

# Dialogue BROADCAST

*The Voice of Broadcasting in Canada*

Christensen Communications Ltd. \* 414 St. Germain Av \* Toronto ON M5M 1W7 \* Phone: (416) 782-6482 \* Fax: (416) 782-9993  
E-Mail: [broadcastdialogue@rogers.com](mailto:broadcastdialogue@rogers.com) \* Web site: [broadcastdialogue.com](http://broadcastdialogue.com)

**NOT FOR DISTRIBUTION Beyond Reception Point**

Thursday, July 6, 2002

Volume 10, No. 7

Page One of Two

**G**ENERAL: **Stuart Langford** and **Andrée Noel** have been reappointed to five-year terms as **CRTC** Commissioners. Langford is a lawyer and a former EA to **John Turner**. Ms. Noel is a Montreal-based lawyer and a former Exec with **Fonorola Inc...** **Vivendi Universal SA's** debt rating has been slashed to junk and the Paris-based company's shares plummeted Tuesday by more than 20%, this amidst allegations of padded financial results. Now, the speculation goes that the media giant will be split apart in a rescue bid. Vivendi's companies include **Universal Studios**, **MCA Music Group** plus investments into the millions of dollars in other assets that former Vivendi CEO **Jean-Marie Messier** hoped to build into a rival for **AOL Time Warner...** **Bill Roberts**, President and CEO of the **VisionTV Group of Channels**, has been appointed to chair an eight-member **Canadian Association of Broadcasters** Trade Advisory Committee. The committee will make the CAB aware of its members' views with regard to the ongoing **World Trade Organization** negotiations, as well as their thoughts and concerns on matters such as the North American Free Trade Agreement and the Free Trade Area of the Americas (FTAA). The committee will also assist the CAB in the development of broadcast industry strategy on global trade. The other seven members are: **Sophie Imond**, VP, Regulatory & Governmental Affairs for **Astral Media**; **Elmer Hildebrand**, Pres/CEO of **Golden West Broadcasting**; **Bryan Ellis**, Group VP, **CORUS Entertainment**; **Kathleen McNair**, CORUS VP, Regulatory Affairs; **Peter Miller**, VP, Planning & Regulatory Affairs, **CHUM Television**; **Glenn O'Farrell**, Pres/CEO of the CAB; and **Erica Redler**, CAB General Counsel/Sr. VP, Policy & Legal Affairs... **Gaylord Entertainment** has sold **Acuff-Rose**, the country music publisher, to **Michael Jackson** and **Sony Music Entertainment**. The 55,000 song library includes the likes of **Roy Orbison**, the **Everly Brothers** and **Hank Williams**. Sale price for the 60-year old music publisher was \$US157-million.

**R**ADIO: Format change at **CKIX-FM St. John's**, from Country to Adult CHR. **KIXX Country** is now **99.1 HITS-FM**. The Country format moves to sister station **VOCM St. John's... Maritime Broadcasting** has won **CRTC** approval to flip two of its AM stations to FM: **CFAN Newcastle** (now Miramichi City) to 99.3 @ 17,800 watts and **CKEN Kentville** to 94.9 @ 10,000 watts. Both licences expire Aug 31, 2008... Two radio changes we can now tell you about, which are reflected in the new **Broadcast Dialogue Directory** now in the mail. **CKAP-FM Kapuskasing** is now ID'ed as **100.9 the Moose** (from Mix 100) and **CKKR-FM Cranbrook** dropped both **it's the Outlaw** ID and call letters, going to **CHBZ-FM** and ID of **B104...** The royalty fees on Internet broadcasters in the US for the music they use, which has caused more than a few to shut down, is having no small impact on Canadian Webcasters. They're worried about the possibility of similar legislation after the **Copyright Board** takes a look at the issue (expected sometime next year). The major problem for Webcasters has been the difficulty in finding the right revenue model, despite growing audiences. But that isn't cutting any ice with **CRIA** (Canadian Recording Industry Association) President **Brian Robertson** who told the **Globe & Mail** that taking tens of thousands of copyrighted works then saying a business model doesn't work and royalties won't be paid borders on lunacy. But Webcasters aren't arguing that point. They say they simply want a more equitable model than the one set up in the US copyright ruling.

**TV/FILM:** Digital TV subscribers in Canada rose 6% to nearly 3 million in the first few months of 2002. **Mario Mota**, Publisher & Editor-in-Chief of **Decima Publishing**, says "several companies experienced slower growth and some even saw digital subscriber losses following the end of initial free previews of new digital specialty channels. This compares to overall growth of 13% in the fourth quarter of 2001." The report, which highlights winning marketing strategies, says "free digital box giveaways, free previews, and the launch of

new digital specialty TV channels, video-on-demand, enhanced television, high-definition television programming, and personal video recorder technology are some of the strategies being used by digital TV providers to entice consumers to higher margin digital options"... Canadian winners of PROMAX Awards from **PROMAX&BDA 2002** convention in Los Angeles (June 26-29), as best as I can decipher from the winners' list, are: [Broadcast Networks - News Program Promotion](#) - **Societe Radio-Canada** - Silver; [Broadcast Networks - Sports Program Promotion](#) - **Societe Radio-Canada** - Silver; [Broadcast Networks - Children's Program Promotion](#) - **Societe Radio-Canada** - Silver; [Cable Channels & Networks - Branding/Image](#) - **Global Television Specialty Networks** - Gold; [Cable Channels & Networks - Branding/Image Campaign](#) - **MuchLOUD** - Gold; **Corus Entertainment/Discovery Kids Canada** - Silver; [Cable Channels & Networks - Branding/Image Campaign Using More Than One Media - TV/Radio/Print](#) - **Alliance Atlantis Broadcasting** - Silver; [Cable Channels & Networks - Holiday Image Campaign](#) - **Corus Entertainment/YTV Canada** - Silver; [Cable Channels & Networks - News Program Campaign](#) - **TSN The Sports Network** - Silver; [Cable Channels & Networks - Drama Program Promotion](#) - **Bravo!** - Gold; [Cable Channels & Networks - Funniest Promo](#) - **Bravo!** - Gold; [Cable Channels & Networks - Stunt Promotion](#) - **Alliance Atlantis Broadcasting** - Silver; [Cable Channels & Networks - Movie Promotion - For Theatrical Movies Released to Television](#) - **Astral Media** - Gold; [Cable Channels & Networks - Public Service Announcement](#) - **MuchMusic** - Gold; [Cable Channels & Networks - Interstitial/Promotainment](#) - **Bravo!** - Silver; [Cable Channels & Networks - Non-Promotional Animation](#) - **MuchMusic** - Silver; [Cable Systems/DBS - Cable System Campaign](#) - **Rogers Productions** - Gold; [Interactive Media - Website - Television Station](#) - **ChumTV** - Silver; [Radio Station - TV Promotion](#) - **Societe Radio-Canada** - Silver; [Radio Station - Print Piece](#) - **CBC** - Silver; [Broadcast Television Station \(General\) - News Program Campaign](#) - **Crossroads Television** - Silver; [Broadcast Television Station \(General\) - Outdoor/Transit Advertisement](#) - **CTV** - Silver. PROMAX and BDA work on behalf of those involved in the promotion, marketing, and design of all electronic media. PROMAX is the association of promotion and marketing professionals in electronic media. BDA is the association of designers involved in all aspects of electronic design for the broadcast, broadband, and multimedia world. Combined, the two associations represent a membership of 4,200 companies and individuals in over 60 countries.

**REVOLVING DOOR:** Linda McErlain, who's been with Rogers Broadcasting for 13 years, has been named GSM for **The FAN (CJCL) Toronto**... Brian DePoe is new PD at **Energy FM Hamilton/Burlington**.

For the past two years, DePoe was PD at **EZ Rock Toronto**. For the near term, DePoe will focus on the station's future direction. Meantime, **Dave Farough** will continue to act as Energy FM PD in addition to his PD responsibilities at **Edge102 Toronto**... **Leslie Nelson** has left **Broadcast News**. Succeeding her is **Craig Hamilton**, who joins BN's radio spot and print ad delivery service, **FastChannel Network Canada**, as Account Manager. Craig had been a Research Analyst/Account Manager at the **Toronto Sun**... **Bruce Anthony** has left his GSM duties at **KISS-FM (CKKS)/CISQ Vancouver** to begin his own business. Succeeding Anthony is **Jamie Letwin**... **NOWTV Surrey GM Dean Cooper** is no longer with the **Trinity Television** (of Winnipeg) religious channel. He will be succeeded by Trinity Sr VP **Jeff Thiessen**. Meantime, Trinity Television Director of Engineering **Mike Pala** resigned last Friday after spending 12 years with the operation.

**LOOKING:** **Corus Kingston** is looking for a Sales Rep for radio & TV.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** Art Reitmayer, **Multivan Broadcast Corp., Vancouver**. Welcome!

THE BROADCAST  
**Dialogue**  
*Directory*

Coming in the July/August edition!

The best REFERENCE to  
The Canadian Broadcast Community!

**EDITOR'S NOTE:** It's in the mail! **The Broadcast Dialogue Directory** is **OUTSTANDING**. This is the one you'll want to keep in your desk for easy reference... This summer, we'll close down **Broadcast Dialogue** Thursday, July 25 and Thursday, August 1.

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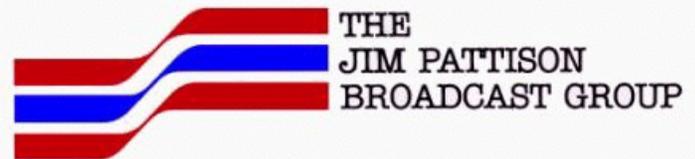
Thursday, July 11, 2002

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**REVOLVING DOOR:** *Country 95/The Hawk Lethbridge* GM **Georgina Knitel** is no longer with those **Jim Pattison Group** stations. Interim GM, until a successor is found, is **JRFM/600 AM Vancouver** VP/GM **Gerry Siemens**... Also in Lethbridge, **Brent Seely**, VP/GM at *The River 107 FM/Rock 106* will retire at year's end. Seely has spent 41 years in the broadcast industry... **Jim Munson**, the former **CTV** Ottawa correspondent, starts his new job as a Senior Communications Director in the Prime Minister's Office on August 6. Munson was laid off by CTV – after 23 years' service – just over a year ago... **Jordan Schwartz** is **CTV's** new VP of Daytime Programming, promoted from his duties as Exec Producer of *Canada AM*... New Director of Sales for **Corus Radio Toronto** is **Murray Johns**. He will also retain his GSM duties at *Q107/MOJO Radio Toronto*... *Lite 92 FM Regina* PD **Daryl Holien** adds PD duties at *104.9 The Wolf Regina*... New ND at *CKDM Dauphin* is **Leanne Persicke**... **Michael J. Stoparczyk** has added two more duties to his original Web site manager's role at **CJCS Stratford**. He's now also the station's MD and Sports Director... **Susan Kerschbaumer** has been appointed Senior Publicist for both *Citytv (ckvu13) Vancouver* and *The New VI (CIVI-TV) Victoria*. She had held that responsibility for the Victoria station alone... **Geoff Thrasher**, ex of **CBC Newsworld**, is Retail SM at **CHTV (CHCH-TV)** Hamilton.

**LOOKING:** The **Jim Pattison Group** is looking for a GM at *Country95/The Hawk Lethbridge*. See the ad on Page 1. (You may click on the ads to express your interest via e-mail to either of the two companies)... The **Standard Radio** stations in St. Catharines are looking for a Promotions Director. See the ad on Page 2... Other jobs we've heard about include: Promotions Manager and MD, both at *Foxy 88.5 Toronto*; Morning Co-Host at *Mix 96 Edmonton*; MD at *CFOB-FM Fort Frances*; Production Manager at *CJBQ/MIX 97/CJTN Belleville*... Anchor/Reporter at *CFCO/Rock 95.1/CKSY Chatham*; Sports Director at *SUN-FM Grande*



## Management Opportunity

The Jim Pattison Broadcast Group has a very rare opportunity in its Management Team. We are seeking a qualified applicant to take on the role of

### GENERAL MANAGER of Country 95 & 93.3 The Hawk, Lethbridge, Alberta.

The applicant we are looking for is a strategic thinker, possesses a strong working knowledge of the radio industry, and is not afraid to take on new challenges to grow the broadcasting business in a highly competitive environment. Excellent people and management skills are required to motivate a dedicated and talented team of professionals. Responsibilities include:

- **the development** of consistent profit performance
- **a focus** on revenue and ratings performance of the two stations
- **a will** to create a winning team attitude
- **recruitment**, training and development of employees
- **a significant** degree of community involvement.

The successful applicant will have strong communication skills, and will be a broadcast professional with a track record of performance as a General Manager, or with a winning record of management in either Sales or Programming.

Please submit your application to

**GERRY SIEMENS**  
c/o CJJR-FM

**1401, WEST 8TH AV**

**VANCOUVER BC V6H 1C9**

or via e-mail at [gsiemens@jrfm.com](mailto:gsiemens@jrfm.com)

prior to the end of business, Friday July 26. All applicants will be contacted.

**Prairie;** Reporter at **Global News Edmonton;** and, Morning Show Co-Host/Production Supervisor at **CHYR-FM Leamington.**

**GENERAL:** The **Canadian Energy and Paperworkers Union** (CEP) says a poll it commissioned on the concentration of media ownership demonstrates that most Canadians feel under served; that they aren't getting the straight goods. And CEP is calling on Ottawa to stop broadcast licencing to newspaper owners. Further, the union wants the likes of **CanWest Global** and **BCE** to be forced to divest some of its holdings. CEP represents a number of journalists, among them those who are on strike at CanWest's two Vancouver newspapers... Apologies for the untimeliness of reporting winners from the **Western Association of Broadcasters'** annual convention. Nonetheless, here they are: Gold Medal Awards for Public Service – **RADIO – THE BEAR 100.3 FM Edmonton** for **THE BEAR Children's Fund**, and – **TELEVISION – CKY-TV Winnipeg** for its continuing monthly News features promoting womens' awareness about breast self-examinations; Honourary Life Member Award -- **Elmer Hildebrand** and **Michael McCabe**; Friend of Broadcasting – **Frank Palmer** of **Palmer Jarvis DDB**, Edmonton; Broadcaster of the Year – the late **Stuart Craig**; and, the President's Award -- **Mark Olson**, **Rawlco Calgary**... The **Canadian Association of Broadcasters** 76th annual convention – Broadcasting 2002 - Leadership Through Public Service – is set for Vancouver in October. Registration details may be found at [www.cab-acr.ca](http://www.cab-acr.ca)... Webcast/Streaming Media data and statistics comparing Canadian and American usage are out. Here's the comparison:

**Canada:** Broadband usage has doubled in the last two years, according to Ipsos-Reid, which reports that 46% of all online households made access by high-speed connection in April, 2002 -- up from 34% in July, 2001. Broadband users spend an average of 14.3 hours a week online, compared to 8.6 hours for dial-up users; 97% of survey respondents use the Internet to send/receive e-mail; 82% use it for research; and, 67% use it for reading or listening to the news. Almost four in ten online Canadians say they download music, while two in ten download videos.

**USA:** Seventy per cent click for content information and almost 60% click through for advertiser information while tuned to streaming media programming. Webcast

users are using the Internet 63% from home and 47% from work. When American consumers get broadband, time spent online with streaming media surges. Video Webcast watchers are heavy consumers of media -- male, 63% - female, 37% – equally distributed among 12-54s and they're more likely to click on Web ads and to make online purchases. Sixty-two per cent of Americans access the Internet at home, at work, at a public library or at school.

**RADIO:** With **Standard Radio** now the majority owner of **Iceberg Media.com Ltd.**, the new Board of Directors now consists solely of **Ted Boyd, David Coriat, Jean-Marie Heimrath** and **Gary Slaughter**. Resigning from the Board were **Janet Callaghan, Jim Carroll, Robert Inkpen, Robert Steele** and **Bob Templeton**... **Golden West Broadcasting's** new FM station in Moose Jaw has been given another extension to get on air, to Oct. 18. In granting the request, the **CRTC** noted that this was the third such time limit extension to begin operations. Golden West won approval for the new FM'er on Oct. 19/99... To celebrate and commemorate eight decades of history-making radio at now dark **CKCK Regina**, the "reunion of a lifetime" is set to go July 26-27 in Regina. Details are posted at [www.mightymike.ca](http://www.mightymike.ca)... **AP Radio**, having added 42 more music-intensive US stations in the last quarter, says the stations signed-up because they're looking at news and information programming as ways to generate more revenue.

## PROMOTION DIRECTOR - NIAGARA

Newstalk 610 CKTB, 97.7 HTZ-FM, and 105.7 EZ Rock are looking for an enthusiastic energetic PROMOTION DIRECTOR.

Work with Program Directors in developing on-air campaigns  
 Work with Sales Manager in developing sales promotions.  
 Coordinate and execute all promotional campaigns.  
 Maintain a detailed promotional calendar.  
 Manage inventory of pricing and promotional airtime.  
 Assist with coordination of remote broadcasts.  
 Coordinate community events campaigns.  
 Attend Sales & Programming/Promotional meetings.  
 Manage volunteers, interns, and promo support team  
 Responsible for the promotions and marketing budgets.

### QUALIFICATIONS:

Minimum 4 years experience in radio promotions.  
 Strong communication and interpersonal skills.  
 Must be highly organized and detail oriented.  
 Ability to work well under pressure and handle multiple deadlines and numerous promotions  
 Must be willing to work extended hours to oversee promotions.  
 Ability to think creatively.  
 On-air experience an asset.

FORWARD RESUME IN CONFIDENCE TO:

Clyde Ross, General Manager  
 12 Yates Street  
 St. Catharines ON L2R 6Z4  
 E-mail: [clyder@htzfm.com](mailto:clyder@htzfm.com)



**Broadcast Dialogue  
will be on vacation  
July 25 and Aug. 1.  
The weekly resumes  
Thursday, August 8.**



Canada and Saskatchewan (including the *Halifax Daily News*, the *St. John's Telegram*, the *Moose Jaw Times-Herald* and the *Charlottetown Guardian*) and two paid weeklies plus more than 30 other publications. The 12 newspapers generate annual revenues of about \$100 million and employ about 900 people. Transcontinental is Canada's leading publisher of consumer magazines and second-largest publisher of community newspapers, now owning 79 newspapers in eight provinces. It has been building its media assets over the last year. CanWest President Leonard Asper said proceeds from the sale will be used to reduce corporate debt... Animation company *Nelvana* is cutting production staff by about 65. *Corus Entertainment*, which acquired Nelvana two years ago, says the cuts aren't a cost-cutting move but rather are due to organizational changes in the production schedule. Gone, for the most part, are managers and staff where duplication of management with Corus was the issue.

**SUPPLYLINES:** Earl Anderson has joined Montreal-based *Promark Electronics* on the company's Toronto sales team. Anderson is a 15-year veteran of the Canadian electronics industry.

**EDITOR'S NOTE:** The feedback for *The Broadcast Dialogue Directory 2002* has been outstanding. Seems this is what you've been looking for:

**PROMOTIONS:** The big stink coming off the city of Toronto as residents cope with a garbage strike is well known to all Canadians. The story continues to have national attention. But *EZ Rock (CJEZ-FM Toronto)* has been taking a bit of the odour out of the situation by using the EZ Rock van to haul away trash from, for the most part, the homes of the elderly or disabled. GM *Marc Paris* says "we've got this van that's bare inside, so it's easy to wash out after each day's loads. Why not use it to help our listeners in a time of need?" It's not quite the lemonade from a lemon cliché but close enough for those who've been helped.

Call letters, Station IDs, Formats, Corporate ownership, Addresses, Contact numbers, Web sites and, where appropriate, e-mail addresses. *Ray Carnovale, CBC's* VP and Chief Technology Officer, called to say "This one goes in the top drawer of my desk. Thank you." *BN Toronto* News Director *Mike Omelus* didn't mince words. His e-mail was "Send me four more copies. Bill me." Being the intuitive fellow that I am, I'm guessing Omelus likes it, too! If you need another edition of *The Broadcast Dialogue Directory 2002*, click on my e-mail address – [publisher@broadcastdialogue.com](mailto:publisher@broadcastdialogue.com) – to order.

**TV/FILM:** *CanWest Global Communications* has sold 10 daily newspapers to Montreal-based *GTC Transcontinental*. The \$255 million deal involves dailies in Eastern

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**EDITOR'S NOTE:** This *Broadcast Dialogue* product will be on summer break for the next two editions, then back in regular service August. 8. The weekly is delivered 48 times a year and takes two weeks off in the summer and two weeks again at Christmas/New Year. Our office will remain open.

**SIGN-OFFS:** Gord Sinclair, 74, in Montreal after a series of strokes. Sinclair, a Montreal radio legend, was a broadcaster for more than 55 years and, at the time of his passing, was ND at *CJAD Montreal*. Sinclair was the son of the late **Gordon Sinclair** -- long a news commentator at *CFRB Toronto* and panelist on TV's *Front Page Challenge*. Gord Sinclair was also a part owner of the now defunct *CFMX Montreal*, located on the West Island. His daughter, **Connie Sinclair**, is a Journalist at CFRB... **Ted Chapman (Edward William)**, 76, in Vancouver. He was CEO of *CFCN Calgary* from 1966 through 1987 when he retired. Chapman returned to broadcasting in 1989 as President of *CHCH-TV Hamilton*, staying there until 1991... **George MacLaren**, 59, in St. John's of cancer. MacLaren had been the voice of *St. John's Maple Leafs* hockey on *VOCM St. John's* and had been host of the *St. John's Royal Regatta* for many years. He also carried a regular evening show called *Niteline*.

**REVOLVING DOOR:** Ron Polillo is new PD at *CKPG/CKKN-FM Prince George*. Polillo was promoted from the Announce staff... **David Craig**, long a fixture in radio news anchoring in Southern Ontario -- most notably Toronto -- is new ND at *CHUC/Star 93.3 Cobourg*... **Alliance Atlantis Broadcast Group** has created the **Advertising & Partnership Marketing Group**

-- an in-house venture -- for its networks. The Group is geared toward to all partnership marketing initiatives, including media planning and buying. **Jim Johnson**, who's been with Alliance Atlantis since 1994, becomes Director, Advertising and Partnership Marketing for all 12 networks. **Claire Moran**, ex in-house Media Strategist at *CTV*, is the new Manager, Advertising Strategy. **Laura Comello**, after three years with the company as Senior Administrator, adds Advertising Coordinator to her duties... **Steve Scarrow** becomes Promotions Director at *Citytv (CKVU) Vancouver*, moving to the *CHUM Television* operation

## Operations Manager

Global Television - Calgary

Our dynamic team is looking for an experienced broadcast professional to help foster a forward-thinking culture in our ever-evolving industry. This person would be responsible for managing a large, diverse production team and for leading staff through the day-to-day and long-term strategies of our television operation.



The ideal candidate should have post-secondary training and at least ten years progressive experience in a television station - preferably in production. Excellent communication and people skills are a must. Experience in setting and maintaining departmental budgets is an asset. Organizational abilities are key.

• G L O B A L T E L E V I S I O N •

*Interested applicants are invited to send a resume by August 2, 2002 to:*

Director of Human Resources  
Global Television  
5325 Allard Way  
Edmonton, AB T6H 5B8  
Fax: 780 438 8438

from a similar position at **CKNW/CFMI/CFOX/CJNW Vancouver**... **Berni Wood** has resigned her regional (BC) VP's role at the **Canadian Television Fund**. Her departure followed a CTF decision that the recently created regional VP structure wasn't the most effective way to ensure the CTF presence. Instead, the Board entered into discussions with its three regional VPs in an attempt to find alternative roles for them (the other two VPs were **Susan Brinton** and **Carole Vivier**).

**LOOKING:** **Global Television** in Calgary seeks an Operations Manager. Details may be found in the ad on Page One... Other jobs we've heard about include a News Anchor at **RDTV Red Deer**.

**RADIO:** **CJNW Vancouver**, once the proud rocker **CKLG** which became "NW 2" after the **Corus Radio** purchase, will morph into **MOJO Radio** Aug. 6. The "Talk radio for guys" format was born in Canada last year at Corus' **CFYI** (formerly **Talk 640 Toronto**... **Star 93.3 (CKSG-FM) Cobourg** launches today, programming New AC. The FM'er is a sister to **CHUC Cobourg**... **EZ Rock (CICX-FM) Orillia** has dropped the EZ Rock ID and has become **105.9 Lite FM**. As reported here some time ago, the new name was necessary because of the sale of CICX-FM to **Rogers Broadcasting Ltd. Standard Radio** now owns the trademark and it wasn't included as part of the Rogers purchase... The **Canadian Broadcast Standards Council** says sexually explicit conversations are inappropriate for morning radio. CBSC says **Edge 102 (CFNY-FM) Toronto** is in violation of the **CAB Code of Ethics** as it regards jock banter which CBSC describes as too sexually explicit for a time of day when children could be listening. The complete decision may be found at [www.cbsc.ca](http://www.cbsc.ca)... Nearly half of 12+ Americans say they are aware of satellite radio technology, according to research done by **Ipsos-Reid**, but whether or not that awareness will translate into subscriptions remains to be seen. Ipsos-Reid, however, projects that as many as 25 million Americans may be paying for it by 2010... **Housen Broadcasting's** low-power **CKOE-FM Moncton** has won **CRTC** approval to begin selling ads. The 50-watt Christian music station says it will use the projected \$215,000 in new money to begin pay some up-until-now volunteers, promote local artists and increase local news coverage/community events... **Cogeco Radio-Television** has won a radio licence in Quebec City: 91.9 FM programming AC and geared to women 25-54... **Eastlan Resources**, the second largest radio ratings firm in the US, says will provide a weekly radio market report service, in 2003. They'll be distributed electronically on Monday mornings and cover the preceding week. The weekly data will run in the **AirWare RSS** ratings analysis and sales presentation software.

**AirWare** is the software developed by **George Parkinson** (Port Dover, ON) and is used exclusively in Canada by **BBM** and in the States by Eastlan... But watts in it for me? The **CRTC** has approved two power changes: **Manitoulin Radio Communication**, which operates **CFRM-FM Little Current** (on Manitoulin Island) gets a boost from 1.5 watts to 5 watts while **Friends of Banff National Park Fellowship**, operator of **CFPE-FM Banff**, loses a watt – from 50 to 49 watts.

**TV/FILM:** Toronto-based **CHUM Television** and Montreal-based **Astral Media** have joined **Bell Globemedia** in asking the **CRTC** to intervene on their behalf after **Groupe Videotron** cut the fees it pays to carry their specialty channels. They argue that the dominant Quebec cableco is arbitrarily reducing – by half – the fees it should be paying... **ckvu13 Vancouver** relaunches Monday as **Citytv Vancouver**. The **CHUM TV** station will closely follow formatting of the original Citytv in Toronto... The US source, **TV Business Confidential**, reports that shareholders of **AOL Time Warner** are starting to push for a breakup of the media giant. The company's stock continues to plunge, having lost 60% in value this year. One plan calls for a company break-up into three operations: AOL Internet, cable, and an entertainment/publishing division. A media analyst (**Hal Vogel**) says "it's moving in that direction (break-up). These companies should never have been merged in the first place. The Warner side feels cheated and robbed."

**GENERAL:** There's a new Canadian news release service on the Web. Operated by **Dave Forman**, who once toiled in radio (and was a former President of the **Ontario Association of Broadcasters**), the site may be found at [www.media-release.com](http://www.media-release.com).

