

# BROADCAST BEAT

by Phil Stone

Modern technological transmission combination: "Dish and Chips" . . . ?

**Gary Parkhill**, the Conestoga College Radio-TV course administrator, has done a particularly outstanding job of developing young people for the industry. Speaking to him recently about his staff, Gary told me that **Gord Hume**, who taught station management part-time, left Kitchener to join CKSL London in a management post . . . We were indeed sorry to see RPM fold. **Walt Grealis** and **Stan Klees** had put so much into this fine little journal that did a thorough job of covering the recorded music industry . . . **Carl Banas** of CKFM, one of the nicest people we have ever met along the broadcast beat, was honored at the second annual Canadian Black Music awards dinner. Carl was saluted with a special award for promoting Caribbean music on his *Sounds in Stereo* program . . .

Could you guess which was the first station in Kingston, Ontario? If like me you guessed CKWS (1942) or CKLC (1953), then we're both in error. It was, believe it or not, the Queen's University station CFRC, founded in 1922 and still going. This came to our attention when **Douglas Geiger**, a transmission engineer who worked for Bell Canada for 38 years, passed away at the age of 80. He helped build CFRC and was also instrumental in the first cross-Canada radio broadcast which took place on July 1, 1927, the Diamond Jubilee of Confederation. He was also an active member of the Ontario Engineers Heritage Foundation, which documents the history of engineering in Ontario . . .

The Broadcast Education Association of Canada will hold its annual meeting in April in Quebec City—as always, right in front of the CAB meetings . . . If your announcers are having trouble communicating, we suggest you have them read *Let's Talk* by Sathre, Olson, and Whitney. An introduction to intra- and inter-personal communications, it is a textbook in the course "Human Communications", which we are taking at York University . . . And in the area of reading, we feel each station owner, manager and sales manager ought to read *Tomorrow's Customers, 1980*, a special report published by Woods Gordon Management Consultants. The information in the 24-page book is described by the influential Board of Trade *Business Journal* as being in effect a blueprint for business planning to suit the needs of the changing social structure of Canada. For example, it touches upon the fact that the focus of Canadian life is moving westward and that many of the people moving west are young adults. Obviously for broadcasters this means that the youthful listener will be a key market segment. On the other side of the scale it is noted that our country is growing older rapidly. That by 1990 only about 29% of all Canadians will be 19 or under, compared to 33% now. Further, the number of people over 65 will increase by about one million by 2000. To get your copy, write Woods Gordon, P.O. Box 251, Toronto Dominion Centre, Toronto M5K 1J7 . . .

We turn to the Board of Trade *Business Journal* again—this time, for an interesting look at the principles of advertising. The primary idea in a campaign is, of course, having a product or brand accepted by the consumer as the best of its kind. The first company to be so entrenched in that position then becomes hard to dislodge. The positioning principle is demonstrated in the ability to remember the name of the first man to walk on the moon—but not the second; or to remember the name of the first person you ever kissed—but not the second. Similarly, such firms as IBM, Coca-Cola, and Hertz achieved position in the public mind—and thus enjoy an enormous advantage in advertising . . . Two of the people who live in the condominium we moved into are men whose names will likely ring bells. One is **Cam Church**, a former pro athlete who handled sports for CKSO Sudbury for some time and was later on the CKFH sales staff when **Keith**

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**Davey** was sales manager. The other is **Wally West, Jr.**, who looks after Muzak for **Al Waters**, a position his retired father held after a term on the CHUM sales staff . . . Veteran **Bill Bestall** who's with CKAP, Kapuskasing, probably has more titles than many other broadcasters in this country. He is general manager, program director, commercial manager and financial director for **M.J. Spacek** . . .

You can't talk without a voice on radio or television. But these days it looks like you can sing without one . . . One of the people from whom we got much guidance (as well as much critique) when we got into broadcasting 34 years ago was the beloved **Andy McDermott** who's been around 50 years. That's a half-century of contributing as much as any person has to the industry. Andy, who according to our records is 72 years old, doesn't begin to look or act anywhere near that age. Recently he changed his title at Andy McDermott Broadcast Sales Ltd., likely the last independent rep house in this country, to that of chairman . . . There are not that many broadcasters who came out of Upper Canada College, but Belleville-born **Allan McFee** did . . . **Bob Redmond** made **Mike Hanson** and **Jim Shields** vice-presidents at CHSC . . . The Broadcasters Association of Manitoba wouldn't seem the same if **Elmer Hildebrand** didn't stand for secretary-treasurer each year. CJOB's **John Cochrane** is the current president . . . Interesting to unearth the fact that **Gordon Keeble** worked for the Toronto Transportation Commission (TTC) from 1934 as an executive in the advertising and public relations division before joining Northern Broadcasting in 1941 as an announcer, writer and producer. He worked CFCH, CKGB and CHEX . . . Did you know that **Tommy Darling**, who recently retired, didn't have his first job in Hamilton with CHML? First, after extensive experience up north, he worked for CKOC's sales department . . .

Television, we learn via **Wendie Kerr** in *Report on Business*, is changing the French-Canadian into a "francophone American." Bombarded as he is by North American marketing strategies and products, he is said to be losing his special habits and becoming but a unified member of this continent. He still prefers red wine to white, and ale to lager, and eats more cheese per capita, but he's changing as a result of his TV watching habits. **Robert Mariano**, a Quebec food marketing specialist, told a Quebec Association of MBAs that the average Quebecois watches seven hours of television a day, a time in which he is exposed (or soon will be) to about 30 channels on which the programming is more representative of the whole North American reality rather than its Quebecois peculiarities. Interesting to discover from Mariano that French Quebecers do not read much—75% have not read a book since they left school and thus TV is "their window on the world." . . .

Broadcasting commentator: A person who has opinions on subjects he never heard of . . . CBC producer **Peter Rowe** is the son of **Percy Rowe**, once a major figure with the now defunct Toronto *Telegram* and currently travel editor at the Toronto *Sun* . . . Have your rep visit **Claude Chevalier** at the Dairy Bureau of Canada. The Bureau general manager believes that the only way milk producers can stop reducing sales is to increase their advertising budget, and he doesn't fool around! He'd like the Bureau to increase its present advertising budget of \$13 million to \$30 million right away and then subsequently to \$60 million! . . . **Nicolette Goulet** of the soap opera *Search for Tomorrow* is the daughter of Robert Goulet's first marriage . . . How many people do you know outside of C-HAY Barrie manager **Vin Dittmer** that worked radio in Cuba? The tall radio veteran was with CMOX Havana from 1944 to 1946 . . .

One of the attractions of U.S. cable licences to Canadian companies is that nearly 90% of subscribers also enroll for Pay-TV services. **Donald Campbell**, chairman of Maclean-

Hunter Ltd., told the Toronto Society of Financial Analysts that at one M-H system in Michigan, subscribers take out an average of 2.4 out of three possible pay channels. This increases income by \$16.80 per subscriber per month. With fewer regulations and a relatively underdeveloped market, U.S. cable services are better money makers than those in Canada. Campbell figures that the current boom in cable-TV franchises in Reagan-land will go on for perhaps two or three years more. If all goes according to plan, by that time M-H will have doubled the number of homes it services from the present 508,000 to approximately one million. However, startup costs will be higher. While advertising spending is forecast to rise, supporting growth in M-H's broadcasting divisions, radio's expansion will not be as dramatic as it has been in the past. A truly conglomerate company, M-H includes radio, TV, business journals, national magazines, and business forms. To round that out, said Campbell, the company would like to add a daily newspaper and would have started one in Winnipeg in consort with the Toronto *Sun*, had a proper printing plant been available . . .

Veteran agency man, **Leland D. Thomas**, CAAP, BA, MBA, has joined the Jerry Goodis Agency Inc., as an account supervisor . . . **Colman deSouza** became media director, Ontario division and also vice-president at Foster Advertising . . . When does a TV commercial wear out? Great idea for those concerned with this field to get themselves a copy of *How To Think About Television Commercial Wearout* prepared by **John Chaplin** for the Association of Canadian Advertisers. Cost is \$14.95 from ACA, 180 Bloor St. W., Toronto, M5S 2V6 . . .

At the invitation of Gary Parkhill, we are conducting the second half of the course on station management at Conestoga College each Tuesday morning. Students are from first, second and third year in their respective one-hour classes . . .

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Station operators and technical executives can often find it difficult to appear on camera or microphone. The Board of Trade's *Business Journal* reviews a book called *Executive's Guide to TV and Radio Appearances* by **Michael Bland** that might be of personal interest and perhaps also valuable on your bookshelf to provide guidance to business leaders appearing on your station. Also worth consideration, is *Confronting the Media*, a videotape prepared by **Joseph S. Cruden** and **Raoul Engel**, the Global TV broadcaster, which deals with such detail as preparing for the interview, controlling it and managing media relations. **Valerie Dolegowski** at the Board (416) 366-6711 can supply further information . . . Pleased that old friend **John Coleman** was appointed v.p., planning and development, at CTV, while **Marge Anthony** became one of Canada's top female executives when she was promoted to v.p., network relations . . . Belated but sincere congratulations to CKFM's **Jamie Crookston** whose wife Joan, presented him with a son, Geoffrey Stephen . . . **Neal Sandy** not only does a fine job as a news reporter for CFRB, he is also outstanding on stage, having recently appeared in a Yorkminstrel's version of *Oklahoma*. Neal comes from strong broadcasting stock, and many will remember his father, Phil, and uncle, Keith . . .

In a recent *Broadcast Beat* we described **Leo Cahill**, broadcasting for CFGM, as a "one-time Argo coach." **Jerry Walker** of the CAB calls attention to the fact that Leo worked that role twice for the Double Blue. You're right, old friend, but I could hardly have called him "the two-time coach of the Argos." Not if I still want him to talk to me . . . And would CKND-TV Winnipeg settle with **Geoff Stirling's** CJON-TV Newfoundland as to who was the first English TV station in Canada to provide 24-hour-a-day programming? CJON's **Tom Hann** wrote to question CKND's claim to be first . . . Wonder how many know that **Jim Allard**, who has become broadcasting's historian, worked first in newspapers before joining radio as a newsman in 1935 . . . Speaking of people who look and act great for their age, consider **Dick Rice** who this year will be 80 and is still a going concern . . . Did you know that **Bill Valentine** started out a singer and free-lance actor? Then he went straight. Few know the commercial side of our business like Bill . . . Can you picture **Elwood Glover** as anything but a golden voice on radio and TV? Well, back when he broke in, Elwood was sales manager, believe it or not, at CHAB, Moose Jaw!

The New Year opened sadly when **Ed Dunlop** passed away. We had known Ed best when he was a member of the Board of Broadcast Governors (BBG) and as executive director of the Ontario Arthritis and Rheumatism Society, for which I served as volunteer public relations director. It can become trite to define someone who has left us as a fine man, but in Ed's case the appellation is most appropriate . . . One can think of many broadcasters who left the industry to join government—**Don Jamieson**, **Jim Fleming**, **Lynne Gordon**, **Bob Parker** are some names that come to mind. **Rufe Mair** certainly turned that around when he gave up his role as B.C. Health Minister to become the talk show host at CJOR Vancouver . . . **Jay Nelson's** departure from the CHUM-AM morning show to CITY-TV Toronto brought back memories of when the big good-looking fellow came to the station from Buffalo, where he had been a highly popular personality at Channel 7 in the role of "Jungle Jay" . . . About that same time **Ted Smith** got into radio out west—he's now president of Radio NW Ltd., moving up from manager of CKNW/CFMI . . . Some old timers like this writer will remember **Bert Powley**, one of broadcasting's colorful and competent newsmen. Bert, who died recently, was supervisor of CBC war correspondents during the Second World War, and after that editor of CBC news features. Later he became supervisor of outside broadcasts and finally, when he retired in 1968, head of history broadcasts . . . **John Malloy**, director of CBC-TV Sales named **Peter Kretz** to the new

position of sales marketing manager . . . A holiday season gift from one of our sons was *The Golden Years of Broadcasting*, a celebration of the first 50 years of radio and TV on NBC. Most readable and well illustrated.

CHUM Ltd. now owns 100% of CITY-TV, having bought the 30% they still lacked. The operating team, according to **Moses Znaimer**, goes on as in the past. Those who held CITY-TV shares simply exchanged them for CHUM Ltd. shares . . . Radio-Television News Directors Association gatherings will not be the same since **Don Covey**, the former BN chief, was taken by cancer at age 64 . . . We met the late **Ben McPeck** early on in his illustrious career. It took a while for his imaginative and innovative musical artistry to be accepted . . . And **Al Leary**, once the voice of the Toronto Maple Leaf baseball team and manager of CKCL, died in Florida. He was 71. CKCL was taken over by **Jack Kent Cooke** and renamed CKEY. Colchester Broadcasting in Truro, N.S., picked up the CKCL call sign . . . **Pat Conlon**, a woman of major agency background is now v.p. and associate creative director, Leo Burnett Company Ltd. . . . **Stan Larke**, who succeeded this writer as head of Humber College's Radio Broadcasting course has initiated a first: he has the student radio station now broadcasting off-campus at Malton's Westwood Mall from 10 am to 6 pm each weekday. Tremendous hands-on experience for the young men and women seeking a career in the broadcasting field . . . After I had taught my first class in station management at Conestoga College, one of the girl students came over and told me that she had known who I was when I entered the classroom because she had seen my picture in *Broadcast Technology*. I ask you—who needs Karsh or Cavouk when you've got **Jacque Loney** taking your glamour shots? . . . **Randy Moffat** told the annual meeting of Moffat Communications that the company expected to spend \$13 million this year on capital expenditure. That could include acquisition of CJJD Hamilton for about \$3.5 million; nearly \$5 million for majority holdings in Kingwood Cablevision Inc., operators of a cable system near Houston, Texas, and the balance for what he called "a very ambitious program" in Winnipeg. Moffat, as we write, was also hoping to get an FM licence in Edmonton Gleaned from the *Standard Times*, Standard Broadcasting's newsy and interesting newsletter: **Peggy Graham**, who pioneered as an all-night announcer for CKFM, is now living in British Columbia . . . She was succeeded by **Terri Michael**, who won notice by becoming the first female broadcaster doing a prime-time shift—that was at CHOM-FM Montreal about five years ago. Later Terri worked at CILQ-FM Toronto, and more latterly for **Rick Richardson** at CJBK London . . . **Jerry Good**, programming v.p. at CKFM, also became assistant station manager . . . **Jeff Stubbins**, all-night editor for Standard Broadcast News, left to become producer and recording engineer for concert broadcasts at CJRT-FM. **Andy Trykla**, who had been weekend editor, took over Jeff's spot. **Mark Sherwin**, another SBN editor, is now on-air newsman at CFOR Orillia. His replacement is **Linda Nelson**, a second-year Ryerson RTA student . . . Announcer **Earl Warren** and producer **Don Costello** of CFRB both passed out cigars, having become the proud grandfathers of granddaughters. (Back in the early '50s, Don was my operator at CHUM and he's become a top studio man.) . . . **Valerie Pringle** came back to Standard after a short leave of absence from the work force . . . Big honor for **Henry Shannon** this summer: he'll be the first broadcaster from outside the United Kingdom to emcee the 1981 Military Musical Pageant at Wembley stadium. Henry will introduce the Canadian contingent, including 48th Highlanders, Royal Regiment and Toronto Scottish . . . **Bill Hall** has been re-appointed a director of BBM.

And what's been happening at your station? . . .





# CCBA Engineering Newsletter

by Dave Gillard

At CFOS in Owen Sound, we are in the midst of a second floor addition. We have also added a three-vehicle garage to accommodate our mobile studio and station vehicles. At the CFOS transmitter, we are modifying to 5 kw, have installed proper 3-phase power and in doing so retired our roto verter. At the same time that CFOS goes to 5 kw, CHYM in Kitchener will increase daytime power to 10 kw.

## AES VISITS CKFM

Some 35 members and guests of the Toronto chapter, Audio Engineering Society, toured the studios of CFRB and CKFM in Toronto recently. Hosts for the occasion were **Clive Eastwood**, vice-president of engineering, **Bruce Dingwall** and **John McCloy**.

The tour featured a presentation and demonstration of CKFM's newly rebuilt Studio 7 with LEDE (Live End/Dead End) acoustics. An impromptu performance at the piano by **Arthur Schubert**, director of engineering for Ward-Beck Systems Ltd., embellished the demonstration, which included use of the PZM microphone. Among acoustic problems is the rumble from passing street cars—new vehicles now in use are much heavier than older models, adding to the isolation problem. CFRB and CKFM probably have the largest radio complex of

any private stations in Canada, and the tour provided AES members with an excellent opportunity to discuss current studio techniques.

## NEW TXs FOR CFRB

A major project at the CFRB transmitter site in Clarkson, west of Toronto, is scheduled to be completed by March 30.

A new building has been constructed to house two new Continental 50 kw transmitters, providing the ultimate in redundancy and reliability. The present RCA transmitter, installed in 1948 when CFRB was forced by the CBC to move from 860 to 1010 kHz, will be retired after 33 years of service!

A feature of the new plant will be a Director 4001 PLC (Programmable Logic Controller), a microprocessor-based system by Struthers-Dunn Controls. It will be used for various control and surveillance functions, and is the first application of this system in radio broadcasting.

**Kirk Nesbitt** has been working with Clive Eastwood and Bruce Dingwall on the project, while **Joe Sainton** has been checking out the installation for Continental of Dallas, Tx.

**Terry Brown** of Harris Corp. reports that two 10 kw FM transmitters, complete with stereo generators and antenna, have been delivered to the new

Rogers Radio station in Sarnia . . . Other Harris installations include Guelph, where **Larry Smith** ordered a 10 kw for CJOY and 20 kw for CKLA-FM . . . The University of Saskatchewan in Saskatoon, which ordered a 2.5 kw for CJUS-FM . . . and pioneer station CFCN Calgary, which will use a Harris MW-50 at its new site.

And while we're in the west, congratulations to **Dan Roach** who took over as director of engineering for the NL group (CHNL Kamloops, CJNL Merritt and CINL Princeton, B.C.).

CHSC St. Catharines now has its new 10 kw transmitter on the air; and CJRT-FM Toronto celebrated its recent move to the CN Tower with a party in the Tower's disco, "Sparkles".

Again, it's thanks to **David Strachan** of Comad for bringing up up-to-date on some more of the activity out at stations across the land:

● By the time you read this, **Larry Holleran** at CHOW Welland should have completed the new 10 kw, 8-tower installation. CHOW installed a new McMartin BA-10K, and David tells us that **Charlie Goodrich** from McMartin Industries in Omaha was in Welland for the initial switch-on and was able to demonstrate modulation levels well over 130%.

● 1980 saw a major expansion by Acadia Broadcasting Co. Ltd. of Nova Scotia. Known as "South Shore Radio", Acadia originates AM programming at CKBW Bridgewater, and has now added two 3 kw FM rebroadcast facilities at Liverpool and Shelburne. Much of the equipment was ordered from Comad Communications, including a very sophisticated remote broadcasting system conceived by station owner **Jamie MacLeod** and engineered by Imagineering Ltd. of Toronto. The system involves 9 McMartin RPU transmitters which give reporters the ability to broadcast "live" from locations anywhere along the 100-mile coastline.

● CHIM-FM Kelowna, B.C., was scheduled to take delivery of a new McMartin 5 kw transmitter in February. The station is owned by Okanagan

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"But who knows where or when . . . ?" A Toronto photographer, Alex Gray, took the picture, and the call letters on the map indicate it was about 1949-1950. If you can identify the time and place of this display promoting CAB's "89 Independent Radio Stations"—let us know!

for local residents.  
 ● The installation of a Townsend UHF-TV transmitter at Middleton, N.S., proved to be a challenge for **George Townsend** and company. CBC specifications—more stringent than those usually encountered—required additional linearity correctors and a special surface acoustical wave filter. The TA-10-NE uses Nera visual and aural exciters, and EEV 10 kw klystrons with both amplifiers identical so that either side may be used for visual or aural—if one amplifier is down, the transmitter can operate internally diplexed with both aural and visual signals routed through one side.

Thanks for the news—keep it coming!

David A. Gillard is publicity chairman for the CCBA Engineering section and director of engineering, CFOS/CFPS Radio. Information for the Newsletter should be addressed c/o CFOS, 270—9th Street East, Owen Sound, Ontario N4K 1N7, or telephone (519) 376-2030.



Broadcasters (CKOV) and **Stan Davis'** Broadcast Technical Services is in charge of engineering.

● CIMH-RM, a 100 kw station at Sept-Iles, Quebec, went on the air last August using a McMartin BF-25K transmitter. Radio FM du Nord and consultant **Jean Marc Chouinard & Associates** chose Comad to supply the transmitter and associated equipment, including antenna, transmission line, STL, remote control, audio console, turntables and tape decks.

● Community Radio in Quebec continues to expand. Radio Pontiac will use three transmitters to serve the Ottawa valley area, including a McMartin BF 3.5 kw at Fort Coulonge, BFM-100 at Chapeau and BFM-50 at Rapides-des-Joachims—the latter two locations picking up the signal "off-air" by means of a TBM-1005D receiver/monitor. CIBO-FM Radio Senneterre also uses the BFM-50. As reported here previously, Comad supplied McMartin transmitters and other equipment for CKLE-FM Rimouski, CHGA-FM Maniwaki and CHAI-FM Chateaugay; while **Mike Mathieu** won the installation contracts for two of these stations. Usually licensed to operate with ERPs not exceeding 3 kw, the community stations are partially funded by the province, have limited commercial mentions, and provide community programming and access



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Other NAB news:

- A **Broadcast Inter-Association Council** has been formed to coordinate the activities of 32 U.S. organizations in the broadcast industry. Participating associations include NAB, NRBA, NAEB (Educational), NRB (Religious), RTNDA (News Directors) and BPA (Promotion).

- NAB has urged the FCC to adopt technical rules for discrete **FM quadraphonic** broadcasting, saying it should not be left to the marketplace to set standards. The association said it supports continuation of the special services available on SCA.

- Vince Wasilewski, president of NAB, has severely criticized the U.S. stand on **9 kHz spacing** and called for "solid research" into the proposed "costly and radical shift". He termed it "an absurd situation for a country with the most technologically advanced communications system in the world". The remarks followed release of a study by a Joint Industry-Government Advisory Committee, which concluded that from an engineering standpoint, any new stations would be located mostly in small markets where there is the least potential for success.

- A request by Turner Broadcasting System to the FCC to end mandatory carriage of local stations by cable systems has been opposed by NAB. The association noted that elimination of "**must carry**" rules would cause serious harm to local TV service, and is not supported by leaders of the cable industry.

- NAB has also urged the FCC not to require divestiture in cases of co-ownership of TV stations and cable systems within their Grade B contours. Action should be deferred, it said, until the validity of present **cross-ownership rules** is fully tested.

- **Wallace Johnson**, executive director of the Association of Broadcast Engineering Standards (ABES), has been named a delegate to represent the U.S. industry at Region 2 meetings being held in Rio de Janeiro. Previously chief of the FCC's Broadcast Bureau, he joined ABES in November, 1979.

- The FCC agreed to postpone the cut-off date for applications for **low-power TV** stations and translators; NAB had asked for 60 days—the FCC granted a 30-day deferral (to Feb. 17). This gave time for applications to be filed by radio, TV and network broadcasters, originally ruled ineligible to apply by the FCC—an action which NAB

termed "unfair and irrational".

## NRBA

- **Membership** in the National Radio Broadcasters Association increased by more than 400 during 1980, and now exceeds 1,500. This includes members in related fields. The increase indicates that NRBA is well on its way to the goal set a year ago, of doubling membership by the end of 1982. Two of the new members are Canadian radio stations.

- The first **commercial short wave** licence in the U.S. has been awarded to Joseph Costello of New Orleans, owner of five Louisiana stations. It is expected to go on the air in the fall, with an adult contemporary rock format. Coverage will include Canada and Europe. U.S. law forbids domestic short wave broadcasting, and only advertisers selling products abroad can advertise on the station, which Costello believes will promote American culture.

- A survey of 279 U.S. **daytime radio** stations by the Daytime Broadcasters Association reveals that 95% would like to go full-time. The stations said they are willing to invest an average of nearly \$50,000 each to do so. Of interest is the fact that half of the broadcasters responding to the survey also own an FM station in the same market.

- NRBA reports that the FCC is considering the possibility of automating the analysis and use of **measurement data for AM** applications. The task is now done manually and slows processing of AM engineering briefs, compared to FM and TV, because of the extensive data required to determine ground conductivities. An FCC spokesman said automation would cut the processing time in half.

- Meanwhile, the FCC is taking steps that may require all directional AM stations in the U.S. to convert to **standard radiation patterns**—a standard method of calculating the design of directional radiation patterns. At present, only those authorized since 1971 are required to use standard patterns. Uniformity (the argument goes) would facilitate computerization of technical data for all stations.

- The FCC has rejected a request by the Advisory Committee on Radio Broadcasting that efforts be made to postpone the Region 2 meeting on **9 kHz spacing**. The FCC, which supports the proposed move to 9 kHz, said any attempt to postpone the November meeting would be strongly opposed by other countries.

## NAB

The big news from NAB is its annual convention, April 12-15 in Las Vegas—details appear elsewhere in this issue

### **Tele-Capital Enterprises Ltd. Appoints Gérard Fortin as Vice-President/Engineering**



*Tele-Capital Enterprises Ltd. announces that Gérard Fortin, Eng., has been appointed vice-president/engineering, in charge of all technical installations and development of the Tele-Capital stations, which include CFCM-TV, CKMI-TV, CHRC-AM and CHOI-FM, Québec City, CFER-TV, Rimouski/Sept-Iles, and CKLM-AM (Radio Laval), Montréal.*

*Mr. Fortin was formerly vice-president/engineering of the CFCM-TV/CKMI-TV division of the company, a position he has held since September 1975. A graduate of Laval University, he joined CFCM-TV in 1954, the year the station went on the air. He has been responsible for the development and electronic orientation of the two Québec City television stations, as well as that of CFER-TV, Rimouski/Sept-Iles, which started operations in 1978.*

*Since 1975, Gérard Fortin has been a member of the technical committee of the Canadian Associations of Broadcasters.*

# in the news

## BROADCASTING ACT NOW INADEQUATE: CHERCOVER

Speaking to a recent meeting of the Broadcast Executives Society in Toronto, Murray Chercover, president of the CTV Television Network, told broadcasters that they should not be complacent in the face of today's "explosion" in communications.

He cited the following developments as having serious implications, not only for broadcasters, but also for cable operators:

- more than 20 satellites now offer more than 100 channels of TV programming—half of it in English, and none of it, as yet, scrambled. Satellites, he noted, "honor no boundaries";
- experiments are under way in Canada and a number of other countries in DBS (direct broadcast satellite) which would, with low-cost home receivers, make satellite programming available to everyone;
- by 1985, an estimated 7 million home video recorders will be in use in North America, and U.S. courts have ruled it is lawful for individuals to tape all available programming;
- by 1985, 11 million homes in North America will have video games;
- by 1985, the number of cable subscribers in North America will double to 30 million;
- teletex or videotex services are already a reality in England and France.

"In the U.S., in addition to HBO, Showtime, Home Theatre Network, The English Channel, ESPN, Modern Satellite Network, The Movie Channel, Nickelodian, SPN, SIN, Telefrance USA, USA Network, four superstations, CNN, three evangelical services, BET, Caliope, Cinemax, Galavision—we know of the imminent introduction of two new network services to be launched by CBS, two expected from ABC, program services for

user pay planned by NBC, and the Blue Bird BBC service to be introduced by Rockefeller Center Inc. What this means is viewers will be paying for what they currently receive free."

The Canadian public, Chercover added, will want access to some of these services, or at least comparable services from Canadian sources.

He called for immediate action on legislation that would free the broadcasting industry in Canada "to meet the new challenge of abundance of channel capacity". While supporting the aims of the Broadcasting Act, he said it was based on the premise of "scarcity of spectrum" and is now inadequate. "We need a positive posture on the part of government—a posture that provides incentive for program initiatives—in place of negative regulation."

Such a positive policy would establish primacy, not only for the CBC, but for the "free system of TV", universally available to all Canadians, over discretionary services. Despite the threat of Pay-TV, Chercover concluded that the prognosis for free TV remains "good—for survival and prosperity".

## MULTILINGUAL CKER EDMONTON ON-AIR

Less than four months after getting the "go ahead" from the CRTC, Roger Charest had his fourth AM station in eight years on the air at 1480 kHz, powered at 10,000 watts, bringing the first multilingual station to Alberta.

Roger relinquished his holdings in the OK Radio group (which he started in 1972 with CJOK Ft. McMurray—CFOK Westlock and CIOK St. Paul were added to the chain in 1974) to devote his full attention to the Edmonton market and CKER.

CKER (Edmonton Radio) features a cosmopolitan format during the day.

Late afternoons, evenings and weekends are almost exclusively third language programming, with emphasis on German, Ukrainian, Italian, East Indian and Chinese. A host of other ethnic broadcasting is scheduled on Saturdays and Sundays giving service to 400,000 people in the Edmonton area whose mother tongue is other than English or French.

A small, highly professional and closely knit group oversees administration and production for the dozen or more third-language producers who keep the operation hopping 18 hours a day with programming and production. As well as supervising all aspects of CKER's operation, Roger is host of the popular *Eye Opener* from 6:00 to 9:00 am.

Research and market analysis over the past three years indicated a substantial audience in the Edmonton area and CKER reached a break even point in the first month of operation.

Studios and offices occupy a compact 2,300 sq. ft. at 4443-99 Street on Edmonton's south side, with the transmitter site just three miles south of the city limits. Studios feature Ramko consoles with Ferrograph and Sony recorders, Sennheiser microphones and Technics turntables. The transmitter is CCA.

*(Editor's note: our thanks to Don Rollans, Operations Manager of CKER, for providing this report.)*

## NEWS ROUND-UP

- The topic for the 1981 Midwest Acoustics Conference is "Electronic Modification of Musical Sounds". MAC 81 will be held at Hermann Hall, Illinois Institute of Technology, Chicago, on Saturday, April 25, from 9 a.m. to 5:30 p.m. For information call Tom Longwell, (312) 745-1000.

→



● An Inuit TV network is now operating in Canada's Arctic. Transmitting via the Anik B satellite, the network operates 16 hours a week with Inuktitut-language programs from production centres in Baker Lake and Frobisher Bay, NWT.

● The National Film Board has opened an office in Los Angeles. Its director is Roland Ladouceur, who previously managed offices in Paris and New York, and more recently was director of public relations for NFB.

● An Ontario Supreme Court ruling has cleared the way for CFTR Toronto to build eight 400-foot towers at Grimsby, Ont. The decision ends the town's two-year battle to block construction.

● The first "Multi-Image Congress of Audio Visual" is to be held March 26-27. It will be at Ontario Place, Toronto, and will include screening of over 30 new productions. For information call (416) 868-0100.

● Certification exams will be given by the Society of Broadcast Engineers June 6-20; applications due April 20.



Heather Porter and Brian Peroff of CJMR Mississauga, Ont., like to get their teeth into new accounts—like "Beefsters", who recently opened their first franchise in Canada. At left, owner Terry Scott, with chain president Vic Bollinger.

Write SBE, Box 50844, Indianapolis, IN 46250.

● Israel's government-owned TV service is finally switching from black and white to color—"the last country in the free world" to do so. Color TV had been opposed by some Israelis on religious and economic grounds.

● The annual meeting of Canadian Cablesystems Ltd. has approved a change of name to Rogers Cablesystems Inc.

## OBITUARIES

● **Donald Covey**, formerly general manager of Broadcast News, died of cancer in Toronto on January 7. He started with Canadian Press as a messenger in Halifax, and was with BN from 1954 until his retirement in 1978.

● **Denis Sullivan**, president of Denlen Electronics, Thornhill, Ont., died suddenly on January 7. His company, then associated with EMI, had a major role in the Toronto CN Tower project.

● **John R. Saul**, president and founder of MICMIX Audio Products, Inc., Dallas, Texas, died on January 2 at the age of 49. He was a pioneer in reverberation technology.

● **Alexander M. Poniatoff**, founder of Ampex Corp., died October 24, 1980, at the age of 88. Poniatoff was a native of Russia, and emigrated to the U.S. in 1927. Ampex was formed in 1944, its name combining the initials A.M.P. with "ex" for excellence. He received many honors for his achievements in magnetic recording, and was active with Ampex until 1970.

## NAB CONVENTION IN LAS VEGAS, APRIL 12-15

The 59th annual convention of the National Association of Broadcasters will take place April 12-15, 1981—once again at the Convention Centre in Las Vegas, Nevada.

Under the theme "Directions", NAB offers comprehensive sessions on engineering, radio and television.

For the engineering-oriented, this year's convention promises the latest information on technology, operating techniques and government regulation, with emphasis on the practical. There will be a discussion on "Batteries for Portable Equipment" and an FCC Panel to interpret new rules on directional antennas, composite clipping and TV blanking—as well as to answer questions on current issues such as 9 kHz spacing, AM stereo, low-power TV and new FM stations.

Other engineering highlights:

### Television Engineering

- Facilities design and construction—with discussion on the growing complexity on conforming to building codes
- Automatic set-up TV cameras
- UHF Transmitter efficiency—with emphasis on saving power

- SMPTE Workshop
- Teletext standards—a report of the Electronic Industries Association (EIA) subcommittee, with representatives of each system participating
- High-power RF transmission systems
- Satellite systems for multi-station operations
- UHF TV measurements by helicopter
- Remote control/ATS
- Vertical interval control systems

### Radio Engineering

- Telephone talk shows—interfacing, devices for converting to 4-wire, hybrids, bridges, automatic devices available, conferencing, RFI, etc.
- Satellite for radio—use of satellites for high quality audio transmission; installation, maintenance and testing of earth stations
- ENG for radio
- Audio processing
- Audio recording
- Maintenance of radio program automation systems
- Eliminating stereo phase error
- Constant voltage transmission
- Development of a high quality receiver for AM Stereo

The third annual Amateur (Ham) Radio Operators Reception will also take place during NAB.

### Workshops on TV, Radio

In addition to engineering, NAB workshops will cover the latest techniques in sales, news, programming, promotion and general management. Organizers of the convention point out that—with rapid changes in technology such as teletext, videotext, expansion of satellite and cable TV services, Subscription TV (STC) and Multipoint Distribution Service (MDS)—"never before has planning for the future meant as much to broadcasters as it does today".

Keynote speaker for the radio sessions will be Rich DeVos, co-founder of Amway Corp., which owns the Mutual Broadcasting System. Consultant Paul Bortz will chair a panel discussion on "New Technologies—and how to live with, compete with, use and profit from them in the 1980s".



nal Corps, managed a number of stations before becoming president of KSL Salt Lake City. He has served with various associations, including the Radio Advertising Bureau, Maximum Service Telecasters, Inter-American Broadcasters, and NAB's TV board and International committee.

#### Program for Spouses

Spouses are free to join in sessions and visit the exhibits, at no additional cost. (Extra luncheon tickets are \$15 each.) There are also a number of other events planned:

- Self-help seminars on coping with stress, success.
- Broadcasting mini-courses to help explain some of the problems of the spouse who works in broadcasting.
- Tennis tournament, with all levels, from beginner to advanced, invited to compete.
- Shopping, including the new Fashion Show mall on the strip in which many of the best-known U.S. stores are represented.

Headquarters for the Spouses' Program will be the Gathering Place, in the convention center.

Entertainment at NAB will feature impressionist Rich Little at the opening ceremonies on Sunday, with comedian Bob Hope wrapping up the show at the Wednesday luncheon.



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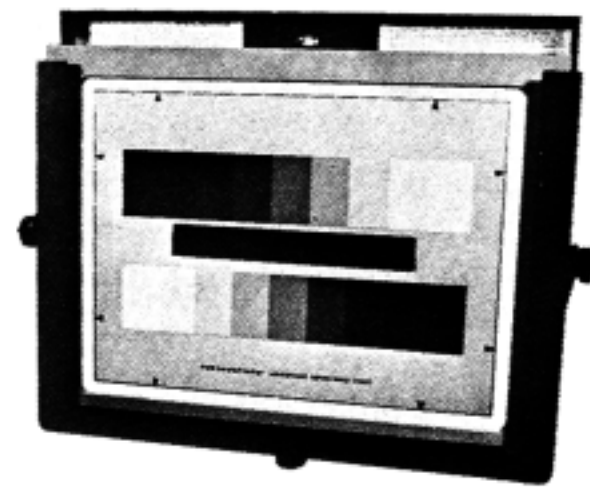
The annual gathering place for Canadians will be at the Hacienda Hotel, with the suite open 5-9 p.m., Sunday, Monday and Tuesday. (For further details, see *Ad Lib!* in this issue.)

#### Awards to be Presented

- Wallace E. Johnson, executive director of the Association for Broadcast Engineering Standards, has been named recipient of the 1981 NAB Engineering Achievement Award, to be presented at the Tuesday luncheon. Johnson was chief of the FCC Broadcast Bureau prior to joining ABES in November of 1979.
- The 1981 Distinguished Service Award will be presented on April 12 to Arch L. Madsen, president of Bonneville International. Madsen, who at the age of 19 built and operated a radio station in Montana for the U.S. Army Sig-

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## appointments

- Allarco Broadcasting—**Steve Harris**, formerly with the CRTC and most recently a vice-president of Telemedia Ontario, named v.p. and g.m. of CKO All-News Radio.
- Audio & Design Recording—**Ian Robertson**, formerly engineer for KING AM-FM Seattle, now heads broadcast division of A&D, also in Seattle.

- Canadian Cablesystems—**Glen Terrell** moves to Victoria, B.C., system as manager, from same post at Chatham, Ont.
- CRTC—**Helen Murphy** promoted to director of information services, (819) 997-0313. She succeeds **Geoff Gordon**.
- CKEY Toronto—**Harvey M. Clarke**

promoted to v.p., advertising & research.

- Fernseh Inc.—**Douglas Harrison**, previously with Sperry Univac, appointed product manager for digital products; **Lee Caput**, previously with



# crtc

## HEARINGS

The CRTC has scheduled the following public hearings. (Those planning to attend should verify time and location, in case of last-minute changes.)

- March 3:** Hull, Quebec  
Conference Center
- March 10:** Toronto, Ont.  
Seaway Hotel
- March 17:** St. John's, Nfld.  
Hotel Newfoundland
- March 24:** Hull, Quebec  
Conference Center
- March 31:** Hull, Quebec  
Conference Centre
- April 28:** Vancouver, B.C.  
Hyatt Regency Hotel
- May 5:** Hull, Quebec

Conference Center

- May 26:** Toronto, Ont.  
Sutton Place Hotel
- June 2:** Edmonton, Alta.  
Hotel MacDonald
- June 16:** Hull, Quebec,  
Conference Center

### HULL—FEBRUARY 9

### "STAGE 1" HEARING ON

### SATELLITE SERVICES

The first of two hearings on extension of services was scheduled for February 9, to deal with 15 applications for satellite distribution.

All other applications for extension of service will be heard at a second hearing—"Stage 2"—the date to be made known at

the conclusion of "Stage 1".

Here is a summary of the 15 satellite applications, most of which specify service to "remote and underserved" areas.

#### Radio only

- Council for Yukon Indians (native radio)
- Rogers Radio (CHFI-FM Toronto)

#### TV only

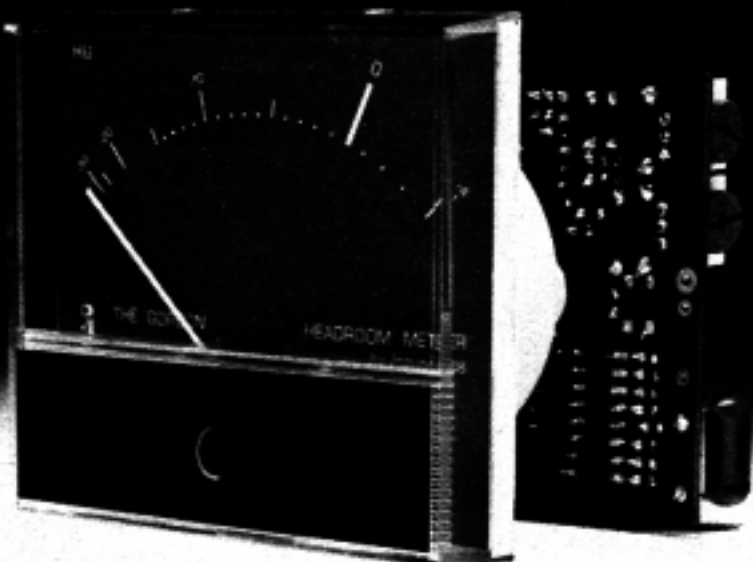
- CTV Network (on interim basis—see below)
- Global TV Network
- ATV Halifax (eastern areas only)
- Newfoundland Broadcasting (Newfoundland and Labrador only, on a 2-year experimental basis)
- Cable Satellite Network (to provide children's "Galaxie" service and varied other programming "to all areas of Canada")
- Damian Lee ("Sports Entertainment International" network)
- MTV Toronto (Multilingual)
- Crossroads Christian Communications (religious)
- Inuit Tapirisat (Inuit and English)

#### Multiple TV-Radio Service

Four companies propose to distribute multiple video and audio channels via satellite:

- Conestoga Satellite Services Ltd., based in Kentville, N.S., would provide 6 video channels—CFTM-TV Montreal (TVA), CHAN-TV Vancouver (CTV), TVOntario, Radio-Québec, plus "omnibus" channels in English and French—and 8 radio signals from existing stations—three in the Inuit language, two English (CBR Calgary and CBO-FM Ottawa), two French (CBUF-FM Vancouver and CJVA Caraquet, N.B.) and one multilingual (CHIN-FM Toronto).
- Norcom Telecommunications Ltd., Kenora, Ont., would carry 3 video services—CJBN-TV Kenora (CTV), House of Commons, and an unspecified independent station—and 3 audio services—a commercial station (again, unspecified), native programming, and a combined music and news channel.
- Northstar Home Theatre Inc., Mississauga, Ont., jointly controlled by Baton Broadcasting Inc. and Jarmain Communications Inc., offers the most ambitious service—and the most expensive. Monthly rates would be \$10 for satellite-to-home and \$5 for satellite-to-community. Interim service would be 10 video channels, expanding to 15 with use of the Anik C satellite: 4 CTV stations (Halifax, Toronto, Regina and Vancouver); 5 independent stations (Toronto, Hamilton, Winnipeg, Edmonton and Vancouver); TVA, Radio-Québec and "La Sette" from Quebec; TV Ontario and Global TV from Ontario; and educational programming from various provinces. Radio service would provide native programs, as well as CBC English and French networks. →

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●Orbitel Communications Co., Toronto, whose president is Ralph Hougen of Whitehorse, proposes a \$4 monthly fee for 4 channels—CHAN-TV Vancouver (CTV), CITV-TV Edmonton (Ind.), CHCH-TV Hamilton (Ind.) and "TCTV" (French programming assembled by Telemedia of Montreal), with native programming part-time on three of the channels. Orbitel's radio service would offer two native channels, CFQM-FM Moncton, CKAC Montreal, CITE-FM Montreal, CKO Edmonton, CIRK-FM Edmonton and CFMI-FM Vancouver.

(The multiple applications usually propose carriage of stations located in each time zone, so that northern viewers in the various zones will have programming available at local time.)

Meanwhile, CTV was granted a temporary licence, as of January 15, to distribute its programming via Anik A3 satellite. The CRTC is expediting applications from areas where CTV is not yet available to provide this special service, whether by existing cable systems or new broadcast transmitters.

## AM RADIO

### GASPE STATION OK'd

A new French-language AM station has been approved at Gaspé, Que., to operate on 1150 kHz with 5 kw. It will rebroadcast

CHNC New Carlisle, with 12½ hours a week originating from a local studio. The CRTC ruled that the new station must not go on the air until December of 1981, as a concession to the community station in Gaspé, CJRG-FM, which began operations in 1978 and which opposed the new station. The commission noted that CHNC's signal has deteriorated over the years due to increased interference and the rebroadcaster will maintain its regional orientation.

Also approved was the acquisition of CHNC by Radiodiffusion de l'Est Ltée, representing a company to be incorporated (Radio CHNC Limitée).

### Other AM approvals:

- CKCW Moncton, N.B., power increase to 25 kw.
- CBC, low-power rebroadcaster at Kapuskasing, Ont., 40 watts on 1370 kHz, ex-CBON-FM Sudbury.
- CFLS Lévis and CJRP Quebec City renewals approved with admonition to reduce English vocals, keep level of French vocals at 65%.
- Transfer of control of CJCD Yellowknife, NWT, to Charles Dent (50%) and Yellowknife Broadcasters (50%).
- Transfer of control of CKBM Montmagny, Que., to Guy Simard and associates.
- Network approvals included Key Radio Ltd. for the nighttime John Gilbert Show over CKEY Toronto, CKOY Ottawa, and 9 other stations, including CFCN Calgary and CHNS Halifax; also for hourly newscasts from midnight to 6 a.m. over 8 Ontario stations, plus CHNS/CHFX-FM Halifax and CJCB Sydney, N.S.
- The call for applications for AM stations in Calgary was extended from Dec. 15 to Jan. 31, 1981.

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## FM RADIO

### COMMUNITY STATION FOR MAGDALEN ILES

Diffusion Communautaire des Iles Inc. has been awarded a licence for Cap-aux-Meules, Que., 6,300 watts on 92.7 MHz.

Denied was a competing application by Radiodiffusion de l'Est Ltée, licensee of CHNC New Carlisle and a rebroadcaster recently approved for Gaspé, Quebec. It proposed 4,300 watts on 105.5 MHz, rebroadcasting CHNC, with some local originations.

In view of the isolation of the area and lack of local service, the new station will be permitted to carry conventional advertising to a maximum of 10 minutes per hour. (The Magdalen Islands have a population of 13,000, 93% French, on nine islands located some 180 miles off Gaspé.) Programming is planned for 84 hours weekly, with 3½ hours in English.

### Other FM decisions:

- CHOI-FM Quebec renewed, described as "one of the best private French-language FM stations in Quebec". CHRC/CHOI-FM have budgeted \$100,000 to develop local talent over the next four years.
- CHGA-FM Maniwaki, Que., frequency



change approved from 95.7 to 97.3 MHz, ERP remains at 2,877 watts.

● CJUM-FM Winnipeg, licence revoked (ceased operation May 29, 1980)

#### Applications received:

- CJMX-FM Sudbury, for change of transmitter site.
- CKWM-FM Kentville, N.S., for full-time affiliation with CBC Stereo network

## TELEVISION

### NEW STATIONS

Licences have been approved for the following new TV facilities:

- Pickle Lake, Ont.—O. Besselt, on behalf of a company to be incorporated, to broadcast taped programming 18 hours a day, with additional educational and community services, including some French and native broadcasts. Four other applications for TV service to the Pickle Lake and Longlac area were denied.
- CBC rebroadcasters at Inverness, N.S. (730 watts on channel 8, ex-CBIT), St. Edward/St. Louis, P.E.I. (258 w, ch. 4, ex-CBCT English, and 100 w, ch. 9, ex-CBAFT French), and Hopedale, Nfld. (8.9 w, ch. 9, ex-Northern Service).
- Four low power stations on ch. 3 for Inuit communities in northern Quebec—Pt. Harrison, Ft. Chimo, George River and Sugluk.

#### Other TV decisions:

- Use of the vertical blanking interval for closed captioning for the deaf has been approved on the CBC English and French networks, CTV and TV Ontario.
- The network licence of CTV has been renewed to April 30, 1981, deleting the requirement that CTV present "26 hours of original new Canadian drama" during 1980-81, and 39 hours during 1981-82. A federal Court of Appeal ruled in favor of CTV after the network challenged the CRTC's authority to impose such a condition. The Commission has appealed the decision.
- A CBC production centre at Sept-Iles, Quebec, delayed by "budgetary constraints", is still a priority. In renewing the licence of CBST, the CRTC called for continued coverage of the area in CBGAT Matane originations.
- Power increases: CJWN-TV Corner Brook, Nfld., to 1,708 watts; CKPG-TV Prince George, B.C., to 4,600 watts with a change of site.
- Transfers approved: CKRT-TV Rivière-du-Loup, Que., also CFJC-TV-13 Blue River, B.C., acquired by a community association from Inland Broadcasters.

## CABLE TV

### CRTC STRADDLES ALBERTA FENCES

- Cable subscribers will be allowed to tune in four FM stations from Spokane, Washington, if they live in Fort McMurray, Alta., but not if they're in Grande Prairie, Alta.

Northern Cablevision of Grande Prairie has been ordered to "cease immediately" distribution of unauthorized signals after admitting that it carried the four stations without authority during the past two years. However, the Fort McMurray system has been allowed to add the signals, which the CRTC considers will "not adversely affect local radio services at this time". The four FM signals are part of the microwave package supplied to Alberta cable systems and are available to the large majority of cable subscribers in the province.

Additional services, together with some increases in rates, have been approved for several systems in Alberta. A request to carry CKRD-TV Red Deer was denied systems in Calgary, Airdrie and Cochrane, but

approved for Capital Cable TV in Edmonton, where the signal can be received off-air.

#### Other cable decisions:

- Transfer of control approved for Le Cable de Rivière-du-Loup Ltée (77%) to Simgesco Ltée; and Urban Cablevision Ltd. of Langford and Sooke, B.C., (100%) to S.O.TV. Holdings Ltd., a wholly-owned subsidiary of Capital Cable TV Ltd., Edmonton.
- Addition of taped programs from Radio-Québec TV network approved for systems in Bathurst, Moncton and Saint John, New Brunswick.



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