

BROADCAST Dialogue

THE BEST BROADCAST BRIEFING IN CANADA

Copyright (2007) by
Christensen Communications Ltd.

Thursday, November 1, 2007

Volume 15, No. 23

Page One of Three

DO NOT RETRANSMIT THIS
PUBLICATION BEYOND YOUR
RECEPTION POINT

Howard Christensen, Publisher
Broadcast Dialogue
18 Turtle Path
Lagoon City ON L0K 1B0
(705) 484-0752
E-Mail, click [HERE](#)
[Broadcast Dialogue Website](#)

RADIO: *Astral Media* has formally completed its \$1.08-billion acquisition of *Standard Radio Inc.* The Quebec company is now Canada's largest radio broadcaster with 82 stations. Astral is also engaged in the business of outdoor advertising, iMedia, specialty, pay and pay-per-view TV. In a letter to Standard employees, **Jacques Parisien** – Astral's Group President Radio & Outdoor – said, In part: "*Amidst the commotion that arose with the emergence of new media, the growth of radio has remained strong. For the past 10 years, radio has continued to increase its share of the advertising pie in Canada. This should come as no surprise: whether it is over-the-air or online, this exciting medium remains a highly targeted and cost effective means to reach consumers.*" Meantime,

last Friday – the Slaights' last day of operating the Standard stations – **Gary** and **Allan Slight** gave bonus cheques to full-time Standard employees who had more than a year's service with the company. Described as a show of thanks and a sharing of Standard's good fortune, the gifts were estimated to be \$200 for each year of service. There are many employees who easily exceed the 25-year mark. Read more about the Astral/Standard deal in the November edition of *Broadcast Dialogue* magazine. And next week in Ottawa, Gary Slight will be honoured at the *Canadian Association of Broadcasters'* annual convention with CAB's 2007 **Gold Ribbon Award for Broadcast Excellence...** A *Paragon Media Strategies* online study of *Youth Radio and New Media Habits* quantifying how the next generations of 25-54 year-olds use radio and new media found, among other things, that:

- * 73% of respondents say a majority of their music listening time is spent listening to music on sources other than radio (CDs, MP3s, iPods, streaming, satellite radio, etc)
- * Radio maintains 41% of 14-24's time listening to recorded music
- * Listening to music on sources other than radio is pronounced among younger and male respondents, and
- * iPods and personal mixed CDs are the major threats to radio time spent listening (TSL).

Interviewed were 474 14-24 respondents.

Paragon says that the nearly three-quarters of 14-24s who spend time with traditional radio do so because they're looking to hear new music. "*New songs/fresh/something different*" was the leading reason for listening

BROADCASTING
REDEFINED
CAB 2007 Convention

Photo: NCC

The CAB 2007 Convention
2+ days of cutting edge information on the unprecedented changes affecting our industry.
For more information or to register on-line, visit: www.cab-acr.ca.

to over-the-air radio among the 474 respondents (24% giving that answer). What would make 14-24s listen to radio more? *"Play songs you/friends like not currently played"* got a seven on a scale of 1-10, the best score for any of the suggested responses. *"More new music"* was next, at 6.6... **Golden West Broadcasting** has launched its newest station, **Sun Country 99.7 (CFXO) High River**. Format is a blend of Country music and local news, information and events. Station Manager is **Jeff Young**... From the newest to the oldest, Golden West's **800 CHAB Moose Jaw** is celebrating 85 years of service to that Saskatchewan city. The anniversary party is set for next Tuesday evening at Moose Jaw's **Heritage Inn**... **Industry Canada** will now allow FM stations to apply for experimental hybrid **IBOC** technology such as **HD Radio TM**. **CRTC** approval is also required... Meanwhile, in Europe IBOC is now beginning to make inroads. **iBiquity Digital** says broadcasters there have formed the **European HD Radio Alliance**, designed to promote and support deployment of HD Radio technology throughout the continent... Retail sales of **XM** and **Sirius** receivers in the US were down in September, XM unit sales by 35% year-over-year and Sirius sales dropped 26%. **Bank of America** analyst **Jonathan Jacoby** says "... retail sales continue to deteriorate at a much worse than expected rate". He's also pessimistic about the proposed XM-Sirius merger clearing US regulatory hurdles... The final entry deadline for the **Radio Marketing Bureau's Crystal Awards** is a week from tomorrow, Nov. 9. The top prize for the Best-in-Show radio spot at the Awards – to be presented in March – is \$10,000. The on-line entry system is at www.rmb.ca.

GENERAL: **Telesat Canada** closed its \$3.25-billion acquisition of **Loral Space & Communications Inc.** yesterday (Wednesday). On Oct. 5, Telesat got final regulatory approval to complete the acquisition from Loral and the **Public Pension Investment Board**. Telesat is now the fourth-largest fixed satellite services provider, with a global fleet of 12 satellites, three additional satellites under construction, and a global teleport and fibre infrastructure. The new Telesat has greater geographic coverage, fleet depth, and commercial resources... Eighteen of Canada's largest cultural unions and associations – most from Quebec – says it's time for Canada's new Heritage Minister (**Josée Verner**) to force the **CRTC** to protect Canadian content, enforce cultural and social regulations with more vigour and to get involved with Internet matters. **ACTRA** President **Richard Hardacre** says there's a change happening at the Commission having nothing to do with the Broadcasting Act's objectives but instead driven by commercial interests. Further, he says, the **CRTC** is putting all its energy into facilitating media convergence instead of creating Internet regulations... **Corus Entertainment** is planning a two-for-one stock split, pending shareholder approval. Last week, the company reported a 1% revenue increase in its summer quarter, with flat operating profit and a decline in net income to wrap up the "exceptional" financial year. The stock split, which has been approved by the board of directors, will need a positive vote by shareholders at a special meeting Jan. 9 in Calgary. CEO **John Cassaday** said, "Our share price increased by 26%, we increased our dividend by 16% and we bought back approximately 2% of our shares. These positive outcomes for our shareholders were due to the strength of our core businesses in radio and television"... A new book on **Ted Rogers'** business acumen is out. Launched Monday night in Toronto, *High Wire Act: Ted Rogers and the Empire that Debt Built* is a 474-page "unauthorized" biography written by business journalist **Caroline van Hasselt**. An "official" biography is said to be on its way for release next year... **CanWest Global Communications** has launched another new FM station in Scotland. Original 106fm Aberdeen is a locally produced music and news service, targeting "the more mature adult listeners in Aberdeen and the surrounding area." With this launch, CWG now has three UK stations (Bristol and Solent) and four stations in Turkey... **Broadcast News** is gone as its owner, **The Canadian Press**, seeks to re-brand itself. While it has been reporting the news for 90 years, CP hasn't – until now, that is – made a big public deal of it. Now, it's letting news consumers know where much of their daily input originates while also reinforcing for newspapers and broadcasters the agency's value as credible, unbiased and not-for-profit. The campaign includes newspaper, TV and online ads that encourage news junkies to "get more of the story." Also, each client's website now features the phrase: "backed by Canada's trusted online news leader." The ads - mostly contra - are appearing in and on **CTVglobemedia**, **TheStar.com**, **Sun Media** and **Transcontinental** publications, plus **Sympatico/MSN**, **AOL Canada** and **Sasktel**. Later on this month, CP's spots will begin appearing on **NewsNet** and the **Business News Network**... The **Broadcast Research Council** (BRC) is calling for nominations for the 2007-2008 Board of Directors. Deadline is Nov. 16, and details may be found by clicking www.brc.ca.

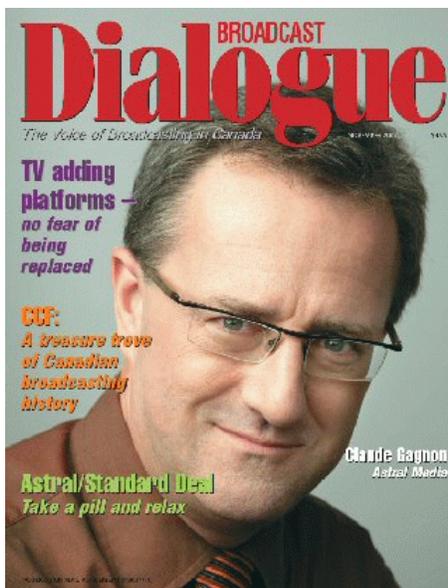
TV/FILM: The **TQS** television network is cutting 40 jobs in Montreal, Quebec City and other Quebec stations because, it says, it has to reduce costs and restructure its workforce. TQS blames "difficult financial times for the Canadian private television industry". **Cogeco** owns 60% of the TQS network

while 40% is owned by **CTVglobemedia**. TQS has more than 600 employees based in five TV stations and four affiliates... As of today (Wednesday), the **Citytv** stations in Vancouver, Edmonton, Calgary, Winnipeg and Toronto have become the property of **Rogers Media**. The transaction to purchase closed earlier today. **Rogers Broadcasting**, a Rogers Media subsidiary, took immediate control of the Citytv operations under the direction of **Leslie Sole**, CEO of Television for **Rogers Media**... **Citytv Toronto** Anchor **Gord Martineau** has won **Best News Anchor** at the **Gemini Awards** in Regina. Martineau was in Regina for the 22nd edition of the annual event, representing the Toronto team he's been at the centre of since its inception in 1977... While **CTV** and **Global** are doing a wait-and-see on what they'll do for programming if Hollywood writers strike, **CBC-TV** is sitting pretty. CBC's Head of Programming, **Kirstine Layfield**, says it'll be interesting not to be going head-to-head with the expensive American imports. More importantly, she reckons, Canadian viewers may give the Corp. another looksee... **Fox** is said to have already sold 90%+ of its **Super Bowl** ad space for the Feb. 3/08 game. One source says there are between five and ten 30-second spots still up for grabs, and advertisers are paying about \$2.7 million per spot.

REVOLVING DOOR: PD **Kevin Bernard** and morning show Host **Joe Duchesne** are no longer with **CFPL-AM London**. **Corus London** GM **Dave Farough** is quoted as saying: "We are revising our format to meet London's needs for more local news content and as a result of this revision, two positions were affected"... **Don Landels** has been promoted to GSM at **98.5 the Ocean/103.1 Jack FM Victoria**. Landels began with the **Rogers Broadcasting** stations in 1993 as an Account Manager... New ND at **CKLQ/STAR FM Brandon** is **John LoRegio**. It's a promotion for LoRegio... **Kevin Desjardins**, the Communications Director at the **CAB** in Ottawa, is no longer with the Association... ND **Kate Peardon** has left **News Talk 650 (CKOM) Saskatoon**.

SIGN-OFF: **Vin Dittmer**, of Alzheimers Disease, in Barrie. Dittmer was the founding director of **CHAY-FM Barrie**. He launched the station, with a staff of 17, in May of 1977 – when AM radio ruled – thus making CHAY-FM Canada's first stand-alone FM'er.

LOOKING: **Astral RadioTerrace** - Radio/TV ND; **CFCO/CKSY/CKUE Chatham** - Newscaster/Reporter; **Harvard Broadcasting Saskatoon** - News Announcer; **Corus Cornwall** - News Announcer; **News Talk 650 Saskatoon** - News Director; **XL96 Moncton** - Morning Host; **CAB Ottawa** – Director of Communications; **imsradio Toronto** – Systems and Research Manager; **CFPL AM980 London** – Reporter/Editor & a News Announcer; **CTV Toronto** – Segment Producer SexTV and an EFP Editor; **CTV Brandon** – Anchor and a Reporter; **SUN-TV Toronto** – Creative Director/Production Manager; **MuchMusic Toronto** – Associate Producer; **CHCH News Hamilton** - Supervisor IT; **Teletoon Toronto** – Bilingual Audience Relations Coordinator; **CPAC Ottawa** – Producer; and, **FLY-FM Kingston** – Music Director/Afternoon Drive Host.



TV ADDING PLATFORMS

No fear of being replaced

CANADIAN COMMUNICATIONS FOUNDATION:

A treasure trove of Canadian broadcasting history

ASTRAL/STANDARD DEAL

Take a pill and relax

COMING UP IN NOVEMBER'S

BROADCAST
Dialogue
The Voice of Broadcasting in Canada

Share with your *ON-SITE* co-workers, but...
DO NOT RETRANSMIT THIS PUBLICATION BEYOND YOUR LOCATION

Howard Christensen, Publisher
Broadcast Dialogue
18 Turtle Path
Lagoon City ON L0K 1B0
(705) 484-0752
E-Mail, click [HERE](#)
[Broadcast Dialogue Website](#)

TV/FILM: The **CRTC** is eyeing new fees for BDUs that would see cable and satellite carriers pay for the privilege of carrying conventional TV programming. **CRTC** Chair **Konrad von Finckenstein** says TV station licence renewal hearings will be delayed for two months in light of the expanded policy review. von Finckenstein says *"the Commission is of the view that the issues that have an impact on these sectors should be considered in the proper sequence given their interdependence."* To allow interested parties more time to

provide their comments on the fee-for-carriage issue, the public hearing will now begin April 7 instead of Feb. 4. Comments from interested parties will be accepted by the Commission up until Jan. 25. Given that the outcome of the broadcasting distribution and discretionary services review may have an impact on the conventional TV broadcasters, licence renewal hearings have been moved from April to late 2008 or early 2009. Current licences will be extended by one year, to August 31, 2009... **S-VOX Trust**, the parent of **VisionTV** and digital TV services **One: the Body, Mind & Spirit Channel** and **The Christian Channel**, has purchased multi-faith stations **CIIT-TV Winnipeg** and **CHNU-TV Vancouver** from **Rogers Media**. The transaction is expected to close sometime next year after a favourable **CRTC** decision. S-VOX says it is paying \$6 million for the two acquisitions... According to a new report, Canada's private TV broadcasters are spending more than ever on original Canadian programming and Canadian audiences are embracing it. The **CAB's Broadcasting 2007: Report on the Industry** was unveiled during the Association's annual convention, held in Ottawa this week. It says expenditures on eligible Canadian programming was almost \$1.5 billion in 2005/06.

REVOLVING DOOR: Montreal lawyer **Hubert Lacroix** has been appointed President/CEO of **CBC/Radio-Canada**, succeeding **Robert Rabinovitch**. Lacroix's legal specialties include media and publishing, as well as mergers and acquisitions, and securities and corporate governance. The Conservative government plucked him from the Montreal law office of **Stikeman Elliott** (see **GENERAL**)... **Ross Davies** to VP (English) Programming at **Astral Media's** English-language stations across Canada, based at



created by **cable** for CANADIANS

FONDÉE PAR LES **câblodistributeurs** pour les CANADIENS

BROADCAST MAINTENANCE ENGINEER/TECHNICIAN

CPAC, the Cable Public Affairs Channel, based in Ottawa, Canada is seeking a full-time Broadcast Maintenance Engineer/Technician.

Candidate must have a post-secondary degree in electronics or a related discipline and a minimum of 5 years experience in the maintenance and operations of a broadcast television facility. Duties include support of a live production environment, repair of all associated broadcast equipment and assisting with the installation, design, and integration of new facilities.

Experience with automation systems, satellite operations, fibre, IT networks and administration, Avid NLEs and iNews, are preferred.

For full description please click: www.cpac.ca



the old **Standard Radio** offices in Toronto. Davies was most recently with **XM Canada**... **CBC Radio** VP **Jane Chalmers** will retire at year's end. She joined CBC as an on-air Host with Calgary's news and current affairs unit in 1984, and filled various other positions – including Producer and Reporter -- before being

appointed VP of CBC Radio in 2002. Chalmers describes her reason for leaving as “a major mid-life redesign”... Interim successor for **Jane Chalmers** at **CBC Radio** will be **Jennifer McGuire**, the Exec Director of programming... New PD at **Clear Sky Radio (CJOC-FM) Lethbridge** is **Bruce Andrei**. He succeeds **Rick Volpatti** who returned to Calgary. Most recently, Andrei was with **Newcap Radio Edmonton**... The rumors were correct – **Don Imus** is going to **WABC New York** effective Dec. 3 in the 6-10 am slot... **Mark Milliere** has been appointed VP, Production at **TSN**. Milliere joined TSN in 1987 as an Editorial Assistant at **SportsCentre** (then called **SPORTSDESK**) while still a student. He moved up over the years and was Executive Producer when promoted... **(Ms) Dale Godsoe** has been appointed Chair of **VisionTV's** Board of Directors. Godsoe, who has served on the multi-faith and multicultural network's Board since 2004, succeeds historian **Dr. Irving Abella**... **Rick Chisholm** and **Alon Marcovici** have been appointed to the **CTV-Rogers 2010/2012 Olympic Consortium**, Chisholm as Exec VP of Broadcasting and Marcovici as VP of Digital Media and Research. Most recently, Chisholm was VP, Programming and Production at **TSN** while Marcovici's background includes various leadership roles with **Maple Leaf Sports & Entertainment Ltd.**, the **NBA**, **Florida Panthers**, **Toronto Board of Trade**, and **NBC Olympics**... **John Masecar** moves to **Astral Media Radio Vancouver (Crave95.3/650 CISL)** as Imaging Director. He had been Production Director with sister station **MIX 99.9 Toronto**. Masecar begins Nov. 19... **Ed Ylanen** is the new GM of **Astral Media's** Peace Region stations (Fort St. John and Dawson Creek). He moved from **CHUM Television Windsor**... **John Himpe** has been appointed PD at **Rawlco Interactive** in Saskatoon. He had been APD at **CJME Regina**...

GENERAL: **Friends of Canadian Broadcasting** is not happy with the choice of **Hubert Lacroix** as new President/CEO at **CBC**. Spokesman **Ian Morrison** says the mergers and acquisitions lawyer's only broadcasting governance experience was as Executive Chair of **Telemedia** during the time when it sold off of its broadcasting properties some years ago. He wonders why **Prime Minister Harper** would appoint someone with experience such as this... The **CRTC** is going to rethink regulating the Internet. The CRTC's VP of broadcasting - **Michel Arpin** - has told Montreal newspaper **La Presse** that the Commission plans to hold public hearings about the Internet at the end of next year. **ACTRA** President **Richard Hardacre** says he's concerned about the late start. “There is no point closing the barn doors after the horse has already got out,” he's quoted as saying. “The Internet is expanding exponentially. Ad revenue is going up 30% annually online. It's generating big money”... **Rogers Communications** third-quarter profit was up 75% to \$269 million on a 13% increase in operating revenue to \$2.61 billion. Consolidated revenue was up from \$2.31 billion in the year-ago period., and operating profit grew 26% to \$986 million... **CanWest Global's** fourth-quarter net profits rose to \$197 million from \$155 million the year before (\$1.11 a share from 87-cents). The company benefited from a special gain on the sale of its New Zealand and Canadian radio properties while continued cost cutting and ratings increases helped boost its TV profits. Revenues for the quarter increased 11% to \$679 million. CanWest says the bottom line was fattened by a \$252 million gain from the sale of the company's New Zealand and Canadian radio operations (**99.1 Cool FM Winnipeg** and **91.5 The Beat FM Kitchener** to **Corus Entertainment** for \$15 million). In the 2006 quarter, the company booked a gain of \$164 million on the sale of **TV3 Ireland**... **TVA Group** swung to third quarter net income of \$5.3 million as operating income in its TV and publishing divisions soared. Canada's largest private-sector broadcaster of French-language programming said the profit was equal to 20 cents per share from a year-ago loss of about \$800,000 or three cents per share. The operating income for the specialty channels division grew just over 32% while **Sun TV (CKXT) Toronto** lost 13.8%... The **Canadian Women in Communications Annual Awards Gala** dinner is set for Feb 26 in Ottawa. Click [HERE](#) to reserve tables and tickets... The **Western Association of Broadcasters' 2006-7 Annual Report** is available at www.wab.ca...

2007 Gold Ribbon Award winners were presented in separate ceremonies at the **Canadian Association of Broadcasters'** annual convention, this year in Ottawa.

2007 Gold Ribbon Award winners for News, Information, Documentary and Diversity Programming are:

Radio

Aboriginal Programming: **CJNB North Battleford** (Cree Ways)
 Information Program: **CHED Edmonton** (Remembering the Fallen Four)
 Breaking News: **CJAD Montreal** (Dawson College Shooting)
 Diversity in News and Information Programming: **CKOM Saskatoon** (Seeds of Success).

Television

Documentaries: **CIII-TV Toronto** (Final 24)
 Magazine Programming: **CFJP-TV Montréal** ('est-ce qui mijote)
 News - Breaking News: **CFTM-TV Montréal** (Fusillade au Collège Dawson)
 News Special/Series and Public Affairs: **CIVT-TV Vancouver** (Filthy Foster Home)
 Diversity in News and Information Programming: **CKCK-TV Regina** (Calling Home)

Specialty/Pay/PPV

Documentaries: **CBC Newsworld Toronto** (Braindamadj'd – Take II)
 Magazine Programming: **ARTV Montréal** (Mange ta Ville)
 News and Current Events – Special/Series: **RDI Montréal** (Le Mur)
 Aboriginal Programming: **APTN Winnipeg** (Wapos Bay)

In the categories of Programming and Promotion, Gold Ribbon winners are:

Radio

What Radio Does Best: **CJAY-FM Calgary** (Gerry Forbes Neighbourhood Takeover)
 Humour – English: **CHOM Montreal** (Terry, Ted and Kim in the Morning)
 Humour – French: **CKMF Montréal** (Les deux minutes du peuple)
 Promotion: Image: **CJAQ-FM Toronto** (JACK Superband)
 Promotion: Audience Building: **CHIK-FM Québec** (I Love PY)
 Promotion of Canadian Musical Talent: **CFMC-FM Saskatoon** (10K20)

Television

Entertainment Programming: **CFTM-TV Montréal** (Gala Artis 2006)
 Promotion: Canadian Program/Series: **CKVU-TV Vancouver** (BT – Everybody's Talking)
 Promotion: Station Image: **CHNM-TV Vancouver** (Diversity Lives Here Station IDs)
 Fictional Programming: **CFTM-TV Montréal** (Nos étés II)

Specialty/Pay/PPV

Entertainment Special/Series: **Séries+ Montréal** (François en série – saison 1)
 Promotion: Canadian Program/Series: **CLT Toronto** (3-Day Novel Contest)
 Promotion: Brand Image: **Ztélé Montréal** (Identifications «« La Route Ztélé »»)

Gold Ribbon Award winners for Community Service are:

Radio

Community Service

– Small Market: **CKLM-FM Lloydminster** (The Christmas Convoy)
 – Medium Market: **CFMC-FM Saskatoon** (C95 Radio Marathon for Breast Cancer)
 – Large Market: **CHFI-FM Toronto** (The 98.1 CHFI Radiothon to Help Stop Violence Against Women)

Television

Community Service

– Small Market: **CHOT-TV Gatineau** (L'Enflammé spécial)
 – Medium Market: **CFPL-TV London** (Connections)
 – Large Market: **CIVT-TV Vancouver** (Dead End Streets)

Specialty/Pay/PPV

Public Service: **Canal Vie Montréal** (Campagne «« Don d'organes »»)

A Special Award was presented to veteran broadcaster **Al MacKay**, for his many years of work on the important issue to violence on television, and his leadership of the **Action Group on Violence on Television**.

RADIO: **Canadian Association of Broadcasters** members have unanimously adopted a resolution opposing the music labels' copyright payment demand, saying it is the recording industry's intention to use the *Copyright Act* to have the private radio industry make up its losses. Further, states the resolution, "the CAB will take all measures to publicly



oppose this egregious and abusive demand by the record labels including taking action before Parliament, the Copyright Board and the courts"... Meanwhile, in the US, the **MusicFIRST Coalition (RIAA, SoundExchange, the American Federation of Musicians, the Recording Academy, and the Recording Artists Coalition)** is proposing flat performance-royalty rates for small, non-commercial and college radio stations. Small stations would pay a \$5,000 flat rate annually while con-coms and college stations would pay \$1,000. MusicFIRST (*Fairness in Radio Starting Today*) Coalition spokesman **Tod Donhauser** is quoted as saying that the position reflects the organization's "fair and balanced" approach to performance rights on radio... Three items from **Elmer Hildebrand's** Saskatoon stations this week. A format change, an Internet launch and a corporate name change. Hildebrand's three Saskatoon radio stations (**CFQC/CJWW/CJMK**) were under a corporate number (**629112 Saskatchewan Ltd**), now changed to **Saskatoon Media Group**. Its **Hot 93 (CFQC-FM)**, launched in 1995, is now **92.9: The Bull (CKBL)**, described as having more of an edge through a reduced playlist. The music, however, remains Country. Yes, the call letters change too, from the 80-year-old CFQC to CKBL. And, as if those changes weren't enough, Saskatoon Media Group has also launched a Jazz Internet-only radio station. **Jazzavenue.ca** is programmed locally and uses an automated studio... The **CRTC** has adopted a revised version of the **Canadian Association of Broadcasters' Best Practices for Diversity in Private Radio**. As well, it has taken a modified version of CAB's approach to diversity for smaller operators as it regards reporting requirements. Large commercial operators (revenues over \$50 million) – **Astral, Corus, CTVgm, Newcap, Pattison and Rogers** -- will have to report annually on diversity, beginning Jan. 31/09. Medium-sized operators (revenues more than \$20 million and up to \$50 million) – **Cogeco, Golden West, Maritime and Rawlco** – must report on diversity every five years, beginning Nov. 2/12. And, small radio operators (revenues up to \$20 million) will be exempt from reporting... A general Call for Applications for a radio licence has been triggered after the **CRTC** received an application to provide service in Winnipeg. A formal application to the Commission must be submitted no later than Jan. 16/08... The **CRTC** has approved a new frequency for **Vista's** planned flip of **Magic 1280 (CHQB) Powell River** to FM. It will be 95.7 with power of 1,200 watts. Vista had wanted 94.1 at 8,600 watts... **CTVglobemedia** has completed its purchase of **The Beat Broadcasting Corporation** in Vancouver, owner of CHR-formatted **The BEAT 94.5 FM (CBFT-FM)**. It joins the other **CHUM Vancouver** stations – **103.5 QM-FM (CHQM), CFUN** and **The TEAM 1040 (CKST)**... **Corus Radio Winnipeg** launched **99.1 Groove FM (CJGV FM)** Monday. The former CanWest-owned jazz station now features the image voice of **Isaac Hayes (Shaft)** and artists such as **George Benson, Michael Bubl , Earth Wind and Fire, Marvin Gaye, Sade** and **Grover Washington Jr.** Groove's sister stations are **CJOB** and **Power 97**... The **4th Annual 101.5 Silk FM Kelowna Radiothon for Kids** raised \$75,608, bringing the four-year total to almost \$400,000. Of the funds raised, 100% goes directly to **BC Children's Hospital**, the province's only acute care facility for children... The **Radio Advertising Bureau (RAB)** reports American radio revenue in all markets was down 7% in September, with local off 7% and national down 9%. One analyst called the numbers "much uglier than expected"...

LOOKING: **CTV Prince Albert** - Video Journalist; **Pineridge Broadcasting Cobourg** - Morning Anchor/Reporter; **Fanshawe College Radio Broadcasting Program, London** - Field Coach re Marketing/Sales/Promotions; **Alliance Atlantis Toronto** – Broadcast Technician; **CTV Edmonton** – Sales Assistant; **Discovery Channel Toronto** – Account Services Supervisor; **CTV Toronto** – Motion Graphic Designer and a Highlight Package Manager (Sportscentre); **Global Television Regina** – Production Editor and a Production Assistant); **Global National Ottawa** – Senior Producer; **Teletoon Toronto** – Graphic Designer/Animator; **TVO Toronto** – Bilingual Client Retention & Outreach Officer; **Rogers Radio Timmins** – Afternoon News Announcer and a Morning News Co-Host; **Rogers Radio Vancouver** – Creative Director; **Rogers Radio Kitchener** – News Editor and a News Anchor; **CBC Toronto** – Broadcast Technician and a Web Designer; and, **CBC Halifax** – Account Manager.

SUPPLYLINES: **RNC Media's** 16 radio stations - mostly in Quebec - will roll out the **SDS** management system. The deal follows the company's installation last year of **SDS Symphony** at its five TV stations.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Jim Patterson, View From the Duck Pond Inc., Lakefield ON.** Patterson is the former President of **TVB** and **Paul Larsen, Clear Sky Radio (CJOC-FM) Lethbridge.** Welcome!

Share with your *ON-SITE* co-workers, but...
DO NOT RETRANSMIT THIS PUBLICATION BEYOND YOUR LOCATION

Howard Christensen, Publisher
Broadcast Dialogue
18 Turtle Path
Lagoon City ON L0K 1B0
(705) 484-0752
E-Mail, click [HERE](#)
[Broadcast Dialogue Website](#)

RADIO: Country 105 (CKRY-FM) Calgary's fifth annual *Country 105 Cares for Kids Radiothon* raised more than \$1.6 million for the **Alberta Children's Hospital** during its broadcast from the hospital Nov. 7-9. It's the only Canadian radiothon to top the million-dollar mark with only one radio station. In its five years, the Country 105 Cares for Kids Radiothon has raised \$5.8 million... **Classic Rock 101 (CFMI) Vancouver** raised \$644,558 during its broadcast from the **B.C. Children's Hospital** Nov. 7-9. This fourth annual effort takes the Classic Rock 101 overall total to just over \$2.35 million... **Sirius Satellite Radio** shareholders have approved a deal for Sirius to acquire **XM Satellite Radio Holdings** in the US for about \$5 billion. The big hurdle, though, remains winning regulatory approval. The companies say they hope to complete the deal by the end of the year.

REVOLVING DOOR: Stephen Hurlbut, the National VP News, Local Information Programming for the **Citytv** stations is no longer with the operation. His 30-year career at **Citytv Toronto**, which began as a Cameraman, ended abruptly on Tuesday. His interim successor is Citytv Toronto ND **Tina Cortese**... In other news from **Citytv Toronto**, Sportscaster **Kathryn Humphreys** is gone after negotiations for a new contract fell through. She'd been with the station for a decade... **Frank Martina** retires from **KISS-FM (CKIZ) Vernon** Dec. 14 after 36 years of doing mornings... **Scott Campbell**, ex Senior Publicist at **MuchMusic**, is the new Communications Manager at **Astral Media's Family Channel** and **Playhouse Disney**... Vancouver Consultant and Freelance Newscaster **Mike Cleaver** will, effective in January, begin teaching Radio News and Documentary Production part-time at **BCIT** in Burnaby. He's taking over for another instructor who is on an educational leave.

TV/FILM: The **Communications, Energy and Paperworkers Union** has filed a complaint with the **CRTC** against **CanWest**, claiming that it will be in breach of its licences if it moves ahead with plans to centralize **Global Television** operations in Ottawa without Commission approval. Union rep **Peter Murdoch** says



Astral Media Radio
SALES MANAGER
REGINA, SASKATCHEWAN

If we're very lucky, a few times in our life we get to be part of something really special... something that we'll look back on later and say "wow, that was amazing..."

Astral Media Radio is starting a new station in Regina, and we're looking for our Sales Manager. Regina is an amazing place to be right now; the economy is red-hot, the city is vibrant like no other time in its history, and ex-patriots are returning home in droves (perhaps you're one of them...). Here are a few of the **qualities** the right person will have:

- You love selling! (seems kind of obvious, but...)
- You thrive on building *sincere* client relationships
- You have been recognized as a great leader in past gigs, and have the references to prove it
- You have a proven track record of budget achievement.

You're going to help hire the team, help train them, and work with them to meet the revenue objectives you help create. You need to be a great negotiator, work to deadlines, and represent Astral Media Radio with integrity and professionalism always.

Here are the **minimum requirements** you should have:

- 5 years in radio sales (supervisory or management experience will be a definite asset)
- University degree in marketing or equivalent experience
- Ability to manage and motivate a sales team
- Excellent verbal and written communication skills.

Astral Media Radio is Canada's largest radio broadcasting company... we work hard, and have fun getting the job done. Get your package immediately to:

M. Mike Shannon
General Manager
Astral Media Radio (Regina)
reginasalesmanager@radio.astral.com

Applications will be held in the strictest confidence.
Astral Media Radio is an equal opportunity employer.
Please note that while we appreciate all expressions of interest, we can only respond to those candidates who will be interviewed.

one reason they're doing this "... is because they have that same old bugaboo of a lot of debt, but also on Nov. 19 they begin hearings about their purchase of **Alliance Atlantis**"... The **Fox Television Stations** division of **News Corp.** objects to proposed US federal rules that would require broadcasting PSAs that would educate American TV viewers about the impending digital TV transition. Legally, Fox argues, the FCC cannot be ordering the content. Further, according to Fox outside counsel **Clark Wadlow**, if the message is so important the feds should buy ad time from TV stations and cablecos rather than shifting the expense back on broadcasters. On Feb. 17, 2009, all full-power analog TV stations in the US are required by law to shut down.

GENERAL: More than 500 **CBS News** employees, members of the Writers Guild of America, are scheduled to vote today (Thursday) on whether or not they will authorize a strike. The news writers, editors, desk assistants, promotion writers and researchers work for the network and its owned TV and radio stations in New York, Los Angeles, Chicago and Washington. They've been without a contract since April 2005 and without a raise since April 2004... Members of the new **Canadian Association of Broadcasters** Board of Directors are:

CHAIR – **Charlotte Bell**, VP, Regulatory Affairs, TV and Radio, **CanWest MediaWorks Toronto**

VICE-CHAIR – **Gary Maavara**, VP & General Counsel, **Corus Entertainment Inc. Toronto**

TREASURER – **Pierre Lampron**, VP, Institutional Relations, **Quebecor Média inc. Montreal**

SECRETARY – **David Goldstein**, VP, Government and Regulatory Affairs, **CTVglobemedia Ottawa**

PAST CHAIR – **Rob Braide**, VP/GM, **CJAD/MIX96/CHOM-FM Montreal**

Derek Berghuis, Exec VP, Radio Sales, **Rogers Media - Radio Toronto**; **Elizabeth Duffy-MacLean**, VP,

Public and Regulatory Affairs, **Alliance Atlantis Communications Inc. Toronto**; **Sophie Émond**, VP,

Regulatory & Government Affairs, **Astral Media inc. Montreal**; **Lyndon Friesen**, Exec VP/COO, **Golden West**

Broadcasting Steinbach; **René Guimond**, President/CEO, **TQS inc. Montreal**; **John Hayes**, President,

Radio, **Corus Entertainment Inc. Toronto**; **Ms. Claude Laflamme**, VP, Corporate and Regulatory Affairs,

Astral Media Radio inc. Montreal; **Rael Merson**, President/CEO, **Rogers Broadcasting Limited Toronto**;

Paul Ski, President, **CHUM Radio Toronto**; **Paul Temple**, Sr VP, Regulatory and Strategic Affairs, **Pelmorex**

Media Inc. Oakville; and, **Bart Yabsley**, Exec VP, **CTVglobemedia Scarborough**.

PRESIDENT & CEO: Glenn O'Farrell, Canadian Association of Broadcasters Ottawa...

The **Canadian Marketing Association** says ad spending across all Canadian media will be more than \$23.3 billion in 2011, up from 2007's \$19 billion. Despite enthusiasm for digital media, the CMA report says a large percentage of the Canadian ad spend will continue to go to traditional media, with TV, direct mail and out-of-home experiencing the most rapid growth.

LOOKING: **Astral Radio Regina** - Sales Manager (see the ad on Page 1); **Harvard Broadcasting Ft. McMurray** - Engineering; **CTV Toronto** - Floor Manager, Operations Division and a Reporter/Anchor

CP24; **CJOH-TV Ottawa** – Reporter/Editor/Producer (Online); **Global Television Regina** – Computer Graphics Artist, a Production Editor and a Production Assistant; **CKWS-TV Kingston** - Videographer;

CBC Toronto – Senior Director of Business Administration, a Senior Broadcast Technologist; a Senior Writer and a Producer, Olympics; **Corus Entertainment Toronto** – Broadcast Maintenance Technician; **102.1 The**

Edge Toronto – Commercial Producer; and, **SONiC 1029 Edmonton** – Music Director.

SUPPLYLINES: **Crossroads Television System** (CTS) has installed **SDS/Traffic** and **SDS/Proposal** at its two new Alberta stations, **CKCS-TV Calgary** and **CKES-TV Edmonton**.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Marc Aflalo, Aflalo Communications Inc.**, Montreal. Welcome!

Share with your *ON-SITE* co-workers, but...
DO NOT RETRANSMIT THIS PUBLICATION BEYOND YOUR LOCATION

Howard Christensen, Publisher
Broadcast Dialogue
18 Turtle Path
Lagoon City ON L0K 1B0
(705) 484-0752
E-Mail, click [HERE](#)
[Broadcast Dialogue Website](#)

TV/FILM: *CanWest Global Communications* and *Goldman Sachs Group* began arguments in Gatineau Monday they hope will persuade the **CRTC** that their purchase of *Alliance Atlantis Communications* is good for Canadian TV and that it abides by

foreign-ownership rules. As expected, there was opposition to the deal but, of the roughly 300 interventions, 278 gave support. *CTVglobemedia* said it believes the structure of Goldman Sachs' majority investment raises concerns about who'll control broadcasting operations. CanWest told the Commission that the New York investment bank will be restricted to minority representation on any board of directors and will not be active in the day-to-day running of the operations. The *Writers Guild of Canada* (WGC) says it wants the health and integrity of the Canadian broadcasting system maintained and kept Canadian. "No amount of legal manoeuvring can obscure that a foreign partner has control in fact and will set the strategic direction of the new company," said **Maureen Parker**, the Executive Director of WGC. But, at the close of the hearing, CanWest - in an effort to make the deal more palatable to the CRTC - proposed several changes, among them CanWest's control over all decisions involving program production, acquisitions and sales. The Commission had fretted the issue of Goldman Sachs' veto power. The proposals seem to have impressed CRTC Chairman **Konrad von Finckenstein**. It was on Monday that he urged CanWest and Goldman Sachs to "take another look" at the agreement. Under the deal, Goldman Sachs would be putting up the majority of equity, but control only about one-third of the voting stock... *Rogers Media* is buying the rest of the *Outdoor Life Network* from its two partners, *CTVglobemedia* and *Versus L.P.* Both hold one-third interests. *Rogers Broadcasting* owns the other third. Rogers says it expects to close the acquisitions in the first quarter of 2008... *CBC-TV News* honcho **John Cruikshank** says a threat to its deal to carry the *Olympics* from China next year was not behind the editing of a documentary about China's repression of the *Falun Gong* spiritual movement. Cruikshank says there were no threats, veiled or otherwise. He's quoted as saying, "I would have had to go to the president or the chairman of the corporation about that and they'd be so offended if I did. I can't imagine what **Robert Rabinovitch** would say. Probably 'You're fired' if I went and

NEW AD REVENUES ON THE HORIZON!

The *School of Media Studies and Information Technology* at *Humber College*, and *ENS Media Inc.* are pleased to present.....

SELLING THE NEW MULTI-MEDIA STATION

- C Is it Radio? Is it Web? NTR? The answer is "Yes."
- C How do we separate them, or do we?
- C How do we create a rate card?
- C What does a radio/web presentation look like?
- C How do we sell it?

Jim Taszarek of *TAZ Media*, Scottsdale Arizona, facilitates this cutting edge, practical workshop for radio sales people, sales managers and general managers. He'll share web selling success stories and you'll learn how to develop your own *Multi-Media Sales System*.

Reserve your seat now.

January 25, 2008, 8:30 AM to 2:30 PM

Humber College, Toronto campus

Early bird price, book before noon

November 30, \$195.

(Light lunch and refreshments served.)

Click wayne@wensmedia.com to reserve your participation today.


Astral Media Radio
SALES MANAGER
REGINA, SASKATCHEWAN

If we're very lucky, a few times in our life we get to be part of something really special... something that we'll look back on later and say "wow, that was amazing..."

Astral Media Radio is starting a new station in Regina, and we're looking for our Sales Manager. Regina is an amazing place to be right now; the economy is red-hot, the city is vibrant like no other time in its history, and ex-patriots are returning home in droves (perhaps you're one of them...). Here are a few of the **qualities** the right person will have:

- You love selling! (seems kind of obvious, but...)
- You thrive on building *sincere* client relationships
- You have been recognized as a great leader in past gigs, and have the references to prove it
- You have a proven track record of budget achievement.

You're going to help hire the team, help train them, and work with them to meet the revenue objectives you help create. You need to be a great negotiator, work to deadlines, and represent Astral Media Radio with integrity and professionalism always.

Here are the **minimum requirements** you should have:

- 5 years in radio sales (supervisory or management experience will be a definite asset)
- University degree in marketing or equivalent experience
- Ability to manage and motivate a sales team
- Excellent verbal and written communication skills.

Astral Media Radio is Canada's largest radio broadcasting company... we work hard, and have fun getting the job done. Get your package immediately to:

M. Mike Shannon
General Manager
Astral Media Radio (Regina)
reginasalesmanager@radio.astral.com

Applications will be held in the strictest confidence.

Astral Media Radio is an equal opportunity employer.

Please note that while we appreciate all expressions of interest, we can only respond to those candidates who will be interviewed.

said: 'Should I compromise our journalistic ethics over the Olympics?' I mean we're the Canadian public broadcaster. The idea that we could be pushed around over venal stuff is just so crazy." The edited version aired on Newsworld Tuesday night... **Asian Television Network International** has launched two more channels – **Sony Entertainment Television Asia** (SET Asia) and **ATN NDTV** – on **Shaw Cable** in Western Canada. SET Asia is a 24-hour Hindi language channel from India while NDTV (New Delhi Television) is a 24-hour news service... **Nuevo Mundo TV**, the first Canadian 100% Spanish language channel is now available in Ontario on **Rogers Cable** digital service.

REVOLVING DOOR: Susan Wheeler, the **Canadian Association of Broadcasters** VP, Regulatory & Programming, left the Association last Friday. She's bound for a new position at **Rogers Media** in Toronto... With Founder **John Bitove** stepping aside as CEO at **Canadian Satellite Radio Holdings**, moving into the role Jan. 1 is **Michael Moskowitz**, the former head of Canadian, Latin American and Caribbean operations at **Palm Inc.** He takes the **XM Canada** job that once belonged to **Stephen Tapp** and who left the company back in June. Bitove moves to Executive Chairman... Two appointments to the **CanWest MediaWorks** marketing team: **Deborah Lewis** as VP, Communications – Television and **Jamie Schouela** to VP, Marketing Strategy – **Global Television**. Lewis most recently led the Communication Divisions at event management company **McNabb Roick**. (Mr) Schouela was promoted from his position as Director of Advertising & Promotion Strategy for Global... **Laura Tanner**, VP Interactive at **Alliance Atlantis** in Toronto, has moved to Senior VP, Digital Media at **CanWest MediaWorks**. She's responsible for development and launches of TV content from **Alliance Atlantis**, **E!** and **Global Television**... Within Corus Entertainment's TV division, **Erica Benson** has been promoted to VP, Programming for **Movie Central** and **SCREAM**, and **Ted Ellis** becomes VP, Programming and Production for **CMT** and **Max Trax** (the Corus digital audio service). Benson was most recently Director of Programming and Ellis was CMT Director of Programming... **Cyril Lai**, GM at **Fairchild Radio (CHKT Toronto)**, has resigned. His last

day was on Tuesday. Succeeding him is **Edmond Tse**... New ND at **AM 980 (CFPL) London** is **Nathan Smith**, who returned to London from **570 News (CKGL) Kitchener**.

SIGN-OFFS: **John Dalton (Dalt) Elton** in North Vancouver at 87. He began his career as an announcer at **CJOC Lethbridge** in 1939. In 1941, he became PD at **CJCA Edmonton** and remained with the station up to 1968 when he moved to become GM at **CKWX Vancouver**. He retired in 1980... **Bob Hutton**, about 86, and said to be "somewhere in Ontario". Hutton began his career at **CFJC Kamloops** in 1940. In 1945, he became morning Host at **CKWX Vancouver**. Ten years later, he joined **CKNW New Westminster** for its morning show and held that spot for 18 years before retiring in 1973.



**Dalt
Elton**

RADIO: The **CRTC** has issued a call for radio applications at Edmonton and Red Deer. They were each triggered by applications for licences. Formal applications for either or both must be in CRTC hands no later than Jan. 23/08... **CKIZ-FM (KISS-FM) Vernon** celebrated 60 years of service on Tuesday (Nov. 20). The mayor, business people, advertisers and listeners all showed up. A few days back, **Rogers Execs Gary Miles** (Toronto), **Paul Fisher** (Vancouver) and **Kim Hesketh** (Victoria) visited Kiss FM Exec VP/GM **Patrick Nicol** to help him celebrate 35 years with the station – by donating \$10,000 in his name to the **Cancer Society**... **Corus** has begun the re-launch of its **AM 980 (CFPL) London**, moving to more local news and information weekday mornings and afternoons in a package that sounds “younger” and that includes more business information. Rock-like imaging helps the station sound faster-paced, says GM **Dave Farough**...

GENERAL: **Arthur Kent**, the broadcast journalist who won fame as **CNN's** “Scud Stud”, has won the Alberta Tory nomination in Calgary-Currie for the next provincial election. When the time comes (expected next year), he'll go up against former Calgary talk show host **Dave Taylor**, the Liberal member for that riding... Canada's first and only diploma granting college focused exclusively on sports broadcasting opened this week in Toronto. **The College of Sports Media** will be focused exclusively on sports broadcasting and offers a full curriculum of career relevant training (College of Sports Media - 115 George Street, Toronto, ON M5A 2N4). President is **David Lanys**.

LOOKING: **CJDC TV Dawson Creek** - Videographer; **CTV Toronto** – VP, Conventional Television Sales, a Managing Editor, Communications, a Manager Mobile Services, a Manager Communications, an Account Manager, Youth and Music, a Publicist News and Current Affairs, a Publicist CTV and A-Channel, and an Account Executive, National Sales; **Alliance Atlantis Toronto** – VP Operations, Digital Media; **Global TV Regina** – General Operator; **CBC Toronto** – Interface Engineer-Programmer and a Producer, Interactive Content; **CBC Montreal** – Engineer; **CBC Vancouver** – Account Manager; **Astral Television Networks Toronto** – Director Business & Legal Affairs; **Teletoon Toronto** – Business Development Manager; **Astral Media Radio Regina** - Broadcast Technology Professional; **CISL/CKZZ-FM Vancouver** – Creative Writer; **BOB FM London** – Junior Creative Writer; **CFMY-FM/CHAT-FM Medicine Hat** – Master Control Operator; **CFDV-FM/CHUB-FM/CHBW-FM Red Deer** - Promotions Director; and, **CKDQ/Q91 Drumheller** – Morning Announcer.

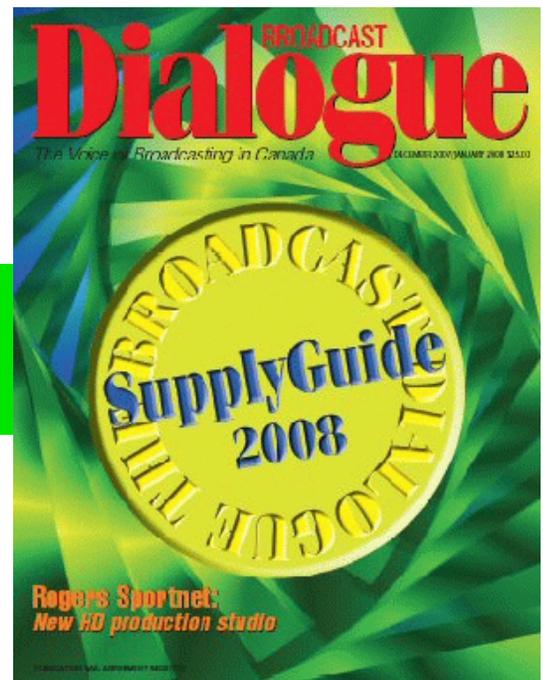
SUPPLYLINES: **Dielectric Communications** has won a Technology and Engineering Emmy® Award for “accomplishments in designing ATSC broadcast transmission system RF filters.” **The National Academy of Television Arts and Sciences** will present it an awards ceremony during the **International Consumer Electronics Show (CES)** in Las Vegas Jan. 7.

COMING UP . . .

The Combined
December - January

**Broadcast Dialogue
SupplyGuide,**

*Listings of
Product and Service
Suppliers serving the
Canadian Broadcast Industry.*



BROADCAST Dialogue

THE BEST BROADCAST BRIEFING IN CANADA

Copyright (2007) by
Christensen Communications Ltd.

Thursday, November 29, 2007

Volume 15, No. 27

Page One of Three

Share with your **ON-SITE** co-workers, but...
DO NOT RETRANSMIT THIS PUBLICATION BEYOND YOUR LOCATION

Howard Christensen, Publisher
Broadcast Dialogue
18 Turtle Path
Lagoon City ON L0K 1B0
(705) 484-0752
E-Mail, click [HERE](#)
[Broadcast Dialogue Website](#)

REVOLVING DOOR: **CTV (CFCN-TV) Calgary** VP/GM **Pat McDougall**, after 35 years with that station, has announced her retirement. She will leave at the end of the year. So far, no successor has been determined... **CHOM-FM Montreal** morning Host **Terry DiMonte**, after almost three decades with that station, moves to **Q107 (CFGQ) Calgary** next month to become the new morning Host. He left on Friday. His successor, who began Monday, is **Rob Kemp**... At sister **Corus**

Calgary station **AM770 (CHQR)**, **Bruce Kenyon** began morning Host duties this past Monday (Nov. 26). Kenyon has been in the Calgary market for most of his career, at AM770 and **K97** (now **CKIS [JACK FM]**) and succeeds **Stirling Faux**... After just 14 months at **CLEAR-FM (CKCL) Vancouver**, the morning show team -- **Fred Latremouille** and his wife, **Cathy Baldazzi** -- have decided to make their vacation home on Maui their permanent residence, thus leaving the **Rogers** station. Latremouille was honoured this year by being inducted into the **Canadian Association of Broadcasters' Hall of Fame**... (Mr.) **Yves Beaupré** becomes VP Operations at **Groupe TVA Montreal** Dec. 3. His 30 years in TV has seen Beaupré in both management and production... **Les Staff** is the new Executive Producer of News Programming at **CTV British Columbia (CIVT-TV) Vancouver**. He moved from sister CTV station, **CFQC-TV Saskatoon** where he was ND... **John Crawford** has been promoted to News/Sports Director at **Astral Media Radio BC North Terrace**... Succeeding **Derek Perkins** as Creative Director at **Rogers Radio Vancouver (CKWX/CKLG-FM/CKCL-FM/CKSR-FM/CISQ-FM/CKQC-FM)** is **Melanie Last**. Last was across the road at **Astral Media Radio (CISL/CKZZ-FM)**, also as Creative Director... **CHAY-FM/B101 Barrie** ex PD **Darren Stevens** will become afternoon drive Host at **CHEZ 106 Ottawa**. He starts Dec. 10... **Derek Welsman** is the new Production Director at **99.9 MIX FM (CKFM) Toronto**. He moves from **Corus Radio Toronto** after an 18-year career there as a Producer. Welsman succeeds **John Masecar** who recently moved to sister **Astral Media Radio** properties (**CISL/CKZZ-FM**) in Vancouver... At **CTV**, promotions in programs communications staff. **Laura Heath** becomes Director of Communications for CTV, overseeing publicity for the CTV and **A-Channel** conventional networks;

You are looking to take your Advertising Sales Career to the next level.

You are passionate about creating results for your clients, your company and yourself, and have decided to take your career to the next level in the New Year.

ENS Media Inc

is a media sales performance company with a growing list of clients in radio, TV, outdoor, Internet and print.

Dramatic growth, or in some cases potential growth, has created exciting opportunities across Canada and the U.S. for senior level, entry level and management level ad-sales professionals.

Ideally, you will have a business degree with a marketing focus, or equivalent job experience coupled with superior creative and analytical skills. You should be driven to succeed.

You can reply in strictest confidence to ENS Media Inc knowing your application will not be exposed to any prospective employers without your written permission.

E-mail your resume to wayne@wensmedia.com along with a cover letter selling yourself as our best choice to lead our media clients to new sales heights. (No phone calls please.)

Gabrielle Free is new Senior Director of Entertainment Specialties; **Graham Machacek** is new Youth and Music Manager; **Emily Young Lee** becomes Arts and Entertainment Manager; and, **Greg McIsaac** is Senior Manager for News, Current Affairs and **CHUM Radio**.

GENERAL: **CBC/Radio-Canada** has integrated all of its English language TV, radio and cbc.ca platforms. The move was made, says CBC President/CEO **Robert Rabinovitch**, to keep pace with emerging trends in media usage. The Corporation, he said, needs to transform from a collection of individual platform-specific networks. CBC-TV Exec VP **Richard Stursberg** assumes the new role of Exec VP, English Services while CBC Radio Exec Director of Programming **Jennifer McGuire** is promoted to the new position of Executive Director of CBC Radio. She will report to Richard Stursberg. CBC's French-language services were integrated in 2005... In other **CBC** news this week, **Robert Rabinovitch** told the Standing Committee on Canadian Heritage in Ottawa that **CBC/Radio-Canada** needs a contract with Canadians if it is to reach its potential as the national public broadcaster Canada needs. Rabinovitch's message was part of the Committee's review of the role of a public broadcaster in the 21st century. He re-asserted his oft-delivered message that the *Broadcasting Act* hasn't changed in more than 15 years and that "... *CBC/Radio-Canada has not received an increase to its base operating appropriation in more than 30 years.*" The broadcasting environment is shifting dramatically and rapidly, he said. But he also said that a contract reviewed on a regular cycle would provide direction on what Canadians could expect from the public broadcaster in return for a clear commitment from Government with regards to funding commensurate to the mandate... **Moses Znaimer**, described as "*one of the world's most innovative television pioneers,*" will be the recipient of the **2008 Walt Grealis Special Achievement Award**. The award recognizes "*an outstanding individual who has contributed to the growth and advancement of the Canadian music industry.*" Znaimer will be presented with the honour during the **JUNO Gala Dinner & Awards** April 5 in Calgary... Also at next April's **Juno Awards**, country musician and philanthropist **Paul Brandt** will become the first recipient of the new **Allan Waters Humanitarian Award**. The award, made possible by funding from the **CTV/CHUM** benefits package, recognizes an outstanding Canadian artist who has positively enhanced the social fabric of Canada... In Toronto, the committee engaged in enhancing a large portion of the city's waterfront – **Waterfront Toronto** – will hold a public exhibition of completed design proposals leading to a January announcement of the winner. There are four competing architectural firms. The space, which will be the new home of **Corus Entertainment**, will also include a revitalized Queens Quay, Sherbourne Park, Aitken Place Park, as well as a water's edge promenade and public streets... **Walter Cronkite** will receive the first *Lifetime Achievement Award* at the January **History Makers 2008 Summit** in New York. It will be presented by the **Board of History Makers: International Summit of History & Current Affairs Producers**, composed of broadcasters and producers from Canada, the US, The UK, Italy and Germany... **Rogers Communications** has donated \$270,000 – \$10 for each of its 27,000 employees – to select food banks, members of **The Canadian Association of Food Banks** (CAFB). CAFB Executive Director **Katharine Schmidt** says the money "... *comes at a wonderful time of the year ... assisting families who are in need of food ... This donation is a wonderful gift.*"

TV/FILM: The writers (**WGA**) strike hasn't been very noticeable up 'til now, but that's about to change. The bank of episodes is running dry and, by January - with viewers finding other things to occupy themselves - advertisers will be looking for compensation. They're moving ad spending from potential reruns into other shows, cable networks or the Internet, says **Zenith Optimedia** President **Sunni Boot**. Already there are estimates of losses approaching \$1 billion in the US. Meantime, if the strike drags on, look for more unscripted gender battle, makeover, dance and reality shows. The potential upside, as expressed by **Rogers Television** CEO **Leslie Sole** to the **Globe & Mail**, is if the strike forces existing programs into reruns a new show dropped into the schedule could catch on with audiences and "... *you might find a hit.*" In Toronto and Montreal, screenwriters took to the streets yesterday (Wednesday) to show support. **Writers Guild of Canada** (WGC) members were joined by other organizations including **SARTEC**, **ACTRA**, the **Writers' Union**, **Directors' Guild of Canada**, **Canadian Media Guild** and the **Montreal Film Group**... The **CRTC** has approved **Open Learning Agency's** application, on behalf of **Knowledge Network Corporation**, to acquire the assets of the **Knowledge Network**. The Burnaby-based broadcaster offers non-commercial educational satellite-to-cable programming to British Columbians... California-based **TiVo Inc.** says its TiVo DVRs (digital video recorders) be available at Canadian retail stores in early December. The exception is the province of Quebec... Former **CNN** Anchor **Marina Kolbe**, who claimed the network discriminated against her because she was older and white, has lost her lawsuit. Kolbe, then 42, worked in Atlanta for CNN's

International division when in 2003 the network failed to renew her contract because of what it said was average performance and failure to improve... **TSN** and **TSN HD** will broadcast the **Inaugural Casino Rama Curling Skins Game** in High Definition Dec. 8 and 9. It is the first North American-based curling tournament to be produced and televised in HD. **Casino Rama** (near Orillia, ON), where the games will be played, has built a curling rink exclusively for this event in its 5,000-seat Entertainment Centre... **Astral Media's Family Channel** launches **Playhouse Disney Canada** tomorrow. It's described as "a multiplex channel targeting young children" and featuring "development-based programming from Disney, together with celebrated Canadian series"... The **Rusty** and **Jerome** puppets, which became part of the Canadian TV landscape in 1958, are being removed from the **CBC Toronto** museum by **Friendly Giant** creator **Bob Homme's** children. They're angry over the puppets' use in a skit at the recent **Gemini Awards** show in which Rusty, Jerome and other stuffed stars were described as sitting around, drinking, smoking and having sex at a retirement home. **Ann Homme** called that "the last straw", saying that CBC was required to get permission to use the puppets in any way. For 26 years, youngsters heard the tune **Early One Morning** as Friendly lowered the drawbridge on the miniature castle. He would invite them to have a seat: "One little chair for one of you, and a bigger chair for two to curl up in, and for someone who likes to rock, a rocking chair in the middle." Then: "Look up, look wa-a-ay up ..." and there was Friendly, soon joined by Rusty, a guitar-playing chicken who lived in a book bag hung on the castle wall, and Jerome, a giraffe with blue spots who stuck his head through a window.

SIGN-OFFS: **Keith Rich**, 80, at his home in Meaford, ON. His career began at **CHOV Pembroke**, then **CJVI Victoria** and then **CJCA Edmonton**. In 1964, he began a 22-year tenure as **CKEY Toronto's** morning man. In 1986, Rich made the move to **CJCL Toronto** where he remained until his retirement in 1990... **Michel LeBlanc**, 54, of cancer at his home in Memramcook, New Brunswick. LeBlanc, the Senior Manager, Transmission Operations, Atlantic Region for **CBC/Radio-Canada Transmission**, joined CBC in 1985 and held increasingly responsible positions throughout his CBC career in the Maritimes.

RADIO: **Arbitron** says it will delay the commercialization of the **Portable People Meter** in nine US markets. The rollout delay follows a controversy over PPM panel recruitment methods and sample sizes, particularly in younger and ethnic demos. Four major radio groups – **Clear Channel**, **Radio One**, **Cumulus**, and **Cox Radio** – demanded that Arbitron come up with an action plan to address the issues. Arbitron President/CEO **Steve Morris** says there are initiatives in the works to improve sample performance. Here in Canada, **BBM** President **Jim MacLeod** says he doesn't expect any issues in extending electronic measurement to radio. "We have almost nine years experience with this process in television," he said. "The quality improvement Arbitron is striving for is related to the panel, not the technology"... Mixed opinions from analysts over the proposed merger of **Sirius Satellite Radio** and **XM Satellite Radio Holdings**. Some say the **US Justice Department** will grant approval, some say they won't. But a decision is said to be within days. Opponents think the deal would be little more than a government-sanctioned monopoly... **Alanis Morissette** will be awarded the Lifetime Achievement Award and be inducted into the **Canadian Music Industry Hall of Fame** March 7 in Toronto... **Rock 95 (CFJB)/107.5 KOOL FM (CKMB) Barrie** will begin moving to a new home this weekend, the sales team and administration folks first, on-air staff in late January. The new address is 431 Huronia Road, Unit 10, Barrie L4N 9B3... Also on the move is **Hot 89.9 FM (CIHT)/Live 88.5 (CILV) Ottawa**. The **Newcap** Ottawa stations led by GM **Scott Broderick** are now at 6 Antares Drive, Phase I, Unit 100, Ottawa ON K2E 8A9. The phone numbers stay as they are.

LOOKING: Ens Media is acting as the screener for a number of Senior, Intermediate and Junior sales and sales management positions. See the ad on Page 1... Other jobs we've heard about include: **CTV (CJOH-TV) Ottawa** - Video Editor; **Moose FM (CKFU) Fort St. John** - Play-by-Play/News-Sports Reporter; **Sun FM/AM 1150/Silk FM Kelowna** – Account Executive and a Creative Writer; **The Bear/Energy Fort St. John** – Account Executive; **CJDC Dawson Creek** - Engineer/Technician; **CTV Vancouver** – Broadcast Maintenance Technician; **CBC Montreal** – Information Systems Officer; **CBC Ottawa** – Broadcast Technologist, French Television; **CBC Moncton** – Journalist (English Television); **CBC Toronto** – National Reporter (Arts); **Corus Radio Calgary** – Retail Sales Manager; **Q91 Drumheller** – Morning Announcer; **CIZZ-FM/CKGY-FM Red Deer** - Marketing/Promotions person; **Newcap Radio Sudbury** – News Reporter/Anchor; **Rogers Radio Calgary** - Promotions Manager and a News Anchor; **Rogers Radio Ottawa** – Creative Writer; and, **Rogers Radio Edmonton** – Music Director.