

Broadcast Technology: 'Your' Magazine

Broadcast Technology always welcomes input from readers and friends across Canada—and beyond; we're interested in your story, your news, your opinions.

In this issue, we have two new features which are important additions to the breadth and scope of BT:

- **The Advertising Viewpoint** (page 26) is a column by the Television Bureau of Canada. This first column reviews recent research about the viewing habits of professional/technical people, often considered difficult to reach by TV, and it's an eye-opener. We're indebted to Cam Fellman and his associates at TvB for this excellent beginning to an informative feature.

- **Great Ideas!** (page 34) provides an opportunity for the inventive engineering person to share practical problem-solving. As an incentive, BT offers \$100 for each idea published. Norm Brown starts us off with his Antenna De-Icer Control. (Thanks, Norm, for breaking the ice and helping us to get this idea off the ground...) Now—how about sending along your 'Great Idea'?

Coming Through Recession Times...

When CIGV-FM Penticton, B.C., went on the air in October, 1981, Ralph Robinson provided an interesting account of the station's beginnings (*BT, Jan/Feb/82*). It told how CIGV had located in a building which once housed CKOK, where Ralph had started in radio 30 years earlier as 'the junior nighttime jock,' and photos showed the helicopter lifting tower and tx building to the transmitter site atop Okanagan Mountain, 5400 feet above sea level.

In this issue (page 100), we have an update on the fortunes of Great Valleys Radio, by Richard W. Cooper of Penticton. It's not the script we would have written for CIGV's first five years—had we been making a forecast back in 1981. In common with many other small radio stations, CIGV has experienced the 'valleys' of recession... However, the station weathered the rough times and is looking forward to renewed growth.

So once again we congratulate Ralph Robinson, his staff and associates. Our thanks for this frank follow-up on the realities of radio broadcasting in the 1980s.

Also in this issue...

- Ted Townsend of CHML/CKDS-FM Hamilton welcomed Jacquie and me to a very thorough tour of the stations' impressive new facilities. If a picture is worth a thousand words, the 'Photo Story' on page 35 should be worth about 12,000... in any case, we're sure you'll enjoy sharing Ted's tour.

- It's just two years since The Sports Network was launched, and Terry Snazel is responsible for the informative update which is our 'Cover Story' on page 20.

- You may want to get in touch with George Young at CITV about his 'Teksheet' computer program. Read all about it on page 58.

- For a while this spring, it looked like the War of 1812 (AD) would be superseded by the War of 530 (kHz) on the Niagara Frontier. Gordon Elder tells that story on page 18.

Our thanks to the above and to all who contributed to this issue of BT—another record-breaker—as we begin Year 12!

CRTC Working on Multipoint Policy

October 3rd is the deadline for comments to the CRTC on MDS—Multipoint Distribution Systems. DOC's allocation for such services is the 2500-2686 MHz band, in the lower end of the microwave spectrum, allowing 15 primary and 16 secondary channels.

The Commission envisages three main types of service: 1) cable-type delivery, perhaps to extend or improve a cable system; 2) over-the-air broadcasting; and 3) a combination of both cable and over-the-air systems in the same market.

Comment is being invited on questions such as the types of programming services to be provided, whether signals should be scrambled, and what conditions, regulations and/or cross-ownership restrictions should apply; also, whether MDS channels should be licensed for an over-the-air service where VHF or UHF channels are still available.

Typical home receiving equipment costs about \$200 for a 0.6 metre (2 ft.) parabolic antenna, usually mounted 6 to 9 metres (20 to 30 ft.) above the ground, plus the costs of a tower, converter and/or decoder, if required. MDS signals can reach a radius of up to about 50 km, and reception requires line-of-sight clearance.

Awards of Encouragement

Broadcast Technology sponsors three annual awards to students in broadcast courses, two at SAIT and one at Humber College.

Brian Learoyd, a SAIT graduate who received one of BT's awards, writes to say how encouraging it is to have this kind of recognition from the industry; it is recognition of both the standard of training imparted by the college, and the students' efforts in successfully completing the course.

We appreciate these words from Brian, who is now employed in planning and installation with Immad Broadcast Services.

And once again, we take the opportunity to remind anyone in a position to do so, to get involved with the broadcast course at a college near you. Whether it's by donating an award, acting on an advisory council, or providing on-the-job training, your interest will encourage higher standards of achievement, and the kind of graduates you'd like to have working with you.



stations in the news

Television Quatre Saisons Network On-Air

Québec's new network, Télévision Quatre Saisons, was scheduled to make its debut at 5:30 pm on Sunday, September 7, 1986. A gala extravaganza was televised the same evening from Place des Arts in Montréal.

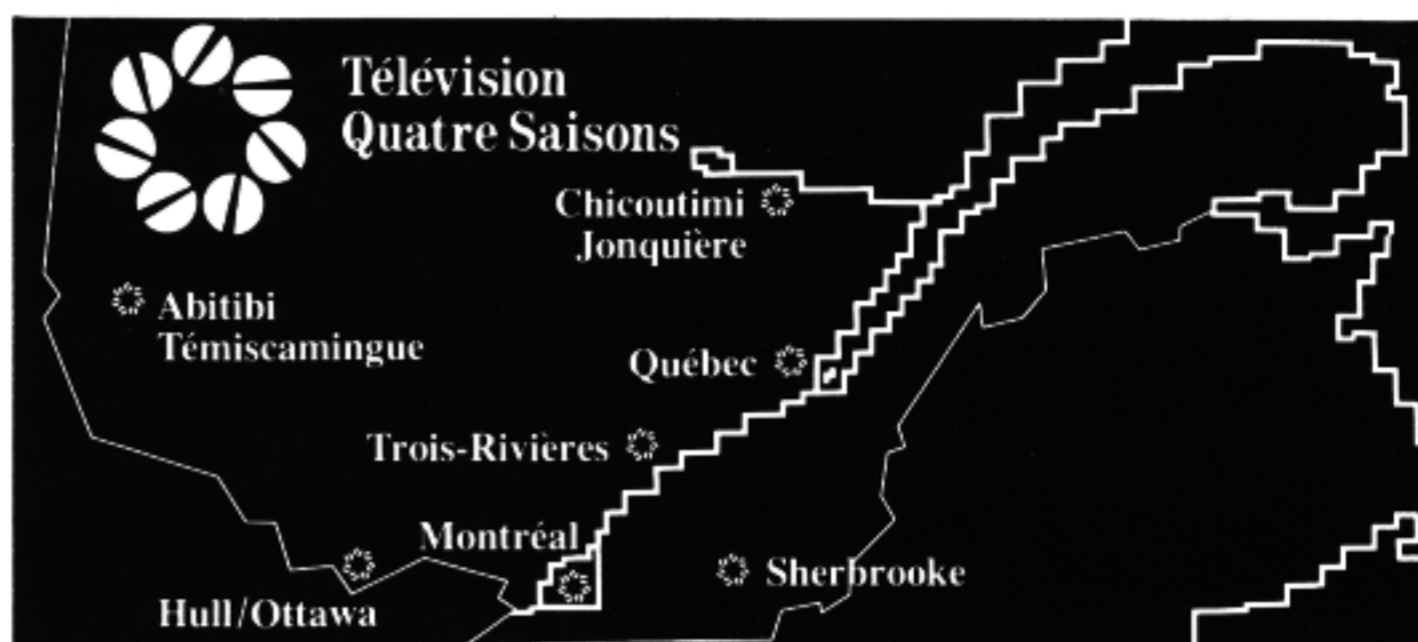
Quatre Saisons (Four Seasons) was licensed on September 6, 1985 to CFCF Inc. The flagship station in Montréal and its Québec City rebroadcaster are owned by CFCF; other affiliates throughout the province are owned by local broadcasters who already operated television stations.

The Quatre Saisons stations are:

City	Station	Canal	Video (kw)	Audio (kw)
Montréal	CFJP-TV	35	668.0	67.0
Québec	CFAP-TV	2	23.7	2.4
Sherbrooke	CFKS-TV	30	92.3	9.2
Trois-Rivières	CFKM-TV	16	115.6	23.0
Hull-Ottawa	CFGS-TV	49	16.2	1.6
Jonquière	CFRS-TV	4	100.0	10.0
Val d'Or	CFVS-TV	25	102.0	10.2
Rouyn	CFVS-TV1	20	81.0	8.1

The signal is distributed to the affiliates via satellite on Anik C-3, transponder T-30, making it available throughout the eastern half of Canada. It is estimated that Quatre Saisons already covers 88% of the population of Québec, and additional affiliates and rebroadcast transmitters are expected to be added to the network in the near future.

Production, with the exception of news and public affairs, is to be assigned to independent producers.



Program Highlights

Major programs include: newscasts at 5:30, anchored by Pascale Nadeau, and 10:00 pm, anchored by Stéphane Boisjoly; a Montréal magazine-style show, 6-7 pm, hosted by Gaston L'Heureux, and a late night talk show with Chantal Jolis, 10:45-11:30 pm. No live sports coverage is planned, however there is a sports report by Danielle Rainville at 11:30 pm. Sign-on is at 2:30 pm, Monday-Friday, 3:00 pm Saturday, and 11:00 am Sunday.

Component Concept

Estimated cost of establishing CJFP-TV is \$20 million. Its facilities include four studios and a fleet of mobile units. Sony of Canada supplied \$4 million in equipment, including a Betacart, 20 cameras, 23 Betacams and more than 100 monitors. The station is believed to be the world's

first to be based mainly on component signal sources.

Veteran Broadcasters

Key personnel at Télévision Quatre Saisons include well-known names in the industry: Jean A. Pouliot is president and c.e.o., H. Paul Chamberland is executive vp and chief operating officer; Gilles Grégoire is director of commercial production and promotion; Guy Fournier is vp, programming; Rudy Stefanik is vp, sales, with Hugues Beaudoin as sales director; and Allan Schofield is traffic manager.

National advertising sales are handled by Communication Première in Montréal, Première Television Sales in Toronto and Vancouver. Première was established a year ago as an autonomous division of Alexander Pearson and Dawson.



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CHSJ-TV SEEKS INDEPENDENT MARITIME TV NETWORK

A proposal by New Brunswick Broadcasting Co. Ltd. for four new television stations to serve the Maritime provinces was scheduled for a September 9 hearing in Saint John. The company, owned by the Irving family, is licensee of CHSJ and CHSJ-TV in Saint John.

Of the four proposed stations, two would originate programming:

- Saint John, NB (134 kw on channel 23)
 - Halifax, NS (128.2 kw on channel 20)
- Rebroadcasters would be located in:

- Moncton, NB (108 kw, channel 27) and
- Fredericton, NB (85.7 kw, channel 41).

The group would be known as the Maritime Independent Television System.

Ken Clark, president, said the plan would resolve the long-standing complaint of too little CBC-TV service in New Brunswick. The new network would carry many local productions now on CHSJ-TV and its rebroadcasters, which would then be free to schedule virtually all CBC network programming.

Costs are estimated at \$6 million, and MITV would create 97 new jobs, 69 of them in Halifax.

Other applications before the September hearing in Saint John:

- **Eastern Broadcasting** of Moncton has applied to transfer 90% control from Jack Schoone and Irving Zucker to Maritime Broadcasting Ltd., a subsidiary of Maclean Hunter Ltd. Schoone would retain 10% of Eastern and remain as president of the enlarged Maritime group. Eastern controls seven stations: CKCW/CFQM Moncton, CKNB Campbellton, CFAN Newcastle, and CJCW Sussex, all in New Brunswick, and CFCY/CHLQ-FM Charlottetown, PEI. Maritime is licensee of CHNS/CHFX-FM Halifax, NS.

- Two have applied for FM in Saint John: **Mervyn Russell**, representing a company to be incorporated, for a Group I FM, 100 kw on 100.5 MHz; and **New Brunswick Broadcasting (CHSJ)**, for a Group II format, 100 kw on 94.1 MHz.

GLOBAL BIDS TO EXPAND IN SOUTHERN ONTARIO

Applications by Global Television to improve its southern Ontario network will be heard, along with Global's renewal, at a September 23 CRTC hearing at the Metro Toronto Convention Centre.

The plan calls for changes at two of the six existing transmitter locations, plus three new rebroadcasters, as follows:

- Ottawa—power increase from 2.8 to 14.7 kw, with change of site, to improve coverage south of Ottawa;
- Uxbridge—change of channel from 22 (3,120 kw) to 41 (786 kw), with change of site, to improve coverage in Toronto and the Niagara peninsula;
- Peterborough—1,284 kw, ch. 27 (new);
- Midland—171 kw on channel 7 (new);
- Owen Sound—18.4 kw, ch. 4 (new).

- **Global TV** is restoring service to the Windsor, Ontario, area. The transmitter authorized for Cottam will be relocated to Stevenson, and ERP decreased from 218 to 152 kw. At Bancroft, Global will increase ERP from 67.2 to 100 kw.

PATTISON PURCHASE IN KAMLOOPS

The Jim Pattison Group, which owns CJOR and CJJR-FM Vancouver, has agreed to purchase CFJC, CFFM-FM and CFJC-TV Kamloops, at a cost estimated in the \$2 million range. Dave Clark, who is the major shareholder, would remain with the group. No programming changes are planned, but technical improvements would be made, and Pattison would follow through on an application for FM in the Cariboo. The sale is subject to CRTC approval.

TWO BARRIE FM BIDS DENIED

Applications by the two existing stations in Barrie, Ontario, for a country music for-

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mat on 95.7 MHz have been denied by the CRTC. Proposals by CKBB and CHAY-FM were both found 'inadequate' as to budget and staffing commitments and local news coverage. The Commission also noted, regarding the CHAY-FM application, that ownership of more than one FM in a market is contrary to CRTC policy, except to provide service in another language.

Further applications, the CRTC said, would be considered—apparently on the basis that 50% of the audience in Simcoe County tunes to outside stations, and that this demonstrates 'a demand' for more local stations. The county reaches to within 20 miles of Metropolitan Toronto.

SASKATCHEWAN EXPANSION APPROVED FOR BATON

The CRTC has approved applications by Baton Broadcasting to expand its holdings in Saskatchewan. (See *BT*, March/April, page 9, and May/June, page 10.)

The company, controlled by the Eaton family of Toronto, has owned CFQC and CFQC-TV in Saskatoon for 14 years. It now acquires 90% of CKCK-TV Regina from Harvard Developments Ltd., who acquire 10% of CFQC-TV. Also purchased by Baton: Yorkton Television and Prince Albert TV Inc. and their rebroadcasters. A new CTV affiliate will be established at Prince Albert, 27 kw on channel 9, and the resulting 'twin-stick' operation (with CBC affiliate CKBI-TV) will employ 15 additional staff.

Concentration of ownership was a key issue, the CRTC concluding that the transactions are in the public interest. Baton is committed to expenditures of some \$16 million, including \$5.6 million to upgrade studio and production facilities, \$2.8 million for transmitting facilities, \$2.3 million for a 2-way microwave system, and over \$1 million for drama production. Other benefits expected are the creation of 44 new jobs, increased regional programming, including a major provincial newscast at 6:30 pm, M-F, and expanded availability of the CBC network. Baton also undertook provisions to ensure the continued viability of CJFB-TV Swift Current, the only independent TV station remaining in the province.

QUEBEC COMMUNITY FM STATIONS: 'SOME PASS, SOME FAIL'—CRTC

Québec's 14 community FMs have failed, to a large extent, to live up to the CRTC policy on community radio or their own Promises of Performance. However, all have been renewed, and most have been allowed to increase their operating hours substantially. (The policy already allows community stations to vary their broad-

cast time up to 20% of that authorized.)

The best performers were: CFIM Cap-aux-Meules (5-year renewal); CKIA Québec, CIBL and CINQ Montréal (4-year renewals); and CIRC Rouyn (3-years).

The remaining stations were criticized for excessive advertising (an average of 4 minutes per hour is usually permitted), too much popular music, too little spoken word content, and other deficiencies.

Two-year renewals were given CIEU Carlton, CHOC Jonquière, CFMF Fermont, CIBO Senneterre, CFLX Sherbrooke and CHAI Châteauguay. A one-year term and warning to show total compliance or show

cause why their licences should be renewed went to CION Rivière-du-Loup, CHGA Maniwaki and CFOU Ste-Thérèse.

The CRTC points out that community radio stations should broadcast innovative community programming and diversified music, and not aim for high ratings. The role of staff is to act as 'catalysts' to help community groups and individuals to participate directly in programming.

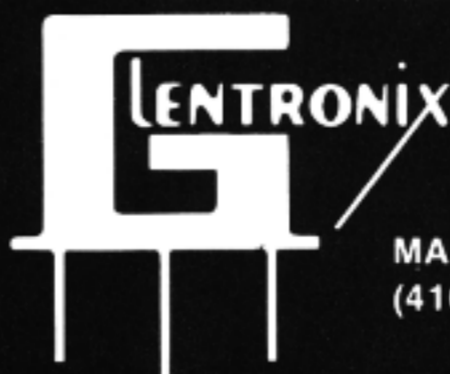
Any station that does not wish to adhere to the criteria for community radio was advised to apply for an independent or first service FM licence. →



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NOW LE GROUPE VIDEOTRON BIDS FOR TELEMETROPOLE

Le Groupe Vidéotron is on the acquisition trail with a \$127 million offer for Télé-Métropole, whose major holding is CFTM-TV Montréal. The proposal follows the CRTC's denial of an application by Power Corp., who would have paid \$100 million for the company. Power was expected to try again, and several other major communications firms were said to be considering an offer.

Vidéotron recently acquired QCTV Ltd. of Edmonton for \$50 million, also subject to CRTC approval. The addition of QCTV gives Vidéotron 800,000 subscribers in Canada, second only to Rogers, with 1.2 million.

André Chagnon, chairman and 60% owner of Vidéotron, expects a hearing on the T-M application in November, and is confident that it will be approved. The CRTC, he says, has not turned down a single one of his 100 requests over the last 20 years. 'We know the rules of the game. We've accepted to be regulated. Power Corp. did not. That's why (it) was turned down... The (CRTC) demands clear, unequivocal and tangible advantages for the public.'

Chagnon, 58, was a designer-builder of underground conduits for the City of Mon-

tréal when he bought the cable system in Laval in 1964. In 1980, he paid \$14 million to buy National Cablevision Ltd. of Montréal—with 331,000 subscribers, four times larger than his operations at the time. Noted for its innovative technology, Vidéotron has been developing a two-way system, Videoway, that would give access to home banking and shopping, electronic mail and databanks. Vidéotron also has interests in France, where it expects to bring cable to 3.2 million homes during the next three years.

WORK 'AHEAD OF SCHEDULE' ON MANITOBA TELEVISION NETWORK

Stuart Craig, president of Manitoba Television Network, reports that MTN is 'well ahead of schedule and confident that we can meet our fall sign-on date'—only five months after receiving CRTC approval.

Contracts Awarded

MTN is investing over \$4.5 million in transmitter, studio and office facilities, and wherever possible, contracts are going to Canadian firms. LeBlanc & Royle was awarded a \$1.5 million contract for a turn-key tower and transmitter system; L&R will supply and erect an 1100-ft. tower,

and its Larcan subsidiary will supply the antenna and transmitter. The 40-acre site is near Elie, midway between Portage La Prairie and Winnipeg. Construction began early in September.

Earlier, construction began on the studio and office complex, located on a 1.5 acre site in the south-east section of Portage La Prairie. Estimated cost of the 13,400 sq. ft. building is \$700,000. It is being fabricated by Nu-Steel of Winkler, MB, and Design Works of Winnipeg is responsible for the interior design. The contract to erect the building went to Crane Steel Structures of Brandon.

MTN is investing over \$2.0 million in state-of-the-art production facilities, opting for the half-inch cassette-based Sony Beta video format. The facility will include four complete video edit suites, eight ENG units, three studio cameras, two video switchers, a digital effects unit and semi-automatic commercial play-back unit.

Programming for MTN, which expects to be on-air in October, is described as a well-balanced schedule of both American and Canadian shows, with quality local Manitoba productions and emphasis on regional news coverage.

CKO GETS 18-MONTH RENEWAL

CKO, owned by Western Caissons Ltd., has been given a short-term renewal to March 31, 1988. The news/information radio network operates on FM in seven cities, Toronto, London, Ottawa, Calgary, Edmonton, Vancouver, and Halifax, and on AM in Montreal. Licensed 10 years ago, it has experienced serious financial difficulties and has not yet established FM stations authorized in four cities.

According to Stan Stewart, president of CKO, projected revenues for the year ending August 31/86 are \$5.3 million, an increase of 42% over 1985. CKO indicated it would build in Winnipeg in 1988, Regina in 1989, and Saint John (NB) and St. John's (NF) in 1991. Ben Torchinsky, president of the parent company, Agra Industries Ltd., would not guarantee continued support for CKO if there is not marked improvement in its performance; on the other hand, if CKO meets its budget Agra would accelerate the building program.

Local programming was among the issues discussed at the renewal hearing, with Stewart pointing out that CKO's programming costs are 2-3 times that of other stations. The network's mandate, he said, is primarily a national one, with local programming subordinate. However the CRTC called for effective action to increase local production at each station. It also re-iterated that CKO must remain a news and information service, with spoken-word content only, and sports play-by-play was restricted to an average of 10.5 hours weekly on each station.

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TWO ITEMS TURN NASTY AT VANCOUVER CRTC HEARINGS

Two applications for changes of ownership brought some unusual twists to a Vancouver CRTC hearing:

- A bid by Wayne Stafford to gain control of **CKDA/CFMS-FM Victoria** ran into strong opposition from some of the employees, who said the financial burden—the reported price is \$4.7 million—would result in the reduction of staff and service. Their arguments were backed by George Jones, a close friend of the late owner, David Armstrong, who said that Armstrong intended that his family inherit Capital Broadcasting and had no wish to see Stafford buy it. Armstrong's widow, Sheridan, also opposed the application. Gerald Lang, a former general manager of Capital, supported the sale, saying continued operation by Mrs. Armstrong would be disastrous.

- During the application by Western Approaches Ltd. to sell 63% interest in **CKVU-TV Vancouver** to CanWest Pacific Television Inc., commissioner Rosalie Gower told the hearing that as many as 36 letters supporting the application appeared to be phoney. More than 500 interventions were filed, the majority favorable to the purchase by CanWest. Daryl Duke of CKVU-TV and Israel Asper

of CanWest both disassociated their firms from the fake letters, and said they would give full co-operation and support to any investigation.

CBH HALIFAX DUPLICATION GETS 3-YEAR REPRIEVE

An exasperated CRTC has renewed the licence of CBH Halifax for three years, but has told the CBC that it must come up with a practical plan and firm timetable to end duplication on AM and FM. The order also applies to Saint John (NB) and Moncton. (Similar duplication in Marystown and Goose Bay, NF, has been resolved by the CBC ending AM transmission.)

Since 1977, CBH (860) and CBHA-FM (90.5) have both carried the CBC AM radio service. Duplication, which is contrary to long-standing CRTC and DOC policy, was authorized 'as a temporary measure' because of poor night-time coverage on 860. CRTC attempts to end duplication have been met by storms of public protest.

The CBC argues that there's no urgency to discontinue use of 860, as other frequencies are available should anyone wish to apply for a new AM station. However the Commission faults the CBC for failing to either correct the problem with the AM signal or promote the FM alternative among listeners in the area. It

ruled that 'only in the most extraordinary circumstances' would duplication be tolerated beyond October 31/89, and ordered a progress report by August 6/87.

CBC 'BUDGET SHORTFALL'

The CBC is still struggling with the consequences of budget cutbacks by the federal government and a \$48 million 'shortfall' in its 1986-87 budget.

According to Anthony Manera, human resources vp, an additional 307 positions have been eliminated, with 110 actually being laid off, after early retirements, vacant positions and transfers to other positions are taken into account.

Although the current budget is up \$22 million over last year to \$847 million, inflation and other costs have resulted in reduced programming. Denis Harvey, vp, says the CBC will continue to emphasize drama production, but is now unable to increase Canadian content in prime time, as planned. There are only two new Canadian series on the English TV network, while other programs will have fewer episodes or have been shortened.

NEW FM STATION FOR MONCTON

J.R. Gordon has been licensed for an English FM station at Moncton, NB, 46.8



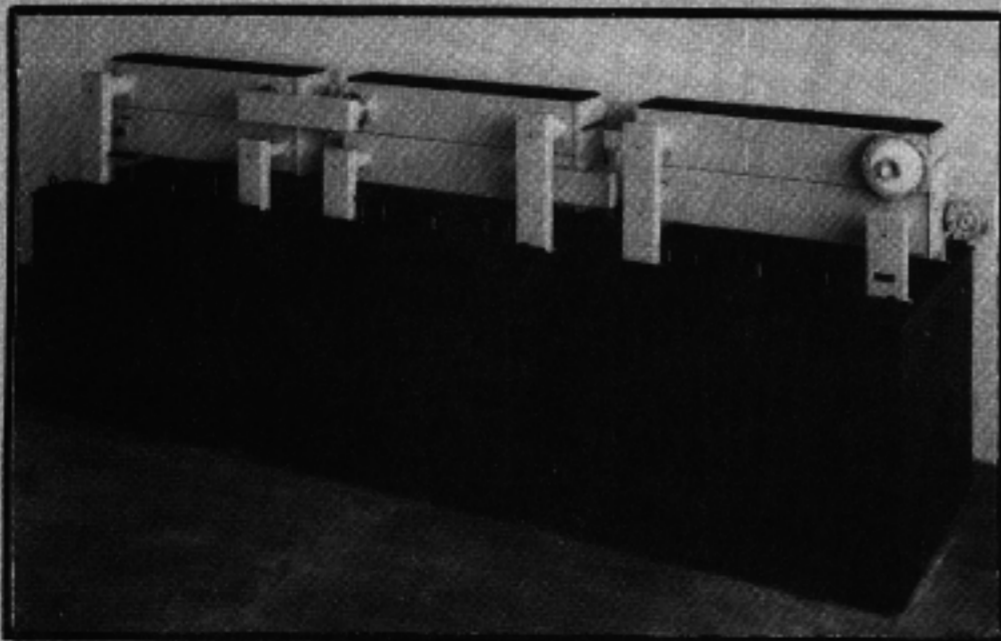
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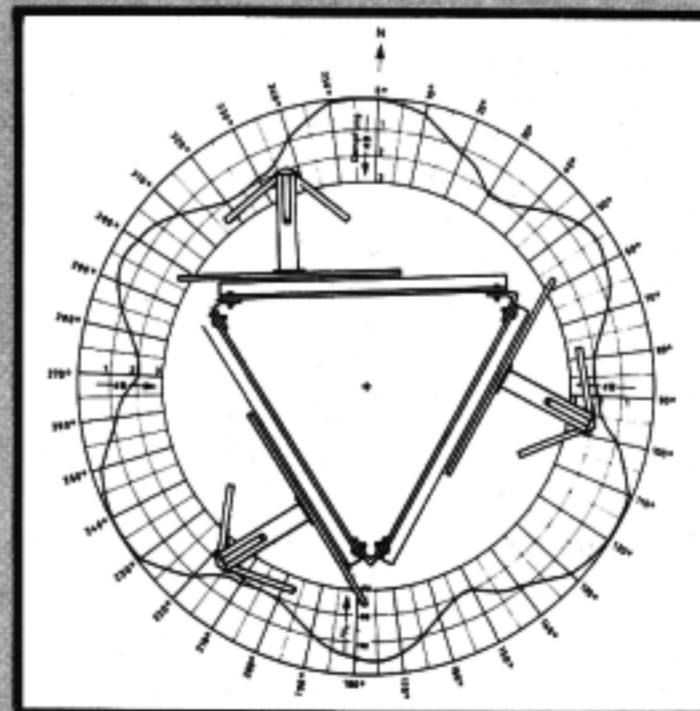
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kw on 103.1 MHz. It will have a Group II 'harder pop and rock' format aimed at the 18-34 age group. Gordon will spend \$60,000 to build a studio for production of a weekly jazz and blues program, and will spend another \$8,200 in the first year to encourage local talent. His station also plans to study the possibility of French-language programming using SCMO.

A competing application for 103.1 by Radio One Ltd. (CIHI-FM Fredericton) was denied, as was a bid by Radio-Aboiteux Ltée (CHLR Moncton) to get back on the air. French-language CHLR has been bankrupt and silent since January 2/85. The company proposed a return to its 1380 AM frequency with a Contemporary format, but the Commission was not convinced that this would offer a real alternative to the Contemporary MOR format now available on CKCW, or that CHLR's proposed English and 'experimental bilingual' programming would be viable.

CHATHAM, NB, FM TURNED DOWN

The CRTC has denied an application by Group M Enterprises Ltd. for an English-language FM station to serve the Chatham and Newcastle area of New Brunswick. Group M, headed by Denys Millar of Fredericton, proposed a soft rock/cross-over country format, 50 kw on 93.7 MHz. Opposition came from CFAN Newcastle, which had already concluded that an FM operation was not viable, given the area's 'fragile' economy.

Application for French FM Planned

Provision of French-language FM service for northeastern New Brunswick was discussed at the same hearing. Two groups opposed the Group M proposal on the grounds that it would ignore the needs of francophones. The Acadian Society said that a community station was needed—perhaps supplemented by a commercial station, while a group of four commercial broadcasters in the area thought that a single FM station could cover the entire area.

Two previous applicants agreed. Radio Nord-Est Ltée and Télévision de la Baie des Chaleurs Inc. said they have formed a new company, Radiodiffusion Beausoleil Ltée, which is already preparing an FM application.

CRTC: LOGGER TAPES—OR ELSE...

Radio stations in both Québec and Ontario are on the regulatory carpet for failure to provide logger tapes. Back in February, CRTC chairman André Bureau wrote to the CAB to warn about the frequent 'equipment failures and accidental tape erasures commonly alleged' by stations.

Proper equipment is not a discretionary expenditure, he said, and if a licensee cannot or will not assume it, 'the licensee is not entitled to operate' a station.

In Québec City, a running battle between CJMF-FM and CHOI-FM, accusing each other of non-compliance with their Promise of Performance, resulted in both being called to hearings, with failure to provide logger tapes a major issue.

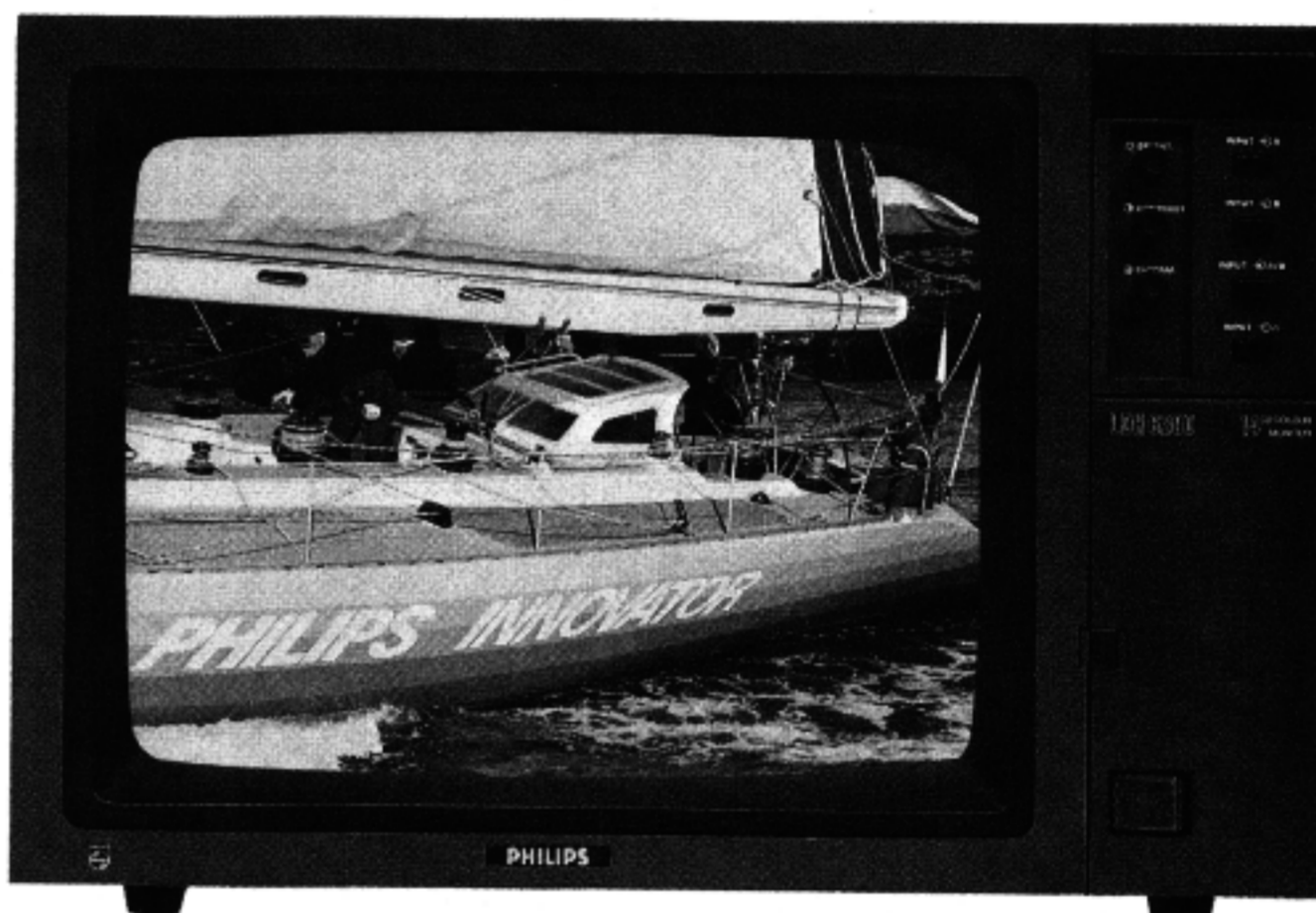
In Ontario, four stations were called over their 'difficulty' in complying with logger tape regulations. They are CFJR Brockville, CKAP Kapuskasing, CKLC Kingston and CJET Smiths Falls.

ACCESS TELEVISION TAKES SHAPE

Access Alberta has applied for a television station in Edmonton to rebroadcast its educational TV service. It would operate on channel 9 with 9 kw ERP. An Access TV station in Calgary, its first, is to be on the air by the end of the year.

Access has already established a province-wide FM radio network, which it developed from pioneer educational station CKUA Edmonton. An application has been filed to add a transmitter at Banff, 84w on 104.3 MHz.

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stations in the news

SELKIRK TO BUY CKIK-FM CALGARY

Selkirk Communications has agreed to purchase 100% of CKIK-FM Calgary, a rock station whose principal shareholders are Harvey Glatt and Chuck Azzarello of CHEZ-FM Inc., Ottawa. Subject to CRTC approval, the purchase enables Glatt and Azzarello to concentrate on their eastern operations, which they hope to expand, while giving Selkirk a Calgary FM outlet. Selkirk already owns CFAC Calgary, an adult country station established in 1922.

CITY-TV LAUNCHES AM SHOW

CITY-TV Toronto is on the move. As well as relocating its studios from 99 Queen East to 299 Queen Street West, a two-hour (7-9) morning show, *CityPulse Today* has been added to the production schedule. The show makes use of CITY's 17 mobile units and 'Live Eye' microwave hook-up for on-the-spot coverage of news/traffic. *CityPulse Today* personnel includes Moses Znaimer as executive producer; Stephen Hurlbut, director of news programming; and Clint Nickerson, producer. *CityPulse Tonight* at 10 pm has been shortened to a half-hour format.

QUEBEC FM APPLICATIONS

Recent applications for FM stations in Québec include:

- St-Georges (Beauce)—Alain Poirier for a pop/rock format, 47.1 kw, 100.5 MHz
- Ste-Marie (Beauce)—Clival Inc. for a country format, 23 kw, 101.3 MHz
- Montmagny—Michel Montminy for a soft pop and rock format, 8.74 kw, 102.1
- Lac-Etchemin—Radio Communautaire de las Frontière, 6.7 kw, 105.5 MHz
- Joliette—Radio Nord-Joli Inc., for a re-broadcaster of community station CFNJ-FM St-Gabriel-de-Brandon, 1.4 kw, 103.5.

Other stations in the news...

- After some feuding over alleged non-compliance, the two commercial stations in Corner Brook, NF, have settled on their formats, with the blessing of the CRTC. **CFCB** moves from Contemporary MOR to Contemporary (65% rock and 35% country). **CHWK**, licensed three years ago for country, moves to MOR.
- The weatherman failed to co-operate for a simulcast of the 1986 'CASBY' awards (Canadian Artists Selected By You). Despite one of the year's worst thunderstorms, the show went on from Canada's Wonderland near Toronto. It was carried by **CBC-TV** and a radio network anchored by **CFNY-FM**, the station which

originated the awards.

- **CHUM Toronto** was put off the air recently when its STL tower was downed in the early hours of the morning. The guy wires were cut, allegedly by two men living across from the studios who believed that the tower was causing interference to their hi-fi equipment. The tower fell across Yonge St., putting the station off the air for an hour and causing damages of about \$500,000. No one was injured.

- **CJBQ Belleville** celebrated 40 years of service with a dance in the Quinte Sports Centre on August 16. Music was by the Commodores and refreshments were provided, all at no cost. CJBQ, now 10 kw on 800, started on August 12/46 as a 250-watter on 1230 kHz.

- Neil MacMullen, president of Annapolis Valley Radio, has applied to purchase Opeongo Broadcasting, licensee of **CKOB Renfrew** and **CKOA Arnprior**, Ontario, from Jamie B. Pole. At AVR, **CKWM-FM Kentville** has disaffiliated from the CBC FM Stereo network to originate its own programming in a Group I format.

- **CKOY** adopted a new format, solid gold, and became **CIWW Ottawa**—or 'W1310.' The station goes back to 1924, when it was established by Dr. G.M. Geldert as CKCO. The call letters were changed to CKOY when it was bought by Jack Kent Cooke, who then owned CKEY Toronto.

- **CKGY Red Deer** is now programming *Alberta Tonight*, a country music all-night show, originated by **CISN-FM Edmonton**.

- A recent issue of the *Midtown Voice* praises **CKLN-FM Toronto**, operated out of Ryerson Polytechnical Institute since 1971, for its 'block' programs catering to the varied interests of downtown people. Some 120 students and volunteers are involved with CKLN, which increased power from 13 to 250 watts on July 4/86.

- The CRTC has nixed a broadcast from Vancouver on **CJUP Langley**. It had been doing a regular Chinese program from a studio at 203 E. Pender Street without prior approval—all of which upset the folks at **CJVB Vancouver**, licensed at BC's only full-time ethnic radio station.

- Rebroadcasters approved: For CBC's **CBX Edmonton**, High Level (9.4 kw on 88.1 MHz), Wabasca (510w on 91.9), and Marten Mtn./Slave Lake (114w on 89.7). In Ontario, rebroadcasters of **CBON-FM** and **CBCS-FM Sudbury** are approved for Chapleau (345w on 91.9 and 89.9 MHz).



New Fort Erie AM Nearly Causes 'International Incident'

CJFT Fort Erie, Ontario, went on the air at 5:30 pm on July 1st, 1986.

Bob Dancy of CJFT told *Broadcast Technology* that the response has been enthusiastic from Fort Erie (population 24,500) and surrounding communities. CJFT is the first local radio service in the area, which is just across the Niagara River from Buffalo and has always been inundated by U.S. media. Dancy added

that CJFT is scoring two 'firsts' for AM in the peninsula with its CHR format and soon-to-be-added C-QUAM AM stereo.

News director for CJFT is Tom Mather.

International Incident Avoided

by J. Gordon Elder

CJFT Fort Erie is the first commercial sta-

tion in the Americas to use 530 kHz.

It operates at 250 watts, shares CJRN's site and two of its 12 towers. CJFT's simple directional pattern points north to protect WGR across the river in Buffalo, which has been on 550 kHz since 1922.

When the manager of WGR belatedly learned about CJFT, he feared that it would interfere with his signal, so sought help from the FCC and Taft Broadcasting's head office.

Meanwhile, installation of CJFT's transmitting facilities began in June, with Bill MacDougall as technical director and general factotum. He worked long hours, and grew a beard, either to save time or because all the water on the site made him feel like a sailor...

On June 23, I arrived and started tuning the filters. After two night shifts, we were able to complete the 530 kHz adjustments during the day, while CJRN broadcast on 710 kHz. In fact, we could change coil taps with bare fingers and get tickled but not burned.

Keith Dancy became more agitated and excited during the week as his planned start-up date of July 1 approached, because the entire studio installation and other little jobs remained to be done. The staff worked overtime that weekend and made great progress. Unfortunately, most broadcasters have little technical knowledge or interest and grossly underestimate construction schedules.

On Monday, June 30, while we were making final tests and adjustments, a DOC inspector arrived, then later Taft Broadcasting's engineering vp and engineering consultant. They carefully inspected the installation, spot-checked signal levels near the border, chatted with us amicably. After a few hours, they seem satisfied that there were no interference problems. An international incident had been avoided. I was glad that CJFT started broadcasting on July 1, rather than July 4!...

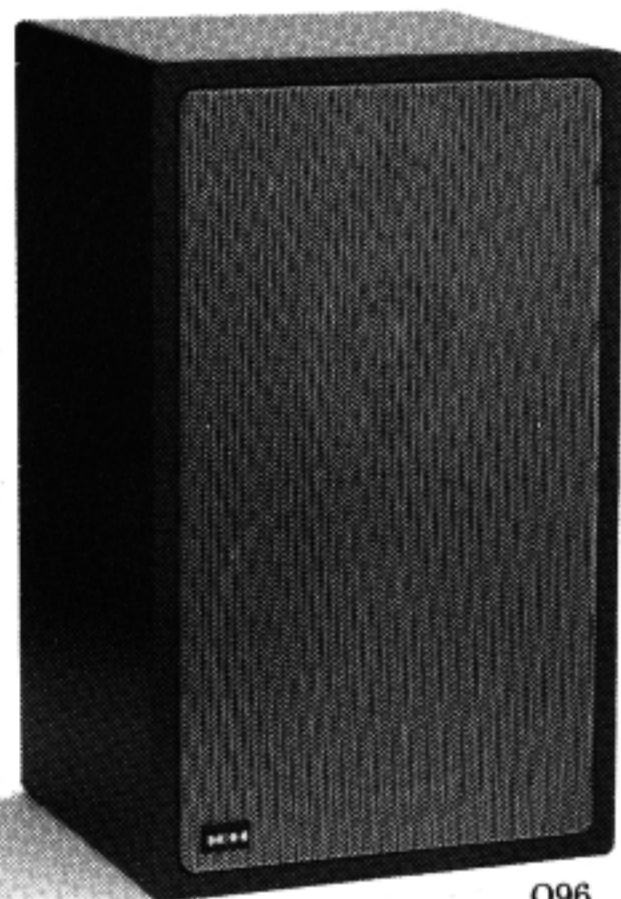
The project was quite unusual, chaotic and intriguing, but no picnic.

J. Gordon Elder, P. Eng., is a consulting engineer based in King City, Ontario. Our thanks to Gordon for this interesting look 'behind the scenes' as CJFT went on-air.

Other stations in the news...

• Power Corp., recently turned down by the CRTC in its bid to buy TéléMétropole, plans to acquire two other companies. It will pay \$7.8 million for Prades Inc., which operates CHAU-TV Carleton and other Québec stations, and \$28 million for Katenac Holdings Ltd. of Ontario, licensee

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of the AM-FM-TV operations of **CKWS Kingston** and **CHEX Peterborough**, as well as AM station **CKBB Barrie**. Paul Desmarais, chairman of Power Corp., is a major shareholder of both companies.

- **CFNO-FM Marathon** is establishing rebroadcasters at Nipigon-Red Rock (200w on 103.7), Geraldton, Hornepayne and Longlac (all 4w on 107.1), Ontario.

- **TVOntario** is building another major rebroadcast transmitter: at Peterborough, with ERP of 191,870 watts on channel 18.

- **CJDC Dawson Creek**, BC, has been given approval to change frequency from 1350 to 890 kHz, increasing power from 1 kw to 10 kw.

- **CHRS Saint-Jean**, Québec, has applied for 24-hour operation, moving from 10 kw on 1090 to 10 kw day/1 kw night on 1040.

- Queen's University station **CFRC-FM Kingston** is moving from 91.9 to 101.9 MHz, with an increase in power to 3 kw. Hours of operation will be increased from 51 to 78 hours a week.

- Power increases approved: **CFRY Portage La Prairie**, MB, from 10

kw to 25 kw day/15 kw night... **CFCN-TV-1 Drumheller**, from 14.1 to 40 kw... And 1 kw for **CFAB Windsor**, NS, **CFHC-1 Banff**, AB, and CBC shortwave station **CKZU Vancouver**.

- Power decreases approved: **CHEF Granby**, PQ, from 20 to 10 kw... **CBW-FM Winnipeg** from 354 to 160 kw, with a change of site to Starbuck, MB... **CFKS-TV Sherbrooke** from 125.5 to 92.3 kw, and **CFKM-TV Trois-Rivieres** from 703.1 to 115.6 kw; both are affiliates of the new Quatre Saisons network...

- The CRTC has told **CFYQ Gander** to either implement a power increase to 5 kw, approved in 1984, or apply to remain at 1 kw.

- Télémédia's **CITE-FM Sherbrooke** has been given CRTC approval to continue the use of two frequencies. Despite a new antenna in 1976 and a power increase by CITE-FM-1 in 1984, nulls in the downtown area require use of a second transmitter.

- **CFIN-FM Coaticook**, Québec, has been given a short-term (1 year) renewal. The CRTC says CFIN must meet requirements such as 55% French vocal music, despite its sizeable audience south of the border.

- Travel information stations, 50w on 530 kHz, have been licensed at Sault Ste. Marie (operated by Telemédia) and Fort Frances (Fawcett Broadcasting), for the Ontario Ministry of Tourism & Recreation.

- **CHOO Ajax, ON**, has added in-house radar to provide 'an accurate picture of developing weather patterns within a radius of 110 km.'

- Control of **CIME-FM Ste-Adele**, PQ, has been purchased by Radio MF CIEL (1981) Inc., controlled by Jean-Pierre Coallier. It is planned to extend CIME's coverage to St-Jovite, and as a result of the licensing of a station at Lachute on 104.9, CIME-1 Val-Morin will move to 102.9 MHz.

- **CHUB Nanaimo** and **CHPQ Parksville-Qualicum, BC**, have been purchased by Benchmark Ventures Inc.

- Revised programming plans have been presented to the CRTC by **CFCQ-FM Trois-Rivieres**; the format would be 'community,' with reduced educational content. Off the air for 18 months, CFCQ resumed operations March 16, 1986.

- **CKJS Winnipeg** has increased ethnic programming from 38% to 60%. **BT**

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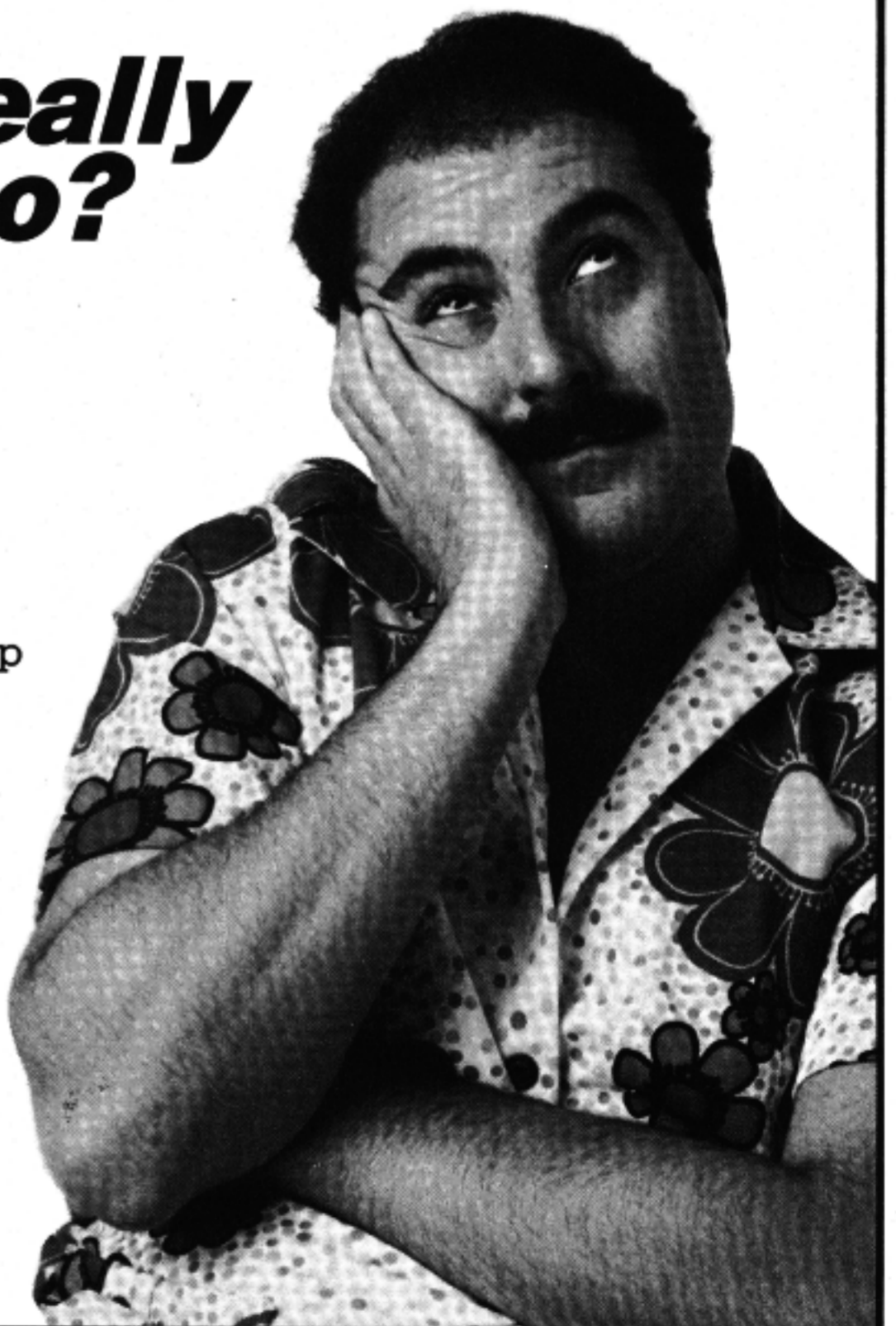
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THE PHIL STONE REPORT

Peter Viner, Doug Ackhurst, and Telemedia

Peter Viner is president of Telemedia Ontario Broadcasting. In that capacity he is now responsible for 12 radio stations in the province—eight AM and four FM. They include CFYN and CHAS-FM Sault Ste. Marie, CKGB and CFTI-FM Timmins, CFCH and CKAT-FM North Bay, CKMP Midland/Penetang, CJCS Stratford, CFOR Orillia, and CJCL Toronto—plus two stations acquired this summer, CKSO and CIGM-FM Sudbury.

Peter is also responsible for Telemedia Broadcasting Systems, a syndication company, and the rep firm Telemedia Radio Sales.

Of the 12 stations in the Ontario Telemedia group, only one CJCL, is a major. The rest are a mixture of small and medium market operations. In a BT interview we asked Peter if this diversity presented an administrative problem. "Our stations," he said, "are managed in quite a decentralized fashion. Toronto is managed as a separate unit and the small



THE MUSIC OF YOUR LIFE

and medium market stations are also each managed as a separate and distinct unit, with each having their own general manager. Bob Templeton, who now resides in Sudbury, has reporting to him either the market managers, who are responsible for an AM and an FM in a specific market, or the station managers.

So it's very decentralized: the managers run a station day-to-day, and Bob assists them on a month-to-month basis."

Insofar as the music format for the 11 small and medium market stations is concerned, Peter said that many are adult contemporary on the AM side, "but we also have on the FM side three country stations and one easy listening."

Music of Your Life, the format that has been so strong for CJCL in Toronto, has not been introduced to any of the other Telemedia Ontario stations. "In all of our stations," said Peter, "there is no standard format. The stations are programmed based on the market research we do and competitive factors. If *Music of Your Life* made sense in North Bay, we'd program it. But in North Bay we found that contemporary hit radio and country were better choices for the AM and FM respectively."

Commercially, are the 12 stations sold as a package? "We're just starting to do that. We've got a package called Ontario North, which includes our stations in Timmins, Sudbury, North Bay and Sault Ste. Marie. While it's early to predict at this point in time, it does look like it will be quite successful."

In the area of success, are all the 12 stations in the Ontario group successful? "Some are stronger than others. It's fair to say that the weakest station would far exceed CAB's averages. All our stations are very well run, profitable stations that also do an excellent job, we feel, of contributing to the community."

In covering the broadcasting spectrum for BT, it has been our experience that the management of many Canadian radio and television stations is in the hands of people who came out of a sales background. Did Peter, who is similarly equipped, agree that this was a common situation and, in turn, a good one? "I think," he said, "it has been common because the sales people generally straddle both disciplines, inasmuch as they are very knowledgeable about programming if they are any good as a sales person. They are also knowledgeable about promotion and, of course, they are knowledgeable about sales."

"But," Peter added, "I think that trend is changing. In our group, for example, about half of our managers have a sales background, and about half have a programming background, and that includes news—one of our managers is a former news director. I think that in the future

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you will see that more and more managers will come from the product side."

Peter thinks this change is taking place "because the kind of young people that are coming into radio through programming/promotion realize that to become a station manager or a general manager requires much more knowledge about sales than has been the case in the past. I think that young people who are working at it and who are smart are turning themselves around into all-round broadcasters, so that now it is becoming less and less significant as to where they started, programming or sales. Programming people," he stated, "are not avoiding sales, like some used to do. In our group, programming people are encouraged to attend sales conferences and take sales training courses. We are also encouraging the sales people to attend the programming and news conferences for the same broadening reasons."

Decentralized Operation

The Telemedia/Peter Viner method of administering the 12 stations is one of decentralization. "We keep our administration and our stations as decentralized as we can. The station people know their markets better than we do. We

really can't run those stations from Toronto. The way the cycle goes is that once a year we sit down with them and they present a plan to us—'us' being Bob Templeton and myself, with John Van de Kamer, our c.e.o. We evaluate that plan, based on the expectations and guidelines we have provided. Essentially the plan is that of the station manager and his department heads; they present it and when it is approved it is up to them to execute it. We inspect the plan on a monthly basis, but other than that it is their station to run. They are in essence, autonomous."

Peter said that one of the advantages of the group is in the personnel area. "We are able to attract and keep better people because we have a system that gives them the opportunity to move ahead. They benefit from our training systems—our emphasis is on developing people. And we have places for them to go. Somebody doing a swing shift in Sudbury could well be ready for a mid-day slot in Sault Ste. Marie, and I think that enables us to keep and attract better people."

In the syndication area, Telemedia includes the Toronto Blue Jay baseball games and the Toronto Maple Leaf hockey games. But Peter told us that Blue Jay games do not go through their entire system. "All of our syndicated product, providing it fits a station's format, is

generally offered to our stations first. In other words, they have the right of first refusal and they can, and do, refuse. Not all of our stations run the Blue Jays. In Sault Ste. Marie, for example, the games run on our competitor. Not all of the stations takes the Maple Leafs. Some take an abbreviated schedule, some take no schedule at all. If the appeal is not strong enough or broad enough in their market, they are not obliged to take it at all."

Many of the AM stations do take the Telemedia Broadcasting Systems' syndicated *John Candy Show*, featuring the outstanding Canadian comedian, and, *Canadian Living*, "a show we do in conjunction with the magazine of that name. But not all of them do; for example, CJCL does not carry it in Toronto. We let station operators and programmers determine whether the syndicated show is a good fit for their market or for their station."

Radio 'Vigorous, Creative'

As a man who has worked in both television and radio, Peter said he thinks radio is a "very exciting place to be. Having worked in television for the past number of years and then returning to radio, I am excited by the enthusiasm and the vigor and the creativity of radio. On the national basis it is somewhat stagnant, but

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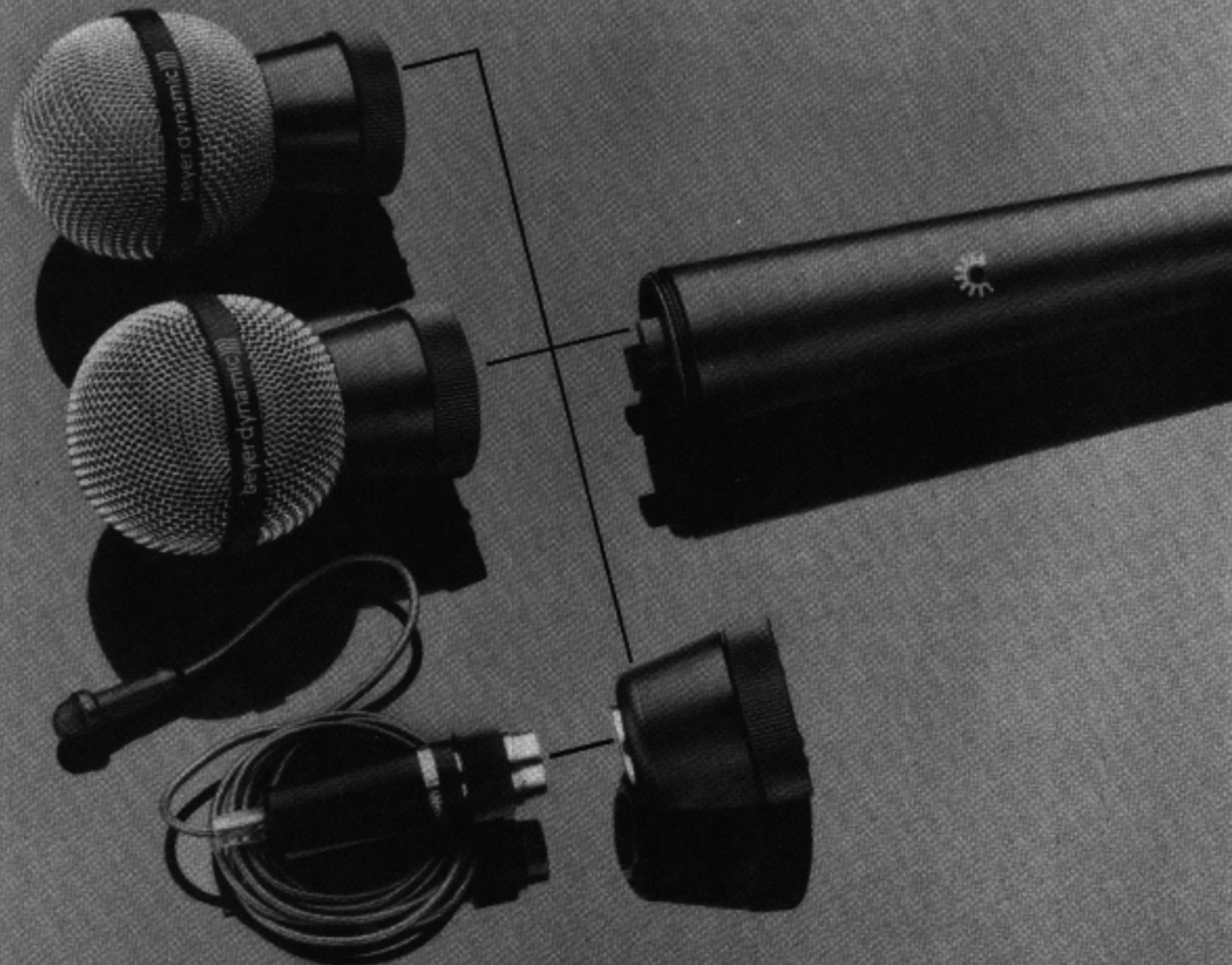
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I believe that its future is excellent. I think that in terms of its ability to target, to be flexible, its ability to be effective, both the short-term and long-term augur extremely well for the future and I'm excited to be part of it."

What kind of radio is he part of—is Telemedia personality radio, music radio, news and information radio? "I'm a little uncomfortable about labelling Telemedia radio anything. I think our success to date has been because we are community radio. I think we work very hard and very effectively to become part of each community in which we are located. But there are elements of personality, there are elements of music, of news and sports, but I think that our success, that the bedrock of it, has been integrating ourselves into the community."

Doug Ackhurst, the general manager of CJCL, had given us a brochure which talked about the station's "Prime Demo Market," listeners 35 and over. Was that the market that Peter was looking for in the other stations? "No. I think it varies. The Toronto situation is somewhat unique. In most of our other markets we have two or three competitors. In Toronto you are looking at 13 other competitors. CJCL's prime demo reflects the *Music of Your Life* and sports format of the station, and that came as the result of research.

We found in a congested market that one of the most underserved portions of the Toronto population was 35 plus. So the prime demo is a part of a marketing and positioning statement by CJCL. There is, however, no uniform or standard format in any of our stations. As I said earlier, CJCL at the moment is the only one with *Music of Your Life*, and if you total up all our stations I don't think there's a format we don't do."

Satellite Networking

From Peter's office we crossed the hall to chat for a moment with Doug Ackhurst and wondered if CJCL was considered the chain's flagship station. Doug said that it was the hub "and from the news point of view we do provide a central source for exchanging news from all of our stations in Ontario, and this keeps growing every year, as for example, our addition of the Sudbury stations. We also produce a 6 o'clock newscast every evening which goes 'live' by satellite to all the different stations and features Bill Hawes, the celebrated former voice of the CBC. This gives us a chance to become involved in some Ontario networking, and we believe networking is going to be the system of the future."

Doug sees more of CJCL's output going into the other Telemedia stations. "We do

that in news and sports," he said, "especially in sports, as the flagship station of the Blue Jays and Maple Leaf games."

But is music CJCL's major concern? "In Toronto, as you know," said Doug, "everything is very specialized. You can't be all things to all people. Everybody's got a little piece of the pie. Interestingly enough, everybody seems to be jamming in the middle—the 'yuppies' are really being overserved. All those stations playing golden oldies for them, and a few rock stations playing for the teenagers, makes us happy that we are being left alone with our mature-adult target group."

In Montreal, where Telemedia Communications Inc., has its headquarters, chairman of the board Phillippe de Gaspé Beaubien and president and C.E.O. John Van de Kamer, must be pleased with the results of the company's venture into Ontario radio—one, that as Peter Viner told us, will likely continue to expand and grow in the future.

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



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PHOTO STORY:

New Facilities for CHML/CKDS-FM in Hamilton



Commercial complex which houses CHML/CKDS is seen under construction at 875 Main Street West in Hamilton. It is opposite Westdale Secondary School and replaced another local landmark, Paddy Greene's pub.



Employees participated in the ground-breaking ceremony in September/84. The site is the fourth for CHML, which began in 1927 above a hardware store at King and Wellington Streets, later moved to the Pigott Building.



CHML/CKDS occupy the entire second floor—18,000 square feet. Broadcasting from the new location began at 7:45 am on June 23, co-inciding with the gathering of broadcasters in Hamilton for the 1986 CCBA convention.

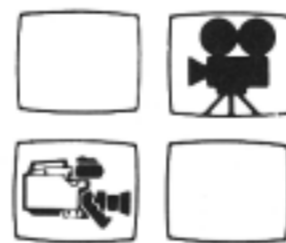


Sales support area is typical of executive offices; large windows add to spacious, well-lighted ambiance. All offices have individual thermostat control. Input by staff played an important part in the design of the new facilities.

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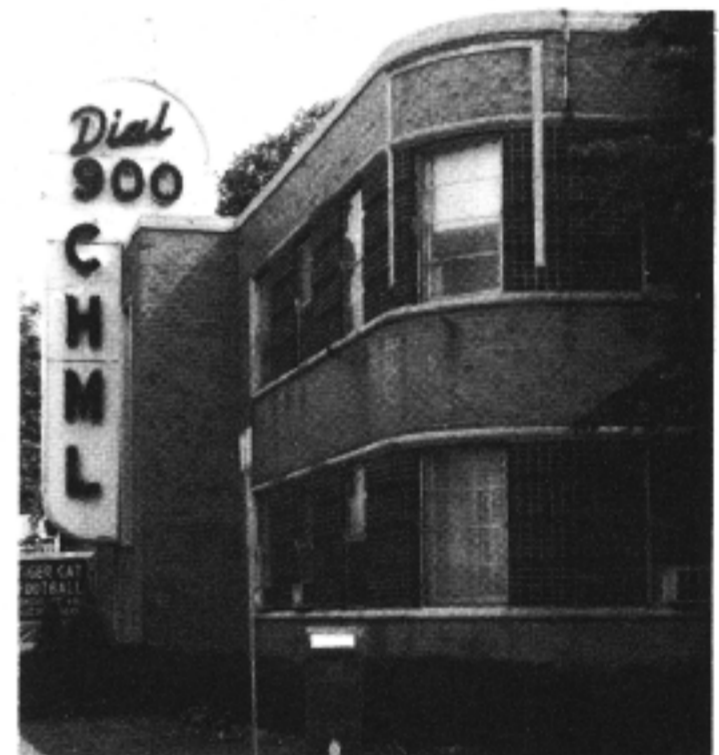
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Former site, also 'state-of-the-art' when opened by Ken Soble in 1949, has been sold to Canadian Bible Society. 'Dial 900' sign now decorates new visitors' lounge.



Next door, this former house was occupied by CKDS—and, some say, a 'ghost'...



Director of engineering Ted Townsend describes wiring. There are three customized telephone systems: main switchboard is by Mitel; two Bell systems handle contests, using Logic 20 telephones (20 lines), news, using Logic 10s (10 lines).



Technicians Geoff Dane and Walt Juchniewicz are seen wiring one of the two full production studios. The studio design for CHML/CKDS-FM is by architect Lionel Mincoff of Montreal, who is a specialist in acoustics.

Flexibility is the keynote of the studio design for the new facilities of CHML/CKDS in Hamilton. There are five control rooms, with five announce booths; the two dedicated master control rooms (one for each station) are identical. Any control room can pick up any studio, and any studio is capable of going directly to air; all studios are wired to the transmitter switching system, and any control room can feed either/both AM/FM transmitters.

Personnel were closely involved in the plus-2-year planning process, and the result is a functional layout with maximum

visibility. Equipment has a 'low profile' appearance and there's plenty of working space. There's also provision for expansion: a booth for traffic reports and a secretarial position are part of the 'floating' soundproof area and could be converted to studios.

All on-air equipment was replaced, with equipment from the old location—none more than about six years old—going into the production areas. Some of the equipment at the new facility:

- A satellite dish, mounted on the roof, is used to receive the SBN news service, and is capable of receiving any satellite. Steelwork has been installed for a second dish, when required.
- All music is on carts, the machines controlled by a McCurdy-built micro-processor-based sequencer, which allows automated, manual or semi-manual operation. Master control rooms are equipped with six ITC cart machines and two reel-to-reels. New purchases include 11 Studer PR-99s and 8 ITC Delta machines.
- A McCurdy intercom system has been installed.
- The main computer system is an IBM 34, moved from the previous facility, which handles all traffic and accounting. The building is specially wired to provide dedicated electrical outlets (orange) for computers, and other outlets (red), backed by the 60 kw emergency generator. There are 3 air conditioning units.
- New STL facilities were the responsibility of Walt Juchniewicz. The move required expansion of the AM STL to a 2-hop system; also higher antennas at both the AM tower site and the CHCH tower, which houses the CKDS-FM antenna and AM STL relay.
- The Chubb computerized security system is of special interest. After hours, all entrances are automatically locked. Each employee uses a personal, coded, plastic card to enter or leave, and the computer records the time and employee's identity. The same card is required for any direct-dial long distance calls.

The unique sod-turning ceremony, with the employees taking part, symbolized the effort made to involve station personnel in the planning and design of the new building. 'Open house' was held during construction to enable the staff (which numbers about 80), and their families, to see what is required for a state-of-the-art broadcasting facility. A series of newsletters by 'Woody' Woodward also kept employees advised of progress at the site.

Amenities for the staff include a well-equipped lunchroom, and exercise room. Restaurants, stores and other services on the main floor of the building also help to make the CHML/CKDS-FM facility a 'people place' for both staff and visitors.

Editor's note: Our thanks to Don Luzzi, president and general manager of CHML/CKDS, and Ted Townsend, director of engineering, for their co-operation in preparing this report.

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people in the news

- **ATV**—**Dave Wright**, 55, popular host of *ATV's Live at Five* regional news, has joined WNEV-TV (CBS) in Boston.

- **CBC**—recent appointments include: **Evan Purchase**, from radio manager in Windsor, ON, to director of TV, Regina; **Lily Shea** and **Meg Pinto**, to national sales reps; **Margaret Lyons**, vp, English Radio, to director, CBC London (UK), replacing **Diane Filer**, now director of international relations; **Michael McEwen**, director of program operations, to vp, English Radio; **Pierre DesRoches**, vp of French TV, is now on a special assignment with the federal government, preparing for the second 'Francophone Summit' conference to be held in Canada late in 1987; he is replaced by **Franklin Delaney**. And **Len Lauk**, BC region head, has taken early retirement.

- **CHOT-TV/CFGS-TV Hull**—**Jean-Pierre Pampalon** named general manager.

- **CJRT-FM Toronto**—**Peter Keigh** has received Loewen Ondaatje, McCutcheon Award, presented annually to broadcaster 'who has done the most while at CJRT to encourage love of learning, either through personal attitude and achievement, or

through assistance to others.'

- **CJSL Estevan, SK**—Fanshawe College grads at CJSL include **David Gravelle**, former nd with 6X-FM, news director; **Matt Miller**, pd/morning man; and **Matt Bradley**, who came via CHLO St. Thomas to replace **Mike Nisbet**, also a Fanshawe alumnus, now in Sarnia, Ontario.

- **CKLH-FM Hamilton**—personalities on staff at Armadale's new FM station include program director **Gary Summers** and **Teddy Forman**, who was with CHML and CHCH-TV in earlier years.

- **CKO**—recent appointments include: **Peter Jackman** to executive vp; **Robin Glenn** to vp, sales/marketing, Toronto-London; **Paul Dodson** to gm, Ottawa-Montreal; **Gordon Butler** to promotion manager; **Pamela Kern** to Eastern Canada nd and Montreal bureau chief; **Bob McMillan** to managing editor, and **Jim Morris** to nd, Toronto.

- **CKPC Brantford, ON**—new operations manager is **John York**, formerly manager of CJTN Trenton. He succeeds **Ron Smith**, now a broadcast instructor at Canadore College, North Bay.

- **CRTC**—named **Anthony Iacobaccio** part-time commissioner. **Marc Gervais** and **Marke Raines** have retired as part-time commissioners.

- **Cubicomp**—named **Thomas McGowan** international sales manager, and **Terry Edwards** national accounts mgr. Ampex executives named to board of directors following purchase of 20% interest in Cubicomp are **Roy H. Ekrom** and **Mark L. Sanders**. Cubicomp manufactures 3D graphics and video animation products.

- **Harris Corporation**—appointed **James Koehn** vp/gm of the broadcast division; he was previously with Tektronix, Inc.

- **IGM Communications**—**Thomas R. Ransom** named director of sales and marketing.

- **E.C. Manning Awards Foundation**—two broadcasters are among 99 Canadians nominated for awards which recognize innovation: **Rev. David Mainse** of 100 Huntley Street (religious broadcasting), and **Margaret Norquay** of Open College on CJRT-FM Toronto (radio courses for credit).

- **Moffat Communications Ltd**—appointed **Chris Pandoff** general sales mgr of the newly formed Radio Marketing Group.

- **NAB**—**Charles McKinnon Oliver** named senior vp, and **Richard V. Ducey** vp, both in research and planning dept. **John Abel** is now vp, operations.

- **Rupert Neve Inc.**—**Phil Wagner** named sales manager for U.S. eastern region.

- **RCC Electronics**—recent appointments: **David Vandermeer** to technical consultant, Eastern Ontario region; and **Verna Coaker** to technical sales coordinator.

- **RTVR**—named **Mark Burko** vp and TV manager, Toronto/Montreal.

- **Gordon Sinclair Foundation**—**Allan Thompson** named first recipient of \$10,000 Journalism Fellowship. He plans to study international relations at the University of Kent, Canterbury, England. Allan did reporting for CKCU-FM while at Carleton University, where he graduated in journalism and political science.

- **SMPTE**—**Sherwin H. Becker**, former vp of Allied Film & Video, Detroit, named manager of engineering. He succeeds **Alex Alden**, who retired August 1st after 25 years in post.

- **Television Bureau of Canada**—**Wendy Miles**, previously with A.C. Nielson, ap-

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• The Sports Network—new TSN on-air personality is **Jim Hughson**, 29, a native of Fort St. John, BC. He was previously with CKNW Vancouver, CHCH-TV Hamilton (as voice of Toronto Maple Leafs), and did NHL play-by-play last season on the U.S. ESPN sports channel.

• Westwood One Canada—named **John H. Callahan** radio network sales executive, located in Toronto.

IN MEMORIAM

Stuart Clark

Stuart Clark, retired engineer of CKLW Windsor, Ontario, passed away on May 13, 1986, at the age of 73.

Selected as recipient of the 'Engineer of the Year' award by CCBE in 1983, Stu began his career with CFCO Chatham in 1929 at the age of 15. He was announcer, as well as technician, and later worked at CFPL London, CKTB St. Catharines, and CKOC Hamilton. He joined CKLW in 1937, and was responsible for installation of the 50 kw AM transmitter in 1949. In 1953, he moved into television with the construction of CKLW-TV, and became director of engineering in 1957. He retired in 1973. (CKLW-TV became a CBC station,

CBET, in July, 1975.)

Stu was a ham radio operator, and his other hobbies included model railroading and power boating. He is survived by two sons, Alexander (at CBET) and Michael, and two daughters, Linda and Lisa; also his mother and brothers Douglas and Alex.

Earl Dunn

M. Earl Dunn, 70, retired operations manager of CFRB Toronto, died on April 21, 1986, following a heart attack.

Born in 1915 in City View, now part of Ottawa, he started out as a teacher, then joined CFRB in 1941. After serving in the RCAF from 1943-46, he returned to the station and was involved in many major broadcasts during his 40-year career.

Unmarried, Earl is survived by four brothers and two sisters.

Andy Kufluk

Andy Kufluk, who retired in 1983 as an instructor in broadcast electronics at Ryerson Polytechnical Institute in Toronto, passed away on August 11th, 1986.

Born in Welland, Ontario, on November 12th, 1919, Andy had been with the Radio College of Canada and was a maintenance supervisor in the RCAF during the war. Joining Ryerson in 1948, he helped to found and build CJRT, and remained as an instructor for 35 years. A ham radio

operator, Andy was a member of SMPTE and author of numerous papers on broadcast engineering.

He is survived by his wife, Lillian, daughter Pat, and son Peter Keigh, who for the past 15 years has been morning host on CJRT-FM.

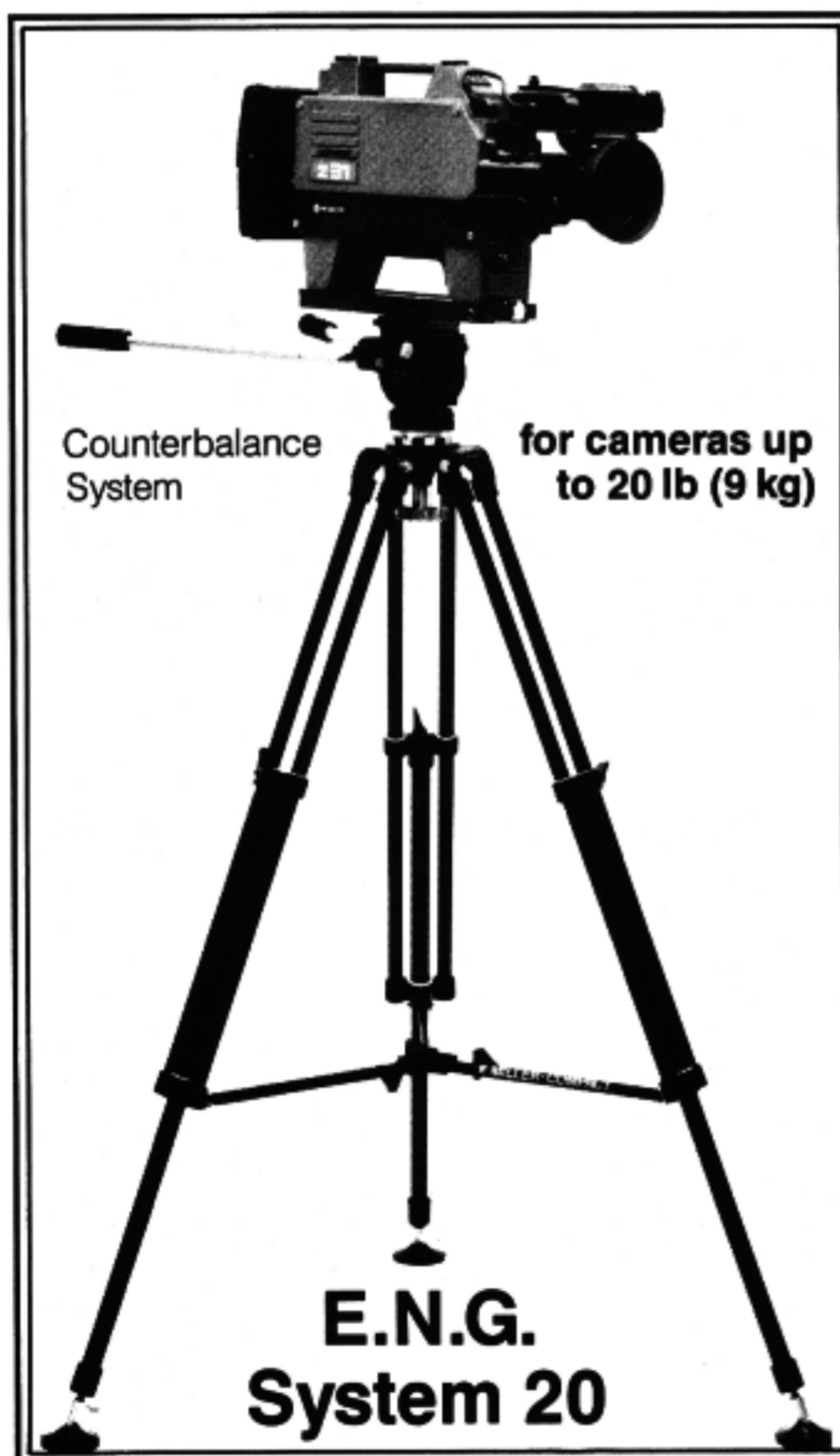
Stuart MacKay

James Stuart MacKay, 68, who retired as chairman of Selkirk Communications in June, died on July 2nd, 1986, at his farm east of Toronto.

Born in Saskatoon, he began his career as an announcer at CJCA Edmonton in 1937, and went on to be production manager at CKRC Winnipeg, chief announcer at CKWX Vancouver, manager of CKRM Regina, then general manager and, in 1959, president of All-Canada Radio & Television. With the purchase of the company by Selkirk in 1965, he became president of the parent company, and chairman in 1984.

Well-respected and frequently honored by the industry, Stu served in many capacities. In 1985, CCBA named him 'Broadcaster of the Year' and with his co-winners he was pictured on the cover of *Broadcast Technology* (Sept/Oct/85).

He is survived by his wife, Patricia, son Jed, daughters Joanne and Barbara; also his mother, a brother and a sister.



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BROADCAST BEAT

by Phil Stone

SUMMER SUMMARY: **Tracy Kennedy**—Betty's daughter, whom we mentioned in the last issue of BT—was a prize winner in the Telefest '86 contest for her short video documentary, *Teenage Things*, which dealt with birth control and sexuality... TVOntario's U.S. sales office, supervised by **Bill Pendergraft**, moved from Dallas to Chapel Hill, North Carolina... After five years at CHCH-TV, Niagara bureau chief **Jennifer Mossop** left to study at Université de Toulon... **Glen Johnson**, who had been at CHSJ Saint John, is now with BN in Edmonton... CKO News plans to inaugurate its long-licensed FMs in Winnipeg in 1988, Regina in 1989, and Saint John and St. John's in 1991... Ottawa's mayor, **Jim Durrell**, declared a **Ken 'The General' Grant Day** to salute Ken's 25 years as CFRA morning man... **Clint Forster**, president of Saskatoon Telecable, is 1986-87 national chairman for the Canadian Cable Television Association... **Mark Burko**, vp, is handling the TV manager post at Radio Television Reps...

The word that **Kim Novak** is to have a recurring role in the TV series *Falcon Crest* recalls her first major movie, *Picnic*, which also starred **William Holden**. The studio, to promote the film, sent her out on a personal appearance tour—something she had never done before. At Shea's Theatre in Toronto, she came on stage frightened and trembling in front of the capacity audience. I remember the occasion well, for I was her emcee...

Terry Williams was named corporate development manager by the Radio Sales Group... CKND-TV Winnipeg won the International Media Award from Variety Clubs for its service on behalf of underprivileged and handicapped children... UPI reported on a new gimmick for people who own two or more TV sets but have only one video cassette recorder. Its called the VCR-Rabbit and is an electronic box that sits atop the VCR (VHS or Beta) and transmits up to 300 feet to other TV sets in the home. It sells for about \$90 and can be attached by a mini-wire to as many as five TV sets. The gadget can also carry cable signals throughout the house from just one cable hook-up... Veteran journalist **Linden MacIntyre** was named host of CBC Radio's *Sunday Morning*...

For the second year in a row, VU13's *Ist News* was honored with the Charlie Edwards Award by RTNDA... To replace **Liz Grogan**, who left the program *Live It Up* earlier this year, CTV selected **Diane Buckner** to share hosting duties with regulars **Jack McGaw** and **Alan Edmonds**... Canadian actor **Harvey Atkin** was signed for a fifth season for the sitcom *Cagney & Lacey*... Shooting in Toronto is a mini-series based on the **Judith Krantz** book *I'll Take Manhattan*. It's a CBS project for TV... **Debra Gorman**, formerly of Quality Records, joined BBM where she is responsible for several top ad agencies and Southern Ontario... **Lizette Gervais**, who passed away a week after her 54th birthday, was the first woman news-reader for the Radio-Canada TV network. She joined the CBC in 1960, after starting her broadcasting career at CKCH Hull... Slated to go on sale in the States at just about this time is Seiko's new pocket color television which weighs just 12 ounces, has a two-inch diagonal screen and measures roughly 1×3×5 inches. Selling price is estimated at \$300 US... Taft Broadcasting sold 80% of its interest in Canada's Wonderland to Kings Entertainment Co... Which Canadian network president has the longest tenure? The answer is **Murray Cherkover**, who recently celebrated his 20th anniversary as prexy of CTV... **Mary Lou Finlay**, who was co-host of *The Journal* until roughly a year ago, is scheduled to rejoin the CBC-TV program after taking a year off to accept a Martin Goodman Nieman Fellowship at Harvard University...

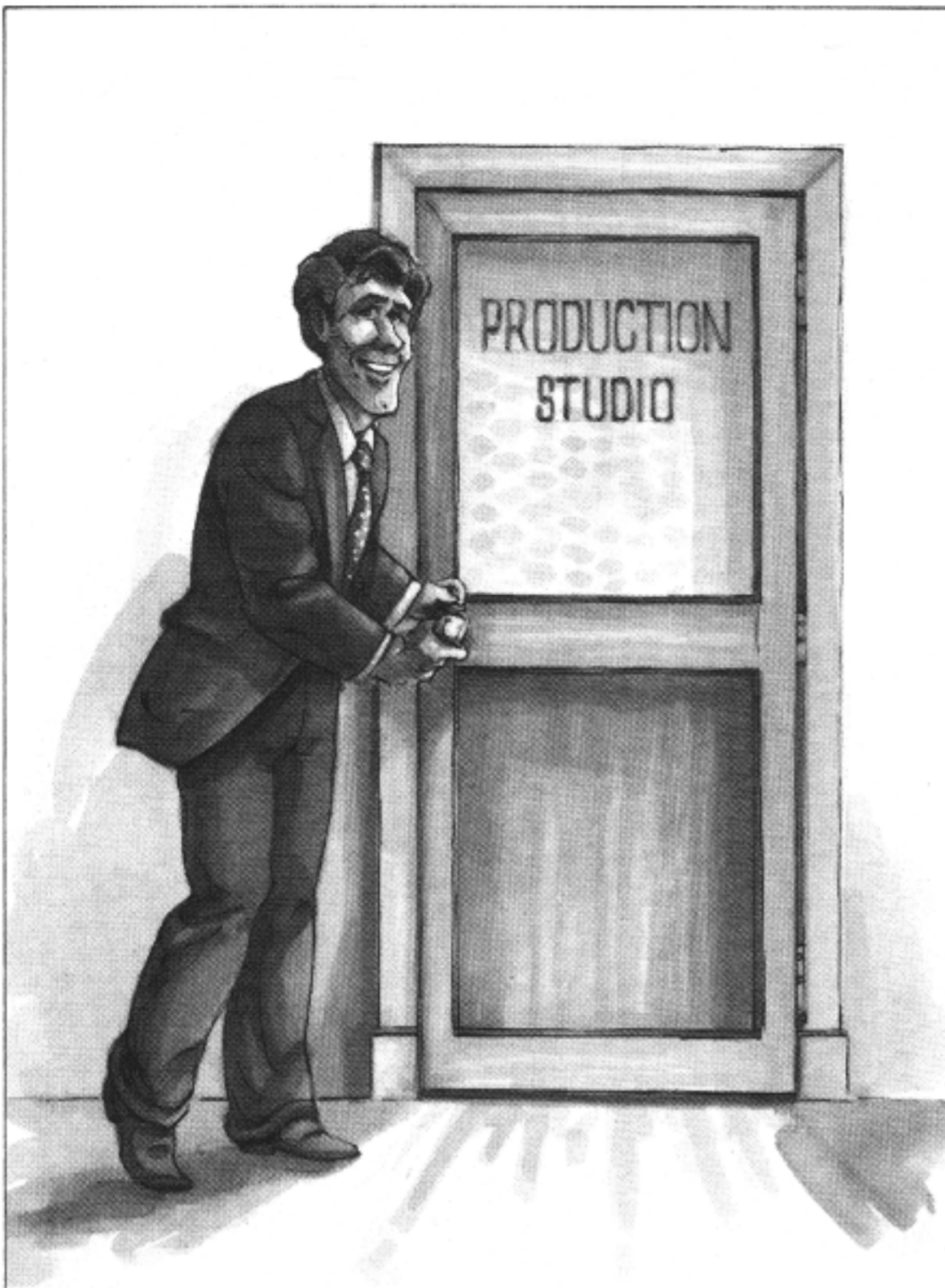
The passing of **John Edgar (Eddie) Guest** at age 82 reminded us of the early days when we used to listen to him on CKEY with much appreciation and admiration. Another major broadcasting figure who passed away was **Roger Edward Lang**, first director of Radio Free Europe and a former vp of both CBS and ABC news...

Stacy Keach, back as Mike Hammer in the CBS-TV series, is telling all about his six months in an English prison for cocaine possession in a book he has titled *Christmas With Her Majesty*... Standard Broadcasting has applied to the CRTC for an FM licence in Ottawa—it would be a sister station to CJSB... Broadcasting winners in this year's SAM awards, the annual competition that recognizes the best in western Canadian advertising included: • Radio Southwest Manitoba (single commercial) • CFX Radio (campaign) • Hayhurst, Vancouver (for both single and campaign in TV)... At about this time **Jack Hodson**, who had been secretary/treasurer of BBM, should be in the final stages of his three-month assignment with the Swaziland Broadcasting Corp... Thanks to **Ernie Poscente**, vp programming, for the Shaw Cable newsletter *The Connection*—always interesting and informative... **Tom Curzon**, who was 20 years with the *Toronto Star* before joining CBC two years ago, succeeded the retired **Cec Smith** as director of public relations, English networks... In 1987, CFGP will be 50 years old and for its anniversary celebrations would like to hear from former employees. Write to Christine Bromley, CFGP Radio, 10008 103 Avenue, Grande Prairie, AB, T8V 0K6...

Gary McGowan left his position as pd at KX-96 Brandon to assume the same role at LA-107 Lethbridge... CTV has denied a report that **Pamela Wallen** would take over its Washington bureau, with **Craig Oliver** returning to Ottawa... **Alison Clayton** is the first woman elected president of the Canadian Film and Television Association, also the first regional member to serve as CFTA prexy... **Dan Carr** worked at CKEY Toronto, then ran CKOY Ottawa, in **Jack Kent Cooke's** days; we recently saw Dan at a BBQ in our condominium complex, discovering he had become one of our neighbors... **Chris Harper**, who had been with the Palmer Jarvis agency in Edmonton, joined CFX Victoria as creative director... **Jill Rigby** is now travel editor at the *Toronto Sun*—a widely-travelled and experienced journalist, she was with the *Toronto Star*, CBC-TV, ABC's Paris bureau, and CFTO-TV Toronto... CFMT-TV Toronto, the only full-time ethnic TV station in Canada, was purchased by Rogers Broadcasting Ltd. The station's programming is 60% ethnic, in at least 15 languages. **Dan Ianuzzi** continues as president...

The passing of **Bert Pearl** at age 73 in Los Angeles after a long illness, received wide attention in the press across Canada. Most of it focused on his association with the great radio show of its time, *The Happy Gang* which he founded in 1937. Pearl started in radio in 1932, playing the piano and contributing patter for the Western Broadcasting Bureau in Winnipeg. He was a university graduate who originally wanted to become a brain surgeon, and broadcasting can be grateful that he chose radio instead, leaving an indelible mark in its history...

George Bryson, one of our early students at Humber College, left CKVR-TV Barrie to join CFTO-TV Toronto as weekend sports anchor/reporter... **Terry Leibel**, who went from CBC to TSN, has rejoined CBC... The passing of **Rudy Vallee** recalls the background of why he would sign on with 'Heigh Ho, everybody'—his first New York booking was at the Heigh Ho Club... **Larry Johnston** was appointed director of marketing



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for cable TV at CUC... Broadcasters elected directors of the Ad and Sales Club of Montréal are **Chris Shipton** of CJAD, **Karen Bryant** of CKGM, and **Stan Kuzminski** of CF Cable TV... TvB appointed **Wendy Miles** as vp, national advertising... At A.C. Neilson, **Nancy Philpott** became marketing representative with the media group... **John Tucker**, appointed executive vp at CKWS-TV Kingston, will be remembered by many for his outstanding work with CHUM Ltd. in Toronto and Vancouver... **Bryan Neal**, director of advertising/promotion with MuchMusic, joined The Life Channel as director of creative services... McClelland & Stewart Ltd. signed an agreement with CBC Enterprises for sole distribution rights of CBC's Home Video line to book sellers. The videos include at least two 'best sellers'—Pope Paul's visit to Canada in 1984, and this year's visit to Vancouver by Prince Charles and Princess Diana... After four years on the air, *Fraggle Rock*, CBC Toronto's award-winning puppet show, has ended production with 24 episodes in the can—they'll run until April of '87... **Allan Slaight** has appointed **Ron Blanchard** vp, administration, Standard Broadcasting, and **Vincent Pons** vp/gsm of CJOH-TV Ottawa... **Ferguson Jenkins**, outstanding Canadian baseball major leaguer of yesteryear, is sports director at the new Chatham (Ontario) station, CKSY-FM...

Note to **Gary Parkhill**: Once more, congratulations upon your Conestoga Radio & Television Course obtaining jobs for so many of your graduates... Reminder: the OCTA annual convention will be held October 7-9 in Toronto... Back in the days when we would emcee variety shows for charity, one of the performers we enjoyed working with was the talented **Joey Hollingsworth**. We haven't seen him for some time but learned in a news release from CKND-TV Winnipeg that, along with people like **Carroll Baker**, **Marie Botrell**, and **Penny De Haven**, he is appearing with Winnipeg's popular *Ray St. Germain Country*, now into its ninth season... **Ken Cox**, after nine years with CFRB Toronto, became CKO's Québec correspondent... At CKEY Toronto, **Gene Stevens**, promotion manager, became the station's pd... There's a new book on the early days of broadcasting in Canada, *None of The Roads Were Paved*, by **Bob Hahn**. Many will remember his sister, **Joyce Hahn**, who with **Wally Koster** was an early star of CBC-TV... CKDA Victoria moved from 1220 to 1200 on the AM dial... **Micheal McEwen**, who had earlier been director of program operations, took over from **Margaret Lyons** as vp of CBC Radio; she was appointed CBC director in London, England... Our thanks to **Susan Grant** and **Susan Albert** for sending along news of the Ontario Region, CBC Radio... Toronto actress **Marilyn Lightstone**, who has been featured in many a Canadian TV production, makes her home in Los Angeles, where among her many activities she is creating voices for TV animation series including *Dennis the Menace*... **Evan Purchase**, manager of CBC Radio, Windsor, ON, was made director of CBC-TV in Regina... Congratulations to **Allan Waters**, president of CHUM Ltd., given the Presidents Award by RTNDA for his contribution to the broadcasting industry...

Had a note from **Howard English** to tell us that his company he and **Ted Randall** formed just under two years ago is going well. He says they now handle ten stations across the country... F.U.N.D. (Foundation to Underwrite New Drama) named the first seven projects to receive development money in the form of interest-free repayable loans. F.U.N.D. is a non-profit organization established by First Choice—annual budget is \$1 million, and its mandate is to foster scripts for feature films and pay-TV programming... **Knowlton Nash** joined a distinguished company as winner of an Eliza Award given by the Eliza Doolittle Day Committee of Ann Arbor, Michigan. The prize, named for the heroine of *Pygmalion*, goes annually to "a person whose use of language, or service to the cause of clear communications,

is exemplary." Among previous winners: **Rex Harrison, Sir Alec Guinness, Eric Sevareid, Alistair Cook and Ted Koppel...** For 20 years, **Jesse White** has portrayed on TV the Maytag repairman who doesn't get calls. Newton, Iowa, home of the appliance company, made him an honorary citizen, and he received an honorary diploma from the Newton High School...

We Get Letters...

Paul Ski, gm of CFUN Vancouver, writes: "While I am not an engineer (and have never claimed to be), I find that I'm reading *Broadcast Technology* in order to find out what's going on in the broadcast world through your column. It's extremely interesting and informative." Paul enclosed a copy of CFUN's newsletter and from it we learned that the station marked its 64th anniversary on April 22nd. It is western Canada's oldest station, having gone on the air in 1922 with a power of 40 watts. The newsletter continues: "The station could be heard farther away than you might think because there was so little interference...there were less than three dozen radio stations on the entire continent. In 1928 the call letters were changed to CKMO and 'the Big MO' remained a part of Vancouver until 1955, when the station's new owner, Texas businessman **Patt MacDonald**, changed the name to CFUN. Just 5 years later, CFUN started playing 'rock 'n roll' 24 hours a day... After a forgettable stab at an all-news format as CKVN in 1969, 'VN returned to rock. The station was purchased by CHUM Limited in 1973. The CFUN letters were resurrected from a radio station in Newcastle, New Brunswick, and CFUN rocked Vancouver again...on Dec. 19/84, we launched *Lite Rock—Less Talk...*"

Highest paid U.S. news personality is **Dan Rather**, paid \$2.5 million a year by CBS. Former Canadian **Peter Jennings** is said to earn \$800,000 at ABC... **Dave Mazmanian** writes that his company, Joint Communications Corp. is offering market analysis for broadcasters, already carried out for major clients in both the U.S. and Canada. Its group of programming experts includes **Dave Charles, John Parikhal** and **Jeff Vidler...** An interesting report says **Keith Morrison**, former co-host of *The Journal* and now a TV news anchor in Los Angeles, may return to Canada to run for the Liberal party in the Vancouver area... **Lisa Marie Presley**, Elvis' daughter, has made a recording deal with **Sam Phillips** as producer—he cut Elvis' first record and made him a star on Sun Records... Outspoken sportscaster **Earl McRae** left Q-107 Toronto to become a sports columnist with the *Ottawa Citizen...*

Ron Hill of CJOB Winnipeg has launched a new syndicated feature across Canada—*Computer Time* runs 90 seconds, twice weekly, and is designed to inform listeners about computers... **Chris Pandoff** left the Radio Bureau of Canada to become general sales manager of Moffat's Radio Marketing Group... **Meg Pinto** and **Lily Shea** became reps for CBC-TV National Spot Sales... Visiting the Variety Club rooms one evening we ran into **Billy O'Connor**, an early star of Canadian TV. At age 72 he told us he is still active as talent agent and performer. We also renewed acquaintances with **Bruce Raymond** and **Perry Rosemond...** We're told that the budget for the Canadian-made sitcoms ranges from \$200,000-\$250,000 per episode—about 60% of the budget for similar U.S. shows. The latter can be bought by Canadian networks for about \$25,000 per episode—and that, as they say, is 'the rub'...

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Foundations—Allan Plaunt and the Early Years of CBC Radio, by **Michael Nolan**, has been published by CBC Enterprises at \$22.95... **Peter Jennings**, who began his career with CFJR Brockville and today is a TV star as host of ABC-TV's *World News Tonight*, has been married three times. His current wife, Kati, a native of Hungary, is a writer whose work appears in the U.K. *Sunday Times*... Some anniversaries revealed by **Pat Beatty**—**Joyce McAlpine**, 20 years at TvB, **Rick Lee**, 20 years in CTV sales, and **Doreen Greenwood**, manager, distribution services, 25 years with CTV... A whole era of broadcasting came to an end when **Betty Kennedy** aired her last daily interview program on CFRB Toronto. Betty hosted the popular show for 27 years. She will continue on *Front Page Challenge*, and will likely take on some special assignments for 'RB'... **Len McColl**, who left broadcasting about two years ago to write full-time, had a short story published in the *Toronto Star*. Good, too!...

Had a note from **Paul Hanover** to tell us that after 41 years with CHML Hamilton, the last three as director of community relations, he accepted an offer from Armadale to return to what he knows best and will be 'Mayor of the Morning' on their new FM station. CKLH plans to be on-air in October with an easy listening format... CFRB Toronto has hired SSC&B:Lintas as its new ad agency... **Maurie Jackson**, former manager of technical operations at CFTO-TV Toronto, joined The Life Channel as operations manager... Directors of the Canadian Advertising Foundation for the current year include **Kathy Butler** of the Radio Bureau of Canada and **Ken Purdye** of BBM... Reminder: CAB will hold its joint conference and national trade show in conjunction with WABE, the Western Association of Broadcast Engineers, Nov. 2-4 at the Hotel Vancouver. It is CAB's Diamond

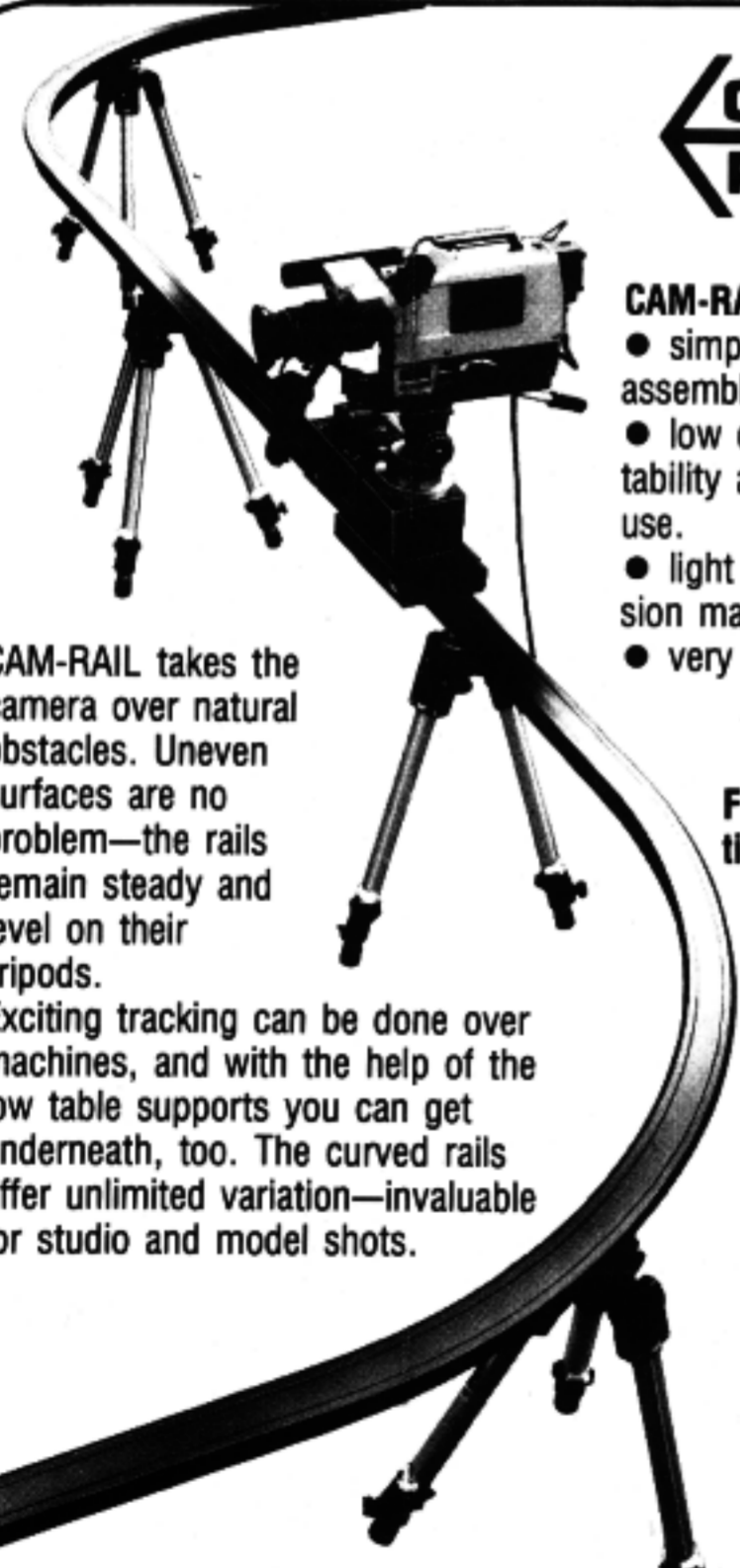
Jubilee convention... **John Majhor**, replaced as morning man on CHUM Toronto by **Don Percy** when the station changed its format, has left the station... CIUT, University of Toronto's closed circuit station, plans to begin broadcasting on the FM band December 1st... **Bill Bramah**, Global TV's roving reporter, who already has one book—*Bill Bramah's Ontario*—under his belt, is working on another, *Nooks and Crannies of Ontario*... **Edmund James Long**, an award-winning TV cameraman who spent many years with the CBC, died at 52 as the result of a central nervous system infection... **Kathy Kastner**, the former CITY-TV Toronto entertainment reporter, became the mother of a baby girl, Jessica Martine... More than 80% of CBC-TV's 1986-87 schedule will be Canadian content—in prime time, about 70%, compared to 42% for CTV... **Don Hamilton** will be the keynote speaker at the Broadcast Education Association's 1986 conference; BEAC will meet Oct. 30 to Nov. 2 (just prior to CAB/WABE) at the Sheraton Villa Inn, Burnaby, B.C...


Last year, **Allan Slaight** served as chairman of the United Way of Greater Toronto. This year, his son **Gary Slaight**, vp/gm of CILQ-FM Toronto, is chairman of the special events committee... CKO Radio appointments: **Peter Jackman**, former vp, western Canada, to executive v-p; **Robin Glenny**, director of sales and marketing, to vp; **Paul Dodson**, London sales manager, to gm, Ottawa; and announcer **Gordon Butler** to promotion manager... Sorry to hear that **Stan Larke**, who heads Humber College's Radio Broadcasting course has been ill this summer. (Trust he's recovered by the time this reaches print)... **Joe Tucker**, celebrated play-by-play announcer of the Pittsburgh Steelers, died at age 76... **Clive Court** at CFMT-TV Toronto advises that the new *Joan Rivers Show* will be seen exclusively in southern Ontario on channel 47... **Jim Watson** of Western Broadcast Sales wrote to let us know that well-known rep, **Neil Henderson**, has retired. Neil was gm of WBS Vancouver for the past five years. He started with All Canada in Toronto in 1956 and worked for them in Montreal, New York and Vancouver. A gala party and 'roast' was held for Neil on August 13th...

Paul Mulvihill Ltd., radio division promoted **Joseph Mulvihill** to sales manager, and appointed **Marc Charlebois** as business development manager... **Claude Beaudoin**, executive vp/gm at Télé-Capitale in Québec City for the past year, returned to Montréal as executive vp for Télémedia Québec, responsible for all radio operations and sales... **Cam McDonald**, the onetime CFRA Ottawa news director who left broadcasting to work for the Ontario government, retired at age 65... **Michael Benedict**, the former CTV news staffer, joined *Maclean's* magazine as a senior editor... and *Globe and Mail* columnist **Alan Abel** became a reporter for *The Journal*...

After 25 years as host of CHFI-FM Toronto's *Candlelight and Wine* program, **Don Parrish** retired... **Don Schaefer** moved from CFMI-FM New Westminster to CFOX-FM Vancouver as pd... CBC-TV has set up a new bureau in Jerusalem with **Terry Milewski** i/c. CTV already has **Martin Himel** there... **Brian Stewart** moved from CBC-TV to NBC-TV and was replaced in London, England by **Sheila McVicar**... CTV News sent **Henry Kowalski** to Vancouver, replacing **Del Archer**, now operating out of Toronto... **Wendy Dey**, credited as 'the founding mother' of Global TV News, left the network over the summer... The CRTC has licensed TVOntario to distribute the complete proceedings of the Ontario Legislature to Ontario cable systems... Two new interesting books are *Advertising and Society* by **Benjamin D. Singer**, and *PR: How the Public Relations Industry Writes the News* by **Jeff & Marie Blyskal**...

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Great Valleys: 'Hangin In' Through Recession

by Richard W. Cooper

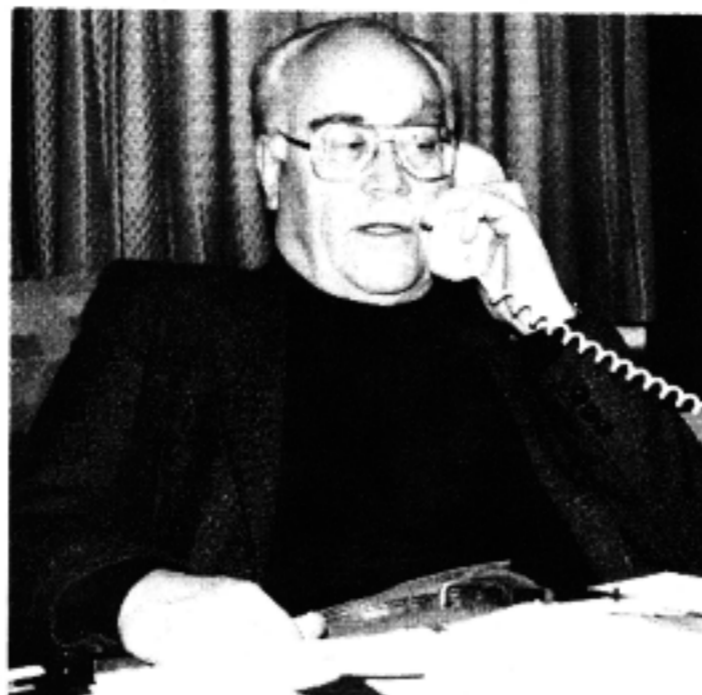
Eleven years of endeavor—including two rejections by the CRTC—eventually paid off. The dream of Ralph Robinson became reality when CIGV-FM was finally approved and went on the air in October, 1981.

Great Valleys Radio, CIGV-FM, with Ralph Robinson as president and general manager, had everything going for it.

Based in Penticton, British Columbia, it operates with 10,600 watts on 100.7 MHz, covering the area north to Vernon and Revelstoke, and south to the central area of the State of Washington. With a mile-high transmitter tower, how can you lose? (The mile height is gained by having the tower located atop Okanagan Mountain. CIGV also has two FM rebroadcasters to improve coverage in the Princeton and Keremos areas, to the west.)

A group of 41 local people financed the station through the purchase of 50,000 common and 100,000 preferred shares. Robinson also took advantage of a small business development loan—in addition to a large slice of his own funds.

Robinson points out that the rates for advertising offered by CIGV are, in relation to the area covered, about the best in the valley. But it hasn't been easy. Great Valleys was on-air less than a year when the economy settled to the lowest



Ralph Robinson is president and general manager of Great Valleys Radio in B.C.

point since the depression of the 1930s.

"By early 1983 things were looking grim," Robinson recalls. "Our staff reluctantly agreed to a 15% reduction in pay in order to keep us on the air." Since that gloomy past, the pay rates have been reinstated, and the start-up staff of 10 full-time and four part-time has expanded to 16 full-time and seven part-time. This cooperation to get through difficult times provides an excellent example of labor-management relations—in a province noted for stormy labor conflicts.

Despite the trying economic times, Ralph Robinson continues to be one of the most 'laid back' managers in the business. In his turtle-neck shirt—almost a trade mark—he is easy to approach and always gives one the impression of having the situation well in hand.

FM radio has expanded rapidly in the United States, where its audiences outnumber AM listeners. This trend is now evident in Canada. As Robinson points out, "You actually have more choice on the FM band in this region than you do on the AM band. There are now two Penticton-based FM stations, in addition to the CBC which also covers the area on FM."

Programming of Great Valleys fits right into the region and is certainly different from any other station reaching the area. It consists generally of folk-oriented country music, plus interviews and news. Within the past year, some jazz and music aimed at the younger audience has also been scheduled.

Carl Harris, a man who has made his adult life the world of music/arranging, is now music director of Great Valleys. Harris believes that in order to hold an audience and attract new listeners, it is imperative to have an ear for every type of music. "Our recent swing from almost wholly country has done a lot to pick up a younger group, and once they start listening, they will gradually be attracted to our good country and western music."

Robinson says that CIGV-FM has been fortunate with its staff, although like most stations there is always considerable movement. Of the original start-up group, six are still with CIGV—and the new arrivals appear to share their enthusiasm.



CIGV morning man Robbie Gillis.

One of the Okaganagan Valley's radio personalities is Rollie Gillis, morning man on CIGV. Rollie, who was born in Nelson, B.C., got his start in entertainment at the age of 21, when he won an all-expense trip to New York with *Ted Mack's Amateur Hour*.

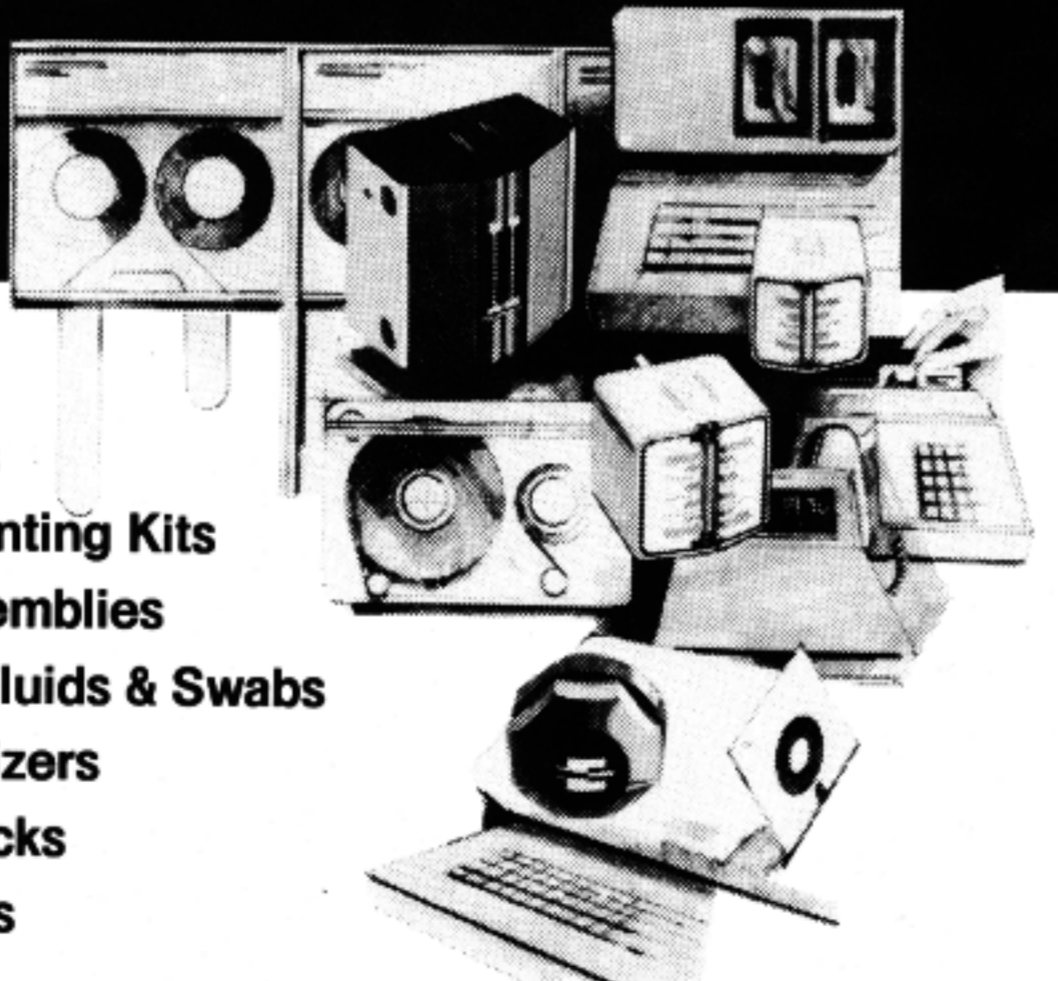
Every Sunday evening, CIGV presents two hours of classical music and opera

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CIGV-FM was on the air less than one year when the economy settled to the lowest point since the depression of the 1930's

with Ernst Schneider—an outstanding classical musician in his own right, who always adds a touch of enlightening commentary on his selections.

As every business person knows, the bottom line is profit—and in radio, profits come through providing advertisers with results. While some sponsors like to write their own ads, usually it is the task of the copywriter to produce those ear-catching commercials that attract the customers!

"Great Valleys was fortunate in acquiring a top-flight person for this field," Ralph Robinson comments. Adeline Rheame, from Flin Flon, Manitoba—where she worked as a newspaper reporter—is the person who maintains the sharp edge on CIGV's commercials. Adeline's first radio involvement was with CKOK Penticton. While there, she was named as runner-up for the *Soundcraft* award. Then, in 1980, she won this prestigious award, which now hangs in a proud and prominent position over her desk in her tiny CIGV office.



Award-winning copywriter Adeline Rheame was a (newspaper) reporter in Flin Flon, MB.

Adeline recalls that when Great Valleys went on-air, she was only part-time at CKOK. She was looking for a full-time job and the new station required a full-time copywriter. "Starting with a wholly new station was both exciting and a tremendous challenge," she says. "There were no pre-conceived ideas that I was bound by, and I was pretty well given a free hand. A number of ideas that I wanted to try had to be shelved because of the economic situation. Now, as the economy picks up, just watch us take off!"

Versatile Adeline also does a couple of feature programs, some production work, and occasionally reads the news.

"The absolute cooperation of our staff—including those who have moved on to other locations—has been essential for our survival," Robinson says.

And the station, despite hard times and sky-high interest rates, is on the move. A start-up debt total of almost \$680,000 now stands at less than \$320,000. Part of this success and the tendency to 'hang tight' can be attributed to the shareholders; all live within the coverage of CIGV, and most are business people who have

weathered rough times before.

The CRTC research staff determined in 1979 that the Penticton market contained \$500,000 of revenue that had not yet been tapped. Great Valleys Radio required almost three years to seize the lion's share of that market. Audit for the past year indicates that they have now substantially passed this figure in gross revenue.

Ralph Robinson says that plans for the near future include a 1,000 square foot expansion, which will result in the addition

of one or two members to the staff.

A number of other plans are on the drawing board to further serve CIGV's audience of almost 300,000 people.

"It hasn't been easy, and we still have to tread carefully," Robinson states. "But we are here to stay, and Great Valleys Radio is destined to become a company to be reckoned with."

Richard W. Cooper is a journalist and public relations counsel in Penticton, B.C.

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business report

• **Applied Electronics**—supplied CKNW New Westminster with a Basyx computerized newsroom system, installed at CKNW's Expo 86 facility.

• **AVR Communications Ltd.**—equipment to CJFT Fort Erie includes audio consoles, Broadcast Electronics 3-deck machines; Audi-Cord double deck and single deck machines; Belar modulation monitors and RF amps; ESE timers; CRL AM stereo processing equipment; Scala antennas; Videoquip switchers and audio DAs; and various other studio, RF and production equipment (see page 18).

• **Business Television Ltd.** (formerly BPK Communications)—expanded facility at 209 Adelaide St. E., Suite 200, Toronto,

ON, M5A 1M8, (416) 363-3092, has added Betacam-to-Betacam AB roll editing.

• **Canada Systems Group Ltd.**—signed a 5-year contract valued at \$5 million with the BBM Bureau of Measurement to process and print survey data on Canadian radio and TV consumption.

• **Consolidated Electronics**—Australian company claims world first with Auto Phase 2000 replay cartridge machine, which searches for phase errors in the replay process and automatically corrects them to restore the original quality of the pre-recorded sound. Further information: Australian Trade Commission, Toronto, (416) 367-0783.

• **Corvis Communications Inc.**—product lines acquired recently include: GML, U.K. manufacturer of 2-channel high quality time base correctors with switcher emulation and digital effects; Fortec Inc. image processors; and the Panasonic MII format.

• **Cubicom Corp.**—expanded corporate headquarters now at 21325 Cabot Blvd., Hayward, CA, 94545, (415) 887-1300.

• **Electro & Optical Systems**—has been appointed Eastern Canadian distributor for Micro-Tek character generators; and Canadian distributor for Electro-Craft component video equipment.

• **Gabinet Studios Inc.**—Toronto-based

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