

stations in the news

SELKIRK STAYS PUT

Southam Inc. has increased its holdings in Selkirk Communications Ltd. non-voting shares to more than 50 per cent from 42 per cent. The Southam move followed a bid by Rogers Communications for control of Selkirk. Toronto-based Selkirk operates 14 radio stations and three television outlets in Canada and has interests in three other TV stations among its holdings. Southam generates most of its annual revenue from daily newspapers and commercial printing. Southam president John Fisher serves as Selkirk chairman while vice-president George Meadows is a Selkirk director and its acting president.

NEW LICENSES APPROVED

- The CRTC has approved an application by Bayshore Broadcasting Limited for an English-language FM licence to serve Owen Sound, Ontario. Bayshore currently operates CFOS-AM Owen Sound. In the same decision, the CRTC denied an application from CKNX Broadcasting Ltd. of Wingham, Ont., to establish rebroadcasters for CKNX-FM Wingham at Owen Sound and at nearby Meaford.
- The CRTC has also approved Ontario's first French-language community radio station, to be located in the northern Ontario community of Hearst. Radio de l'Épinette Noire Inc. will be only the second French-language community radio station outside of Quebec.
- In other recent decisions, the CRTC approved an application from **CFNJ-FM Saint-Gabriel-de-Brandon, Quebec** for a power increase from 396 to 3,000 watts and from **GBNAT-Baie Verte, Newfoundland** for an increase in power from 3,400 watts to 8,800 watts.

CHANGING HANDS

- Okanagan Broadcasters Ltd., owner of Kelowna radio stations CKOV and FM-104, has been purchased by Seacoast Communications Group of Victoria. Okanagan Broadcasters has been owned by the Browne family for 56 years and is headed by Jamie Browne. Seacoast is a subsidiary of CFAX Victoria, owned by Mel Cooper. CRTC hearing into the sale is expected to be held in March.
- Mid-Canada Communications, which owns radio and TV stations in northern Ontario, has agreed to purchase CKCY 920 Limited of Sault Ste. Marie, Ont. CKCY operates Sault Ste. Marie radio stations CKCY and Q104-FM and CJWA Wawa. The sale is subject to CRTC approval.

• The CRTC has approved the transfer of effective control of CJMF-FM Quebec City to Cogeco Inc. through the transfer of common voting shares from Michel Noel, Jean-Marc Carpentier, Martin Brandl and Claude Thibodeau. Cogeco, controlled by Henri Audet, has major cable TV and television interests in Quebec and has recently launched a program of radio station acquisitions.

AWARD WINNERS

A Vancouver TV station and a New Brunswick radio station were among the winners at the International Crimestoppers' conference held recently in Casper, Wyoming.

CKVU-TV Vancouver won for the best television re-enactment production for 1987. VU13/Greater Vancouver Crimestoppers' re-enactment of *The Babes in The Woods* was picked as the best from among 700 entries from around the world. The program re-enacted the 1947 murders of two young Vancouver children in the city's Stanley Park. It was produced and directed by CKVU reporter Grant Fredericks.

CJCJ Woodstock won the radio production award for its Crime of the Week re-enactment. The New Brunswick station also won a First Place for production of the best Public Service Announcement in North America.

LICENCE BID REJECTED

Competing applications for an English-language FM station to serve the Courtenay/Campbell River areas of B.C.'s Vancouver Island have been rejected by the CRTC. The Commission, in rejecting the applications, said it was not satisfied that the area could support introduction of a new radio service at this time. The applications came from Gordon M.

Leighton, representing a company to be incorporated, and from CFCP Radio Ltd. A second application by Leighton to establish a rebroadcasting station at Port Alberni, B.C., also was denied.

MOUNTAIN FM SEEKS CHANGES

Mountain FM Radio Ltd. of British Columbia is seeking technical changes to improve the signal quality of its six stations. Mountain is asking the CRTC for approval to:

- Change the frequency of CISQ-FM Squamish to 104.7 MHz from 98.3 MHz and increase its effective radiated power from 2,400 to 20,000 watts.
- Increase effective radiated power for CISW-FM Whistler from 380 to 930 watts.
- Increase effective radiated power for CIPN-FM Pender Harbour from 3.3 to 350 watts.
- Increase effective radiated power for CISW-FM Sechelt from 4.8 to 350 watts.
- Increase effective radiated power for CIEG-FM Egmont from one to 50 watts.
- And increase effective radiated power for CISP-FM Pemberton from 46.4 to 750 watts.

Among other applications to be considered by the CRTC:

- Selkirk Broadcasting Limited, for an increase in effective radiated power from 64,000 to 100,000 watts for **CIRK-FM Edmonton** and a change in transmitter site.
- Kawartha Broadcasting Company Limited for an increase in night-time power from 5,000 to 7,500 watts for **CHEX Peterborough** and a change in transmitter site.
- Westcom Radio Group Ltd. to amend the licence of **CILQ-FM Toronto** to use its SCMO sub-carrier for distribution of a financial information service.

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CTV AGREEMENT FILED

The CTV Television Network Ltd. has filed a new affiliation agreement with the CRTC. Although the agreement was to be made public only after examination by the CRTC, it apparently left untouched the touchy ownership issue and confined itself to such issues as revenue-sharing arrangements between the network and its affiliate stations, and their respective programming responsibilities.

Meanwhile, the CRTC has set Jan. 26 as the start of a public hearing into another matter that will impact on CTV—the sale of Ottawa's CTV affiliate CJOH-TV by Standard Broadcasting Corp. Ltd. of Toronto to Baton Broadcasting Ltd., also of Toronto, for a reported \$85,000,000. Baton, owner of Toronto's CFTO-TV and the CTV affiliates in Saskatchewan, is CTV's most powerful partner.

MEDIA LIBRARY ESTABLISHED

The Radio-Television News Directors Foundation of Canada has established a print library for broadcast journalists. Foundation President Don Johnston announced first publication in the Charlie Edwards Media Library is "The Law and the Media" by British Columbia lawyer Johnathan Festinger.

The print library is a companion to the Foundation's recently-established video library. Both are named after the late Charlie Edwards, first general manager of Broadcast News Ltd. and one of the founders of the Radio-Television News Directors Association of Canada.

In announcing publication of the first entry of the Foundation's media library, Johnston said it would "provide a most interesting insight into many legal issues, problem areas and pitfalls journalists

could well find themselves in through dealings under the law and in the courts. It is a reference work that should be in every newsroom in the country."

Johnston said the Foundation plans future publications on such topics as prior restraint, management development, budgeting, business reporting, dealing with crisis and terrorism. A RTNDF binder has been designed to hold the various publications.

"The Media and The Law" is available for \$12.95 with a one-time cost of \$9.95 for the binder. Both can be ordered from:

RTNDF Library
219 Roslin Ave.
Toronto, Ont.
M4N 1Z5

Cheques should be made payable to RTNDF of Canada.

'Bessie' Reminder

Television stations and advertising agencies are reminded that the deadline for entries to the 1988 Bessie Awards competition is January 31. Award winners in the 25th annual Bessie competition will be an-

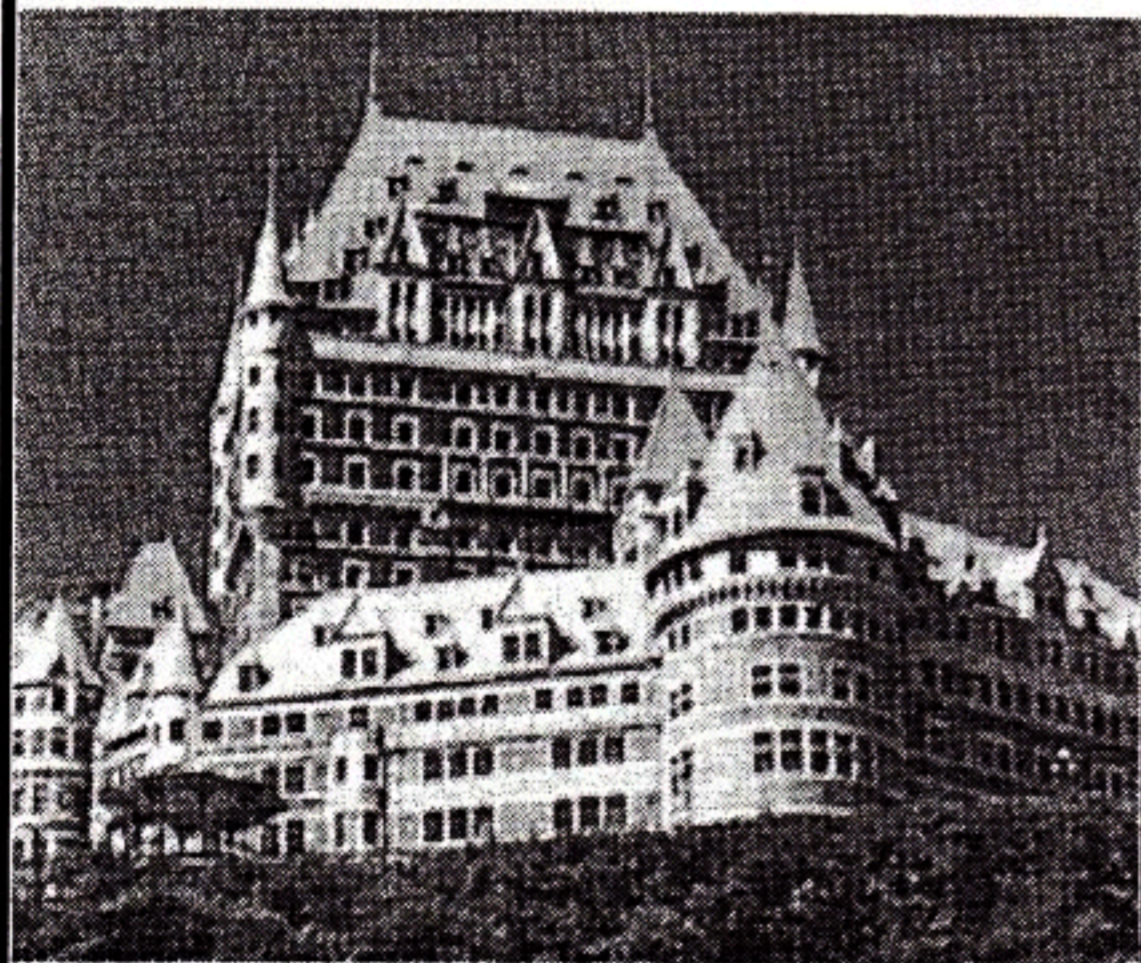
nounced during ceremonies at Toronto's Sheraton Centre on April 28.

The Bessie awards competition is sponsored by the Television Bureau of Canada in conjunction with the Broadcast Executives Society.

The competition is open to English television ads aired in Canada between March 1, 1987, and Feb. 29, 1988.

Further information or entry forms can be obtained by phoning TvB member services in Toronto at (416) 923-8813.

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New BCTV Mobile 'On Target' for Olympics



Although it wasn't meant to be a blessing in disguise, a major fire eventually presented itself as an opportunity for BCTV engineers.

Returning to Vancouver from a production shoot in Calgary, BCTV's 33-foot TV mobile began to smolder and suddenly burst into flames while being towed along the Trans-Canada Highway. The resulting major damage retired the unit and left BCTV in a bind.

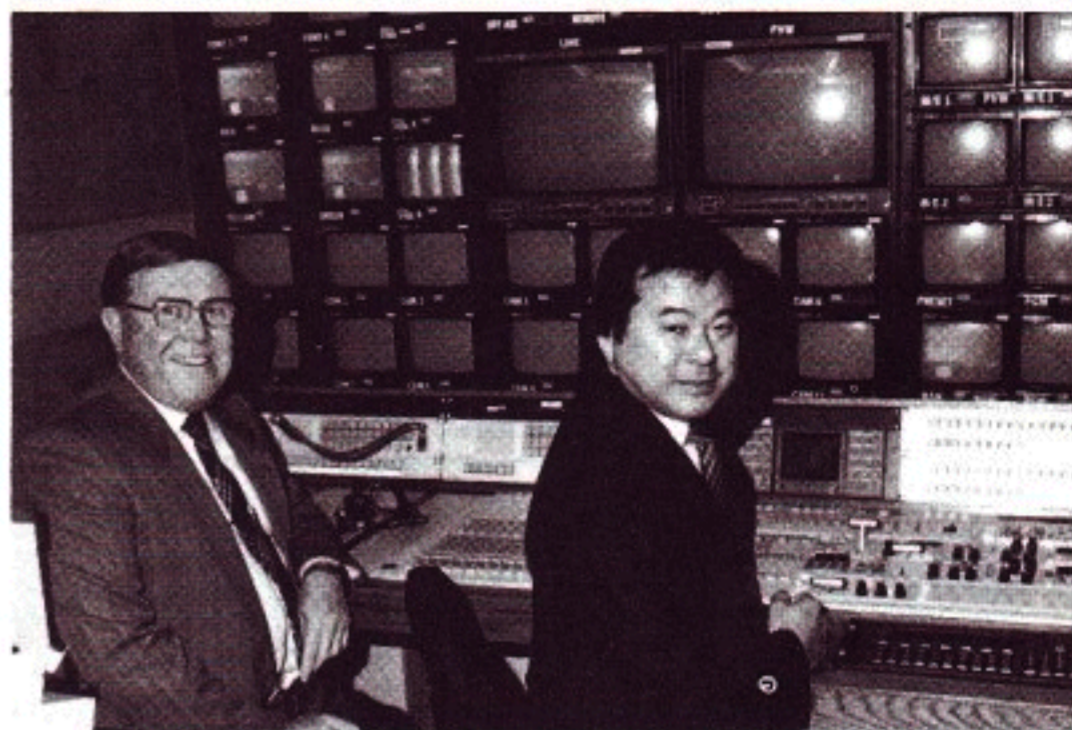
Loss of the mobile forced the station to scramble in preparation for the 1988 Olympic Winter Games at Calgary. As a CTV affiliate, BCTV had committed to originating the ski-jumping competitions for the CTV Host Broadcaster.

Scouting trips across the U.S. failed to turn up a suitable replacement mobile. The only solution was to "start from scratch and build it yourself", and that's just what the BCTV engineers did. Four months later the finishing touches were put into place, and BCTV was satisfied that the commitment to build "the biggest and best" mobile was the right way to go.

BCTV Engineering Vice-President Tak Negoro credits his staff's diligence for bringing home the project on schedule. "Many of our people put in seven days a week in order for the mobile to be ready for its November productions," he said.

The truck's first job was origination of the Wednesday, November 25, BCTV hockey telecast from the Pacific Coliseum in Vancouver. The game called for a split-feed, one signal for BCTV and a second version going to CFAC-TV Calgary. The mobile was also hired for production of the Grey Cup Parade, the CFL's Schenley Awards program and the Grey Cup Game at B.C. Place Stadium.

At 48 feet long, the truck is the same length as that of the



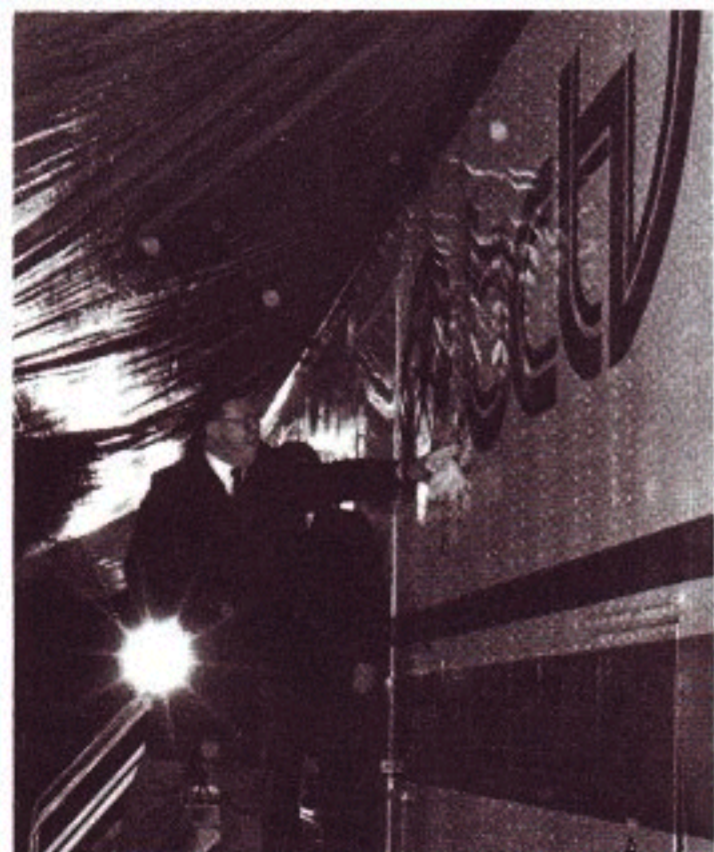
BCTV President Don Smith, at left, and Engineering Vice-President, Tak Negoro at the mobile's control boards.

CJOH-TV Ottawa mobile, said to be the country's longest. But Negoro says BCTV's unit has the advantage over the one at CJOH-TV in that it is filled with all new equipment, including: the first Grass Valley 300 switcher in a western Canadian mobile; a DVE Abekas A53D with WARP option, plus an Abekas A42 still store; a Chyron 4200 with motion, to produce the slick graphics demanded by contemporary productions; an Auditronics 750 audio console with 36 inputs/24 outputs (the same type board utilized by the mobile that annually originates the Academy Awards' telecast); stereo cable; four Ikegami HK322 cameras plus two Ikegami HL79E's for hand-held use, all with Fujinon lenses with built-in heaters for cold weather use; and Triax cable to allow for greater in-the-field flexibility. The VTR section boasts four Sony BVH 3100 machines with a high-quality 3050 Time Base Corrector.

Dual air conditioning provides cooling for the equipment plus a second range of temperatures for staff. The triple-tiered control room comfortably seats nine. An RTS 802 intercom provides all the flexibility needed.

Negoro is thrilled with BCTV's new mobile and says it is "a perfect example of what can be done with the combination of first-class equipment and first-class people."

He's not the only one impressed with the new unit. NBC, rights-holder to the 1988 Summer Olympic Games, has begun negotiations with BCTV which, if successful, could see the mobile transported to Seoul, South Korea, in June for more Olympic work. **BT**



BCTV President Don Smith christens the mobile.

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Notes From The CAB Convention...

Congratulations to the Broadcast Executives Society and the Canadian Association of Broadcast Representatives for putting together something as useful and as commemorative as *The Paul Mulvihill Heart Award*. Recognizing commitment to the ethics and concerns of an individual's industry and community, the award will recognize initiative and achievement as exemplified by the late **Paul Mulvihill**... RBC's new president is **Jon De Forest**. RBC members, in session at the CAB, were introduced to the long-time advertising/marketing man. As you likely already know, former RBC president **Gary Miles** is now with Selkirk. Thanks to **Terri Fedoruk** for walking me through the RBC material... **Bill Robinson**, organizing the Cystic Fibrosis Radiothon, had a glow on from the outset of the convention. Over 100 stations all across Canada have committed to the project... CHWO/CJMR Oakville-Mississauga's **Michael Caine** doesn't know whether to be proud or insulted. His 13 year-old

son was an entry in a Hallowe'en contest. Seems the little gaffer went as a nerd wearing some of Mike's best clothes. He won first prize!

Don Kay of CKY Winnipeg made the mistake of inviting me to the Moffat hospitality suite. While there I managed to alienate **Jim McLaughlin, Mr. and Mrs. Chris Pandoff, Mr. & Mrs. Keith James, Brian Minton** and the rest of the crew... **Dick Drew** of Drew Marketing and CKAY Duncan says he and son, **Mitch**, weren't the best of friends when Mitch was going through his teenage years. Dick knew him then as "that little long-hair" while Mitch referred to Pop as, well, never mind. All's fine now, though. Dick is as proud of Mitch as any father could ever be. You oughtta hear him talk!...

A note to **Sharon Taylor** at CHTK Prince Rupert: About that 40 oz. of scotch? Yep, you guessed it, Skeena prez **Bryan Edwards** spilled the beans. Thanks, Bryan, for the invitation to visit. I'd love it. By the way, does Kingston and the Islands mean anything to you?... Humber Valley Broadcasting's **Dr. Noel Murphy** says he feels good about an idea planted during an after-lunch session. He'll be suggesting to **Jim O'Rourke, Roger Humber, Gerry Murphy, Chris Green** and the entire gang an innovative new plan known as the 'negative salary incentive.' (Catchy scheme, huh?)... CJMO-FM Moncton president **Rick Gordon** and fiancée **Debbi York** from Maruno Electronics were everywhere. Rick and Debbi met when she sold him most of the equipment to get Rock 103 on air. (Rick then did a sales job on Debbi.) Don't forget, steak at Cy's. I'm buying!

The *Hall of Fame* luncheon left me a little breathless so I went outside for some air. A coffee truck driver noticing my badges, said, "Convention, huh?" I said, "Yeah." He said, "I've seen'em all, I've had this corner for years. You here for three or four days?" I said, "Yeah." He said, "You know, after all is said and done, these things generally boil down to one thing; productivity. Am I right?" I said that if it could be summed up in one word, productivity was likely it. He then says, "I've got three tips for you and then you can go on home. One, buy cheap. Two, sell at a fair price. And, three, give your customers good service." I asked if he was free to speak at an afternoon session.

People...

CKSL London ND **Al Gibson** has moved to Toronto, replacing **Jim MacLean** as news director at CKEY. Gibson, also chairman


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of BN's National Editorial Committee, says he's looking forward to showing wife, **Linda**, the big city... C100 Halifax PD **Barry Horne** is a happy man these days. This year his station won Adult/Contemporary Radio Station of the Year at *The Record* conference. Last year, Barry won as PD of the year... **Ken Geiger**, PD at CFGP Grande Prairie, was prowling the Toronto dock area after the convention trying to find presents for "the wife and kids"...

CJCJ Woodstock ND **Bruce Smith** won the riding of Carleton South in the Liberal sweep of New Brunswick. GM **Charlie Russell** says it was "some odd to hear Bruce reading the major newscast the morning after"... **Gerry Kennedy**, long-time Eastern Broadcasting honcho based at CKCW Moncton before moving to CKJD/CJFI-FM Sarnia, is soon retiring. Sorry to see you go, Gerry. Moved in as new GM at the Sarnia shops is **Pat St. John**. **Don Chamberlain** is part-owner and GSM... Congratulations to **George Ferguson**, ex of CKWW/CJOM-FM Windsor, on landing the GM's job at CFRB Toronto. 'Break a leg,' George. Still with CFRB, everyone's hoping operations supervisor **Don Costello** is up and around now. Don had been laid low during the late fall.

CHAY-FM Barrie, broadcasting 15 hours of PubAffairs weekly, now has **Kathy McLachlan** in charge of all magazine programming. Former producer **Jim Henderson** has bailed out of those responsibilities but remains as news director, as well as taking on broader tasks within station management... Mid-Canada Radio, based in Sudbury under the general managerial skills of **Gerry Clifford**, has purchased CKCY/Q104-FM Sault Ste. Marie and CJWA Wawa. **Paul Fockler** and **John Meadows** engineered the purchase of those stations from Huron Broadcasting a few years ago. Fockler says it's a good arrangement

for both sides, "although I have mixed emotions about it." Soo stations have been bombarded lately by WYSS-FM at Sault Ste. Marie, Michigan, which has been taking advantage of its lower operating costs combined with a recovering economy on the Canadian side.

Don Cherry Live, Coast to Coast—the two-hour Monday night sports talk show originating at CFRB Toronto—has been a national show for a couple of months now. St. Clair Productions GM **Prior Smith** is using the BN satellite system to deliver it. Co-hosted by **Don Cherry** and **Brian Williams**, the program includes top name sports guests as well as input from sports directors at participating stations. For more info, get in touch with Prior at (416) 924-5711.

New year's resolution for managers: Be slow to promise and quick to deliver.

Attention Music Freaks & Rock Jocks: Do you find that your hearing isn't quite up to what it used to be? Do people seem to be mumbling a lot? Are you one of those whose daily verbiage includes "Whad'ya say?" "Huh?" "Speak up, turkey" and "I beg your pardon"? Are you someone who hears but has trouble understanding? If so, here's something that could put you on track. The Dial-A-Hearing Screening Test is a recorded 60-second message sponsored by the Scarborough General Hospital. This isn't a scientific test, but it will give you a good idea about where your hearing is at. Check the service at (416) 870-7706. Make sure you have a clean phone line.

It is better to have had one moment of glory than a lifetime of obscurity.

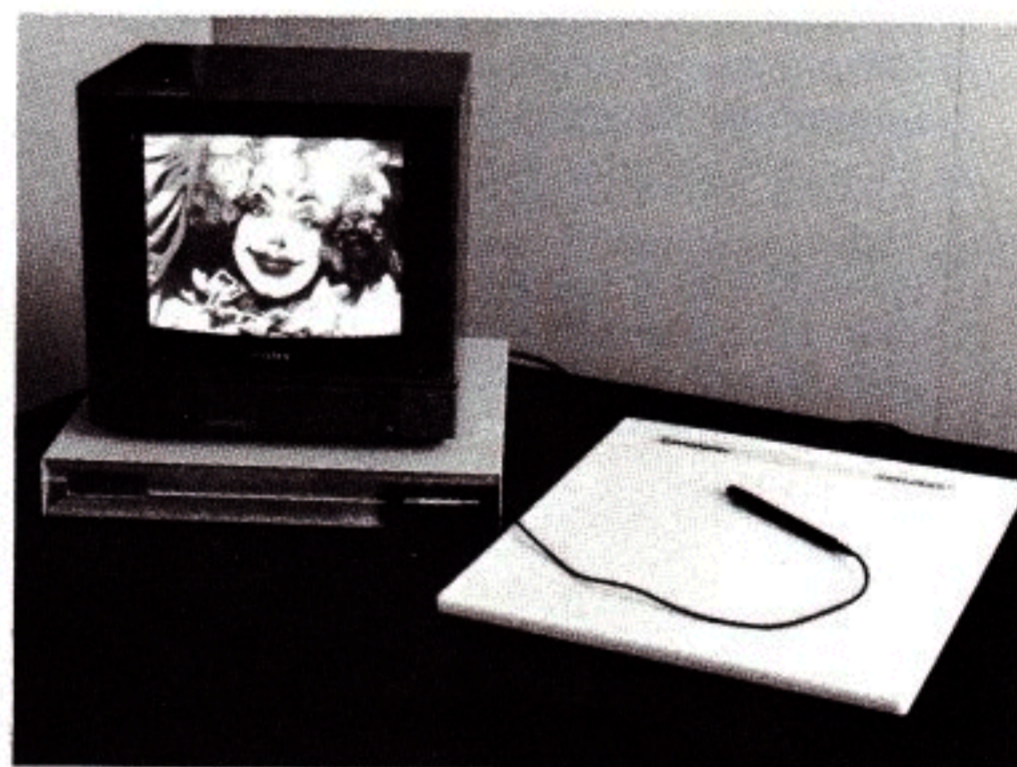
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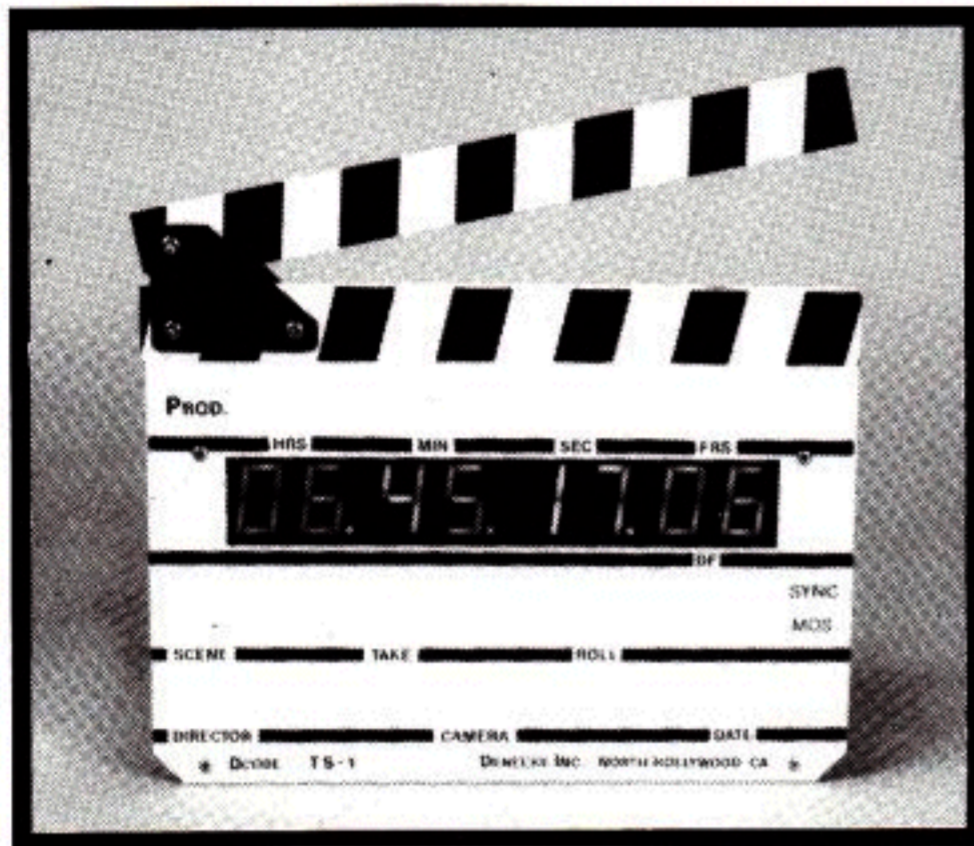
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News Handling...

From *The Style Book of the Detroit News*, circa 1918: "Stilted English, pompous and high-sounding, is in just as bad taste as garish clothing or pungent perfume." And from the 1906 edition of *The Newspaper Worker*: Write in a style that is natural to you. If you strain for effect, you are certain to burst a rhetorical blood vessel."... A note to news directors: Many GMs and PDs are telling us that they aren't getting those important advisories addressed to them and sent on the BN Wire. A lot of that information involves *money* in the station cash register. Please do your best to ensure that this information reaches their desks. It's in your best interests, too... BASYS Inc. checks in with news that Fox Television has agreed to install three linking BASYS newsroom computer systems at WNYW New York, WTTG Washington and KRIV Houston. These three new installations will marry two systems being expanded at KTTV Los Angeles and WFLD Chicago. Still with BASYS, it was good to see that old renegade, **Jim Waterman**, at the CAB.

Quickies...

CJ CJ Woodstock, NB has won first place for the best radio-produced *Crime of The Week* presented by Crimestoppers International at their 8th annual conference at Casper, Wyo. CJ CJ has also won first place for the best public service announcement at Casper. In fact, Crimestoppers International is using the CJ CJ production as the standard example for all stations in North America. PD **Rick Maguire** deserves kudos for both... **Linus Westberg** is new GM at CKDM Dauphin. Linus steps into the hard-to-fill shoes of the late **Hugh Dunlop**. He arrived at Dauphin from 30 years in management at CKOS-TV Yorkton... **Beth Leighton**, former news director at CKEG Nanaimo, has moved to CKWX Vancouver. New CKEG ND is **Al Webster**... At CISN-FM Edmonton, **Ruth Blakely** has succeeded **Janice London** as ND... CJRT-FM Toronto is broadcasting ten Jazz concerts through March 14. The 1987/88 *Sound of Toronto Jazz* Concert series is hosted and produced by **Ted O'Reilly** and recorded at the Ontario Science Centre... **Jerry Bellikka** has moved from CKNG-FM Edmonton to become news director at CHEC Lethbridge (recently purchased by Shaw Cablesystems)... CKXL Calgary became CISS-AM and has gone from CHR to soft rock/AC, while CHQR Calgary has mixed in a more mellow sound including instrumentals and easy-listening pop... CIOF Vancouver has adopted a harder, rock image and changed calls to CKXY... CKWS-AM Kingston became CFFX (C-FOX) in the fall, specializing in hits from the 60s, 70s and today... Shaw Cablesystems bought CKGY Red Deer which had just bought CFCR-FM from CKRD Red Deer. The new owners are changing CFCR-FM from country to a rocker and have renamed it CIZZ-FM... **Don Daynard** has left his long-time CKFM Toronto morning stand for CHF1-FM Toronto. In at CKFM to replace Dazzling Don is CFNY-FM Toronto/Brampton's **Ted Woloshyn**... **Hal Gardiner** is the new ND at CKRY-FM Calgary... There are so many obvious lead-ins to this that it's probably best to take a pass on all and just tell you that three news guys at CFTR in Toronto have pregnant wives... CHEC Lethbridge/CKTA Taber have a new GM in the body of **Jim Elliott**... **Kevin Friesen** is now the news director at CHAT Medicine Hat... **Lesley Ciarula Taylor** is back at BN Toronto from *The Globe & Mail* in her new role as supervising editor, Printer Services. Her job is to put added emphasis on writing and editing... ND **Bill Leonard** at CHAB Moose Jaw has left the station, taking up PR duties at the Canadian Cancer Society... **'The Byrd'**, former overnight jock on Toronto's Q107 and the man who claims to have done for radio what "Slim Whitman did for ballet" is the latest addition to the on-air staff of HTZ-FM St. Catharines.

Kicker...

The American Comedy Network has put out its third take-off publication of *Inside Radio*, called *Outside Radio*. The best bits include:

- **ABC RADIO NETWORKS ANNOUNCE PLANS TO CLONE PAUL HARVEY.** Apparently unable to accept the fact that veteran broadcaster **Paul Harvey** will not go on forever, executives at ABC Radio Networks announced today ongoing research to clone his successor. Initial experiments with new research laboratory, "Genes 'R' Us" have proven unsuccessful. Tissue extracted from Harvey's right buttock was successfully developed into a full-grown human being, but the person turned out to be **Howard Stern**. Experiments continue.

- **SALES TIP—HOW TO RAISE YOUR RATES.** First, consult your rate card to determine what your current rate is. Pick a number that is higher than your current rate. Start using that number.

- **HONEST CLASSIFIED ADS:** Ads have been run for years, more or less saying the same things... "Excellent growth potential"... "Join great station in top group"... "Work with real professionals." We're proud to introduce the industry's first *honest* classifieds:

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News Director

Ethics. Integrity. Journalistic experience. Forget'em—you'll write PR puff pieces about anyone who advertises on our station and do funny kicker stories about anyone who *might* advertise on our station. The only time you won't write about anyone who advertises on our station is when they get indicted by a grand jury or sell something that accidentally kills a couple of dozen people who should have known better anyway. Advertising copywriting experience helpful. Respond to Box 30-30-30.

Situation Wanted: Program Director

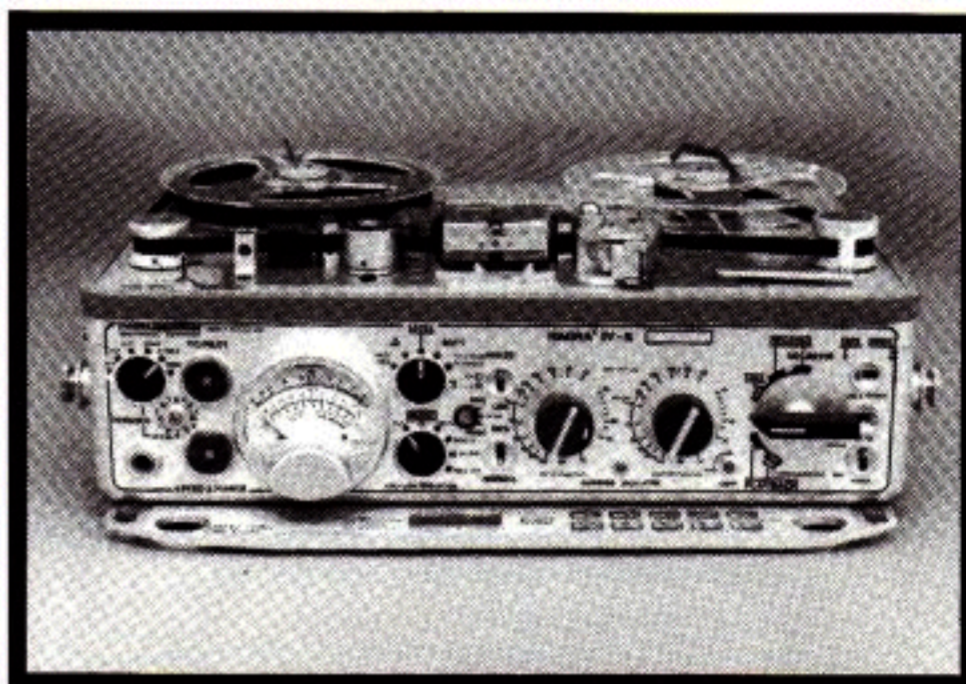
I finally got an up book, so it's time for me to move (or form a consultancy if I don't get a gig first). I basically have one idea and I use it at every station I go to, so don't look for some elaborate plan tailored to your needs. I'm a self-starter who likes to take responsibility, except when the ratings go down—and then the responsibility goes to the cheap GM who didn't promote my product or the worthless jocks who refused to make daily public appearances. Six-figure offers only to Box 300.

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

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AM QUALITY IMPROVEMENT

How the FCC's AM Review Could Affect Canadian Stations

by Wayne A. Stacey

In one of its periodic fits of masochism, the Federal Communications Commission (FCC) in the U.S. has called recently for a complete review of the technical assignment criteria for AM radio. (*FCC Docket 87-267, August 17, 1987, "Review of Technical Assignment Criteria for the AM Broadcast Service."*)

Given that over 4900 operating AM stations in the U.S. were engineered on the basis of rules that have evolved over 53 years, any changes to the present system could have a profound effect not only in the U.S. but in Canada as well.

Some of these proposals are quite radical in nature. If implemented, they would result in substantial changes to the U.S. domestic rules concerning both station coverage and protection entitlements.

As a signatory to the Region 2 AM Agreement, as well as to bi-lateral arrangements with Canada and Mexico, the U.S. would be constrained in implementing unilaterally many of the proposals in the FCC Docket.

Moreover, significant benefits to U.S. stations may not accrue from new coverage and protection criteria unless stations in Canada and Mexico were also to follow the new ground-rules. This occurs because the service/interference calculations for many U.S. stations are inextricably linked to stations licensed in other countries, especially for nighttime operations.

Re-opening the Region 2 Agreement would be a monumental undertaking, which the U.S. would be unlikely to embark upon with great relish; however, changes to the bi-lateral agreements with Canada and Mexico may not be as formidable.

As a consequence, it would seem prudent at this time for Canadian AM broadcasters and the Department of Communications to assess carefully the proposals outlined in the FCC's Docket. Particular attention should be paid to those proposals which have the potential to provide benefits for Canadian licensees.

After all, AM broadcasters in both Canada and the U.S. have many problems in common. If the FCC has developed good ideas to resolve some of these, Canada should not be reluctant to cooperate as long as any benefits are shared on an equitable basis.

In brief, the FCC proposes to review three main issues: AM service areas, station protection entitlements, and the technical and administrative methods used to calculate both of the above.

One of the most controversial elements

in the review concerns the signal levels that should be used in the 1980s and beyond to designate the outermost limit of an AM station's service area.

At present, the nominal outside daytime service area is depicted by the 0.5 millivolt-per-metre (mV/m) contour. Generally speaking, stations operating on related frequencies must ensure that they do not cause interference within this area.

However, as electrical noise levels increase and wider-bandwidth receivers proliferate, the question arises as to whether this fairly low signal level is sufficient for services that now must compete with high-quality FM stations.

The noise power in wide-band AM receivers could be twice that which exists in present models. Consequently, minimum signal strength requirements could increase by 3 dB in an era of improved AM receivers, according to the FCC.

A reduction in the protected service

area would reduce the "paper" coverage of a station; however, this could permit frequency-related stations to let out their coverage patterns, thus improving service in their own markets.

On a related matter, the FCC has asked for comments on the validity of the protection requirements that now exist between co-channel and adjacent-channel stations. Here again, existing stations could perhaps improve their signals in their own markets if they did not have such stringent restrictions with respect to protecting stations in distant areas.

However, the determination of adequate co-channel protection requirements is a tricky exercise, involving both technical and subjective evaluations. It is necessary to set levels that do not produce "unacceptable" interference, to the ears of the "average" listener, over a "reasonable" percentage of the broadcast day. Into these criteria must be built certain assumptions about the technical perfor-



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mance of transmitters and receivers, the type of programming carried (voice, music, etc.), and the signal paths through which the broadcasts must pass.

While some minor changes may be possible here, it seems unlikely that much can be done to ease the protection burden in the short run. This is because, to a great extent, protection criteria are determined by receiver performance characteristics. Even if these were to be improved, it would be many years until all existing receivers could be replaced.

One concept raised by the FCC that is already used in Canada is the negotiation of "interference rights". What this means

is that, if a station cannot meet the protection requirements laid down in the rules, it may be able to convince affected stations to accept additional interference. Usually some monetary or other consideration is central to these arrangements.

If such negotiations were to be permitted on a cross-border basis, opportunities may be created for Canadian stations to increase power through contractual arrangements with U.S. broadcasters whose facilities now limit operations in Canada.

One question that would have to be resolved, however, is the "free ride" problem. If one broadcaster negotiates with another for the acceptance of interfer-

ence, does this mean that a third party can come along later and also cause interference within the affected area without the need for further negotiation? To date, the practice in Canada has been to limit the agreement to contracting parties.

In addition to the basic policy issues discussed previously, the FCC has raised certain more fundamental technical matters in its enquiry notice.

Included is the need to control the bandwidth of AM broadcasting transmitters to reduce adjacent-channel interference. In this regard, Canadian and U.S. broadcasters and the receiver manufacturing industries are already proceeding to adopt the NRSC audio processing standards. It is expected that full implementation of these standards should go a long way to reducing the undesirable effects of excessive bandwidth in AM radio, especially where adjacent channels are assigned in close proximity.

The FCC also wants to look closely at the methods used by broadcast engineers to predict signal levels, both daytime and nighttime.

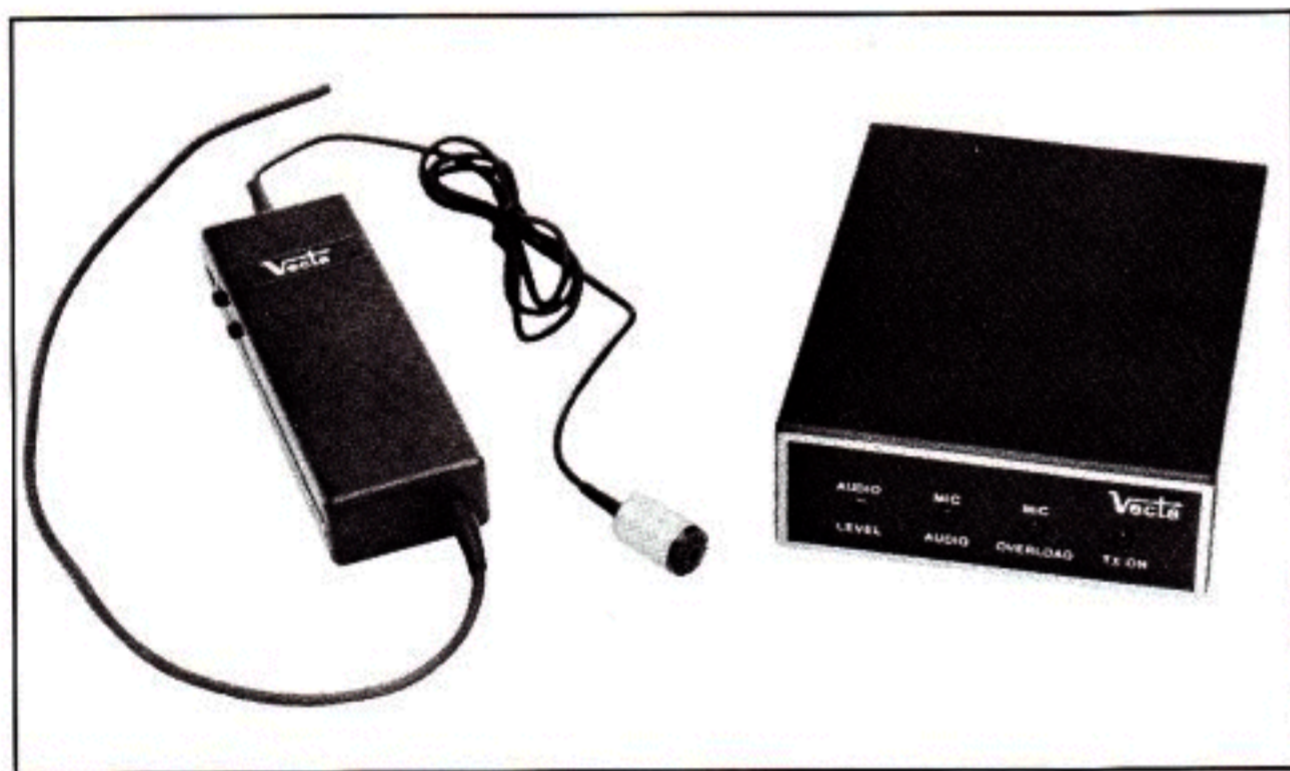
At present, the prediction of AM broadcast desired and undesired (interference) signal strengths is based upon the use of groundwave and skywave signal propagation curves that were derived from a combination of theoretical and empirical analysis. This means that signal strengths that are actually received at any location may vary substantially from those that were predicted.

The FCC wonders if more accurate prediction methods should be developed, notwithstanding the dilemma that this could create for existing broadcasters. In certain areas, the adoption of new signal prediction methods could extend the coverage (on paper) of a station. On the other hand, revised propagation curves could permit distant stations to radiate more power towards protected stations, thus raising interference levels.

Similarly, the FCC wishes to review the method that engineers now use to calculate the level of skywave interference to which AM stations are subject at night. The present technique, known as the "50 per-cent exclusion rule", ignores the interference contribution of all but a few of the most significant co-channel interference sources. This fudge was necessary as an administrative convenience in the days before computers were available, since the calculations needed to predict skywave interference are very tedious to perform by hand.

One possible option foreseen by FCC is to include all stations in these calculations. If this were done, the net effect would be to reduce on every station's coverage map the area within which interference-free reception can be expected. If nothing else changes, these losses would occur only on paper; no actual interference increases would be felt.

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On the other hand, such a scheme could also allow some broadcasters to increase the power they are permitted to radiate toward stations they must protect. Power increases of this nature would have a salutary impact in the main service areas of the stations increasing power, but would erode the service in the outer coverage limits of the stations they are protecting.

Canada would have to conduct a very careful analysis of the impact on its stations of any agreement with the U.S. to modify either the AM propagation curves or the methods of calculation used to predict both service areas and interference levels.

The FCC also wants to look at permissible AM antenna designs. At present, the international and bi-lateral agreements assume that stations will be using standard vertical, active radiating elements in their transmitting antenna arrays.

The FCC points out in its enquiry paper that some progress may be expected in developing different types of AM signal radiators. Some these may prove to be more efficient, while others will have characteristics such that interference-producing skywave radiation can be reduced.

Canada should have no reservations about adopting changes in permissible AM antenna designs if the net result is to improve the quality of the service provided to the public in both countries.

In summary, it seems clear that the FCC's plan to review the whole gamut of AM assignment criteria in the U.S. has the potential to impact heavily upon those in other countries who must share the same spectrum.

However, changes that may occur in the U.S. can have both an up-side and down-side for Canadian AM broadcasters. Those that enable the FCC to license more stations, or to authorize domestic power increases, can be detrimental to Canadian interests. On the other hand, opportunities to better their circumstances can also be foreseen for Canadian stations if some of the FCC proposals were adopted on a trans-border basis.

Clearly, close tabs should be kept on proposed changes in the U.S. and their impact on Canadian AM broadcasters should be evaluated carefully.

Wayne A. Stacey, P.Eng., is president of Wayne A. Stacey and Associates Ltd., an Ottawa consulting firm specializing in broadcasting regulatory affairs and technology.

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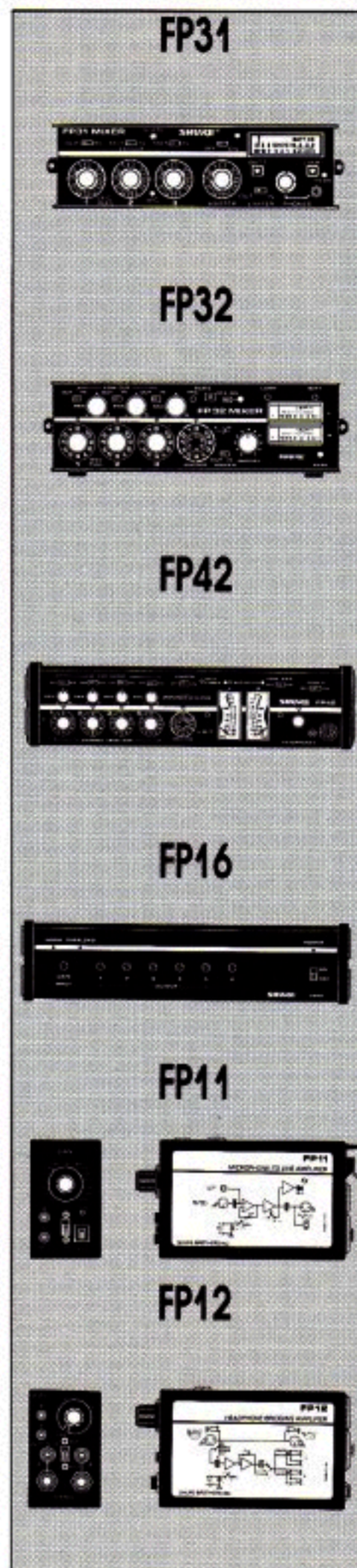
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An Interview With BBM's Mike Hanson

It is always refreshing to get together with a person who loves his/her job. One who enjoys each day, admires what the organization worked for has as its goal, as its policies. We found such a person when we met with Michael (Mike) Hanson, to talk about the life and times of BBM Bureau of Measurement for which he is vice-president, Member Services.

We were particularly curious about how research is done at BBM, knowing that it flows along many channels. "What," we asked Mike, "is the major thing you do here?"

"Our members expect BBM's first priority is to gather audience data on some sort of systematic, regular basis, a number of times a year, depending on the complexity and competitiveness of the market.

"In radio, for example, we survey markets as many as four times per year—there are nine markets in which we do that—and they are designated as four surveys because they are census metropolitan areas defined by StatsCan (and as major markets in everyone else's perception), with half-million population or more.

"There are some other major markets of a quarter million population plus that are only surveyed twice a year. There are five or six of those that round out the 14 or 15 top markets in Canada. There are also another 50 or so competitive markets we survey twice a year, spring and fall. The four survey markets are done spring, fall plus winter and summer. And then there are the single survey markets," said Mike, "many of which we are in the process of redefining. These are communities that are served by one, possible two stations, but their need for audience information, at least in the short term, doesn't appear to be very acute. They get one survey in the fall of each year."

Radio Product Measurement

BBM also carries out some special studies for radio, particularly for major markets, in concert with the Radio Bureau of Canada. "We call this 'RPM'—Radio Product Measurement—which is currently available in six markets. We are working hard to improve what is a great concept," Mike said. "Toronto now has its third RPM publication. Montréal had its second in the spring of '87. Four Western markets, Calgary, Edmonton, Vancouver and Winnipeg, are considering a proposal for their



Mike Hanson

second one. If they accept the idea and the refinements that we are proposing, it would be published in early '89. We are working toward getting RPM onto a syndicated basis, to become a regular part of the tools that buyers and sellers of radio alike in this country would use.

"RPM greatly augments the information we gather in the regular listener diary (age and sex and 22 other profile characteristics). It collects and reports, on a market basis, purchasing behavior and media usage. Possibly, later, some lifestyle behavior and attitude measurement will be gathered."

"The present RPMs deal with purchasing behavior and other household information (home ownership, income and that sort of thing) which allows radio people to more precisely target their audiences. It helps potential and active advertisers in radio make wiser selections of radio stations or a media mix that includes radio. The result is that they can more confidently aim their message at the people who are more likely to respond to their message and buy their product or service. RPM is a natural facilitation for advertising people wanting more bang for their buck today."

"We don't," said Mike, "see many growing advertising budgets, in this country today. Where advertisers' budgets are growing is in the area they call 'below-the-line,' into promotional activity. Why? In the belief they will get more immediate returns with strategies like price-off deals or point-of-sale activity in the retail sector. It remains important to maintain franchise development and keep ones name before the public, but that doesn't seem to be a widely endorsed philosophy in today's pursuit of short-term results. I believe,

however, it is reasonable to expect profitable results sooner rather than later with a radio campaign, or TV campaign, or any appropriate media mix that is properly targeted. Research like RPM makes targeting more precise. It helps increase the potential for a campaign's success."

We wondered if loyalty was also a factor and Mike agreed it was, especially to an established brand. "However," he said, "the explosion of brands and number of multi-outlet retail chains have caused consumer loyalty to fade. RPM doesn't really measure loyalty, per se, but you could assume certain levels exist among consumers who report regular patronage of name brands and well-known retailers. Stations and other media, that enjoy lengthy tuning or time with these consumers, might help a campaign because of inherent loyalty. That's too hard for RPM to quantify, however."

'The Industry's Rating Service'

BBM Bureau of Measurement, to give it its full name, is operated by the industry. "We position it," said Mike, "as 'the industry's rating service'. It is owned by and for the broadcast industry's people. The members who do avail themselves of all BBM's services know that we are working very hard to have people believe BBM is their rating service, that members do make a difference, can learn more and can benefit from BBM.

For Canadian radio, "There isn't," said Mike, "a viable alternative rating service at the moment. Of course, television people in this country have both BBM and Nielsen. There are very few who use Nielsen exclusively; many, on the other hand, subscribe only to BBM-TV. There are a couple of agencies that use only Nielsen, but these are Canadian branches of multi-national agencies, with large U.S. based clients, who historically use U.S. Nielsen data for planning and buying."

Mike said that BBM's more than 1100 corporate members include "Radio stations, television stations, reps, advertising agencies, large and small, advertisers, again large and small, plus another category that we call 'associates', which includes other research companies, governments and so on."

In response to the question "How high a percentage of broadcasters do you have? Do you have, for example, 80% of

all the stations?" Mike replied, "In radio, it's actually not quite that high but percentages are a bit misleading. Many smaller stations, for one reason or another, feel they don't need the service as yet. About 50% of these stations currently belong. But over 90% of all larger competitive market stations subscribe, so I think BBM subscription by private radio stations is something in the order of 75%. All CBC's stations are members. In television, membership among stations, including the CBC, is almost 100%.

People Meters by Fall of '88

There has always been a lot of discussion around the diary used by BBM. We sought Mike's opinion of it. "Well," he answered, "like any kind of research and any vehicle used to gather data about respondents in a sample, there are limitations. You have to consider what it is you want to find out, how fast, from how many and at what cost? I believe the diary is still one of the most cost-effective ways of gathering listening or viewing behavior by Canadians. Americans, Australians and others around the world agree. Having said that, however, growing fragmentation, plus more demands on listeners' and viewers' time and attention, have brought us evidence of real strain on the diary's abili-

ty to capture listening and viewing. We are working to refine it and make it easier to use by the respondents. In doing that we hope to minimize their frustrations and reduce what we call their 'fatigue' levels. In television, we also know that in addition to the pursuit of accuracy, people want the data faster than a diary can gather it. Hence the move to People Meters. BBM tested its own bench models of Meters back in the mid '70s. But costs and other things prevented their serious development until the early '80s when we sought to find some kind of contractor or partner who had a track record in People Meter development and use."

"As you are aware," Mike said, "something called the set meter or audiometer has been in place in the United States with the Nielsen system since the '50s. But some U.S. research leaders perceive it to be losing some credibility because all it measures is whether a set is on or not. Inferences are then drawn about who is watching, from what I call a corollary diary service that is placed with the set meter in an attempt to find out "viewer demographics."

"At the moment, the People Meter," Mike confirmed, "is being used in television only, although not yet in Canada. BBM and A.C. Nielsen are cooperatively building the system now and hope to have phase one of it operating in Toronto, Montréal, plus a network service by the fall of 1988." For the benefit of those unfamiliar with the workings of a People Meter, we certified with Mike that it was a small micro computer, about the size of an average paperback novel, that sits on the television set, and registers when the set is turned on and to what station or program source it is tuned.

"That's right," Mike said, "and further, there is a little remote hand-held unit, much like any remote unit for a television set these days, on which there are a number of buttons. Each button is assigned to an individual member of that household, with a position for visitors, etc. Consider your own household, Phil. Perhaps you'd have button number one. Every time you watched a particular television set, (the unit would be wired to all sets in your home) there would be electronic prompt to remind you to press your button when you are watching the set. The rest is taken care of electronically. You don't have to do a thing but turn it off when you leave, or hit your own 'button off' if another household member continues to watch after you've gone."

Statistical Accuracy

We told Mike that we remembered the days when the station would get the latest book. If the ratings were up, everybody was happy. If they were down, there would be all kinds of accusations that the numbers weren't accurate. How does

Mike handle such situations?

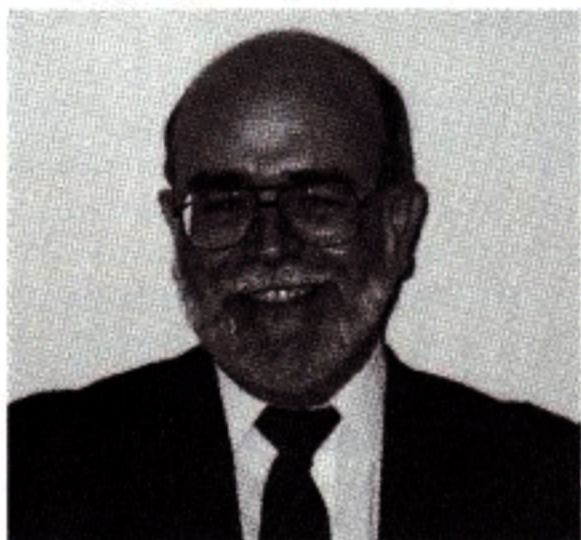
"As you know," he said, "I've been on the station side and I've had my share of good and bad books. I don't know whether I was more stoic or less passionate than some of the good fellows you're talking about but I used to have a pretty good idea of when I was going to have a bad book. It didn't reduce the disappointment we felt. Generally, however, I feel most good broadcasters know if there is something wrong with their station, and usually can anticipate such a book. Now this is not to suggest that there couldn't be an anomaly that really mystifies people. It is probably those instances that you are talking about—where very good broadcasters say 'I can't believe what happened here'.

"We try, within our time and human resource limitations, to be on top of this before the book goes out," Mike said. "We examine most markets and look at a number of indicators. First, was the sample as large or reasonably close to what we targeted? Secondly, was it representative of the population? Let's say teens were 10% of a market's population. Was the return sample for teens from that area or that cell close to 10% of the whole? Was response rate acceptable? There are a number of other indicators we check like the total hours tuned in the market. Change in a book is usually connected to some change in the hours tuned to a particular station or daypart. Reach, however, seldom changes more than a percentage point. It's invariably around 95%, 94, 96, depending on the market. But hours tuned can go up and down affecting the quarter hour averages. This is what drives the morning man and the program director mad, especially if the changes result in share loss. Many people asking questions about the ratings these days are in areas suffering from growing fragmentation, or are in relatively small markets with quite small audiences. The AQH estimates in these instances can change from book to book. It's a difficult thing to explain," said Mike, "and I hope some day to find a way to do it clearly for everybody. But the impact of what we call 'relative error' can lead to something we call 'bounce'. There is error associated with every estimate and every research finding. It's a statistical fact of life. Any research is based on a sample. Generally speaking, the smaller the sample, the greater the error that is likely to be involved. But you just can't say there's a plus or minus 5% or 10% in a survey as far-reaching and as complex as BBM's radio or television survey. Each estimate in the book has its own relative error."

'Trending' is Charted

"There are," Mike added, "other considerations in assessing errors—the amount of 'weighting', how much does

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Barry Hamelin

Broadcast Technology is pleased to welcome Barry Hamelin as editor of Canada's leading magazine for the broadcasting industry.

A native of Edmonton, Barry began his journalism career with the Vancouver Sun and entered broadcasting at CKPG Radio/TV Prince George, B.C. For the past twenty years, he was with Broadcast News Ltd., where he played a major role in the development of the audio service and client relations.

A member of RTNDA Canada, he served as treasurer for 12 years and is a founding trustee of the RTND Foundation of Canada. An honorary life member of BEAC, Barry also is on the Broadcast Journalism advisory board at Loyalist College.

that particular respondent represent people by age, by sex, by the cell he is in, by the week we measured, his language, etc. The smaller the rating, that is, the percentage of a population that is tuned to a station or program, the greater potential for error. When you get a combination of smaller ratings and smaller samples, you have higher error and can have higher bounce. This is not to say that the estimate is not legitimate, but users must exercise some caution when assessing the book's numbers in a programming or sales decision, especially in such circumstances."

Mike said that over a period of time, if enough surveys are trended, "then you get some idea of whether you've got what I referred to earlier as 'bounce' or real change. Bounce is when an estimate one time is 'x' and in the succeeding survey, is higher and then a third report shows a significant drop. You say 'What? Nothing at my station has changed. How can that number bounce around?' That's a result of sampling error and that's one of the reasons why we say never look at just one book to make any serious judgement. Look at a series of books and consider all the things that could have happened, seasonal and competitive, etc. That's why we publish 'trending' in our books for five consecutive surveys since the fall of 1986. Trending, as the word implies, means looking at three or four successive books by common dayparts and demos. While we don't draw a graph in the book, we offer a computer-generated graphics service to help members clearly illustrate any trend they wish.

Dramatic Growth Since 1942

Mike said that the staff at BBM include some very capable people. "People," he said, "who have been at BBM for a very long time, plus several who recently have come to BBM with considerable in-the-field experience in this business. People," he said, "who have a great deal of academic and real world expertise. In television, we have Ken Purdye, vice-

president and manager of Television, who has been with BBM for many years. Brian Parish, Ken's counterpart in radio, a 15-year veteran of BBM in all aspects. There is Duncan McKie, our vice-president in Research and Development, with CBC, TVO and market research experience. These are just a few of the top people who make BBM work. Each is assisted by bright young people like Lynn Carrotte, Daphne Hubble, Lucy Wood and Joanne Baldassi. Behind the scenes, there are dozens of others who display great talent and dedication. Some have contact with members—people like Ken Chan and Tom Clements. In member services we have a host of strong people like Jim Snider, Diane Sugai, Debra Gorman, Lisa Belton, Neil Duggan, Terry Dinsmore, Sally Matschke, plus a great team in Québec led by Gerald Malo. The list goes on and on. In fact," Mike said, "we're getting more good people each year. Mind you, we've absorbed the data processing company that used to contract for us and accounts for quite a bit of recent growth in personnel. We now have about 150 people. In the early '70s, there was about a dozen or so. Each division is now separate. Radio and TV are backed by their own researchers and other staff. We're seeing, every day, the need for more of that kind of expertise in our staff is critical to provide the careful, focussed attention on a day-to-day basis for each medium. That's because the demands on BBM and our information resources have exploded in the last four or five years.

The recession of 1981 and 1982 has led to everybody rethinking everything we were doing. Not whether research was necessary, but a good zero-based examination of everything we've done. Was it still good? What changes, additions, deletions, etc. are necessary? There are some people who questioned 'Should BBM exist in its present form or should it change?' Should it be a data factory or a source for new productive innovation? Should it continue to be a cooperative or should it be privatized? My personal opinion is that, given Canada's size and economies of

scale, more and more people are coming to recognize that they are better off with an industry-owned organization like BBM. They are realizing that members and other knowledgeable outside sources must regularly be part of the process to effectively provide the direction that a) the industry needs to go in, and b) the disciplines necessary to go that direction, with the integrity and appropriate fiscal responsibility. This careful and thorough introspection is continuing."

Mike responded to the question: "When was the BBM founded? with, "We talk about the ACA and the CAB as being our parents. We're not sure which was the mother or father, and we hesitate to say we were the product of an Immaculate Conception. But BBM began back in 1942. The first survey published by BBM was in 1944, producing what then amounted to a 'reach' report of sorts for the stations in this country to measure what was happening in radio at the time. When CBC-TV came into being in the early '50s, we launched our first network survey. We were known as the Bureau of Broadcast Measurement until the mid '60s, when the name was formally changed to BBM Bureau of Measurement. The new name recognized that conventional broadcast wasn't a full description of the kinds of measurements that we were likely called upon to make."

Mike said that from its original mandate of one survey every two years, BBM now produces 48 surveys annually for network television alone, plus "130-odd for radio, given all the markets and as many as four sweeps per year. We do up to seven sweeps for market television a year, yielding another 130 reports. Add to that all the specials we're doing and the RPM's plus the proprietary studies we do for the pay-TV channels and the special attitude studies we assist the CBC with, it's a busy place here at BBM!"

The Challenge of Research

Mike, who was born on the prairies, has been with BBM for about four years after

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a notable career in broadcasting. He was raised in Duncan, B.C., "then went on to the University of B.C. and got into the broadcast business in Vancouver while working on post-graduate material. I started in the news department of CFUN in 1963—after being hired by Jim Neilsen at CFUN (who later became a provincial cabinet minister). That job got me 'hooked' on the broadcast business. I came to St. Catharines in early '67 to assist Bob Redmond start his stations there and eventually became vice-president of CHSC/CHRE-FM and CHNR Simcoe.

Subsequently, as I was trying to decide if I was going to own my own station, Bob encouraged me to work with him to seek licences in major markets, stating (correctly, I think) that if you ever want a station, a brand new one is more affordable than paying for one that other people had built. Better to build from scratch. And why not try to get one in a major market where the chances of success, given the economic facts of life, were greater? We all knew there would be license applications called for in the early '80s in a variety of markets including Edmonton, Calgary and possibly Vancouver. In Toronto, we knew there was eventually going to be at least one more FM licensed. With a kind of a master plan formulated, when the opportunity to apply in Calgary and Edmonton came up, we went for it."

"We applied for AM and FM in both cities," Mike recalled. "It was a kind of aim-high-to-hit-high strategy that eventually got us the one we really wanted: a contemporary country FM station in Calgary. We got it on-air in July, 1982. For a variety of reasons, I moved on in early 1983 to Selkirk's CJCA and K97 in Edmonton to work for Terry Strain. Coincidentally, Terry was chairman of the BBM board at the time. BBM's fledgling Member Services Division did not have someone to run it and Terry thought it would be a good position for me to consider. I pondered the idea for several months. I wasn't keen at first because of the frustrations people can face in the association side of our industry, having been chairman of the Radio Bureau of Canada and president of the Central Canada Broadcasters Association.

"I'm not sure," said Mike, "whether broadcasters across this country really know how well they're served by the majority of people working in their industry associations. They work long and hard for no equity or bonuses, few perks and little chance of reaping tangible financial rewards. So I wasn't sure I wanted to get into that. Besides, stations' operations are usually great fun. After further discussions with broadcasters across the country whom I respected, plus my own conviction that research will be an important part of the marketing process forever, and that the information age was clearly upon us, I thought BBM might offer another

post-graduate opportunity in my chosen vocation. Plus I thought I'd have the opportunity to learn more about the whole country, about television, about the public as well as private sector stations, about advertisers and agencies, about the industry's concerns at all levels. This job has given me just that—and money isn't everything."


Mike's mandate when he joined BBM four years ago as vice-president, Member Services, "was to get good, bright people on board to serve the members and make them feel they are benefitting from BBM by getting useful information and guidance. I think we've made some significant

progress in that regard in those four years."


Our interview with Mike Hanson revealed the enthusiasm and zeal that this experienced broadcaster brings to his daily goal of providing beneficial, effective service to BBM members across Canada.

Phil Stone is a well-known broadcaster, writer and educator, whose Phil Stone Report and Broadcast Beat are regular features of Broadcast Technology. Phil's address is 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6; telephone (416) 492-8115.

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BROADCAST BEAT

by Phil Stone

TO WRAP UP 1987: A one-hour production by **Ross Milne**, a programmer at Windsor Cable, was awarded an OPIE (Ontario Programmers' Excellence Award) for best documentary in a competition open to all 190 cable systems in the province... The colorful DJ known as **The Byrd**, most recently overnight announcer on Q-107 Toronto, has joined CHTZ-FM St. Catharines... With First Choice's commitment of an additional \$1 million, FUND (The Foundation to Underwrite New Drama for Pay-TV), chaired by **Phyllis Jaffe**, continues to support Canada's creative writers, with as many as 144 scripts recently under active development...

Beverly Oda, recently appointed a CRTC commissioner, is the first member of a visible minority (she is Japanese-Canadian) to serve in that role. Incidentally, CRTC commissioners are now paid \$78,000 a year... A star of the early days of radio, **Marguerita Cockshutt**, who sang under the name of Marguerita Nuttall, died the day before her 83rd birthday. She was a regular on *The Neilson Hour* and other early radio shows on CKNC and CFRB in Toronto... And **Estelle Wideman**, whose Estelle Modelling Studio and Agency trained children for radio and TV commercials, died in a Chatham, Ont., hospital at age 68... Condolences to **Bill McVean**, whose mother died in her 85th year...

What happened to CBC personalities **Jane Fairley** and **Dale Goldhawk**? According to *Marketing*, they are busy making new careers at Beulah Films, **Don Purser's** video production com-

pany... CKAC Montréal has given itself quite a logo: **CKAC-73 La Superstation**—replacing the long-time flower logo...

Len Bramson, chairman of Telemedia Broadcast System, laid to rest speculation that **Tom Cheek** and **Jerry Howarth** would not be back as the Toronto Blue Jays' radio team. He said they'll be back in '88... *Canada AM* news anchor **Terrilyn Joe** will co-host CTV's coverage of the Calgary Olympics in February with **Lloyd Robertson**... *Check It Out* is said to be in its final season. The sitcom, which stars **Don Adams** and **Dinah Christie** is in its third year... **Knowlton Nash** has authored a new book, *Prime Time at Ten: Behind-the-Camera Battles of Canadian TV Journalism*...

PUTTING IT PERSONALLY: Canadian newspapers have been reviewing and excerpting from **Scott Young's** book, *Gordon Sinclair: A Life and Then Some*, published by Macmillan of Canada, which identifies Sinclair as a crusty, provocative and often irascible man—which undoubtedly he could be. But on a personal basis, we knew another side of him. Over the years he was kind and helpful, both through his Toronto *Star* radio column and his on-air programs. Whenever we met, he was warm and friendly and interested in how we were doing and what we were doing. But then, as the saying goes, 'good news never did sell newspapers'... In our time on-air at CHUM, there was a period in the '50s when our shift included broadcasting racing results from major North American tracks. This brought us into touch with a young Hollywood actor who was visiting Toronto and whose hobby was quarter-horses. We visited him in Hollywood one year and again talked horses. He is **Dale Robertson**, who starred in TV's *Tales of Wells Fargo*, and who currently plays "J.J. Starbuck"... Representing *Broadcast + Technology* we attended the annual Radio Awards dinner at Toronto's Roy Thomson Hall. It was a top-level affair and the huge audience—among other events—enjoyed the hosting of **Andy Barrie** and the comedy of **Don Ferguson** and **Robert Abbott** of the *Air Farce*. We had the opportunity to say hello to a lot of familiar people, including **Bob Redmond**, **Doug Ackhurst**, **Rick Sherman**, **Brian Minton** and **Mike Hanson**... (Editor's note: Phil's interview with *BBM's* Mike Hanson appears elsewhere in this issue of *BT*)... **David Mazmanian**, whose Armedia Communications is doing well in the video field, held his 10th annual party and we enjoyed a pleasant Sunday afternoon with him and some of our former students, including **Cliff Lorimer**, **Rick Mickolwin**, **Allan (Lee) Marshall** and **Lee Eckersley**. CKEY DJ **Terry Steele** also was among those attending...

FACTOR/CTL: Broadcasters serving with CHUM's **Duff Roman**, who is president, are **Roy Hennessy** of CISS Calgary, **Gary Slaight** of Standard Broadcasting, and **Steve Harris** of Maclean-Hunter Broadcasting... **Robert Quinn**, once of the CAB and then a consultant, is now an alderman in the city of Ottawa... **Kenneth J. McCreedy**, P.Eng, a director of a number of companies and president/CEO of TransAlta Utilities Corporation in Calgary, was appointed a director of Selkirk Communications... When Maclean-Hunter bought CKJD Sarnia and CHYR Leamington from Rogers Broadcasting, it formed a new holding company, Blue Water Broadcasting Ltd. Eastern Broadcasting, another MH subsidiary, is majority partner in Bluewater... The CBC's **Peter Mansbridge** teaches one day a week in Ryerson Polytechnical Institute's School of Journalism... **Dick Beddoes**, the colorful broadcaster and journalist, is writing a history of the Toronto Maple Leafs hockey team, expected to be on sale in the fall of '88... **Gord Robson**, who worked for CHED Edmonton in the early '70s, rejoined the station to take over the afternoon drive slot...

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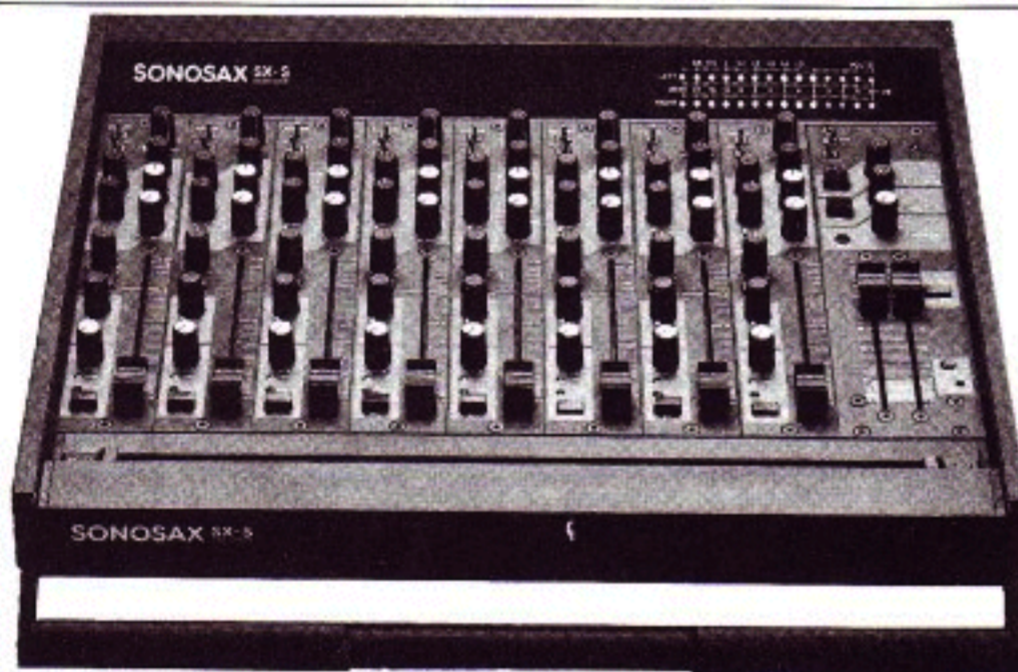
C-FAX TO BUY CKOV AND FM-104 KELOWNA



Subject to CRTC approval, C-FAX Radio 1070 Ltd. of Victoria will purchase Okanagan Broadcasters of Kelowna, B.C., operators of CKOV and CHIM-FM. Okanagan president Jamie Browne said the decision to sell was emotionally wrenching because CKOV was founded by his grandfather in 1931. But he noted that C-FAX president Mel Cooper also has ties to Kelowna, where members of the Cooper family have lived and been in business for over 30 years. Said Cooper: "Kelowna is like a second home. I know we can bring new ideas and new energy to the stations." Seen in photo are Jamie Browne, at left, and Mel Cooper, right.

After leaving CFNY-FM, Peter Griffin of "Pete and Geets" fame, was hired by the Richmond Hill/Toronto country music station CFGM... Randy McCabe, who initially learned his radio with us at Humber College, became sales manager for the Radio Marketing Group, the chain retail organization for Moffat Communications under GM Brian Minton... Appointments at Media Measurement Services, Inc., included M.A. (Michael) Lyons, VP and GM; J.S. (John) Platt, VP sales/marketing; and R.S. (Robert) Young, VP operations... Fay Olson, once of Toronto and Western Canada radio and TV, and then prominent in the PR industry, became executive vice-president, Ontario, for Houston Group Communications Ltd... Serge Gouin became president of Télé-Métropole Inc. He continues as vice-chairman and CEO... SuperCorp Entertainment is the name of the new entertainment and communications company formed by Labatt Brewing Co. Ltd., in partnership with Kessler Music Corporation of Toronto. The latter's five divisions include the award-winning jingle production firm Air Company... Double congratulations to CFRB Toronto's Wally Crouter who celebrated 40 years as CFRB morning man and was added to the board of governors of Variety Village. Chairman of the board of Variety Village is former Standard Broadcasting president Don Hartford... Leah Hanes, anchor of Global Television's weekly half-hour program about women in business, is a native of Dresden, Ont., and has a successful career in life insurance and market research in her background... CJEZ-FM Toronto sports director Murray Eldon is a CKFM alumnus who has also been the Toronto Blue Jays' public address announcer for the past 11 years... Erik Thomas, the CFTR sports director, is doing some of the Toronto Maple Leaf hockey broadcasts on Hamilton's CHCH-TV, sharing the role with Peter Maher... At CISL Vancouver, Brian Braithwaite moved to the mid-day time period and Steve Hudson was assigned weekend announcing duties...

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SUMMARY OF CHARACTERISTICS

Frequency resp: mic/line input: $\pm 0,5$ dB, 30 Hz-20 kHz
 insert/line input: $\pm 0,2$ dB, 10 Hz-20 kHz
 Gain range: 85 dB to 24 dB, 55 dB to -6 dB with 30 dB PAD ($\pm 0,5$ dB)

0 dBu = 0,775 V LIN = 20 Hz-20 kHz

Gain	85 dB Fader at +10 dB	60 dB Fader at 0 dB	40 dB Fader at 0 dB
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Specs	85 dB Fader at +10 dB	60 dB Fader at 0 dB	40 dB Fader at 0 dB
nom. input level	87 μ V	1,55 mV	15,5 mV
max. input level*	2,95 mV	4,15 mV	41,5 mV
tot. harm. dist.**	0,01%	0,01%	0,01%
CMRR at 1 kHz	-110 dB	-110 dB	-110 dB
CMRR**	-85 dB	-85 dB	-85 dB
Noise LIN***	-129,2 dB	-128,8 dB	-119,5 dB
Noise ASA A***	-131,5 dB	-131 dB	-121 dB

* Provision of 8 dB before clip if limiter on ∞
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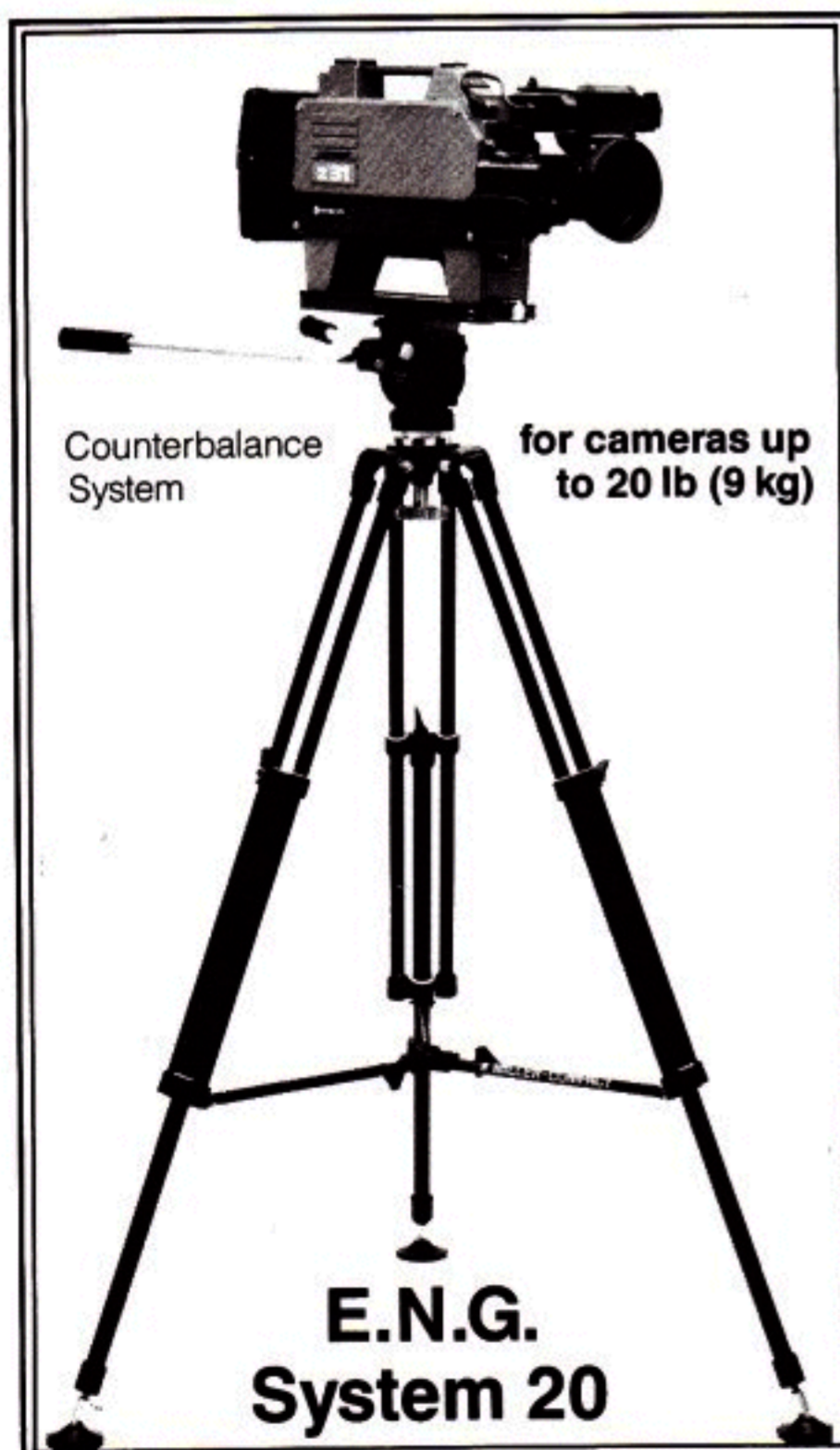
Note for your calendar: Oscar night is set for April 11th... **Peter Gzowski's** new book, *The New Morningside Papers* is on the stands and is the second selection of highlights from his CBC program, *Morningside*... Another CBC personality on the bookstands is **David Suzuki** with *Metamorphosis: Stages in Life*, an autobiographical account ... Rumors that sports personality **Tony Kubek** might depart from NBC were laid to rest when the network signed him to a new multi-year contract... From **Pat Beatty's** informative column in the Broadcast Executive Society newsletter we learned that: **Harvey Gold**, formerly of CJOR/CJRR-FM Vancouver became president of Western World Communications (CJWW Saskatoon); **Sharron Walker** took over as GSM at CJOR/CJRR replacing **Ralph Ragan**; **Harold Graboski** of All-Canada became retail sales manager at CKWX/CKKS-FM Vancouver; and **Judith Steane**, former traffic manager for Glen-Warren Sales, has joined The Telecaster Committee of Canada to replace **Bruce McEvoy** on his retirement at the end of this month...

GLOBAL TV AWARD: We represented BT at the Toronto luncheon where **Don Harron** was announced as the winner of the inaugural Global TV Canadian Entertainment Award for Life Achievement. There was a star-studded audience and we spied and/or chatted with people such as **Norm Jewison, Gordie Tapp, Gordon Pinsent, Frank Peppiatt, Barbara Hamilton, Dick Smyth, Patrick McNee, Jackie Rae, and Toby Tarnow**...

A new book, *Image in the Mind: CBC Radio Drama, 1944-54* by **Alice Frick**, looks at the golden age of CBC radio drama in the halcyon days of **Andrew Allan**. Frick was a script editor for Allan and his successor, **Esse W. Ljungh**, and later worked at the BBC... CBC Radio presented *A Tribute to Harry Boyle*, a one-hour special dedicated to this multi-talented Canadian.

Among his accomplishments: journalist, author of eight books, programmer, public speaker, former CRTC chairman. His first work for the CBC was as a radio farm commentator in 1943... Some Ottawa developments: **Roger Clinch**, MP for Gloucester, N.B., named parliamentary secretary to Minister of Communications **Flora MacDonald**... **Simon DeJong**, MP for Regina East became NDP critic for Communications and Culture... And **Christopher Burke** has been named director general, Broadcasting and Culture, at DOC...

Steve Feswick, formerly of CFDR/CFRQ-FM Dartmouth, is heading up the new Paul Mulvihill Ltd. office in Halifax... *Prime Time*, First Choice's monthly magazine, has passed the million mark in circulation... **Robin Wook**, founder of the archives at CBC Radio, passed away at age 59. During his time with the CBC, he located and saved for the archives such historic events as a 1928 Dominion Day broadcast, broadcasts from the 1939 Royal Tour, and reports filed by CBC correspondents during World War II... Another passing was that of **Eamonn Andrews**, the popular British broadcaster who died at age 64. He began his career as a boxing commentator and went on to become host of Britain's version of *This Is Your Life*... **Michelle Martinello** of C-100 Halifax tells us that C-100, which recently celebrated its 10th anniversary, was named Adult Contemporary Station of the Year at the annual Canadian Music Industry conference in Toronto... **Tom Harkness** moved from senior sales rep at CFTR Toronto to GSM at CKSL/CIQM-FM London, Ont... Kelowna, B.C., pianist **Kevin Fitz-Gerald** has won the first annual scholarship to Toronto's Royal Conservatory sponsored by CFMX Cobourg, Ontario... **George Ryga**, one the Canada's most-acclaimed playwrights died at age 55 of cancer. Best known for his 1967 play *The Ecstasy of Rita Joe*, he did many of his early scripts for CBC radio and television...



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CAB CONVENTION '87: An outstanding event thanks to **Peter Viner** and his committee and **Gerry Acton** and his staff. We spent most of our time gathering interviews with broadcast pioneers for the planned Canadian Communications Foundation archives, about which there will be more in a future issue of BT. Among those we chatted with on tape about their early days in the industry were John Ansell, Michael Hind-Smith, Jay Jackson, Don Thomas, Gord Hume, Bill Hutton, Jack Fenety and Charlie Fenton. It is always 'Old Home Week' at a CAB gathering as one renews acquaintances with people met over the years. It was great to see so many old friends again...

Tom Clarke returned to CFTO-TV Toronto as political editor. He had been with CFTO for ten years as a reporter and anchor before joining CTV in 1983 as a network correspondent... **Alannah Campbell** is co-host of CBC Radio's *The World at Six* with **Russ Germain**... **Jan Tennant** has returned to CBC Radio as anchor of the supper-hour series *Listen to The Music* after five years anchoring news at Global TV... Ever wonder what happened to CBC newsmen **Jonathan Mann** or **Doug James**. Well both are now with the Cable News Network, Mann heading a new Paris bureau and James at CNN's London bureau... The Association of Canadian Advertisers has a woman president for the first time in its 73 years, **Brenda Andrachuk** of Bristol-Myers Canada. A former chairman of the Broadcast Research Council of Canada, she is a past member of the BBM TV executive committee and chairman of the ACA broadcast committee...

News correspondent **Larry Stout** has left CBC to join former co-worker **Fraser Kelly** at Fraser Kelly CorpWorld Group, a firm specializing in teaching communications skills and crisis management. Kelly is a partner in the company... Note to **Paul Clancy**, promotions co-ordinator at Z99, Red Deer, Alberta, thanks for the note, keep them coming... **Jennifer Roman** of CJAD Montreal elected a director of the Advertising and Sales Executives Club of Montreal Associates Group... **Hugh Fairn** resigned as vice-chairman of the Canadian Cable Television Association's Atlantic Region after selling his shares in King's Kable, Kentville, N.S....

Some Standard Radio appointments: **George Ferguson** to VP/GM of CFRB Toronto; **Rob Braide**, VP/GM of CJAD Montreal; **Gene Stevens**, GM of CKTB/HITS-FM St. Catharines; and **David Foreman**, GM of CJSB Ottawa... **Marc Blondin**, chief of Les Productions de Marc, became promotional director of CKVL/CKOI-FM Montreal... ACTRA's Nellie Awards for radio are scheduled to be presented April 7 in Toronto... Colorful newsman **Fred Ennis**, former Ottawa bureau chief for Newsradio, joined Communications Consultants of Ottawa, an advertising and PR firm, as VP... CKY-TV Winnipeg account executive **Bill Hanson** appointed retail sales manager... **Gillian Grant**, once a story editor of CTV's *Canada-AM*, now a consultant with the PR firm, Media Profile... **Hana Gartner**, host of CBC-TV's *the fifth estate* married to film editor **Bruce Griffin**...

Attended a Toronto news conference at the invitation of ACTRA that was to kick off a campaign to focus attention on the federal government's lack of support for Canadian film and television production. Among those attending was **Ben Nobleman**, a long-time worker on behalf of Canadian talent. He has instituted an award in the late Lorne Greene's name to be presented annually to the top first-year student in the Radio-TV Arts program at Ryerson...

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

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