

BROADCAST + TECHNOLOGY

JUNE 1987 — VOLUME 12, NUMBER 8



EXPANDED FACILITIES AT CHCM MARYSTOWN, NEWFOUNDLAND

CCTA CONVENTION REPORT

by Linda Ahern

RADIATION DANGERS?

by Sandy Day

DUNTON

by Lyman Potts

Phil Stone visits

BROADCAST NEWS

STUDIO PARTITIONS

by Bob Calder

"MR. BROADCASTING"

An 'In Memoriam' to the late E.L. Bushnell appears on page 49 on this issue of *Broadcast Technology*. Ernie Bushnell's remarkable career in Canadian broadcasting is related in his biography, *Mr. Broadcasting*, and there is one anecdote in particular that many will enjoy recalling.

After beginning in Toronto in 1927 as an entrepreneur in radio advertising, Bushnell became manager, first of CFRB, then—more notably—of CKNC, the National Carbon Company station. While at CKNC, he had a part in launching Roy Thomson's career as a media magnate.

One summer afternoon in 1930, Thomson and his brother-in-law called on CKNC to "buy a transmitter". Bushnell and CKNC's engineer, Jack Barnaby (later hired by Thomson), tracked down the unused 50-watter which had been installed in 1923. Barnaby doubted it would work, but Thomson insisted on taking it in return for a 90-day promissory note for \$500. He then persuaded CKNC to buy the necessary tubes, adding \$160 to his note. The transmitter enabled Thomson to put his first station, CFCH North Bay, on the air; he paid off the note on time, took in \$80,000 in his first year, and went on to become a multi-millionaire.

Towards the end of 1933, Bushnell was caught up in Canada's conflict over public vs. private broadcasting. (We're indebted to Lyman Potts for his interesting account on page 32 of the role of A. Davidson Dunton in helping to resolve that conflict.)

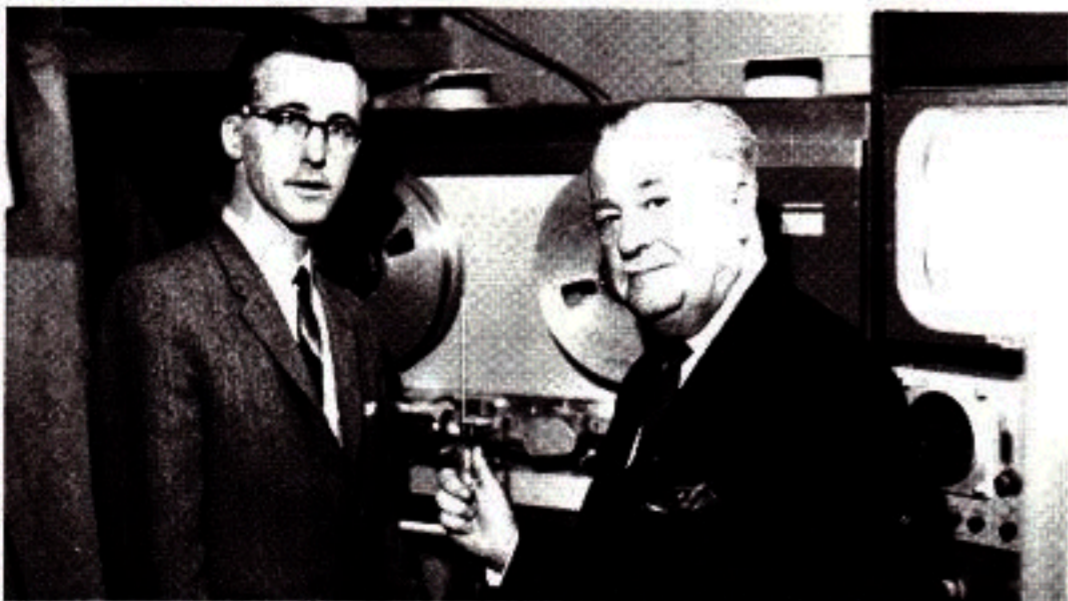
When the Canadian Radio Broadcasting Commission offered Bushnell a position, he was about to refuse it—until told by his superiors that the parent company in New York, Union Carbide, had ordered National Carbon to close CKNC as of Dec. 1/33. Union Carbide, disturbed by the involvement of the Canadian government in broadcasting, wanted no part of this bureaucratic control.

Hired as supervisor of programs for Ontario and western Canada, Bushnell asked for \$5,000 a year at the CRBC. The best they could do was to put him down as 'chief engineer'—a post that paid \$4,500—and for twelve years he remained as 'chief engineer' on the government's payroll records.

After 26 years in public broadcasting, Bushnell returned to the private sector and began a new career at age 60 as head of CJOH-TV Ottawa, one of the nation's leading television stations.

Our thanks to Sandy Day for the loan of the photograph and his copy of *Mr. Broadcasting*, which bears the inscription:

"To 'Sandy' Day—My longtime friend and colleague.
Kindest regards and best wishes for the years ahead. Bush."



Sandy Day and Ernie Bushnell at CJOH-TV Bayswater studio, Spring, 1961.

NO SEXISM IN BT!

Jacqueline Zareski writes from CKCL in Truro, Nova Scotia, to criticize what she considers to be "blatant sexist remarks in reference to female reporters" in Howard Christensen's column (BT, May/87, page 32). We'd like to assure Jacqueline—and any other readers who may have misinterpreted this item—that no "chauvinistic attitudes" were involved.

In suggesting *How a News Director can help a Reporter*, Howard referred to the reporter as female. (He didn't indicate whether the ND was male or female.) Positives and negatives were attributed equally to both of these hypothetical characters. Howard used the feminine gender in recognition of the major role of women in broadcast journalism—in this month's column he refers to a news anchor as female—and that interpretation was taken by this editor, as well as a sampling of staffers at both BN and BT.

We can assure you that there is no reason to resort to radical feminism on the basis of any item in *Broadcast Technology*. Chauvinistic attitudes, on the part of either sex, have no place in the today's business world, where qualities such as integrity, ability and hard work are at a premium, and gender is irrelevant.

PORTRAYING MINORITIES

At the risk of being accused now of blatant *racist* remarks, we must question some of the criticism which has accused the broadcast media of a failure to portray ethnic minorities fairly.

Some recent developments:

- The National Capital Alliance on Race Relations intervened in the CTV renewal hearing to state: "We are here simply to point out that what we see on the television screens, when our sets are tuned to CTV, makes us feel as if we are in a foreign land, not one in which we are participating citizens."
- Plans for a 'national media watch' are to be presented at a conference on the impact of the media on ethnic minorities, to be held in Toronto at the end of June. An organizer says: "Many members of ethnic minority groups have had complaints in the past about how they are portrayed or ignored by the media."
- The Commons Communications Committee says the new Broadcast Act should have a built-in equality clause so that women, natives and all elements of Canadian society are represented on radio and television programs.

Racism is contemptible and we can only agree with objectives to ensure that minorities are presented in a fair manner. However, the policing of such objectives by government bureaucracies would only add to the paralyzing burden of regulation. Fairness is a two-way street. In the democracy that is Canada, the broadcasting industry must be given maximum freedom to reflect our society in a fair and responsible way—without constantly having to answer to strident interest groups.

CIDC-FM ORANGEVILLE LAUNCHED

The official sign-on of CIDC-FM Orangeville, Ontario, was marked by an 'open house' on May 1st, 1987.

'DC-103' operates with 50 kw power on 103.5 MHz, from a transmitter site just northwest of the community of 15,500; the location is one of the highest in southern Ontario—1,730 feet—and the 322-foot tower reaches two feet higher above sea level than the top of the CN Tower in Toronto, 40 miles to the south.

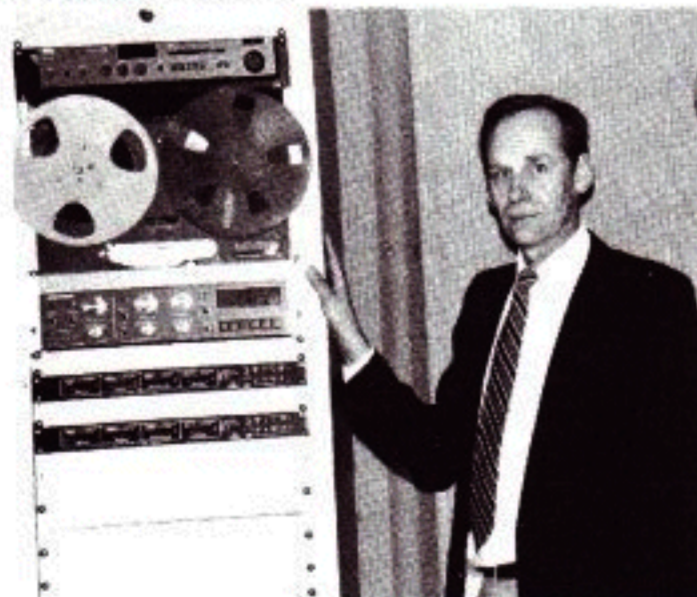
As reported previously in *BT February/87, page 10*, Marilyn (Stitt) Louw is manager, and Dean Roberts is PD. News director is Scott Armstrong, assisted by J.C. Kenny, Kim Couse and Humber College intern Jamie Watson. The sales staff includes John Holden, Peter McQuillen, Alex Nichols and Sylvia Jones, with Fred DeRosa (ex-CKOM Saskatoon) handling creative, and traffic

manager Gillian Ireland in charge of the computerized Columbine traffic system; receptionist is Lucia Wojcik.

Oranges are being used as the CIDC-FM logo, and links have been established with a radio station in Orange County, Florida, to further develop the promotion, as well as an exchange of news and information.



DC-103-FM morning team: news director Scott Armstrong and morning man Richard Correll.



Gus Sondermeyer's G.S. Broadcast Technical Services Ltd. was in charge of installation. Gus concedes that putting together a station from the ground up was a challenge.



Doug Cunningham, president of Dufferin Communications, is seen in front of renovated house on Orangeville's main street that is now home to CIDC-FM.



CIDC-FM staffers gather around main studio/control room. From left: Larry Byrd, Rich Miller, Scott Armstrong, Mike Bartlett, Richard Correll, J.C. Kenny, Bill Thomas and Dean Roberts.

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CRTC REJECTS SALE OF FMs

The CRTC has denied applications by two of Canada's leading broadcast operators to purchase independent FM stations in Calgary and Edmonton. Both stations were licensed in 1981. The Commission said it would require 'significant and unequivocal benefits' for any future purchase.

- **CKIK-FM Calgary:** Selkirk Broadcasting, whose assets of \$245 million include 16 radio stations (nine in Alberta), TV and cable properties, proposed to purchase CKIK for \$5.4 million, including debts of \$1.2 million. Originally licensed to Robert Whyte, the rock station is now controlled by Harvey Glatt, through CHEZ-FM Inc. Selkirk planned to operate the station jointly with CFAC, moving it to the modern CFAC building, where it would share existing resources. However, the Commission said it considered this benefit, among others, 'to be minor other than to Selkirk'. The CRTC also said it was unable to put a dollar value on a proposal to double Selkirk's guarantee to the CASBY music awards (originated by its Toronto FM station, CFNY). Although CKIK continues to operate at a loss, the Commission noted that a turnaround may have begun and suggested that CHEZ-FM Inc. has other options open to it to resolve the difficulties of managing CKIK from its home base in Ottawa.

- **CISN-FM Edmonton:** In a similar decision, the CRTC rejected the purchase of country music station CISN by Moffat Communications, whose assets of \$66.5 million include CHED Edmonton and eight other radio stations, CKY-TV and Winnipeg Videon. Moffat was to pay \$6.3 million for CISN, controlled by Robert McCord, president and general manager. In this case, too, the CRTC noted that joint operation (with CHED) would primarily benefit the would-be owner. However, the Commission was "impressed" by Moffat's concept of a "Canadian Enrichment Syndication Centre"—which the company said another FM licence (its fourth) would make viable. Located in Vancouver, the centre would serve as a resource for foreground/mosaic FM programming, with a budget of \$425,000 over five years. While noting that Moffat had failed to detail any additional production to be undertaken by the centre, the CRTC encouraged development of the concept.

COGECO EMPIRE EXPANDS

Cogeco Inc., already a major player in Québec television and cable TV, will seek to acquire a number of additional properties at a July 8 hearing in Hull. The applications include:

- **CJMF-FM Québec City (100%)**—Cogeco's first move in a plan to acquire a group of FM stations in the province.
- A number of cable systems which would

become 100%-owned by a Cogeco subsidiary, Télécom CGO Inc. Among them are Cablestrie Inc. (9 systems) and its wholly-owned subsidiary Télécâble BSL Inc. of Rimouski and Matane, Beauce Video Ltée of St-Georges, and Thetford Video Inc. of Thetford Mines.

- **J. Bergeron et Frère Ltée, St-Tite**, which would become part of La Belle Vision, another Cogeco subsidiary.

Other applications scheduled for the July 8 hearing in Hull include:

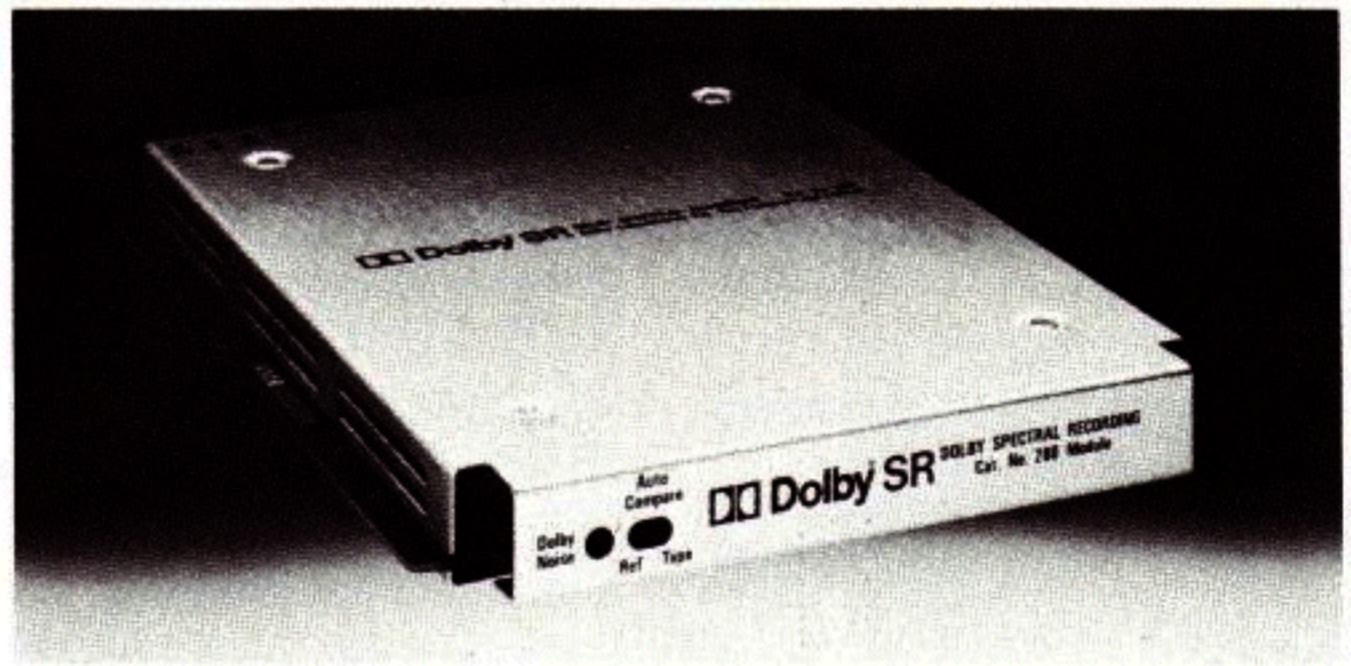
- **TVOntario**, for a French rebroadcaster (la chaîne française) at Sudbury, 164.4 kw

on channel 25; and for an English rebroadcaster at Tobermory, 50w, ch.49.

- **CHOZ-FM St. John's**, for a rebroadcaster at Clarendville, 2.4 kw on 105.3.
- Golden West Broadcasting, to acquire **CISV Winkler-Morden**, Manitoba, from Sun Valley Radio Inc. The owners of CISV have stated that the station is not a viable operation on its own.
- **CFOS Owen Sound, ON**, for a Group I music format on FM, 100 kw, 106.5 MHz.
- **CKNX-FM Wingham** for rebroadcasters at Owen Sound (50w on 103.7) and Meaford, ON (80w on 105.5).

—continued on next page

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CHAREST GROUP WINS LICENCE FOR NEW FM IN VICTORIA

Roger R. Charest, representing a company to be incorporated, is the successful applicant for Victoria's second FM station. Denied were applications by C-FAX Radio and Selkirk Broadcasting (CJVI).

The independent FM will operate on 100.3 MHz with a power of 84 kw. Its Group II music format will be directed to the 15-30 age group, and commitments include \$285,000 over five years for Canadian talent. Use of SCMO was denied, pending filing of a detailed plan for the ethnic programming proposed by Charest, who operates multicultural station CKER Edmonton.

ONTARIO RADIO STATIONS GET NEW OWNERSHIP

The CRTC has approved the following transfers:

- Middlesex Broadcasters (CJBK/CJBX-FM London) and Sarnia Broadcasters (CHOK Sarnia), controlled by Rich Richardson, to Middlesex Lambton Communications Ltd., owned by the Zwig Family Trust.
- CJOY/CKLA-FM Guelph and Galt Broadcasting Co. Ltd. (CIAM, formerly CFTJ, Cambridge), to Kawartha Broadcasting Co Ltd.

CJMO MONCTON ON-AIR JUNE 19

CJMO-FM reports that after some delays caused by Moncton's accumulated winter snowfall of three metres, 'Rock 103 FM' is expected to hit the airwaves on June

19th. Staff includes Larry McCaw, PD; Paul Wiggins from CFMI-FM Vancouver; Al Roberts, morning host, from K-900 Sherbrooke; Dave Manship in sales; Heidi O'Brien, traffic; Gerry Proctor, ND, who returns to the local news scene after a stint with the CBC; and Marty Kingston, who returns to his home town from CKEY Toronto. Heading the operation is Rick Gordon, GM/SM, and technical director is Mike Leaman, who described the CJMO facilities in BT (April/87, page 12).

FM BIDS AT BATHURST HEARING

Three applications for French-language FM in northeastern New Brunswick were heard at a May hearing in Bathurst:

- Radiodiffusion Beausoleil (CHAU-TV), for a light rock format aimed at the 25-49 age group;
- Radio de la Baie, for an easy listening format to appeal to the +25 group; and
- Radio Peninsule Inc., for a community station targeting the 15-24 audience.

Other stations in the news...

- Omitted inadvertently from BT's list of CAN PRO winners (May/87, page 36) was the "Childrens Series" category. **CHRO-TV Pembroke** won the gold for *Teen Machine*, which also won first prize at the Childrens Broadcast Institute Awards.

- Call letters for the new FM licensed to CFJR will be **CHXL-FM Brockville**. An application for purchase of both stations by St. Lawrence Broadcasting, owners of **CKLC/CFLY-FM Kingston**, will be heard at the July 8 hearing in Hull.

CITV EXPANDS TO RED DEER

A rebroadcaster of CITV-TV Edmonton has been licensed for Red Deer, Alberta, to operate on channel 10, 180 kw ERP. It will be jointly owned by Allarcom (CITV) and Monarch Broadcasting (CKRD-TV Red Deer), and will receive the CITV feed via satellite. Monarch will own and operate the station, in return being allowed to sell 50% of the availabilities between 6pm and 6am. It is estimated that the new station will make CITV's signal available to twice as many people in the coverage area as now receive it via cable TV. At least 2.5 hours of local programming are to be broadcast, commencing with the second year of operation, and the CRTC has also stipulated that the station will not be entitled to priority carriage on cable TV systems serving Calgary.

PATTISON PURCHASE APPROVED

Applications by Jim Pattison Industries Ltd. for control of broadcast operations in Kamloops has been approved by the CRTC. Involved are Twin Cities Radio Ltd. (CFJC/CIFM-FM, CFFM-FM Williams Lake, 11 rebroadcasters) and Inland Broadcasters (CFJC-TV and 10 rebroadcasters). Pattison has committed more than \$1.5 million to improve the facilities over the next five years, and will also increase contributions to Canadian talent, expand news coverage, and make available the programming and expertise of its stations in Vancouver, CJOR/CJRR-FM.

MORE BIDS FOR WEST COAST FMs

June hearings are being held by the CRTC in Vancouver and Red Deer. Among the B.C. applications scheduled:

- Gordon M. Leighton, representing a company to be incorporated, for a pop/soft rock format, 5,000 watts on 96.5, at Courtenay-Campbell River, B.C., with a rebroadcaster at Port Alberni, 129 watts on 93.3 MHz. Leighton is manager of CKPG/ CIOL-FM Prince George.
- CFCP Radio Ltd., Courtenay, for a country music format, 7,112 watts on 98.9.
- Mountain FM, for a station to serve the Vancouver North Shore, 3 kw on 107.1, the frequency now occupied by CISC-FM Gibsons, also owned by Mountain FM.
- Selkirk Broadcasting, for a rebroadcaster of CKKS-FM Vancouver at Whistler, 98 watts on 96.9 MHz.

The Red Deer hearing will include the applications by Shaw Cablesystems Ltd. of Edmonton to acquire CKGY and CFCR-FM Red Deer, CHEC Lethbridge and CKTA Taber, Alberta.

A score of radio stations have been called to the hearings to explain apparent non-compliance regarding scheduling of Canadian content, maintenance of logger tapes, and level of 'hits' broadcast.

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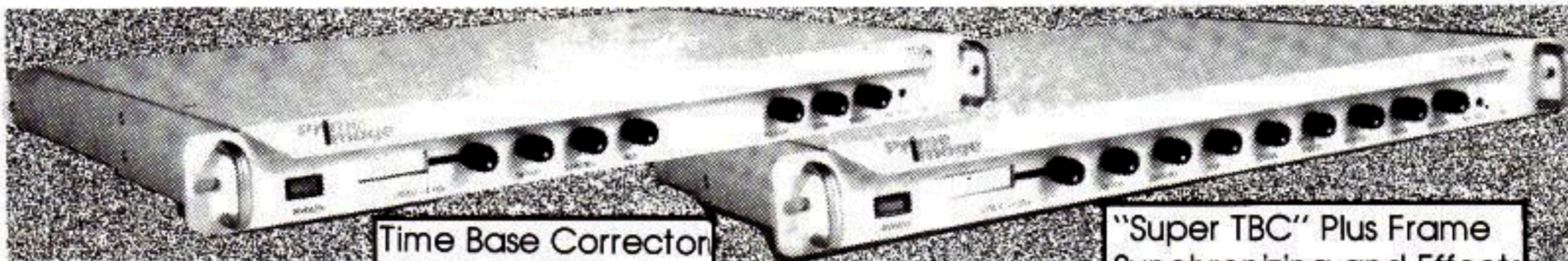
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RE-ORGANIZATION APPROVED FOR CKDA/CFMS-FM VICTORIA

The transfer of CKDA/CFMS-FM Victoria to a company owned 75% by its president, Mrs. Sheridan Armstrong, and 25% by Chuck Camroux, vice-president and general manager, has been approved by the CRTC. The decision ends two years of uncertainty following the death of the founder, David Armstrong, in April, 1985. The value of the stations has been set at slightly more than \$3.25 million, and an agreement provides that if, after 10 years, Camroux has not sold his interest to Mrs. Sheridan, he will accept an offer from the family to purchase all shares at fair market value.

The new company plans to spend

\$925,000 to relocate the studios, upgrade programming equipment and introduce stereo on CKDA. CFMS-FM has already acquired a new compact disc library of 3,600 classical music selection. Mobile facilities will also be improved, and \$270,000 is to be spent over the next five years to develop local talent. The David Armstrong Scholarship Fund will be created to assist students enrolled in the broadcasting or journalism programs at Camosun College.

Replying to an opposing intervention by Wayne Stafford, who had sought to gain control of CKDA/CFMS last year, the Commission notes that—even with the licensing of a new FM in the market—it has no concerns about the proposed financing or operation of the stations.

'COMMUNITY' FM DENIED

Marvin Day has lost out in his bid for a 50-watt country music FM station at Maple Ridge, BC, a community of 30,000 only 15 miles east of Vancouver. Day, who once operated a small station in Turkey, said he would rely on volunteers to staff the station until he could afford to pay them. However, the CRTC noted that, despite his evident interest in providing a service to the community, Day had failed to supply a detailed market study, and his programming plans were 'unrealistic'. The application was opposed by four of the radio stations in the area, two of which have country music formats.

Cover story:

CHCM MARYSTOWN — NEW FACILITIES PROVIDING IMPROVED SERVICE TO NEWFOUNDLAND COMMUNITIES



Production Control Room. McCurdy 16-channel board mixes the inputs from 2 McCurdy turntables, 2 PR-99 Revox tape machines, 2 Fidelipac CTR-14 cart machines, Technics cassette machine, local mic, 2 announce booths, satellite and microwave feeds. The entire audio system within the station is stereo, in anticipation of AM stereo operation. In the meantime this provides a degree of equipment redundancy, which engineering appreciates!



Newsroom accommodates two work stations, each equipped with Revox PR-99 tape machine, Fidelipac CTR-14 cart machine, two Marantz cassette machines, and network control panel. Photo also shows three news service printers. Not yet installed at time of photo was a screen and printer connecting to the VOCM IBM System 36 Computer in St. John's.



Exterior of expanded CHCM studio building. All on-air broadcast operations are on the second floor. They comprise master control, production, control room, announce studios 1 and 2, newsroom, music library and announcers' office. The two large windows on the front are for the two control rooms. On the main floor are the reception area, managers office, sales, program director, engineering, test centre, emergency generator, storage and washrooms.



Master Control Room. Another McCurdy 16-channel board handles 2 McCurdy turntables, 2 PR-99 Revox tape machines, local mic, 2 announce booths, 4 Fidelipac playback cart machines through a custom sequencer which will handle up to 8 machines and provides for remote start from satellite control in St. John's to insert local announcements during network operations.

The video monitor is part of a surveillance system which uses two cameras to monitor the entrance to the building and the main floor hallway. This system also supports the door intercom used when doors are locked at night and on weekends.

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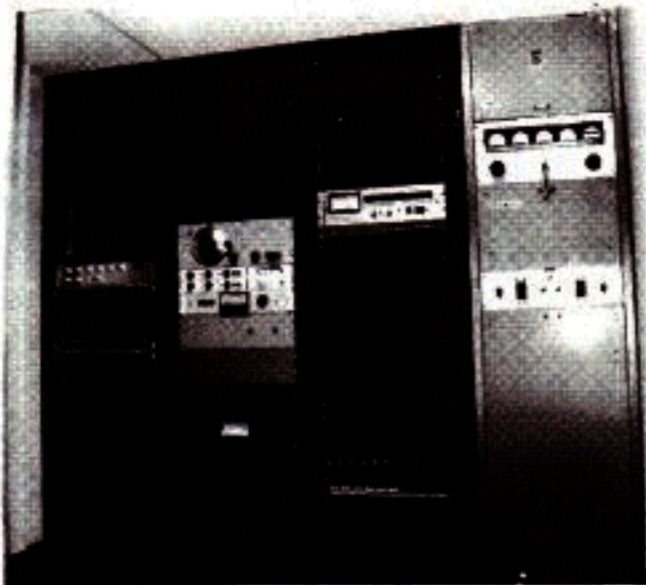
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Test Centre. A view of the 'neat side' of the Engineering Department space. A 1kw standby transmitter is on the right; the remainder of the racks contain: satellite receiver & monitor, off-air receivers; test and measuring equipment, main transmitter remote control, audio limiter-compressors, audio distribution amplifiers, house D.C. power supplies & distribution, video camera switching (surveillance)... and 'a host of engineering skeletons' artfully concealed behind McCurdy-blue panels. Behind these racks is a main frame for cable routing and the (ahem) well-appointed workshop.'

CHCM Marystown is one of eight stations comprising the VOXM Radio Newfoundland group. The network grew from one station—VOXM St. John's—which has served Newfoundland for over half a century.

CHCM was established in 1962 to cover the Burin Peninsula, identified as a potential growth area. The original station was 1000 watts day/500 watts night, with studios and transmitter in one building—a residential-type bungalow, which fitted in with the suburban surroundings.

Marystown and the Burin Peninsula grew apace, and with the increased importance of the core industries, such as the shipyard and the several fish processing plants in the area. CHCM was upgraded to 10,000 watts in 1976, with an entirely new transmitter plant located six miles from the city.

Marystown participated heavily in the offshore oil exploration activity of recent years, due to the availability of a secure deep-water harbor to accommodate semi-submersible drilling rigs for repair and refit work. The availability of a skilled work force at the shipyard was a big factor in the decision of the multi-national owners of these staggeringly expensive vessels to use Marystown as a resource centre for their operations.

The staff at CHCM coped valiantly with the increased need for services, using a 20-year-old plant in very inadequate accommodations, until the summer of 1986 when it was decided to upgrade the facilities. A completely new studio facility was built in and around the existing one.

BROADCAST TECHNOLOGY



Reception Area. Reg McCausland notes, "We expend much effort in the design of our reception area since, in a station the size of CHCM, it is the hub of our business activities." Equipment includes:

- Monitor console for digital 'phone system;
- VHF radio access—one of five locations in the building which can access 2-way radio to vehicles on the road;
- Building paging;
- "Hotline" voice data links to other stations in the network;
- Logger recorder.

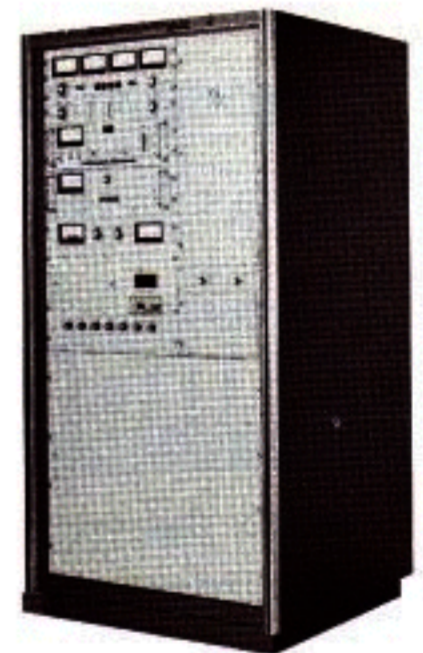


Generator. 25 kw diesel generator is capable of operating the essential services in the building (we did not include management and sales; let them 'freeze in the dark'— or go out and sell!) This plant is essential, since much of our coverage extends to isolated communities where CHCM is regarded as an essential link during extended Power outages.

Editor's note: Our thanks to Reg McCausland, director of engineering, VOXM Radio Newfoundland Ltd., for his co-operation in providing this photo story on CHCM's new facilities—along with a few of his own insights into the project... Broadcast Technology welcomes similar stories from other broadcast facilities throughout Canada.

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PRAIRIE REGION RTNDA AWARDS

RTNDA award winners for the Prairie region were named at the May 9th regional meeting, held at the Sheraton Hotel in Winnipeg. National award winners, to be announced at the RTNDA Canada convention in Hamilton, Ontario, June 20th, are selected from the regional nominees. The Prairie awards are as follows:

CHARLIE EDWARDS AWARD: for excellence in reporting a major news event.
CITV-TV Edmonton, Peter Tadman, ND—*Report of Peerless Lake tragedy.*
CJOB Radio, Winnipeg, Bob Beaton, ND—*The Blizzard of '86.*

Honorable Mention:

CFRN-TV Edmonton—*Hinton rail disaster.*
CHEC Radio, Lethbridge—*Coverage of \$2 million fire at Cardston grain elevator.*

DAN McARTHUR AWARD: for documentaries or news specials.

CITV-TV Edmonton—*Shattered Innocence (child abuse).*
CHEC Radio, Lethbridge, Glen Kirby, ND—*Reports on suicide.*

Honorable Mention:

CFAC-TV Calgary—*A Canadian on Death Row;* CFRN-TV Edmonton—*Street Kids.*
CJOB Radio, Winnipeg—*The Insurance Crunch.*

DAVE ROGERS AWARD: for excellence in feature or human interest stories.

CFCN-TV Calgary, Thompson MacDonald, ND—*Kananaskis Country.*
CJAY-FM Calgary, Dale O'Hara, ND—*A Private Hell (on bulimia or obsessive eating).*

Honorable Mention:

CITV-TV Edmonton—*Those Daring Young Men (training of Canadian fighter pilots).*
CHED Radio, Edmonton—*Feeling Yes, Feeling No (child abuse).*

SAM ROSS AWARD: for outstanding community leadership.

CFCN-TV Lethbridge, Derek Deboldt, ND—*Alberta's Opposition: Can It Survive?*
CJOB Radio, Winnipeg—*The Blizzard of '86.*

Honorable Mention:

CHEC Lethbridge—*Sugar Beets: A Dilemma;* CHED Edmonton—*Eddie Keen editorials.*

FIVE CBC-TV TRANSMITTERS TO REPLACE CFPL-TV AND CKNX-TV

The CBC will build five transmitters in southwestern Ontario to replace privately-owned CFPL-TV London and CKNX-TV Wingham. The two stations have been given CRTC approval to disaffiliate from the network effective August 31, 1988.

Parameters for the CBC stations have been revised as follows:

- London—1000 kw on channel 40 (not 69). (It is proposed to move CBLFT-9 London from channel 40 to 53, increasing power from 24.4 kw to 38.4 kw.)
- Kitchener—258 kw on channel 56 (power increased from 15.1 kw so that a station will not be needed at Simcoe).
- Blenheim/Chatham—4 kw on channel 64 (instead of 2 kw on channel 16).
- Sarnia—10 kw on channel 34 (not 17).
- Wingham—828 kw on channel 45 (no change). The program source for the CBC rebroadcaster at Warton would become CBC Wingham rather than CKNX-TV.

London and Wingham would receive the CBLT Toronto feed via microwave.

The CBC plans to promote the switch to the UHF band, but says many viewers are already accustomed to tuning UHF for TVOntario and the CBC French network. Cable penetration is 69% in London, but only 52% in the Wingham area.

Since the federal government refused to fund the new CBC transmitters, they will be leased for five years, with an annual payment of 26% of their value. The CBC would then have an option to purchase the facilities. (It is reported that the cost of the transmitters is about \$10 million, with maintenance \$1 million a year.)

The CBC had projected advertising revenues for the western Ontario group of \$5 million in the first year of operation, increasing by 10% a year. However, the CRTC ruled that it may not solicit local advertising, which the CBC had estimated at \$500,000 a year. While there are no plans for local programming, CBLT will expand its coverage of the area, especially in news and public affairs.

In disaffiliating from the CBC, CFPL-TV and CKNX-TV point to increased control by the Corporation of their time, "without recognition by the CBC of the financial consequences to its private affiliates."

CFPL-TV estimates it will cost \$4.5 million a year to replace the CBC news and programming services, and staff would be increased by 26. In the first year, revenues are expected to remain about the same as with CBC affiliation, \$16.9 million, of which \$2.4 million is from local sales. Local production, to be increased from 19.5 to 30.5 hours a week, will now cost \$5.5 million. News is to be increased by five hours a week, and a news bureau will be established at the Ontario Legislature. Capital expenditures by CFPL-TV will total \$7 million during the period 1985-89.

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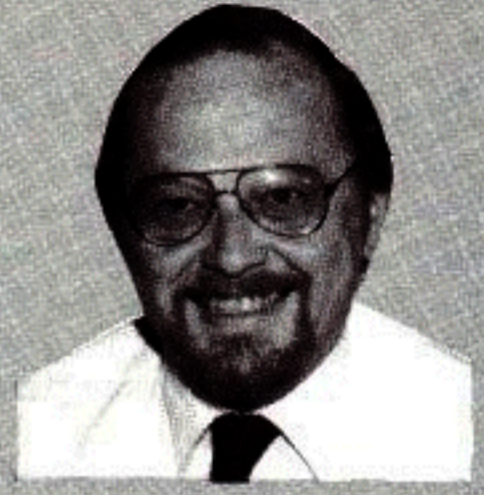
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Howard Christensen's column:

'Good Humor Makes Most Things Tolerable...'



People...

Toronto's new easy listening FM station, owned by **Bob Redmond**, is now on the air. The morning man at EZ97 (CJEZ-FM) is **Jay Nelson**, ex of CKEY Toronto. Jay is best remembered for his long stint as morning man at CHUM. Before going to Toronto, way back when, us kids used to watch him on WKBW-TV Buffalo when he was known as 'Jungle Jay' and host of a cartoon program. And **Bob Kennedy**, also with CHUM in his resume, is ND. Bob has a wealth of experience including a term as news director at the big ten-five-oh.

Speaking of former CHUM news directors, probably the biggest surprise this spring was the move by **Dick Smyth** from CHUM to former arch rival rocker CFTR. ND **John Hinnen** says Dick's title is 'senior editorialist'. Dick has also switched to CFMT-TV Toronto from CHUM-owned CITY, presumably to continue his series of commentaries. Morning man **Tom Rivers** and Smyth go back a long way. Dick was Tom's master of ceremonies when

he married **Ariel**... (Rivers, by the way, says photographs were taken of the infamous liaison between PTL's Jim Bakker and that secretary. But Tom says the pix didn't turn out: "The spirit was willing but the flash was weak"...)

It was 'Two O'Clock High' for CJBC Sydney ND **Dave Wilson**. It was more like 'One-Thirty, Bye!' And with that missed flight—which Dave blames on a Fredericton cab company, CP Air, the Radio-Television News Directors Association, Howard Johnson's Hotel, and anything that moves—began the saga of 'How Does Dave Get Home?' Between bits of a helping hand extended by those delegates still at Fredericton, there were certain not-so-helpful moves made. Seems Dave had a run-in with a certain 'Captain Bridges' after he managed to book a later plane. Captain Bridges, by the way, was played by CJCH Halifax ND **Chuck Bridges**, co-starring CP/BN Halifax bureau chief **Ian Donaldson** as the co-pilot, with choreography by a Fredericton passenger agent and a willing flight attendant. Dave says he may never leave Sydney again.

MuchMusic's **J.D. Roberts** is moving along in his career, becoming a weekend anchorman and general reporter with CITY-TV in Toronto. His background includes stints at CFOS Owen Sound, CHYM Kitchener, CJBK London and CHUM Toronto... CJDC Dawson Creek ND **Denis Sabourin** says there was a sasquatch sighting near Dawson Creek. Denis says the sasquatch did not see his shadow and that means there'll be another six more years of continuous winter there... Broadcast News cable account exec **Stephanie MacKendrick** has left BN to take up new duties with Rogers Cable in Toronto as director of advertising. Break a leg, Steph!

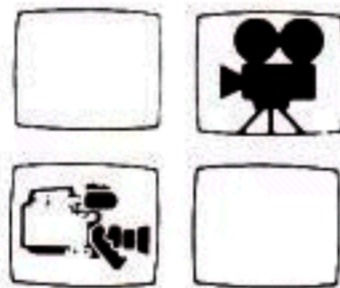
Remember **Fred Allen**? Allen was on U.S. network radio in the glory days before TV imposed a phalanx of antennae across the landscape. Allen was a mischievous sort, who had lots to say about radio and its people. The most memorable: "Sense doesn't make sense in radio," and "On ships they call themselves barnacles; in radio they attach themselves to desks, and are called vice-presidents"... American humor writer **Don Herald**, another old-timer, said: "Before the advent of radio, there were advantages to being a shut-in."

The Toronto *Sun*'s **Gary Dunford** supports Fred Allen's VP story. He writes: "The judge was astounded. 'You've been married three times, Mrs. Loomis—and you claim not one of these marriages has been consummated? How can that be?' Mrs. Loomis nods. 'My first husband fell down an elevator shaft on our wedding night,' she explains. 'My second husband dropped dead jogging while I was changing clothes from the reception.' 'And your third husband, the one you're trying to divorce after three years?' asks the judge. 'Surely, this marriage has been consummated?.' 'He's a CTV vice-president. All he ever does is sit on the edge of the bed, and tell me how good it's going to be.'"

Which broadcaster's wife is known as "Mrs. U.X.B." (un-exploded bomb)?

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Marketing...

Bill Ballantine, assistant GM at CJEZ-FM Toronto, asked about the recent Environics survey that showed 7% of respondents chose radio as their prime source of news, said he wasn't surprised. "What people at the answering end of such surveys don't take into consideration—in the rapid fire of such question and answer exchanges—is the tremendous 'comfort zone' most folks have built up with their station choice." He's right. By posing some specific, unbiased questions in a general survey about radio, I'd bet on a whole new range of answers.

CFOS GM **Ross Kentner**, organizing this year's Kitchener meeting of the Central Canada Broadcasters' Association June 21-23 at the Valhalla Inn, is promising timely and informative sessions. Ross also says there will be an expanded programming/promotion/administration trade show. Look, too, for authentic Bavarian hospitality and social events which have made Kitchener world famous. Also promised is the best-ever golf tournament.

Paul Harvey's popular series of news and feature material has been beefed-up to include a Saturday edition of *The Rest of The Story*. The addition provides weekend listeners and advertisers with the opportunity to get acquainted with North America's most listened-to broadcaster.

"Most of us miss out on life's big prizes. The Pulitzer. The Nobel. Oscars. Tonys. Emmys. But we're all eligible for life's small pleasures. A pat on the back. A kiss behind the ear. A four-pound bass. A full moon. An empty parking space. A crackling fire. A great meal. A glorious sunset. Hot soup. Cold beer. Don't fret about cropping life's grand awards. Enjoy its tiny delights. There are plenty for all of us."—*United Technologies Corporation*.

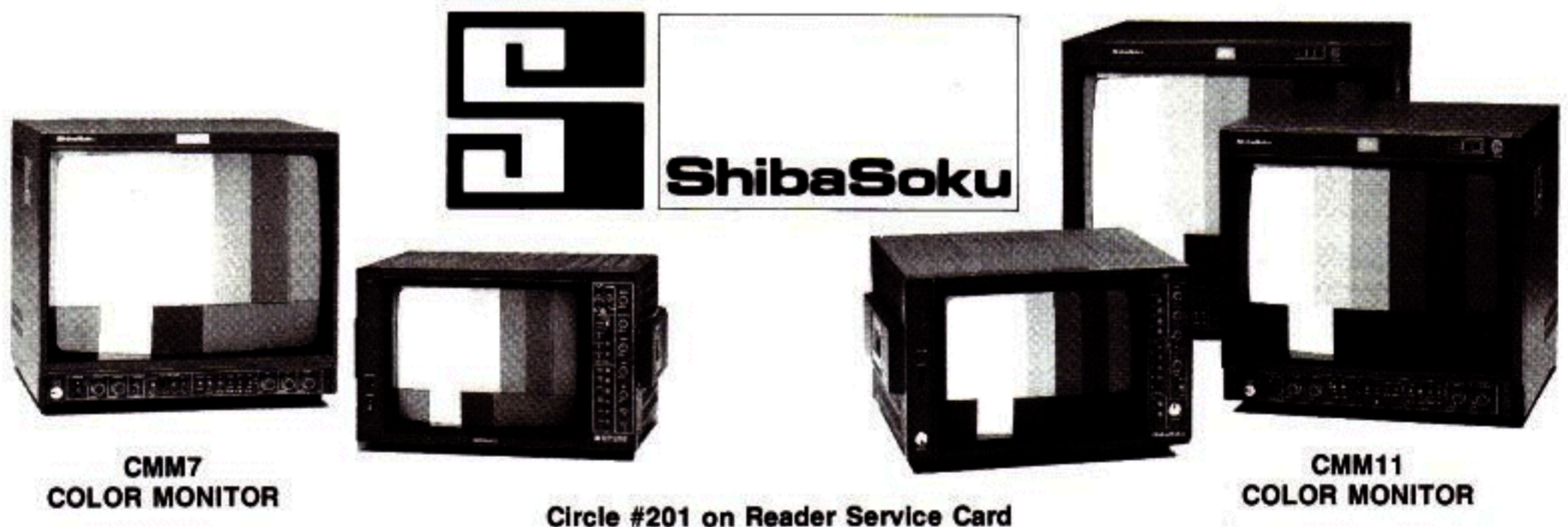
News...

• ELECTRONIC ACCESS TO COURTROOMS, with panelists Mr. Justice **William Parker**, Toronto lawyers (and anti-capital punishment proponent) **Eddie Greenspan** and **Morris Manning**, and CFCN Calgary ND **Thomson MacDonald**; • CONTEMPT OF COURT, with panelists **Harry Kopyto**, **John Festinger** and **Stuart Robertson**; • SCANDALS IN OTTAWA, with panelists MP **Sheila Copps**, CBC TV Ottawa reporter **Mike Duffy**, **Tom McPhail** and **Tom Cherington**. These are only some of the attractions to the national convention of the Radio-Television News Directors' Association annual meeting June 18 through 20 at Hamilton. Socially, convention organizer **John Best**, ND at CHCH-TV, has laid on a harbour cruise, a spouses program, an elegant wind-up President's Dinner and plenty of other activities.

From the U.S. RTNDA newsletter, *Intercom*: An Omaha station is doing its part to give radio folks a technological term to rival the initials TV counterparts throw around—ENG, SNG, etc. It's VANG: 'Video-Assisted News Gathering.' KKAR ND **Bob Murray** says his reporters will be recording key stories on videotape. He says it will help reporters update stories they did not originally cover. Station GM **Steve Brown** says it will provide better sound quality than standard audio-only recorders.

From *R&R*: A comeback for News on U.S. AC Formats. In Rochester, NY, WVOR GM **John Elliott** says, "If someone is listening to FM for music, they're probably looking for news, too." **Tim Maranville** at KZMQ Las Vegas says, "We stop music sweeps to run news. People need and want it in morning drive." And **Bruce Goldsen**, PD at WTFM Kingsport-Bristol, Tenn.,

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says, "Paul Harvey's *News and Comment* and *Rest of the Story* are sacred here. I can't consider doing anything without them." ABC Radio director/network programming **Susan Moran** says "News is hot information, and listeners want that information shared with them in an interesting way. Whatever small segment of the 25-55 pie ACs go for determines how serious it wants news to be. The hard/soft news mixture must be compatible with the station's demo. The interest in news gets greater as the demo grows older." Moran says, too, that people are concerned about non-news items. She cites a recent interview with the stars of *Moonlighting* to determine how far behind schedule the TV show has fallen. Says Moran, "To some AC stations, that's as important as the latest dealings on the Iran arms deal."

News Handling...

In last month's BT, we discussed how the News Director can help the reporter. This month we look at *HOW A REPORTER CAN HELP THE NEWS DIRECTOR/ANCHOR*: Be accurate... Don't be afraid to challenge changes an anchor makes, but first ask yourself: Is this a matter of taste, or is it an improvement?... Be sure your story is read before you leave or that you can be reached... Point out possible problems in your story... Be professional, not petty... Treat the anchor like a thinking, feeling human being, not a desk-bound mutant who's the only thing standing between you and an RTNDA award... Be cheerful and enthusiastic. You're not in this for the money so you might as well have fun. Your behavior matters... Suggest sane, interesting or challenging stories *often*, so that news directors need not rely on the formulas that simply fill time... Keep the newsroom informed... Edit yourself. No sloppy copy... Don't crowd the deadlines... Check your math... Have story ideas ready; don't expect the news director to provide all the ideas... Learn from your mistakes. If an editor changes your copy, find out why.

If the change was valid, try to avoid making the same mistake again... Give every story you can a final polish... Realize that good writing takes no more space than bad writing; it's sometimes shorter... If there are mines in your story, let your news director or anchorperson in on the secret, so she'll know what hits her when it blows up in both your faces... Be candid. On-air people read copy, not minds... Do your best. Every news director wants excellence... The burden for accuracy falls on you. Only you can make it factual... Write follow-up stories without a reminder... Learn to spell... Stay in touch with the desk so he knows how the story is progressing... Don't write a word, phrase, sentence, paragraph or story you don't understand (When in doubt, leave it out!)... Take new approaches from time to time; maintain an interest in improving... Maintain a cooperative spirit. Reporters who refuse to admit they are part of a team—not freelancers—are heading for frustration and building obstacles an editor must climb over... Care for words. This comes from thought and creativity... Don't be an isolationist. Have a realistic concept of who the anchor is and what she needs as well as what she wants.

Quickies...

Gerry Proctor has taken control of CJMO-FM News, Moncton... **Tom Young**, ND at CFBC Saint John, says he knows for certain that our prime minister was Canada's first test-tube baby (ask him)... Mid Canada Radio's **Gerry Clifford** says there's no point in worrying. With eleven northern Ontario radio stations to run, Gerry just keeps on smiling... CHNS Halifax GM/VP **Dennis O'Neill** looks great (I had to say that. He bought lunch)... Ever heard CBC Fredericton reporter **Duncan Matheson** try to explain something in a hospitality suite after 11 pm?... I don't know who she is, but there's a staffer at CKLQ Brandon known only as **Marguerite** who, when discussing financial matters, has a great sense of humor... **Terry Harley**, who had been assistant ND at CFOS Owen Sound has made the big switch to retail sales there... **Scott Armstrong**, ex of CKDA Victoria, is now ND at CIDC-FM Orangeville... Former CIGO Port Hawkesbury GM **Bruce Lee** is now one of those red-jacketed fellows in the TV ads who jump for joy and freeze. He's selling Toyotas across the road for CIGO while PD **Bob MacEachern** is now in the GM's job... and **Sue Baker** left CJLB Thunder Bay to take up morning news duties at CKSL London.

My backboard of station bumper stickers now includes CKGB Timmins, CKKW Kitchener, CJOY Guelph, CJCH Halifax, CJFM Montreal, CHYM Kitchener, CKGL Kitchener, AM96 Cambridge, CKSO Sudbury, CKCL Truro, CKSL London, CFCF Montreal and CJDC Dawson Creek. Contributions gratefully accepted.

Kicker...

Newsradio Ottawa Bureau Chief **Fred Ennis** is quite a ladies' man. He also loves gadgets. BN's **Dan Dugas** tells of the time he helped Fred with some home renovations. Fred had a control board set up with various buttons and switches. He asked Dan to push button number 4. When pushed, Dan says, the lighting faded. Fred then said, "Try button number 5." The stereo automatically switched on with the appropriate mood music. "Now try button number 6," said Fred. Dan says he pushed the button but nothing happened. He looked at Fred quizzically. Fred leered and said, "The electric blanket is warming up."

Got a good item from the world of management, programming, sales or news? Any kickers? Let BT readers know about it by writing to me c/o Broadcast News Ltd., 36 King Street East, Toronto, Ontario, M5C 2L9.

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

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A. Davidson Dunton Began 'The Process of Change'...

by Lyman Potts

The recent death in Ottawa of A. Davidson Dunton recalled to mind his tenure as chairman of the Canadian Broadcasting Corporation. It was in the days when the CBC, to the consternation of private broadcasters, not only was a competitor for revenue and audience, but also was the regulator of the industry—a situation that existed until the establishment of the Board of Broadcast Governors in 1958. (The position of the CBC could be likened to a hypothetical situation in which the Canadian National Railroad, operating in competition with the Canadian Pacific Railroad, would be in a position to decree where the CPR could lay its tracks, the communities it could serve, the number of trains it could run per day, the times at which those trains could run, and the number of cars or coaches on each train.)

For years—even before the formation of the CBC in 1936—in appearances before parliamentary committees dealing with radio, the private broadcasters had sought relief from this unfair position, but without success. While continuing to press for a separate regulatory body like the Railway Commission, the station operators also complained about a number of restrictive regulations which they considered to have no real purpose.

On striking out with the elected representatives on Parliament, the broadcasters, in a moment of desperation, laid their case before the tax-payers through their own media and in a paid newspaper advertising campaign, hoping to elicit the sympathy of the public with their predicament—again, to no avail.

In fairness to A. Davidson Dunton, it must be pointed out that he had not been a party to the drawing up of the CBC's regulations for radio, having just come from the newspaper industry.

Shortly after assuming his role as chairman of the CBC, and conscious of the tensions between the CBC and private broadcasters, Mr. Dunton arranged a series of regional meetings with station owners and management to introduce himself and to provide opportunities for discussion of mutual concerns.

At the time, I was in a management position at CKOC in Hamilton, and was one of those invited to attend a meeting of southwestern Ontario station executives and owners. I remember that we sat on both sides of an oblong table in a hotel room, with Dunton at the head.

It was a harmonious affair and the CBC chairman was received as a breath of fresh air. For one, I was deeply impressed with him, an admiration that grew with

each passing year.

At one point, he asked for specific complaints. There was a silence. Then, as people who know me would expect, I piped up. "Mr. Dunton," I stammered, "how about the regulation that prohibits us from mentioning price in a commercial announcement? We can describe an article in infinite detail and at length, but we are barred from mentioning (or alluding by comparison to known prices of familiar merchandise) the selling price of an article? Old timers tell me that this ban on price resulted from pressure on the government from the print media to fetter this new competitor for advertising dollars, but I would like to think this is not true. Regardless, the regulation does not serve any useful purpose."

Dunton quickly agreed and said, "Write me a letter about it and I will take it up with the Board." My fellow broadcasters seated around the table were dumbfounded, as I was.

Canada's private broadcasters eventually won 'the right to exist'...

To me, it seemed inappropriate that this humble broadcaster on his own should respond to the invitation. Returning to Hamilton, I wrote Jim Allard, the executive secretary of the CAB, told him of the incident and suggested he take up the matter at an industry level. Jim set up a meeting of a number of nearby broadcasters in London to discuss the approach to be taken. At the end of the day, we came up with a proposition to be sent to Mr. Dunton. We asked that the prohibition on price mention be eliminated, but suggested a limit of a maximum of three price mentions during one commercial.

On receipt of the CAB's missive, Dunton replied, "I don't care how many times you include price in a commercial—we are taking out the regulation." And he did.

Warming to this new attitude by the regulatory body, I subsequently raised the nuisance of the required identification of mechanical reproductions. The regulations provided that when we used anything of a recorded nature—commercials, records or transcriptions—we had to say "The following announcement (program) is transcribed (recorded)". We were also required to note on the log that this announcement was made by inscribing "AM" (announcement made).

I pointed out that while this regulation had obviously been made to satisfy talent unions at one time, that musicians and actors for some time had been willing parties to the making of such announcements for radio, and were being paid the asking price and more for their services. Also, the only people to suffer from the regulation were our listeners. Mr. Dunton agreed that the requirement for commercials was redundant, but programs of records and/or transcriptions had to continue to be identified in openings and closings. (In later years, the CRTC wiped out all such requirements.)

There was also a restriction on the use of recorded/transcribed programs from 7:30 pm to 11 pm. Such programs, even though they might have been syndicated on transcriptions (usually 16-inch 33.3 rpm platters) exclusively for radio broadcasting (compare tape/filmed syndicated programs on TV), and even if they had been produced in Canada with Canadian musicians and actors, fell within the scope of this regulation. Easement was reluctantly given upon written application to the CBC, and a station was lucky to be allowed a half-hour sponsored program (one advertiser) and a half-hour sustaining program (no advertising) nightly. If a station should pre-record a local program of live talent for prime-time exposure, it had to be considered as part of such allotment. The regulation was not fully aimed at the use of electrical transcriptions, but was designed to stunt the use of American syndicated programs.

Once, in conversation with George Young, a popular CBC official in charge of station relations and regulations, I pointed out the unfairness of penalizing the use of transcriptions made by stations with local talent. The result? He arranged for the exemption of such programs from the regulation.

Earlier, while on a tour of the CBC's Toronto studios with George Young, we encountered a live soap opera in progress. The dialogue ended and an organ was heard. Curiously, I peered around the studio looking for the organist (perhaps Quentin MacLean!) My eyes finally landed on a turntable. The music was on a disc. This was followed by a commercial on a disc. No mention was made on the air of any use of transcriptions. Obviously, the CBC staff did not take the regulations seriously. Needless to say, Mr. Young was embarrassed. The incident merely highlighted the stupidity of the regulation.

Today's broadcasters may also find it difficult to believe that no commercials,

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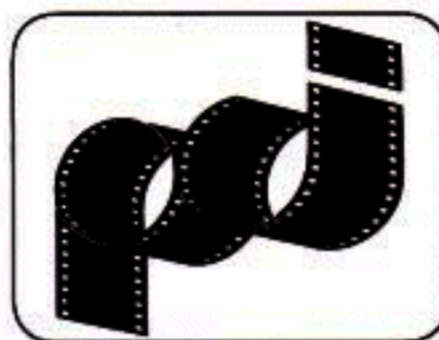
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C A M E R A

except those contained in a sponsored program, could be broadcast between 7:30 pm and 11:00 pm. In a half-hour program, the listener would hear three one-minute commercials for *one* sponsor, but not for three separate advertisers. There could be no station-break spots or flashes—simply no advertising, except for the sponsor who could afford to buy a period of program time. Eventually, this was changed.

There were other situations which riled private broadcasters—among them, the right to a continuing existence (even for good behavior), or the opportunity to increase the power of their transmitters to overcome co-channel interference from U.S. stations, so that they could be heard in their own communities after sundown!

Too late, but fortunately over the years, the government and its regulator responded to logic. The open warfare between the

CAB (on behalf of private broadcasters) and those who sought to eliminate (and if not to eliminate, to hogtie) private broadcasting, gradually subsided. Stations were given the right to exist, and to exist with enough signal strength to properly serve their communities day and night. Regulations have been eliminated and amended to respond to changes in the developing art of broadcasting. There are still some "differences" between the regulators and the regulated, but we've come a long way.

In my mind, the process of change began with Prime Minister MacKenzie King's appointment of Davidson Dunton as chairman of the CBC. While positioned to ensure the health and development of the CBC, Dunton recognized the unfair climate in which the private stations were struggling, and within the limits of his office, did what he could to bring the CBC

and the private broadcasters closer together in providing a good broadcasting service for the people of Canada.

Davidson Dunton's resignation from the chairmanship of the CBC in the late '50s was viewed with regret by broadcasters across Canada—among them, those who still disagreed with some of the Corporation's policies.

His departure in pursuit of new challenges was a distinct loss to Canadian broadcasting, and his death this year, a great loss to Canada.

J. Lyman Potts is a career broadcaster, known for his accomplishments in having recordings accepted by the BBG and CRTC as qualified units of Canadian content, and for the development of the Canadian Talent Library. Now semi-retired, he serves as a consultant to the broadcasting industry on several subjects.

BROADCAST BEAT

by Phil Stone

Have you heard?... **Bob Oxley**, who'd been co-host of CBC Radio's *World At Six* evening newscasts for over a decade, was moved to *Stereo Morning*, replacing **Terry Campbell** who moved to host of the nighttime music program, *Arts National*... **Paul Rhodes**, who had been a legislative reporter for CKCO-TV Kitchener and CJOH-TV Ottawa, became a media co-ordinator for Ontario Conservative leader **Larry Grossman**... **Marc Paris** was appointed a vp of Telemedia Ontario Broadcasting. He continues as gm of Telemedia Radio Sales... It was a car-truck accident in Yugoslavia where he was vacationing that took the life of **Cliff McKay**. The top musician, who rose to stardom as a member of *The Happy Gang*, was 79. He was a warm, witty man whose company we always enjoyed over the years of working together on live charity shows... Scheduled to be built in Vancouver and said to be the largest production facility in Canada, North Shore Studios, priced at \$20 million, is to include seven sound stages and 100,000 square feet over 14 acres. It is to be built by Cannell Films of Canada Ltd., whose studios in California produce *Stingray*, *Hunter*, *21 Jump Street*, and *Starbuck*... Veteran actress and ACTRA vp **Lyn Jackson** was appointed the first executive director of Animal Performers Canada, a non-profit organization designed to promote the humane treatment of animals used in the entertainment and advertising industries... The Foundation To Underwrite New Drama for Pay-TV (FUND) is said to have more than 2000 scripts actively in development...

CKO's **Frank Switzer** returned to Calgary after a stint in Ottawa, to take charge of the Alberta bureau... **Robin Spry**, the movie and TV film-maker, is the son of **Graham Spry**, founder of the Canadian Broadcasting League... **Stanley Burke**, the former CBC television news anchor, is hosting VU13's daily live program feed to the U.S.-based Financial News Network. *VSE Today* is a five-minute report on the day's trading at the Vancouver Stock Exchange... The Fox Broadcasting Company was able to persuade the Hollywood Chamber of Commerce to let it make a small, temporary addition to the legendary "Hollywood" sign. People looking up into the Hollywood Hills could see "Fox Hollywood". It was a stunt designed to help publicize the inauguration of the United States' fourth network. Fox paid \$27,000 toward the restoration of the sign, which is 64 years old, for the publicity privilege... *Wheel of Fortune*, said to be the most popular program in the history of syndicated television, became the first game show to ever be closed-captioned for the hearing impaired. Incidentally, it is now five years since the Canadian Close Captioning Development Agency was formed... **Ken Short** was named sales manager at CKWX/CKKS-FM Vancouver... **Dan Dierdorf**, the former National Football League all-star tackle who became an announcer for CBS, has joined ABC Sports as an analyst for its *Monday Night Football* telecasts...

Hard to believe that CILQ-FM (Q107) Toronto is now 10 years old, but it is and we are planning to interview senior executive **Gary Slaight** for the July edition of *The Phil Stone Report*... **Lyne Champoux** was appointed director of communications for the Canadian Association of Broadcasters... A *Toronto Star* report says there are staff problems at the CRTC, even with its \$25 million budget. The Commission, it is stated, used to have 500 employees to handle 1,800 applications a year ago. Now it has 400 employees and 4,000 applications... Author **Robertson Davies'** 1986 novel, *What's Bred in the Bone*, will be made into a TV mini-series and will likely go to air on the CBC-TV and BBC-TV in 1989. It's expected the acclaimed book will cost about \$1.5 million per hour to produce... Alliance Entertainment and Robert Cooper Productions, two of Canada's largest TV and movie producers, have merged to form a 'supercompany' with

production and distribution connections not only across Canada but in the United States and Europe. The Alliance name will be kept... The appointment of **Susan Davies** as network product manager, CBC Television Sales was announced by **Glen West**, manager of marketing services. At the same time, **Adam Litzinger**, manager of CBC Television Network Sales announced the appointment of **Jeanette Dauvin** to the position of network sales account supervisor... **Don Brinton**, president, expects SaskWest Television Inc. to go on-air September 7th. Station managers are **Rick Friesen** at CFSK-TV Saskatoon and **Fred Filthaut** at CFRE-TV Regina... **David Suzuki**, who demythologizes science on television, does somewhat the same on himself in a new book titled *Metamorphosis*... **Jimmy Swaggart**, rated as America's most-watched evangelist on television, began his religious career in evangelical camp meetings. He only had an eighth-grade formal education and his earlier careers included working as a honky-tonk piano player and Louisiana swamper... Incidentally, the U.S. National Religious Broadcasters (NRB) is reported to be establishing an 'Ethics and Financial Integrity Commission' to monitor its members' activities...

The departure of **Dick Smyth** from CHUM to CFTR came shortly after program director **Terry Williams** left **Allan Waters'** employ... CBC radio was given exclusive rights to radio coverage of the 1988 Winter Olympic games, both French and English... *Fraggle Rock*, the CBC-TV childrens' puppet program, is slated to move to NBC as a Saturday morning cartoon program next season... The 1988 CAN PRO Festival will be hosted by CKCK-TV Regina... **Jan Tennant** anchored her final broadcast of the evening news on Global TV. Word is she plans to devote her retirement to relaxation and travel. **Mike Anscombe** is replacing her... **Lorne Greene** hasn't appeared at the Stratford Festival since 1955, but his voice is there this season. He recorded a series of speeches in a Hollywood sound studio for use in Stratford's production of *Mother Courage*, described as a brutal anti-war satire... The Canadian Advertising Foundation re-elected **Michael Kennerley** as chairman. A past president of the Broadcast Executives Society and past chairman of the Association of Canadian Advertisers, Kennerley is director, advertising services, General Foods... As a public service promotion, C-FAX Victoria has been distributing "Baby on Board" stickers to car drivers. However, not all of them wound up on cars where young children are frequent passengers. Sharp-eyed photographer **Rory Mahoney** spotted one of the C-FAX stickers on a paddywagon parked outside police headquarters! It's still not clear whether the sticker was put there by one of the police officers intent on giving the prisoners a special message, or just a passerby with a strange sense of humor...

It was a girl, Rebecca Leigh O'Neil, for CITY-TV's **Jeanne Becker** and her husband, CHUM dj **Bob Magee** (whose real name is Denny O'Neil).. CBC-TV News brought **Terry Milewski** back from Jerusalem, where he had been resident correspondent, to replace **Joe Schlesinger** in Washington while the latter is on three months leave. Then Milewski will reportedly be posted to Ottawa... **Robert Carty**, a senior producer with CBC Radio's *Sunday Morning* was one of five journalists awarded South Fellowships to study at the University of Toronto in the 1987-88 academic year. Another recipient was *Globe and Mail* editorial writer **Sheldon Gordon**, who in the past spent three years with the CBC as a researcher and public affairs associate producer. **Jack Humphrey**, the multi-talented TV producer and writer who died at 54 of cancer, left his stamp on several major CBC programs. One of his early radio productions was *Inside From the Outside*, which numbered among its writers **Gary Dunford**, today a major columnist with the *Toronto Sun*... CFNY-FM opened a sales office at 60 St. Clair Avenue East in Toron-

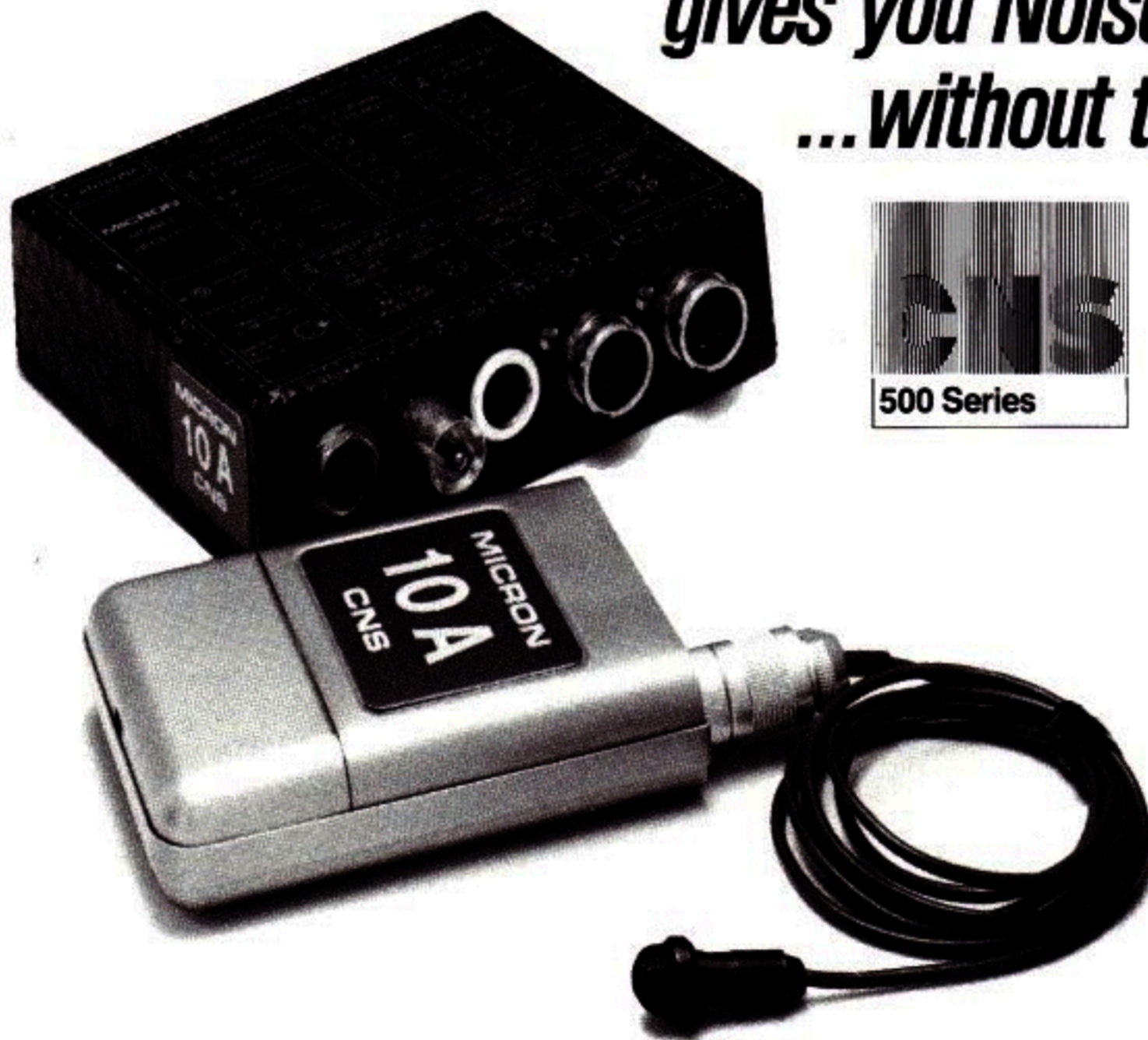
to... **Hugh Brannum**, who played Mr. Green Jeans for 30 years on *Captain Kangaroo* and passed away at 77, was originally a bass fiddle player who in his earlier years was a member of Fred Waring's Pennsylvanians... *Mabel & Maz* is the name of the first sitcom to be produced by **Barbara Streisand**. CBS is looking at the pilot, which co-stars two old-timers—**Geraldine Fitzgerald** and **Shelley Berman**... For the first time in eight years, *60 Minutes* is reported to have been knocked out of TV's top spot in Australia. *Alf*, seen on a rival network, took the lead... Congratulations to CHCH-TV Hamilton, which won a first place Can Pro Gold Award for its production of *The Marriage of Figaro*, produced with Opera Hamilton and directed by CHCH-TV's **Nicholas Olchowy**... Fox Broadcasting, sometimes called the fourth U.S. network, has won the rights for the prime-time Emmy Awards program, scheduled to be broadcast September 30th...

A service bureau to cover British Columbia and Alberta is scheduled for this fall by BBM... **Dennis Trudeau** is leaving his position as host of *As It Happens*, CBC's long-running current affairs program. This autumn he will join CBMT Montreal as host of *Newswatch*... The CRTC has ruled that FM stations with a country format must maintain the current 30% Canadian content quota for at least two years. The CAB had asked that the quota be reduced to 15-20%... **Claire Lawrence**, the Vancouver musician whose background includes scoring music for CBC radio and TV has relocated to Toronto... *Famous Last Words*, **Timothy Findley's** 1981 novel, will be dramatized in five parts by CBC Radio next January. **Damiano Pietropaolo** will produce... CBC-TV's veteran country music performer, **Tommy Hunter**, was named a member of the Order of Canada, and the much-honored **Johnny Lombardi** was one of the winners of the Order of Ontario for service to the province... **Andrew Cowan**, the long-time CBC journalist and administrator who died at age 76, had joined CBC Winnipeg in 1940. During the war

years he was posted to London as a correspondent working with **Matthew Halton** and **Peter Stursberg**. He stayed on as European bureau chief, returning to Canada in 1954. Among his achievements was serving as founding director of the CBC Northern Service... Another well-known CBC figure who passed away was **Dean Aubrey Hughes**, author of the radio series *The Craigs of Briarwood Farm*. That program ran for 26 years from 1939 to 1965. Dean, who passed away at age 79, began his broadcasting career with CFRB Toronto in 1935 as an announcer, and was with the Associated Broadcasting Company in 1937... Dead at age 80 is **Leon Shelly**, the well-known film producer who was a pioneer in 35mm production in Canada... In a recent column we mentioned that **George Tibbles**, the composer-writer of the "Woody Woodpecker Song" had passed away. **Bruce Ruggles** wrote us from Canadore College, North Bay, where he is program director of CRTV-FM, to point out that the tune was written in collaboration with **Ramez Idriss** and never did win an Oscar...

At CBC Radio, **Jennifer Westaway** became Queen's Park correspondent... *Falcon Crest* which has brought back such glamour stars as **Lana Turner**, **Gloria Lollobrigida** and **Kim Novak**, adds still another this fall—**Leslie Caron**... It's estimated that over 2.6 million cable households receive the Canadian Home Shopping Network (CHSN), with the addition of *Le Club* a French-language version... ROB says that Teleglobe Inc. will provide a television transmission service from North America to Pacific locations for the Broadcasting Corporation of New Zealand. The link will carry U.S. and European TV signals to New Zealand through an antenna at Lake Cowichan on Vancouver Island, linked to the Intelsat V satellite... **Steve Anthony**, who had been Q-107's afternoon air man, moved to MuchMusic to fill the spot vacated by **J.D. Roberts**, who as reported here, is now with CITY-TV's *City Pulse News*... **Diane Sawyer** of *60 Minutes* is

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more than an interviewer and a pretty face. She is also the program's co-editor. She originally broke into television after winning the American Junior Miss competition... **Anne Murray** now has a total of ten gold records in the United States... *Dynasty* star **Joan Collins** has her first novel coming out. It's called *Prime Time* and is said to be the tale of four television actresses who are past forty years of age... A book of interest that is already published is *Watching Television*, an anthology edited by **Todd Gitlin**. Some may be familiar with his earlier book, *Inside Prime Time*... And due out in September is a book of on-air reminiscences by long-time Radio-Canada interviewer and air personality, **Vicki Gabereau**... The legendary, irascible Vancouver broadcasting personality, **Jack Webster**, was elected to the Canadian News Hall of Fame. Also chosen, in this case posthumously, was the late **James Minifie**, former CBC correspondent in Washington... **Peter Kastner** is working in Los Angeles where he delivers essays for Channel 2 news...

In the mid-70s we attended a CRTC hearing in Kingston and there we ran into **Ernie Brushnell**, with whom we moved off to have coffee and chat. "Bush" was a true radio pioneer who left his mark on the CBC, then on private broadcasting as founder of CJOH-TV Ottawa. He lived to be 86, but his accomplishments and contributions will live on—as will our memory of the last time we talked... Its first long-term agreement to show new Canadian-produced movies has been signed by First Choice pay-TV. The pact with Toronto's Alliance Entertainment calls for First Choice to purchase first rights for Canada to a minimum of ten and a maximum of 15 Alliance-produced films over three years. First Choice will also be an investor in some of those productions...

Phil Stone welcomes your news for Broadcast Beat. Write c/o 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6.

IN MEMORIAM**Ernest Leslie Bushnell**

A pioneer of Canadian broadcasting and founder of CJOH-TV Ottawa, 'Ernie' Bushnell died on April 30th, 1987, after a seizure.

Born on November 19, 1900, he grew up in the Peterborough area and attended the University of Toronto. With the encouragement of Lady Eaton, he developed his talents as a vocalist and, as a member of the Adanac male quartet, toured North America for five years. In 1925, the quartet sang on KDKA Pittsburgh, an event which sparked Bushnell's interest in radio.

With Charles Shearer, he opened Broadcasting Services in Toronto—believed to be the first radio ad agency in Canada. (He later admitted he may have been 'guilty' of doing the first singing commercial.) In 1927, the partners were hired by Edward Rogers to manage CFRB Toronto. In January of 1929, Bushnell joined CKNC Toronto; he became its manager and worked with many leading entertainers of the day. In November of 1933, he was hired to be program director of the Canadian Radio Broadcasting Commission, which three years later became the CBC. As head of English-language broadcasting, he oversaw the launch of CBLT Toronto on September 8, 1952. In 1958, following the resignation of A. Davidson Dunton as chairman, the CBC was re-organized with J. Alphonse Ouimet as president and Bushnell as vice-president. It was a stormy time at the CBC, and at the end of 1959, Bushnell resigned to prepare his successful application for Ottawa's second television station.

CJOH-TV went on the air on March 12, 1961, and Bushnell Communications grew to include CJSS-TV Cornwall, cable TV and other interests. The company was acquired by Standard Broadcasting in 1975.

(The story of Ernie Bushnell's life is told in the book, 'Mister Broadcasting' by Peter Stursberg, published in 1971.)

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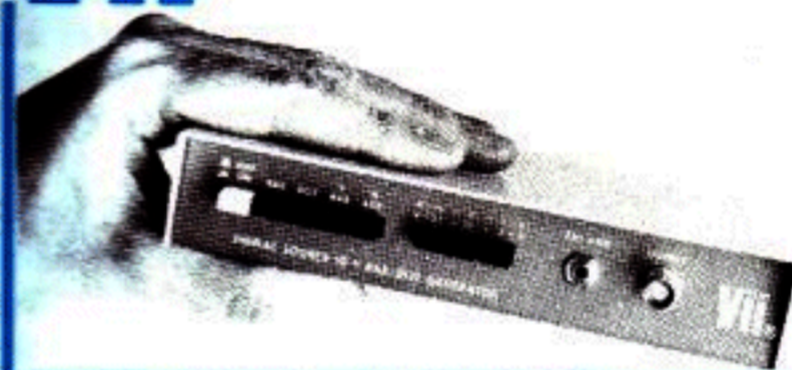
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people in the news

- All-Canada—**Ian Donaldson** and **Lorie Russell** named radio reps, Toronto.
- Association of Canadian Advertisers—**Ross McCreath** awarded ACA Gold Medal for his numerous contributions to the broadcasting industry. Formerly president of All-Canada Radio-TV, he recently moved to new responsibilities as vice-president of the parent company, Selkirk Communications.
- Atlantis Films Ltd.—**Cindy Hamon-Hill** named director of development for the Toronto-based film company.
- CCIR—**Dr. Robert Hopkins**, executive director of Advanced Television Systems Committee, named U.S. representative to CCIR Interim Working Party 11/6, whose purpose is to define the parameters for a single worldwide HDTV standard.
- Caveco—**Christopher Chan** appointed sales representative, Toronto.
- CBC—**Jean-Louis Arcand** appointed director, U.S. operations (New York and Washington offices). Before joining the CBC in 1974, he had been with CFTM-TV and *La Presse* in Montréal.
- CBC—president **Pierre Juneau** received an honorary Doctor of Laws degree from Trent University, Peterborough, in recognition of his work with the CBC and his lifelong involvement with the arts.
- CFCF-TV Montreal—**Don McGowan** named executive producer.
- CKO—**Gerry Hughes** promoted to general manager, CKO Vancouver, where he was previously general sales manager; and **Kim Blue** appointed to general manager of CKO's Alberta operations.
- Comlink Systems Inc.—**Tony van Wouw** appointed manager, systems engineering for Comlink's new office in Vancouver. Tony has 14 years experience in the telecom/cable TV industry.
- Instrument Rentals—**Melle Zegel** appointed sales rep, Metro Toronto area.
- Ikegami Electronics—**R. Scott Watson**, formerly of RCA and Panasonic, named general sales manager, professional products division (Maywood, NJ).
- Mitsubishi Pro Audio Group—**David J. Langford** named GM, manufacturing/engineering division, San Fernando, CA.
- Pinnacle Systems—Santa Clara, CA, firm has named **Barry Rubin** area sales manager for northern U.S., Canada.
- Radio Sales Group, division of Moffat Communications—**Patricia Robinson**, previously sales manager, Glen-Warren Radio, named sales rep, Toronto.
- Standard Broadcasting—**Gary Slaight**, previously VP/GM of Q-107 Toronto, named president of Standard Radio and general manager of CKFM Toronto.
- The Sports Network—appointed VP of marketing is **Dave Sanderson**, formerly director of client services for McKim Advertising.
- White Radio Ltd.—**Frank Rogelj** appointed vice-president/general manager of White's new division, Forcefield Static Management Systems (Burlington, ON).
- Worldvision Enterprises Canada Ltd.—**Bruce Swanson**, formerly program manager at CHCH-TV Hamilton, named director of national sales, Toronto.

VII



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