

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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TV/FILM: The **CRTC** has blocked a proposal that would have allowed Canada's TV networks to collect millions in new fees, worth upwards of \$300-million annually. CEO **Leonard Asper** of **CanWest Global** says it's back to the drawing board and "*nothing is too outrageous to consider.*" The Commission said the networks didn't make a convincing argument about the money being needed and put back into the system. It did, however, concede that the networks could collect new revenue by negotiating with carriers to charge for distant signals, or time shifting.

Canadian Association of Broadcasters President/CEO **Glenn O'Farrell** says "... *the decision fails to recognize the severe structural problems affecting Canadian OTA broadcasters.*" The CRTC measures, says CAB, miss the mark on the dire circumstances facing private OTA broadcasters. At **CBC**, President/CEO **Hubert Lacroix** said there was disappointment in the decision. "*The CRTC,*" he said, "*missed this opportunity to correct a failing model for television broadcasting in Canada*"... **CP24 Toronto** cameraman **Aaron Adetuyi** was hit in a traffic accident late last week while doing a live report, "shooting" reporter **Cam Wooley** (the former provincial policeman) about flooding caused by a water-main break. Adetuyi wasn't seriously hurt. Wooley was heard shouting as the camera suddenly spun wildly and went dark. A pick-up truck hit the news vehicle and knocked over the cameraman... **CTV** has ordered 11 new one-hour episodes of an original Canadian drama series, **THE BRIDGE**. The show, says CTV, "*provides an unflinching look at the struggle street cops face as they not only battle criminals — but also their own bosses — in order to protect society and, ultimately, themselves*"... **Canwest** has the online streaming rights to a number of **Fox's** hit shows, including *Prison Break*, *Bones*, *Family Guy* and *24*. As well, behind-the-scenes footage and video extras will be available across the Canwest digital media properties... On Monday, **Corus Entertainment** launched **Viva**, primarily aimed at women 40-64. The channel airs dramas, movies and lifestyle programs. Viva was formerly Canadian Learning Television (CLT)... Described as "*Canada's first and only cross-platform channel dedicated to emerging music*", **AUX** is set to launch Nov. 24 at [www.aux.tv](#). **GlassBOX Television**, owner of AUX, has an application before the **CRTC** for a category 2 specialty licence... The **CRTC** says Shaw **Shaw Cablesystems** subjected **OUTtv** to an undue marketing disadvantage by requiring subscribers of Shaw's *All In* package to still request the gay and lesbian channel. Shaw placed OUTtv on channel 370, adjacent to stations with sexually explicit adult content. The Commission ordered Shaw to reply within 30 days.

RADIO: **650 CISL Vancouver** will switch formats next week, picking up where **CKBD Vancouver** leaves off. Adult Standards AM 600 (CKBD) becomes **The Peak** with an AC format. But, in a show of amazing cooperation, CISL owner **Astral Media Radio** and the **Jim Pattison Broadcast Group**, owner of AM 600 CKBD, have worked together to establish a new home for CKBD's adult music. Next Monday morning (Nov. 10), **SuperHits 650 CISL** will change its name to **All Time Favourites AM 650**. On-air announcements will invite 600 AM listeners to find their music "*just up the dial*" at AM 650. CISL will also become the new home of many AM 600 feature programs... Of the eight applicants for a radio licence in the London CMA, there are no surprises about **CTV (CHUM)**, **Rogers** and **Evanov Communications** which have been recent applicants for other Canadian markets. **Dean Sinclair**, however, a former GM at the **Corus London** cluster, is part of the **Forest City** application team. Also, **Blackburn Radio** is making an effort to return to the London market. Some years back, it sold its **CFPL-AM** and **CFPL-FM** to Corus. Other applicants are **Sound of Faith Broadcasting**, **United Christian Broadcasters**, **Frank Torres** and **My Broadcasting**... **Jim Pattison Broadcast Group** has approval to acquire **KISS FM (CKIZ-FM) Vernon** from **Rogers Broadcasting**, the second time lucky. The **CRTC** turned down a similar application last year. This time out, Pattison's proposal to alter signal contours so that the Kelowna market is cut from the Kiss FM signal likely made all the difference. Pattison is now applying - again, for a second time - to acquire **100.7 The Giant (CIGV-FM) Penticton**... **Wayne Ens**, a **Broadcast Dialogue** Columnist and Media Sales Consultant, will be a featured speaker at the **Radio Advertising Bureau's (RAB)** Managing Sales Conference in

Orlando. The event takes place March 16-19... The **Canadian Broadcast Standards Council** says the twisting of meanings for teasers on **News 1130 Vancouver** violated three **RTNDA** clauses regarding journalistic ethics and three **CAB** clauses in the Association's Code of Ethics. Reports and teasers, says CBSC, misrepresented comments made by **SkyTrain's** CEO and failed to inform listeners that an audio clip had come from SkyTrain's website. News 1130 argued that its teasers and reports were not inaccurate and were merely worded in such a way as to generate audience interest. But the CBSC B.C. Regional Panel concluded that the SkyTrain CEO's words had been distorted through editing that made the content inaccurate. For the details, click www.cbsc.ca... The *Two Strangers and a Wedding* contest at **Energy 101.5 Calgary** ended - sort of - with "winners" **Jeff Weber**, 24, and **Kimberly McCorkell**, 34, deciding not to marry. That came after seeing one another for the first time at the wedding ceremony. At the altar in front of 180 guests and media, they decided they needed to wait and get to know each other a little better.

REVOLVING DOOR: **Braden Doerr**, the VP/GM of **Astral Media Radio's London** stations – **CIQM-FM/CJBK/CJBX-FM/CKSL** – says his retirement is set for the end of February. Doerr will turn 55 the next day. His career began at **CJCS Stratford** as an Announcer, then moving to ever-more responsible positions at **CFOR Orillia** (PD), **CFCH North Bay** (GM) and the launch of **CFBG-Bracebridge** before moving to his current position in London... **Monique Lafontaine** becomes VP, Regulatory Affairs Nov. 24 at **S-VOX** in Toronto. She had been General Counsel and Director of Regulatory Affairs at the Directors Guild of Canada (DGC). Further, she also served as a policy analyst for the **CRTC**, and has co-authored both the *Regulatory Guide to Canadian Television Programming* and the *Canadian Broadcasting Regulatory Handbook*... At **CTV Specialty Sales** for **RDS (Le Réseau des Sports)**, **Michel Blain** has been appointed Sales Manager, English Canada and USA. Blain was promoted from his Account Manager's position. Stepping into the Account Manager's role is **Paul Desjardin** who's spent 12 years of his career at **CTV** and **Global** as well as work in non-traditional media... New **CKX-TV Brandon** Anchor for the evening package is **Megan Batchelor**, a promotion from her Reporter's duties, and new Noon Anchor is **Tamara Forlanski**, also a promotion from Reporting. Batchelor, prior to CKX, had worked at **Citytv Winnipeg** as a *Breakfast Television* writer while Forlanski, prior to CKX, had been a writer/producer/reporter at **Global Winnipeg**.

SIGN-OFF: **Ian Bonar Byers**, 73, at the **Huntsville District Memorial Hospital** of a suspected aneurism. Byers, the former owner of **CFBK-FM Huntsville** – and long-time associate of **Jack Schoone's Eastern Broadcasting** – was a veteran of 55 years in broadcasting. Before buying the Huntsville station in the early '90s, Byers was GM of **CFAN Newcastle**, one of the Eastern stations. CFBK-FM was sold to **Haliburton Broadcasting** last year.

GENERAL: **Rogers Communications** CEO **Ted Rogers**, 75, has temporarily stepped aside as a result of his cardiac condition. The self-made billionaire was admitted to hospital late last week. Meantime, Rogers Board Chairman **Alan Horn** is acting CEO... The **FCC** has voted 5-0 in favour – despite the objections of American TV broadcasters and other groups – to set aside a disputed slice of radio spectrum for public use, hoping it will lead to low-cost, high-speed Internet access and new wireless devices. A coalition of broadcasters, Broadway theatre producers and sports franchises, hoped to derail or delay the decision. They argued that their own transmissions – whether from TV signals or from wireless microphones used in live music performances – could face interference from new devices that use the white spaces. Commissioners believe the decision could lead to development of a new generation of devices that use the spectrum to provide Internet access... **CRTC** Vice Chairman **Michel Arpin** speaks to the **Broadcast Executives Society** at lunch on Monday in Toronto. For tickets or information, contact **Cheray Corrado** at 416/413-3870... **Gold Ribbon** winners at the annual convention of the **Canadian Association of Broadcasters**, this year held in Ottawa, are:

Radio:

Aboriginal Programming: **CJNB/CJNS North Battleford**

Breaking News: **CKNW Vancouver**

Information Program: **CHED Edmonton**

Diversity in News and Information Programming: **CJNB/CJNS North Battleford**

Community Service, Large Market: **The Bounce (CHBN-FM) Edmonton**

Community Service, Medium Market: **Z99 (CIZL-FM) Regina**

Community Service, Small Market: **CK750 (CKJH) Melfort**

What Radio Does Best: **CITI-FM Winnipeg**

Humour – English: **Dave FM (CJDV-FM) Cambridge**

Upcoming Events

Nov. 30-Dec. 2
WABE Convention, Victoria
www.wabe.ca

Dec. 4
Broadcast Executives Society Christmas Luncheon, Toronto
www.bes.ca

Dec. 4-7
Whistler Film Festival, Whistler, BC
www.whistlerfilmfestival.com

Humour – French: **Énergie 94,3 (CKMF-FM) Montréal**
Promotion - Audience Building: **Classic Rock 101 (CFMI-FM) Vancouver**

Promotion - Station Image: **Rock 101.9 (CJSS-FM) Cornwall**
Promotion of Canadian Musical Talent: **99.3 The Fox (CFOX-FM) Vancouver**

Television:

Aboriginal Programming: **CHBC-TV Kelowna**

Breaking News: **CTV (CIVT-TV) Vancouver**

Diversity in News and Information Programming: **OMNI-TV (CFMT-TV) Toronto**

Documentaries: **Global Ontario (CIII-TV) Toronto**

Magazine Programming: **OMNI-TV (CHNM-TV) Vancouver**

News Special/Series and Public Affairs: **Global BC (CHAN-TV) Burnaby**

Community Service , Large Market: **CTV (CIVT- TV) British Columbia**

Community Service, Medium Market: **Global (CICT-TV) Calgary**

Community Service, Small Market: **CFJC-TV Kamloops**

Entertainment Programming: **Global Ontario (CIII-TV) Toronto**

Fictional Programming: **Global Ontario (CIII-TV) Toronto**

Promotion - Station Image: **Citytv (CKVU-TV) Vancouver**

Promotion - Canadian Program/Series: **Global Ontario (CIII-TV) Toronto**

Specialty & Pay:

Documentaries: **Canal Vie Montréal**

Magazine Programming: **Ztélé Montréal**

News and Current Events, Special/Series: **Canal Vie Montréal**

Public Service: **MuchMusic**, Toronto

Entertainment Special/Series: **HGTV Toronto**

Promotion - Brand Image: **Family Channel Toronto**

Promotion - Canadian Program/Series: **CMT Toronto**

LOOKING: **APTN Edmonton** - Video Journalist; **97.3 EZ Rock Toronto** – Morning Show Producer; **Canwest Media Toronto** – Manager, Foodtv.ca and a Project Manager, Digital Media; **CBC Regina** – Managing Director, Saskatchewan; and, **CBC Montreal** – Administration Officer, Technical Production, French Services.

SUPPLYLINES: **Astral Media Radio** launches **Orbyt** this month, the new national content and marketing division that succeeds **Sound Source Network**. Orbyt represents national music, lifestyle, comedy, business, technology, entertainment and sports content, as well as exclusive customized broadcast services... New Business Development Director at Markham-based **AZCAR's** Systems Integration Business Development is **Eric J. Heidendahl**. Most recently, he was VP of Technical Services for **Global Television**. Most of his career, however, has been with **SONY of Canada** where his last position was as GM of Products and Technology... **Larche Communications**, the owner of stations at **CICZ-FM Midland**, **CICX-FM Orillia** and **CICS-FM Sudbury**, chose Toronto-based **Specialty Data Systems** (SDS) for its **SDS Symphony** management software. Larche needed a unified technology solution. The same holds true for **Moses Znaimer's** radio stations, **Classical 96/AM740 Toronto** and **CFMX-FM Cobourg**... **Sony of Canada** has introduced a 1080i high-def compact point-of-view (POV) camera The **HXR-MC1** gives professionals more flexibility in capturing shots where increased mobility is required e.g. extreme sports, reality TV, documentaries and nature.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Mary Powers**, **M Powers Communications**, Toronto and **Jack McAnulty**, **Thomson**, Southwick, MA. Welcome!

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GENERAL: With stocks trading yesterday (Wednesday) at 84-cents, **CanWest Global Communications** – late in the day – reduced its workforce by 560 jobs (5% of its workforce) – 210 jobs from broadcasting, mostly at the **E!** stations – in what it says is part of initiatives it expects will reduce annualized operating costs by roughly \$61 million. Yesterday's voluntary buyouts, attrition and reductions are in addition to several hundred jobs that have been eliminated over the last two years. 23 jobs are being cut at **CHBC-TV Kelowna**, 18 at **CHEK-TV Victoria** and at least four at

Global (CHAN-TV) Vancouver. Most of the jobs involve production and sales staff and managers, including the CHEK-TV GM **Ron Eberle** and CHBC GM **Keith Williams**. The commercial production departments of those two stations are also being shut down and the work centralized elsewhere. In addition, CHBC's evening newscast will be anchored from the CHEK Victoria. **Peter Murdoch** of the **Communications, Energy and Paperworkers Union of Canada** says show cancellations also include the morning show at **Global Toronto** and the afternoon show at **CH Hamilton**. The action, says the company, results from the economic environment and "structural challenges" in the conventional TV model. Canwest President/CEO **Leonard Asper** says the initiatives "... will provide savings that will allow us to better compete in the current economic environment, without compromising our core products and services." Asper, in referring to the recent **CRTC** decision regarding payment for programming by BDUs, noted the "CRTC's failure to adequately recognize the structural issues facing conventional broadcasters"... The **Canadian Association of Broadcasters** has begun what it describes as "a thorough review of the CAB which includes an assessment of its structure, its core activities and its resources..." It's in an effort, says CAB, to ensure that the private broadcasters' lobby groups is meeting the needs of member companies. The review was prompted by the resignation by Quebec's **TVA** from the Association. The working group members are: **Charlotte Bell, Canwest Media**, Chair of the Board of Directors; **Gary Maavara, Corus Entertainment**, Vice-Chair; **David Goldstein, CTVGLOBEMEDIA**, Secretary; **Sophie Emond, Astral Media**, Treasurer; **Susan Wheeler, Rogers Broadcasting**, **Paul Temple, Pelmorex Media**; and, **Pierre Brosseau, RNC Media**. The facilitator in moving the process forward is **Fernand Belisle**, ex of the **CRTC** and now a broadcast consultant.

REVOLVING DOOR: **Maureen Rogers** of **Global Ontario (CIII Toronto)** is no longer with **Canwest Media**. The former VP/GM, who moved to Toronto from **Global Quebec** earlier this year, will become the new GM at **Rogers'** owned **Citytv Toronto**. Her start date has yet to be determined. Current Citytv Toronto VP/GM **Jamie Haggarty**, who'd also been Executive VP of the Station Groups (**OMNI** and **Citytv**), will now concentrate solely on the latter... **Terry E. Markus** has joined **S-VOX** as General Counsel and Corporate Secretary Nov. 1. She had been an independent consultant to broadcasting, entertainment and media clients and, before that, with **Astral Media, Alliance Atlantis, Catalyst Entertainment** and **Guillane Entertainment**... After more than 40 years as a Journalist, veteran **CBC** commentator **Henry Champ** has retired from day-to-day on-air work but will retain production of his blog on the **CBC** website. Champ has worked for **NBC News, CBC Halifax**, and was **CTV's** bureau chief in Washington, Montreal and London... **Nathan Downer**, a Reporter at **Global Toronto**, has moved downtown to become an Anchor/Reporter at specialty channel **CP 24**. He begins next week... **Stephanie Friedman**, GM at **BDS Radio Canada** and based in Vancouver, is no longer in that position. Her successor is **Andrew Forsyth**, an operations consultant in the Toronto area... **Steve Moore**, PD at **EZ Rock (CFMG-FM) Edmonton** is no longer with the station. He left last week... **Debbie Marks**, most recently doing communications work at **London Life** and, before that, a Producer with **A-Channel London**, is the new Regional Station Manager at **Rogers TV London**... **Newcap Calgary** has hired **Mike Williams** as Retail Sales Supervisor. The 16-year radio veteran was most recently with **Astral Media Radio Calgary**... New **National Public Radio** President/CEO is **Vivian Schiller**, the GM of **The New York Times'** website. She starts Jan. 5... **Barrett Fraser** is no longer Sales and Marketing Manager at **NCI-FM (CINC-FM) Winnipeg**.

Upcoming Events

Nov. 30-Dec. 2

WABE Convention, Victoria

www.wabe.ca

Dec. 4

Broadcast Executives Society Christmas Luncheon, Toronto

www.bes.ca

Dec. 4-7

Whistler Film Festival, Whistler, BC

www.whistlerfilmfestival.com

Jan 19/09

2009 CBDA Conference

Toronto

www.cbda.ca

Jan 26-29

NATPE 2009

Las Vegas

www.natpe.org

Feb 11-13

10th Annual KidScreen Summit

New York

www.kidscreensummit.com

Feb 18-20

CFTPA Prime Time

Ottawa

www.cftpa.ca

TV/FILM: While TV is still king for now, younger Canadians spend almost as much time on the Internet. **Forrester Research**, a U.S.-based company, says a study on 6,300 Canadians' use of technology showed Generation Y (18-28s) will watch shows on a computer screen, multi-task while watching TV or do time shifting so as to watch when it's convenient. **Charles Golvin**, the report's author, says consumers – independent of their technology attitudes and incomes – are buying HD TVs. *"I think this speaks to the importance of TV across the broad population. People like their TV, they like the large, crisp screen."* But there's still confusion about what HD TV is, he said. Many don't know that it's impossible to watch high-def TV without having digital cable... **CBC** Reporter **Melissa Fung**, freed after a month of captivity in Afghanistan, says while kept blindfolded and bound she wasn't harmed. The kidnapping was a closely guarded secret to ensure her safety. Fung was taken Oct. 12 from near a refugee camp north of the Afghan capital of Kabul... The American **Television Bureau of Advertising** is now predicting a decline of 7-11% for the industry, up from the 2-5% it predicted in September's 2009 forecast of total spot revenue. The economy's deterioration is blamed, plus it's now blamed for projections that 2008 will finish down 7.1% rather than flat. But the projections might be optimistic in that **BMO Capital Markets** analyst **Lee Westerfield** recently projected that spot TV will fall 15.6% next year... The **Communications Research Centre** (CRC) in Ottawa will receive its second **Emmy** at the *Technology & Engineering Emmy Awards* in January. The Emmy goes to four organizations for their efforts in standardizing the ATSC Digital Television System... Former U.S. VP **Al Gore's** Internet-fueled news network is coming to Canada. His media company, **Current**, comprises a TV channel and a website and draws heavily from citizen journalists in Britain, Italy, Ireland and the U.S. It will run here as a joint venture with **CBC**. The digital channel - to be known as **Current Canada** - is pending **CRTC** approval. CBC says the new venture will focus on *"involving young adult audiences through*

participatory initiatives on TV and the web"... **Canwest** has contributed \$700,000 to **Canadian Women in Communications** (CWC) over the next seven years. The *Canwest Mentorship Program* matches high-potential women with senior members of the communications industry for one-year of personalized coaching, counsel and leadership development... **The Accessible Channel**, recently approved by the **CRTC** and which is set to launch Dec. 3, will be a national, English-language digital specialty service featuring only described as well as closed-captioned programming. It's the latest idea from the **National Broadcast Reading Service** (NBRS). The Accessible Channel will try to acquire news, sports, movies, drama and comedic shows which are seen on **CTV**, **Canwest Media**, **CBC**, **BBC** and other networks... **MSNBC** host **Joe Scarborough**, who's lambasted the **FCC** for not cracking down on swearing on TV and radio, dropped the f-word on his daily show. The U.S. all-news network has now introduced a seven-second tape delay on the former Republican congressman's program. Scarborough apologized several times, at first seemingly unbelieving that he's actually said it. Ironically, he stepped-in to the talk show last year after a **Don Imus** program was cancelled because of offensive comments... Vancouver and Los Angeles-based **Lionsgate** says the economic downturn has created an opportunity for it to buy more assets. The entertainment company, which recently cut its workforce by 8% (41 people) to save \$10 million annually, says it's in a strong cash position to make acquisitions. Lionsgate Co-Chairman/CEO **Jon Feltheimer** says the company has about \$US250 million in cash, an untapped \$340 million credit facility and no corporate bank debt... **Global Television's Going Fishing** program has been chastised by the **Canadian Broadcast Standards Council** for discussing political matters during the provincial election campaign with guest "fisherman" **John Tory**, the Ontario Progressive Conservative leader. Host **Darryl Cronzy** asked Tory questions related to Conservative positions on fishing, hunting and wildlife management issues. The complete decision may be found by clicking www.cbcs.ca.

RADIO: *CBC Metro Morning* host **Andy Barrie** is on indefinite leave caring for a gravely ill member of his family. Barrie wishes to keep the matter private. Filling-in in his absence is long-time radio personality **Jane Hawtin**... *Portable People Meter* ratings for Montreal will be issued next month while PPM results for Toronto and Vancouver will come out at mid-year. **Astral Media Radio** is offering five- to eight-minute online information capsules for advertisers and agencies, in both official languages. Click <http://infoppm.astralmediaradio.ca> to have a look... **Le5 Communications Inc.** has taken control and operation of **Haliburton Broadcasting's** former French-language stations **CHYC Sudbury** and its repeater, **CHYK Timmins**. Le5 purchased the stations a while back and won quick **CRTC** approval... This weekend, **1050 CHUM Toronto's** historic studios at 1331 Yonge Street will host its final Open House before CHUM and **CHUM-FM** move downtown... The third annual *Radiothon of Hope* for the **Northern Cancer Research Foundation** in Sudbury, held in the patient library of the **Regional Cancer Centre**, raised over \$172,000. The money, raised by **Rogers' EZ Rock** stations in Sudbury, Timmins and North Bay, goes toward funding medical equipment... **Newfoundland Capital Corporation (Newcap)** reports a net loss in the third quarter caused by an \$8.5 million unrealized decline in value in marketable securities. But Newcap says that despite the economic conditions, "core operations remained strong" and new station launches and "organic revenue increases" helped grow their revenue 5% to \$26.7 million in the third quarter... **CKRS-AM Saguenay-Lac-Saint-Jean** has been found to be in contravention of the Human Rights Clause of the **Canadian Association of Broadcasters' Code of Ethics** over remarks disparaging the gay community. CBSC says that during an interview with a Parti Québécois representative during the last provincial election, a program host asked if a party with an openly gay leader and other homosexual candidates would fare well in the region. Referring to blue collar workers, the host asked: "... do you really think that when you present them with another homosexual, you won't be asked the question – 'is the Parti Québécois a club for fags?'" The decision in its entirety may be found by clicking www.cbsc.ca... **B93 (CFOB) Fort Frances** has been honored with the *James Paul Award*, presented by that Northwestern Ontario city's Chamber of Commerce. The award, accepted by Station Manager **Leo Melanson**, was presented to B93 for its outstanding contribution and years of dedication to the Fort Frances Chamber of Commerce.

SIGN-OFF: **Norm Marshall**, 89, at Burlington. Marshall, who would have been 90 Nov. 24, is best remembered in Southern Ontario for his days at **CHML Hamilton** and later, at **CHCH-TV Hamilton** where he was the News Anchor and play-by-play announcer of **McMaster University** football. After retiring from broadcasting, Marshall became a TV instructor at **Mohawk College** and continued until his 1987 retirement.

SUPPLYLINES: **TVO's** current affairs program, *The Agenda with Steve Paikin*, went live to air from Windsor with their new HD Airpack designed by TVO/BSE and built by Toronto-based **BSE, Broadcast Systems & Equipment**... **Steve Romain** has been promoted at **Ross Video** to Key Accounts, Program Manager and Business Development Manager for Sports. **Scott Bowditch** has been promoted to National Sales Manager for Canada. Bowditch had been a Regional Sales Manager for Ross in Central Canada for the past five years while Romain had been National Sales Manager in Canada for six years... Prince Edward Island has seen a TV upgrade at its legislature – the design, supply and install (DSI) work done by **Applied Electronics**. The system design and pre-wire was done at Applied's Mississauga shop.

LOOKING: **Astral Television Networks Toronto** - VP, Consumer Marketing; **104.9 EZ Rock Edmonton** - PD; **CBC Toronto** – Senior Manager, Brand Development and a Manager-Media Production Support; **CTV Toronto** – Revenue Management Manager and a Senior Segment Producer; **CP24 Toronto** – Distribution Supervisor, News; **Canwest Toronto** - Senior Publicist and a website Producer; **CBC Calgary** – Regional Human Resources Manager; and, **Teletoon Toronto** – Public Relations Coordinator.



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REVOLVING DOOR: Peter Viner has been appointed Interim President of **Canwest Media**, which covers the Canwest TV operations, succeeding **Kathy Dore** who leaves at the end of December. Viner, who'd been in retirement, was named to temporarily fill the top job at **Global Television** and the two-dozen speciality channels, four days after Canwest reported a \$1.02-billion third-quarter loss, which included a \$1-billion writedown of the TV assets... GSM **Jack Derouin** retires from **CHUM Ottawa** Dec. 23. He began with **CFRA Ottawa** on July 1, 1966. Forty-two and a-

half years later, he is the longest-serving CHUM employee... **Ellen Baine**, the former VP of Programming at **CHUM Television**, now leads business development at **Descriptive Video Works'** Toronto sales office. The company has its production facility in Vancouver... **John Pollard**, the senior account executive at **CHEK-TV Victoria**, is the new GM/GSM. He succeeds veteran **Global** manager **Ron Eberle** who was caught in last week's **Canwest Media** downsizing... New Ops Mgr at the **Astral Media Radio Calgary** cluster is **Chad Martin**, the morning show Host at the cluster's **Vibe 985**. He succeeds **Stewart Myers** who moves north to Edmonton to succeed **Marty Forbes** as VP/GM at the Astral Media Radio stations there... **Claude Sauvé**, formerly of **Canal Vox** in Montreal, is the new Directeur de la programmation at **TFO Toronto**. He begins Nov. 26... At **CHBC-TV Kelowna**, an **E!** station owned by Canwest, caught in the downsizing were Chief Engineer **Larry Tisch**, Operations/Production Manager **Rob**

Weller and, as reported last week, GM **Keith Williams**. New GM/GSM is **Dennis Gabelhouse**, the former Director of Sales & Marketing... ND **Jim Claggett** is gone from **CHCA-TV Red Deer**, another **E!** station... And at **CHEK-TV Victoria (E!)**, GM **Ron Eberle**, **Dave Schell**, Information Technology, **George Penwarm**, Local Marketing and Production Manager, Assignment Editor **Rob Lowrie** and Sports Reporter **Jeff King** are gone.

TV/FILM: CTV will lay off some employees, freeze hiring and cut spending because of the financial downturn.

CTVglobemedia Inc. President/CEO **Ivan Fecan** describes the economy as "one of the biggest challenges we've ever faced," noting the slump in ad spending and the possible bankruptcy of some of CTV's biggest customers. Maintaining the status quo, he says, is no longer possible. CTV isn't alone in diluting their network product. The proliferation of specialty channels owned by it, **Global** and **CBC** – and in the U.S., **CBS**, **NBC** and **ABC** – have



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Better,
More Powerful

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music scheduling
reinvented



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seen their ad revenues decline in recent years along with their market shares. Like **Canwest**, CTV had pleaded with the **CRTC** for carriage fees of 50-cents per subscriber from the BDUs which would have brought in hundreds of millions in new revenues. The Commission turned them down, saying that the nets hadn't provided "compelling" rationale for the request. CRTC Chair **Konrad von Finckenstein** noted that the networks weren't "on the verge of disappearing"... **Canwest Global Communications** has taken a fourth quarter \$1-billion-plus writedown, reversing a year-earlier profit of \$197-million, on its Canadian TV operations. Writedowns don't require a cash lay-out. Canwest says the big hit on earnings came about because of soft ad revenues, well below expectations. President/CEO **Leonard Asper** says the company plans to do whatever's necessary to improve its financial performance. He's urging investors to ignore the negative "noise" and to instead focus on the gains Canwest is making in its core businesses: Revenues and operating profits both rose in 2008. But he's still angry with the CRTC for rejecting a request to let the TV networks charge cable and satellite distributors, a request that would have pumped another \$300 million a year into TV industry coffers. And he says Canwest has only just begun the fight for structural changes on the regulatory front, including a reduction in the number local content hours. Those are content requirements, he says, "that we really, can no longer afford"... **Corus Entertainment**, while not cutting employees, has told staff that discretionary spending – from new cell phones to company Christmas parties – is being cut. Dwindling ad dollars get the blame... **TVO**, the Ontario-owned educational station, and **YouTube** have a premium content partnership that will bring TVO programs to a dedicated YouTube channel hub page beginning early next year. TVO will share revenues with YouTube from advertising. This is the latest in a series of steps TVO has taken as part of its transformation from a traditional broadcaster to a digital, multi-platform educational media organization... Local TV station groups owned by **Fox** and **NBC** have formed a news service to pool news video. Initially, the deal will operate in Philadelphia, New York, Chicago, Los Angeles, Dallas and Washington. Fox group CEO **Jack Abernethy** said the networks have been sending the same people and expensive equipment to cover the same stories and bring back the same pictures... **YTV** did not violate the *Children's Programming* provision of the **Canadian Association of Broadcasters'** *Violence Code*, says the **Canadian Broadcast Standards Council**.

A promotional spot for the program *Naked Brothers Band* broadcast featured one of the bandmembers dressed in a chicken suit. When he fell down, his brother kicked him. Details at www.cbcs.ca.

Upcoming Events

Nov. 30-Dec. 2
WABE Convention, Victoria
www.wabe.ca

Dec. 4
Broadcast Executives Society Christmas Luncheon, Toronto
www.bes.ca

Dec. 4-7
Whistler Film Festival, Whistler, BC
www.whistlerfilmfestival.com

Jan 19/09
2009 CBDA Conference
Toronto
www.cbda.ca

Jan 26-29
NATPE 2009
Las Vegas
www.natpe.org

Feb 11-13
10th Annual KidScreen Summit
New York
www.kidscreensummit.com

Feb 18-20
CFTPA Prime Time
Ottawa
www.cftpa.ca

GENERAL: The airing of the infamous **Stephane Dion** re-takes by **CTV News** has become a matter for the **Canadian Broadcast Standards Council**. CBSC National Chair **Ronald Cohen** says a panel will review the airing of the re-takes to determine whether or not CTV conformed with **CAB** and/or **RTNDA** codes of ethics. Cohen says to expect a ruling within six months.

RADIO: Montreal will become the first Canadian radio market to go PPM electronic measurement beginning Dec. 10. The **BBM Canada** radio rollout plan will see PPM carried every day by hundreds more people – beginning next fall – in Toronto, Vancouver, Calgary, and Edmonton... Coming up Jan. 26, a **CRTC** hearing in Orillia to, among other applications, look at eight technically mutually exclusive proposals for 89.1 MHz and five for Bracebridge and Gravenhurst. Among the applicants for Orillia are: **Nick Montague**, on behalf of a corporation to be incorporated (Classic Rock and Country); **Larche Communications** (Hot AC); **Bayshore Broadcasting** (Soft AC); **Newcap** (Contemporary Hits); **Debra McLaughlin**, on behalf of a corporation to be incorporated (Triple A); **Frank Torres**, on behalf of a corporation to be incorporated (AC); and, **Rock 95 Broadcasting** (Hot AC). And for Gravenhurst/Bracebridge, **JOCO Communications** with two applications for Gravenhurst (both for the 101.7 frequency with one being an Oldies format and the other, all-Canadian/all Hits), **Larche Communications** for Bracebridge (102.3 and Country), **Bill Wrightsell**, on behalf of a corporation to be incorporated (102.3 for Gold-based AC), **Bayshore Broadcasting** (102.3 for Classic AC) and **Evanov Communications** (Easy Listening at 102.3). Other applications at the hearing, expected to run the full week, include allegations that **CHSC St.**

Catharines has re-oriented its programming to serve the Italian community of Toronto from studios in nearby Woodbridge, 80 km from St. Catharines; a proposal from **Acadia Broadcasting** for an FM licence in Bridgewater (where it operates **CKBW-AM**). The new station would operate at 100.7 with 10,000 watts and program Country; the application by **Newcap** to acquire **The Haliburton Broadcasting Group** stations **CHMS-FM Bancroft**, **CFBG-FM Bracebridge**, **CHPB-FM Cochrane**; **CKNR-FM Elliot Lake**, **CFZN-FM Haliburton**, **CFIF-FM Iroquois Falls**, **CKAP-FM Kapuskasing**, **CFXN-FM North Bay**, **CKLP-FM Parry Sound** and **CHMT-FM Timmins**. Most of these stations are branded **The Moose** and, in a separate application, **CFBK-FM Huntsville** from Muskoka-Parry Sound Broadcasting; an application by **My Broadcasting Corp.** for an FM licence at Brighton, Ont.; one from **Touch Canada Broadcasting** for an AM licence in Calgary to program a Gospel Music format; applications from **Newcap** to flip **CHLW St. Paul** to FM and **CKVH High Prairie** to FM. There is also an application from **Merritt Broadcasting** to flip **CJNL Merritt** to FM... **Country 105/Q107 Calgary** through its **Caring For Kids Radiothon** raised \$1.96 million for the **Alberta Children's Hospital**. In a three-day broadcast from the Hospital, dozens of children, families and care givers captivated listeners with their stories of hope, help and healing. In the past six years, the annual radiothon has raised \$7.76 million... **The Nielsen Company** is jumping into the U.S. radio ratings business with a test next month in a market it won't identify for fear of tricks that may be played to skew ratings. Nielsen already measures radio in 11 other countries. This may be the beginnings of a competition with **Arbitron** which, says Arbitron, it will fight head-on. **Cumulus Media** and **Clear Channel Radio** will be among Nielsen's first customers of its new diary-based service. Starting in Q3 of next year, Cumulus will use Nielsen to rate 50 of its small and mid-size markets, while Clear Channel will tap Nielsen for 17 of its markets... The **101.5 The Bear/Energy FM Fort St. John** Second Annual **Fill the Truck Food Drive** for the raised over three tones of food for the **Salvation Army** food bank. That all happened last weekend at a **Safeway** store remote. Negative comments about homosexuals on **Red FM (CKYE-FM) Vancouver** violated the **Human Rights Clause** of the **Canadian Association of Broadcasters' Code of Ethics**. Details at www.cbsc.ca... **Rock 105.3 (CKMH-FM) Medicine Hat** is moving this week. New address is 107-7 Strachan Bay SE, Medicine Hat, AB T1B 4Y2.

LOOKING: **CJAY Calgary** - Program Director; **VIBE 98-5 Calgary** – Morning Show Host; **CBC Regina** – Broadcast Technician; **CBC Moncton** - Radio Master Control Technician; **CBC Montreal** – Director Première Chaîne (French Radio); **CHAT 94.5/MY 96 Medicine Hat** – Creative Writer; **Big Daddy Sudbury** – Account Manager; and, **CKX TV Brandon** – Full-time and part-time News Reporter and a Broadcast Engineer.

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RADIO: Heritage Minister **James Moore** has sent the **CRTC** decision to licence two English-language FM'ers in Ottawa back to the Commission for reconsideration. Discussing the vitality of Anglophone and Francophone minority communities, Moore said: "We are asking the Commission to fully consider and explain its approach to evaluating the needs of official-language minority communities and how it applies in this case." On August 26, the Commission approved applications from **Astral Media Radio** and **Frank Torres**, and denied licences to eight other applicants... The **CRTC** has approved a swap

between **Newcap** and **Rogers Broadcasting** that will see **CIGM Sudbury** and **CFDR Dartmouth** change hands and also both be flipped to FM – CIGM going to Newcap (\$2 million) and CFDR going to Rogers (\$7 million). The deal moves both operations up from single stick operations in those markets. CIGM-FM will be at 93.5 with 100,000 watts and will continue to program Country, twinning with **Big Daddy (CHNO-FM) Sudbury**. CFDR-FM will have 63,000 watts at 92.9, programming Country Classics. It twins with **News 95.7 (CJNI-FM) Halifax**... The **Consolidated Radio Tariff** hearing begins Dec. 2. The **Canadian Association of Broadcasters** will appear with expert witnesses who will address CAB's three main points: A rigorous and principled economic model designed to evaluate the changing value of music in the radio broadcast setting must be applied; both the supply (music industry) and the demand side (radio industry) of the value equation must be considered to ensure complete analysis; and, music is a single economic input, and should be valued as such. CAB will also – before the hearing – file a proposal for the administration of a low music use rate, illustrating that the practical application of such a rate is not difficult. This is a primary challenge to the rate put forward by the collectives... **Vista Radio** has won approval of its **The Goat (CKLM-FM) Lloydminster** purchase from **Anita and Stewart Dent**. Purchase price was \$7.3 million... The **CRTC** has denied the **Jim Pattison Broadcast Group's** application to purchase **CIGV-FM Penticton** and its transmitters at Keremeos and Princeton. In an earlier denial to Pattison on the same issue, the Commission said approval would see the region being served almost entirely by two operators, Pattison and **Astral Media Radio**. In this application, Pattison proposed to modify the Penticton signal so that its stations in Kelowna wouldn't overlap. But the **CRTC** said the decrease to the contour wouldn't constitute an effective use of the signal... The fourth annual **Help Kid's Hope Broadcast** with **The Bear (CFBR-FM) Edmonton** raised over \$750,000.00 dollars in one day. The Bear was live on location last week at the **Stollery Children's Hospital** taking donations from listeners and clients. Money raised goes toward helping sick children and their families. Throughout the broadcast, staff and families shared their stories... As part of conditions laid down for the purchase of **Standard Radio**, **Astral Media** will give \$100,000 per year over seven years to **MusiCounts**, Canada's music education charity. The money will go towards new musical instruments and to support talent by promoting and nurturing music programs in elementary and secondary schools throughout the country.

GENERAL: **CBC** President **Hubert Lacroix**, in the face of dwindling ad revenues, says the corporation will try to avoid layoffs and will instead impose hiring restrictions and budgets on travel, hospitality and overtime. But there are no guarantees, he told staffers in a memo... Earlier in the week, **CBC** execs were admonished by Heritage Minister **James Moore** for what he termed excess spending on theatre tickets, meals and travel. **CBC** has been the whipping boy of the Conservative government, often accused by it of being "a vested interest" ally of the Liberals. Opposition parties say the Conservatives are softening up the public for looming cuts... The **2008 ABCOM Christmas Party** in Vancouver is set for tomorrow (Friday) at the Hyatt Regency, beginning with cocktails at 11:00 and lunch at 12:30... The **Centre for Communication Studies** at **Mount Royal College** in Calgary has been re-named the **Faculty of Communication Studies**. The change reflects increased size and will assist graduates who choose to go on to graduate studies. The college now has

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2009 CBDA Conference
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www.cbda.ca

Jan 26-29
NATPE 2009
Las Vegas
www.natpe.org

Feb 11-13
10th Annual KidScreen Summit
New York
www.kidscreensummit.com

Feb 18-20
CFTPA Prime Time
Ottawa
www.cftpa.ca

almost 900 students studying communications.

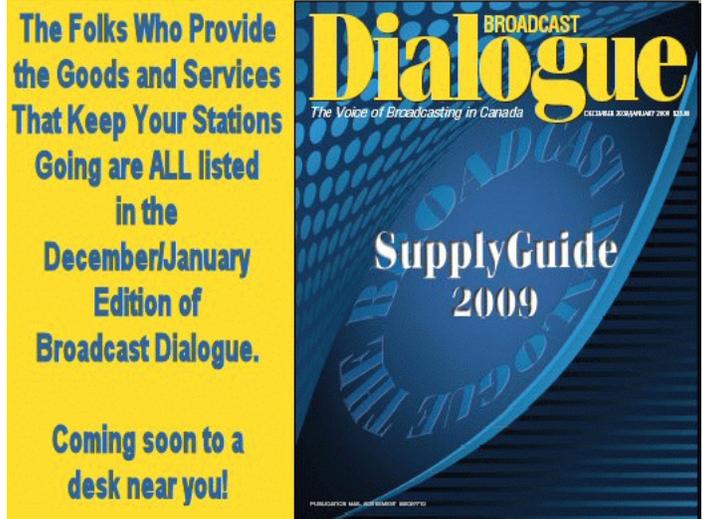
REVOLVING DOOR: **CBC News** Publisher **John Cruickshank** has been appointed publisher of the *Toronto Star*, effective Jan. 1. He succeeds **Jagoda Pike** at Canada's largest circulation daily. Cruickshank has held managerial positions at several papers, including the *Chicago Sun-Times*, *The Globe and Mail* and the *Vancouver Sun*. He'd been chief of CBC News for just 14 months... **Mike Keller**, *Newcap's* General Manager of 10 Western stations – and based in Lloydminster – is returning to Ottawa with a promotion. He's now VP, Industry Affairs. He joined *Newcap* in 2005 after a long career at *CHRO-TV Pembroke* and then with *CHUM Television*, renovating and then moving the station to Ottawa where it became *A Channel* (now 'A'). Keller's appointment is effective Jan. 1... **CNW Group** Sr. VP, News and Information Technology, **Melanie Kurzuk** is leaving the company after 11 years. She will stay on until the end of February to assist in recruiting a new person and to ensure a proper transition. Kurzuk has yet to finalize her future employment plans... **Terry Snazel**, who joined the *Bell TV* team in 1995 and who is given credit for being at the forefront of launching *Bell ExpressVu*, has retired from his position as Vice President, Technology. He will, however, continue on as a consultant to the company. Succeeding him, and with a new title, is **Tim Dinesen**, VP of Operations and Technology... **Mary Garofalo**, who left Canada some years back to pursue broadcast journalism in the U.S., has returned to Toronto as Host of the new "16:9" investigative news series on *Global Television*. Garofalo had been a Reporter at *Citytv Toronto* before moving to New York as the weekend Anchor of *A Current Affair*. Later, she became head of the investigative unit at *Fox News*... **Patrick Zulinov** has been hired as APD/MD at *SHORE104 FM Vancouver*. Zulinov is a long-time employee of *Sony Music Canada*, most recently the Promotions Manager, Western Canada. His history with the music industry, artist relations, promotion and marketing is seen as a "vital component" for the yet-to-be-launched

station.... **John Thomson** becomes the new Executive Producer at **SCN**, the regional public educational broadcaster in Saskatchewan, on Dec. 1. He'll be based in SCN's Regina head office... **Janine Lindboe**, after 10 years with the **Jim Pattison Group** in Medicine Hat as Sr Creative Writer, moves to become Creative Director at **Clear Sky Radio (102.1 The Lounge [CJCY] Medicine Hat and 94.1 The Lounge [CJOC] Lethbridge)**. She begins Dec. 1... Two appointments at **Rogers Radio Timmins**: **Amanda Dyer** moves from Sales to Promotion Director while **Yue Xing** becomes their Broadcast Technician... **Dave Hardy**, from Austin, TX, is now PD at **CJCD-FM Yellowknife**... Former Station Manager at **Télévision Rogers Ottawa**, **Cheick Tall**, is the new Director of Strategic development at **TFO**, the French-language sister to TVO – both operated by the province of Ontario. He begins Jan. 5... **Canwest Global Communications**, putting its broadcasting and publishing digital divisions under unified leadership, has restructured its digital media operations. Sr. VP/GM **Graham Moysey** of **Canwest Publishing Digital Media**, is now also responsible for **Canwest Broadcast Digital Media** assets.

TV/FILM: With advertisers slashing expenses, **CTV** and **Global** say small market news production is a financial burden that no longer draws audiences or advertisers as it once did. Last month, the **CRTC** set up a \$61-million fund for local news that small market broadcasters can draw upon, fed by BDUs.

The problem, say the nets, is that the fund is useless. It won't help the existing situation because a funding requirement is that money go only toward stations that increase spending on local programming. Cash-strapped small-market TV outlets are unlikely to be boosting expenditures... **CBC** Chairman **Tim Casgrain**, in a letter to Heritage Minister **James Moore**, says the *Access to Information Act* is being used to target CBC with "distorted attacks". Casgrain says only two sources have been responsible for more than 150 access requests so far this year – one of them being **Quebecor**, owner of **TVA**, the largest convention network in Quebec, and the **Sun** newspapers and **Le Journal de Montreal**. Quebecor denies that the newspapers are targeting CBC unfairly. But its CEO, **Pierre Karl Peladeau**, has a defamation suit against CBC and **Sylvain Lafrance**, CBC's VP of French

Services. Last year, Lafrance was quoted as saying that Peladeau was acting like a “hooligan” for threatening to withhold contributions to the **Canadian Television Fund**... Asper family members now own 84.2 million shares or 47.6% of **Canwest Global** shares. CEO **Leonard Asper** has bought 2.7 million subordinated voting shares, upping his holding to 4.1 million voting shares as well as 25.6 million multiple voting shares. Canwest Exec VP **David Asper** has bought 1.8 million subordinated shares to go with his one-third ownership of the multiple voting stock. **Gail Asper** owns the other one-third of the multiple voting shares and holds 1.1 million subordinate voting shares... **Catherine O’Hara** is this year’s recipient of the **Women in Film & Television - Toronto International Achievement Award**, presented in partnership with **OMNI Television**. O’Hara will receive her award at the 20th anniversary **Crystal Awards Gala** luncheon Dec. 1 in **Toronto**. **Catherine O’Hara** got into acting, writing, improvising, and directing with Toronto’s **Second City Theatre**. Later, she – along with other Second City alumni – created **SCTV** for which she won an **Emmy** and was nominated for four more. Winners of Crystals Awards this year are: For **Creative Excellence - Virginia Thompson**, President/Executive Producer, **Vérité Films**; for **Mentorship – Kit Redmond**, Executive Producer/Partner **RTR Media**; for **Outstanding Achievement - Barbara Williams**, Exec. VP, Content, **Canwest Broadcasting**; and, the **Award of Distinction** will be presented to **Sandi Ross**, Actor/Director/Activist... **Nielsen Media Research** says Americans are watching more TV than ever, despite videos on computers and cell phones. The average American, says Nielsen, watches TV 142 hours a month. Last season, the average home had a TV on eight hours and 18 minutes a day, up an hour from 10 years ago. Americans definitely do watch more video on the Internet and mobile devices, but Nielsen says cell phone viewing is mostly a guy thing. Older demos – 65+ – watch more than 196 hours a month... The **Canadian Film and Television Production Association** (CFTPA), along with its partners in the **Prime Time in Ottawa** conference (Feb. 18-20 at the Westin), say it will be the world’s first paperless event of its kind. Instead of a bagful of goodies and promo material, delegates will each get an **Apple iPod** touch that’ll provide electronic access to program materials, social networking and floor mapping, as well as digital video content and publications... You might have believed that the controversy and legal manoeuvring related to the **Janet Jackson “wardrobe malfunction”** at the **Super Bowl** a few years back was over. Nope. Now it’s going to the **Supreme Court of the United States** – if the FCC gets its way. Earlier, the U.S. broadcast regulator fined **CBS** \$550,000 for the 7-16s of a second nipple flash. CBS took its case to a Circuit Court which ruled its favour. The Supreme Court is being asked to consider if the court of appeals made a mistake by finding that the FCC acted “*arbitrarily and capriciously*”... **CBS** will win the November sweeps for the eighth straight year, winning on the strength of its regular schedule rather than staging big events to jack up ratings. Of the scripted series in **Nielsen’s** top 20 last week, nine were on CBS, two on **Fox** and one on **ABC**... **YouTube** is displaying its videos in full widescreen format. The new format will make it easier to view videos on wide-screen flat-panel TVs and monitors but the company says it will continue displaying older videos in the 4:3 aspect ratio. The viewing of website videos on TV screens is gaining in popularity as is evidenced by the number of Internet-enabled devices such as the Apple TV and TiVo PVR. The website is now being positioned as an advertising-driven online video portal. **Google**, the owner of YouTube, has been adding channels from broadcasters.



SIGN-OFFS: **Carl Cogan**, 77, of Alzheimer’s disease in Kingston. Cogan, a 25-year veteran of Kingston radio – both as a Personality and an Executive – was PD at **CKWS AM/FM**. He exploited FM’s growing popularity by flipping formats on the CKWS sleepy sister station from elevator music to Country. Cogan’s radio career began at **CFCF Montreal** in 1949. He was an announcer at **CKSF Cornwall**, **CJBQ Belleville**, **CKVR-TV Barrie**, **CKLC Kingston**, **CHML Hamilton** and at CKWS Kingston... **Frederick M. Diehl**, 87, in Calgary. Diehl’s career spanned writing, acting and broadcasting on **CBC**.

LOOKING: **Canwest Broadcasting Toronto** – Director of Business Planning and Analysis; **CBC Montreal** – Promotions Manager, TV and News; **CBC Ottawa** – Senior Analyst, Strategic Initiatives and Cash Management; **CBC Vancouver** - Manager, Finance and Administration; **CBC Moncton** – Supervising Maintenance Technician; **CBC Calgary** – Supervising Technician; and, **APTN Winnipeg** – Researcher/Writer.