

## stations in the news

### CRTC DENIES FM BIDS FOR NORTH SHORE, WHISTLER

Expansions by Mountain FM Radio Ltd. and Selkirk's CKKS-FM Vancouver have been rejected by the CRTC.

Mountain FM, which operates stations in Squamish, Whistler, and five other BC communities, had applied for Vancouver's North Shore. The proposal was strongly opposed by other broadcasters in the area, which now has 19 radio stations—three having begun operations during the past year. Mountain FM did win approval for its plans to provide increased local programming, particularly at Whistler and Sechelt.

The Selkirk application sought to restore coverage of Whistler, which CKKS lost when it moved its transmitter site in 1982. Mountain FM, however, said it had been losing money for six years in the ski resort town, which has a permanent population of only 2,500. The local operator was supported by Westcom Radio Group (CKNW/CFMI) in its stand that any competition in Whistler would fragment the audience and "all but eliminate the potential for local advertising."

### TURNAROUND FOR HIGH SIERRA

High Sierra Broadcasting, formerly Seabrook Broadcasting, has achieved a 'significant turnaround' at CKAL Vernon, BC. The station, with its four FM rebroadcasters, had experienced financial difficulties which resulted in a change of ownership in January, 1987.

Among the improvements: full-time staff has been increased from 15 to 19; a return to 24-hour operation; a computer system which provides better playlist and Canadian content control; restoration of the WIN/Newsradio service; and the station is now in a profitable position.

### NB CO-OP RADIO BID DENIED

A plan by La Co-opérative des Montagnes Ltée to establish three French-language community FM stations in northwestern New Brunswick has been turned down by the CRTC. The co-op planned to build FM stations at Edmundston, Grand Falls and Kedgwick at a cost of \$1,025,000. When officials of the region's Caisse Populaire (credit union) told the hearing that it could not confirm granting of a loan for this amount, the applicant suggested that by deferring some aspects of the proposal, it could reduce the required funding to \$718,295. At that time, the co-op had received \$20,000 in contributions and \$80,000 in pledges towards a \$250,000 fundraising drive.

At present, 10 Canadian and seven U.S. stations are received in the northwestern NB area, but only CJEM Edmundston/CKMV Grand Falls and CBAF Moncton are French-language. While satisfied that there is a need for additional service, the Commission ruled that the co-op's plan was inadequately financed and that some of the programming proposals were not realistic (e.g., 96% of the programming to be produced by volunteers). CJEM and its employees opposed the application, claiming that it would be 'doomed to failure' and would also jeopardize the existence of CJEM.

Following the announcement of the CRTC decision, Benoit Bérubé, manager of the co-op, bitterly denounced both the federal and provincial governments for their failure to follow through on the co-op's requests for funding.

### ONE-YEAR RENEWAL FOR CHIP-FM

CHIP-FM Fort Coulonge, Québec, has been handed a one-year renewal term by the CRTC, with the requirement that it reduce its broadcast week to 56 hours.

CHIP and a rebroadcaster at Chapeau are bilingual community stations owned by La Radio du Pontiac Inc. In 1986, the Commission found the station in violation of 'almost every major element' of the

Promise of Performance. At a public hearing in May, the licensee reported on improvements that had been made, and proposed to continue on a 126-hour a week schedule, with some changes in the Promise of Performance. However, the CRTC ruled that its limited resources justified only 56 hours a week, and has now classified CHIP as an experimental FM station.

### CJRN NIAGARA FALLS CENSURED

A strong censure has been handed to CJRN Niagara Falls, ON, for racially offensive remarks made on the John Michael talk show earlier this year. The CRTC said that intolerance expressed toward native Indians as a group by John Michael and some of his callers is objectionable and "completely unacceptable." Michael was criticized for promoting negative stereotyping, denigration and ridicule, and for ruining "any possibility for reasonable debate... "an unconscionable and regrettable use of public airwaves..."

The CRTC noted that the comments occurred on three different programs over a period of more than five weeks. It also found the apology given on the air to be entirely inadequate, and warned that it would closely monitor future performance by the station and its talk show host.

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**Other stations in the news...**

• Subject to CRTC approval, **CJLB Thunder Bay**, ON, is to be purchased by Newfoundland Capital Corporation for a reported \$2 million. NCC owns **CHTN Charlottetown** and recently acquired **CFDR/CFRQ-FM Dartmouth**.

• **CKER Edmonton** is increasing its ethnic programming from 40% to 60%, in line with the criteria for ethnic stations. CKER's signal is uplinked on Anik D1 and can be carried by any cable system without application to the CRTC, provided there is no local ethnic station. Cable systems in Calgary, Fort McMurray and Lethbridge, AB, are among those now distributing CKER via cable.

• The award-winning documentary show **INFOCUS** recently marked its 100th program on **C-100 Halifax**. The show is prepared by the team of Susan Marjetti, Glennie Langille and Chuck Bridges for airing each Sunday at 6am and 6pm.

• Selkirk Broadcasting is now supplying two all-night radio shows via satellite to stations in British Columbia. *The All-Night Network* is carried by **CJVI Victoria** and six other stations, while *Night Shift* is picked up by 24 stations/rebroadcasters.

• New FM stations have been licensed to: The Aboriginal Radio/TV Society at Lac La Biche, AB (10w on 89.9 MHz); CBC at Faro, YT (87w on 105.1, ex-CFWH Whitehorse, replacing CBQK-AM); and The Stewart Crossing, YT, Community Club (50w on 100.9, to rebroadcast CBC's Northern Radio service).

• Rebroadcasters of **CFCN-TV Calgary** have been licensed at Canmore (35w) and Pigeon Mountain, AB (5w).

• Power decreases: Applications have been filed by **Global TV** for a decrease at Ottawa from 14.7 to 8.7 kw, with a change of tx site to the Camp Fortune Tower; and by **CFGN Port-aux-Basques**, NF, from 1 kw to 250w (night) as a result of its failure to implement the 1 kw power approved in Dec/84. And a decrease from 1,212 kw to 851.1 kw was approved for Radio Québec's **CIVM-TV Montreal**.

• Power increases: Applications have been filed by **CISQ-FM Squamish**, BC, for an increase from 2.4 to 19.9 kw; and by **CKBI-TV-2 North Battleford**, SK, for an increase from 24 to 43.7 kw. The CRTC approved increases for **CKX-TV-1 Foxwarren**, MB (from 46.8 to 56.8 kw); **CBUT-5 Radium Hot Springs**, BC (from 79w on ch.77 to 200w on ch. 17); and **CJLW-TV Deer Lake**, NF (from 5w on ch. 7 to 87w on ch. 8, with a change of tx site, in order to cover Pasadena and discontinue operation of CJWN-TV-5).

• The **CBC** has surrendered low power AM licences at Hopedale, NF, and Gaspé, PQ, where service is now provided on FM.

**TVO TRANSMITTERS APPROVED**

Four new transmitters of TVOntario have been approved by the CRTC.

Two are for La Chaine française, the French-language service established January 1/87 and distributed via cable TV. They are at Sudbury (164.4 kw on channel 25) and Hawkesbury (6.84 kw on channel 39).

Additions to the English network are at Hawkesbury (6.65 kw on channel 48) and Tobermory (50 watts on channel 49).

**TVONTARIO AT MIPCOM '87**

TVOntario is among the exhibitors at MIPCOM '87, the international film/program market in Cannes, France, October 16-20.

TVO has sold programs to 50 countries to date, including Australia, England, France, Italy, Singapore and China. Personnel at the show include Patricia Fillmore, sales manager; Cindy Galbraith, product mgr.; Carmen Charette and Antoinette MacDonald, international sales executives, and Andrew Shapiro, marketing director.

**CHAM HAMILTON GOES DIGITAL**

CHAM Hamilton, ON, claims to be the first radio station in North America to use digital audio tape machines on a regular basis (as of August 19/87). The R-DAT machines employ full 16-bit linear digital encoding, as opposed to 8 millimetre digital tape, which uses 8-bit encoding with analog companding. CHAM technical director Rob Meuser and PD Jim Johnston note that this is in conjunction with the station broadcasting in C-QUAM Stereo with NRSC pre-emphasis and filtering—billed as the 'AM wave of the future'.

**5-YEAR RENEWAL FOR CFMT-TV**

The licence of CFMT-TV Toronto, Canada's only multilingual television station, has been renewed by the CRTC to August 31/92. While commending MTV for its 'pioneering role', the Commission noted certain shortfalls, notably a failure to reach its required minimum of 60% ethnic programming during the period May 1/86 to February 28/87. Canadian content requirements were reduced for the new licence term to 40% (years 1, 2 and 3), 45% (year 4) and 50% (year 5). Originally licensed in 1978, CFMT-TV had been in a 'precarious financial situation' until effective control was purchased by Rogers Broadcasting in 1986. The CRTC notes that its financial health has improved considerably, and MTV is to submit reports on its undertakings to spend \$500,000 on a series focussing on ethnic Canadians, and \$375,000 on research 'to measure the relevancy of its multilingual programming.'

**CBC RADIO HEARING OCTOBER 13**

A public hearing on the renewal of the CBC's four radio network licences has been scheduled for October 13th in Hull. The last such hearing was in October, 1978, with further hearings having been delayed three times by the CRTC at the request of the CBC.

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**Other stations in the news:**

- Telemedia Inc. has agreed to purchase **CKSL/CIQM-FM London**, ON, subject to CRTC approval. Telemedia said it does not plan any major changes at the stations, which are locally owned.

- New FMs licensed: A rebroadcaster of **CBQ Thunder Bay** has been approved at Manitouwadge, ON (46.4 kw on 89.7 MHz); it will replace two, possibly four, low-power CBC AM rebroadcasters. And Newfoundland Broadcasting will add a rebroadcaster of **CHOZ-FM St. John's** at Clarenville (2.4 kw on 105.3 MHz).

- An FM operation has been approved for the Louis-Hyppolyte Lafontaine tunnel in Montréal. With a power of 150 watts, it will rebroadcast on the frequencies of the 13 authorized FM stations in the area, and also rebroadcast **CHLV**, approved in 1984 to provide road safety and public service announcements.

- Murdochville TV has been licensed to provide a rebroadcaster of Radio-Québec station **CIVM-TV Montreal**, 10 watts on channel 4.

- **CIKI-FM Rimouski** has applied for a change from 58.7 kw on 104.5 to 41.3 kw on 98.7 MHz, at a new transmitter site.

- The licensee of **CKO** is now CKO Radio Partnership, rather than Western Caissons Ltd. There's no change in control.

- **CHCH-TV Hamilton** has launched a 5:30pm news package, *Newsroom First Edition*. It will be followed by *Six O'Clock Report*, a 33-year tradition on 'CH, and the two half-hour newscasts will offer a 'different treatment' of the day's news.

- **STV Regina**, which went on the air September 6th (see BT, page 20, Sept/87), notes that it was Canada's first TV station to 'sign on' in stereo sound.

**TV HEARINGS RESCHEDULED**

As a result of negotiations concerning the possible restructuring of the CTV Network the CRTC has rescheduled applications for renewal of local television stations which were scheduled to be heard in September. CRTC chairman André Bureau stated that it would not be realistic to expect CTV affiliates to make 'meaningful and firm commitments' for the full term of licence at this time. The hearings are expected to take place in the fall of 1988; in the meantime, the stations are to file, by December 31/87, details of their 1988-89 programming plans.

**BROADCAST TECHNOLOGY**

**Q-107 WINS CRTC PRAISE**

CILQ-FM Toronto has won praise from the CRTC for its 'exemplary contribution to the support and development of Canadian talent.' The station's new owner, Westcom Radio Group, has increased Q-107's budget for Canadian talent development from \$40,000 to \$135,000 a year. Among the station's achievements:

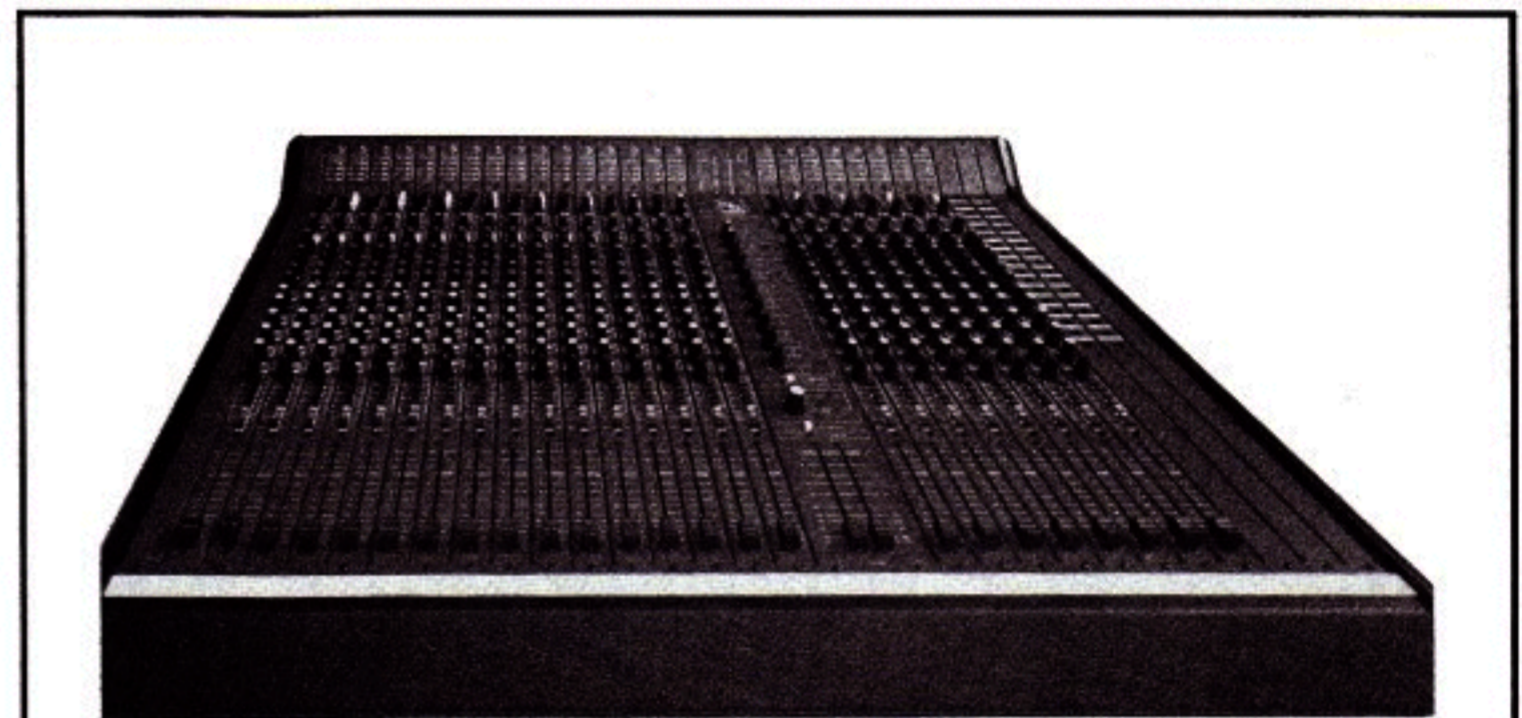
- thirty live concerts during the current term of licence;
- a nationally-syndicated six-hour history

of Canadian music, co-produced with Telemedia;

- establishment of the annual Toronto Music Awards;
- new \$200,000 facilities, primarily for production of additional children's and community-oriented programming.

Q-107 has also given national scope to its major new talent project, *Homegrown*.

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## Howard Christensen's column:

### 'Good Humor Makes Most Things Tolerable...'



#### People...

CHSC St. Catharines morning newsman **Bob MacGregor** regularly plays the same numbers in Lotto 649. Way back in June, Bob had been at a local pub a little longer than usual before playing the game. Two months later, the local rag did a story on a winning number not yet claimed. Bob had another look at his ticket. Instead of playing the regulars that night, he had inadvertently made some changes. \$92,000 later, Bob has a new Ford, a paid-off house and a trip booked to Salzberg next year for his wife and himself. Nice one, Bob!

CTV's **Lloyd Robertson** told Toronto's Broadcast Executives Society members that TV news is under the axe, citing competitive threats from the pay TV networks and the possibility of a specialty TV news channel. Network news, he said, still works; that it's the "great Canadian success story." Discussing commitment, he said, "If you take bacon and eggs as an example, the chicken has some involvement. But the pig is totally committed."... Lots of celebrities at the head table. Among them, CITY-TV's **Gord Martineau** and **Dini Petty**, CTV Producer **Eric Morrison**, CTV VP News **Tim Kotcheff**, CTV weekend anchor **Sandi Rinaldo**, **Ken Shaw** from CFTO-TV and, from the CBC, the *Journal's* **Bill Cameron** and *The National's* **Knowlton Nash**. Nash, in thanking Lloyd for his speech, said that to see the two

of them at the same lectern was like comparing 'Trust and Tradition' (CTV's news slogan) with 'Best on the Box.'... At our table, legal heavyweight **John Hylton**, of Borden, Speers, trying to figure out what was on our plates, asked, "has anyone ever seen a baby pigeon?" (Some of us didn't finish our lunch.)

CFTR Toronto ND **John Hinnen** doesn't have to go anywhere to get around. John, who lives in Oakville, has stories just falling out of the sky. Take The Duke and Dutchess of York, for example. John and daughter **Kelly** were having some fun in the backyard pool when the roar of helicopters overwhelmed the neighborhood. Wearing only his trunks, John went to investigate. It didn't take long to find that there had been an emergency landing of the chopper carrying the Royal couple to Niagara Falls. Still dripping wet, he convinced a neighbor to let him use the phone. As John stood by the kitchen phone, the room began filling up. The owner of the house took him to a quieter extension. When he had finished letting the world know the story, John went back to the busy kitchen. Once there, he was introduced to the Queen's press aide, the personal secretary to the Duke of York, the official Royal photographer and a high muckity-muck from Scotland Yard. All had been bumped from the second helicopter to make room for Prince Edward and Sarah. So, there's John in his wet trunks having a few brews while his new pals awaited alternate transport. Twenty minutes

later, a beer in one hand and waving with the other, John said goodbye as stretch limos and police outriders shot out of his neighborhood.

#### Marketing...

Fabulous! Congratulations to **Gary Miles** and the staff of the Radio Bureau of Canada on their first annual Canadian Managing Sales Conference. It was a dynamic achievement. Delegates from across Canada got a deeper appreciation for increasing market knowledge, enlarging the scope of individual responsibilities and enhancing leadership qualities. **Ken Greenwood** of Greenwood Performance Systems exhorted us to remember that "We may be better than we think we are, but we're not as good as we're going to be," that ethics are vital in sales/marketing and that customers and listeners must benefit from our stations...



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BOSCH Group

**Richard Harris**, president of Group W Radio, said that we must "have a vivid sense of what you are becoming—not what you have been. Broadcasters must have a total dedication to quality and a total commitment to the customer." Harris' Group W lives by something he calls the 'Five L's'—*Look* (beyond radio for inspiration), *Listen* (be systematic in the way you pay attention to the people who work for you), *Learn* (determine the skills your people need, and develop them), be *Lavish* (in praise and recognition for a job well done), and *Lead* (set high standards and protect the integrity of radio with audiences, clients and communities)... **Suzanne Marshall** of All-Canada used a neat story (of Jose and his beach chairs) to simplify the principle of grid cards... **Ron Bremner** of CKNW New Westminister, **Gary Milne** of CHWK Chilliwack, **Mark Rogers** of CKSL London and **John Bartrem** of CIWW Ottawa did a workshop on *How to Manage an Effective Sales Force*. Some of the suggestions; hire from within (advancement is essential), recognize individual talents/strengths and keep people in the areas best suited for them, don't get hung up on requiring degrees, continue to offer 'mind food' through training, and let sales people help in the development of plans, packages and incentives... **Bob Proctor** had so many things to say that it was hard to keep notes. Essentially, he wants us to challenge our potential, evaluate our levels of awareness, take control of our minds and go beyond artificial limitations. Proctor's theme is that "Successful people are not any smarter than anyone else... they have simply learned to use what they have effectively." Take control, he says. "Too many people tip-toe through life hoping to make it safely to death"... **Michael Williams** from Compusearch broke out demographics, life patterns and what we can expect right through the turn of the century. It's a world of DINKS (double

income, no kids), OINKS (one income, no kids), SKODDIES (spoiled kids of the eighties) and WOOPIES (well-off old people). **RBC Quickies**—Radio Sales Group's **Chris Pandoff** has married MuchMusic's **Annette Falcone**. They met at CFTR Toronto... **Chuck Camroux** got to the Skyline Hotel by mistake... CKMF Montreal's **Suzanne Audet** was a delightful luncheon companion... Good to see friends like CJCJ Woodstock's **Charlie Russell** and **Bev Whiteway**, Mid-Canada's **Gerry Clifford**, CHRO Pembroke's **Al Kennedy**, CKAP Kapuskasing's **Mitch Lefebvre**, CKY Winnipeg GM **Don Kay**, CKSL sales manager **Mark Rogers**, (who's taking up new duties at CHAM Hamilton), CKLY Lindsay owner **Andy McNabb**, Rogers' heavyweight **Tony Viner**, **Elmer Hildebrand** from CFAM Altona, **Bob Quinn** from RTVR... CHYM Kitchener GM **Jim Webb** at our breakfast table, said that he had gone to a hypnotist to kick his smoking habit. Asked by **Terri Fedoruk** of RBC if there had been any side effects, Jim said no, not unless you count the fact that he now barks, gets on all fours, and chases buses... **Lloyd Smith** of Annapolis Valley Radio at Kentville won the draw for early registrants. Lloyd took home a gold wafer.

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**Writing...**

BN/CP's Quality Control Editor, **Bob Taylor**, says the best piece of advice on writing effectively is probably to continually ask

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yourself: How would this sound if I said it to my reader? A lot of stuff that looks fine on the page will make you wince when you hear it read aloud.

It's a test you can apply to any kind of writing, from instructions to the painter to a thank-you note. Always listen to your words. We talk one way to a buddy on the phone, another way to our heartthrob, another way to a traffic cop. When we talk, we may in turn be funny, flippant, affectionate, matter of fact, solemn, curt even. We automatically use words to match. No problem. But when we sit down to write, we tend to go all stiff and formal. And that's a rotten way to write, unless the occasion calls for formality. It's rotten because it doesn't sound like the real us. The reason we turn all snooty when we're writing is that we have no flesh-and-blood audience to keep us in line. We miss having someone we can watch for the effect of our words, someone to smile in agreement, frown in disbelief, nod for encouragement, look bored. We need a focus. So always write with an individual in mind. Read your stuff aloud. Is it pompous? slangy? loose? If it makes you cringe, change it. One advantage of the conversational style is that it makes you more conscious of the need to be interesting as well as clear. You look for illustrations. Another advantage of writing that sounds like speech is that you receive a more sympathetic hearing from your readers. They're aware of a human being behind the words in an age when much that is written sounds like the work of a computer.

#### **Programming...**

Lots of GMs and NDs are wondering where to pick up good on-air and reporting news talent. There seems to be a dearth of

young broadcast journalists who possess some experience ready and willing to move up. Years ago, there were unofficial news placement people around, like CHYM Kitchener's **Barry Pauley**. Barry usually knew who was looking and which stations were needy. CKEY Toronto's **Robert Payne** used to do it professionally until the recession hit and, when it seemed, everybody was looking and nobody was hiring. Today it seems as though a news person is either very green or else has more than five years experience and is usually well-settled. Many of those who are in-between (with a couple years of experience) have moved onto other careers. Why? Is the solution, after exhausting efforts to find talent in small markets, to hire recent broadcast journalism grads or others similarly motivated?

#### **News Handling...**

CJCA Edmonton ND **Joe Meyers** says CJCA is now hooked-up to the Newstar computer system. This is the third newsroom computer installation for Selkirk, following CFAC Calgary and CKWX Vancouver. Joe says even the veteran newshounds were quick to realize that the future of information broadcasting centres on the computerized newsroom. Says Joe, "It's like going from steam to nuclear energy overnight." (As put by the NAB: There are hundreds more excuses not to computerize, but for every one a concrete solution exists to prevent these situations or prove they are not likely. Even financing options, such as tradeouts and leasing, are available to help make a computer system more affordable. In the end the fact remains that computers are here to stay.)

From a letter to CJLS Yarmouth ND **Ray Zinck** from BN Halifax Bureau Chief **Ian Donaldson**: "Whew! That was quite a story! And that was quite a job you did for BN and our stations coast

# F A R - R E

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**ACCURACY IN AUDIO**

to coast. I thought the graphic images you etched from the Charlesville folks and what they saw and heard that foggy morning were particularly effective, but it was just a good, solid job of reporting from the first word on. Thanks again from all of us." Just so you know, Ray Zinck had these beats: The discovery of the documents on the beach (West German passport, a Dutch money exchange voucher, a letter in Spanish), how much the illegals paid for passage, the first eyewitness reports that the 'Amelie' had been seen earlier, confirmation of the name of the mystery man being sought on a Canada-wide warrant, etc. The fact that the RCMP took to tailing CJLS folks around must be the greatest compliment of all. Ray and his people were breaking so much stuff the mounties wanted to know how they were doing it.

#### Quickies...

**Hal and Sheree Vincent** (he of CFRB fame) welcomed 8lb., 2oz. **Kelly** in August... The CHUM Group Winnipeg stations have swapped on-air people. Q94FM's morning man, **Mike O'Brien** has gone to 'CFOX' (in a different time slot) and CFOX's **Geoff Franklin** is now Q94FM's new morning man... Sports director **Murray Eldon** is no longer with CKFM Toronto. He continues his Blue Jays field announcing... **Jim Goldrich** has moved from CJYQ St. John's to ND at CIOK-FM Saint John... **Keith Pittman** is now ND at CJYQ... CKCY Sault Ste. Marie has a new news director. **Bernie Stuetz** got kicked upstairs after former ND **Mike Brillinger** decided to leave the business... **Peggy Colston-Weir** has departed CHFI-FM Toronto, opting for more time devoted to family. New PD at CHFI is **Paul Fisher**... CFTR Toronto PD **Sandy Sanderson** has been named VP and senior programmer for all Rogers Radio broadcast holdings... **Don**

**Berns** is new PD at CFNY-FM Toronto. **David Marsden** drops that role but continues as Director of Operations and Executive Producer of The Casby Music Awards... **Eric Rothschild** is involved in Maclean-Hunter corporate affairs following the sale of Newsradio to CKO... **Fred Ennis** is no longer with Newsradio. At deadline time, I hadn't heard where he landed... Nice to hear **George McLean** and **Jan Tennant** filling in on CBC Radio's *World at Six* this summer... **Terry Steele** didn't much like Sacramento. He's back in Toronto doing afternoons for CKEY.

#### Kicker...

Success can sometimes dazzle you in the achieving, but there's usually someone around to help you keep perspective. TV anchorman **Tom Brokaw** has a story about that. Brokaw was wandering through Bloomingdale's in New York one day, shortly after he was promoted to co-host of the *Today Show*. The *Today Show* was a pinnacle of sorts for Brokaw after years of work, first in Omaha, then for NBC in Los Angeles and Washington, and he was feeling good about himself. He noticed a man watching him closely. The man kept staring at him and finally, when the man approached him, Brokaw was sure he was about to reap the first fruits of being a New York television celebrity. The man pointed his finger and said "Tom Brokaw, right?" "Right," said Brokaw. "You used to do the morning news on KMTV in Omaha, right?" "That's right," said Brokaw, getting set for the accolades to follow. "I knew it the minute I spotted you," the fellow said. Then he paused and added, "Whatever happened to you?" (Soundings).

*Howard Christensen is general executive, Eastern Canada, for Broadcast News Limited.*

# A C H I N G



from long distances. To reduce off-axis coloration and low end distortion, the Beyer lobe pattern stays tighter in the critical region below 200 Hz. For even greater control, all of our shotguns are supplied with built-in bass rolloff filters and -12 dB attenuators. Exceptionally quiet at the critical outer limits of the lobe pattern, the MC 737 allows optimum signal to noise (74 dB) at the source point to further maximize the already extended reach of the microphone.

**Designs that perform with test bench accuracy in real world use.**

Field production can test the will and the equipment with unfamiliar terrain and fast-changing atmospheric conditions. Beyer shotguns are constructed to new standards of ruggedness and reliability

to prevent downtime. Internal shock mounts reduce handling and boom noise. For maximum flexibility in the field, the MC 736 and MC 737 are phantom-powered and compatible with any source from 12 to 48V. Beyer's comprehensive line of pistol grips, windscreens and shock mounts meets any studio or remote miking situation.

European engineers already know about the expanded range and applications possibilities of Beyer shotguns. The best way for you to appreciate the advantages of a Beyer shotgun mic is to rent one.

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# Canadian Media Directors' Council

## Glossary of Broadcast Terms

For the convenience of broadcasters, both old and new, here is a glossary of terms used in the industry, with thanks to The Canadian Media Directors' Council.

**Adjacency**—a program or time period which immediately precedes or follows a scheduled program.

**Affidavit**—written proof-of-performance from a radio or television station that a commercial ran as ordered.

**Availabilities**—the list of programs or time-periods that a station is offering for sale.

**Barter**—the acquisition of quantities of commercial time from broadcast stations in exchange for merchandise or services.

**Beta**—one of two incompatible types of video cassette recorder/players. See VHS.

**Bicycling**—a pattern of shipping program material and commercials from one station to another via conventional means of transportation (as opposed to satellite).

**Block Programming**—the programming of shows with a common demographic appeal one after another, e.g. weekday afternoon "blocks" of soap operas.

**Breakfast/Day/Drive/Evening**—in radio, the basic dayparts sold. Time blocks are usually 6am to 10am, 10am to 3pm, 3pm to 7pm and 7pm to midnight.

**Churn**—the turnover in subscribers. Primarily refers to Pay TV.

**Circulation**—the potential daily and weekly audience of a station, usually expressed in thousands.

**Census Agglomeration (CA)**—a geographical area, defined by Statistics Canada, with a population of 10,000 to 99,000.

**Census Metropolitan Area (CMA)**—a geographical area, defined by Statistics Canada, with a population in excess of 100,000.

**Central Market Area (CMA)**—a geographical area, defined by BBM Bureau of Broadcast Measurement. Usually corresponds to Statistics Canada defined CMAs and CAs.

**Community Antenna Television**—an antenna arrangement that receives distant signals and re-transmits them via cable to subscription households.

**Cut-in**—a regional (or station) insertion of an alternate commercial replacing a spot carried nationally (or provincially) on a network.

**Day-After Recall (DAR)**—the proportion of viewers/listeners who are able to recall sales messages and attributes of specific commercials. A survey is conducted by telephone on the day after the commercial(s) ran.

**Direct Broadcast Satellite (DBS)**—a satellite which broadcasts directly to a subscriber's home dish antenna.

**Decoder**—set-top device which enables a subscriber to view an electronically scrambled Pay TV program.

**Designated Market Area (DMA)**—a geographical area comprising a market and adjacent counties or census division, as defined by A.C. Nielsen.

**Extended Market Area (EMA)**—a geographical area comprising a market and adjacent counties or census division, as defined by BBM Bureau of Measurement.

**Fibre Optics**—very thin extruded glass fibres which can carry a variety of signals simultaneously, by light waves rather than electrically as in a co-axial cable.

**Full Coverage**—the audience within a geographical area that encompasses the total reach of a station. Usually expressed in thousands.

**Grid Card**—a rate card that is adjusted to reflect audience delivery of a given program, resulting in a variety of rates within each time-period, unlike a fixed time-block cost.

**Homes Using Television (HUT)**—the percentage of households with one or more sets tuned in at a given time.

**Interactive**—a two-way U.S. communication cable system. Not fully operational in Canada.

**Local Program**—a non-network, station-oriented program.

**Make-Good**—a commercial announcement offered to an advertiser as compensation for a pre-empted spot or one that ran incorrectly.

**Narrowcasting**—programming designed to reach a specific vertical target group. Often is developed to appeal to special interest or age groups.

**Net (Unduplicated) Audience**—the number of different households or people reached by a particular broadcast schedule.

**Pay TV**—movie, sports and cultural service channels for which a subscriber pays over and above the basic cable fee. The signal is descrambled by use of a decoder.

**People Meters**—a device attached to the television set to electronically measure individual "people" viewing patterns.

**Pre-Emption**—the cancellation of a scheduled program due to special programming or a news report.

**Prime/Fringe/Day**—in television, the basic day parts sold. Prime time is normally 6:30pm-11:00pm. Fringe is usually 4:30pm-6:30pm and 11:00pm until sign-off. Daytime is sign-on until 4:30pm.

**Program Substitution**—the substitution, by the cable company, of a U.S. program with a Canadian program. The CRTC requires cable operators to substitute when identical programs are simulcast.

**Rating**—the percentage of a potential audience tuned to a radio or television station or to a particular program.

**Roadblock**—horizontal scheduling of commercial time on all available stations at a fixed time or timeblock.

**ROS (Run of Schedule)**—the scheduling of a

commercial in variable timeblocks, days or programs.

**Rotation**—the scheduling of a pool of commercials through a set schedule, on a rotating basis.

**Satellite Dish**—a parabolic antenna (dish) and associated electronic equipment used to receive and transmit signals from/to a satellite.

**Satellite TV**—refers to station signals from anywhere in the world which are either intentionally beamed to a satellite or pirated from a station by satellite. Operators, with or without consent of the common carrier, use satellite dishes to receive signals to feed to their subscribers.

**Sets-In-Use (SIU)**—The total number of sets being viewed at a specific time—usually greater than homes using television (HUT) due to multi-set households.

**Share (of Audience)**—the percentage of a total radio or television audience that is tuned to a specific station or program at a given time.

**Simulcast**—a program broadcast (1) on radio and television concurrently, or (2) on both U.S. and Canadian television stations at the same time.

**Specialty Channel**—a television channel that programs to a vertical interest group (i.e., sports), usually available through Pay TV.

**Spill-In**—a broadcast signal originating in one market and received in another.

**Spot TV**—the purchase of broadcast time on a station-by-station basis, i.e., non-network time. Sometimes referred to as Selective.

**Super**—a slide superimposed on a television commercial to provide additional information.

**Super Station**—a station whose signal is available to cable systems across the country via satellite transmission.

**Teletext**—a data transmission system that enables viewers to obtain and display pages of alpha-numeric or graphic information. The system uses television channels, FM radio broadcasting, phone line circuits or a combination of the three.

**Telidon**—the Canadian-developed teletext/videotex system (see Videotex).

**Tiering**—one or more levels of pay-cable or a package of basic cable services available as an option to subscribers.

**VHS**—one of two incompatible types of video cassette recorder/players. See Beta.

**Videotex**—videotex is a two-way information delivery system in which users can call data to a TV screen from computer storage using a hand-held keypad. Telidon is the alpha-geometric technique developed in Canada that delivers very sharp picture quality.

**Zapping**—the process of channel switching to avoid a commercial message, generally by using a remote control device.

**Ziping**—a method of reducing commercial viewing, by employing a fast-forward device on a VCR, while watching a pre-recorded television program.



# broadcast journalism

## STANDARD BROADCAST WIRE ADDS SOUTHAM NEWS SYNDICATE

Standard Broadcast Wire is now buying the Southam News Syndicate service for inclusion in SBW. A division of Southam Inc., Southam News Syndicate maintains a major news bureau in Ottawa, as well as correspondents across Canada and worldwide. Items originating with Southam, which is primarily a newspaper wire service, are re-written for broadcast use.

Standard Broadcast News general manager Stu Morrison describes Southam as the "Cadillac" of news services, noting that it has won six major awards in the past seven years. Morrison adds that the SBW rate card remains unchanged with this latest addition to the service.

SBW was established in March, 1987 by Standard Broadcasting and United Press International. In August, an agreement with Télémédia Québec added 10 owned-and-operated stations and 17 affiliates to the list of stations served by SBW.

## RTNDA INTERNATIONAL HOLDS 1987 CONVENTION IN FLORIDA

The 42nd annual RTNDA International conference was held September 1-4 in Orlando, Florida. This year's recipient of the prestigious Paul White Award for distinguished service to electronic journalism was Don Hewitt, who has been the executive producer of CBS News' *60 Minutes* since its inception in 1968. A 38-year veteran of CBS News, Hewitt also produced the Walter Cronkite newscasts, the 1960 Kennedy-Nixon debate, and numerous other major news events.

Attendance exceeded 2,500 for the convention, which offered nearly 20 sessions and workshops—along with excursions to a number of central Florida attractions. The trade show was the largest yet for RTNDA International, with displays by more than 150 exhibitors.

## MORE WOMEN BECOMING NDs

A recent survey for RTNDA indicated that 27% of U.S. commercial radio stations now have a woman news director—an increase of 6% in the last two years. In TV, 14% of the news directors are women, up from 10% in 1986.

## DIGITAL AUDIO FOR RADIO NEWS

A U.S. firm, IDB Communications Group, Inc., is establishing a digital audio network to link its New York City teleport facilities with major broadcasting organizations. Digital audio systems have already been installed by IDB at CBS and ABC in New York, and AP, Mutual and the Voice of America in Washington, DC. The firm hopes to expand the network to enable its customers to make digital audio connections on a worldwide basis.

According to IDB vice-president Dennis Feely, digital audio costs no more than analog to uplink from remote locations. He adds that the cost of digital equipment is recouped quickly, and that "compared to the cost of the telephone circuits we're replacing—especially if you take quality into account—the digital audio system is far more economical in the long run."

Bob Donnelly, director of satellite operations for ABC Radio, says that digital technology offers flexibility, as well as superior audio. "We not only need high fidelity sound, but we also need multi-channel, duplex capabilities, as well as auxiliary data capabilities. To do that effectively... digital is the way to go."

*RTNDA CANADA 1987 CONVENTION*  
— photos on pages 73 to 76 —

## TOTAPROMPT Computer-Driven "Portable" Prompting System

TOTAPROMPT is an economical portable computer-driven completely electronic prompting system.

### FEATURES:

#### TYPE OF COMPUTER:

Apple    Toshiba

#### HARDWARE:

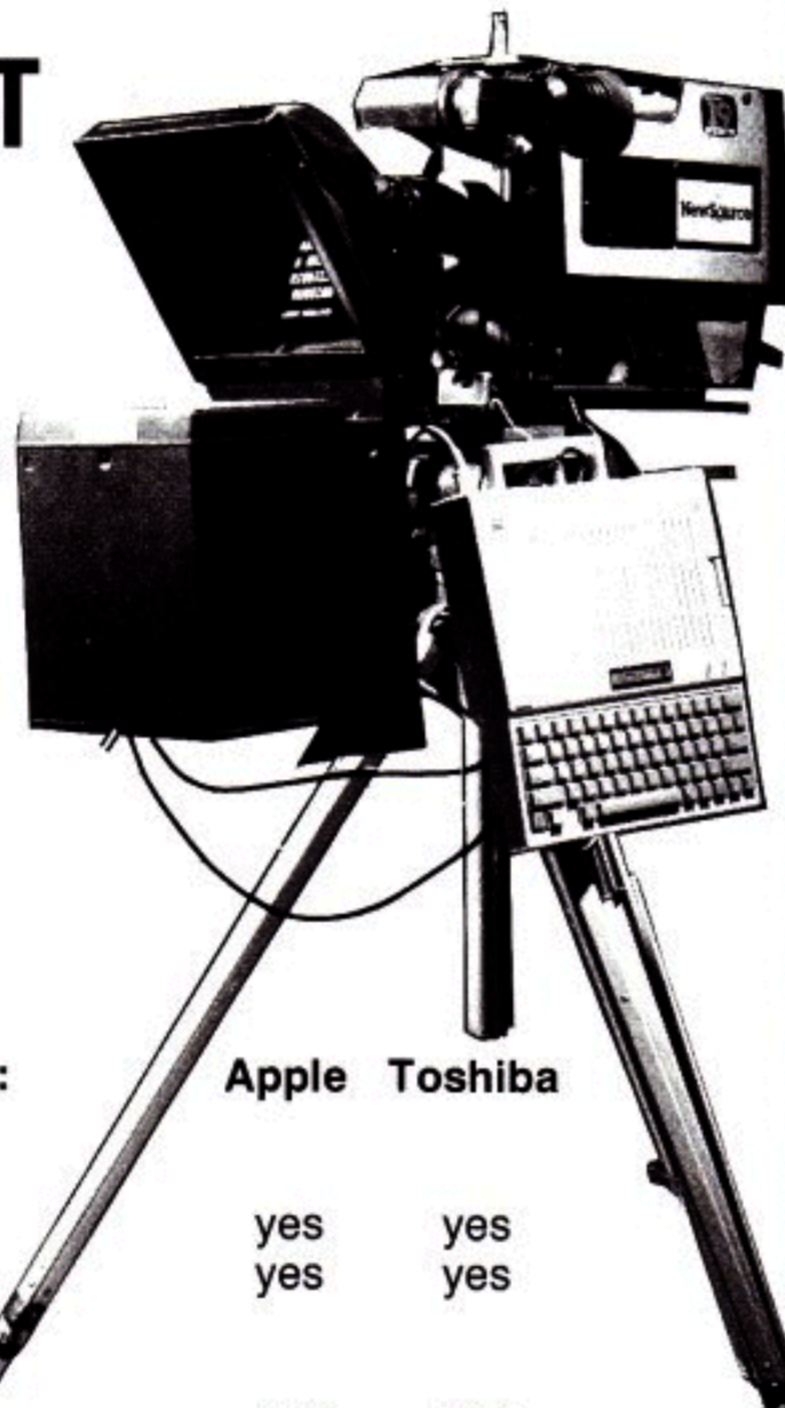
AC/DC Operation	yes	yes
Full Remote Control	yes	yes

#### SOFTWARE:

Software Copiable	yes	yes
2 Column Format	yes	yes
Paper Printouts	yes	yes
Presentation Time	yes	yes
Split-Screen Edit	-	yes
Supports Full Color	-	yes
Variable Speed	yes	yes
Several Font Sizes	yes	yes
Display 'SLUG' Info	yes	yes
Adjustable Reading Speeds	yes	yes
'On-Air' Editing	yes	yes
Countdown Clock	-	yes
Realtime Clock	-	yes



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# BROADCAST BEAT

by Phil Stone

**HAD YOU HEARD?... Front Page Challenge**, now seen at the new time of Fridays at 8:30pm, is in its 31st season. That makes it the longest-running panel show on North American TV... The National Edition of Global News, renamed *The World Tonight*, is also being carried by CKND-TV Winnipeg and STV in Regina and Saskatoon. **Richard Brown** is weeknight host; **Everett Banning** on weekends... The Toronto offices of CFMX-FM Cobourg and Different Drummer Productions are now at 135 Berkeley Street, M5A 2X1, (416) 367-5353... With **Paul Hendrick** as host, **Norm Marshall** calling play-by-play, and **Wes Hicks** handling color, CHCH-TV Hamilton is in its 22nd season of covering Ontario Universities Athletic Association football games... If the CRTC approves, Telemedia Inc. will buy CKSL/CIQM-FM from London Broadcasters Ltd. Founded in 1956, the company is owned by veteran **F. Vincent Regan** and the Jeffrey family of London...

**VICTORIA, WE ADORE YA!** That's the title of the official theme song adopted by the City of Victoria for its 125th anniversary in August. It was written by the team of C-FAX morning man **Barry Bowman** and city planner **Tom Loney**, who earlier this year won a contest to select a theme song for Calgary (see *Broadcast Beat*, May/87). Performed by **Duncan Meiklejohn**, the song was produced and recorded at Seacoast Sound, a division of C-FAX... Other happenings in Victoria: **Mel Cooper**, C-FAX

president and GM, was one of three Victorians honored in a special Citizenship ceremony in the B.C. capital. The Intercultural Association of Greater Victoria cited Mel's contribution to the community and its way of life... At CJVI, **John Ansell** retired as GM and was named to the station's board of directors. His successor as GM is **Kim Hesketh**, who came into broadcasting in 1972 and has been ND, PD and operations manager at VI. Program manager is **Jeff Hamilton**, who had been at a Selkirk sister station, CKKS-FM Vancouver...

Global TV Network and Carling O'Keefe Ltd. announced a two-year agreement for television broadcasts of National Hockey League playoff games: coverage will include divisional and conference championships, and a share of the Stanley Cup final with the CBC. **Doug Bonar**, VP of operations, is again executive producer for Global's NHL coverage... **Leo Orenstein**, the former CBC-TV drama producer/director and professor in Radio-TV Arts at Ryerson, is reported to be working as a full-time writer. One of his short stories was published in a contest run by the *Toronto Star*... Coming in January: syndicated excerpts from the old *Texaco Star Theater* which starred comic **Milton Berle**... It might be wise for stations to hang on to interviews with well-known people. A taped interview with the late Beatle, **John Lennon**, fetched \$34,000 (US) at a British rock-and-roll memorabilia auction... The second series of the hit program, *He Shoots, He Scores* sees CBC-TV charging \$11,000 per spot compared with \$8,000 in the first series... *Don Cherry's Grapevine* is in its sixth season on CHCH-TV; the 26 half-hour shows are taped at Don's restaurant in Hamilton... You'll read it elsewhere in BT, but let us add our reminder that the CAB-CCBE convention takes place at Toronto's Harbour Castle Hilton, Nov. 15-17. BEAC gets underway just two days before, with registration on Friday the 13th... Those IBM 'Little Tramp' spots, which have been replaced in North America, were performed by **Billy Scudder**, who continues to be seen in commercials broadcast abroad...

After all these years, CBS retains the trademark rights for *Amos 'n' Andy*, which it refuses to revive because of racial sensitivity... At age 74, **Jack Kent Cooke** is reported to have married again, this time to a 31-year-old... **Keith Randall** was appointed director of the Canadian Forces Network, which serves personnel attached to Canada's NATO contingent in Europe... As noted elsewhere in BT's September issue, there was some realignment of responsibilities at CHUM Limited: **Jim Waters** was named manager and PD of CHUM Toronto; **Duff Roman** was appointed VP, industry affairs, CHUM Group Radio, and manager of CHUM-FM; while **Paul Ski**, GM of C-FUN Vancouver, was appointed VP of radio operations in western Canada and is responsible for research and program development, specifically at CFRA/CFMO Ottawa and CJCH/C-100 Halifax... From CHUM's promotion director, **Suzanne Legault**, we learned that **Chuck Riley**, known as Chuck Dann back in his Winnipeg radio days, is the promotion voice of TV's *Entertainment Tonight*...

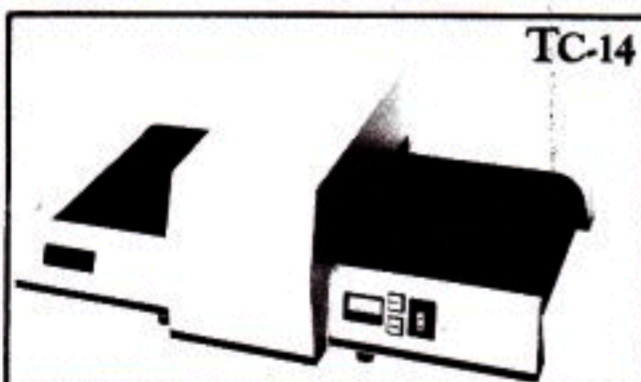
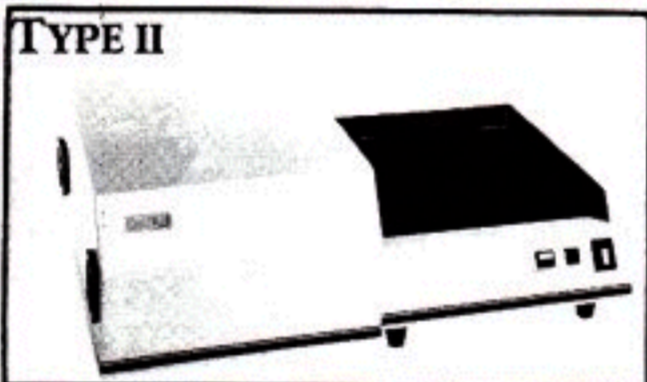
**Obituaries:** The passing of **Al Bruner** was a shock: he was only 63 when a heart attack took him in New York City, where he had been working in TV, organizing national satellite services with Dow Jones and others. Considered one of Canadian broadcasting's most innovative pioneers, Al launched Global TV in the '70s and also was credited with urging Canada forward to become the first country in the world to use satellites for dom-



## DATA SECURITY

**TYPE II:** The powerful new Data Security Type II bulk degausser has just arrived to revolutionize the use of 750 Oersted (Oe) instrumentation tape, 520 Oe computer tape, and 1500 Oe metal particle video tape. Both Panasonic's MII and Sony's Betacam SP use new advanced 1500 Oe metal particle video tape. Only the Type II will erase this new tape to rerecording specifications. So you can control new tape purchasing costs and produce the highest quality video technology allows.

Circle #252 on Reader Service Card



TC-14

**TC-14:** The TC-14 bulk eraser from Data Security features superior erasure of conventional cobalt ferric oxide high energy tape and the best price on the market for general maintenance purposes. In a 15 second cycle, this machine will completely erase long wave audio and control tracks, along with short wave video tracks on conventional 700 or magnetic video tape. It accommodates reels up to 14 inches, and it requires no adaptor changes.

Circle #253 on Reader Service Card



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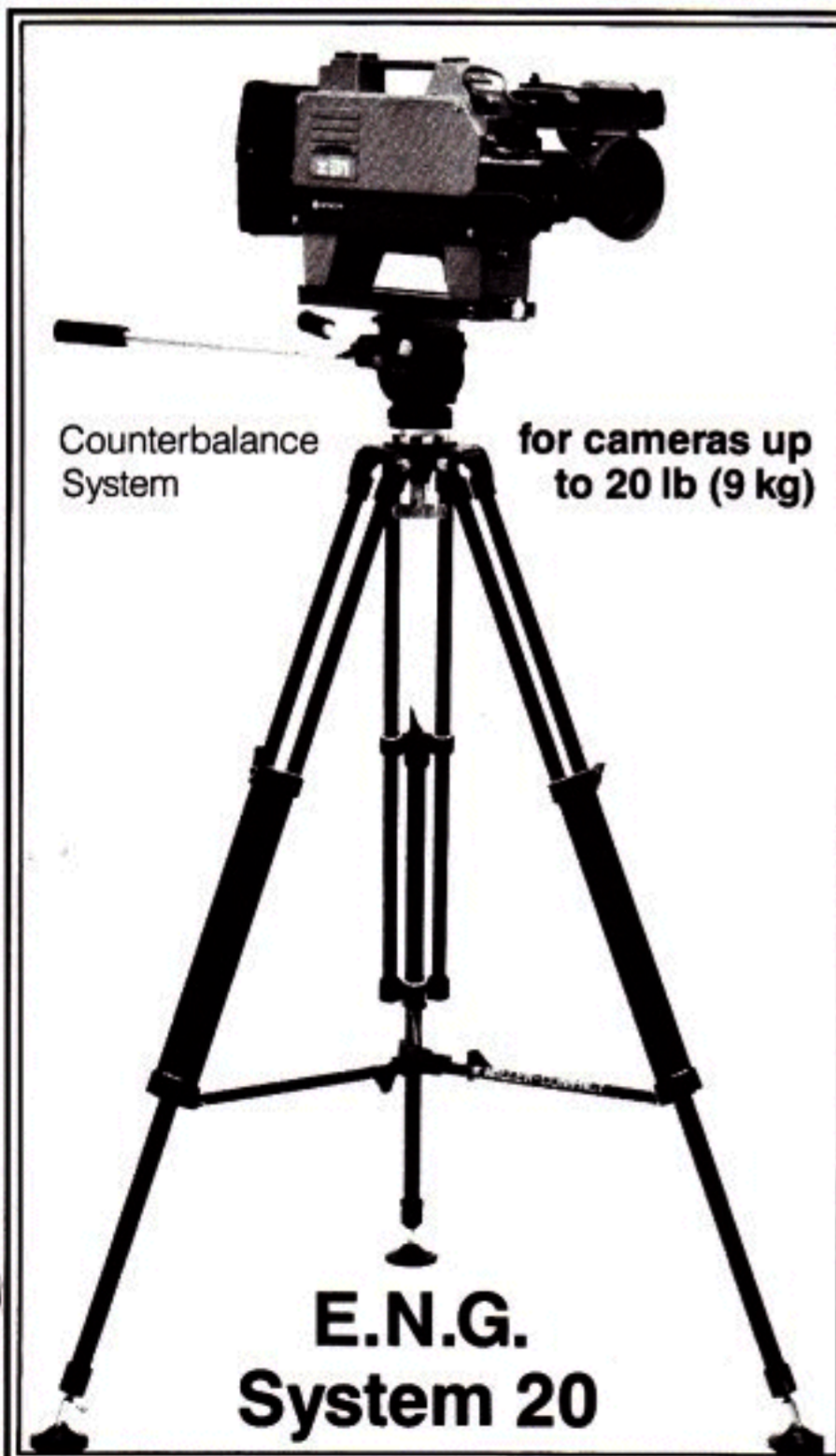
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estic broadcasting. His talents were many; his loss significant... **Clara Peller**, the crusty octogenarian whose cry, "Where's the Beef" in TV spots made her famous, died at 86... Another passing was that of **Jack Wrather** at age 65. He was the entrepreneur and producer who brought *Lassie* and *The Lone Ranger* to television... Veteran actor **Hayden Rorke**, who was perhaps best known for his role as the bewildered psychiatrist in the TV series *I Dream of Jeannie*, died at 76 of cancer... A heart attack at age 65 took the life of **Quinn Martin**, one of Hollywood's most successful producers of action-adventure series for television. His name was associated with programs such as *12 O'clock High*, *Cannon*, *The Fugitive*, *Streets of San Francisco* and *Barnaby Jones*... As we reflect on the passing of **Lorne Greene**, we recall personal moments, particularly in the early '50s when CHUM was located at 225 Mutual Street, just south of Carlton and the CBC buildings. Lorne would occasionally drop by in the afternoon to pass some time by chatting with us in our office. He was such a warm, intelligent, talented man, with a God-given great voice that became his hallmark. We cherish the memories of our chats with the Canadian who was to become an internationally loved and admired figure...

Re-capping those interesting developments at the CKO All-News Radio Network: it purchased Newsradio; hired **Harvey Kirck** as feature newsmen; asked the CRTC for permission to switch its Toronto frequency (99.1 FM) with CKEY (590 AM)—for which it reportedly would receive \$4 million from Maclean Hunter, which would go far in opening new stations in Regina and Winnipeg; and has posted son **Glen Stone** to Montreal as Quebec bureau chief. Glen had previously been scheduled to go to Ottawa—**Bob Quinn** has now been assigned to the capital... A new show, the Toronto Music Awards, was presented by Q-107 to honor achievements in the local music community. Proceeds

were for the Variety Club of Ontario... Super Dave Osborne from the *Bizarre* TV show in real life is **Bob Einstein**. His father, who appeared on the long-ago Eddie Cantor show, was Harry "Parkyarkarkus" Einstein... **Eric Young**, who was promotion director for CFCF/CFQR-FM Montreal, became 'CF's program director... **Brian Foley** of Selkirk Communications became a member of the Variety Club of Ontario...

In our BT profile of **Gary Slaight**, he spoke most highly of public affairs director **Jane Hawtin** at Q-107 Toronto. Jane has also left Q to join CKFM (where Gary became GM as well as president of Standard Broadcasting's radio division). She has been replaced as host of the Q-107 afternoon public affairs program *Barometer* by newscaster **Bill Carroll**. In other news about Q-107 and Standard, **Bob The Ice Man Segarini** and Q have parted company, as has **Perry Goldberg** with CFRB where he had been marketing director... It took two years to do it, but CBC-TV was able to convince rock star **Corey Hart** to make a special for them. It was due to begin taping in late September and is expected to air this coming season... **Mark Rogers**, who had been GSM of CKSL/CIQM-FM London, Ont., became sales manager for Hamilton's CHAM. He replaces **Ed Duarte** who, as we noted last month, left to join CHML/CKDS-FM... Last year's sales of television sets in Canada totalled 1.3 million, worth \$642 million... **Jeff Ansell**, who worked for the CHUM radio news services from 1977 to '82 and for the past five years was with CITY-TV Toronto, left to form Public Eye Network Inc. The firm produces commercial, industrial and broadcast video programs, and also offers media training and public affairs service to performers, politicians and other public figures... Actress **Jess Walton**, who plays the manipulative Jill Abbott on *The Young and the Restless*, worked in Toronto for some time and appeared on several CBC-TV dramas...



## Miller Tripods Canada

### Miller 20 Fluid Head

From the company that invented the fluid head comes the Miller 20 designed for the new generation of lightweight professional video cameras. Every year sees new light sophisticated cameras arriving for broadcast, educational and industrial applications. The Miller 20 fluid head features include; an **advanced concept fluid system** that ensures consistently, smooth pan and tilt actions, **counterbalance system** which eliminates nose-or-tail heavy camera configurations, a **sliding camera plate with quick release action** to fine tune camera's balance after it is mounted and **independent pan and tilt locks** which are positive and accurate. The most important feature, however is the **low-cost**.

#### Specifications:

- Camera Capacity : 8 kg (18 lbs)
- Pan Movement : 360° plus positive lock system
- Tilt Movement : + 60° plus positive lock system
- Drag : Full fluid system
- Temperature Range : -40° to +60° C
- Counterbalancing : Static system; 8 kg @ 2 50mm C of G height
- Camera Platform : ± 30mm sliding camera plate for balancing C of G plus quick release action
- Pan handles : Ø16mm x 450mm vertically and horizontally adjustable
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From TVOntario's well-documented parcel of information about its fall programming we learned that *People Patterns*, seen Wednesdays at 8 pm, is in its 17th and final season. Producer-director **Jean Reed-Olsen** retires next February... Actress **Marilyn Livingstone** has been dabbling in writing between TV assignments. She recently sold a script to the new romantic series *Shades of Love* and has been working on a novel... Figures for 1986 reveal that—with some \$150 million worth of television commercial productions—Toronto ranked as the second-busiest such centre in North America, behind New York... All TV rights to *Gone With The Wind* have been acquired from CBS by Turner Broadcasting. The television premiere of GWTW in 1976 brought about the highest rating ever achieved for a theatrical feature... **Ray and June Sonin**, the CFRB personalities, will conduct their 2nd annual *Down Memory Lane* Caribbean Cruise next month... Congratulations to newsman **Lloyd Robertson**, celebrating 35 years as a broadcaster... Across the street from his CHIN studios, **Johnny Lombardi** is building a new empire which will house a radio and television studio, an adjoining shopping mall and a housing complex for seniors. The \$18-million project will be called Leonardo Court after Johnny's father... After an absence of five years, *General Hospital* returned to CHCH-TV... We came across this about the world of religious broadcasting: it is estimated that there are 1,400 Protestant radio and television stations in the world... After 15 years as CFRB Toronto's news director, **Don Johnston** has left the station. He was succeeded by **John McFadyen** who had been news director of 'RB's sister station, CKFM. **Dave Agar** took over from John in the latter post...

show... CTV gathered a great share of the spoils in *TV Guide's* second annual reader's poll. **Lloyd Robertson** was again voted as the newscast readers would turn to first to at the time of the breaking of a big story, and *Canada AM* showed up to be more popular than its American morning competitors... Before he became Quebec Premier, **Rene Levesque** was a broadcast journalist. He has returned to that profession with a daily 15-minute news commentary on Montréal's CKAC. René discusses not only politics but matters of general concern... Contact **George Young** at (403) 436-1250 if you are making last-minute plans to attend the Western Association of Broadcast Engineers gathering October 16-19 at the Bessborough Hotel, Saskatoon... **Michael Enright**, managing editor of CBC Radio news for the past 2 1/2 years, became host of *As It Happens*... **George Dutka** became manager of technical operations at Allied Broadcast Equipment Ltd... **Pat Marsden** has joined CFRB as afternoon sportscaster... CJAD's **Jennifer Roman** was elected a director of the Ad & Sales Executives Club of Montréal... According to a U.S. poll, AP reported, a majority of Americans say condom advertising is appropriate for television and most said prevention of AIDS is the reason they support such ads. Of the 1,348 respondents in the nationwide telephone poll, nearly two-thirds said TV stations should show commercials for condoms... Note to CKO's **Gord Butler**: Thanks for the note and the confirmation of all the news about your network. Speaking of CKO, **Susan Flory**, who had been a featured air voice, left to free-lance with the CBC... *Howdy Doody* will have a 40th Birthday Special next month, reuniting Howdy, Buffalo Bob and the gang on the TV screen...

Scheduled to begin this month is a new two-hour afternoon program on CBC Radio with **Mary Ambrose** and **Danny Finkleman** as co-hosts. It replaces **Erika Ritter's** *Dayshift*

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

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## people in the news

• Arts and Entertainment Cable Network—**Sherri London**, previously sales assistant, promoted to account rep.

• British Columbia Institute of Technology—**Lundy Sanderson**, former head of the Broadcast Communications Department, is now director of the Creston, BC, satellite campus of the East Kootenay Community College.

• Broadcast Research Council of Canada—executive for current season includes **Nigel Pleasants**, president; **Margaret Rye**, president-elect and treasurer; **Robert Dilworth**, past president; **Kathy Butler**, RBC; **Doris Lythgoe**, publicity; **Kate Potter**, membership; **Shirley Uyesugi**, program; and **Warren Wright**.

• Canada News-Wire—**Jack Oldham** named marketing/administration manager for A/V production and satellite delivery service.

• CBC—recent appointments include: **Michael Enright**, formerly managing editor of CBC Radio, as co-host (with **Alan Maitland**) of *As It Happens*, succeeding **Denis Trudeau**, now early evening TV news anchor in Montreal; **Mary Ambrose** and **Danny Finkleman**, as co-hosts of the CBC Radio afternoon show.

• CFRB Toronto—**Sandra Balind** and **Stewart Wright** appointed account executives.

• CHQT Edmonton—**Lew Roskin**, president and general manager, recently celebrated 50 years in the industry.

• CKAC Montréal—former premier **Rene Levesque** is now a daily commentator on CKAC. Prominent on Radio-Canada TV prior to entering Québec politics in 1960, Lévesque recently appeared on TVA as an analyst for the Francophone Summit, and is reportedly talking to Radio-Québec about further on-air appearances.

• CRTC—Two commissioners recently departed from the CRTC. Vice-chairman **John Lawrence** completed his 7-year term as of August 31/87; he also served as general counsel from 1971 to 1975. **Jean-Pierre Mongeau**, who resigned as of September 4/87, has served on the commission since April 8/82.

• Classic Communications Ltd.—**Ron Nicholson**, formerly of CFGM Richmond Hill/Toronto, named regional sales manager for new Suburban Ad\*Ventures Division (cable television advertising).

• dbx—**John E. Stiernberg**, previously national sales manager with Bose Corp., named national sales manager, dbx professional products (Newton, MA).

• GNB Batteries Canada—**Randy Rogers** appointed sales/service rep, Alberta.

• Langmuir Mangialardo Advertising—new ad agency established by **Mike Mangialardo**, president, former VP/GM, CKEY Toronto, and **Peter Langmuir**, creative director, formerly of D'Arcy Masius Benton & Bowles.

• NAB—**John B. Summers**, senior executive vice president, will retire at the end of 1987. Summers, who has been with NAB for 20 years, will continue as a consultant until June, 1989.

• Q-107 Toronto—named general sales manager is **Christopher Grossman**, formerly sales manager for the Radio Sales Group in Toronto.

• TVOntario—**Patricia Fillmore**, previously manager, marketing services, promoted to sales manager, marketing.

• Westwood One Canada—new general sales manager is **Mark Simpson**, former business development manager, Western Broadcast Sales. **John Rourke** resigned from Westwood One as of August 29/87.

### IN MEMORIAM

#### Thomas G. Laing

Thomas G. Laing, 73, president of Soo Line Broadcasting Co. Ltd., passed away on September 3, 1987. He had entered Pasqua Hospital in Regina in August for treatment of cancer. The founder of CFSL Weyburn in 1957 and CJSL Estevan in 1959, he had served as president of both the Saskatchewan and Western Associations of Broadcasters, and as a director of CAB. He was a prominent businessman in Southern Saskatchewan, and from 1955 to 1966 served as an alderman, then mayor, of Weyburn. Tom Laing is survived by his wife, Rita, three sons—Jim, David, and Brian—daughter Linda, and nine grandchildren. **BT**



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