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CBC APPOINTS PROJECT TEAM FOR TO. BROADCAST CENTRE

The Canadian Broadcasting Corporation has appointed a three-man engineering team as part of the group which will plan the new Broadcast Centre project in Toronto.

Heading the engineering team is Fred Fox, P.Eng., manager, broadcast engineering. Reporting to him are Tom Holden, P.Eng., manager, systems engineering, radio; and Howard Wilkin-son, P.Eng., manager, systems engineering, television. Together, they have more than 40 years of broadcasting experience, and have been responsible to over \$30 million in CBC projects during the last seven years.

Commenting on the Toronto consolidation plan, Fred Fox said that it is significant to the manufacturing segment, because of the large equipment requirements, with special emphasis on Canadian content. 'It is our hope that through the Broadcast Centre project, Canadian manufacturers will be able to develop and supply a large part of the equipment that will reflect the technology

required for broadcasting in the early 1990s, and help position them for other future markets.'

CFPL-TV LONDON EXPANDS

CFPL Broadcasting Ltd. is spending \$3 million for a 2425-square meter addition and new equipment for CFPL-TV London. The expansion, which includes a 697-square meter studio, staff lounge and reception area is to be completed by the end of the year.

CJMF QUEBEC SILENCED

CJMF-FM went off the air March 31st, complying with an earlier CRTC decision. The station did not want to hurt its chances when it reappplies for its licence at a hearing July in Quebec City.

CJMF-FM lost its licence for continuing to use a rock-music format despite warnings from the commission to stick to the easy-listening format as outlined in its 1979 Promise of Performance. In late March, Federal Court of Appeal judges rejected CJMF-FM's appeal of the CRTC decision.

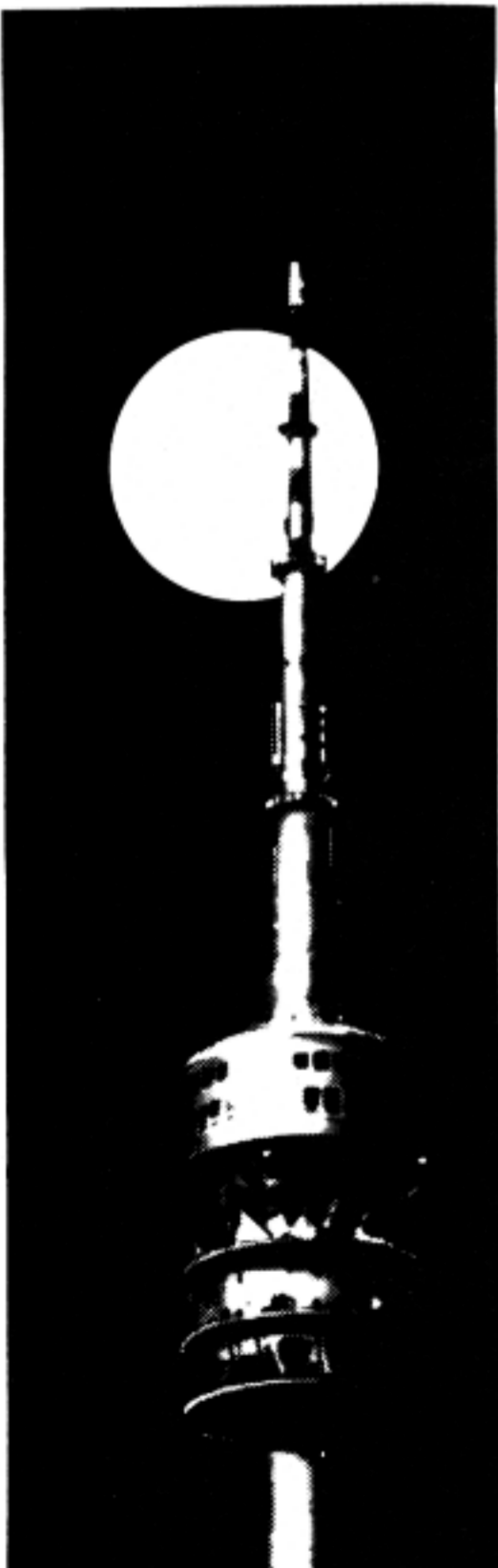
RADIO CANADA INTERNATIONAL TO INCREASE COVERAGE AREA

Radio Canada International will install two 300 kw transmitters in England to increase the strength of its signal to Eastern Europe and the Soviet Union. Under an agreement with the BBC, RCI will finance the \$5 million project.

Since the 1960s, RCI transmission to Eastern Europe has been relayed through BBC transmitters. Expanded coverage begins in 1986.

CFTM-TV TECHNICIANS 'LONGEST STRIKE' ENDS

Technicians at Tele-Metropole, Quebec's largest private television station, have voted 86% in favor of accepting a back-to-work agreement. The bitter 15-month long lockout ends what union president Serge Bouchard called the 'longest conflict in the history of television in North America.' The 163 technicians received a retroactive pay increase but their demands on the key issue—employer subcontracting rights—were not met.



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CISL RICHMOND EXPANDS GOES STEREO

CISL Richmond, BC will extend its service to the communities of White Rock and Delta, following CRTC approval of the station's move to 650 kHz. CISL, which signed on May 1st, 1980, has also begun broadcasting in stereo. The expansion allows the station to double its potential audience and increase its local advertising base by 50%.

BERMUDA GM UNDER FIRE

The general manager of the Bermuda Broadcasting Company, Michael Tindell, a former B.C. broadcaster, says he has no intention of resigning despite criticism over budgetary problems and staff cuts. Tindell says Bermuda, with a population of 55,000, has too many TV and radio outlets; he eliminated 14 jobs, including two held by Canadians, after losses of \$100,000 in 1983.

Other stations in the news:

- **CJRT-FM Toronto's** 10th anniversary season of the CJRT Festival series will feature six concerts of classical music by the CJRT orchestra to be recorded for later broadcast.

- **CKCH Hull** and **CKY Winnipeg** have both been acknowledged by the CRTC for contributions to local production, CKCH for its community involvement and in-depth coverage of local and regional events, and CKY for development of local talent.

CAN PRO AWARD WINNERS

Winners at the CAN PRO awards ceremony, held in Lethbridge, Alta, on March 13, for excellence in local television programming and production are:

- News and news commentaries series—CITY Toronto, CKCO Kitchener, CHLT Sherbrooke, CKTV Regina, CFAC Lethbridge.
- Public affairs series—CITY Toronto, CJCH Halifax, CKY Winnipeg, CKTV Regina, CHFD Thunder Bay.
- News specials—CFTO Toronto, CITV Edmonton, CFAC Calgary, CKTV Regina, CJFB Swift Current.
- Public affairs special—CHCH Hamilton, CFRN Edmonton, CFAC Calgary, CHEK Noranda, CFTK Terrace.
- Light entertainment, music and variety—CFTM Montreal, CJOH Ottawa.
- Teleplay series—CFTM Montreal, CJCH Halifax.
- Quiz game, series—CFTM Montreal, CKCO Kitchener, CFAC Lethbridge.
- Music, variety, teleplay specials—CFCF Montreal, CKVU Vancouver, CFAC Lethbridge.
- Performing arts, music, concerts, ballet—CFTM Montreal, CFAC Calgary, CKWS Kingston.
- Drama series—CHCH Hamilton.
- Performing arts specials—CHCH Hamilton, CFRN Edmonton, CFCN Calgary, CKRS Jonquieres, CFTK Terrace.
- Sports and outdoor series—CHCH Hamilton, CFCN Calgary, CFAC Lethbridge.
- Sports, outdoor specials—CHCH Hamilton, CFRN Edmonton, CFEM Noranda, CKRD Red Deer.
- Children's programming, series—CFTO Toronto, CKCO Kitchener, CKY Winnipeg, CJC Sydney, CKSA Lloydminster.
- Children's programming, special—CFCN Calgary.
- Syndicated programming—CFTO Toronto, CHCH Hamilton, CKND Winnipeg, CFAC Lethbridge, BCTV Vancouver.

C-FAX AMS 'LISTENING POST'



Mel Cooper, president and general manager of C-FAX Victoria, demonstrates the station's AM Stereo 'listening post'—a colorful display unit built by the C-FAX engineering department. The booth contains a built-in Sony SRFA-180 receiver, which can be listened to on either headphones or speakers. It is being displayed at various events in the area, with Sony AM Stereo radios offered as prizes.

ANIK CRAFT AWARD WINNERS

Winners of the recently held 9th annual ANIK craft awards, for technical excellence at CBC-TV, are:

- Photography—Jocelyn Belzile (Montreal)
- Documentary camera—Ed Bowdring (St. John's)
- Production editing—Desmond Risdon (Vancouver)
- Sound—Jean-Pierre Dery (Montreal)
- Video—Marcel Pelchat (Montreal)
- Set Design—Hugo Wuetrich (Montreal)
- Graphic—Albert Bonan (Montreal)
- Makeup—Jacques Lafleur (Montreal)
- Costume Design—Gilles-Andre Vaillancourt (Montreal)
- Special mention by the jury—to all craftsmen of Beauty and the Beast (CBC English/French co-production) for their successful use of the Ultimatte process.

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IN MEMORIAM

Sid Gaffney

Sid Gaffney, a founding member of the Western Association of Broadcast Engineers, passed away on March 10, 1984. The funeral took place in Medicine Hat, Alberta, on March 14. A long-time associate, Alex White of Regina, writes: 'Sid was a pioneer of radio and TV in the West—the only person to have attended all 33 WABE conferences—and served as chairman and in various offices over the years. He will be really missed by all of us.' Our condolences to his wife, Norma.

Neil East

The wreckage of the plane piloted by Neil East, missing since January 3, was found on April 22, 1984. Neil, a well-known technical consultant who headed Sound Broadcasting in Winnipeg, died when the plane broke on impact. He had been returning to Winnipeg from northwestern Ontario. Neil, 41, is survived by his wife Sheila, and family.

Jane Gray

Canada's first woman broadcaster, Jane Gray, passed away in Toronto in March at the age of 88. After coming to Canada as a World War I war bride, Jane Gray began her career in 1924 at CJGC, the forerunner of CFPL London. Her advice program, believed to be the first of its kind in Canada, moved to CHML Hamilton in the late '40s. She was among the first broadcasters on CHCH-TV when it began in 1954, and continued with the station until her retirement in 1978.

George Kidd

George Thomas Kidd, station manager of CFRN-TV, died in Edmonton on February 18, 1984, at the age of 52. After joining CFRN Radio in 1954, he moved to television, becoming program manager in 1956 and station manager in 1982. George is survived by his wife Virginia Lee, a daughter and two sons.

Vance Randolph

A well-known Montreal broadcaster, Vance Randolph, 61, passed away in March. A pilot with the RCAF during World War II, he won the Distinguished Flying Cross, and became one of the first airborne traffic reporters in North America. He was most recently program director at CJAD Montreal.

appointments

- ADDA Corp.—**Ralph E. Nichols** to vp, engineering; **Jon Teschner** to marketing manager, ESP systems.
- Aurora Systems—**W. Tom Beams**, formerly of Ampex Corp., named vp/ceo of San Francisco video graphics firm.
- Avtec Industries—**Donald S. Jaquin** to sales manager.
- Caelum Technologies Ltd.—Saskatoon firm has appointed **Preben H. Peterson** operations manager; **Robert R. Bedier** account executive.
- CBC—**Paul Cadieux**, previously with Radio-Québec and Les Productions du Verseau, to assistant g.m., CBC Enterprises; **Ivan Fecan**, a former pd at CITY-TV and CBLT Toronto, promoted to head of variety, CBC-TV.
- CISL Richmond, BC—**Steve Everson** promoted to treasurer and vp, operations.
- CMX Orrox—**William A. Fink**, previously with Bosch/Fernseh and Thomson-CSF, to director of marketing; **Howard W. Thayer** to field service engineering manager.
- CKFM-FM Toronto—recent promotions are **Brenda Burns** to director, public relations and promotions; **Valerie Marshall** to creative director.
- Comfort Sound—**David Hillier** has joined Toronto studio as audio engineer.
- EECO Inc.—**Tim Thompson** promoted to product specialist, video products marketing.
- FCC—**Ralph A. Haller** to chief of the technical and international branch of the mass media bureau's policy and rules division.
- Harris Corp.—**Guy W. Numann** to senior vp, Communications sector (including broadcast); **Mark Fehlig** to broadcast sales mgr., satellite communications division.
- Opex Communications—**Raymond Baril** named vp, Montreal.
- Radio Mutuel—in an executive reorganization, **Normand Beauchamp** becomes president and **Paul-Emile Baulne** vice-president, both coming from Télémédia, where they held the same positions. **Jacques Duhamel**, who had headed Radio Mutuel's Quebec City operations, is now president of AM stations CJMS Montreal and CJRP Quebec, while **Yves Guerrard**, previously president of Montreal operations, is now responsible for FM in Montreal, Quebec City and Trois-Rivières.
- Télémédia Communications—executive appointments include **Pierre Beland**, previously vp, FM division, to president; **Jacques Lina** to vp, FM; **Pierre Arcand** to vp/gm, CKAC Montreal; **Robert Cole** to vp, marketing; **Andre Gagnon** to vp, network operations; and **Marc Blondeau** to publicity director.
- TFT, Inc.—**Joseph M. Borgonia** to customer service manager.
- White Radio Ltd.—**Bill Newport**, most recently purchasing agent and technical advisor, has retired after more than 30 years with White Radio. His responsibilities will be assumed by **Austin Macauley** and **Don Neil**.

VARIAN CANADA INC.

Stephen Gaddas

Stephen Gaddas has joined Varian Canada, replacing Jeff Paleczny. Steve will be based in Georgetown, Ontario, covering the Toronto area and western Canada.

Steve Gaddas comes to Varian from a cable communications system supplier, where he was involved in system design and inside sales and service. He may be reached at (416) 457-4130.





by Bob Burger

Preview of CCBE September Convention

As previously announced, the dates for CCBE's 1984 Convention and Trade Show are September 25 to 27.

We feel the change to Tuesday through Thursday will help to increase attendance at the first day functions. With the old format of Sunday to Tuesday, many members used Sunday as a travelling day, therefore attendance at Sunday activities was always less than Monday or Tuesday.

The theme for this year's Convention will be *Electronics and Your Newsroom*.

Tentative Agenda

We have put together a tentative agenda, beginning with an Exhibitors-CCBE Reception to be held Monday, September 24, 7:00-9:30 pm at the Cara Inn. This reception will be open to all exhibitors and registered members.

All registration will take place at the International Centre, beginning at 1:00 pm on Monday, September 24.

TUESDAY

9:00 am to 12 noon—Engineering papers at the International Centre.
12 noon to 1:30 pm—Business meeting at International Centre. All members attending will be served a sandwich lunch.
12 noon to 8:00 pm—Exhibits open.

WEDNESDAY

9:00 am to 12 noon—Seminar on *Electronics in Your Newsroom*, International Centre.
1:00 pm to 5:00 pm—Exhibits open.
We also hope to have some workshops on electronic news during this time period.
7:00-10:00 pm—Group tour of Broadcast News facilities (tentative).

THURSDAY

9:00 am to 12 noon—Engineering papers, International Centre.
10:00 am to 4:00 pm—Exhibits open.

Our closing banquet will again be held at the Constellation Hotel, with the reception at 6:00 p.m. and the banquet at 7:00 p.m. Last year's 'Ocktoberfest' theme was so well received, we have decided to use the same theme again this year. The 1983 banquet turned out to be the highlight of the convention, so if you missed it, I'm sure you will want to attend this year. Horst Willand's German Band has been

booked, the Constellation will again lay out a tremendous buffet-type meal, and you will be provided with hats and free beer to get you in the mood.

We will have a mini bus service running between the two hotels and the International Centre this year. Last fall, construction made access to the International Centre a little difficult at times, and we have been assured the busses will go right to the front doors this year. We have included the Cara Inn in our convention plans this year for two reasons: one, it is a much smaller, quieter-type hotel for those who like it that way, and two, it is closer to the International Centre for exhibitors.

Ladies Day will again be a part of our convention—watch for details in the next Newsletter.

CALL FOR PAPERS

Jim Mercer has put out a call for papers—especially from engineering personnel at radio and TV stations. So, if you have been working on any projects that you would like to share with the rest of us, please contact Jim Mercer at CHCH-TV, 163 Jackson Street West, Hamilton, Ont., L8N 3A6, (416) 522-1101, as soon as possible.

AM Stereo Marketing Needed

With CKOC going AM stereo in August with the Motorola system, CHAM in December with the Kahn system, and CHML in February of this year with the Motorola system, Hamilton can boast of being the first city in North America where all radio stations are broadcasting in stereo.

However, broadcasters are becoming increasingly frustrated with the attitude of receiver manufacturers to AM stereo. Even manufacturers who are producing receivers (and there are not many) are not spending any time or money to promote their product.

In February of this year, I received a flyer from Motorola promoting Delco AM stereo radios in the Buick line of General Motors cars. I took this flyer to our local Delco sales and service store, which handles all Delco service and warranty replacement for GM dealers in Hamilton. I spoke with the owner, who informed me he had not been notified by Delco that the radios even existed. While I was there, he called Delco's representative at the GM plant in Oshawa, and was informed that radios would not be available in Canada until the fall of 1984 (on 1985 models). I know we can buy the radios direct from

CCBE ENGINEERING AWARD NOMINATIONS

Presented to technical person(s) making a significant contribution to CCBE or the broadcast industry in general;
Nominee must be member of, or associated with, CCBE;
The award is not necessarily given for a technical achievement; it could be presented for any work which advances the state of the art of engineering or enhances the place of engineering within the broadcast fraternity.
The presentation is to be made at the CCBE Awards dinner, and a suitable trophy will be selected from Canadiana.

Nominee _____ Title _____

Address _____

Submitted by _____

Address _____

Nominations should include all pertinent information concerning the nominee that would be of assistance to the Awards committee in making their decision. Forward your nomination to:

Paul Firminger
CHYM/CKGL
305 King Street West
Kitchener, Ontario N2G 4E4

Motorola or from Jim Smith at Caveco, but this doesn't help the consumer at all. Our local Sears store in Hamilton has the Sony receiver in stock, but nowhere in their spring catalog is it listed.

All of the multi-system decoder receivers I have heard are such a compromise, they don't do *any* of the four systems justice. I am afraid if the broadcasters and the receiver manufacturers don't come up with a marketing strategy soon, AM stereo will go the way of Quad.

Other Industry News

- McCurdy Radio Industries won the contract for a new AM master control at CFRB Toronto—they expect to have it installed and operating by Aug. 1.

- June 7 marks the official opening of the new studio at CHCH-TV Hamilton and is also the station's 30th anniversary.

- Ernie Mott of CJAD Montreal has just finished remodelling his tx building and installing a new Continental 50 kw CW transmitter. An addition to the existing building houses the new tx. CJAD now has two 50 kw transmitters and one 10 kw.

- CJSB in Ottawa had a transmitter fire at 7:15 am, March 10. Only through an around-the-clock effort and total dedication to the task at hand, both by CJSB's engineering personnel and Continental Electronics, was the station able to return to 50 kw on March 21.

This included replacing the centre cabinet of the tx and most of the air handling system ducts. The room and the rest of the transmitter were also completely cleaned. This incident proves the theory of putting transmitters in separate rooms—CJSB was able to transfer to a 10 kw stand-by, shutting down the 50 kw room where the fire took place, with negligible loss of air time.

- CKEY Toronto started work on their new 50 kw transmitter site in Grimsby late in April. Bill Onn hopes to have it operational by the first of the year.

- CHIN Toronto plans to start their new 50 kw site on Toronto Island June 1st.

- Dave Gillard of CFOS Owen Sound informs me their repeater in Port Elgin, CFPS-1490, is on one of the six frequencies in the new US-Canada agreement, which allows them to go from 250 w night to 1 kw.

- Rob Meuser of CHAM in Hamilton has a new assistant, Greg Stephany, who was with Rogers Radio in Sarnia.

To wrap up, a reminder that last year's CCBE Convention and Trade Show was one of our most successful—with your participation, September 25-27, this year's will be even better!

Bob Burger is publicity chairman for the CCBE and may be contacted c/o CHML, 848 Main St. East, Hamilton, Ont., L8M 1M1, (416) 549-2411.

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Gord Hume—Architect of CKSL's Turnaround

In Gord Hume's words, CKSL London has gone from the pits to the peak, from low man on the totem pole to high. During a time when many AM stations in North America have had declining audiences, CKSL has become one of the major success stories in Canadian broadcasting in this decade.

Think of a format, and CKSL likely tried it in its first quarter-century of existence. At the beginning of the '80s, the station was in last place among London's leading stations. There were financial problems and, as Gord Hume, CKSL vice-president and general manager admits, the 25-year-old equipment and studios 'were a joke in this city and in the industry. The station,' said Hume, 'had a very poor image in the city of London, a closely-knit western Ontario market of 300,000. The descent to the bottom of the heap was an almost classic example of an AM station in serious trouble.'

Hume, a gregarious, ebullient dynamo, was the architect of CKSL's amazing turnaround. He went to the station in December, 1980, and confesses, 'Everybody advised me against taking the job—but I've always enjoyed a challenge.' It was a challenge that was almost too much for even a man as intrepid as Hume. He had never seen the studios, had only negotiated his new position with station owners Vince Regan and Joe Jeffery in Toronto.

Today, Gord Hume can laugh about it, but the first time he saw CKSL was after he had signed his contract. 'It never occurred to me that the station physically could be that bad.' Actually, Gord had *heard* about the state of the station's equipment, but assumed the stories were exaggerations. 'They weren't. And one of the first things I decided had to be done was to have a Garbage Day, when I led the staff in cleaning out a quarter-of-a-century's accumulated junk.' They threw out more than three tons of garbage from the studios, located in a 100-year-old building owned by CKSL, and were rewarded by making two rooms available for expansion.

Personally, I remember that on my first visit to CKSL, I had a bad time finding it because there wasn't even a sign to indicate that the station was located there. 'Do you remember,' Gord asked, 'that the decor was bright orange and green, and that the equipment was original 1956

McCurdy boards? I vowed the first time I was ever in those studios that within three years we would move.' He beat that deadline by three months: CKSL moved into its beautiful, modern new quarters two years and nine months later.

(Broadcast Technology's Nov/Dec 1983 cover story described CKSL's new facilities.)

'There were three important things to be fixed,' said Hume, 'the product, the staff and the facilities.' His theory is that if you fix those areas, then the financial problems tend to get a lot more manageable. Known for his marketing skills, Gord Hume arranged for a community research project to provide basic information on the station's image. He then wrote a 65-page, five-year marketing plan which was adopted word-for-word by the board of directors. He also interviewed every member of the staff to get their input and viewpoint. Surprisingly, for a man noted in broadcasting for innovative promotion and advertising, he held back in that area. 'You've got to have the product before you can promote it,' Gord explained.

Inevitably, there were staff changes. With a fierce desire to make the station a winner, Hume took over the sales department, in addition to his duties as general manager.

Emphasis on News

Al Gibson, formerly of CFRW Winnipeg, was hired as news director and given the responsibility to make CKSL a more creditable and mature news voice. Hume has high praise for Gibson, who 'has done a simply incredible job with our news department.' At a time when many program directors were de-emphasizing news and information, CKSL moved to provide strong local and regional coverage. 'The station,' said Gord, 'turned over the news room staff twice before the team was settled. Today, with anchors Terry Scott and assistant news editor George Gordon, our eight-member department is aggressive, contemporary, and has earned the respect of newsmakers in London.'

Gord Hume's next major move was the hiring of program director Jerry Stevens, a veteran of the London radio scene who had programmed CKSL's arch-rival, CJBK, to outstanding success in the '70s. 'Jerry,' said Hume, 'fit every element of what we

were looking for in a program director. He understood our program philosophy, our belief in the importance of the information elements of the station, he knew the London market intimately, and brought a wonderful business sense to this frequently crazy business.'

Further modifications in the programming sound of the station have resulted in a bright, adult-oriented contemporary radio station that in the Fall, 1983, BBM ratings 'became the number one station in London in the 12-49 age demographic. Our major personalities include Steve Jackson, Dick Joseph and Mitch O'Connor.

Another key member of the management team is sales manager Mark Rogers, who joined CKSL in September, 1982. Hume admits that he was 'burned out running the sales department. I had been looking for months for the right person to take over our sales and marketing area. Mark and I had worked together years before at CFTR Toronto; he called me one day and, in a matter of weeks, that resulted in his joining our station. Under Mark, sales jumped 37% and 1984 bookings are running 30% ahead of last year.' (Gord recalls here that it was in 1983 that the station invested in new studios, part of a \$1.5 million expansion project.)

Team Concept

Hume feels that the team concept of management is one of the most important elements in broadcasting.

'I'm tremendously fortunate to have such a talented group of people at CKSL. Our entire management team, indeed every person on staff, is totally committed to our station's philosophy. We have a family spirit, a team attitude. Many stations pay lip service to that concept, but our people sincerely believe that. The difference is the quality of person—they're the best in their job, that's why they're working here. This excellence puts a wonderful creative pressure on each other to perform—a synergistic effect which strengthens every element our operation.'

'You first of all have to congratulate Vince and Joe for having the courage to let us do things our way, and for giving us the management freedom to operate.' Meetings are minimal, and committees are banned. One of the most interesting ideas is a wide-open promotion meeting,



CKSL vice-president and general manager Gord Hume.

every Monday morning, which anyone on staff may attend. 'These are tremendously bright people,' says Hume, 'and we welcome their creative ideas.' CKSL has two full-time people in promotion, but the marketing concepts come from everyone.

There is a total dedication to serving the London market, and an attitude of involvement with the community that goes right through the entire staff. It starts with Hume, however, who runs a schedule that has nine-to-fivers in shock. (One staff

member told me that during Hume's first 18 months at the station, he had only four days off.) He is chairman of the Chamber of Commerce public relations committee, sergeant-at-arms for the Rotary Club, is on the committee promoting London as the site for the 1991 Pan Am Games, and chairs a marketing task force for the City of London and Chamber of Commerce. There is also a demanding schedule of speeches, teaching engagements, serving as master of ceremonies, and involvement with numerous organizations and events.

It was in his role as executive director for the annual Miss London pageant that one of CKSL's greatest triumphs emerged. In September of 1981, 18-year-old Karen Baldwin was crowned Miss London in the CKSL-sponsored event. She went on to become Miss Canada, and in July, 1982, in Lima, Peru, was crowned Canada's first Miss Universe. Hume was there in Peru, and rushed back to organize London's welcome to Karen—a homecoming that drew international attention and focused the city's interest on the station.

Complete attention to detail marks all of the station's promotional activities, and CKSL now has a well-earned reputation for innovative, effective promotions. CKSL's own advertising, done in-house, has been in virtually every local medium, with emphasis on outdoor and transit. The

logo, creative, and message are clean, simple, and most effective.

Still, the question remains, why did CKSL's turnaround work, when so many others didn't? The answer, according to Hume, is simple: 'People. We're in the people business. My job is dealing with people and money, and virtually everything else is simply a function of those two things. Our philosophy is simple: we hire the best people, we give them authority to do the job, and then we hold them responsible for that job. Oh—one more thing: it's got to be fun—for us, for our listeners, for the staff.'

There is a special attitude around CKSL that one senses on entering the station. It's a warmth, an urgency, a sense of talented people working hard at something they like. That is a very special attitude, a precious feeling, that reminded me of just how good the broadcasting industry can be in this country. Perhaps it is becoming rare in business, but it's an attitude that is still alive and well at CKSL Radio in London.

Phil Stone is a well-known broadcaster, writer and educator, whose Phil Stone Report and Broadcast Beat are regular features of Broadcast Technology. Phil may be reached at 2350 Bridletowne Circle, #1601, Scarborough, Ont. M1W 3E6, telephone (416) 492-8115.



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by **Phil Stone**

Cec Smith, the veteran CBC publicist reports that **Gladys Houck**, a legend with the Corporation's public relations department, retired after 25 years of service. She's a gem... In my research for my book *In Defense of Older Men*, I came across this quote from **Oscar Wilde**: 'The tragedy of old age is not that one is old, but that one is young'...TVOntario is thrilled justifiably that its weekly *Bits & Bytes* series about computers will run on 30 PBS stations in the U.S. this year... Speaking of PBS stations, they have been carrying the CBC-TV's *Seeing Things* and getting smash reviews... The merger of Premier Choix and TVEC Pay-TV will give sports-loving French Canadians far more sports coverage than previously... **Don McNeil**, the former CBC-er who moved on to stardom at CBS, has been made mid-east chief, based in Tel Aviv; **Mark Phillips**, who also went from CBC to CBS, replaced McNeil in Moscow...For the first time, U.S. viewers are watching TV for over seven hours a day per household (7 hrs., 2 min.), surpassing the 1982 record (6 hrs., 48 min.)... **Paul Nattall** became vp/gm of CFGO Ottawa...**Don Gillespie** of the defunct Tele-Capitale Unicom rep house and **Peter Richardson** of Glen-Warren Broadcast Sales both joined Paul L'Anglais in Toronto... St. Clair Productions is now syndicating featurettes based on and around *Harrowsmith* magazine... **Jake Gotta**, former Calgary Stampeder gm, was signed as CFL color commentator by CTV... **Bill Houston** was a stock broker when **Jack Kent Cooke** hired him to be publicity director of CKEY Toronto and later gm of the Toronto Maple Leaf baseball club. We were sorry to hear that Bill, who all of us on the sports beat of that time really liked and admired, died of leukemia at 72.

Patti Jannetta was invited by **Bo Diddley** for a spring record session—the young Toronto vocalist, who also has her own band, is the daughter of **Louis Jannetta**, the legendary maitre d' of the Royal York's Imperial Room... Musical program directors? As previously reported, **Rick Hallson** left CJCL for CKEY, replacing **Jim Kidd**, who went to CKLB/CKQT-FM Oshawa. Who did CJCL hire for their new pd? Jim Kidd... **Kevin Shea** became Ontario promotion director for RCA after close to a decade in radio—he started with CKLW Windsor, went to CKGM Montreal, then joined CKSB Ottawa... Received a nice note from **Terry Thomas**, who lives in Barrie, Ontario. He worked CKCO-TV news 1965-75, then moved to Muskoka to string for CKCO-TV, CKVR-TV, Global, CHNB-TV, and whoever else would buy his pictures and prose, and also did news for the Huntsville radio station. He became editor of the *Muskoka Free Press*, then was an anchor on CKVR, and taught journalism at Georgian College. After a heart attack in April, 1980, Terry returned to work until February of 1983, when open heart surgery and five by-passes laid him low. He is now in business for himself, doing narrations and script-writing for the likes of Bell & Howell, Canadian Tire, CIL, and others. I'm happy to tell this story of a man not only big in talent but also big in courage.

A reminder that the Radio Bureau's address is 140 Yorkville Avenue, Toronto (922-5757)... The reason lovely **Sharon Dunn** of CBC-TV's *Nightfinal* is off the air is that she is *enceinte* (sounds better than pregnant)... **Paul Kligman**, of *Wayne & Shuster* and other CBC shows, had to undergo a by-pass operation... The U.S. has 42 specialty channels; few, such as Home Box Office, make money. This led **Ray Peters** to tell WIC shareholders that most TV viewers are reluctant to pay for additional programming,

and growth in the '80s will come from conventional radio/TV... **Martha White**, youngest of the Blackburn heirs, was named head of London Free Press Holdings Ltd., which includes the CFPL and CKNX (Wingham) AM-FM-TV stations... Two promotions at CKEY Toronto: **John Drohan** to sales manager, and **Dennis Colameco** to sales supervisor... CKOB Renfrew, Ont., appointed **Peter Wright** as sales manager... **Bill Hewitt**, now 55, spent the winter taping 182 segments of his syndicated *This Date in the NHL* and snowmobiling at his farm in Sunderland, Ont... Hockey fans will see at least 30 more NHL games next season—a five-year agreement made by Carling Breweries (which ended Molson's 25-year monopoly on NHL telecasts) includes Canadian rights to many of the U.S. games... This October, CBC's SM5000 series will release the first Canadian recordings of Beethoven's Five Piano Concertos. A digitally-recorded boxed set, it will also feature a performance of Beethoven's Choral Fantasia, with the Toronto Mendelssohn Choir... CFRB's **Bill Hall** was elected a director of the Rotary Club of Toronto... Congratulations to SBN Ottawa bureau chief **Wayne Brown** and wife Edda on their first child, Ryan Alexander... Back with CFRB as a swing shift announcer is **Bill Auchterlonie**; he was with 'RB in the early '70s as an operator, went to the Art Gallery of Ontario as manager of exhibitions, then did morning shows at CKMW Brampton and CHAM Hamilton... →

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It's wedding bells for Toronto Star columnist **Lynda Hurst** and TV writer/director **Christopher Braden**, son of **Bernie Braden** and **Barbara Kelly**... After talk about him becoming a coach, **Ron Lancaster** has signed a 3-year contract as football analyst on CBC's CFL telecasts... CFRB financial expert **Lyman MacInnis** has a book out called *Get Smart, Make Your Money Count*... **Bob Degagne** of CKTB/CJQR-FM sales was named 'Man of the Year' by the St. Catharines Business Club... **Genevieve Westcott**, daughter of **Clare Westcott**, executive director of Ontario premier **William Davis**' office, is a current affairs reporter with New Zealand TV's *Eye Witness News*... **Michael Magee** (aka Fred C. Dobbs) joined the CKO-FM morning troupe to do a daily 8:15 feature... **Mike Hanson** joined BBM as vp, member services... Birch Radio, which has been doing ratings for the Montreal, Toronto and Ottawa-Hull markets, is adding Vancouver, Calgary, Edmonton, Saskatoon, Winnipeg and Hamilton. In the U.S., Birch is in 200 markets, servicing some 300 stations and 400 ad agencies... **Tim Bell**, CKLW's Detroit news director, now nd at WXY5 Detroit... Country recording artist **Michael Dee** is doing the morning drive for London's BX-93... **Don Martin** replaced **Earl McRae** as sports reader on CBLT's *Newsfinal*, with McRae assigned to reporting and other duties... At CHFI Toronto, **Ben Steinfeld** became news director, and **Arlene Bynon**, exec producer of *Sunday, Sunday*, was appointed producer of the new Rogers Radio documentary unit...

Local governments in the U.S. are said to be illegally collecting millions of dollars each year from cable TV operations. In 1983, cable operators paid an estimated \$150 million in franchise fees, and it's alleged that in some cases these were improperly high... Telecable Laurentien, a wholly-owned subsidiary of Standard Broadcasting, acquired the cable system that serves Gatineau,

Buckingham and Masson, PQ. Purchase price was \$5.8 million for the 17,000-subscriber system... Canwest Capital Corp., whose holdings include Global TV (60%) and CKND-TV Winnipeg (64%), was taken over by its chairman, **I. H. Asper**, who previously owned 20%—word is that he now owns between 80-90%... **Dan McGuire**, president of The Magnetic North Corporation wrote to advise that **Terry Pickford** had joined **Gord Stoddard** and **George Roulston** on their video editing staff. Terry, who has worked all four U.S. networks, has had five Emmy nominations...

Lana Iny, who handled publicity at First Choice, joined CBC as publicist in charge of foreign sales... Newsman **Terry Hargreaves**, who worked CHUM and CBC, is now with Maclean's magazine... The BBC is considering a world-wide TV service—it would be patterned after its 50-year-old radio service, which reaches an astronomical 100 million listeners around the globe... The Soviet Union spends \$200 million each year to jam radio signals originating in the West... Multifax, a spin-off of Creative Concepts ad agency, conducts surveys of Canada's ethnic communities. It reports that Montreal's ethnic population favors CFCF-TV and CHOM-FM... All going well, a new \$2 million transmitter site on Toronto Island will let **Johnny Lombardi**'s CHIN-AM go full-time later this year, with much of the additional time to be used for Chinese programming... CBC plans to broadcast the summer Olympics about 12 hours a day, a total of 180 hours, much of it in prime time... New members of the Variety Club of Ontario include **Ken Whitelock** of CFRB and **Tom Cheek**, voice of the Toronto Blue Jays...

John McCullough of CKVR-TV is chairman of the revitalized Retail Sales Advisory Committee of TvB; other members include **Glenn Grice** of CFCN-TV, **Jim Patterson** of ATV, and TvB's **Cam Fellman**... Canadian Standard Broadcast Sales will open a Los Angeles office in July... CRTC's **Sjef Franken** has been lecturing in broadcast policy at Carleton University's School of Journalism... CKO News is opening its 8th station, in Halifax, with **Dave LeFave** in charge. Still to come are Winnipeg, Regina, Saint John, NB, and St. John's, NF... **Brent Seely** writes to tell us that **Stan W. Davis** is now president, Southern Alberta Broadcasting (CHEC Lethbridge, CKTA Taber). **Kirk Elliott**, previously with the CHUM group in Newfoundland, is program director, and **Leah Brown** was named manager of CKTA. Stan is well-known in western broadcasting, with many interests developed over 36 years... Only 12% of Canadian cable subscribers take a pay-TV service, compared with almost two services a subscriber in the U.S... **Jean-Marc Lefebvre**, a 30-year veteran of Radio-Canada, was named director of public relations for the French network...

David Mazmanian writes that Armedia Communications is doing well with clients such as MCA Records, RCA Records, The CN Tower, and Faye Clacke & Associates, adding 'I am about to launch international syndication with **Gord Atkinson**. We met through a mention you gave him in *Broadcast Beat*, so we kind of consider you the father of this deal.' Thanks for the kind note—and congratulations also to Gord, of CFMO, on 30 years in Ottawa radio; he left CHUM, where we were colleagues, in 1954 to go to the nation's capital... **Douglas & David Bassett** sold 20.6% of Telegram Corp. Ltd. to Eaton's. The latter now owns 100% of TCL, which in turn controls Baton Broadcasting, with 52.6%. **Foster Hewitt** remains a Baton shareholder... **Michael Sansone**, who passed away at age 88, was a sports commentator for Toronto's old CKCL in the '30s... A recent estimate is that MTV, the U.S. music channel, now has some 20 million subscribers... 3M says the home consumer is the largest part of the video cassette market; sales were 6.2 million (worth \$80 million) in '83, should reach 9 million in '84... **John Gold**, program director at CHFX-FM Halifax, and **Harvey Glatt**,

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chairman of CHEZ-FM Ottawa, are on the board of directors for the first Canadian Popular Song Festival, to be launched in September... CFPL-TV London is spending \$3 million on an addition to the station that will include a major studio... From St. Catharines: **Gary Hall** left CKTB to become involved with Toronto's growing film industry; **John Marshall** is now at CJQR.

Charlie Pearsall, the Toronto police officer remembered for his safety messages on radio and the creation of Elmer the Safety Elephant, died at 73... And many in broadcasting knew the ebullient, colorful **Jane Gray**, who died at 88. I recall appearing on her CHCH-TV Hamilton program—she did a numerology reading of me and suggested 8 would prove to be my lucky number. After several bets at the trots, to no avail, I came to the conclusion that numerology wasn't that genuine—but Jane Gray, in every way, was...

...CITY-TV tells us **Christopher Ward** is now on the weekend video show *City Limits*, while **John Majhor** hosts the daily *Toronto Rocks* afternoon show...

Reportedly Standard's CJSB, launched August 31, 1982, has lost \$1 million a year in its bid to become a major factor in Ottawa radio. **Ron Andrews** lost his daily sports shift and now works weekends, as the station cut back on budget... **John Badham**, the top-level play-by-play man, joined CFRA as sports director and voice of the Ottawa Rough Riders, succeeding the late **Ernie Calcutt**... For the first time in a decade, **Brad Diamond**, the CKEY sportscaster, has weekends off, the result of a cut-back. He continues to be busy with *Countdown to the Olympics* on CFMT-TV Toronto... **David Candow** was appointed Ontario area executive producer for CBC Radio... **Michael Siverns** was appointed sales manager, central group, All-Canada Radio & Television... First Choice running a major promotion to get more pay-TV subscribers, with cable companies sending out 4

million brochures and entry forms for a sweepstakes contest...

Sorry to hear that **Bruce Hogle** of CFRN news was ill. I remember vividly the time he took me to see the Argos play the Eskimos in Edmonton—he could only get me a single seat apart from where he was sitting, but the people around me were most friendly. One couple had a large jug of straight Scotch that they insisted on sharing. I think Argos lost the game—I was too stoned (Phil Stoned?) to know... **Bill Roberts**, from CKGM Montreal, became news director, CKCW Moncton, replacing **Paul McNulty** who is pursuing a law degree... **Wayne Cooper**, executive assistant at BN is an accomplished pianist and singer... **Don Luzzi**, president, appointed **Mary Lou McRitchie**, eight years with CHML/CKDS-FM Hamilton, as vp, finance... **Janet Dey** was appointed director of planning/development by CBC... Meanwhile, **Bill Laht** became director of engineering for the CBC broadcast centre development project in Toronto, which Mrs. Dey is helping to plan... **Janice Currie**, former program and promotion director at CFTO-TV, is running the Toronto office of Taffner & Associates, set up to co-produce Canadian shows for international distribution... That's **Fred Ennis** who's Newsradio's Ottawa bureau chief... After six years on CHAM, Hamilton Tiger Cats football returns to CHML this year; **Perce Allen** replaces **Norm Marshall** on play-by-play and **John Milchaluk** takes over from **Bobby Dawson** as analyst. CHML is going strong on sports—including Toronto Maple Leaf hockey, Blue Jays baseball, and the CBS Monday night NFL games... ABC used four film crews to do 109 3-minute profiles of Olympic athletes—they'll be used as backgrounders during the summer games in L.A., July 28 to August 12.

Be a sport and tell *Broadcast Beat* what's new with you. Just drop a line to **Phil Stone** at 2350 Bridletowne Circle, #1601, Scarborough, Ontario M1W 3E6.

HEARINGS

The following hearings relating to broadcast have been scheduled by the CRTC. (Details of date and location are subject to change.)

May 1, 1984—Hull, PQ
 May 14, 1984—Halifax, NS
 May 15, 1984—Toronto, ON
 May 17, 1984—St. John's, NF
 June 5, 1984—Hull, PQ
 June 19, 1984—Victoria, BC
 June 20, 1984—Regina, SK
 July 4, 1984—Quebec City, PQ
 July 4, 1984—Windsor, ON

DECISIONS

AM Radio

NIGHT-TIME POWER INCREASE FOR CLASS IV AM STATIONS

Canadian Stations operating on 1230, 1240, 1340, 1400, 1450 or 1490 kHz with 1000 w/day and 250 w/night will be able to increase night-time power to 1 kw, as a result of a new agreement between Canada and the United States. Changeover date could be as early as June 1984, and a special application form is available to licensees from the CRTC.

Approvals include:

- CJRW Summerside, PEI—increase from 250 w to 1 kw.
- CISL Richmond, BC—change from 940 to 650 kHz, increase from 2.5 kw to 10 kw day/7.5 kw night.
- CBUT-12 Gold River, BC—increase from 1 w to 10 w, relocate transmitter 3 km south, change program feed from CBUT Vancouver to CBC Northern Service.
- CKSJ St-Jovite, CJER St-Jérôme, PQ—to become full-time rebroadcasters of CJSA Ste-Agathe-des-Monts; temporary discontinuation of local production at CKSJ and CJER due to licensee's financial problems.

Notice given:

- CKGM Montreal, PQ—authority for change from 10 kw on 980 to 50 kw on 990 kHz voided; licensee failed to submit appropriate technical documentation.

FM Radio

CJMF-FM OFF THE AIR

CJMF-FM Quebec City has lost its licence and has been ordered by the CRTC to cease operations March 31.

CJMF-FM began broadcasting Sept. 16, 1979 with a middle-of-the-road format. The commission said that less than a year later, the station was not complying with its promise of performance with regard to:

- broadcasting rock instead of middle-of-the-road music;

- shortfalls in spoken word and foreground programming;

discrepancies in French-language vocal music. The CRTC said it warned CJMF-FM three times by letter of its failure to comply, but the station did not cooperate. The commission has since called for applications to operate a new FM station in Quebec City. Applications will be heard July 4, 1984.

(See also stations in the news.)

CKOI-FM LICENCE RENEWED

The licence of CKOI-FM Verdun has been extended for one year, to coincide with the renewal of other FM licences in Quebec.

CKOI-FM (Radio Futura Ltée) appeared at a special hearing in December to consider its performance, but received a licence renewal at that time for only six months to allow the CRTC to monitor closely that station's performance.

The CRTC has said that since then, the station has made progress, particularly in foreground programming and the promotion of Canadian talent.

CHOM-FM LICENCE ON HOLD

The CRTC said it will decide later whether or not to renew the licence of CHOM-FM Montreal. Despite assurances from CHOM-FM that it was meeting its conditions of licence, the CRTC said the licensee did not provide enough evidence

to support that claim, and would therefore undertake further analysis of CHOM-FM's performance.

Approvals include:

- CJGL-FM Swift Current, SK—change from country to rock format; decrease of spoken word programming.
- CBAF-FM-24 Sydney, NS—decrease from 100 to 61.7 kw.
- CBI-FM Sydney, NS—decrease from 100 to 61.7 kw, change from 105.9 to 105.1 MHz.
- CJLS-FM Yarmouth, NS—for rebroadcasters at Barrington (5.5 kw on 96.3 MHz) and New Tusket (3 kw on 93.5 MHz)
- Radio Basse-Ville—for a new community FM to serve Quebec City, 6.8 w on 96.1 MHz; will be a 'neighborhood' station, to broadcast 30 hours per week.
- CKOZ-FM Corner Brook, NF—to increase from 30.62 kw to 50 kw, to change antenna site.
- Fox Harbour, NF—for rebroadcaster 317 w on 101.7 MHz ex-CFGB Goose Bay, NF.
- L'Anse-a-Valleau, PQ—for rebroadcaster 84 w on 95.3 MHz ex-CJRG-FM Gaspé, PQ.
- CIGL-FM Belleville, ON—to decrease news programming from 15 1/2 to 11 hours per week.
- Sundance, MB—for rebroadcaster 14.4 w on 99.1 MHz ex-CBWG Gillam, MB.
- CFIN-FM Coaticook, PQ—decrease from 710 to 450 w.

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Cable

Approvals include:

- Scarborough Cable Communications Ltd.—to acquire Chatham, Leamington, Kingsville, ON system from Rogers Cable TV Ltd.
- G. Ian Mackay—serving Sicamous, BC, extension to June 30, 1984 to complete construction.
- Télécable Laurentian Inc.—to acquire systems serving Gatineau, Buckingham, Masson, PQ from Télécable Vidéotron Ltée.
- Lake Cablevision Ltd.—to acquire system serving Lake Cowichan, Mesachie Lake, Honey-moon Bay, BC from Lake Holdings Ltd.
- Saskatoon Telecable—to acquire system serving Prince Albert, SK from Community TV Ltd.

New systems licensed:

- Murray Bimm (Eganville, ON)
- Howie Ullrich (Cobden, ON)
- Valbec Cablevision Co. Ltd. (Beachburg, ON)
- Banff Community Antenna Ltd. (Lake Louise, AB)
- Horst Gwiessner (Wendover, ON)
- Gillam (MB) Cable Television Inc.
- Seabreeze Cablevision Ltd. (2) (Clarks Harbour, Barrington, Woods Harbour, NS); (Lockeport, NS)
- Bayshore Village (ON) Association
- Marvin O. Layden (3) (Francois, NF); (Harbour Deep, NF); and, (Grey River, NF)
- D&D Television Rebroadcasting (Port Saunders, Port aux Choix, NF)
- Coronation (AB) Cable TV Ltd.
- Progressive Cable Television Ltd. (Consort, AB)

Short-term licence renewal:

- Rocky Mountain CATV Ltd.—serving Hinton AB, for one year, licensee carried unauthorized services, implemented fee in excess of that authorized and charged an unauthorized security deposit.

Application denied:

- Halifax Cablevision Ltd.—to transfer system serving Halifax to Eastern Cablevision Ltd.; Eastern required first to upgrade technical quality of its existing systems.

Applications called for:

- Bowen Island, BC.
- Musgrave Harbour, NF.

Application received from:

- CableNet (Estevan, SK and Weyburn, SK)—to increase monthly fee by \$3 to cover \$3 per subscriber fee charged by Sask Tel. Sask Tel to take over local signal delivery following sale of CableNet's distribution plant to Sask Tel.

LPTV applications called for:

- Black River-Matheson, ON—licence granted to Leo A. Partanen cancelled.
- Pickle Lake, ON—licence granted to North-Tech Communications Systems, Inc. cancelled.

LPTV application denied:

- Rodney Bly—Magrath, AB, for LPTVs, area to be served by cable only.

Other developments:

- The CRTC has permitted the distribution of pay television stereo signals on the cable audio service, on an interim basis until Dec. 31, 1984. The addition of any pay-TV signals must not cause the removal of any Canadian FM service.

- The CRTC has received a statement of standards and practices for pay-TV programming from Canadian pay-TV licensees. All interested parties are invited to send comments directly to the pay-TV licensees by April 30.

Television

Approvals include:

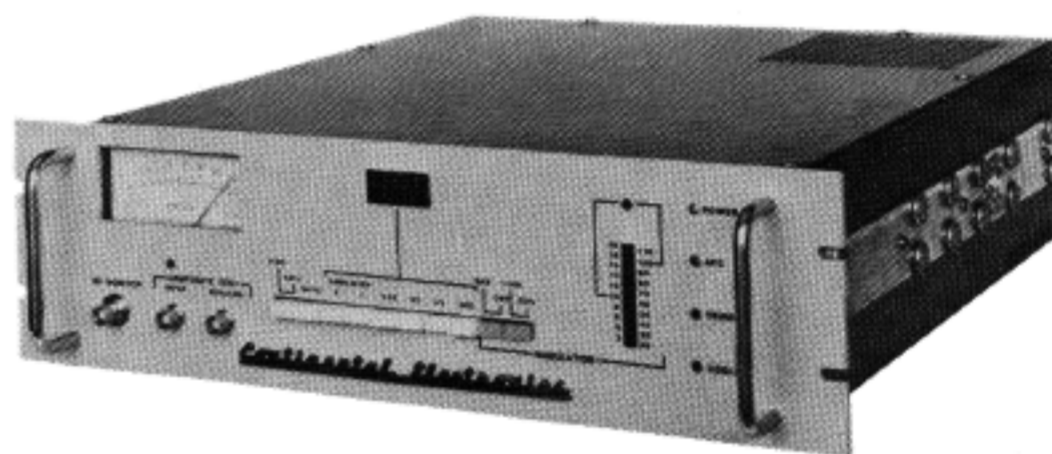
- CHAN-TV Vancouver, CHEK-TV Victoria, BC—to add closed captioning.
- CIVB-TV-1 Grand Forks (Riviere-du-Loup), PQ—for new technical parameters, 25,950 w on ch. 31.
- TV Ontario—for rebroadcasters at Bearskin Lake, Dorion, Fort Albany, Fort Severn, Marten Falls, Massey, Mindemoya, Redditt, Sachigo Lake, Sandy Lake, Whitefish Falls.
- CBHT-TV-14 Aspen, NS—8.9 to 95 w.
- CHAN-TV-4 Courtenay, BC—930 to 1.3 kw.
- CHEK-TV-5 Campbell River, BC—from 1.2 to 1 kw, and from ch. 11 to 13.
- Les Machins, PQ—rebroadcaster 10 w on ch. 10 ex-CBGAT-TV Montane, PQ.
- Glenwood, NF—rebroadcaster 5 w on ch. 7 ex-CJCN-TV Grand Falls, NF.
- CBNAT-11 Musgrave Harbour, NF—from 8.9 w transmitter to 946 w ERP.

Application denied:

- CITY-TV Toronto—for rebroadcasters at Brantford, St. Thomas, Stratford and Woodstock.

(See also Stations in the news.)

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