

# Dialogue BROADCAST

THE BEST BROADCAST BRIEFING IN CANADA

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by Christensen Communications Ltd.

Thursday, January 12, 2006

Volume 13, Number 31

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**REVOLVING DOOR:** *Corus Radio Toronto* GM JJ Johnston moves west to become GM of *Corus Radio Vancouver*. The change become effective Feb. 28. Earlier in his career, Johnston had been with *99.3 the FOX/Classic Rock 101 Vancouver*. He moves back to those, plus *CKNW/MOJO Sports Radio*... Peter Viner, the CEO of *CanWest MediaWorks'* Canadian operations, heads a group that will take over *Michael Williams'* responsibilities. Williams is no longer President of *CanWest MediaWorks Publications*. Viner, the experienced and long-time CanWest Global Exec, replaced *Richard Camilleri* when he left without explanation last June... At the new *Evanov Radio Group* station – *The Jewel 98.5 Ottawa* – *Saul Jacobson* has been appointed Morning Host. Jacobson moves from *Majic 100 Ottawa* where, for the past 13

years, he's done the afternoon drive show. Also at The Jewel, *Al Baldwin*, ex of *Rogers Radio Ottawa*, becomes the station's first MD... *Grace Park*, ex of *Astral Media* in Toronto, joins *Global Television* as Publicity Manager. She will lead in the execution and management of publicity initiatives for acquired and domestically produced programs and special projects... *Mike Brough*, PD at *The Bull Wingham*, moves to Kincardine to become GM of *The Coast* (with transmitters in Goderich and Port Elgin)... *Lars Wunsche*, ex RSM at *CHML/CJXY-FM Hamilton*, is new SM at *Corus* sister station, *DAVE FM (CJDV) Cambridge*... *CKGL/CHYM Kitchener* PD/Ops Mgr *Don Kollins* adds another responsibility. He is now also ND... *Lorinda Ramsay* is new Promotions Director at *CKSR-FM Chilliwack/CKQC-FM Abbotsford*. She succeeds *Teresa Laynes*... *Tony Kingston* is new Production Manager at *california 103 fm (CIQX) Calgary*. He began Dec. 26... *Ted Koppel*'s been named the *Discovery Channel's* Managing Editor. Going with him from his former *ABC-TV* location at *Nightline* are his Producer and eight other staffers. Koppel will host and produce long-form programming, examining major global topics and events. His first program is due next fall.

**SIGN-OFF:** *Jim Kunkel*, 76, in Calgary. Kunkel was *Ryerson's* (Toronto) first graduate in broadcasting and went immediately to *CHAT Medicine Hat*. Three years later, he was hired by *CFAC Calgary* and stayed with that station for almost four decades.

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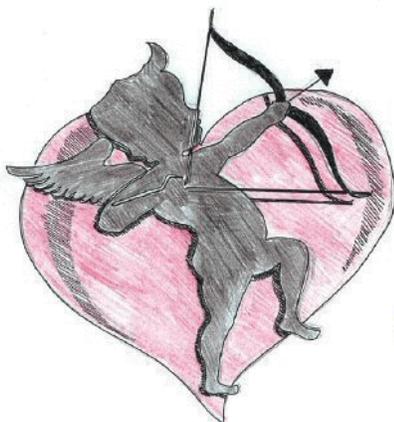
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We acknowledge the financial support of Canada's private media businesses as well as the Government of Canada through the Canada Media Fund for this project.

**Foundation Research Inc.** reveals radio's real strengths: Reach, reflection of personal lifestyle and adaptability to change. Canadians over 12 spend one third of their daily media time with radio, ranking it just behind TV and well over Internet's 17% and newspapers' 10% shares. Radio reaches a full 95% of Canadians over the age of 12 every week, second only to TV at any age group. **Chris Bandak** of Foundation Research says, "...Now the evidence shows radio holds a solid position in the face of major media consumer shifts. When it comes to daily and weekly reach and time spent, radio continues to be only a few percentage points below television, and well ahead of the third ranked medium." The full report is available to Radio Marketing Bureau members... **Café 100.7 (CKFE-FM) Winnipeg** has launched what owner **Newcap** describes as the first Adult Album Alternative format in Canada. First tune was "Soul Meets Body" by indie pop quartet, **Death Cab for Cutie**... **Today's Country CHAT 94.5 FM Medicine Hat** launched Monday succeeding CHAT, the 59-year-old AM station. Programming elements untouched include the personalities, local news, weather and sports... **Newcap's CHNO-FM Sudbury** has been rebranded as **Big Daddy 103dot9 fm**. The New Big Daddy, launched New Year's Day, opened with the **Stones'** "Start Me Up" and the mantra, *Playing Anything* (80s, 90s and today's top music). The format works from a library of thousands of old favourites and new hits... **In-Stat**, a US high-tech market research organization, predicts that – worldwide – the combined market of both digital satellite and terrestrial radio will grow from approximately five- million unit shipments in 2004 to 22-million unit shipments in 2009. Driving the growth will be content, data services, price erosion for digital radio receivers, and digital radio provider partnerships with new car manufacturers. High prices are blamed for HD receivers in North America remaining relatively few... Meanwhile, with **BMW** being the sole car maker seemingly interested in digital radio, **iBiquity Digital** has appointed a PR company to work with the automotive media... **iPods**, however, may be sneaking in the back door. **Chrysler** says it will be the first American automaker to provide full iPod integration as an option in most of its 2006 Chrysler, Jeep and Dodge models beginning this spring. Drivers can listen to their iPod through the car's audio system, select music by artist, album or playlist with radio or steering wheel controls and view selections on the radio's display... The **Canadian Association of Broadcasters** has opposed a power increase for low-power FM station **CJTW-FM Kitchener**. In a letter to the CRTC, CAB notes that the power increase from 50 to 141 watts would effectively result in a change to CJTW-FM's status as an unprotected low power service to a regular Class A FM station. And that's a situation, argues CAB, where any low-power station should be required to file an application for a new licence, and not merely a file for a technical amendment... **CHFX-FM Halifax** says it has moved to a new Country format – "Today's Country, Today's FX 101.9"... **HITS FM (CKKN) Prince George** has become **101.3 The River**, described as *Prince George's at Work Station*. The River's Hot AC format is aimed at young adults, primarily females 25-49... **LIVE 88.5 (CILV-FM) Ottawa**, just launched, says it's "the first station designed for the listener". The release goes on: "We will not attempt to create a false identity by ignoring what our audience wants, needs, desires and expects. Rather we will be inspired by real life (and all its imperfections), and we will tell the stories of individuals (our listeners), because we want them to feel like they helped build the identity of the station"...

After six weeks of Christmas music, **The Breeze Calgary** became **california 103**. The Smooth Jazz format remains but has moved it's focus from saxophones to guitars... **Canadian Satellite Radio Holding Inc. (XM Canada)** says it expects to have 75,000 subscribers by the end of August, and one million subs by the end of August 2010.



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**GENERAL:** *Harris Nesbitt* Analyst **Lee Westerfield**, after seeing a bit of the near future at the Las Vegas **Consumer Electronics Show**, thinks broadcast stocks could take a tumble of double digits this year. More specifically, says Westerfield, new mobile tech and advertising risks create an equity downside of 15-20%. He says he sees threats from mobile broadband and PC-to-TV video convergence. In a note to investors, Westerfield wrote: *Announcements at CES foreshadow events ahead in 2006, such as a) Deepening Web media partnerships between mobile broadband players and the likes of Yahoo! and Google, and b) Launch of Microsoft Vista [new operating system] with its media functionality this coming fall...* Media research conference **Staying Tuned** is to be held in Toronto Feb. 16 at the Eaton Centre Marriott Hotel. Focus will be on theories, practices and ideas on audience measurement. Registration information may be found by clicking <http://www.bbm.ca/stayingtuned/registration.html>... **The Canadian Press / Broadcast News** is moving into the production of video news content for online and wireless, although not news video for television. CP/BN says it wants to produce online and wireless news video that Canadians will grow to depend on just as they depend on the company for text, audio and images... The **Atlantic Association of Broadcasters** is still alive despite making the decision to halt annual conventions. In a letter to Atlantic broadcasters, Association President **Chris Perry** says rather than folding it, the Board of Directors opted to maintain the AAB in a low key manner. AAB will continue to liaise with the **CAB** and on an annual basis, submit a nominee for induction to the **CAB Hall Of Fame**. The status of the AAB will remain as it is, says Perry, until it's appropriate to re-activate it.

**TV/FILM:** **BBM** Board Chairman **Greg Mudry** says 23 major Québec Franco market broadcasters have chosen to increase the *Portable People Meter* panel to 800 households. BBM's Québec Franco meter service started with 365 households in 2001. The panel was converted to PPM technology and expanded to 530 households in 2004. This further expansion to 800 households will be completed during the 2005-2006 broadcast year. **Astral Média Plus** VP/GM **Claude Lizotte** says a decision was taken several years ago to convert the Québec Franco from a push-button wired-in-place people meter system to a passive, portable meter. Further, he says, *"Because the PPM meter measures television more effectively, our decision to increase sample size is even more relevant and will benefit every member of the service"*... **Shaw Cable Saskatoon**, in an attempt to address the drug problem of crystal meth, will have **NBC's Keith Morrison** return to his home town Feb. 12 to host an hour-long program. Morrison worked at **CFQC-AM/TV Saskatoon** in the early days of his career. The show will be broadcast province-wide on most radio and TV stations and community cable channels... **OMNI TV Manitoba** will launch on Monday, Feb. 6 in Winnipeg. OMNI TV Manitoba is the former and now newly branded version of **NOW TV** which was purchased by **Rogers**. GM is **Geoff Poulton**, who continues as VP/GM of Rogers' Winnipeg Radio Group (**92 CITI FM** and **102 Clear FM**)... US TV's third quarter revenues were down. Way down. With no US federal election to pump up results, the **TVB** reports that local broadcast TV revenues (national and spot combined) fell 11.7% in Q3. Add in network (-12.6%) and syndication (+11.2%) and the US TV industry was down 10.2% for the quarter. The category with the biggest drop was Government & Organizations, which includes political ads. It was down 54.8% from a year ago. But Automotive was also down 9.8%... **Microsoft** has sold a large chunk of all-news channel **MSNBC** to its partner, **NBC Universal**. NBC boosts its stake 50% to 82% with an option to buy out Microsoft's remaining 18% within two years. Financial terms of the deal were not disclosed.

**LOOKING:** **Broadcast News, Toronto** – Video Co-ordinator for online & wireless; **CFAX/KOOL FM Victoria** – News Person; **The Alma Mater Society of Queens University, Kingston** – CFRC-FM Operations Officer; **Corus Radio Toronto** - General Manager; **CHUM Satellite Services (CSS)** - General Manager, Western Canada; **Alliance Atlantis Toronto** – Manager, Legal Services, National Account Executive, and Production Executive for HGTV/Food Network; **CTV Toronto** – Engineering Technician; **Report on Business Television Toronto** – Chase Producer; **CTV Toronto etalkDaily/MTV**: Producer, Production Coordinator, Reporter/Writer, Researcher, Story Editor, and Story Producer; **CHAT-TV Medicine Hat** - Master Control Operator; **CBC Toronto** – Associate Business Manager, English Radio, a Deputy Creative Head - Children's Television, and a Manager of Production and Operations; **Corus Entertainment Toronto** - Director of Marketing, CMT; **CILQ-FM Toronto** - Promotion Assistant; **CICZ-FM KICX 104 FM Midland** - Traffic Manager; **CHFX-FM Halifax** - Promotions Manager; **Rogers Radio Vancouver** – Web Producer; **CKSR-FM Chilliwack** - Morning Show Announcer; **Les Chaînes Télé Astral Montreal** – Directeur(trice), Acquisitions Canal Vie and Analyste, recherché; **CBC Montreal** – Project Manager, Broadcast Networks and a Supervising Technician.

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**TV/FILM:** The **CRTC** has issued a call for TV applications at Edmonton and/or Calgary. The call was prompted by applications already received. Cut-off date for applications is April 12... **Global Maritimes (CIHF Dartmouth)** employees, represented by the **Communications, Energy and Paperworkers Union of Canada**, are calling on the company to expand local programming in light of 14 job cuts announced this week. While 14 jobs were lost, the cuts actually affected 11 operations people (in master control, video tape and traffic). Cause of the cuts relates to a shift of work to Toronto. There is a company-wide move to consolidate master control functions at **Global Toronto** and **Global Vancouver**... A sexually explicit documentary aired on **CHFD-TV Thunder Bay** required a post-9:00 p.m. broadcast, says the **Canadian Broadcast**

**Standards Council.** CBSC says the hour-long documentary – *Dirty Business: Sex, Thighs and Videotape* – aired at 1 p.m. A viewer complained that it shouldn't have been programmed on a Sunday afternoon when children could be watching. Details on this decision may be found at [www.cbsc.ca](http://www.cbsc.ca)... **CHUM-TV** and **Alliance Atlantis** have pulled ads for the movie *Karla*, based on the crimes of **Karla Homolka** and **Paul Bernardo**. They said promoting the movie, which debuts Jan. 20, on their specialty channels would be inappropriate... **CBS** is about to air an unusual drama series whose episodes are 60 seconds each in a bid to keep viewers more glued to their TVs during spot breaks. Each episode will air during an ad break in the 9 p.m. hour every night for a week. The seven-episode series, called *The Courier*, premieres next week and is sponsored by **Pontiac**. Because each installment of *The Courier* will have a cliffhanger, CBS thinks viewers will get hooked and keep coming back throughout the week.

**RADIO:** The **Canadian Association of Broadcasters** says it welcomes the launch of the Radio Review process. CAB, in consultation with its members and radio committees, is assembling data that will state the challenges and opportunities for private radio broadcasters. Further, it will provide input on the direction radio broadcasting policy should take... **Newcap** has won Commission approval for an FM station at Lac La Biche, Alberta. It would program Country at 103.5 (1,900 watts)... A **Decima Research** survey shows satellite radio becoming widely known to Canadians. Some findings: \*– 77% say they are aware of satellite radio. This heightened awareness is

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**Kevin Wall**  
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We acknowledge the financial support of Canada's private radio broadcasters as well as the Government of Canada through the Canada Media Fund for this project.

led by men (87%), those 25-34 (86%), and households with \$100K annual income or more (87%) \*– 3% of Canadians say they or someone else in their household subscribes to either Canadian or US grey market satellite radio services \*– Another 6%, the equivalent of up to two-million Canadians, said they would likely subscribe within the next year at a price of \$13 per month. Another 14% said they might or might not subscribe within the next year and \*– **Sirius Canada** appears to hold an early advantage in current and potential market share over **XM Canada**. Among those likely to buy a satellite radio within the next year, more than twice as many (27%) are leaning towards Sirius Canada versus 12% for XM Canada... **Canadian Satellite Radio Holdings (XM Canada)** has reported a first quarter loss of \$14.61-million. Revenues for the nine-day period from the launch of service to the end of the quarter Nov. 30 came was \$46,010... **Canadian Broadcast Sales** is reporting that demand for radio air time increased an average of 2.4% in major markets during the first quarter of the 2006 broadcast year. The top five categories by growth on CBS-represented stations are: Computers & Software 238%; Unions 126.9%; Insurance 94.1%; Food & Food Products 58.9%; and Financial 48.2%. The top five categories by spending accounted for almost 55% of total national advertising spending on CBS-represented stations: Retail \$6,391M (17% share); Automotive/Auto Aftermarket \$6,374M (17%); Telecommunications \$3,491M (9.3%); Financial \$2,590M (6.9%); Beer/Wine/Coolers \$1,818M (4.8%). CBS says 25-54s continued as the target of choice for national advertisers. They captured a 52.68% share of revenue, up 11.7 share points over first quarter numbers from the previous year. Second place 18-49s dropped to 10.53% from 15.97%. Third place Women 25-54 held steady at 8.78% versus 8.97%, while Men 18-34 increased to a fourth place share of 5.01% from 3.26%... Similarly in the US, the *Audience Attrition* project by **Bridge Ratings & Research** shows audience erosion from terrestrial radio, due to less time spent with AM/FM radio and more time spent with a variety of digital media, including MP3 players, iPods, Internet radio, and satellite radio, returned somewhat in the 4th quarter of 2005. The report finds that AM/FM radio listening is returning to former high-water marks as a result of both the medium's lower commercial load policies and a growing segment of MP3 users who after some time immersed in their new technology toy, become fatigued with their time spent with the MP3 player and return to terrestrial radio among other sources of audio entertainment. Other findings include \*– Terrestrial audience erosion to alternative audio entertainment continues to occur in young demographics though at a slower rate than seen previously in 2005 \*– Erosion rate halted for the time being among the 25+ age group \*– MP3 device usage can consume as much as 80% of a radio user's audio entertainment during initial ownership weeks and months. This number tends to be generally lower among 30+ women and 35+ men \*– Time spent with MP3 players has increased among 12-24 year old males faster than with females as 2005 progressed as time spent with Internet radio slowed \*– Where a 15% decrease in terrestrial radio use by 12-24 year olds was reported for Q3 2005 vs Q3 2004, by Q4 2005 use had increased by two quarter hours per week per person resulting in only a 4% increase when compared with Q4 2004... **Google** has taken its first real step into radio advertising by acquiring Newport Beach, CA-based **dMarc Broadcasting**, a digital solutions provider for radio. dMarc connects advertisers directly to radio stations through its automated advertising platform. The platform simplifies sales, scheduling, delivery and reporting of radio advertising, enabling advertisers to more efficiently buy and track their campaigns... The **Broadcast Executives Society** in Toronto kicks off the 2006 BES Luncheon Series Feb. 14 with *Radio Re-Invention*, a panel discussion about what's new in the radio spectrum. Panelists will be **Mark Redmond (Sirius)**, **Paul Ski (CHUM)**, **Stephen Tapp (XM)** and **Gary Miles (Rogers)**. For information, click [www.bes.ca](http://www.bes.ca)... North Bay Mayor **Vic Fedeli** has proclaimed 2006 as *The Year of Radio* in that city. The honor celebrates the 75th birthday (March 3) of the AM 600 signal, for years known as **CFCH** and now with the call letters **CKAT**. This year also marks the tenth anniversaries sister Rogers stations **EZ Rock CHUR** and **CKFX-FM The Fox**. All former employees are being invited back to North Bay to take part in the celebrations. Contact **Amber Livingston** by clicking [amber.livingstone@northbayradio.rogers.com](mailto:amber.livingstone@northbayradio.rogers.com) for all the information.

**GENERAL:** **CanWest Global** says it is retooling laggard **Global Television** operations but doesn't expect a major turnaround until fiscal 2007. CanWest CEO **Leonard Asper** told stockholders at the AGM in Toronto that the company's TV division was a drag on earnings in the first recent quarter. Earlier in the day, CanWest said its profit slipped to \$30 million (17-cents a diluted share), compared with \$35 million (20-cents) last year, as gains from the sale of newspaper assets were offset by costs to settle debt. Quarterly revenue slipped to \$860.5 million from \$872.6 million... Thanks to a big jump in TV ad revenues, **CHUM Limited** is up 13% in profits for the first quarter. Earnings were \$24.3-million (86-cents a share) compared with \$21.5-million (78-cents) during the same period last year. TV revenue was up 20% while overall revenue rose 16% to \$186.7-million. Radio was up 3.5% to \$37.4-million... The **Rogers Cable** Web site has allowed anyone with Internet access to find out which channels -- including adult services -- the company's customers use, something for which the federal privacy commissioner says is appalling and unacceptable and

that it may initiate a complaint. Rogers says it has asked its technical department to shut down the feature. BN got details about the cable packages for NDP Leader **Jack Layton**, cabinet ministers, and the head of Canada's spy agency, among others. All it took was a subscriber's name, phone number and postal code... **Score Media Inc.** plans to offer up shares in a financing plan to support its development of HDTV. Proceeds from the offering will be used to finance upgrades to studio facilities and for marketing and programming at **Score Poker**, **Score Mobile** and **Hardcore Sports Radio**. Score Media's main asset is **Score TV**, the specialty service providing sports... A revised *Reference Guide for Advertising to Children in Canada* is now available on the **CAB** Web site. The guide is a joint initiative of the CAB along with the Advertising Standards Canada (ASC), the Association of Canadian Advertisers (ACA), Concerned Children's Advertisers (CCA), and Institute of Communication and Advertising (ICA). The 2006 edition of the guide has been updated to reflect new concerns, including inappropriate portrayals of bullying in advertising directed to children... **Google** and **CanWest Global** will team on an Internet search and advertising partnership. The multi-year deal will provide **Canada.com** users with content and search related advertising, while offering Google's advertisers access to Canada.com's reach across the country.

**REVOLVING DOOR:** **D'Arcy Magee**, MD at **CISS-FM Ottawa** is now also MD at **Oldies 1310 (CIWW) Ottawa**... At **JACK-FM (CJET)**, Announcer **John Chatwood** assumes MD responsibilities, succeeding **Al Baldwin** who went to **The Jewel Ottawa**... At **TSN** in Toronto, **Jim Marshall** becomes Executive Producer, Events, and **Shawn Redmond** is new Senior Manager, Marketing... **Anne E. Cochrane**, Director Marketing & Communications at **TVOntario** in Toronto left that position last week.

**SIGN-OFF:** **Gordon Atkinson**, 83, in Montreal. Atkinson, wounded twice during the Normandy campaign of WW2, worked as a sports broadcaster for the **CBC** for Olympic, Pan-American and Commonwealth Games and World Championship equestrian events, was an adviser to Prime Minister **Louis St. Laurent**, worked as a social-political commentator for **CJAD Montreal** from 1981 to 1989, and was then elected to the Quebec National Assembly in 1989.

**LOOKING:** Jobs we've heard about this week include: **Alliance Atlantis Toronto** – Manager, Corporate & Public Affairs, a Manager for Contract Administration, a Financial Analyst, and a Client Services Producer; **Astral Television Networks Toronto** – Manager, Affiliate Marketing; **CTV Toronto** – a Tax Manager, a Video Editor, and a Mobile Engineering Technician (Dome Productions); **CH Television Hamilton** – Electronic Graphic Artist; **Global Television Toronto** - Switcher; **CBC Toronto** – a Director Business Reporting & Analysis and a Customer Marketing Manager; **CHUM Radio Vancouver** – Engineering Technician; **CHML Hamilton** – Retail Sales Manager; **CJOB Winnipeg** – Hockey Play-by-Play Announcer; **CFOX-FM Vancouver** – Account Manager; **CIRX-FM/CJCI-FM Prince George** – Broadcast Engineer; **Rogers Radio Calgary** – News Anchor/Morning Co-Host; **Rogers Radio Sault St. Marie** – Swing Anchor/Reporter; **Rogers Radio Vancouver** – Account Manager; **Flow 93.5 Toronto** – Morning Show Producer; **CBC Winnipeg** – Senior Communications Officer; **CFBT-FM Vancouver** - Creative Director; **CBC Moncton** – Supervising Technician French Radio; **CBC Montreal** – Supervising Technician French Radio.

**SUPPLYLINES:** The **Southern Alberta Institute of Technology** (SAIT) has purchased from **Ross Video** a **Synergy 1 Digital Production Switcher**, **NK Router**, and **RossGear** to advance equipment used in the lab to train students in the Broadcast Technology program. SAIT offers technical training in broadcast engineering or related fields, preparing students for employment in the installation, maintenance, setup and repair of electronic and computer related equipment in the broadcast industry. It's the only program of its kind in Canada and one of a few in North America... **CPAC Ottawa** has moved towards a tapeless workflow with **Sundance Digital's** Titan automation package at the core of its digital upgrade. CPAC's two-channel Titan configuration drives one on-air channel and the network's web stream. The automation suite is comprised of Titan Air and Media Prep Stations to manage content on an Omneon Video Server, Intelli-Sat™ Broadcast Manager to schedule and record feeds, and TitanSync<sup>a</sup> for redundancy... **The Score** in Toronto recently acquired and implemented **FOR-A's** digiWarp-EX II virtual studio system to give a boost to its on-air look and feel, marking it the first time the network has ever utilized virtual sets.

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**R**ADIO: The *Canadian Association of Broadcasters* is supporting the call made by five music industry and creative community groups for an extension in the date for filing submissions for the *Review of Commercial Radio*. **ADISQ, CIRPA, Union des artistes, SOCAN** and **CRIA** have asked for the deadline to be extended until April 17, instead of the current March 15. The CAB notes that it would be helpful, if not essential, to the Commission's deliberations that all parties have access to the latest commercial private radio statistical and financial summaries (2004-2005), with adequate time to prepare their main submissions... Sued an estimated three-dozen times and the subject of thousands of petitions to the **CRTC**, Quebec MP-elect **Andre Arthur** – the former **CHOI-FM Quebec City** talk show Host is about to take his "act" to Ottawa as Canada's only elected Independent in the 2006 federal election. His on-air rants landed him in court, in front of the Commission and, eventually, off the air. In more than three decades, the 62-year-old has been sued by former premier **Lucien Bouchard**, Haitian taxi drivers and Montreal police. Ex-premier **Rene Levesque** once called him "live poison". In his heyday, Arthur regularly drew the largest radio audience in the province... An influential group of American national advertisers have given the thumbs up to portable people meter service. The confidence shown by the **Association of National Advertisers' Radio Advertising Committee (ANA)** follows a series of deals **Arbitron** has with major US ad agencies. Arbitron has been working to convince broadcasters to get on board and got a leg up this week when researcher **Harmelin Media**, in a study analyzing Arbitron's PPM data from its Philadelphia test, found that radio delivers far greater audience reach than indicated by Arbitron's diary system. **Bernie Shimkus**, who directed the Harmelin study, says the PPM revealed anywhere from 13% to 118% greater reach among demos in particular time periods, with the latter figure occurring among programming aimed at 18-24 men. Shimkus said most results were usually 15% to 25% higher than diary data had led marketers to believe. The ANA's endorsement adds pressure on US broadcasters, who've been hesitant to commit to the PPM fearing the economic impact to the ad marketplace and significantly higher ratings data costs associated with the new Arbitron product... **Clear Channel Communications, CBS** and **Great Media** have flipped the digital switch in key US markets. CBS is multicasting at 60 stations serving 17 markets while Clear Channel lit up 25 stations in five markets (to be followed by 82 more in 20 more markets over the next



## General Manager Woodstock Ontario

**Byrnes Communications Inc.** is an independent broadcasting company which is expanding into radio ownership in Southern Ontario. We are respected broadcasters with a solid track record and who have a passion for creating great local radio.

We're looking for a General Manager who ideally comes from the sales side of the radio business.

You will have strong leadership and communications skills, be very organized, and a self starter who inspires the same in others. You will know the importance of living in and becoming involved in the Woodstock community.

If you thrive on the opportunity of launching a new radio station and choosing the players who will be on your team, please e-mail your resume in confidence to:

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two weeks). Greater Media, which already multicasts in Detroit, began digital multicast stations in Boston and Philadelphia. To hype the new multicasts, stations are including contests and HD radio giveaways. The **HD Digital Radio Alliance**--composed of these three plus some other big names--has positioned the medium as a major competitor against satellite radio, offering the same quality audio and choice for no charge... **CKDO Oshawa** is 60 this year and looking for ex-staffers to help celebrate. If you worked for **CKDO/CKAR/CKLB** in Oshawa over the past 60 years – in any capacity – get in touch by e-mailing [gary@ckdo.ca](mailto:gary@ckdo.ca) or by calling call 905/571-0949 ext 227 with your contact information.

**T****V/FILM:** The **Ontario Court of Appeal** has rejected **CBC** Lawyer **Dan Henry's** petition to televise the **Stephen Truscott** appeal hearing. At age 14, Truscott was sentenced to death for the rape and murder of 12-year-old **Lynne Harper** in 1959. His sentence was commuted to life in prison and he was released on parole in 1969... The **Writers Guild of Canada** is urging Prime Minister-designate **Stephen Harper** to tighten CanCon regulations on Canada's private broadcasters. Exec Director **Maureen Parker** says that while networks such as **CTV** and **Global** enjoy a protected market with their US simulcast privileges, tax credits and subsidies, original Canadian TV drama has hit a seven-year low. "We will push the Conservatives to put minimum Canadian drama spending requirements in place when broadcast licences come up for renewal over the next two years," she said... At the same time, **ACTRA** is calling on the new, yet to be formed minority government to work with the opposition parties to protect and enhance Canada's cultural industries. ACTRA cites three priorities: no relaxation of rules restricting foreign ownership of the domestic media, ensuring that the **CRTC** imposes meaningful drama content obligations on private broadcasters, and increasing and stabilizing financial support for the **Canadian Television Fund**, **Telefilm Canada** and the **CBC**... **Decima Research's The Digital Domain** consumer research study shows that the number of digital TV subscribers reached 4.91 million in August and September of 2005, up 5% over May/June of 2005. Decima projects this number will have topped five million by the end of 2005 and will approach 5.95 million by the end of 2006. Decima estimates that 7% of digital households have HDTV receivers, while 6% have access to DVRs or PVRs. They also estimate that 34% of digital TV households have access to video-on-demand... The **Asper Foundation** will donate another \$12-million dollars to a human rights museum to be built in Winnipeg, bringing its total contributions to \$20-million... A new TV network in the States will see **WB** and **UPN** fade to black in September. In their wake, **CBS** and **Warner Bros.** will launch **The CW Television Network**. The two companies will co-own the network 50-50. In Canada, the new channel will mean a new source for programming. Further, distributors will want to add CW to their channel lineups.

**R****EVOLVING DOOR:** **Judy Gingell** has been elected Chair of the **APTN (Aboriginal Peoples Television Network)** Board. She's served on the APTN Board of Directors since 2001... **Anthony Germain**, Host of **CBC Radio One's** Ottawa morning show and of **CBC News: The House**, moves to Shanghai, China, to head up the new CBC News bureau there... **Mary-Pat Schutta** is the new Program Manager at **CBC Fredericton**, succeeding **Janet Irwin**. It's an internal promotion for Schutta, the Producer of the

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morning show... **Paula Kerger** is new President/CEO of the 348-member station **PBS (Public Broadcasting System)**. She succeeds soon-to-depart **Pat Mitchell**. Kerger had been Exec VP/COO of **Educational Broadcasting Corporation**.

**SIGN-OFFS:** **Lee Dunbar**, 70, in Hamilton of cancer. Dunbar spent almost four decades on the air at **CHML Hamilton**, as an Announcer, helicopter Traffic Reporter and Weatherman... **Frank Murray**, 87, in Belleville. Murray had been the GM of **CJBQ Belleville** and **Quinte Broadcasting Belleville** before his retirement. He was also the founder of **CJNH Bancroft**.

**GENERAL:** No matter what side of the electoral fence you were on, you'll likely agree with poll findings that a majority of Canadians were happy with the coverage, although some saw evidence of bias. **Decima Research** says 75% of respondents found the media coverage either good or excellent. But 40% said most journalists covering the election wanted a Conservative win. That's a flip-flop from a December survey that found 40% believed journalists wanted a Liberal victory. The results also suggested that 40% of respondents felt the coverage of the Liberals was overly negative, compared with 19% who thought that last month. Another 27% thought coverage of the Conservatives was overly positive, compared with 16% who felt that way in December... The **Canadian Association of Broadcasters** is calling on Ontario members to submit their applications for the **CAB Half Century Club (HCC)** and **CAB Quarter Century Club (QCC)** before the Jan. 30 deadline. The induction ceremony will take place during the **Ontario Association of Broadcasters (OAB)** President's Awards and Reception Friday, March 3 from 5:30 to 6:30 p.m during **Canadian Music Week** in Toronto. Click [here](#) to download a copy of the HCC/QCC application form.

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**LOOKING:** Heart FM Woodstock is looking for a GM. Check the ad on Page 1... NL Broadcasting in Kamloops seeks a Sales Manager. See the ad on Page 2... Other jobs we've heard about this week include: **Vista Broadcast Group** in **Castlegar** – PD/Morning Show Host; **CJRQ-FM Q92 Sudbury** – Evening Announcer; **SUN TV Toronto** - a Daily News Show Host and a Freelance Promo Producer; **CBC Edmonton** – Reporter/Editor; **CJUL/CJSS/CFLG Cornwall** - News Reporter; **CKQM-FM Country 105 Calgary** – a Part-time Swing Announcer and a Part-time Weekend Announcer; **Channel m Vancouver** - Punjabi News Anchor/Reporter; **Citytv Winnipeg** – Sports Anchor; **CJOB Winnipeg** - News Program Host; **Global Television Montreal** - Photojournalist; Alliance Atlantis Toronto – Manager Corporate & Public Affairs and a Manager Communications Fact/BBC Channels; **CTV Toronto** – a Sr. Systems Administrator, an Engineering Technician; a Segment Producer for Daily Planet, and a Video Editor II; **CanWest MediaWorks Calgary** – Manager Marketing Ventures; **A Channel Victoria** – Art Director; **CBC Toronto** – Producer and a Media Research Analyst; **CPAC Ottawa** – Bilingual Publicist; **Family Channel Toronto** – Programming Assistant and a Publicist; **Corus Entertainment Television Sales Toronto** - Sr. Account Manager; **Corus Entertainment Toronto** - a Transmission Operator and a Master Control Switcher; **Rogers Radio Vancouver** – Account Manager; **Ross Video Iroquois** – Product Manager; **CFUN Vancouver** – Account Manager; **Astral Media Radio Gatineau** – Rédacteur publicitaire - énergie 104.1; and, **Les Chaînes Télé Astral Montreal** – Analyste recherche.

**SUPPLYLINES:** **RVA Canada** co-founder **Paul Lico** has left the company. He and **Ian Schmidt** founded the broadcast supply business after the two resigned from competitor **AVR** in Toronto. Lico's departure had been in the cards since last summer and Schmidt will continue RVA operations.