

**CALGARY HEARING JUNE 1;
ST. ALBERT SEEKS 1200 kHz**

Among applications to be heard at a CRTC hearing beginning June 1 at the Sandman Hotel, Calgary:

- CHMG (formerly CKST) St. Albert, AB, for a frequency change from 1070 (10 kw) to 1200 kHz (25 kw, day and night).
- CFX Radio 1070 Ltd., Victoria, for the purchase of CKOV/CHIM-FM Kelowna.
- CKCK-TV Regina, for a rebroadcaster at Golden Prairie, SK, 106 kw, channel 10.
- Peace River Broadcasting Ltd., for a rebroadcaster of CKYL Peace River at High Level, AB, on 530 kHz (400 watts day/250 watts night).
- Four Seasons Radio Ltd., Kelowna, for a rebroadcaster of CKKC Nelson at Crawford Bay, BC, 140w on 93.9 MHz.
- Westcom Radio Group Ltd., for network distribution, via satellite, of the *Red Robin-son Reunion*, 7:05-11:50pm Saturdays, originated by CKNW New Westminster, to 10 other stations in British Columbia.

NEW FMs APPROVED

The CRTC has licensed a French-language community FM station at Port-Menier on Anticosti Island. Radio Anticosti will operate on 90.1 MHz with a power of 10 watts, and initially will program only 21.5 hours weekly.

FM rebroadcasters licensed:

- CBC—Churchill Falls, NF, 91.1 MHz, 98 watts, ex-CFGB-FM Goose Bay (English);
- CBC—Churchill Falls, NF, 89.1 MHz, 98 watts, ex-CBSI-FM Sept-Iles, PQ (French).
- CBC—Wymouth, NS, 100.9 MHz, 500 watts, ex-CBAF Moncton (French).

Existing CBC AM rebroadcasters will cease operations six months after the FMs go on the air.

Parameters for a new French-language FM station at Bathurst, NB, have also been approved by the CRTC. Radio de la Baie Ltée originally proposed to operate on 97.1, but that frequency was awarded to Radio Péninsule Inc. Now authorized is 104.9 MHz, with 100 kw ERP.

**CRTC UNHAPPY, BUT OKAYS
PRIOR SHARE TRANSFERS**

Revised ownership has been approved for two Ontario broadcast operations, but with sharp criticism from the CRTC for failure to follow proper procedures.

• CUC Limited increased its ownership of **CKLW AM-FM Windsor**, ON, from 50 to 100%. Its failure to submit an application prior to the actual transfer of shares was described as "inexcusable". CUC said it had poured \$4.4 million into the stations since becoming 50% owner in 1985, and expects to spend another million before seeing a turnaround. A year ago, the firm wrote to inform the CRTC that it would acquire shares held by Keith Campbell and Robt. O'Brien, but neglected to file the required application. The Commission accepted CUC's plan to revitalize CKLW under Terry Coles as president, who has moved to Windsor to take charge. CUC's commitments include \$20,000 a year more for Canadian talent, and \$250,000 for program research. An advisory board of prominent Windsor residents has been created to advise on the operations of both CKLW Radio and Windsor Cable.

• In approving share transfers for **CKAN Newmarket**, the CRTC said it could not condone CKAN's actions, but recognized that financial difficulties forced it to react swiftly. The station has remained viable and has expanded to 24-hour operation, improved coverage, programming, and computer facilities, and has added staff. Under the ownership structure approved, Heritage Communications Group owns 80% of CKAN. C.A. Connors Associates and Magna International Inc. each own 45% of Heritage, with Magna holding an option to purchase an additional 10% from Connors "at any time".

Other stations in the news...

- New Brunswick Broadcasting amended its bid for **MITV Halifax** to VHF channel 8 (not 7) with 10.8 kw ERP. The original plan was for UHF channel 20, 128.2 kw;

however, the company says channel 8 will provide much the same coverage, except towards Windsor, where proposed coverage is somewhat reduced.

- **CIEL-FM Longueuil** (Montreal) has been authorized to originate an all-night (12-6 am) show, to be carried by a network of Québec stations. The program will be mainly music, plus news reports.

- Power increases: **CFGL-GM Laval**, from 34.3 to 41 kw... **CJLM Joliette**, from 1 to 10 kw night-time... Quatres Saisons rebroadcaster **CJPC-TV Rimouski**, from 88.7 to 458w... Subject to CRTC approval, **CKRS Jonquiere** will boost power from 10 kw day/5 kw night to 25 kw day/7.5 kw night... And **CKOT Tillsonburg**, one of Canada's few daytimers, will increase daytime power from 10 to 20 kw, and also add nighttime service with 10 kw.

- Switching channels: Shamrock TV of Yorkton has applied to move CKBI-TV-5 Big River, SK, from channel 9 to 10; and Leader Broadcasting of Thunder Bay has applied to change the frequency of its FM rebroadcaster at Nipigon-Red Rock, ON, from 96.3 to 96.1 MHz.

- New call letters: CKJD/CJFI-FM are now **CKTY/CFGX-FM Sarnia**; and CJUP is now **CKST Langley**, BC, having picked up the former call letters of **CHMG St. Albert**, the suburban Edmonton station owned by Balsa Broadcasting.

- Signing off: The CBC has surrendered the licences of the English and French low-power AM stations, operated on behalf of Parks Canada, at the East Gate of Banff National Park in Alberta.

- Transfers: Subject to CRTC approval, Charles E. Russell (Tantune Inc.) will purchase **CJCJ Woodstock**, NB, from W. Bruce Groh. Russell is general manager and has been responsible for the day-to-day operations of CJCJ for the last 19 years.

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NEW TALENT PROMOTED

Promotion of Canadian talent is receiving increased attention from stations across the country.

- CFNY-FM Toronto-Brampton has begun the *Great Ontario Talent Search*. Groups or solo artists were invited to submit a tape of one original song; 40 finalists will be aired live on CFNY-FM beginning in June, and 10 'grand champions' will be selected to appear on a compilation LP.
- CHEX Peterborough, ON, has allocated \$24,000 a year for production of live and taped music featuring Canadian musicians performing in the Peterborough area.
- Stations of the Fraser Valley group in B.C., while operating on limited budgets, are producing innovative programs: CHWK Chilliwack produces a radio play, talent show and highlights of the Lions Club Music Festival; local musicians are aired weekly on CFVR Abbotsford, which also sponsors and produces local concerts; and CKGO Hope sponsors two plays by the local high school drama club, as well as summer concerts.
- CJRT-FM Toronto will present its 15th consecutive year of concerts by the CJRT Orchestra. The series of five concerts will be presented at the Ryerson Theatre from October, 1988, to March, 1989. All are digitally recorded for later broadcast.

MORE FLEXIBILITY EXPECTED ON VBI AND SCMO POLICY

The CRTC is expected to soon issue a new policy to allow greater flexibility in the use of the Vertical Blanking Interval (VBI) on television and the Subsidiary Communications Multiplex Operation (SCMO) on FM radio stations. Under proposed amendments, CRTC authority would no longer be required for such services.

At present, VBI is used chiefly for captioning for the hearing-impaired.

SCMO applications include background music, data distribution, telemetry for remote control of station equipment, ethnic programming, and 'talking book' services for the blind. Distribution of data is the fastest-growing application—about one-third of the FM stations which use SCMO are experimenting in this area.

BUDGET CUTS BLAMED AS CBC RADIO NETS GET SHORT RENEWAL

The CBC radio networks have been given a three-year renewal, instead of the usual five-year term. CRTC chairman André Bureau faulted the CBC on its lack of "specific and definite" plans, which must now be developed for the next renewal hearing, probably in the fall of 1990.

Priorities indicated by the CRTC include more regional production on the English

AM network, and a study by the French AM network, to be submitted within 18 months, of Francophone needs outside of the province of Québec. The CBC was told to build 19 stations already authorized, then extend FM service to at least 50% of the population of every province.

CBC TORONTO PROJECT GIVEN OK; TO BE COMPLETED IN 1992

Construction will begin this fall on the CBC's new \$380-million Toronto headquarters for its English-language network. The state-of-the-art broadcast centre is scheduled for completion in 1992. It will be part of a massive \$1 billion downtown complex.

In announcing Ottawa's long-awaited approval of the Toronto complex, Communications Minister Flora MacDonald noted that \$200 million would be spent on equipment for the broadcast centre.

The new CBC complex will be built on a 9.3-acre block across from the Metro Convention Centre. (The site was bought by the CBC in 1978 for \$19.5 million and is now valued at \$200 million.) When completed, the centre will bring together all English- and French-language local and regional activities, plus the Toronto facilities of the national English-language radio and TV networks. Those operations, and their 3,300 employees, presently are scattered among 26 aging buildings.

The broadcast centre will be built at no cost to CBC by Cadillac Fairview Corp., in partnership with the Toronto-Dominion Bank. Under the deal, CBC will lease the land to Cadillac Fairview to develop, then lease back the completed broadcast centre for a 35-year period. The network will also share revenue from the commercial developments.

The entire complex, designed by renowned American architect Philip Johnson, will include two office towers, a hotel, retail space, 900 condominium units, a public park and underground parking.

The consolidation of CBC facilities will save an estimated \$40 million in rent over the next two decades. Renovation of its current premises would have cost the CBC an estimated \$200 million or more and have taken 10 to 15 years.

More stations in the news...

- **CKVU-TV Vancouver** has won a Peabody award for *AIDS And You*. The program was described as "compelling and direct."
- **Radio Canada International** has made an agreement with NHK of Japan for an exchange of transmitter time. The deal will allow RCI to broadcast daily to the Pacific and Asia.

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People and Stations...

A call to CKJD/CJFI-FM Sarnia got a little confusing. The receptionist answered "CKTY/CFGX-FM." President **Don Chamberlain** and GM **Pat St. John** aren't kidding, they're re-working the entire outfit, from call letters on... CKDH Amherst president **Fred Arenburg** got caught a while back doing his popular morning talk show sans teeth. "The darn things were just pinching me something awful so I took 'em out. Nobody noticed." Fred and his partner, CKDH ND **Geoff des Gannes**, have cut a deal with Maritime Broadcasting (MacLean-Hunter) to sell the station... **Marsha Robinson** didn't let this Leap Year get away from her. She put a huge mobile sign on the front lawn of CHOW Welland's rural location Feb. 29: "IT'S LEAP YEAR! MR. MASON, I LOVE YOU. WILL YOU MARRY ME? —MARSHA." Sales type **Kim Mason** knew a good pitch when he heard it. He said, "Yes"... Radio Bureau of Canada's **Terri Fedoruk** (who's been getting altogether too many mentions here) is now All-Canada's Terri Fedoruk. She made the switch to All-Canada's radio division, captained by taxi hijacker **John Gorman** (No, I won't forget it, John!)... **Roger Ward**, a Toronto-based reporter/editor for Broadcast News, put together a fabulous and timely documentary on AIDS, entitled *AIDS: The Need To Be Heard*. Stations

across the country were high in their praise... **Susan Davies**, ex-PD at CJFM Montreal, is now PD at CKGM Montreal. Former PD **David Wolfe** is now marketing director for FairWest Enterprises based in San Diego... I've obviously made a big impression in at least one market. A letter managed to get through addressed to '**Howard Chrisleansm**' (What happened? Get bored after the first syllable?).

News Handling...

Can something be *more preferable* than something else? The answer is "no." Why? *Preferable* is a comparative word that means "more desirable." To add the word *more* would make it redundant—*more more desirable*." More wordy phrases we can do without:

- equally as good (as good)
- throughout the entire (throughout)
- arrive at an approximation (estimate)
- has the capability to (can)
- in order to (to)
- a proven fact (a fact)
- totally destroyed (destroyed)
- the exact cause (the cause)
- new record high (record high)

S.I. Hayakawa writes in *Language in Thought and Action* that "many situations in life demand that we pay no attention to what the words say. The meaning is often a great deal more intelligent—and intelligible—than the surface sense of the words themselves." That's sometimes true in social situations... not in our professional roles as communicators.

The news director looked disdainfully at his news crew. "Ladies and gentlemen," he said, "I've got a cushy little assignment for the laziest reporter on staff. Will the laziest step forward?" All but one did so. "Why don't you join the others?" demanded the ND. "Too much trouble," drawled the newsie.

If you are concerned about ridding your writing language of sexist language, you can get a copy of the *Guide to Nonsexist Language* for \$2 (prepaid in U.S. funds). Write: Association of American Colleges, 1818 R Street NW, Washington, DC 20009.

Common misconception: That the word "really" is a complete sentence.

The junior reporter, told to keep his material short, punchy and factual, went out on his first accident story. He phoned in this voicer: "Stan White looked up the elevator shaft to see if the car was coming. It was. Age 45."

Communications Briefings offers corporations the following advice on how to right a media wrong. They are advised to correct it only if they can meet at least four of these criteria:

- The wrong caused substantial damage.
- You responded promptly and accurately to media questions that led to the story.
- The correction will not give more visibility to the opposite point of view.

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Broadcast Canada

- The correction merits restating the problem, including the error.
- You can reach the same audience that saw or heard the error.
- You won't look like a nit-picker.

There are teams... and then there are TEAMS!! Oh, I suppose we have to recognize a few groups who travelled to the Calgary Winter Olympics from such places as East Germany, the Soviet Union, Czechoslovakia, Finland, etc. I mean, hey, some of them even took home gold medals. But one Canadian team—comprised of BN reporters, people based in such exotic hot spots as Ottawa, Calgary, Edmonton, Vancouver, Toronto and Washington—did a FABULOUS job and got gold medals from radio stations all across the land. By name, **Anna-Marie Geddes** from Calgary, **Keith Cox** from Edmonton, **Mike Omelus** from Ottawa, **Abe Hefter**, **Allan Black**, **Wayne Waldroff** from Toronto, **Brian Kennedy** from Vancouver, and **John McKay** from Washington. Procedures for filing print and audio reports to BN stations were developed into a fine art... and BN's customers were unanimous in their praise.

Marketing...

BT editor **Barry Hamelin** (who took the death of disco personally) gets upset when I go into a number like the one coming up. He says I occasionally get too "preachy." Hey, Barry. Sometimes the basics just have to be underlined...

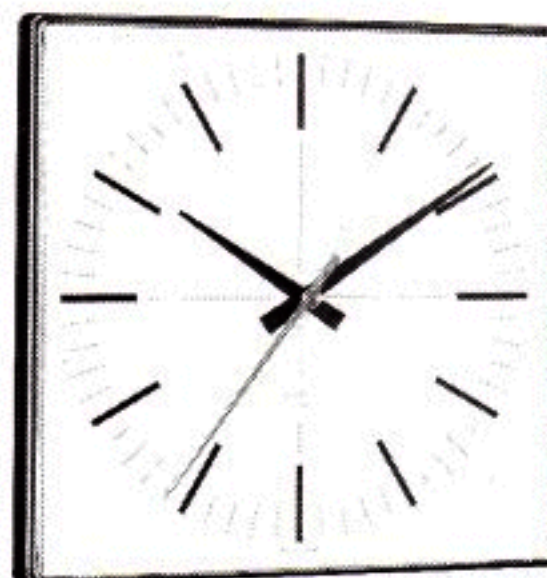
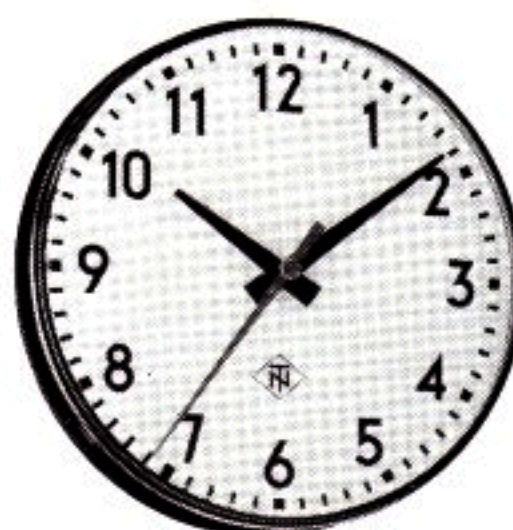
For all you people who work outside of the sales department, today's fascinating word study is *PROFITS*. It's no secret that many stations are hurting financially... but what are you doing to help? "Not my job," you say? Think again. Every tiny bit of station interaction for which you're involved—taking a request, covering a story, M.C. duties, working a remote, collecting a bill, letting the client know when his spots will be on, smiling at the person sitting in the lobby, going next door to buy a coffee, etc.—counts. In fact, whoever knows you're an employee of the radio/TV station is a potential customer or an influencer of a customer. How you behave matters! Tremendously! The *Economics Press* tells the story of a sailor who was leaning on the deck rail when his buddy stuck his head up through a nearby hatch. "The ship's sinking!" he cried. The sailor shrugged. "So what?" he said. "It's not my ship." The fact is, of course, it was his ship, just as the company for which you work is really your company. Your attitude could be costing the company money which, you guessed it, could be costing you money.

The eyes glazed over on this one: "He said he was looking for a void in which he could carve a niche." (Maybe next he'll invent a cure for which there's no disease.)

In seven years, the first of the baby boomers will be 50. Canada is in an aging society yet the majority of advertisers seem hell-bent on the 25-49 demographic. And, naturally enough, Canadian broadcasters are programming to that segment. But somebody has got to remember that older consumers represent considerable buying power, too. In fact, **Ralph Hicks** of Toronto-based Venture Brands says, "When you realize that one out of three adults is over 50, 75 per-cent of whom are mortgage-free and have 50 per-cent of their income for discretionary spending, it is evident that this is a gold mine for merchandisers, marketers and manufacturers to tap." One of the problems is that the younger crews at many ad agencies (and their clients) tend not to recognize this potentially lucrative segment of the market. Hey, guys! People over 50 are not stereotypical old fogies.

Today's business meetings could be compared with funerals. Most of the time what you have is a group of folks wearing uncomfortable clothes who'd rather be someplace else. The big difference is that most funerals have a definite purpose. →

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From a recent edition of *Sales Upbeat*: When a new prospect calls Carolyn McCollum, an advertising sales representative for a radio station in Virginia, she gets all the essential business information. But she also likes to keep them on the line a minute or so longer. During that time, Carolyn asks a few more questions, such as what their advertising goals are, why they chose to call her station over others in town, what their product is like, etc. Carolyn finds that extending the conversation those extra few minutes helps develop a relationship with the client before they even meet. Then, at the first handshake, she always feels more at ease with the new prospect. And potential clients feel they know a little about her too. Carolyn has found that her sales presentations for new prospects go a lot smoother since she started this practice. It has even helped sales. Because as Carolyn puts it, "Anyone would rather buy from a friend than a stranger."

Programming...

Dick Smyth, CFTR and CFMT-TV Toronto's senior editor and commentator, is making his daily *Here's How Things Look To Dick Smyth* commentaries available to stations across the country. For more information on securing this exclusive programming for your station, get in touch with Broadcast News account executive **Rina Steuerman** at (416) 364-3172.

CFTR Toronto morningman **Tom Rivers** (whose proudest moment was doing the living room in just one coat) and CFTR sports director **Eric Tomas** (favorite singers: Steve Lawrence and Eydie Gorme) have begun syndication of their radio comedy series, *The Unfriendly Giant*. Every morning listeners tune in to find out how the giant does in Rusty the Chicken. Already response has been hot. First to buy was a station which bills itself as "Cape Breton's Friendly Giant." Rivers feels the CJC Sydney decision (through sales manager **Don Brown**) was a

good omen. Even better, Don sold it to the local outlet of Mary Brown's Chicken. For more on this one, call (416) 782-6482.

Dick Drew of Drew Marketing (favorite saying: "supply and demand, supply and demand") is justifiably proud of his Olympic radio series. One hundred and sixty-two stations across the country made it the most listened-to sports series in the history of Canadian radio. I.M.A. Research reports it was aired 1,193 times weekly—equal to once every 8 1/2 minutes—delivering 3.5 million adults weekly at a C.P.M. of less than 32 cents.

Quickies...

Dwaine Dietrick is now VP, Operations, for Monarch Broadcasting, based in Medicine Hat. Former VP/GM **Merv Phillips** has retired. Monarch owns CHAT/CHAT-TV Medicine Hat, CKRD/CKRD-TV Red Deer, CJXX Grande Prairie and has a controlling interest in CKXY Vancouver... **Dale O'Hara** has succeeded **Thompson MacDonald** as director, News and Public Affairs, at CFCN-TV Calgary... **Gary Rozak** is new ND at CJAY-FM Calgary... CBC-TV Charlottetown scooped former CHTN Charlottetown sports director **Scott Scantlebury** for evening news duties. New SD is **Peter Nelson**, late of CFCH North Bay. Still with CHTN, **Wayne James**, from CFLY-FM Kingston, is now overnight on-air; **Heather Tedford** has climbed aboard in sales/marketing... Check with CJC Sydney ND **Dave Wilson** for advice on feline friendlessness. Dave's been studying a new manual (No way am I telling you more. Ask him what it means!)... Who is "the king of polyester with the pointy ears and the Andy Hardy voice?" BN's Toronto audio supervisor **Mac Morrison** knows (incidentally, Mac's favorite dramatic actress is **Vanna White**)... DC103 Orangeville PD **Dean Roberts**, who likes to be called "Bachelor #1," got the call from CKNG-FM Edmonton GM **Dennis O'Neil**. Dean's now programming there... **Stan Ravendahl** and **Vern Traill** have swapped shops. Ravendahl has gone to manage CHED Edmonton while Traill is back home at CHAB Moose Jaw... **Liz Janik**, on-air host and programmer at CFNY-FM Toronto/Brampton, has been appointed director, Canadian Music Development. She'll be expanding and encouraging the production and release of independent recordings... News from CHOK Sarnia PD **Paul Godfrey** that 'Country KLAC' Los Angeles has former CFGM Richmond Hill morningman **Jim Brady** doing mornings there. Meantime, Paul is driving Brady's old station wagon.

Jess Murray and her daughters, **Nicole** and **Dawn** called to say that the support and sympathy expressed from the entire broadcast industry over the recent passing of her husband, BN Editorial supervisor **Eric Murray**, were overwhelmingly kind. To those who sent condolences, but who didn't write a return address, the Murrays extend their profound thanks.

Kicker...

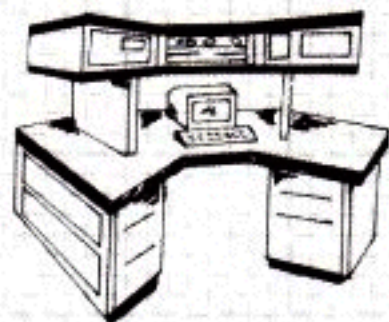
In his book, CBC *National* anchor **Knowlton Nash** writes, among other things, about the transition from being a Washington reporter to taking on executive duties for the corporation. He said he had just, the day before, finished his last expense statement in the amount of about \$78.00. Then, in his new role, he was into seven-figure budgets. His heart, he said, needed jump-starting after that first executive meeting. Part of his new responsibilities was the approving of correspondent's expenses. One of them kept coming back with the word 'Pacar' on it and a substantial sum opposite. Nash called the reporter on it one time, strictly out of curiosity, and found that 'Pacar' meant p— away, can't remember.

Let me know what's going on at your place... Who got promoted, who left, who bloopered, who arrived, interesting promotions, unique programming. Send it to me c/o Broadcast News Ltd., 36 King St. East, Toronto, Ont. M5C 2L9.

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Polar Ski Trip Communications

Barry Garratt of CHCH-TV Hamilton is the Canadian co-ordinator of amateur radio operators who, in co-operation with their counterparts in the Soviet Union, are providing a communications system for an across the North Pole ski expedition.

Nine Soviet and four Canadian skiers took part in the expedition. Each skier carried a back-pack weighing between 80 and 90 pounds containing tents, rafts, food, heaters, scientific, navigation and communications gear. Supplies are air dropped every two weeks, three drops coming from the USSR and three from Canada.

The expedition began at Cape Arkpichesky in the Soviet Arctic on March 3 and was expected to end at Cape Colombia on Canada's Ellesmere Island. The skiers were expected to cover between 1,750 and 2,000 kilometers and the journey to take from 90 to 100 days. The expedition was expected to reach the pole around the end of April and Barry was to arrive at the pole one or two days before the expedition's arrival to greet them.

The skiers are a scientific expedition led by Dr. Dmitri Shparo which was to make geomagnetic, glacial and meteorological

observations. The trek was organized by skiers from the Soviet Union, with Canadian participants recruited by means of advertisements.

Potential expedition members from across Canada were interviewed by the Soviet team and those chosen for the team were taken to the Soviet Union last August to begin training. They trained during the month in the Tien Shan Mountains of Central Asia, close to the Chinese border and just outside the city of Alma Ata. The Soviet skiers came to Canada and trained on the ice at Frobisher Bay during November and December.

The communications equipment used by the expedition was supplied by the Soviet team and consisted of single side-band transceivers weighing 4Kg. The transceivers were fixed frequency, with two channels in the 3Mhz band, two channels in the 7Mhz band and two channels in the 14Mhz band. They were 10 watt PEP output radios with dipole antennas. The centre of the dipole is elevated by lashing together four or five ski poles.

The expedition also carried three emergency locator transmitters operating on the new 400Mhz portion of the band.

Once a day one of the transmitters was turned on and the signal was picked up by Canadian and Soviet tracking satellites. The information from the locator transmissions was relayed to Sussex, England, where it was uplinked to a satellite equipped with a digi-talker. This transmitted their position on the amateur band at 145.825Mhz to the skiers and was received on a handie-talkie equipped with a yagi antenna. Barry said that the skiers position was monitored around the world and could have been picked up by anyone with a two-meter hand-held with a short rubber duck antenna.

Barry left for Moscow at the beginning of April where he expected to be issued a Russian amateur radio license to operate in Russia. He was to be in the Soviet Union for six weeks, and promised a report after his return home. Thanks to Al and Barry for their contributions to this Newsletter.

Bob Findlay is publicity chairman for the CCBE, The Central Canada Association of Broadcast Engineers. He may be contacted c/o CFCF-TV, 405 Ogilvy Avenue, Montreal, PQ, H3N 1M4; (514) 273-6311.

CKCO-TV FIRE WAS AT WIARTON REBROADCASTER

The item "Transmitter Fire at CKCO-TV Kitchener" appearing in the CCBE Newsletter (Broadcast Technology, April) left the mistaken impression that the fire of December 31, 1987 occurred at our Kitchener location, when in fact it occurred at our Channel 2, rebroadcaster site, north of Warton, Ontario.

Here is an update on the story:

The interior of the building suffered extensive fire and smoke damage, caused by severe hydro problems, precipitating a failure of the high voltage power supply. The transmitter was extensively contaminated with smoke, soot and some heat damage. The site was 'off-air' for 18 hours while emergency clean-up and repairs were done. Five per cent power was restored at 8:30 am on January 1, 1988, using the driver stage. On January 28, 1988, power was restored to 50%. During the interim, the building interior was cleaned up, a new power supply obtained, and clean-up of the old transmitter was partially completed.

It was determined that the old transmitter could not be successfully or reliably rebuilt. The amount of dry chemical extinguishers used, smoke, soot and heat damage to plastic parts, as well as the age of the transmitter made rebuilding too expensive.

On March 4, 1988, a new Harris TV-30L transmitter was put on line and is operating up to specs with no problems.

Presently the site is 99% complete, with some minor items left to complete. Luckily it was a mild winter, with minimal lost reconstruction time due to poor weather conditions.

Thanks to Applied Electronics and Harris for their support and speed in providing a replacement transmitter.

Joe Brenner,
CKCO-TV Kitchener.

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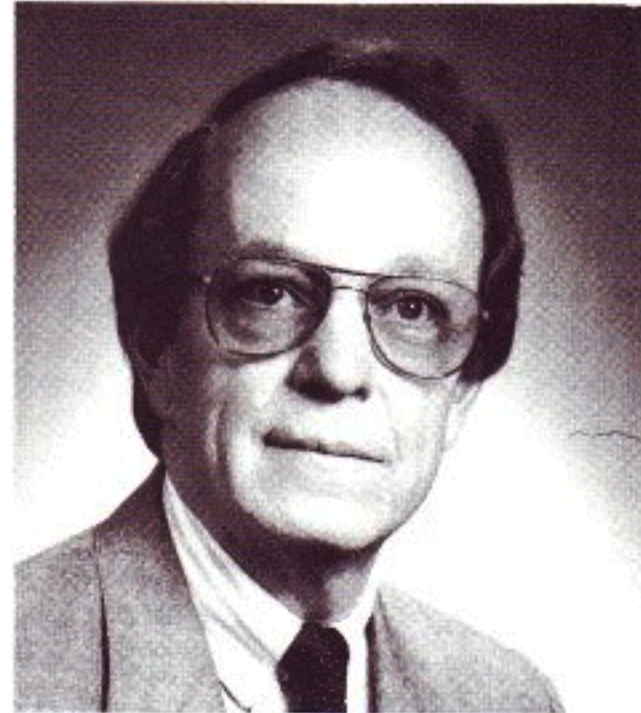
CAP COMMUNICATIONS



W.D. McGregor

Mr. J.A. Pollock, President, Chairman and Chief Executive Officer, Electrohome Limited is pleased to announce the appointment of W.D. McGregor to a newly established position, President of Electrohome Communications Inc. and Vice President of Electrohome Limited.

Reporting to Mr. McGregor will be the new General Manager of CAP Communications Limited, Mr. D.L. Willcox.



D.L. Willcox

Since 1972, Mr. McGregor has been President and Director of CAP Communications, and Vice-President, Electrohome Ltd. since 1977. Mr. Willcox has held various positions with CAP Communications since 1960, until the present, that of Program Manager of CKCO-TV.

CAP Communications Limited, operates CKCO-TV, CKKW-AM and CFCA-FM from Kitchener, Ontario.

BROADCAST BEAT

by Phil Stone

Here, There and Everywhere... Thanks to **Michele Paget** and **Kim Hesketh** for letting us know that Vancouver Island's oldest radio station, CJVI, has celebrated its 65th anniversary. It went on the air as CFCL on April 1st, 1923... **Leigh Kelk** has left Paul Mulvihill Ltd., to go with Canvideo Television Sales in Toronto ...**Phyllis Switzer**, co-founder of CITY-TV, former senior VP of programming at First Choice and Host Broadcaster managing director at the Calgary Olympics, was one of the recipients of the first annual Toronto Women in Film and Video awards. Others included filmmaker and University of Toronto professor **Kay Armitage**, and the celebrated stage and broadcasting actress **Jackie Burroughs**...

In the Canadian Petroleum Association's National Journalism Awards, CBKT Regina won for television news, and CBC Radio in Toronto won for best radio news and documentary. CBHT Halifax won for best television documentary in the separate environmental competition, while CFCN-TV Calgary, won the award of merit... *Empire, Inc.*, CBC-TV's successful mini-series, has been sold to 64 countries although it was not shot on standard 35mm film... **George Clutesi**, who played major roles in some 30 television shows and feature films, and received an ACTRA award in 1977 as the best actor for his role in **Claude Jutra's** prize-winning television drama *Dreamspeaker*, died at age 83 in Victoria... The intelligence that **Alex Trebeck** demonstrates in his role as host of *Jeopardy* and *Classic Concentration* doesn't come by chance. He holds a degree in philosophy from the University of Ottawa. Don't know about

now, but in his younger years the former Sudburian was nicknamed 'Sonny'... *Maclean's* magazine claims commercials shown in movie houses are recalled the next day by 80% of movie-goers, compared with a 25% recall for television ads... **Laura Robinson**, who plays a detective in the TV series, *Night Heat*, and an ambitious TV reporter in the movie *Switching Channels*, is a former CFPL-TV London weather reporter...

Pamela Wallin, the attractive CTV Ottawa bureau chief, is an accomplished after-dinner speaker. One recent appearance was for the Canadian Association of Women Executives in Toronto, where she spoke on career path changes... The final figures on what each Canadian Football League team received in television revenue for the 1987 season: only \$30,000 per squad... While **Ron Osborne**, as reported in our last column, is chairman of CTV's executive committee, let us note that CKCO-TV's **Bill McGregor** is chairman of the CTV board of directors... Telemedia Broadcasting has put together a network of 62 radio stations across Canada—from St. John's to Vancouver—to carry The Toronto Blue Jays' games this season. **Tom Cheek** and **Jerry Howarth** continue as the play-by-play announcers. The national package, by the way, was arranged by **Vicky McKeen**, the sports network manager for Telemedia Broadcasting... **Mary Jane Miller** has authored a book, *Turn Up The Contrast*, which takes a look at 35 years of CBC television plays...

According to *Report on Business*, **Al Slaight** said excessive salary demands from Magnetic North principals **Dan McGuire** and **Riff Markowitz** killed a proposed joint venture between that firm and Standard Broadcasting Corp. Ltd. The 50-50 joint venture would have seen Magnetic North, which is big in the production of commercials, joining forces with the TV production/post-production operations of Standard's VTR Productions and its Eastern Sound division. The venture was then to take over Medallion Film Laboratories, also of Toronto... Because the 1992 Winter Olympics will be held in Albertville, France, the time difference will mean that most events will be shown on tape. And that, say network executives, will make the TV contract less valuable. Perhaps \$150 million for the rights, compared to the \$309 million ABC spent this year... Speaking of the Olympics, **Dick Drew** wrote us to report that Canadian radio history was set when, for 41 weeks leading up to the Olympics, 162 stations across Canada broadcast the daily Olympic radio series. The series was produced and syndicated by Drew Marketing and, says Dick, quickly became the most listened-to sports series in the history of Canadian radio. The programs, produced in both English and French, were aired 1,193 times weekly, delivering an estimated 3.5 million adults. Hosts were Olympic medalists **Gaetan Boucher** and **Steve Podborski**, CTV sports host **Al McCann**, and **Ron Hewatt**. Dick hopes to continue the series once he's lined up new sponsors...

Robert Fisher became Global TV's first Queen's Park bureau chief. He had previously covered the provincial government for CBLT Toronto... **Maria Armstrong**, partner in Armstrong-Clydesdale Casting, has been named head of talent for CBC-TV... **Steve Jackson**, who had been with the CHUM Radio Group and Standard Broadcasting, became GM of 1480 C-KAN Newmarket, Ont... **Richard Genin** joined TvB as VP, based in Montreal with responsibility for the Québec region and also for federal government relations. Over the years he has seen service with *Maclean Hunter*, *Stovin-Byles TV* and *Télé-Métropole*... Thanks to **Ross McCreath**, we had the privilege of reading the text of a proposed book, *Out Of Thin Air*, written by **Margaret E. (Betty) Large** and **Tom Crothers**. It is an interesting and

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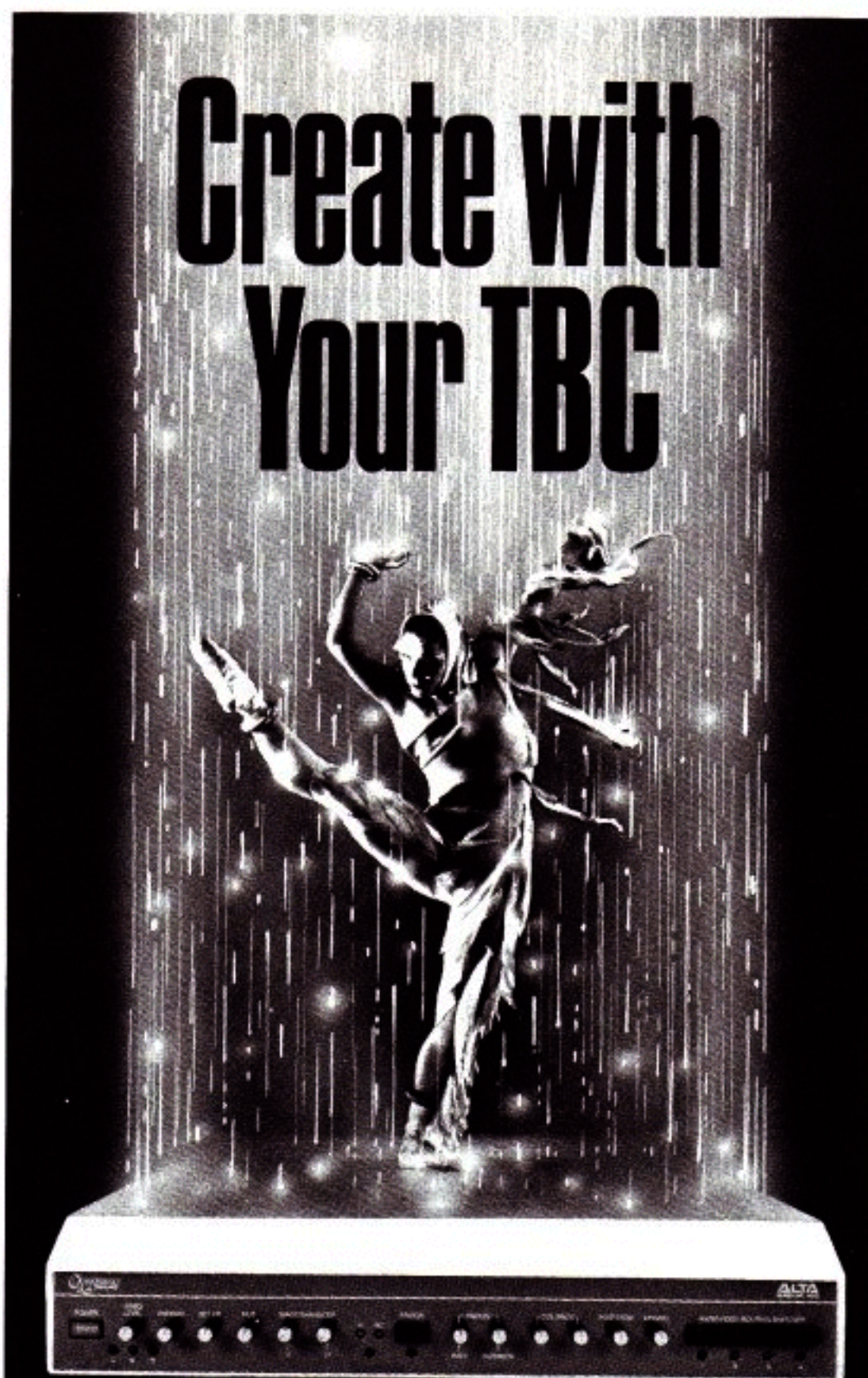
captive saga of broadcasting in the Maritimes, with particular emphasis on CFCY Charlottetown and Betty's father, broadcasting pioneer **Keith Sinclair Rogers**. It also includes many famous names of yesteryear and highlights another sterling broadcasting figure, Betty's husband **Bob Large**. We trust it will get the publication it so richly deserves... **Lloyd Robertson** of CTV and *Maclean's* **Brian D. Johnson** wrote the text for *The Official Commemorative Book, XV Olympic Winter Games...* **David Hughes** left Telemedia, where he'd worked at CJCL Toronto, to be station and sales manager at CHOO Ajax, Ont...

Appointments at Toronto's CILQ-FM (Q-107): **Andy Frost** to assistant program director; **Elsie Xynos** to promotion director... **Truus Rosenthal** of CFMX-FM Cobourg, Ont., joined the Variety Club of Ontario, as did **Bruce Swanson** of Worldvision Enterprises of Canada Ltd... CJCS in Stratford, Ont., is planning special events to mark the station's 60th anniversary this year. Former employees are asked to get in touch... Fox Broadcasting will again host the annual Emmy Awards. It will be the 40th birthday of the show, which will be seen on August 28th... **Kevin Shea**, VP marketing, Rogers Cablesystems Ltd., was appointed president of YTV, the English-language children's channel. The expected launch date is September 1st... **Scott McCloy**, who was with CBC-TV news, left to join PJS Communications, Vancouver, as an account executive... A poll conducted by the magazine *Advertising Age* found the Pillsbury 'doughboy' chosen as the most popular figure in U.S. TV commercials... Global TV purchased the rights for the NBC soap opera *Santa Barbara* for next season... **Felix Lazarus**, the documentary film-maker, passed away at age 76. In the 1950s, he was a public affairs film producer for CBC Television... And we were sorry to learn that **Al Turner**, who had worked in sales at CHUM and Standard Broadcast Sales, passed away at age 45, leaving his wife, Judy, and four children...

Liz Janik was named director, Canadian Music Development, at CFNY-FM Brampton, Ont. PD **Don Berns** believes there is no comparable position at any other Canadian radio station... CKJD Sarnia was, we believe, named for **Keith Dancy** and his wife, **Jean**, when Keith was a VP of Rogers, which owned the station. Now under the Maclean-Hunter flag, it has changed to a country format and the new call sign is CKTY— about as close an abbreviation of 'country' as you can get... **Richard Chamberlain**, CBC's director of public relations, advises that **Lyse Larouche** was appointed general manager of CBC Enterprises. She was previously director of marketing at Radio-Québec... RTVR appointed **Mark Simpson** manager of its Calgary office. He will handle sales in Edmonton and Calgary...

David Fowler left Carder Gray Advertising, where he had been an account supervisor, to join the Radio Bureau of Canada as VP, national sales... In case you didn't know, **Michael Mangialardo**, formerly of CKEY, is now president of Langmuir Mangialardo Advertising in Toronto... News from CHML Radio in Hamilton: **John Keogh**, PD, advises that **Bob Hooper** is hosting *Midday*, a magazine+music format, which runs 11am-2pm, Monday thru Friday. And **Barry Coe**, one of our former students, reports that **Carla Segota** is hosting *The Weekend's Entertainment*, heard Saturdays and Sundays... In the mail was confirmation from Molson Breweries of Canada Ltd., that it has signed a multi-year, multi-million dollar agreement for Global Television to broadcast Toronto Maple Leaf hockey games throughout Ontario. Starting in September, Global will telecast all regularly scheduled Wednesday evening games, plus other selected games. For the past 11 seasons, the Leafs' mid-week games had been carried on CHCH-TV Hamilton, which decided to drop the telecasts... Would you believe that **Jacko**, who pounds out the Energizer commercials and plays the role of Jetto on *The Highwayman*, is just 28 years of age? That's what he claimed to writer **Erik Knutzen** in a *Starweek* article... →

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Norma Kent, co-host of CBC's *Marketplace* is a sister of **Peter Kent**, former anchor of *The National*... In France, the popular game show is called *La Roue de la Fortune*. In North America it is *Wheel of Fortune*... **Monique Coupal** succeeded the late **Real Therrien** as vice-chairman, Broadcasting, of the CRTC. She had served on the Commission since 1983 and from 1971 to 1973 had been the CRTC's secretary general... **Bodine Williams**, a leading CTV news reporter, resigned from the network—word is she's working on a major project... **James O'Connell**, who has been at CJOH Ottawa for the past six years as a reporter and weekend anchor/producer, has joined the Global TV Network as a senior reporter... According to a recent Canadian Cable Television survey, Canadians in more than 4.1 million cable television households now have access to local cable advertising channels. The survey showed that 94 CCTA member cable TV systems have launched local advertising services... If you deal with CBS records, you might want to know that **Heidi Knobovitch** has been appointed sales manager, special products... Formerly of CFPL-TV, **Steven J. Lowe** joined the Television Bureau (TvB) as sales and marketing executive... **Donna Soble Kaufman**, daughter of broadcasting pioneer **Ken Soble**, became chairman of Selkirk Communications, replacing **John Fisher**, who resigned. The late Ken Soble was one of the founders of CHCH-TV Hamilton, which was purchased by Selkirk in 1970... According to **Doug Mitchell**, commissioner of the Canadian Football League, a minimum of 67 of the regular 72 season football games will be televised nationally this year. There will be 34 on the Canadian Football Network, 20 on the CBC, and 13 on The Sports Network. TSN will also televise the CFL All-Star Game from Edmonton... The Ontario Hydro Toastmasters' Club named TVOntario's popular expert on the movies, **Elwy Yost**, as 'communicator of the year.' Among previous winners is radio morning man **Don Daynard**...

A reminder that the annual Central Canada Broadcasters' Association meeting and convention will be held in Kingston, Ont., June 12-14. Scheduled speakers include CRTC chairman **Andre Bureau**... We read that 17 of the 25 most-viewed Public Broadcasting System broadcasts have been documentaries. A close rival was a special on **Lawrence Welk**... Things haven't changed that much: a survey by the American trade magazine, *Radio and Records* revealed that, as has long been the case, most people buy records because they hear them on the radio... Official figures for last year showed that China manufactured 19.38 million television sets, compared to 14.47 million a year earlier; one-third of the 1987 production was color sets... *In the mail*: Among the handsomest brochures to come our way was the advance program for the Canadian Cable TV Association's 31st Annual Convention and CableExpo, being held May 29-June 1 at the World Trade and Convention Centre in Halifax... And a source of continuous enjoyment to us are the copies of the broadcast essays by **Peter Trueman** and **Bill Bramah** sent us by Global TV's **Catherine Davey**... CFNY-FM Toronto sliced its sports department in half, dropping **Mike Hanafan** who had been reporting on weekends and afternoons since 1984. Sports director **Fred Patterson** assumed Hanafan's weekday reports... *Books*: In view of how he was largely created by television, *Liberace: The True Story* by **Bob Thomas** may be of special interest... And the new release by **Anna Murdoch**, *Family Business*, has a heroine who buys and sells radio stations. Murdoch is the wife of media czar **Rupert Murdoch**... Ottawa lobbyist **William Neville** was appointed to the board of the CBC. In 1968, as an aide to the late **Judy LaMarsh**, he helped draft the Broadcasting Act...

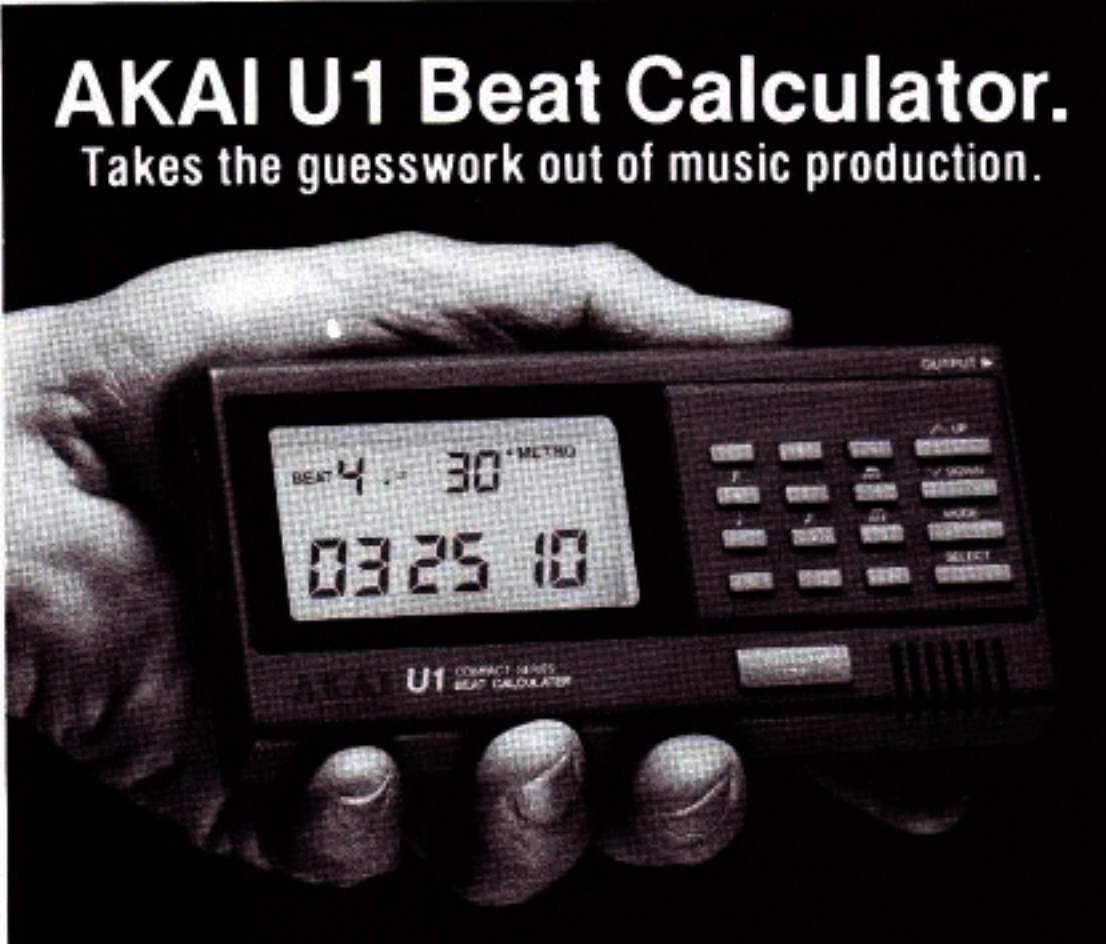
Because they hadn't supplied a 5-year plan, the CRTC gave CBC's four radio networks only a three-year renewal... Changes at CBC News: **Michael McIver** left CBC-TV to be CBC Radio reporter in London, England. **Don Murray** took over McIver's place in Moscow for French and English TV. In another move, **Jean-Francois Lepine** was sent to Jerusalem for CBC-TV. And CBC-TV lost **Jason Moscovitz** to CBC Radio News, where he is now national affairs correspondent. He replaced **Brian Kelleher**, who joined **Hal Jones** in CBC Radio's Washington bureau in time for the U.S. election coverage... The shortwave service on the CBC, Radio Canada International, has reached an agreement with Japan's NHK to increase the presence of the Canadian service in Asia and the Pacific... Newsman **Mike Roberts** left CKLW Windsor to join CKO Toronto as a national news voice...

After a two-year bout cancer of the spine, **Geoffrey Conway** died at age 54. Chairman, founder and major shareholder of CUC Ltd., the broadcasting and cable television company, Geoff was regarded as a visionary. A handsome, charming and intelligent man, it was always a pleasure to be in his company... And it was with sorrow that we learned of the passing of **Geraldine (Gerry) Heywood**, widow of the late **Larry Heywood**. Two daughters survive... In our profile of **Alyce Walker** (*Phil Stone Report, May*), we mentioned that **Jim Jordan**, 'Fibber McGee' of radio fame, was among the many stars Alyce had interviewed. Since that was written, Jordan died at age 91...

Western Canada's pay TV movie channel, Superchannel, has applied to the CRTC for a national licence that would make it possible for it to serve satellite receiving dish owners and some 800,000 households beyond reach of cable TV who have not to date purchased dishes. The move would give Superchannel coverage in eastern Canada, and is opposed by First Choice...

Phil Stone welcomes your news for Broadcast Beat. Write c/o 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6. Please address information for other departments and staff at Broadcast Technology to P.O. Box 420, Bolton, ON, L7E 5T3.

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• Allarcom—**Ian McCutcheon** has been appointed executive producer, government and corporate affairs. He will specialize in marketing the Edmonton company's film and video production and post-production services to government and corporate clients.

• Canadian Association of Broadcasters—**Lyne Champoux** has resigned as director of communications to become OPTION-HEALTH co-ordinator at the McGill Centre for Medicine, Ethics and Law in Montreal.

• CBC Enterprises—**Lyse Larouche** has been appointed general manager of the commercial marketing arm of the corporation. The former director of marketing with Radio-Quebec will be based at CBC Montreal.

• CKO Inc.—**Peter Jackman** has been appointed president and chief general manager. In other appointments, **Robert Keegan** has been appointed senior vice-president, finance and administration; **John McCann** has been appointed director of sales; and **Robin Glenny** has been appointed national sales co-ordinator.

• CRTC—**Monique Coupal** has been appointed vice-chairman, broadcasting, of the commission. She succeeds **Real Therrien**, who died last December. She was appointed to the commission in 1983.

• CFNY Brampton—**Liz Janik** has been appointed to the newly-created position of director, Canadian music development, for the Brampton, Ont., station. In her new position she will act as liaison between artists at the grassroots level and the station and will be responsible for CFNY's annual talent search.

• CHCH-TV Hamilton—**Reg McGuire** has been appointed vice-president and general manager. A 27-year veteran of the station, he spent 13 years as a technical director. The graduate of Ryerson Polytechnical Institute in Toronto also served as manager, operations and facilities and most recently was vice-president, production and operations. He was the 1987 recipient of the Broadcaster of the Year award from the Broadcast Education Association of Canada.

• CILQ-FM Toronto—**Andy Frost** has been appointed assistant program director and **Elsie Xynos** has been named promotion director. Frost also continues as music director of the station.

• CKAN Newmarket—**Steve Jackson** has been named general manager of the Ontario radio station. He joins CKAN after over 15 years with the CHUM Group radio stations and Standard Broadcasting.

• Cogeco—**Michael J. Carter** has been appointed vice-president, finance. Before joining COGECO he was senior manager of financial services for Ernst & Whinney.

• Fawcett Broadcasting Ltd.—**Scott Fawcett** has been named station manager at CJRL Kenora. Fawcett, 30, began his broadcast career at CFOB Fort Frances and then worked at CJRL, CKND-TV Winnipeg and part-time at CJOB Winnipeg and CFFR Calgary.

• Global Television—**Robert Fisher**, former CBC provincial government correspondent, has been named Ontario Legislature bureau chief.

• Radio Bureau of Canada—**David Fowler** has been appointed vice-

president of national sales. He joins RBC from Carder Gray Advertising in Toronto.

• Selkirk Communications Ltd.—**Donna Soble Kaufman** is the new chairman of the board, succeeding **John Fisher** of Southam Inc. A communications lawyer from the Montreal firm of Stikeman, Elliott, she is the daughter of the late Ken Soble, founder of CHCH-TV Hamilton. Her appointment follows that of **George Meadows** as president and CEO of Selkirk. He is the former senior vice-president, Communications Group, for Southam Inc.

• Seltech Ltd.—**Colin Matheson** joins the company as a sales executive. He had been an executive assistant with Broadcast News Ltd. prior to joining Seltech.

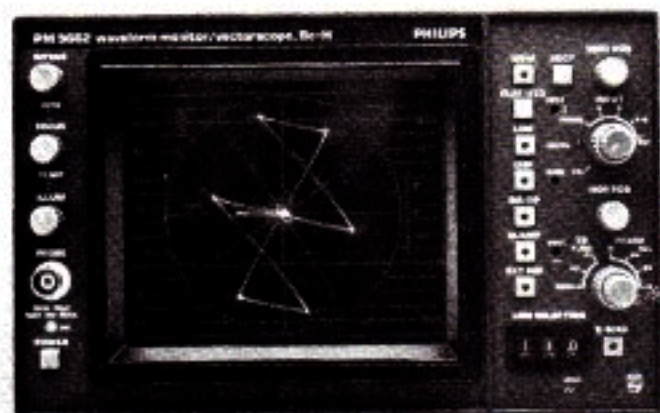
• Telemedia Communications—**Claude Beaudoin** has been appointed president of Telemedia Communications, the Quebec division of media conglomerate Telemedia. He replaces Pierre Beland, who has left the company as the result of a successful bid with former associate Pierre Arcand to purchase CFCF Inc. radio stations.

• TvB—**Richard Genin** has been appointed vice-president of sales for Quebec by the Television Bureau of Canada. In another move, **Steven J. Lowe** has been appointed sales and marketing executive. He joins TvB from eight years as a local sales rep. for CFPL-TV London, Ont.

• The Sports Network—**Tracy Keizer** has been appointed publicity supervisor responsible for developing and supervising all publicity programs and activities. She joins TSN from Hill and Knowlton (Canada), a public relations agency. **BT**

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