

stations in the news

TV QUATRE SAISONS EXPANDS

Local production and advertising have been approved for three rebroadcasters of the Quatre Saisons network, and a new affiliate is to be added at Rivière-du-Loup.

• In Québec City, CFCF Inc. was given approval for local production and advertising on CFAP-TV, until now a rebroadcaster of CFJP-TV Montréal, the flagship Quatre Saisons station. Starting in the

spring of 1989, 6.5 hours a week will be produced locally, increasing to 12 hours weekly by September of 1990. CFCF Inc. plans to spend \$52 million on the expansion over a five-year period, including \$20 million for programming. In the first year, 70 jobs will be created, growing to 114 by 1994. Factors favoring the approval included the growing health of Québec City's leading TV station, CFCM-TV, which was in serious difficulty when purchased

by Pathonic in 1984. During 1985-86, local revenues increased by 22%, and even after CFAP-TV went on the air, CFCM's share of audience rose from 37 to 39% (while CFAP's increased from 37 to 17%). Also persuading the CRTC that more competition would be beneficial was CFCF's argument that new stations usually expand the advertising base in a market: in Montréal, 31% of the advertisers on CFJP-TV had never before bought French-language television time.

• Quatre Saisons rebroadcasters CFCM-TV Trois-Rivières and CFKS-TV Sherbrooke were also given the go-ahead for local production. The two stations, subsidiaries of Cogeco, will spend some \$3 million over the next five years and hire 13 people to provide the service, which is to begin immediately. By 1990, five hours of local programming will be produced.

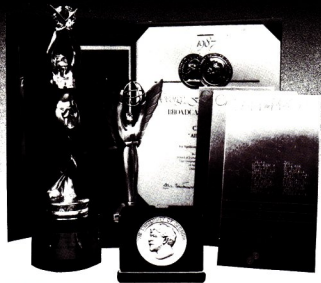
• At Rivière-du-Loup, CKRT-TV Ltée and Grégoire Thibault, operating as Société de Télévision MBS, were given approval for a rebroadcaster of Quatre Saisons on channel 29, with 18.1 kw ERP. The CRTC noted that although there is a concentration of ownership of radio-TV media in the city, it is one of the smallest TV markets in Canada, and no other applicant had come forward to provide the service, which anticipates losses during the first five years. The station, which brings Quatre Saisons coverage of Québec to 93%, is to be on-air by September 1/88.

MTV GETS TWO VHF CHANNELS

Maritime Independent TV, the new service licensed to New Brunswick Broadcasting Co. Ltd., has been successful in its bid to switch from UHF to VHF channels in Saint John and Fredericton. A third application, to change from channel 20 to channel 8 in Halifax, was denied on the grounds that it would result in less coverage.

MTV expects to go on the air Sept. 5th. It will now broadcast with 18.3 kw ERP on channel 12 in Saint John (instead of 134 kw on ch. 23), and 9 kw on channel 11 in Fredericton (instead of 53.6 kw on ch. 41). The moves were strongly opposed by the CBC which said it had intended to use the VHF channels to establish its own stations at the end of the current 10-year affiliate agreement with NBB's CHSJ-TV. The CBC proposed that the CRTC require NBB to surrender the licence for CHSJ-TV when the Corporation has the funds to establish O&O service in New Brunswick, but the CRTC deferred discussion on that question to CHSJ-TV's renewal hearing, to be held later this year.

THE PRODUCT OF EXCELLENCE



The Product of Excellence

VU13 News anchor Linden Sales has received international plaudits for delivering documentaries of unquestionable integrity and production excellence. In the last year "When I Grow Too Old To Dream," a close and personal examination of the effects of Alzheimer's Disease, and "AIDS and You," a documentary that candidly discusses the prevention of AIDS, have garnered 11 regional, national and international awards for VU13. The highest standard of reporting on issues that affect everyone — a commitment that continues to deliver distinguished programming of an exceptional calibre for VU13.

VU13

VU13 • VHF10 • WESTERN APPROACHES LIMITED • CKVU-TV 180 West 2nd Avenue, Vancouver, B.C. Canada V5Y 3T9

—more Stations in the News on page 11—

JULY/AUGUST 1988

FM APPLICATIONS DENIED

Two applications for new FM stations have been denied by the CRTC.

• At Lévis, Québec, Radio Etchemin Inc. had proposed moving CFLS from AM to 106.3 MHz, channel 292C, with a power of 54,350 watts. CFLS is experiencing coverage problems on 920 kHz, despite spending \$100,000 to increase power from 1 to 10 kw; it also spent \$200,000 on AM stereo. The licensee complained that interference from CKCV Québec and CBO Ottawa, which increased power to 50 kw on 920 in 1953, had resulted in a whistling sound on the frequency. CFLS, in common with other Québec City area radio stations, has experienced financial difficulties in recent years, and in 1987 incurred a substantial loss. The CRTC noted that technical problems may not be the sole reason for CFLS' problems; in the years 1979-82, it ranked second in the market while broadcasting with a power of only 1 kw. It further suggested that the station consider a move to 870 kHz.

• A proposal for a small community FM, 50 watts on 98.7 MHz, at Campbellford, Ontario, was also denied. The CRTC said that David Lockwood "may have seriously overestimated" the market potential of the town of 3,500.

• Another extension (the 4th) for Access Alberta's proposed educational stations in Calgary and Edmonton: Access now has until August 31/89 to receive provincial government grants and get on the air. (What ever happened to all that old money?...) —continued on next page.

Pinnacle's Digital Studio.



...cess, Transitions, Still Store, 3-D Modeling and Animation. All in a single Video WorkStation.

MATRIX
PROFESSIONAL VIDEO SYSTEMS INC.

123 West 70th Avenue, Vancouver, B.C. V5Y 1E8 • Phone (604) 875-6501 • Fax (604) 875-0513

SHAW BUYS CISN-FM EDMONTON

Shaw Cablesystems Ltd. of Edmonton was won CRTC approval for the purchase of country music station CISN-FM Edmonton for \$7.3 million. Robert McCord, who established CISN six years ago, will continue as president.

It is the fifth Alberta station for Shaw, which last year bought CHEC Lethbridge, CKTA Taber, and CKGY/CIZZ-FM Red Deer. The new owners, who have major cable TV interests in both eastern and western Canada, proposed additional expenditures of more than \$1 million at CISN over the next five years. Included is a \$358,000 increase in funding for 'Project Discovery'—established by Shaw to produce 400 music videos by 80 artists from the province.

CRTC EASES RULES FOR FILING COMPUTER LOGS

Following discussions with industry representatives, the CRTC has allowed greater flexibility in the submission of television station log information via computer media. The Commission has agreed to accept the reporting standards used in providing information to advertisers and agencies, i.e., ±5 minutes in "time on/time off" entries for spots. The use of computer media was first suggested by the CRTC last August and a growing number of TV licensees are now filing their logs using computerized data.

Circle #144 on Reader Service Card

HERE'S THE RADIO YOU'VE BEEN WAITING FOR. IT GETS ONLY YOUR STATION!!!



WE'VE PRESET THE TARGET TUNER TO RECEIVE YOUR STATION ONLY!

☆ Imagine the impact of thousands of people carrying around pocket-sized radios that receive only your station

☆ **TARGET TUNERS** are custom made to receive any AM Stereo, FM or TV signal, and are printed with your logo.

☆ Packaged complete with headphones and replaceable batteries — the promotional potential is limitless.

ALL THIS FOR THE SAME COST AS A T-SHIRT!

For further information and to hear a sample Target Tuned to your station, call Rob French.

TARGET TUNING INC.

Tel: (416) 595-1022
Fax: (416) 593-4116

BROADCAST TECHNOLOGY

Circle #123 on Reader Service Card

11

NEW NB LICENSEE SEEKS CHANGES

Radio de la Baie Ltée has applied for several changes in its plans to provide French-language FM service in north-eastern New Brunswick. The main studio is to be located in Caraquet, rather than Bathurst—which would now have a subordinate studio. Parameters for the rebroadcaster at Dalhousie/Campbellton would be changed from 10 kw on 102.7 to 14 kw on 100.7 MHz. Both transmitters are to be located at CBC antenna sites, rather than two CN/CP sites previously proposed.

Power increases:

• Approved — **CKRS** Jonquière, from 10 kw day/5 kw night to 25 kw day/7.5 kw night... **CJMV-FM** Val d'Or, from 49.4 to 63.1 kw, and **CJMM-FM** Rouyn-Noranda, from 1 to 3 kw. Both stations are owned by Communications Cuivor Inc. New sites were also approved by the CRTC, after Cuivor was unsuccessful in reaching an agreement to use sites owned by Radio Nord, which opposed the applications... **CFQM-FM** Moncton, from 24.3 to 70 kw... and **CJLW-TV** Deer Lake, NF, from 87 to 480 watts.

• Applications — **CBG** Gander, NF, (daytime power) from 1 to 4 kw... **CKEC** New Glasgow, NS, from 5 to 25 kw, with a change of transmitter site... **CFRS-TV** Jonquière, from 24,550 to 27,600 watts.

CKTF-104 OTTAWA-HULL ON AIR

Jean-Guy Gorley has been named general manager and Louis-Claude Boulard is pd at Radiomutuel's new FM station in the Ottawa-Hull area. French-language CKTF went on the air March 11/88 with a dance music format aimed at the 18-34 age group. Studios are co-sited with CJRC in Gatineau, Québec.

CANADIAN CONTENT PROBLEMS

• The CRTC has told CKXY Vancouver (Ocean Pacific) to submit a new Promise of Performance by the end of July. The order follows a proposal to reduce spoken word content, which the Commission terms "unacceptable". CKXY went on the air two years ago (as CIOF) after winning a licence in 1983 on the basis of an innovative programming proposal which was almost 50% spoken word content.

• CJRC Gatineau (Ottawa-Hull) has satisfied the CRTC that its apparent non-compliance was the result of human error. Radiomutuel VP Paul-Emile Beaulne explained that there was confusion with the FM policy, and that the company now has a computer system which handles requirements for each of the company's stations.

Other stations in the news...

• Alain Desjardins, on behalf of a company to be incorporated, has purchased the assets of Radio Mont-Laurier Ltée. **CKML** Mt-Laurier/**CKLR** Annonciation went off the air in October, 1986, when the licensee went into bankruptcy.

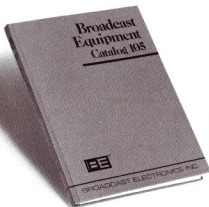
• **CJBK** London and **CHOK** Sarnia, Ont., are planning to go AM Stereo. The new owners, the Zwig family's Middlesex Lambton Communications Corp., plan to spend \$1.06 million on the project.

• **CKGA** Gander, one of the VOXM group, has applied for a change of frequency from 730 kHz (1 kw) to 650 kHz (5 kw).

• **CKCO-TV** Kitchener, ON, is the first TV station in Canada to broadcast local news closed-captioned. CCDA, the Canadian Captioning Development Agency, notes that the cost of real-time captioning has "dropped dramatically in the past year".

BT

MOST WANTED



Name: Broadcast Electronics Broadcast Equipment Catalog 105

Color: Red Hardbound Cover with Black Lettering

Height: 11¼ inches

Width: 8¾ inches

Weight: 2 pounds

Length: 208 pages

If you have seen this catalog, please approach with caution.

It is armed with the most comprehensive line of radio broadcast equipment.

It's owner is highly skilled in manufacturing the most advanced equipment for the Broadcast industry.

It's arsenal of weapons include: Audio Consoles and Cart Machines; RF Products; AM, FM & TV Stereo and Program Automation.

If you have not seen this catalog... Write for a free copy today on your letterhead!

If You Have...Open Immediately and Order Today!



4100 N. 24th ST., PO. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEFAX: 250142, FAX: (217) 224-9607



'Good Humor Makes Most Things Tolerable...'

PEOPLE AND STATIONS . . .

Two Saskatchewan TV stations are losing their presidents; one going to Edmonton, the other to London, Ont. **Ted Eadinger** who, for 13 years, has managed CFQC-TV at Saskatoon becomes vice-president of CPPL-TV London effective Aug. 1. And CKCK-TV Regina's **Bruce Cowie** takes over as president and chief operating officer for Sunwapta Broadcasting at Edmonton, effective July 1. Current Sunwapta president **Bruce Alloway** will be taking retirement, opting for more civilized winter activities at Victoria. Best wishes, Bruce ... Also at CPPL-TV London, **Lorne Freed** becomes Director of Program Operations, **Bob White** is new Program Acquisition Supervisor and **John Sommers** steps in as Production Manager

CJYQ St. John's ND **Keith Pittman** and his new wife, **Lisa**, made the Truro RTNDA regional convention the site of their marriage. Congratulations to both ... RTNDA convention organizer **Mike Trenholm**, ND at CKCL Truro, deserves plenty of credit for putting together a program that attracted more delegates than an Atlantic Regional meeting has ever drawn ... VOCM St. John's ND **Gerry**

Phalen, now living under the Double Daylight Savings Time clock, said his flight to Halifax lost him only five minutes on his watch. Going back was another story. His plane ("the milk run") was delayed at Halifax and Gerry had a four-hour flight to look forward to, not counting the change from Atlantic to Double Daylight Time ... CKO's **Harvey Kirck** delivered an informative and entertaining after-dinner speech at the President's Dinner. Then he conducted a Q and A session with delegates ... A gang of us went to the Chow Family Chinese food restaurant in Truro. MacLean-Hunter VP **Eric Rothschild**, wrapping up a splendid two years as RTNDA president, took his decision-making capabilities even further, ordering three from column A and three from column B for all (No, Steve. He didn't buy!) ... CKBC Bathurst ND **Ray Burke** made with some handy camera work at the convention. His photos can be seen elsewhere in this issue.

Special thanks to **Neil and Lorraine MacMullen** for inviting me to spend time with them at their beautiful Annapolis Valley home. For most of an afternoon, we soaked up the sun on their fabulous deck. If you ever get a chance to visit, insist on Lorraine's strawberry pie (um-umh!).

Got the chance to play newsman at CKBW Bridgewater a while back. ND **Ed Boylan** welcomed me into the 'BW newsroom at 6 a.m. one stormy day.

I had the opportunity to refresh my memory on what it's like doing rewrites, meeting deadlines and being on the receiving end of the Broadcast News wire and audio services. I've got a new respect for BN because, after you're away from the grind for a while, the importance of the national news/programming service as it affects the individual stations becomes abundantly clear, particularly when you're prepping packages for use on-air every half hour. Afterwards GM **Bob MacLaren** and his wife, **Carole**, took me out to lunch for a further two hours of good company.

CJOH-TV Ottawa station manager -- and now, thanks to still another promotion, vice president -- **Al MacKay** called to express "shock, dismay and outrage" (smooth talking devil, ain't he?) over the publication here a while back of the availability of an American guide on non-sexist language. Al says the Canadian Association of Broadcasters has distributed its guide free to all members. Such distribution, in some cases, has apparently not reached those departments which most require it ... Still with CJOH-TV, **Max Keeping** is now vice president of news and public affairs ... Journalist of the Year honors went to CJLS Yarmouth ND **Ray Zinck** for his coverage of the landing of 174 Sikhs in Nova Scotia last year. The Atlantic Journalism awards people also recognized Ray by awarding CJLS first prize in the radio spot-news category for his coverage of the July, 1987, story.

Jim Marino, former ND of CHSC St. Catharines -- and now the mayor of Niagara-on-the-Lake, Ont., was in Sudbury for the annual regional meeting of RTNDA. Jim, now the director of communications for Hillebrand Estates Winery at Niagara-on-the-Lake, was attending his 22nd consecutive regional ... Why would CFCO Chatham ND **Mike LaPointe** and Fanshawe College's **Bob Collins** want anything to do with 'Amadeus, the love slave from hell?' (And why was Amadeus in Sudbury?). CKGB/CFTI-FM Timmins will be broadcasting live via satellite from Toronto's Ontario Place August 8 through 12 as part of an Ontario NORTH NOW celebration. Former employees and residents of Timmins are invited to participate. Contact news director **Bob McIntyre** at (705) 264-2351.

CHAM Hamilton has a couple of changes; **Gord Eno** moves in as PD after working as ass't PD at CISS Calgary. **Jim Johnston** is moving on from CHAM to the PD's post at CFOX Vancouver ... And at CKAY Duncan, new station manager is **Sig Reuter**, sales manager is **Cameron Drew** and ND is **Todd LeSargent**.

Rock 103 at Moncton is looking for an experienced morning man. Talk to GM **Rick Gordon**. What do CP/BN Vancouver bureau chief **Wendy Eckersley**, CIGV-FM Penticton president **Ralph Robinson** and CIGV-FM morning driver **Rolly Gillis** have in common? What does *Sleeping Beauty* have to do with all this? And why did the BCAB have all three on stage during an evening's entertainment? Why did delegates go "Hubba, hubba" at Wendy's performance and "Tsk, tsk" at Rolly's? And why did Ms. Eckersley claim, "That was off the record"? I've got bad news for you, Wendy. When news directors get together with managers, there is no off-the-record.

NEWS HANDLING . . .

Bob Taylor, the BN/CP keeper of the language -- in a discussion of style and writing quality in reports by both agencies -- warns reporters not to be caught by bafflebasters. He suggests that you'll only encourage them. Instead, translate their blatherings into reported speech. Readers and listeners should have been spared this quote from a spokesman for the U.S. Coast Guard: **"We have recovery of a deceased individual . . . located in sufficient proximity to the distress position that we're satisfied he was a member of the crew."** All that poor soul was trying to say was that rescuers had recovered a body believed to be that of a crewmember. More blather, this time from a judge, who said the defendant **"forced vaginal intercourse in a social setting."** In other words, the man had raped his hostess after being invited to her apartment for dinner. Here's another bafflebaster in full cry, though fortunately we kept her off the air and out of print. Asked whether it was true that 100 Turks were waiting to sail to Canada, she replied: **"We cannot confirm or infirm the report."**

Journalism professor **Nick Russell**, from the University of Regina, has provided a list of cliches. He asks that you try cutting wastage in the following: end result; grateful thanks; advance planning; at any one time; charming hostess; blushing bride; cherished belief; tastefully decorated; tender mercies; best of friends; busy as a bee; bring to an end; one and the same; major breakthrough; absolutely destroyed; bitter dispute; considerable difficulty; miraculous escape; par for the course; gale-force winds; broad daylight; completely untrue; definite decisions; serious danger; together with; weather conditions.

He also suggests you try substituting single words for the following: at the present time; at this point in time; subsequent to; for the purpose of; as of this moment; with the result that; at all times; in the near future; preparatory to; in the vicinity of; adjacent to; in the event of; as a result of; in advance of; pick up the tab; is hopeful that; went up in flames; in the course of; went to the polls; as a matter of fact; plan for the future; afford an opportunity; there is no doubt that.

A public service spot recently heard: "If you see a crime, contact your nearest anti-crime enforcement agency . . ." Excuse me?

Grandparents. Please read the following carefully: **Simon Reisman, grand-father and Canadian free trade negotiator, successfully completed a historic agreement with the United States today.** "Did anything about that lead strike you as odd?" asks **Diane Menzies** of Canadian Press, Toronto. "How about this one? **Maisie Shiell, a feisty grandmother, took the uranium industry to court today.**" Menzies adds: "Shiell is inevitably called a grandparent in the lead of stories about her, as are many other women in CP copy that has nothing to do with family. Reisman, on the other hand, never is. Neither is any other man. Shiell, 72, is an energetic political activist on a crusade against the Saskatchewan uranium industry. She has several accomplishments to her credit. Being a grandparent is not one of them. To refer to a woman by her reproductive capacity is insulting and sexist, as the CP Stylebook section on sexism clearly states."

While I appreciate proper use of the language, it doesn't necessarily follow that I'm an expert. Professor **Elvino Sauro** of Ryerson's film and photography department in Toronto, wrote to yank my chain about confusing 'comprised/composed' in a May item ... And if that jolt wasn't enough, **Adele Simmons** from Cullen Gardens at Whitby said the same thing, wrapping-up her note by asking, "Now, didn't I just make your day?" Thanks, Adele. But, you know, it's hard to find good editing talent anymore!

MARKETING . . .

Performance Selling (Kerry L. Johnson, Prentice Hall Inc.) suggests that as more and more top executives note that they are seeking risk-taking managers, you might want to consider these suggestions to tackle fear head on:

* Take some little risks in the next couple of days. Face a challenge knowing that you could fail. Example: Play a card game at which you're not proficient.

* Engage in sports competition. Whether you're bowling, golfing or playing tennis, there's usually someone out there who's better than you. This means that there's always a chance to fail. Pick competition where you expect to win but where you could lose.

* Tell someone else in your business or even a close associate the next time you have a setback in a job or task. By admitting your failure to others, you will realize that others have been in the same place you are.

Successful executives are usually people who can bounce back from failure. They often admit that failing wasn't nearly as bad as they had expected it to be.

Sales had fallen off. In spite of talks with his executives, the sales manager simply couldn't come up with a solution. Then he got an idea. The station manager wasn't all that impressed but saw no harm in it. The next day all the sales people made their calls wearing big red ribbons tied around their fingers. Naturally, curiosity was expressed by customers. The sales people would smile and explain that it was to remind them to tell clients that the station had feature spots available during certain newscasts. Sales picked up.

QUICKIES ...

Tom Brennan is now ND at CKWS-TV Kingston, as well as controlling the reins of Katenac Holdings' AM and FM stations there ... **Dave Clark**, the president of Twin Cities Radio and Inland Broadcasters at Kamloops, retired at the end of May. He sold his holdings to **Jim Pattison** last year. Taking over as GM is **Rick Arnish** ... New ND at CJYM Rosetown is **Rod Parker** ... In Yorkton, **Larry Roller** is in as ND while former CJGX news honcho **Doug Blackie** has moved on to CFR Calgary ... **Ken Gee** is now ND at CKQR Castlegar ... **Bruce Morel** is VP, Programming at CFDR/Rock 104 Dartmouth-Halifax after eight years with the OZ network in St. John's (he even says nice things about GM Pat Kiely)... BN's senior correspondent at Ottawa, **Kate Boucy**, is taking up new duties at BN's London, England, bureau this September. Current London correspondent **Rick Gibbons**, after a four-year stint there, is heading back to BN Ottawa ... Former CHNO Sudbury ND **Ain Bailey** is now CJSS Cornwall ND **Al Bojarski** ... **Austin Green** has moved from producer duties at CBC Ottawa to a similar position at CJOH-TV Ottawa ... At CJSB Ottawa, **Marisa Golini** is doing the morning news run after earning her wings at CHEX Peterborough.

KICKER ...

It was in the Fall. In fact, that very evening, Standard Time was about to be re-implemented. All day long, we CFRB Toronto newscasters had been reminding listeners that 'tonight is the night clocks go back one hour.' My shift that particular Saturday was in the evening. The sportscaster on duty was **Dave Hodge**. Dave, now at CKNW New Westminster, often amused and bewildered his colleagues by switching from his normal, straight behavior into a type of Jerry Lewis character run amok. The telephones had been unusually busy and Dave, lending a hand, answered his share of newsroom calls about the time switch. After answering one particular call, we observed the transformation as Dave's eyes lit up, a silly grin appeared and a tape was fired. He had apparently had one too many stupid questions and it was now get-even time:

Dave: "Yes, sir. It's tonight."
Caller: "What time, exactly?"
Dave: "Two a.m."
Caller: "Do I have to stay up until then?"
Dave: "Yes, sir. It's federal law."
Caller: "Are you sure?"
Dave: "Absolutely."
Caller: "Thank you."
Dave: "You're welcome."

Let me know what's going on at your place...who got promoted, who left, who bloopered, who arrived, interesting promotions, unique programming. Send it to me c/o Broadcast News Ltd., 36 King St. East, Toronto, Ont., M5C 2L9.

IN STOCK! Technics

SP-15 or SP 25
with ProBase II and Tone Arm



**SPECIAL PACKAGE
PRICES!**



Comad
COMMUNICATIONS LIMITED
1635 Bessie Rd., Unit 36
Mississauga, ON FAX: (416) 676-9176
LST 1M1 (416) 676-9171 Telex: 06-968570

For Even More Ways To Improve
Your AM, FM or TV Transmission
Systems Call:

1-800-387-4991

Circle #217 on Reader Service Card

BBM RADIO SHARE TRENDS

NINE MAJOR MARKETS — ALL PERSONS, 7 +

The following information is provided by the BBM Bureau of Measurement. Latest survey results are in first column; for comparison, data from four previous surveys are included.

MONTREAL

	Spring 88	Winter 88	Fall 87	Summer 87	Spring 87
1. CKAC	10.3	10.7	11.1	10.5	11.4
2. CPGL-FM	9.3	10.4	9.6	9.5	9.9
3. CJMS	7.8	8.0	7.0	6.7	7.9
3. CJAD	7.8	7.2	7.7	6.8	6.6
5. CHOM-FM	7.7	7.2	9.0	8.9	8.7
6. CKMF-FM	7.1	6.6	7.0	9.0	6.9
7. CITE-FM	6.9	6.9	6.4	6.1	6.0
8. CKFM-FM	5.4	4.5	5.2	4.6	5.2
9. CKOI-FM	5.1	4.7	5.1	6.3	6.5
10. CKVL	5.0	4.5	4.9	4.3	4.6
11. CBF	4.8	3.6	3.4	3.4	3.8
12. CFQR-FM	4.7	6.9	5.3	5.1	5.8
13. CIEL-FM	2.7	2.2	2.1	2.0	2.1
14. CKGM	2.3	2.1	2.6	2.2	2.4
15. CBF-FM	2.0	1.3	1.8	1.6	1.4
15. CFCE	2.0	2.5	2.8	3.9	2.7
15. CBM	2.0	2.5	2.1	1.3	1.4
18. CBM-FM	1.5	1.4	1.2	1.2	1.5
19. CKO	0.2	0.1	0.1	0.2	0.3
OTHERS:	5.4	6.7	5.6	6.4	4.9

QUEBEC

	Spring 88	Winter 88	Fall 87	Summer 87	Spring 87
1. CHRC	28.5	30.2	30.8	28.3	31.1
2. CJMF-FM	19.3	20.1	20.8	23.4	21.9
3. CITF-FM	10.7	11.5	10.9	14.8	11.5
3. CJRP	10.7	10.6	7.6	7.5	11.7
5. CBV	6.7	5.8	7.0	5.5	5.9
6. CKCV	6.4	8.2	7.8	5.4	3.6
7. CHIK-FM	6.1	4.0	4.4	5.3	3.8
8. CHOI-FM	5.0	3.2	3.9	3.5	2.9
9. CBV-FM	1.9	1.2	2.7	1.8	2.5
10. CFLS	0.8	1.8	0.9	0.9	1.7
11. CBVE-FM	0.7	0.1	0.1	---	1.0
OTHERS:	3.2	3.3	3.1	3.6	2.4

HAMILTON

	Spring 88	Winter 88	Fall 87	Summer 87	Spring 87
1. CHML	12.6	10.5	14.1	10.9	10.6
2. CHAM	11.8	10.3	8.2	9.7	11.2
3. CKDS-FM	10.5	11.5	12.4	11.1	12.6
4. CKOC	8.5	8.0	9.4	9.7	10.2
5. CHUM-FM	7.4	8.1	4.3	6.3	6.5
6. CILQ-FM	6.0	5.6	7.3	8.6	6.8
7. CKLH-FM	5.8	7.4	8.6	6.2	4.8
8. CING-FM	3.2	2.6	3.3	3.4	5.3
OTHERS:	34.2	36.0	32.4	34.1	32.0

TORONTO

	Spring 88	Winter 88	Fall 87	Summer 87	Spring 87
1. CFRB	12.3	13.0	12.8	12.9	12.1
2. CHUM-FM	9.0	9.1	8.1	9.1	8.1
3. CHFI-FM	8.6	9.2	5.9	5.8	6.5
4. CJCL	8.3	6.0	9.1	10.7	7.7
5. CFTR	7.5	8.9	7.9	8.1	7.9
6. Q107	6.9	6.3	6.6	6.6	6.0
7. CHUM	5.4	3.8	4.7	4.5	5.8
8. CKFM-FM	5.0	5.2	5.7	6.7	7.5
9. CFNY-FM	4.7	4.8	4.4	3.6	4.6
10. CBL	4.4	5.1	6.6	5.4	5.9
11. CJEZ-FM	3.8	3.6	3.4	3.0	---
12. CBL-FM	3.2	2.8	2.9	2.5	3.4
13. CKEY	2.5	2.2	2.9	2.3	4.3
14. CFGM	2.4	3.0	2.9	2.8	2.9
15. CKO	1.5	1.6	1.7	1.9	1.7
16. CJRT-FM	1.2	1.1	1.2	1.1	1.4
17. CJCB	0.2	---	0.1	0.3	0.2
OTHERS:	13.1	14.3	13.1	12.7	14.0

OTTAWA/HULL

	Spring 88	Winter 88	Fall 87	Summer 87	Spring 87
1. CFMO-FM	12.4	13.3	12.0	10.2	14.0
2. CFRA	12.2	11.2	10.5	11.5	12.0
3. CBO	9.8	9.6	8.6	10.3	9.2
4. CKBY-FM	9.3	8.6	11.1	6.8	6.8
5. CHEZ-FM	8.4	11.3	10.3	11.0	12.7
6. CFGO	8.1	9.1	8.6	9.5	6.8
7. CIWW	6.0	7.6	6.8	6.0	6.1
7. CJRC	6.0	6.8	6.9	6.1	6.7
7. CIMF-FM	6.0	6.5	8.2	6.8	6.4
10. CBO-FM	2.8	3.3	2.6	3.6	2.8
10. CKCH	2.8	2.3	3.1	5.0	2.8
12. CJSB	1.8	0.8	0.8	2.6	3.4
13. CKO-FM	1.1	1.5	1.5	1.2	1.0
14. CBOF	1.0	1.8	1.6	0.8	1.4
15. CBOF-FM	0.6	0.8	0.8	0.6	0.9
OTHERS:	5.4	5.5	6.6	8.0	7.0

WINNIPEG

	Spring 88	Winter 88	Fall 87	Summer 87	Spring 87
1. CJOB	21.7	23.7	22.4	22.0	24.2
2. CHIQ-FM	11.9	11.3	9.4	9.3	7.8
3. CBW	11.8	6.8	10.0	5.8	8.1
4. CKIS-FM	10.3	9.5	10.1	11.0	7.7
5. CIFX	9.5	6.6	6.6	9.1	6.1
6. CKY	8.7	11.8	9.5	8.5	11.5
7. CKRC	7.9	10.8	11.8	13.6	13.0
8. CITI-FM	5.9	4.9	7.1	7.2	7.5
9. CBW-FM	2.9	4.6	4.1	3.1	3.5
10. CKWG-FM	2.5	4.0	4.7	5.8	6.5
11. CKSB	0.2	0.1	0.3	0.2	0.5
OTHERS:	6.7	5.9	4.0	4.4	3.6

— Please turn to page 26 for data on Calgary, Edmonton and Vancouver.

BBM Ratings Data - continued from page 24A

CALGARY

	Spring 88	Winter 88	Fall 87	Summer 87	Spring 87
1. CFAC	11.7	14.5	15.2	16.0	14.8
2. CFCN	11.5	9.6	8.0	8.8	10.7
3. CBR	11.2	9.4	9.1	9.6	9.5
4. CFFR	10.7	7.9	10.7	10.8	13.8
5. CHQR	10.7	11.1	8.9	6.7	6.3
6. CKRY-FM	8.6	10.4	10.1	9.0	7.2
7. CKIK-FM	7.7	6.9	6.7	6.6	6.0
8. CHFM-FM	7.0	7.4	8.1	6.8	8.4
9. CJAY-FM	6.8	5.9	6.0	6.4	7.9
10. CISS	2.7	5.2	5.1	5.8	5.3
10. CBR-FM	2.7	3.2	2.8	3.5	2.6
12. CKO-FM	1.3	1.7	1.7	1.8	1.3
OTHERS:	7.4	6.8	7.6	8.2	6.2

EDMONTON


	Spring 88	Winter 88	Fall 87	Summer 87	Spring 87
1. CJCA	14.9	15.0	11.2	13.6	15.6
2. CHED	13.6	12.1	11.3	10.2	11.7
3. CIRK-FM	12.7	9.2	10.7	9.0	8.3
4. CFCW	9.3	10.9	9.9	7.4	5.8
4. CKRA-FM	9.3	9.4	8.6	13.5	9.5
6. CHQT	8.9	10.3	11.5	11.6	11.2
7. CFRN	6.7	6.9	6.0	4.3	6.5
8. CISN-FM	6.3	7.0	8.6	8.8	7.7

9. CBX	5.3	5.2	4.4	6.0	5.1
10. CKST	2.6	1.3	1.3	1.0	1.6
11. CBX-FM	1.9	2.9	2.3	1.6	2.5
12. CKXM-FM	1.8	1.8	3.8	1.7	2.0
12. CKNG-FM	1.8	3.0	4.3	5.0	6.6
14. CKO-FM	0.4	0.5	1.5	0.9	1.1
15. CHFA	0.1	0.5	0.1	---	0.2
OTHERS:	4.4	4.0	4.5	5.4	4.6

VANCOUVER

	Spring 88	Winter 88	Fall 87	Summer 87	Spring 87
1. CKNW	12.6	16.8	12.9	14.8	12.7
2. CFMI-FM	8.4	7.3	7.4	4.9	4.5
3. CBU	7.7	9.0	5.7	6.6	6.6
4. CFOX-FM	7.2	6.3	7.2	7.8	8.0
5. CKLG	7.0	6.7	9.3	9.9	11.5
6. CFUN	6.5	5.1	6.4	4.9	5.9
7. CKWX	6.4	5.9	6.3	7.3	5.8
8. CHQM-FM	5.3	7.0	7.0	4.8	7.2
9. CKKS-FM	4.9	3.9	3.5	4.4	4.3
10. CJOR	4.7	5.5	6.4	4.6	6.1
11. CHQM	4.5	3.9	4.0	6.1	4.6
12. CISL	4.3	4.2	4.5	5.5	5.3
13. CBU-FM	3.5	4.5	4.7	3.8	3.1
14. CJJR-FM	2.7	3.2	3.2	1.5	1.8
15. CKXY	2.7	1.6	1.5	0.5	0.4
16. CKO-FM	1.9	1.0	1.4	1.3	1.5
17. CBUF-FM	0.2	0.1	0.1	---	0.2
OTHERS:	10.5	8.1	8.6	11.3	10.7

BT



INCOSPEC INC.
offers a wide variety of communications equipment for a broad spectrum of applications such as: commercial broadcast stations, cable television, business video, audio and data network.

MFC ANDREW COMSONICS MICRODYNE DX ANTENNA

AFC LINDSAY Q-BIT NORSAT SADELCO

GIGAHERTZ COMMUNICATIONS NEXUS ENGINEERING CORP. STANDBY ELECTRONICS

INCOSPEC

HEAD OFFICE:
4851 des Grandes Prairies,
St-Léonard (Québec)
H1R 1A5
Fax: (514) 324-1220
(514) 322-5540

TORONTO OFFICE:
225 Nugget Ave., Unit 1
Scarborough (Ontario)
M1S 3L2
Fax: (416) 292-9730
(416) 292-6647

ATLANTIC PROV.:
Sun Tower, Suite 210
1550 Bedford Highway
Bedford (Nova Scotia)
B4A 1E6
Fax: (902) 835-6971
(902) 835-INCO

CFPL-TV LONDON GOES INDEPENDENT

By Keith E. Risler

It's roughly 11:15 p.m. as TV London news reporter John Lees chats amiably with anchor Kate Young on the newsroom set of *FYI Final Edition*. He's just back from a story, comfortably at ease in street clothes, explaining to Kate and the viewers the human side of a tense public meeting in London, Ontario. No suit, not even a chair for the CFPL-TV reporter. An attentive Kate Young nods appreciatively as she prepares to intro her next story.

This informal, yet responsible, approach to broadcasting masks a dependence on the best available technology—a technology on which CFPL-TV will increasingly rely as it disaffiliates from the Canadian Broadcasting Corporation this fall.

George Clark is TV London's director of news and information. He is busy these days, with formal separation from the CBC slated for September 3. CBC's largest affiliate is in the midst of a technology-driven march away from the CBC, toward its own viewers in London and Western Ontario.

Technology Enhances Station

We are talking in mid-May of 1988. Tomorrow, Clark and his staff are off on a trip to check out a Satellite News Gathering (SNG) vehicle for possible purchase.

The experience is nothing new for TV London. It is all part of a strategic plan to invest in technology as a means of enhancing the station's look and physical capabilities.

"Historically that's what we've always done," says Clark, "and we find it has had a payback for us. We had color cameras in our studios in 1968—long before we were going to color, so we'd be ready. We were the first computerized newsroom in Canadian television. So I think we've always felt an investment in proven technology will pay itself back."

The quest for SNG is spurred by a surprisingly paradoxical limit on microwave signal transmissions made with the TV London microwave truck.

Line-of-sight microwave capability lets TV London cover widespread events live: "We have a mobile microwave unit affectionately called 'The Whale'. It's a very large vehicle, but it allows us to do three-camera shoots within 40 miles of the city, live. If I refer back to a train wreck that happened here back in February, it occurred about 20 miles outside the city at 11:40 in the morning. We were broadcasting live from the train wreck site on our 12:30 noon news," says Clark.

Unfortunately, The Whale is beached when it comes to reporting live from downtown London. Buildings obstruct the signal completely.

"Victoria Park, which is in the centre of our city, and is where people gather for special functions, is blocked from us from line-of-sight," explained Clark. "Now we aren't four miles from Victoria Park, but we can't get a signal back."

"When the Winter Olympics torch arrived, we knew the tremendous attention it was gathering as it moved its way across the country. We told the city that we'd be there live that night, and those that couldn't make it could watch it live on television. We had to get a satellite uplink, to send that signal 94,000 miles just to get it back to our station."

So near and yet so far.

"That's exactly it," rejoins Clark. "But the technology can do it for you."

The solution is obvious, but the cost is potentially astronomical. The SNG base unit consists only of a disk and a generator on wheels, and goes for \$400,000 to \$600,000. "That's before you add all the extra things you have to add," cautions Clark.

"That doesn't deter TV London. Tomorrow we are travelling to look at a new vehicle built by Telesat Canada, an SNG truck, to

see if it's going to meet our needs for the fall. We are considering the possible purchase of one for this fall."

Computer Aids Artwork

Kate Young is the sole anchor on *FYI Final Edition*, but she's still in good company. On this newscast her constant companion is TV London's second-generation Liveline 4 computerized artwork system.

It is Liveline 4, more than anything else, that gives TV London its colorful, almost magazine-like appearance. It is a system whose power is subtle, yet pervasive.

Kate's doing the intro on a story involving the Ontario government. Over her shoulder is the usual graphic-in-a-box illustrating the theme. It's a graphic depicting the Ontario legislative buildings, but behind the outline of the building is a repeated pattern composed of finely shaded Ontario government trillium symbols. The shading of the graphic and its shimmering perfection would make it as much at home on the cover of *Time* magazine as on local TV.

Clark describes the new computer: "What it does is it allows us some limited animation and movement of graphics. The artist can input his own artwork which he draws electronically on a screen, or he can put in still art, he can put in video art, seize frames and then dress on top of it. The look is phenomenal. It changes entirely the way we look on the air."

Liveline 4 is a computer, but the images generated by the system look anything but electronic. Liveline is in fact an artist's tool. It is a system that functions well only in the presence of an artist skilled in its use.

"It needs the artist to create the art. What we've given him is a very sophisticated tool to speed things up, to create many more choices for him. →



George Clark, director of news and information at CFPL-TV, with the station's first studio camera.



CFPL-TV Anchor Kate Young intros a story using a sophisticated graphic generated by station's computer.

—photos by Keith Risler

"In colors alone they talk about having half a million colors. They can get that on the machine," says Clark.

Of the sophisticated shading displayed in Liveline's imagery, Clark notes it's "an effect of our new generation of computer we've just purchased. It came in near the end of the year, and it's taken a couple of months training people to use the machine. It is quite complex to use. Now they are using it extremely well. You're right, there are subtle changes taking place in our artwork because of it."

Computers and News

If the look of TV London is enhanced significantly by computers, the quality of information generated has also increased, thanks again to successful computerization with Dynatech's NewStar system (George Clark detailed the introduction of this user-friendly hardware in the March/April 1986 issue of *Broadcast Technology*).

Clark describes the net effects of the pervasive electronics at TV London: "As we looked at computers, and some American stations had started to use them, we wanted to see what they could do for us. What we found out was they could speed up almost every operation we were involved in. They couldn't cut jobs, and that's not what we were looking for, but they could speed up and organize more efficiently everything we do. So we

use them for scripting, and word processing, and filing, and story production, and prompters and archiving. We are using them for every function that we can."

In performing these various functions, NewStar makes all the data globally accessible, adds Clark.

"They are all smart units," says Clark in describing the NewStar terminals, "but anyone can also look at anyone else's script. The editors do that. What we do is put them into a script file. Now when the editor gets at them, he may send them back and say 'I'd like you to clean it up here or do this with it.' We have the ability to monitor each other's work."

It is one of the spinoff benefits of NewStar that ease of data access increases the ability to revise and improve the work. More frequent changes make for a clearly better product.

"Someone told me when they first looked at systems 'your people will write better', and I thought 'That's nuts'. The reality is he was right, because you don't have to tear it out and start all over again. The writing is better. And there's more use of archives, because they are only a keystroke away."

People & Technology

The work is better in another significant way: More data can be scanned for a story, increasing its potential thoroughness.

"Again, it's not the process of going and ripping the wire and

going through all the material (the NewStar system automatically culls flagged data from wire copy). You can scan very quickly in a computer. And not only you, so can the writer on the show, and so can an anchor who's checking over things. Everybody can be scanning the wire, whereas in the old days it was a matter of passing around a physical piece of copy."

The excellence achieved through this happy marriage of people and technology will be needed by the newly independent TV London. The station's excellent graphics and highly innovative camera work combine transparently to yield an appealing visual and informational package:

"Here each reporter writes his own scripts and lets his own personality put him where he is. Each cameraman is allowed his own head in the way he shoots. I think what you're seeing is a combination of people we feel fit into this market showing this market back to itself," says Clark.

Leaving the CBC and joining its viewers doesn't mean being parochial. TV London reporters have been sighted as far afield as Florida's Disney World (live of course), Ethiopia (covering London-based relief activities) and, no kidding, the Academy Awards.

This is one station that really gets around.

Serving the market well means that satellite technology plays a key role. Clark describes how this tech-

technology will let TV London bring the world home to western Ontario:

"For disaffiliation, the station has provided me with a budget to allow us to react to any national or international stories. For instance, the recent story out of Moncton where Milla Mulrony was hit with a picket sign. It had a London connection, because it was either that Moncton shop shutting down or London's GM Diesel plant shutting down. A year from now we would have been there."

Satellite technology is changing the type and substance of news, says Clark. He cites the formation of a satellite news consortium in Minneapolis, where individual stations with satellite trucks combine their stories, providing regional feeds across the United States.

"In Florida there's the Southwest Florida Satellite Network. Again, all of the stations in southwest Florida now have a regional feed, and their members are NBC, CBS and ABC affiliates. They are competitors, but to get the product they've gotten together."

That, says Clark, leads to the most important factor in the future of independent broadcasters, and specifically, TV London.

"It's going to be very important to know that you can call a news director in Edmonton, or Calgary or Moncton, and say 'Are you going to cover that? Any chance we can get a piece of that? Can we help provide some dollars towards your coverage so that we can get use of that material?'"

"We're going to be looking around the country for friends."

With the concept of a CBC all-news channel up in the air, if not on the airwaves, Clark suggests the country could benefit from an alternate source of national news. Technological advances make this possible. "I think it will form, even if it does so quietly by co-operatives and individual deals. I think people are going to get together and trade things like they never have before," concludes Clark.

In the short term TV London isn't lacking friends in its own market. When TV London's FYI greets viewers weeknights at six o'clock the show pulls in 60% of all the

switched-on televisions in the TV London market.

When independence day arrives for TV London, the station will have some sixty personnel handling news alone. For a station of its size, the commitment is extraordinary. But it is no less extraordinary than the station's leading edge technology and its modest habit of being first.

This time around TV London will be the first station to leave the CBC.

It is a friendly separation. The station is going its own way (as is sister station CKNX in Wingham) in order to serve its viewers more creatively, and more prosperously.

Keith E. Risler is a freelance writer. He can be contacted at 80 Adelaide Street South, London, ON, N5Z 3K5, phone (519)-439-5413.

DENON CD CART PLAYER™
DN-950F

DENON Sets New Standards for Easy Operation with the World's First CD CART PLAYER™

DENON Canada Inc.
17 Denison Street, Markham, Ontario L3R 1B5
Telephone: (416) 475-4085
FAX: (416) 475-4159



An Interview with CTV's Marge Anthony

If one were asked to sum up the career of Marge Anthony -- CTV's vice-president of network relations -- in a brief sentence, a fitting answer could be, "She's done it all."

And that is virtually true of this charming and capable woman who, in her 34 years in the industry, has done just about everything that can be done in broadcasting.

The brief bio of Marge in the Quarter Century Club list of inductees says she began her career as a singer in 1954 on CKBW Bridgewater, in Nova Scotia. Actually, that first broadcasting experience came during her high school days. "That was when," she said with a laugh, "I sang and danced on radio with Donald Sutherland and Pat Miller. We did a regular Saturday afternoon program on CKBW."

It was then that Marge developed the urge to make broadcasting her career. "The second I went into that radio station I knew that was what I wanted to do," she said. "I don't know what it was that made me feel that way. There was a magic about radio that I felt. I came from a small town and radio took you away, it brought the world to you; it was really our only means of communication. Radio was it in those days. There's always been a very soft spot in my heart for radio. I love radio."

Marge told us she used to pretend to do commercials for her family at the breakfast table. "It drove them crazy," she said. "I was constantly performing, it was dreadful. I was one of nine children, and I was the one before the youngest, so I really had to perform. And I did, constantly."

"Actually, my first performance had been when I was two years old when I sang and danced for my grandfather. He would throw money on the floor and I would tap dance and sing. Afterwards I would sit on his lap and listen to the radio. As I say, I've loved radio all my life."

After working at CKBW while finishing high school, Marge left for



Marge Anthony

Halifax and her first full-time job in broadcasting at the CBC.

"I was in production with the title of script assistant," she said. "The most I remember doing is making some notes and timing some things, but mainly I remember getting coffee. I know I did a lot of running for coffee. I think that in today's world I would probably be classified as a 'gofer.'"

"But it was for Cameron Graham, so it didn't matter. You'd do anything for Cameron Graham. He was a producer then and he is still, I think, one of Canada's top television producers. I learned from him and I'm still learning. He was just fabulous."

Next Stop Moncton

From CBC Halifax Marge moved to CKCW Moncton, "where," she said, "I was writing, producing and performing - I did television and radio, I did women's news and children's programs. I did everything that you did in those days on both radio and television."

"When you worked in the business at that time you just couldn't come in and do the call letters, the station

breaks. You did the entire day from morning to night.

"At that time," Marge added, "I was one of the few women in the industry. You know, I thought the business was wonderful and I didn't even notice that there were no other women. It was simply because they just didn't want to be there. It all seemed so easy for me that I thought there could be no other reason they weren't there. It wasn't until much later when people started saying to me, 'how difficult it must have been for you then, with no women' that I realized what it might have been like. But, like I said, it wasn't a problem for me, being a woman in broadcasting."

From Moncton Marge headed for Montreal. "When I went to Montreal," she laughed, "I dreamed of being a television star."

Maybe I didn't quite make it but my plan was to go to work in Montreal and to be on air on the first network in Canada and that was before CFCF-TV was built. I was in Montreal, hanging around the construction site of the station talking to Bud Hayward, and hoping I would get that job, that plum job, on CFCF television when it came on the air."

What did happen was that Marge joined CKGM, the Montreal radio station owned by Geoff Stirling, as a disc jockey.

"By that time," she said, "I had done on-air work -- I had been a disc jockey in Moncton. But I had really lied at Moncton -- there's no other word I could use -- but I told the people at CKCW that I had experience in radio and television."

"I was all of 18-19 at the time and I needed a job and there was a job open, and I got that by saying I had done on-air work before. And they said, 'Okay, you can start tomorrow,' and I really panicked."

"But I had a friend at the station who taught me how to read the wire service news and he gave me a 20-minute crash course. And I went into the studio and did the audition."

"And once I had done it, once that mike went on and I was reading the copy, there was no stopping me. I loved it."

Stirling a Major Influence

Getting back to Montreal and CKGM.

"It was Geoff Stirling who was really influential in my career," Marge said. "I knew Senator Finlay Macdonald and when I was going to Montreal I called him and asked him for advice, for the names of people that I could see, and what should I do. And he told me, 'Call Geoff Stirling, he's the nicest millionaire I know, and tell him I said that he should take care of you.' I was so naive that I said exactly those words to Geoff; he laughed, then asked me if I'd had lunch and, when I said no, told me to come to the station and took me to a restaurant.

"I've never forgotten one of the things that he said at that first meeting. He asked 'You don't type, do you?' I said the truth was, I didn't. He said, 'Good, and don't ever learn, because that's what you'll do.' He took me back to the station and gave me a job as a continuity writer where you had to type. I typed with two fingers and to this day still type with two fingers.

"That's how I got into CKGM. And that too, was a nightmare, because I had never written a commercial. I stayed up all night listening to all the radio stations and all the commercials and then I would tailor the spots to what I had to write that day. I learned, I taught myself."

Marge said that the next stop for her came out of the blue one day. "I don't know how it happened," she said, "I suppose it was that Geoff had sent me a memo that I was to do the women's news, to start doing a newscast. So I did, I read a five-minute cast which I wrote.

"Then the all-night show became available and I had always wanted to do an all-night show. The station was rock'n'roll, but I loved Peggy Lee and Frank Sinatra and Carmen McRae.

"When I did get the all-night show I would start out with rock'n'roll

music until about 1 or 2 o'clock in the morning and then I would settle back and play the nice, cool sounds of the performers I loved, Carmen McRae and so on. But, it turned out, Geoff Stirling listened all night and whenever he was in town that red phone would ring in the studio and he'd say, 'We're not a middle-of-the-road station!' We had a lot of discussions about that."

Finally, Television

Although happy at CKGM as one of the first women all-night DJs - Marge had been told that a woman on a Montreal French-language station was the very first - "my dream was to go to CFCF-TV."

She said she knew about 78 people trying out for the same job at CFCF, but "I thought I had it because I had met with Bud Hayward, as I said earlier, every day for a year at the construction site. For some reason, in my mind I thought that the job was settled. But it wasn't and when it came time to audition I had to prepare for it.

"I won the audition and one of the shows I did was 'Carte Blanche' with Jimmy Tapp, Art Leonard and Brian MacFarlane. I had auditioned for that show as an interviewer, as a journalist doing interviews with all kinds of people. It was like our 'Canada A.M.' Up until this time I had done no interviewing and when I was called in for the audition I remember standing there -- well, let me explain.

"Today I am very aware of fashion and fashion designers, I know them all and have purchased most of them. But in those days I didn't; I was a kid and I didn't know about all those top designers. As I read the teleprompter for this audition the subject was fashion. They didn't give out a script beforehand, they just called you in and you stood in front of the camera and you read this thing. They wanted to find a commentator for a fashion show and I thought, 'Oh, this will be easy,' because I'd just been talking about dresses. And then I saw those designers' names come up, and I don't think I'd ever come in contact with them before, but I read them. The funny thing is that I did

pronounce them correctly. But I can tell you that after that audition I went home and studied until I knew a great deal about fashion and the leading fashion figures."

As Marge said, she got the job. "I was shocked that I did because Montreal in those years had the most outstanding models, it was the fashion centre of Canada, indeed of North America. Many models came to Montreal before they went to New York in those days. But I did the audition and so I did 'Carte Blanche' and I also did the weather on 'Pulse', the night-time newscast which is still on air.

"Later on I also did a travel show in the afternoon and a game show in the morning. I did 'Romper Room' for a while, but on a regular basis I had about four shows a day.

"My friends thought I was very busy, but I didn't think so. Most people got to work at nine in the morning and didn't get home till about six, whereas I had time to get out in the afternoon and visit my friends or shop. I thought I had a very nice schedule.

"Today if you ask people who are on air to do four shows a day - well, after they'd done one and you said, 'could you do another?' they'd likely say, 'Oh, I'm so tired.' In our days you were so glad to be in the business and to be wanted on shows that you'd work endless hours."

Moved to the U.S.

In time Marge left CFCF-TV because she had married a broadcaster from California and with him she moved to that state, via Texas. "He was hired by a station in Houston -- KPRC -- and he went into radio for that company and I went into television. But I couldn't get a job on air because I had an accent and that was the best thing that ever happened to me because I was given a job as a producer. I produced a daily women's program and I did the late night show which ran after the Carson show.

"It was on that KPRC show that the Smothers Brothers came to be guests. And when they finished their appearance they said they liked what I did and told me, 'if you

ever come to California, you have a job with us."

Some time later Marge's husband took a job he was offered at Gene Autry's TV station in Los Angeles, which meant we moved to L.A. where I called the Smothers Brothers and they were true to their word," she recalled. "They said, 'Fine, you've got a job.' I went to work for their personal management company with clients like Mason Williams and John Hartford and the First Edition. I went to work as Vice-President, Artists Relations for Ken Kragen and Ken Fritz, who were the Smothers Brothers managers at that time.

"So here was another side of the business that I didn't know - personal management. And that involved production and everything, so it was a wonderful job. Each of the clients I mentioned were recording artists and I would, for instance, help John Hartford choose the songs he would record for his next album. And so I got into the field of recording, working with the artists in the studio. I also decided what they would do, what performances they would make, what kind of set they would have, that sort of thing."

The next step for Marge was the Smothers Brothers Comedy Hour television program.

"My job," she said, "was production. We really produced. The Ken Kragen-Ken Fritz firm produced the program. They were the executive producers and we hired producers and directors and all the artists who performed on the show and I was involved in all that. It was a wonderful opportunity. We moved our offices to the roof of CBS - we had beautiful offices - and we ran the show from there.

Unique Job For a Woman

"I think that as a woman my job was unique. When I was there I think there were other women doing management jobs, maybe with smaller clients, but there were only two women who had major clients at that time as their personal managers and I was one of them. I was lucky to be with the

Smothers Brothers. It became the top show on television and I loved doing it, although I did work long hours which I really always have. When people talk about nine to five jobs, there's nothing more boring to me. You never know when you came in of a morning what it would be like for the rest of the day."

At that time, Marge said, "the Smothers Brothers had a fabulous group of writers working for them - Chevy Chase and Rob Reiner and Mason Williams, who was a writer then, and Allan Blye from Toronto and Chris Beard. So going to work was quite an experience. You spent the day with people like Lilly Tomlin and The Beatles and any act that was Number One at that time."

They knew Marge was a Canadian. "They detected the 'out' and 'about' that they had detected in Houston, the words Californians say that we pronounce different than they do. I met Walter Pidgeon one night at a party (I had wonderful experiences in Los Angeles) that

I went to with Tammy Grimes. She took me to Richard Harris' home and it was really a great gathering with everybody there like Edward G. Robinson, Dorothy Malone and Jeanne Crain - everybody was there, everybody you dreamed about meeting in your lifetime. I was sitting next to Walter Pidgeon who told me he was a Nova Scotian, which I hadn't known. When I spoke he said, 'Oh, what part of Nova Scotia are you from?' He had recognized my accent."

Neil Diamond Was Next

As Marge's career continued to bring her new and exciting experiences, she became involved with Neil Diamond. "He lived near me on the beach at Malibu," she said, "and so I knew him. Also his office was in the same area as Kragen and Fritz and I would listen to him play the piano and watch him writing downstairs below our office. →



NEW SMPTE-EBU
Time Code Analyzer
Model TCA-143

If your edit problems are SMPTE Time Code related, Gray Engineering's new Time Code Analyzer pinpoints the error, displays code faults and corrects for phase and amplitude error.

Code Conditions at a Glance

- Phase Error/Display
- Sequential Count Error
- Flag Bits
- Sync Word Error
- Color Sync Frame
- Video Sync Loss
- Bit Count Error
- Code Level
- Code Loss

When a time code error occurs, a front panel light is illuminated, and an audible alarm is activated.

3 Output Modes

- BY-PASS - (E to E)
- RESTORE (restores amplitude and reshapes) (DUB)
- REPHASE (rephases, restores amplitude and reshapes)

Only \$4495.00 (F.S.T. Incl.)



CORVIS

CORVIS COMMUNICATIONS INC.
400 Esna Park Drive, Unit 8, Markham, Ontario L3R 3K2
Telephone: (416) 475-7575 Fax: (416) 475-5122

Circle #138 on Reader Service Card

"And it came about that the Smothers Brothers decided to finish their career. They went through all the problems, losing the TV show, and all that. They decided first to play Las Vegas and Lake Tahoe and I worked too many weeks in those towns. Las Vegas was particularly tough for me, it isn't my kind of town. Lake Tahoe was okay because Bill Harrah was so nice to us, he gave us lovely homes on the lake to stay in and boats and everything.

"But in Las Vegas you checked into the hotel where the Smothers Brothers would be playing and it wasn't that they weren't very nice to us - we played mainly at the Riviera - what happened was that you didn't go out for two weeks. That was your life and at four o'clock in the morning you walked through casinos as you came from the dressing rooms and you saw all the losers thinking, 'I can make one more bet and I can get it all back.' It was very depressing. So I didn't like Las Vegas.

"But we did tour. We did college tours across the country and I got to know America. Again it was all a good experience, another whole area that was open to me. At that point I was the personal manager for the Smothers Brothers. They had left Kragen and Fritz and hired me as their manager. Then the day came when they reached the point where they didn't want to perform anymore and they decided to go into the wine business and not do show-business. They felt that television was over for them at that time. Little did they know they could one day make a comeback."

Short-Lived Retirement

Marge decided that she was also going to retire and, she said, "I retired for about 24 hours. I ran into Neil Diamond and he said, 'What are you going to do?' and when I told him I was going to retire, he said, 'No, you're not, I need you, come to work for me.' I thought about it for about two minutes and then I went to work for Neil! I became vice-president of his company. He had a manager and had an accountant and he had lawyers and he had

these people and I was sort of the person who dealt with them. Neil was a very private person and, after all, his job was writing and creating and that's what he wanted to do. He didn't want to deal with all the hassles and problems. I dealt with them."

Having gone beyond the facade of show-business, we wondered if it had disillusioned Marge in any way.

"Oh, sure," she said, "there were people, not the business itself, that disillusioned me. Individuals did. I think it was that they weren't honest with themselves and so couldn't be honest with the public. That was sad.

"The dishonesty with the fans and people bothered me. I always felt that if someone was your fan and they were really loyal and they came and spent all kinds of money to see you and they sat there and applauded you, that you owed them a little something.

"One person who was backstage one night -- and I worked with a lot of major names, we had a lot of major names as the Smothers Brothers' opening act like Olivia Newton-John, and Helen Reddy, any number of them, they all started with the Smothers Brothers in Las Vegas. As I was saying about one act, one person, greeted a man with open arms and the 'How wonderful to see you' routine, and after turned to me and said 'I never want to see him backstage again.'

"That kind of behaviour was always strange to me. I didn't understand that and I didn't deal with that very well.

"That kind of thing happened a few times."

Now A CTV Vice-President

Marge worked with Neil Diamond for six years and then, "I came back to Toronto and met my present husband, I had been divorced many years before. In Toronto I met and subsequently married Justice Allen Linden.

"I had traveled back and forth from California to Toronto on weekends until Neil Diamond said to me, 'You either work for me or you live in Canada. Make up your mind. You can't do both.'

"So I made up my mind. I returned to Canada, in time married Allen, and started to work as promotion director of CTV."

Babs Pitt was at CTV at that time and Marge said that it "was a strange thing because Babs was head of press for CFCF-TV when I worked there. She didn't know I was coming to Canada and I didn't know she was at CTV. She quit CTV before I arrived and went over to the CBC. I had tried for a job in CBC in promotion but I chose to work at CTV instead and Babs took the CBC opening. It was so strange."

Marge has now been at CTV for over ten years and her position as vice-president of network relations means, she said with a laugh, "that I have about ten umbrellas.

"I do sales promotion, I do press relations, public relations, publicity, all the on-air image, the look of the network. I do the music, the animation, the logos and I'm very proud of the one that is on the air currently after 20 years of the previous one. I represent the company and the president at functions and I'm also active in the industry with many of its organizations.

"I feel that the industry has given me so much that I ought to put something back in and, for example, I served as president of the Broadcast Executive Society, the first woman to hold that position. For that I was honored to receive the Broadcast Achievement Award. And I was very proud."

But then Marge Anthony is a person about whom the total broadcasting industry can feel proud. She has indeed made her contribution of talent and time, cutting a wide swath across the creative electronic horizon in the doing.

Our readers might well agree that Marge Anthony has just about done it all and, what is most important, she has done it well with total devotion and dedication.

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

BROADCAST BEAT

by Phil Stone

A good line by theatre writer Gina Mallet: "The stage is a male medium. Men grow old and play King Lear. Women age and do *Golden Girls* on television." ...Speaking of writers, we were pleased to see the work of **Susan Ferrier MacKay** in the Toronto Star's weekly TV publication *Starweek*. Susan was a Humber College Radio Broadcasting course student during our time...Get ready for it -- 1989 marks the 50th anniversary of *Batman*...When we first met **Harry Rasky**, today called Canadian TV's leading star biographer, he had come to CHUM in the early 50s to be a newsman. Currently CBC-TV is running one his productions each week for 12 weeks through to September 8...**Christine Craft**, who made headlines when a Kansas City television station allegedly let her go because of her looks, has written a book entitled *Too Old, Too Ugly and Not Deferential to Men: An Anchorwoman's Courageous Battle Against Sex Discrimination*...It's going to be a busy summer for **Ralph Mellanby**, the former executive producer of *Hockey Night in Canada* and, for the past three years, of CTV's widely acclaimed world coverage of the Calgary Winter Olympics as host broadcaster. He is scheduled to produce the volleyball competition at the Summer Olympics in South Korea and, along with **Gary Buss**, former VP Sales at CHCH-TV Hamilton, has been signed by the Canadian Football League's Canadian Football Network. He will oversee production and Gary will supervise marketing and sales.

The Variety Club in Toronto was the scene of a star-studded turnout to roast **Bob Hesketh**, who has retired from fulltime-duties at CFRB...*Toronto*, the magazine published by The Globe and Mail, had some fun with Toronto Blue Jay announcer **Jerry Howarth**, quoting what they called his "unintentional profundities" such as: "Usually, 100% of the time, you won't win a protest"... "For a big man, Blue Jay pitcher David Wells is awfully big"... "And there you have it. The Blue Jays can't win for losing"...**Don Cameron**, editorial consultant and former vp, News and Information at CTV, received the Radio-Television News Directors Association's President's Award. It is given annually to an individual who has made a significant contribution to broadcast journalism and is RTNDA's highest honor.

TVA, the private francophone television network, announced election of six directors to its board -- **Gilles Lauzon** (vp, Finance of Tele-Metropole), as TVA chairman and president; **Michel Heroux**, as TVA CEO; and **Bernard Fabi** (executive vp, Reseau Pathonic), **Gilles Poulin** (president and gm of Radio-Nord), **March Simar** (president and gm of Tele Interives), and **Pierre Harvey** (president and gm of Television de la Baie des Chaleurs) as directors...There's a long history of journalism in the life of **Tom Clark**, Baton Broadcasting's national editor. His great-grandfather, Joseph Thomas Clark, was editor of The Toronto Star in the early 1900s.

We got word from CHML Hamilton that Harold Ballard, the colorful owner of the Hamilton Tiger-Cats, had again awarded the radio coverage of the team's games to the station...One of the most listened-to radio personalities in Dallas, Texas, is former Canadian **Alex Burton**. He broadcasts opinion and commentary each afternoon on KRLD and is reported to be the Andy Rooney of the Dallas-Fort Worth area. Burton started in radio in Red Deer and worked stations in Edmonton and Calgary before moving to the States...The Canadian Judicial Council, a body composed of Canada's Chief Justices, maintained its long-standing opposition to the idea of cameras and tape recorders in courtrooms. Notebooks, OK; cameras and mics, no...Do you know who they call Magnum P.E.I.? The answer is said to be CBC-TV's Ottawa correspondent **Mike Duffy**, who was born on Prince Edward Island.

The Terry Fox Run organization this year is distributing world-wide a tribute to Fox that was prepared by staff members of CFAX Victoria. The tribute was written by newsmen **Alan Perry** and narrated by air personality **Barry Bowman**...According to **Harvey Skolnick** in *Marketing*, there is a New York research firm called Brain Reserve. The name of its president? Faith Popcorn. Honest...At the time of writing A.C. Nielsen had about 250 people meters operating in Toronto...Global TV sports personality **Mark Habscher** has this ambition--he would really like to be the play-by-play announcer of Toronto Maple Leaf hockey games. He'd probably put some zip and color into it...M.E.C. Communications has appointed **Kenneth A. Baker** president, broadcasting, and **Eugene E. Fitzgibbons** president, communications. Both had previously been executives with Selkirk Communications. M.E.C. describes itself as being active in the acquisition of radio, television and cable TV systems.

This spring three Toronto production firms - TDF Film Productions, Silkroads Productions and Dalton Fenske Carter - closed shop. According to the Toronto Star's John Spears there are various reasons for the shutdowns, including advertisers not making as many TV commercials as they once did, and people in Canada and the United States watching more of the less commercial-laden cable TV networks and more videos. Also, some viewers are taping network shows and zipping past the commercials, said TDF's Garnett Graham, who also contended that the higher value of the Canadian dollar had dried up some business...When news releases are sent to us in care of the BT offices in Bolton, they are delayed in reaching our desk at Suite 1601, 2350 Bridletowne Circle, Scarborough, Ont., M1W 3E6. That's what happened to **Elmer Hildebrand**'s note about the new studios for CKMW, the Golden West Broadcasting Ltd. station in Winkler, Man. So belated congratulations to the station and to CFAM Altona, now in its 31st year, which has relocated

an operating studio at CKMW's attractive new facility...**James H. Dunlop**, with a strong background in radio sales and promotion, becomes All-Canada Radio & Television's manager in Calgary...When we served with **Vic Menage** on a Radio Bureau of Canada committee a few years back, he was president and CEO of Western Broadcast Sales, coming to them from Canadian Television Sales. He is now gm of the TV rep firm, Paul L'Anglais, Toronto...CanWest Broadcasting Ltd. advises that **Elaine Ali** has been appointed assistant gm at CKND-TV, Winnipeg's independent station. Since the ACE awards for excellence in cable television programming were established, Maclean Hunter has won 25 and Rogers Communications has won 14. This year both were double winners when the awards were presented as part of the National Cable Television Association (NCTA) convention in California.

Note to **Don Thomas**: Happy 40th in broadcasting, and many more...**Johnny Lombardi** has been honored again. According to Pat Beatty's BES column, he has been sanctioned by Her Majesty The Queen as a "serving Brother of the Order of St. John." There will be an investiture in Ottawa this October to be presided over by Her Excellency the Governor General, Jeanne Sauve...The Telecaster Committee offices are now at Suite 604, 890 Yonge Street, Toronto, one floor below the Broadcast Executive Society's office in Suite 700. **Terri Fedoruk**, whom some will remember from her days at RBC as operations co-ordinator, is John Gorman's assistant at All-Canada Radio & TV now. John is vp for Radio...Also at All-Canada is **Martha J. Ellis**, who had worked at CJBQ Belleville and CKOM Saskatoon in retail sales...According to CAB president **Michael McCabe**, the full-time staff at the CRTC has dropped from 492 to 406 since 1978...The government TV network of China has purchased the first two seasons of the hit TV series *Degrassi Junior High* aired on CBC-TV.

Wally Crouter, the long-time king of morning radio in Canada, was given a new five-year contract by CFRB Toronto. To celebrate **Alan Slaight**, president of parent Standard Broadcasting, presented the veteran morning man with the keys to a new Porsche 928...Hard to believe from the way she bounces around on those Shopper's Drug Mart commercials, but *Golden Girls'* **Bea Arthur** turned 62 this spring...Speaking of age, it's hard to believe but **Rosemary Clooney**, the pet recording star of many a dj in the 50s, has hit 60...**Richard Giffin**, heard with former Sudbury sportscaster **Rob Fauld** on radio coverage of the Montreal Expos baseball games, also is the Montreal club's full-time head of public relations... Comedian/actor **George Carlin** got his show-business start as a dj with KJOE in Shreveport, Louisiana...**Bridget O'Toole** of the CBC was the 1988 winner of the Robert Weaver Award given by the National Radio Producers Association. She was saluted for the outstanding

coverage she organized at such events as the Olympics, the Grey Cup, the Commonwealth Games and the world hockey championships...The rumor that newsman **Peter Trueman** would semi-retire this September was wiped out when he announced that he would be finished with television as of July 31. Prior to that he would have had his last day as Global TV's news anchor from Ottawa. We believe he will surface in the print media, writing from the new home he is building in Kingston, Ont.

Linda Cullen and **Bob Robertson**, comedic hits on CBC Radio's *Double Exposure*, got their start on private radio, performing on CKNW New Westminster...**Judy Halady**, City-TV Toronto's medical reporter, (said to be the only medical specialist on a local TV news program) got her start in broadcasting with TVOntario. There she wrote, produced and hosted science programs...**Laszlo Bastovanszky** was appointed GM, News and Information Programming at Toronto's Global Television. He had latterly been with the CBC as a reporter, editor and supervisor with National Radio News...Rumors that newsman **Keith Morris** might return to Canada were laid to rest when he signed a new contract with the Los Angeles TV station where he is a featured news anchor...**Patrick Watson's** book, "The Struggle for Democracy," co-written by Benjamin Barber, is a tie-in edition founded on the 10-part TV documentary produced and hosted by Watson. It is to be broadcast on CBC, ITV and PBS this fall.

CTV brought **Pamela Wallin** back to Toronto from Ottawa as the web's new national affairs correspondent. Her successor is **Craig Oliver**, who moved to Ottawa from Washington, where he is succeeded by **Robert Hurst**...It is reported that CBC Radio plans to drop its two-hour flagship cultural program, *State of the Arts*, heard on Sundays and transfer to a daily half-hour live slot at 6:30 p.m. on the FM network, come October. **Shelagh Rogers** will continue as host but word is that **Geraldine Sherman**, wife of Robert Fulford, who has been executive producer, will resign that role come autumn...We have been corresponding with **Mart Kenney**, who lives in Mission, B.C., regarding his supplying a tape for the broadcast industry's library of audio interviews to be preserved in the National Archives in Ottawa. Mart tells us he is still playing and indeed will be providing music for the Chamber of Commerce in Guelph, Ont., next Nov. 12.

At CKO in Toronto, **Bob McMillan** left to go live in England while **Erin Davis** moved to CJEZ-FM Toronto...CFRA Ottawa is said to have been the first radio station in Canada to hire a full-time weather person. The station hired **Cindy Day**, a meteorologically-trained technician...With CRTC approval, Rogers Communications will have purchased its third specialty TV service-Teletatino Network, a nationally licensed Italian and Spanish-language pay TV service. Rogers ownership includes YTV, the children's service,

scheduled to air Sept. 1, and a majority position in the Canadian Home Shopping Network...The late **Paul Mulvihill** was awarded, posthumously, an Association of Canadian Advertisers' Gold Medal. Paul, who came into broadcasting in 1946 as a time salesman at CKGB Timmins, went on to open his own rep firm in 1950 and became a highly respected figure in broadcast sales...*Front Page Challenge*, now in its 32nd year of broadcasting, helped raise \$40,000 for the Winnipeg region of the Canadian Mental Health Association. The show taped three of its programs at the Manitoba Theatre Centre in Winnipeg to which the association sold seats which also entitled the buyers to attend a reception after the taping and meet the program's regulars -- panelists **Betty Kennedy**, **Allan Fotheringham** and **Pierre Berton**, along with moderator **Fred Davis** -- and guest panelists **Roy Bonisteel** and **Louis Del Grande**.

Charles Dawson Butler, the voice of such cartoon characters as Yogi Bear and Huckleberry Hound, died at age 71...**Lino Bramucci** moved up from network sales manager to gsm at Tele-Metropole, Montreal. At Paul L'Anglais in the same city there were two promotions--**Louis Versailles**, who had held the position of selective sales manager, became gsm and his former post was taken by **Serge Loiseau**, who had been a sales rep. In another posting, **Sylvie Castonguay** took charge of the research division as director...**Fred Klinkhammer**, President and CEO of First Choice Canadian Communications Corporation, announced the re-appointment of **Ellen Davidson** as the company's director of communications. She has been away from the company for eight months.

Thanks to **Ross McCreath** we had the opportunity to re-read Jim Allard's book *Straight Up* which backgrounds the advent of private broadcasting in Canada up to 1958. It should be required reading for everyone in the business...**Ron Waters**, Allan's second son, was named station manager at MuchMusic. His older brother Jim is manager of CHUM Toronto...**Peter Liba**, president of Winnipeg's CKND-TV, announced the appointment of **Don Hornby** to the newly-created position of director of operations. He had previously been operations manager...*Inside Canada*, an independently produced hour-long business show with **Harvey Kirck** and **Barbara McLeod** as hosts, has been sold to CBC and CTV affiliates across the country and is due to go on air September 11...This might be some sort of a record. WGRZ-TV Buffalo, watched by many Canadians across Lake Ontario, has been sold for the fourth time in five years. Most recent buyer was Tak Communications, who are said to have paid \$100 million for the station. Tak is an arm of Sharad Tak.

Ziggy Lorenc, the MuchMusic personality, has quite a side interest. She is writing a play about F. Scott Fitzgerald's wife, **Zelda**...The wartime days he knew in

Washington with the United Press and NBC are detailed by **David Brinkley** in his new book *Washington Goes To War*. It is his one and only book and apparently Brinkley wants to leave it that way...**Diana Platt**, star of CBLT Toronto's morning exercise program, had previously starred in the all-Canadian cast of *Cats*...Societe Radio-Canada appointments include: **Jacques Bazine**, assistant gm, marketing and sales; **Romeo Tremblay**, director, national marketing and sales; **Robert Lauzon**, assistant director, national marketing and sales; and **Chislaine Mercille**, manager, marketing, research and sales promotion...**Sue Johanson**, the sex counsellor heard on Toronto's Q107 and seen on Rogers Cable in that city, has turned out a handbook on sex for teens...Canadian **Laura Robinson**, who stars in the TV series *Night Heat* and appeared in the media-based film *Switching Channels*, is co-inventor of the successful board game *Balderdash*.

The November/December issue of *BT* carried a special supplement on Toronto's newest FM station, **Bob Redmond's CJEZ-FM**. We had a chance to tour the operation when we came to tape Bob for the industry's library of audio interviews. It is an outstanding layout, efficient, handsome, functional, with plenty of space for the station's anticipated growth. Bob told us at the time that **Rick Hanson** would be joining his staff in a programming capacity and that **Cathryn L. Mulvihill**, the late Paul Mulvihill's daughter, was a member of the station's sales staff. We also renewed acquaintances with newsmen **Neil Sandy** and ran into *BT*'s latest columnist, **Howard English**, about whom Bob had some complimentary things to say...CBLT Toronto appointed **Diane Harrington** its legislative reporter. The former Toronto Star Queen's Park bureau chief replaces **Robert Fisher**, who went to Global.

At least two of the personalities on CBC-TV's *The Journal* have sisters who are very successful in their fields. Susan Okun, a co-founder of the Treat bakery chain, is **Barbara Frum's** sister. And actress **Robin Craig** is **Bill Cameron's** sibling...**Michael D'Avella** became the Canadian Cable Television Association's director of planning and **Denis Faguy** is a new communications assistant...**Monty Hall** must be a proud father. His daughter, actress **Joanna Gleason**, won a prestigious Drama Desk award for her work in the Broadway musical *Into The Woods*. The Drama Desk is an association of New York drama critics, editors and reporters.

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.

SUNWAPTA BROADCASTING
LIMITED
Operating CFRN-TV,
CFRN-AM CKXM-FM, Edmonton



STAN KNAGA, P.Eng.

Bruce D. Alloway, President, Sunwapta Broadcasting Limited, Edmonton, announces the appointment of Stan Knaga as Manager of Engineering.

Stan Knaga received his degree in Electrical Engineering at the University of Alberta. He is a former instructor in Electronics Engineering Technology at the Northern Alberta Institute of Technology. Mr. Knaga joined Sunwapta Broadcasting in 1977 as Assistant Director of Engineering.

Included in Stan Knaga's professional activities are the following: Participation on the Provincial Government's Advisory Committee on Technical and Vocational Education (1984); Past Chairman of the Advisory Committee for Broadcast Electronics Technology at S.A.I.T.; former member of the Advisory Committee for the Radio and Television Arts Department of NAIT; acting in a consulting capacity to the Ministry of Technology Research and Telecommunications. He is a member of the Association of Professional Engineers, Geologists, Geophysicists of Alberta and The Society of Motion Picture and Television Engineers.

Mr. Knaga succeeds Mr. E.W. (Ted) Wadson upon his retirement from the Company June 1, 1988.

Debuts September 5th



RADIO

At Last...
A Daily Special

Red Robinson's interviews, edited and updated.
2 minutes of priceless programming daily.
5 new shows weekly.

Red Robinson... one of only eight original North American personalities who dared introduce and promote rock 'n roll in the 50's. Over the years Red has met and interviewed on tape nearly every major entertainer.

Here's the switch: Red kept every taped interview, they're in a vault, in mint condition, worth their weight in gold & platinum. Now Red's offering them to your station... for no money...


*Entertainment
Flashback*

With **RED ROBINSON**

Imagine the surprise your listeners will have when they hear...

BUDDY HOLLY... say that rock 'n roll is dying out and could be dead by Christmas...1957.
THE BEATLES... talk about their fading popularity.
BILL HALEY... explain the beat difference of rock 'n roll.
BOB HOPE... explain the problems facing young comedians today.
ELVIS... tells how he got his start.

5 new shows, via satellite, every week free to your station for carrying a McDonald's 30 in each special. Earn money locally... each special carries one local avail. plus adjacencies. Specially produced to qualify for CRTC double mosaic.

Host: Red Robinson Writer: Jan Nablo Producer: Mitch Drew Executive Producer: Dick Drew

Back to the Future

LOS ANGELES... "According to a radio format report examining the top 259 markets, listeners prefer good, old-fashioned rock 'n roll to the synthesized sounds of New Age. And the key word here is 'old'. The just-released analysis by Interep shows that 'oldie' music format stations increased a record 23 per cent from 1987 to January 1988"
- Reprinted, Vancouver Sun, May 7th, 1988

Programmers' Comments

"...the perfect vehicle to capitalize on the nostalgia craze..."
- Ken Galger, CJVI, Victoria
"...a perfect fit for our exciting format, listeners will love it."
- Mark Maheu, 1290 FOX, Winnipeg
"...dynamite material... it's going to be a winner. Can't wait for Sept. 5."
- Ian Byers, CFAN, Newcastle

Exclusive to Only One Station in Every Market. For Your Free Demo...

*Phone Dick Drew
Call Collect... Now!*
(604) 748-1500



Only the very Best Shows

**DREW
MARKETING
LTD.**

#102 - 435 TRUNK ROAD
DUNCAN, B.C. V9L 2P5

CCTA Discusses Future Technology



Photographed during "The Future is Now" Technology session at the recent Canadian Cable Television Association convention in Halifax are (from left): Nick Hamilton-Piercy, vice-president of Engineering for Rogers Cablesystems Inc.; Dale Murphy (seated), operations manager, Island Cablevision Ltd., Charlottetown, PEI, and sessions chairman; and Mohamed Elkharadi, vice-president of Engineering Services for CUC Ltd., Scarborough, ON.



Seen signing recent contract placed by CFMT-TV Toronto for Panasonic M-II equipment are (seated, from left) Pip-Bola and Jim Macdonald of CFMT-TV and Ted Makamura of Panasonic; (standing, from left) Fred Nanos, Kent Nomura and Maurice Evans of Panasonic.

Academy of Canadian Cinema and TV--**Robert Roy** has been named director of the academy's Montreal office, effective Aug. 1. He will continue as director general of television programming at Radio-Canada until beginning full-time with the academy.

All-Canada Radio & Television--**D. Philip Cameron** has been appointed manager-Vancouver. Previously he had been sales supervisor, Television in the Vancouver office. And **Martha J. Ellis** has been appointed sales representative, radio in the company's Toronto office.

CKBI-TV/CIPA-TV Prince Albert--**Leon Brin** has been named general manager of the stations. He had been news director at CFQC-TV Saskatoon.

CKCK-TV Regina--**Mel Friesen** has been named president and general manager of the station. He had been station manager.

CFQC-TV Saskatoon--**Howard Cooper** has been named president and general manager of the station. He had been general manager of CKBI-TV and CIPA-TV in Prince Albert.

CKND-TV Winnipeg--**Elaine Ali** has been appointed assistant general manager of the station. In a related move, **Don Hornby** has been appointed to the newly-created post of director of operations. He had previously served as operations manager.

CUC Group of Companies--**Jerry S. Grafstein** has been appointed chairman and **Charles G. Allen** chief executive officer of the companies. **Lawrence W. Blaine** has joined the company as senior vice-president, Finance. And **Terry L. Coles** is senior vice-president, Broadcasting and serves as president of Amicus Communications, operators of CKLW AM and FM, Windsor, Ont.

First Choice--Richard Miller has been appointed vice-president, Finance of First Choice Canadian Communications Corporation, operators of First Choice Superchannel in eastern Canada.

IDB Communications--David Anderson has been promoted to vice-president, operations of the company, a leading supplier of satellite transmission and distribution services for radio and television. He had been IDB's director of technical facilities.

Instrument Rentals Canada--Bryan Webb has been appointed general manager. A graduate of the University of Waterloo in electronics engineering, he has held a variety of management positions with IRC since 1985.

M.E.C. Communications Inc.--Kenneth A. Baker has been appointed president, broadcasting, of the company, a subsidiary of Matrix Entertainment Corporation, and **Eugene E. Fitzgibbons** has been appointed president, telecommunications.

McCurdy Radio Industries Ltd.--Omar Fattah has been appointed marketing manager, responsible for international sales, new market development and co-ordination of McCurdy's dealer network.

Jim Pattison Broadcast Group, Vancouver--George Madden has been appointed president. He retains the position of president and general manager of radio stations CJOR/CJRR-FM Vancouver.

Russwood Broadcasting--James Fusnak has been appointed executive vice-president and general manager of the company, which manages CFQC-TV Saskatoon and other Saskatchewan TV stations owned by Baton Broadcasting. In a related move, **Ronald Skinner**, president of Shamrock Television in Yorkton, also was promoted to executive vice-president of Russwood.

Saskatchewan Television Net-



Enjoying new facilities at Keen Communications Systems Inc. recording studios in Toronto, are, from left, composer Doug Robertson, company president John Tucker and engineer/composer Stephen Traub.

work--Deryl Ring has been appointed co-ordinator of national sales activities of the Baton Broadcasting network, which includes stations in Regina, Saskatchewan, Prince Albert and Yorkton.

Telefilm Canada--Bill House becomes director of operations for Ontario after leaving the Ontario Film Development Corporation

where he had been executive co-ordinator of production and development.

TvB of Canada--Shirley Stus of CFQC-TV Saskatoon is the first winner of the bureau's "Go for Gold" national sales contest and, as a result, is the first sales rep ever invited to attend TvB's annual Sales Management Conference later this

IN MEMORIAM

John Moore

A veteran broadcaster whose career spanned 40 years died June 1 in St. Thomas, Ont., at the age of 61. He joined CBO Ottawa in 1948 as an announcer-producer and when CBC established CBE in Windsor in 1950 he was that station's first program director. He left the CBC in December 1954 to work as station manager at then CJSP Leamington, southeast of Windsor. He moved to St. Thomas in 1958 to become general manager of CHLO and operated the station until its sale in 1981. He was a former director of the Canadian Association of Broadcasters.

Tom Egan

The veteran CBC Radio reporter, who worked in the network's Ontario region newsroom since 1973, died of cancer June 1. He was 57. Born in London, England, he worked for the Reuters news agency before coming to Canada in 1955.

Egan studied English at the University of Toronto and worked for two Ontario daily newspapers before joining the CBC's national radio newsroom in Toronto in 1958 as an Editor. He worked on a number of CBC programs, including *The World at Eight*, *The World at Six* and *Sunday Magazine*.

Selkirk Unveils New Home for Vancouver Operations

By Steve Edwards

After 32 years on Burrard Street - and after four years of planning - Selkirk Communication's Vancouver operations moved into a new building on the slopes south of False Creek on June 17, 1988.

The old and the new were linked when the new home of CKWX, sister station CKKS-FM, and Selkirk's Satellite Radio Network was officially opened July 20. The new building was dedicated to the memory of J. Stuart MacKay, Selkirk's former president, whose carrier with Selkirk spanned over 40 years. MacKay spent many of his early years with Selkirk at CKWX.

Moves not taken lightly

Historically, moves are not taken lightly at CKWX. After commencing broadcasting in 1925, CKWX moved into its first real studio facility, the penthouse of the Georgia Hotel, in 1928. Thirteen years later, in 1941, a growing staff necessitated a move to 543 Seymour Street.

In the fall of 1956, just 15 years later, CKWX moved to 1275 Burrard and into a building so innovative for its time that it is now considered to be a landmark by the Vancouver architectural community. It is notable that in 32 years only two changes were made to the structure -- a wall removed to enlarge the newsroom, and some new construction in the basement to accommodate the FM operation.

But some years ago it became clear that no amount of renovation could provide the facilities needed for our vision of radio in the 80s, 90s and beyond. It again was time to move.

After two years of agonizing over location, philosophy, and future needs, a great piece of property was found that immediately focused our planning. A dynamic young architect, James K. Cheng, was chosen and he quickly produced the



Main entrance to the new facilities of CKWX, CKKS-FM and Satellite Radio Network.

first of a long series of preliminary designs.

The entire staffs of CKWX, CKKS-FM and SRN provided input and advice to Jim and he eventually was able to meet their needs, as well as the demands of the city's planning department, while at the same time managing to design a building with beauty and character.

Overview of Building

We have created a two-storey building with a full floor of parking below and a mechanical penthouse above. Because the (100 foot by 125 foot) property slopes 10 feet from one end to the other, both parking and main floor access are level.

Total floor area is 22,000 square feet, of which 2,000 square feet will be occupied by Selkirk's All-Canada Radio and Television and another 2,000 square feet has been allowed for future growth. The remaining area is occupied by CKWX, CKKS-FM and SRN.

In terms of space utilization, the lower level provides space for parking, storage, the 50 kw standby generator, electrical distribution,

elevator control and telephones. The main floor is home to reception, operations and engineering. The upper level is used for administration, sales, promotion, and the All-Canada suite. All mechanical equipment and all RF sources (STL, VHF, AM, Satellite) are housed in the rooftop penthouse.

We had a rather unusual constraint in this project, one that had a major impact on design of the building. One of the "trademarks" of Selkirk radio stations is that they all have 250 watt emergency transmitters installed at their studio location. This, of course, implies a roof-mounted mast and there was concern that the all-powerful Vancouver city planners would only approve such an animal in exceptional circumstances. Our solution was to make the mast a key design feature of the building.

The main entrance of the new building leads to a full two-storey atrium. A large pipe reaches from the floor up to and through a skylight 30 feet above, where it forms the base for a free-standing, fiberglass antenna which rises another 80 feet.

For further effect, the main staircase to the second storey actually wraps around the pipe in the atrium. The effect from the front of the building is that of a pole starting from the floor and soaring upwards over 120 feet.

Normal Construction Techniques Used

Conventional construction techniques were used throughout; all concrete to the first floor level with steel above.

The building is clad with clear anodized aluminum, with glass blocks used extensively for accent. There are four separate mechanical systems, all of the chilled air/hot water reheat type. They feed AM, FM, All-Canada and the remainder of the building respectively.



Production manager Rob Crowston at work at the Studer 963 16-channel console, in one of the eight-track production facilities in the building.



Engineer Vijay Chandra assists CKSS-FM on-air personality Matthew McBride with the McCurdy console in the FM on-air control room.

The AM and FM systems include electronic air cleaners for increased health and decreased maintenance. Studio construction is also conventional.

Slab-to-slab height in the studio area is 14 feet, allowing ample room for a raised floor (for wiring access and isolation from the parking area below), air supply and return ducts above a drywall ceiling, and an acoustic tile ceiling suspended below the drywall ceiling.

Insulated double steel-stud walls with an air-space and a total of five layers of drywall run from slab to slab. Standard multi-pane window construction and well-sealed doors 2 1/4" thick complete the sound-room construction with preliminary measurements indicating room-to-room isolation of approximately 60 db. Acoustic wall panels are used to control reflection and produce uniform, accurate sound images.

A full complement of electrical services is provided, including an elevator, full fire detection, computer-controlled security, paging and background music system, a separate operations intercom system, full standby power for studio areas, and provision for cable and computer wiring throughout the building.

The existing telephone system has been upgraded to provide easier public access to station personnel. Features include voice-mail, direct-in-dialing and digital voice messaging.

People a Priority

So much for the technical features of the building. But, how does it work for people?

Providing a good working environment for the employees of CKWX, CKKS-FM and SRN topped our list of priorities.

One of the key issues was outside light. Except in the studio area, virtually every office has large outside windows. And for those that don't, over 900 square feet of skylights provide light to the interior corridors.

Another important issue for staff was air. A lot of effort went into providing fresh, well-filtered air with lots of temperature control throughout the building, particularly, of course, in the studio block.

The building has also been designed to allow full handicap access throughout.

And, when it's time to relax, staff have a 600-square-foot lounge area with full kitchen facilities and a rooftop deck complete with a fabulous view of Vancouver's West end and the North Shore mountains.

Broadcast Facilities

CKWX:

Basic broadcast facilities provided for CKWX include the on-air control room and studio, an eight-track

production control room and studio, a four-track production control room and studio, an edit control room, and a monitoring/carting facility in the music library.

A variety of audio consoles are in use -- a McCurdy 8820E in the on-air control room; a Studer 963 in the eight-track production studio; a McCurdy 8550 in four-track production; and an Arrakis 500SC in the edit control room.

Reel-to-reel machines are a mix of Revox, Studer and Sony. Technics CD players and turntables are used throughout, as are ITC cart machines, Nakamichi cassette recorders and JBL monitor speakers.

An Arrakis routing switcher and a Symetrix telephone interface system add flexibility to the on-air function.

CKKS-FM:

Reflecting somewhat different operational requirements, CKKS-FM has an on-air control room and studio; an eight-track production control room and studio; three edit-interview/foreground control rooms; and a monitoring/carting facility in the music library.

The on-air studio also doubles as an office for the daily magazine show producers.

Much the same mix of equipment used for CKWX is used at CKKS-FM, except for a Sony JH618 console in the eight-track production facility.

SRN:

The Satellite Radio Network is steadily growing in importance. We utilize six subcarriers on the

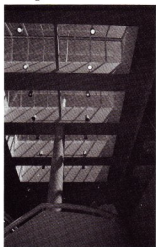
Knowledge Network's Anik C3 satellite's transponder to deliver two stereo overnight services (now broadcast by 86 transmitters across B.C.), syndicated programming, and voice and wire news services.

Our commitment to SRN's news and programming clients is reflected in the 1,900 square foot news/sports/satellite facility incorporating six news work stations, a sports office and work station, two news edit booths, two news presentation booths, a satellite master control room, and a news-gathering room.

A Newstar computer systems makes it possible to enter copy from a multitude of local, regional, national and international sources; to edit it to meet differing AM, FM and network requirements; and to distribute it accurately and efficiently.

Voice material, whether gathered locally, regionally, nationally or internationally, is edited quickly using an Arrakis routing switcher, Dav Tronics selector panels and Revox tape machines.

The satellite master control room controls and monitors all six outgoing channels as well as monitoring incoming material.



Skylight atrium area featuring the support system for the 75-foot fiberglass Valcom Whip Emergency Broadcast Antenna.

Interconnection

Networks of both in-floor trenches and overhead ducts are used for inter-room wiring, with two large "wiring closets" providing central interconnect areas for the AM and FM facilities respectively.

Equipment Suppliers

1. **Allied Broadcast** -- Arrakis consoles and routing switchers, Gentner hybrids and couplers, Garner bulk erasers, Audiometrics mic booms, Sims turntable bases, Tascam tape stands, Technics turntables, Interlalia voice message systems.
2. **Allied Wire & Cable** -- wire.
3. **AVR** -- ESE timers.
4. **Commercial Electronics** -- JBL speakers, Nakamichi cassette recorders.
5. **Dav Tronics** -- Newsroom selector panels, ATU panels.
6. **Decoustics** -- Wall treatment.
7. **WH Dorward** -- Millwork.
8. **Electronic Metalform** -- Equipment racks.
9. **J-Mar** -- Torpey clocks.
10. **Maruno** -- ITC cart machines, McCurdy consoles, jackfields.
11. **Master Sound** -- Toa intercom and paging systems.
12. **MSC** -- Nautel emergency transmitter, Newstar newsroom computer.
13. **Nedco** -- Punch blocks, cable hangers.
14. **Nortec** -- Revox tape machines.
15. **Oakwood Audio** -- Shure Microphones, Profile tone arms, Yamaha audio effects, Symetrix telephone interfaces, Auratone speakers, Revox tape machines.
16. **Panasonic/Ramsa** -- CD players, amplifiers, equalizers.
17. **Sony** -- MCI console, MCI tape machines.
18. **Simson Maxwell** -- Onan generator, transfer switch.
19. **Studer** -- console, tape machines.
20. **Tevelec West** -- wire.
21. **Valcom** -- Rooftop AM antenna.

Multipair cables connect the wiring closets with the central rack area in the engineering workshop, which is primarily used for monitoring and controlling the transmitter sites and the satellite network.

Installation

Installation of the broadcast equipment in the new facility took about four months, although technical planning, budgeting and purchasing occupied most of 1987.

The CKWX/CKKS-FM/SRN engineering department did all planning and preparation in-house, and were assisted by as many as four freelance technicians at various stages of the installation process.

The actual transfer of operations took place over a 10-day period starting June 17. Moving three major interactive operations a considerable distance across town was a real challenge, involving a lot of planning and co-ordination of many events, each one of which was crucial to the move.

As usual in large projects, the list of valued contributors is long but, in this case, a few really require special mention.

The main architect, Jim Cheng, and project architects Bob Greig and Cindi Breneis did a terrific job interpreting the masses of often conflicting input they were given.

Chief Engineer Jack Wiebe and his assistants, V.J. Chandra and Rob Robson, delivered under enormous pressure. And Bill Dorward of W.H.D. Industries did all the broadcast millwork.

The facilities they designed and installed are a credit to their skill and professionalism.

Steve Edwards is vice-president of Engineering for Selkirk Communications Ltd. He is based at Selkirk head office in Toronto.