

## stations in the news

### NEW FM FOR RADIOMUTUEL

A French-language FM station has been licensed for the National Capital Region to Radiomutuel (1985) Limitée, operators of CJRC. It will operate with 7.6 kw ERP on 104.1 MHz (channel 281B). Competing applications by Standard Broadcasting and Radio Nord Inc. were denied.

At present, CIMF Hull is the only French-language commercial FM in the market. Ottawa/Hull is the fourth largest

urban centre in Canada, with a population of 756,000, 33% French-speaking. There are 17 radio stations—12 English (three of which are non-commercial) and five French (two non-commercial).

In its decision, the CRTC states that there is a real need for a new French-language service, and that Radiomutuel's proposal for a joint AM-FM operation would have the best chance of success with least impact on existing stations.

The new FM will have a Group IV dance

music format (pop and rock) to appeal to the 18-34 age group. Similar formats are used on Radiomutuel FMs in Montréal, Québec City and Magog-Sherbrooke, and some programming—initially as much as 5 to 7 hours per week—may originate with the other stations.

The FM will rely extensively on the Radiomutuel and CJRC news services, adding only two full-time reporters.

Contributions to the development of Canadian talent are estimated at \$600,000 over the 5-year licence term, primarily for a local talent contest which will have an annual budget of \$105,000.

### NEWFOUNDLAND CAPITAL BUYS CFDR/Q-104 DARTMOUTH, N.S.

The CRTC has approved the purchase of CFDR/CFRQ-FM by Newfoundland Capital Corporation, headed by Harry Steele and also based in Dartmouth, NS. The purchase price was \$4.6 million.

Previously owned by Patterson Broadcasting, CFDR was established in 1962, CFRQ in 1983. Newfoundland Capital's main interests are transportation and communications, and include the Halifax *Daily News* and CHTN Charlottetown. C.A. (Arnie) Patterson will continue as a commentator and adviser for the stations.

The Commission's decision states that the purchase by Newfoundland Capital offers the following benefits:

- continued control by local residents;
- an increased budget for news, plus other programming improvements to be based on a \$15,000 audience survey;
- technical improvements to CFDR's night-time directional pattern;
- increased support of Canadian talent, including \$30,000 a year for the production of at least one album by local talent.

Also approved are changes in CFRQ's programming which allow reductions in news and Canadian content.


### Other stations in the news...

• Kendall Gibson, operations manager of **CFAC-TV7 Lethbridge** writes to tell us that Lethbridge TV took 3 awards in *Can Pro '87*: for news (mini-series), *Newsfirst—Branding*; specials (music / concert / variety), *Stille Nacht*; and for series (sports & outdoors), *2&7 Battleground*. Congrats to TV7, and apologies for the omission!

• **CHSJ Saint John** has been told by the CRTC to implement its move from 1150 to 700 kHz, authorized in 1985, by Sept. 30/88, or re-apply for 1150.

• **Global TV's** initiative in developing Canada's first cooperative daycare centre has won the 'Work and Well-Being Award' of the Canadian Mental Health Assn.

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## COGECO BUYS CFGL-FM LAVAL; PRICE TAG IS \$22 MILLION

The purchase of CFGL-FM from Stéréo Laval Inc. by a subsidiary of Cogeco Inc. has been approved by the CRTC. The total price of the transaction will be between \$22.5 and \$27.4 million, with \$15 million paid on closing and the remainder to be based on operating results over the next five years.

Cogeco, headed by Henri Audet of Trois-Rivières, controls La Belle Vision Inc. (cable TV) and four television stations.

CFGL-FM, controlled by Placements Roland Saucier Inc., was licensed in 1967 as the first independent FM in Canada. It has enjoyed considerable success in the Montréal market, and in both 1985 and 1986 revenues have increased by more than 30 per cent.

Benefits valued at over \$1.7 million have been promised by the new owners during the 5-year licence term, including:

- increased news coverage and appointment of a community affairs director;
- addition of a 'community' studio;
- support of Canadian talent through increased contributions to MusicAction (up from \$5,000 to \$30,000 a year), promotion of francophone recordings, \$25,000 a year plus an equal sum in promotion to the Laval Symphony, a program exchange to give European exposure to Québec artists, and a feasibility study of a festival to promote French-language vocal music.

The CRTC also approved reductions in spoken word, foreground and French vocal content.

## CFGM CAN STILL HAVE 640 kHz

The CRTC has reaffirmed its approval of a change of frequency for CFGM Toronto-Richmond Hill, from 1320 to 640 kHz. But it has served notice on broadcasters that from now on it will expect applicants to advise local authorities of plans for building transmitting towers.

CFGM plans to erect eight towers near Beamsville in the Niagara peninsula—across Lake Ontario from Toronto. Prior to the first hearing in June/86, the usual CRTC notice appeared only in the local paper in Richmond Hill, where the CFGM studios are located. A storm of protest from the Niagara region arose when the CRTC approved the plan (Oct. 2/86); the federal cabinet then referred the decision back to the Commission, and a second hearing was held on March 3/87 in the Niagara area.

Westcom Radio, owners of CFGM, replied to local concerns by noting that:

- it would increase agricultural use of the 80-acre site to 97% by burying radials 18-24 inches and leasing the land to local producers;
- the towers would be slender and have only red aviation lights, not strobes;
- recent land sales near the CKEY and

CFTR sites indicate that transmitter sites do not reduce property values.

A testimonial was introduced from the engineer of CKEN Kentville, NS, stating that life "is normal in every way" for his family, which has resided at the CKEN transmitter site since 1972.

Although the decision is confirmed, it will take effect only when Westcom has filed evidence that municipal zoning and land use requirements have been met, and will expire if not implemented by June 1, 1988.

## OTTAWA TV AND MUSKOKA FM ALSO TO BE RECONSIDERED

The federal cabinet has intervened in two more CRTC decisions, with new hearings expected later in the summer.

- The Commission is to review the impact on the CTV network of its grant of a TV licence for Ottawa to Baton Broadcasting (Nation's Capital TV Inc.) Deadline for comments: July 20; for replies: August 4.
- The approval of a new FM station in Bracebridge, ON, is to be reconsidered to allow for more local input. Deadline for comments was July 8.

## CRTC Approvals:

- **CISL Richmond**—for a night-time power increase from 7.5 to 9 kw on Lulu Island, and for simultaneous transmission, 100w on 650 (night-time) at White Rock.

- **CHTN Charlottetown**—for a change of frequency from 1190 to 720 kHz, with ERP reduced from 10 to 7.5 kw.

- **CBC**—for rebroadcasters at Gillam (99.9) and Lynn Lake (95.1), MB, ex-CBW Winnipeg, replacing AM transmitters.

## ABORIGINAL RADIO-TV AWARDS

The National Aboriginal Communications Society presented the first awards for Aboriginal media excellence at its first annual general meeting in Banff, June 3rd. Some 150 entries were reviewed by a panel of 11 judges co-ordinated by Gail Valaskakis of Concordia University in Montreal. Of the 50 radio-TV entries, 18 won honors for their producers:

- Northern Native Broadcasting, YT (7);
- Aboriginal Radio & TV, Alberta (3);
- Inuit Broadcasting Corporation (3);
- Wawatay Communications, Ontario (2);
- Indian News Media, Alberta (1);
- Inuvialuit Communications (1);
- Okala Katiget Society, Labrador (1).

Meanwhile, Secretary of State David Crombie has announced that funding of the Northern Native Broadcast Access Program is to continue on a permanent basis. Its \$13.2 million budget supports Canada's 13 native societies, producing programs in 20 Aboriginal languages.

*(Editor's note: Our thanks to Ray Fox, director of radio for the Aboriginal Radio & Television Society, for this report.)*

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## THE PHIL STONE REPORT

### An Interview with Gary Slaight: Standard Radio's New President

It was a significant time for us to call on Gary Slaight to conduct an interview for BT. It was a 'between and betwixt' time for Gary, who was still ensconced in his role as vice-president and general manager of Toronto's Q-107, currently celebrating its tenth anniversary. At the same time he was poised to move to the presidency of Standard Radio Broadcasting—a post to which he was appointed by his father, Allan Slaight, and presumably will have occupied by the time this *Report* reaches print.

Gary didn't consider it an uncomfortable position to be in. "Actually," he said, "it's kind of exciting. I'm finishing off a lot of things we had started here at Q-107. We've got our tenth birthday coming up, we just announced the Toronto Music Awards in conjunction with Labatt's for the fall, and I'm going to be working on that through the summer—even though I will not be here when it happens. Also, we're just finishing our tenth *Homegrown* contest right now. So I'm having fun finishing these projects and also looking forward to working at CKFM, where I'll be general manager, and with the other Standard stations."

Gary makes it plain that he is spending most of his energy finishing his career at Q-107, "but my extra minutes and hours are spent thinking about my new situation as president of Standard Radio and general manager of CKFM, and what I'm going to do over there."

#### 'Toronto's Best Rock'

Since it went on the air in 1977, Q-107 has become a major North American station. Why does Gary think that happened. "When Q went on the air in '77," he said, "it was a somewhat different station. I wasn't the initial program director; I was in sales for the first year. Tony Viner was the manager and Dave Charles was program director. When I took over in '78 as program director, Tony Viner and I thought there was a huge gap in Toronto, a space for a pure rock-and-roll radio station. I thought CHUM-FM was kind of wide in its parameters and believed there was an opening for a focussed 18-24 radio station. So we weeded out the music and we hired the right disc-jockeys; we brought in Scruff Connors and we made a name out of him and we played rock

music. We didn't play the Anne Murrays and the Bee-Gees, we pulled their albums out of the library, and we added such as Led Zeppelin and Pink Floyd. I think what happened initially was that we superserved that segment of our audience; then what transpired was that they grew with us—and I don't think we let them down over the years."

Gary said that even though Q-107 softened its sound, "we always tried to stay harder than CHUM-FM. But when they got softer, we could get softer as long as we stayed under their sound in the perception of the listener. We took the slogan *Toronto's Best Rock*, we got involved in the local music scene, we tried to do fun contests and to have exciting announcers. We kept up with that kind of attitude for the whole ten years and I think we still sound much the same as we did eight years ago when we went to rock. We've grown and we're a little more mature, but so is our audience. The person who was 18 back in '78 when we started to rock'n'roll is now 27 years old, probably has a couple of children, has a job and is just trying to buy a house. So we have to keep those people in mind as well as try to appeal to a new group of young listeners."

Gary didn't feel that appealing to young people was detrimental to sales. "If you have good sales people and you get out there and dig, you can make a lot of money selling to that segment. Initially, we perhaps had some problems because our audience was a little bit young. But we would make up for that from the breweries who supported us for the first few years because we had the 18-to-24 men and that's their target group. So Labatt's, Molson's and Carling's have always been heavy advertisers on our station. Motorcycle shops, bars, jean manufacturers, pop—these kinds of advertisers were there from the beginning. As our audience has grown (and we are now strong 25-to-34 as well as 18-to-24), we've added advertisers like banks, furniture stores and other advertisers trying to reach the 30-year-old who has some money."

#### The CHUM Connection

We noted to Gary that Q-107 has been strong in comedy, as CHUM-AM was often

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in the older days, and wondered if it was a copy of them. "Because of Allan (Gary calls his father by his first name during business hours, Dad otherwise), I grew up listening to CHUM when they had the CHUM Chicks and they had Al Boliska and Bob McAdorey and they had an exciting radio station. I think a lot of that rubbed off on me, listening to that and growing up with it. I remember when Allan was CHUM's program director I would go down to the CNE and see all the commotion the station used to create. I think we have tried to do the same type of thing here, but in a different form for a new kind of generation. I think our comedy is different, I think our attitude is different, but I think basically it's the same idea."

Q-107 isn't 100 per cent music. There is, of course, news and public affairs. We have an outstanding news department," said Gary, "and a great public affairs show called *Barometer* which has won awards for us and is one of the best hour-long programs of that kind that you are going to hear anywhere in this country or North America. Jane Hawtin who produces the show and has been here since day one, has grown, and she's one of Canada's finest interviewers. Our news director, Gene Valaitis, has been here for about eight years and he's also grown in his role. But we're not a news station *per se*. People are not going to tune in Q-107 just to hear the news, but I think our listeners get the news they need from our radio station."

In setting Q-107's music pattern, Gary pointed out that the station's music "changes all the time, music has changed all through our history. We change our music pattern constantly. We change the amount of gold in there, we change the flow sheets, we change the day-parting, all depending on what's happening out there at that time and what the competition is doing. What we've tried to do with our music is have an image of playing rock. We try not to play as much metal as we played three or four years ago, and if we do play the harder stuff we play it only in the evening when the young people are listening and the older audience is more likely to be at a restaurant, movie or watching television."

Now that Q-107 is ten years old, looking back in retrospect, had Gary believed the station would become as successful as it had? "You wouldn't be in the business if you didn't think you'd succeed. Actually, you just go a year at a time. You get to a point where you have a 300,000 cume and then you think, 'Okay, lets go for 400,000.' And when we reached 400,000, we reached for 500,000. We've never had a huge jump, every year has always gone up, maybe 100,000, and what we've tried to do is keep our hours tuned consistently. We've always had

good hours tuned, always seven or eight hours a listener, which is great for a rock station. And I think the reason they listen to us for that period of time is because we haven't changed dramatically: we're fun to listen to, the music is consistent, and it's an interesting station to listen to."

**Promoting 'Homegrown' Talent**

One of Q-107's major and highly popular promotions has been the *Homegrown* contest which Gary first suggested to Dave Charles when he was still in sales.

"I was working with the bars as accounts and I suggested to Dave that we do a local talent thing at one particular bar, the Colonial. The first year we did it, we just did live bands—we didn't do an album. When I got into programming the following year we decided to release a record album, and from there it has grown. The first year we got maybe a hundred tapes; this year we had about eight hundred. We listen to every tape, weed them out, and wind up with ten to 12 great songs for the record album. Also, hopefully, one of those will go on like *Honeymoon Suite* did. Or like

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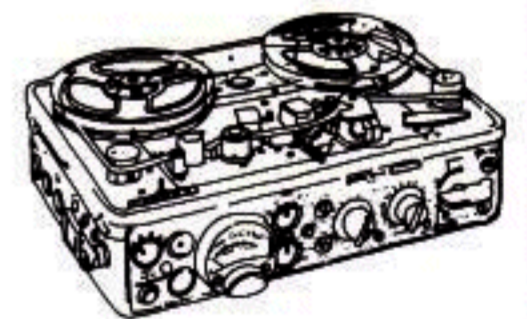
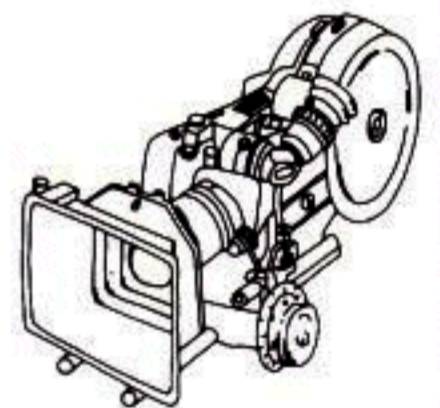
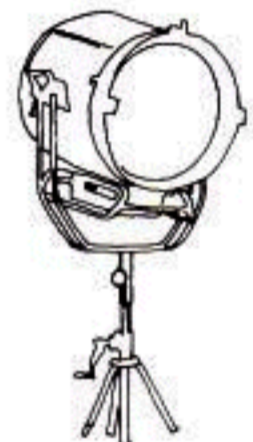
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"The way it all works is simple. Local talent sends us a cassette and we pick 25. We get a panel of industry people—the record people, the press, the booking agents—to listen to the tapes. They vote and we pick ten to go on the album, which we then release—this year on CBS—and we then showcase the ten bands at the Diamond Club here in Toronto and we record them there. We're doing that for Rogers Cable this year. Then from that group of ten we have a panel of judges pick the three winners. The top winner gets a single recorded at a studio called The Metalworks; it is released nationally through CBS and they get a video of their winning song produced by Mike Rosen, who did the Bruce Cockburn video. They also get \$5,000 cash and \$12,000 worth of sound equipment—in short, they get a lot."

**'Cancon Hasn't Hurt Us'**

Over the years Q-107 has built a strong relationship with the local music industry. "It has come," said Gary, "because we weren't afraid to play a record that comes

into us from a local group and is not on a major label. Not being afraid to play Canadian music in the morning show, not burying it in the early and last hours like some stations do. Using Canadian talent as a positive as opposed to a negative. I think young people now have their Canadian superstars that don't do you any harm to play and who we should be proud to play. Our numbers haven't suffered from the fact that we have 30 per cent Cancon—we always have—and CHUM-FM has 20 per cent. In other words out of every ten records we're going to be playing one extra Canadian and it hasn't hurt us."

**From Western to Standard**

Q-107 is now owned by Western Broadcasting, who bought that station and CFGM from Allan Slaight. Gary, as VP and GM, stayed on initially at Q, while his younger brother Greg is still GM at CFGM. Did Gary feel his stay at Q would be permanent, or did he know someday he would join his father at Standard? "Well, when Allan had the opportunity to buy Standard, he took Greg and me out to lunch and said, 'Guys, I want to talk to you about something. I've got the opportunity to buy a major broadcasting company.'

This was something he always wanted to do, he always wanted to expand and grow. He told us that in order to make the purchase, he had to sell the two stations. When we learned that Western wanted us to stay on, we both agreed it would be good for us growth-wise and career-wise to stay. We made a one-year deal with an option for two. I'm just at the end of my second year now. As for my operating one station when I'm getting set to go to another, well, fortunately, CKFM doesn't compete with Q-107. So I'm not going over there to compete directly with the people that I've worked with and been friends with for ten years. Of course, I'll use some of my ideas, but I'll modify them for a different kind of radio, a different kind of format."

Most of his life, Gary Slaight has wanted to be in radio. "There were times when I didn't. When I went to university, I took business but I hated it—I thought it was boring and meaningless. I actually took off after second year and traveled a year in Europe, then went back and got my B.A. in English. Fortunately at university there was a radio station, and that's where I spent most of my hours—not at the library. I did air shifts and helped with programming and all the other duties one can do. This was at Western in London, which had a real good radio station; a lot of the people I worked with there went on to success in broadcasting. I knew then what I was going to do: get into radio. I knew I didn't want to work for Allan for the first few years, so I went out and got into the record business, then worked in an ad agency, and wound up getting into sales at CKLG Vancouver for a year. So I did get out and do it on my own, and when Q went on the air Tony Viner brought me back to Toronto. I was one of the first three sales people hired and it was exciting selling a concept before it was a reality. But Toronto was ready for a new radio station at this time and the advertising community was really excited."

It was fair to say, we believe, that Gary Slaight was excited too, over the ten years he has spent with Q-107. But what about any ideas sitting in the back of his head as he takes over the presidency of Standard?

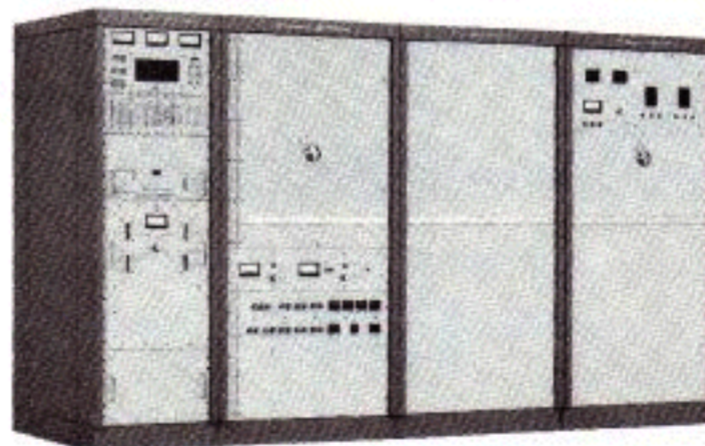
**'We'd like Standard to be national'**

"I want to turn Standard into the best, or one of the best, radio divisions in the country, and I think we have the people, the resources and the basics right now to do that. Allan and I want the company to grow, we want the radio division to grow—we'd like to get more stations. What we want to do first is to get what we have now in perfect position and have great people in place. Then we'll look at acquisitions. We'd like to have a few sta-

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## Howard Christensen's column:

### 'Good Humor Makes Most Things Tolerable...'



#### People...

**Norm Marshall**, a regular on CHCH-TV Hamilton since 1954, ended his news anchor duties there on June 7. But Norm isn't quite through yet. He'll continue doing his play-by-play calling of Canadian college football and other special assignments for CHCH. Replacing Norm in the weekend anchor spot is **Jennifer Mossop**... Former CKTB/CHTZ-FM St. Catharines GM **Pat Kiely** is now GM at CFDR/Rock 104 Dartmouth.

Remember **Dave Shnaider**, ex of BN? He's now with an outfit called CNR Partners in Greenwich, Conn. (Old friends can find him at (203) 531-2563)... Sorry to hear that **Hugh Dunlop**, for health reasons, is stepping down from his GM job at CKDM Dauphin.

Saskatchewan morning drive audiences in Regina and North Battleford have a case of double-**Dekker** radio. In Regina, **Harry Dekker, Jr.** celebrated his 10th anniversary with CJME; while at CJNB North Battleford, **Harry, Sr.** is into his 47th year as morning man (and GM). Harry, Jr., celebrated by doing his show at pool-side in a local hotel. Among the congratulatory telegrams

was one from his brother, **David**: "I never thought you'd amount to much. Someday, maybe you will." The telegram was signed, "Your brother and role model." Harry, Sr.'s reaction? "Junior probably threw up in the pool."

Don't let **Carl Redhead**, VP at CHIN Toronto, try suckering you into table tennis. The man's a killer... **Brian Thomas** continues his ND duties at CHUM-FM while **Paul Cross** takes on new responsibilities as ND at CHUM-AM Toronto... BN's **Rick Crabb** and wife, **Debbie**, gave Rick's father, CKEY Toronto newscaster **Bob Crabb**, a new grandson and me \$25. I won the baby pool by having the closest guess to the actual time of delivery.

**Merv Russell** says he expects to have CIOK-FM Saint John on the air this month. The new station is part of the Eastern Broadcasting chain (Halifax, Newcastle, Charlottetown, Campbellton, Moncton and Sussex)... **Jacqui Underwood** is doing a series of weekend talk features at CJOR Vancouver; *The Alternative Health Show*, *Building Bridges* (an ethnic-oriented program) and *Beyond the Horizon*, which explores new dimensions in human development.

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MADE IN CANADA

CJSD-FM Thunder Bay PD **Ray Dee** says expansion plans are just about complete; brand new AM and FM studios for the station on the hill... C.F.Q.M.-F.M. Moncton GM **Gary Crowell**'s pet peeve is people who address their mail to radio stations by putting periods behind each letter of the calls... News Features Co-Ordinator **Tom Jokinen** at CIUT-FM Toronto (U. of T.) smooth-talked me into conducting a seminar or two for the hordes of university volunteers wanting to get into radio.

CFYN Sault Ste. Marie PD **Joe Leone** has returned to CFCF Montreal while new morning man at CFYN is **Lou Turco**. Lou's no stranger to the Soo, having worked at CKCY for a number of years... **Jim Cronin**, ND at CFYN S.S.M., says my wit is comparable to a dry martini without the olive. That's too subtle, Jim. What are you really trying to say?... Word from CJMO-FM Moncton is that the latest to get aboard the new rocker are **John Pearce** from CHNS Halifax and **Robin Sauve**, who's worked at CJCH Halifax and CHAM Hamilton.

CJFX Antigonish GM **Dave MacLean** is just back from a music-buying trip to Ireland.. CJEZ-FM Toronto lured **Carl Banas** away from his long-time evening stand at CKFM Toronto... Former CHUM mid-day jock **Terry Steele**, who'd been doing some weekends at CKFM Toronto, is off to new fame and fortune in sunny Sacramento... Global's **Jim Tatti** and his wife, Colleen, are the proud new parents of **Jesse Caitlin**. And Global's **Bob McAdorey** is the grand-dad.

#### Programming...

The CRTC is sticking to the 30 per cent Canadian content guidelines on country music FMers but says the decision will be reviewed in two years. The commission said it couldn't find evidence of unsurmountable difficulties in meeting the guidelines. The CAB had proposed a reduction to 15 or 20 per cent claiming a lack of Canadian Country recordings.

*Hill Street Blues* fans already know that the series has been cancelled. But not without a great try to keep it on the air made by Global TV. Global's "Save the Blues" campaign drew just short of 10-thousand letters from die-hard fans. MTM Productions President **Arthur Price** wrote Global's VP Programming **Bill Stewart**: "Thank you for your most flattering letter of March 23, 1987. It's truly gratifying to know that a show has fans. Unfortunately, television being the type of medium that it is, it's always nice to get off while the audience still wants you. Again, my thanks to you and our Canadian fans."

Annapolis Valley Radio's Magic 97, the FM'er at Kentville, has to make the hours of 7 p.m. through midnight available to CBC-FM six nights a week. Listeners get light rock during the day and classical music in the evening. ND **Richard Collicut** says the appropriate slogan might be "Light Rock/Some Bach."

#### Marketing...

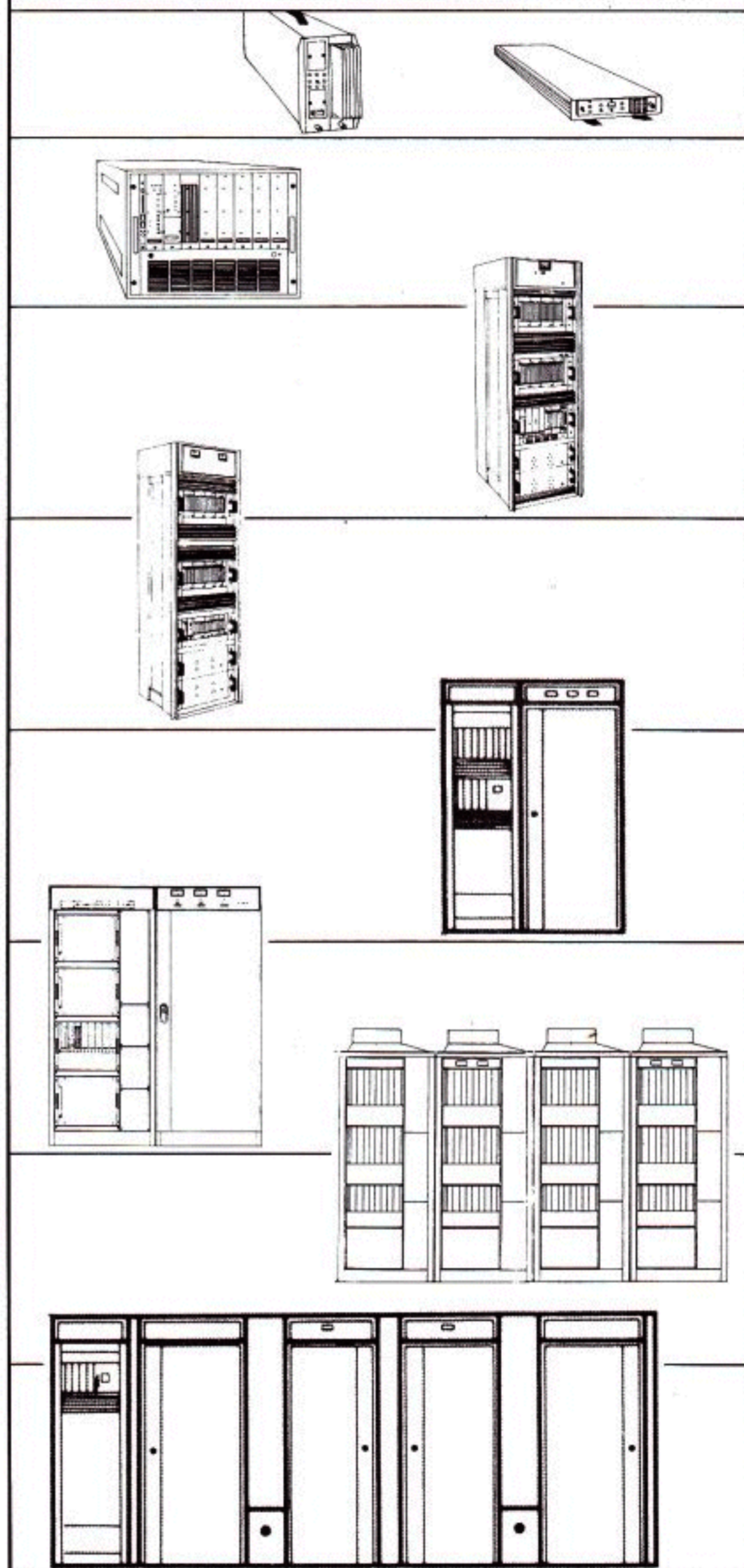
There's some confusion out there about marketing and selling. Some seem to think they both mean the same thing. Uh uh. The most concise definitions I've seen lately; marketing is an attempt to get the company to produce what the customer wants, and; selling is trying to get the customer to want what the company produces.

Two new market exclusive programs—available by barter—are being offered by **Dick Drew**: *Canada's Best... On The Road To The Olympics* and *Canadian Olympic Excellence*. The shows are available now through the close of the Seoul ceremonies. And both offer programs five days a week. Contact Dick Drew at (604) 748-1500. →

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A few years ago a young copywriter was trying to write an ad for a new kind of soap. Here is what he came up with: "The alkaline element and fats in this product are blended in such a way as to secure the highest quality of saponification, along with a specific gravity that keeps it on top of the water, relieving the bather of the trouble and annoyance of fishing around for it at the bottom of the tub during his ablutions." A more experienced writer later said the same thing in two words: "It floats." Simple, isn't it? The job is to make the difficult seem easy; to write effectively by using the spoken language to communicate, and not to impress people. If you don't, as in the soap ad, you build confusion by using stilted language. Don't write anything until the message is crystal clear in your mind. Get to the point quickly. When you've made the point, stop. Break long, complex sentences into simpler, multiple sentences. When writing a longer report, always summarize your conclusions or recommendations on the first page. The clearest, most effective way to express an idea is in simple, conversational language. As with news writing, eschew obfuscation.

#### News...

The CAB has proposed the creation of a National Broadcast Standards Council. In its brief to the CRTC, the broadcasters' association said the main objective of the Council, comprised of regional associations, would be to ensure that broadcasters provide responsible and accountable programming. Such programming must respect the basic principle contained in the Canadian Charter of Rights and Freedoms. Should a broadcaster be found to have violated the code, he would be expected to report the Council's findings and any dissenting opinion on at least one major newscast or during a comparable time period.

CHAS-FM, sister station to CFYN Sault Ste. Marie, got its new transmitter up and running in mid-June. GM **Tom Manton** says

the Easy Listening is even easier now that the signal blankets the area.

**Roger R. Charest** won the new FM licence for Victoria. He says the station will be rocking at 100.3. Expect it to be on the air within a year.

#### News Handling...

RTNDA President **Eric Rothschild** has blasted the Speaker of the Alberta Legislature for barring TV cameras. He calls it "a deplorable, regressive step" and that the action of Speaker David Carter is backward, discriminatory and infringes on the rights of Canadians. Cameramen were ejected when the Opposition attempted to start a debate on the use of French in the Alberta legislature.

#### Quickies...

The first item in the Quickies section seems eminently appropriate; CKGL-FM Kitchener uses both TBS' Blue Jays Baseball and the syndicated Dr. Ruth Show. In promos for her show, Dr. Ruth says: "You're listening to Blue Jays Baseball on CKGL. To learn how to get to first base, listen to my show"... There have been a couple of losses at BN. **Lesley Taylor**, news writer extraordinaire, opted for a future in publishing by going to the *Globe & Mail*, and technological whiz kid **Mike Barrett** went across the road to UPI... Folks who have stopped by BN to visit include: **Anne Brillinger** from CKGB Timmins, **David MacLean** from CJFX Antigonish, and **John Hinnen**, all the way across the road from CFTR Toronto... CFBK Huntsville ND **Kevin Morgan** has had to do his newscasts sideways from everywhere but his own booth because of renovations, as CFBK heads towards FMism (FMism?)... **Alex Franco**, GM of CIRV-FM Toronto, says his station is asking the CRTC for more power on another frequency... **Gerry Phelan**, ND at VOXM St. John's, continues to put in long and arduous hours (the man's a work horse)... CFSX Stephenville GM **Gerry Murphy** and ND **Scott Hurley** love ragging me about being a 'Mainlander'... CFCB Corner Brook ND **Chris Green**, CFSX ND **Scott Hurley**, CKWK Corner Brook ND **Derek Layte**, CJYQ St. John's ND **Jim Goldrich**, OZ-FM station manager **Bruce Morel** and VOXM's **Elmer Harris** all have one message in common for the rest of Canada: DON'T BE PRONOUNCING OUR PROVINCE NEW-FOUNDLAND; IT'S NOOFF-UNDLAND! (Okay, boys, the message is out.)... Ask me what its like to be high atop the highest building in Dartmouth, talking business with CFDR ND **Bob McKay** and to hear the fire alarms go off. The whole building had to be evacuated. And this was while **Arnie Patterson** was showing former CKTB St. Catharines GM **Pat Kiely** around his new work environment. Turned out to be a drill, but the entire Port area was a mass of evacuees.

#### Kicker...

Non-smokers, rejoice! CFCO Chatham ND **Mike LaPointe** says CHEX Peterborough VP News **Robert Rudd** not only refused him a cup of coffee but also forbade him to smoke in his car during a trip along the 401 highway from Kitchener to Toronto. Mike and Robert had been at Octoberfest; Robert remaining straight and Mike hobnobbing into the wee hours with the locals. At 6:30 next morning, Robert picked Mike up at the hotel. Mike says the two things he needed most were a cigarette and a cup of coffee. He got neither. Mike's salvation (as it were) came when highway traffic was slowed to a crawl. He got out, lit up, and walked the next half-kilometre as Robert inched along in his car. After finishing the smoke, Mike climbed back in. I've heard of walking a mile for a Camel, but...?

*Howard Christensen is general executive, Eastern Canada, for Broadcast News Limited.*

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# BROADCAST BEAT

by Phil Stone

**HUMBER ALUMNI:** **Barry Coe**, one of the early students in the Humber College Radio Broadcasting Course and a staff member at CHML Hamilton, is anxious to hear from former students of Humber going all the way back to "Media Arts Days" 1970. He wants to see if there is enough interest in forming an alumni group. Barry can be reached at 245 Kingsleigh Court, Milton, ON, L9T 1X6, (416) 878-1801... **Ross McCreath** was named 1987 winner of the *ACA GOLD MEDAL AWARD*. Ross, who is now VP, Representation, for Selkirk Communications, was cited for "the role he has played in guiding Canada's broadcast media into ever-growing responsibilities in audience research, programming and commercial excellence, international recognition and service to advertisers and audiences"... **Nigel Horsley** became media relations executive at Hill and Knowlton, Vancouver. His background includes service as a news director at CKVU-TV *First News* and as a line-up editor with CBUT... **WORLD'S LARGEST TV AUDIENCE:** **Harvey Snolnick** in *Marketing* says the show with the largest TV audience is *One World*, a documentary televised in China and hosted by a Chinese-American, **Yue-Sai Kan**. She is a 38-year-old woman whose Sunday night program is seen by 300 million, based on estimates of at least five viewers for each of China's 65 million TV sets... **RADIO-CANADA TV SALES** has opened a Toronto office. **John Brosseau**, who was with Alexander Pearson & Dawson before joining Radio-Canada as a consultant at the beginning of the year, is manager. Staff includes **Larry Horne**, who had been with Western Broadcast Sales in Toronto, and **Carole Roberts**, formerly a VP at Maclaren Advertising and manager of the broadcast buying unit in Toronto... Radio-Television Representatives were hired by classical music CFMX-FM Cobourg to handle national ad sales...

A veteran of 15 years in broadcast sales, **Donald Gillespie** has joined Metrosport Television Limited as a senior account rep... **George Gamester**, the Toronto *Star* columnist, revealed that **Scott Young**, the veteran Canadian author, has written a 280-page biography of the late **Gordon Sinclair** that will be published in September. Gamester says we'll be suprised at what Young has learned "about dear Ol' Sinc. Maybe even shocked." Also, he apparently didn't leave as much money as many people thought he would. Young estimates that the estate was worth about \$3.5 million and doubts that Gordon ever earned more than \$70,000 a year at CFRB... When the Canadian Science Writers Association gave out its awards, the electronic media winners included: for radio—**Yanick Villedieu**, Radio-Canada; **Anita Gordon**, **Penny Park** and **Jay Ingram**, CBC; **Max Allen**, CBC *Ideas*; and for television—Jane Glassco, **Bob McDonald**

and **Stephanie Wallace**, for CBC's *Wonderstruck*; and **Terence McKenna**, CBC's *The Journal*...

**RECORDING INDUSTRY DECLINE:** In an interview with **Dennis Bueckert** of Canadian Press, **Brian Robertson**, president of the Canadian Recording Industry Association, said that whereas there were 40 record companies in Canada in 1979, today there are 28; CBS Records, which had 1000 people in Toronto is now down to 400. New releases have declined from 4200 in 1982 to 2800 in 1986. Robertson said that home taping is costing the industry about \$200 million annually and is a major reason for the steady decline in sales since the audio cassette became popular at the beginning of the '80s. The only growth has been in compact discs, and that could be threatened by the advent of digital audio tapes (DAT)...

Former owner **Rick Richardson** is serving as chairman of the board of Middlesex Lambton Communications, which bought CJBK/CJBX-FM London and CHOK Sarnia. The company, which is owned by the Zwig Family Trust, held a 'New Beginnings' party at the London studios on June 23rd... **Vanna White** has risen to fame and fortune turning letters on the hit game show *Wheel of Fortune*. In addition to her autobiography, *Vanna Speaks*, she has released a video, *Get Slim/Stay Slim with Vanna White*... TVOntario has gone over the 50,000 mark in subscribers for the first time; in pledges that's about \$2 million... The renewal of *St. Elsewhere* by NBC is for one more season. What saved the series from cancellation—it placed 54th out of 83 this past season—was the number of awards it won... Formerly with JWT, **Anne Latremouille** became broadcast manager at the Ross Roy ad agency... Eastern Broadcasting sends word of two recent promotions: **Brad Donnelly**, former assistant PD at CFQM-FM Moncton moved up to program director, succeeding **John Richard**, now in CKCW/CFQM-FM sales... York University's CHRY-FM Toronto is scheduled to go on-air in mid-October. Previously on closed-circuit, the 50-watter will begin with 18 hours a day and move up to 24 hours as of January 1st... The mail brought us our first copies of *Prime Time*, defined as Canada's Pay-TV Magazine, and *First Choice News Extra*. **Ruth Kelly** and **Ellen Davidson**, respectively, deserve a tip of the hat for interesting, colorful presentations... When he played for the Maple Leafs, **Peter Stemkowski** worked off-season as a part-time DJ at CKFH (now CJCL) Toronto. After his hockey career, he became morning man for WDJZ Bridgeport, Conn., and a free-lancer for ESPN. Today, we hear, he lives on Long Island and is sports director of WGBB... Veteran comic **Red Buttons** joins the cast of *Knots Landing* this fall... Word is that CKNW

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## broadcast beat

New Westminster is paying **Dave Hodge** over \$100,000 a year to be its sports director...

CanWest Broadcasting is developing a major movie package in Western Canada in association with Credo Group of Winnipeg. The CanWest Feature Film Project will produce five movies within the next 18 months... **HUMANITARIAN AWARD:** **Douglas Bassett**, president of Baton Broadcasting, received the prestigious Beth Sholom Brotherhood Humanitarian Award for his service to the community. Doug is a trustee of the Hospital for Sick Children and Variety Village; VP of the Weizmann Institute of Science; recipient of the Human Relations Award of the Canadian Council of Christians and Jews, and president of the Canadian Robert F. Kennedy Memorial. One of the previous winners of the award was **Jack Kent Cooke**... **THE WAY WE WERE:** **Art Carney**, in Toronto to film a movie part, told the *Globe & Mail's* **John Fitzgerald** that his early career was as second banana for the likes of **Edgar Bergen**, **Fred Allen** and **Bert Lahr**. "Radio was a great way to make a living because all there was was the mike and your voice. No makeup and no cameras. I dearly wish it was still around the way it used to be." An interesting revelation from the interview: there were only 39 episodes made of the half-hour *Honeymooner* series... Visiting a friend's home recently, we found a book called *Tug of War* on a coffee table. A chronicle of World War II that questions some of Eisenhower's decisions, it was written by **W. Denis Whitaker** and **Shelagh Whitaker**. That's Denny, the veteran broadcaster and his wife. He was, of course, also an outstanding military man, a war hero with two DSOs and the rank of brigadier-general... When *Star Trek* returns this October, it will have an all-new cast that will portray an all-new group of characters—including a blind lieutenant, a telepathic half-human, a super-strong android and a brainy teen-ager...

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**MOVED:** The Television Bureau and the Broadcast Executives Society are now at 890 Yonge Street, Suite 700, Toronto, ON, M4W 3P4; telephone numbers are unchanged... The Alexander, Pearson, Dawson rep house moved to 2 Bloor St. East, 31st floor, Toronto M4W 1A8; (416) 928-9004... **Kel Lack**, CBC's director of Radio for Ontario, announced the appointment of **Donna Tranquada** as regional news anchor for *Ontario Morning* and *Metro Morning*, as well as host of the first hour of *Radio Noon*. She has been a reporter/writer/producer for CBC news since 1985... Global TV's newest game show is *Bumper Stumpers*. To give you an idea of how it works, can you figure out what this licence plate translates into—BBRNBB? Answer: "To be or not to be"... Many will recall **Jack Cronin**, who was president of J. Walter Thompson, Canada. Transferred to JWT, New York, he recently was promoted to vice-chairman...

**OBITUARIES:** So sorry to hear of the passing of **Paul Mulvihill** and **Art Snider**. Paul was a major figure in the field of broadcast representation. A heart attack took him at age 67. Art was an outstanding musician, like his late brother Lou Snider, and was credited with the development of such notable talents as Gordon Lightfoot and Rich Little... **Budge Crawley** of Ottawa, the legendary film maker and pioneer of Canadian industrial films, died at age 75. He was christened Frank Radford Crawley... A few decades back, when radio was often live, one of the featured performers on CFRB Toronto was **Dixie Dean**, rated by many as Canada's best accordion player. Christened George William, Dean, who died at age 70, in his latter years became a missionary in Ecuador along with his wife. He worked with short-wave station HCJB, where at times took part in 29 radio and TV programs a week... The colorful *Sun* columnist, **Paul Rinstead**, who died at 52, also had a broadcast history which included Global TV and CJCL Toronto... **Hermione Gingold**, the British actress who died at age 89, not only appeared on stage and screen—she was also renowned for her work on BBC radio and television...

After 33 years as a regular on CHCH-TV Hamilton, **Norm Marshall** relinquished his duties as weekend news anchor and was succeeded by **Jennifer Mossop**. A true broadcasting veteran, Norm will continue to do play-by-play of college football and special assignments for 'CH... After a few years' absence, **Bob Segarini** returned to Q-107 Toronto, taking over the afternoon shift from **Steve Anthony**, who moved to MuchMusic... There's a distinct CKFM flavor to the new CJEZ-FM Toronto: **Bill Ballentine**, **Jay Nelson**, **Bill Anderson** and **Carl Banas** had all previously been with the Standard FM outlet in Toronto... VP/GM **Michael Mangialardo** has parted company with CKEY Toronto... **Pete McGarvey**, CKEY news commentator, was master of ceremonies for the annual Leacock Awards in his home town of Orillia, Ontario. When the first awards were held in 1947, Pete attended as a 19-year-old reporter...

Named funniest people in U.S. television are NBC-TV's **Betty White** (*Golden Girls*); **Johnny Carson** (*The Tonight Show*); and funniest newcomer **Woody Harrelson** (*Cheers*)... According to AP, **Lucille Ball** was 'devastated' by the failure of her latest TV show. Daughter **Lucie Arnaz**, says Lucy 'felt terrible' after *Life with Lucy* was cancelled... Expatriate Canadian writers **Bernard Slade** and **Earl Pomerantz** are contributing to the PBS comedy series *Trying Times*... ESPN's **Mike Patrick** is on NFL play-by-play this season, seen in Canada via TSN... A two-hour TV movie, *Bonanza—The Next Generation*, is being produced for January showing. The only member of the original *Bonanza* cast in it is **Lorne Greene**, in his role as patriarch Ben Cartwright... **Glen Stone** is being transferred by CKO Radio to Ottawa as bureau chief. He had been co-anchor in Toronto with **Dennis Woolings** of the National News Hour. Son Glen's promotion is in line with CKO's plan to expand and renovate its Ottawa operation... Thanks to **Mark Maheu**, PD, for news of

Winnipeg's new 1290 FOX. Mark says the CHUM-owned station (formerly CFRW) is getting very favorable response to its new format—favorites of the 60s, 70s and 80s for the 21-48 audience...

**Hughie Greene**, the Canadian entertainer who made good in England, has sold his TV talent discovery show *Opportunity Knocks* to the BBC. The program ran on radio for 10 years, then moved to TV for 18 years. Some will remember Hughie as host of CTV's *Double Your Money* in the early '60s... **CCTA NEWS: Noel Bambrough** of Cablecasting Ltd. is the 1987-88 chairman of the Canadian Cable TV Association, succeeding **Clint Forster** of Saskatoon Telecable. **Michael Hind-Smith**, whom we profiled in BT's May/87 issue, continues as president and CEO. (See also *Cable TV News*)... **John McCann** left CHML/CKDS-FM Hamilton, where he'd been general sales manager... **Kevin Haggish**, a media buyer with Ronalds-Reynolds, joined RTVR Toronto as a TV rep... As he first did 20 years ago, **David Frost** will conduct a series of interviews with the U.S. presidential candidates... **WINNERS:** A program from the CBC series *Man Alive* won best documentary under 30 minutes and best TV script at the Yorkton Short Film and Video Festival. Access Alberta won an education award for *Type It Up*... **Mel Cooper**, the perennial award winner and president of C-FAX Victoria, was named an 'Ambassador of Tourism' by British Columbia for his "outstanding accomplishments in the tourism industry." Mel was a VP of EXPO 86, where his Corporate Sponsorship division set World's Fair records for financial support...

**Dave Hodge** is scheduled to do play-by-play on 16 Canadian Football League games this season; **Bob Irving**, who called the Winnipeg Blue Bomber games, will do 21... After four years in national sales, **Bob Holloway** was promoted to manager, direct sales, at All-Canada Radio & TV... **Don McKibbin**, who had been in news, PR and promotion at the CBC, joined Connaught

Laboratories as director of corporate communications... The CBC Literary Competition, organized by **Robert Weaver**, is now in its ninth year. Awards are given for short stories, poetry and radio plays... **Don Cameron**, VP of news and current affairs at CTV since 1976, has stepped down from that position. For the next three years, until retirement at age 65, he'll continue as an editorial consultant. His successor: **Tim Kotcheff**, formerly director of news, features and information programming, who is the brother of movie director **Ted Kotcheff**... At CITY-TV Toronto, **Dini Petty** left the 6 pm news to prepare for a new fall show; the news line-up is now **Anne Mroczkowski** at 6 pm; **J.D. Roberts** at 10 pm; and **Thalia Assuras** on weekends... From St. John's, Newfoundland, **Keith Soper** writes to let us know that as well as serving as music director for the 7-station CHOZ-FM network, he is now also PD. Keith succeeds **Bruce Morel**, who is now manager of OZ...

**OLDEST ACTIVE BROADCASTER?** In another letter from 'Down East' **Robby Robertson**, the veteran Nova Scotia radio man, wonders who is the oldest active broadcaster in the business. Perhaps some readers can help with that information. Robby enclosed a copy of an article published this spring in the Sydney *Chronicle-Herald* which recalled his 58 years in radio—virtually all of it with CJCB Sydney. Although officially retired, Robby still reports in before 6 am Sundays to line up pre-recorded programs and do time checks and IDs. He also continues to manage technical details for 'remotes'. Robertson got his start in radio in 1929; he'd been a clerk in a book and record store when the owner, the late **Nate Nathanson**, put CJCB on the air and gave him additional duties as an announcer and technician. Nice to hear from you, Robby—keep it going!...

*Phil Stone welcomes your news for Broadcast Beat. Write c/o 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6.*

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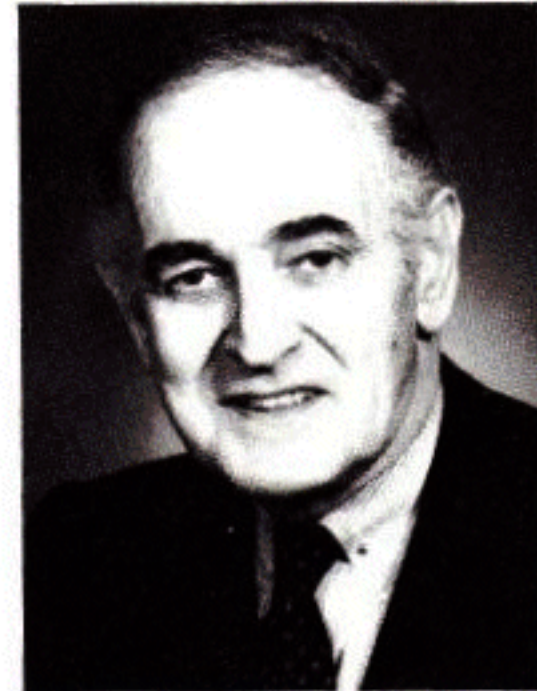
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## people in the news

- Associated Press—**Brad Kalbfeld** promoted to deputy director, AP broadcast.
- All-Canada Radio & Television—**Stephen Thomas** named radio rep.
- Ampex Corp.—**Charles A. Steinberg** named chairman; **Max Mitchell** becomes president and CEO. **Arthur H. Hausman**, chairman since 1981, has retired.
- CJOR/CJRR Vancouver—replacing **Harvey Gold**, now in charge of special projects for parent company Pattison Industries, is **George Madden**.
- CKND-TV Winnipeg—**Judy Waytiuk**, formerly with CBWT, has succeeded **Andy Arnott** as news director.
- Central Dynamics Ltd., Montreal—**Roy E. McArthur** appointed executive VP.
- CRL—**Bob Richards** has returned to Circuit Research Labs as sales manager.
- Liberal Party leader **John Turner** has named **Raymond Heard**, former head of Global TV News, as his communications director.
- Metrospot Television Ltd.—**Donald C. Gillespie** named sr. account executive.
- Pinnacle Systems, Inc., Santa Clara, CA—**Walter E. Werdmuller** named international marketing manager. His 15 years in the TV equipment industry includes Barco, ADDA, International Video Corp. and Consolidated Video Systems.
- Radio-Television Representatives—recent additions include **George Chandler** and **Kevin Haggith**.
- Tele-Radio Systems Ltd.—appointments include **Jim Hunter** to executive VP and CEO; **Bob Newton** to regional sales representative in Toronto.
- Television Bureau of Canada—**Bill Weis** named director, marketing and research.
- The Family Channel—**Susan D. Rubes** is to be president of proposed new pay-TV channel backed by First Choice and Allarcom. She was head of CBC Radio Drama from 1980 to 1985.
- Vinten Equipment Inc.—**Richard A. Cooper** appointed VP, operations.

### IN MEMORIAM

#### Paul F. Mulvihill



Paul Francis Mulvihill, founder of Paul Mulvihill Ltd., a leading Canadian firm of sales representatives for radio/television stations, died of a heart attack on May 28, 1987, at the age of 67.

One of a family of nine, Paul worked in radio time sales with the Thomson organization—first at CKGB Timmins from 1946 to 1948, then at National Broadcast Sales in Toronto. He established Paul Mulvihill Ltd. in 1950, and branched into television sales in 1955.

He leaves his wife, Margaret, son Joseph of Paul Mulvihill Ltd., three daughters—Maryanne (Murphy), Sheila and Cathryn-Louise—and four grandchildren.

#### Ross McLean

One of Canada's leading TV producers, Ross McLean died of a heart attack in Toronto on June 1, 1987, at the age of 62.

A native of Brantford, he joined the CBC as a producer in 1948 on graduating from the University of Toronto. After three years as director of public affairs in British Columbia, he returned to Toronto for the launch of television in the fall of 1952, and produced many of CBC-TV's major public affairs shows during 1952-61 and 1966-77.

In recent years, he taught broadcast journalism at Ryerson, wrote a weekly broadcast column, and was working on a book about prominent broadcasters.

Predeceased by his wife, television comedian Jean Templeton, he is survived by a son and two daughters.

#### Joe Soehn

The first art director of CKCK-TV Regina, Joe Soehn died on May 10, 1987, at age 64, after a lengthy illness.

A commercial artist, he developed a keen interest in animation, winning a number of awards for his films. He joined CKTV a month before it went on the air in 1954, and—long before slides were used on TV—animated commercials using small cards. He remained with the station until he suffered a stroke in 1981.



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