

stations in the news

TUNNEL RADIO FOR MONTREAL

By the end of April, Communications Tunnel Inc. plans to be providing radio service to the 95,000 vehicles which daily travel the Hippolyte-Lafontaine tunnel under the St. Lawrence River between Montréal Island and the South Shore.

The company holds Canadian rights to a system developed by a Florida firm and now operating in Boston and Baltimore. It will use wires to carry signals the length of the 4-mile tunnel, where off-air signals cannot be received. Music and 15-second announcements (both PSAs and ads) will be transmitted on the frequencies of all 14 local AM stations; authorities will be able to insert emergency information at any time. Marketing director Pierre Thibeault, who also heads radio station CHRD Drummondville, says a 15-second ad repeated 440 times in a week will cost \$3,400. If all goes well, a second service will be set up next year in the Ville Marie expressway tunnel.

NEW FREQUENCIES: CHQR GETS 770; CHQT 880 kHz

Two 50 kw Alberta stations have been awarded new frequencies by the CRTC. CHQR Calgary will move from 810 to 770 kHz, while CHQT Edmonton will move from 1110 to 880 kHz. In each case, the frequencies provide for 50 kw operation day and night (directional at night).

CHUM Ltd. also applied for the same frequencies; 770 for CIBQ Brooks, and 880 for CKSQ Stettler (presently operating with 1 kw day/250w night on 1340 and 1400 respectively). However, the CRTC favored the major market stations, noting that CHQR serves a potential of 600,000 people, CHQT 800,000. The populations now served by CIBQ and CKSQ are under 20,000.

CHUM did win approval for a power increase from 10 to 50 kw for **CKDQ Drumheller**. A previous bid, in 1982, was denied on the grounds that CKDQ would have gained significant coverage of Calgary. This time, CHUM successfully argued that a new site, 43 miles east of Calgary, would provide consistent coverage of its rural market, putting CKDQ on a sound financial basis. (The present DA-2 parameters require CKDQ to beam south during the day, north at night.) The CRTC agreed that a power increase on 910 was preferable to using low-power rebroadcasters—a remedy suggested by CFAC, which along with CKIK and CKRY Calgary, opposed the CKDQ plan. Cost of the new site, with a 4-tower array, is estimated at \$1.2 million.

CHAM HAMILTON WINS 820 kHz

The CRTC has ruled in favor of CHAM Hamilton, Ontario, in a 3-way competition for the choice 820 frequency, assigned to Hamilton in the Canada-U.S.A. bilateral agreement of January 17, 1984.

Owned by Moffat Communications Ltd., CHAM presently operates with 10 kw on 1280; with the move to 820, it will build a new transmitter site at Binbrook, south

of Hamilton, and increase daytime power to 50 kw.

Denied are applications by CFGM Richmond Hill and CKMW Brampton. While both sought 820 to overcome technical problems, they would also have gained much better coverage of Toronto. The CRTC opted to assign the frequency to Hamilton and put CHAM on a more equitable and competitive footing with its competitors in the Steel City.

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Other frequency changes approved:

- **CFJR Brockville ON** from 1450 to 830 (5 kw day/1 kw night, DA-N).
- **CHSJ Saint John NB** from 1150 to 700 (10 kw day/1 kw night, DA-N). Noting that renewal of CHSJ's licence will depend on the media cross-ownership decision, the CRTC suggested that the licensee 'use its discretion' before implementing 700 kHz.
- **CKOK Penticton BC** from 800 to 780, increasing power from 10 kw day/5 kw night to 20 kw day/10 kw night.
- **CBC rebroadcasters:**
 CBKM Blue River BC from 1150 to 860;
 CBKN Shalalth BC from 1340 to 990;
 CBLQ Latchford ON from 1450 to 750;
 CBLV Haliburton ON from 1400 to 710.
 The latter three changes are to avoid loss in night-time service when former Class IV stations increase power to 1 kw.

RADIO QUEBEC ON SATELLITE

Radio Québec began satellite transmission of its educational programming via Anik C3 on January 1, 1985. Two full channels are utilized, one for the province-wide TV network, the other for occasional service to specific regions of Québec. A Telesat uplink is installed atop RQ headquarters at 800 Fullum in Montréal.

As in the case of Access Alberta, which

launched satellite delivery January 13 (*BT, Jan/Feb, page 9*), the use of 'spot beams' facilitates reception by smaller, lower-cost earth stations.

Four provinces now transmit educational services on Anik C3, Alberta and Québec joining TVOntario and the Knowledge Network of British Columbia.

C-100 REBROADCASTER DENIED

The CRTC has denied an application by CHUM Ltd. for a rebroadcaster of C-100 FM Halifax. The proposal was for a 50 kw transmitter at Middleton, Nova Scotia.

Opposition was led by the Annapolis Valley Radio group, which operates four AMs and one FM in the area. However, AVR was joined by other broadcasters in Atlantic Canada who opposed the idea of major market stations putting rebroadcasters into smaller markets, fragmenting audience while offering no local service. AVR president Neil MacMullen said the station would jeopardize his existing service, as well as future development of his Kentville FM, presently a CBC affiliate.

RCI ON HONG KONG RADIO

Radio Canada International has launched a 30-minute weekly program, *Canadian Journal*, on Hong Kong Radio. Produced in Montréal, it is transmitted to Hong

Kong via the satellite facilities of Teleglobe Canada, and is sponsored by CP Air, the Royal Bank, and Richardson Greenshields.

Previous initiatives by RCI in the Pacific area include two services directed to Japan: a weekly 'topical disc' with short items which Japanese stations insert into their programming, and *Canada This Week*, a 20-minute program in Japanese, produced in Vancouver and heard by 600,000 listeners via Japanese shortwave.

In addition to shortwave broadcasts in 11 languages, RCI distributes recorded programs to hundreds of radio stations around the world.

CORRECTION

In the January/February *MSC Newsletter* (page 79), it was reported that a seminar was presented by MSC and Nautel in Trois-Rivieres, Québec. Part of the sessions took place at **CHLN Trois-Rivieres**, which recently installed a 10 kw Nautel transmitter. Unfortunately, CHLN's call letters appeared as CHIN. CHIN is still in **Toronto** and, as reported in our Nov/Dec issue (page 15), has a new 50 kw 317C2 Continental transmitter. Engineering vp Trevor Joice adds that CHIN, previously a daytime station, expected to commence 24-hour operation early in March.



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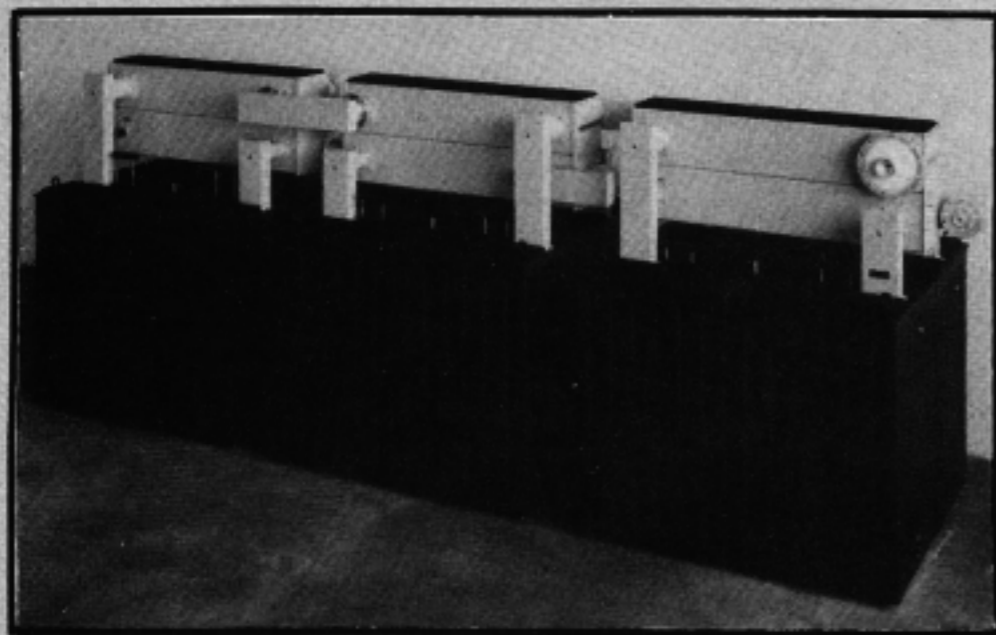
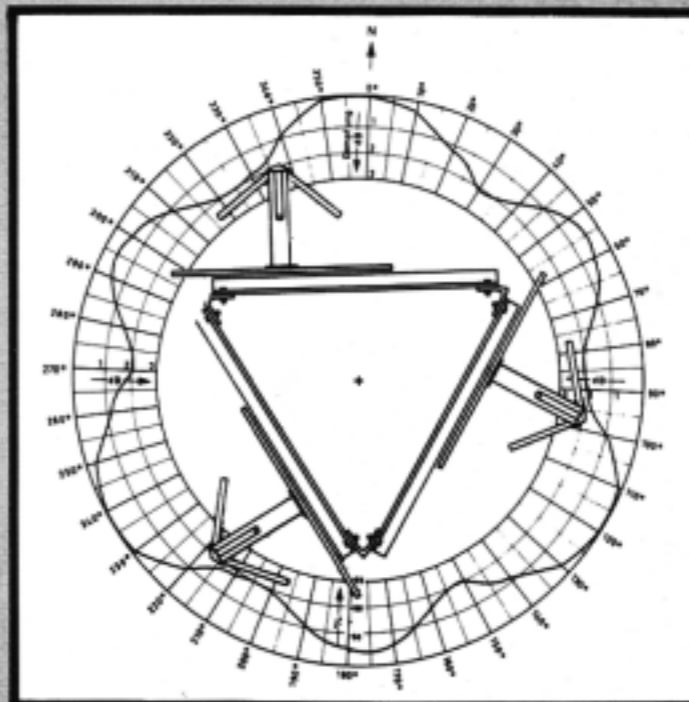
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Other stations in the news...

• The CRTC has approved the purchase of **CKCY/CJQM-FM Sault Ste. Marie** and **CJWA Wawa** by CKCY 920 Ltd., a firm owned equally by Paul Fockler and John Meadows (executives of the stations), and two other shareholders. The purchase price is reported to be \$830,000. CJWA will disaffiliate from the CBC and rebroadcast CKCY, except for 4.5 hours weekly of local originations. CJQM will change format from contemporary MOR to country, and use of SCMO was also approved to relay programming to Wawa.

• Despite a January 15 fire that destroyed one of its tuning huts, **VOCM St. John's** remained on the air using one tower. The mishap occurred only nine months after a disastrous ice storm brought down both of the station's towers (*BT, July/Aug/84*).

• **CKO-FM Halifax** went on the air Jan. 1, 1985, operating on 103.5 MHz. It's the first Atlantic area outlet for the 8-station national radio news network.

• **CHLR Moncton** went off the air on January 2, 1985. Established in 1982, the French-language station laid off most of its staff in November, due to financial problems. A statement by Ali LeBouthillier, president, and the directors of Radio Aboiteaux Ltée said they would apply for a new format and hoped to return to the air in three to six months.

• A community radio station has been licensed for **Baie Saint-Paul, PQ**. It will be operated by Radio MF Charlevoix, with a power of 7.52 kw on 96.3 MHz.

• **CJFP Riviere-du-Loup** has received approval for an FM rebroadcaster at Trois-Pistoles, Québec. A similar application for Dégelis was denied.

• **CFVD Dégelis** has been licensed to operate an FM rebroadcaster at Squatec, Québec; its application for Trois-Pistoles was denied (see above).

• **CHUR North Bay** has applied for a change of frequency from 1110 to 840 kHz, and for restructured ownership (Mid-Canada Communications 45%, lawyer R. Donnelly 30%, Sid Tomkins 25%). CHUR has not yet commenced broadcasting.

• There's another change of call letters in store for **CFXX-FM Windsor, ON**. It is to be renamed CKEZ-FM, and, if the CRTC approves, will play 'soft' pop and rock music, 90% hits, 60% instrumental.

• In a report on the launching of its satellite service, Broadcast News notes that **CKPR/CJSD-FM Thunder Bay** were the first stations to receive the BN Audio service via satellite, October 15/84.

• As of March 1, CKKR introduced a new format and became **CJYM Rosetown SK**.

• NABET members at **Cariboo Broadcasters Ltd.** have unanimously ratified their first collective agreement. The 25 unionized employees had previously voted in favor of strike action.

• A power increase has been approved for CBC's **CFYK Yellowknife** to 2.5 kw.

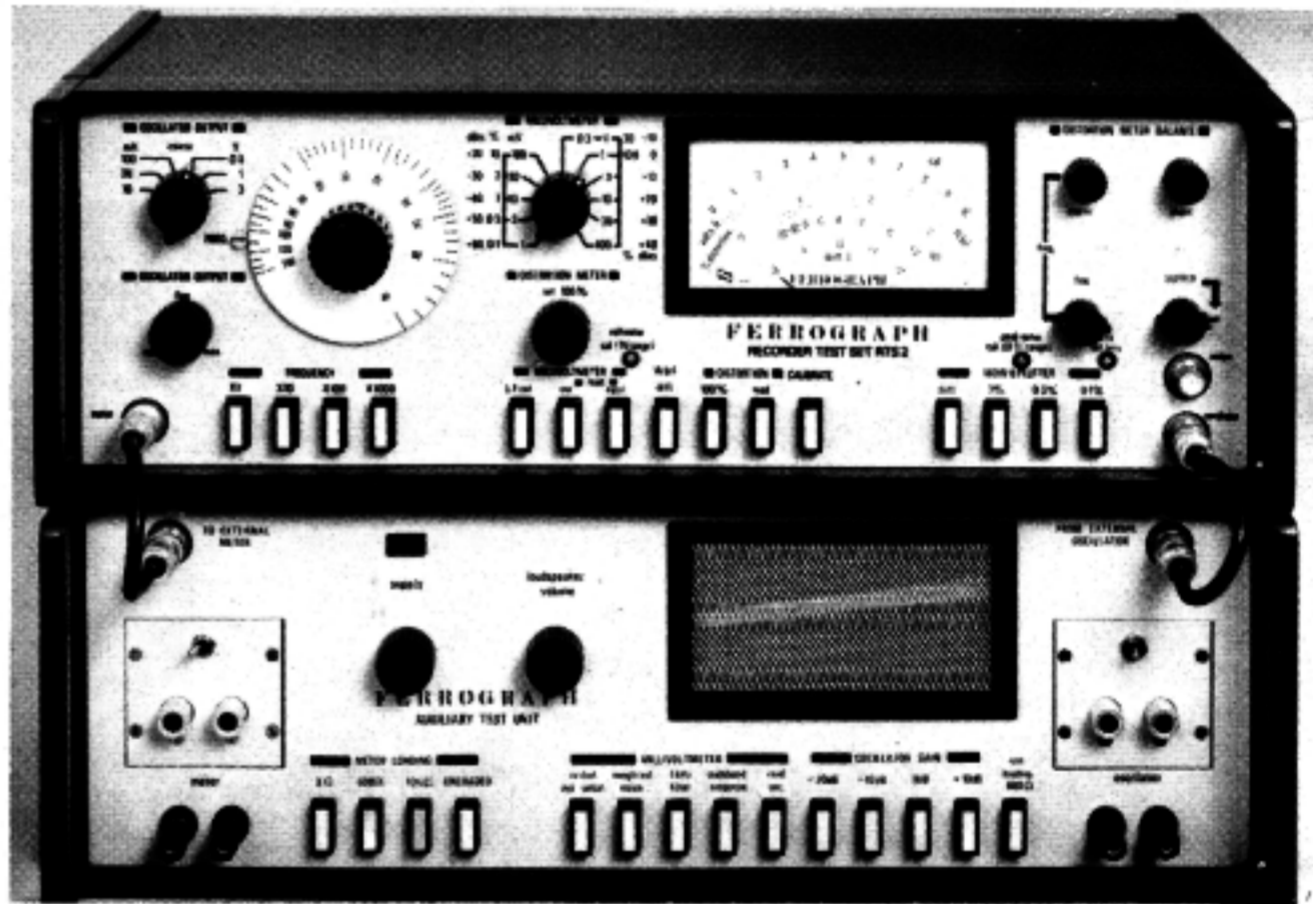
• A 90-minute special, *The Final Chapter?*, hosted by Christopher Plummer, has been co-produced by **TVOntario** with NHK of Japan, SVT-2 of Sweden, and Technisonor

of France. The NHK version, *The Nuclear Holocaust*, recently won the Prix Italia.

• *I Am A Hotel*, produced by Leonard Cohen for **CITY-TV Toronto**, has won the Iris award for non-American syndicated TV programming. Also in the finals: *Smith and Smith*, **CHCH-TV Hamilton**; *The Prodigals*, **CKND-TV Winnipeg**.

• **Radio stations in the United States** now number 9,642 (as of Dec. 31/84). There are 4,754 AMs, 3,716 commercial FMs and 1,172 educational FM stations.

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THE PHIL STONE REPORT

An Interview with David Marsden

Ever since I've known David Marsden—and that goes back to his bizarre, frenetic, earth-rattling days as *Dave Mickie*—he has been, is, and expectedly will always be, a non-conformist.

And it has been that character and trait that has helped him perform wonders with CFNY-FM Toronto/Brampton, once a minor voice in the radio strata, turning it into a shining jewel in the Selkirk empire.

The Genesis of CFNY

We visited David in CFNY's Brampton location and first traced its history.

It was founded as CHIC-FM, partner of CHIC-AM, both owned by the Allen brothers, Leslie and Harry. The next licensee was Civitas, but after two years Ed Prevost put the stations on the market. Today, Pat Hurley has the AM, renamed CKMW, and Selkirk has the FM, CFNY.

"I wasn't here at the very beginning," said David. "I came in about eight months after CFNY received its 100,000-watt signal. Prior to that, the station was about 250 watts or thereabouts, and my impression was that you could hear it in a one-block region. That was when the Allens had it and the call sign was CHIC-FM. My impression is that it was one turntable in the back of the AM control room and the fellow kept putting an album on and turning it over. I came about six to eight months after they went to 100,000 watts, and I've been here for about eight years.

"The Allens had called me at a time when I was rather disillusioned with radio and I quite frankly said, 'No'—I wasn't interested. Finally, over a period of conversations, I asked the magic question: 'What can I do?' And they said, 'You can do anything you want.' I think that was the key for me—the chance to experiment and try to find a way to do radio that

made it interesting again."

Had David a model he wanted to follow in this regard or was it all original with him?

"I didn't have anything in my mind. In fact, the first year that I was here—doing the evening show, working as an announcer, not as program director—I played around with all kinds of different ideas. At the time, the station didn't have a huge listening audience—about 40,000 came in the BBM. I didn't have anything that I had heard anywhere else. All I knew was that there wasn't a radio station I could find that I would personally want to listen to. I felt that radio had become repetitious and robot-like, and that the announcers had been almost totally eliminated, with the exception of reading cue cards and giving the time and temperature. So I experimented for about a year or so on my own. Then, of course, the Allens lost the station. There was an 8 or 9-month period before Ed Prevost and Civitas moved in. As there was a possibility Civitas would appoint me program director, I really settled in to finding the systems that I wanted, so that if Civitas were to ever say, 'Yes, you can be the program director,' then I would be ready. So I spent that in-between period trying out different systems, trying out different music mixes, and sure enough when Civitas had approval for the station, they offered me the job as program director, and that's when I really started to put it all together."

When Civitas sold the AM and FM two years later and Selkirk took over CFNY, there was again an in-between period for David, pending CRTC approval. "That gave me time to convince Selkirk that what we were doing was going to work. So, in the final analysis, they retained me as program director/operations manager and we kept going. Then, of course, we went to the CN Tower in November of '83,

and I guess that was the turning point."

A Programming Philosophy

Today, David is director of operations and programming, and we wondered about his philosophy. "My programming philosophy? Entertainment."

"But then every station offers entertainment in some form, doesn't it?"

"Yes, but let me expand on that. I think radio, by and large, became a public address system over a period of 10 years. I think that Bill Drake in the late '60s brought a format to AM radio—it started from KHJ and worked its way from there. He refined the 'Top 40' to the point where the announcers were permitted absolutely no freedom of expression. He tightened it down to a degree that I really believe radio became a PA system. Then they came along and decided to make FM rock-oriented, and you had what were called free-form progressive rock FM stations. That was in both the United States and Canada. I was involved in FM in its initial stages; I worked at CHOM-FM Montreal and then I came to CHUM-FM Toronto as an announcer. As I look back on it now, I think that self-indulgence on the part of announcers and programmers probably killed the whole progressive free-form FM platform as we knew it in the '70s. Of course, there was also lack of support at some management levels. Then FM radio started to tighten itself—playlists, announcers were given cue-cards to read, no new music was being experimented with, announcers were being told they could speak for 10 seconds and that was all. I felt that FM had also become a loud-speaker; it was K-Mart or Shoppers' Drug, 'Attention: shoppers!' and all that stuff. But my feeling about radio never changed from the time I was *Dave Mickie* until now. It has never changed."

"You've always tried to do things differently."

"That's true. I've always been sort of a rebel and a lot of people have thought I'm crazy and maybe they still do."

The word 'system' was used liberally by David in our conversation. "What do you exactly mean?" we asked.

"People do not listen to radio in groups... It's one-on-one communication."

"I've said that radio became a public address system. Let me tell you briefly what I believe radio is and always must be. It must be like a telephone; it's as private as a telephone, it's one-on-one, it's the announcer and one listener. There may be 10 or 20 thousand 'one' listeners, but there is actually one listener. People do not listen to radio in groups. Nobody says to 10 friends, 'Come on over Friday night and we'll listen to the radio.'

"So to go back to when I said my philosophy of radio is entertainment, I'm talking emphatically of a one-to-one entertainment. And that is a lot more than just an announcer, it's a lot more than just music, and a lot more than funny bits. It's communication. One-on-one communication. Only a prized few can actually do it.

"So when I say entertainment, it's a lot more than just playing records. And that word 'system' that I use. There are systems in place at CFNY, but all of our announcers are permitted to pick their own music from roughly 40,000 to 50,000 tracks of music."

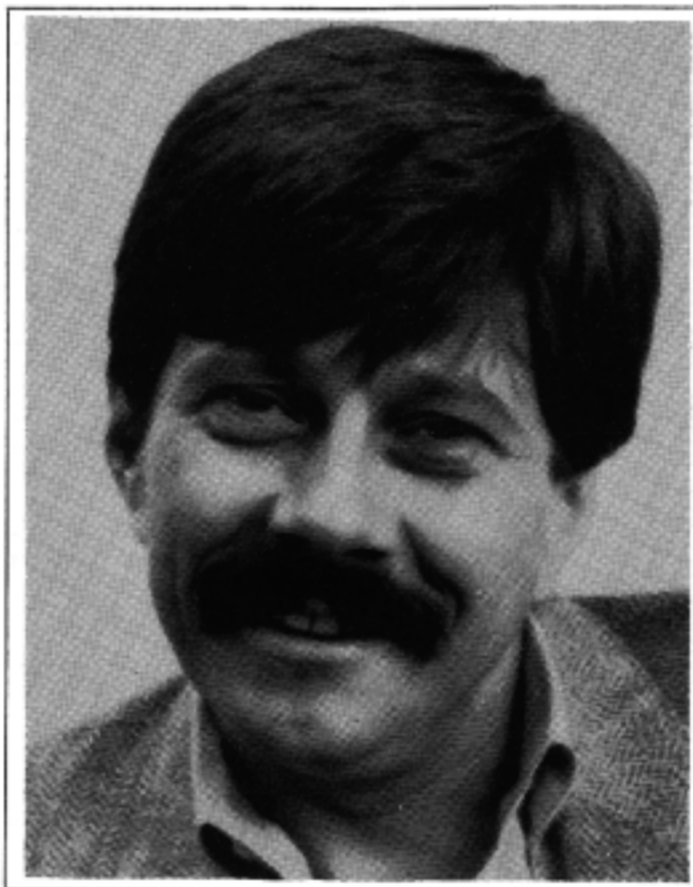
"Need they be in the top 100 most of the time?"

"Certainly not," David replied. "But there are certain things they must cover within each hour."

Is David gambling by playing cuts the audience doesn't know, has never heard?

"No, I'm not gambling because every record that goes into the control room goes past my ears first. I think that if program directors trust their own ability to hire the right personnel to do the job, then they should let those men and women go into the control room and perform. Let them pick their music regardless of *Billboard*, *Cash Box*, or any chart. Of course, the program director has to work a little harder to do this kind of radio. You can't believe the amount of work that's involved, but the result is worthwhile. To me, if you select your announcers carefully, if you trust them to understand what you are doing within the sound of your radio station—because there is a *sound* to a radio station—and if you trust *yourself* to bring the right people on board, then you have no problems—and that's how I feel about CFNY. The station has been built with great people working beside me."

Dave conceded that announcers are going to make mistakes, are going to play the wrong record at the wrong time. "But I also don't believe that every listener is sitting with a hand on the on/off switch, waiting to turn it off. Evidence of that for us is that CFNY's hours tuned are the highest for any contemporary station in Metro Toronto. And I should tell you that there's something else we do at CFNY that very few other stations are willing to take a chance on nowadays. We don't play any track of music more than once in a 24-hour day. That means if you hear the number one hit record at 10 am today, you won't hear it again until tomorrow sometime, and you'll hear it in a different time frame. We have proven that to have listeners—intelligent, loyal listeners who *care*—you don't have to rotate the hit records 12 times a day."



David Marsden, director of operations and programming, CFNY Toronto/Brampton.

More than Music

David said that the most recent BBM came substantiated his programming system. "The figure was close to half-a-million, and that's a dramatic increase. Especially in the last two years. And that's to a demographic of 18-to-34 prime. We don't program toward the teens—we do get them, but I think they are teens who are advanced musically, who don't want to hear the 'Top 10' over and over. Our majority audience is in the 20-to-30 age group, with a very nice spill on both sides. Our profile is unbelievable, so extremely good. We are talking about people who really have a position in life, who are on their way up, and who have a little passion and compassion toward life-style and the people that surround them.

"I believe in an 'open forum' with CFNY. Announcers are permitted talk whenever they wish and to say whatever they wish, within a very, very open situation. I have only three criteria for the announcers:

- talk must be entertaining or informative;

- it must be worth saying, otherwise, don't say it; and,

- if it's any one of the foregoing, it doesn't matter how long it takes to say it."

David emphasized that CFNY isn't just music. "We are very heavy on news with a rather large, very efficient news department under Rick Charles. In the mornings, we run 10-minute newscasts, including sports, every hour. We run news at 11 am, 12:30 noon and 3 pm, and every 30 minutes in afternoon drive time. For an FM contemporary station, that's a lot of news. I happen to believe that a 25-year-old, while he or she may enjoy music, still wants to know what is going on outside their own realm. I believe in news and we put a lot of emphasis on our news."

I told David that when I mentioned to a broadcasting friend that I was going out to CFNY to do a story, he suggested that I ask David if he and the station, located as they are on the outskirts of Toronto with all its major stations, felt like David fighting Goliath. "Perhaps, but we know who won that battle, don't we! To me," added David, "there is no one 'Goliath'—it is all the other programmers, all the other stations who are still living in the past, who haven't realized that there is more to radio than the 'Top 10'.

"Radio is a survivor, but it has only survived by taking hard looks at itself, by regrouping within itself. Against television radio survived when it went 'Top 40'. Then in the '60s and '70s, it experienced more bumps and grinds because people were beginning to tune to cassettes and records to get full stereo. Along came progressive FM and radio survived again. And now, here we are in the '80s and everybody is talking about how video is going to replace radio. But radio will again survive because it will regroup within itself and it will find a new way to do things.

"I happen to think I've found *one* way to do it—but only one way. And I hear a lot of things that were started at CFNY creeping into the other areas—I think that's fabulous, because if CFNY, as an innovator, an exciting broadcast outlet, can have some effect on making radio more listenable—and I mean *listening*, and I mean *hearing*—then I will have accomplished what I set out to do."

There is no doubt that David Marsden, the perennial non-conformist, is reaching his goals. He has repudiated the once common concepts of progress to develop a finished product that, for him and for CFNY's growing audience, is the unbeatable answer to radio's survival.

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.

BROADCAST BEAT

by Phil Stone

Had You Heard?... CHOM-FM Montreal is most generous with its L'Esprit talent competition now in its fifth year: winner receives a \$5,000 prize plus a video production valued at \$5,000... *The Rock Yearbook 1985* is available from Stoddart Publications, Toronto (\$14.95)... And MuchMusic sent us a copy of their *1985 Rock Handbook*, which includes birthdates of rock stars; **Rick Derringer** and I share the same day, but not, unfortunately for me, the same year... **Jack Kent Cooke** never says die: he's now trying to get a major league baseball franchise in Washington, where he already owns the Redskins football team... If, by chance, you need a horse, call Jack—he bought the Elmendorf Farm of the late **Maxwell Gluck**, considered the top thoroughbred breeder in the U.S. It's estimated the Kentucky farm has 350 steeds... **Keith Spicer**, the former radio-TV man and language commissioner, became editor of the Ottawa Citizen... **John Chancellor** of NBC News received the **Sol Taishoff** Award for excellence in broadcasting, named for the late founder of the U.S. *Broadcasting* magazine... CHQM Vancouver and CKLW Windsor are two of the latest stations to go *Music of Your Life*—for which **Jim West** is national sales director... **Lorraine B. Good** was named director, **Sam Wendel** liaison officer, of Telefilm Canada's Los Angeles office; **Roland Ledouceur** now heads the Paris office... Of the career that brought him fame and fortune, **Howard Cosell** said, 'There are two professions one can be hired at with little experience. One is prostitution. The other is sportscasting. Too frequently, they become the

same.' What a doll!... Receiving rave reviews is the book *The Sweep: Behind the Scenes in Network TV* by **Mark Christensen** and **Cameron Stauth** (Macmillan, \$24.50)...

Anniversaries: Congratulations to CJNH Bancroft, Ontario, celebrating its 10th with a new broadcasting facility... **Carl Banas**, one of the nicest people on the broadcast beat, was honored for his 20 years at CKFM Toronto... CHYR Leamington celebrated its 30th... Stations 40 years old in 1985 include CJSO Sorel and CHUM Toronto—back in CHUM's early days its popular *Wake Up and Smile* featured **Monty Hall & Billy O'Connor**... It's 45 years for CFOS Owen Sound... And **Eileen Forbom** of CKSO Sudbury writes to say that on August 16th CKSO celebrates its 50th, and would like to receive birthday wishes, 'taped greetings plus a few reminiscences' from former staffers, stories about people, clients, programs, etc. Please send them by June 1st to Eileen at CKSO, 336 Pine St., Sudbury, Ontario P3C 5N2... The *National Geographic* specials have now been aired on PBS for 10 years, during which Gulf Oil has spent \$40 million underwriting the four hour-long programs a year... It is now 40 years since **Lorne Greene** founded the Academy of Radio Arts in Toronto, which trained so many outstanding broadcasters; before they gave up on me, I took two lessons there from **Edna Slatter**, mother of **Wally Slatter**, in the '50s...

An old friend, **Lyman Potts**, deservedly was the first recipient of a Special Achievement Juno Award, for his work in creating and building the Canadian Talent Library... **Bea Arthur**, star of the once immensely popular TV series, *Maude*, has been in Canada making TV ads... Talented weatherman **Brian Hill** left CITY-TV Toronto for KDKA-TV Pittsburgh... Two Canadian boxing stars came out of the '84 Olympics: **Shawn O'Sullivan** and **Willie DeWitt**. Now professionals, they were each signed to an exclusive one-year TV contract with The Sports Network... **Stu Kenney**, the 'ol' redhead' who was morning man on CKEY Toronto, is now a free-lance TV journalist... In broadcasting's earlier days, 'flashes' and 'flashettes' were quite common—5, 10 or 15-second commercials. The 60-second spot, of course, reigned supreme until TV brought the norm down to 30s, also adopted by radio. Now there is a great movement back to the 15-second ad—which proves the wisdom of the old adage: 'The more things change, the more they stay the same'...

CITY-TV's new location will be the 5-storey Ryerson Press Building, Queen St. West at John St., Toronto. It will also house other divisions of the ChumCity group... **Rosemarie Greene** is now vp, marketing services, at Ronalds-Reynolds... **Joe Forster** tells me **Eddie Luther**, the former hero of the helicopter, is now announcing part-time at **George Grant's** CKAR Oshawa... A videotape of 66 top ad campaigns from 11 countries, Canada included, can be bought (\$175 US) or rented (\$65 a week, US) from the International Film & TV Festival, 246 West 38th St., NYC 10018, (914) 238-4481... Of the 15 million color TV sets sold in the U.S. last year, 35% came with 'zap-pers' that allow the viewer to eliminate commercials at will... **Deborah Burgess**, step-daughter of **Charles Templeton**, left CITY-TV to live in Las Vegas... According to RCA, digital TV sets will have a starting price of \$1,000 (US)... Congratulations to CFCF-TV Montreal, which won top awards for public service and media promotion in TvB's Retail '84 Competition...

Committees elected: • **BBM** — **Doug Gale** of CHCH-TV, broadcast rep; **John Wood** of CHUM Ltd., chairman, TV committee; **Tony Viner** of CFTR, chairman, radio committee; **Gary Miles**,

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broadcast beat

CKRC/CKWG-FM Winnipeg, chairman of the board; **Anne Boden** of McKim and **Gary Reinblatt** of McDonald's, vice-chairmen... • Television Bureau executive committee — **Bruce Cowie** of CKTV Regina, **Gilles Loslier** of Paul L'Anglais Inc., **Fred Sherratt** of ATV, and **Cam Fellman**, TvB president... • Canadian Association of Broadcast Representatives — **Terry Williams** of Mutuelcom, president; **Ed Wood**, Canvideo, vp for TV; **Bob Johnson**, Opex, vp for radio; **Gary Greenaway** of CBC-TV, secretary-treasurer... • RTNDA Canada — **Bob Beaton**, CJOB Winnipeg (president), **Eric Rothschild**, Newsradio, **John McFadyen**, CKFM, **Ian Glenday**, CBC-TV, **Barry Hamelin**, BN, and **Thompson MacDonald**, CFCN (past president)...

CFUN Vancouver dropped its chart system and went A/C... One educated broadcaster is **Bob Mackowycz**—before joining Q-107 he taught English Lit at Toronto University... At last count, 42 stations in Canada were AM Stereo compared with 127 in the U.S... Muzak, now 50 years old, estimates it has 80 million listeners daily worldwide. The name is a contraction of music and Kodak... Global TV is again running the Ontario Hockey League 'game of the week' with **Jim Tatti**, **Mike Ancombe** and **Judy Foster**... **Ron Parombo**, an ex-Toronto reporter (for CITY, Global, Star and G&M), got life in prison for taking part in the murder of a New Jersey drug dealer... **Suzanne Kelly** left CKO's Parliamentary beat to do p.r. for United Steelworkers... **David Onley**, ex-CKO, is doing weather for CITY-TV... Those who have known **Finlay MacDonald** since his early broadcasting years share in the pride of his appointment to the Senate... New at the CHUM Group: **Kevin Hoobin** in regional radio sales, from CKLC Kingston, and **Kathy Komisky** in TV sales... An old friend, **Bill Townsend** is sm at CJBK London...

In Cable Television: The Canadian Cable TV Association has

produced an excellent booklet, *Cable TV Consumer Services of the Future: When and How?*... Le Groupe Vidéotron, Québec's largest cable firm, with 67% of cable households in the province, has named its first ad agency, Cossette Communications, and is spending \$2 million on advertising and promotion... **Stuart Rath** of Eastern Cablevision and **John Bragg** of Central Cable TV are acquiring 55% of Halifax Cablevision; Dartmouth Cable TV owns the other 45%... CCTA named **Wayne McLean** from QCTV Edmonton to be director of planning, a new position... Premier Choix/TVEC received CRTC permission to end service west of Ontario; its French-language Super Ecran pay TV had only 200 subscribers in the west, and it was costing \$1 million a year to reach them... Rogers Cablesystems has sold its 70% interest in the Syracuse, NY, system to McCaw Communications... **Susan Rubes**, head of CBC radio drama, is president of The Family Channel proposed jointly by Allarcom and First Choice... One of the many highlights associated with the CCTA 1985 convention will be the joint luncheon on April 9th with the Broadcast Executives Society, at the Sheraton Centre. CCTA takes place April 9-11 at the Metro Toronto Convention Centre...

ABC's payment of \$309 million for the rights to the 1988 Calgary Winter Olympics seems extremely high. However, sports advertising is a big item for ABC: \$850 million for the first nine months of '84... **Brian Stutz** is Ontario promotion/artist development director, a new position, at Quality Records... Radio Antilles, which covers the West Indies with a 200 kw signal, hired Target Broadcast Sales as Canadian reps... That's some power boost for CKQR Castlegar—from 1 kw day/250w night on 1230 to 20 kw day/5kw night on 760 kHz... The Canadian Captioning Development Agency, established in 1971, has influenced the captioning of some 700 hours of TV programs and about 2,000 commercials for the benefit of Canada's 2.2 million people with

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impaired hearing... The Central Canada Broadcasters Association meets June 16-18 in London, Ontario, with **Gord Hume** as convention chairman... Continuing their colorful marketing, Gord and his staff put out an attractive brochure to herald CKSL's increasing audiences... Also in the mail: a very funny book from **Mel Cooper's** talented staff. *The Oops Book* is a compendium of the 'loser' stories aired each morning by pd **Terry Spence** and illustrated by **Nelson Dewey** and **Barry Caviness**. Proceeds go to charity, so send \$5.95 for your copy to C-FAX Radio, 825 Broughton Street, Victoria, BC, V8W 1E5...

The 1985 Television & Cable Factbook says there are 191.2 million TV sets in the U.S., close to three per household. Russia is 2nd (in total TV sets) with 70-80 million; the estimate for China is 45 million... **Richard Fallis**, who was a CKEY newsmen, became a \$39,000-a-year assistant to Ontario cabinet minister **Dennis Timbrell**... **Bob McCown** has a new venture which provides stations with hourly sportscasts, evenings and weekends; major events are covered and the service, which includes some spots for national advertisers, is free to stations... **Brad Diamond** is hosting the innovative *World of Horse Racing* weekly on The Sports Network... CKO opened its 8th station—Halifax—with **Daryl Hubley**, who has a strong sales background, in charge... **Lynn Hayden** left All-Canada for a fund-raising position at Queen's University... New sales managers at CHUM Toronto are **Jim Barnes** (AM) and **Jack Addis** (FM)...

Some news from the BN Report: **Al McKay** was promoted to station manager at CJOH-TV Ottawa; his successor is **Dave McGinn**, formerly of CKWS-TV Kingston... After several years as sports director at CJFM Montreal, **Abe Hefter** rejoined BN Toronto, as did **Ron Tempest**, after a bout with spinal problems... **Darell Braun** is nd at CKRC Winnipeg; **Jim Phillips**

remains as featured newscaster... And **Joe Woodburn** replaces **Frank Sernak** as nd at CHOW Welland...

Note these new addresses: **Gray O'Rourke Sussman**, now in their own building at 110 Eglinton Ave. West, Toronto M4R 2C9; **Target Broadcast Sales**, now at 250 Bloor St. East, Suite 1400, Toronto M4W 1E6... When his bid to buy Creative Broadcast Reps didn't work out, **Les Salnick** resigned as president... Veteran broadcaster **Nick Frost** got the new FM station licence for Kelowna, BC... CHUM-FM Toronto won accolades for its outstanding 45-minute documentary on teen suicide, prepared by a 6-member news team... **Yvon Perron** was named gm of Radio Saguenay Ltée—he continues as gm of CKRS-TV, **Jean Langevin** is gm of CKRS Radio, and **Lewis Gagnon** moves up to gm... At the Vancouver office of KVOS-TV, **Herman Burkart** is promoted to president, **John Gibson** to vp, sales, and **Brian Farr**, comes from CKLG as agency sales supervisor... You're never too old: **Ernst Havemann**, 67, of Nelson, BC, won CBC's annual literary competition... The giant Philips Electronics in 1984 had a profit of more than \$85 million (US); some 25% of sales comes from its U.S. operations... Cancom got CRTC permission to increase its monthly fee from \$6.80 to \$7.00; that should eventually add \$500,000 in monthly revenues. Cancom serves 325 communities and expects that number will grow to 425 this year...

United Press Canada, bought by Canadian Press, had about 90 clients for both print and broadcast services; CP, which is owned by 102 member newspapers, serves over 600 broadcast and cable outlets via BN... CTV newscaster **Sandy Rinaldo** gave birth to her second child, second daughter... General Mills' TV spots featuring **Wayne Gretsky** are part of a \$1.8 million push for 'ProStars'... **Peter Marshall**, once of *The Hollywood Squares*,

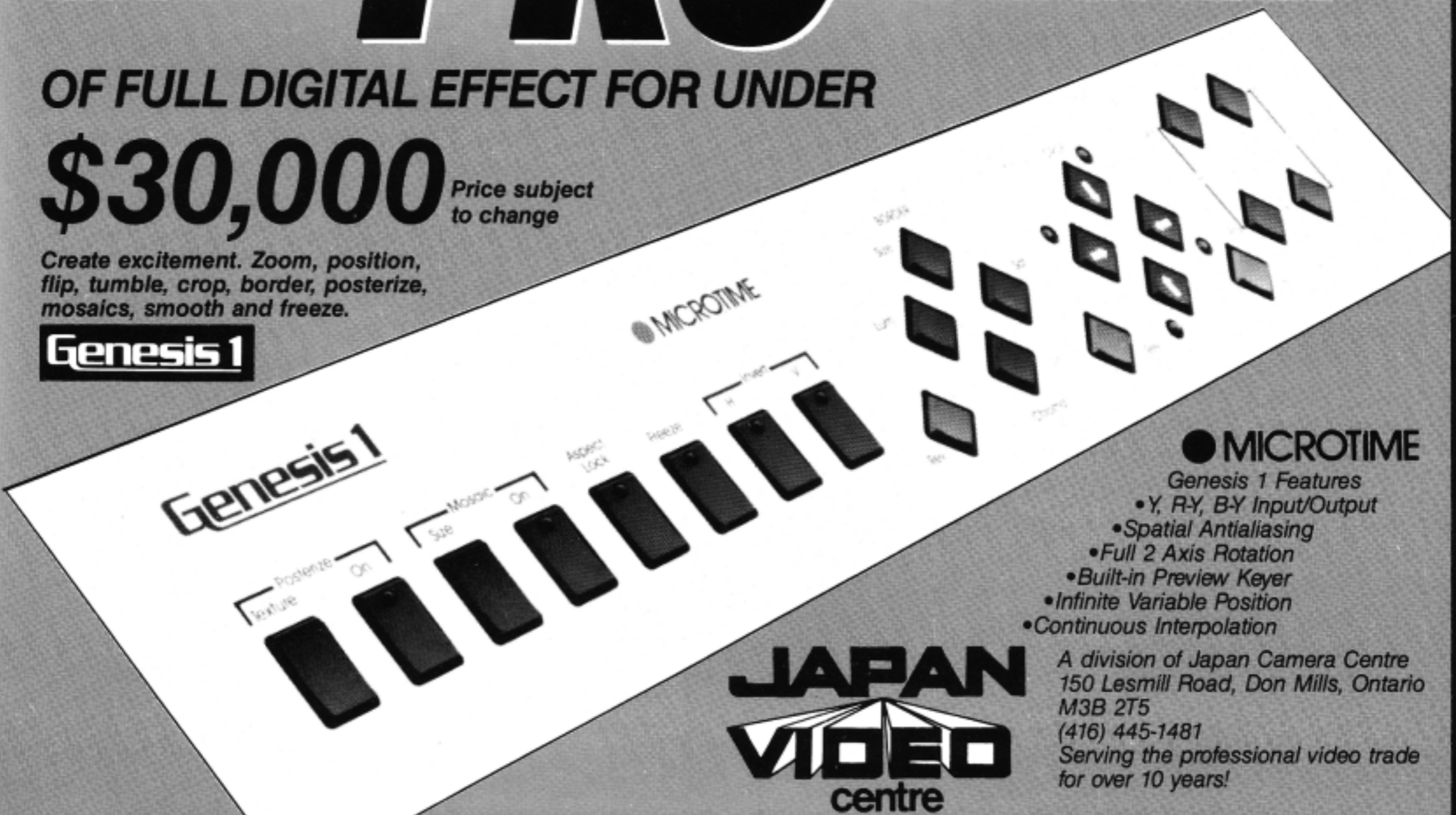
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will be at O'Keefe Centre this summer, co-starring in *La Cage Aux Folles...* **de Montigny Marchand**, with DOC 1969-71, has returned (from External Affairs) as deputy minister... **Ted Reynolds** was named Sportscaster of the Year by the Sports Federation of Canada, and recipient of a Doug Gilbert Media Award... **Jacqueline Holt** became copy editor at CFRB, succeeding **Peter Henderson**, now advertising and promotion director... One of the nicest show biz people we ever met was **Clayton Moore**, the former radio announcer who became *The Lone Ranger*. After his role ended, he continued to make personal appearances wearing his famous mask. When Wrather Corp. said they owned the rights, Clay took the case to court and, at age 70, won the right to continue his public appearances...

The deadline for FM applications was extended from January 31 to March 31. Among the many competing for Toronto: **J. Robert Wood** and Moffat Communications... **Al Zimmer** moved from CHIN Toronto to CJSB Ottawa as news director... *Political Game* is a thrice-daily commentary by consultant **Tom Reid** on CHWO Oakville/CJMR Mississauga... The Juno Awards, which drew 2.2 million TV viewers in 1983, drew only 1.4 million in '84; it was up against *Dynasty*... **Gene Plouffe** has re-organized Plouffe Communications. President **Vince Nigro**, much involved with the Toronto ethnic community, is producing a detailed Canadian Ethnic Media Guide. The firm also handles research, fund-raising, and internal company publications... The 1985 seminar of the Association of Canadian Advertisers will be held May 6-7 at the new Metro Toronto Convention Centre. Theme is *Advertising in Action*... **Allan Slaight** has been honored with two major volunteer positions: he's chairman of both the United Way of Greater Toronto and the Shaw Festival... When **Tom Rivers** moved to CFTR from CHUM, **Roger Ashby** replaced him; Roger now has a partner, **Mike Holland** on the a.m. show...

When British TV took cameras into the House of Lords, one provision was that they must not show any of the Lords, many of whom are past 90, sleeping in their seats... The success of *Don Messer's Jubilee* at Halifax's Neptune Theatre may result in a national tour; it's a musical tribute to the downeast music that was Canada's most popular TV show in its day... The former RBC president now runs **Louis Tameanko** Communications in Toronto... TV and radio reporters want the federal government to open parliamentary committees to the electronic media... At CTV, **Pamela Wallin** succeeds **Bruce Phillips** to become the first woman to head the Ottawa bureau; **Linda MacLennan**, formerly of CJOH-TV, replaces her as co-host of *Canada AM*; **Sandie Rinaldo** is weekend anchor for the CTV national news, replacing **Richard Brown**, who's moving to WCBS-TV New York; NHL telecasts are being handled by **Dan Kelly** on play-by-play, with **Dan Matheson** as host; and **Marie Baccari** replaces **Susan O'Brien** as manager of program sales...

Conestoga Awards Dinner: An outstanding evening which gave the opportunity to renew acquaintances with many broadcasters and former students, and with **Lorne Greene**—we recalled it was over 30 years since he used to drop in to CHUM, then just down the street from the CBC, and we would discuss life, love, and the pursuit of the winner of the third race at beloved old Dufferin track... One of the awards created by **Gary Parkhill** is the Blue Tie, given to those who have served the college's broadcasting course; we were truly proud to receive one... (See *Ad Lib!* for more on the Conestoga Awards evening—Ed.)

CARF: We had the pleasure of representing BT at the Canadian Advertising Research Foundation conference. A luncheon presentation, *Radio 20/20: Radio Commercials—the All Time Best* was particularly significant. Given flawlessly by **Jim Adam**, it was built around **Larry Heywood's** goal (as stated in our BT profile of him, Sept/Oct/84) to present what he considered the top 40 radio commercials of all time, 'because I say so'... It was a thrill to hear some of the great spots of yesteryear, and the occasion was heightened by having as our table companion

Dory Trowell, the talented CHUM copy chief...

Further to our Phil Stone Report in this issue of BT, a stock analysis of Selkirk Communications states that \$4.4 million was paid for CFNY, described as 'a strong third' among Toronto's rock stations... **Alison Gault** who was on the staff of CBC-TV's *Hangin' In* is now on media relations at Ontario Arts Council... Broadcast personalities **Micki Moore** and **Reiner Schwartz** have roles in the new Canadian film *Heavenly Bodies*, scripted by movie critic **Ron Base**... Radio got a real boost when La Baie, the Québec arm of The Bay, increased budget from \$300,000 to \$2 million and put it all into radio... CITY-TV has gone to all-night movies; all-night videos are now totally on MuchMusic... The very first scheduled radio broadcast is said to have taken place on May 20, 1920, on XWA, which became CFCF Montreal; radio is thus 65 years old this year... **Ona Fletcher**, who'd been with Bermuda Broadcasting, joined *CBLT Morning*... **Jane MacDougall**, morning host on CFOX Vancouver, married rock band manager **Bruce Allen**... TV's Bessies are to be awarded May 2nd at Toronto's Sheraton Centre... Meanwhile, CAN PRO goes March 23-26 in Sherbrooke, PQ... **Jean Pouliot** of CFCF Inc. is among those seeking Québec's 2nd private French-language TV network... Former Toronto Argonauts personnel director **J. I. Albrecht** is in Halifax; he writes on sports and has a daily stint on CHNS... **Ian Delaney**, now CFTO-TV sm, is the son of Baton's **Ted Delaney**... In addition to his many voice-overs, **Al Kingdon** is pd at CKAN Newmarket, ON...

Personal note: Don't be shocked when next we meet. I've shaved off the moustache and beard. I'd had the latter since '71, when I first entered the academic world. The moustache had been with me since my early 20s (no, Jacquie, that's not back in the 19th century)...

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people in the news

RECEPTION MARKS RETIREMENT OF CAB PRESIDENT ERNIE STEELE



Prime Minister Brian Mulroney was among 200 guests who attended a January 30 reception honoring Ernie Steele, retiring president of the Canadian Association of Broadcasters. Photo at left shows Steele and CAB chairman Michel Arpin, flanked by the presidents of the regional associations: Peter Liba (WAB) and Gilles Poulin (ACRTF); Jamie Browne (BCAB) and Bob MacLaren (AAB). At right, Ernie and Brian. (Photos by Andrews-Newton, Ottawa.)

- Broadcast News—**John Rae** named to new post of vp, broadcast services, of Canadian Press, becoming senior operating officer (gm) of BN. He was news director of CKGP AM-TV Prince George and CJBK London prior to joining BN.

- CBC—**John Owen**, executive producer of *The National*, named managing editor of TV News, replacing **Vince Carlin**, now chief correspondent for CBC Radio News.

- Canadian Captioning Development Agency—**Kenneth A. Bruder** appointed manager, special services; he was with CTV operations 13 years before joining CCDA last year as Toronto manager.

- CRTC—Named to task force on satellite services are **Robert Lamb**, long-time Alberta broadcaster and cable operator, **Charles Feaver**, a telecommunications advisor with the Manitoba government, and **Finlay MacDonald** of Sydney, head of the defunct Star Channel; also CRTC

commissioners **Paul Klinge** (chairman), **Rosalie Gower** and **Real Therrien**.

- CHBC-TV Kelowna, BC—recent appointments include **Ron Evans** to gm; **Monty Cordingley** from retail to general sales manager; **Philip Gunhouse**, to retail sm.

- CHQR Calgary—**Allan Anaka** named gsm; **Greg Haraldson** program director.

- CTV—**Joe Colson**, vp of network engineering/operations, has been elected chairman of the Technical Committee, North American National Broadcasters Association (2-year term). Other NANBA members are CBC, ABC, CBS, NBC, PBS.

- Comlink Systems Inc.—**Bob Barkwell** appointed sales co-ordinator, purchasing manager, of Ajax, Ontario firm.

- Crossroads Christian Communications—**Dick Grey**, formerly co-ordinator of broadcast journalism at Mohawk College, named vp, broadcasting.

- Manitoba Sportswriters/Sportscasters Assn.—**Francois Riopel** of CBWFT is president, succeeding **Ernie Nairn**.

- Mohawk College, Hamilton—**Warren Beck**, formerly news director, CHML, named head of Broadcast Journalism.

- Moseley Associates—New U.S. sales manager is **Arthur Constantine**, formerly of Fidelipac Corp. and CCA Electronics.

- NAB—**Tom McCoy**, from NRBA, joins NAB in government relations; promoted are **Ron Irion** to vp, radio administration, and **Hank Roeder** to director of conventions and meetings, replacing **Harold Niven**, now president of the Broadcast Education Association in the U.S.

- NEC America—**Joe Engel**, formerly of Broadcast Electronics, named sales mgr.

- Parliamentary Press Gallery—New executive includes **John Burke** of Global TV, president; **Gilbert Bringué** of Radio-Canada, treasurer; directors **Elly Alboim** of CBC and **Fred Ennis** of NewsRadio; and **Judy Morrison**, CBC, past president.

- TFT Inc.—**Henry Wu** named vp and gm of broadcast division; president and founder **Joseph C. Wu** heads new product development and marketing of utilities communications. New director of marketing for broadcast products is **Jesse Maxenchs**, previously with Orban.

- Western Broadcast Sales—Named sales managers: in the new TV division, now repping BCTV, **Joe Balango** (western), **Paul LaBarbera** (Québec); in the radio division, **Gerald Dupuis** (Montreal), **Rick Ridgway** (Toronto). **Kerry French** is research manager.

- White Radio Ltd.—Recent appointments include **Andrew Irvine** to Ontario marketing/sales manager; **Steven Blake** and **Rob Randall** to Ontario sales reps.

IN MEMORIAM

Harry 'Red' Foster

The founder of one of Canada's major advertising agencies, Harry 'Red' Foster, died January 18, 1985, at age 79.

After starting out as a sports broadcaster in 1928, he became a flamboyant promoter—Foster sound trucks were a familiar sight at public events around Toronto—and in 1944 established Foster Advertising. Among his many honors: Ad Man of the Year (1966) and the Order of Canada (1971).

Much of his ability and enthusiasm was directed to aiding the mentally retarded—his brother, Jack, was both retarded and blind—and in 1969 he helped to launch the Special Olympics for the retarded.

Larry Heywood

Larry Heywood, until recently vice-president of creative services for the Radio Bureau of Canada, passed away on February 17, 1985. Larry, who started in radio with CFAC Calgary in 1941, had a long and distinguished career in the industry. During his 20 years with RBC, he created the 'Soundcraft' awards (in 1973) and became an international authority on creativity in radio advertising.

In the September/October, 1984, issue of *Broadcast Technology*, The Phil Stone Report provided a 'retrospective interview' with Larry, which his many friends will re-read with appreciation. Phil adds:

'Larry Heywood's creative genius will leave an indelible imprint on the Canadian radio industry. He was a special man, a fine man, one whose friendship I treasured, whose passing I mourn.'

- **Global Television Network**—is first Canadian TV network to have permanent mobile satellite transmitter. Earth station was acquired from Telesat Canada in deal with Ontario Lottery Corp., sponsor of weekly program which originates from a different community each week, provides greater accessibility at lower cost.

- **Incospec Electronics Inc.**—supplied downlink facilities for reception of Radio-Québec educational programming at sites throughout the province. Equipment includes Andrew 4.5m antennas, electronics from DX Antenna Co. (See also page 9.)

- **Morrison Hershfield Ltd.**—new address is 4 Lansing Square, North York, ON, M2J 1T1, (416) 499-3110.

- **Plouffe Communications Inc.**—new offices opened at 161 Eglinton Ave. East, #606, Toronto, ON, M4P 1J5; 440-0120.

- **PVM Seminars**—holding first one-day Professional Video Management seminar for corporate users, March 27 at Park Plaza Hotel. Info: (416) 469-3358.

- **Ross Video Ltd.**—introducing new 10-input 210 production switcher, with Multi-Level Effects system, at NAB.

- **Sony of Canada**—supplying new Betacart Multicassette System to CFCF-TV Montreal, CFCN-TV Calgary, CFQC-TV Saskatoon, CFTO-TV and TSN, Toronto. First to use system was WNET-TV, NYC.

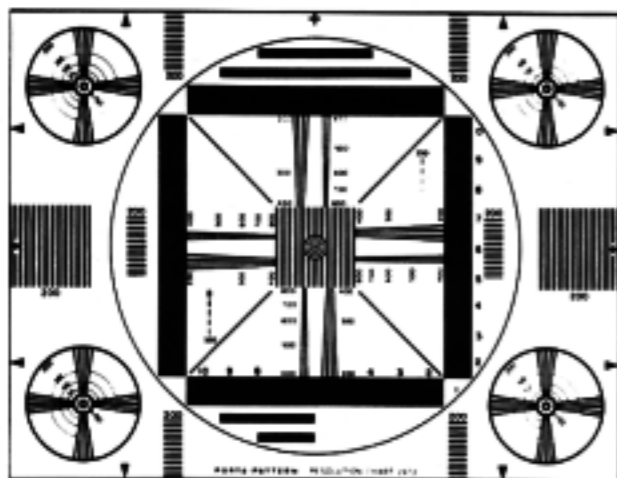
- **Telesat Canada**—plans to offer satellite tracking service on a commercial basis this year, made possible by installation of special antenna near Perth, Australia. Telesat has asked the CRTC to approve a 'half-price' plan for satellite channels to be used experimentally by potential customers. The so-called 'seat sale' would be for minimum periods of one year, to commence no later than Jan. 1, 1986.

- **United Video Ltd.**—has moved to larger premises at 22 O'Meara, Ottawa, ON, K1Y 4N6, (613) 728-1527.

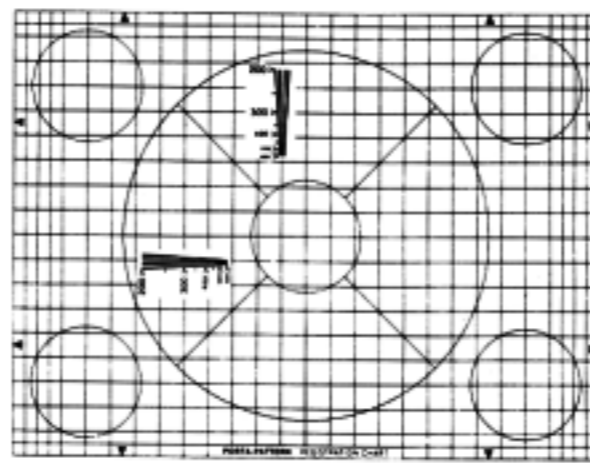
- **VTR Productions Ltd.**—opened \$2 million 'Edit One' post production suite on Feb. 13. Said to be Canada's largest, it includes the ACE computerized editing system, three VPR-3 1" and three AVR-3 2" VTRs, ADO and Squeezezoom digital effects units, and custom AVC mixer.

- **White Radio Ltd.**—sales of Orion equipment to Cancom now exceed \$7 million; Cancom has about 400,000 subscribers, mostly on cable systems, will use Oak decoders for DBS (direct-to-home) customers not covered by cable systems. Other recent sales include \$1.3 million initial order from Cable Regina for Oak Sigma One addressable system (7,500 home units and head-end equipment).

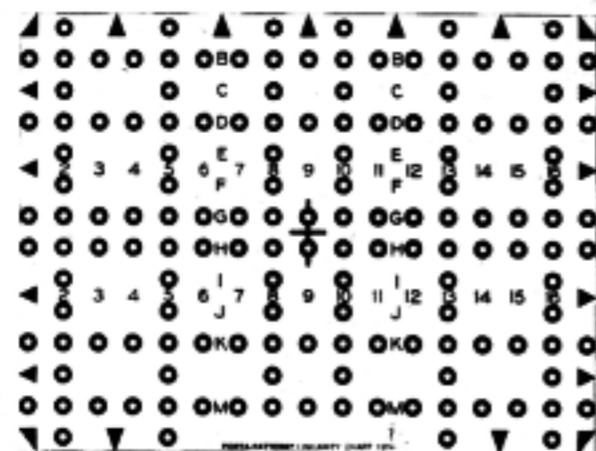
PORTA—PATTERN TEST CHART SYSTEMS



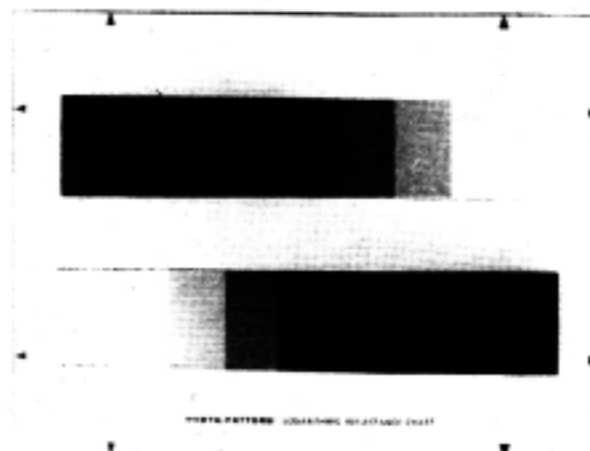
RESOLUTION IMAGE



REGISTRATION IMAGE

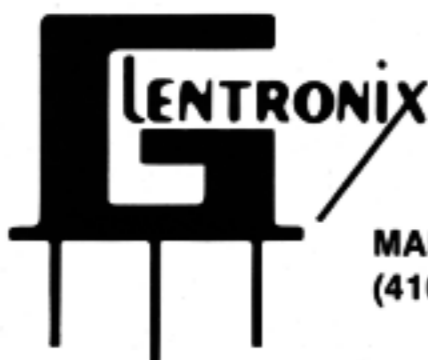


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UNITED STATES

- **Broadcast Electronics**—first Model AX-10 AM Stereo Exciter, developed under licence from Motorola, on-air at KUSA St. Louis.

- **Chyron Corp.**—expects sales for fiscal year ending June 30/85 to reach \$30 million; plans to exercise options to acquire control of Digital Services Corp., manufacturer of digital effects equipment. Chyron also has interest in Orrox Corp.

- **Direct Broadcast Satellite Corp.**—has contracted with Arianespace of France to launch two Ford-built DBS satellites in Dec/87 and Spring/88. DBSC, one of four companies licensed by FCC for DBS, will lease its 4 national and 24 spot beam channels for others to program.

- **IDB Communications Corp. Inc.**—California firm is offering low-cost satellite distribution to up to 2500 U.S. stations for delivery of radio programming; is also building 'Sports Satellite' network to link all 22 major league baseball cities, including Montreal and Toronto. (Trivia: IDB notes that first radio broadcast of major league baseball was on August 5, 1921, over KDKA Pittsburgh.)

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**CKVU-TV VANCOUVER
WINS CHANNEL 10**

Channel 10, the last remaining VHF channel in the Vancouver-Victoria area, has been granted conditionally to CKVU-TV Vancouver (CRTC Decision 85-90). The independent station, which now operates on ch. 21 (880 kw ERP), plans to spend \$1.5 million on the move to ch. 10 (285 kw ERP), utilizing its existing transmitter site on Saltspring Island.

The conditions attached to the approval stem from a flood of protests to the CRTC from cable viewers in certain areas who fear the use of ch. 10 will interfere with reception of U.S. stations on adjacent channels, particularly KCTS-TV, the PBS station in Seattle, on channel 9—already subject to interference from CHAN-TV Vancouver on adjacent channel 8.

CKVU and area cable operators are collaborating to ensure continued reception, using microwave where necessary. They

are to report to the Commission every four months, with remedial measures to be in place within 20 months, and CKVU will be permitted to proceed only after CRTC confirmation that it is satisfied with the remedial steps taken.

Channel 10 was allotted to the area in 1952. It was sought by three applicants in 1973—all denied by the CTRC. In 1975, Western Approaches, licensee of CKVU, was approved for ch. 26, although its first choice had been ch. 10; the station was then assigned ch. 21 to accommodate the CBC's CBUFT Vancouver, and both UHF's began operations in 1976. The same year, the CRTC approved channel 10 for a CBC station in Victoria, however the licence was surrendered in 1980 when the CBC finally decided that equally effective distribution could be achieved through CBUT Vancouver and its rebroadcasters. CKVU estimates that it will gain 180,000 over-the-air viewers with the 'V' channel, described by the CRTC as 'a scarce and valuable public resource.'

**SIMULTANEOUS SUBSTITUTION OF
CLOSED CAPTIONED TV PROGRAMS**

In Public Notice 1985-28, the CRTC has issued guidelines for section 19, subsection 2.1, of the Cable TV Regulations. It states that television (station) licensees are expected to ensure the greatest possible availability of closed captioned programs and should (1) continue every effort to broadcast captioned versions of programs, and (2) request simultaneous substitution against a closed captioned program only when they have obtained a closed captioned version or taken all measures to obtain one. Information on availability of captioned programs can be obtained from the Canadian Captioning Development Agency. The Commission adds that where stations fail to co-operate, it will exempt cable operators from the requirement to substitute.

Broadcasters are also reminded that 'minimal regulatory requirements' are in effect concerning the use of VBI and SCMO technologies for purposes such as captioning for the hearing impaired. A letter outlining the service is sufficient.

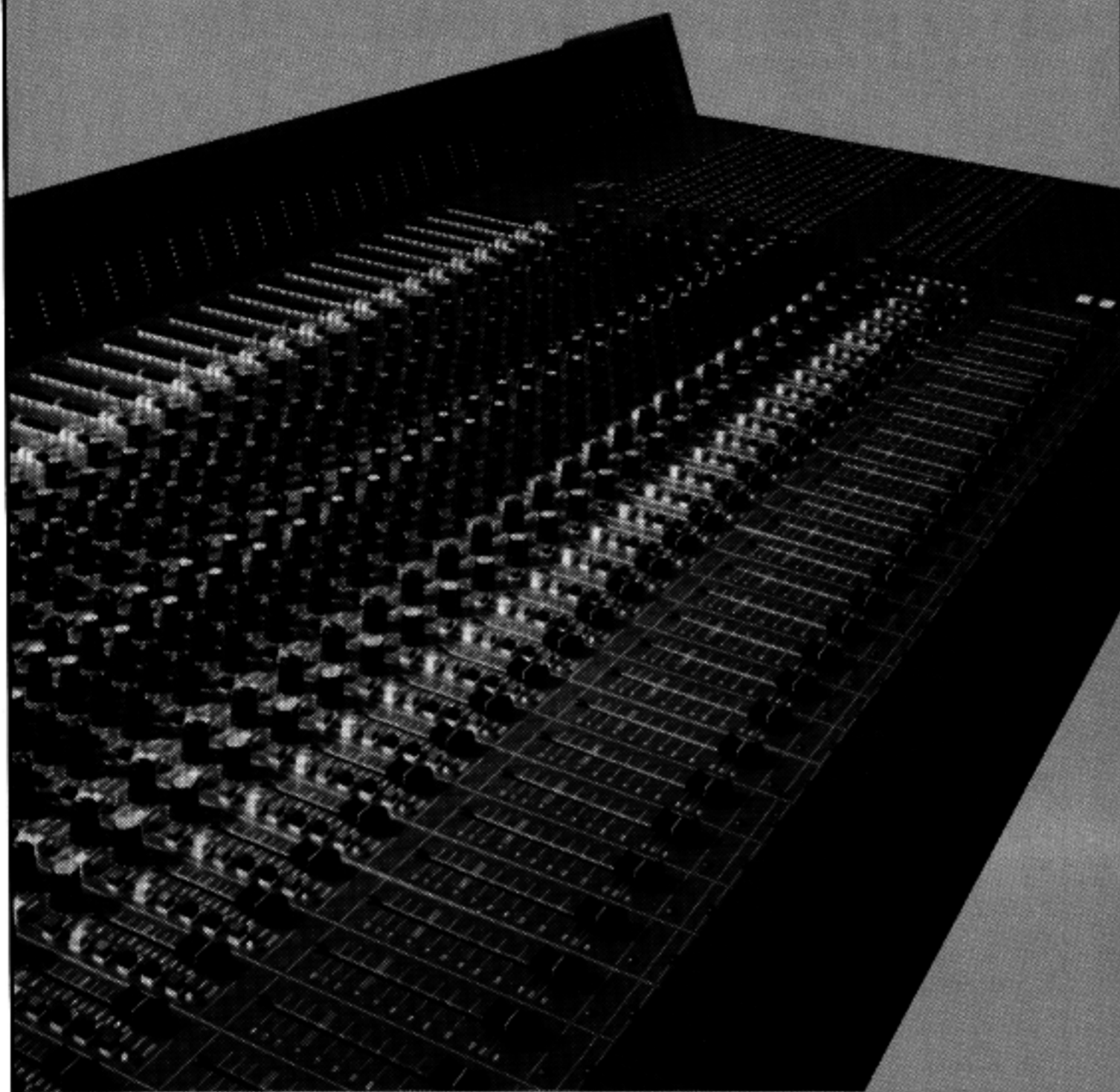
APPLICATIONS

Among recent applications:

- Rawlco Communications Ltd., Regina, to acquire CFMC-FM Saskatoon, changing from 6 kw on 103.9 to 100 kw on 95.1.
- Radio Lachute (1980) Inc. for FM at Lachute, PQ, 3 kw on 104.9 MHz, to replace an AM licence granted in 1984.

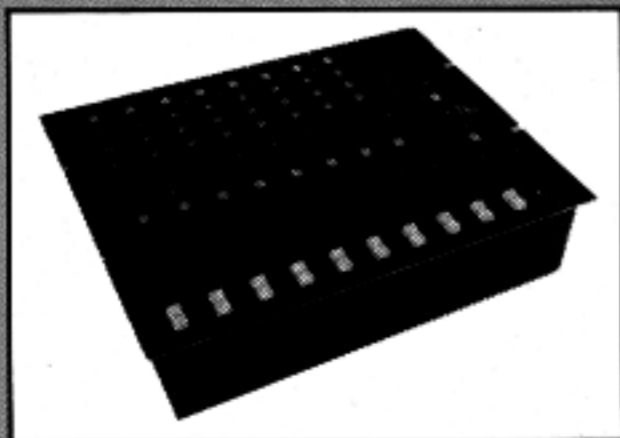
**For Dates of CRTC Public Hearings
Refer to Page 54**

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