

BROADCAST Dialogue

The Voice of Broadcasting in Canada

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Thursday, June 6, 2002

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NOT FOR DISTRIBUTION Beyond Reception Point

REVOLVING DOOR: Art Reitmayer is President/CEO of **Multivan Broadcast Corp.**, Vancouver's newly licensed multicultural TV station. He had formerly been a VP with **CanWest Global Communications** and, before the CanWest Global purchase, President of **WIC Television**. Reitmayer will oversee the hiring of about 135 employees, including News Anchors, Reporters, Producers, Camera Crews and other staff... **Hilary Montbourquette** succeeds **Pat Donelan** as GM at **Newcap's** Moncton operations: **C103** and **XL96**. Montbourquette was most recently Network Operations Manager for Newcap's 26 Newfoundland stations and, prior to that, GM at the company's AM/FM operation in St. John's. And, a correction to an item here last week: PD at the station - **Paul Larsen** (who I confused with **David Larsen**) is not ex of **SILK-FM Kelowna**. Rather, he was the Assistant PD at **CKRY-FM Calgary** and, prior to that, Ops. Mgr at **Nornet Broadcasting...** **Corus Entertainment** VP of Sales for **Corus Television**, **Suzanne Carpenter**, has been promoted to GM of **CING FM Burlington/(Hamilton)**. Succeeding Carpenter as VP of Sales at Corus Television is **Gary Mackrell**, the former Director of Sales for **Corus Children's TV...** **Tom Brokaw**, 62, will step down from his post **NBC Nightly News** Anchorman in 2004. **Brian Williams** of **MSNC** has been tabbed to succeed him... **Michael Monty** of **Seneca College** in Toronto has been re-elected as President of the **Broadcast Educators Association of Canada**. Board elections were held at the conclusion of BEAC's 25th annual conference in Halifax on the weekend... **CKY-TV Winnipeg** ND **Steve Vogelsang**, after 10 years at the station, is leaving for a teaching position on the faculty of **Red River College** in

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the Creative Communications Program. No word yet on a successor... **Andy James** is the new PD/Morning Host at **SILK-FM Kelowna**, effective June 17. James arrives at SILK from his morning gig at **Hot 103 Winnipeg...** **Standard Radio's** new Calgary station – **The Rhythm 98.5** – has hired **Paul "Mastermind" Pahar** as MD and Afternoon Drive Announcer... **Martha Wilson's** term of office as a **CRTC** Commissioner, based in Toronto, wasn't renewed. She left the Commission last month... **Doc Roberts**, ex of **Rock 106FM Lethbridge**, moves to **KBS**

Radio Trail as Ass't PD and Afternoon Drive.

SIGN-OFF: **Lew Wasserman**, 89, at home in California from complications of a stroke. As Chairman/CEO, Wasserman was the undisputed ruler of **MCA Inc.**, then parent of **Universal Studios**. During his more than half-century with MCA, he and its late founder, **Jules Stein**, built it into an entertainment giant involved in movies, television programming, home video, records, consumer products and broadcast station ownership.

GENERAL: **Sunni Boot**, President of **Optimedia Canada**, says companies are fattening ad budgets; that strength in consumer spending, housing and employment are all bolstering advertiser optimism. In fact, a global ad spending forecast to be released by Optimedia's parent next month says the Canadian ad industry can expect growth of 3% to 4% in the second half. **Zenith Optimedia Group** of London is relying on Boot for the Canadian data. Expected to lead the recovery are outdoor, cable TV and major-market radio, with gains of 5% to 6%. Newspapers, magazines and regular TV will be up by 2% to 3%. **Hugh Dow**, President of **M2 Universal**, said robust demand for TV slots in June, July and August shows advertisers are committing dollars to summer TV earlier than they did a year ago. Meanwhile, **Nielsen Media Research (International)** forecasts projected spending in the world's developed countries will rise slightly in the second half. This will offset a first-half decline to yield essentially zero growth for the year in these markets... The September edition of **Broadcast Dialogue** magazine will feature a combined **RTNDA/Broadcast Dialogue** survey on the opinions of Radio and TV News Directors from coast to coast. The survey was conducted at the regional and national RTNDA Canada conventions. BD is looking at doing a cover page which would be a collage of station news cruisers. Should you wish to participate, please take a high-resolution digital photo of your station news cruiser (calls and slogans prominent) and send it to broadcastdialogue@rogers.com no later than June 30.

RADIO: **NewCap Broadcasting** and **Rogers Communications** have a Limited Sales Agreement (LSA) in the Sudbury Market. Rogers will take over radio ad sales, copywriting, traffic, and accounts receivable/payable for NewCap's **Z-103**. Nine positions have been eliminated... **CKNW Vancouver** got hit twice this past weekend with the F-word slipping onto air, once when a commentary was being recorded that leaked and once by a caller insulting a host... At "The Hub of Nova Scotia," **CKTO-FM Truro** - which had been programming EZ Rock, has switched formats to Hot AC/Classic Rock.

New ID for the station is **Big Dog 100.9**, which plays off its FM sister's ID, **99.5 Cat Country (CKTY-FM)**... The **USA Today** spin on the problems of the music industry suggests that the \$14 billion recording industry, is "struggling through its first sales slump in a decade, faces challenges on several fronts, not the least of which is a tarnished image in the eyes and ears of fans who feel ripped off by greedy, tone-deaf bean counters." Radio, writes **Shizuo Kambayashi**, sounds like a broken record. CD prices are heading off the charts. Labels are out of tune with the digital age. New acts fail to strike a chord with listeners. In 2001, album sales dropped 2.8% compared with 2000, the first dip since 1991. The gap widened in this year's first quarter, when sales fell 8.3% from the same period in 2001, far steeper than the 1.2% drop from 2000 to 2001. **Billboard's** top 10, formerly an exclusive club for albums selling 100,000-plus copies a week, now accommodates acts selling half that. Illicit downloading continues to chisel away at label profits, prompting lawsuits and generally ineffective countermeasures. Too, fresh bands grow stale overnight while the **Beatles** continue to sell steadily. In this singles-minded era, fans forge only feeble bonds with momentary artists. Former **Spin** editor **Alan Light** says, "Rock bands have hits, but nobody knows who they are. It's the **Nickelback** question. They have the most-played song in modern-rock radio history (*How You Remind Me*), and you can't pick them out of a police lineup. There's no story, and it's part of an enormous problem at the heart of the music industry. Artists are being prematurely dismissed or not signed in the first place." A frenzy of mergers radically changed the recording industry from a diverse collection of scrappy and independent operations to a monolithic corporate machine dominated by the five majors: **Bertelsmann, Sony, EMI, Warner Bros. and Universal**. Embittered consumers and embattled corporations seem to be at loggerheads over blame and solutions.

TV/FILM: ACTRA executives met in Toronto over the weekend and vowed to "fight for Canadian productions." The **Alliance of Canadian Cinema, Television & Radio Artists'** policy adviser, **Garry Neil**, says there's an alarming reduction in homegrown TV production. Figures for 2000 seem to back that up; \$1.8 billion spent on foreign location production vs. \$910 million on English-Canadian production. Neil blames the **CRTC** for its 1999 TV policy that widened the definition of CanCon and eased financial obligations of broadcasters. The union set up an action committee to focus on Canadian content and income security for its members. The Commission (in April) launched a review of the definitions of Canadian content in film and TV production. ACTRA will ask that they be tightened... A group of Silicon Valley and Hollywood studio execs say

the sharing of digital TV recordings over the Internet should be stymied. **The Broadcast Protection Discussion Group** – a forum involving the film, TV and consumer electronics industries – has reached a partial consensus on how to secure digital TV broadcasts. It recommends that next-generation TV sets and recording devices allow viewers to make personal copies but prevent them from distributing them over the Internet. The key to securing digital content from piracy, says the Group, should be a “broadcast flag” attached to programming and recognizable only to electronic devices built to specific standards. The report represents an unusual degree of co-operation between the content and technology industries. Both have spent years arguing over who should take responsibility for controlling piracy. Separate discussions will be set up to try to reach consensus on remaining differences. But Hollywood is hoping the partial agreement will be enough to convince the US Congress to enact some form of digital security legislation. Hollywood has been reluctant to embrace digital TV until security measures are in place to stop bootlegging through file-sharing sites like **Morpheus**, **Grokster** and **Kaaza**... Montreal-based **JumpTV.com Canada Inc.** is threatening to go to court if the federal government doesn't pass regulations allowing it to rebroadcast TV signals over the Internet. JumpTV CEO **Farrell Miller** promised the **House of Commons Heritage Committee** that he would follow the same rules as cable and satellite TV distributors – and pay the same freight on CanCon production funds – if he gets permission. But, in a letter to the feds, JumpTV says recent government actions would effectively impose an unacceptable one-year moratorium on the company's ability to pick up Canadian signals. Working against the proposal is the lobbying effort by the **Canadian Association of Broadcasters**, the film industry and professional sports leagues. They claim that allowing their signals on the Internet will erode their ability to negotiate separate contracts in each world market. Miller counters that objection by saying signals leaking out of Canada can be headed-off by encrypting the transmission... **Aboriginal Peoples Television Network (APTN)** is the host broadcaster for the North American Indigenous Games, set for Winnipeg July 25-Aug. 4. It's a huge challenge for the young service and APTN says its 80 broadcasters, from coast to coast, will be in Winnipeg for it. The network has budgeted more than \$500-thousand for its broadcasts... **NBC** is looking to cash in on vintage commercials. The US network says it's going to try to get money from advertisers whose classic commercials will be seen in its new period piece, *American Dreams*. The revenues could be product-placement or ad fees. The idea came when someone at NBC pointed out that the pilot episode of the 1960s-era drama featured a six-second clip

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of the *Things go better with Coke* jingle... US researchers, who have long associated adult, teen, and school age children's TV viewing with obesity, now claim pre-schoolers are falling into the same category. **Dr. Barbara Dennison** says basic findings of the study show TV viewing is associated with the risk of overweight in kids aged one-to-four. She says they are finding – more and more – that among children there's increased risk of diabetes. Type-two diabetes among youngsters has increased ten times as much in the past 20 years. Dennison says there's also increased risk of hypertension, orthopedic problems and adverse psycho-social issues... Most Canadian cable subs are still waiting for video on demand. It's a different story in the States where 2.9 million households are able to enjoy it. The service, expected to change the face of cable TV, will – according to Sr. Analyst and TV Specialist for **Forrester Research Inc.**, **Josh Bernoff** – be better than those rolled out in the US. VOD in Canada is available only to some **Rogers Cable** subs in Toronto. But **Michael Lee**, VP for Product Development at Rogers, says VOD should be available to 90% of his subscribers in the Toronto area by the end of this year. At **Cogeco Inc.**, VP Marketing **Ron Perotta** says the stakes are high for cablecos because of the growing competition from satellite TV services and black market access to US satellites. But, he says, VOD is the “potential killer application” because it gives viewers an interactive way of choosing what they want to see that is not possible with the one-way broadcast technology of satellite television. Bernoff says cablecos put off the rolling out VOD because of the expense and because they weren't losing much ground to satellite companies. Now, he says, that's changed and cable companies are scrambling to deploy VOD because customers aren't finding current digital services very compelling... Actress **Winona Ryder** was hit by a TV camera as she entered a Beverly Hills courtroom Monday, breaking her arm. She was appearing in court for a hearing on her shoplifting case. The Superior Court judge scolded reporters and photographers, urging them to be more courteous and ordered them to stay 10 feet from Ryder as she left the courtroom for a doctor's office. Video showed Ryder making her way through more than a dozen cameras when shoving and pushing broke out.

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RADIO: The **CRTC** has issued a call for applications for a radio licence in Edmonton, triggered by a commercial request. Response must arrive at both the Commission and the **Department of Industry** (technical documentation) by Sept. 4. The CRTC's official notification of the call did not specify AM or FM... **dRDS** - the technology providing text in car radios - debuts June 15 in Los Angeles on five **Clear Channel** stations. **dMarc Networks'** expects to deploy its system across Clear Channel Radio Los Angeles' entire 27 trading area FM stations in southern California over the next several months... The launch next month of the new **Sirius** digital radio service in the US is another sign of the coming fragmentation of US Digital Radio Market, reports **Allied Business Intelligence**. And ABI says the fragmentation is projected to carry on through this decade as terrestrial digital radio comes of age (not unlike the difficulties of deploying digital video technology during the '90s). ABI Automotive Analyst **Frank Viquez** says "XM, Sirius, and iBiquity have created their own proprietary chipset specifications, with any hopes for standardization still several years away. In the interim, major chipmakers will need to cater to these various US digital audio standards in addition to global standards such as DAB and DRM (Digital Radio Mondiale). This promises to keep silicon costs high until significant mass production levels are reached"... San Francisco-based **Listen.com** has signed a distribution deal with **Terra Lycos** that brings its **Rhapsody** subscription music service to a potential 30 million users. Since it launched in December, the Rhapsody service has been making steady progress on its streaming music service. The new Lycos Rhapsody service offers users free access to 20 Internet radio stations, broadcast in FM-quality sound. For \$4.95 a month, subs get 50 streamed commercial-free radio stations in CD-quality sound, and with the ability to skip tracks. The top subscription level costs \$9.95 a month



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Interested applicants are invited to send a resume by June 21, 2002 to:

John P. Hayes
President, Corus Radio
Fax: 416-646-8579
E-mail: jhayes@corusent.com

and gives unlimited on-demand streams of favorite songs by favorite artists... Tuesday, Oct. 22...

GENERAL: A private member's bill that would have forced broadcasters, cable and satellite TV companies to pay for interventions by consumer groups at regulatory proceedings has been sidetracked at least until next fall. The bill, which needs only one more vote in the House of Commons, remains close to becoming law since it's already passed the Senate. But it got bogged down in procedural wrangling in the House Heritage committee. Committee members raised fears every small radio and TV station in the country could be liable for the costs of the consumer groups... **Walt Disney** and ad buyer **OMD USA** have confirmed plans to unveil the biggest-ever media-buying deal. It's a \$1.2 billion pact that aims at guaranteeing low prices and prominent placement for clients. OMD will put spots for the likes of **McDonald's**, **Nissan**, **Visa** and **PepsiCo** on Disney's **ABC** network, cable channels such as **ESPN** and **Lifetime**, its TV and radio stations and Internet sites. This deal is about four times larger than last year's \$300 million pact between **Procter & Gamble** and **Viacom's** TV arms, including **CBS** and **MTV**... British Columbia journalists are being encouraged to enter the 16th annual **Jack Webster Awards** which recognize excellence in BC radio, TV and print journalism. Deadline for entries is June 28. Info, submission forms, criteria and categories are available at www.jackwebster.com... At the 25th annual awards dinner of the **Canadian Ethnic Journalists' and Writers' Club**, broadcasters receiving CEJWC Awards this year were **Jorge Pica**, **CHRY-FM (York University) Toronto**; **David Battistelli**, **CFMT-TV Toronto**; **Bill Moniz**, **CFMT-TV Toronto**; and, the **Sierhey Khmara Ziniak** award in honour of the late founder of CEJWC was presented to **Michael Caine**, President/GM of **CJMR Mississauga**, for continuing a successful pioneering multilingual radio service established by his late father, **Howard Caine**, in 1957... **CanWest Global Communications** has reportedly received at least three competing offers for its small-market newspapers in southern Ontario. **Torstar Corp.**, **Osprey Media Group Inc.**, a newspaper group headed by former **Hollinger Inc.** executive **Michael Sifton**, and an investment group led by two former **Sun Media Corp.** executives are each hoping to win rights to the group of about 30 small newspapers. CanWest plans to raise up to \$800-million through the sale or monetization of non-strategic assets, a group that includes small-market newspapers across Canada and radio and broadcasting operations in New Zealand... The deadline for submissions for the **Canadian Association of Broadcasters' Gold Ribbon Awards** is July 5. The awards package is at the CAB Web site: www.cab-acr.ca. and winners will be honored at the Gold Ribbon Dinner

TV/FILM: The **CRTC** is assuring broadcasters and consumers that the transition from analogue to digital TV will be market driven, without imposed deadlines. Broadcaster investment and consumer demand will dictate the speed in upgrading to digital broadcasting. Consumers will be able to upgrade their equipment at their own pace and convenience. But while existing broadcasters will have priority in applying for licences on the new digital spectrum, they've got to do it in "a reasonable amount of time." If they don't, says the Commission, other applicants will be considered. Broadcasters will have to continue simulcasting in analogue during the transition period and they'll have to ensure that by the end of 2007 at least two thirds of their schedules will be available in hi-def. Further, for 12 to 18 months, broadcasters can send digital signals to cable and satellite carriers even before they've got new digital transmitters up and running... **CKVU 13 Vancouver**, owned by **CHUM Television**, will re-launch as **Citytv** July 22. The ID change brings CHUM's signature style to the West Coast... German executives confirm that **Columbia Tristar Television**, owned by **Sony Corp.**, is part of a consortium that wants to bid for **KirchMedia GmbH**, the bankrupt company that controls Germany's biggest commercial TV broadcaster... The US Congress wants Canada to block licences for retransmitting TV broadcasts over the Internet. It says the licences could violate Canada's international trade obligations. The US House judiciary committee is asking Ottawa to reconsider draft legislation amending Canadian copyright laws. The bill has passed first reading and amendments are now being reviewed by the standing committee on Canadian Heritage... Meantime, the **NHL** and **NFL** are making a major threat to try to deter the federal government from letting Internet companies retransmit their games. Both say they'll pull their games from basic cable in favor of pay-per-view if Montreal-based **JumpTV.com** gets clearance to broadcast Canadian TV signals. The leagues are worried that TV and radio stations will want to pay less for broadcast rights if games are freely available on the Internet... **TVA Films** and **Lions Gate Films Corp.** are forming a joint venture company that will distribute both companies' productions in English-Canada. The two have formed **JV Media Inc.** to distribute theatrical, video/DVD and TV productions throughout the country, excluding Quebec... The Federal Cabinet has upheld **Craig Broadcast System's Toronto/one** TV licence after appeals to that body by competing companies. Cabinet's order confirms an April 8 **CRTC** decision. The new station is expected to launch in Toronto next spring (with a re-broad in Hamilton). Because it's a UHF signal, cablecos are required to find a spot for it on basic tiers... Users of

ReplayTV in California have filed suit against various media companies seeking a guarantee that consumers aren't breaking the law by skipping commercials in recorded TV programs. The California court is also hearing a complaint from movie and TV studios that ReplayTV permits customers to violate their copyrights. Media executives say skipping commercials amounts to stealing, and won an initial motion that would have required manufacturers to monitor the viewing habits of its customers. That motion, however, has since been reversed. ReplayTV users say when it comes to television, "we're not in their movie theaters. They are in our living rooms." There's no law requiring anyone to watch ads... The Board of Directors of the **Canadian Television Fund** elected six new members at its Annual General Meeting held during the Banff Television Festival. They are: **Trina McQueen, Steve Smith, Loren Mawhinney, René Bourdages, Paul Gratton** and **Beth Haddon**. **Janet Yale** was re-elected as Chair of the Board. Outgoing board members include: **Richard Stursberg, Heather Martin, Bill Mustos, Philippe Lapointe, Susan Ross** and **Rudy Buttignol**...

REVOLVING DOOR: **Rick Meaney**, the longtime **Country 105 (CKRY-FM) Calgary** GM and **Corus Calgary** Market Manager is no longer with the operation. **Corus Edmonton's Doug Rutherford** will oversee the Calgary operations until a successor is found... **Ken Kilcullen** has been appointed GM at **CKPG-AM/CKKN-FM/CKMK-AM/CKPG-TV Prince George**. His new role takes effect July 1 on the retirement of **Brenda**

Levesque, the current GM. **Kilcullen** has been with the **Prince George** operation for 10 years, most recently as Ops. Mgr./PD at **CKPG/101.3 HITS FM**... **Bill Press** and **Patrick J. Buchanan**, who squared off on **CNN's Crossfire** in the late 1990s, are moving to **MSNBC**, where they will be co-hosts of a new mid-afternoon program expected to begin next month... **Colin Lougheed**, Promotions Director at **Star FM Brandon**, moves to **CJOB/Power 97 Winnipeg** at month's end in that same capacity...

LOOKING: **Corus Radio** is looking for a Cluster Manager for its three Calgary stations. See the ad on Page 1... Other jobs we've heard about include **CKPG/CKKN-FM Prince George** looking for a PD; **CJWW Saskatoon** seeking a Reporter/Anchor...

SUPPLYLINES: **Leitch Technology Corp.** and the **University of Waterloo** have partnered to create a world-class multimedia communications laboratory (involving the seamless integration of the phone, TV and computer). **The Leitch-University of Waterloo Multimedia Communications Laboratory** will be the largest and most advanced such lab in Canada and, combined with expertise and research excellence, will be the leading facility of its kind in the world... **Cygnal Technologies Corp.** has promoted **Debbie MacLeod** to VP of sales and marketing for its broadband networks group. **MacLeod** has been with the company since 1993. She was previously Director of the broadband and telecom group.

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REVOLVING DOOR: **Tim Steele**, VP Sales and **Ross Davies**, VP Programming are no longer with **CHUM Radio's** head office in Toronto. The positions have been eliminated... **CHUM's The Team** network component has been disbanded. GM **Paul Williams** and PD **Joe McGroarty** and Marketing Director **Joe Thistel** are gone, as is **Doug Thompson**. Individual stations programming The Team remain as is although far more attention will be given to local sports... New VP/GM for the **C.J.S.D.** stations (**CKPR/CKSD-FM/CKPR-TV/CHFD-TV Thunder Bay**) is **Kevin Klein**. He succeeds **Tony Seuret** who retired. The Thunder Bay operation also manages **NewCap's CJLB-FM** in an LMA... **CanWest Global Communications** in Winnipeg has hired former **SONY Music** honcho **Richard Camilleri** as the company's new COO... At the **Rogers Ontario North Division** (formerly **Telemedia Radio**), **Peter Hobbs** has been promoted to Market Sales Manager Sudbury from GSM; **James Dahlke** is promoted to Markets Sales Manager North Bay, up from SM at **EZROCK/CKAT**; **Mick Weaver** becomes GM/GSM at Timmins, promoted from GSM at **EZROCK Sudbury**; and, **Bruce Lindsay** is named to Programming Project Sudbury from his former role at Timmins... **Ken Ash** has been appointed Ops. Mgr. at **Steele Communications** in St. John's, succeeding **Hilary Montbourquette** who moves to **NewCap's** Moncton stations... Some changes at **CHUM Kingston**. PD **Mark Miatello** has resigned from **FLY-FM/Team 1380**; **Greg Hinton** adds Ops. Mgr. for CHUM Kingston to his existing duties at the CHUM Brockville stations; and, Promotions Director **Michelle Miatello** is no longer with the company... **Brad Rusnak** has departed his APD/MD/Morning Show Host duties at **CHTM Thompson** to move to copywriting at **97.7 Sun FM Grande Prairie**... **Andy Krupski** has joined Toronto-based **Genesis Media** as President/Managing Partner. Krupski had been President/CEO **Redline Solutions**... It's official, **John Brenner** is confirmed as ND at **CHUM**

THE BROADCAST Dialogue Directory

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O t t a w a . H e ' s h e l d the job in an interim capacity since former ND **Steve Winogron** moved to **TheNewRO (CHRO-TV Ottawa)**... **George Stephanopoulos** will become the sole host of **ABC's This Week** this fall. The network ended weeks of speculation when it said Stephanopoulos will replace **Sam Donaldson** and **Cokie Roberts**.

RADIO: **The Fan 590 (CJCL) Toronto** made the move last weekend to the **CHFI/680 News/Kiss-FM** studios. It was one of the Toronto **Telemedia** stations acquired in the **Telemedia/Standard** deal, then sold to **Rogers**. The other station, **Easy Rock (CJEZ-FM) Toronto** won't be moving into the **Standard Radio (CFRB/MIX 99.9)** building until late next Fall... Speaking of **Easy Rock**, it looks like **CICX-FM (EZ Rock) Orillia** will be losing that franchise soon in favor of a **CHFI Toronto** Soft Rock sound. It was part of the deal that **Rogers** drop the **EZ** format within a set period of time after acquisition... **The Rock (CKUE-FM) Chatham** is setting up a plan for a repeater in Windsor. The idea is to reach Windsor/Detroit and surrounding markets... **Pellpropco Inc.** of St. Catharines has acquired **CHSC-AM St. Catharines** for \$725,000. The station is under the

temporary management of **KPMG Inc.**, the receiver of **Coultis Broadcasting Ltd.** Pellpropco Inc. is a corporation jointly owned by **Fabrizio Pellegrino** and **Terrance Gertner**... Senator **Russell Feingold** (D., Wisconsin) prompted by growing complaints from recording artists and music fans, is preparing a bill that would impose new restrictions on the deregulated radio and concert industries. Feingold said on the Senate floor that he's alarmed by the wave of consolidation that's allowed a handful of companies to buy up a large portion of American radio stations. His bill, he says, would seek to put a stop to the alleged anti-competitive practices of companies such as **Clear Channel Communications** which owns 1,200 radio stations and the largest concert-promotion company in the US. Recording artists, independent radio stations and local promoters allege that Clear Channel and other large players use their dominant position to shut out competitors, punish artists who do not use their promotion services, and exceed ownership limits behind shell corporations. American radio operators say the recording industry is trying to blame radio for its woes. **Emmis Radio** President **Rick Cummings** says "the record companies are having their second sucky year, and that's what's driving all this noise right now." Clear Channel CEO **Randy Michaels** says record companies shouldn't call on Washington to resolve internal music industry disputes. He says "the labels invented the system to support their music, and going to Congress and asking them to review it ... is desperate." Meantime, radio execs in the States say they expect to see more mergers and business combinations despite the increasing legislative scrutiny... **Arbitron's RADAR**, the radio network and national audience measurement service, says that over the course of a typical week, radio reached 98% of US adults 18+ who hold a professional/managerial position and who live in a household with an income of \$50,000 or more... **Gary Hooper**, well-known to Canadian broadcasters for his engineering abilities, has won **CRTC** approval for a "special event radio programming undertaking" in Toronto – **World Youth Day** celebrations from July 22 through 28. And it involves 10 limited duration FM'ers. Hooper told the Commission that the frequencies would be used to inform persons participating in World Youth Day about events and facilities on the site, and that programming would be broadcast in Arabic, Croatian, Czech, English, French, German, Italian, Japanese, Polish, Portuguese, Romanian, Slovene, Slovak, Spanish, Ukrainian as well as in Aboriginal and Chinese languages.

SYNDICATION: **Sound Source** has hired **Prescient** to introduce *The Playmate Radio Team* to Canada. Sound Source holds the Canadian broadcast and marketing rights.

GENERAL: The **Federal Communications Commission** has unveiled plans to examine virtually all its media cross-ownership rules as a single package. In the meantime, the FCC will delay action on individual rules... Broadcasters have known the demographic facts of life for a very long time. But now, an outfit called CARP, **Canada's Association for the Fifty-Plus**, is making noise about it. A few days back, CARP and the **Ontario Human Rights Commission** launched a public awareness campaign to counteract ageism in housing, employment, health care and transit. **Bill Gleberzon**, 59, CARP's associate Executive Director, says what really bugs him are radio ads where an actor playing a grandparent portrays a voice that doesn't just sound old; it sounds over-the-top, call-an-ambulance old. That, he says, feeds a misconception that all seniors are "decrepit and sitting in rocking chairs." Another point not unfamiliar to broadcasters is the problem of youthful media buyers. **Karal Ann Marling**, a professor of popular culture at the **University of Minnesota**, says "the agencies are full of kids just out of college. They're not moved by the bigger picture." In an article she wrote in the **New York Times**, Marling described herself as being in "that pathetic demographic nobody pays attention to -- the 'early geezers' that advertisers write off or consign to a bleak celebration of incontinence products and denture cleaners..." At **York University** in Toronto, Marketing Professor **Alan Middleton** says many ads featuring older people are "insulting" and "startlingly clumsy" but he also says some advertisers are starting to wake up to the largely untapped market of older consumers.

TV/FILM: The House of Commons – with all five political parties supporting – passed a bill Tuesday that would force anyone wanting to put a TV signal on the Web to get a **CRTC** licence. To become law, the bill has to be passed by the Senate, and it won't deal with the issue until after it resumes sitting in September. The requirement is a roadblock for the likes of Montreal-based **JumpTV.com Inc.** but the company's lawyer says JumpTV won't stop its efforts. **CAB** President/CEO **Glenn O'Farrell** hopes it will be enough to scare them off. But JumpTV says that until the Senate votes, the old law remains on the books... **Statistics Canada**, reporting on figures as of Aug. 31, 2001, says specialty television and pay TV reported revenues of \$1.2 billion in 2001, up 13.9% from 2000; 26.6% of total TV industry revenues (\$4.5 billion). Broadcasters sold airtime worth more than \$2.5 billion last year, up 4.3% from 2000. Average weekly employment in the industry fell to 19,507 in 2001 from 20,094 in 2000. TV broadcasters spent 59% of revenues on programming and production in 2001, up from 57% the year before... **The Sydney Morning Herald**

reports that Australian-based **Ten Network**, 57.5% owned by **CanWest Global Communications**, and **Prime Television** have lodged indicative bids for CanWest's New Zealand radio and TV assets. The newspaper said Ten had bid for both TV and radio assets, while Prime was bidding only for the TV assets... **CBC/Radio-Canada** Execs didn't show up at official languages committee hearings Friday to explain the disappearance of hockey broadcasts on the French network. It was the second time they'd been asked to appear. The committee was notified by a letter from CBC President **Robert Rabinovitch** that they wouldn't attend. The **Montreal Canadiens** said it was unable to reach an agreement on scheduling with the public network's French-language side and, consequently, sold the rights to **BCE-owned Reseau des sports** (RDS). The team wanted to go with a sole broadcaster for all their games next year (games had been split between Radio-Canada, RDS and **TQS**). Radio-Canada said that to broadcast all the games would tie up too much of their schedule. Heritage Minister **Sheila Copps** may get involved. She told the House of Commons that she's ready to complain to the **CRTC** that Radio-Canada may have violated its licence by giving up the games... To boost the drag on **Walt Disney Co.** earnings at its flagging **ABC** network, Disney is using its resources to promote new ABC fall shows everywhere – from **Disneyland** to the big screen and even in its sports restaurants. Ideas range from parades featuring ABC stars at Disney's domestic theme parks to drink coasters at **ESPN Zone** restaurants. Even Disney-produced films will be dressed with references to ABC programs... The **BBC** has teamed with **Rupert Murdoch's BSkyB** in a bid for digital terrestrial TV licences now up for grabs. By doing so, BBC broke ranks with the other terrestrial broadcasters in the same contest. The BBC/Murdoch duo would turn the licences vacated by

failed **ITV Digital** into a free-to-air proposition. Consumers would need only buy a basic set-top box... **Sarah Ferguson**, The Duchess of York, has signed a development deal with **Universal Television** to host **Fergie**, a daily, one-hour syndicated talk-variety show. It's earmarked for the 2003-04 season... **Nelvana**, the **Corus Entertainment** animation house, has sold its action-adventure series **Beyblade** to **ABC-TV** for its Saturday and Sunday morning kids' lineup beginning July 6.

SUPPLYLINES: **Jeff Moore** has been appointed VP, Marketing & Sales and as a Director of Iroquois-ON based **Ross Video**... Illinois-based **RAM Broadcast Systems Ltd.** has opened a Canadian sales office in Barrie. **Al Thompson** is Canadian Sales Manager. The broadcast equipment dealer also manufactures switchers, metering panels and analog/digital cable... Cygnal Technologies has an agreement with **Level Control Systems** for it to become the exclusive Canadian distributor of LCS live performance audio solutions.

EDITOR'S NOTE: That line at the top of page 1 – **NOT FOR DISTRIBUTION Beyond Reception Point** – has prompted a call or two asking for a tighter definition. Here it is. Anybody at your location may read it at no additional cost. But, for example, let's look at the fictional **Howard Radio Group**. If one copy went to the Howard head office and Howard then bicycled **Broadcast Dialogue** to all Howard stations, we'd be out of business. It's as simple as that. If you have been forwarding Broadcast Dialogue to other locations, please give me a call to get those other locations on the official distribution list. Credit card subscriptions are also taken at our Web site: www.broadcastdialogue.com.

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NOT FOR DISTRIBUTION Beyond Reception Point

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REVOLVING DOOR: Pamela Wallin has been appointed by the Prime Minister's Office to be Canada's next Consul General to New York City. The appointment is effective immediately... Cheryl Reynett is new Unit Manager at **CJOH-TV Ottawa**. Previously, she was in operations and production with the **Canadian Cable Television Association**.

TV/FILM: Alliance Atlantis Communications Inc. reported a 35% increase in profit for last year despite a decline in the entertainment company's film and TV production. And the decline will sharpen. CFO Judson Martin says the company will cut its TV production in half in fiscal 2003 when the full impact of earlier cuts is expected to be felt. It will mean upwards of 90 hours instead of the 160 hours of TV series production in fiscal 2002 and could effect hundreds of jobs (e.g. writers, camera operators, actors). Look for Alliance Atlantis to also cut in half the production of movies-of-the-week and mini-series programming to roughly 12 hours in fiscal 2003, from 22 hours the year before. The production cuts, combined with a reduction of in-house feature films, will save the company \$200 million a year in capital investments... Cabinet has upheld a decision granting Rogers Broadcasting another TV licence in Toronto, to be called **CFMT Too**. An appeal had been launched by a Montreal group. Heritage Minister Sheila Copps, in announcing the decision, gave no reasons... Craig Broadcast Systems' President Drew Craig says waiting until next spring to launch **toronto|one** will help the company avoid the problems it had when launching **A-Channel** in Alberta. Craig is quoted as saying, "... in hindsight, even though we're going to miss a program year and a year of ad revenue, it does afford us an opportunity to take our time and do it much more methodically than we did in 1997." To help break the ice in Toronto, Craig promises **toronto|one** will have a high-profile president and some known TV personalities... The **Canadian Broadcast Standards Council** has come down on **Showcase Television's** broadcast of a Spanish art film

because the specialty channel had fewer viewer advisories and classification icons than the **CAB Voluntary Code Regarding Violence in Television Programming** requires. The movie, which went to air between 12:15-2:00 am ET, didn't air advisories coming out of each break alerting viewers to nudity and sexuality. Also missing was the 18+ classification icon. The complete decision may be found at www.cbsc.ca... **The New PL (CFPL-TV) London** has made a multi-million dollar donation of rare news film footage to the **Archives of Ontario** which will now represent the largest news film footage library in the



Archives' possession. The news footage is from 1953 to 1968 and includes fans rioting at a **Tommy Hunter** concert; stories about London personalities such as **Guy Lombardo** and former Premier **John Robarts**; to the epic trek of Slippery the Seal who escaped from London's Storybook Gardens and swam the length of the Thames River, eventually being recaptured in Ohio on the southern shore of Lake Erie.

RADIO: Radio is making a comeback after difficult years in the late '80s and most of the '90s. The industry's profits (before interest and taxes) was 16.3% of revenues in 2001, up from 13.6% in 1998. FM's profit margin, however, surpassed 25% for the past three years. And while AM has been the loser (the latest amounting to 3% of revenues in 2001), AMs losses have declined over the past two years. In 2001, 64% of FM'ers realized a profit compared with only 41% of AM stations. Radio has outperformed TV for three straight years in revenue growth and profitability. Total revenue in radio reached almost \$1.1 billion in 2001, up 14.0% from 1998. FM revenues accounted for 71% of total revenues in 2001. Stations outside metro areas had the strongest growth in sales (+5.1%) after lagging behind larger market stations in 2000. Their 12.6% profit margin was lower than that achieved by larger market stations, but the gap is closing. The average weekly number of employees climbed to 9,311 in 2001 from 8,810 in 2000. Wages, salaries and benefits paid by the industry rose 4.3%. Labor costs represented 43.4% of radio's revenues in 2001, unchanged from 2000. For more information, contact **Daniel April** at the Science, Innovation and Electronic Information Division of **Statistics Canada** at daniel.april@statcan.ca... Canadian winners in Radio Programming & Promotion at the **New York Festivals** for 2002 saw **CBC Radio** dominate overall but also showcased **Broadcast Dialogue** Columnist **Doug Thompson** as a three-time winner for his work at **The Team, Toronto**. Winners are:

Craft and Technique

BEST EDITING

The Team (CHUM) Toronto – Doug Thompson/Wade Taylor, Bronze WorldMedal

BEST SOUND

CBC Toronto – **Christos Hatzis/David Jaeger**, Silver WorldMedal; **MIX 99.9 (CKFM) Toronto** – John Masecar, Silver WorldMedal

Entertainment

BEST COMEDY SPECIAL

CBC Toronto – **Heather Kennedy/Tod Evidge**, Silver WorldMedal; **CBC North Radio Yellowknife** – Peter Skinner, Finalist Certificate

BEST DRAMA SPECIAL

CBC Toronto – **Glen Tilley**, Finalist Certificate

BEST MUSIC SPECIAL

CHUM Radio Network Toronto – **Doug Thompson**, Finalist Certificate

BEST REGULARLY SCHEDULED DRAMA PROGRAM **CBC Toronto** – **Linda Grearson**, Bronze WorldMedal

BEST SPECIAL EVENT

CHUM Radio Network Toronto – **Tom Jokic/Zeke Zdebiak & Rob Farina**, Finalist Certificate

GRAND AWARD: BEST PROMO SPOT

The Team (CHUM) Toronto

Information

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THE BROADCAST Dialogue Directory

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The best REFERENCE to
The Canadian Broadcast Community!

C100 FM Halifax – **Terry Purcell/Mark Fraser & Terry Williams**, Silver WorldMedal; **CBC Toronto** – **Maureen Brosnahan/Peter Leo & Victor Johnston**, Silver WorldMedal; **CBC Toronto** – **Joan Melanson/Jean Carter & Gord Cochrane**, Finalist Certificate

CULTURE & THE ARTS

CBC Toronto – **A. MacKeigan/C. Boyce/R. McLaughlin**, Finalist Certificate; **CBC Whitehorse** – **Elaine Schiman**, Finalist Certificate

EDUCATIONAL

CBC Toronto – **J. Handman/P. Senson/J. Lebens**, Finalist Certificate

ENVIRONMENTAL PROGRAM

CBC Toronto – **Philip Coulter**, Gold WorldMedal

HISTORY

Broadcast News, Toronto – **Mike Omelus/Ellen Huebert/Rose Kingdon**, Finalist Certificate; **CBC Toronto**, **Sara Wolch/Bernie Lucht**, Gold WorldMedal

HUMAN RELATIONS

CBC Toronto – **Iris Yudai/Sharon Bar-David**, Gold WorldMedal

MAGAZINE FORMAT

CBC Toronto – **N. Sandell/G. Dymond/ B. Hardaker/M. Hynes**, Bronze WorldMedal

NATIONAL/INTERNATIONAL AFFAIRS

CBC Toronto – **Rhoda Metcalfe/Alan Guettel**, Gold WorldMedal; **CBC Toronto**, United Nations Nominee

News: Inserts

BEST HUMAN INTEREST STORY

CBC Toronto – **Yvette Brend**, Bronze WorldMedal

BEST SPECIAL REPORT

CBC Toronto – **B. Edwards/F. Koller/L. Lynch**, Finalist Certificate

Promotion Spots and IDs

STATION ID

Kiss92 Toronto – **Chris Pottage**, Finalist Certificate

STATION PROMOTION

Mix 99.9 FM Toronto – **John Masecar**, Finalist Certificate

Mix96 2002 Montreal – **Steve Manitt**, Finalist Certificate

The Team Toronto – **Doug Thompson/Richard Maxwell/Wade Taylor**, Gold WorldMedal

Arbitron's portable people meter is now being second-

guessed by radio execs whose companies account for 86% of Arbitron's annual revenue. The radio folk are worried about how the PPM may affect their bottom lines. The execs – from **Greater Media**, **Clear Channel Worldwide**, **Infinity Broadcasting**, **ABC Radio**, **Emmis Communications** and other groups – attended a meeting called by the **Radio Advertising Bureau** to discuss concerns which surfaced after Arbitron released the first PPM data last month for individual stations in Philadelphia. Bottom line to the problem is this: The Philly test showed radio ratings having changed little but the TV and cable ratings were huge – up 57% and 118% respectively. Radio is now worried that exchanging diaries for PPM will mean radio gets less of the ad pie. Conversely, **Mediacom's** Sr. VP/Director of strategic insights says “If radio wants to continue to be treated as a low-CPM, high-frequency medium, merely an add-on to TV,” says **Tony Jarvis**, “then stay with the diary.” Arbitron President of US Media **Owen Charlebois** (the former President/CEO of **BBM**) says he welcomes the dialogue. “We have other releases of data planned, and we'll walk them through it”... The system whereby independent promoters, hired by record companies, pay to get songs on US radio is becoming even more of a hot button in Washington. Some members of Congress want to tear down the pay-for-play system, claiming it costs the music industry about \$150 million each year and that it shuts out access to commercial FM radio for artists or record companies who can't or won't spend hundreds of thousands of dollars to promote a new single. Radio Execs, on the other hand, say the record companies created the system and must fix it. **Kraig Kitchin**, President of **Clear Channel's Premiere Radio Networks**, told the **Wall Street Journal**: “The day [labels] choose to discontinue to pay the indies is the day [pay-for-play] stops.” Kitchin also said it was “blatantly absurd” to blame radio companies for runaway indie promotion costs. However, one American radio watcher says that analysis is simplistic. The reason radio can't be held blameless, he asserts, is a phrase familiar to all industry insiders: nontraditional revenue. For Clear Channel, he says, “pay-for-play has meant tens of millions of dollars each year to the corporate bottom line”... But payola isn't the only political thorn in American radio's side. Vocal opposition is growing in Washington against radio consolidation. Lawmakers, music artists, record labels and consumer groups all are clamoring for restrictions on the radio giants, particularly **Clear Channel** and **Infinity Broadcasting**. Meanwhile, the US Justice Department is investigating practices in the radio industry. And the **Federal Communications Commission**, as it considers whether to further relax rules on radio ownership, is looking into whether national consolidation has reduced programming choices for listeners... After 15 years of providing a Radio Studies Program in New Brunswick, **NBCC Woodstock** is pulling the plug. **Wayne Macdonald**, well-known to Atlantic

Canada broadcasters, will move to the **New Brunswick Public Employees Association** union offices in Fredericton... **AM 740 Toronto** has signed **Tom Rivers** for Saturday nights beginning July 5 (7-11). *The Tom Rivers Reunion* is an Oldies show with the intent of showcasing an expanded playlist with a sell line of *Oldies Sound Better on AM*... **Bayshore Broadcasting** in Owen Sound (**CFOS/Mix 106/Country 93**) and the local **Cops for Cancer Campaign** helped pull in \$260,000 for Pediatric Cancer Research. Part of the fund-raising fun was the “heads of hair” lost by local celebrities. This year, however, the ante was upped when **Owen Sound Sun-Times** Publisher **Cheryl McMenemy** challenged Bayshore GM **Ross Kentner**. Natch, they both sat still for their “trims.”



GENERAL: Airing somebody's voice without their permission is still a no-no, and the **Canadian Broadcast Standards Council** has let **TVA Montreal** know about it. The practice is in violation of the **Canadian Association of Broadcasters' Code of Ethics** and the **Radio-Television News Directors Association of Canada's Code of (Journalistic) Ethics**. The complete decision may be found at www.cbcs.ca... **Adelphia Communications**, the sixth largest US cable TV company, has filed for Chapter 11 bankruptcy protection. Adelphia's financial woes have grown ever deeper and more tangled since the company revealed billions of dollars in off-the-books borrowing by the family of founder **John Rigas**.

SUPPLYLINES: **Leitch Technology** has won a contract from **TVOntario** to rebuild two master control rooms for the English- and French-language operations. TVO will buy computer servers, switchers, routers and other digital distribution products from Leitch.

EDITOR'S NOTE: **Broadcast Dialogue's** newsletter won't be published July 25 and Aug. 1. The weekly is published 48 times annually. We also shut down for two weeks at Christmas/New Years.