jobs we've heard about include *CFMX-FM (Classical 96) Toronto* seeking a Sales Rep, *550 CKPG/101.3 HITS FM Prince George* continuing its search for a Writer/Producer, and *Fanshawe College* in London is looking for a Technician for its Communication Arts program.

TV/FILM: *Stornaway Communications* has laid off more than half of its staff and has cancelled key shows on its new specialty channels, public affairs network *ichannel*, music video station *bpm:tv*, and *Movieola*. All three will now rely largely on outside producers to assemble their shows. Twenty-eight people were let go. Twenty-one employees remain... *CanWest Global Communications* Executive Chairman Izzy Asper says the *CRTC* should be reformed because the licence renewal process is "utterly



Newcap Broadcasting is preparing for the exciting challenge of launching a new radio station in the nation's capital. We believe great teams need great leaders, and we are currently searching for a General Manager for our new Ottawa station. As General Manager, you will have a proven track record of assembling winning teams and you will possess the unique ability to bring out the best in your employees. If you would like to work for one of Canada's best broadcasting companies in one of Canada's great cities, please forward your application in complete confidence in care of:

Linda Emerson
Newcap Broadcasting
745 Windmill Road
Dartmouth, Nova Scotia B3B 1C2

archaic". But he doesn't favor the Commission's abolition. Instead, says Asper, "there are certain functions it does perform", but automatic licence renewals should be the norm. In other comments made in an interview for broadcast, he took aim at **CBC** and **CTV**. "CTV," he said, "has gone out of its way to slag and smash and denigrate Global," while CBC television has become a "state within a state" and "should be expunged" because it is "unaccountable"... The **Supreme Court of Canada** has refused to hear a **CBC** challenge of costly defamation judgements against *The Fifth Estate*. Last year, CBC was ordered to pay nearly \$1-million in defamation damages to a **University of Ottawa** medical scientist and another \$200-thousand to a Toronto cardiologist. An Ontario court ruled that the investigative TV program was malicious and unfair, and that the show was defamatory and sensationalized a February 1996 episode about the safety of a heart medication... In a Feb. 8 letter to **Corus Entertainment** President/CEO **John Cassaday**, the **CRTC** Secretary-General, **Ursula Menke** – commenting on Cassaday's response for details on how Corus intended to honour its commitments in relation to the

Women's Television Network acquisition – said, in part: "The Commission notes Corus' intention to maintain WTN's orientation as a Western-based service notwithstanding the closure of the Winnipeg office. We look forward to continuing to hear about your activities and initiatives designed to enhance WTN's presence in Western Canada on an ongoing basis." Cassaday had provided details on Corus' presence in Western Canada, its relationship with Western-based producers, and emphasized his confidence that it will benefit WTN... **Jack Valenti**, the President/CEO of the **Motion Picture Association of America**, told an Ottawa conference last week that neighbourly respect, an open marketplace and that no country has a monopoly on talent. Valenti, at the **Canadian Film and Television Production Association's** annual conference, *Prime Time*, said he continued his support by opposing duties, tariffs or quotas on American productions that are shot in Canada. He also stressed the importance of international markets if entertainment companies are to thrive, saying "We all must export or we shrink." Valenti also said he supports American legislation that would create tax incentives for American producers to shoot at home... **The NewVI (CIVI-TV) Victoria's** plan for a 24-hour live camera mounted atop city hall is running into a legal snag, at least so says a city official. Corporate administrator **Rob Woodland**, in recommending council reject the idea, says he believes the public's right to privacy in a public space outweighs the New VI's public and private interests as a broadcaster. CIVI-TV wants live footage for use in daily programming. **CH (CHEK-TV) Victoria** has had a camera atop a downtown hotel for years without controversy. The city's Mayor, **Alan Lowe**, says VI's camera shouldn't pose a problem if used for its intended purpose – panoramic shots of the city, not close-range shots of citizens... **Citytv Toronto** Reporter **Jojo Chintoh** has offered to post bail for a Hells Angels motorcycle club member. The accused is a friend of Chintoh's and, says the reporter, he has no fear of putting career reputation on the line by going to bat for the man... **Rogers Sportsnet** has signed a contract to broadcast a maximum of 120 Toronto **Blue Jays** games in each of the next three years. **TSN** has committed to broadcast 20-25 games each season over the same three-year period, while **CBC** will show 15 games in 2002... Virgins in the largest of Uganda's four kingdoms are to have their traditional wedding gift of a goat updated. In future, any girl who remains chaste until she's married will be offered a TV set, electrical appliances or even cash. Increasing the incentive of the purity custom came about because of a recently established morality committee trying to stem the spread of AIDS in Uganda.



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Selector – NUMBER ONE AROUND THE WORLD

RADIO: The **CRTC** has re-issued a call for applications for either AM or FM stations in Toronto. Last summer, **Industry Canada** said there were seven AM availabilities, 10 spots for new digital radio services, and two frequencies available for small FM stations. But, just last month, Industry Canada amended the earlier information to say that there is now room for another major FM station (channel 267, now used by a low-power unprotected service). Applications are due no later than April 15 for “programming services that clearly reflect the diversity of languages, as well as the multicultural and multi-ethnic reality of the GTA (Greater Toronto Area)”... **CJAD Montreal** morning Host **Terry DiMonte** moves to mornings at **Standard Radio's** recently-acquired **CHOM-FM Montreal** on Monday (Feb. 18), along with sidekick **Ted Bird** and **Glenn (Thumbs) Repas**. The changes at CHOM also include a switch in format from Contemporary Rock to Classic Rock. New 'AD morning Host is **Ric Peterson**, in from afternoon drive. CHOM-FM, by the way, has physically moved to the CJAD/CJFM (Mix 96) location on Fort Street from its long-time Greene Ave. location. Former CJAD midday Host **Sarah Summers**, who lost her AM gig because of the staff reshuffling, isn't going too far astray. Summers also moves across the hall to CHOM-FM where she'll change names, reverting to her own: **Sarah Field**... Vancouver's new urban station, **The Beat**, is now online at www.thebeat.com... Florida-based **Softec Online, Inc.** has an agreement with Toronto's **The Media Tech Group (Marc Chambers)** for Media Tech to market **OnlinePsychic.com** software to radio station groups. **John Brier**, the former president of bankrupt **BroadcastAmerica**, is President of Softec.

SYNDICATION: **Jones Radio Networks** has launched a daily entertainment report featuring content from *The Hollywood Reporter*, covering TV, film and the music beat.

GENERAL: **Reuters**, the London-based news and information provider, is cutting 200 more jobs, blaming the global economic slowdown and depressed earnings fallout from September 11. Since last July, Reuters has laid off 1,800 people worldwide... Beginning today (Thursday) in Montreal, a conference on ‘*Canadian Media, Race and Cultural Diversity in the 21st Century.*’ It's a three-day forum on promising policies and practices on racial and cultural diversity in the film, broadcasting and new media industries... Radio and TV may help prevent Alzheimer's Disease. Researchers in Chicago say keeping your brain active can help reduce the risk, and people who regularly challenge themselves cut their risk by nearly half.

SUPPLYLINES: **SpotTaxiCanada** and **PrintTaxiCanada**, providers of digital ad delivery via the Internet for the broadcasting and publishing industries, are merging to form **FastChannel Network Canada. The Canadian Press, Broadcast News and FastChannel Network, Inc.**, of Belmont, Mass., say that effective March 1, FastChannel Canada will be the new home of SpotTaxi and PrintTaxi... **Dielectric Communications** is marking 60 years of service to the broadcast industry this month. Dielectric was founded Feb. 8, 1942 by **Dr. Charles Brown**... **Lannie Reynolds** has joined **Promark Electronics** with that company's Toronto Sales team.



As a Program Director, few moments in your career will match the thrill on signing on a new radio station. Newcap Broadcasting will soon launch two new stations, one in Calgary and one in Ottawa. Both stations will require experienced and dynamic leaders to ensure world-class programming that creates exciting, compelling, and memorable radio. If you believe you have the skills to program in these highly competitive markets, we want to hear from you. Please forward your resume, references, and a composite demo of your radio station(s) to:

Steve Jones
Director of Programming
Newcap Broadcasting
4152 99 Street
Edmonton, Alberta T6E 5H5

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

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

TV/FILM: **Multivan Broadcast Corp.** has been awarded the ethnic TV licence for Vancouver. Their application narrowly edged out the **Rogers Media** competing application. Three of five **CRTC** commissioners voted in favour of Multivan, saying their decision was based for the most part on the company's local and ethnic ownership. **James Ho**, President of **CHMB (AM1320 Vancouver)**, is one of the largest shareholders in Multivan. It will offer programming aimed to 22 ethnic groups... Hying video-on-demand as something that will "fundamentally change the way people watch television," **Rogers Cable Inc.** has launched the service. Hopes are high that VOD will be a hit with consumers who want access to hundreds of movies at any time, day or night. Rogers is running a VOD pilot with 50 households in Toronto. It will be expanded to 1,000 households by June, and Rogers expects VOD will be available to

customers in Toronto who have a digital box by 2003... **The NewVI (CIVI-TV) Victoria** has launched an open call for submission for original writings suitable for screen adaptation. Director of Programming and Independent Production **Barry Dodd** says several winning submissions will be chosen, teaming the writers with independent Vancouver Island-based producers. The idea is to boost Vancouver Island's independent film industry and create a series of new Island-made films. The project is a key step in The NewVI's \$12 million/seven year commitment to the independent production community... **COGECO** and **Bell Globemedia** have completed their joint acquisition of **Quebecor's** 86% participation in the **TQS** television network. The new venture, with a 60% proprietary interest



KICX 104 FM is a Regional radio station serving Barrie, Orillia, Midland, Muskoka and the balance of "Cottage Country".

We're currently in search of a team player to join Central Ontario's best Sales team! If you have a minimum of at least a year of experience in Broadcast Sales, you should talk to us! If you'd like to work hard and play hard in the "Heartland" of Vacationland, send your resume to: rfunnell@kicx.com

Or snail mail it to:

Ron Funnell, CRM
General Sales Manager
KICX 104 FM
Box 609 - 355 Cranston Crescent
Midland ON L4R 3L3
Deadline for applications: February 28

by COGECO and 40% by Bell Globemedia, will regroup the TQS network, TQS's stations in Montreal, Quebec City and its repeater station in Rimouski, and Cogeco Radio-Television's six stations in Sherbrooke, Trois-Rivières and Chicoutimi/Jonquière... The BC-wide telecast of the **Variety Club Telethon** has set a record in donations and pledges: \$6.25-million. The money raised through the telecast – on **Global** – will be used to help mentally and physically disabled children... **NBC-TV** has called Canada the “coolest country at the Games.” Cited as evidence, they say, is **Barenaked Ladies**, which is the coolest band playing nightly concerts in Salt Lake City. Other examples of “Canadian cool” are the **Roots**-manufactured/designed uniforms for the US and Canadian Olympic teams, figure skaters **Jamie Salé** and **David Pelletier**, the two official languages of the Games -- French and English and, showing a photo of **Wayne Gretzky**, an announcer asked: “What other delegation includes a member that is known simply as *The Great One*?” Add to that is the fact that Canada House at the Olympic Village is regarded as “the place to be.”

RADIO: **Dave Wilson**, former ND and talk show Host at **CJCB Sydney** – and now a Nova Scotia MLA (plus Deputy Speaker of the Nova Scotia legislature) – had a heart attack Tuesday night while shoveling snow with his kids. The NS Liberal caucus says it was mild.... This past Monday, AC **Magic 97 (VOCM-FM) St. John's** became **K-Rock**, Newfoundland's **Classic Rock**. K-Rock is airing classic rock from the late 60s through the early 90s... **Tom Cheek**, who's done **Blue Jays'** radio broadcasts since the team's inception, has won a six-year battle with **Revenue Canada**. Cheek took the feds to court last year after being told he owed more than \$200,000 in unpaid income tax. He successfully argued that because he's a US citizen, his salary is already taxed south of the border. The government had said that

“artistes” such as actors and singers aren't covered under the treaty. But Cheek demonstrated that being a play-by-play announcer isn't the same as being an entertainer; that, in fact, the Blue Jays themselves were the reason for listeners tuning-in and not his personal entertainment value... **Cogeco Radio-Television Inc.** has applied for an FM licence in Quebec City, proposing AC with hits from the 70s and up until today. CRTI President **Michel Carter** says the existing Rythme FM station in Montreal and the proposed station in Quebec City would form the nucleus of a future Quebec-wide network (back in December, Cogeco applied for FM licences [Rythme] in Sherbrooke, Trois-Rivières and Chicoutimi/Jonquière)... **C100 FM Halifax** raised \$270,000 during the station's first annual **Radiothon for the IWK Health Centre** in Halifax. The fundraiser – called *One Hundred Hours For The Kids* – took place Feb, 12 through 16 live from the Halifax Shopping Center. The IWK Health Center in Halifax (named after founder **Sir Isaac Walton Killum**) provides care for children in the three Maritime provinces and beyond... Toronto-based **Surf Media Group** has introduced what it calls “a rich-radio content system”. Company founder **Paul Dowling** says the service lets advertisers extend existing ad campaigns using the station's Web site. Advertisers can offer coupons, tickets, location maps and surveys associated with their spots. The system is being marketed to radio stations nationally. Individual stations are responsible for selling the service to advertisers... **Mountain FM (CISQ-FM) Squamish** is now all-voice tracked except for the morning show. **KISS-FM (CKKS) Vancouver** is the originator. The changes at Mountain FM tie in with similar moves at **STAR-FM (CKSR) Chilliwack**. Former Mountain FM PD **Terry Chan** is now MD for both stations... **Jim Housen**, owner of 50-watt Christian rocker **Xtreme 101 Moncton**, says he's being bullied by the major radio operators in town. Housen takes exception to **Atlantic Stereo Ltd.'s** and **Maritime**



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Broadcasting's intervening negatively in his **CRTC** application to upgrade his community station's status to semi-commercial. Housen says semi-commercial status would allow his station to hire a salesperson to generate about \$250,000 in advertising annually, growing to about \$400,000 annually in five years. In his intervention, Atlantic Stereo (**CJMO-FM/CJXL-FM Moncton**) GM **Pat Donelan** says with the awarding of five new licences in his market – and with a potential \$1.6 million in ad revenues going further astray if Housen wins CRTC approval – the competitive necessity for remaining strong would be strongly diminished... It's just over a year old but independent **CHWO (AM740) Toronto**, with a format that targets 50+, has been wildly successful. Based in Oakville (just west of Toronto) since 1956, the company has been honored as the *Entrepreneur of the Year* at the *Oakville Awards for Business Excellence*... The Schurman family's long association with **C102** and its AM predecessor **CJRW Summerside** ended last Friday. **Paul M. Schurman** was the last of his family to operate the station. His late father bought CJRW in the mid '50s and, last year, was sold to **Maritime Broadcasting**. Schurman's successor at C102 has yet to be announced... While a list of **Canadian Music Week** industry award nominees was in circulation last week, it wasn't the correct version. Here are the 'official' nominees:

Canadian Music Network Music Director of the Year (Major Market): Guy Brouillard, **CKOI Montreal**; Lochlin Cross, **CJKR Winnipeg**; Kneale Mann, **CFNY Toronto**; Chad Martin, **CKNG Edmonton**; Mike Religa, **CISS Toronto**; Kath Thompson, **CKQB Ottawa**; and, Scott Turner, **CING Hamilton**.

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

Canadian Music Network Music Director of the Year (Secondary Market): Gruff Gushnowski, **CKLM Lloydminster**; Scott Hanes, **CKWF Peterborough**; Earle Mader, **C100 Halifax**; Julie Mazzaferro, **CJSD Thunder Bay**; Paul Morris, **CHTZ St. Catharines**; and Darren Stevens, **B101 Barrie**.

Canadian Music Network Program Director of the Year (Secondary Market): Kerry Gray, **CHTZ St. Catharines**; Michael Olstrom, **CFWF Regina**; Andy Ross, **CHST London**; Darren Stevens, **B101 Barrie**; Pete Travers, **CFCA Kitchener**; and, Ryan Zimmerman, **CKLM Lloydminster**.

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

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

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

Station of the Year, CHR: **CISS (KISS92) Toronto**; **CKIK (Power 107) Calgary**; **CKKL (KOOL) Ottawa**; **CKNG (Power 92) Edmonton**; **CKOI Montreal**; and, **CKZZ (Z95.3) Vancouver**.

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

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



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Station of the Year, Secondary Market: *C100 Halifax; CFWF Regina; CHST London; CHSU Kelowna; CHTZ St. Catharines; CKLM Lloydminster; CKWF Peterborough; and, CIKR (K-Rock 105.7) Kingston.*

GENERAL: The **Canadian Cable Television Association** tabled several recommendations with the **Standing Committee on Canadian Heritage** aimed at supporting growth in the broadcasting sector. They are: 1) Recognize competition and consumer choice as principles in the Broadcasting Act; 2) Reform the regulatory process by reducing the size of the CRTC and making it more accountable and transparent in its process; 3) Allow increased foreign investment; Legislate an amendment to respond to the growing black market satellite problem (*the black market for satellite TV is taking away Canadian jobs and programs and law enforcement agencies are doing little to stop it, says CCTA. Association President Janet Yale claims there are up to 600,000 pirated US satellite systems in Canada which cost the Canadian broadcast system much as \$400-million in lost revenue each year*); and, 4) Recognize the unique circumstances of small systems. Said Yale, "We think it is very telling that the pillars of competition and consumer choice are nowhere to be found in the Broadcasting Act. They should be first and foremost. Their absence is the foundation from which many of our recommendations arise"... Still with the Heritage Committee, the **Canadian Association of Broadcasters** has been advised by the Chair of the Standing Committee that the CAB's scheduled appearance on today (Thursday) has been postponed because of a scheduling conflict. A new date hasn't been set for CAB's appearance... The **Canadian Satellite User Association's Outstanding Service Award** has been presented to **Telesat Canada**. The award, presented in Toronto yesterday (Wednesday) during the CSUA's annual conference, is the first bestowed on an organization. Previously, it's always been awarded to an individual who has made a significant contribution to satellite broadcasting... **Capital Communications CDPQ**, the parent of **CDP Capital** – which has minority stakes in

Mosaic Media Group, Signpost and **MGM** – is a big player in the purchase of Los Angeles-based **Dick Clark Productions Inc.** The Montreal-based company, worth more than \$70 billion because of its pension fund, was part of the \$140 million deal by a group of investors led by Mosaic Media Group, Capital Communications CDPQ and industry veteran **Jules Haimovitz**. The investors plan to take the company private although it will continue to operate independently with **Dick Clark** as Chairman/CEO... Former **Groupe Vidéotron Ltée** President **André Chagnon** is being inducted into the **Canadian Business Hall of Fame**. The awards are run by a foundation in support of **Junior Achievement Canada**... **BCIT's Broadcast and Media Communications** invite all alumni to its biannual **All Years Reunion** Friday, April 5 at the BCIT Broadcast Centre. For info, contact **Jan Wadsworth** at 604-432-8863 or broadcast@bcit.ca... Winners of the **Canadian Women in Communications' 2001 CWC Annual Awards** are:

Woman of the Year: **Janet Yale**, President/CEO, **Canadian Cable Television Association**

Mentor of the Year: **Mary Powers**, VP of Communications and Promotion, **CHUM Television Limited**

Trailblazer of the Year: **Lib Gibson**, President/CEO of **Bell Globemedia Interactive** - and - **Nancy Lee**, Executive Director, **CBC Sports**

Employer of the Year: **Vision TV**

The CWC Annual Awards will be handed out at the Annual Gala and Awards Dinner Feb. 25 at the Westin Hotel Ottawa.

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

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EDITOR'S NOTE: Beginning with this edition, all Web site links and e-mail addresses presented in the *Broadcast Dialogue* electronic newsletter are now clickable for instant connections. Whether in the body of editorial text (*for example, the link to the Radio Advertising Effectiveness Laboratory study {see RADIO}*) or within display ads, you're just a click away from connection. From time to time, I may also include the source of an item or the complete text. If provided, it will be indicated by the insertion: (*click here for complete story*). Thanks to **Jean-Marie Heimrath** at **Sound Source** in Toronto for the suggestion... Those who wish to move to e-mail delivery of *Broadcast Dialogue* from fax, send me a note care of broadcastdialogue@rogers.com and I'll happily make the switch over... And, by all means, please use the clickable e-mail address for *Broadcast Dialogue* to keep us up-to-date on what's going on at your place.

REVOLVING DOOR: **Nelvana** Chief Marketing Officer **David Kincaid** leaves the animation company next month to become **Corus Entertainment's** VP of Corporate Marketing... **Ken Johnson** has become Senior VP of the TV sales division at **CanWest Media Sales**... At **Groupe TVA** in Montreal, new Exec. VP Broadcasting and Exploitation is **René Bourdages**, new VP of Information and Public Affairs is **Philippe LaPointe**, new VP of Programming is **Sophie Pellerin**, and new GM, Public Affairs and Special Projects is **Réal Germain**... **CHML Hamilton** PD/ND **Paul Tipple** has resigned. It's not effective, however, until April 12... New positions at **Canadian Television Fund** (CTF) include the promotion of **Louise Baillargeon** to Sr. VP, and the creation of Regional Vice Presidents: **Berni Wood** for Atlantic Canada, **Carole Vivier** for Central Canada and **Susan Brinton** for Canada West. The CTF is a public-private partnership created by the Government of Canada and the Canadian cable industry... **John Rashotte**,

SENIOR PRODUCER

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

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

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Creative Director at **CHUC Cobourg**, is moving to **Bayshore Broadcasting's** stations in Owen Sound... **Denise O'Connell**, a Producer at **TVOntario**, moves to **Canada NewsWire** produce in their Broadcast Services division.

LOOKING: **CKVU Vancouver** is in search of a Senior Producer. See the ad in this edition and at the *Broadcast Dialogue* Web site, www.broadcastdialogue.com. Other jobs we've heard about include **CJCI Prince George** where there's an opening for a junior Swing Announcer... **Broadcast News** in Toronto has openings for part-time and summer studio staff.

RADIO: So, who was **Wayne Gretzky** talking to on his cell phone just moments after **Team Canada** won Gold? He called **Team 1200 Ottawa** Talker **Jim Jerome**, and old pal from Edmonton, who was on-air. Said Jerome: *"Isn't that something? It was the biggest rush I've had in a long time. I was half-crying, it was way too much. It was unbelievable"...* The annual **Canadian Music Week** conference opened its doors yesterday (Wednesday) and runs through Saturday, March 2. Of particular interest to PDs, MDs, and GMs is the session Saturday morning (11:15 a.m.) about the proposed 40% CanCon regulation. **Warren Cosford**, who will be on the panel, in a message to members of his **radiopro** list, said: *"The music Industry lobby and government seem to want to destroy radio as we've known it. It's, typically, the short term greed of the music industry. We've seen it in the way they run their businesses. We've seen it in the way they lobby government. They now want to take radio down with them. If you care about radio, you'll be there to raise your voice. The Canadian Content myth has run its course. Myth #1 - It was rare to have Canadian hits before the CanCon regs. Myth #2 - The CanCon regs were required because Canadian radio would not play CanCon. Myth #3 - The CanCon regs are required in order to strengthen Canada's cultural identity . . . It's not time to increase CanCon. It's time to reduce it. Take off the training wheels. Thirty-one years later, we have the infrastructure in place so that the music industry can leave home, cut the umbilical cord, and become adults. Get over it"...* In other CMW news, again this year the **Radio Marketing Bureau** and the **Ontario Association of Broadcasters** have joined with Canadian Music Week for their annual conference and convention. Among other outstanding events, **CHUM's Allan Waters** is to be inducted into the **Canadian Broadcast Hall of Fame**. Going into the **Canadian Music Industry Hall of Fame** is **The Guess Who**... A comprehensive view of studies done on radio's effectiveness has been put out by the **Radio Advertising Effectiveness Laboratory**. It goes a great distance into dispelling the myths some prospects put forward about radio's abilities as it regards advertising. There are some incomplete areas, e.g. radio vs. newspaper however here are the highlights: Radio ads do result in the recall of ads, copy points, and brand names; the effectiveness of radio ads differs significantly from ad to ad, suggesting a wide variation in the quality of Radio ads; and, the best radio ads appear to be as potent as the average TV ad. The effectiveness of radio ads (as measured by recall) is highest when the ad: is longer and contains early and frequent brand mentions with relatively few different ideas within the ad and is aired in a shorter pod or at the beginning of a pod; the effect of humor in radio ads varies by product; radio ads can, and often do, cause images to appear in the listeners' minds. Radio ads are capable of achieving significant recall even when

listeners are distracted. Radio's impact on recall is about 80% as potent as TV's exposure. When costs are contrasted with impact, radio is more cost-effective than TV, and radio can increase the impact of a campaign when added to TV. The full .pdf file of the report is available at: http://www.radioadlab.com/RAEL_Compndium.pdf. (E-mail recipients may simply click on this link and the full report will load on your computer)... **Rawlco Radio's CKOM-FM Saskatoon** and **CINT-AM Saskatoon** have new call letters. CKOM-FM has become **CJDJ-FM** while CINT has taken over the CKOM calls... After an injection of \$5-million, **CBC Radio** is about to undergo its first major programming revamp in 30 years. **Radio One** programming changes expected this fall include all-live Saturday shows from 6 a.m. to 6 p.m., as well as live programs for much of the mornings Monday to Friday; more regional and local shows airing nationally, and the axing of *This Morning's* hour-long repeats at night... **CKBW Bridgewater** has changed formats, from Country to Hot AC during the day and, in the evening, Modern Rock/CHR... **Jim Rome**, the American Sports Talker, has forsaken TV for his first love, radio. Rome says he'll honor his contract with **Fox Sports Net** and continue his nightly show until the end of the year. His syndicated show is heard on **The Team** stations in Canada and in 185 US markets.

GENERAL: The **Communications Energy and Paperworkers Union** says the **CRTC** should be replaced with an arm's length agency; that the CRTC is too close to broadcasters. Union Rep **Arthur Simmonds** told the all-party standing committee on Canadian heritage that a new federal broadcast regulator should be structured similar to a public utilities commission, with staff acting as consumer advocates, and that it should be to protect the interests of Canadians – not media conglomerates... Judges at the US Circuit Court of Appeals in Washington have ordered the US government to pull back ownership limits on broadcast and cable firms. The court told the **FCC** it went too far in seeking to enforce a rule aimed at capping the national reach of a broadcast ownership group at no more than 35% of American households. Separately, the same panel dismissed an FCC rule that had prohibited cable systems and broadcast stations in the same market from being controlled by the same entity... The **FCC** has approved limited use of Ultra Wide Band (UWB). Used mostly for specialized radar applications, UWB may eventually put the cell phone and Internet e-mail on a par with smoke signals and clay tablets, all at a fraction of the cost. Unlike conventional radio technology, UWB operates as a series of electrical pulses in durations so brief that a billion can be squeezed into a single second; signals aren't limited to a single narrow frequency. It can't be jammed and listening devices have no way of monitoring messages. Because UWB

broadcasts across the frequency spectrum, it includes super-low frequencies that allow transmissions to be used from underground, beneath the ocean or inside concrete and steel buildings. The potential applications are obvious, e.g. TV cameras, sound units, computer gateways and artificial intelligence – not to mention a host of other commercial applications... From the **Canadian Women in Communications** Annual Gala and Awards Dinner in Ottawa Monday night, **Canadian Cable Television Association** President/CEO **Janet Yale** was honored as *CWC Woman of the Year*; **Bill Roberts** of **Vision TV** accepted the award for *Employer of the Year*; *Trailblazer Awards* were presented to **Lib Gibson**, President/CEO of **Bell Globemedia Interactive** and to **Nancy Lee**, Exec Director of TV Sports at **CBC Television**; the *Mentor Award* went to **CHUM Television** VP of Communications and Promotions, **Mary Powers**; the *CWC/Global Television Network Management Development for Women* award was won by **CFMT-TV Toronto** VP/GM **Madeline Ziniak**; and, the *CWC/Astral Media Executive Management Scholarship for Women* was presented to **Corus Entertainment** Group Director of Communications, **Kerry Morgan**... Prince Edward Island Supreme Court Chief Justice **Gerald Mitchell** says he expects to see TV cameras in all courts within 10 years. Mitchell said courts are public institutions and what takes place there is public business. *'The battle for cameras in court'*, written by **Dan Burnett** at *Owen Bird* in Vancouver, is a feature article that will be in the March edition of **Broadcast Dialogue** (now in the mail). If you're anxious to see it sooner, it will be in the magazine section of the Broadcast Dialogue Web site tomorrow (Friday) morning (www.broadcastdialogue.com).

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

TV/FILM: **Solutions Research Group** (SRG) in Toronto says the digital channels of most interest to viewers are **DejaView**, **Action** (Showcase), **National Geographic**, **Animal Planet** and **Discovery Civilization**. Not surprisingly, all are owned by major communications companies. **CanWest Global** owns the **DejaView**; **Alliance Atlantis** has **Action** and **National Geographic**; and **CTV** owns **Animal Planet** and **Discovery Civilization**. Interestingly, similar research by Nielsen showed **CHUM's SexTV** in its top 10 list of digital channels but not in SRG's top 25. SRG Partner **Kaan Yigit** says, "... people would rather watch and not tell, I guess." SRG pegs the number of satellite and cable homes capable of bringing in a digital signal at 1.5 million... **CHUM Ltd.**, in a letter to **TeleFilm** Exec. Director **Richard Stursberg**, says current rules bar **CHUM Television** from

applying for federal funds and, further, that they favor **Alliance Atlantis Communications**. CHUM wants the rules changed. Telefilm's **Canada Feature Film Fund** provides about \$100-million in financing annually to aid the Canadian film industry but adopted new guidelines late last year that allow broadcaster-affiliated production companies to be eligible for financing. The catch for CHUM is that the broadcaster must have a proven track record in Canadian film production, thus grandfathering **Alliance Atlantis** (and **Groupe TVA Inc.**). CHUM argues that the policy is discriminatory... **CanWest Global** Chairman **Izzy Asper** and **CBC** President **Robert Rabinovitch** are continuing their public "dialogue" over the true value of the CBC. Asper's latest salvo came when he said the CBC behaves like a state within a state, accountable to no one, and that it should be expunged. Rabinovitch shot back that CBC is delivering on its mandate to serve Canadians, while private broadcasters are driven by an economic imperative. Further, said Rabinovitch, CBC earned the right to broadcast the Winter Olympics, not by outbidding other networks, but by offering clearly superior coverage. Asper countered by saying that if CBC wasn't using taxpayer dollars to outbid the private networks for the rights to lucrative sporting events, the private sector would be doing the job... Not surprising to most Canadians is that the Olympic hockey game Sunday carried by **CBC-TV** destroyed whatever had been the most-watched TV event (*Ed's note: okay, it was the March '98 Academy Awards ceremony*). In fact, some estimates go as high as to suggest that about half of Canada's population was in front of a set somewhere, eyes glued to the game. **Nielsen** numbers say the peak audience was 10.4 million but that doesn't include the estimated two million Canadian French-language viewers nor does it include those who crammed into communal venues (bars, restaurants, dormitories, offices, {10,000 were watching at Vancouver's GM Place}, etc.). **NBC** drew 38 million viewers, a 10.7% share. It was the largest number to watch a hockey game in the US since the 23.2% share at the 1980 Winter Games in Lake Placid. For Canadian broadcast execs, the record ratings have made the prospect of the **2010 Winter Games** being awarded to the Vancouver-Whistler bid tantalizing, and likely very expensive. If Vancouver-Whistler were awarded the Games (the IOC won't decide until July, 2003), says **IMG Canada** Senior VP, Canadian media interests would be falling over themselves to secure the rights. CBC has the Canadian rights through to the 2008 Summer Games in Beijing.