

BROADCAST + TECHNOLOGY

FAX
UPDATE

NOVEMBER / DECEMBER 1987 — VOLUME 13, NUMBER 3



BOB REDMOND LAUNCHES CJEZ-FM IN TORONTO
special CJEZ-FM supplement

NEWS

- ★ **Covering AIDS: It's Not Just Another Story**—by Brian Thomas
- ★ **RTNDA International Convention Report**—by John Hinnen

SALES

- ★ **40 Years a 'Rep'**—Bob Quinn Interviewed by Phil Stone
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TECHNOLOGY

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Bob Redmond Launches CJEZ-FM

There's 'something new on the air' in Toronto.

And it has resulted in something new in *Broadcast Technology*: the special 16-page supplement which appears in this issue.

The launch of CJEZ-FM by Redmond Broadcasting has been an interesting and successful Canadian broadcasting 'event.'

Readers will recall that there was fierce competition for this last remaining commercial FM frequency in Canada's largest market. (A keen U.S. observer of the FM scene—Bruce Elving, publisher of *FMedia!*—reported the licence to be worth \$10 million.)

The CRTC decision favored broadcaster Bob Redmond. He put CHSC AM-FM on the air twenty years ago; later acquired the AM station in Simcoe, Ontario; then won the licence for CKRY-FM Calgary, which went on-air in 1982. Unassuming and hardworking, Redmond was honored as 'Broadcaster of the Year' in June by his peers in the Central Canada Broadcasters Association. At that time, he spoke with conviction about the responsibilities of broadcasters to their community—he believes in public service, and has a reputation for making realistic commitments and keeping them. These, obviously, are qualities that the CRTC is looking for when it is approving licences.

Bob Redmond started in broadcasting as a teenager, and in the 35 or so years since, has seized every opportunity to learn everything he could about the business. He approaches broadcasting with a quiet self-assurance that is the result of knowledge and experience and has no need to react to each move by the competition.

It's been a pleasure to work with Bob and his capable staff in producing the special CJEZ-FM supplement in this issue. We join with many others in congratulating Redmond Broadcasting on writing an impressive new achievement into the pages of Canadian radio broadcasting history.

We Get Letters...

You'll find some interesting letters in this November/December issue of *Broadcast Technology*...

- In *Stations in the news*, Ralph Robinson writes from Great Valleys Radio about a unique problem with 'traffic accidents.' These occurred at two transmitter sites high in the mountains of British Columbia, and bear out the old saying that 'truth is stranger than fiction'... We always appreciate hearing from broadcasters across the country, and especially thank Ralph for his occasional letters about Penticton's independent 6-year-old, CIGV-FM. Thanks, too, for your kind comments about BT, Ralph.
- In *Ad Lib!* Jacquie has three letters which we're sure you will enjoy reading. And, if you're up on your Canadian radio history 'trivia,' see how many answers you have in Phil Wharton's 'Broadcast Nostalgia Quiz'...

Also in this issue...

- The FAX Directory is proving to be a valuable and fast-growing service! The list in this issue is twice as long as the first one in October, and BT's FAX machine is receiving more every day.

So if and when you have a new FAX number, just send it to us via (416) 857-6045. And take advantage of FAX to send us *all* your news.

- RTVR's Bob Quinn offers his views about the state of station representation in an interview with BT's Phil Stone. Frank comments from a man who's been in the business for 40 years...
- Under the heading *Broadcast Education*, Wayne Gedlaman briefly reviews SAIT's large-scale involvement in the 1988 Olympic Winter Games in Calgary. It's a tremendous opportunity for many students—and instructors—to participate and learn from a very complex production which demands the highest level of professionalism.

North American Broadcasters Voice Concerns

Four issues were singled out for action at the recent Québec City meeting of North America's private radio/TV broadcasting organizations—CAB of Canada, NAB of the U.S.A, and Mexico's CIRT. Resolutions were passed to the effect that:

- Broadcasters would dedicate their resources and facilities to keeping the public informed about AIDS, to assist local, national and international agencies to fight "this dread disease."
- Governments should not impose taxation that discourages the use of advertising, which is "essential in a competitive marketplace"... advertising is "as essential to the conduct of business as salaries and research (and) is the sole source of revenue for commercial stations."
- Improved technical standards will enable AM broadcasters to deliver optimum quality to listeners.
- It is necessary to arrive at a single HDTV transmission system for North America, along with the required UHF spectrum for terrestrial HDTV.

Coming in January...

Articles scheduled for the New Year include these timely items:

- A special feature on the broadcast facilities for coverage of the 1988 Olympic Winter Games in Calgary;
- A report by Janet Cyr-West of CBC Engineering on the HDTV Colloquium held recently in Ottawa;
- A look at AM Quality Improvement—specifically how the FCC enquiry on AM radio rules in the U.S. will impact on Canadian stations—by Wayne Stacey.

And much, much more, of course!

Before we write '30' to another year, all of us at *Broadcast Technology*, join in wishing you happiness and good health throughout the coming holiday season and 1988!



stations in the news

SIX BID FOR 95.7 FM IN BARRIE, ON.

Six applications for a new FM at Barrie, Ontario, will be heard at a December 7th hearing at the Toronto Metro Convention Centre. The applicants are:

- Jerry Chomyn—a program director, most recently with CKNX Wingham—representing a company to be incorporated. He proposes a group I format of 70% or more pop and rock/softer; ERP 24.4 kw on 95.7 MHz.
- Kempenfelt Broadcasting Corp., for a group IV pop and rock format; ERP 35 kw. Principals of Kempenfelt are associated with nearby CKAN Newmarket, ON.
- Generation Broadcasting Inc., for a group II format, 70% or more pop and rock/harder; ERP 21.9 kw.
- Rock 95 Broadcasting (Barrie-Orillia) Ltd., also for a group II format, 70% or more pop and rock/harder; ERP 50 kw.
- Playland Broadcasting Ltd.—licensee of CKLP-FM Parry Sound, ON—for a group I format, 70% or more pop & rock/softer; ERP would be 35 kw.
- Barrie Broadcasting, a division of Kawartha Broadcasting Co. Ltd., licensee of CKBB, for a group III format, 70% or more country music oriented; ERP 50 kw.

Barrie is presently served by CKBB and CHAY-FM; both stations had previous applications for a new FM service denied.

Among other applications to be considered at the December hearing:

- Daniel Pickett, for purchase of **CKAR Oshawa** from Grant Broadcasting;
- Radio-Huronie FM Communautaire Inc., for a 10w community station at Penetang, with three 10w rebroadcasters at Midland, Perkinsfield and Lafontaine, Ontario;
- Amicus Communications, for transfer of shares from Keith Campbell and Robert O'Brien to CUC Ltd., increasing CUC's holdings from 50 to 89%. Amicus is the licensee of **CKLW AM-FM Windsor**, ON.

At the public hearing, Amicus and the owners of **CKAN Newmarket**, ON, will be called on to explain transfers which appear to have taken place without prior approval of the Commission.

MUSKOKA DECISION CONFIRMED

The CRTC has confirmed its March 10/87 decision which approved a new FM in Bracebridge, ON. An order in council by the federal cabinet forced the Commission to reconsider the decision on the grounds that local views had not been adequately considered. The station, licensed to Telemedia-Muskoka Broadcasting, will be jointly owned by Telemedia and CFBK-FM Huntsville. Initially, it will broadcast much of the programming CFBK-FM, with local originations increasing as the station

becomes established. A Class A frequency is to be determined in consultation with the Department of Communications by February 1/88.

CFJR BROCKVILLE SALE APPROVED

The transfer of Eastern Ontario Broadcasting (CFJR/CHXL-FM Brockville) to St. Lawrence Broadcasting Co. (CKLC/CFLY-FM Kingston) has been approved by the CRTC. St. Lawrence, owned equally by James A. and Ronald A. Waters and their sister Sheryl V. Bourne, purchased 100% of Eastern for just over \$1 million. The new owners have undertaken to put the FM station on the air within six months. (It was licensed in February/87, over a competing application by St. Lawrence.) Planned improvements for CFJR include new equipment (\$60,000), improved night coverage (\$50,000-\$70,000) and AM stereo (\$31,000). John A. Radford will continue to be associated with the stations on a consultative basis.

WESTCOM TO SELL CHML/CKDS-FM

Subject to CRTC approval, a group headed by Don Luzzi will acquire CHML/CKDS-FM Hamilton from Westcom Radio Group, a wholly-owned subsidiary of WIC Western International Communications. Luzzi is president and general manager of the stations, which last year moved to impressive new facilities. CHML was established in 1927 by broadcast pioneer Ken Soble. Western, which bought CFGM/Q-107 from Slight Broadcasting two years ago, says it has decided to concentrate on the larger Toronto market.

GOLDEN WEST BUYS SUN VALLEY

The CRTC has approved the sale of CISV Winkler-Morden, MB, to Golden West Broadcasting. CISV has had heavy losses since going on the air in August/80,

although its country music format has achieved some popularity in the area, against competition from at least eight Winnipeg stations. Commissioner Coupal opposed the majority decision, on the grounds that CISV's coverage area is entirely within that of Golden West's CFAM Altona, and the CRTC's policy is not to allow a licensee to own two AMs in the same market. The majority view, however, favored continuation of CISV's local service, on the condition that the format remains distinct from that of CFAM, with no simulcasting and separate news services. Golden West has committed \$100,000 to new studio equipment and other improvements, including the purchase of the property on which the transmitter is located.

CIGV-FM HAS 'TRAFFIC' PROBLEMS

Ralph Robinson reports that there have been a couple of unique problems this year at the transmitter sites of CIGV-FM Penticton, BC. Ralph writes:

"Our main transmitter is over a mile above sea level and it has escaped any 'traffic accidents.' But our satellite transmitters, which are located high up mountain sides in the Keremeos-Cawston and Princeton areas, have both been victims of traffic. Some wild young buck in a new 4x4 climbed the rough trail to our Keremeos site and rammed the building one warm summer night. Needless to say, electrical connections were severed as the building was pushed off its foundations. And just a few weeks ago, a ready-mix cement truck, coming down from a CBC installation close to our Princeton transmitter, tangled with guy wires on our antenna and pulled everything out of line. One would think a lonely shack on the side of a mountain, miles from streets and highways, would be a very low traffic risk!"

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CANWEST AIRS 'TRI-PRODUCTION'

A half-hour news magazine, *Eyes West*, is now airing on CKND-TV Winnipeg and STV in Regina and Saskatoon. The bi-weekly show, a 'tri-production' of the three CanWest stations, deals with topics of concern to western Canadians.

BEWARE OF TALKING SIGNS...?

Talking Signs Inc., 104-1200 Pembina Highway, Winnipeg, have applied to the

CRTC to operate on the FM band in Winnipeg, Brandon and 25 other Manitoba communities. Multiple transmitters would be rented for such purposes as real estate marketing, and would be moved to different locations, as required. Operating on either 90.1 or 100.1 MHz with a power of less than 0.1 watt, they would broadcast pre-recorded messages in English, French, Ukrainian and German.

COGECO BUYING MORE STATIONS

A November CRTC hearing in Québec City will hear applications for the transfer

of three AM stations and two FM licences to COGECO Inc. Marcel Plamondon plans to sell his 96.35% interest in Radio Cote-Nord Inc. (CHLC and an authorized FM, Baie-Comeau, CFRP Forestville); while COGECO would acquire 100% of CKBS and an authorized FM in St-Hyacinthe. COGECO, controlled by Henri Audet, has major cable TV and television interests in Québec, and recently launched a program of radio station acquisitions by purchasing CFGL-FM Laval for about \$25 million.

Other stations in the news...

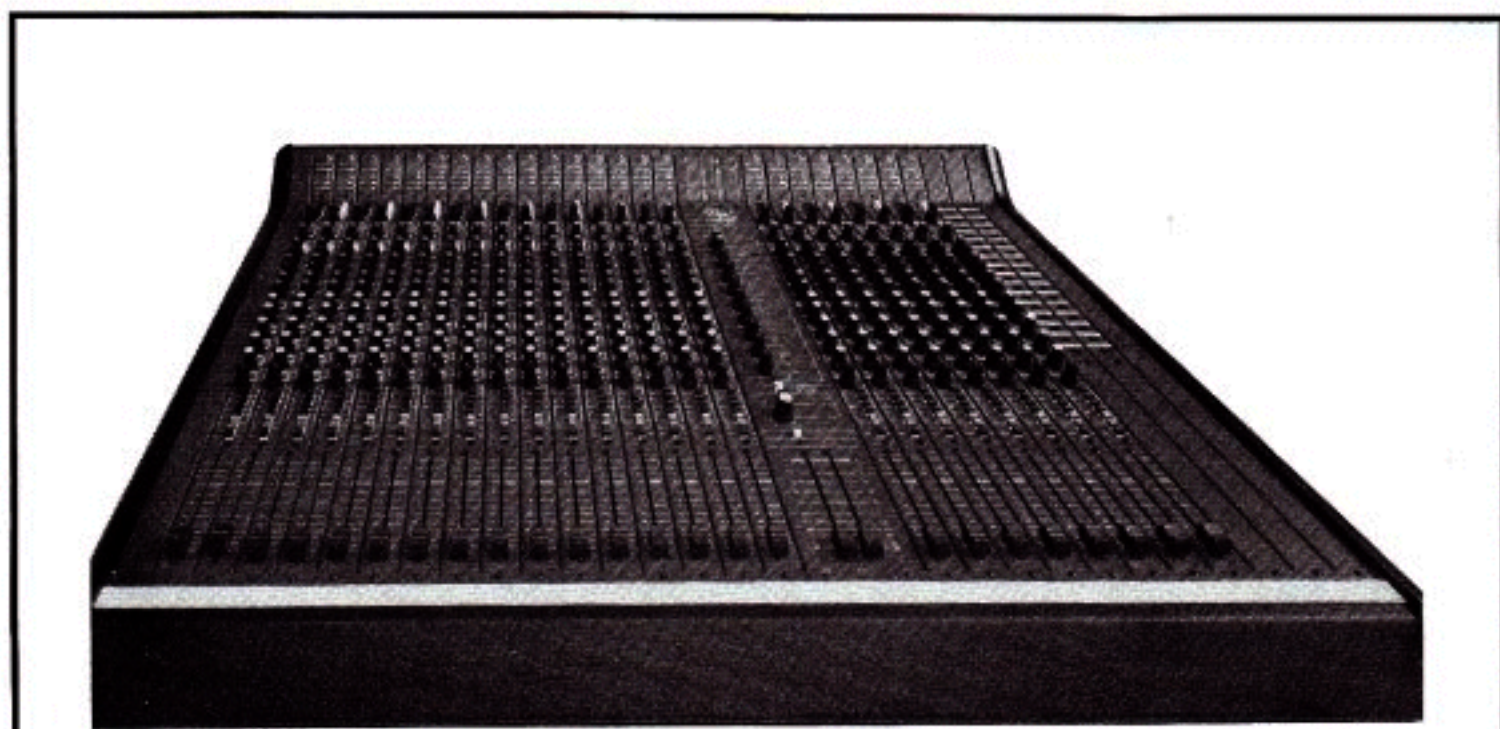
- August 10th was the on-air date for **K-100 Saint John, NB.**
- Parkland Radio Ltd. has applied to purchase **CHLW St. Paul**, its rebroadcaster in Grand Centre, and **CILW Wainwright**, Alberta, from L.W. Broadcasting Ltd.
- Subject to CRTC approval, Len Novak will acquire **CFNL Fort Nelson** and **CKNL Fort St. John, BC**, from Western Communicon Ventures Ltd., and **CFOK Westlock, AB.** Novak is VP of CFOK.
- Power increases have been granted the North Battleford, SK, rebroadcasters of **CKBI-TV** (from 24 to 43.7 kw ERP) and **CFQC-TV** (from 5.6 to 16.8 kw ERP.)
- Use of SCMO has been approved for **CFLY-FM Kingston, ON**, for distributing a 'storecasting' service.

COMMUNITY FM PROBLEMS PERSIST

CFOU-FM Ste-Thérèse, PQ, will be fighting an uphill battle when it appears at a licence renewal hearing in Québec City on November 30th. The licence of the community station expires Dec. 31/87, having been renewed for only three months on Sept. 30/87. CFOU resumed broadcasting on Sept. 21/87 after being off the air for eight months, and is now proposing that its weekly schedule be increased from 56 to 112 hours, with other changes in its promise of performance.

In September, the CRTC rejected licence renewals for two other community FMs: **CKLE-FM Rimouski**, licensed in May/80, and **CION-FM Riviere-du-Loup**, licensed in December/81, had both shown "serious and persistent compliance difficulties" since their inception, despite repeatedly being cautioned by the Commission. Both were to cease operation Sept. 30/87. Another community station, **CHGA-FM Maniwaki**, was renewed for three years after improvements in its programming and community orientation were effected.

A small commercial station in Québec, **CFIN Coaticook**, ceased broadcasting July 4/87, and its licence has not been renewed. A small country music FM, it had been cited repeatedly by the CRTC for non-compliance to regulations. **BT**



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Clear Channel Bonanza Paying Off

As a result of the Rio conference in 1981, the total allotments for Canadian AM radio stations increased by a possible 182, (*B+T March/April '82*). It was recognized that some duplicates—where, for instance, the same channel was listed in several nearby cities—would not survive the negotiations to follow. It would be necessary for an agreement to be reached with the U.S.A. among others, before the possibilities for new assignments could be certain.

The most significant change in the agreement was achieved by Canada's denunciation of the original North American Regional Broadcasting Agreement, NARBA. On the 25 U.S. and seven Canadian clear channels, there had been a restriction in use of the other country's frequencies within 650 miles of the common border. This meant that, in Canada, 25 of the 107 channels were denied everywhere except in Eastern Newfoundland and in part of the Northwest Territories.

Lengthy negotiations with the U.S.A. eventually culminated in a new Canada/U.S.A. agreement in 1984, in which the assignments possible on all clear channels were listed, 163 for Canada including some duplicates and a total of 24 stations already operating on these channels (*B+T March/April '84*).

To what extent have Canadian broadcasters taken advantage of this bonanza? It seems that some have responded very quickly, while others have not yet indicated their intentions. The following can be reported from information available through DOC as of September 11th, 1987. Some applications have yet to clear the CRTC.

British Columbia

B.C. broadcasters have shown good initiative, eleven applications having cleared DOC.

- CFLD Burns Lake intends to move from 1400 kHz to 760 kHz, with no change in power, significantly improving local coverage in an area where conductivity is a serious problem.
- CKQR Castlegar has moved to 760 kHz with 20 kW day/5 night, having abandoned 1230 kHz 1D/0.25N operation.
- CJDC Dawson Creek, using an 890 kHz allotment from Williams Lake, is at 10 kW day and night, rather than the original 1 kW on 1350 kHz.
- CKIR is a new station on 870 kHz at Invermere with 1D/0.25N operation.
- CKKC Nelson hopes to move from 1390 to 860 kHz with their 1 kW operation.
- CKOK Penticton is authorized to move to 780 kHz 20D/10N from the original 800 kHz 10D/0.5N.
- CFBV Smithers plans to use 870 kHz 1D/0.5N, relinquishing 1230 kHz.
- CISL Richmond has obtained the 650 kHz Vancouver frequency with an eventual 10D/9N power, operating temporarily at 2.5 kW day/0.725 kW night. Also planned is a synchronous 100-watter at White Rock. The original operation was on 940 kHz with 2.5 Kw day and night.
- A new station, CKXY is operating on 1040 kHz in Vancouver with 50 kW power.
- And CKDA in Victoria intends to move from 1220 to 1200 kHz with the same 50 kW power. The change will permit a much better signal on the lower mainland.

The Prairies

Across the prairies, only six applications have been processed, four of them in Alberta.

- The new station CFFR obtained the choice 660 kHz frequency in Calgary with 50 kW day and night.
- Also in Calgary, CHQR intends to shift from 810 to 770 kHz with the same 50 kW operation.
- CHQT in Edmonton has obtained 880 kHz at 50 kW, abandoning 1110 kHz.
- CKRD Red Deer is leaving 850 kHz and a 10D/1N operation for 700 kHz with power of 50 kW day/25 kW night.
- The only change in Saskatchewan appears to be that for CJWW Saskatoon, moving from 1370 kHz to 750 kHz, while retaining the 10D/10N power.
- CKLQ Brandon, operating 10 kW day and night, has changed frequency from 1570 to 880 kHz, resulting in a healthy increase in coverage.

Ontario

Ontario has recorded eight moves into the clear channel "Nirvana".

- At Brockville, CFJR was able to move from 1450 kHz with 1 kW day and night to 830 kHz and a daytime power increase to 5 kW.
- CFOB Fort Frances moved from 800 kHz 1D/0.5N to 640 kHz and a night increase to 1 kW.
- At Hamilton, CHAM settled on 820 kHz with 50 kW daytime/10 night. Formerly, CHAM was on 1280 with 10 kW day and night.



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- A new station at North Bay, CHUR is on 840 kHz with 10 kW.
- CFGO managed to capture the 1200 frequency at Ottawa, moving from 1440 kHz at the same 50 kW power.
- CFGM is after the 640 kHz Toronto channel at a full time 50 kW, giving up 1320 kHz. Although nominally operating from Richmond Hill, CFGM offers "greater metro" service.
- CKGB Timmins has moved to 750 kHz from 730, with 10D/5N power.
- CHIN Toronto, on 1540 kHz (which is actually a Bahamas 1-A frequency), has finally obtained night time operation at 15 kW to go with the 50 kW daytime. CHIN is attempting to get the night power up to 50 kW as well.

Quebec and The Maritimes

East of Ontario, developments have been slow. Only five applications have cleared the DOC.

- In Quebec, CHRS St-Jean has a temporary operation on 1040 kHz aiming for 10 kW day/1 kW night. Formerly, CHRS was a 10 kW daytimer on 1090 kHz.
- CHSJ in Saint John, N.B., is cleared to use 700 kHz at 10 kW day/5 kW night. The former operation was on 1150 kHz with the same powers.
- CHTN in Charlottetown, P.E.I., awaits a CRTC decision on a move to 720 kHz at 10 kW day/7.5 kW night from the original 1190 kHz 10D/10N.
- In Newfoundland, where stations in the East already had the luxury of using U.S. clear channels, CHCM Marystown intends to move to the erstwhile Canadian clear 740 kHz frequency with 10 kW day and night. Present operation is on 560 kHz at 10D/5N.
- CFSX Stephenville has obtained 870 kHz with no power change, avoiding the 910 kHz frequency with its inherent I.F. beat problems.

- CHYQ Musgravetown, already on 670 kHz, has been able to achieve some additional null-fill because of changes in protection requirements.
There are no changes to report in Nova Scotia nor in the Northern territories.

Low Power Stations

The erstwhile U.S. clear channels have become popular havens for a large number of LPRTs and campus radio stations. There are dozens of these now listed among the current DOC AM assignments, including a large number on the former Canadian clears. Some of the urban low-power stations occupy frequencies where substantial powers could be achieved, and we can surmise that either they or other applicants will want to exploit these possibilities at some future time. In the DOC lists, both the LPRT licensed and the full parameter allotment available are included.

And More?

While most of the best plums have already been picked, there are others which appear to be desirable operations. Unused allotments are still available in many communities. And because of the frequency shifts and consequent changes in limitations, many broadcasters could find that relief from tight pattern restrictions would be possible. In addition, there are some applications now in process, the details of which are not yet available for publication. We can expect that exploitation of the former clear channels will continue.

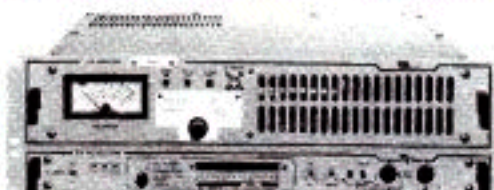
A.G. 'Sandy' Day, P.Eng., is Technical Editor of Broadcast Technology. He may be contacted c/o 15 Lakeside Avenue, Ottawa, Ontario, K1S 3H1, (613) 235-9411.

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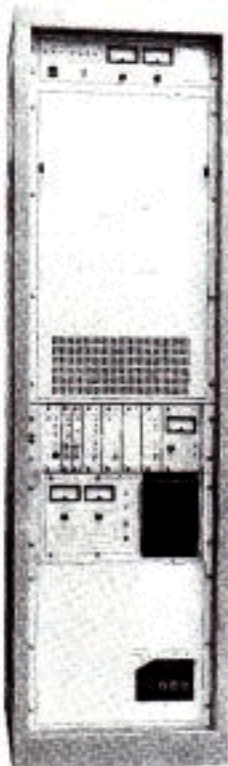
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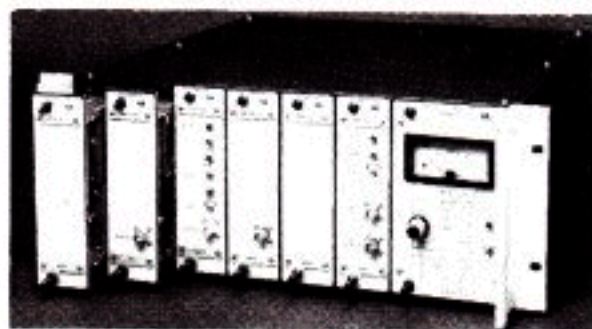
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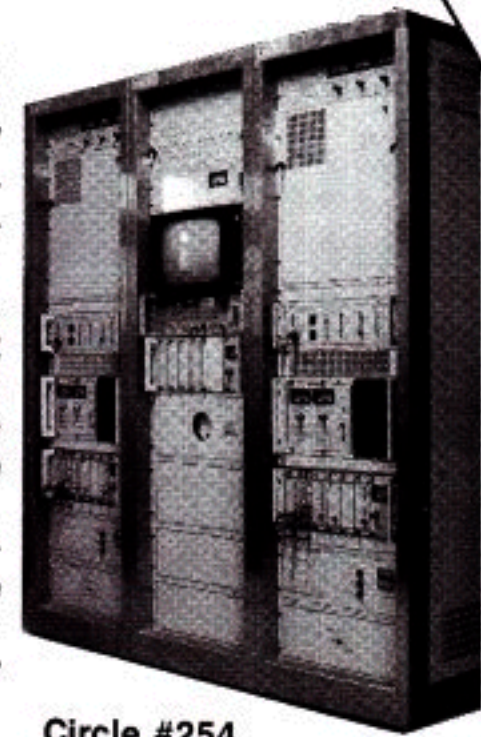
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Howard Christensen's column:

'Good Humor Makes Most Things Tolerable...'



People...

CKCY/Q104FM Sault Ste. Marie president **Paul Fockler** and his lovely wife **Maureen**, were super dinner companions at Soo, Michigan. As we left the Robin's Nest restaurant, Paul turned and said, "How'd you like to go to a casino?" Yes, folks, there is full-blown gambling at Soo, Michigan. Operated by the Chipewya Indians, Vegas Kewadin—"The Vegas of the North"—offers blackjack, wheel games and poker. I saw hundred-dollar chips floating around and couldn't believe my eyes. There's litigation in process to stop the action but it involves U.S. native peoples, operating on a reservation within the town borders of S.S.M., Mich., it's going to take quite some time for the courts to sort it all out. Meantime, if Paul ever wants to take you there, make sure he has Maureen with him. She's the only one who knows the way!

Canada News Wire is opening a Halifax office in January. First manager for the Atlantic Canada branch is **Brian Graham**. Brian set up most of the client services there, as well as being instrumental in getting stations to use CNW.

CKGB Timmins controller **Ann Brillinger** made sure my visit to Timmins turned out to be a winner. Ann, who's worked at CKGB since Roy Thomson owned the place (now a Telemedia property) regaled with stories of people like **Merv Russell**, now

GM at CHNS Halifax, bringing armfuls of lobster from Atlantic Canada and boiling them up for CKGB staff in Ann's basement, and of the people who were enjoying them: people like **Gord Marratto**, now president of CKDK-FM Woodstock and **Jack Schoone**, president of Maritime Broadcasting. As well, CHUM's **Fred Sherratt** got a mention or two as well. Thanks, Ann. (By the way, both Merv and Jack—at the AAB in Charlottetown—were delighted to hear all is well with you. Both send their best.)

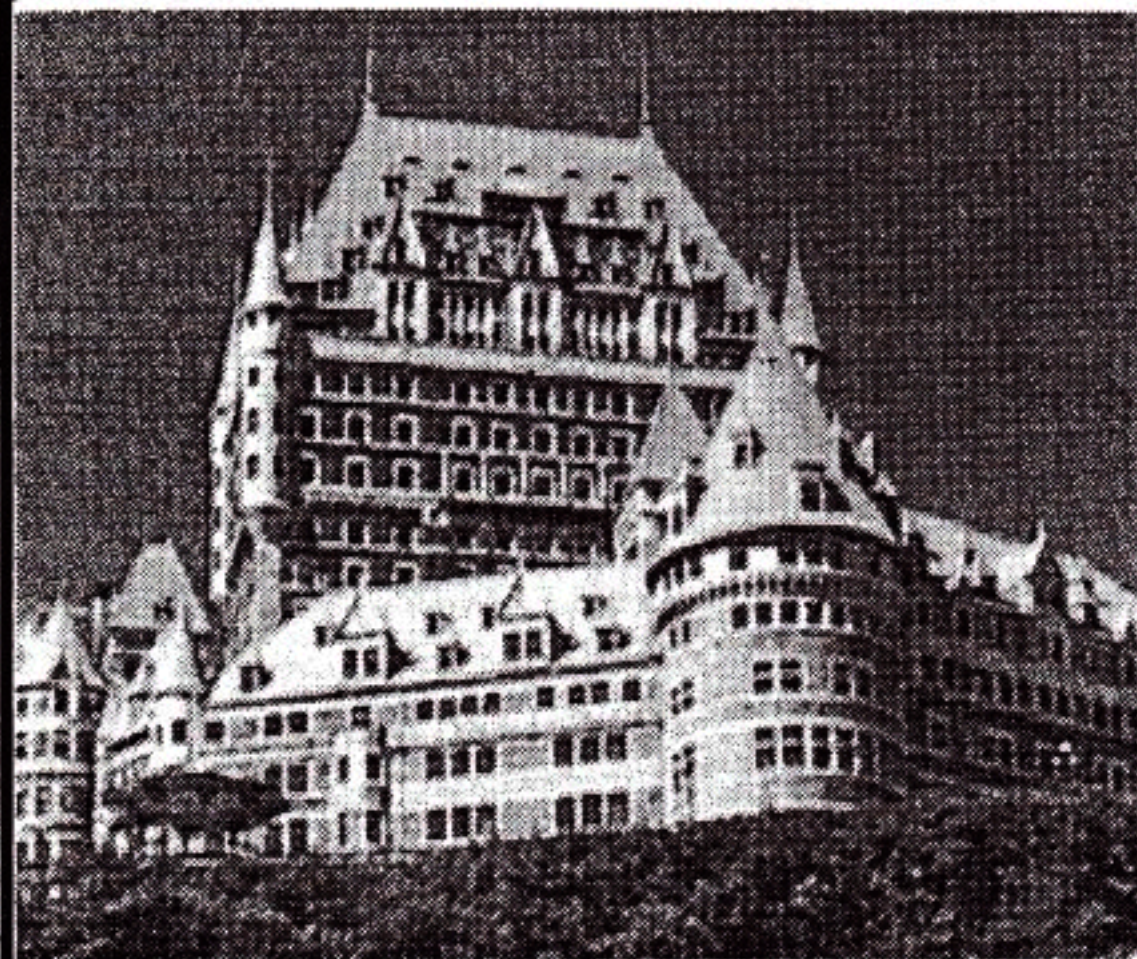
It was quite the surprise party for CFTR Toronto morningman **Tom Rivers**. Tom's wife, **Ariel**, schemed, planned and worked her little heart out for over two months to make sure that everyone was in place for the *soiree*. It all came together one recent Saturday afternoon. Tom had just returned home... as he came up the stairs from the basement garage he was confronted by a group of people with huge grins on their faces. Stunned, Tom leaned back against the wall as we all sang 'happy birthday'. CKEY Toronto morningman **John Rode**, the MC, took Tom by the hand and led him to a chair just around the corner from where another group of people was hidden. Speeches and roasting quickly followed by those who Tom could see: Rogers Broadcasting and CFTR colleagues: **Jim Sward**, **Tony Viner**, **Sandy Sanderson**, **Larry Fedoruk**, **Eric Thomas**, **Dick Smyth**, **Heidi Wegner** and from Broadcast News, me. There were taped congratulatory messages, too, from singer **Peter Foldy** (Banzai Junction) in Los Angeles and from skier **Steve Podborski**. And then the fun started. People still out of sight were presented in a *This is Your Life* format. They included CKGM Montreal's **Mary Anne Carpentier**, Vickers & Benson's **Bill Anderson**, CHAM Hamilton's **Bob Humeniuk**, CHUM Toronto creative director **Larry MacInnes** and CHUM News weekend man and former producer of Tom's morning show) **Kevin Putnam**. Missing in action were CFTR afternoon drive announcer **Mike Cooper** (viral pneumonia) and Joint Communications consulting ace, **Dave Charles** (impacted wisdom tooth). Good one, Tom!

TBS' **Allan Davis**, ever magnanimous, gave me two tickets to the last match of the season between the Blue Jays and the Seattle Mariners. Great seats, too!—in the eleventh row behind first base. What was really impressive, though, was the way Allan arranged to honor my visit to CNE stadium. Mariners Right Fielder **John Christensen** batted a base hit. First base coach **Frank Howard** got close to Christensen, presumably for some chatter on strategy. The result was that Blue Jays First Baseman **Willy Upshaw** was seen in the background, with Mariners shirts **Howard** and **Christensen** tightly tucked together...

News...

A marketing research study, conducted by Reymer & Gersin Associates between June 29 and July 15 of this year, concludes that listeners across the United States and across formats—from country to religious and CHR—want, expect and need solid levels of news and information. Far from tuning out news and information, the research found that listeners pay as much or more attention during newscasts—and prefer a radio station which carries news to one which doesn't. The study, commissioned by Associated Press Broadcast Services, also shows important new opportunities to satisfy listeners' appetite for news and information by stressing "live" coverage, by interrupting entertainment programming to provide updates on major breaking

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news stories and by providing bits of information between music. These moves will enable radio to better adapt to listeners' changing needs, making it an even more powerful part of North American life well into the future.

Prior to the study quoted above, **Fred Berns**, at Washington's Berns Bureau, wrote that aggressiveness is the key to saving radio news. Berns says some station managers are of the opinion that total information for a 22-year old woman amounts to where she can pick up tickets to the Billy Joel concert. And that's downright discouraging to radio news veterans. But, take heart, he says. There are other managers who feel that with the greying of America, interest in radio news will rise. But news directors will have to upgrade the quality of the product, making newscasts more innovative and interesting. Sales managers must be shown how news is a tune-in for local listeners and that spots on newscasts can be sold at a premium.

This is not true: it didn't happen. But it was a fun story while it lasted. The keeper of the BN/CP stockroom came up to our floor and said, "You know our security camera by the back door?" We said, "Yeah." He said, "It's been stolen." Turns out it was the TV monitor that was taken. I liked the first story better.

The magic of radio lives on! That fantastic baseball series played in Toronto between the Blue Jays and the Detroit Tigers during those four days at the end of September captured the attention and imagination of Canadians from coast-to-coast. Arriving at Pearson International Airport on the Sunday afternoon of the fourth game, it was amazing to observe the hordes (yes, hordes!) of people gathered in the bars and coffee shops giving full attention to high-volume radio play-by-play of the action. It was reminiscent of all those old second world war movies where people stood at store-front radio speakers to get the latest news. It did a radio guy's heart good!

Broadcast News: A Perspective...

So how did BN come to be? On April 10, 1953, ten men met at Toronto's Royal York Hotel with the goal of establishing a news service for broadcasters, by broadcasters. Among them, **Col. Keith S. Rogers** of CFCY Charlottetown, **Paul Lepage** of CKCV Quebec, **Kenneth D. Soble** of CHML Hamilton, **H. Gordon Love** of CFCN Calgary and **Charle B. Edwards**, BN's first general manager.

Before BN, broadcasters could only buy news from newspaper agencies. They had neither voice in the operations of the agencies nor direct input in the service delivered. When BN began it had 90 wire affiliates. Today the roll is about 600. Service operates round the clock. The national English service is based in Toronto and regional news is inserted from seven bureau locations. The French service is prepared/transmitted from Montréal. Summaries are provided each hour. As well as general news, there are also interpretative/background reports; comprehensive sports coverage; agriculture, stocks, livestock and produce markets; weather; and scripted feature items.

BN was a world pioneer in providing audio reports for illustration of newscasts with the voices of newsmakers and reports at the scene of news events. The first BN Audio service was established in 1956. International coverage was arranged with Radio Press International until 1965. BN then worked with Westinghouse Broadcasting Co. Since 1971 it has been affiliated with ABC Radio. In 1975 the audio service of The Associated Press was added. And in 1979, Canada's first agency-originated newscasts were begun, offering national newscasts to stations on the top of the hour, 24 hours a day, seven days a week.

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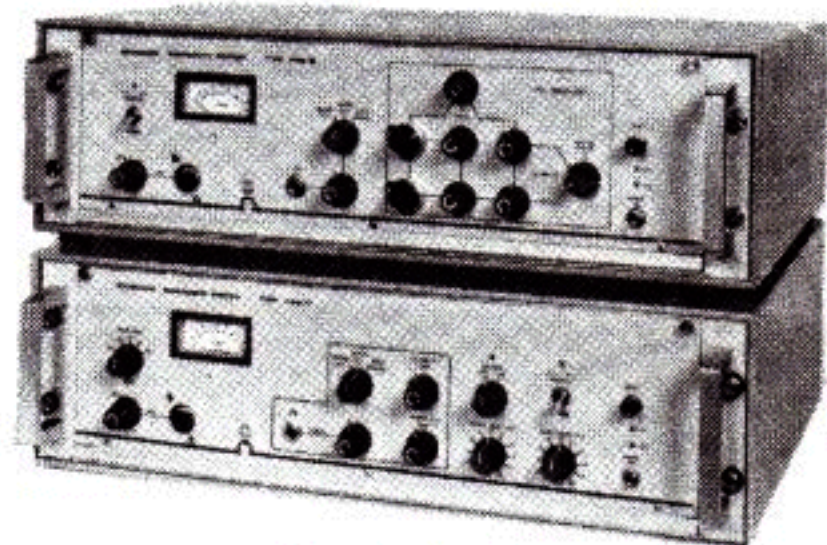
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BN has reporters based in Washington and in London and will often send staff outside Canada to provide coverage of events involving special Canadian interest. Audio reports are edited at Toronto for transmission via satellite to affiliated stations, seven days weekly. BN Audio averages 140 reports daily, approximately 60 per cent of them Canadian, and covers Canada for both ABC and AP Radio.

BN also operates regional services in B.C., Ontario, the Atlantic Provinces, Manitoba and in Saskatchewan/Alberta. In line with BN's aim to make its services available to all Canadian stations at reasonable cost, BN Audio is non-exclusive and charges are based on stations' advertising rates. BN Audio and its French counterpart, Audio Nouvelles Tele-Radio, now serve English- and French-language stations throughout Canada.

That the goal of establishing a Canadian broadcast news agency was attained is evidenced not only by the fact that BN is a full news and programming service, very much a member of the satellite age, but also by spirited growth and by the accolades from the affiliates it was born to serve.

Notes From The Atlantic Association of Broadcasters...

It was surprising to see **Don Fawcett** and his wife, **Lois**, all the way from CFOB Fort Frances. They were on an eastern holiday and decided to make the AAB a part of their vacation... **Carole MacLaren**, who brought husband **Bob** (GM at CKBW Bridgewater) to the convention, was her usual delightful self—she always gives me a big hug... Another surprise Central Canadian visitor was CHUM Toronto VP **Wes Armstrong**... **Russ LeBlanc** of CJLS, not a very funny guy, showed up all the way from Yarmouth, N.S. ... CJMO-FM Moncton president **Rick Gor-**

don was there... All-Canada's **John Gorman** is on my hit list. He scooped my cab, the one I'd been waiting 15 minutes for, to go to hospital. Next day, John was right in the thick of things; bright and chipper. Actually, there was some concern but everything turned out fine...

CKCL/CKTO-FM Truro GM **Roy Publicover** is excited about the approval of new building plans for the station. He expects to occupy the new facility sometime next year... *Sports Rap* main players **Postie Connally** and **Larry Resnitzky** got lots of attention at this year's convention over the national success of their syndicated talk show which originates from Charlottetown... Congratulations to Radio Atlantic's **Bill Winton** and to CJCB Sydney's **Robby Robertson** on being jointly named Broadcaster of The Year... Robby's boss, **Norris Nathanson**, was so impressed that he gave him and his new wife a vacation in Hawaii. Incidentally, Robby is now 81 and still pulls down one shift a week at CKPE-FM Sydney... It was the best turnout ever for the AAB convention, the 41st in its history. Congratulations to CHTN Charlottetown GM **Harry MacLellan** and the entire organizing committee.

Quickies...

Steve Madely, long-time news director at CFRA Ottawa, is now also station manager... BN Satellite account executive **Rina Steuerman** says the BN/Telemedia first anniversary bash for *Coast-to-Coast* (the overnight show) was a smash (they all got pumped-up at the Second City review in downtown Toronto)... **Roger Snowdon**, of CHNS Halifax, is now ND at CFNB Fredericton. Former ND **Ron Caldwell** is out of the business... **John Ansell** has retired as president and GM at CJVI Victoria. **Kim Hesketh** is new GM (Kim and I shared news duties at CHYM Kitchener about a lifetime ago)... **Stu Fawcett**, ND at CKY-TV Winnipeg has dropped his directing duties to devote full time to anchoring... New ND at CKAL Vernon is **Shawna Kelly**... **Brian Willis** is at CHLW St. Paul... CHWK Chilliwack GM **Bill Coombes** has been promoted to president and general manager of Fraser Valley Broadcasters. **Dennis Barkman** remains as a director of the company. And **Gary Milne** takes over as GM at CHWK... **Dan McLennan** is now ND at CJDC Dawson Creek... **Andy Rondeau** is ND at CKNL Fort St. John... **Thomas McBride** is new VP & GM at CIOF Vancouver... New ND at CJGL-FM Swift Current (changing their calls to CIMG 'MAGIC 94') is **Howard Alexander**... A couple of changes at Yorkton; **Doug Blackie** is now ND at CJGX and **Elizabeth Popowich** is news director of CKOS-TV... CHFM-FM Calgary has a new ND. She's **Kathy McNeil**... **Jim Elliott** is GM at CHEC Lethbridge/CKTA Taber... **Barry Dickson** has moved from CKWA Slave Lake to manager CILW Wainwright; **Rod Schween** is acting GM at Slave Lake... At CKSQ Stettler, **John Turner** is ops. manager... **Merv Russell** is now GM at CHNS Halifax while **Dennis O'Neil** has moved west to CKNG-FM Edmonton as GM... **Gary Crowell** is GM at CIOK-FM Saint John... **Sandy Gillis** is GM at CKCW and CFQM-FM Moncton.

Kicker...

CFTR Toronto ND **John Hinnen**, at Orlando for the U. S. RTNDA annual convention, says CBS anchorman **Dan Rather** was explaining to him what kinds of people end up as anchor-people. Rather said that an anchor is a person who talks about himself for 45 minutes and then turns to the person he's talking to and says, "But enough from me. You talk about me for a while."

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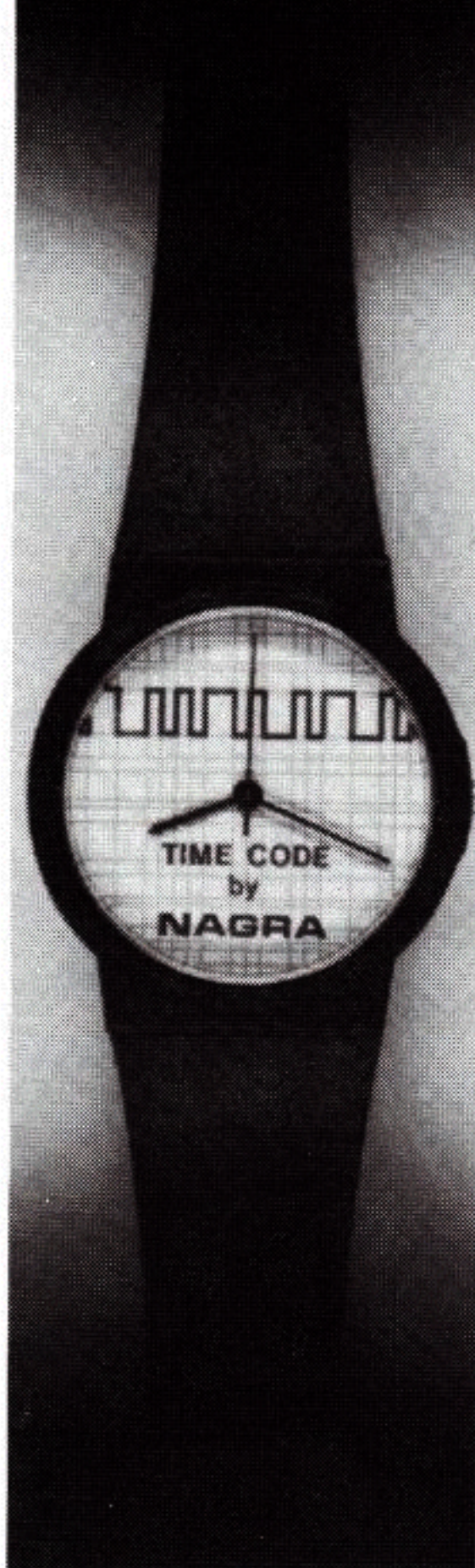
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people in the news

- Acrian, Inc.—recent appointments include **Arie Shor** to project engineer, amplifier division, responsible for design/development of new products; and **Tom Moller** to applications engineer.
- Broadcast News—recent appointments include: **John Lewandowski** to reporter-editor, BN Halifax; **Martha Cody**, previously with BN Vancouver, moves to BN Halifax; **Gerald Weseen**, transferred from Halifax to Fredericton correspondent; **Ron Nicolson** moves from Regina to Toronto; and **Steve Crombie** has been hired by BN Vancouver. Taking early retirement: **Jack Enefer**, a 38-year BN veteran, Vancouver; **Fred Chafe**, bureau chief in Vancouver, after 35 years with CP; and **Graham Trotter**, Edmonton bureau chief for the past 18 years.
- Canadian Press—**Guy Rondeau**, previously chief of Quebec services, promoted to vice-president, French services.
- CBC-TV—appointed to head new creative development program of English network are: **Nada Harcourt** (drama); **John Kennedy** (movies and mini-series); **Angela Bruce** (children's TV); **Carol Reynolds** (variety); **Hugh Gauntlett** (arts, music and science). A further appointment is to be made for development of sitcoms. Director of programming **Ivan Fecan** has also announced new appointments for six other production executives: **Roman Melnyk** to deputy director of TV programming; **Jean-Claude Tanguay** to director of production and administration; **Ed Robinson** to head of program administration; **Bob Bleasby** to head of production; **John Dimon** to manager of administration/finance, drama; and **Rick Field** to manager of television planning.
- Centro Corp.—Salt Lake City firm has named **John Harris** executive VP/GM, **Curtis Chan** VP, marketing and product development; both had been with Sony.
- CFCF Inc., Montreal—senior executive appointments include **Jean A. Pouliot** to chairman of the board and chief executive officer; **Don W.G. Martz** to vice-chairman of the board and chairman of the executive committee; **Adrien D. Pouliot** to president and chief operating officer.
- CHED Edmonton—**Gord Rolson** has re-joined the air staff (in afternoon drive); he spent 10 years with CKLG Vancouver and was PD for stations in Moose Jaw and Calgary. **Seanna Collins**, from Q-92 Regina, has joined CHED for swing shift duties.
- CHRB High River—**Keith Leask**, formerly in news and sports, promoted to station manager.
- CITY-TV Toronto—**Jeff Ansell**, senior reporter and producer, left CITY to open Public Eye Network, a communications consultant business.
- CJBN-TV Kenora—**Rick Harrow** appointed general sales manager. He was with CKY-TV Winnipeg for seven years.
- CKNX-FM Wingham, ON—recent staff changes have FM-102 morning man **Derek Botten** taking over as PD, with **Lisa Brandt** as music director. **Jerry Chomyn** becomes host of the 9am-noon show, while continuing as AM-920 program director. **Sylvia Derer**, formerly with CHNR Simcoe, CJCS Stratford and AM-96 Cambridge, has joined CKNX AM/FM as promotions co-ordinator.
- CRTC—appointment of **Beverly J. Oda** of Toronto gives the CRTC three women among the nine full-time commissioners. Others are **Rosalie Gower** and **Monique Coupal**.
- CTV Toronto—**John W. Bassett** has resigned from the board and executive committee. Appointed to the board in his father's place is **Douglas G. Bassett**.
- For-A Corp.—**Mackenzie Leathurby** appointed audio project manager.
- Harris Broadcast—**Ronald Frillman** appointed radio domestic sales manager, broadcast division (Quincy, IL).
- Ontario Government—reorganization of provincial departments has aligned Communications with Culture, instead of Transportation, as in recent years. **David P. Silcox** remains as deputy minister



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under Minister of Culture and Communications **Lily Munro**.

• NAB—**Daniel E. Gold**, president of Knight-Ridder Broadcasting, named to board of directors. He replaces **William Moll**, president of Harte-Hanks TV, who is now president of the Television Bureau of Advertising in the U.S.

• Nova Systems, Inc.—**Max Meyerson** named national sales manager (Canton, OH). He was formerly national sales manager, broadcast systems, for MPC.

• Rogers Radio Broadcasting—**Ron Turnpenny** has retired as vice-president, engineering. He will now be available in a consulting capacity, and may be reached at his residence in Markham, Ontario, (416) 294-7701.

• Scientific-Atlanta—**Raymond Hartnett** named corporate senior vice-president and chief financial officer replacing **Harry Topliss, Jr.**, who retired after over 25 years service with the company.

• Selkirk Communications—**Rafe Engle** has resigned as president to pursue other interests. Interim managing director is **George Meadows**, a senior vice-president of Southam Inc., the largest shareholder in Selkirk.

• STV—Among the Saskatchewan personalities appearing on STV are businessman **Rob Dalziel** and educator **Ian Wilson**, co-hosts of the public affairs series *STViewpoint*; also **Jo-Ann Martin**, a former Miss Saskatchewan Roughrider, and Saskatoon lawyer-journalist-fashion model **Colleen Wilson**, hosting segments of STV's *Good Company* weekdays.

• Tele-Radio Systems Ltd.—recent appointments include **David Needham**, to vice-president, data communications division; **Brett Dean**, to national data communications specialist; and **Keith Fletch**, to regional sales manager, Vancouver.

• The Sports Network—**Mark Jones** joins TSN as college football host and reporter for a range of sports events.

• University of Regina—CBC Regina radio producer **Jill Spelliscy**, who taught broadcasting last year, has rejoined the staff.

• Westwood One—**Mark Simpson** appointed general sales manager. **John Rourke** has resigned to pursue other interests.

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BROADCAST BEAT

by Phil Stone

The **Wayne & Shuster** specials continue—the next show by the perennial Canadian comedy team is tentatively scheduled for February... A.C. Neilsen purchased Media Measurement Services, an affiliate of Elliott Research. Services of MMS include measurement of advertising expenditures, print and broadcast commercial monitoring and creative duplicating services... A Toronto sales office at 40 Sheppard Avenue West was opened by Telesat... **Ron Nicholson** moved from radio where he had spent many years to become regional sales manager, Suburban Ad*Ventures Division, Richmond Hill, Ont... Telefilm Canada appointed **Noel Cormier** executive, strategic planning. He succeeded **Ian McLaren**, now with Great North Communications, the independent production firm... **Jack Oldham**, the veteran marketing and communications man, joined Canada News Wire as a member of the CNW management team for audio/video production and satellite delivery service; Jack will be responsible for marketing and administration... After a sojourn in California, **Terry Steele**, who has had a 15-year history in Toronto radio, returned to it by joining the announce staff of CKEY as afternoon man...

Some changes at *Hockey Night in Canada* saw veteran producer **Bob Gordon** leaving, the Calgary office closing, **Steve Lansky** moving to Toronto and **Mark Asking**, formerly with Global TV's *Sportline*, hired as producer... The Toronto-made new TV film, *Hostage*, starring **Carole Burnett**, also stars **Carrie Hamilton**. She is Burnett's daughter... One of the big hits of the Nashville Network is the *Tommy Hunter Show*. The popular CBC show is now in its 23rd season... Warmest congratulations to **Allan McFee**, who celebrated his 50th anniversary with CBC radio...

It is reported that a 30-second spot in prime time during the 1988 Olympics from Calgary will cost advertisers \$285,000 (US)... One of our very first students when we opened the radio course at Humber College was **Brian Larter**, who went on to become a success in radio then production and advertising. Also a talented musician, Brian has another string to his bow in that he is a fine organist. So good, in fact, that this season for the second time in a row he is the house organist at the Toronto Maple Leaf hockey games in Maple Leaf Gardens... Married: **Liz Grogan**, co-host of CTV's daily talk show *Lifetime*, and cinematographer, **Doug MacLennan**... Said to be the highest paid individual is TV sportscaster **Brent Musberger**, who earns \$1.8 million a year...

CBC's **Ken Haslam** was presented with the *Speaker of the Year Award* by the Canadian Speech Communicators' Association. A senior announcer at the Corporation, Ken is also broadcast language councillor for the English network... With Professor **Sydney Perlmutter** having once more lined up a stellar string of outstanding lecturers, the Broadcast Executive Society is presenting the 23rd annual Broadcast Advertising Course at Ryerson Polytechnical Institute... Toronto's **Mark Breslin**, who had been comedy producer on Fox Network's *Late Show*, is no longer with the web. Owner of the Yuk Yuk string of comedy clubs, Breslin had originally been engaged as chief comedy scout for the original *Late Show* host, **Joan Rivers**... **Scruff Connors**, who made his reputation in radio with Q-107 but left a couple of years ago, has returned to Southern Ontario to be morning man for Standard's CHTZ-FM in St. Catharines... **Joan Lunden**, co-host of ABC's *Good Morning America*, is expected to add a talk show to her chores next fall... While on vacation in Europe,

The Price Is Right host **Bob Barker** stopped dyeing his grey-white hair brown. When he showed up on the set of the program with his natural bouffant, the audience gave him a standing ovation. At last word, Baxter is going to let the people decide how he should wear his hair. Only in America!... One of our very early Humber students, **Randy McCabe**, who had been with retail sales at CFOX/CKLG Vancouver, moved back to Toronto as SM of Radio Marketing Group... **Terrilyn Joe**, once of CITY-TV news, is an anchor on CTV's *Canada AM*...

CHCH-TV Hamilton changed a long-time format when it broke up its 6 pm newscast into two distinctive programs, one at 5:30 and the second at 6... A major special on CBC-TV this season will take place in March when the Corporation presents *The MacKenzie King Story*, based on the diaries of this country's longest-serving prime minister. Writer and director is **Donald Brittain**... **Christopher Grossman**, previously SM at Radio Sales Group, was named GSM with Q-107 Toronto...

Don Chevrier has joined ESPN, the U.S. sports network, where along with covering boxing, he will be involved with other sports. He'll also continue to do the play-by-play of the Toronto Blue Jays games aired by CTV... **Frances Olson**, prominent Regina realtor and community figure, was appointed a director of both SaskWest Communications and SaskWest Television...

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John Lawrence, who retired from the CRTC after service as general counsel and then vice-chairman (Communications), was succeeded by commissioner **Louis (Bud) Sherman** in the latter role. Another change saw the resignation of commissioner **Jean-Pierre Mongeau**; he was replaced by **Beverly Oda**, who had worked for Rogers Cable TV and Multilingual Television Ltd... Congratulations to CUC Ltd., the first Canadian company to capture the prestigious U.S. CTAM (Cable Television Administration and Marketing Association) Award for Excellence in Cable Marketing and Advertising... **Marty York**, *Globe and Mail* sports writer, asked in print: "And what's this we hear about a possible break-up of the Jays' radio tandem of **Tom Cheek** and **Jerry Howarth** after this season?"... **Rick Harrow** became GSM of CJBN-TV Kenora, ON. Widely experienced in advertising sales, Rick was previously seven years with CKY-TV Winnipeg... When Newfoundland Capital Corp. bought CJLB Thunder Bay, RTVR was engaged as the new rep firm... The handsomely-produced CBC annual report came to our desk thanks to **Richard Chambers**, director of public relations... Applause to CBC Radio, which won four firsts and a certificate of merit at the 1987 American 'Gabriel' Awards, which honor programs that address issues of "positive human values"... **Martha Harron** reports in a letter to the editor of the ACTRA magazine, *Scope*, that she is in the process of writing a biography of **Don Harron**, her father, for Collins Publishers...

Gary Miles left his post as president of the Radio Bureau of Canada to become VP, Radio, at Selkirk Communications. He succeeded **Ken Baker** who retired... **David Gilmour** was appointed arts correspondent for CBC's *The Journal*, replacing **Daniel Richler**... Now serving as VP, Development and Governmental Affairs at CFCF Inc. is **Charles Belanger**... An addition to Global TV's sports coverage is *Sunday Sportsline* with **Jim Tatti** and **Mark Hebscher**, seen Sundays at 11:15 pm... One

of the very first show-business people we interviewed for publication was Canadian **Alan Young**, who became most famous through the long-running TV show *Mr. Ed*. We read in *StarWeek* that he keeps busy currently as a voicer, particularly as the duck in *DuckTales*, a Walt Disney Studios animated cartoon... The first recipient of the **Jack Webster** Foundation Award is BCTV reporter **John Daley**, who also received a cheque for \$2500...

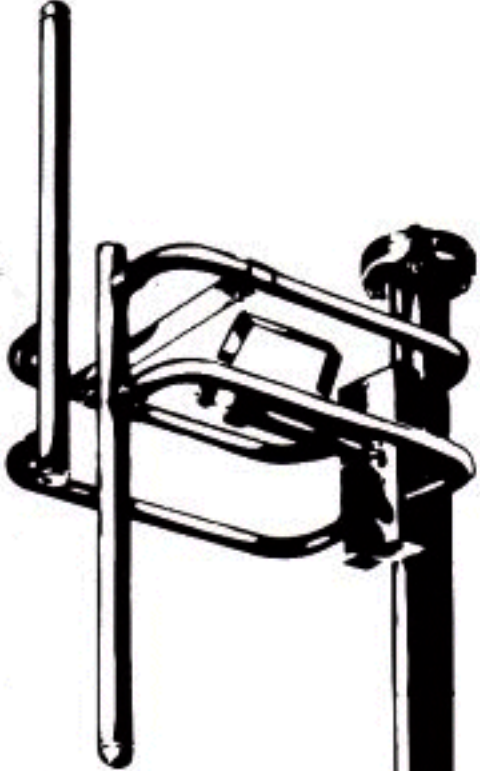
Paul Griffin, 38, the 'man-from-Glad' look-alike on *The Journal*, is a veteran of 16 years in radio news... Global Television has become the first international user of the IBM-based WGBH captioning system; it allows software captioning data to be transferred from computer to computer via telephone from Los Angeles to Toronto. The system was used to close-caption the premiere of the hit series *Murder She Wrote*. In addition, Global introduced another new service for the deaf: viewers with decoders are now able to switch to the text code on the decoder and view the script of Global's line-up for that day. Further, viewers are able to read the storylines on an EDAC computer which has been supplied courtesy of the Canadian Captioning Development Agency (CCDA)... Trivia: **Doc The Tonight Show Severinsen's** real name is Carl... The replacement for **Earl Rosen** as executive director of the Canadian Independent Record Production Association is **Brian Chater**, a leading figure in the field. Rosen is back full-time in private business in the music industry... Give credit to **Brona Brown**, public relations and publicity manager at CITY-TV, for the broad coverage given the ribbon-cutting ceremonies for the new ChumCity building in Toronto; the station's 15th anniversary; the 3rd anniversary of MuchMusic and the first anniversary of MusiquePlus...

Moffat Communications moved **Roy Hennessy** from CKY Winnipeg to manage CISS Calgary (formerly CKXL)... As this column went to press, three unanswered questions were: Who will succeed **David Bond** as president of the CAB? Who will succeed **Gary Miles** as president of RSB? Who will succeed **Rafe Engle** as president of Selkirk Communications? And now another important question for the industry will soon be on the CRTC's doorstep: is Selkirk to be added to the Rogers empire?...

Congratulations to CKDH Amherst, NS, which celebrated its 30th anniversary on October 25th. Recent staff changes at CKDH saw **Dave March**, the mid-day announcer and music director, move to CBD Saint John; his slot was filled by **Ron Bickle**, with **Roger Lorette** moving into the afternoon drive position. Morning man **Ian MacPhee** remains as PD; Bickle and Lorette serve as co-music directors and Bickle remains as promotion director. Other full-time positions are filled by **Roger White** and **Tim Cormier**, with **Al Rutherford** doing swing work. CKDH and Amherst firefighters recently raised over \$10,000 in their 8th annual 12-hour *Talent Blitz* for Muscular Dystrophy...

We add our reminder that the Broadcast Education Association of Canada conference again precedes the CAB convention (BEAC opens on Saturday, November 14th). Both events offer outstanding sessions and enjoyment for those who plan to attend at the Harbour Castle Hilton in Toronto... **Michel Labelle** became promotion director for Télévision Quatre Saisons... At CFNY-FM Toronto/Brampton: After ten years in Brampton radio, the colorful **David Marsden** resigned; we understand he will still be available to the station as a special consultant. And **David Haydu**, the CFNY chief engineer who as 'Geets Romo' continued for many years with announcer **Peter Griffin** as a famed comic morning show duo, has given up his air work and is concentrating purely on his technical career. Griffin, meanwhile, has left the station...

Phil Stone welcomes your news for Broadcast Beat. Write c/o 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6. Please address information for other departments and staff at Broadcast Technology to P.O. Box 420, Bolton, ON, L7E 5T3.



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SOMETHING NEW ON THE AIR.

Easy 97.3
CJEZ-FM

Bob Redmond Launches CJEZ-FM in Toronto

The success of CJEZ-FM can be attributed to a combination of important factors—among them: experienced management, the right format, and personalities who were already familiar voices in Toronto broadcasting.

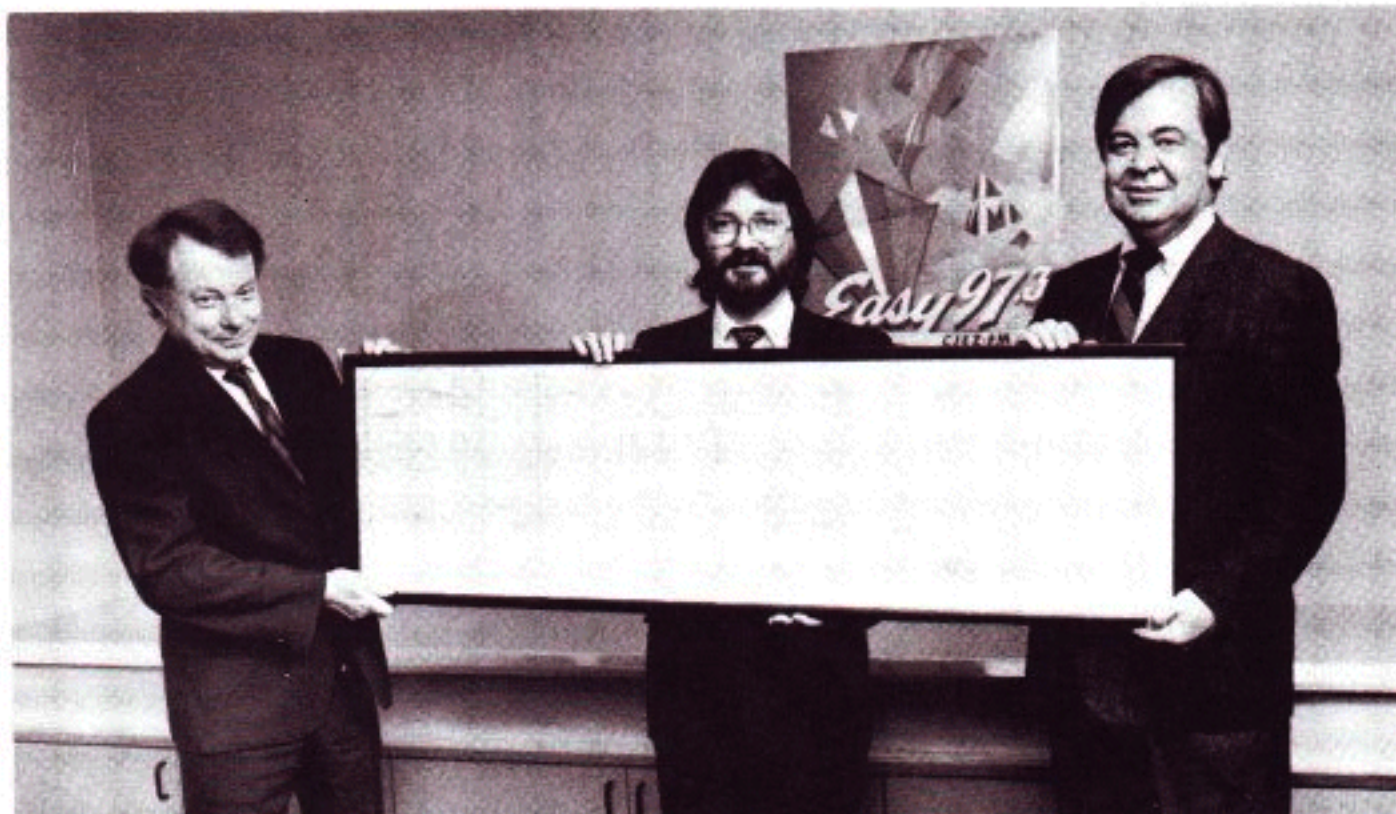
Leading the management team is the president of Redmond Broadcasting Inc., Robert E. Redmond. A 'profile' of Bob Redmond appears on page EZ-10.

Assisting Bob in key positions are:

- Operations manager Jay Jackson, who's been with the Redmond organization for 15 years. A native of Toronto, he studied classical music before beginning his radio career at CFCO Chatham, Ontario. His career has involved him in programming, on-air work, sales and marketing in a variety of formats in both Canada and the United States. Among his goals: to discover and develop new Canadian talent for the easy listening format.

- Bill Ballentine is assistant manager at CJEZ-FM. A graduate of the University of British Columbia, Bill has had a long career of service to Canada's broadcasting industry and was previously general manager of CKFM Toronto and vice-president of Standard Broadcasting. He has served as president of the Central Canada Broadcasters Association, was chairman of the CAB's FM Task Force, and in 1979 was chosen 'Broadcaster of the Year' by CCBA.

- General sales manager Ross Dann came to Easy 97.3 from Paul Mulvihill Ltd. (The Mulvihill firm now represents CJEZ-FM,



Music sheets of the 'Easy 97' station identification themes were presented to president Robert Redmond by composer Bobby Edwards, centre, in recognition of the station's use of 'live' musical talent. Assistant manager Bill Ballentine is at right.

as well as the Redmond stations in St. Catharines and Simcoe, for national advertising sales.) The sales and

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marketing department includes Richard Bridgman, Mike Conway, Brian Smuck, Lilli Gillman, Bill Havelock and David Silverman, with Jay Stinson handling promotion. Ross Dann tells more about the sales aspect on page EZ-7.

- For the commercial creative and production team, Bob Redmond tapped some of the talent from his Calgary station, CKRY-FM. The creative director is Lisa Shedden, and writers include Christopher Randall, Brian Thomson and Stewart Cleland. Commercial production manager is Mike Pool.



Many of Toronto's favorite radio personalities are hosts on CJEZ-FM. Seen in on-air control room are (left) Bill Anderson and Carl Banas.

We are indeed fortunate to be part of the finest broadcasting system in the world. The ability to showcase good Canadian programming in the city of Toronto is a great opportunity and a dream come true.

With opportunity comes responsibility in fulfilling our mandate for CJEZ-FM. Our energetic team of Canada's finest broadcasters will go beyond responsibility and commitment. We have designed and built a creative environment that is a model for our industry.

We want to go beyond our responsibilities in preserving Canadian culture. Our goal is to help build Canadian culture on an even greater scale through broadcasting—by working with, supporting and developing Canadian artists in all cultural areas.

Canada is recognized in the world for rich natural resources. We also want to be known for our rich human resources.

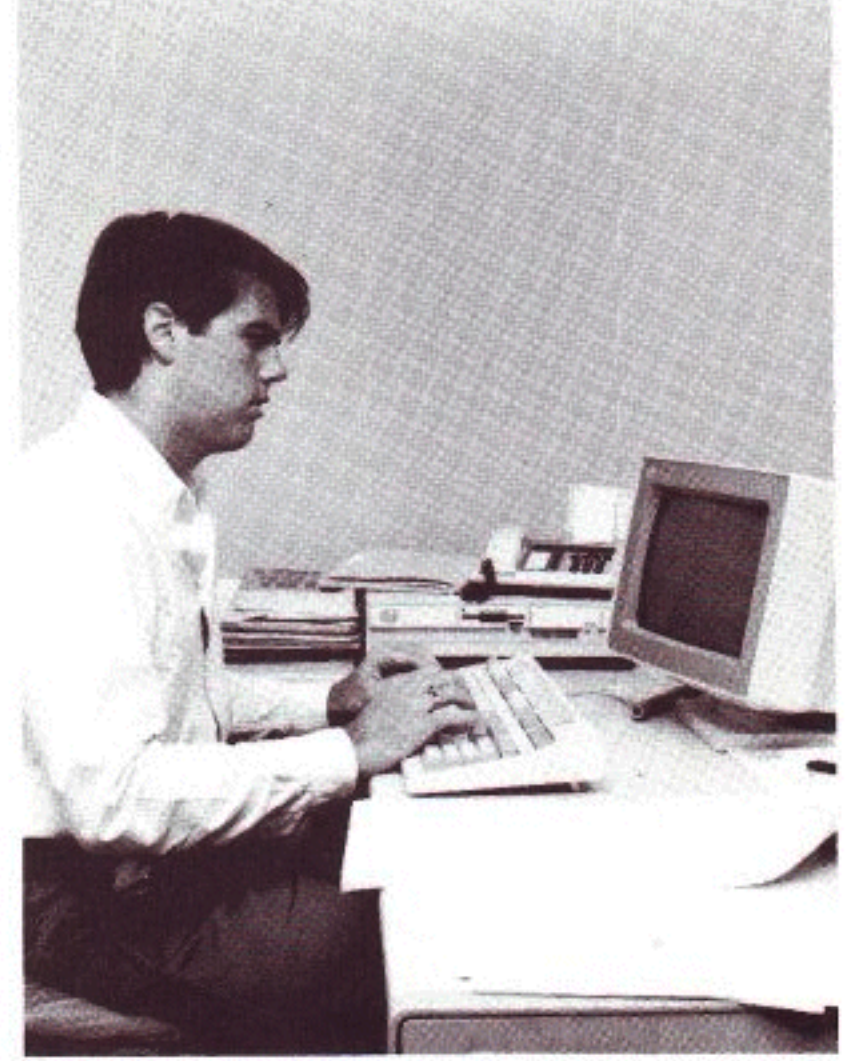
Canadian broadcasters have the opportunity to provide leadership in achieving higher goals and greater recognition for Canadian artists. To this end, we will never let down.

*Robert E. Redmond,
 President,
 Redmond Broadcasting Inc.*

programming



Each morning at 10:30, the morning show staff meets to prepare for the next day's program. Seen in staff lounge are: Jennifer Cowan, news writer; Brian Thomson, enrichment writer (background, community activities); morning man Jay Nelson; and assistant manager Bill Ballentine.



In specially-designed library, music director Jason Sorbie prepares day's schedule, using the computerized Musicscan system. Data for CRTC requirements can be printed in seconds.

The format of EASY 97.3 presents a fresh alternative—relaxed, contemporary and urbane—targeted to adults 25-54, with the primary focus on 35-44. It is the only Toronto FM station licensed in the Easy Listening format, and the only commercial FM station programming an adult 35-54 format.

Information services are one of the major strengths of EASY 97.3, featuring experienced, professional news personalities and commentators. The 10-person news and sports department includes a full-time beat reporter, and is equipped with two mobile news cruisers. The emphasis is Toronto news; however, other sources include Broadcast News wire and audio services.

Computer is 'indispensable' help

The musical sounds of CJEZ-FM are finely-tuned by a four-man committee—all well-experienced in the easy listening format.

President Bob Redmond and operations manager Jay Jackson have the 20-year history of CHSC-FM—now CHRE-FM—St. Catharines, Ontario, to draw on; Bill Ballentine, assistant manager, and music director Jason Sorbie both came to EASY 97.3 from CKFM Toronto. They continually select and refine the 7,000 selections which will form the CJEZ-FM library.

Currently, about two-thirds of the music is on compact disc, and ultimately, says Jay Jackson, the objective is to have 100% CDs—"when digital (R-DAT) comes in." Releases by Europe's leading orchestras are a source of excellent instrumental CDs. However, the limited availability of suitable vocal selections remains an on-going problem, observes Jason Sorbie.

An indispensable tool in the music library is the Musicscan computerized program from Tapscan. Sorbie—who was a music librarian and programmer at CKFM for about two years before moving to 97.3—says programming CJEZ is like programming "four different stations." The morning show is up-tempo; mid-

day is 50:50 instrumental to vocal, catering to the out-of-home audience in offices and stores; afternoon drive emphasizes more vocal music for the in-car audience; and in the evening, instrumentals predominate for the relaxing style of Carl Banas. Another variation is the late night mood show, *Easy to Love*, which features older songs and has greater input and selection of music by Banas.

For each daypart, Musicscan prints out detailed reports, such as Canadian content (by hour, day and week); instrumental to vocal ratios and hit to non-hit ratios—all information of vital importance in meeting CRTC requirements. Even with this state-of-the-art technology, the human element remains paramount: Sorbie will take up to four hours to line up each 24-hour schedule; Musicscan does its part of the task in less than a minute.

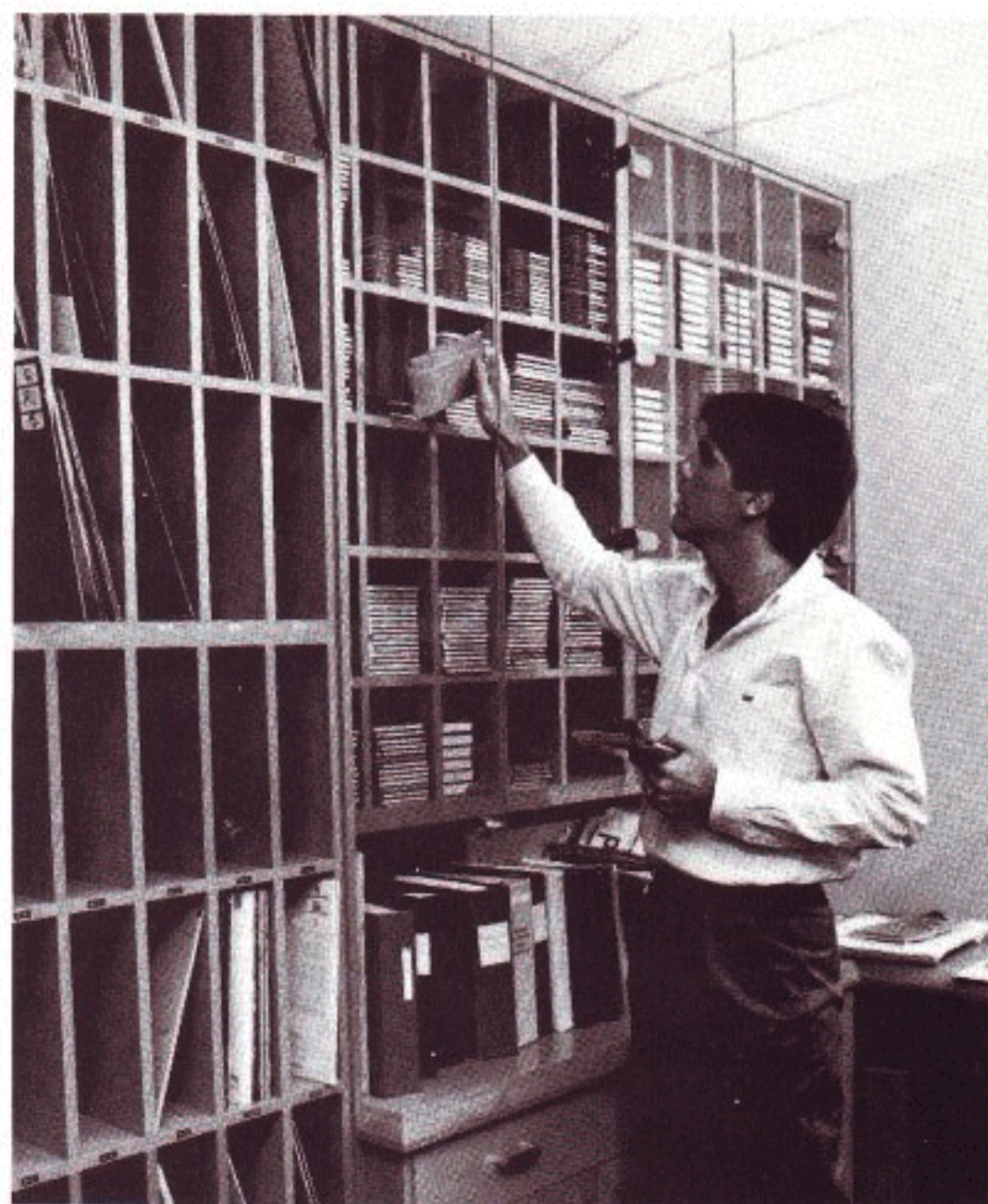
Sandra Radick-Roman, vice-president and general manager of Tapscan in Toronto, says that computerization has helped "immensely" to free up the task of production and allow more time for creative input and control at stations such as CJEZ-FM.

"Music scheduling is the lifeblood of a station; with the demands of CRTC regulations, it's very difficult to handle all the responsibilities without a computer. Musicscan is being used by hundreds of stations throughout North America. It was used to develop all the formats of the Transtar network, including Format 41, and most recently MTV switched over to Musicscan. The Canadian client list includes: CJAD/CJFM Montreal; CFRB/CKFM, CFTR, and now CJEZ in Toronto; CKSL/CIQM London; CKTB/CHTZ St. Catharines; Redmond's CKRY Calgary; CKNG Edmonton; CFUN, CISL, CKXY, CKWX/CKSS Vancouver.

"The real value of Musicscan stems from the author, Joe Knapp, who is both a radio programmer and engineer. This unique combination of skills enables him to produce the most comprehensive music scheduling system and continually add new features. That, coupled with the input of top programmers in North America, has created an unbeatable product."

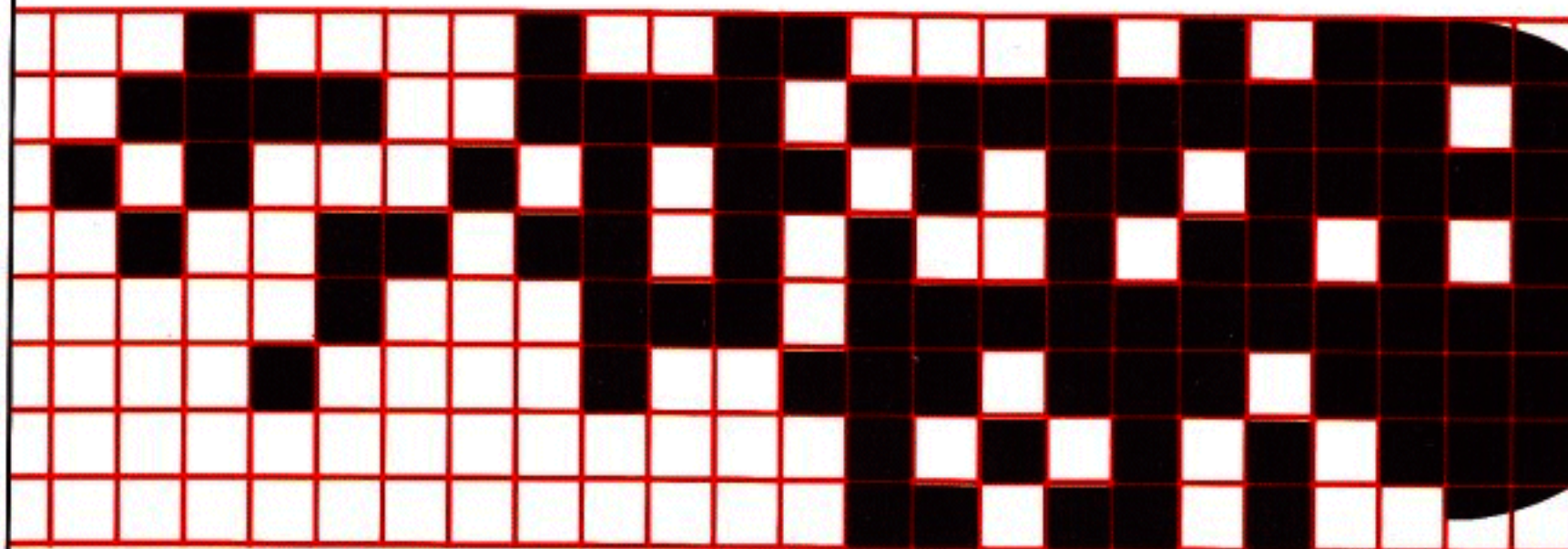


Among the well-known Toronto voices heard on CJEZ-FM is Russ Thompson, who handles the mid-day 10 am to 2 pm program. He's seen at work in the spacious on-air control room.



Music director Jason Sorbie is responsible for smooth sounds of Easy Listening. Already two-thirds of CJEZ-FM's music is on compact disc.

From 0 to 2000 in just 1 second.



Musicscan, the definitive, fully-automated music scheduling system, sorts 2000 records in any arrangement you need in just 1 second. Scheduling 24 hours of music takes less than 1 minute. Promise of Performance analysis and compliance reports are produced in under 5 minutes. It's that fast and that advanced.

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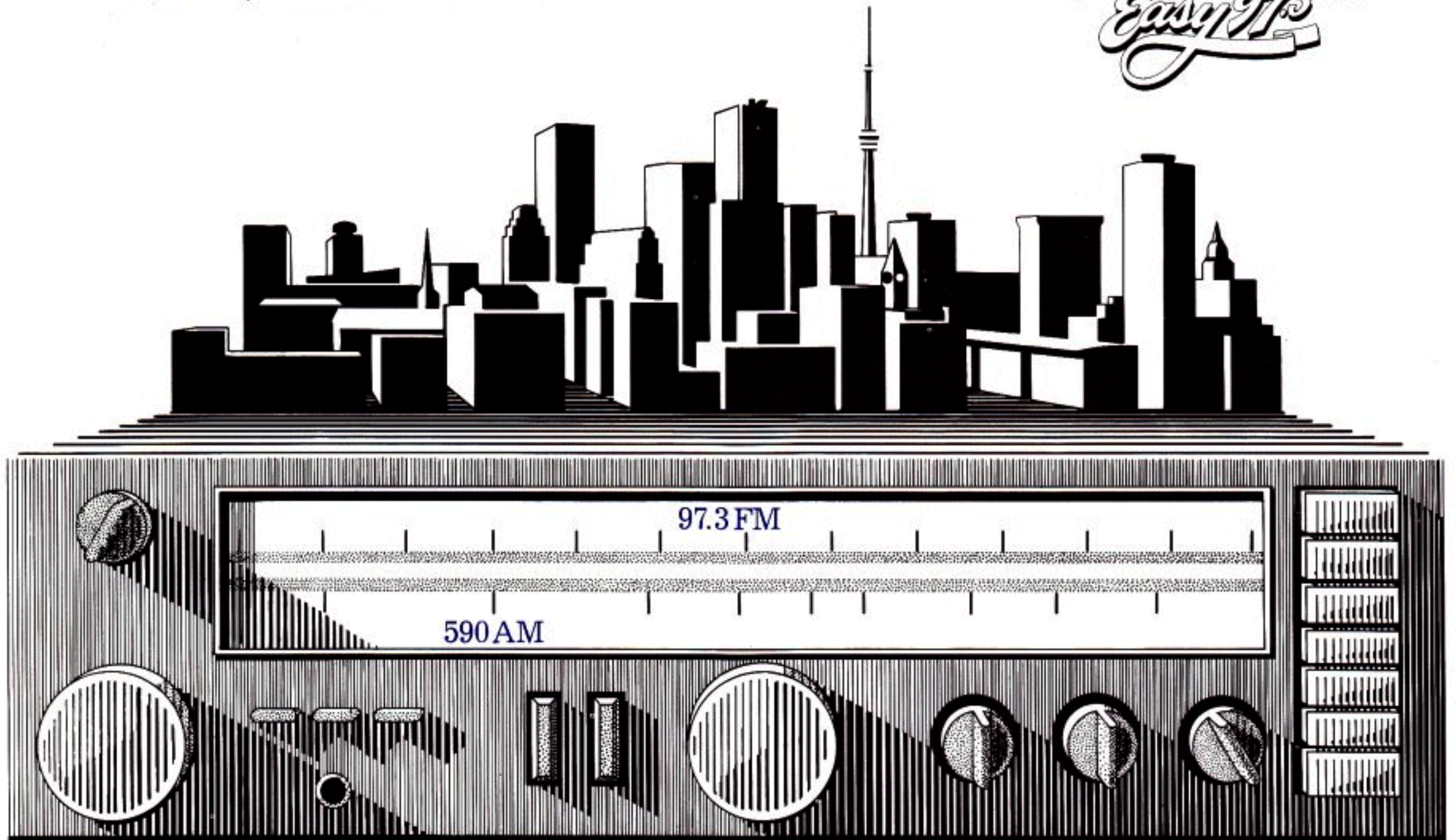


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HALIFAX

sales



Looking after the busy CJEZ-FM reception desk is Margaret McNamee.



Sales manager Ross Dann discusses scheduling with Maureen Fitzpatrick of traffic department. Assistant manager Bill Ballentine looks on.



Is business booming at CJEZ-FM? Smile from Jennifer Rowe of the accounting department says it all!

Joining EASY 97 on January 5, 1987, my first task was one of recruiting a sales team.

Applications had been filtering in to head office over the previous 8 months. Most came from markets outside of Toronto—those seeking an opportunity to move, ranging from: "I've always wanted to be in radio" to "I've been in the business 35 years and would like to get back to Toronto."

Priorities were set in terms of whom we were seeking to sell EASY 97:

- A. people with radio sales experience in the Toronto market;
- B. other media retail sales in the Toronto market or major market radio sales experience;
- C. small market radio sales experience.

As EASY 97 approached sign-on, more qualified applicants appeared and we were able to attract 6 people from category A.

Reaction to our sales effort prior to EASY 97's launch was very good. Retailers, as well as agencies, were willing, for the large

part, to hear our story. We offered special pre-launch charter advertiser rates and this was very well received.

All clients were aware of format changes being made at other stations. We presented EASY 97 as an alternative, distinctive sound; we were *not* another rocker, a second country signal or a solid gold station. Had we been any of the above, there would have been more of a 'wait-and-see' attitude.

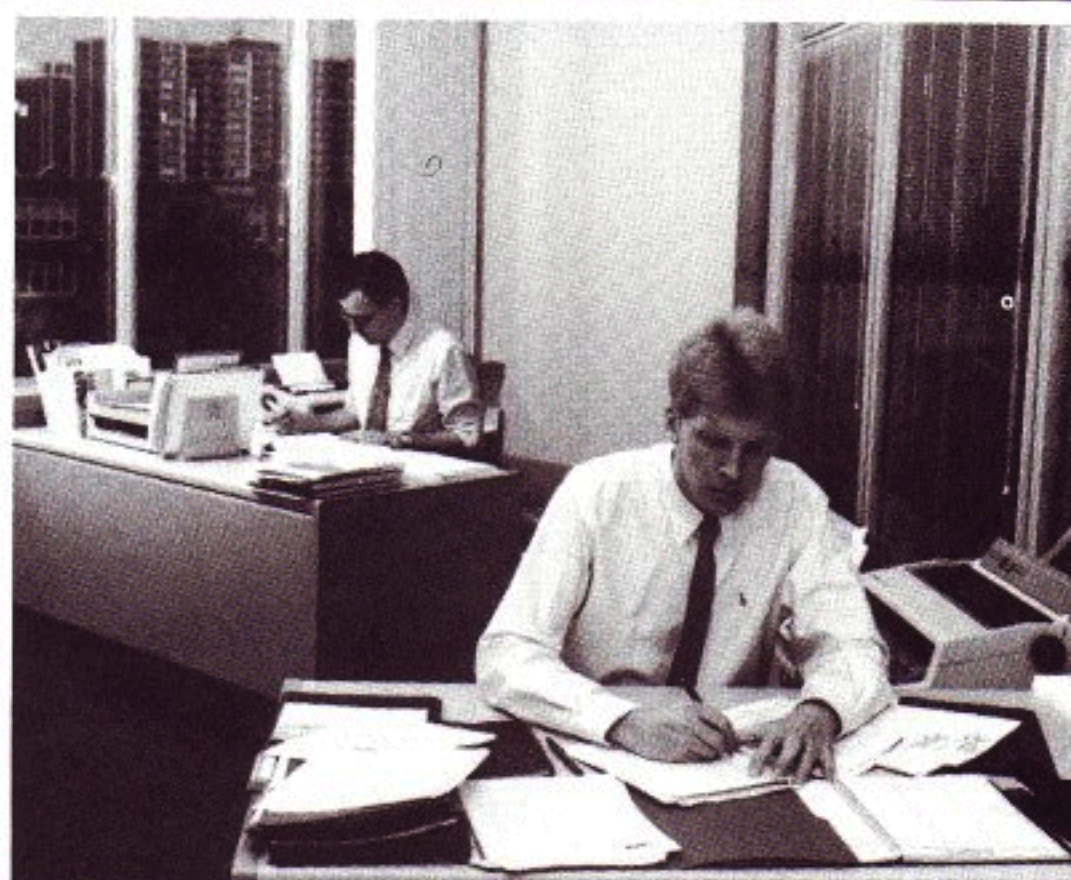
When we signed on, we delivered the sound we had promised. Reaction from listeners was almost immediate—there were thousands of telephone calls, and letters of praise came in daily.

EASY 97 had been on-air slightly over four weeks when the Summer BBM ratings began. Results were very gratifying: EASY 97 earned a 3.0 share of tuning and reached in excess of 200,000 persons weekly. This made EASY 97 a real and measurable factor in the market.

Ross L. Dann is general sales manager of CJEZ-FM Toronto.

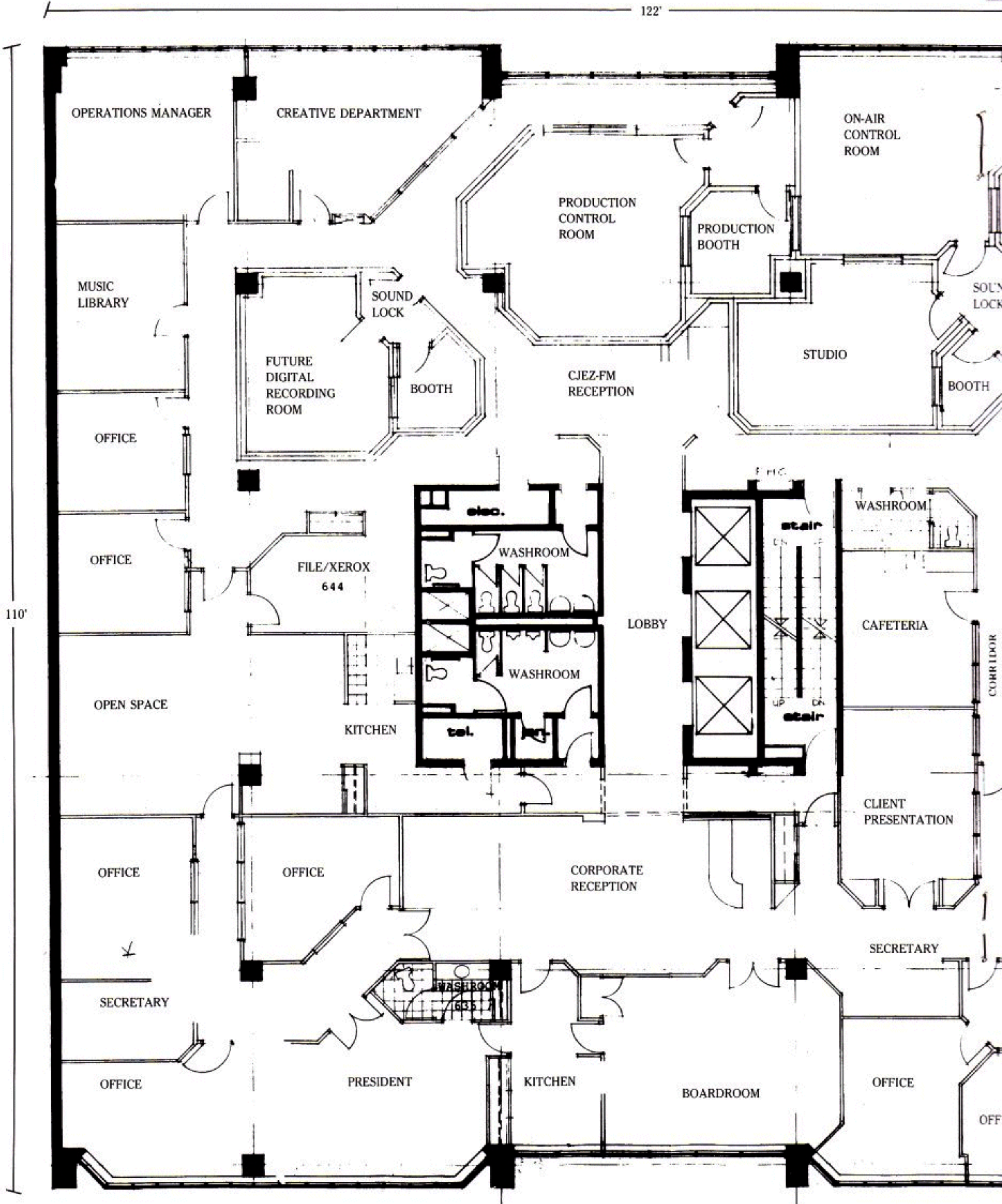


Lisa Shedden, creative director, is one of several CJEZ staffers who came from Redmond's Calgary station, CKRY-FM.

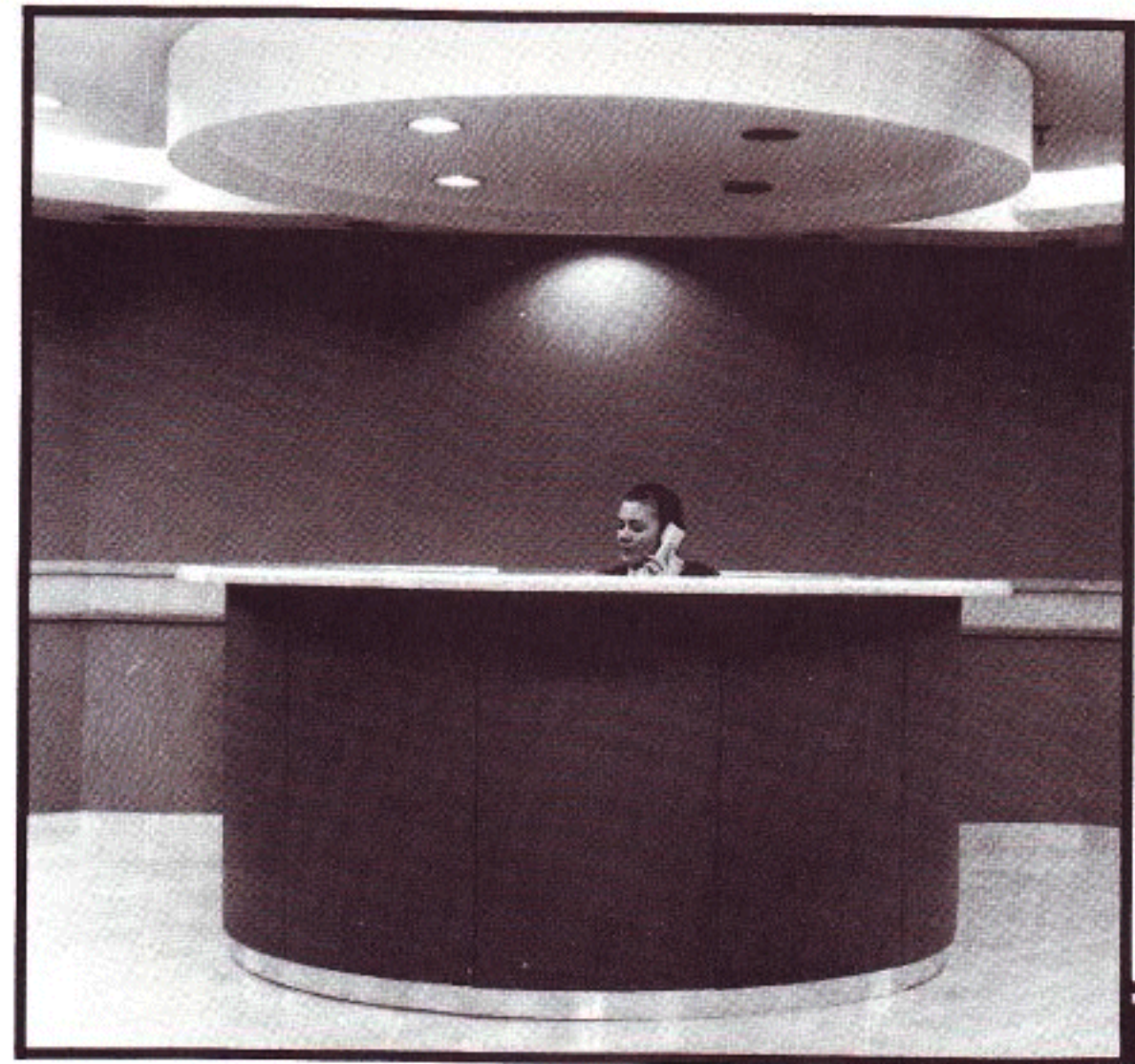
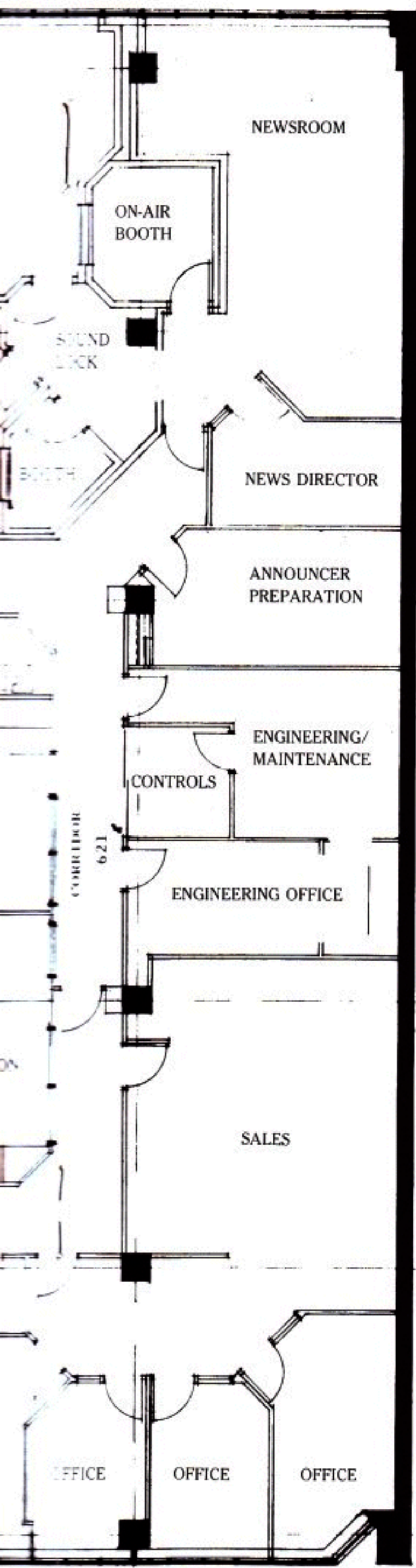


At work in the creative department are Christopher Randall (front) and Brian Thomson.

Floor plan

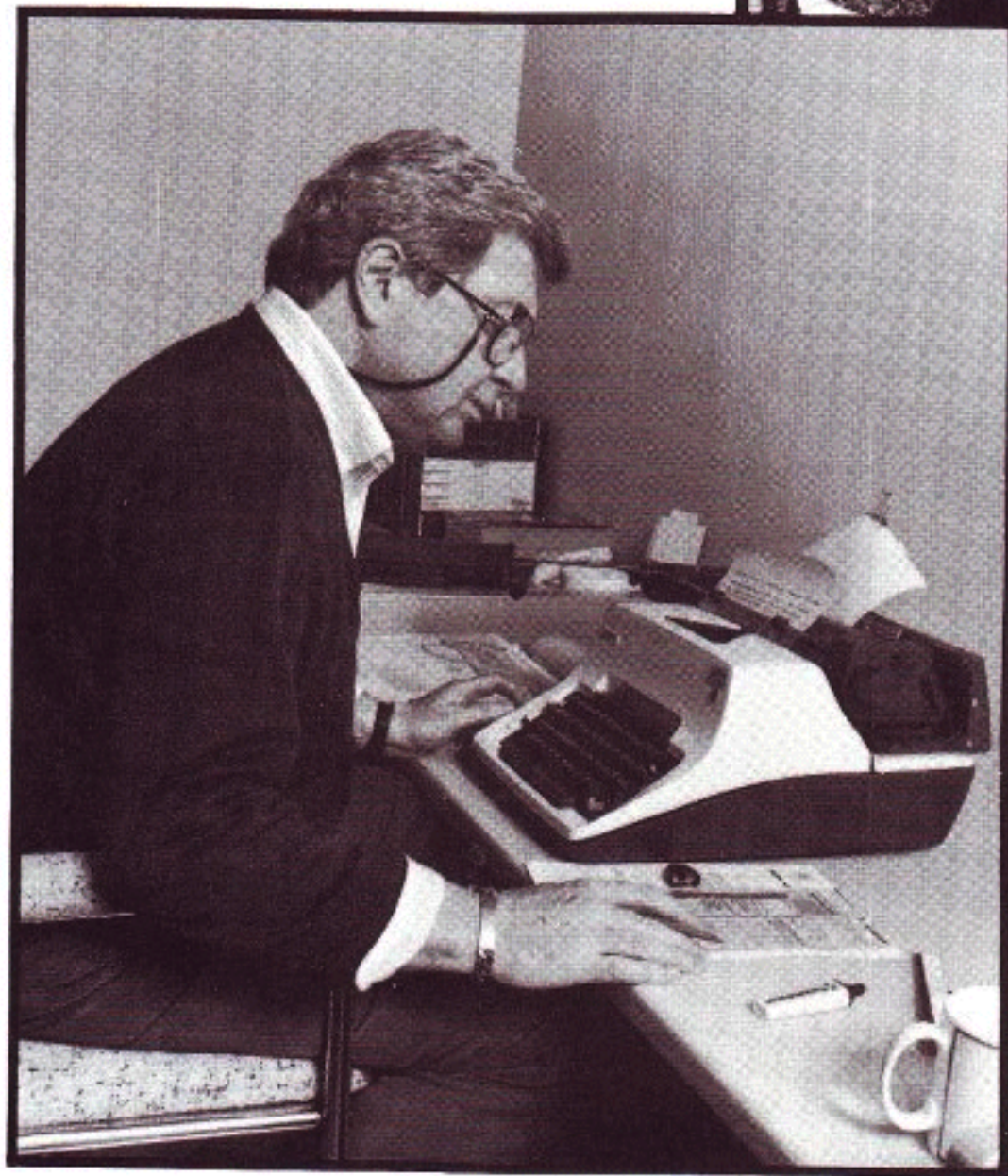


LADISLAV KRATKY
 architects inc.



The sixth floor at 40 Eglinton Avenue East provides 13,400 square feet of space and gives a modern, spacious ambience to CJEZ-FM and the Redmond corporate offices.

Photos show 'space age' reception desk for Redmond Broadcasting (above); newsroom (right), with Andrea Ring and Bob Kennedy in action at the news control centre; announcer preparation room (below), where morning host Jay Nelson takes advantage of the quiet, private surroundings.



a profile of broadcaster Bob Redmond

March 20th is a very special day in the life of broadcaster Bob Redmond.

It was on March 20th, 1986, that the Canadian Radio-television and Telecommunications Commission approved the Redmond Broadcasting application for Toronto's last available commercial FM frequency, 97.3 MHz.

Nineteen years earlier, on March 20th, 1967, Bob Redmond had achieved a life-long ambition when he launched his own radio station—two stations, actually—CHSC AM and FM in St. Catharines, Ont.

Robert Earl Redmond was born near Cobalt, Ontario, and at 16 began his broadcasting career at CJKL Kirkland Lake. A keen musician—he played drums and formed his own swing band—Bob became music director, then went to Ryerson in Toronto in 1949 to attend its first course in radio broadcasting. After the six-month course, he returned to the Thomson organization, this time as an announcer at CKGB Timmins, where he doubled as music librarian and technical operator.

At only 18 years of age, Bob became involved in his first attempt at station ownership: an application for the towns of Cobalt, Haileybury and New Liskeard,

not far from Kirkland Lake. He sold his brand new Chev coup and borrowed money from his parents—but the project was not successful.

After CKGB, he returned to CJKL as morning man, and there met and married Phyliss, who was traffic manager at the station. (They are the parents of three daughters: Cheryl Lynn—Mrs. Rick Meaney of CKRY-FM Calgary; Erin, who is at the University of Toronto; and Diane, at Brock University in St. Catharines.) Despite 'moonlighting' by playing in a band at night, Bob found that he needed more money to support a wife and family.

"I really wanted to be a time salesman, but the station thought I was too young, so I quit and began selling insurance. I did that for two years and even though I hated it, I did very well financially. I went back to Thomson—by now they decided I was old enough to sell time—and within three years, at age 28, I was appointed as the youngest sales manager in the Thomson chain, working out of CHEX in Peterborough. Following Peterborough, I bought a small interest in a station in Welland and from there I worked in a variety of functions. That was from 1958

*on. By 1967, I had divested my interests in Welland and other investments and opened the stations in St. Catharines."**

Broadcasting in Canada was regulated by the Board of Broadcast Governors prior to 1968, and in 1964, Redmond's application to the BBG for 1500 kHz, day only, was turned down. However, one of the commissioners suggested that he broadcast full time on FM to supplement the daytime AM, so the next year he re-applied. The BBG decision again turned down the AM, but approved the FM proposal.

*"You can imagine the mixed emotions—sitting with an FM licence in 1967, with low set tuning and little opportunity for revenue. The BBG was very sympathetic about this, so we came back with a bid for a different AM frequency, 1220, and finally got that approved. They also let us delay the FM installation, and we went on the air eventually with both stations at the same time. At that time, simultaneous broadcasting was permitted, except for the 2 to 4 hours of original FM broadcasting required. The stations were called CHSC AM and FM. Our venture was viewed as a very formidable task, because the Burgoyne family had the respect and the personal contacts of the entire city, and back in the '60s and earlier were deeply entrenched also in the daily newspaper operation (The St. Catharines Standard). Our biggest job was to get ourselves involved in the community and get recognition."**

The simultaneous launch of an AM-FM combo was a 'first' in Canadian radio, and CHSC AM-FM went on to become a most successful independent operation.

In 1974, Redmond bought a third station, CHNR in Simcoe, Ontario.

The company's first expansion into a major market came when it applied for FM in Calgary in 1981. Against strong competition, the Redmond proposal for a contemporary country station won the favor of the CRTC (as did Robert Whyte's application for a rock format on FM). CKRY-FM went on the air on July 1st, 1982. Within a year, Alberta's oil-based economy was in difficulty, and the Redmonds moved to Calgary for a year to enable Bob to supervise operations at close range. "I loved working in a large city," he says. And there he refined his philosophy about competition: "Ignore the competitors—just go into the studios and do the best job you can."

By 1985, CRTC hearings were being held for the few remaining FM channels in Canada's most heavily-populated areas.

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is up and running. The culmination of the efforts of many individuals has been realized. Individuals working together, as a team.

AVR Communications Ltd. is proud to be a member of the team responsible for helping CJEZ get on the air. Congratulations, gentlemen, for a job well done.



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We make studios happen.

promotion



Top-flight promotions have quickly become an effective audience-builder at CJEZ. Here Jay Nelson is seen presenting prize of a trip to Mexico to winner Susan Wheeler of Toronto. Sunquest says CJEZ provides a 'perfect marriage' and has already booked promotions for two more destinations.



Two major promotions now heard on CJEZ-FM attest to the acceptance of the station by listeners. The recent Toronto Symphony Women's Committee 'Dream Auction' produced results 'above and beyond expectations.' It had been on another station for the past 13 years. And 'Something Special for Christmas' will be presented by the Kiwanis Club and CJEZ. It will ask listeners to support the Kiwanis Club's charitable work for children by donating toys and by visiting Toronto's 'enchanted castle,' Casa Loma. Photo shows weekly promotion meeting. From left: Lisa Shedden, Jay Stinson, Don Cameron, Jay Jackson, Bill Ballentine, Ross Dann, Bob Kennedy, Maureen Fitzpatrick.

—concluded from previous page—

Redmond Broadcasting put together three teams to prepare applications for three major cities: Vancouver, Hamilton and Toronto. There was high optimism that the Vancouver application would be approved. As for Toronto, Bob Redmond recalls, "I never thought I'd have an opportunity to build a radio station in Toronto."

That CRTC decision of March 20, 1986, is now history. With it, Bob Redmond's ambition of owning a radio station found its ultimate fulfillment, and CJEZ-FM went on the air in May of 1987.

Which brings us to these prophetic words, written six years ago by Phil Stone:

At the age of 17, Bob Redmond, who plays drums, formed that "Bobby Redmond Swing Band"... He made it work and that is what there is about him: he makes things work. He is oriented to success in a steady, progressive way that is typically Canadian.

*When he was young, when he was selling insurance and/or radio time, Bob's dream was to "some day own a radio station." Today, he owns four, and our guess is that the odds are in favor of Bob Redmond becoming one of Canada's national broadcasters before the 1980s are a memory.**

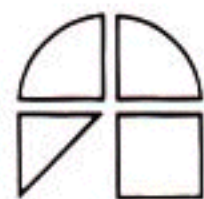
* Quoted from *The Phil Stone Report— A profile of broadcaster Bob Redmond, Broadcast Technology, January/February 1982.*

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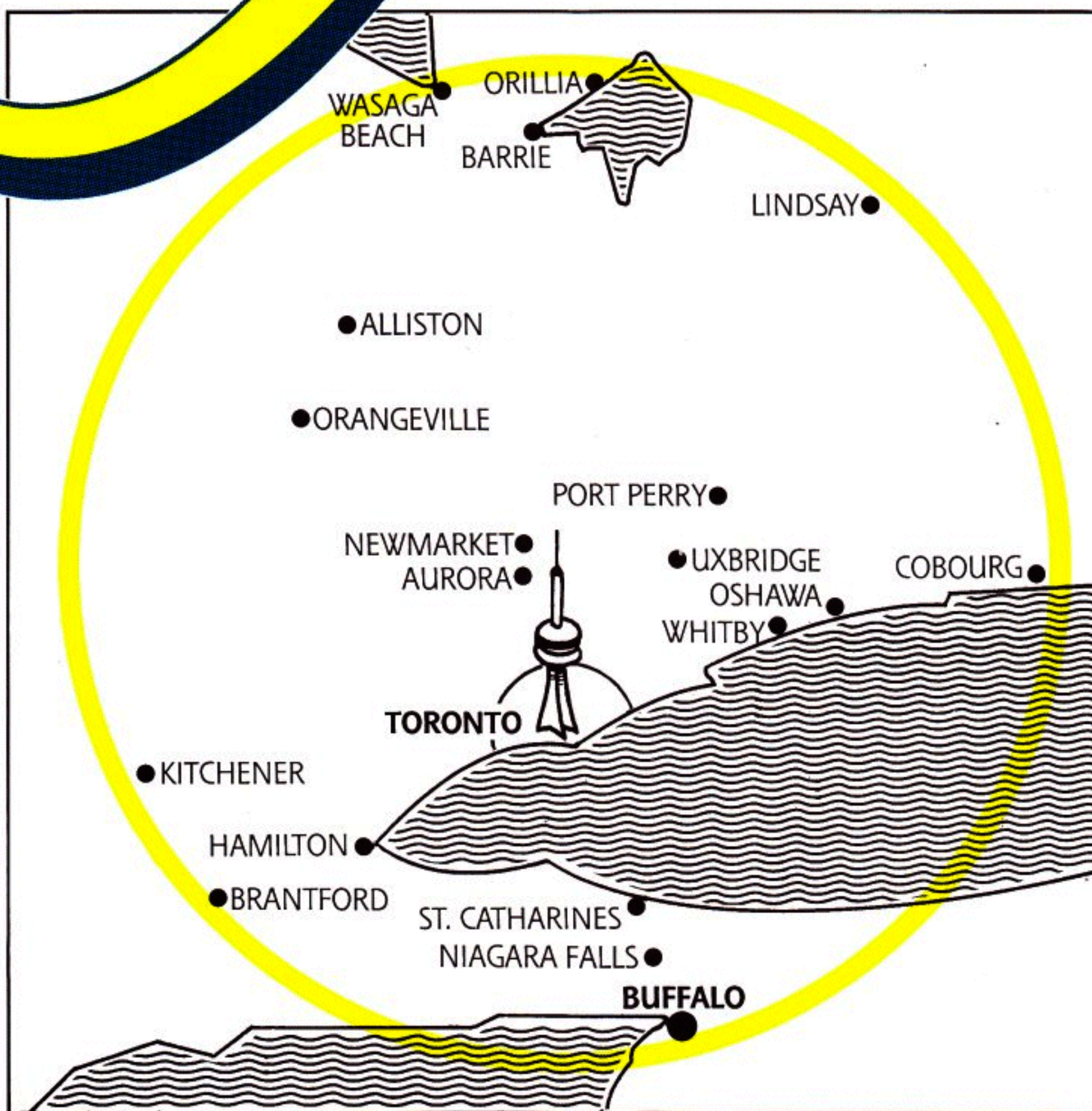
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EZ-11

Easy 97.3

CJ EZ • FM



REDMOND BROADCASTING INC., TORONTO, ONTARIO.

engineering

Putting a new station on the air can be a harrowing experience for a chief engineer—even under the best of circumstances. However, Redmond Broadcasting's Larry Garrington is still smiling, and he's very proud of what has been accomplished at CJEZ-FM.

It helped, of course, to have IMMAD Broadcast Services taking care of many of the problems. IMMAD did the turnkey installation at the CN Tower transmitter site, and also assisted in the studio installation. "We're very pleased with the work IMMAD has done," says Bob Redmond, and the firm is now under contract for CJEZ's on-going engineering maintenance at both the CN Tower and the studios.

CJEZ-FM is now the ninth FM station transmitting from the CN Tower. The combiner module for the expansion was installed by L&R and IMMAD, and the transmitters are two identical 4.3 kw Continental units. (Garrington says he's had good success with the Continental transmitters which are in use at Redmond stations CHNR-AM Simcoe, and CHRE-FM St. Catharines where a new transmitter was installed this fall.) Should a fault develop in the on-air transmitter, the stand-by switches over and is on-air from a cold start within seven seconds.

The remote control system is of special interest. "We looked at a lot of systems," says Garrington, who considers Gentner's VRC-1000 to be excellent. It monitors all parameters on the CN Tower facility, and sends the information over regular telephone lines to terminals at both the CJEZ studios and St. Catharines, where Garrington is based. The unit provides a full printout of readings on a weekly, daily and hourly basis; when a problem arises, it prints out the problem first, then "calls us on our pager."

In the technical design of the studios, flexibility and compatibility were key requirements. All cables run through the extensive patching bays, and any console

is capable of going on-air instantly. "We do have a lot of backup," says Garrington.

McCurdy 8800 Series consoles are used throughout—8824Es in the on-air and main production control rooms, plus an 8820E and 8810 for production work.

The studios have a spacious and open ambience, with views to the outside. There is easy access all around the consoles, and individual thermostat controls enable each announcer to adjust the temperature to his or her preference. The ESE master clock system, supplied by

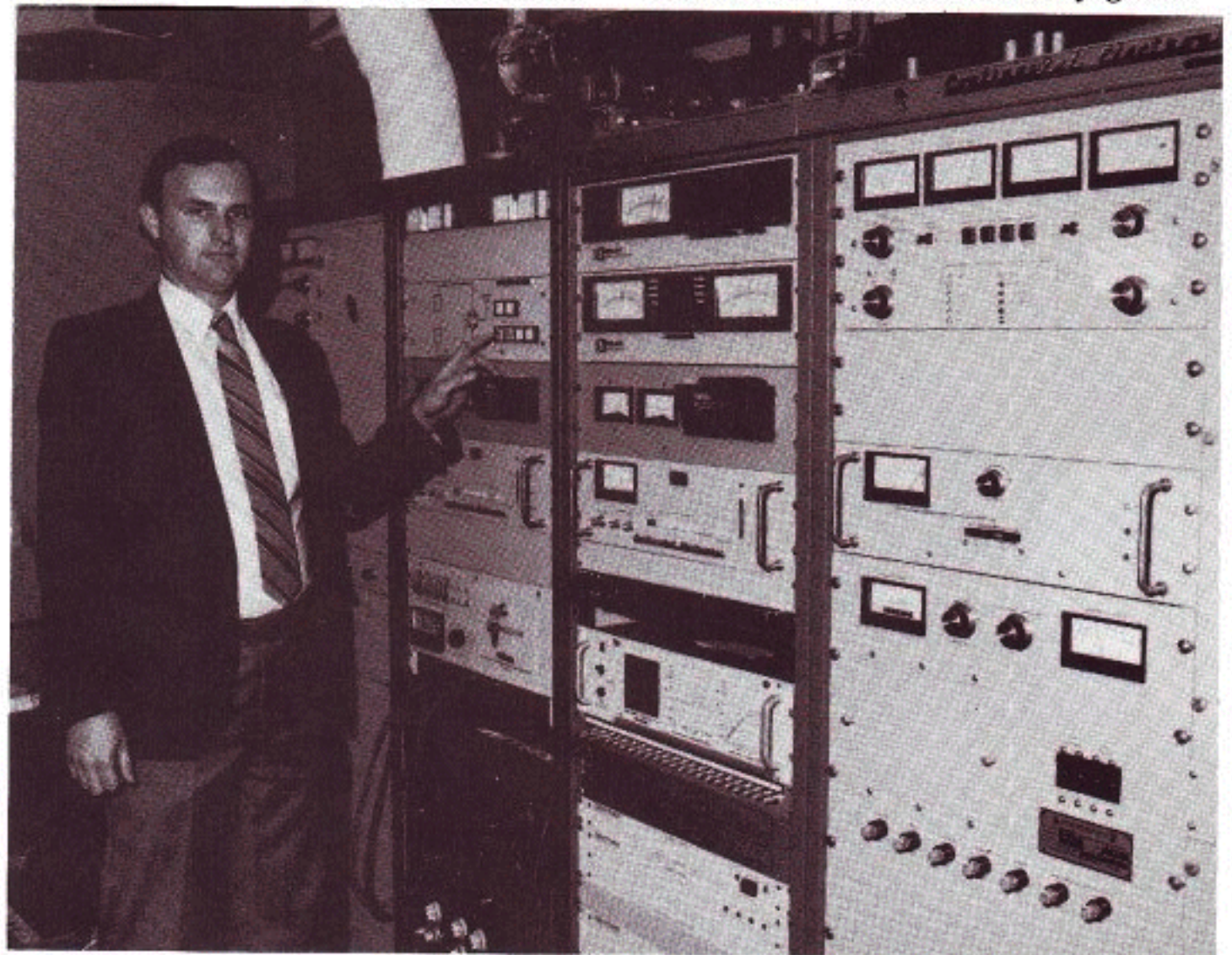
AVR, provides time and temperature data.

The news booth has been specially equipped to serve as a small production room, where news staff can assemble and record their material prior to broadcast.

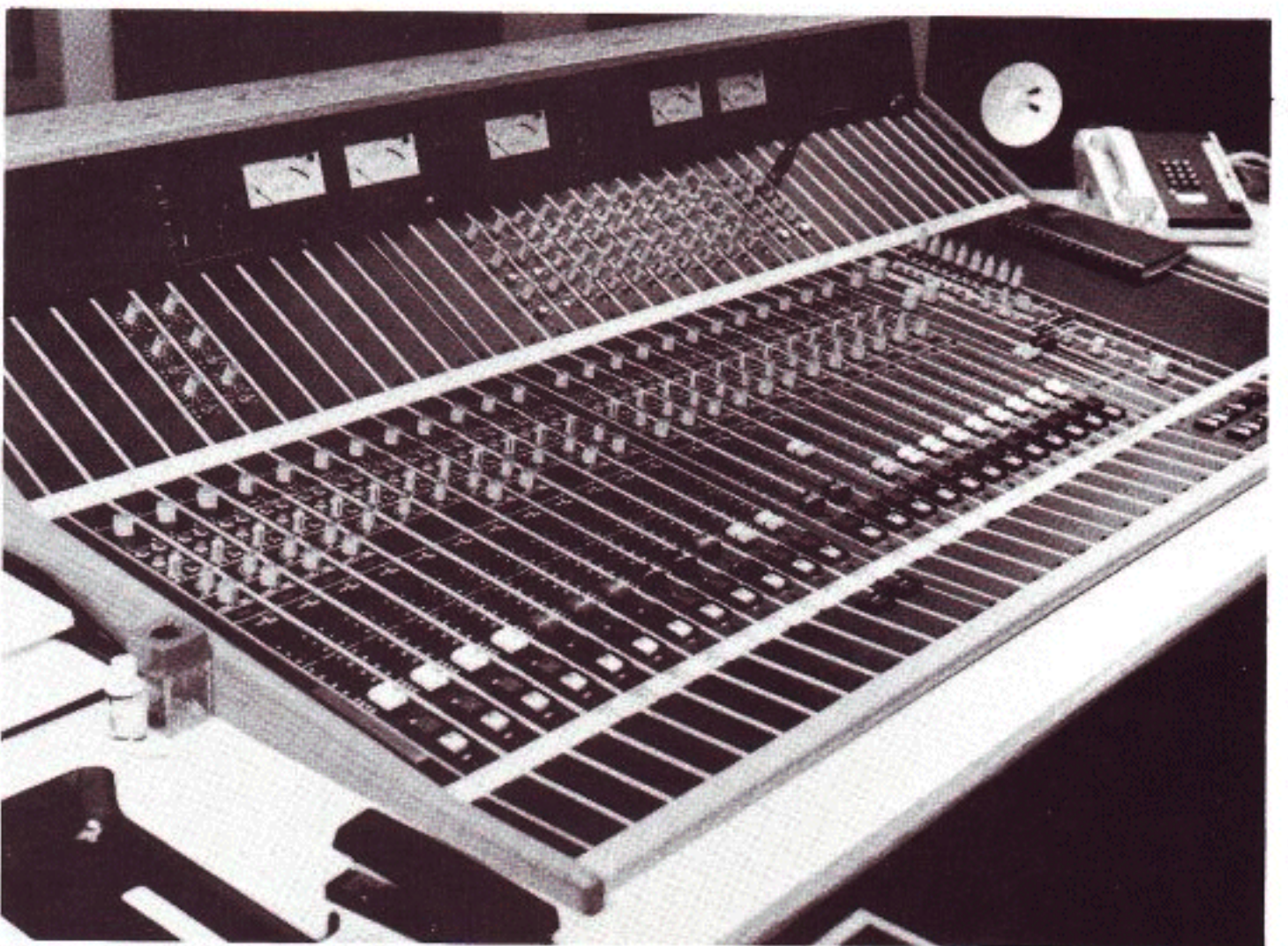
In the newsroom, a rack provides two work stations with common equipment in the centre and access from the rear. (See photo on page 9).

The studios are equipped with 27 reel-to-reel machines from Studer Revox.

"All of the equipment suppliers," says Garrington, "have been really great."



Chief engineer Larry Garrington is pleased with CN Tower installation, with two Continental FM transmitters.



McCurdy 8824E console in on-air control room.



Sports director Murray Eldon is seen in news booth, equipped for both on-air and production work.

CONGRATULATIONS

to

CJEZ-FM

Easy 97.3

News for Easy 97.3 is provided by
Broadcast News Wire
and
Broadcast News Audio Services!



36 King Street East, Toronto, ON M5C 2L9 (416) 364-3172



Bob Redmond signs contract with Master FM Ltd. for use of CN Tower transmitting facilities by CJEZ-FM. Master FM is a consortium of the five original FM broadcasters to go on the CN Tower 11 years ago: CBC, CHFI, CHIN, CHUM and CKFM. Since then, Q-107, CJRT, CFNY, and now CJEZ, have been added. Consulting engineer Doug Allen is at left; at right is Ron Turnpenny, now retired as vice-president of engineering for Rogers Broadcasting, who was president of Master FM Ltd. at time of signing at the 1986 CAB convention in Vancouver.



Computerized remote control unit constantly monitors status of transmitting equipment at the CN Tower in Toronto. Terminals use regular telephone lines and are located at studios in both Toronto and St. Catharines.

TO: **CJEZ-FM**
Easy 97.3

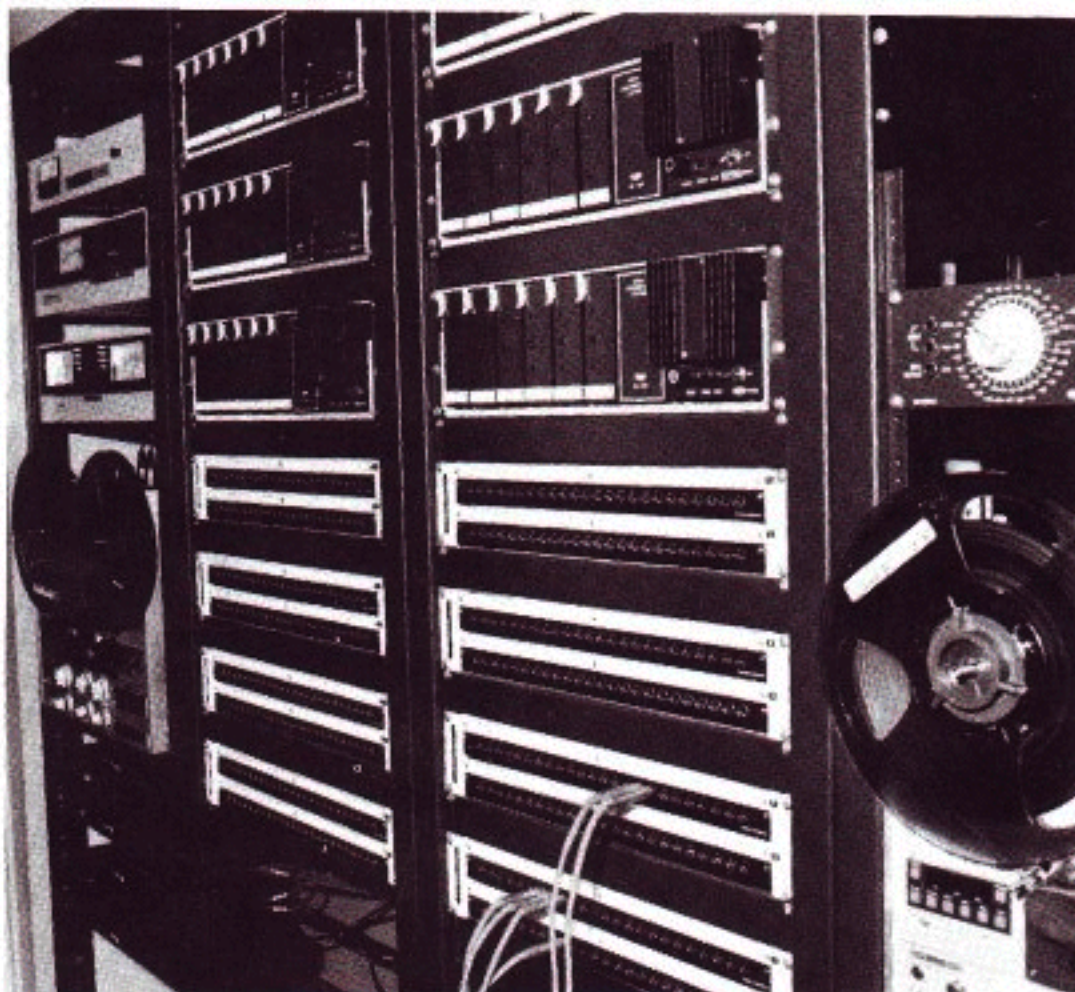
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At CJEZ-FM studios, dual logger tape machines ensure that CRTC logging requirements are met at all times. All cables are routed through the extensive jackfield facilities, providing maximum flexibility and backup in use of studios.

on-air personalities

CJEZ-FM is justly proud of its line-up of Toronto's most-recognized names in radio broadcasting:

- Morning man Jay Nelson's 24 years in the market include 17 years of doing the morning show on CHUM-AM. More recently, he was with CKFM and CKEY. Jay came to Toronto from WKBW Buffalo and is also a script writer (*Wayne & Shuster, Love American Style*).

- Mid-day host Russ Thompson began his radio career at CJBQ Belleville in 1951. He was also with CKOY Ottawa and CKEY Toronto, and was a familiar voice on CKFM for 22 years, from 1965 to '87. He's also well-known as a TV spokesman for major advertisers.

- Bill Anderson is the 2 to 6 pm host. He attended Ryerson, then worked at CKBB Barrie, CJCJ Sydney, CHML Hamilton and CFOX Montreal before returning to the Toronto area with CFGM. From 1975 to '87 he was with CFRB/CKFM, and is also known for his commercial work and as host of the syndicated *Big Country*. His son Glenn is also with Easy 97.3 as a producer and traffic reporter.

- Evenings on CJEZ-FM bring the laid-back style of Carl Banas, also very familiar to Toronto listeners for his many years as evening host on CKFM. The versatile Banas, in addition to commercial work, does 'character' voices and has recorded more than 15 record albums, including *A Christmas Carol*, playing all roles!

- Announcer Don Cameron hosts *A Touch of Classics* and other features. He's a native of Montreal who has done radio and TV work in Toronto, New York, and other major commercial centres.

- Weekend host Terry Moorehead is a graduate of the Humber College radio course, whose 12-year career began at Redmond's CHNR Simcoe.

- CJEZ's award-winning news director, Bob Kennedy, has been a newsman for 20 years—14 of them in Toronto, where he's been ND at CHUM and a newscaster for CBC Radio and CJCL/Telemedia. He also began in radio at a Redmond station—CHSC in St. Catharines.

- Other popular personalities on Easy 97 include sports director Murray Eldon, Neal Sandy, Andrea Ring, Bill Wyatt, Bill Bright, Brock Rivers and Jennifer Cowan, the producer of *Toronto Entertainment Express*.

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Freelancer broadcasters add interest and variety to the program schedule, and the list continues to grow each month:

- Henry Mietkiewicz of the *Toronto Star* reviews the Arts & Entertainment scene;
- Jim West contributes the entertainment feature *In Person*;
- Bill Morris handles financial news, with Alexander Ross on the daily *Business Background*; and
- Michael Cuffe hosts the 'new age' jazz program.

Kaloust

CJEZ-FM
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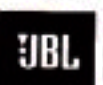
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-S.B., Toronto

\\Love ya, Love ya, Love ya! \\

-M.S., Whitby

\\Nothing could have brightened my listening plea-
sure more than the arrival of Easy 97.3 \\

-H.R., Agincourt

\\Your choice of music is simply out of this world.\\

-A.Y.T., Toronto

\\How wonderful to find your station...it's on all day,
every day on 4 radios in my home.\\

-A.C., Toronto

\\I drive a taxi 12 hours a day. I have approximately
35 passengers a day who used to talk about the
weather. Now it's 'What station is that?...
What station is that?' 35 times a day.\\

-J.C., Toronto

\\It's good to have a radio station in Toronto that
doesn't blast a lot of hype and tripe at me.\\

-D.H., Toronto

\\Ahh at last! Beautiful listenable music and great
personalities.\\

-J.W., Mississauga

\\It is the best thing that has happened to our
beautiful Toronto.\\

-C.F., Toronto

\\You do make my day.\\

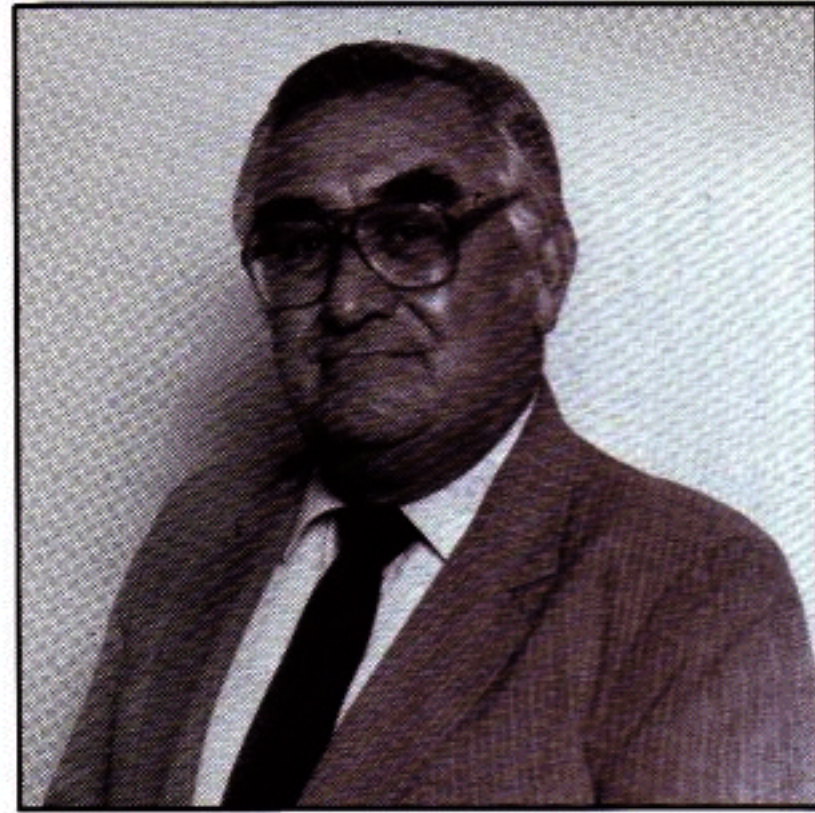
-J.O., Agincourt

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