

stations in the news

\$20 MILLION PLANT FOR BATON'S NEW CFNT-TV OTTAWA

Baton Broadcasting Inc. has set New Year's Eve as the on-air target date for its newly-licensed Ottawa television station. CFNT-TV will operate on channel 60 with an effective radiated power of 2,809,000 watts.

Nation's Capital Television Inc., a Baton subsidiary, won a favorable decision from the CRTC against four other applications. These included major broadcasters such as CHUM Ltd., and partnerships of Radio Nord/CFPL-TV London, Selkirk and Mid-Canada, and former Standard Broadcasting executives Ed Billo and Larry Nichols.

The CRTC describes the programming proposals of Nation's Capital as 'particularly strong' with 60 hours a week of local programming. The only other private station doing as much local production is CFTM-TV Montreal.

Ottawa-Hull is Canada's fourth largest metropolitan market, with a population of 965,000. Its four English stations capture 86% of the audience, with the four French stations sharing the remaining 14%. One-third of the population speaks French at home, but 60% of their viewing is to

English stations. The CRTC estimates that \$5 to 17 million in untapped local ad revenue is available to the new station.

While acknowledging Baton's extensive broadcast holdings, the commission said the company would be a new television voice in Ottawa, adding to the diversity of services through proposed co-operative productions with its other stations in Toronto and Saskatchewan.

Nation's Capital plans to spend \$31 million on production over the 5-year term of licence, increasing from \$5.6 million in year 1 to \$6.9 million in year 5. Capital expenditures of \$20 million will include \$12 million for a state-of-the-art production facility. Full-time employees will number 138, of whom 48 will be in news and public affairs. They will produce over 24 hours of news programming weekly, with an annual budget of \$2.3 million.

Other major productions include two drama series and a *History of Canada*.

CFNT-TV has undertaken not to solicit advertising in the Pembroke and Kingston markets, and has offered to co-produce programs with CHRO-TV and CKWS-TV.

A related application by the CBC for a rebroadcaster at Deep River, ON, was denied. It was contingent on approval of the Mid-Canada application for Ottawa, in which case CHRO-TV Pembroke would have disaffiliated from the CBC.

CIUT: SHORT-LIVED SUPERSTATION

University of Toronto station CIUT-FM recently had some unexpected audience penetration in Europe. A filtering problem on an intermediate Teleglobe frequency at CIUT's new transmitter location atop the Bank of Montreal building in Toronto caused the station's programming to radiate into an Infosat uplink. The result was that CIUT's signal was beamed to earth stations in Britain, on 11 Ghz.

The problem has since been corrected and CIUT has returned to its normal coverage area. Unfortunately, the British satellite employees have had to revert to calling stations closer to home for their requests...

CRTC ISSUES CBC RENEWAL TO '92

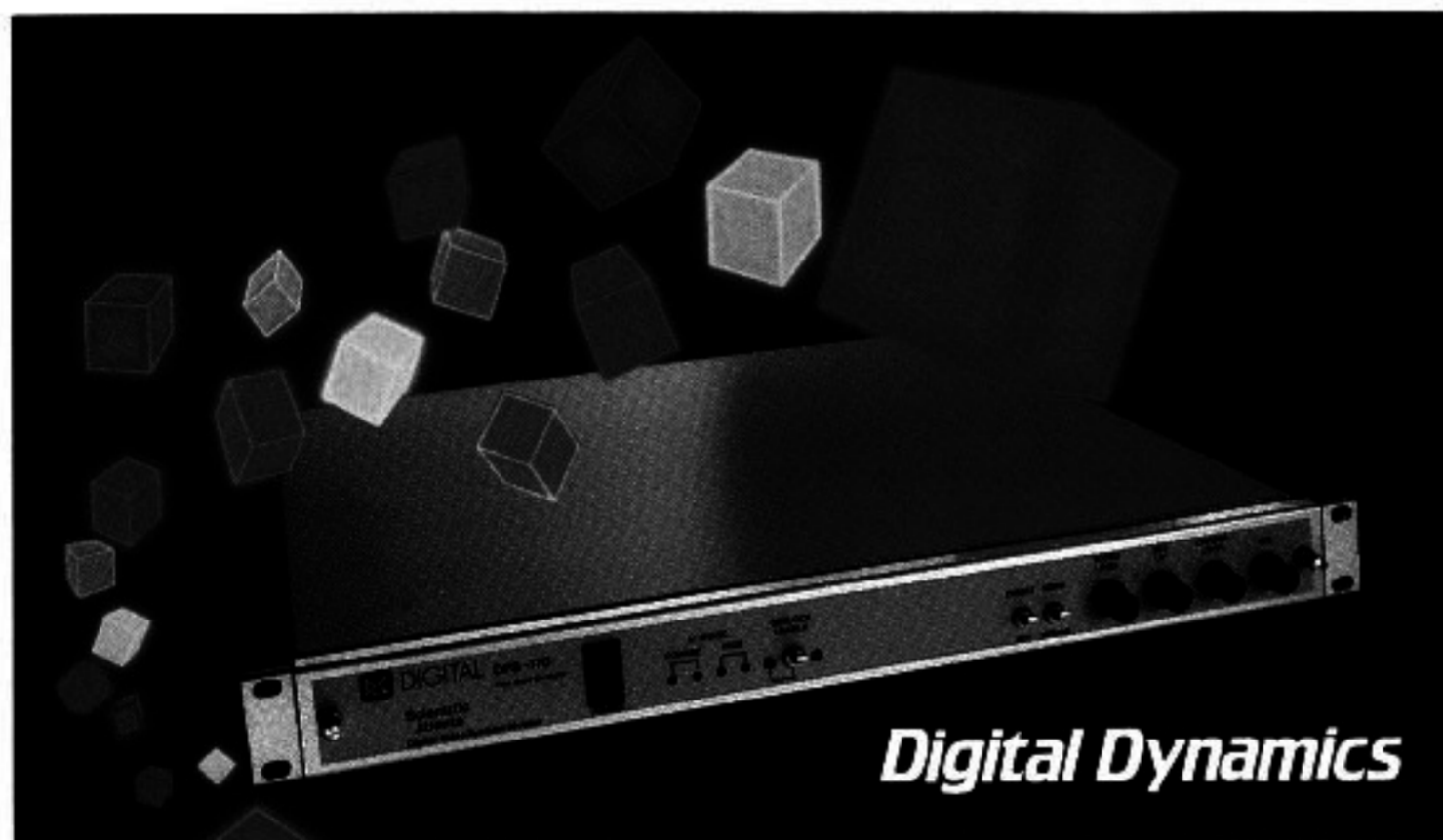
The CRTC has renewed the CBC's English and French television network licences to March 31, 1992. The decision follows an 8-day hearing held last fall—the first major public review of the CBC's performance since 1979.

In its decision, the CRTC detailed 'appropriate long-term objectives' for the CBC, and attached four conditions of licence relating to sex-role stereotyping and advertising to children. In effect, the conditions require the CBC to adhere to its own codes, which must meet at least the minimum standards to which private broadcasters adhere. Also, no advertising may be broadcast during children's programming, and no advertising which is directed to children may be broadcast between programs for pre-schoolers (those intended for children and aired before noon on school days).

Long-Term Objectives Outlined

The commission also provided an outline of what it expects from the CBC in the future. Recognizing current budget restraints, it distinguishes between 'expectations' for the current term of licence and 'long-term objectives' which may take longer to implement. The latter include:

- 90% Canadian content;
- 10 hours per week of Canadian drama between 7-11 pm;



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- a 'fair and equitable balance' of regional and network production
- greater program exchange between French and English networks;
- acquire 50% of programming, other than news/sports/public affairs, from independent Canadian producers (short term objective is 40%, plus some independently-produced documentaries);
- improve northern and native services, also programming for francophones outside of Québec, and reflect role of ethnic minorities in Canadian society;
- closed-captioning of all programs;
- replace all affiliates (report to be submitted within 18 months on extending service to communities of 200-500 population, replacement of affiliates with 'twin-stick' operations where practicable).

CANWEST GIVEN APPROVAL FOR PURCHASE OF VU13 VANCOUVER, PLANS EXTENSION TO ALL B.C.

Canwest Pacific Television, a subsidiary of Canwest Broadcasting Ltd., whose interests include CKND-TV Winnipeg, Global TV, and CFRE-TV Regina/CFSK-TV Saskatoon, has been given approval to acquire 50.1% control of CKVU-TV Vancouver. Don Brinton will move from

Winnipeg to become president of VU13. CanWest's commitments include a \$3.8 million increase in the annual program budget, \$275,000 to establish a news bureau in Victoria, and \$150,000 to introduce 24-hour programming.

New production includes \$3.2 million for 12 one-hour specials by independent producers: four dramas, four musical/variety shows, and four documentaries. There will also be new musical and children's series, and in-house production of weekly arts and business shows. Local programming will increase from 26 to 28.5 hours per week.

Canwest will also spend \$2.2 million on CKVU's mobile and technical facilities, including \$200,000 for 2-way microwave between Victoria and Vancouver.

Israel Asper, chairman of CanWest, said that the company intends to extend VU's signal throughout British Columbia. Subject to CRTC approval, CanWest would spend over \$1 million a year working with local broadcasters to install 'twin-stick' operations.

(As BT went to press, legal proceedings were underway to resolve conflicts between CanWest and Western Approaches' major shareholders, who were refusing to complete the sale to CanWest.)

RADIO-QUEBEC AD CODE ALTERED

The CRTC has lifted restrictions on price mentions in advertising carried by Société de radio-télévision du Québec, but expects the educational network to comply fully with all other provisions of its 1985 Advertising Code. The code provides for up to six minutes per hour of commercials, to be aired only on a network basis and in clusters between programs (or at natural breaks within a program).

Radio Québec is in the midst of a two-year experiment with advertising, which it hopes will make up for budget cuts by the provincial government. In the past two years, grants have been cut by more than \$8 million. Responding to opposition from CHAU-TV Carleton, the CRTC noted that Radio Québec's revenue from advertising represents less than 3% of the total projected for Québec TV stations in 1988-89. The network is to submit a report at the end of the two-year experiment on the sources of ad revenue and its impact on programming.

CFJR WINS BROCKVILLE FM

Eastern Ontario Broadcasting Co. Ltd. has been licensed to operate on FM, 50 kw on 103.7 MHz. Licensee of CFJR, Eastern won out over a competing application by St. Lawrence Broadcasting (CKLC/CFLY-FM Kingston).

The CRTC stated that a joint operation offered the best chance for success with least impact on CFJR, considering the small size of the market. It also favored the format proposed by Eastern as one which would complement existing service on AM, and provide an alternative to WPAC-FM. The nearby Ogdensburg, NY, station attracts 'a significant share of Brockville's audience and advertising dollars' with its Contemporary Hit format.

An intervention by the CBC requested that both applications be denied until the CBC is able to provide FM service in Brockville; however the CRTC favored the Eastern proposal which permits local FM service "at the earliest possible date".

TWO MUSKOKA FM's APPROVED

Telemedia and CFBK Huntsville are the successful applicants for new FM facilities in the Muskoka area of Ontario.

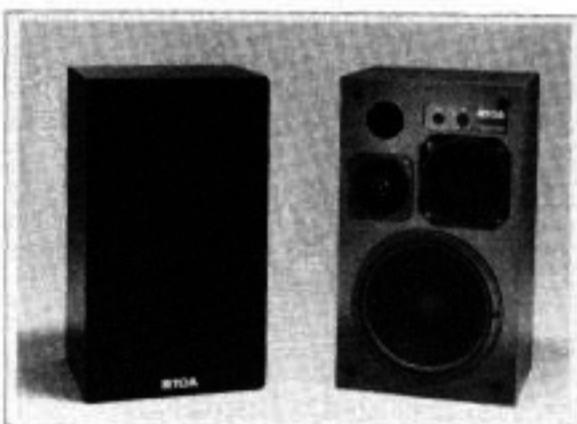
In Bracebridge, Telemedia will team up with CFBK to establish a new station on a Class A frequency to be determined. Their application was approved over one by Hugh and Michael Mackenzie. Both bids were for a Group I format and relied on outside stations (CFBK and CHFI-FM Toronto, respectively) for a major part of the programming.

In Huntsville, CFBK has been authorized to operate on the FM band, in order to overcome severe technical problems on AM. A Class B frequency is to be determined in consultation with DOC, and CFBK will be allowed to simulcast for a 6-month 'phasing-in' period.

Applications: The April 28 Toronto hearing will include applications by:

- Rawlco, Calgary, to buy CFGO Ottawa;
- 699554 Ontario Inc., Toronto, to acquire Rogers' Sarnia and Leamington stations;
- Mid-Canada, to buy CKAP Kapuskasing;
- TVOntario, for rebroadcasters at Cloyne, 50m north of Belleville (57 kw on channel 55); Kenora (58 kw on channel 55); and McArthur Mills, just east of Bancroft (63 kw on channel 42). **BT**

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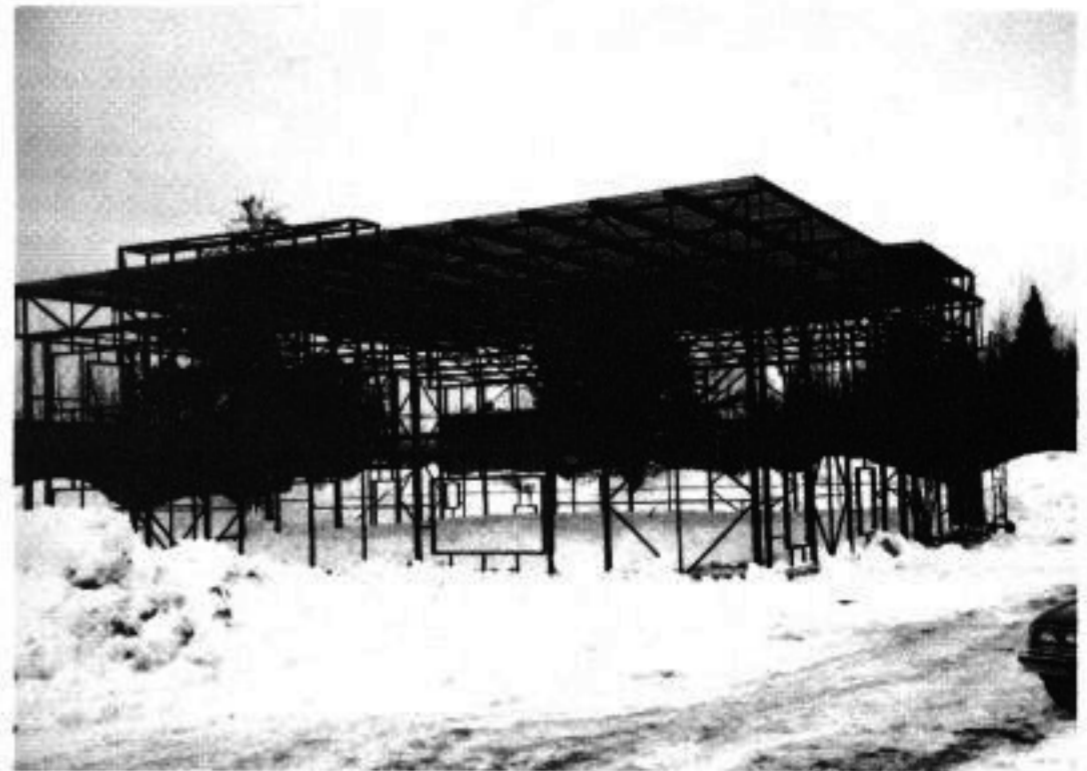
'We buy Used Tubes (Duds)'

CJMO-FM MONCTON TO START ROCKING SOON

By Michael W. Leaman, C.E.T.



Transmitter building and 300-ft tower are being constructed on 5-acre site on Caledonia Mountain, south of Moncton.



Studio building in Moncton Industrial Park will be energy-efficient design, providing 8400 square feet of space on two floors.

Billed as 'New Brunswick's First Album Rocker', CJMO-FM, Rock 103 FM, will be on the air later this spring. Technical director Mike Leaman brings us up-to-date on the work thus far.

On August 5, 1986, the CRTC granted a licence for a group 2 format FM station to a group of Moncton businessmen spearheaded by Rick Gordon. Rick is an 18-year veteran of broadcasting, having worked in various markets from Peterborough and Pembroke, Ontario, to CKOY/CKBY-FM Ottawa and CFOX (now CKO) Montréal. Rick's background, ranging from the all-night show to programming and sales, makes him the natural choice to serve as CJMO-FM's first general sales manager.

Other members of the board of directors include Dr. Mike Crompton, a local orthodontist; businessman Charles Lawson, one of the shareholders of the Moncton Cable System; Doug MacDonald, a Pontiac Buick dealer; and Gary O'Neill, owner of the local Tim Horton Donut franchises and president of the American Hockey

League's Moncton Golden Flames. Other personnel directly involved in the application included Larry McCaw, program director; and Mike Leaman, technical director.

Equipment on order includes:

- towers and transmission line from Dwayne Weese of LeBlanc & Royle;
 - McCurdy 8816 consoles, Revox PR99 tape machines, Technics SP25 turntables, and a CRL FM4G processing package from Debi Yorke at Maruno Electronics;
 - a Gentner VRC-1000 remote control system, Comark coaxial switch, Electro Impulse dummy load, and TFT modulation monitor from Rick Prukner at MSC Electronics;
 - Sennheiser 421 microphones from Comad Communications; and
 - Gentner telephone hybrids and interfaces from Allied Broadcast Equipment.
- Standby power for the transmitter site is provided by a 30 Kw Kohler diesel generator supplied by WN White Company of Moncton.

Transmitter facilities are located on

Caledonia Mountain, south of Moncton, where the 5-acre site includes a 300-ft. tower and a 20' x 24' transmitter building.

Studio facilities are located in the Moncton Industrial Park (just around the corner from Cable Service Ltd.) in a new energy efficient two-storey building. The 8400 sq. ft. building includes on-air and production control rooms and studios, as well as a 700 sq. ft. recording studio to be used in the promotion of local talent. The transmitter building is nearly complete, with work progressing on the studio building—after being hampered somewhat by the major amounts of snowfall that the Moncton area has received this winter. Both studio and transmitter building are being constructed by DACO Construction of Moncton.

Now all that remains is for things to come together in the manner planned, hopefully to meet a late spring on-air date.

Our thanks to Mike Leaman, technical director, for this timely progress report on CJMO-FM.

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STANDARD AND UPI JOIN TO LAUNCH NEW WIRE SERVICE

Standard Broadcasting Corporation Ltd. and United Press International have signed an agreement to provide a new wire service for Canada's radio and television stations. Standard Broadcast Wire, based in Toronto, will transmit a high-speed (1200 words per minute) news service to its clients via satellite.

The new service combines the resources of Standard Broadcast News, which until now consisted of voice reports only, with those of UPI, one of the world's major news-gathering organizations. UPI president Milton Benjamin said the project should "provide coverage of Canada and the world that is second to none".

Canadian input is supplied by Standard's established bureaus in Toronto, Montreal and Ottawa, member stations, and stringers throughout the country.

Interviewed by *Broadcast Technology*, Stu Morrison, general manager of Standard Broadcast News, said that clients for SBW include all Standard-owned stations (Toronto, Montreal, Ottawa and St. Catharines), CKWX/CKKS-FM Vancouver, and CKKW/CFCA-FM Kitchener, with letters of intent from other major broadcasters.

To Be Standard's Sole News Service

Standard president Allan Slight says that SBW will provide a superb and unique

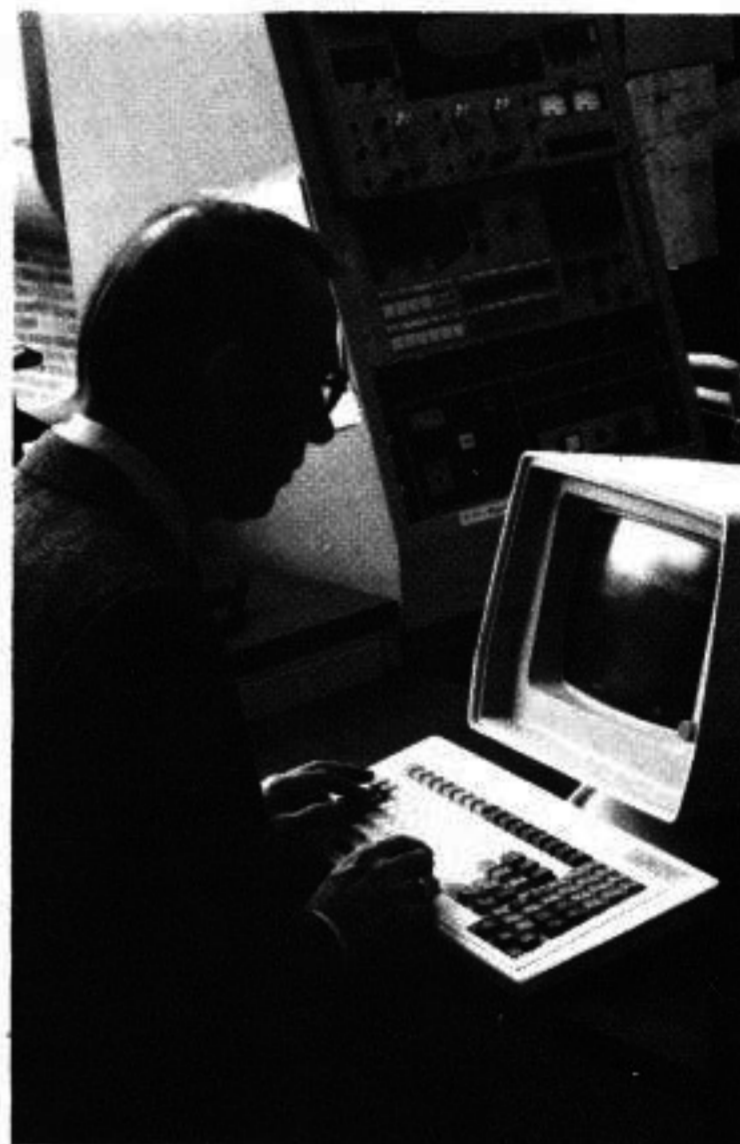
wire service, "created for broadcasters by broadcasters, with input from stations from coast to coast". By the end of this year, the seven Standard-owned radio stations and CJOH-TV Ottawa will drop the Broadcast News service to rely solely on SBN-SBW.

Cost for the service is based on a formula using BBM audience data (for radio stations, 6:30 to 8:30 am). Contracts are straightforward and are for a three-year term, with any increases in the second and third years based on the increase in the Consumer Price Index.

Renews UPI Presence in Canada

Although United Press has been through troubled times in recent years, its product continues to be well-regarded by the news industry. Since the Toronto Sun closed up United Press Canada over two years ago, UPI's Canadian operation has been limited to supplying Canadian news for the U.S. and international market. Morrison says its correspondents here are very good, and as for UPI's sports coverage, "any sports editor would love to have it back".

Many in Canada's broadcasting industry had hoped to see UPC develop into full-fledged competition for CP/BN following a rift which came to a head in November of 1983. The issue was satellite delivery



Stu Morrison, general manager of SBN and its new wire service, SBW, is seen at computer terminal in Toronto newsroom.

of BN services: the broadcasters considered it a top priority, Canadian Press did not. CP accused the broadcasters of trying to take over Broadcast News (a wholly-owned subsidiary of CP, which is co-operatively owned by Canada's daily newspapers) and fired all of the broadcast industry directors on the BN board. The broadcasters set up their own co-op, the EN (Electronic News) Group and there was talk of bringing in United Press Canada and competing head-on with BN.

This plan faded as the economy went into a recession, UPI in the States was in bankruptcy, and CP/BN reversed their stand on satellite delivery and began to aggressively market broadcast services.

Recalling the demise of United Press Canada, Morrison says, "Major broadcasters 'dragged their feet', a number of newspaper clients cancelled, dollars dried up, and UPC was sold to Canadian Press. Broadcasters were back to having only one wire service, and some realized they had let an opportunity slip by."

Last summer, Stu Morrison and Doug Payne, formerly with UPC, drafted a partnership plan with UPI. There was interest, but UPI was coming out of its Chapter 11 bankruptcy proceedings in the U.S. and had a new owner, so plans were put on hold. However, Ken Whitehurst, UPI's

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general manager in Canada, realized broadcasting was 'the way to go' and further discussions soon led to the agreement with Standard.

Fittingly, the EN Group's successor, Seltech, will deliver the service via satellite. A computerized selector system will enable stations to select only those categories of news they require.

Joining Morrison on the staff of SBW are Grace Anobile, senior editor, John Blakey, Roger Bird, Sarah Carnwath, Darin Diehl, Pat Hewitt, Jacqui Paradis and Monica Schmidt. Morrison says Standard and his news team have the will to provide a lean but first-rate service, and he adds, they are "looking for support from those station managers who have been so vocal about wanting a second service". **BT**

RTNDA 1987 MEETING DATES

May 2 (Sat):	B.C. Region—Rainbow Country Inn, Chilliwack
May 9 (Sat):	PRAIRIE Region—Sheraton Hotel, Winnipeg
June 17 (Wed):	Executive Committee—Sheraton Hotel, Hamilton
June 18 (Thurs.):	Board Meeting—Sheraton Hotel, Hamilton
June 18:	CENTRAL CANADA Region—Sheraton Hotel, Hamilton
June 18:	RTNDA NATIONAL CONVENTION—Registration (4 pm)
June 19-20 (Fri-Sat):	RTNDA NATIONAL CONVENTION—Sheraton, Hamilton
June 21 (Sun):	Post-convention Board Meeting (10 am)
Sept. 1-4 (Tues-Fri):	RTNDA INTERNATIONAL CONVENTION Orange County Convention Center, Orlando, Florida

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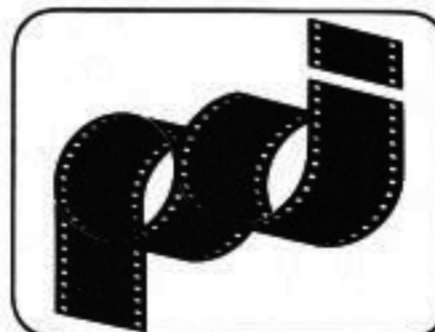
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C A M E R A

Howard Christensen's column:

'Good Humor Makes Most Things Tolerable...'



People...

BN Reporter/Editor **Mike Mitchell** has left the news agency for the glamor of the Toronto Blue Jays. Once a professional baseball player himself, Mike is now the Director of Team Travel and Assistant Public Relations Director. His first chore was to spend six weeks in Florida at Spring training... **Paul McNulty**, a former ND at CKCW Moncton, is now articling at the Toronto law firm of McCarthy and McCarthy. He joins former BN reporter/editor **Owen Johnson**, recently made a partner there... Another legal beagle is **A.R.W.** ("just call me Bob") **Lockhart**. Bob, of CFBC Saint John and Fundy Cablevision fame, and also a former mayor of Saint John, is getting closer and closer to a law degree.

CFSX Stephenville GM **Gerry Murphy**, involved in a terrible highway accident a couple of years ago (now fully recovered), continued his bad physical luck by breaking a leg during Christmas. Gerry didn't have it diagnosed until about mid-January. He's now sporting the latest in knee-high cast fashions.

CFSX ND **Scott Hurley** says Gerry is "still making life miserable" around the station, cast and all. (Note to Scott: Quotes like that are definite CLMs; Career Limiting Moves)... CIDC-FM (DC103) Orangeville PD **Dean Roberts** has a Porsche telephone in his office, a Porsche stick pin, a Porsche pen, Porsche underwear. In other words, Dean has a Porsche Phetish (I love alliteration!). The problem is, Dean drives a Plymouth. If you want the real thing, Dean, ever think about selling mutual funds?

BN Edmonton General Executive **Jerry Fairbridge**, sends word that: Established computerization systems weren't good enough for BCTV. ND **Cam Bell** went to Siscom of Boulder, Colo., to program a Vax system to his specs. It's a neat toy which incorporates a three-dimensional line-up, not only showing who is working on what, but as well allowing the operator to go right through it to see what has actually been done. With his super system, Cam is calling for more news, more information; he's not worried about wasted paper... **Terry Spence**, CFXA Victoria VP, never stops tinkering. The BN Wire is displayed in the news booth on screen. ND **Ed McKenzie** says he has led newscasts with late items right off the cathode ray tube... The lower B.C. mainland is alive with new sounds: **Barry McMaster**, PD at Chilliwack's new STAR-FM (CKSR) is fine-tuning... CIOF Vancouver (1040 AM) has a super signal. That's **Don Hamilton's** new baby... UP Radio (CJUP) Langley has gone contemporary with a sound that GM **Sam Folstead** says is not quite like anything else... Moffat's "Morning Zoo" at CKLG Vancouver must be one of the best of its kind. ND **Stu McAllister** says he's enjoying writing jokes... C-ISL Richmond PD **Arnie Celsie** garnered some great publicity on the TV airwaves during winter ratings. C-ISL and CKLG were featured in stories on promotion campaigns with C-ISL cited for the dramatic audience increases it has achieved... CJJR-FM (JR Country) is winning a Vancouver following with its updated country sound... In the B.C. interior, always positive **Gordon Colledge** has been working long days refurbishing CKAL Vernon, under new ownership.

News...

Overheard from one high profile Toronto broadcaster, "It's great to see another western organization bringing its talents east." The comment followed news that Regina-based Rawlco Communications has worked out a deal with Baton Broadcasting. If the CRTC approves, Rawlco will soon be the new owners of CFGO Ottawa. Rawlco owns radio stations at Regina, Saskatoon and Calgary.

Media accreditation at the 1988 Winter Olympics at Calgary might already be overbooked. The Canadian Olympic Association predicts it may have to turn away up to 400 Canadian reporters. Preliminary surveys indicate that Canada's news organizations want to send more than 800 people to the games. Current allocation, says Communications Director **Frank Ratcliffe**, is 400 reporters and 30 photographers. For the moment, a housing crunch, the cost of subsidizing media working facilities and transportation are the main reasons given for the decision to limit the total number of Canadian and foreign reporters to 5,000. About 3,000 spots have been reserved for



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TV and radio staff from networks which bought rights to the Games.

British Columbia Association of Broadcasters Convention chairman **Tom Peacock**, Pres/GM of CKWX Vancouver, is promising an enlightening and entertaining 40th anniversary convention. Set for April 29 through May 1 at Harrison Hot Springs, this year's theme is *Yesterday and Tomorrow*. Sports events and the President's reception highlight the opening day (golf & tennis). Business sessions take place April 30 & May 1. Nostalgia is the order of the day, with all surviving past presidents on the invitation list. A special feature of the BCAB will be an archives room put together by B.C. Archives. Included will be tapes and films of all the old radio and TV programs. Tom advises that B.C. Archives has a tremendous collection of old shows, shows which may otherwise have been ditched by those broadcasters who could not foresee their value. Sessions include people demonstrating how programming, news and sales were handled in the past and how they will be handled in the future.

The national convention of the Radio-Television News Directors Association takes place at the Sheraton Hotel in Hamilton June 18-20. Convention Chairman **John Best**, ND at CHCH-TV Hamilton, promises a lively, informative and stimulating program including such workshops as Electronic Access to Courts, Contempt of Court and a debate on the Quality of Broadcast Journalism Schools. Participants and speakers already confirmed include Mr. Justice **William Parker**, **Edward Greenspan**, **Morris Manning**, Judge **Thomas Beckett**, **Stuart Robertson**, **Brian Thomas**, MP **Sheila Copps** and Ontario Premier **David Peterson**. Best is also encouraging delegates to bring along their spouses and to spend an extra day or two. Hamilton, he says, offers such attractions as Dundurn Castle, Whitehearn, the fabulous Royal Botanical Gardens, plus excellent beaches and

a giant wave pool. And when you're finished with those, trip off to Niagara Falls. Or Toronto. Or Stratford. Or Niagara-On-The-Lake. Or Buffalo (???)

Marketing...

CHUR North Bay GM **Gary Duguay** has sold a long-term flight of specialized spots which take advantage of the nostalgia fad. A 75 year-old North Bay insurance brokerage wanted to incorporate news actualities from the past into their commercials, which stress the company's longevity in the market. The theme is *Remember When* and fits nicely into CHUR's Gold programming. Gary uses BN's *Audio Datebook*—an audio version of *Today in History*—(bulk-fed Mondays at 11:05 a.m. Eastern) to fill the need of the client and to make for fascinating spots (not to mention some tidy revenues).

Loved the idea in *Radio Only* about retail sales people giving some thought to getting into the "ear leasing" business. That's where you lease your listener's ears to advertisers for 30-seconds, thereby making radio real by talking about ears connected to minds.

The chairman of the Leo Burnett Ad agency, **Tony Houghton**, has told the Queen's University Marketing Association to expect longer and more entertaining TV commercials in the future. He also predicts more retail advertising on TV and better ads. The change to more retail is a reflection, he says, of the altered balance of power between retailers and the makers of national brands. Houghton said longer and more entertaining ads will require some re-thinking about frequency and wear-out.

Basic manners: When did "Can I get" replace "May I have"? →

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Veteran CFRB Toronto announcer/editorial **Bill McVean** has a new syndicated 90-second daily program. *The Bottom Line* is presented in layman's language and is aimed at both the small and large-scale investor. Listeners are encouraged to submit topics. Contact *The Bottom Line* at (416) 638-2000... The TBS overnight show, *Coast to Coast* (C2C), is a roaring success. **Don Pagnutti** says there are now 23 signed affiliates. Don says he's pleased, too, by the number of major market stations showing interest. Don is at (416) 482-9383... The Toronto Star's movie critic, **Ron Base**, is now syndicating his daily two-minute entertainment feature, *Marquee*. Contact is **David Hammond** at (416) 593-7004... *The Canadian Achievers*, 90-second stories from every walk of Canadian life and every corner of the country, is now being syndicated by Drew Marketing. Contact **Dick Drew** at (604) 748-1500.

News handling...

Jim Poling, Broadcast News/Canadian Press Managing Editor, says editing is becoming a lost art and that good editors are becoming scarce. The shortage of editors, he says, "who are not only qualified, but who pursue their craft with zeal, is clearly evident in many radio and television broadcasts, newspapers, magazines and books. Every day we see or hear material that is mediocre, sometimes downright awful, because the gatekeeping is slipshod, or perhaps non-existent." Poling maintains that there are many reasons why media writing and editing must be superior. The most important, he says, is credibility. "Without powerful credibility afforded us by the public which listens, views and reads our reports, we have nothing. Every time a word is misspelled, grammar tortured, relevant facts omitted, or meanings fogged by obscure language, credibility is damaged."

Confusion results when writing is cluttered. Here's a sentence from a nursing journal: "The range of specificity of the theoretical formulations within nursing science varies greatly." This probably means some nursing theories are more specific than others. But the goal of news writers must always be simplicity. This sort of thesis writing should not creep into news copy. BN's **Richard Avery** also notes that it is only the politician running for re-election who ever speaks of "revenue enhancements" when he means tax increases. "Health care facilities" often shows up in place of hospitals. And "full scale investigation:" Does anyone ever call for a half-hearted one?

Eschew obfuscation.

Quickies...

CKSL/CIQM-FM London ND **Al Gibson** called to say he had read my first couple of columns and observed that I've been "keeping company with some strange people." Right you are, Al... CFCN Calgary News Supervisor **Dale O'Hara** writes the kindest rejection letters in the industry... CFAC Calgary's **Gene Lehto** and CFCN Calgary's **Thompson MacDonald** have a knack for working together on common news handling problems. Gene handles the long of them; Thompson the short... Speaking of **Gene Lehto**, he says CFAC was the first radio station in the country to go with a fully computerized news system; that CFPL-TV London was the first TV newsroom to do so... CKFM Toronto ND **John McFadyen** still hasn't quite got the knack of his computer. John says he keeps pushing the wrong buttons... BN Halifax reporter/editor **Dan Dugas** is BN's new Parliament Hill reporter... Ryerson grad **June Kerr** is the new BN Toronto editorial assistant... CFCF Montréal Ops Mgr **John Stubbs** has had a small adventure with the surgeon's blade. All is well, now... **G. Michael Cranston**, former PD at CHNS Halifax, is new morning man at CKSO Sudbury... CFRB Toron-

to reporter **Hal Vincent** and his gorgeous wife, **Sheree**, expect another Vincent in August, company for big brother, **Sean**... When TBS' **Dani Eisler** says "I'll see you in the movies," she really means it (I liked *Star Trek IV*, too, Dani)... CHUR North Bay's new morning man/PD is **Len Robinson**, late of CKBY-FM Ottawa... **Lundy Sanderson**, ex of Ottawa's Algonquin College, is new ND at CHWO Oakville... **Guus Hazelaar**, Ops and ND at CJOY Guelph, has been involved with his community for some time; now he's visiting public schools discussing news writing style... **Rick Gordon**, Pres/GM of CJMO-FM Moncton, tells a chillingly believable story of life after death, then back to life again... Long-time CKGB Timmins ND **Heather Thompson** has left the northland. She and husband, Don, have moved to Powassan, Ont., where Heather hopes to land some stringer duties. Moving into Heather's job is **Bob MacIntyre** of CFCH North Bay... Still with CKGB, station accountant **Anne Brillinger** is one of the classiest people in the business... **Frank Hilliard** has left his reporter's job at CFPL-TV London for private business... **Joe Leone** is programming CFYN Sault Ste. Marie after three years at CFCF Montréal... **Mike Brillinger** is new ND at CKCY Sault Ste. Marie... **George Rutherford** is now doing news at CJLB Thunder Bay... CFCO Chatham has two new news people: **John McFadden** from CKLY Lindsay and **Gord Dougan** from CKOT Tillsonburg... Skeena Broadcasters at Terrace have Marketing Co-ordinator **Gurmeet Singh** on board. She arrived at CFTK from CKLG/CFOX Vancouver... **George Richard** is doing news at CHTK Prince Rupert after graduating from Vancouver's BCIT... **Peter Nelson** is now at CFCH North Bay, from CKJD Sarnia... CKAT-FM North Bay has added **Chris Kelly** from CJCS Stratford... CHEX-TV Peterborough news producer **Doug Martin** has gone to the *Financial Post*... 'Total' **Tony Pannacci**, ND at CKVR-TV Barrie, just got back from a two-week shoot in Ecuador... and Newsradio Ottawa Bureau Chief **Fred Ennis** says radio announcers have small hands because they need 'wee paws' for station identification...

Kicker...

In a far away land (Ottawa), not too long ago (forever), four young up-and-comers got caught-up in a bit of mischief-making at a local radio station. The four? Front Page Challenge's **Fred Davis**, **Robert McNeil** of PBS McNeil-Lehrer Report, CFRA Ottawa GM **Terry Kielty** and CKCY Sault Ste. Marie Ops, VP **John Meadows**. Davis, known as Mr. Cool by his colleagues, was host of a CFRA game show called *Casino*. One day he asked for sound effects of a door slamming to be prepared for an upcoming program (there were no taped effects back then). The maintenance man built a 3' by 4' box with a door on it. Meadows and McNeil had been conspiring for weeks on how to break Davis up on-air. With the box they saw their chance. The 6'-plus McNeil folded himself into it just before air-time (and before Fred arrived). Meadows was hiding behind a studio door. Just as Davis was announcing "The Five-Thousand Dollar Jackpot," McNeil knocked on the box. Fred couldn't believe it and kept on with his live show. McNeil opened the box door a tad. Davis, still on-air, saw fingers and said, "My God, somebody's in there." Terry Kielty, PD at the time, came running and laced into Davis for breaking format then stormed back out. McNeil was still hiding in the box; Meadows was apoplectic behind the door. Davis carried on with the show. Meantime, McNeil's tall body couldn't abide the confining space anymore and he crawled out. Davis, 'Mr. Cool', said on-air, "Holy smokes, how'd you fit in there?" and broke up in uncontrollable laughter. Meadows and McNeil made a bee-line out of the studio as Kielty came storming through the station again, heading for 'Nothing-can break-me-up' Davis.

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

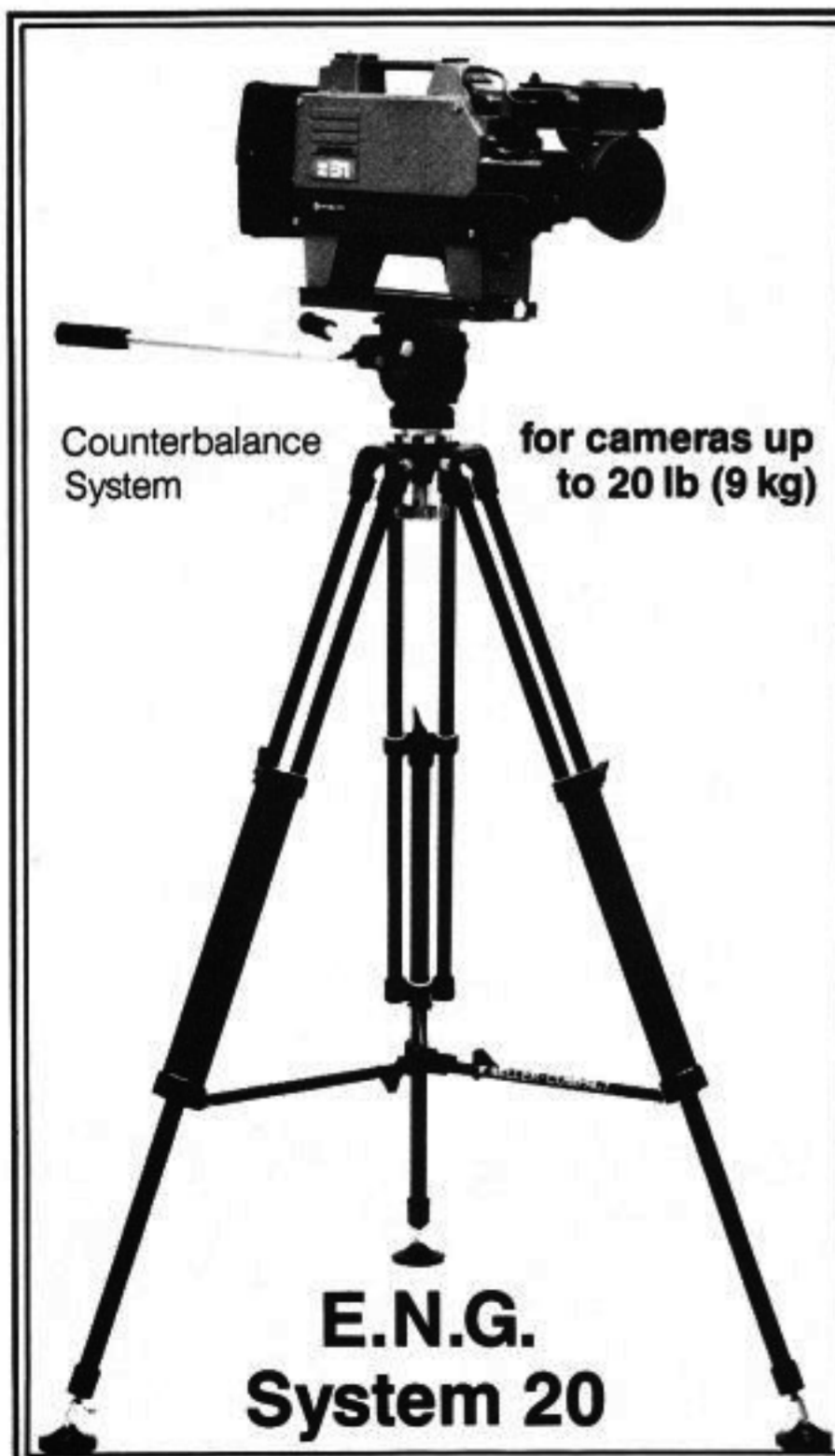
BROADCAST BEAT

by Phil Stone

What's **Joel Aldred** doing these days? We caught a television clip which identified him as marketing consultant for the McMichael Art Collection, the well-known gallery in Kleinburg, Ontario, northwest of Toronto... **Kai Parker**, copy chief at CHWO Oakville/CJMR Mississauga, has retired after 27 years of service... Ad agency veteran **Francois Laganiere** joined COGECO, operators of CKTM-TV Trois-Rivières and CKSH-TV Sherbrooke, as national sales manager... Moffat moves managers (radio): **Ray Hennessey** from Winnipeg to manage CKXL/CHFM Calgary; **Keith James** from CKXL/CHFM to CHAM Hamilton; and **Don Kay**, from Hamilton to replace Hennessey at CKY/CITI-FM Winnipeg... **Pamela Shanks**, who was with TVOntario before joining Access Alberta, was appointed director, Revenue Development, by Access... Among his other activities, the ubiquitous actor/director **Al Waxman** has been appearing on General Motors TV commercials... **Ross Dann**, who was with Paul Mulvihill Ltd., became general sales manager for **Bob Redmond's** new CJEZ-FM Toronto... The disk jockey will be somewhat immortalized by **Robin Williams**, who in his next picture plays an airman doubling as a dj. The character in William's role has an irreverent sense of humor which wins the admiration of servicemen, but incurs the wrath of army brass in the Saigon of the mid-60s. (Somehow there is a familiar parallel here)... From **Pat Beatty's** newsy Broadcast Executives Society column, we learn that **Wally Shubat** has left Standard Broadcast Sales and is now with McClear Place Recording Studios, and **John Spragge** is president of Calbom... Date for the *Bessies* is May 7th at Toronto's Sheraton Centre...

Mike Duffy, it is said, turned down an offer to become director of the school of journalism at King's College in Halifax to remain with the CBC as a reporter. Apparently the 40-year-old Duffy truly enjoys bringing *The Word* from Ottawa to CBC viewers... **Peter M. O'Neill**, with CTV since 1968, was promoted from controller to vp, finance... The recent issue of *Content*, the magazine for journalists, dealt with women in the media and writer-broadcaster **June Callwood** had some potent things to say: "The complaint," she wrote, "that was heard 10 years ago is with us still; women do the research and men make the decisions. It's woman-power that puts the CBC's prestigious news show *The Journal* together, but men decide what stories will be aired; at the *Globe and Mail*, women journalists cover major stories in Toronto, but men get assigned to the bureaus; women do a larger percentage of the writing at *Maclean's* but the masthead is dominated by men." The same issue of *Content* tells us that **Pierre Berton's** son **Paul** is in journalism, working at the *London Free Press*. Also noted: **Donna Lee Williams**, from CHWO Oakville, and **Cathy Sobocan**, from CKOC Hamilton, both joined CKEY Toronto... Among nine businesses honored by UNICEF Canada for their support: CTV, Global Television, and CKO Radio... The interview with **Bob Munro** in this issue of BT was conducted at Southam's 150 Bloor Street West offices. By the time this appears in print they should be in their new location at 20 York Mills Road, telephone 733-3000...

The U.S. National Religious Broadcasters' (NRB) directory reveals, according to **Tom Harpur** in the *Toronto Star*, that



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some 20 new religious radio stations and two TV stations are being opened every single month! At last count, there were 1,370 radio stations with a mainly religious format, up from 1,069 in 1977. Even more impressive, says Harpur, is the increase in religious TV stations, from 65 in 1982 to 221, and still growing... General Electric, which took over RCA last June, is giving RCA's renowned industrial research facility in Princeton, New Jersey, the birthplace of color television and the site of pioneering electronics research, to SRI International of Palo Alto, CA. SRI is one of the largest non-profit consulting and research firms in the U.S.... **Jim Birchall**, who was a news assignment editor at CITY-TV Toronto, joined Hill & Knowlton, Toronto... CKND-TV Winnipeg has expanded its Sunday night *First News* from 15 minutes to 30; reporter **Dawna Friesen** has joined **Don Marks** as co-anchor... In the early pre-rock days, one of our favorite songsters was **Margaret Whiting**. Through publicist **Whitey Haines**, we had the pleasure of spending a good deal of time with her when she was on a promotional tour in Toronto, and later got together with her at a recording session in Los Angeles. She has now written a book titled after one of her great hits: *It Might As Well Be Spring*... **Sid Kessler**, the legendary jingle king, appointed **Dan Amadori** president of The Kessler Group. It provides creative and production services for advertisers...

Three half-hour short Canadian stories, dramatized by Atlantis Films of Toronto and shown on Global TV, were sold to the TV network in The People's Republic of China... **John Michael**, who came to CKTB St. Catharines from CJRN Niagara Falls about three years ago as an outspoken phone-in host, has returned to 'RN. He'd been there for 18 years before the stint with CKTB... **Dan Iannuzzi** named **James B. MacDonald** station manager and director of operations at CFMT-TV Toronto... Subject to CRTC approval, Baton Broadcasting will sell CFGO Ottawa to Rawlco Communications, which operates CJME/CIZL-FM

Regina, CKOM/ CFMC-FM Saskatoon, and CFFR Calgary... CKO Radio announced two major promotions: **Robin Glenny**, with CKO some four years, moved from vp, sales/marketing to vp, manager of the new network/national sales division; and **Bob Paterson**, with CKO about two years, was named Toronto gsm... One of the giants in the entertainment field is Opryland USA Inc. It owns the Opryland theme park, Grand Ole Opry, The Nashville Network, two radio stations, a television syndication company, and now, according to AP, has launched '16th Avenue Records' with **Charlie Pride** as its first artist...

At age 79, **Milton Berle** hasn't hung up his gag book. He hosted recently a one-hour syndicated TV special of his favorite *Texaco Star Theatre* skits from the 1940s and '50s. His book *B.S. I Love You* is to be published this fall; meanwhile, his first short story—about a stand-up comic—appeared in the March issue of *Redbook* magazine... Toronto Argonauts have signed a new 3-year contract with CFRB Toronto, renewing exclusive radio rights to all home games... Belated but sincere congratulations to 'RB, which turned 60 in February... At age 70, **Larry Henderson**, the newscaster who became editor of the *Catholic Register*, is still active. Living in Mississauga, ON, he acts as contributing editor to *Challenge*, a Catholic monthly based in Manitoba... **Rue McClanahan**, the 48-year-old star of *The Golden Girls*, plays the part of a male-minded woman on the hit sitcom. In real life, she's been married five times... Wonder why some Canadian talent leaves to work in the U.S.? **Linda MacLennan**, who left *Canada AM* to be a news anchor at WBBM-TV Chicago, is reported to be getting \$400,000 a year... Appointed to the Ontario Film Review Board were **Bob Payne**, CKEY Toronto newsman, and **Anda Alexander**, a cable TV producer/host in Timmins. Cookbook author/columnist **Sara Waxman** was promoted to vp—she's **Al Waxman's** wife... **Michael Vaughan**, formerly with CBC as a national reporter and co-host of the

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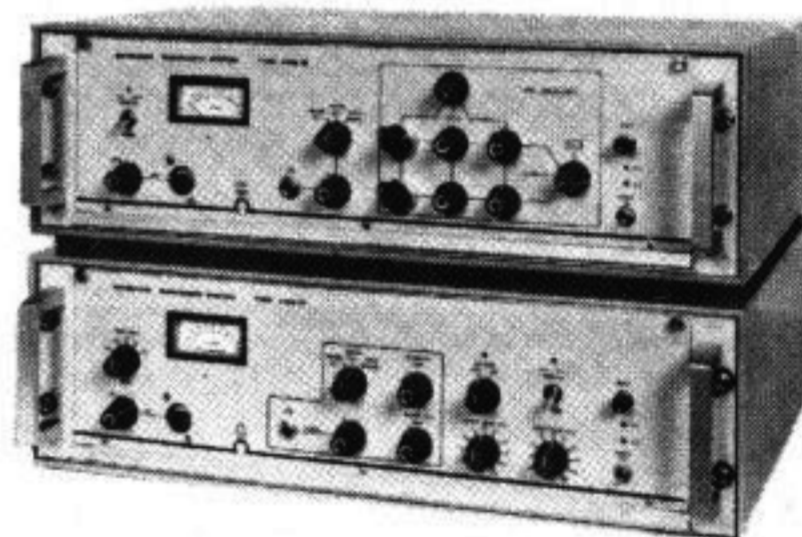
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business program *Venture*, became vp, communications at Magna International Inc., said to be Canada's largest manufacturer of automobile components... CBC star **Tommy Hunter** was inducted into the new *Canadian Country Music Hall of Fame*. A man many will remember fondly, **W. Harold Moon**, was among those inducted posthumously... Look for BT's interview with **Stu Morrison**, elsewhere in this issue, on the agreement between SBN and UPI to provide a new wire service for radio and TV stations in Canada. Standard Broadcast Wire, carried via satellite, will offer Canadian news as well as UPI reports... **Doug Coupar** was named director of communications/research for ACTRA... **Ron McLean** of *The Leafs on CHCH* and *Hockey Night in Canada* is a certified CAHA referee...

OBITUARIES: We were one of many who had the privilege of knowing with affection **Cy Strange**, who died at age 72. In a *Voice of the Pioneer* interview last fall, he observed: "If 'work' is really the word that some say it is, then I've never 'worked' a day in my life. I've enjoyed every day of my more than 50 years." As Susan Grant, publicity co-ordinator for CBC Ontario wrote, "Cy has given enjoyment to many thousands of radio listeners. He will be greatly missed"... Another major CBC figure, **Drew Crossan**, died of emphysema at 67. He produced many of CBC-TV's most popular programs including *Wayne and Shuster* and *Cross Canada Hit Parade*... **Danny Dineen**, the professional violinist who played in orchestras on TV in the 1950s and '60s died at 83... **A. Davidson Dunton**, chairman of the CBC from 1945 to 1958, was a great Canadian whose imprint lingers on all Canadian media. He died at age 74... **Hugh Mills**, a prominent Nova Scotia businessman, died at 88. For 30 years he was also a broadcaster, hosting *Uncle Mel's Junior Radio Stars* which helped to launch the careers of a number of well-known Canadians, including John Fisher, Austin Willis and Betty-Jean

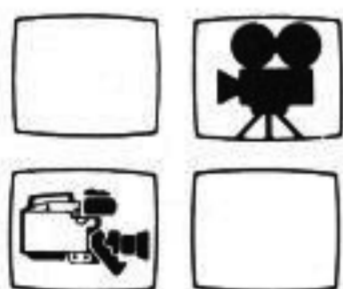
Ferguson... **Gladys Sinclair**, widow of the legendary Gordon Sinclair, died at age 88. When her husband died in 1984, they had been married for some 58 years. Their three sons are Gordon, Jr., news director at CJAD Montreal; Donald, a retired executive; and John (Jack), a film technician... Dead at 73 is **George Tibbles**, the composer-writer who put Woody Woodpecker's mischievous laugh to music. The tune, recorded in 1948 by Kay Kyser, won an Academy Award... **George Duthie**, the CKVU-TV Vancouver newsman who passed away after a brief illness at age 45, was a 25-year news veteran who had worked for CTV in Toronto and Ottawa... And it is said that the late, colorful performer, **Liberace** for a time was a pianist at the Prince George Hotel, once a Toronto landmark at King and York Streets.

The Australian Tourist Commission is spending \$400,000 on TV and radio spots in Ontario and B.C.—they feature **Paul Hogan**, star of the hit movie *Crocodile Dundee* and of the TV spots for Foster's Lager. Some 40,000 Canadians visited Australia in 1986 and it's hoped that the number will increase to 70,000 by 1988, Australia's bicentennial year... The CAB has published a new Voluntary Code on Violence in Television... **Some sports notes:** At least 78 Toronto Blue Jays games will be on TV this season—40 on TSN, 35 on CTV, and three on NBC... TSN's **Jim Hughson**, who does NHL hockey, will also be doing play-by-play for the Montreal Expo's games... Popular personality **Fanny Kiefer** has a new feature, *Expose*, on VU13. The long-time CJOR producer/broadcaster is Vancouver's only female open-line host ... A movie of interest: **Woody Allen's** *Radio Days*, about the golden age of radio and how it affected the lives of its listeners. Of course, those under 35 who were born into the age of TV might not appreciate its significance unless they go to see it with a seasoned interpreter... It really is a family affair in Vancouver City Council: **Art Phillips** is mayor, his wife is an alderman—**Carole Taylor**, former host of CTV's *Canada AM* and *W5*... There was an interesting anecdote in *Maclean's* about how **Morley Safer** got his job with CBS' *60 Minutes*. **Stanley Burke**, former anchor for CBC's national news, applied for a job with CBS in 1964. He sent a tape of a roundtable discussion of world events by several CBC news people, including Safer. The CBS executives watched the tape and—you've guessed it—hired Morley... **Akio Morita**, chairman and co-founder of Japan's Sony Corp., is to be honored on May 29th with the University of Manitoba's 1987 International Distinguished Entrepreneur Award... CITY-TV Toronto bought *The Oprah Winfrey Show* for airing next September—weekdays at 10am, with a one-day pre-release ahead of WKBW-TV Buffalo... This is the last season for CBC-TV's *Seeing Things*—after the current episodes conclude it will go into re-runs... *Like father, like children?* **Rosie Shuster**, daughter of Frank (of *Wayne and Shuster*), is a comedy and sketch writer for *Saturday Night Live*. **Steve Shuster**, Frank's son, is trying to make it as a stand-up comic... Two women who for 15 years reportedly harassed CITY-TV personality **Dini Petty** because she allegedly didn't show up to speak at their school in 1970, were given conditional discharges for threatening bodily harm to her... **Terry Steele**, formerly of CHUM, and **Don Williamson**, ex-CKEY, are both working weekends at CKFM Toronto... **Andy Rooney**, the *60 Minutes* personality, once wrote radio scripts for **Arthur Godfrey** and **Gary Moore**... CITY-TV weekend anchor **Terrilyn Joe** left for *Canada AM*... **Johnny Lombardi's** CHIN Toronto was given CRTC approval to boost nighttime power from 15 to 50 kw... The deal by which Power Corp. bought a number of Ontario and Quebec stations is said to have been worth nearly \$36 million in Power stock. Katenac Holdings Ltd. and Prades Inc. had been owned (about 50% each) by **Paul Desmarais**, chairman of Power, and **Claude Pratte**, a Québec City lawyer...

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people in the news

• Atlantis Films—**Cindy Hamon-Hill** appointed director of development.

• CBC—**Robert Blackwood** named head of development for CBC Radio.

• CMX Corp.—**Simon G. Shaw** appointed manager of customer service for Europe, Africa & Middle East, based in Amsterdam. Formerly with U.K. distributor F.W.O. Bauch Ltd., he replaces **David Orr**, now at CMX corporate marketing in California.

• CRTC—**Rosalie Gower** completed her term as a full-time commissioner on March 31, 1987.

• CTV—**Nancy Wilson** has taken over as co-host of *Canada AM*. She replaces **Linda MacLennan**, now at WBBM-TV Chicago, and like MacLennan, comes to CTV from *Newsline* on CJOH-TV Ottawa.

• CKNX Wingham—founder **W.T. 'Doc' Cruikshank** has been posthumously appointed to the Broadcast Hall of Fame and to the Ontario Agricultural Hall of Fame.

NEWSMAN ACTIVE IN COMMUNITY



Douglas Miller, news anchor and weatherman at VU13 Vancouver, is seen kicking off the 1987 Kinsmen Mothers' March. He is honorary spokesman for the campaign, which supports services for the handicapped. Miller is also president of the SPCA Vancouver chapter.

• Closed Caption Development Agency—appointments include **Jean Cabral** to vp operations and **Ken Bruder** to industry consumer liaison.

• Federal Communications Commission—Toronto-born **Mark Fowler** is resigning as chairman. He will be replaced by commissioner **Dennis Patrick**, 35.

• GNB Batteries (Canada) Inc.—**Dave Roberts** appointed sales/service rep for southwestern Ontario.

• Gould Marketing Inc.—appointments include **Bruno Pinard** to national service manager and **Daniel Seguin** to senior service technician.

• Instrument Rentals Canada (IRC)—appointments include **John Small** to Canadian sales manager; **Joe Tomlinson** to sales rep (Ottawa-Hull-eastern Ontario); and **Pierre Brillon** to sales rep (Quebec).

• LeBlanc & Royle Telecom Inc.—recent appointments include: **Donald G. Marshall**, vp engineering; **Nancy E. McGee**, vp finance and administration; **Keith E. DeBelser**, vp products division; and **James E. Denyer**, vp services division. **Marcel Simard** replaces **Gerry McPherson** as branch manager of the St. Hubert office.

• Ontario Ministry of Transportation and Communications—**Martha Fletcher** named manager, TV/radio policy office.

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