

BROADCAST + TECHNOLOGY

MAY 1987 — VOLUME 12, NUMBER 7



CHUM/CITY AND MUCHMUSIC CELEBRATE NEW FACILITIES

CCTA CONVENTION IN MONTREAL MAY 4-6

Phil Stone interviews CCTA President Michael Hind-Smith

NAB REVIEWED
BY SANDY DAY

C-QUAM IS AM
STEREO STANDARD

CAN-PRO
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NEWS DIRECTORS MEET IN HAMILTON JUNE 18-20

CTV TO INCREASE CANADIAN PROGRAMMING BUDGET 75%

In renewing the CTV network licence for a full term (to August 31/92), the CRTC has imposed, as a condition of licence, substantial increases in expenditures on Canadian programs. The requirements represent an increase of 75% from the \$230 million spent during the previous five years, to \$403 million during the 1987-92 licence term.

The broadcast of Canadian drama in Network Sales Time was also made a condition of licence. Minimums for Canadian programs in Network Sales Time are:

Year	Expenditure Per Year	Drama Hrs. Per Week
1987-88	\$68.4 million	2.5 hours/wk
1988-89	\$74.5 million	3.0 hours/wk
1989-90	\$80.2 million	3.0 hours/wk
1990-91	\$86.5 million	4.0 hours/wk
1991-92	\$93.3 million	4.5 hours/wk

The Commission specified that no more than one hour per week of the Canadian drama shows are to be broadcast before 8pm. Other conditions of licence specify:

- at least 24 hours of Canadian drama in Network Sales Time each year;

- a minimum of six hours per year to feature new Canadian musical talent;
- adherence to the CAB guidelines on sex-role stereotyping.

CTV, which marked its 25th year last October, was commended for its many achievements. However, the decision also offered criticism and spelled out major programming requirements, as follows.

- **Long-term Strategy and Objectives:** The CRTC is disappointed in CTV's failure to respond adequately; affiliates require clear indications as to the network's intentions, and the CRTC requires input from those in a position to provide it. Comprehensive statement to be filed by August 31/88.

- **Structure and Financing:** CTV directors will have greater authority over funding, with affiliates to assume any shortfalls. Revised affiliation agreement to be filed by August 31/87.

- **Programming:** CTV is to retain its full complement of news correspondents and is to add a full-time correspondent in Newfoundland. New programming includes a major drama series, *Mount Royal*, to be co-produced in Montreal; a program to

promote country music talent, with BCTV; and a children's series by CFCF-TV which will increase the Saturday morning block from 90 to 120 minutes.

- **Social Issues:** Although CTV adheres to the CAB industry code on TV violence, it was urged to 'develop a more comprehensive approach' on the issue. The network was praised its closed captioning, soon to be increased from 13 to 15 hours, and criticized for its handling of complaints such as the Ukrainian Canadian Committee's objections to the series, *Peter Ustinov's Russia*.

- **Network Operations:** CTV service totals 64 hours, 50 minutes a week (CBC's is 88 hours), of which 38 hrs., 20 min. will be Network Sales Time, with revenues going to the network, and 26 hrs., 30 min. will be Station Sales Time, with revenues to the affiliates. A report on regional production by affiliates is to be filed by August. CTV is to allot at least \$500,000 a year to its own Canadian Program Development Fund, established in 1972, as 'seed' money to develop program concepts and scripts.

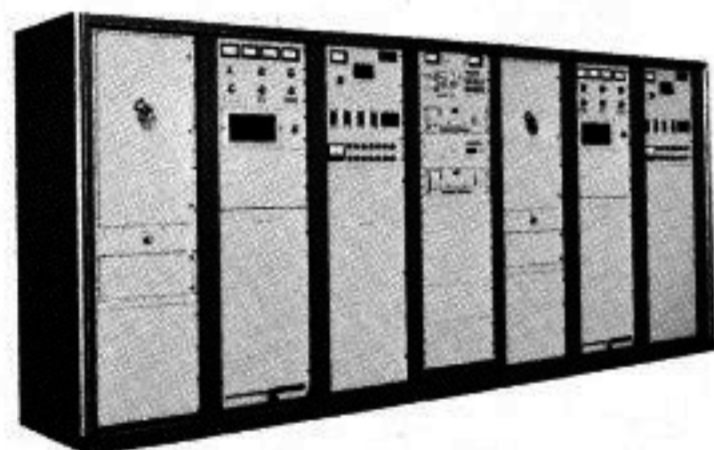
- **Conclusion:** The CRTC expressed confidence that CTV will meet the new terms of licence, and suggests that "audience share of U.S. programs appears to have reached a peak and CTV now recognizes that the airing of quality Canadian programs provides the best strategy to achieve further audience growth."

NEW FM BIDS FOR TORONTO AREA

A deadline of July 15 has been set for new proposals for FM in the Toronto-Hamilton corridor. In noting that applications have already been filed, the CRTC makes it clear that it is unlikely to approve more stations at this time. In 1986, CKLH-FM was added in Hamilton and three Toronto FMs were licensed, notably CJEZ-FM, expected to be on-air shortly.

CFJR BROCKVILLE SOLD

Subject to CRTC approval, CFJR and its newly-licensed FM station in Brockville, Ontario, are to be sold to St. Lawrence Broadcasting (CKLC/CFLY-FM Kingston). St. Lawrence, owned by members of the Waters family, had also applied for the Brockville FM licence. A new management team will operate CFJR, however John Radford will remain as a director and consultant. The Radford family, which has owned CFJR for some 40 years, will retain ownership of CHUC Cobourg.



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FOUR PROPOSALS FOR CBC SITE

Four groups have responded to the CBC's call for project proposals for a 5-acre site at Maison de Radio-Canada in Montréal:

- Canderel/SNC, a joint venture;
- Construction Château St-Marc Inc.;
- Prodevco Lavalin Inc.; and
- Le Centre de Production de Montréal (Dorchester) Inc., a consortium of Astral Bellevue Pathé, the Alexis Nihon Group, 153088 Canada Inc., Pathonic Communications Inc. and Hawco Construction.

The proposals for the site, which is now used as a parking lot, are to include audio-video facilities complementary to MRC.

CRTC TERMINATES CFCQ-FM

The CRTC has refused to renew the licence of educational station CFCQ-FM Trois-Rivières, Québec, forcing it to cease operations as of March 31/87. The station had repeatedly failed to meet many of its programming commitments, had gone off the air for 18 months, delegated control of management and programming, and relocated the studios without approval.

The Commission has also called for public comment on the regulation and role of educational radio stations.

CAMPUS STATIONS APPROVED

- Toronto's third student FM station has been approved; York Campus Radio CJRY will operate with 50 watts ERP on 105.5. Already in operation are Ryerson's CKLN and the University of Toronto's CIUT-FM. Noting that it is a general policy to license only one student radio station in a market, the CRTC said it was impressed by the innovative community and educational programming proposed by CJRY, as well as its emphasis on black and folk music.
- At Bishop's University in Lennoxville, Québec, a carrier current station has been licensed to operate with 30w on 550 kHz. Student support will include participation by Champlain Community College, and 10% of the programming will be French.

TECHNICAL UPGRADE FOR TVO

Recent upgrading of technical facilities at TVOntario in Toronto includes:

- A new master control room with two master control booths for distribution of English and French-language services and the proceedings of the Ontario legislature.
- A new suite for transmission equipment to uplink the three signals to Anik C3. A frequency-agile spare transmitter provides backup/fourth channel capability.
- Distribution of CJRT-FM Toronto on two

subcarriers, enabling carriage by cable systems throughout the province.

- Installation of an electronics still frame system, replacing telecine slide facilities. Used for still frame on-air promotion and to create graphics, it includes still storage presentation devices and a database management system.

- Distribution of a weekly half-hour program for the Wawatay Society to 27 native communities in northern Ontario.

Director of engineering Bruce Read says that it was more economical to install, rather than lease, uplink facilities because of the need to uplink three services. TVO's basic service is now carried by more than 180 transmitters (mostly LPTVs in the north) and 100 cable systems; la chaîne française and the Ontario legislature are carried by virtually all cable systems equipped to receive signals from Anik C3.

NEW BUILDING FOR WAWATAY

Grants of \$250,000 from Ontario and \$150,000 from the federal government have enabled the Wawatay Society to buy a 3-storey office building in Sioux Lookout. Wawatay had been using four different buildings for its communications operations, which include radio programs in Cree and Ojibway on 27 community radio stations. →

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COMMUNITY, CAMPUS STATIONS FOR MONTREAL; 95.1 STILL AVAILABLE

Citing unfavorable economic conditions for radio in the Montreal market, the CRTC has denied all nine bids for a new commercial FM station. Fifteen applications for greater Montreal were heard last November, along with several for smaller cities in the region. (Applicants were listed in *BT*, Jan/87, page 12; approvals given *CHRD Drummondville*, *CJSO Sorel* and *CKBS St-Hyacinthe* were reported in *BT*, Mar/87, page 9.)

The CRTC notes that most Montreal AMs are experiencing financial difficulties, and that both AM and FM have had signifi-

cant decreases in national advertising in the years 1981-85. The second largest market in Canada (2.9 million), Montreal has the most radio stations, 23. Of these, 17 are commercial, 2 community, 4 CBC; in terms of language, 13 are French, 9 English and one ethnic. In 1985, gross ad revenues were \$66 million. From 1980 to 1985, FM listening increased 15% to 57%, while AM declined to 43%; total radio listening declined by more than 2 million hours. Given these statistics, the CRTC considered it crucial that applicants show that revenues could be generated without

threatening existing stations.

Denials included: • CKO News, which wanted 95.1 to replace its AM operation. It was told that other AM frequencies could be used to solve coverage problems on 1470 kHz. • Les Editions Le Canada Français Ltée, which applied for 101.5 at St-Jean-sur-Richelieu. The local AM, CHRS, successfully argued that the market could not support a second station. CHRS recently completed major improvements, including a change of frequency which enabled it to expand from daytime to full-time operation, and relocation of its studios from Longueuil to St-Jean.

Community Station for Longueuil

Radio Communautaire de la Rive Sud Inc. was licensed for 50w on 103.1. It will serve the 350,000 residents of Champlain, which includes Longueuil, St-Hubert, Brossard, St-Lambert, Greenfield Park and Lemoyne. The main studio is to be in Longueuil, with satellite studios in St-Hubert and Brossard. Revenues will come from the average four minutes per hour of advertising permitted community stations, and the Québec PAMEC program which assists local media.

Radio McGill Goes FM

Radio McGill, which has operated a closed-circuit service for nearly 25 years, was given approval for 5.7 kw on 90.3. The station will be supported by a fee to be levied on the University's students. The application (which was in the name of Martha-Marie Kleinhans) was praised by the CRTC for its understanding of the FM policy, emphasis on new and original music, and proposal to broadcast live concerts. Montreal's first student FM station, it will provide access to other colleges, including French-language programming by students of the Université de Montréal.

FOUR BID FOR FRENCH FM IN N.B.

A May 13 CRTC hearing in Bathurst is to consider four applications for French-language FM in New Brunswick:

- La Compagnie de Radiodiffusion Beausoleil Ltée, for 23 kw on 95.7 at Bathurst, with a rebroadcaster at Tracadie, 3 kw on 100.9 MHz.
- Radio de la Baie Ltée, for 100 kw on 97.1 at Bathurst, with a rebroadcaster at Dalhousie/Campbellton, 10 kw on 102.7.
- La Co-operative des Montagnes Ltée, for Edmundston (10.8 kw on 107.7), Grand-Sault (2.9 kw on 93.5) and Kedgwick (1,215 watts on 95.3 MHz).
- Radio Péninsule Inc., for 28.8 kw on 97.1 MHz at Inkerman, N.B.

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COVER STORY:

NEW FACILITIES FOR CHUMCITY, MUCHMUSIC



Former Ryerson Press Building, with its central downtown Toronto location, is considered ideal for innovative broadcasting style of Citytv and MuchMusic.



Most of the Citytv/MuchMusic graphics are done in-house, and the on-air promotion department was one of the first to settle in at 299 Queen Street West.

Citytv/MuchMusic spent over five years searching for the ideal new location. They believe they've found it at 299 Queen Street West in Toronto, and are investing millions of dollars to convert the staid, historic Ryerson Press building into what Moses Znaimer terms a "living studio".

MuchHistory

Built in 1914 by the Methodist Church, 299 Queen Street West was originally known as the Wesley Building; costs were \$200,000 for the land and \$700,000 for construction. It housed administrative offices and the printing operation, the Ryerson Press—named in honor of Egerton Ryerson, the Methodist minister who founded Ontario's educational system.

In the '20s, the Methodist Church became part of the United Church of Canada. In 1959, when a new headquarters was erected, 299 became the Ryerson Press Building. A major printing and publishing company, it fell into financial difficulties in the '60s; McGraw-Hill bought the Ryerson Press in 1971 and the building was sold.

Hugh Taylor of Quadrangle Architects, partner-in-charge of the project, says Chum/City bought the building just in the nick of time in 1984. Considered the finest example of industrial Gothic architecture in Toronto, "it would have almost certainly deteriorated beyond the point of salvage" had it not been purchased by owners willing to undertake extensive renovations.

'The Building That Shoots Itself'

Extensive renovation is an understatement for what has been going on at 299 Queen West since October of 1985.

President/executive producer Moses Znaimer calls it "a building wired to shoot itself"—the first television facility in the world without a conventional TV studio. Virtually any area of the building can be transformed into a set in minutes. "We wanted to make every space into a living, active 'studio'..."

Sarah Crawford of MuchMusic's promotion department points out that 299 was so perfect for Chum/City's needs that it

was bought almost immediately when it came on the market. Months of planning began, led by Znaimer, vp/gm Dennis Fitz-Gerald, and Quadrangle Architects. The concept for 299 builds on that of 99 Queen East, the former disco that has housed Citytv since it went on-air in 1972. An "eclectic, energetic and informal style; a relaxed yet intensely creative environment."

Architect Hugh Taylor says 299 is basically a warehouse, highly adaptable for Citytv/MuchMusic purposes. A very solid steel structure, it offers high ceilings, wide spacing of columns, and cement floors that take enormous weight loads. He describes the location as geographically right for Chum/City's downtown image, and the stately terra cotta exterior as "fabulous".

The technical design presented director of operations Ron Reid with objectives very different from those of conventional TV studios. "Since the technology of the studio was literally taken and spread throughout the building, wiring and technical requirements presented unique technical challenges to our engineers."



The MuchMusic production area occupies a large area at the corner of Queen and John Streets, formerly the Ryerson Press bookshop. It is visible from the street through large windows, with electric blinds to control lighting. At time of photo, Immad



installation crew was busy installing the video control room, which along with activity inside and outside the building is part of the on-air synergy of the Citytv/MuchMusic style. Outside, 'Speaker's Corner' videotapes views of passers-by on topic of day.

Among the technical achievements:

- Any location in or around the building can be on-air within minutes, using a network of plug-in receptacles for cameras, audio and lighting packs;
- Power is distributed through three color-coded systems: a) base building power for normal office equipment; b) technical power, a separately-grounded system; and c) lighting power (100 amp outlets).
- A roof-top 'antenna farm' of dishes up to 5 meters in diameter will provide for satellite communications, including the weather graphics system and monitoring of MuchMusic. The steel framework of the building proved ideal for anchoring the dishes, which require a high degree of stability for uninterrupted reception, as well as for safety.
- Major production areas have independent heating and cooling systems for automatic temperature control; heat from these areas is directed to the perimeter of the building when required. And the original massive boiler in the sub-basement can still be used when needed!
- Audio rooms, editing bays, voice-over booths, viewing cubicles, playback facilities, production consoles and VTRs are strategically located throughout the building, along with the necessary electrical and technical support facilities.

Total space is 160,000 square feet, of which 95,000 is assigned to Citytv/Much-

Music (basement, main and second floors). The renovation used 40 miles of electrical wiring, 60 miles of audio cable, 30 miles of video cable, 4100 gallons of paint and over 50,000 sq.ft. of drywall.

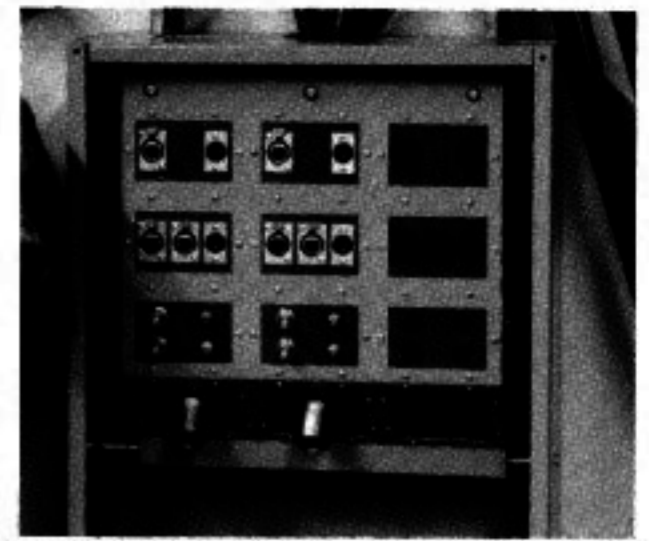
New Equipment Purchased

New equipment purchased for the Chum/City building includes:

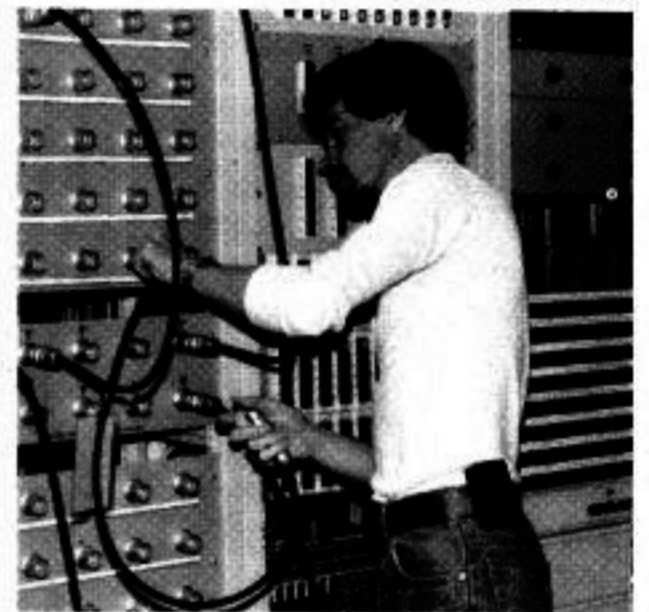
- CDL 1080 production switcher and video/audio routing switcher
- Ward-Beck audio console
- Intercom system and audio distribution amps from McCurdy Radio Industries
- Cameras, Tri-Ax system, and 3/4-inch U-Matic video cassette recorders from JVC
- Solutec multi-channel automated broadcasting system
- Video distribution amplifiers from Leitch
- Panasonic monitors
- Satellite receivers by DX of Japan.

Revitalized Downtown Area

The ChumCity Building is expected to be a turning point for the Queen West area which, along with some trendy boutiques and restaurants, has attracted numerous media/communications firms. The top three floors of the 5-storey building are being leased to related businesses, and tenants already include video, film, entertainment and advertising enterprises.



Throughout building, boxes for camera and audio hook-ups can transform every corridor into a 'street' for live action.



Technical facilities, including control rooms, occupy basement floor. Director of operations Ron Reid checks camera patch.

More on the new Citytv in BT's June issue!

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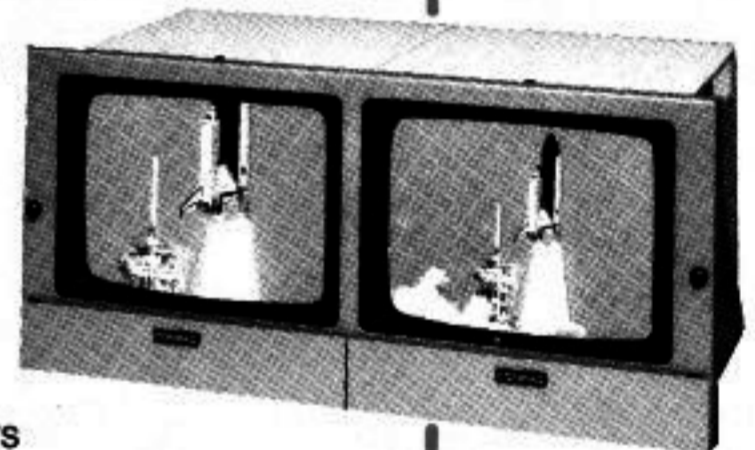


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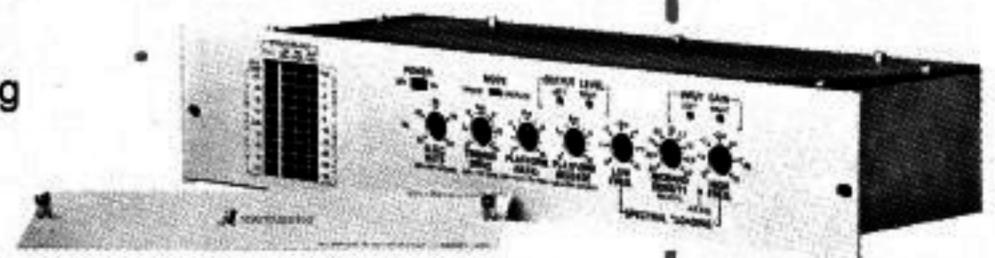


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DOC SELECTS C-QUAM AS AM STEREO STANDARD

Canada's Department of Communications has selected the Motorola C-QUAM system as the single transmission standard for AM broadcasting in Canada, effective March 31, 1987. Stations using competing systems will be permitted to continue such transmissions for one year, until March 31, 1988.

For several years AM Stereo has been plagued by uncertainty and slow development, following the U.S. 'marketplace' decision of the Federal Communications Commission which allowed competing equipment manufacturers to promote incompatible systems. Motorola, with its strength and influence in the all-important automotive radio field, has come to dominate the market.

In Canada, DOC first authorized experimental stereo broadcasts on the AM band in September, 1982. Since then, four competing systems have been reduced to two: Motorola and Kahn/Hazeltine. Last fall, the selection of a single standard, based on the Motorola system, was strongly supported by both the Canadian Association of Broadcasters and the Radio Advisory Board of Canada. In making its recommendation, CAB stressed that "our decision to choose the Motorola system was purely based on market-place forces."

Total AM Improvement Needed

The CAB also proposed that the DOC enforce minimum AM receiver standards to improve the technical quality of AM radio. The association wants minimum performance specifications to go into effect by March 1, 1990, with all AM receivers stereo-capable by that date.

The Department of Communications agrees that adoption of the single C-QUAM standard for AM Stereo is to be considered a first step towards improved AM broadcasting in Canada. DOC will

shortly be issuing an AM Stereo Broadcast Transmission Standard, and future steps will include measures to improve audio quality of AM broadcasts, such as proposed standards for audio pre-emphasis and band-limiting. These standards are intended to allow uniform AM audio processing and encourage receiver manufacturers to adopt complementary circuitry.

AM broadcasters, faced with declining audiences as listeners switch to FM stereo, realize that this *total* AM improvement, including consumer acceptance of AM Stereo, is essential to their survival.

Background

In 1982, DOC called for comments and established an experimental period for AM Stereo, to March 1, 1984. The period was twice extended: in 1983, to March/86, and in 1986 to March 31/87. By the final deadline for comments (December 31/86), the following views had been filed:

- CAB recommended that Canada adopt a single standard consistent with or equivalent to that embodied in the C-QUAM (Motorola) system.
- The Radio Advisory Board of Canada supported the CAB recommendation.
- The CBC stated that its interest in AM Stereo was not as acute as that of CAB, but that it would not oppose the adoption of a single transmission standard by DOC.
- Kahn/Hazeltine did not support the single standard, recommending that DOC leave it up to the marketplace to decide.
- The Technical Advisory Board of Canada recommended adoption of a single standard.

Why a Single Standard?

CAB argues that the marketplace has already chosen C-QUAM, with 85% of Canadian stations transmitting in AM

Stereo using that system. Moreover, of AM Stereo-capable receivers for sale in Canada, the great majority (factory installations by North American automobile manufacturers) are C-QUAM only. With no ISB (Kahn/Hazeltine) receivers and few multi-system receivers being sold, CAB considers that C-QUAM offers the best protection to the public. It notes that little has come of predictions concerning improved multi-system receivers, and that with the decision by car manufacturers to produce C-QUAM-only receivers, broadcasters' options are limited.

Why C-QUAM?

Although this was primarily a 'marketplace' decision, CAB cites the role of its technical committee, which has carefully followed test results in Canada and elsewhere. While no system "is ever perfect," C-QUAM has been certified by the FCC in the United States, DOC in Canada, and adopted as the sole standard by Australia, Brazil and South Africa.

Implications for the AM Industry


The CAB stresses that the selection of an AM Stereo transmission standard is only one facet of CAB strategy to improve AM radio. "No stereo system," it says, "is capable of performing well with many of the inexpensive receivers now on the market. Clearly this must change if AM is to survive... stereo alone will not guarantee instant success for the AM band." CAB has set the following targets in its long-term strategy for improvement of AM:

1. Single standard for AM Stereo—1987.
2. Improved transmission (encourage stations to adopt NRSC standards)—1987 on.
3. Improved receivers—1987 onwards.
4. Educate public about quality receivers and AM Stereo—1987.

Faulting "decades of government actions that precluded the AM service from operating at state-of-the-art levels," CAB states that a revitalized AM medium will

- create increased opportunities for new entrants;
- help foster greater diversity in the marketplace of ideas;
- renew AM — 'key' to emergency broadcast systems;
- improve competition for advertising services.

On March 17th, CAB's Radio Board endorsed the AM pre-emphasis/de-emphasis and audio bandwidth standards recommended by the National Radio Systems Committee. The NRSC standards are to ensure that all AM stations process their audio in the same fashion. In addition to reducing interference from adjacent-channel stations, this common approach to pre-emphasis is expected to encourage the manufacture of wider-bandwidth, higher quality receivers. **BT**



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Howard Christensen's column:

'Good Humor Makes Most Things Tolerable...'



People...

Congratulations to **Joe Duchesne** of CFBK-AM Huntsville on Ottawa's approval to make the switch to FM. Joe says he plans to be on the FM band sometime in June and will maintain a six-month duality of services (AM & FM broadcasting) until his audience gets the hang of it. The transition follows similar events last year at CKDK Woodstock and CKLP Parry Sound... Just as I was preparing to go to her good-bye dinner, CRTC Commissioner **Rosalie Gower** was re-appointed to another five year term. Congratulations. (CAB President **David Bond** says he's happy, too. Now he can propagate that story that has as its punchline 'And were you successful?', to new generation broadcasters.)... BN Western General Exec **Jerry Fairbridge** says CJFB-TV Swift Current Pres/GM **Bill Forst** is looking good following a stroke suffered about a year ago. Bill had some not-so-fun things happen while he was in hospital. He told Jerry that

he's now developed a sense of humor about it all... But it wasn't so funny when Bill asked a nurse for help in getting to the washroom. She told him: "If I took you, I'd have to leave you there. My shift ends in 15 minutes." And walked away. Bill says he might write a book.

CHML/CKDS-FM Hamilton ND **John Burns** has resigned that position to return to his first love, reporting. **John Hardy** is the new ND... **Tommy Young** is back as News Director at CFBC Saint John. **Brian McLean** resigned as ND to get into the hospitality business... Best wishes and a "Get well soon" to CHUC Cobourg GM **Don Conway** and CJLB Thunder Bay GM **Ray Erickson**. Both men have been sidelined lately with health problems.

So, you figure it! An Anglophone from Québec City became a Newfy and then gets himself into the action near the Alberta-Saskatchewan border. And he commutes the 4,000 miles regularly between CJGL-FM Swift Current to CKWK Corner Brook. **Alex J. Walling**, president of Western (there's a hint in that corporate name) Broadcasting Limited in Corner Brook is now General Manager of Swift Current's FM94. Alex says his family will stay in Corner Brook until the school year is up. The Wallings expect to spend their summer in Swift Current before making the choice between Saskatchewan's flat land or Newfoundland's rocky western shore.

Both new and old friends seen at the Fredericton site of the annual Atlantic Regional RTNDA meeting: **Craig Ainsley** of CFCY Charlottetown (somewhat sedate this year), **Ed Boylan** of CKBW Bridgewater (Tom Young's sparring partner), **Chuck Bridges** of CJCH Halifax, **John Bulger** of CIHI Fredericton, **Ray Burke** from CKBC Bathurst, **Ron Caldwell** of CFNB Fredericton, **Robert Griffin** from CKEC New Glasgow, **Ken Kingston** was in from CIGO Port Hawkesbury, **Dave Lockhart** of CKCW Moncton, **Paul McLaughlin** from CHSJ Saint John, **Susan Marjetti** of CJCH Halifax, **Randy McKeen** from CIHI Fredericton, **Eric Rothschild** from Newsradio Toronto, **Bruce Smith** of CJCJ Woodstock (Good luck on your political aspirations, Bruce), **Mike Trenholm** from CKCL Truro, **Gerry Phelan** from VOCM St. John's, **Dave Wilson** from CJCJ Sydney and **Tom Young** of CFBC Saint John (Tommy, you gotta come out of your shell).

News...

Liberal M.P. **Sheila Finestone** said it herself: "The idea will likely go over like a lead balloon among private broadcasters." Here's the gist. Finestone, fronting for a group known as 'Friends of Public Broadcasting', suggested to the Commons Communications Committee hearing on Private Broadcasting that industry profits might be regulated; that healthy private broadcasters be forced to turn excess earnings into more Canadian productions. She said Bell Canada's profits are regulated at about 14 per cent while the private broadcasting system pulls in anywhere from 70 to 75 per cent profit. The Friends say a ceiling is one way



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to finance good Canadian productions. Senior CAB VP **Pierre Nadeau** says Finestone's profits figures are preposterous; that TV garners an average 18.5 per cent profit while radio wins a three per cent profit.

A report compiled by the Canadian Independent Record Production Association (CIRPA) is the basis for a request to the Ontario government for \$14 million in grants over the next five years. As well, Ontario is being asked to provide millions more in loans and tax subsidies to beef up Ontario's sick record industry. The report claims complex economic, legal and cultural problems are crippling the domestic music business even though Canadians, per capita, consume more records and tapes than any other nationality. A spokesman for Ontario's Cultural Industries and Agencies branch says action will be taken on the recommendations considered feasible after the report has been studied.

The latest organization to go with computerization in their news department is CAP Communications at Kitchener. News Director **Ron Johnston** says CKCO-TV, CKKW-AM and CFCA-FM connected to the Newstar system in April... Speaking of Newstar, Standard Broadcasting and UPI have reached agreement to provide a broadcast news wire service with Newstar as the heart... NBC and CBS have plans to distribute their news programs to European hotels and cable systems. The international versions of the CBS *Evening News* and NBC's *Nightly News* (along with *Today*, *Meet the Press* and *Sunrise*) are scheduled to be in place round about mid-year... Freedom House, a New York-based private civil rights group, says 1986 was not a banner year for journalists. Freedom House reports 19 news people were killed, 178 were arrested, 40 were expelled from countries, 13 journalists disappeared or were kidnapped and that there were at

least 214 cases of harassment including four journalists being shot and one set afire.

Sorry to note the passing of veteran reporters **George Duthie** in Vancouver and **John Radley** at Brantford. The 45 year-old Duthie had been with CKVU-TV for eight years; before that he was with CJOH Ottawa and CFTO Toronto. Radley, 41, was a newscaster with CKPC/CKPC-FM Brantford and had worked as a reporter at CKLY Lindsay, the Brantford *Expositor* and the Peterborough *Examiner*.

Marketing...

Toronto-based Television Bureau of Canada reports that a media habits study shows male professional managers/business owners spend as much time watching TV as they do listening to radio. The great majority according to the study, consider TV their most important news source. TvB President **Cam Fellman** says the same is true of women, but to a lesser extent. He says women spend more time with radio... Noted in the Broadcast Executives Society newsletter: "I predict the broadcast advertising business will get better, much better in fact."—**Michael Kennerly**, Director of Advertising Services for General Foods and Past President of the BES.

Telemedia Broadcasting Systems is now marketing and distributing the radio program, *Rock Over London*... It isn't what you know about selling that counts—it's what you do... In nearly 75% of cabled Canadian homes, when one flips through the lineup, BN, or its French-language counterpart, Infovision NTR, is there. BN Cable Account Exec **Stephanie MacKendrick** says viewers in almost half of all homes see BN's cable package. A Québec study shows cable news is popular. Some statistics: Cable news

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was regularly watched in over half the homes; an average of 2.5 viewers each. Of those, almost two-thirds watched at least once or twice a week, and more than a third watched five or more times a week. Assuming similar results, BN is tuned in about 24 million times a week, an impressive reach in a country with about 25 million people.

How you dress is important. How you behave is even more important. An itinerant salesman came through this office not too long ago, dressed to the nines. His attitude and manners, however, were lacking. BN Exec Assistant **Molra Rosser** summed him up neatly: "Gucci shoes... dirty feet."

Personal gripe. Why do automobile manufacturers and their agents persist in gouging consumers with pre-delivery inspection charges on new car purchases? Think of it. After spending \$20,000 for a new car, the dealer now wants an additional sum to check it out! The equivalent is asking a retail advertiser for a fee to ensure that his spot—the commercial your station produced—is okay!

More than 100 of the hardest-to-find but hottest tracks in Rock have been fed to BN Audio affiliates (no charge) during the past couple of months. *Rock Rarities* took the concept of *BN Gold* (over 500 hits from the 50s, 60s and 70s) one step further and helped to fill some of those annoying gaps every station has in its record libraries. *Rock Rarities* was assembled by ABC/Watermark.

News Handling...

HOW A NEWS DIRECTOR CAN HELP A REPORTER: Be specific about how a story can be improved... Listen to the story. Writing has a sound and music, good and bad. Listen to the rhythm, to harmony, to discordant notes... Don't attempt a major rewrite yourself. Have the reporter reshape the story based on your discussions and direction as well as her own ideas... Challenge the reporting, not the reporter... Praise clarity... Give reporters unique assignments periodically... Trust a reporter's story doubts after he has done at least some research on it... Let the reporter know you don't mind discussing stories... Ask a good reporter to rework a story when needed. But preface your request by reminding her that the first version is not up to HER standards... Be enthusiastic... Talk about an assignment before the work begins. Too often the assignment editor pays no attention to what a reporter is doing until the story is in... Encourage reporters to be daring, but not reckless... Be accessible for questions... Be encouraging... Know when to push and when to back off... Treat every reporter with the respect you expect yourself... Show the reporter examples of well-written stories... Be pleasant. Reporters are more creative when they aren't fuming because a news director said something stupid... Ask the reporter to sum up the story in one sentence before she begins writing. That will tell both of you whether you have a story... Discuss a story with the reporter before making major changes. Don't change the lead without reading it back to the reporter... Provide feedback. When you see trends in a reporter's work, tell her. When you notice good or bad work, be honest about it... Listen. When the reporter wants to discuss a story, don't cut her short. Try to set aside the five or 10 minutes it will take. Next month, we'll look at how a reporter can help the News Director/Anchor.

Ever wonder how -30- came to signify the end of a news story, how such a number came into play, what other numbers meant, or why such numbers were there in the first place? They were in a digit code devised by one of the four or five competing telegraph companies in the U.S. way back when (when 'computer' was a term used to describe the guy with the pencil). Some examples: • 1—Wait a moment • 4—Give me the correct time

• 10—Close the circuit • 17—Very important • 23—General message for all offices • 30—End, or All for tonight • 73—Kindest regards.

Quickies...

CKCK/CKIT-FM Regina GM **Con Stevenson** has become your typical Easterner-turned-Westerner. Now he's boosting Regina like a Chamber of Commerce veteran, telling anybody who'll listen where the best restaurants are, which are the nicest drives, etc... CJOC Lethbridge Pres/GM **Jack Innes** gets strong listener reaction to **Paul Harvey**, sometimes too much!... Which major market morning rock jock likes nothing better than going home after his shift and tuning in to *The Music of Your Life?*... Long-time mid-day CHUM Toronto jock **Terry Steele** has re-surfaced at Toronto's CKFM (sounding good, Terry!)... CHTK Prince Rupert Ops Manager **Sharon Taylor** says B.C. natives don't necessarily sleep on Haida-beds... CING-FM Burlington Ops Mgr **Con Chung** tells an hilarious tale of skywriting on a cloudy day... A visit to CFRB Toronto, on the occasion of their 60th anniversary resulted in getting re-acquainted with a lot of old friends, among them **Wally Crouter** (who's been at CFRB for 40 of those years), news commentator **Bob Hesketh** (whose son, **Kim**, is PD at CJVI Victoria), morning newsman **David Craig** (who also teaches BJ at Toronto's Ryerson), **Bob Greenfield**, **Millie Moriak**, **Peter Dickens**, **John Stahl**, **John Dolan**, **John Donabie**, **Stu Morrison** & **Don Johnston** (Congratulations, CFRB!)... After the festivities, a quick trip down the hall brought a fun-conversation with CKFM morningman **Don Daynard** and Sports Director **Murray Eldon**... CHUM Toronto VP **Wes Armstrong** looks super. He attributes it to life at the 'cottage', a beautiful retreat just an hour up the highway from the "Big Smoke"... **Dick Drew**, of Drew Marketing and CKAY Duncan, says he's doing so much commuting between B.C. and Toronto that the thought of DrewAir gets more and more appealing... A certain high-profile morning news reader flubbed recently by getting his tongue caught on 'road-side breath tests'. **K.D.** said road-side breast tests (wishful thinking, Kirk?)... Former CJGL-FM Swift Current GM **Jim McLaughlin** is helping **Gordon Colledge** run CKAL Vernon in the sunny Okanagan. Jim spent two enthusiastic years building the Swift Current FM'er... **Marty Kingston**, ex of CKEY Toronto has been named Sports Director of Moncton's new FM'er, CJMO... **Alan Black**, formerly of CJFM-FM Montréal, has joined BN Toronto as sports editor/reporter... **Andy McNabb** is now running CKLY Lindsay. His dad, **Pete McNabb**, sold the station to Andy but is far from retired. Pete now handles the national business. Incidentally, his business card has a great line on the back, 'Preserve Our Forests; Cancel your Print Advertising'. (Note to Doug & Jacquie: I think he means newspapers.)

Kicker...

CFTR Toronto morning man **Tom Rivers** says Paul Harvey fans are so addicted to his programs that they will not leave their radios until they hear his famous sign-off; "Paul Harvey (pause), Good day." When Paul was working at Grand Rapids, Mich., he would turn off his tape machine at the pause, making the natural delay a little longer. And each day, he says, for 23 consecutive days, Tom made the pause a titch longer still. By the 23rd day, Tom had stretched the dead air to a point where he had time to light a cigarette, pull some carts, cue his next record, and put his feet up. It drove listeners wild (not to mention a certain PD).

Howard Christensen is general executive, Eastern Canada, for Broadcast News Ltd., Toronto. His column is a regular feature of Broadcast Technology.



CCBE NEWSLETTER

by Bob Findlay

The History of AM Radio's Oldest Station — CFCF Montreal



THE OLD: Photo of first master control room at CFCF in 1919. Photo courtesy of John Stubbs, CFCF Radio.



THE NEW: Present master control at CFCF boasts broadcasting's latest technology. Photo by Ray Poitras, CFCF-TV.

In 1989, the CCBE Convention will be held in Montréal, and that will also be the year that CFCF Radio 600 will celebrate its 70th anniversary.

AM radio had its beginnings in Canada—and probably in North America—in Montréal.

CFCF Radio began in 1919 in a corner of the Canadian Marconi factory on William Street, with experimental transmissions which could only be heard by ships' wireless operators. (They were the only people who had radios in these days.) The original call letters, XWA, were changed to CFCF in 1920, when regular programming began. Canadian Marconi at that time was called The Marconi Wireless Telegraph Company. (The first radio text book I possessed was obtained from the Scottish branch of Marconi Wireless Telegraph in Glasgow in 1947—I don't go back as far as 1920.)

In 1920, CFCF moved to its first real broadcast studio in Philips Square. The most important pieces of equipment in studios those days were a piano and a gramophone: the piano for live performances, and the gramophone for the recorded portion of the program, the transition between the two being accomplished by signing off temporarily till the microphone could be set up.

Ninety-one licences were issued in Canada in the five years from 1919 to 1924, and about 40 stations actually went on air. During this period remote broadcasts were begun. A hand-cranked portable transmitter was used to broadcast the 1923 yacht races from Lake Saint

Louis, near Montréal.

Large fully equipped studios were completed in the Mount Royal Hotel and CFCF moved into them in 1927. A new 500-watt transmitter was installed in the penthouse of the hotel.

Also in 1927, the sound of the Peace Tower bells from Ottawa was broadcast across Canada on an improvised network of 23 stations. The sound of the bells was also carried worldwide on CFCX short-wave—then known by the call letters VE9DR.

The first trans-Atlantic broadcast, a thanksgiving service from Westminster Abbey, was in 1928. It was picked up by the Marconi receiving station in Canada, and fed to the CNR network, the forerunner of the CBC.

The U.S. radio networks came to Montréal in 1930, when CFCF affiliated with NBC, and CKAC affiliated with CBS. In those days, radio programming was mostly music, with few newscasts. CFCF and CKAC were both bilingual at this time.

The first co-operative Canadian network was formed between CFCF in Montréal, stations in the Maritimes, CNRO in Ottawa, CFRB in Toronto, CKOC in Hamilton and CFPL in London. CFCF broadcast the arrival of the R100 airship on its trip from London, England, to St. Hubert, Québec, with the announcer being W.V. George, who later became president of Canadian Marconi.

The depression—which drove all the major media companies either into, or to the brink of, bankruptcy—was a boon to broadcasting. Millions of people who had

purchased radios before the depression now could afford no other form of entertainment.

World War II resulted in the rapid expansion of the news departments in radio stations, as people followed the course of the war in Europe, in North Africa, on the Atlantic (and under it), and also from the Pacific.

In 1947, CFCF Radio pioneered in FM Radio with CFCF-FM. A call letter change occurred in 1967 when CFCF-FM became CFQR-FM, which was also the first automated FM station in the country.

CFCF Radio had two disastrous fires in its history.

- In 1948 the Kings Hall studios, the first studios, which were sound isolated from the building in which they were installed, were destroyed by explosion and fire.
- CFCF then moved to Côte des Neiges, where our present technical supervisor, Mike Eccles, was the master control operator on duty when the studio caught fire in 1957. The station broadcast the news of its own fire, then transferred to programming from the transmitter till early evening. An announcer and the MC operator were sent to the transmitter, where the only quiet place for announcing was the toilet. There the announcer sat all afternoon, cueing the MC operator and doing his announcing. The small stock of records kept at the transmitter was augmented by a package of records supplied by CJAD in a good example of community spirit. Normal programming was resumed a few hours later from temporary studios in the Dominion Square

Building, and there was no off-air time.

In 1963, CFCF Radio joined CFCF television in the new broadcast centre on Ogilvy Avenue.

At this time, Bill Gay was the transmitter maintenance engineer. Bill had his bungalow within sight of the transmitter in the Caugnawaga Indian Reserve (now known as Kanata). Some of the Iroquois Indians did not take kindly to a transmitter site on their land, and would take pot shots at the porcelain insulators on the stays of the transmitter towers. Richie Thorpe, Bill Gay's technician at this time, would climb the tower and attach a pulley-type seat to the stay. Bill would let Richie ride down the stay to the broken insulator. Richie would then use come-alongs to pull slack in the stay and, with a tool he had developed, re-shaped the stay to accept the new round insulator. (Of course, all you transmitter men know what come-alongs are. I certainly did not.)

In 1964 Bill retired, and the then-president of Marconi, Stuart M. Finlayson, told me (back then) that in their early careers, they both worked with Guglielmo Marconi. Marconi was improving his shortwave transmitter at Glace Bay, Nova Scotia, which was used for trans-Atlantic transmissions. It was their job to maintain a huge number of lead acid batteries. The batteries occupied two floors of the transmitter building and were used to supply the plate voltage of 10,000 volts



Stately CFCF Inc. building at 405 Ogilvy in Montreal is home to AM-FM-shortwave radio stations, English and French TV, and cable TV operations. Photo by Ray Poitras.

for the transmitter. Imagine trying to find one weak cell amongst that lot!

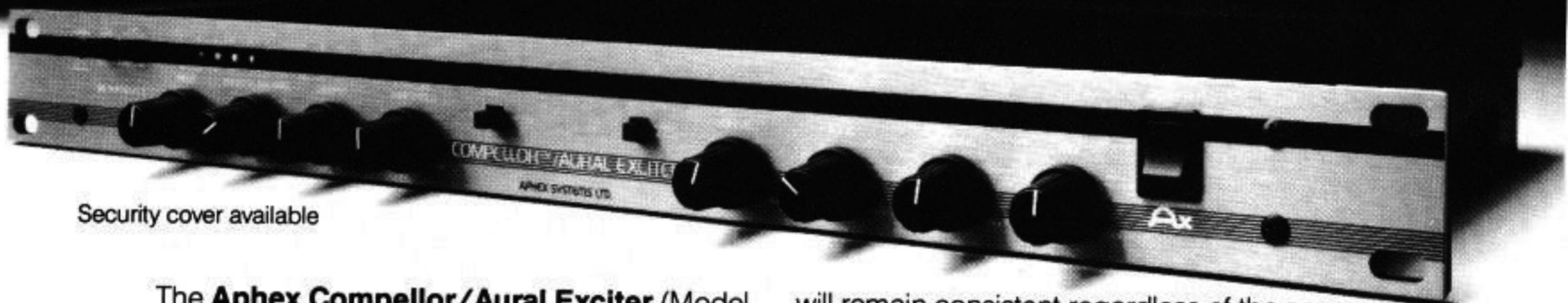
New CRTC ownership rules in the 1960s resulted in a change of owners from Canadian Marconi to Multiple Access Ltd. Another change occurred when CFCF was purchased by Jean Pouliot and the company name became CFCF Inc.

CFCF Radio outgrew its quarters in the original CFCF building and moved once again—in September, 1986—to a modern

complex of studios with all-new equipment. This equipment is housed in the just-completed, four-storey adjacent building, which also houses CF-Cable and Television Quatres Saisons.

Bob Findlay is publicity chairman for CCBE, The Central Canada Association of Broadcast Engineers. He may be contacted c/o CFCF-TV, 405 Ogilvy Avenue, Montreal, PQ, H3N 1M4; (514) 273-6311.

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BROADCAST BEAT

by Phil Stone

SINCE THE LAST TIME... Elmer Hildebrand, who serves as secretary-treasurer of the Western Association of Broadcasters, dropped us a line to remind one and all that the 53rd Annual WAB Convention will be held May 31-June 3 at Jasper Park Lodge, Jasper, Alberta... In a recent issue of BT we profiled **Bob Saint** and that sparked a note from **Grant Forsythe** who's at CFOR Orillia. "Phil," he wrote, "you finally did it. Think of the headline: *Phil Stone Interviews a Saint*"... It's estimated that on a world-wide level, sales of compact discs are expected to reach 250 million units in 1987. In effect it means that sales have almost doubled each year since CDs were first released in Europe five years ago... The new director-general of the British Broadcasting Corporation is **Michael Checkland**. A 50-year-old accountant, he is known to the staffers as "Chequebook Checkland"... C-FAX Victoria established a Crime Prevention Committee to coordinate the station's relations with local police departments in the vital crime prevention area. Four C-FAX employees are on the committee and work closely with the station's news department in developing crime prevention campaigns... *The Price is Right* became the longest-running game show to run on one network: it began on CBS as a daytime show, September 4, 1972... **Nancy Wilson** was appointed co-host with **Norm Perry** of CTV's *Canada AM*. She had been a general assignment reporter with CTV's Ottawa affiliate, CJOH-TV... Radio Sales Group opened three new offices—in Calgary, Edmonton and Winnipeg. Calgary is managed by **Bonny Welygan**, Edmonton by **Linda Samletzki**, both of whom head up their own rep firms. **Ron Kizney**, formerly sm at CKY/CITI-FM, heads up the Winnipeg office. Named sm of RSG's Vancouver office is **James Crawford**.

The passing of **Danny Kaye** brought back a memory. In the early 50s, when he was becoming a greater and greater star, he visited Toronto and the media turned out in full force—including the late **Gordon Sinclair**—to meet him. A press conference was set up in the Prince George Hotel, then at King and York Streets in Toronto, and we all took turns interviewing Kaye. We kept hearing that he gave short shrift to interviewers who asked such innocuous questions as "What's your favorite role? Who's your favorite actress?" and the like. Quickly we shifted mental gears away from such planned questions, and recalled reading that Kaye was a baseball fan (he later bought the major league Seattle Mariners). So when it was our turn we told him that we, too, loved baseball. "That's great!" he exclaimed. "Okay,



At CITY-TV Toronto, J.D. Roberts, seen in front of the new CITY/MuchMusic building, has taken over as weekend anchor and reporter. He replaces Terrilyn Joe, who joined CTV's 'Canada AM'. Laurie Brown takes over Roberts' role at MuchMusic.

who played third base for the New York Yankees in 1917?" We had to confess we didn't know. "Jumpin' Joe Dugan!" he said triumphantly and began to give us a warm and humorous interview that met with such response from CHUM listeners that we wound up repeating it on-air no less than four separate times...

Joyce Davidson is reported ready to come home to Toronto to resume her TV interview career. She's been working and living in New York since leaving Canada... Television companies in Europe are said to have agreed to pay \$28 million (U.S.) for broadcast rights to the 1988 Summer Olympics to be held in Seoul, South Korea... **John Mackey** was promoted to director of programming, radio division, Standard Broadcasting Corp. John, who had been gm/pd of CKFM-FM Toronto, is now responsible for Standard radio stations in Toronto, Montreal, Ottawa and St. Catharines. At CKFM, **Bill Herz**, vp of sales, became acting gm, and **Jamie Crookston**, operations manager, is acting pd... **Jim Brady**, who made his reputation as a morning man, has become one again. Of recent times on the afternoon shift at CFGM, he swapped with Big **Jim Marshall** to become the breakfast voice of the Richmond Hill-Toronto station...

New assignments at CBC Radio: **Susan Grant**, Ontario Region publicity director, advises that **Kel Lack**, director of Radio for Ontario, has made some major shifts in on-air assignments:

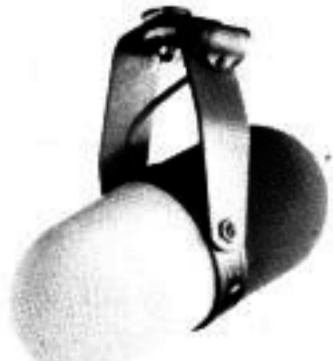
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David Schatzky, host of *Radio Noon*, took over the afternoon drive show *For Your Information*. He stays with *Radio Noon* as anchor of the phone-in segment. Alan Millar, host of *Ontario Morning*, became co-host, with Bill McNeil, of the weekend morning program *Fresh Air*, replacing the late Cy Strange. At *Ontario Morning*, Lorne Saxberg becomes host, and the crew moves from 449 Jarvis to the 509 Parliament Street studios to work more closely with CBL Toronto's *Metro Morning* crew...



C-Fax Victoria morning man Barry Bowman and his song writing partner, former city planner Tom Loney, came up the winners in an intense competition that drew 921 entries from all over the world. The contest was to select a new theme song for the city of Calgary, home of the 1988 Winter Olympics. Winner was the song 'Neighbors of the World' by Bowman and Loney. It won them \$5,000 in cash, a European vacation, a grand piano and several other prizes.

According to Harold Ballard, Maple Leaf Gardens receives \$3 million annually for the rights to telecast Toronto Maple Leaf hockey club home games... A note from Stephen Kroll, president of Kroll Communications, tells us that *The Radio Reporter*, sponsored by the Royal Bank and produced by Listen! Audio Productions of Montreal, is now in its fourth year (more than 800 programs) on nearly 100 stations. From day one, Kroll has provided creative and planning... Sun columnist Gary Dunford, quoting from *Animal Superstars* by John Javna, provided some interesting trivia: Leo, the MGM lion, is said to be the most-seen animal in movies and television. Gene Autry's horse was paid \$2,500 an episode to film the cowboy's TV series and movies, the money obviously going to Autry. And the name of the ape that raised Tarzan? Kala... Shelley Long said her official farewell to the sitcom *Cheers*... David Hutcheon, who produced news and current affairs programs in this country and abroad for CBC, CFTO and Global, before entering the PR field, became a public relations consultant with the Ontario Editorial Board... Bob Redmond chose Paul Mulvihill Ltd. to rep his new CHEZ-FM Toronto, and named Ross L. Dann, who had been with Mulvihill for the past ten years, gsm. Jay Nelson is EZ-FM's breakfast show host. Jay had been with CHUM, CKFM, and CKEY previously. He was replaced internally at 'EY by John Rode and in another re-assignment at 'EY, Bobby Van Dyke was shifted to afternoon drive... Erika Ritter, after two successful seasons as host of CBC Radio's *Dayshift*, retired to devote more time to her career as a writer...

Southam Inc.

To clarify an item in the April issue of *Broadcast Beat*:

- Southam Inc. head offices remain at 150 Bloor Street West, Toronto.
- Southam Newspaper Group-Marketing Division, where Bob Munro is located, is now at 20 York Mills Road, 4th Floor, Toronto, ON, M2P 2C2, telephone 222-8000.

Who's carrying the Canadian Football League games this season? • CBC will telecast 24 regular CFL games, two playoff games and the Grey Cup; • The Canadian Football Network, a web of independent TV stations from Toronto to Vancouver, will air 37 plus the Grey Cup; • and The Sports Network (TSN) will carry 19 games... Master's Workshop Corporation of Toronto won a coveted Golden Reel Award from the Motion Pictures Sound Editors Guild of America for the editing work done on the TV series *The Hitchhikers*... New production has been concluding on the long-running nature series, *Wild Kingdom*, reported to be now going into syndication... One of the Maritimes best-known broadcasters and musicians, **Basil St. Clair (Baz) Russell**, passed away after a long illness. A broadcaster for over 40 years, he had hosted popular music programs for CHNS and CJCH Halifax, and was also known for his role as Rob on CBC Radio's farm drama, *The Gillans*... Radio-Canada, CBC's French-language network, is opening a sales office in Toronto... **Leonard Nimoy** of *Star Trek* fame is a man of more than one talent: he's been in Toronto directing a film starring **Tom Selleck**, **Ted (Cheers) Danson** and **Steve Guttenberg**...

Former actor **Sir Richard Attenborough**, who became a movie director, was named chairman of Britain's independent Channel Four... **Johnny Carson** signed a new multi-year contract with NBC, ending speculation that he would step down when his current contract expires this September... *Cagney and Lacey* has recorded its 100th episode. The hit award-winning series actually began in Toronto six years ago with the pilot TV movie that starred **Loretta Swit** and **Tyne Daly**... **Dan Kelly**, heard on the NHL playoffs and Stanley Cup finals broadcasts on Global, is known as the voice of the St. Louis Blues. He is a brother of one-time CKEY sportscaster, **Hal Kelly**... At the RTNDA regional conference in Fredericton, **Susan Marjetti**, news supervisor of C100 Halifax, won two major awards. She received the

Sam Ross Award for "editorial excellence" and the Dave Rodgers Award for "excellence and creativity in the presentation of a feature"... **Bob Quinn**, president and gm of Radio-Television Representatives Ltd., dropped us a note to advise that **Frank R. Gardiner** and **Lois Kitchen** have joined RTvR... **Rose Stricker** advises from CHCH-TV Hamilton that while first-run broadcasts of *Don Cherry's Grapevine* have finished, the show continues with repeats until the new 1987-88 season... Interesting to read that Australia requires all foreign-language TV material to be subtitled to make it accessible to everyone... There are times that it helps to have a wide-screen TV set. Such a time is this coming fall when **Dolly Parton** will be seen in a new one-hour weekly show of music, comedy and dance for ABC...

People magazine named **Harry Hamlin**, star of the TV series, *L.A. Law* as 'the sexiest man alive', 1987 version. Previous choices were **Mark Harmon** and **Mel Gibson**... Some readers might recall the long-ago suspense show, *Lights Out*. **Archie Oboler**, the man behind the then hit program, died at the age 78... According to **Bernard Ostry**, chairman of TVOntario in a speech to the Canadian Club in Hamilton, the U.S. Public Broadcasting System has 309 stations and is one of the largest TV systems in the world. There was a week in last January, he reported, when over 103 million Americans watched PBS... **James R. Shaw**, president of Shaw Cablesystems, announced the appointment of **Michael G. Ostowich** to the newly-created position of vice-president-controller... **Dave Marsden** is serving as executive producer for the Casby (Canadian Artists Chosen By You) Music Awards, 1987, scheduled to take place at the Toronto Convention Centre on June 19th and 20th...

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STREAMLINED 'LIVE-ASSIST' FOR CJCI PRINCE GEORGE

by JoAnn Roe

Until the summer of 1986, CJCI and CIBC-FM in Prince George, B.C., ran totally 'live'.

The flagship stations of the Cariboo Central Interior Radio Network, CJCI/CIBC-FM also serve a host of communities throughout a 200-mile radius, through rebroadcasters CIVH Vanderhoof, CIFL Fraser Lake, CIFJ Fort St. James and CFBV Smithers. Programming for this far-flung area largely emanates from the home stations at Prince George, with breaks for local news, weather, PSAs, commercials and local on-the-spot programs. Farther south a subsidiary, Cariboo Radio Network, also receives feeds for the all-night midnight to 5am show.

All of this began to be a pretty frantic situation for the hard-working staff of 42 professionals at Prince George.

At the National Association of Broadcasters Show in Dallas, president Ron East and director Stan Davis examined state-of-the-art automation systems and decided to work with IGM Communications of



Ron East is president of CJCI/CIBC-FM Prince George, B.C.

Bellingham, Washington, in the installation of 'live-assist' units, partially automating the multiple tasks of the net-

work's complex operation.

Usually the decision to automate—even 'live-assist'—creates an atmosphere of fear among employees, who are concerned about job security and uncertainty about their ability to cope with new systems. Ron East and his management staff were well pleased with the capabilities of the staff and vowed to ease the transition. As East said later, "It has been an excellent experience. Our dedication to openness and cooperation with the staff has succeeded in bringing us closer together, not destroying our working relationships through dissension and concern."

East and Davis' management policies began with an employee meeting where they announced that, in the transition to automated or live-assist operation, no employee should fear that his job would be summarily eliminated. The company guaranteed job stability, planning to achieve staff reductions anticipated by attrition alone—a longer changeover, but a fairer one.

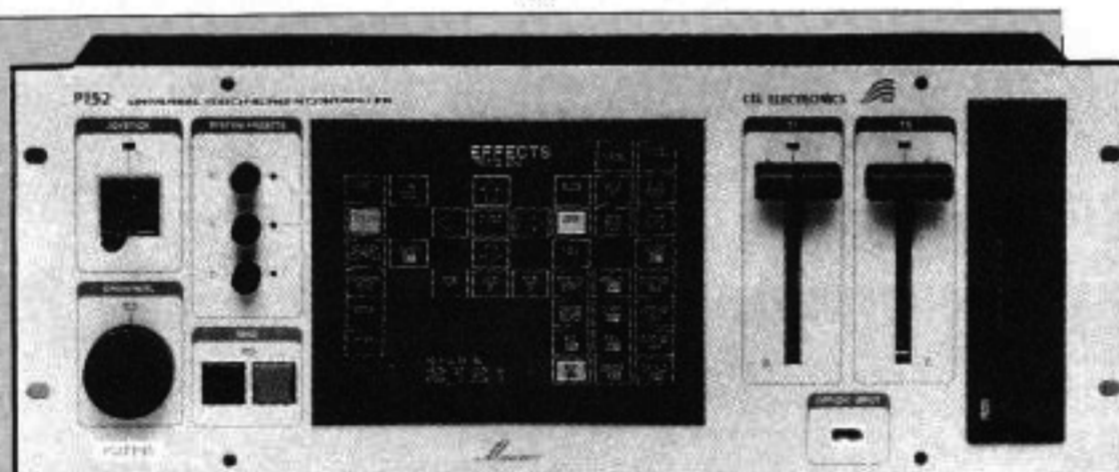
"Staff members realized that the systems would enhance their jobs. Everyone became interchangeable, well-integrated and versatile..."

Discussions ensued as to how the staff could work more efficiently, utilizing the new equipment to do routine duties for the stations and do it better. East kept an open-door policy. He showed his books to the staff and discussed the impact of conversion to IGM's programming control and cartridge systems in terms of savings. When the staff members realized that the systems would enhance their jobs, not remove them, that management would be able to afford higher salaries to fewer true professionals (since they could be utilized more broadly) who were not chained to long shifts before the mike, they became enthusiastic.

News people learned to do production. Disk jockeys carted music or fed cartridges to the automation and recorded voice tracks. Production people with good voices did remotes. Everyone became interchangeable, a well-integrated and versatile staff, eventually pared to thirty-two people, that flowed smoothly through the tasks at hand. When the company instituted a profit-sharing plan, the staff

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Bob Harkins changes carts in one of two IGM 'live-assist' systems now in use at CJCI/CIBC-FM.

—Photos by Jo Ann Roe.

realized in higher paychecks the results of time-saving suggestions and efficiency increases.

East admitted that it was a bit frightening to reveal all of management's strategies to the entire staff.

"We told our people that if word reached our competitors of our business plans and strategies, it was *their* jobs and *their* paychecks that would suffer from such gossip. Personnel have been very responsible with privileged information."

It took not only staff consensus but dedicated attention to detail as the reworking of the station began.

The old equipment consisted of two or three turntables, some single cart decks, and the Drake-Chenault music service on reels. The announcer pushed buttons to sequence-select the music, and there were two separate studios for AM and FM.

A new room had to be provided to house the two IGM live-assist systems, identical for AM and FM. Each included an IGM-SC controller (programming software that operates on an IBM personal computer), three 24-cartridge IGM Go-Carts (playback units), five Revox PR-99 reel-to-reel units, and three older Audicord E single-play decks. Both stations subscribe to WIN (Western Information Network) news, sharing a common newsroom.

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"The live-assist equipment helps to ascertain the proper percentages of Canadian content..."

Since the AM and FM control room responsibilities were reduced, these studios were given over to production. New, smaller control rooms were built. Consolidation of space made it possible to enlarge the music library and provide space for the IGM equipment in a clean, separate room. As indicated above, the newsroom could be shared because AM newscasts are at the top of the hour, and FM off the hour.

In the newsroom, technicians simplified the controls required to switch from AM to FM, custom-building a device that consolidates the multiple start-up steps so an announcer only has to throw one switch to select either AM or FM operations.

The IGM live-assist gear also allows the station to wrap around the breakaway to repeater stations by using the tone generator. The outlying stations only had to install an inexpensive tone receiver.

The changeover and adjustment period for the FM installation lasted about two weeks, with a few inevitable glitches. After that, the system worked beautifully. Ron East laughed as he recalled that, "The biggest problem we had was to get the announcers used to doing other things. They were so accustomed to hanging right in there after every music selection."

Later, the AM equipment went on-air one Monday morning, after installation that commenced Friday night. This time there were no glitches whatever in the new system!



Program manager Bill Russell.

Once over the jitters of delivering the programs in a different manner, staff members began to refine their programming expertise. Since Prince George is the major centre of a vast area in north-

central British Columbia, CJCI shoulders the responsibility of emphasizing regional programming. The city of 70,000 is an important hub for central B.C.'s industries—logging, mining, ranching and manufacturing.

For example, *Morning Magazine*, a three-hour daily production, delves into every facet of life, doing many live remotes and interviews of interesting figures in the region. (Host Bob Harkins almost regretted his passion for relevance on one occasion last year, when he accompanied a contingent of Railroad Society personnel on a wild ride through the turbulent Grand Canyon of the Fraser River by raft, transporting—of all things—an entire old railway building to a Prince George museum site.)

"Such programs are expensive to produce," says Bill Russell, program manager. "We hope to find ways to use our new equipment more creatively to reduce and enhance costs of talk shows and live news coverage."

The live-assist equipment also helps the programmers to ascertain that the proper percentages of Canadian content are being met. Ron East credits Drake-Chenault Syndicators with the welcome development of a music service that recognizes the special needs of Canadian broadcasters; indeed, Drake has opened a branch office in Toronto.

East feels that although syndication services are utilizing the capabilities of live-assist systems in their formats, by including announce services and sophisticated switching techniques, they might do even more research into innovative ways of working with live-assist equipment.

"We're always looking at new ways to utilize our computers to perform tasks in addition to operation of the AM and FM stations—such as word processing and advance scheduling—which might be achieved by adding a multi-user pack from IBM," says Bill Russell.

After being freed from some of the routine broadcast operations by the IGM system, Russell is "cleaning house" by placing new FSK codes on all the in-house cartridges with IGM's handy new encoder. This will give him more consistent data when he enters programming into the SC controller.

CJCI staff members seem to be fairly bursting with ideas and are very loyal to their station. Clearly big city operations could learn much from a dedicated, enthusiastic, smaller city staff of professionals like those at CJCI/CIBC-FM Prince George.

Jo Ann Roe is a writer based in Bellingham, Washington. Her articles have appeared in a number of broadcasting and other publications, and she is also associated as a consultant with IGM Communications.

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people in the news

- B.C. Enterprise Corporation—**Gary Bannerman**, CKNW Vancouver open-line host, resigned as a director only two days after his appointment, citing conflict of interest. BCEC is a merger of B.C. Place Ltd. and B.C. Development Corp.

- BCTV—long-time radio/TV talk show host, **Jack Webster**, 68, ended his daily show on May 1st with a 90-minute review of his nine years on TV. He continues to work at BCTV on news, public affairs and special events. On May 2nd, he was inducted into Canada's News Hall of Fame.

- CAB—**Lyne Champoux** appointed director of communications.

- CBC—Additions to the engineering staff at the Toronto Broadcast Centre Project include:

Broadcast Systems, TV—**Paul DesRosiers**, from EHQ, manager; **John Wonsowicz**, from EHQ, senior system designer; **Costa Babalis**, formerly with Ontario Regional Engineering, **Ed Kuncewicz**, from TVOntario, and **Andre Van Kesteren**, from EHQ, were named senior system design engineers.

Broadcast Systems, Radio—**Tom Holden**, manager; **Murray Porteous**, formerly with Image Video, senior system designer; and **Tom Shevlin**, formerly of Yamaha Canada, system design engineer.

- CBC Television Sales—recent appointments include **Jeanette Dauvin** to network sales account supervisor; **Susan Davies** to network product manager.

- CFCF/CFQR-FM Montreal—**Malcolm Campbell** named general sales manager; **Gordon Donaldson** appointed manager of sports properties.

- CFMT-TV Toronto—**Peter Foley**, promoted to general sales manager.

- CIDC-FM Orangeville, ON—**John Holden** named national sales rep.

- CRTC—full-time commissioner **Rosalie Gower** appointed to another 5-year term. A native of Vernon, BC, she's held the post since 1980.

VU13 PERSONALITIES IN LIMELIGHT



Wayne Cox, host of Video Gallery and TGIF on CKVU-TV Vancouver, has been named Best Variety Entertainment Show host in the 2nd annual TV Week Viewers' Choice Awards. He's seen with John Dankworth, guest conductor, at a recent Vancouver Symphony Orchestra event.



1st News anchor Joanna Piros was emcee of 'Inspirations'—a fitness/fashion show which raised funds for Rick Hansen's 'Man in Motion' tour.

—Photos by Michael Desjardins.

- Dynamic Telecommunications Products Inc.—**David R. Kinzinger** is now responsible for marketing full line of Microtime products, including new RP-1 3D digital effects system.

- Mediawatch—among those honored in first annual awards is CBC veteran **Dodi Robb**, for her pioneer work in many areas of Canadian broadcasting.

- Mitsubishi Pro Audio Group—**Tore Nordahl**, president, is also acting as U.S. director of sales, following the resignation of **Cary Fischer**.

- NAB—**Richard V. Ducey** promoted to head of research/planning, succeeding **Charles M. Oliver**, who has resigned.

- Nova Systems—**Tedd Jacoby** named vp, marketing/sales, based in Canton, CT.

- Shure Brothers Inc.—recent appointments include **Ronald Thielmann** to chief engineer; **George Meunier** to chief design engineer; **Robert Kita** to manager, electromechanical development.

- Telemedia Radio Sales—**Marc Paris**, formerly gm of CKCH Hull, named vp.

- Whitney/Demos Productions—**Philippe Bergeron** named director, production research, of computerized graphics production company based in Culver City, CA. Bergeron, who studied computer science at the Université de Montréal, will be involved in producing feature films and television programming.

Letters

BT: 'TREMENDOUS SOURCE OF VALUABLE INFORMATION'

Just a note to say thanks for the articles about BEAC and BCIT that have appeared in recent BT editions! We're always pleased to contribute, and always pleased that you're always pleased to run our material!

I've established a system for reading *Broadcast Technology* magazine: I sit down, pen in hand, so I can make notes on all the things that are appearing in the current issue that I want to highlight or point out to my staff. Then, as I go through the magazine, I seem to find all sorts of items that are worth drawing someone's attention to—whether they be tips on newsroom operations, notes about tapes or products that are available, information from the broadcast education pages, or whatever.

This past issue generated seven different notes that went one way or another from me to my staff!

What a tremendous source of valuable information!

Keep up the great work—and we'll keep reading!

*Brian Antonson
British Columbia Institute of Technology
Burnaby, B.C.*

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