

THE CANADIAN

# roadcastster

SEPTEMBER 1969



**GOOD NEWS PAYS OFF!**  
see page 4

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THE CANADIAN  
**broadcaster**

Volume 28 Number 9 September 1969

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## TELEX



CANADIAN NATIONAL—CANADIAN PACIFIC  
**TELECOMMUNICATIONS**

"GOOD NEWS" meant more than mere words for ten enthusiastic cub reporters who were hired for the summer months by CFRB Toronto to brighten up the daily news coverage. Not only did they gain invaluable, first-hand experience by working with such veteran professional newscasters as Jack Dennett, Gordon Sinclair and Bob Hesketh, but three of their group were signally honored. Two received bursaries, one for \$1000 and the other \$500, while the third, the only girl on the team, won a full-time job with CFRB's Standard Radio News service, Ottawa bureau.

The project evolved when CFRB decided to do something to counteract the unpleasant side of the news, the prevalence of so-called "bad" news, which by the very nature of news itself all too frequently ousts the opportunity to report the brighter side.

CFRB, which has the largest radio audience in Canada, did not go at it in a small way. They did not make it a one or two person effort, but decided on a team of ten second-year and graduate journalism and radio-television arts students, nine young men from Ryerson Polytechnical Institute, Toronto, and the sole distaff member of the group, from Carleton University, Ottawa.

Named the CFRB "Good News" Team, they were introduced by full-page ads in all three Toronto dailies, with individual photos of each team member dominating the page. Their job, to ferret out interesting items on the bright side of the day's happenings, so they could be incorporated into CFRB newscasts during June, July and August. They were under the guidance of CFRB news director, Arthur Cole, but were left more or less on their own to develop their own initiative and "nose for news"...the "Good News".

The station provided added incentive for the young reporters by offering two cash bursaries, which were adjudged, and presented on behalf of the station by Ontario Minister of Education, the Hon. William Davis, at a luncheon honoring the "Good News" Team, at Toronto Men's Press Club, August 28.

The top award, a cheque for \$1000, for what the panel of judges described as the "breezy and readable writing style portrayed by him in the many good news reports he filed" went to Allan Ryan, 22, of Toronto. Ryan returns to Ryerson this month to complete his third and final year of journalism. During his first year, he received the *Readers' Digest* Scholarship of \$250, and also took the broadcasting option as part of the journalism course.

Winning the second bursary, \$500, Harold B. Lawrence, 31, also of Toronto, a graduate of Ryerson's Radio & Television Arts course, hopes to get into television writing and production.

In a surprise announcement at the luncheon, Miss Leslie Empringham, 22, of Ottawa, a Carleton University journalism grad, was informed that as a result of her work on the "Good News" team, she was hired as a full-time staff member of CFRB's Standard Radio News Ottawa bureau. She began her work there September 15.

Other members of the team, who each received congratulations on "a fine job, well-done", were: Richard Church, Camp Borden; Craig Elson, Weston; Malcolm Glassford, Alliston; Dwight Hamilton, Winnipeg; Al Mernick, Toronto; Ron Ribchester, Toronto; Garth Woolsey, Regina.

Cover photo: left to right—Allan Ryan, Leslie Empringham and Harold Lawrence.



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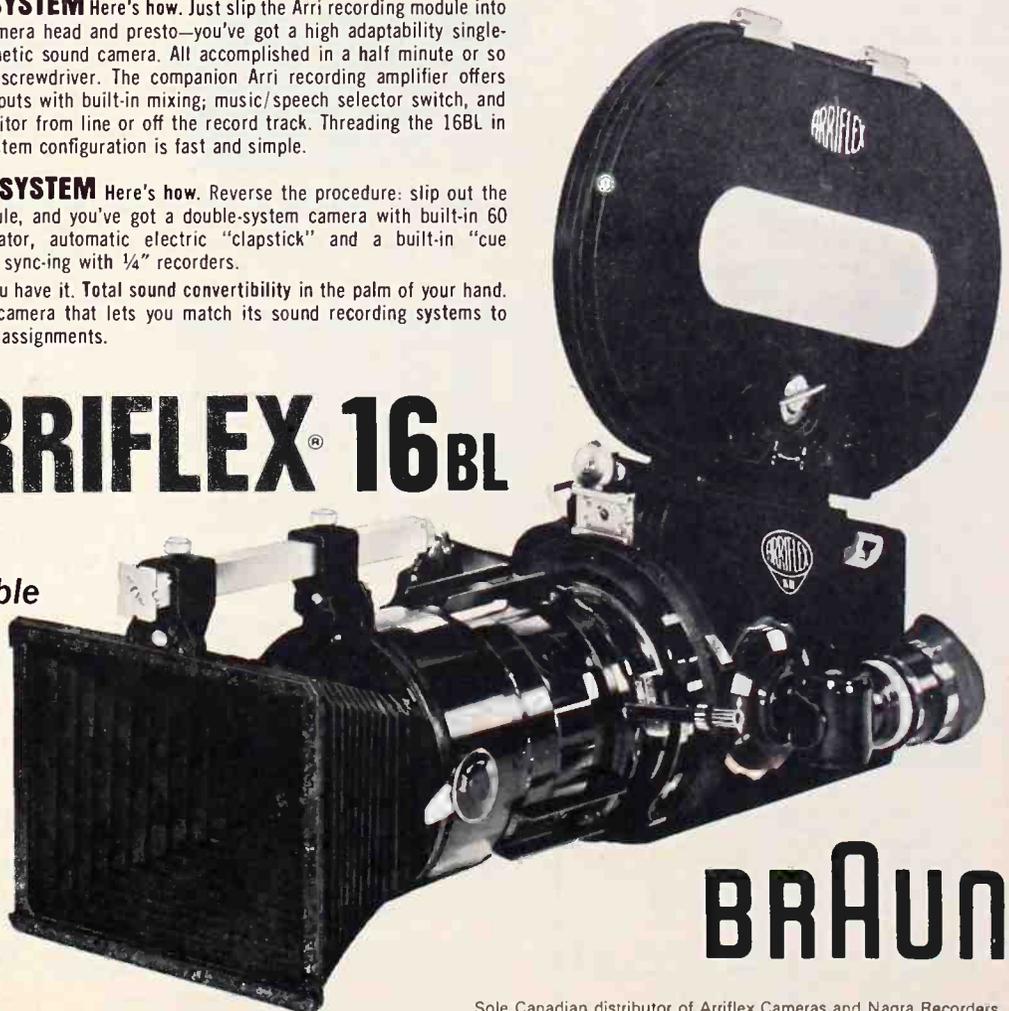
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# HEAVY AGENDA FOR CRTC VANCOUVER HEARING

**SUBMITTING ALTERNATE BIDS** for a new AM operation in British Columbia, John Skelly, on behalf of a company to be incorporated will ask the CRTC at their Vancouver public hearing, October 14, for a license to operate a new AM station at Kamloops, with another studio at Merritt, and in his other application will seek a license for a station at Merritt, with another studio at Kamloops.

The proposed Kamloops station, on the frequency of 610 KHz, would operate on a power of 1000 watts day and night, DA-1. It would be in opposition to CFJC Kamloops, presently operating on 910 KHz, at 10,000 watts days, 1000 nights.

In Skelly's application for the Merritt station, he proposes to operate

## MOFFAT BROADCASTING LTD.



**D. E. LYMAN**

Moffat Broadcasting Ltd. is pleased to announce the appointment, effective immediately, of David E. Lyman as Station Manager of Moffat Broadcasting station CKXL, Calgary. Mr. Lyman has 15 years' experience in the broadcasting industry and has been associated with Moffat in various capacities for seven years.

James M. Pryor, Jr., CKXL's previous Manager, was recently named Chairman of the Board of Moffat Broadcasting, and will now direct his full attention to corporate affairs, with emphasis on the Company's cable television interests. \*\*\*

on 1230 KHz, 1000 watts days, 250 nights, ND. There is no other station at Merritt.

The Commission's agenda for the Vancouver hearing also includes one other AM application, bids for three new TV stations, 5 LPRTs and 29 CATV licenses, along with 243 license renewals (see *NewsCast*). Various license amendments, facility changes and network extensions will also be heard.

Yellowhead Broadcasting Ltd. will seek a license for an AM station at Jasper, Alta., to operate on 1450 KHz, 100 watts day and night, ND.

In another dual submission, where one application is dependent on approval of the other, Stewart Community Club seeks a license for a new TV rebroadcaster at East Georgie, B.C., to receive programs off-the-air from a proposed new TV station at Kwinatahl, B.C., for retransmission on Channel 9, with transmitter power of 1 watt, directional. The same group has applied for a license for another new TV rebroadcaster at Mt. Dolly, B.C., to receive programs off-the-air from the proposed rebroadcaster at East Georgie, for retransmission on Channel 11, with transmitter power of 1 watt, directional.

The CBC seeks a license for a new TV station at Bonnington, B.C., to receive programs via microwave pickup from CBUAT Trail, B.C., for retransmission on Channel 13 plus, ERP 22 watts (video), 2.2 watts (audio), directional antenna, EHAAT 1287 feet.

The corporation also will apply for five 40-watt LPRT licenses, four in English: at Shalalth-Seton-Portage, B.C., on 1340 KHz, Blue River, B.C., on 1150 KHz, Alice Arm, B.C. on 1150 KHz, and Wabowden, Man. on 690

KHz; and one in French, at Rolphton, Ont., on 1400 KHz.

## Seek licenses for 29 CATV systems

With the intertwined bids for new AM stations to serve Merritt and Kamloops, B.C., it is interesting to note the agenda also carries two applications for CATV licenses from Merritt Cablevision Ltd., one to serve Merritt, the other to serve Kamloops.

Heading the 29 individual bids for cable TV licenses are nine from Coratel Services Ltd. to serve hospitals and housing developments in B.C. and Ontario; Skeena Terrace Apartments and McLean Park in Vancouver; Hotel-Dieu of St. Joseph Hospital and Salvation Army Grace Hospital in Windsor, Ont.; Ajax and Pickering General Hospital, Ajax, Ont.; Moss-park 3-building housing complex, 275-295 Shuter St., Toronto; Beach Hall, 14-building apartment complex, Humber Blvd., Toronto, and two 2-building apartment complexes, at 9 Haldon Ave., Toronto, and 2950 Lawrence Ave. E., Scarborough, Ont.

Other CATV license applications are from Kamloops Cable Television Ltd., to serve Kamloops, B.C.; L. & C. Cablevision Ltd. to serve Ladysmith and Saltair, B.C.; Cowichan Valley TV Ltd. for Duncan and North Cowichan, and include Bamberton and Ladysmith areas; National Cablevision Ltd. to serve Maple Ridge and Mission, B.C.; Alberni Cable Television Ltd. for Port Alberni, B.C.; Telesis Development Co. Ltd. for Gold River and Tahsis, B.C.

One application comes from Manitoba with The Fouillard Implement Exchange Ltd. seeking a license to serve St. Lazare.

Quinte Cablevision Ltd. seeks a license for Picton, Ont.; George E. Young, M.D., wants one for Chapleau, Ont., Television Hornepayne Ltd. for Hornepayne, Ont., and Geroy Radio & Television Ltd. for Manitowadge, Ont.

Quebec applications are from Gagnon TV Ltée. for Notre Dame de la Dorée, Electro-Vision (La Tuque) Inc. for La Tuque; Maniwaki Television Ltée. for Maniwaki, Reserve Indienne, Municipalité Deleage and Egan-Sud; Border Community TV Inc. for Rock

(continued on page 20)

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# The networks shuffle for alternate TV service

## FOUR STATIONS SWITCHED NETWORKS

September 13, following directives issued by the Canadian Radio-Television Commission to help provide alternate television service in the Maritimes and in Saskatchewan.

Former CTV outlets, CHRE-TV Regina and CHAB-TV Moose Jaw, were added to the public network, when following the CRTC decision of July 18. Favoring public over private interests, the CBC was given the nod in a long-drawn-out hassle over transfer of ownership of the two stations from Moffat Broadcasting Ltd. The corporation thus gained its first owned and operated television stations in Saskatchewan.

CKCW-TV Moncton/Saint John, N.B. and CKCK-TV Regina/Moose Jaw joined the private network's group of affiliates, after having been linked with the CBC for many years.

Coincidental with the change in ownership, the new CBC stations in Saskatchewan changed their call letters, CHRE-TV Regina becoming CBKRT, and CHAB-TV Moose Jaw now being identified as CBKMT. Both stations retain their frequencies, Channel 9 and 4 respectively.

Commenting on the switchover, CBC president George Davidson said:

"One of the CBC's long-standing objectives has been to provide complete national network television and radio service in each province, preferably in the capital city. We are pleased to be able to provide the full English television network service to the people of a large area of southern Saskatchewan."

Adding over 100,000 homes to the CTV Television Network coverage of the important Maritimes market, CKCW-TV is considered a most important adjunct to the private network's expanding service, while CTV will continue to be strongly represented in the Regina/Moose Jaw market through the addition of CKCK-TV to its affiliate strength.

CTV president Murray Chercover said: "We view the addition of these two fine stations to our roster as an important step toward achieving full national coverage for our programming service which has received wide public response.

"We believe as well," he said, "that our deliberations with respect to the changing nature of the broadcasting industry will be aided and assisted by the strength and experience and skills of Mr. Hal Crittenden of CKCK and Mr. Fred Lynds of CKCW. Both of these gentlemen have a life-

time of experience in the broadcasting industry, and will bring further stature to our Board."

The CBC acquisitions in Saskatchewan were made possible through an unprecedented decision of the CRTC when Moffat Broadcasting Ltd. was ordered to sell CHRE-TV and CHAB-TV to the corporation, for a figure reportedly less than Moffat had been offered by a private group, Western Broadcast Management Ltd.

Moffat had acquired ownership of CHAB Ltd., licensee of the two stations, following an application heard at the April 1968 public hearing, but, since Moffat held a 50% interest in CJAY-TV Winnipeg, and CHRE-TV and CHAB-TV were CTV affiliates, the approval was conditional that Moffat would apply for permission to sell the two stations "to some third person acceptable to the Commission before May 30, 1969."

At the June hearing, Moffat sought CRTC approval for the sale of the stations to WBM for \$1.5 million, following lengthy but unsuccessful negotiations with the CBC, to obtain a better price.

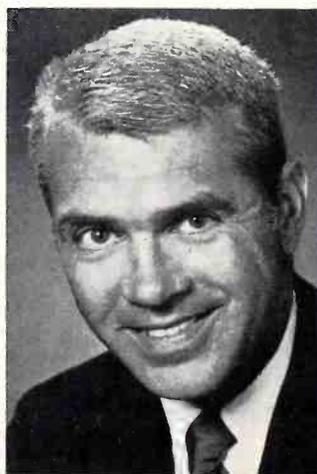
The commission stated they were "of the opinion that the public interest will be better served by the presence of a CBC station in Regina", and its decision was guided by Section 2(h) of the Broadcasting Act which states: "Where any conflict arises between the objectives of the national broadcasting service and the interests of the private element of the Canadian broadcasting system, it shall be resolved in the public interest but paramount consideration shall be given to the objectives of the national broadcasting service."

ANNOUNCEMENT

## MCA APPOINTMENTS



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W. L. SMITH



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Herbert S. Stewart, Vice-President, MCA TV International Ltd., announces the following executive appointments: A. P. Ewasko, Controller for all MCA Companies in Canada; Barry G. Nicholls, Director of Marketing for Universal Education and Visual Arts (UEVA), and Universal 16; W. L. Smith, Sales Manager, MCA Syndicated Television; Frank J. Braun, Sales Representative, Syndicated Television Department.

MCA activities in Canada currently consist of MCA TV International Ltd., including MCA TV, Universal 16 and Universal Education and Visual Arts divisions; Universal Films of Canada Ltd.; Leeds Music (Canada) Ltd.; Apex Records Ltd., distributors of Decca, Kapp and Uni labels; The Campo Company Ltd., and Campo (Ontario) Ltd., manufacturers and distributors of records and tape products.

# ALLTIME HIGH SUMMER AUDIENCE NETS CFTM-TV CHANNEL 10 MONTREAL

## 23 OUT OF 25 TOP RATED PERIODS

Source: BBM Bureau of Measurement, July 1969

PROGRAM	DAY	TIME	TOTAL VIEWERS	STATION
1. CRÉ BASILE	Tuesday	8:30- 9:00 pm.	878,400	CFTM-TV
2. CLAUDE BLANCHARD	Monday	9:00- 9:30 pm.	862,900	CFTM-TV
3. VAUDEVILLE	Thursday	9:30-10:00 pm.	829,900	CFTM-TV
4. AMOURS DÉLICES & CIE	Monday	8:30- 9:00 pm.	770,700	CFTM-TV
5. LA GRANDE VALLÉE	Monday	7:30- 8:30 pm.	750,400	CFTM-TV
6. SAUVE QUI PEUT	Monday	9:30-10:00 pm.	725,500	CFTM-TV
7. APOLLO XI	Sunday	9:00-10:30 pm.	723,300	CFTM-TV
8. VRAI DE VRAI	Thursday	9:00- 9:30 pm.	714,000	CFTM-TV
9. RÉAL GIGUÈRE ILL.	Wednesday	9:30-10:30 pm.	657,000	CFTM-TV
10. CINÉMA KRAFT	Thursday	7:30- 9:30 pm.	655,800	CFTM-TV
11. JEUNESSE D'AUJOURD'HUI	Saturday	7:00- 8:00 pm.	650,700	CFTM-TV
12. LE FUGITIF	Tuesday	7:30- 8:30 pm.	634,400	CFTM-TV
13. LES GRANDES PRODUCTIONS	Wednesday	7:30- 9:30 pm.	623,400	CFTM-TV
14. BONANZA	Tuesday	9:00-10:00 pm.	607,100	CFTM-TV
15. MOI ET L'AUTRE	Tuesday	9:30-10:00 pm.	604,100	CBFT
16. TOUTE LA VILLE EN PARLE	Thursday	10:00-10:30 pm.	600,600	CFTM-TV
17. PREMIERS PAS SUR LA LUNE	Sunday	10:30-Midnight.	584,300	CFTM-TV
18. LES TROIS CLOCHES	Tuesday	10:00-10:30 pm.	571,800	CFTM-TV
19. ÉMISSION IMPOSSIBLE	Tuesday	9:00- 9:30 pm.	554,200	CBFT
20. EN PREMIÈRE	Friday	7:30- 9:00 pm.	536,400	CFTM-TV
21. LES GRANDS SPECTACLES	Saturday	8:00-10:30 pm.	535,300	CFTM-TV
22. LE 5 À 6	Mon. to Fri.	5:00- 6:00 pm.	518,900	CFTM-TV
23. LE VIRGINIEN	Sunday	9:00-10:30 pm.	512,400	CFTM-TV
24. MAÎTRES DE L'ESPACE	Saturday	9:30-10:30 pm.	493,500	CFTM-TV
25. LES DÉTECTIVES	Wednesday	9:30-10:00 pm.	491,400	CFTM-TV



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# INSIDE RADIO NEWS

In extensive interviews with five news services and nine radio stations, The Canadian Broadcaster inquired into the situation behind radio news operations today, and what was planned in the way of expansion or improvement. Here is what we found out.

## Standard Broadcast News Service — CFRB Toronto.

Standard Broadcast News, a division of Standard Broadcasting Corp., is the best Ottawa news service available for radio, according to Arthur Cole, news director for Standard and CFRB. "Standard services 14 radio stations across Canada, CFRN Edmonton; CJLX Fort William, Ont.; CKCM Grand Falls, Nfld.; CHNS Halifax; CHML Hamilton; CHCM Marystown, Nfld.; CJAD Montreal; CKNW New Westminster, B.C.; CKCK Regina; CFQC Saskatoon, Sask.; VOXM St. John's, Nfld.; CJCB Sydney, N.S.; CJOB Winnipeg; CFRB Toronto, and CHQR Calgary which will begin receiving the news service Oct. 1. Also, our Ottawa bureau, whose staff will be increased this month, is receiving direct feeds from NBC New York by Broadband," Cole said.



**COLE  
of  
CFRB**

Standard puts out 18 transmissions a day to its stations across Canada, beginning at 6.40 a.m. and continuing hourly until 11.40 p.m. "We'd like to begin transmissions earlier than 6.40 a.m. for the sake of the Atlantic provinces," Cole said. "As it stands now, we receive our NBC feeds at 7 a.m. and by the time they're fed to Nfld. it's 8.30 a.m."

Along with having comprehensive coverage by stringers in Los Angeles, Washington and the United Nations, Standard Broadcast News also acts as a news service for NBC. At the time of Eisenhower's death, first word of Trudeau's condolences were sent by Standard to NBC New York and aired on their radio stations a short time after, Cole said.

In their news programming, local, national and international stories are placed in order of their importance as news items and not given any preferential treatment as to origin. This summer though, local stories were enhanced by CFRB's policy of "good news" reporting by ten broadcast and journalism students.

Newscast content of the station averages out to 1/3 for the Metro-Toronto area, 1/3 for Ottawa and national coverage and 1/3 for American and international coverage. In the month of August, 48% of the news was of Canadian content and the remainder American or international, while in June and July, the average was around 59% Canadian content.

CFRB, a personality station and number one in Canada, boasts such experienced broadcasters as Gordon Sinclair, Jack Dennett, Bob Hesketh, Bill Stephenson and Betty Kennedy. Sinclair, the much-traveled, much-talked about commentator at CFRB, rarely uses the big news item of the day. If he does, it's written up only as a small paragraph in his newscast. "I'm biased, prejudiced, politically slanted to the right, a capitalist and non-objective, so I give my own views on the news," Sinclair said. "And

there are only a few of us who can do this because we've developed a personality and accumulated a large audience over many years in broadcasting."

CFRB also offers listeners 29 newscasts a day consisting of approximately 180 minutes of news, weather, sports and traffic reports, supplemented by three news cars and one jet helicopter.

## News Radio Ltd., Stephens & Towndrow

"Our CBS radio news feed from New York is hooked in to nine lit-up numbers on our news control board, and, as the feeds come in, one of those numbers lights up indicating the story's importance," said Allan Slaight, president of Stephens & Towndrow Co. Ltd.

"One example of its operation occurred when Eisenhower died," he said. "As the story started coming in, a number seven light lit up indicating a major news break."

Accordingly, as major stories break, material received is sent as is; or with events such as the Apollo moonlanding, continuous broadcasting is commenced, originating with either CBS or with News Radio, Ottawa, or a combination of both.

News Radio Ltd., a division of Stephens & Towndrow Co. Ltd., Toronto started in September 1968 as a totally independent news service with headquarters in Ottawa's National Press Bldg. At present, it

services six radio stations with news feeds. They are CKEY Toronto; CKGM Montreal; CHQM Vancouver; CKWW Windsor, Ont.; CJRN Niagara Falls, Ont. and CKLC Kingston, Ont. Slaight said though that News Radio had three new subscribers and another three yet to be signed before the end of the year, bringing the total to 12 stations.

News Radio Ltd. differs from other news services, in that they utilize CBS International news fed directly from the States to Ottawa and add hot news from the Canadian scene. From these, edited packages of news are fed out from Ottawa headquarters at 25 minutes before the hour, 17 times a day. There are also ten feeds on Saturdays, Sundays and holidays.

In addition, direct broadcast lines connect CBS New York, Parliament Hill and the English and French services, originating in the National Press Bldg's. News Conference Theatre, with News Radio's network control. Other facilities allow recording from Broadband receivers, from the telephone, an AM-FM pushbutton radio, or a TV monitor.

News Radio subscribers receive about 35-40 cuts per day for use during weekdays on the average, and 15 to 20 cuts per Saturday and Sunday. It is expected that fully 50% of this volume will be Canadian content, originating with News Radio's Ottawa Bureau, special News Radio correspondents, and News Radio subscriber stations, who relay stories for general use and receive payment. The Ottawa bureau consists of Tayer Parnaby, Paul Taylor and a staff of five.

Subscribers also receive federal and Ottawa news for broadcast the next day in the last feed of the night, while the first feeds in the morning consist of American or international news. Local news, if of interest to a certain area, is packaged and sent to individual stations in that area.

As to all-news stations such as CKVN Vancouver, Slaight felt it would take quite a change-over for it to be financially successful but people would still listen to their Dennetts, Sinclairs and Gilmours and would continue doing so until someone or something better came along.

**Rogers Radio News Network — CHFI**  
Vaughn Bjerre, vice-president of Rogers Radio News Network and CHFI, felt that "news is fast becoming an important facet in radio programming and in the short time we've been operating our service, the money and people we've put into it are more than justified by our increased ratings."

A division of Rogers Broadcasting Ltd., Rogers Radio News Network began operation in April of this year in affiliation with ABC News in the States. "ABC is the largest radio news service in the States and has more people and money to provide us with the type of news we want," Bjerre said, "and ABC vice-president of news, Tom O'Brien, would do anything to help us in Canada accumulate and assimilate worldwide and national news."



**BJERRE**  
of  
**CHFI**

ABC news feeds begin at 6 a.m. and continue at all times during the day while Rogers News service feeds every half hour to their eleven stations. These stations are CHUM Toronto and CFRA Ottawa, which both receive ABC feeds independently and only a partial Rogers feed; CFCF Montreal; CHER Sydney, N.S.; CHAM Hamilton, Ont.; CHYR Leamington, Ont.; CKSL London, Ont.; CKVN Vancouver; CHSC St. Catharines, Ont.; CKJD Sarnia, Ont., and three more to be signed in the near future.

With a staff of 18 in the CHFI newsroom and six on the network news and a full-time financial editor expected to join the staff shortly, Bjerre feels the Rogers service and CHFI can cover the news fairly comprehensively for their listeners and subscribers. The station also has three news cruisers in Toronto and one in Ottawa as well as two helicopters in Toronto.

Bjerre also displayed plans of elaborate new facilities to be built in the near future and the news operations dominated the main structure of the studios. "We're in the process of expansion right now," Bjerre said, "and our power increase and pattern change early next year will increase coverage west of Toronto as far as London and Guelph." (Shortly after the interview, the station announced the purchase of \$200,000 worth of equipment from CGE to increase their daytime power from 2½ kw. to 10 kw.)

Asked if all his staff was fully experienced in news and broadcasting or whether he trained or accepted graduate students Bjerre said, "Since we're a comparatively young and competing news operation and radio station in Toronto, we take on only experienced broadcasters and newsmen with previous radio or journalistic background."

# NOTHING BEATS OUR

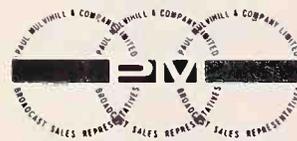


## 6 CARD STRAIGHT FLUSH

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5	Malartic Val d'Or, Amos
6	Timmins, Porcupine
7	Chapleau

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**TORONTO MONTREAL**

## Inside Radio News (continued)

CHFI-AM broadcasts approximately 160 minutes of news a day, CHFI-FM only 140 minutes. Bjerre explained that the difference between the two was due to the difference in audience. "The average worker listens more to the commercial AM side of radio each day and relies heavily on it for hard news, weather and sports, therefore, more is programmed. The more sophisticated listener turns to FM for easy listening and relaxation, therefore, less of that type is programmed."

On CKVN Vancouver and all-news, Bjerre said, "If CKVN is successful, it'll be because of Jack Tietolman, owner of the station. Tietolman is an ambitious go-getter and he won't quit until he has made his station successful."

"And as to the station's low or high ratings," Bjerre said, "it takes time to set up an operation like his, and a true indication of its success or failure won't be known for quite a while."

"You can't change a format that drastically and expect to keep the same audience," he said, "but over a period of time you gain some of them back as well as new listeners."

## Canadian Contemporary News Service — CHUM

"Contemporary News will be the only truly Canadian radio news service when we drop our ABC feed this month and switch to an international feed," said Peter Dickens, assistant news director at CHUM.



DICKENS  
of  
CHUM

The reason for the switch, according to Dickens, is to give Contemporary News complete freedom in presenting American and international news with a Canadian view instead of airing, sometimes intact, the American-slanted ABC feeds they receive.

Canadian Contemporary News Service, owned and operated by CHUM Ltd., has regional offices in Toronto (CHUM) and Winnipeg (CKY) and has headquarters in the Parliamentary Bureau of the National Press Building, Ottawa, headed by Paul Akehurst, g.m. and Arthur Lewis. Contemporary also services 13 stations across Canada. They are CJCH Halifax; CFOX Montreal; CFRA Ottawa; CKPT Peterborough, Ont.; CKVB-TV Barrie, Ont.; CKBB Barrie; CHUM Toronto; CKY Winnipeg; CHAB Moose Jaw, Sask.; CKXL Calgary; CHED Edmonton; CKLG Vancouver and CKDA Victoria, B.C.

In the programming of news, Dickens stated that local stories were emphasized, with national and international items given next in order of their importance. "But if a major national or international story broke though," Dickens said, "we would program it first." Bulletins also follow the same procedure, but in the past few years they have been "softened".

"During the Cuban crisis, when the States blockaded Soviet ships from entering Cuba, every bulletin was waited for with baited breath," he said. "Normal life was so disrupted by 'hard' bulletins it's a wonder more people didn't suffer from heart attacks every time one was aired."

The CHUM news staff in Toronto consists of ten newsmen who have at least three years experience in broadcast journalism while Contemporary News has a potential total of 90 experienced newsmen in their system across Canada. Dickens said that there were no personalities such as Sinclair or Dennett on CHUM because no one person at the station could express his views in news or editorials.

Broadcasting approximately 150 minutes of news a day, CHUM caters to the 16-35 age group between the hours of 8-10 p.m. with *young news*. That is, if a story came in concerning something that would interest this age group, CHUM would feature it during that time period.

An interesting facet of CHUM's supposed teenie-bopper audience is that 64% of them are 18 to 80. Only 26% are between the ages of 12 and 18 while 10% are 11 and under, the station claims.

Covering Toronto with two mobile units, CHUM also has four sources of traffic reports: Metro Police, OPP-OML, TTC reports and phone-ins. They dropped their helicopter coverage last year because of repetition of reports and lack of detailed downtown and metro coverage.

## Broadcast News

Processing and relaying news is the main function of *Broadcast News*, a subsidiary of The Canadian Press, which relies mainly on revenue from its 347 subscriber stations. Of that 347 total, 32 use BN's voice service. They are CFCF Montreal, P.Q.; CKOY Ottawa, CKPM Ottawa, CKWS Kingston, CHEX Peterborough, CJRT Toronto, CKFH Toronto, CKOC Hamilton, CKTB St. Catharines, CKPC Brantford, CKKW Kitchener, CFTJ Galt, CFPL London, CHOK Sarnia, all in Ontario; CJON St. John's, Nfld.; CFDR Dartmouth, N.S.; CKBW Bridgewater, N.S.; CKCW Moncton, N.B.; CKBC Bathurst, N.B.; CFBC Saint John, N.B.; CFNB Fredericton, N.B.; CHNO Sudbury, Ont.; CJIC Sault Ste. Marie, Ont.; CKRC Winnipeg; CKBI Prince Albert, Sask.; CJCA Edmonton; CFCW Camrose, Alta.; CFAC Calgary; CKVN Vancouver; CJOC Lethbridge, Alta.; CKWX Vancouver and CJVI Victoria, B.C.

Covering news comprehensively, BN has affiliations with CP, AP, Reuters, Agence France Presse and Group W (Westinghouse), with feeds from Washington and London, England. "Although Westinghouse is objective and fair in its style and approach, we are under no obligation to use any of Group W's material sent through to us," said Dave Rogers of BN.

With a staff of 53 across Canada editing CP and Westinghouse feeds, BN supplies its subscribers with roughly 50 voice service cuts a day and approximately 350 cuts a week in English and French. "BN transmissions begin at 5.30 a.m. and continue again at 6.30 a.m., 12.15 p.m. and 4.30 p.m. five days a week and twice a day on the weekends," said Rogers. "Each item is numbered and supple-

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mental items on a hot story are given whenever they break. A major news story is fed live.

"Only news, sports and features are sent over the wire," said Rogers, "and these stories aren't arranged in order of importance or in order of local, national or international origin; they're placed on the wire as they come in."

Approximately half of the news sent by BN is Canadian, and every hour there's an alternating shift between national news summaries and regional news over the wire service. The voice service feeds a cross-country network with 14 half-hour and seven quarter-hour transmissions weekly from the news centres of the world.

#### CKSL London, Ontario

CKSL London, Ontario, a locally-oriented radio station situated 125 miles from the Toronto market, feels that the big stations in Toronto are not using or editing their international and national news feeds to the best of their capabilities.

CKSL also feels CHUM is the best source of news in Toronto and that CHFI, from whom they receive a partial ABC feed, could speed up their editing of the American feed they send. As soon as they do, CKSL would switch from the independent ABC feed they've been receiving for five years and use the CHFI feed full time.

In addition, CKSL receives the Broadcast News wire service and an eight-minute news feature from ABC's Paul Harvey for programming. The station also emphasized that the importance of a story was what determined its position in a newscast.

With a staff of five newsmen and one mobile unit, CKSL airs approximately 160 minutes of news a day, relying heavily on straight and live news and features. On Sunday, a four-hour package of straight news is broadcast between 6-10 p.m.

#### CHOO Ajax, Ontario

CHOO, the only station in the area that gives shiftworkers in nearby plants a major newscast at 3.00 a.m., prides itself on being a locally-oriented radio outlet serving the communities' interests.

In programming its 160 minutes of news, CHOO airs local stories first and last in a newscast and places national and international items in between. "In the event of a major story," said Tom Roe, CHOO newsmen, "it would take precedence, no matter where it originated." The station also broadcasts news headlines every half hour with major

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## Inside Radio News (continued)

newscasts broadcast on the hour.

CHOO's major source of news comes from BN's wire service while five stringers and three permanent news staff edit material from five newspapers (three dailies from Toronto, one from Oshawa, and *The Christian Science Monitor*).

**CHIC Brampton – Where the Girls Are**  
"Sure, this is where the girls are," said CHIC news director Harry Allen, "but we don't have any doing news work at this station.

"And if you want reasons why," he said, "just listen to the so-called women newscasters around Toronto and you'll find out why."

Allen feels that even though CHIC went to the all-girl format in 1966, a newscaster needs a *nose for news* first and a voice for broadcasting it second. "Most newsgirls don't have the years of hard news reporting behind them to give them that *nose*," he said.

With 15 years newspaper experience at the *Toronto Telegram*, Allen criticized Broadcast News' wire service as bland, dull and written without a crispness and clarity that a radio newscast should have. "It's unfortunate, but with only a staff of six in the newsroom (of which, two Ryerson grads who were working fulltime this summer recently left) there isn't always time to rewrite BN's stuff, Allen said. "But when we can, it's sure an improvement over ripping and reading."

Switching from regular programming to ethnic programming from 6-11 p.m. each night, CHIC pre-empts regular newscasts in that ethnic period for an international format. "Because of the change," he said, "we only broadcast a hundred minutes of news daily, and in those broadcasts, local and metro stories are emphasized first, with national and international items aired next."

CHIC's three mobile units allow the station extensive coverage of the Brampton and surrounding area as well as receiving OML reports on traffic. Allen also feels that the spread of the urban Toronto population east and north assures the station of more listeners as well as expansion in the next few years.

As a parting comment Allen said, "You listen to CFGM's newscasts. Under their present York County license, they have to provide the Richmond Hill community north of Toronto with local newscasts every day and I'll be damned if every local item they pick up isn't a Toronto story which has nothing to do with the area."

## CHIN Toronto

CHIN program director Don Percy gets away from the standard news setup every morning by programming a continuing flow of news, weather, sports and international music between the hours of 6-9 a.m. "This format, unlike the usual ones, gives listeners information and news every few minutes," said Percy, "and Gil Christie, our morning announcer, finds it easier going than the hour by hour newscast."

The station serves the heavily Italian-populated west end of Toronto with news and music daily from Rome. A direct link with ANSA news in Rome, which covers the international scene, and a shortwave direct from Rome picked up and broadcast in the afternoon and evening, supplies CHIN with ample European coverage for its listeners.

CHIN also receives BN's wire service as well as information from the *Paris Herald Tribune* newspaper and the Rome American paper, which the station has flown in daily for translation into 18 languages.

During the 6-9 a.m. period the station airs the news in English only. After nine the news is given in English on the hour and in Italian on the half hour. CHIN, with a staff of four providing news for 850,000 new Canadians, broadcasts a total of two and a half hours of news daily on their AM band and three and a half hours on FM. Being only a dawn to dusk operation, CHIN's AM station airs an hour less of news.

## CJRT-FM, Ryerson Polytechnical Institute, Toronto

With a full-time staff of three newsmen and three students part time, CJRT-FM moved more prominently into the news media this summer with the hiring of Allan Small, formerly of CFRB.

Small brings with him the experience and professionalism CJRT-FM needs to enhance its news operations and training of students. The station's chief source of news comes from CP New York, CP second Canadian, BN's wire and voice service and the Department of Transport's weather reports. The emphasis in news is placed on international items, with national news and some local stories programmed next. Ted O'Reilly, news director, felt that local items weren't prominent because of a small staff.

## CKBB Barrie, Ontario

Born August 31, 1949, amid thunderstorms and a tumultuous downpour, CKBB recently celebrated its 20th

birthday in broadcasting in the Barrie, Ontario vacationland.

The station, owned and operated by Ralph Snelgrove, still remains the local community service it has been for these many years and recently the staff and facilities moved to a new location within the city.



**McCUTCHEON**  
of  
**CKBB**

Bill McCutcheon, CKBB news director, said: "We use Broadcast News first Canadian and CHUM Ltd's Contemporary News service along with local stories in our programming, and the local items lead every newscast while weather reports begin each major news story."

The station, broadcasting approximately 170 minutes of news daily, has a staff of five newsmen and one newsgirl, a recent Ryerson Radio & TV Arts graduate from Toronto, as well as three mobile units. The mobile units play an important part in CKBB's coverage each weekend as two cars are sent to the 400 Highway and Barrie area to cover the heavy traffic situation Friday and Sunday evenings.

## CFGM Richmond Hill, Ontario

Even though CFGM receives BN's wire service, Ken Foss, the station's news director, feels that BN's voice service is badly written for radio. "Most of BN's editors have never sat in front of a mike before," said Foss.



**FOSS**  
of  
**CFGM**

"The BN wire feed we get is mostly rewritten in our newsroom before it's aired," he said, "and once it's ready for broadcast, the stories are placed in the newscast in order of importance or attention grabbing to keep the listener listening.

"For example, a Toronto area story would be given first," Foss said, "then a national, international or local story."

Foss added that news had to be entertaining, informing and exciting. "In long copy you can't achieve the excitement and entertainment a

newscast needs. So, we frequently insert one-liners for spontaneity," he said.

CFGM's staff of four newsmen and five stringers has a minimum goal of at least 15 stories or more a day to bring in while their one mobile unit covers the traffic situation and newsbeat. The station was also the originator of air coverage up the 400 Highway but now relies on its mobile unit and police reports for details.

Asked about coverage from Ottawa, Foss replied, "reports from the Capital City aren't very damn gutsy and the reporters are just as bland.

"They even let the stories come to them in voice clips from previously set-up press conferences," he said, "because they can't be bothered going after the details."

As to an all-news format, such as CKVN Vancouver has, Foss felt he would seriously think of setting up a similar format if his present one wasn't making inroads on the market. "I recently listened to an all-news station from the States and I'll be damned if they didn't repeat the same story at the end of their 20-minute newscast that they had begun with," he said. "It appeared to me that the station had a teletype for a mouth."

## Obituary

### Kathleen 'Kay' Elliott

KATHLEEN (KAY) ELLIOTT, nee Shields, wife of Walter Elliott, co-founder of Elliott-Haynes Ltd., died very suddenly September 10 in a Toronto hospital, after being stricken with a cerebral hemorrhage. She was 51.

Born in Toronto, she married Walter Elliott in 1941. They had three children, Maureen (Mrs. Ron Roccio of Edmonton), Kevin and Barry.

Her presence at conventions and industry gatherings with Mr. Elliott made her well known to many of the broadcast fraternity.

Walter Elliott was a co-founder with Paul Haynes, of Elliott-Haynes Ltd. in 1936, and following dissolution of the partnership in 1945 and the subsequent reorganization under the name of Elliott Research Corp., he remained as chairman of the board.

Mr. and Mrs. Elliott had been living in Fort Myers, Fla. during the winter months, and they spent the summers at their cottage at Balsam Lake, near Lindsay, Ont.

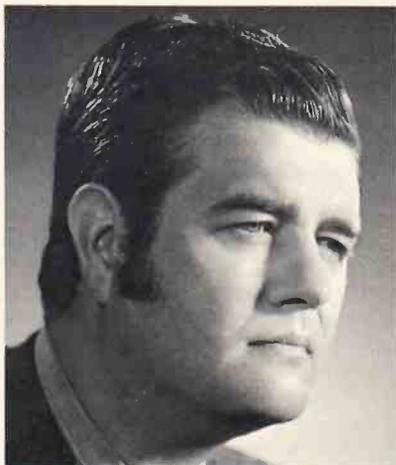
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The appointments of Robert H. Quinn as Executive Vice-President — Radio Division, Robert A. Stevenson as Executive Vice-President — Television Division, and W. Arnold Acton as Vice-President — Research & Development are announced by Douglas M. Pearson, President. Mr. Quinn, formerly Executive Vice-President, Radio-Television Representatives Ltd., will head up the Company's new National Radio Sales Division. Mr. Stevenson, formerly Vice-President, joined the Company in 1966 and is now responsible for National Television Sales. Mr. Acton, formerly Research Director of Paul L'Anglais Inc., is responsible for Radio & Television Sales Research. All appointments are effective September 1, 1969.

# More local news for local listeners

**MAKING YOUR NEWSROOM WORK**, and pay off, was vividly described to the Broadcast News Atlantic region seminar at Moncton, N.B. by John Hirtle, station manager of CKBW Bridgewater, N.S.

"Establishing a radio station in a small Nova Scotia town, back in 1947, was no easy task. It took twenty years, and a plow-back from profits of two hundred thousand dollars to achieve our objective. Today," he said, "we feel CKBW has studios, equipment and staff second to no other station in the east.

"But, in the early years, dollars were hard to come by. Just meeting the payroll was a headache—and extra dollars to gather news were non-existent. Programming in those days was different," said Hirtle. "There was no TV to contend with and all stations invested considerable sums in transcribed dramas and features.

"And, due to the limitations on power in the 1940's, competition for listeners wasn't keen. Most stations had their own little preserves and we worried more about the listeners switching to American stations than to competitors in our own province," he said.

"Then, three factors upset the applecart—the introduction of TV—the lifting of the ban on power increases—and the proliferation of new radio stations. Suddenly, we were faced with the need to change our programming and to meet competition in our own backyard," Hirtle said.

"Radio fumbled around for new formulas in the 1950's. Suddenly, we were out of the livingroom—but every-

where else. And the slogan became "wherever you go, there's radio".

"TV took over drama and many of our features," he said. "Dollars that had been spent on transcribed programs were freed for other uses.

"The renaissance period for radio news began in the mid '50's and continues to this day. The reason is obvious. Stations found that in order to withstand the onslaught of competition, they must reflect the communities they serve. They must be individualistic.

"In our case," Hirtle said, "to keep our listeners from straying to the Halifax signals, we saw the necessity to program our station to such an extent that the people of the South Shore felt they were out of touch with events in their own communities unless they kept that dial set at CKBW."

## Increase local news coverage

"We increased our remote broadcasts—covered everything from store openings to ship launchings. We joined the trend to audience participation with an open-line show. But that wasn't enough," he said.

"Our richer cousins were awakening to the fact that the days of 'rip and read' were over. Newsrooms started to blossom at the metropolitan stations. The station over the horizon found it could steal our listeners by providing news coverage of our area. The battle was on. In order to survive—to protect our sacred B.B.M.—we had to provide detailed news coverage of what was happening in our area, in such depth and detail that competition couldn't match it.

"Thus began the CKBW newsroom," Hirtle said. "The first few years were frustrating. We tried to attract qualified people to the bush league at low salaries. It didn't work. As news editor replaced news editor, the quality of our local coverage went up and down—good contacts were made only to be lost with a change of staff. It was impossible to build up a continuous liaison with the prime news sources."

## Need locally-oriented news editor

"We groped for an answer until the solution became obvious," Hirtle said. "We would have to train our own news editor. He would have to be a local man satisfied to live and work

on the south shore—not likely to be tempted to the bright lights at a time when his services were most valuable to us. We chose a staff announcer with several years experience with us, put him at the news desk, gave him all the help and encouragement we could—and then, we had to exercise patience until he mastered his trade and became reasonably proficient at his work.

"The man who accepted the challenge is our present news editor, Ed Boylan," he said. "His task wasn't easy. He had to switch from announcing to news writing—he had to find stringers in the key towns in our area—he had to build a liaison with the local police forces, the R.C.M.P., the hospitals and other primary news sources.

"And, he had to do it with a limited budget—a limited budget—a minute budget. Poor Ed—we gave him a spoon and told him to drain the Atlantic ocean," Hirtle added.

"And so, we marked time until 1967—the year our dreams came true at CKBW," Hirtle said. "In July of 1967 we moved into new studios and offices. We invested close to fifty thousand dollars in new control room and recording facilities. Overnight, we had three times the working space—three control rooms—a goodsized newsroom—bright new surroundings and all new furnishings. It was the culmination of an expansion move started in 1962, when we went to ten thousand watts.

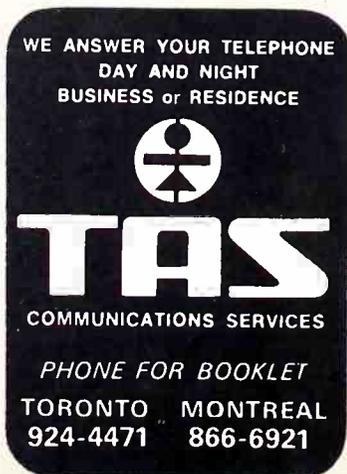
"Now, we had a model plant," he said. "At last we had been able to build our staff to 22 qualified people. We had a far reaching signal, stereo quality both from our studios and our transmitter. All we needed to maintain this expensive set-up was more revenue—and more revenue depended on more listeners."

## Bonus system inaugurated

"We give a bonus of two dollars if a news stringer submits a voice cut, actuality or interview. The best story of the month gets a five dollar bonus.

"Back a few years ago," he said, "we were disgraced by the fact a staff member called a competing station first with a news item—to get the payment! Now, our staff members compete for a five dollar monthly bonus for the best contribution.

"When it came to news tips," he



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said, "we matched the competition. We pay five dollars for the best news tip of the day called in to us by any listener. This one move has solved the problem of being scooped in our own backyard.

"In addition, we collaborate with any station that collaborates with us—and we pay for stories received, according to their value. For a run-of-the-mill voice cut, for instance, we pay two dollars," Hirtle said.

"These moves solved most of our news gathering problems. And, actually, the investment is small. For news tips, we're paying about eighty dollars a month. Our stringers earn from a hundred to a hundred and a quarter a month. Our phone bill for news runs about a hundred and seventy five dollars—high because we're covering a large area and most of our calls are long distance.

"We made other moves, too—added the B.N. Voice Service—provided the newsroom with its own recording facilities—added to our list of stringers—gave Ed a part-time assistant—smartened up our presentation on the air with special effects for bulletins, and so on.

"Today, news is our major programming effort of the day," Hirtle said.

#### Train with pro's at CP

"Can one man handle a newsroom?" he queried. "No! The hours are too long, the flood of copy too heavy. Our program director assists in the newsroom, particularly by handling sports. Our other announcers are trained to the point where they can handle routine items. But, you need a minimum of two to keep the operation rolling through a broadcast day.

"Last year," he said, "an announcer with a couple of years experience with us started to show an affinity—a talent—for news gathering and writing. We encouraged him, and today Blain Henshaw spends close to half his workday in the news department. Very soon, we hope, it will be a full time job for him and we hope to be able to relieve him of routine announce shifts.

"The experiment with Ed Boylan proved so successful, we repeated it with Blain, and during the past winter he, too, spent three weeks in Halifax, with the professionals at *Canadian Press*. Again, it was time and money well spent. Both Blain and Ed will tell you it's an eye-opening experience to work for and with these dedicated newsmen and, as management, we're amazed how much they learned in so short a time. It's an experience we can recommend to any station newsman—regardless how many years you've been working on news."

#### Hold correspondents' seminar

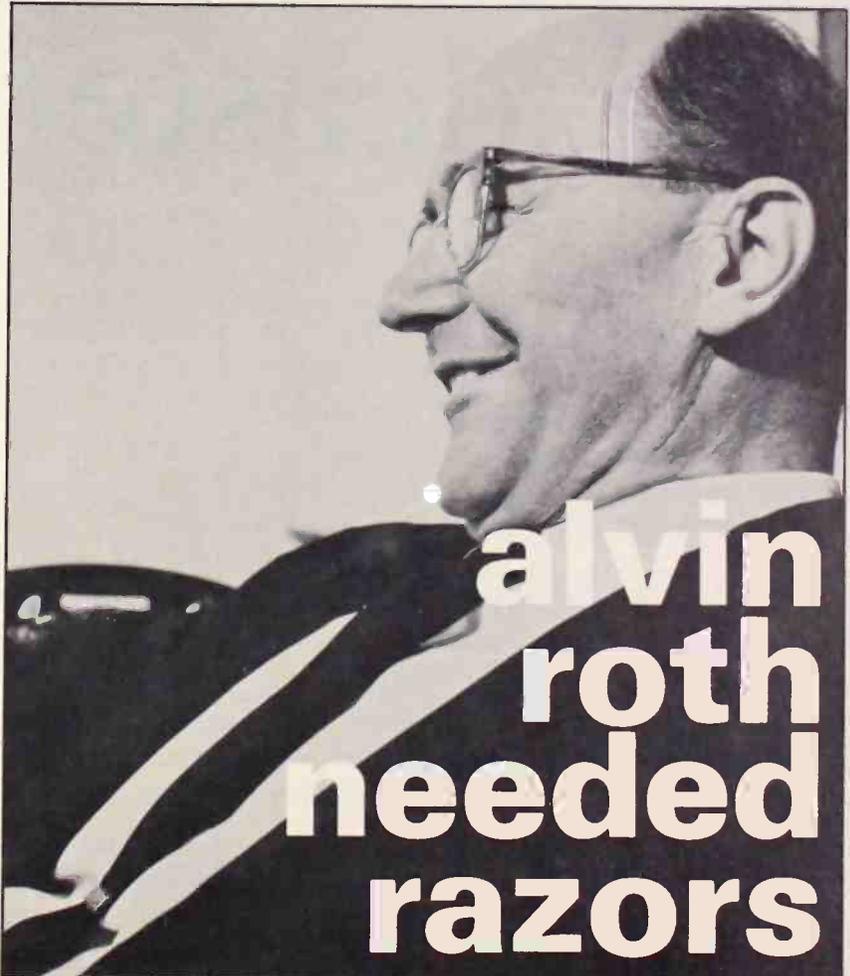
"Now, let's take the CKBW newsroom another step," Hirtle said. "Our correspondents are housewives, business men—ordinary people in ordinary walks of life—from a minister to the operator of a dry cleaning establishment. Ed and Blain, our two newsmen, have worked with these people—coached them and encouraged them, but none of them had had any real news training.

"On June 7, we took another step. We held a seminar for 12 of our correspondents, plus our staff, and we brought in four experts in various fields to talk to them. They were told how to get and report the news, what

to look for and how to make it interesting as well as factual. Voice reporting received special attention," Hirtle said.

"Through the seminar," he said, "the correspondents learned to separate the wheat from the chaff. Their stories are now more reliable, more concise, faster getting to our newsroom, completely comprehensive, much easier to handle and take a lot less time to edit.

"In fact, the seminar was so successful, that it is already being considered as part of our annual program in CKBW's continuing efforts to bring more and better local news coverage to our listeners!



and he got them . . . thousands of them. Alvin Roth, Superintendent of the London Rescue Mission, had a problem. The unemployed, the transients and others who use the services of the Rescue Mission get food and lodging but they also need a clean-up and shave. Alvin Roth needed razors. He took his problem to Ed Manning, Public Service Director at CFPL-TV. Alvin Roth got his razors. He got them two years ago and he is still getting them.

A success story? Not really . . . just an indication of how CFPL-TV and the Western Ontario community complement each other. CFPL-TV serves Western Ontario —"completely."



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# You are reading your last issue of The Canadian Broadcaster

**This is the 608th and last issue of "The Canadian Broadcaster". Born January '42 - Expired September '69. Coming up is the first issue of BROADCASTER to be born October 24 '69**

**Ushering in** the broadcasting industry's second half-century and broadcasting's new era, the new **BROADCASTER** will take nothing away from its legion of faithful readers and advertisers, who have stayed with it through the years, **but** it will spread its scope to cover the industry's breath-taking expansions into all areas of communications from world satellites to public address systems.

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CENTRAL CANADA BROADCASTERS ASSOCIATION

"Canada 70" Convention

Skyline Hotel - Ottawa

October 26-27-28

**SUNDAY, OCTOBER 26:**

- 10.00 a.m. - 3.00 p.m. - Registration
- 3.00 p.m. - Special private tour of National Arts Centre, in co-operation with the National Capital Commission and members of the Ottawa-Hull Radio-TV CCBA Convention Committee.
- 6.15 p.m. - President's reception, sponsored by CFRA, CKOY and CJRC Ottawa, CJSH Hull and CJOH-TV Ottawa.
- 7.30 p.m. - Canadian Gourmet Dinner.

**MONDAY, OCTOBER 27:**

- 9.15 a.m. - Official opening of the convention by CCBA president, John Radford, president and general manager, CFJR Brockville, Ont.
- 9.30 a.m. - Keynote speaker: Pierre Juneau, chairman of the Canadian Radio-Television Commission.
- 10.00 a.m. - Keynote speaker: Raymond Crépault, president, Canadian Association of Broadcasters.
- 10.30 a.m. - Coffee break.
- 10.45 a.m. - 50th Anniversary presentation by CFCF Montreal.
- 11.00 a.m. - Keynote speaker: Robert Oliver, executive vice-president, Canadian Advertising Advisory Board.
- 11.45 a.m. - Noon adjournment.
- 11.45 a.m. - 12.00 noon - Convention buses direct to Château Laurier, for luncheon.
- 12.15 p.m. - National Capital Commission luncheon at Château Laurier. Keynote speaker (tentative): Hon. Jean Marchand, Minister of Regional Economic Expansion.
- 2.15 p.m. - "Canada 70" workshops and seminars. Five 30-minute sessions, conducted by the CRTC, BBM, Broadcast News, RSB and TvB sales bureau.
- 5.00 p.m. - Adjournment.

**TUESDAY, OCTOBER 28:**

- 9.15 a.m. - Broadcast News meeting, election of director.
- 9.45 a.m. - Keynote speaker: Hon. Don Jamieson, Minister of Transport.
- 10.30 a.m. - Coffee break.
- 10.45 a.m. - Workshops and seminars. Papers to be presented by: Harry J. Boyle, vice-chairman, CRTC; Dr. W. Byram, president, BBM; Charlie Edwards, general manager, Broadcast News; Cedric P. Haynes, president, RSB; and Ross Downey, president, TvB of Canada.
  - Question period to follow.
- 12.00 noon - Adjournment.
  - Engineering luncheon.
- 2.15 p.m. - Closed session: CCBA annual meeting. Speakers: CAB president Raymond Crépault, CAB executive vice-president Jim Allard. CAB directors' question period to follow.
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  - Presentation of awards.
  - Entertainment.

(Note: this agenda is subject to change)

adcaster

YEARS  
COMMERCIAL  
CASTING  
CANADA

and features in the October  
look into the past,  
nostalgic memories to the  
and revelations to the

to peer into the future,  
to foresee what lies

with these "regular" features,  
will carry a "CCBA  
Section" highlighting  
equipment displays,  
suites, workshop sessions,  
activity.

publishing date for advertising  
(for 10)

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new BROADCASTER

Richard G. Lewis

Richard G. Lewis  
Editor & Publisher

Ian M. Grant

Ian M. Grant  
Executive Editor

# You are reading your last issue of The Canadian Broadcaster

**This is the 608th and last issue of "The Canadian Broadcaster". Born January '42 - Expired September '69. Coming up is the first issue of BROADCASTER to be born October 24 '69**

Ushering in the broadcasting industry's second half-century and broadcasting's new era, the new **BROADCASTER** will take nothing away from its legion of faithful readers and advertisers, who have stayed with it through the years, **but** it will spread its scope to cover the industry's breath-taking expansions into all areas of communications from world satellites to public address systems.

**There will be** items and articles of interest to the industry, as in the past, but more stress will be laid on information and material designed to be of special interest to the advertising agencies and their clients.

You will want to look at **BROADCASTER** for: **Newscast** - Hard news of and for the industry, the agencies and the advertisers. **New Writers** - all experts in their own fields.

**CRTC** - Reports of activities. **Technical and Engineering** research and development. **CATV** - programming and other developments. **Production** programming, commercials, film and tape. **The Music Scene. Advertisers' viewpoints. Parliament Hill. Consumer Affairs. Provocative Editorials** - without fear or favour. **Guest Editorials** with no holds barred. **Reader Reactions** - in "Letters to the Editor". **Finance** - reporting current trends in communications stocks. **BROADCASTER'S New Look, New Typography, More Illustrations, Easier Reading.**

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CENTRAL CANADA BROADCASTERS ASSOCIATION

"Canada 70" Convention

Skyline Hotel - Ottawa

October 26-27-28

**SUNDAY, OCTOBER 26:**

- 10.00 a.m. - 3.00 p.m. - Registration
- 3.00 p.m. - Special private tour of National Arts Centre, in co-operation with the National Capital Commission and members of the Ottawa-Hull Radio-TV CCBA Convention Committee.
- 6.15 p.m. - President's reception, sponsored by CFRA, CKOY and CJRC Ottawa, CJSH Hull and CJOH-TV Ottawa.
- 7.30 p.m. - Canadian Gourmet Dinner.

**MONDAY, OCTOBER 27:**

- 9.15 a.m. - Official opening of the convention by CCBA president, John Radford, president and general manager, CFJR Brockville, Ont.
- 9.30 a.m. - Keynote speaker: Pierre Juneau, chairman of the Canadian Radio-Television Commission.
- 10.00 a.m. - Keynote speaker: Raymond Crépault, president, Canadian Association of Broadcasters.
- 10.30 a.m. - Coffee break.
- 10.45 a.m. - 50th Anniversary presentation by CFCF Montreal.
- 11.00 a.m. - Keynote speaker: Robert Oliver, executive vice-president, Canadian Advertising Advisory Board.
- 11.45 a.m. - Noon adjournment.
- 11.45 a.m. - 12.00 noon - Convention buses direct to Château Laurier, for luncheon.
- 12.15 p.m. - National Capital Commission luncheon at Château Laurier. Keynote speaker (tentative): Hon. Jean Marchand, Minister of Regional Economic Expansion.
- 2.15 p.m. - "Canada 70" workshops and seminars. Five 30-minute sessions, conducted by the CRTC, BBM, Broadcast News, RSB and TvB sales bureau.
- 5.00 p.m. - Adjournment.

**TUESDAY, OCTOBER 28:**

- 9.15 a.m. - Broadcast News meeting, election of director.
- 9.45 a.m. - Keynote speaker: Hon. Don Jamieson, Minister of Transport.
- 10.30 a.m. - Coffee break.
- 10.45 a.m. - Workshops and seminars. Papers to be presented by: Harry J. Boyle, vice-chairman, CRTC; Dr. W. Byram, president, BBM; Charlie Edwards, general manager, Broadcast News; Cedric P. Haynes, president, RSB; and Ross Downey, president, TvB of Canada.
  - Question period to follow.
- 12.00 noon - Adjournment.
  - Engineering luncheon.
- 2.15 p.m. - Closed session: CCBA annual meeting. Speakers: CAB president Raymond Crépault, CAB executive vice-president Jim Allard. CAB directors' question period to follow.
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(continued from page 6)

Island, Stanstead and Beebe; Transvision Disraeli Inc. for Disraeli; Guy Chouinard for St.-Pamphile; and Transvision (East Angus) Inc. for East Angus.

## CBC seeks network extensions

The CBC will seek authority to add CHCH-TV Toronto-Hamilton to the corporation's English network to carry Ontario school telecasts, and will also ask to add CKFH Toronto to the CBC English Radio Network to carry NHL games for the current season, including the playoffs.

Okanagan FM Broadcasters Ltd. will ask for a license amendment for CJOV-FM Kelowna, B.C. operating on

104.7 MHz, 3800 watts ERP day and night, to move to a new tower site, with the EHAAT reduced from 2433 to 1611 feet, and will seek authority to add subsidiary communications programming at CJOV-FM.

Metropolitan Broadcasters Ltd. wishes to change the studio location of CFMQ-FM Regina, from Northgate Shopping Mall to 13th Ave. and Robinson St.

## Two applicants submit competing bids for 3 TV stations

Applications for eight new TV stations, 23 CATV licenses, three major stock transfers, an ownership, licensee and facility changes have been added to the October agenda.

British Columbia Television Broadcasting System Ltd. wants a new TV station at Kamloops, B.C., to receive programs via microwave from CHAN-TV Vancouver, for retransmission on Channel 6+, ERP 4000 watts (video), 1000 watts (audio) directional antenna, EHAAT 536 feet.

R.G. Chapman, for a company to be incorporated, seeks a license for a TV station at Kelowna, B.C. on Channel 5-, ERP 4000 watts (video), 800 watts (audio) directional antenna, EHAAT 1631 feet. British Columbia Television Broadcasting System Ltd. has submitted an identical bid, except they propose to bring in the programs from CHAN-TV Vancouver, via microwave.

The same two applicants have submitted similar bids for new TV stations at Penticton and Vernon, B.C., the Penticton bids being identical, to receive programs off-air from the proposed station at Kelowna, for retransmission on Channel 10, ERP 440 watts (video), 88 watts (audio), directional antenna, EHAAT 1181 feet. The Vernon bids also propose to receive programs off-air from the proposed station at Kelowna, but Chapman's application aims at retransmission on Channel 27, ERP 225 watts (video), 112 watts (audio), directional antenna, 634 feet. British Columbia Television Broadcasting System Ltd. proposes Channel 12, ERP 231 watts (video), 23 watts (audio), directional antenna, 584 feet.

Oyen & District Television Association seeks a license for a new TV station at Oyen, Alta., to receive programs off-air from CFCN-TV-1 Drumheller, for retransmission on Channel 2-, ERP 1200 watts (video), 600 watts (audio), directional antenna, EHAAT 365 feet.

## Three licensees seek stock transfers

Radio Winnipeg Ltd., licensee of CFRW AM-FM Winnipeg, seeks permission to transfer 51,453 class "A" common and 1,148,272 class "B" common shares from the present shareholders to Hector Fraser Dougall, with 1 class "B" common to be held each by Mrs. Elizabeth Christine Dougall and John Scott Burton Dougall.

Radio Station CKPG Ltd., licensee of CKPG Prince George, B.C., and owning all shares in CKPG Television Ltd., licensee of CKPG-TV and two rebroadcasting stations, will ask to transfer 17,500 common shares from the present shareholders to Vancouver Broadcasting Associates Ltd., with 1 common qualifying share being registered each in the names of W. E. Bellman and J. E. Stark.

Sunshine Coast Broadcasting Co. Ltd., licensee of CHQB Powell River, B.C. seeks permission to transfer 11 class "A" common, 5100 class "B" common and 10,000 preferred shares from Robert Cartmell, to George Edwin Profitt (9 class "A" common, 1475 class "B" common, and 5000 preferred), and to George E. Profitt and Donald V. Cartmell, jointly (1 class "A" common, 3625 class "B" common and 5000 preferred shares).

A three-phase application seeks permission to (1) transfer the assets of CHFM-FM Calgary, from Quality F.M. Ltd. to a company to be incorporated represented by Marshall Harrison, (2) surrender the current license held by Quality F.M. Ltd., and (3) have a new license issued to the new company.

Bow Valley Broadcasting Co. Ltd. wishes to amend the license authorizing CKXL Calgary to show a change in the licensee from Bow Valley Broadcasting to Moffat Broadcasting Ltd., with no effective change in ownership.

CHIC Radio Ltd. seeks authority to change location of its studios for CHIC AM-FM Brampton, Ont. from 2 Ellen St. to 7 George St. South in Brampton.

City and Country Radio Ltd., Langley, B.C., seeks to establish an auxiliary studio at each of the following locations: Dell Shopping Centre, White Rock Shopping Centre, Guildford Town Centre and Haney, B.C.

## Five CATV licenses sought for Kamloops

Five CATV licenses will be sought for Kamloops, B.C., three by companies to be incorporated, one repped by George W.H. Charles, another by G.D. Zimmerman, and the third by Amir Virani. The other two bids are from Inland Cablevision Ltd. and Chalice Holdings Ltd.

## ANNOUNCEMENT

### APPOINTMENT



H. S. STEWART

Berle Adams, MCA Executive Vice-President in charge of corporate operating divisions and activities, announces the following executive appointment: Herbert S. Stewart, Vice-President, MCA TV International Ltd., to head all MCA activities in Canada, including MCA TV International Ltd., MCA TV, Universal 16 and Universal Education and Visual Arts divisions; Universal Films of Canada Ltd.; Leeds Music (Canada) Ltd.; Apex Records Ltd., distributors of Decca, Kapp and Uni labels; The Compo Company Ltd., and Compo (Ontario) Ltd., manufacturers and distributors of records and tape products. "It is a tribute to our MCA International organization," said Mr. Adams, "that our executive manpower in key foreign markets have the versatility to adapt to the new expanding marketing needs of MCA's many varied interests in the fields of motion pictures, television, music, records, and educational visual arts." Mr. Stewart's appointment dates from August 1, 1969.

Greater Vancouver Apartment Owners Association seeks a license to provide cable TV service to apartment complexes in Central Vancouver.

Other CATV applications will be heard from: Gagnon TV Ltée. for St. Felicien-Bellevue, Que.; Roland Hamel for Malartic, Que.; Paul Télévision Ltée. for Rouyn-Noranda; Chouinard Télévision Ltée. for St. Pacôme; Rediffusion Inc. for Sherbrooke, Que.; Transvision Cookshire Inc. for Cookshire, Que.; Venant Deshaies for Ste.-Angèle-de-Laval; Valleyfield Transvision Inc. for Valleyfield; Transvision de Danville Inc. for Danville, Que., and North Hatley Transvision Inc. for North Hatley, Que.

Noram Cable Construction Ltd. will seek a license for Orangeville, Ont. and surrounding area, and Orangeville Cable-Vu Ltd. has a bid in to acquire the assets of the Noram firm, and obtain the license to serve the Orangeville area.

Cablevision de l'Est Inc. wants a license for Ayer's Cliff, Que. and Transvision Magog Inc. wishes to purchase the assets of Cablevision de l'Est and obtain the license to serve Ayer's Cliff.

In a similar exchange, Cablevision de l'Est Inc. will ask for a license to serve the Hermitage Club area, near Magog, and Transvision Magog will seek to purchase the assets of Cablevision and get the license to serve the Hermitage Club.

Transvision Magog Inc. also seeks a license to carry on service to Magog, Omerville and surrounding area.

## Toronto-Rochester sections

# Plan SMPTE "Little Convention"

A FILM ON THE APOLLO XI MISSION, and eight technical papers presented by a team of international experts, will highlight the annual one-day home-and-home "Little Convention" of the Toronto and Rochester, N.Y. sections of the Society of Motion Picture & Television Engineers (SMPTE), Saturday October 25, at the King Edward Sheraton Hotel, Toronto.

Theme of this year's convention will be "Television and Motion Pictures Today". General chairman is Harold J. Eady, president, Bonded Services International (Bonded TV Film Service of Canada Ltd.) Toronto.

Program chairmen are Maurice French of the CBC, and Art Chetwynd of Chetwynd Films, with Geoff Oliver of Canadian Kodak Co. Ltd. in charge of arrangements.

The day-long session will open at 10.00 a.m. Saturday morning, with a welcoming address by president Eady. Fin Quinn will chair the morning session and Maurice French will be chairman of the afternoon program.

The complete agenda follows:

10.05 a.m. — "Operational experience with the portable Ampex quadruplex videotape recorder and hand-held camera, at CBC, Toronto," by Richard M. Curley, of the CBC.

10.30 a.m. — "Processing of color films with emphasis on silver sound tracks on improved Eastman Ekta-

chrome R. print film", by G.L. Borton and R.W. Bauer, Eastman Kodak Co., Rochester, N.Y.

11.00 a.m. — "The care and handling of videotape", by Norman Ritter, The 3M Company, St. Paul, Minn.

11.30 a.m. — "A study of multi-channel ETV system for Metropolitan Toronto," by A.R. McGregor, Ontario Department of Education, ETV Branch, Toronto.

12.00-1.30 p.m. — Speakers' luncheon.

1.30 p.m. — Film on the Apollo XI mission.

2.00 p.m. — "The evolution of quality in 8mm prints," by J.M. McDonough, Eastman Kodak Co., Rochester, N.Y.

2.30 p.m. — "Strobe lighting as applied to videotape recording," by Richard Sequerra, Unilux Corp., Woodside, N.Y.

3.00 p.m. — Coffee break.

3.20 p.m. — Color videotape to film transfers, by Rodger Ross, CBC Toronto.

3.50 p.m. — "The Sound of the 70s", by Paul Coombe, Film House Ltd., Toronto.

6.00-7.00 p.m. — Cocktails

7.00 p.m. — Banquet

9.00 p.m.-1.00 a.m. — Entertainment and dancing.

## STANDARD BROADCAST SALES COMPANY LIMITED



R. R. "Dick" Moody

George E. Daniels

F. A. "Ted" Roberts

K. F. "Fred" Ursel

D. A. "Al" Turner

Waldo J. Holden, President, Standard Broadcast Sales Company Limited, announces the following appointments:

R. R. "Dick" Moody, Vice President, Planning and Development. Mr. Moody will be located at the company's Head Office, Toronto.

George E. Daniels, Vice President and Manager, Montreal Office.

F. A. "Ted" Roberts, Acting Manager, Canadian Standard Broadcast Sales Company Incorporated, New York Office.

K. F. "Fred" Ursel, Vice President and Manager, Toronto Office.

D. A. "Al" Turner, FM Sales Representative, Toronto Office.

All appointments effective September 1, 1969.

# ACCENT ON AUTOMATION

GOING AUTOMATED is the way to cut costs, and meet competition, said Benoit Levesque, president of CHRL Roberval, Que. The French-language station, established in 1949, began automated programming in the spring of '67.

"With the number of new operating licenses issued by the CRTC on the upswing, the competition problem is becoming increasingly severe," Levesque said.

"It's probable that survival, especially for the rural station, will largely depend on the operating

economies offered by program automation and CBC affiliation," he added.

CHRL is on the air eighteen hours a day. Program mix is music, news, and community events.

"With another station in the area," Levesque said, "we had to stabilize our costs to remain competitive. Automation was the only way to do this. We looked at all available packages from which we could design a system. Our targets were broadcast quality and a system flexible enough to handle our network joining requirements. We decided on a system manufactured by the Gates Radio division of Harris-Intertype Corporation."

The system CHRL installed is semi-customized with seven programming sources, including live broadcasting and network joining. It includes a dial-operated automatic programmer with a 1000 event capacity; a cartridge reproducer unit storing 55 cartridges aired in sequence; four single cartridge machines; two Scully 14" reel-to-reel tape units; network joining facilities with an automatic time selector; and a logging printer which automatically prints out logging information as it is broadcast.

weekday pattern. Programming is completely automated on weekends except for a half-hour coverage of a local auction on Saturdays. "We could operate totally automated with no real difficulty," Levesque said. "We use an average of 37 events during a half-hour's air time—444 events during a six hour block. The programmer gives us the capacity for 1000 events without reformatting."

Automation has given the station the cost savings it looked for.

"Our announcers aren't salesmen," Levesque said, "except for certain special programs. So the system hasn't enabled us to increase our sales per se. But it has freed our announcers for more varied and creative jobs—such as program planning and 'on the spot' reporting. With this versatility, we've been able to reduce our staff from ten to seven."

CHRL uses the automated system to enable its announcers to get out of the station to cover local news events. As music programs are broadcast live, they are recorded on tape for future use—usually in ten and fifteen-minute blocks. Each announcer has immediate access to a number of these cartridges. If an important local news event breaks while he's on the air, he dials the proper source; the cartridges are cut in automatically, and in a planned sequence. The announcer can then leave the station.

"Source selection is another important advantage of our Gates system," Levesque added. "We've found the telephone-like dialing system simpler to operate than other methods of source selection."

Broadcast quality doesn't pose any problems for CHRL. "Our programming from 6:00 to 9:30 a.m. is completely automatic. Yet we get listeners who call in, thinking it's live, to request a favorite tune," Levesque said.

"The future lies in automated programming," he concluded. "We're currently maintaining an even balance between automatic and live weekday programming. At present we're able to. But if competition increases, and I think it must, we'll increase our percentage of automatic operation."

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## ANNOUNCEMENT

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### Y & R APPOINTMENT



David C. Patton

The appointment of David C. Patton as Vice-President, Media and Programming of Young & Rubicam, Ltd. is announced by C.H. Geoffroy, President of the Canadian affiliate of the world-wide advertising agency.

Mr. Patton, who will be responsible for media planning and television program purchasing, joined the account management department of Y & R in 1963. He is a native of Toronto and a 1956 honours graduate of the University of Western Ontario.

### Time selector is key to success

"The time selector was of prime importance to us," Levesque said. "It is a must for any station affiliated with the CBC. Instead of constantly monitoring the programming with a stop watch to insure proper joining, the operator presses an auxiliary tone button on the programmer and dials up time information. When the time is elapsed, music on the preceding program fades and the system joins CBC."

The station joins CBC on the average of six times a day. "But the Gates system allows us to join several times an hour if we choose," Levesque said. "Also, if CBC's joining signal doesn't come in on time, the time selector keeps the reel playing until the join is completed."

CHRL operates the automated system 50% of the time during the

## The bell tolls for 39 years veteran

**HENRI LEPAGE**, 68, one of Canada's best-known broadcasters, died suddenly August 26, when he was stricken with a heart attack, in Quebec City.

His sudden death ended a 39-year association in an executive capacity with CHRC Quebec, from which he retired as general manager last January, but remained as a member of the board.



Henri Lepage was signally honored by the Canadian Association of Broadcasters at their 43rd annual convention, in April of this year. He received a bronze plaque in recognition of his long service and many contributions to the industry. He was instrumental in setting up the CAB, and continued to serve on its board during his lifetime.

In 1945, Mr. Lepage joined with Joseph A. Hardy, who had been CHRC sales manager for 15 years, to found the station representative firm of Joseph A. Hardy & Co. Ltd. The firm, which was reorganized following Mr. Hardy's sudden death in 1956, continued to grow and expand its activities, and is today flourishing under the name of Hardy Radio & Television Ltd., with offices in five cities.

Few men have been as directly responsible for founding as many radio and television stations as Mr. Lepage had been. In 1946, he founded CKRS Jonquière, and in 1955 launched its sister station, CKRS-TV, continuing as president of both stations right up to his death. He was one of the founders of Télévision de Québec Ltée. in 1953, establishing the French-language station CFCM-TV, and then three years later launched its English-language counterpart, CKMI-TV. He also joined with Narcisse Thivièrge in founding CJNT (later CJQC and now CFOM) the

English-language station in Quebec, and was president at the time of his death.

Mr. Lepage was one of the founders of l'Association Canadienne de la Radio et de la Télévision Française Inc.

Among his other honors, Mr. Lepage received the Confederation Medal from the Canadian Government, in 1967, in recognition of his many services rendered to the radio and television industry.

His many directorships in addition to CHRC, the CAB and ACRTF, have included CFCM-TV and CKMI-TV, CHAU-TV New Carlisle, Que., CJQC (now CFOM) Quebec, Hardy Radio & TV Ltd., and Inter-Québec Publicité Inc.

Born July 14, 1901, in Rimouski, Que., he was the brother of the late Paul Lepage, who for many years managed KCKV Quebec City.

Before entering the broadcast field, Henri Lepage was in turn accountant, inspector and manager of a bank, placing him in good stead for his job as secretary-treasurer of CHRC Limitée, when he was named to the post in 1930.

In 1946, he became station manager, succeeding Narcisse Thivièrge, and ten years later, in '56, he was named general manager of the two stations, CHRC AM-FM.

# CANADA '70

Central Canada  
Broadcasters'  
19th  
Annual Convention

Skyline Hotel  
OTTAWA  
October 25, 27, 28 1969

## REGISTER NOW

# "on camera" with tv8



We are proud of our top-prize-winning float which visited several Central Saskatchewan Communities this summer.

"On Camera" is Miss Sharon Hiller, our 1969 QC Cutie.

Join the parade to "BIG Q COUNTRY" where we reach 269,000 viewers in more ways than one.

# CFQC tv8 Saskatoon



BENNETT



CRAMPTON



TWAITS



ROSS



WINGROVE



KEEBLE

WM. C. (CLIFF) WINGROVE, 61, director of sales and assistant station manager, CFPL-TV London, Ont. has been named station manager, succeeding R.A. (Bob) Reinhart, who resigned in 1968.

Born in Toronto, and educated at University of Toronto and University of Western Ontario, Wingrove began his career as advertising manager for *The Timmins Advance*, in 1936.

In 1940, he opened his own advertising agency in Timmins, and in 1942 became sales manager for Roy Thomson's Northern Broadcasting & Publishing organization in Timmins.

Wingrove moved to Toronto in 1944, as sales promotion manager for National Broadcast Sales, and three years later got his start in radio, becoming manager of CKTB St. Catharines, Ont. in 1947.

In 1954, he moved to London, where he became assistant manager of CFPL, and in 1955 was named sales and promotion manager for CFPL-TV.

He was named assistant station manager, and director of sales, for CFPL-TV in 1957.

Wingrove is a past president of Central Canada Broadcasters Association, member of the CBC Television Network advisory committee, also the Broadcast Executives Society and American Marketing Association.

**GORDON KEEBLE HAS LEFT CTV.** The 52-year-old chairman and chief executive officer, who has been with the private network since its inception in 1961, and became president in '66, will officially sever his connections with the company on October 1.

Unofficially, however, he has already left. It is understood he is going into association with his old

friend and partner, S. W. (Spence) Caldwell, in various enterprises related to the broadcast industry. There is no doubt special emphasis will be directed towards Clear Color Cable Services Ltd., one of the many companies under the wing of S.W. Caldwell Ltd.

Announcement of Keeble's departure came in a brief statement, September 17, which said "The Directors of the CTV Television Network Ltd. announce with regret that Mr. Gordon F. Keeble will be leaving the service of the Company on October 1, 1969."

A spokesman for the Board said: "We have a very high regard for Mr. Keeble, and the work he has done for us; indeed, we recently offered him a substantial long-term contract as chairman of the company. We are very sorry that he has decided not to accept our proposal."

Keeble stated: "The Board's offer was a generous one, and one which, after eight years with the Network, I found most difficult to turn down. However, the terms of the contract contained certain requirements which were not satisfactory to me, and I have therefore decided to strike out on my own."

**OSCAR ROSS**, associate creative director of Goodis, Goldberg, Soren Ltd., Toronto, has been named a vice-president of the agency. The appointment was announced by Al Soren, chairman of the board.

Ross, born in Toronto, studied art at Central Technical School, Ontario College of Art, and the Artists' Workshop.

He joined GGS in 1959 as art director, but left in 1963 to operate his own counselling service for

creative advertising. Returning to GGS in 1965, he advanced to group head and more recently was named associate creative director.

In the past few years, Ross has been receiving considerable recognition as a sculptor. His work has been exhibited in Toronto, and many private collections both in Canada and the U.S. contain Oscar Ross sculptures.

**DONALD L. BENNETT**, 47, who has been with the CBC for 18 years, and director of program policy at head office in Ottawa since April 1964, has been named director for the Prairie Provinces.

He succeeds James R. Finlay, who was named CBC representative in London. The appointment is effective November 1.

Born in Eugene, Oregon, Bennett later moved with his family to Carman, Man. He served with the RCAF as a pilot during World War Two. Following his discharge, he enrolled at the University of Manitoba in 1945, and graduated with a BA, later obtaining an MA from the University of Toronto.

Bennett joined the CBC International Service in Montreal in 1951, as a press and information representative. A year later, he moved to the talks and public affairs department, working there as a producer and program organizer in Toronto, New York and Ottawa until 1957.

In 1957, he was appointed CBC representative in London, serving there until 1960, when he returned to Canada as executive assistant to the general manager, English networks. Four years later, he was appointed director, program policy.

**BRUCE W. DOUGLAS**, broadcast sales representative for Canadian General Electric Co. Ltd. in eastern Canada, has been named broadcast and ETV equipment sales and service rep for the western region.

Located in Calgary, at 3603 8th Ave. S.E., he will serve TV stations and educational institutions throughout Manitoba, Saskatchewan, Alberta and British Columbia.

He replaces R.H. Silvertsen, who has accepted a newly-created post as engineer associate, department of communications media, University of Calgary.

Douglas is an electrical engineering graduate, University of Saskatchewan. He joined CGE in 1967.

Replacing Douglas in the Quebec and Maritimes region will be Joseph Sardi, who joined CGE in 1968, and has been with the company's broadcast equipment sales force in Toronto headquarters sales group.

A graduate in electrical engineering, L'École Polytechnique, Université de Montréal, Sardi will be located at 5000 Jean Talon W., Montreal.

**WILLIAM O. CRAMPTON**, television consultant, Standard Broadcasting Corp. Ltd., Toronto, has been elected president of the Broadcast Executives Society for the next 12 months. He succeeds George W. Ralph, executive vice-president, A.C. Nielsen Co. Ltd.

Crampton, who marks his 20th year in television this year, became film-TV director at WSYR-TV Syracuse, N.Y. in 1949.

He moved up fast, becoming manager of WAPI-TV Birmingham, Ala. in 1950; production director, CBS Television Network, New York, in 1951; and general manager, TV-Rio, Rio de Janeiro, Brazil, in 1954.

Returning to Canada in 1955, Crampton was named TV producer for MacLaren Advertising Co. Ltd., and in 1959 became general manager of Trans-Canada Telemeter, Toronto.

In 1961 he was named vice-president and general manager of CFTO-TV Toronto, where he served until appointed to his present position in 1968.

Born in Toronto, he is 51, married, and has two sons.

**DONALD G. TWAITS**, manager of advertising and sales promotion, Imperial Oil Ltd., Toronto, has been named chairman of the Seventh Radio Commercials Festival, set for Febru-

ary 5, 1970, at the Inn on the Park (CB August '69).

His acceptance was announced jointly by Cedric P. Haynes and George W. Ralph, respective presidents of the Radio Sales Bureau and Broadcast Executives Society, co-sponsors of the Festival since 1963.

Twaits has had almost 17 years of marketing and advertising experience with Imperial Oil Ltd., and prior to that he was with the J.J. Gibbons Ltd. advertising agency.

Added to the list of committee chairmen announced last month are Art Harrison, general manager, Hardy Radio & TV Ltd., as budget controller. Charles Fenton, vice-president and manager, Toronto office, Stephens & Towndrow Co. Ltd. will be chairman of the entries committee.

George Baumann, supervisor of account executives, McConnell Advertising Ltd., Toronto, is chairman of publicity and promotion, with Larry Heywood, vice-president, member service, RSB as co-chairman, and also handling information services. Dave Litwin, creative director, Needham, Harper & Steers Ltd. will be in charge of the creative and printing details, and Bob Simpson, radio & TV director, Foote, Cone & Belding Ltd. will look after media liaison.

Stuart C. Brandy, vice-president, sales, CKEY Toronto, is chairman of the station participation committee, with Larry Heywood and John Spragge of RSB as co-chairmen.

Yet to be named are the judging co-chairmen, French and English, sponsorship committee chairman, sound & technical committee chairman, and chairman of the afternoon

session. John Spragge, RSB, will again chair the morning session.

Closing date for entries is November 24.

## CJBQ RADIO

LIVELY  
ACTIVE  
COMMUNITY  
RADIO

We greeted nearly one million friends during the summer. They've gone home now but we know a lot of them will be back this month. It's the most beautiful time of year in maple studded Quinte country. The same can be said for our fall and winter program schedule. Try it sometime.

THE VOICE OF THE  
BAY OF QUINTE  
BELLEVILLE, AND  
TRENTON, ONTARIO

## WE HIT YOUR TARGET MARKET



**CKY on target with your Target Market**

BBM PROVES IT!\*

CKY is Manitoba's Adult Station and aims directly at the Adult Target Market! BBM ratings prove it. Adults listening and responding to informative radio.

Isn't that your target market? Put your selling message on CKY . . . Manitoba's most listened-to station . . . and reach Manitoba's largest daytime adult audience.

Call Major Market Broadcasters Limited, Toronto, or Montreal; Jim Crawford, Vancouver; or Don McDermid, Vice-President, National Sales in Winnipeg.



THE WINNING ONE

Winnipeg 50,000 Watts Manitoba

\*March 17 - March 30, 1969

# CRTC Decisions

**EXTENSION OF LIVE TV SERVICE** by the CBC to the tip of Newfoundland's great northern peninsula was approved by the CRTC on September 12, when the Commission OK'd a license for a new TV rebroadcaster at Englee, and amended the license for CBTC-TV-1 St. Anthony to enable it to pickup and retransmit programs from Englee.

The St. Anthony bid was opposed by Newfoundland Broadcasting Co. Ltd. on the premise that at some future date they would apply for a

## ANNOUNCEMENT

CFPL LONDON



Hugh Bremner

C.N. Knight, Manager of CFPL-Radio, London, Ontario, announces the appointment of Hugh Bremner as the station's first Radio Editor. Mr. Bremner has been News Director of CFPL-Radio since joining the organization in 1954. The appointment signals a new approach to news coverage by CFPL-Radio, for in his new position, as of September First, Mr. Bremner will be responsible for the editorial stand of CFPL-Radio on various local issues, and, in addition, will present not only the factual side of local, national and international developments, but a further dimension of interpretation by personally commenting on the news of the day. The Broadcast Editorials will be interspersed from time to time with his daily Commentaries which will now be aired at 12:40 noon, in addition to the established times of 8:15 A.M. and 6:10 P.M. on CFPL-AM and at 12:40 and 6:10 P.M. on CFPL-FM.

license for a rebroadcaster at St. Anthony to receive programs from Channel 4, CJCN-TV Grand Falls, 160 miles distant. The company stated Channel 4 had been received at St. Anthony.

The Commission said it "was of the opinion that such a signal...will not be received at St. Anthony with sufficient quality on a regular basis to provide a satisfactory service..." and "that there are other methods by which Newfoundland Broadcasting Co. Ltd. could bring service to the area."

The new CBC station at Englee will receive programs off-air from CBNAT-1 Baie Verte, for retransmission on Channel 7-, with a power of 1970 watts (video), 400 watts (audio), directional antenna, EHAAT 655 feet.

The rebroadcaster at St. Anthony, replacing the present Channel 12 5-watter using videotape programs on a delay basis, will operate on Channel 4, 6320 watts (video), 1270 watts (audio), with a directional antenna at a new site.

Newfoundland Broadcasting owns and operates CJON-TV St. John's and a group of rebroadcasters, as well as three radio stations. It is affiliated with the CTV Television Network.

## CBC and CTV on same tower

Approval for power boosts and use of a common tower for the CBC's CBHT and CTV affiliate CJCH-TV, both in Halifax, was announced September 12 by the CRTC. Each station will retain its channel, 3 for CBHT and 5 for CJCH-TV, but will share a new omnidirectional antenna, EHAAT 846 feet, on the CBC site.

CBHT will increase its power from 56,000 to 100,000 watts (video), from 8,400 to 10,000 watts (audio), and CJCH-TV will go from 52,800 to 100,000 watts (video), but will drop its audio from 26,400 to 20,000 watts.

## CTV network adds 4 stations

The Commission also approved the application of the CTV Television Network to add four stations, in a switchover from the CBC network, following the previously announced change of CHAB-TV Moose Jaw and CHRE-TV Regina from CTV to CBC network programming.

New CTV affiliates are CKCK-TV Regina, CKMJ-TV Marquis, CKCK-TV-1 Colgate and CKCK-TV-2 Willow Bunch, all in Saskatchewan.

## ALL-CANADA NOW REPS 10 QUEBEC STATIONS



**PROVIDING BLANKET COVERAGE** of 90% of Quebec's close to six million people, ten key radio stations in seven of the leading markets in the province are now repped by All-Canada Radio & Television Ltd. As of September 1 All-Canada will present a co-ordinated sales pitch, collectively and individually, for CKAC Montreal, CHLT-AM-FM and CKTS (English) Sherbrooke, CHLN Trois-Rivières, CKCV Quebec City, CKCH Ottawa-Hull, CJBR-AM-FM Rimouski, and CJMT Chicoutimi. Shown at the first full meeting of the stations and their representatives at Place Bonaventure, Montreal, are (front row, left to right): André

Lecomte, v.p. and g.m., CJBR Rimouski; Henri Delorme, manager, CHLT-AM-FM and CKTS Sherbrooke; Jean-Paul Lemire, manager, CKCH Ottawa-Hull; Jacques-M. Goulet, president and g.m., CKAC Montreal; Maurice Duval, g.m. CHLN Trois-Rivières; Magella Alain, g.m. CKCV Quebec City; (back row) Peter Sisam, manager, All-Canada, Montreal; Phil Germain, asst. v.p., Telemedia Inc.; Ted Pepler, sales manager, All-Canada Radio Division; Ross McCreath, v.p. and g.m., All-Canada Radio & Television Ltd.; Maurice Dansereau, v.p., Telemedia Inc.; Ken A. Baker, v.p.-radio, All-Canada. Not in photo, Pierre Tremblay, g.m., CJMT Chicoutimi.

# Combine small markets into substantial buys

ATLANTIC PROVINCES BROADCASTERS are gearing themselves up and grouping together in an effort to obtain a more lucrative share of the advertisers' dollars. Raymond Crépault, president of the Canadian Association of Broadcasters, commended the Maritimers for their alertness, and adaptability to change, in an industry that changes daily.

Addressing the annual convention of the Atlantic Association of Broadcasters, at Digby Pines Hotel, Digby, N.S., September 8, Crépault said one sign of this alertness he detected was a move aimed at a regrouping of broadcasting forces in the area.

"It embodies the old principle of one for all, and all for one," he said, "but I do not think that it has ever been as timely as it is today."

Crépault noted there was an inherent danger in fragmentation. "There may be several good, but relatively small, markets in your area," he said, "and although some of your stations may be among the best operated stations in Canada, in practical terms, individual buys may be anything but a good buy.

"But add up your series of small markets," he said, "and you then end up with one fairly substantial market.

"I do not think there is any serious doubt anywhere," Crépault added, "that broadcasting in the Atlantic area is an efficient medium."

## Better liaison needed

Panel discussions stressing marketing and distribution, and another on retailing, in the Atlantic Provinces, with emphasis on "the changing Canadian market", keyed the first-day sessions. Summing up, Orville Pulsifer, AAB marketing director, said "nobody is going to change the economic facts of life overnight, or the fact that the region has widely dispersed population centres."

But facts such as these, he said, have led Atlantic broadcasters "at least to the conclusion we must communicate better with as many people as possible who are involved in the process of marketing and

selling, and we must develop more liaison among ourselves."

## Large heads new AAB slate

R.F. (Bob) Large, manager, CFCY Charlottetown, P.E.I., is the new AAB president, succeeding Robert Lockhart, manager, CFBC-AM-FM Saint John, N.B.

Other officers elected are: Colin Jamieson, president, Newfoundland Broadcasting Co. Ltd., CJON-AM-TV St. John's, CJCN Grand Falls and CJOX Grand Bank, first vice-president; W.E.J. (Ed) Hall, commercial manager, CJCH Halifax, second vice-president; Georges Lebel, manager, CJEM Edmundston, N.B., secretary-treasurer.

J. Arthur (Art) Manning, president and general manager, CKCL Truro, N.S. was named chairman of the AAB Marketing Division.

## Obituary

### Bruno N. Comeau

BRUNO N. COMEAU, 56, special assistant to Marcel Quimet, CBC vice-president in charge of French networks, died September 3 in an Ottawa hospital, following a brief illness. He was a former news director for the CBC French networks.

Born in Lachine, Que., he was educated at the Université de Montreal and University of Toronto. From 1939-43 he was a civil servant at RCAF headquarters in Ottawa, and then became a teacher, at Espanola High School, where he taught for six years.

In 1949 Comeau became a city hall reporter for *Le Droit*, Ottawa's French-language daily, and in the ensuing six years became city editor.

He left the newspaper in 1955 to accept a post with the CBC as French network representative in Ottawa, and in '57 was named news director, at Montreal headquarters.

## ANNOUNCEMENT

### CKVR-TV — BARRIE



Charles M. Tierney



John Wood

Ralph Snelgrove, President and General Manager of CKVR-TV Barrie, announces two executive appointments furthering the establishment of the station's new marketing policy.

Charles M. Tierney is appointed Director of Marketing, Promotion and Research. Mr. Tierney was formerly General Sales Manager and has held a senior position with CKVR-TV since its inception.

John Wood is appointed General Sales Manager and will be responsible for National and Retail Sales. The new General Sales Manager was formerly a sales executive with an Ontario broadcasting station.

Both appointments are effective immediately.

**CRTC to study 243 license renewals.** Among other matters, the CRTC will consider the license renewals of 243 broadcast undertakings at the Vancouver public hearing, beginning at 2.00 p.m., Tuesday October 14, at Hotel Vancouver.

The licenses, for AM-FM-TV stations, LPRTs and CATV systems, covering both private and CBC operations in Manitoba, Saskatchewan, Alberta, B.C. and the North-West Territories, have expiry dates of March 31, September 1 and November 22, 1970; March 31, 1971; March 31, 1972.

The Commission will study renewals for licenses expiring March 31, 1970 for 48 privately-owned AM, 15 FM and 76 TV stations, 8 CBC AM, 1 FM, 13 TV stations and 26 LPRTs.

Expiring September 1, 1970 are 7

## NTV APPOINTMENT



R. C. (Bob) Dawson, Marketing and General Sales Manager, NTV Marketing, 20 Carlton Street, Toronto, announces the appointment of 'Cec' Inglis as National account supervisor in Toronto. Mr. Inglis has an extensive background in marketing and sales. Most recently he was Wedgwood Sales Manager for Western Canada. NTV Marketing, a division of NTV Communications Corporation Limited, markets CHCH/TV Toronto/Hamilton and CHLT/TV Sherbrooke, Quebec.

licenses for privately-owned AM stations, and on November 22, 1970 12 CATV system licenses will expire, 13 privately-owned TV stations, and one CBC-TV station have a March 31, 1971 expiration date, while the March 31, 1972 date covers 17 privately-owned TV and 6 CBC-TV stations.

The Commission invites any comments or opposition in regard to any of the renewals to be filed with the Secretary, F.K. Foster, at the offices of the Commission, 100 Metcalfe St., Ottawa, in 20 copies, on or before October 2.

## Film House reverses price trend.

Contrary to the current cycle of rising prices, and the attempt by some companies to hold the line, Film House Ltd., Toronto set some kind of a precedent September 1 when it announced the costs of its services to film producers would be substantially reduced.

President Robert C. (Bob) Crone said mixing prices in Film House's Theatre 1 were slashed from \$100 per hour down to \$85, and a brand-new mixing theatre is being opened at only \$65 an hour. Magnetic transfer prices are down from \$30 to \$25 an hour, and minimum charges have been cut a full third from \$7.50 to \$5.00.

"In the light of our government's directives," Crone said, "this may be regarded as good citizenship. I personally regard it as good business, and it has been made possible by the ever increasing volume of business that Canadian producers have been sending our way."

## Yorkton holds Film Festival.

The Tenth International Documentary Film Festival will be held October 22-24 in Yorkton, Sask. (pop. 15,000) where the Yorkton Film Council launched the first event of its kind in North America in '49. It has been held biennially since then.

Entries come in from around the world, and the prized Golden Sheaf Awards hang in honored spots in many film producers' offices here and abroad.

Colleen Bailey heads the publicity committee for the 1969 festival.

## CHUM buys Muzak franchise.

CHUM Ltd., Toronto, announced September 15 the board of directors had agreed to purchase all outstanding shares of Associated Broadcasting Corp. from Famous Players Canadian Corp. Ltd. of Toronto, and Allan Waters, president of CHUM.

Associated Broadcasting Corp. Ltd. owns and operates the Ontario franchise for *Music by Muzak*, which provides complete sound systems and functional music by direct wire network and FM multiplex to various subscribers throughout the province.

Muzak is a worldwide operation with over 250 franchises, and that for Ontario is the largest in sales volume and market penetration.

## New ad agency opens in Quebec.

Communication PNMD Inc., a new French-Canadian advertising agency, with offices in Montreal and Quebec City, has been set up through the efforts of MacLaren Advertising International Ltd., and four senior executives of MacLaren's Montreal and Quebec branches, whose surname initials form the company's name.

Participating in the new company are Jean Peltier, formerly accounts supervisor with MacLaren's Montreal office, Gérard Normandin, who has been vice-president of the French creative division, André Morin, account executive, and Jacques DuSault, manager of the Quebec office which has operated under the name of MacLaren Publicité Ltée.

Normandin heads the board of directors, Peltier is president, Morin has been named executive vice-president, and DuSault is vice-president in charge of Quebec City operations.

Established as a joint venture, control of the new company is shared equally between MacLaren International and the four executives. MAIL is a holding company for MacLaren, and already owns interests in advertising agencies in England, France, Italy and the Bahamas as well as here in Canada. William H. Graham of Toronto and Harold M. Snell of Montreal represent MacLaren interests on the board of the new firm.

**BES to hear about UHF.** The vast potential of UHF, which is making rapid strides in the U.S. but has yet to come to Canada, will be described in detail by one of the foremost exponents of the new medium, Richard C. Block, vice-president and general manager, Kaiser Broadcasting Corp., San Francisco, Cal., at the October 2 luncheon of the Broadcast Executives Society, in Toronto.

Kaiser currently owns and operates UHF stations in six of the U.S. top eight major markets, with a seventh station pending. Its investment in UHF is now over \$36-million, with a predicted climb to \$89-90 million by 1970, when it is reported Kaiser may

be operating the fourth commercial U.S. network, live and inter-connected.

Block is the number one man in this huge and expanding organization, and he will tell the full story, including the future potential of UHF.

### New daytime serial produced in Canada.

Now in production in the Ottawa studio of Crawley Films Ltd. is *Strange Paradise*, a new daytime color serial with an offbeat theme of the supernatural, booked for TV showing in both Canada and the U.S.

The series, featuring an all-Canadian cast, is co-produced in Canada by Krantz Films Inc., New York, with co-operation of Metromedia and Kaiser Broadcasting. It will be seen on the CBC-TV network each weekday, 2.00-2.30 p.m., starting in mid-October, for 26 weeks, and will also be widely distributed through the major TV markets in the U.S.

Krantz Films president, Steve Krantz, announced that Jerry Layton (of NBC's *The Doctors*), the series producer, and American writer Ian Martin had prepared the initial scripts. Colin Fox heads the Canadian cast.

In addition to studio production in Ottawa, *Strange Paradise* will be filmed partially on location at Casa Loma, Toronto's famous castle.

### U.S. ad agency opens Canadian office.

The brash young Detroit ad agency of Burton Sohigian Inc. has opened Toronto offices to serve its Canadian and international clients. Known as a "hot" creative shop since it first opened three years ago, the Detroit firm sought to extend its field, and finally decided to merge talent and resources with the 18-year-old Toronto agency known as Grosberg, Pollock & Gwartzman Ltd.

Located at 234 Eglinton Ave. East, the agency will be known as Burton Sohigian of Canada Ltd., with Arsen Sohigian, executive v.p. of the Detroit agency, heading the Canadian company with Grosberg, Pollock and Gwartzman as vice-presidents.

Burton Sohigian Inc. opened its doors in Detroit in May 1966, with no accounts, no billing but with definite stress on the need for sound creative work in advertising. Today, the agency bills over nine million dollars, and continues to be one of the fastest-growing new agencies in the U.S.

GPG Ltd. has been serving an impressive list of clients including Bank of Nova Scotia, Bick's Pickles and White Stag.

**Two execs join GGS.** Goodis, Goldberg, Soren Ltd. welcome Brian H. Stroup to their Vancouver office as an account executive, and John Cruickshank has joined their Toronto office as senior art director.

Stroup, a graduate of the University of Washington, began his advertising career as a copywriter, and was well known in Canada and the U.S. as a motion picture and TV scriptwriter.

Cruickshank comes to GGS following a two-and-a-half-year tenure as executive art director at Sharabura & Lee, Toronto. With more than seven years in advertising and related fields, his background also includes several years as a designer with John Belknap Ltd., Toronto. He received formal art training at the Alberta College of Art, in Calgary.

### CRTC decides on programming source.

Following its decision approving a change of channel for the CBC's rebroadcaster, CBCT-1 New Glasgow, N.S. (*CB Aug. '69*), which left the matter of the source of programs for further study and discussion, the CRTC announced August 26 that the New Glasgow outlet "should continue to receive its programs from CBCT Charlottetown, P.E.I." instead of the proposed origination from CBHT Halifax.

The Commission said the decision was "taken without prejudice to results of further studies, and in view of the fact the proposed change in channel is a temporary arrangement and is urgently needed to permit the Moncton rebroadcasting station to commence operation."

### Two new accounts to SM&B.

Spitzer, Mills & Bates Ltd., Toronto are now handling the accounts of Canada Bread Co. Ltd., Toronto and Playtex Ltd., Malton, Ont.

Advertising for the new Playtex "18-hour Girdle", will be launched early in October in 35 English and French TV markets, and will have the largest TV budget (\$250,000) Playtex has ever accorded any one budget.

The secret of the "18-hour Girdle", a number one seller its first year on the U.S. market, is a miracle fabric called *Spanette*, developed over 10 years at an investment cost in excess of \$6,000,000.

The Canada Bread account includes its Toastmaster, Taystees, Dempster's and Arnold's Brick Oven Bread divisions.



J. F. TROWER

The appointment of J.F. (Jack) Trower as Director of Sales Policy and Planning is announced by the Canadian Broadcasting Corporation. Mr. Trower is responsible for the development and application of policies governing all of the CBC's commercial procedures.

## BULLETIN

~~CBC~~ RADIO!

Western University, London up by 2,000 students...a \$6,000,000 Market.

University's own survey says... During 1969/70 12,000 students at Western will spend \$6,000,000 as they see fit. 86% of these students own a radio...50% study while listening to radio...96% say they listen to radio...40% occasionally...56% regularly.

College students relish independence and make their own decisions.

And they listen to ~~CBC~~

**CHLO Radio**

is represented by Radio and Television Sales Inc., Toronto, Montreal.

# Bill Crampton heads BES

W.O. (BILL) CRAMPTON, television consultant, Standard Broadcasting Corp. Ltd., heads the new slate of officers and 20-member board of the Broadcast Executives Society, for 1969-70. Serving with him are three vice-presidents, Peter W. Hunter, president, McConnell Advertising Ltd.; A. Garth Gunter, marketing, co-ordinator of advertising, Shell Canada Ltd.; and Gordon F. Keeble, who vacates his post as chairman and chief executive officer, CTV Television Network Ltd. on October 1.

Secretary-treasurer is Arthur C. Harrison, general manager, Hardy Radio & Television Ltd.

Following tradition, Ross F. Downey and Cedric P. Haynes, respectively president of TvB of Canada and Radio Sales Bureau, were named honorary vice-presidents.

Board members, appointed for a one-year term, ending August 31, 1970, include the following representatives (all are from Toronto except where indicated):

Broadcasters: D. G. Campbell, vice-president, finance and broadcasting, Maclean-Hunter Ltd.; Don W.G. Martz, vice-president, broadcasting division, Canadian Marconi Co., CFCE-AM-TV, CFQR-FM Montreal; W.D. (Bill) McGregor, vice-president and general manager, CKCO-TV Kitchener, Ont.

Networks: Gordon F. Keeble, chairman and chief executive officer,

CTV Television Network Ltd.; Ron S. Joynt, radio sales director, CBC.

Station representatives: T. Gordon Ferris, president, Radio-Television Representatives Ltd.; Arthur C. Harrison, general manager, Hardy Radio & Television Ltd.; Waldo J. Holden, president, Standard Broadcast Sales Ltd.; Ross A. McCreath, vice-president and general manager, All-Canada Radio & TV Ltd.

Advertisers: Frank C. Buckley, vice-president, W.K. Buckley Ltd.; B. Chaney, vice-president, development, Bristol-Myers Canada Ltd.; A.G. Gunter, co-ordinator of advertising, marketing division, Shell Canada Ltd.; Don E. Loadman, advertising and merchandising manager, dessert division, General Foods Ltd.

Advertising agencies: Peter W. Hunter, president, McConnell Advertising Ltd.; Henry E. (Hank) Karpus, senior vice-president, creative-media operations, Ronalds-Reynolds & Co. Ltd.; W.B. McLean, president, Needham, Harper & Steers of Canada Ltd.; Robert L. (Bob) Simpson, director of broadcast, Foote, Cone & Belding Advertising Ltd.

Others: W. O. (Bill) Crampton, television consultant, Standard Broadcasting Corp. Ltd.; J.T. Inch, vice-president and general manager, NBC Canada Ltd.; George W. Ralph, executive vice-president, A. C. Nielsen Co. of Canada Ltd.

## Costly commercials affect the market

PETERSON PRODUCTIONS LTD., Toronto, is out of the rat-race of producing TV commercials. Dean Peterson, their president, had an opportunity to sell out to Pathé-Humphries Ltd., and took it, but he has not left the film production business altogether.

He is hanging onto some old clients and will continue to do their commercials, along with the new business of producing sponsored film shorts and entertainment features.

Peterson says he has never been in a better financial position in his life, and he wants to stay that way. The reasons for his change of heart were tight money, the coming of more new commercial production companies, and just plain spiralling costs.

Peterson said, "in Canada, there was a rise in commercial creativity from 1955 to 1966. But in the few years since, costs of personnel, American commercials, and the demand for wage parity with the U.S., have more than put a halt to that rise." He also felt the timing of new commercial houses which formed in the last year was completely off. "As long as numerous companies keep forming and cutting into the pie, the market is going to get smaller," he said. "Why hire cameramen, writers, technicians, studios and equipment when they're only being used five or six days of the month? You can rent all that for a tenth the cost over the same period of time."

As to the new companies and small producers, Peterson seemed to think they would diversify over the next year or so, and the squeeze on the market would bring the situation back to normal.

### WANTED

Broadcaster with at least two years experience. Send audition tape and résumé to:

Programme Director  
ZBM Radio  
PO Box 452, Bermuda

### AVAILABLE

PRINCIPALS INTERESTED IN A STRONG SALES FORCE: I BELIEVE I HAVE THE QUALIFICATIONS. BACKGROUND: 18 YRS AS SALES MANAGER IN CANADIAN TELEVISION: HIGHEST INDUSTRY REFERENCES. I DON'T COME CHEAP BUT I DO DELIVER. ALL INQUIRIES, PLEASE REFER TO: BOX 286, The Canadian Broadcaster 17 Queen St. E., Suite 128 Toronto 205, Ont.



**our tape sounds terrible...  
but it sticks like crazy!**

There's a Sellotape tape for everything around the station. Seal cartons and cans safely and cheaply. Label and code records or cassettes. Protect panels and prop surfaces. Mark floors. Make temporary electrical impulse chains or static bleeders. Keep the art department happy for once. Use Sellotape. For sticking, not recording. We'll be happy to supply you with samples and further information. Please call or write any of our sales offices from coast to coast.



**SELLOTAPE CANADA LIMITED**  
10 Esandar Drive, Toronto 17, Ontario

# STOP



Don't blame him for being in such a rush to use his new Uher 4000L Report Tape Recorder. He knows there is no technically finer tape recorder for professional reporting, scientific purposes, or for the knowledgeable amateur. It's the preferred instrument for the CBC, NBC, and BBC London, and it's available in both mono and stereo. Just walk into your nearest UHER dealer. There are plenty of Uher 4000's, 4200's and 4400's, available in mono and stereo. If you don't know where, look it up in the Yellow Pages or ask your lucky friend who owns one.

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BU-1-68R

**DURING THE MONTH OF AUGUST** common stock indices experienced a modest recovery after three months of fairly steady declines. The majority of the issues which acted well market-wise were those of larger, well-seasoned companies defined as being of good quality. Many of the relatively more speculative issues in the category of conglomerates, and new concept operations, which were among last winter's best performers, continued to drift downward following the early summer trend.

Stocks in those areas which might be expected to be particularly affected by a slow-down in the economy as a result of the government's anti-inflationary policies tended to continue to act poorly as well. This group included steels, heavy electrical manufacturing and chemicals.

The TSE Communications Index advanced 4% over the month while

the Industrial Index showed a similar gain. However, the performance of the Communications Index was heavily influenced by the 12% price advance of Thomson Newspapers (\$17 3/8). This latter company publishes newspapers in smaller towns throughout both Canada and the United States. In addition it has interest in several small CATV systems in the United States.

In late August the company reported its sales for the first six months of 1969 increased to \$49.7 million, up about 11% over the same period of 1968. Earnings increased significantly more and were up about 33% to \$5.4 million.

The other publishing issues included in the Communications Index were relatively unchanged during August with Maclean-Hunter and Southam closing the month at \$18 and \$59 1/2 respectively.

The market action of the "pure broadcasting" stocks last month was mixed. Bushnell TV "A" was unchanged and closed the month at \$21 bid while Selkirk Holdings advanced from \$14 to \$14 1/2. Standard Broadcasting gained 8 1/2% to \$12 1/2 at the end of August while CHUM Ltd. "A" advanced sharply from \$16 1/2 to \$20. There was no news announcement to account for the market strength of the latter issue.

Western Broadcasting advanced modestly by about 2 1/2% from \$21 1/2 to \$22 during the month of August. Subsequently, during the first week of September, it moved up further into a new all time high range of \$24. For the three months ended June 30, 1969 sales revenues amounted to \$1,136,336, an increase of 8.2% over the comparable 1968 quarter. Net profit was \$228,845, a somewhat smaller 6.7% increase over the \$213,473 earned in the 1968 period.

While Famous Players advanced from \$13 3/4 to \$14 1/2 over the end of August, it subsequently settled back to the \$13 area in early September. Earnings for the second quarter ending June 30, 1969 increased to \$1,163,147 as compared to \$1,042,817 in 1968. This gain was due principally to an increase in dividend income as earnings from operations showed a modest drop. Analysts attribute this to a below-average flow of movie theatre attractions in the period whereas the company's communications interests continue to perform well. It is understood the company is exceeding its budgeted objectives in signing on new CATV subscribers. The company states it is preparing proposals for submission to the CRTC with respect to the sale of some of its CATV systems.

## Career Academy at Toronto

8 King Street East, Toronto 210, Ontario

*We do not purport to turn out a fully polished professional broadcaster; HOWEVER, we can provide a fundamentally trained, competent beginner.*



Visitors are welcome to inspect our facilities.

If you would be willing to consider one of our graduates, please phone either James McSween - Administrator

Robert Alexander

or Alan Brooks - Instructors

(416) 363-6941

Tapes, résumés and pictures will be forwarded special!

## WANTED

Announcer, preferably with two years experience. Write:  
Station Manager  
CJBQ  
BELLEVILLE, Ontario

Creative senior writer for CFRN Radio, Edmonton. Salary commensurate with experience. Apply in writing, including samples.

CFRN Radio  
Broadcast House, Station E  
Edmonton, Alberta

## WANTED TO BUY

Independent broadcaster wishes to purchase small or medium AM station in Ontario. Send confidential reply to:

Box 283  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 205, Ont.

TO RELOCATE IN WESTERN CANADA, VERY GOOD SOUNDING BOARDMAN. FIVE YEARS COUNTRY AND M.O.R. IN METRO MARKET.

Box 284  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 205, Ont.

Engineer AM/FM/TV all phases, sixteen years experience, wishes to locate in desirable situation. Presently chief engineer AM/FM metro market.

Box 285  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 205, Ont.

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## Only GUTS can remedy the industry's confusion

Coast to coast the Canadian broadcasting industry is in a state of confusion, and for good reason.

Unlike any other business, broadcasters are beset by acts of parliament, regulatory commissions and their unending streams of regulations, parliamentary committees and now a senatorial committee. These are incessantly waving their big sticks over the broadcasters' heads, doing everything they can, seemingly, to impede the broadcasters' efforts to be good broadcasters, and, paradoxically, they are doing all this in the name and for the sake of good broadcasting.

One broadcaster of our acquaintance has bought another station, subject of course to CRTC approval. He now is under the impression that if someone else bobs up at the hearing and expresses a desire to buy it, the Commission has it in its power to order the existing deal cancelled and arbitrarily to award the right to purchase to the other applicant.

This may be right or not. Nobody knows. If it is right, and if we project this power a little further, could it not be that an established broadcaster, with years in the business, might be refused a renewal in favor of a newcomer who dangles brighter promises of performance before the Commission's noses? It sounds fantastic and impossible in a democracy, yet stranger things have happened...are happening. Is this sort of doubt conducive to better broadcasting?

In the case of CHAB/CHRE-TV Moose Jaw/Regina, when the CRTC ordered Moffat Broadcasting to dispose of this property because of multiple ownership, a private buyer was found with an acceptable offer. CBC made a counter-bid of a lesser amount. The Commission's final verdict favored the CBC, notwithstanding the fact that the private bid had been accepted by Moffat. In handing down its verdict, the CRTC invoked the act which says the public interest (CBC) must prevail under such circumstances. Does this mean that even if the CBC's offer had been half that of the other bid, CRTC could, and probably would have ruled in their favor just the same?

Then there is the case of the man who held some stock in the company operating the station which employed him. Selling this stock back to officers of the company should he leave was a mutual understanding between them. A routine application for the transfer was filed with the Commission, but no disposition of this application had been made six months later.

Is such an episode as this conducive to making the man

concerned, who has stayed in the industry, a better broadcaster?

These are isolated examples of apparent impediments to members of the industry and so to the industry itself. Possibly the conduct of the CRTC in some or all of these apparently unreasonable instances was amply justified. But no one has bothered to offer an explanation, with the result that others cannot help wondering if they are to be next. Is this conducive to better broadcasting?

Certainly the whole broadcasting industry is in a state of flap. But what are the broadcasters doing, individually or through their association, to remedy the situation?

From this point forth, *Broadcaster* will take up the cudgels to air the facts when decisions (or the lack of them) work an injustice or an apparent injustice, on members of the industry. Sometimes we may be able to uncover genuine grievances. Others may be found to be only matters of poor communications between the Commission and the industry.

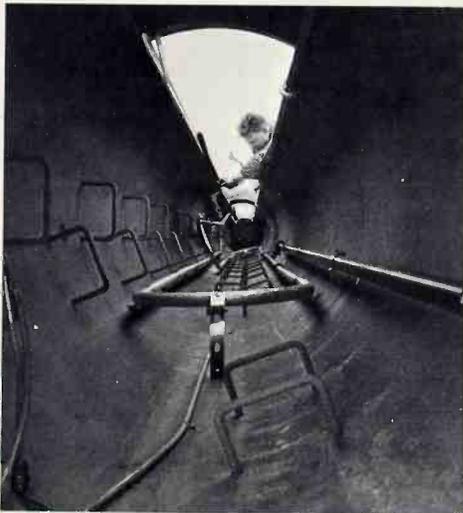
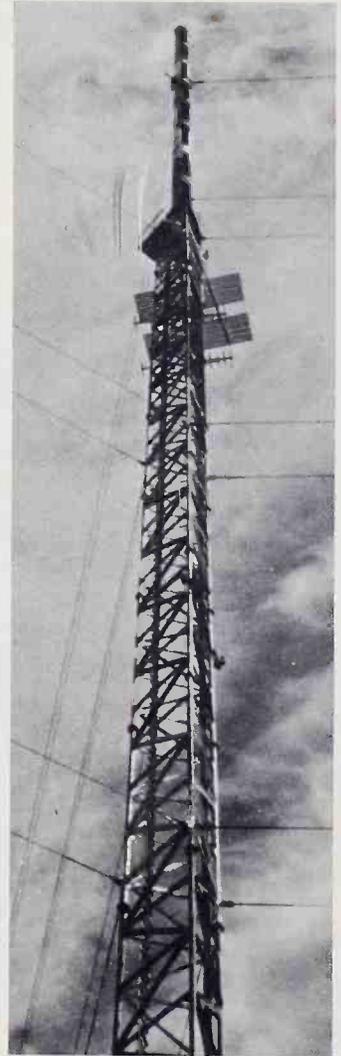
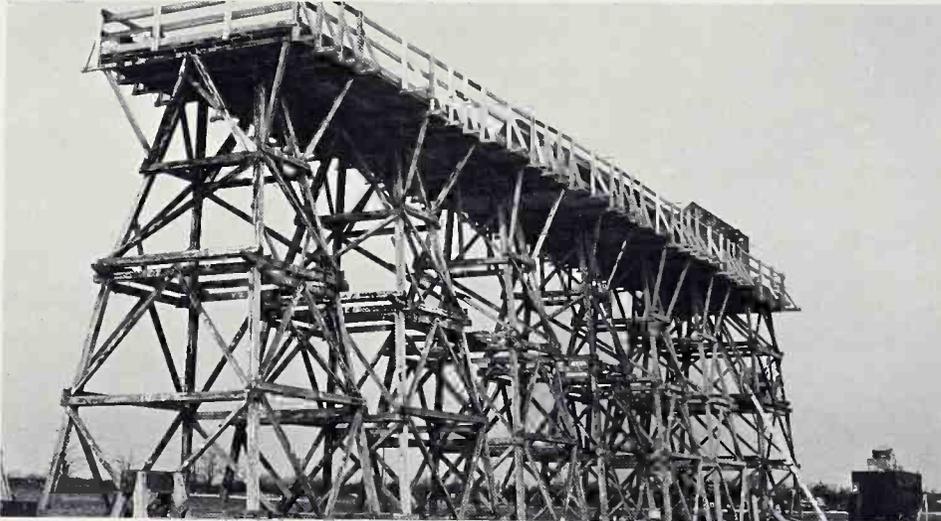
But *Broadcaster* cannot function properly in this or any other area as a lone voice in the wilderness. If we are to help the industry, the industry and every member of it has to get into the act, even to the extent of an individual station springing to the defence of its keenest competitor, who seems to be faced with unreasonable treatment by his regulators.

The basic function of police is primarily to protect the innocent and secondarily to apprehend the guilty. By the same token, it is our earnest belief that such bodies as the CRTC have come into being to give Canadians better broadcasting, rather than to act as a punitive body, designed to reap vengeance on wrong doers.

There may be times when cancelling a license will be a definite benefit to the public, but the public welfare and *only* the public welfare *must* be the *only* motive for such action.

It is nearly 28 years since this publication set out to champion the cause of private enterprise broadcasting. Right now, it pledges itself to continue in this vein. But it cannot champion the cause unless those it aspires to champion will come out in the open and face the facts. This cannot be done by paying lip service to the CAB's resolutions and then sneaking in the back door to tell the bureaucrats concerned they didn't mean it.

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