

BACKGROUND TO APPLICATION

CJRH Richmond Hill was licensed in 1957 to serve York County, an area extending from Markham and Vaughan Townships on the south to Lake Simcoe on the north. Originally a daytime station, CJRH is now operating at 1,000 watts daytime and 250 watts at night.

Since no single community in York County is sufficiently large to support a station of its own, CJRH is by necessity an area station. It provides a daily local news, live talent and programming service to such widely spread communities as Woodbridge on the south-west and Sutton on Lake Simcoe in the northern part of the County.

During its four years of operation there has been a steady improvement in both the quality and quantity of CJRH's programming service. Further information on this service is outlined in more detail at the end of this Brief.

Reasons for Application

As the community station for York County, CJRH has encountered a number of problems attributable to its lack of signal strength in its primary service area. These can be briefly stated as follows:

1. Necessity of Directing Signal Northward

All of the more recently licensed stations in Ontario, such as CJRH, have to protect American stations on the south. Consequently, the bulk of their signal strength must be directed north to observe this protection.

The present CJRH transmitter site is located north of Richmond Hill between the towns of Richmond Hill and Aurora. While the existing signal covers the Town of Richmond Hill adequately, there is a sharp drop off in strength in the southern portions of the County in Markham and Vaughan Townships which are more heavily populated.

2. Concentration of Population in Service Area

York County is composed of seven townships having a total population of 109,935 people. The two southern townships of Markham and Vaughan, together with the towns located within them, have a population of 53,931, or 49% of the total York County population. It is in these southern two townships of Markham and Vaughan that CJRH experiences its greatest difficulty due to lower signal strength than Toronto stations.

The accompanying map shows areas marked in purple where CJRH's signal is much weaker than Toronto stations. Listeners, in tuning their radios, pass over CJRH's location on the dial, since it is substantially lower in sound level than Toronto stations.

Since the southern parts of Markham and Vaughan townships form a sizable part of CJRH's market area, a power increase and a change in transmitter site would improve the station's competitive position on the dial.

It should be noted that CJRH would still have to direct its power northward if the application is approved. However, the new transmitter site will provide CJRH with comparable signal strength in the southern parts of York County, similar to that now enjoyed by Toronto radio stations.

3. Comparison of CJRH Signal Strength with Toronto Stations

Mr. Gerald W. Lee, Consulting Engineer, recently took field strength readings at both the southern and northern ends of York County. These readings show that at both the northern and southern limits of the County, CJRH has a lower signal strength than Toronto stations.

Signal strength readings in southern limit of York County
- in millivolts -

<u>CJRH</u>	<u>CBL</u>	<u>CKEY</u>	<u>CFRB</u>	<u>CHUM</u>	<u>CKFH</u>	<u>CJBC</u>
12.5	49.0	41.0	34.5	13.0	5.5	35.0

Signal strength readings in northern limit of York County
- in millivolts -

<u>CJRH</u>	<u>CBL</u>	<u>CKEY</u>	<u>CFRB</u>	<u>CHUM</u>	<u>CKFH</u>	<u>CJBC</u>
.20	10.5	4.7	3.7	.28	.60	6.4

4. Benefits of an Extended Service

CJRH's proposed power increase would permit the station to have a signal strength throughout York County roughly similar to Toronto stations.

Listeners then would be able to get the station without the fine tuning and adjustment of volume control that is now necessary in the southern and northern parts of the County.

This should mean that the listenership of the station would increase and thus provide a more general exposure to local news, public service, live talent, and advertising messages carried on CJRH.

5. Timing of this Application

There are three supplementary reasons for the application at this time:

(a) United States Use of Same Frequency

At the present time, CJRH shares the 1310 frequency with 54 American stations, many of which are located in the northern states of New York, New Jersey, Pennsylvania, Ohio and Michigan.

Should any of these stations have a power increase or a change in transmitter site, it might mean that the present CJRH application would not be technically possible. A delay in making this application could conceivably block it completely, should an American station rearrange its contour pattern in the meantime.

The present technical brief is designed to fit around these American station contours, and only through some adroit designing by CJRH's Consulting Engineer, is this application possible at all.

(b) Availability of Land for Transmitter Site

The farm land north of Toronto has been in great demand over the past few years, by speculators and subdividers. The asking price for this land for transmitter purposes, until the latter part of 1960, has been prohibitive.

However, due to various municipal government's reluctance to approve more subdivisions until the present ones are more consolidated, and also due to the effects of the current economic recession in the country generally, this land has now become available at a more reasonable price.

CJRH has been fortunate in locating a parcel of land at a price within its powers of purchase, and also technically suitable for this application.

The option on this land expires in June, 1961.

(c) Long term advantages to overcome increasing electrical interference

The Board of Broadcast Governors will be familiar with the fact that many Canadian radio stations are having increasing problems of reception in their primary service area.

This is due, in part, to the great increase in the use of home appliances, television sets, refrigerators, dryers, etc.

Since the southern parts of York County are rapidly being urbanized, this has meant that this interference problem will be a serious one to CJRH at its present location and power in the next few years.

CJRH would like to avoid this problem by adequate planning now when both land and frequency use are available.

6. CJRH Response Area

From its inception, CJRH has attempted to provide a programming service for all of York County from Markham and Vaughan Townships on the south to Lake Simcoe on the north.

It has been noticed, however, that the main response to the station's programming has come from the central part of the County - (shown in green on the accompanying map), where CJRH's signal is equal to that of Toronto radio stations. This response is gauged by reaction to programmes by way of mail and telephone calls.

Although CJRH can be heard outside this green shaded area, the signal level is sufficiently below most Toronto stations to result in CJRH being "skipped over" when a listener dials his or her radio.

If this application is approved, it will result in CJRH having a stronger signal throughout the County, which will correspond roughly with the signal strength of Toronto stations. With its new location in the south, and with its power directed northward, CJRH will have the opportunity for the first time to be completely competitive for listeners in all of York County.

This will, in turn, mean that such CJRH programme features as the Agricultural Representative's Reports, the Womens' Institutes, etc. will get more response to their broadcasts than just the narrow green "response area", now being delivered by CJRH.

7. Toronto Coverage

Since CJRH must protect American stations to the south, its signal is directed northward.

In the northern parts of the city CJRH can be heard but since its signal is well below city stations, it is seldom listened to, even in that part of the city.

Also, with CJRH's programming of local news for Aurora, Newmarket, etc., and with district retailers in these communities as advertisers, there is little to attract a Toronto listener.

CJRH PROGRAMMING and PUBLIC SERVICE RECORD

Like other community stations, CJRH endeavours to reflect throughout its programming the interests and activities of the people living in its coverage area.

The following pages outline briefly some of these live talent and public service programmes.

Many of these programmes have been CJRH features for two or three years.

(a) Municipal Report



Mayor James Otten of Newmarket

From Monday to Friday at 6.30 p.m. CJRH broadcasts Municipal Reports, when the Mayors and Reeves of surrounding municipalities report to their listeners on council meetings and other matters of interest to the residents of CJRH's service area.

The following participate:

Monday	Col. F.J. Picking	Richmond Hill
Tuesday	Mayor James Haggart	Richmond Hill
Wednesday	Mayor Keith Nesbitt	Aurora
Thursday	Mayor James Otten	Newmarket
Friday	Reeve Norman Goodhead	North York

(b) School Choirs



Richmond Hill Public School Choir

Since 1957 when CJRH began broadcasting, it has carried a weekly series of public school choirs on the programme "Your Children Sing". These broadcasts are heard Saturday morning and early Monday evening.

The following are some of the choirs which participate in the series:

Markham Public School
Queensville Public School
King City Public School
McKillop Public School,
Richmond Hill
Nobleton Public School
Melville Public School
Armitage School Sr. Choir
Strange Public School,
King Twp.

Altona Jr. Public School
Orchard Park Public School,
Stouffville
Mount Albert School Choir
Ringwood Jr. Choir
Mount Joy Public School
Uxbridge Public School
Milliken Public School
Lincoln Ave. Public School

(c) Agricultural Reports

During the early breakfast period and also during the noon hour, CJRH broadcasts a number of farm features which include market price reports and direct reports from the Department of Agriculture office in Newmarket. The Agricultural representative and his three man staff take turns in reporting to district farmers on their particular specialty.



Al Wall and Lois Smith in recording room

Those participating in these broadcasts include:

Al Wall	Agricultural Representative
Lois Smith	Home Economist
Dan Rose	Asst. Agricultural Representative
Connie Filman	Muck Specialist, Holland Landing

CJRH, in 1960, commissioned the portrait of the retiring Agricultural Representative, Moff Cockburn.

His portrait was presented to York County Council in the fall of 1960.

Another feature that is of particular interest to farm women is the weekly report of the Women's Institutes.

Over twenty Women's Institutes take turns in reporting their various activities over CJRH.

(d) CJRH Country Music Orchestra



Musicians in Studio Jamboree

Since its inception, CJRH has carried a programme of live country music under the direction of Art Celsie.

The orchestra is composed of seven musicians who have built up a loyal following throughout York County.

(e) Town Hall Tonight



Newmarket Jaycees Discuss Mental Retardation

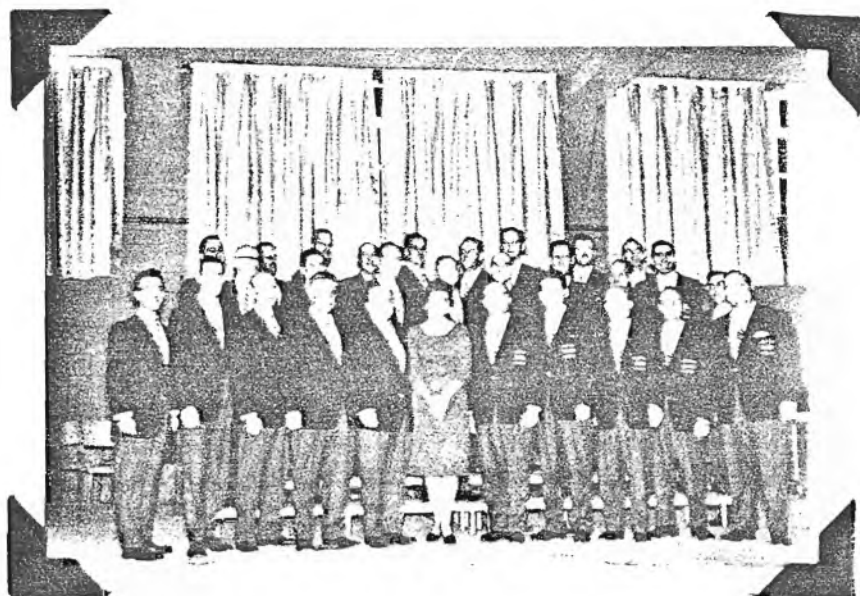
For the past two years CJRH has broadcast a series of panel discussions each week by various Junior Chambers of Commerce throughout York County on various municipal problems.

The series has proved to be a popular feature since it has brought many well-known local personalities to CJRH microphones where the town problems of Richmond Hill, Aurora and Newmarket have been discussed.

The following are some of the subjects discussed over the last few months:

<u>Town</u>	<u>Subject</u>
Newmarket	"Jaycee Community Betterment"
Aurora	"Winter Employment"
Richmond Hill	"The Red Cross and Its Demise"
Newmarket	"York County Police Amalgamation"
Aurora	"Young Men Can Change The World"
Richmond Hill	"Minor Hockey"
Newmarket	"Retarded Children's School"
Aurora	"Municipal Apathy"
Newmarket	"Christian Youth Week"
Aurora	"New Teaching Methods - Primary Grade Education"
Newmarket	"York County Hospital Commission Reports"
Aurora	"Driver Safety Education in High School"
Newmarket	"Special Brotherhood Week"
Aurora	"United Nations"
Richmond Hill	"United Appeal"
Aurora	"Civil Defence"
Richmond Hill	"The Pros and Cons of a Parking Authority"
Newmarket	"Open Sundays"
Aurora	"What Is Your Vote Worth To You"
Newmarket	"Meet The Candidates"

(f) AOTS Glee Club



AOTS Glee Club

CJRH carries a regular series of broadcasts of choral music by the Scarborough AOTS Glee Club. This choir is made up of male singers from district United Church choirs.

Through its CJRH broadcasts, the choir has become well known throughout the district and has built up a large list of concert engagements.

(g) Public Service

The following is a cross-section of some of the organizations who are currently receiving Public Service announcements:

Allencourt Ratepayers

YW Neighbours (Richmond Hill)

Stouffville and District Mens'
Christian Fellowship

North Gwillimbury Guides and
Brownies Mothers' Auxiliary

Ontario Safety League

York Summit Scouters Club

Normaple Community Club

Aurora United Church

Cavendish Lodge D.O.E.

Women's Auxiliary of Trinity United
Church, Newmarket

C.W.L. of St. Patrick's Parish,
Markham

St. John's Anglican Church, Jefferson

Canadian Council of Christians
and Jews

Elma Rebekah Lodge, Aurora

York Manor Home for the Aged,
Newmarket

Nobleton C.G.I.T.

Aurora District Youth Club

Richmond Hill Fire Department

Bolton Play Society