

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, August 7, 2003

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**R**ADIO: The *Canadian Broadcast Standards Council* says abusive or unduly discriminatory remarks about Italians on *CKTB-AM St. Catharines* were in breach of the human rights clause of the *Canadian Association of Broadcasters'* (CAB) *Code of Ethics*. The remarks were contained in a parody-style syndicated show from the US in which Host **Phil Hendrie** commented on a report that an Italian scientist had cloned a human baby, then used certain undesirable catchwords.... **CBC Radio** increased listeners

during the five years between 1998 and 2002, both French and English services. Together, they ranked by fall of 2002. **StatsCan** says CBC Radio was in sixth place five years earlier. The federal agency says the third-place spot puts CBC (at 10.8%) behind AC (24.7%) and Oldies (18.3%). Fourth was Talk (9.6%), Country (9.5%), and Contemporary (8.7%). **StatsCan** credits an aging population and more people with post-secondary education among the reasons for CBC's listener gains. The results were based on a survey of 82,344 Canadians 12+, with data covering seven specific days during Fall 2002. The return rate was 44.4%, in line broadcasting industry practice for audience measurement... **Corus Radio's CIZN (The Zone 92.9) Cambridge** has become **Dave FM** at 107.5. Dave is similar to the Bob and Jack formats in that the music played is from the '80s, '90s, whatever"... **CHUM's** newest **Bob FM** is the former **Star 102.3 FM (CHST-FM) London**. That format switch came July 25... The Chatham-Kent tourism sector got a big boost through the efforts of **CKSY Chatham**. The "Yes...in my backyard" radio auction saw local and Web listeners calling-in to bid on various tourism packages. At the end of 10 hours, \$16,760 was raised. Through matched funds from the municipal and

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Applications to: **Michael Zaplitny, Vice President, Rawlco Radio, at: 210-2401 Saskatchewan Drive, Regina, S4P 4H8, or to [mzaplitny@rawlco.com](mailto:mzaplitny@rawlco.com).**

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provincial governments, the total could balloon to \$134,000. The Chatham Kent tourism sector (southwestern Ontario) took a major hit from the SARS crisis.

**R**EVOLVING DOOR: Late night talk show host **Mike Bullard** is jumping to **Global** from **CTV**, effective Aug. 25. The new show won't be ready until this fall. The signing will allow Bullard to contribute to **Canwest's** newspaper and online properties as well as his late-night hosting duties... **Global's** radio station – **COOL FM (CJZZ) Winnipeg** – no longer has the services of its first GM. **Del Sexsmith** left the station last month... **Wei Chen**, in a message to her colleagues at **CTV News** and **W Five**, says she's enjoyed her 10 years working with them. Chen's been lured to **Craig Media's torontojone (CKXT-TV)** to handle the new channel's morning show... While it had been rumoured for some time, Talker **Rafe Mair** has landed at **CKBD Vancouver**, beginning Sept. 2. Mair had been with **CKNW Vancouver/New Westminster** before being released this spring... **Bill Good** will move into Mair's old 8:30-11:00 a.m. slot. Good has had the 11:00-2:00 p.m. airtime for the past 15 years. He continues his duties as Anchor for CKNW's 8:00 a.m. major and **BC CTV's** 6:00 p.m. news... **John Oakley**, who spent 12 years with **CFRB Toronto**, moves to **MOJO Radio (CFMJ) Toronto** as Morning Host. Also moving to MOJO from CFRB is Oakley's long-time Producer, **Richard Syrett**... **Global Toronto's** evening news Anchor **Beverly Thomson** moves **CTV's Canada AM** late this month, succeeding **Lisa LaFlamme** who becomes CTV's national affairs Correspondent... **George Clark**, **RTNDA** President in 1991 and 92 and a long-time ND/Anchor/Host at **CFPL-TV London**, takes on a new call-in program on **AM980 CFPL London** beginning Aug. 11... New **CFAX Victoria** ND is **Don Lawson**, ex of **CHED Edmonton**... Long time **CKGY/CIZZ Red Deer** ND **AL Redel** moves to Anchoring duties at **RDTV Red Deer**... **CBC Radio** Host **Dave Stephens**, who did the Ontario-wide noon magazine show, joins **The New RO (CHRO-TV) Pembroke/Ottawa** as a co-Host of the lunchtime news show... **Roma Khanna** has been appointed VP Interactive at **CHUM Television** in Toronto.

**S**IGN-OFFS: **Ralph Robinson**, 76, at Penticton. Founder of BC's **Great Valleys Radio Ltd. (CIGV-FM Penticton)**, Robinson died three days before he would have celebrated his 77th birthday. **Ralph Robinson** was diagnosed with Alzheimer's disease several years ago... **Robert Stillwell**, 76, in Fredericton. A long-time news voice at **CFNB Fredericton** and who also worked at **CKHJ/CIHI Fredericton**, Stillwell did news in the 1960s, '70s and '80s... One of the best known, and best liked Southeastern US radio personalities has died. **Bobby Harper** passed away from lung cancer July 22, 2003, in Atlanta. Bobby was the inspiration for TV character, Johnny Fever, on the long running TV show, **WKRP in Cincinnati**.

**L**OOKING: **CJME Regina** is looking for a News Director and Talk Host. See the ad both on Page One and at the **Broadcast Dialogue** Web site's Classified section ([www.broadcastdialogue.com](http://www.broadcastdialogue.com))... Other jobs we've heard about this week include: **Alliance Atlantis Toronto** – Program Manager **Factual** and **BBC Channels**; **Global TV Toronto** – Producer; **Global's The Beat 91.5 Kitchener** (launching in January) – GM/PD, Promotions Director/Imaging, Copywriter, various Hosts, Traffic Coordinator/Sales Assistant, SM, Sales Rep, ND, and a Production Manager; **Global TV Montreal** – Senior Technical Maintenance/Information Systems Technician; **CJKR-FM Winnipeg** – Swing Announcer; **CKIK-FM (The Peak 107.3) Calgary** – Evening Announcer; **CFPL-FM/CKDK-FM/CFHK-FM/CFPL-AM London** – Promotions Co-ordinator/ FM96 On-Air Swing Personality; **CJSS-FM Cornwall** – Announcer; **Rogers Media North Bay** – Morning Show Co-Host/News; **STAR-FM Chilliwack** – Account Manager; **Rogers Media Television Toronto** – Camera Operator/Editor and an Anchor - *South Asian News*; and, **CTV Television Toronto** – Regulatory Affairs Administrator.

**T**V/FILM: Two services, both vying for Italian viewers, are battling each other over Canadian rights. **Telelatino** now broadcasts about 50 hours of programming a week from the Italy state-sponsored TV service, **RAI International**. But RAI has cancelled its contract with TLN effective Aug. 31 and instead has submitted a bid, sponsored by **Rogers Cable**, for its own digital cable channel in Canada. 90% of TLN's prime-time scheduling comes from RAI. Meantime, posits TLN President **Aldo Di Felice**, you can't cut the supply and then argue the demand needs to be filled. Says Di Felice, "There's a certain element of inequity in all that ... There's a certain element of exploitation of the very viewers we're both attempting to serve." TLN has aired RAI programming for nearly 20 years. RAI International says it's reacting to demands by Italian

Canadians who want more of their favourite Italian shows on the airwaves. Aug. 11 is the deadline for public intervention to the **CRTC** of RAI International's application... **torontojone**, **Craig Media's** new Toronto station, goes to air Sept. 19. Print, outdoor and radio ads ballyhooing the launch begin later this month... **TSN** has renewed its broadcast agreement for **Toronto Maple Leafs** games. The Sports Network will air 40 Molson Canadian Leaf games during the 2003/2004 season... **Decima Publishing's** latest research on the digital TV distribution market shows the number of digital TV subscribers increased by 3% or approximately 102,000 in the period between November/December 2002 and February/March 2003 to surpass 3.5 million... The **Canadian Association of Broadcasters** asserts that the long-term survival of many TV services in Canadian communities is in question following the **CRTC** ruling on the Direct-to-Home (DTH) regulatory framework. CAB says the decision raises more questions than it answered. The decision provides both carriage and local programming funding to small market independent broadcasters to address the impact of DTH technology. That would include capacity to carry all licensed Canadian conventional TV services and the loss of ad revenues caused by time-shifting from one region to another. The decision doesn't include broadcasters providing local service but who aren't independently owned... The **Canadian Broadcast Standards Council** says **Citytv Toronto** did not breach any Code standards by airing **Blind Date** at 5:30 p.m., before the 9:00 p.m. Watershed hour. CBSC determined, however, that Citytv – because of the show's sexual themes – should have both aired viewer advisories and rated the show 14+ rather than PG. The Toronto station was found in violation of Clause 11 of the **Canadian Association of Broadcasters' Code of Ethics** for failing to provide viewer advisories and of Clause 4 of the **CAB Voluntary Code Regarding Violence in Television Programming** for rating the episodes incorrectly... **COOL-TV**, **Global's** new digi-channel, is scheduled to launch Sept. 5.

**GENERAL:** The Internet, at least in the US, has surpassed TV as the most consumed media of choice for teenagers and adults up to age 34. A study, commissioned by **Yahoo Inc.** and media services agency **Carat Interactive**, found that this generation -- styled as "Millennials" – uses the Internet as the main hub, with other media pushed to the background. The study found that teens and young adults spend 16.7 hours online weekly (excluding e-mail activity), 13.6 hours watching TV, 12 hours listening to the radio and 7.7 hours talking on the phone... However, a **Nielsen Media Research** survey commissioned by the **Television Advertising Bureau** in the US has determined that TV continues to dominate the media usage habits of Americans, outscoring the Internet, magazines, newspapers and radio. The survey of 1,017 adults was conducted in January. Nielsen's findings include the assertion that TV reaches more adults each day than any other medium (90% of those surveyed reported watching TV in the previous 24 hours, as opposed to 72.8% who listened to radio, 65.2% who read a newspaper, 51.1% who used the Internet or 48% who read a magazine. Unlike the Internet study (above) which provides info about teenagers and adults up to 34, Nielsen categorizes demos as adults only.. The **Canadian Cable Television Association's Cable Summit**, scheduled for next month in Toronto, has been cancelled. The CCTA will look at alternate dates in 2004 to launch the new convention format for the national cable industry. CCTA had to re-schedule the original event from April due to the SARS situation... **Bell ExpressVu** has complained to the **CRTC** of what it claims are instances of **Rogers Cable's** anti-competitive behaviour. In particular, the complaint focuses on Rogers' attempt to limit competition in the multiple dwelling unit (MDU) market in Toronto (apartment buildings and condo developments). Rogers holds more than 90% of this MDU market.

**SUPPLYLINES:** **Gord Stephen**, Product Manager, BSSD at **Panasonic Canada**, is no longer with the company. He'd been with Panasonic for 25 years... The board of directors at Broadcast and Production manufacturer **Leitch Technology** (Toronto) has appointed **Stan Kabala** as interim President/CEO following the resignation of **Margaret Craig**. **Salil Munjal**, VP, corporate development, has been appointed COO.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Jane Scott**, **Craig Media**, Toronto; **Aldo Di Felice**, **Telelatino**, Toronto; **Ala Dulas**, **CFOB-FM Fort Frances**; and, **Neil Gallagher**, **CFUN/QMFM Vancouver**. Welcome!

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**R**EVOLVING DOOR: Pat Cardinal, who had been with **JACK Vancouver** as GM, is new GM/PD of **92.5 JACK-FM Toronto**. Cardinal steps back into Toronto Sept. 1. **Ford Gardner**, of **Rogers Radio Winnipeg**, who went to Toronto as Acting PD of JACK-FM, remains in place through the end of the year... **Peter McKeown** has been appointed GM at **CKAT/CKFX/CHUR North Bay**. McKeown had most recently been Ops. Mgr. at those **Rogers Broadcasting** properties... **The Goat (CKLM-FM) Lloydminster** PD **Ryan Zimmerman** moves to **The Bear (CFBR-FM) Edmonton** as PD. His first day on the job is Aug. 25... Adding PD duties to his current MD status at **The Goat** is **Gruff Gushnowski**... **Glenn Cassie** is new ND at **A-Channel (CHMI-TV) Winnipeg**. He starts Aug. 18... After 28 years in the **FLY-FM (CFLY) Kingston** morning slot, **Greg "The Great White" Hunter** is retiring. His last show is tomorrow (Friday), live from the Right Spot Restaurant... **Tom Jeffries**, morning Host at **Unforgettable 600AM (CKBD) Vancouver**, is no longer with the station... **Z95 Vancouver** fired three prominent personalities this week – longtime morning Host **Darren B. Lamb**, mid-day Host **Erin Wilde**, and Swing Jock **Chris Kalhoon**... **Bill Watters** who, for the last 12 years has been Assistant GM with the **Toronto Maple Leafs**, has signed on with **MOJO Radio Toronto** to bring daily Leafs coverage during the hockey season... **Wayne Williams** is new PD at **FLOW 93.5 Toronto**. He had been APD/MD. **Justin Dumont** becomes MD. **Nicole Jolly**, ex station Marketing Director, becomes VP of Operations & Marketing. And, **Farley Flex**, has been promoted to VP of Business Development... **CKDM Dauphin** ND **Leanne Persicke** is leaving. Succeeding her is **Darren Bilsland**, effective Aug. 21... **CKSY/CFCO/THE ROCK Chatham** ND **Paul McPhee**, after 10 years with the operation, moves to **CKPC Brantford** as News Director... New Sports Director at **The Fan (CJCL) Toronto** is **Doug Farroway**. He succeeds **Scott Metcalfe** who recently became ND at **680 News Toronto**... **Geordan Johnston** is new Promotions Director and **Stan Ulcar** is a new Producer at **94.9 The Rock Oshawa**.



CJOK and KYX 98 in Ft. McMurray, Alberta is looking for a

## Program Director

We have both an FM Country and an AOR/Classic Rock FM, with a staff of 30 people – 12 on-air, including the news department. Fort McMurray is 4 hours north of Edmonton with a population of almost 50,000. It's one of the most vibrant and fastest growing centres in Canada, the population projected to continue growth through 70,000 by the end of the decade.

We're looking for a PD with a proven record of success. The love of developing and coaching staff combined with exceptional time management skills are essential. A knowledge of RCS Selector and BSI Wavestation will be an asset. As both stations are entrenched in our community, we require an individual who enjoys this component of the position.

An established programming background is an important part of this position. Salary range: \$40,000 - \$50,000/year

Please forward your resume to: [kellyboyd@cjok.fm](mailto:kellyboyd@cjok.fm)

**Kelly Boyd**

**General Manager**

**93.3 CJOK/ KYX 98 / mymcmurray.com**

**SIGN-OFF:** **George Retzlaff**, 81, at Simcoe, ON. Retzlaff oversaw the first televised hockey game from Maple Leaf Gardens and, as Director and Producer of **CBC's English** hockey coverage, invented the first instant replay.

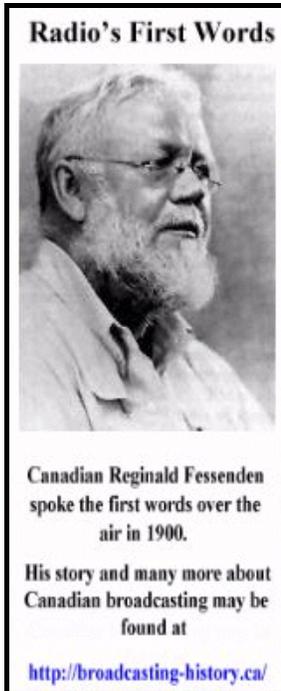
**LOOKING:** **CJOK/KYX Fort McMurray** is looking for a Program Director. See the ad on Page 1 and in the CLASSIFIED section at the **Broadcast Dialogue** Web site, [www.broadcastdialogue.com](http://www.broadcastdialogue.com)... Other jobs we've heard about this week include: **CJKX (Ajax)/CKGE/CKDO (Oshawa)** – Sales Rep; **Alliance Atlantis Toronto** – Supervisor, Entity Accounting; **Astral Television Networks** – a Closed Captioner; **Global TV Toronto** – Producer; **W Network Toronto** – Senior Account Manager; **CJDV 107.5 DAVE FM Cambridge** – an Account Executive, an Afternoon Drive/Music Director and a Reader-Writer-Reporter; **Energy 103 CFHK-FM London** – Morning Drive Announcer; **CJKR-FM Winnipeg** – Afternoon Drive Announcer; **CKNG/CISN/COOL/CHED Edmonton** – Promotion Assistant; **CTV Travel Toronto** – a Network Scheduler; **Report on Business Television Toronto** – a Chase Producer; and, **CTV Saskatoon** – a Creative Services Writer/Producer.

**RADIO:** Former **Toronto Raptors** owner and Olympic bid leader **John Bitove Jr.** plans to launch a Canadian joint venture with U.S.-based **XM Satellite Radio Holdings**. XM wants a version of its satellite radio here. Bitove's new company – **Canadian Satellite Radio Inc.** – will likely file application with the **CRTC** this fall. If all goes as expected, the new company could be offering its services by this time next year. While Bitove's CSR will have the controlling interest, it's safe to say – since XM already has a deep footprint into Canadian territory – that much of the content will originate stateside. Word has it, however, that CSR has been building relationships with Canadian broadcasters so that existing programming may be carried... Meanwhile, faced with financial death only 18 months ago, satellite radio has newfound popularity. Automakers are demonstrating confidence, as demonstrated by **General Motors** which says it will have its one-millionth **XM Satellite** receiver-equipped vehicle off the line in six months. GM, by the way, owns 11% of XM. Carmakers say they've found satellite radio appeals to every driver demographic and that it's a sales tool when it comes to moving vehicles. Perhaps most unnerving is this quote from **DaimlerChrysler's Jack Withrow**: "You go to any small or mid-sized town in America and in many of these cities they have four or five radio stations playing the same thing. We sell a lot of cars in places where people are starved for entertainment. This gives us a great opportunity to change the selling proposition. We can give them something more than just the five stations playing '70s and '80s rock." Predictions in the U.S. are that by 2008, one of every 10 cars on the road will be satellite radio-equipped. On the down side, there are some industry analysts who say satellite radio won't live up to the hype, that it's a Wall Street-driven phenomena... **CJCI Prince George** made the flip to FM last Friday, now at 97.3 it's called **The Wolf @ 97FM** and programs Modern Country/the Best Southern Rock... Formerly **The Blaze (CJSS-FM) Cornwall**, the station has moved to a new format and new ID of **Rock 101.9**... **CKSQ Stettler** GM **Brian Hepp** and his wife, **Melanie** – the morning Host and Promotion

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Director – have won **CRTC** approval for a Country FM'er (97.7) in Olds, Alberta. They're looking at call letters of **CKLJ** though they have yet to be approved... **Standard Broadcasting** has acquired a 25% interest in US-based **Martz Communications Group**. Martz controls nine stations in upstate New York, with signals reaching Ottawa, Montreal and Cornwall. Details may be found [here](#)... If proof was required that in times of crisis people turn to their radios, that proof is in. A new **Interep** study shows in America's top 10 markets, Iraq war coverage caused big **Arbitron** spikes in News/Talk audiences. During March, listening levels to News-Talk stations was up 24%, and up again to 29% for April... **Rogers Radio** has submitted applications for radio licences in Halifax, Moncton and Saint John. Deadline for this **CRTC** call for applications is Aug. 27... The **Radio Advertising Bureau** says US national radio spot sales were up 16% in June. Local, however, was up just 4%.

**LETTER:** You quoted some numbers from a **Yahoo** study of young adults in the States (regarding Internet usage and published Aug. 7 in the *Broadcast Dialogue* newsletter). Here is what I sent to our staff to clear the air – I'd urge everyone to use caution when quoting the study. The report, commissioned by Yahoo, gathers data through a poll conducted online and offline. Unfortunately, we have learned that you cannot simply ask a respondent how much time they spend with media each week. It is not something people can accurately report by memory.

The Yahoo report concludes that 13-24 year olds (NOT teens) spend 16.7 hours per week online, and 13.6 hours watching TV. **Media Metrix**, with their electronic tracking system, reports that 12-24s who are "connected" spend 8.1 hours per week online, which translates to 6.9 hours per capita. **Nielsen**, with an electronic people meter, reports 12-24s watch TV for 18.9 hours per week per capita. Some of this time is spent using both TV and Internet, and the possibilities for "interconnection" are huge. Now you have the real Canadian facts to share with your clients! – **Rob Dilworth**, VP Market Research, **CTV Toronto**.

**T****V/FILM:** **Corus Entertainment**, through **Movie Central**, supported nine of the 17 Canadian feature films premiering at this year's **Toronto International Film Festival**. It's part of the Festival's Perspectives Canada showcase. Corus support was through pre licenses and script development.

**G****ENERAL:** **Newfoundland Capital Corp. Ltd.** (Newcap), which owns 42 radio stations in Atlantic Canada and Alberta, reports flat second-quarter profits as sales increased 23%. The company had earnings in the second quarter this year of \$2 million (17 cents a share) -- identical to the same period in 2002. Newcap's sales rose to \$16.6 million from \$13.5 million during the quarter ended June 30. It was during this quarter that the company acquired 19 **Telemedia** stations in Alberta.

**S****UPPLYLINES:** **Marketron International** has a seven-year deal with **NBC** to provide integrated traffic, billing and business intelligence systems to all O-and-O stations... OMT Technologies has added Harold Hermann as Director of Business Development.

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**B** LACKOUT: Ontario residents, or most of them, re-learned a valuable lesson late last week. Radio was their only contact with the outside world. No Internet, cable or even broadcast TV. *Broadcast Dialogue* went looking for the experiences of radio people across the province. What came through, loud and clear, was the sense of service. Station personnel were motivated, engrossed in their roles as disseminators of information and, in many cases, their kind acts as humanitarians. Here's a sample of what we were told:

*"The first 90 minutes was chaotic in Toronto radio ... CFRB was the only game in town (in terms of information programming) and we simulcast on our two FM stations, MIX and EZ Rock. We moved to blackout coverage as soon as the power failure hit ... reporters fanned out across the city ... all kinds of officials including the police chief, hydro people and the premier all appeared live on the air."* – **Steve Kowch, CFRB Toronto**

*"We were on the air for 15 hours commercial-free after the UPS powering our server crashed. It left us off the air for about a half-hour. The people effort here was amazing ... ND Scott Metcalfe was here 36 hours non-stop and others came in on their own from vacations..."* – **John Hinnen, 680 News Toronto**

*"The Blackout forced knocked our AM station offline for 17 hours...however thanks to former News Director Clancy MacDonald's Y2K planning, our newsroom, our two FMs and their transmitters are equipped with generators and thus had power throughout. The City of North Bay's Emergency task force was ready to supply us with fuel to keep them going, as our two stations were the ONLY source of info people in North Bay had throughout the outage. Our staff responded incredibly under pressure. We soon had reporters at City Police Headquarters where the emergency command centre is, and at Jack Garland airport where a handful of domestic airliners were forced to land, stranding 450 passengers overnight. The City had contingency plans for them as well after 9-11. As for on-air, our morning news anchors rushed into the station and provided updates every 10 to 15 minutes on what was happening, info on how to handle food, water usage, what was closed, traffic, how health care facilities were coping etc. We continued providing updates throughout the night, even after some power finally was restored just before 1 am. Believe it or not, I was still getting phone calls from listeners at 3:30-4 in the morning wanting updates. The response to our coverage in the community has been tremendous, to the point other local media have done stories on how we were able to stay on air and keep people informed. We just hope we don't have a repeat this week!"* – **Clint Thomas, CKAT/CKFX/CHUR, North Bay**

*"We simulcast with our (sister station) 680 News Toronto from 5 p.m. - 7:30 p.m. When we went back to our own programming, we took calls from listeners updating what was happening in their own neighbourhood. At 9:30, we aired the Toronto Blue Jays baseball game and weaved back and forth with 680 News."* – **Nelson Millman, The Fan 590 Toronto**

*"On the day of the blackout, we had live coverage up until midnight. Luckily Simcoe never lost power, so we didn't have to use our generator. However all the surrounding towns in Norfolk County lost power, most of which was restored by midnight. Friday, Saturday, Sunday and Monday, we have continued to cover the blackout, including a State of Emergency in neighboring Haldimand County."* – **Kate Buick, CD 106.7 FM Simcoe**

*"Once we got back on air just before 8 pm, we were on with lengthy (10-15 minute) updates at the top & bottom of the hour. The entire newsroom and 2/3rds of the announcers were on air until 11 pm. After midnight, we continued with updates "as necessary" with me staying until 6 am. In order to keep listeners entertained (and their minds off the situation), I did a live request show. We're usually voice tracked 6p - 6a so this was a refreshing look at the way radio used to be."* – **Rick Johnston, Star 96 FM Pembroke**

*"We went wall-to-wall coverage of the power failure. Both of our AM stations, CJBQ800 Belleville and CJTN 1270 Trenton, have backup generators and continued throughout the power failure."* – **John Ferguson, CJBQ Belleville**

*"We did manage to provide limited service to our community by using a back-up generator once the transmission line resumed after more than 10 hours of off-air. CHKT is operating in a multi-cultural, talk format with services to a minimum of 15 language groups."* – **Gary Nobody, CHKT Toronto**

*"... we gave constant updates with both announcers and newscasters working around the clock. We kept people informed, plus we told anybody who was in trouble to call us and we'd find a way to help. For example, we had calls from young mothers who needed baby formula. We had some great listeners drop by the station with tins of baby formula, free of charge, which we then distributed to needy moms. We let people know which stores were open, when the power slowly started coming back on in parts of our region. We let people know which gas stations were slowly coming back on-line, as well. We stayed in this disaster format throughout Friday. Power returned slowly, with our main city, Barrie, getting power back about 11 a.m. Friday."* – **Al Brown, ROCK 95/STAR 107.5 Barrie**

*"When the black out hit our full service Newstalk station, 610 CKTB, kicked into high gear putting our 'key' announcers on-air and pulling in extra staff to the newsroom. Our two other music driven stations, 105.7 EZ Rock and 97.7 HTZ FM, were kept up to date with "runners" taking in hard copy to the on-air announcers. On CKTB we went wall to wall "blackout" till midnight Thursday...and picked up again at 5 am Friday morning till about 10 pm Friday night and again from 6 am Saturday to about 9 am. By that time, hydro had been restored to 100% of the Niagara peninsula. We talked on-air several times throughout the course of the blackout with our Niagara Regional Chairman...also spokespersons from St.Catharines Hydro, Niagara Waste Management (water), a financial advisor (economic impact), Niagara Health System for hospital updates, Red Cross for heat stroke and emergency preparedness, Public Health Unit for food safety, various mayors from throughout the region and, of course, local residents."* – **Tedd Colbear, CKTB St. Catharines**

*"What a day/night/day it was! When the power outage hit, News, Talk, Sports, AM980-CFPL, in London was in the middle of our afternoon drive program. Immediately, we dropped the format and went wall-to-wall on the power outage and its effects. Instead of regular business and sports programming starting at 5:30 PM, we opened the phone lines to do what radio does best in this kind of circumstance: provide breaking information and connect people with people. We were on the air doing that until 1 AM, and started at 5:30 AM Friday, continuing right thru to 5:30 Friday afternoon. The off-duty news staff weren't called to come in. They came to work on their own offering to help. Many said "this is why I got into this business". We were the only source for breaking news. When a father called about a child having an allergic reaction, we aired his plea for help and callers suggested a pharmacy that was still open. He called back about ½ hour later to say his child was fine and "thanks for the help". When a mother called worried that the vaccine she keeps in her refrigerator was 'bad' due to the power outage and looking for advice, several doctors called immediately with instructions of what she was to do. When an elderly woman, on oxygen, called asking what she should do, one of our on-air team members (who has a parent in the same condition), was able to talk her through the process of using her portable tanks and directing her what to do to get back-up tanks."* – **Gord Harris, AM980-CFPL London**

*"We were on the air during the blackout, thanks to our crack engineering staff. (I'm sure this isn't the first time you have heard that.) We went live to air shortly after 4:15 with updates until about midnight. The updates were as new information became available (a lot)! Anyone who could make it in to work (vacations, days off, shift ended...it didn't matter) helped out, handling phone calls and making calls to various city and provincial officials. It was a GREAT team effort."* – **Andrew Boyle, Hot 89.9 fm Ottawa**

*"Normally, we carry Blue Jay baseball in the evening but on Thursday we continued with our news/talk format throughout the night. Afternoon show host Gary Doyle stayed through the evening and was joined on -air for continuous coverage by newsman Joe Pavia. 570 was then simulcast on CHYM-FM for the first few hours of the blackout. We were commercial free and provided as much accurate information ASAP to alleviate fears of a terrorist attack. We opened the phone lines for people to air their frustrations and share their stories. In addition to our newscasts every half hour, we had community leaders on to provide up to date information on essential services. News people remained on duty overnight and continuous coverage was provided with assistance from our sister station 680 News in Toronto. On Friday regular programming dealt with the blackout. All-in-all a great team effort."* – **Al Gibson, 570 CHYM Kitchener**

*"On Thursday, from the time of the blackout until 9 pm, we simulcast our sister station 680 News. We were commercial and music free for that time period. On Friday, Saturday and Sunday we did lengthened newscasts and traffic reports in the morning show and extended our news and traffic throughout all dayparts over the weekend."* – **Julie Adam, CHFI Toronto**

*"The black out happened halfway through the mayor's annual charity golf tournament. Meetings started immediately on the golf course. In short, wall to wall coverage Friday morning until the power came on plus updates on information Thursday night helping people understand the magnitude of the black out. The ironic part was that as close as 10 minutes to the west of us, power returned at 8 pm Thursday."* – **Dale West, The Peak FM, Collingwood**

*"After a brief power outage at our transmitter site which caused us to lose our signal for about 15 minutes, E-Z Rock came back and switched to the Newstalk 1010 feed. We continued with it until 8:00 P.M.. and then ran news updates at the top and bottom of the hour until 11:00 during the Delilah show. We chose to go with live news all night as well, and once again the Newstalk 1010 newsroom provided us with top quality coverage. E-Z Rock was right on top of the electrical blackout situation, providing critical information and coverage to Torontonians as they needed it."* – **Brian DePoe, 97.3 E-Z Rock Toronto**

*"We were fortunate in Wingham itself that the power outage only lasted 2-3 hours - and we have full back-up capability both here in-station and at our transmitter sites for both AM920 and FM102. However, we were one of the few places in Midwestern Ontario with power for much of the evening. Here are some of the things we did: Stayed live on both stations 'till 10 p.m.; maintained a live switchboard operator to handle the calls and re-direct them as required; We took a live feed from BN to give our listeners the flavour of what was happening across Ontario and the northeastern US and did break-ins 'till we got enough going internally to be able to roll our own material. Our coverage continued Friday with ongoing follow-ups on the situation across our region with some areas with power, others without - and rolling outages throwing some out of power and back on again."* – **Ray Baynton, CKNX AM/FM Wingham**

*"Y92 in Lindsay had all available staff in to deal with the situation. We were running on a back-up generator with reduced power but were able to get the word out to residents in the City of Kawartha Lakes and parts of Peterborough County and Brock Township. During the outage, we changed our format from adult contemporary to all-talk from 6 am to 2 pm. After that we cut in after every song."* – **Jamie Schmale, CKLY Lindsay**

*“What a time it was ...plus we were launching The New CHAY 93.1 FM at 5pm on Friday. While everyone was in darkness, our back-up generators were on & we provided up to the minute reports on both B101 & CHAY (on 100,000 watts)...and The Peak in Collingwood. All the other local radio & TV were off the air. The team here really pulled together....this is what radio is all about! Some working 24 hour days - incredible team effort....and it paid off. The local newspapers gave credit to us (and ran a big pic of our on air hosts at 4 am) for our excellent coverage.” – Darren Stevens, B101/CHAY-FM Barrie*

*“Four of the 12 stations in Sudbury have back-up generators (ours being one of them). However, all four failed to work properly. For about an hour, Sudbury had no television or radio. Then, one by one, we got our generators working - and by Thursday evening, we had four stations broadcasting.” – Curtis L. Belcher, CJTK Sudbury*

*“Our community survived the black out quite nicely, the power went out and the generators went on. We are so used to blackouts on the island everyone is quite prepared. Our station was back on the air in less than 2 minutes of the power going out. We consider ourselves our community information station. Nothing is better than owning battery backups and generators. As soon as we were able to get through to Ontario Hydro in Toronto we broadcast the information that was available at that time, then we kept updating our information as it was sent to us. We told our listeners all we knew.” – Craig Timmermans, CFRM Little Current*

*“We operate an AM & FM signal as well as a conventional television station. All three signals were knocked off the air at 4:10:57pm on Thursday August 14th. We decided to commit all of our resources to getting the FM signal back on the air because it would be the best way for us to keep the community informed as to what was happening. We were back on the air just after 5 pm and went to a news/talk format with three people in the studio at all times. We then told our television reporters to spread out across the community to find out how people were dealing with the outage. Our 6:00 television news anchor was also sent to the City of Kingston's emergency command centre and provided live interviews with all city officials including the mayor, fire chief, police chief and utilities manager on the half hour. Our live news/talk coverage lasted until most of the city was back on-line, which was at midnight. We only stopped when the city's emergency officials decided to call it a day.” – Rob McDonald, CKWS-TV/CFFX/CFMK Kingston*

*“CHOK-AM (News-Talk-Sports-Gold) began its coverage immediately after the 4:10 pm outage with periodic bulletins....by 5:15 we had joined the BN/ABC feed with "local summaries" every 10 minutes.... Given our proximity to Ontario's Chemical Valley our role took on added importance.....(Emergency command centre at Sarnia Police headquarters used our broadcast as its sole source of information). We aired a steady stream of local summaries on police, fire, Chemical Valley, health related and "man on the street" reactions until the lights starting coming back on near midnight, then scaled back until early morning Friday. Friday's coverage included hydro use status information and our open line Talkback program. "Blackout 2003" truly reminded the public of the value of hanging onto that portable radio and the excellent source of information local broadcasters provide...the old reliable...” – Larry Gordon, CHOK-AM/CFGX-FM/CHKS-FM Sarnia*

*“... we provided continual coverage for our listeners. News, on-air, promotion, and office staff all pitched in to make it happen. For the first time ever, we interrupted our automation to provide news and information updates all evening, overnight and into the morning news run on all three radio stations. We were in constant contact with City officials at their Emergency Command Centre -- getting the latest information on how and what the city was doing and passing that information onto our listeners.” – Robyn Foley, K-Lite/Oldies 1150/820 CHAM Hamilton*

*"In the blink of an eye we were in the dark and it quickly became apparent that the power outage that hit just after 4 p.m. on Thursday, August 14<sup>th</sup> was more widespread than just our city block at King and Yonge. Main desk had the Halifax bureau send a quick message on the wire about the power outage, and then the phones started ringing. Stations across Ontario were calling in to report their power was out and asking for updates. That gave us a picture of just how far reaching the blackout zone was on this side of the border. Then came word New York City was also affected and that in fact the entire northeastern United States was without power. Moments later our generator kicked in. The BN/CP Toronto newsroom was without power for only 10 minutes before we were back in business. It was all hands on deck, with reporters grabbing mini-discs and heading out onto the streets, others put in calls to Hydro One, the provincial government, the federal government and the mayor's office. Supervisors, as well as administrative staff with previous news experience pitched in as well, interviewing airport officials and others to provide a comprehensive story. BN's audio and data services are transmitted to our uplink at the Telesat office through a BELL T1 digital landline system. All our critical audio and data systems in-house are powered by a generator system. The most critical systems are also plugged into UPS units (Universal Power System). UPSs are stand alone power units that can power a small number of devices for about 10-15 minutes after regular power is cut. After the CP/BN generator was on-line our signals were getting to the uplink. Core audio and data traffic was being uplinked about 15 minutes after the blackout started."* – **Rose Kingdon, Broadcast News, Toronto**

**RADIO:** The top format in the top 25 **Arbitron** markets is News/Talk. It's number one in 17 markets and included in the top three formats listing in all but three markets. The only exceptions are Houston, Miami and Cleveland where NT doesn't rank (in the top three formats)... The **Canadian Broadcast Standards Council** says the **Pepper and Crash** morning show on *Xfm (CKVX-FM) Vancouver* (Xfm, Vancouver) contravened Clause 9 (Radio Broadcasting) of the **Canadian Association of Broadcasters'** (CAB) Code of Ethics by talking with listeners about a particular sexual act. "Snowballing" as chat on morning radio, the BC Panel of CBSC concluded, fell into the category of "sexually explicit content." Read the full decision [here](#)... **1080 CKSA Lloydminster** flips to 96 FM next Friday, Aug. 29... **Energy FM @ 93.1 (CHAY-FM) Barrie** has switched from CHR to AC under the ID, **The New CHAY 93.1 FM**. For more on the story, click [here](#)...

**T V/FILM:** The **CRTC** says **CBC** can air hit movies in prime time which, surprise, has angered private broadcasters. The likes of **CTV** and **CHUM Television** are upset because the Commission – when it renewed CBC's licence in 2000 – said US blockbusters and other foreign hit movies shouldn't be part of the peak viewing time schedule... **CanWest Global** has filed an injunction in which it claims **Beverly Thomson**, Anchor of Global's 5:30 Ontario newscast, was under an exclusive three-year contract when she was hired by **CTV** earlier this year. Global wants compensation. Thomson is to succeed **Lisa LaFlamme** as Host of *Canada AM* later this month... **Craig Media's Toronto 1** has introduced five-year, \$14.8 million New Voice and Priority Program Funds. The new Toronto station is calling for submission of documentary proposals and has set a deadline of Aug. 30 for submissions. The New Voices Fund (\$7.4 million) is open to Producers of colour. The Priority Program Fund is open to small and medium-sized Ontario production companies...

**GENERAL:** By now you, or somebody you know, has had your e-mail inbox clogged with a new virus that comes with a subject line of That movie, Your details, Thank you, or Wicked screensaver. The message is "Please see attached file for details." If you don't have an anti-virus program and you open the attachment, you get a new worm/virus called Sobig.F. It attacks **Windows** users and deposits a Trojan horse, or hacker back door, that can be used to turn your PC into a sender of spam e-mail. This one is spreading quickly (*we've already had over 150 of them arrive here*)... **NAB** President **Eddie Fritts** is lined up to be one of this year's **CAB** convention keynote speakers... **FCC** Chairman **Michael Powell** says the threat of terrorism and the "despicable" activity of some companies has led to a shift toward more regulation. Powell says he worries that a belief in regulations – rather than a free market – could harm innovation and the US economy. But Powell blames industry in that the number of corporate frauds has undermined public trust thus generating support for regulation...

**O** **OPS:** *Broadcast Dialogue* reported last week that **Paul McPhee** is leaving his ND duties at Chatham for the ND position at **CKPC Brantford**. In fact, McPhee will join the station but **Tim Symons** remains ND at **CKPC**... Also last week, an item about **RAB** sales statistics was in error. US spot radio sales for June were up 4% in total while local spot sales were flat... While **Newcap** reported overall flat results last for its second quarter, radio revenues were up 25%.

**R** **EVOLVING DOOR:** **Philippe Tousignant** is new Manager, Media and Parliamentary Relations at the **CRTC's** Communications Branch. Tousignant had been Manager, Consumer Policy in the Telecom Directorate... **MOJO Radio Toronto** has signed **TSN's Michael Landsberg** to join the new **John Oakley** morning show, beginning Monday... **CKTB St. Catharines** Talk Show Host **John Michael** is pulling the plug, retiring Sept. 5 after a career spanning almost 50 years... **Gemini Award-winning** Producer **Karen King** as Executive Director of **Craig Media's** New Voices Fund and Independent Production (see **TV/FILM**)... Broadcast veteran **Bob Spitzer**, ex PD at **CISN-FM Edmonton**, is new Director of Marketing at **Cossette Communications**. He'll be heading the Edmonton office... **Brian Cook**, recently let go at **Power 97 Winnipeg**, takes over mornings at **Freq107 (CFEQ-FM) Winnipeg** tomorrow (Friday) morning...

**L** **OOKING:** Jobs we've heard about this week include: **Alliance Atlantis Toronto** – a Contract Administrator; **CIZZ/CKGY FM Red Deer** – News Director; **CMT Toronto** – Marketing Coordinator; **Nelvana Ltd. Toronto** – Director, Creative Services; **YTV Toronto** – Event Team Leader and Event Associate Team Coordinator; **Rogers Sportsnet** – Assignment Editor; **Canada AM** – Production Coordinator; MCTV Timmins – Photojournalist; MCTV Sault Ste. Marie – Anchor/Photojournalist-Sports Specialist; **ROBTV Toronto** – Editorial Assistant; and, **CTV News Toronto** – Field Producer.

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**R**ADIO: As you know, the areas of Kelowna, Penticton and Kamloops in BC's Okanagan have been hard-hit by forest fires. Homes lost to the blazes were approaching the 250 mark in Kelowna, never mind losses suffered in smaller communities. Radio, TV and local newspapers – in a community spirit of goodwill – have partnered in a “Yellow Ribbon” campaign to offer what assistance they can. The information used in this item comes from **Silk FM Kelowna's Nick Frost** and from **Standard Radio's (Kelowna) Don Shafer** and **Jason Mann**. Frost writes that his station, and **CKLZ FM Kelowna** and **CHSU FM Kelowna** were all burned out of their (common) transmitter site (see photo [on right] of the **SUN FM/Power104/SILK FM site**), as was **CIGV FM Penticton**. In Penticton, competitor **SUN FM (CJMG-FM)** made space available on its tower for CIGV. Says Frost, “all Kelowna radio stations are still on-air, with great coverage. We at Silk FM have received extraordinary support from **Jason Coleman** of **CBC** to keep us on-air. He and **Rob Smith** from **CBC Kelowna**



have gone to all lengths to get us a new microwave STL and new low-power transmitter. I can't say enough about their support, and that of **CHBC TV Kelowna** as we broadcast non-stop coverage to our listeners from the other side of the Lake. This is a huge disaster.” Don Shafer writes that he and his family were evacuated from their new Kelowna home but that in the time immediately following the evacuation, “our group of stations went from all music to all news and information. As I write this, we are still providing continuous coverage in Vernon, Kelowna and Penticton where the fire storm rages. While there were days where many of us doubted if our houses were still standing, we watched our full-time and part-time staff, volunteers, family and friends rally to assist in providing consistent round-the-clock coverage.” The Standard coverage, dubbed “BC Fire Watch” – 24-hour coverage of the forest fires – was being broadcast on the Standard chain of BC stations to Kelowna, Penticton, Naramata, Salmon Arm, Golden, Revelstoke and all points at risk. Frost wrote too that “All media, particularly radio, did an outstanding job. All three FM stations here were forced from their main (common) transmitter site but through extraordinary help from **CBC**, **CHBC TV Kelowna**, and outside broadcasters, didn't miss a beat. In an unprecedented move, all five Kelowna radio stations united on a “Yellow Ribbon” campaign to thank the Kelowna Firefighters for their heroic efforts to save homes. It's

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estimated that for each one that KFD lost, they saved two." Shafer agrees, saying "This is what radio was made for." Jason Mann says "the situation is de-escalating - but life is far from normal. The threat remains and we are on watch." The Yellow Ribbon campaign, begun at **EZ Rock (CKXR) Salmon Arm**, spread throughout the Okanagan and was joined by other radio, TV and newspaper organizations. Says Mann, "In a time of emergency - you find the element of competition is non-existent. Ultimately, all five radio stations in the market (SUN FM, The Bullet, Silk FM, Power 104, CKOV and the other Standard stations in the valley) rallied together in support of fire relief.



Subsequently, the local TV station and 2 newspapers joined the effort as well. The Yellow Ribbon has become symbolic of the support of our community for the fire fighters. The cooperation between the media is indicative of the unity in the community. When faced with a situation of this magnitude everyone has to pull together to get through"... In other radio news, **Toronto Star** Media Writer **Antonia Zerbisias** – expressing her thoughts related to Eastern North America's recent power failure – issued "... a plea to protect — indeed, save — AM radio from almost certain extinction. For if there is one thing the blackout proved it's that AM may be ailing but it sure doesn't deserve to die. It is too critical to our security, both from a software and hardware perspective. Hardware because AM radios are cheap, run on almost nothing and can be easily jerry-rigged out of wires and tin cans, or something like that. Software because AM radio, in markets big enough to support it, continues to provide local news and other community content." The entire column may be found [here](#)... Pending CRTC approval, **Haliburton Broadcasting Group** has purchased **CKNR-FM Elliott Lake** from **North Channel Broadcasters Inc.** North Superior also owns a repeater in Espanola... A phone sex operator who hadn't heard about the Holocaust led to entirely inappropriate remarks on **MOJO Radio (CHMJ) Vancouver**, says the **Canadian Broadcast Standards Council**. The BC panel concluded that MOJO violated Clause 6 of the **CAB's Code of Ethics**. The American-originated **Loveline** generated a complaint about "explicit references to application of the tragic events of the Holocaust in a humorous context". Read the about the entire situation and the decision [here](#)... **The Goat (CKLM-FM) Lloydminster** has been granted **CRTC** approval for a 50,000 watt re-broad transmitter at Bonnyville. It'll be at 99.7... An **Arbitron** diary in Chicago in which a 33-year-old woman said she listened from 7 to 7 weekdays and 9 to 9 weekends was cause for the ratings company to recall its Spring book. Seems she was credited with listening to **WXRT-FM** 12 hours a day, seven days a week. Fact was, she listened only about a minute a day – just long enough for her radio alarm clock to do its job. A re-issue of the book saw no change to overall rankings.

**T**V/FILM: The **CRTC** has licenced the first Canadian low-power for-profit community TV station. **Télé-Mag** (Channel 9) will offer Quebec City viewers locally produced French-language programming focusing on regional culture. The Commission says by approving the new station, it is "reaffirming and strengthening its commitment to local programming." Télé-Mag will offer a minimum of 80% CanCon and at least 60% local programming in a broadcast year, and must contribute 5% of its overall yearly revenues to independent production... **CTV** and **Global Television** have reached a settlement over **Beverly Thomson's** move to **Canada AM**. Global had sought an injunction because it claimed Thomson was in the midst of an exclusive three-year contract. There are no details of the deal but Thomson's CTV debut has been postponed until November... **Life Network** unveils revamped on-air branding elements and a new logo Sept. 1. The new look is meant to better reflect the network's line-up of reality programming and appeal to its female-skewing audience... The call for entries in the **TVB Retail Commercial Awards**, formerly known as **Retail Comp**, has gone out. TVB says the upcoming 32nd annual advertising event will be featuring new retail categories. Celebrating the best in Canadian retail TV advertising, it's the only Canadian advertising competition judged wholly by consumers. Entry deadline is Friday, Oct. 10 and entry forms plus competition details may be found at [www.tvb.ca/retailawards](http://www.tvb.ca/retailawards)... **CHUM Television International** VP/GM **Kevin Byles** says he and other CHUM Television execs continue talks with upwards of six potential media partners in the UK about launching **Citytv**

clones in London, Manchester and Birmingham. The negotiations, he says, are far from a done deal. Byles says, however, that the British market has great appeal for CHUM particularly as it relates to untapped local ad dollars. **ITV** and other conventional British TV broadcasters, he says, tend to focus on national business... **CBC-TV** leads the news and information categories for the 18th annual **Gemini Awards** to be presented in mid-October. The rest of the 2003 nominations - the more high-profile drama and comedy programs - will be announced Sept. 9. Programs produced, co-produced, commissioned or telecast by CBC and **CBC Newsworld** have 64 of the 133 nominations in the 28 news, information, sports and documentary categories.

**REVOLVING DOOR:** Randy Redden of **Integrated Media Sales** in Toronto has been appointed GSM at **Standard Radio's** Hamilton stations (**CKOC/CHAM/CKLH-FM**). He begins his new job Sept. 2... Two new Anchors for **Citytv (CKVU) Vancouver** beginning Sept. 15: **Simi Sara** and **Shane Foxman**. Simi most recently was Host of the **Breakfast Television** news while Foxman was the station's legislative Bureau Chief. As well, **Rafe Mair** be doing editorials under a banner of **Rafe's Rants**... **John Moore** is new Host of **CFRB Toronto's** 3-6 p.m. drive slot, succeeding **John Oakley** who went to **MOJO Toronto** as morning Host. Moore moves from Montreal where he provided entertainment reports to CFRB mornings as well as hosted, voiced, directed and been featured on a dozen different shows... **Lisa Lyons** is new VP/GM of **Max Trax** and Content Distribution at **Corus Television**. She's best known in Canada for her work during the 90s as a VP at **Alliance Atlantis**... **News1130 (CKWX) Vancouver** Exec Editor **George Gordon** moves back on-air, pairing with **Kenya Anderson** to form the new morning anchor team. Gordon retains his PD duties but will become Managing Editor. The change is effective Sept. 2... **CKSY Chatham** PD **Carla Donnell** is moving to **Magic 106 Guelph**... **Lori Rosenberg**, who lists **Alliance Atlantis**, **ONtv Hamilton**, and **Corus Entertainment** on her resume, has joined the **Canadian Television Fund** as Manager, English Market Analysis. It's a one-year contract that sees Rosenberg sub for **Mary Henricksen**, now on maternity leave... **Sue Stevenson** is new ND at **CKGY-FM/CIZZFM Red Deer**. The appointment is a promotion from within... **KICX 104 (CICZ) Midland** GSM **Ron Funnell** is going to Kitchener as GSM for **Larche Communications'** new FM frequency (Larche also owns KICX) . Succeeding Funnell in Midland is Senior Sales Consultant **Linda Young**.

**SIGN-OFF:** Ken Coleman, 78, the play-by-play voice of the **Boston Red Sox** for 20 years. Coleman, who died at Jordan Hospital in Plymouth, Mass., was also the voice of the **Cleveland Indians** and the NFL's **Cleveland Browns** from 1952-65. He began his Red Sox career in 1966. Coleman is also author of the book, *So You Want To Be a Sportscaster*.

**LOOKING:** Jobs we've heard about this week include: **CHQR Calgary** – part-time SportsTalk Co-Host; **Alliance Atlantis Toronto** – Advertising Assistant; **Teletoon Toronto** – Creative Services Director; **Astral Television Networks Toronto** – an Executive Assistant and a Traffic & Scheduling Coordinator; **Global Television Saint John** – Account Executive; **CMT Toronto** – a Production Executive and a Sales Coordinator; **CFNY/CILQ/CFMJ Toronto** – Sales Assistant; **Corus Entertainment (Radio Division) Toronto** – an Executive Assistant; and, **Rogers Media TV Toronto** – a Producer/Director.

**GENERAL:** **Alliance Atlantis Communications** saw quarterly profits increase 23% due to strong ad revenue and the success of its **CSI: Crime Scene Investigation** and **CSI: Miami** TV shows. Net earnings for the period were \$10.8 million (25-cents per diluted share) compared to \$8.8 million (21-cents) for the same period last year. Revenues grew to \$164.0 million compared to \$162.6 in 2002... The **National Association of Broadcasters** (NAB) says it will create the world's largest post-production educational conference at its 2004 NAB convention in Las Vegas (April 17-21). Called the **NAB Post/Production World Conference**, it will feature over 160 sessions.