

stations in the news

A PROSPEROUS GLOBAL TV TO INCREASE PRODUCTION

Global TV received commendations and a full 5-year renewal from the CRTC, but was told to double its commitment to the production of drama, music/variety, children's programs and documentaries to \$5 million per year. Global had proposed 166 hours of such programming, costing \$2.5 million, during each year of the renewal period, Oct. 1/87 to Aug. 31/92.

The southern Ontario network, which reaches 49% of English-speaking Canadians, has attained a strong financial position with revenues up 80% over 1982. For 1985, revenues were \$88 million and operating income (pre-interest and pre-tax) was over \$20 million—superior to that of any other TV station in Canada.

The Commission commended Global on having met and exceeded its production commitments each year, citing the role of the Canadian Broadcast Development Fund, administered by Telefilm Canada, in making this possible. About 70% of Global's new Canadian programming is produced by independent producers. Future growth by Global, the CRTC said, will depend on the quality and attractiveness of its Canadian programming.

It will be a condition of licence during the new 5-year term that first-run Canadian drama, music/variety, children's programs and documentaries be broadcast at least 200 hours per year (250 hours in year 5), with a minimum expenditure of \$5 million per year, and that a minimum of \$12.736 million be spent annually on news programming (both amounts to be indexed to the Consumer Price Index).

Referring to the 'ongoing dispute' between Global's owners, the CRTC also imposed a condition of licence that the two factions, CanWest and Seyton Ltd., each have five members on the 13-member board of directors, with two independent nominees to be selected jointly, and one to be named by holders of Global units.

Three New Transmitters and Move to CN Tower Approved

The following new or amended facilities have also been approved for Global:

- Ottawa—power increase from 2.8 to 14.7 kw on channel 6, with change of transmitter site. In response to an intervention by the CBC, Global said it would be willing to have future FM stations co-site with its transmitter in order to minimize any interference from ch. 6.
- Uxbridge—change of channel from 22 (3120 kw) to 41 (786 kw), relocating to the CN Tower in Toronto.
- Midland—(new) 171 kw on channel 7.
- Peterborough—(new) 1284 kw, ch. 27.

- Owen Sound—(new) 18.4 kw, channel 4.

The approvals are conditional on continued use of terrestrial (microwave) facilities to link the network. Global's proposal to employ satellite delivery was rejected by the CRTC, which was not willing to have the service made available outside of southern Ontario, the area Global is licensed to serve.

QUEBEC REGIONAL PROGRAMMING AIM OF NEW 'RESEAU PATHONIC'

The CRTC has approved a corporate reorganization of Télé-Capitale Inc., by which Pathonic Inc. becomes a wholly-owned subsidiary of Télé-Capitale holding 56.8 per cent control of voting rights.

Also approved is a network operation, Réseau Pathonic, consisting of Télé-Capitale's CFCM-TV Québec City and CFER-TV Rimouski/Gaspé Nord, Pathonic stations CHLT-TV Sherbrooke and CHEM-TV Trois Rivières, and Télé-Inter Rives Ltée station CIMT-TV Rivière-du-Loup. All of the stations will continue to be affiliated with the TVA network.

Réseau Pathonic will originate about 17 hours a week from Québec City and 9 hours a week from Sherbrooke, with 'inserts' from Trois-Rivières and Rimouski. Total local production will be reduced from about 60 hours to a minimum of 50 hours per week—at least 21 hours on CFCM-TV, 13 on CHLT-TV, and 5 hours each on CFER-TV and CHEM-TV. However, an additional 4.25 hours a week of new co-productions will be created, which will qualify as local programming.

Télé-Capitale says that by pooling the human, technical and financial resources of the stations, it can offer better quality, more appealing regional programming. Its flagship station, CFCM-TV, spent \$3.7 million on programming in 1986, and that figure is expected to increase to \$4.2 million by 1990.

NEW YEAR BRINGS IN TVO FRENCH SERVICE

'La chaîne française de TVO,' the new French-language service of TVOntario, was launched at 12:00 am on January 1st with two hours of special introductory programming.

Initially the service—distributed by Anik C3 satellite—is available only over cable systems. Within 18 months, transmitters are to be established to two areas of French-speaking population. The first, at Sudbury, is to be co-sited with the existing TVO English service, and should be in operation by the end of 1987. The second will be part of a twin-stick operation which will provide both English and French service to the Prescott & Russell

area east of Ottawa by mid-1988.

Costs of 'la chaîne française' are being shared by the federal and Ontario governments, and are expected to be \$30 million over the first five years, with about \$20 million allotted to program production.

French programming will continue on TVO's English network, which spends about 20% of its budget on the French service it has provided for the past 16 years. The total English network budget last year was \$47.3 million.

The new service is designed for a potential audience estimated at one million—500,000 who speak French as their mother tongue, and 500,000 who wish to learn French.

Other stations in the news...

- The CBC plans a change of frequency for rebroadcasters **CBDG Cassiar**, from 670 to 1560, and **CBUQ Windermere**, BC, from 1150 to 800; **CBLV Haliburton**, ON, has moved from 710 to 1400 kHz.

- Recently renewed for a 4-year term, **CFMX-FM Cobourg**, ON, Canada's only commercial classical station, won CRTC plaudits for its support of Canadian talent, including a new chamber music series.

- **CFNO-FM Marathon**, ON, will be establishing a rebroadcaster at Nipigon-Red Rock, but not on 103.7 MHz. CJLB and CKPR/CJSD-FM Thunder Bay opposed the use of 103.7, the area's last available Class C channel, which offers a maximum power of 100 kw. A Class A frequency is to be designated for CFNO in consultation with DOC. Meanwhile, CJLB has also applied for a rebroadcaster at Nipigon-Red Rock.

- Use of SCMO has been approved for **CJAB-FM Chicoutimi** to provide telemetry for remote transmitter control.

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THREE DEVELOPERS COMPETE FOR CBC TORONTO CENTRE

Three major developers—Cadillac Fairview, Campeau and Trizec—are competing to develop the CBC's Toronto Broadcast Centre project. Their responses are expected early this year, and if all goes well, construction could begin next year with the first commercial phase being completed as early as 1989.

Plans for the site, a 9.3-acre city block bounded by Front, Wellington, Simcoe and John Streets, include 1.8 million square feet of commercial office, retail and entertainment space, residential units, a hotel, parking and other amenities. The architect is Barton Myers of Toronto, who is considered one of the world's leading architects.

CBC SEEKS DEVELOPER FOR MONTREAL SITE

The Canadian Broadcasting Corporation has invited proposals for the development of part of the land which surrounds La Maison de Radio-Canada in Montreal. The parcel consists of 5 acres on the west side of the Broadcast Centre on Dorchester Boulevard. Pierre Juneau, president, says the CBC considers this to be a 'unique development opportunity for the private sector in the telecommunications heartland of Montreal.' Guy Gougeon, vice-

president of engineering, will be coordinating the project.

A financially attractive design proposal is sought to include activities compatible with MRC—such as audio, video and film production. Proposals, accompanied by a \$100,000 deposit, were to be submitted by January 15, 1987.

NEW FM FOR CHICOUTIMI

A licence for a new French-language FM station in Chicoutimi, Québec, 92.4 kw on 96.9 MHz, has been awarded to Pierre Tremblay, representing a company to be incorporated. The company will be 60% owned by Télémedia Communications.

Five competing applicants for FM in the area, including Québec City broadcasters CJMF-FM Ltée and CHRC/CHOI-FM, were handed denials.

In granting the licence, the CRTC noted that the market 'can only barely' support another station. One of the area's AM stations, CKPB LaBaie, closed in 1983, and in a dissenting opinion, Commissioner Monique Coupal stated that the slim profits of existing stations 'could disappear totally with increased competition.'

However, the majority view was that the market needed additional FM service, especially a format for the 18-34 age group, and that the Tremblay plan offered the best prospects for success with the least impact on existing stations. Although

licensed as an independent, the new FM is 40% owned by shareholders of CJMT Chicoutimi and will be operated jointly with the AM station, making use of its news facilities. It will also draw on the resources of Télémedia. The station is committed to supporting musical talent through \$80,000 in contributions to Music Action during its first 5-year term, plus \$5,000 a year for musical education in the region and the programming/promotion of contemporary Québec music.

CHCH-TV HAMILTON GOES STEREO

CHCH-TV Hamilton began stereo operations on November 7, 1986.

Chief engineer Jim Mercer says that a minimal amount of conversion was necessary in studio and master control operations, because the CHCH building, only three years old, 'was planned with stereo in mind.' (See *BT's January, 1985, issue for a feature story by Jim Mercer on the station's new facilities.*)

Most of the \$150,000 initial cost has been for transmission changes. Added on-going costs are anticipated over the next five years to convert existing equipment to stereo. To date, about a dozen of the programs carried by 'CH are produced in 'true stereo,' with the remainder being broadcast in synthesized stereo.

OTTAWA FM APPLICATIONS HEARD

A December hearing in Hull has heard three applications for FM in the National Capital Region.

Proposals for French-language stations came from Radiomutuel, licensee of CJRC-AM, and Radio Nord, licensee of CHOT-TV; both were for Group IV formats on 104.1 MHz with a power of 7,600 watts.

An application for an English-language station came from Standard Broadcasting, licensee of CJSB-AM, for a Group I (pop and rock/softer) format on 92.1 MHz (84 kw ERP). A proposal by Robert K. Whyte for a Group IV (dance music) format on 104.1 (12 kw) was withdrawn prior to the hearing at the request of the applicant.

QUATRE SAISONS HAS SLOW START

Initial audience surveys indicated that Québec's new Quatre Saisons network, anchored by CFJP-TV Montréal, is off to a slow start, attracting only about half of the hoped-for 11% share of audience.

Undaunted, owner Jean Pouliot told *Report on Business* that '10 years from now, we will be on the same footing as our competition in Montréal.' The story notes that the parent company, CFCF Inc., has tripled sales in the seven years since Pouliot took over, and that profits from CF Cable TV Inc. increased 50% in the latest fiscal year.

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CJEZ-FM TORONTO LEASES SPACE

Redmond Communications has leased a full floor (13,000 square feet) at 40 Eglinton Avenue East for CJEZ-FM Toronto and the Redmond corporate offices. Other tenants in the new uptown office building include Cantel and the Ronalds-Reynolds ad agency.

'Easy 97' is aiming for a March on-air date. The CN Tower transmitter site was to take delivery in December of two 4.3 kw Continental FM transmitters, ordered through Maruno Electronics Ltd. Maruno are also supplying three McCurdy control room packages, with cabinetry by MEL Cabinet Systems.

An interesting note on CJEZ-FM comes from Bruce Elving, publisher of the *FM Atlas* in Adolph, Minnesota. In the initial issue of his new *FMedia!* newsletter, he says Toronto is 'the most drastically under-served major radio market in North America.' The CJEZ-FM licence alone, he adds, 'is said to be worth \$10 million.'

CHILD CARE CENTRE OPENED BY GLOBAL

Global Playhouse Childcare Centre, Canada's first co-operative childcare centre, was officially opened on November 13, 1986. It is owned and operated by a consortium of Global TV, CBS Records, Harlequin Enterprises and the North York Board of Education, with the goal of providing quality work-related child care for their employees. Global initiated the project in September, 1985, and struck on the idea of a co-operative venture with other organizations in the same suburban area of Toronto. The centre is located in Don Mills Junior High School and provides care for 49 children. There is a staff of eight, and the cost is about \$5,000 per child.

NEW FM AT QUESNEL, BC

Twin Cities Radio Ltd., licensee of CFJC and CFFM-FM Kamloops, has won approval for an FM station at Quesnel, 175 watts on 94.9 MHz. A competing application by CKPG Prince George was denied, the CRTC favoring Twin Cities' plan for a comprehensive, local FM service in the Cariboo region.

Twin Cities said it would put the Quesnel station on the air 'within two weeks' to rebroadcast CFJC. Studios would then be established by June/87 at Williams Lake to originate programming for its three Cariboo FMs (Williams Lake, Quesnel and 100 Mile House). By June/88, studios are to be installed at Quesnel and will produce 30 hours of local programming per week, increasing to 50 hours by 1990.

The CRTC noted that this time frame would lessen the economic impact on the AM stations operated in the three towns

by Cariboo Broadcasters Ltd., who opposed the FM applications.

MORE U.S. BORDER TV STATIONS TAKE AIM ON CANADIAN AD \$

KNRR-TV Pembina, ND, has been stirring up some controversy in Manitoba, where it's trying to win both audience and advertising revenues. More than 90% of KNRR's potential audience is in Canada, and a sales office has been set up in Winnipeg. However, the CRTC does not allow the station to be carried on Canadian cable TV systems—a move applauded by broad-

casters on this side of the border, but criticized by the *Winnipeg Free Press*, among others.

According to *Report on Business*, another U.S. station is being planned to go after the the lower B.C. audience. To be known as KORC-TV in Anacortes, Washington, the station has had difficulty in obtaining financing to get on the air.

The situation recalls an earlier attempt to build a station in North Dakota on the strength of business from Canada. KCND-TV Pembina was moved to Winnipeg in 1975; there it has since prospered as CKND-TV.

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19 SEEK MONTREAL-AREA FMs

Applications for FM in the Province of Québec highlighted a November 24 CRTC hearing in Montréal.

The 19 applications heard are listed in order of frequency below, and are for Montréal unless otherwise stated. An application for a classical format on 95.1 in Montréal was withdrawn at the request of the applicant, René Ferron (representing a company to be incorporated).

- 89.3: Paul Gott (rci) for a special institutional English station, Group II-pop and harder rock music, 50 watts.
- 90.3: CANAL (Corp. for Advancement of New Applications of Languages) for a French-language educational station, 1kw.
- 90.3: Martha-Marie Kleinhans (rci) for an English special institutional licence, Group II-pop and harder rock, 5.7 kw.
- 90.3: Radio Communautaire de l'Est Inc. (CIBL-MF) for a change of frequency from 104.5 (10 watts) to 90.3 MHz, 9,000 watts.
- 92.1: Communications Grantham Inc. for a Group I-pop and soft rock format at Drummondville, 3 kw.
- 95.1: R. Saucier and M. Lafontaine (rci) for a French-language Group I-pop and soft rock format at Laval, 50 kw.
- 95.1: 146508 Canada Inc. for an English Group IV-pop and rock format, 18.3 kw.
- 95.1: 150628 Canada Inc. for a French classical format at Laval, 23 kw.
- 95.1: George Argyris (rci) for an Ethnic format, also using SCMO, 8 kw.
- 95.1: Joane Wilkie (rci) for a French pop and soft rock format, 25 kw.
- 95.1: H. Glustein and R. Aston (rci) for a French-language jazz format, 50 kw.
- 95.1: Publications les Affaires Inc. for a French-language classical format, 50 kw.
- 95.1: Radio CJAO-FM Inc. for an Ethnic format, 1450 watts.
- 95.1: Western Caissons Ltd., licensee of CKO, for an all-news format, 50 kw.
- 101.5: Les Editions Le Canada Français Ltée for a French-language Group I-pop and softer rock format at St-Jean sur Richelieu, 325 watts.
- 101.7: Radio Richelieu (1979) Ltée (CJSO Sorel) for a French-language Group I-pop/soft rock format at Sorel, 3 kw ERP.
- 103.1: Radio Communautaire de la Rive Sud for a French-language community station at Longueuil, 50 watts.
- 103.7: 2327-3220 Québec Inc. for a French-language classical station, 1.2 kw.
- 106.5: Radio St-Hyacinthe (1978) Inc. (CKBS) for a French-language Group I-pop/soft rock format at St-Hyacinthe, 3 kw.

Also on the agenda was an application by Telemedia to acquire CKCV Québec, relocating its antenna site and decreasing power from the 50 kw authorized to 10 kw day/5 kw night.

NEW FMs FOR BAS ST-LAURENT

Two FM stations have been licensed for the lower Saint-Lawrence area, both to be operated jointly with existing AM stations.

- Rimouski Broadcasting Co. Ltd. (CFLP) will operate a Group IV format, 58.7 kw on 104.5 MHz, at Rimouski.
- Radio Côte-Nord Inc. (CHLC) will operate a Group I format, 3,610 watts on 92.5 MHz, at Baie-Comeau.

Denied by the CRTC were five other bids, by CHRM Matane, CJMF-FM Ltée of Québec City (for Rimouski), Jean-Hugues Guénette (for Mont-Joli), and community broadcasting groups in Mont-Joli and Rimouski. *Further details on the decision will appear in the February issue of Broadcast Technology.*

ANNAPOLIS VALLEY FM TO CONTINUE CBC SERVICE

Annapolis Valley Radio Ltd. has applied to the CRTC for a new condition of licence by which CKWM-FM Kentville, NS, would provide 48 hours a week of the CBC-FM stereo service until August 31, 1988.

The proposal offers a solution to the conflict between the CBC and AVR which came to a head last September 1st. After leasing its facilities to the CBC for a 5-year period, AVR invested in new facilities, hired new staff, and switched to a soft rock format. However, the CBC claimed it had a further option on 50 hours a week for another two years. In a last-minute decision on August 29th, the CRTC told AVR that its new format could take effect only after an agreement had been reached to ensure continued CBC-FM service. The ruling came too late for AVR, which went ahead with its new format, stirring up a controversy that attracted national attention.

Despite the confusion, AVR seems to have remained in the CRTC's good books: owner Neil MacMullen has been given approval to purchase Opeongo Broadcasting, licensee of **CKOB Renfrew** and **CKOA Arnprior**, ON, from Jamie Pole.

- A rebroadcaster of **CHVD Dolbeau**, PQ, is being established at St-Felicien, 50w on 92.1 MHz.

- **CHPR-FM-1 Hawkesbury**, ON, plans a power increase from 50 to 780 watts.

• *Applications called:* The CRTC has called for applications to operate radio stations at Red Deer, Alberta (FM, deadline was Nov. 14/86); Winnipeg (English AM and French FM applications received, deadline for others was Dec. 11/86); and Abitibi-Temiscamingue, PQ (FM, deadline was extended to Jan. 2/87).

- **CJOK Fort McMurray**, AB, has opted to remain on 1230 kHz with 1 kw power. An authorized move to 550 (10 kw day/5 kw night) was never implemented.

- **CKDK-FM Woodstock**, ON, has been licensed for 3.5 kw, a decrease from the 11.3 kw authorized when the station recently switched from AM to FM.

- **CKPC Brantford**, ON, has appointed a new rep—RTVR replaces All-Canada.

- Newfoundland Capital Corp. has agreed to buy **CFDR/CFRQ-FM Dartmouth** NS, from the Pattersons. It's the second major move in the market by NCC, which 18 months ago bought the underdog *Halifax Daily News*.

- Playland Broadcasting Ltd., the new owners of **CKLP-FM Parry Sound**, ON (formerly CFBQ), have applied for a power increase from 1.7 to 2.74 kw.

- Withdrawn from a December hearing: the application of Larry Coates, on behalf of a company to be incorporated, for FM at Bracebridge/Gravenhurst, ON (2 kw on 92.1 MHz). The CRTC says additional information required was not provided. That leaves two bids—by the Mackenzie Brothers, and **CFBK Huntsville** in association with Telemedia—still in the running.

- **CIMO-FM-1 Sherbrooke** has applied to change the status of its 106.9 frequency from unprotected to protected, increasing power from 22 to 50 watts. Concerned about setting a precedent by giving protected status to a low-power rebroadcaster the CRTC scheduled the matter for discussion at a December hearing in Montreal.

- A rebroadcaster of **Access Alberta's CKUA-FM** has been licensed at Banff (84w on 104.3 MHz).

- The CRTC has renewed the licence of **CJSB Ottawa** for four years, calling for improvements in programming, news and support of Canadian talent. Licensed in 1981, CJSB had a 'disastrous' first two years; as part of the Standard group, it was purchased by Slight Broadcasting in November, 1985.

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THE PHIL STONE REPORT

Michael Caine on the role of CCBA, Radio in smaller markets

A Tradition of Involvement

'Like father, like son,' can be a tired platitude or an emotion reality. It is the latter in the case of Michael Caine. His father, the late legendary broadcaster Howard Caine, was president of the Central Canada Broadcasters Association in 1954. Last June in Hamilton, Michael was elected president of the CCBA for the current year.

We met with Michael, who is vice-president and general manager of CHWO Oakville/CJMR Mississauga, the stations of which his mother, Jean, is president, in the offices of their national sales representatives, Target Broadcast Sales, and began the interview on a personal, historic note.

When Howard Caine founded CHWO in 1956, Michael was seven years old. Did Michael have a love for radio, did his father instill this in him?

"You know," said Michael, "While growing up around a radio station, and even before that when dad ran Foster Hewitt's station, CKFH Toronto, I always felt that I knew radio. But I never understood why my friends at school were thrilled to visit a radio station; I used to think, 'big deal—so it's a radio station!' But in growing up with radio as I did, it's true—it's really in your veins. After dad died in 1967, I went to the Conservatory of Music and was going to be a musician-composer. But the radio bug hit me, and I began supplementing my income to pay for my tuition fees at the Conservatory by working at CHWO. Pretty soon it got to be more fun working at radio. I thought, 'I can still do my music on the side,' and so I went to work full-time in '69"

Before Howard Caine opened CHWO, he had made certain that he had worked in and understood each area of radio. Michael did the same. "Dad did all sorts of things, including working in sales for Jack Kent Cooke at CKEY Toronto. I think the only thing he didn't do was engineering.

"So on a smaller scale I tried to do the same thing. I went in as the all-night man and swing announcer, then was in news for a couple of years; reporting and on-air. Next I went into sales for three years, then back into programming in the music library, working as the librarian. All this happened after my dad died; he never saw me working at the station full-time."

Michael later became involved in the application for the Mississauga licence.

"We were going to have another fellow manage the station," Michael said, "but two months before we were granted the licence, he received a terrific job offer and decided to go with the safe one. I talked my mother—who was running the companies, and still is—into giving me a shot at the management position."

We wondered what it had been like for Jean Caine after Howard died. Did she have difficulty keeping the company going?

"She already knew the business well," Michael declared. "I'm very proud of my mother, as everyone who is close to me knows. She was in broadcasting—in fact, she was in broadcasting longer than dad. As a child, she was on CHML Hamilton. They later met at CKOC Hamilton, where Lyman Potts was the program director. While dad was president and general manager of CHWO, he and my mother were really partners. She had as much authority, if you will, in the starting of the company and the running of the company. Aside from the great trauma of dad passing away, it was not difficult for her to take over the reins. And she is credited with a lot of things, including our power increase in 1968 for CHWO, and she was the guiding light with the Mississauga application. So she feels right at home in the president's chair."

*"Our claim to fame is
community involvement..."*

Michael realizes that he is somewhat unique in having two parents, past and present, operating a radio station. "There are not many of us... I think I was lucky to have both parents involved in the radio industry. I believe, subject to correction, that I am the first 'second generation' president of a broadcasters' association. In fact, I even dug out the minutes of the annual meeting when dad was president in 1954 of CCBA—Flora Love was the secretary, and Lyman's name was in there, as were a number of others. It's interesting to look through the items that broadcasters were discussing back then, over 30 years ago, and discover that many of them, such as copyright, are the same issues we are talking about today."

Michael is father to three children—Matthew, 12, Natalie, five, and Travis Mackenzie, two. Does he think any of them will emulate him the way he emulated his father? "Well, Matthew is very creative, very artistic. Natalie gives me the feeling she'd be the hard-nosed one, and is very good at negotiating. And Travis, well he's the entertainer, the character. Maybe in later years we'd see Matthew running the creative department, Natalie being the station manager, and Travis, the announcer."

The Oakville-Mississauga Markets

The Caines have two stations in small markets and, said Michael, "It's tough. It really is tough. There's a lot of competition in our two markets, which are sandwiched between Toronto and Hamilton. In some respects that gives us the best of both worlds, for we can enjoy the big city, and still have our own community life and local focus.

"As far as national business is concerned, I haven't met a broadcaster yet who is happy about this end of sales. Major market and small market people alike seem to be complaining about national business. Retail has also been a problem because many of the retailers in our markets have been sold by the Toronto and Hamilton stations, who are a little more aggressive at getting our retail sponsors. I don't think our two communities, Oakville and Mississauga, are bedroom communities, because they are very unique and distinct in their own way. But they are still very Toronto- or Hamilton-oriented. There is one favorable changing pattern: whereas the people in our two communities used to work in Toronto, over 50 per cent of the working population in Mississauga now live and work within the boundaries of that area."

That would obviously mean that more people would be concerned about news and developments in the community in which they work. "You could say that our claim to fame is the community involvement of the stations. Nowhere else can you tune in and get local information. The Toronto and Hamilton stations simply don't cover our markets, unless there is a truly major or unusual development."

In a market surrounded by so many signals, we wondered what Michael's attitude was to music formats.

"Despite the way the Toronto market is changing and formats seem to be going in all directions, we've managed in CHWO's case to keep basically the same format we had when we signed on in 1956—MOR and Nostalgia. To me, MOR is what MOR is to you: it's Frank Sinatra and Peggy Lee and so on—although we have updated it a little bit and songs by Barry Manilow creep in every now and then. With this format we're able to capture a significant part of the plus-40 audience, bearing in mind the demographics of Oakville, which is a more established town. They are an older and upper income group whom our format fits.

"As far as Mississauga is concerned," said Michael, "it is a vibrant, growing young city. Approximately 50 per cent of the population is under the age of 21. So we program CJMR with adult contemporary."

Future Directions For CCBA

Being president of CCBA gives Michael what he calls a "personal, emotional sort of feeling, because dad had been president too. And I'm a great believer in community work. That also comes from my family and, I guess, is personified by the Howard Caine Award that CCBA presents each year for community service—that is, for service outside of broadcasting that broadcasters may be involved in."

People in this industry, added Michael, "are the most altruistic group I have ever met. They're always there to give back to the community, and I think it's important that we do that. Personally, I'm involved in a lot of community work and I feel the same way about my industry work. As an industry, yes, of course, there has to be the lobby, the political part of the association work. That, certainly, is the most important part of being a member of an association. But there are the other things, too. It's again, giving back to your industry a little bit, not just taking out. So it takes some time if you get on a committee or you get on the board and work your way up and become president. That's why I get involved, that's what gives me the great feeling, the feeling of being in touch with my fellow broadcasters, doing something worthwhile and helping to lead this industry in a positive direction."

*"I would like to see
CCBA revitalize relations
with Queen's Park..."*

When he talks of the directions that the CCBA might take, Michael points out "the CCBA is a regional arm, while the Canadian Association of Broadcasters at the national level carries the flag most of the time, because broadcasting is governed

from Ottawa and we need the national approach. The regional associations, which act as support groups to the CAB, have their own local and regional issues to deal with, and I would like to see CCBA become more involved that way. We want to revitalize our relations with the Ministry of Transport and Communications at Queen's Park. They are quite aggressive in turning out papers and policy positions and making representations to the CRTC and other relevant government agencies. This is understandable—each province across the country is doing the same thing, wanting to have more say in the broadcasting services offered in their province. Ontario, I think, is probably the

leader in that regard. That's given them quite a strong influence, and I know that the CRTC welcomes the opinions of the provincial governments or the related ministries and have given them a great deal of credence and credibility."

What Michael thinks has to happen is that CCBA must lobby the lobby group. "I'm a great believer," he said, "in informal, relaxed relationships, as opposed to where they come out with a policy statement and we all jump out of our chairs saying, 'What are you doing that for?' I'd much rather, behind the scenes and before policies are made, try to get the private broadcasters' opinion over to the legislators."

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the phil stone report

We asked if there were some issues CCBA would like to present to the CAB for CRTC consideration. "Fortunately," he said, "the CAB, under the direction of David Bond, is doing an excellent job. They have the full-time staff, we are volunteers. And we must acknowledge here the tremendous contribution Gerry Acton makes as executive secretary of the CCBA. We're very often following CAB's lead, because they are able to identify the issues so readily. For example, the Report of the Task Force on Broadcasting: within a week, CAB had not only gone through it but prepared a synopsis, and that was a tremendous help to regional presidents."

Michael said that CCBA can best serve its membership by "getting its feet wet in the regional troubles that may crop up. One thing we want to talk to Queen's Park about is property assessment for transmitter sites. There appears to be an unfair or unbalanced method of assessing transmitter sites, and maybe there's something that CCBA can do to bring about a change in legislation and make it more equitable in terms of different sites around the province."

Michael said there is contact between the various regional arms. "Gord Hume, my immediate predecessor as CCBA president, started a system by which we are exchanging newsletters with each other. I want to see as much exchange of views as possible between the presidents. For example, I would like to see what B.C. is doing, if they've got the same problems or approaches that we may want to take. CCBA has traditionally been a very positive, forward, pro-active type of organization. We are the largest of the regional associations, with membership from Ontario and English-language stations in Québec. We could use more members, as it is only through a large membership that you have a strong voice in the halls of government."

Educational Activities a Priority

Broadcast education is also high on Michael's list of CCBA activities. "I think this is a most important area that our association could assist in," he said. "We at the provincial level probably have a better contact with the colleges and universities that are teaching broadcast courses. We see these schools a little more often than they do at the national level, and, of course, they are provincially funded. So that is an area where we could help to foster a better understanding of the business and assist educators to turn out young people that stations want to hire. There is nothing worse than a young person coming out of a broadcasting course not being prepared, after having given of his time and money, and saying, 'The industry is not at all what I was taught.' It's really important, I think, that there is a good contact between the CCBA and the broadcast schools."

"In addition to our contact with the schools, CCBA has the opportunity to offer hands-on training to station personnel at our conventions. When the national conventions are held, very often they are so far away and so expensive that only the owner or general manager goes. And if there is a session on news, perhaps he will make notes for his news director."

CCBA can offer more centralized sessions that are easy to get to—perhaps just a few hours drive away. A few years ago, at the suggestion of Don Lawrie, we began moving the CCBA meetings around to various cities: to Peterborough, then London, Hamilton and, next June, to Kitchener. I've asked Keith Clingen, who is chairman of our Broadcast Education Committee, to put together seminars on sales, news, programming, administration—things that station personnel can attend. Primarily, I'd say, to help the program

director or sales manager of a small market station.

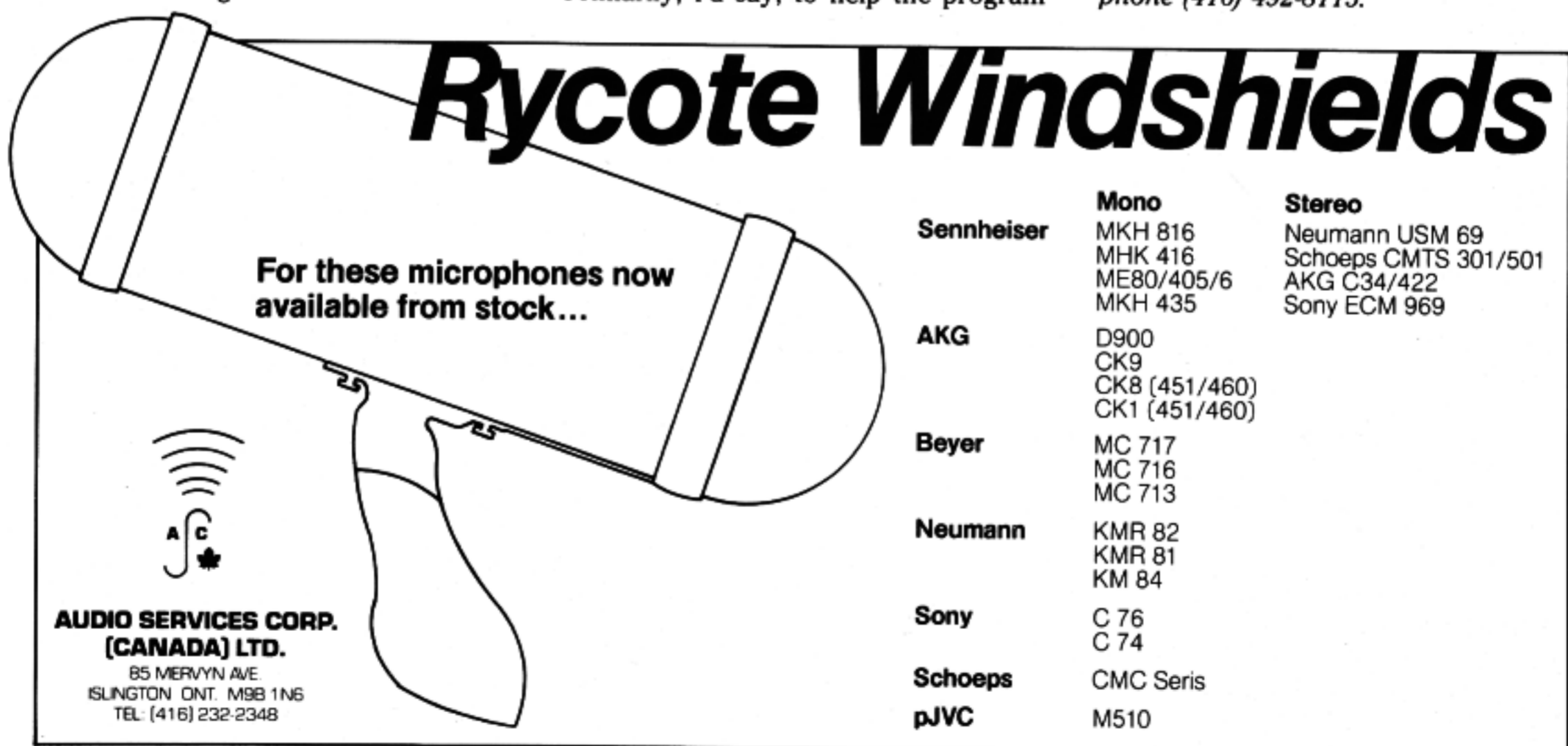
Two other things: We are working on a public relations campaign under the direction of Mike Mangialardo to make both the public and the industry aware of what CCBA is and does. And also, with the help of Gord Hume, we are calling on all CCBA past presidents to lend us their expertise and wisdom."

Early in the interview Michael spoke of things being tough for today's small market station. "How tough," we asked, "is it going to be in the future? Do you think radio is going to survive as it always has?"

"I believe radio is so adaptable—they said it was the end of radio when television came in and you know what happened, we're alive and kicking. And I think, yes, we're in a metamorphosis now, there are changes in the industry, the broadcast band is pretty crowded and there's a lot of competition, but I think it's all going to level out and radio will continue to be a major source of entertainment and information. It's going to keep that other major source, television, company for a long time to come."

It is obvious as we have watched Michael over the years that he has learned his lessons well from his parents. Not just to take—but to give meaningfully of yourself. Howard would have been proud, just as Jean is today.

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, Ontario, M1W 3E6, telephone (416) 492-8115.



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Howard Christensen's column:

'Good Humor Makes Most Things Tolerable...'



This is a new experience for me; acting as columnist in this country's premier broadcasting trade magazine. The Loneys figured that since my name seems to crop up on a regular basis anyway, I might as well do some of my own spouting off. In my day job, I'm a member of the Broadcast News Ltd. team of news, programming, marketing and liaison people. From time to time, I might even drop in a line or two about things at BN which affect you. Yet, since I come in contact with so many broadcasters—managers, news people, programmers and jocks—a continuing abundance of other material is virtually assured.

It's great being aboard.

Notes from the CAB at Vancouver...

Gary Miles of RBC and TBS's Don Pagnutti managed to get in some exercise during the convention. Don a high-energy sports freak (and sometime hockey player), apparently showed no mercy during their squash match. Gary came huffing and puffing through the exhibits area afterward threatening

gruesome retaliation... CKOV's Phil Viggiani, a transplanted Ontarian now doing duties at Kelowna, says Canada's three major cities have distinct sexualities. Montréal, he says, is feminine, Toronto is masculine, and Vancouver is gay...

Neil MacMullen of Annapolis Valley Radio at Kentville, and the new owner of CKOB Renfrew/CKOA Arnprior, had a couple of weird stories about quicksand and Nova Scotia tourists in Newfoundland. No way you're going to read them here... Stu Morrison, the affable, quick-witted Standard Broadcast News GM, was at his best during post-President's Dinner conversation. To stand and chat with Stu is to invite sharp conversation combined with a dynamite sense of humor (and you thought I wouldn't mention the competition.)

CHTK Prince Rupert GM Sharon Taylor says managing a station in that part of B.C. is a tad different than what might be experienced farther south. With the transmitter on an island, Sharon says there have been times when getting there for emergency work has taken up to three days... Still with transmit-

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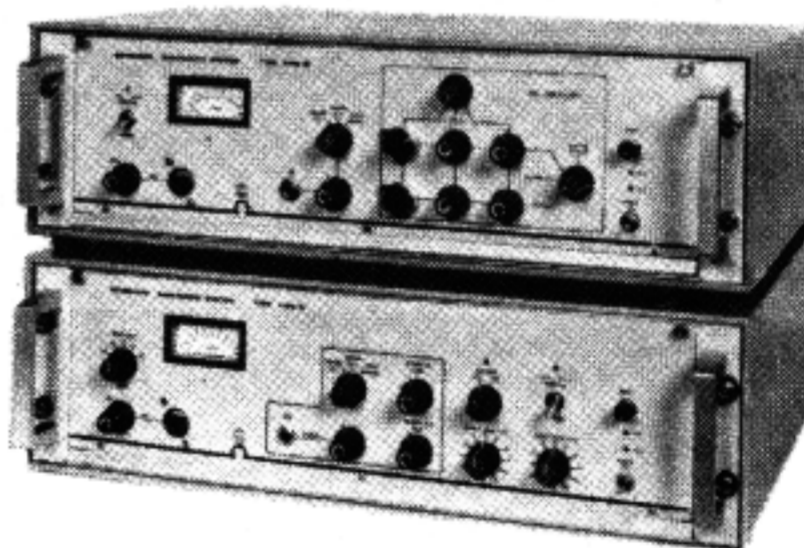
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Welcome to BT, Howard!

Howard Christensen is currently employed at Broadcast News Limited as General Executive-Eastern Canada, responsible for marketing, liaison and promotion. Howard began his radio career in 1968 and worked, primarily in a news capacity, at CHAM Hamilton, CKJD Sarnia, CHYM Kitchener, CHUM Toronto, CFRB Toronto, CKFM-FM Toronto, CJAD Montreal and CKVR-TV Barrie. He joined Broadcast News in 1977. Married to Ingrid, Howard admits to being 42 (in January), driving a Volkswagen, and having a weird sense of humor...

ters, CJFX Antigonish GM **David MacLean** and his wife, **Hinda**, tell a funny story about how one day the batteries weren't well-enough charged to fire-up during a power outage. David says they got a pair of cables, moved one of the staff cars up close, and jump-started the radio station...

CJSS Cornwall GM **Keith Clingen** has a peculiar way of expressing himself. Seems that if things are okey-dokey, he says "everything's modulating." maybe he's been listening too much to **Dr. Ruth**... CAB President **David Bond** won't let me forget about a luncheon conversation I had with CRTC Commissioner **Rosalee Gower** during the AAB at Moncton. Give me a break, David, it was all in fun... The one CAB guy who never ceases to amaze everyone is the immensely efficient and likeable convention organizer, **Gerry Acton**. Talk about a guy who gets the job done, whew!

Sign, Sign, Everywhere a Sign...

- Don't you just love those signs in store windows which read, 'No Shoes, No Shirts, No Service'? On a recent visit to Parry Sound to see CKLP-FM GM **Bob Bowland**, I went into a restaurant sporting this message out front—and was greatly disappointed to find that the waitresses weren't topless and shoeless (happy to note, though, that service was provided). Bob, by the way, is doing just fine, thank you. Says he loves the Lakeland Playground (get it?)...

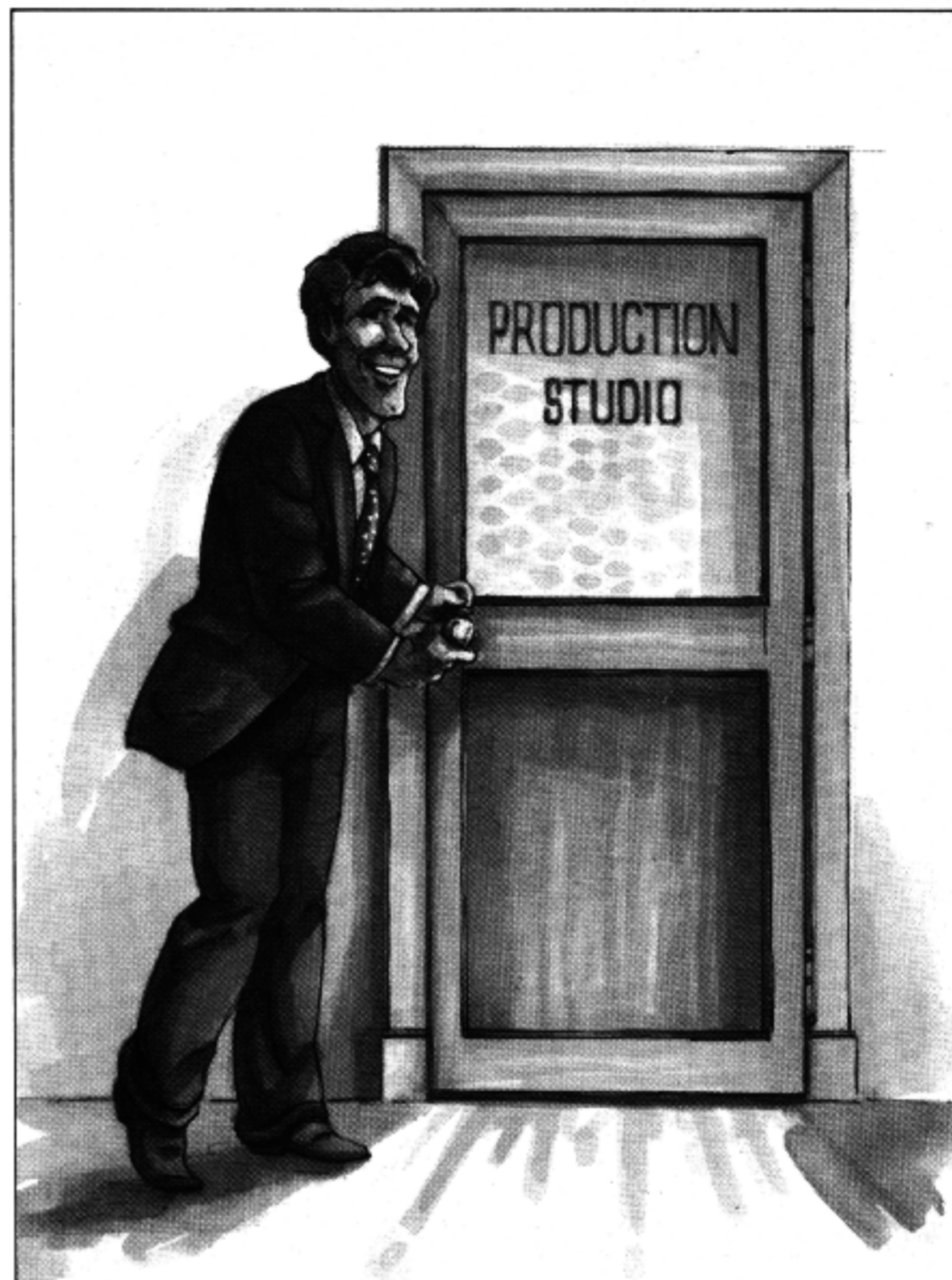
- It was good to see GM/VP **Ralph Connor** and news VP **Robert Rudd** at CHEX Peterborough. I ribbed Robert about the lettering on CHEX's front door; 'This is a Non-smoking Building...' Told Robert most people would be gratified since the very last thing they want to do is enter a smoking building (film at 11)...

- And, the other day, BN General Exec **Barry Hamelin** went to a local eatery for lunch. In the foyer, there was a sign reading, 'Dress Code Required'. Barry said he left his in his other pants but wondered if his postal code would do.

Computerization...

The logjam appears to have broken over the use of newsroom computers. For the past couple of years, radio and TV news directors have been the targets of extended marketing forays by manufacturers and their agents. Now, there are a number of installations going on and more on the way... **Steve Madeley**, ND at CFRA/CFMO-FM Ottawa is in the midst of computer trials. First people in are Applied Electronics with the Basy system. Then, MSC Electronics will install their Newstar computer. Steve says the trials will be extensive through until mid-March when a final decision will be made on which company gets the business... Meanime, **Gary Ennet**, ND at CFPL/CFPL-FM London and ND **Ray Baynton** at CKNX-AM-FM-TV in Wingham have gone ahead with their newsroom computer installations. Newstar won the business there as it did at the separately-quartered CFPL-TV London... Newstar was the winner, too, at CFRB/CKFM-FM/SBN in Toronto as well as at sister stations CJAD/CJFM-FM Montréal, CFRB ND **Don Johnston** said he expected the systems to be up and running by about this time.

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Programming...

BN's **Rina Steuerman**, recently promoted to Account Executive-Satellite Services, is still so excited about BN's Free Gold promotion that somebody is going to have to come in here and scrape her off the ceiling. The selection of over 500 hits from the past three decades, offered as a no-charge aspect of BN Audio's basic service, has kept the phones ringing. Generally, the record industry isn't at all happy with the Gold programming trend. They complain they can't get necessary airplay for new groups. But consultant **David Oakes**, of Forecast Communications Research, says radio isn't a marketing division of record companies; that radio has to deliver the numbers in order to survive. Critics say the shift to gold makes an exciting medium dull and boring.

People...

Wendy Bell, the better half of CFNO-FM Marathon's President, **Spence Bell**, not only has full-time duties at CFNO; she's also the local Reeve. Right now, Wendy's taking after the Ontario Government for bucks to cover municipal costs for all those new people arriving at Marathon to work at the gold mines. Seems the province gets all of the tax money since the mines are located out of town, yet Marathon is where all the employees live. Wendy is after Ontario Treasurer Robert Nixon for a small piece of the tax pie... CJCL Toronto PD **Jim Kidd** is about to take the long walk down the aisle. Jim is bucking for extra care by tying the knot with **Dr. Maria Musarella**, who's currently doing duty at Toronto's Hospital for Sick Children... **Michael Caine**, GM at CHWO Oakville, one of the first Canadian radio stations to make time available for ethnic programming, tells about the time one of the junior operators threaded up a Japanese program backwards and didn't know the difference. It went to air like that. Congratulations, too, **Jean**, and Michael, on CHWO's recent 30th anniversary celebrations.

Hal Vincent, who covers the Ontario Legislature for CFRB/CKFM Toronto, and his gorgeous wife, **Sheree**, dropped by not too long ago. Hal, ever the rascal, and possessor of one of the driest wits in the business, says he continues taking great delight in zapping the politicians at Queen's Park... And speaking of Queen's Park, CFTR Toronto's **Bob Aykler** who also does duty there, lives just around the corner from **Ingrid** and me. Bob and his lovely wife, **Petra** and son, **Sebastian** were delightful hosts when we came to call. Since Petra and Ingrid both are from West Germany, their conversation took a definite tack. While Bob and I took turns—in English—telling lies about our respective jobs...

At a recent college Broadcasting Advisory Committee meeting, CFCH North Bay ND **Clancy MacDonald** came up with a classic one-liner. A first year broadcast journalism student had asked when he might expect to begin earning a salary into six figures. In an aside, Clancy asked "Is there a full moon?"... CHNO Sudbury newsman **Dave Deloye**, bless his heart, always makes a point of inviting me out to "the camp" for dinner whenever I'm in town. The "camp," as Dave calls it, is a beautiful home on plenty of land beside a lovely lake. **Diane Deloye** puts together a great table and, knowing I like Italian food, gets super-creative with her offerings... Elsewhere in Northern Ontario, CJKL Kirkland Lake and CJTT New Liskeard GM **Pat O'Connor** says he has to travel the 100 km. distance between the two stations on a regular basis. "And doing it in 40 (expletive deleted) below weather is my second-favorite thing." No word on his first-favorite thing...

Scott Cameron at CJRN Niagara Falls couldn't decide, when asked, what his title is. Said Scott. "Uh, station manager, uh, v-p... uh, PD... uh, in-house consultant... uh, second banana..."

uh, fourth banana... uh, old prune, yeah, yeah, old prune, that's the ticket!"

CFTR Toronto sports announcer **Eric Thomas** earned a WKBW Buffalo coffee mug back in November. Seems somebody at 'KB heard Eric's early morning sportscast about Sabres GM **Scotty Bowman** being given an ultimatum; win the next three games or kiss your job goodbye. The Buffalo station phoned CFTR wondering where Eric got the story. Heh, heh... It was in the First Sports Summary from Broadcast News.

Quickies...

Lundy Sanderson, formerly of BCIT at Burnaby, is now an instructor at Ottawa's Algonquin College and working part-time, too, at CFMO-FM Ottawa in news... Another part-timer in the same building is **Mike Kelly**, formerly of CKLW Windsor. Mike is in his last year of chasing a law degree and does news at CFRA... At CHEZ-FM Ottawa, long-time jock **Jeff Winters** is the new morning man. Jeff's predecessor, **Steve Colwill**, is new operations manager... **Bill McCarroll** is now reading and writing news at Q107 Toronto after a stint at CHWO Oakville... Two other CHWO alumni have landed jobs in Toronto as well; **Kathryn Clement** is at CKO and **Donalee Williams** is doing news at CKEY... Ask GM **Don Conway** at CHUC Cobourg if you can play his great new Postal Cancellation game (on second thought...)... Why is CKVR-TV Barrie ND **Tony Panacci** referred to as "Total Tony"?... Ask CKWS-TV Kingston VP News **Floyd Patterson** how long it takes a newsman to screw in a light bulb (in Floyd's case, a day and a half)... CFOS Owen Sound GM **Ross Kentner** tells a shady tale about the former life of Louis' Steak House there... **Norris Nathanson**, President of CJC Sydney, has a dramatic way of defrosting refrigerators, something about using PAM vegetable spray... CKCL Truro ND **Mike Trenholm** and his wife, **Mary Lee**, are the proud new parents of a boy... RTNDA Secretary **Barrie Hussey** is finally back to making an honest living. Barrie is the new morning newsman at CJCH Halifax... **Tobin Lambie** is now ND at CKOT-FM North Bay... **Susan Davies** is new ND at CKMP Midland... TBS' **Sue Rayson** is off to WABC New York as a producer... CHUM-FM head man **Duff Roman** is far less intimidating when he's wearing jeans... Sports Rap co-hosts **Larry Resnitzky** and **Postie Connolly** were the hits of the CAB convention, doing their national radio show live from the Hyatt with their guest, Montréal Canadiens head coach, **Jean Peron**... CFRY Portage La Prairie GM **Red Hughes** has a tacky lamp in his office which I have a heavy covet on... CFCO Chatham ND **Mike Lapointe** is keeping awfully quiet lately... and Supervising Editor **Richard Avery** at BN Toronto loves CFMX-FM Cobourg's classical music so much that he figures it should be on everybody's Choppin Liszt...

Kicker...

CFNY-FM Brampton GM **Bill Hutton**, who fronted Selkirk News at their Ottawa bureau at the time, owned a 1941 Chev Coupe. The car had been in the Hutton family from day one and was then being used as a cottage vehicle at their summer home in New Brunswick. Bill let it be known that the car was for sale. I bought it—sight unseen—and had it shipped to Toronto. It sat in my garage gathering dust for a couple of years before I found a suck..., ahem, an aware consumer, in the body of former CHYM Kitchener ND (now BN newscaster) **Kirk Dickson**. Kirk says the car, with a few modern additions, is nearing the complete restoration point and that he plans on showing it at his local (Cambridge, Ont.) A & W, come the good weather. CFTJ Cambridge ND **Joe Timothy** says he loves the history of the car (all those news people being former owners) but has no plans to buy it as his station's cruiser. Instead, Joe suggests donating it to the Broadcasters' Hall of Fame, Tank Corps.

BROADCAST BEAT

by Phil Stone

THINGS HAVE BEEN HAPPENING... Don McKibbin of CBC/Radio Canada became president of the Toronto chapter of the Canadian Public Relations Society... Tim Haller moved from Western Broadcast Sales to Paul Mulvihill as a sales rep. Also joining Mulvihill was Kevin Goldin who came from an ad agency background... Al Waxman, the former star of CBC-TV's *King of Kensington* and now seen regularly on *Cagney and Lacey* was named adjunct professor of theatre at York University, where he will lecture periodically... Note to Michele Martinello, promotions director at C-100 FM Halifax: Good to hear from you, keep the news coming... This is the fifth season for Don Cherry's *Grapevine* on CHCH-TV. The interview is taped before a live audience at Don's restaurant at 157 Main Street East in Hamilton... Ron MacLean, who replaced Dave Hodge on local hockey broadcasts, is a Red Deer native who had, for the past two seasons, been host of the Calgary Flames' midweek games and worked for CFAC-TV in Calgary... David Hartman of ABC's *Good Morning America* is leaving the program after 11 years and is expected to only make special appearances. The change will give him more time for prime-time specials... Clyde Gilmour's evergreen, popular program, *Gilmour's Albums* on CBC Radio celebrated its 30th anniversary. It is said to be the longest-running one-person program on the CBC net... Still more awards for CKND-TV Winnipeg's drama production *Tramp at the Door*. Added to previous tributes are the 1986 Gabriel Award for Outstanding Achievement in Entertainment, and a Chris Plaque Award for Excellence... Not often that the three major U.S.

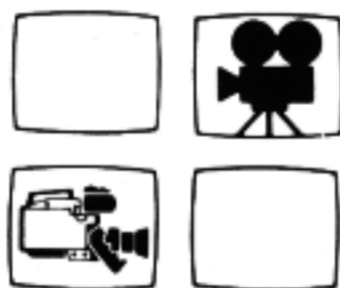
networks get together, but ABC, CBS and NBC have pooled their resources to produce a movie about sexual harassment in the workplace. The five 10-minute segments advise both men and women how to deal with sexual harassment... Moses Znaimer, president of Toronto's CITY-TV, was honored by the Canadian Film and Television Association for his development of MuchMusic and MusiquePlus. Others in the broadcast field saluted by CFTA were Guy Fournier and Jean Pouliot of Quatre Saisons, Montreal; renowned jingle writer Sid Kessler, and The Partners, a TV commercial production house...

CFGM Richmond Hill-Toronto was granted permission to move from 1320 to 640 kHz... CBC-TV's popular sitcom *Hangin' In* has done well outside Canada, with 50 episodes sold in syndication in the U. S., plus others around the world. Now in its final season, it has had a seven-year run. Executive producer is Jack Humphrey who also produced the extremely well-received *King of Kensington*, which ran five years... Procter & Gamble is the largest single owner of TV 'soap operas'. Its four long-standing hits—in which P&G is involved at every level from scripts to casting—are *Guiding Light*, *As the World Turns*, *Another World* and *Search for Tomorrow*. Incidentally, top performers in the soaps can earn \$2,500-\$3,000 a day, and each episode takes up to 80 pages of script... Dale Barnes, who rose to prominence as a commentator for The Sports Network, was named commissioner of the new professional Canadian Soccer Association. His contract is said to be for five years... Andy Sandilands, formerly of RTVR, joined Western Broadcast Sales... According to *Marketing's* Harvey Skolnick, Australia has passed a law that forbids advertising of alcoholic beverages on TV from 5 am to noon and 3pm to 8:30pm. An exception: live sports telecasts on Saturdays and holidays... Senior broadcast producer at Young & Rubicam, Toronto, is Bette Minott, who spent five years with Y&R in Mexico City... Agincourt Productions Limited, a subsidiary of Baton Broadcasting, appointed Ed Crain as gm... Condolences to CTV president Murray Chercover, whose mother, Betty, passed away recently.

Rabbi Abraham L. Feinberg, the one-time spiritual leader of Toronto's Holy Blossom Temple, died at 87 after a long battle with liver cancer. Some 50 years ago, disillusioned with religion, he entered broadcasting as a crooner named Anthony Frome, and soon became one of the most popular personalities of his time, earning the fabulous sum, for then, of as much as \$1500 per week. He did in the later years come back to the pulpit,

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• Phil Stone interviews CCBA president Michael Caine— page 22.

• A new column by Howard Christensen of Broadcast News— page 26.

• Our regular 'Broadcast Education' page features a report by Brian Antonson of BCIT on the 1986 BEAC/ACER Conference— page 51.

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forsaking the career that had earned him the soubriquet "Prince of the Airwaves"... At last report the mountain-top castle in the Hollywood Hills, in which the late **Rudy Vallee** made his home for 50 years, was up for sale for \$10 million... It doesn't happen every day that the Russians congratulate the Americans for their TV output: A Soviet official sent a cablegram to congratulate NBC-TV on its Emmy award for the mini-series *Peter The Great*—the story of the czar who helped Russia become a modern nation nearly 300 years ago... The successor to **Nancy Smith** as communications director at CITY-TV and MuchMusic is **Christine Yankou**, who had been chief corporate fund-raiser for the Toronto Film Festival... Access to CBC radio transmitters is no longer confined to the Far North. The plan is to permit access to programs produced by community groups in any areas where no relevant local media exists... **Gerry McKee** has joined the CRTC as chief planning officer, Radio Policy. He was with CJCL Toronto and, earlier, with CFGO Ottawa, CFCF Radio-TV and the old CFOX in Montréal... **Wayne Cox**, a popular favorite with B.C. television viewers, is hosting a new guide to Vancouver's entertainment scene, *TGIF*, Fridays on VU13... **Doris Dicks**, who sang with the **Percy Faith** Orchestra and had her own show on CFRB Toronto in the late 1930s and 1940s under her maiden name Scott, died at age 68... Iceland has an unusual TV schedule: On Thursdays the screens are dark, apparently to give viewers time off from the medium...

Some readers might remember **Court Benson**, who was on the first Toronto Maple Leaf hockey broadcasts back in 1936 and was the announcer on the *Hot Stove League*. He became a first-rank actor and commercial announcer. Today, in his early 70s, he resides in Mt. Kisko, N.Y., and still does some acting... *Star Trek* lives on: with a new cast, it is returning to TV syndication as *Star Trek: The Next Generation*... The increasing popularity

of game shows has brought about a new U.S. publication, *TV Game Show Magazine*. It's estimated some 16 million adults watch TV game shows each weekday... Baton Broadcasting named **Donald G. Ferguson** vp of research; he will co-ordinate marketing research for Baton's broadcast properties... **Ann Medina**, noted for her excellent reporting on *The Journal*, became newsreader for CBC-TV's *Saturday Report*... A US magazine survey named **Cybill Shepherd** of *Moonlighting* and **Don Johnson** of *Miami Vice* TV's 'sexiest' stars... **Rodger Hone**, vp of marketing at Global TV is the 1986-87 president of the Broadcast Executives Society. Other officers: **Carole Nielsen**, vp administration, Media Buying Services, 1st vice-president; **Vic Menage**, president Western Broadcasting Sales, 2nd vp; **William Herz**, vp sales, CKFM-FM, 3rd vp; and **Robert D. Munro**, president, Munro Management Services Ltd., secretary-treasurer... Unlike many another TV news personality, **Peter Trueman** writes his own copy... **John Candy's** radio comedy program, *That Radio Show*, is syndicated by Telemedia Broadcasting Systems to 35 markets across Canada. In Toronto, it has moved from CFTR to Q107... **Keenan Wynn**, the character actor who died at age 70, not only appeared in some 200 movies, but was also a veteran of 250 television shows... **Veronica Tennant**, the talented National Ballet of Canada star, may emulate **Karen Kain** and do a spot of dramatic acting on TV... Like the CBC, TVOntario has decided to ban future program sales to South Africa, where many of TVO's program and other educational materials were used in the classroom as well as on-air...

Is TV over-emphasizing women as professionals? **Bettye K. Hoffman**, a vp at NBC, told the Association for the Study of Canadian Radio & TV that 20% of the female roles portrayed professions—higher than the percentage found in real life and even higher than that portrayed by male actors on TV...




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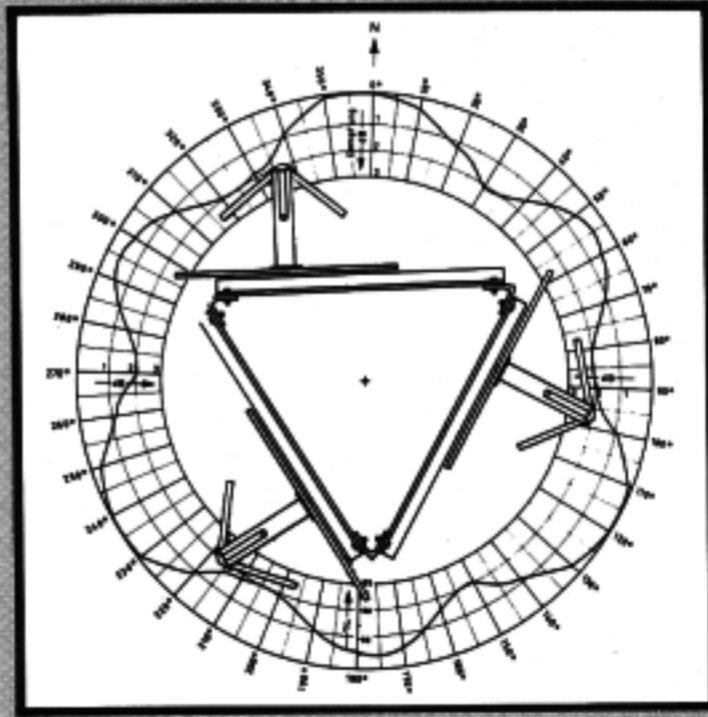
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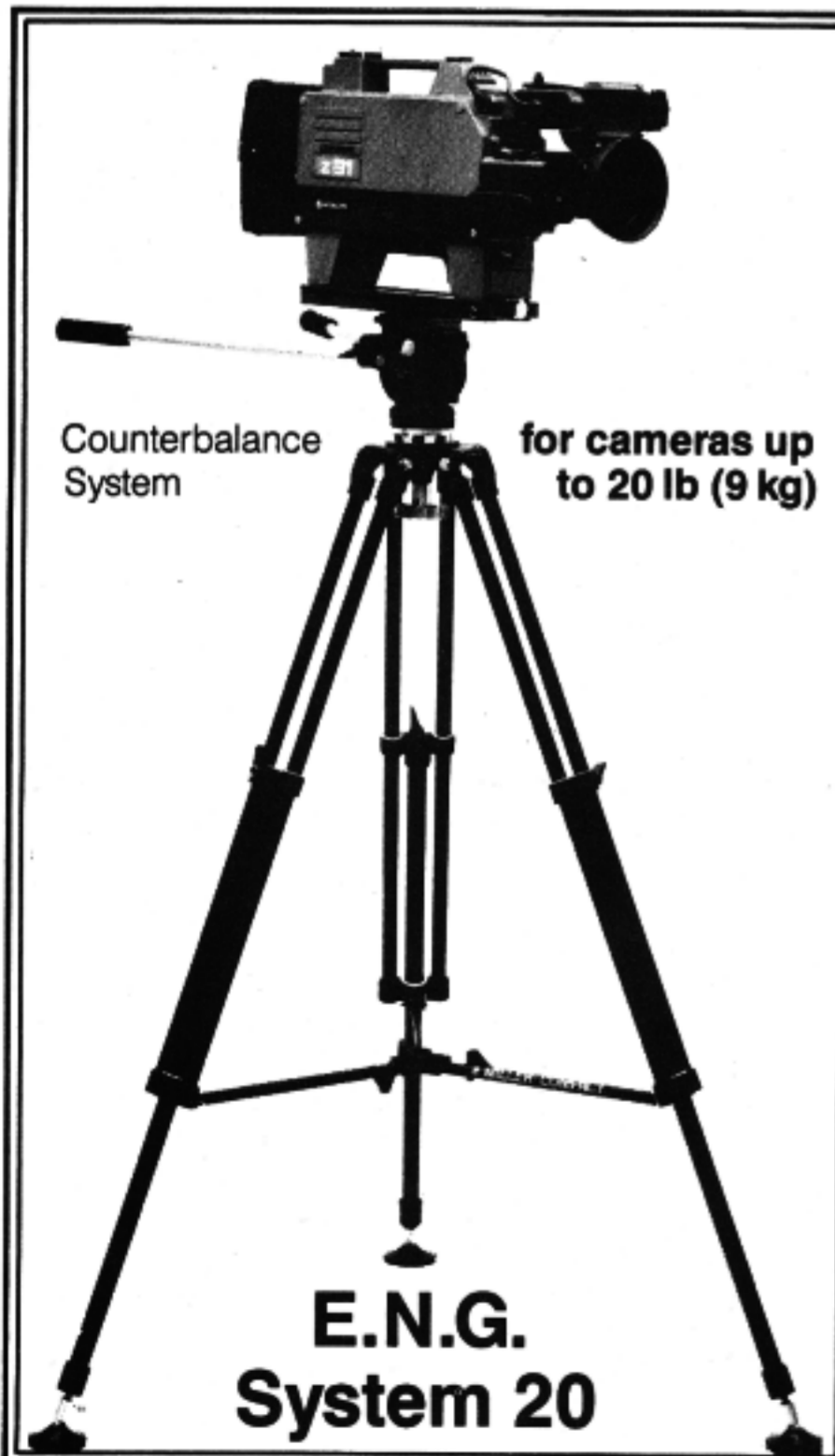


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Panasonic has introduced its M-11 half-inch format into Canada. In the U.S., NBC adopted it to replace all existing sizes... **Rick Gallop**, a former president of Cockfield-Brown and the Burston-Marsteller p.r. firm, is now executive director of the Heart and Stroke Foundation of Ontario... **Terry Williams** was appointed director of sales for Q107 and CFGM Toronto. He had been manager of corporate development for the Radio Sales Group, and prior to that president and part owner of Mutuelcom... Appointments at CBC: **Scott Johnston** to regional sales manager, CBLT Toronto; **Christine Gervais**, previously sales administration supervisor for the Quebec Region, became sales representative; and **Glenn Wert** was appointed manager of Marketing Services, a new support area within CBC-TV Sales... Anchorman **Dave Wright** left ATV Halifax for WNEV-TV, Boston... **Mike Duffy**, the respected, talented, dedicated CBC-TV Ottawa news correspondent, was once a dj in Charlottetown ... **Libby Znaimer** left Global Television to become CITY-TV's Ottawa correspondent. Sister of CITY president **Moses Znaimer**, she had earlier worked for AP in Israel; CFCF-TV Montréal; WNBC-TV New York and in Minneapolis for the ABC affiliate... The Canadian Media Directors' Council chose **Dick Berndt** of Foster Advertising as its president. Other officers: **Hugh Dow**, MacLaren Advertising, past president; **George Semple**, J. Walter Thompson, vp; **Dolores Carbone**, Ted Bates, treasurer; and **David Chung**, SSC&B: Lintas secretary... From CMDC's Media Digest for the current year we learn that there are 50 TV markets in Canada covered by 103 commercial TV stations; in radio, there are 670 AM and FM stations—491 English, 148 French, and 31 using native and other languages... It may only be temporary retirement, but broadcasting veteran **Claire Olsen** is packing up her syndicated TV program, *Showbiz*, that originated from CKVR-TV, Barrie. Our memory of Claire goes back to when she co-starred with **Martin Silburt** on the old CKEY Toronto program *Jay and Ginger*...

Books of interest: *Her Excellency Jeanne Sauve*, a biography of the Governor-General who, as many know, was a television commentator in the '50s; also, the autobiography of **Bob Geldof**, the one-time pop star who has become a renowned world figure... **Josef Ruff** who operated his own firm called Ruffcut Productions for a number of years, joined D'Arcy Masius Benton & Bowles in Toronto as a broadcast producer... Like its sister station, CKOC, the new FM station in Hamilton, CKLH is being repped by Major Market Broadcasters... **Bernie (Boom-Boom) Geoffrion**, the former Montréal Canadiens hockey great, is working as an announcer for ESPN, out of Atlanta... We were saddened to hear of the sudden passing of **Don Jamieson**. Since completing his post as Canada's High Commissioner in Britain, he had been writing a column for the *Sunday Express*, a St. John's weekly, and also working on a book... C-FAX Victoria claims to be the first west coast AM to go on cable, under new CRTC rules designed to enable AM stations to compete with outside FM signals... Radio Corporation of America, better known as RCA, celebrated the 67th anniversary of its founding... A former Teen Canada, **Diana MacDonald** replaced **Terry Leibel** on The Sports Network. She had previously worked in Utah, Ottawa, Charlottetown and Vancouver. Leibel returned to the CBC... Rogers Communications re-opened its Ottawa bureau, with **Martha Wilson** in charge... CHUM's **Warren Cosford** played a major role in the Juno Awards, working with the Promotions Committee to arrange contests in seven Canadian cities.

We get letters... **Michael Monty** writes to tell us he married **Charlotte Rue**, who works in the CBC Talent Bank. Mike, who heads the Seneca College Radio-TV course, would like to hear from grads for a future alumni get-together... And from **Tony Orr**, one of our early students at Humber College and for 10 years n.d. at CKLC Kingston, word that **Andy Barrett**, from CFCY Charlottetown, joined CKLC/CFLY-FM as City Hall



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reporter, and **Rich Hallson**, from CKEY, is now p.d., replacing **Dave Foreman**, now at CJSB Ottawa. Tony is active as chairman of the RTNDA Broadcast Education committee and of the advisory committee for Loyalist College's Broadcast Journalism program. At the time of his writing, CKLC was in the midst of an extensive renovation to their downtown building, with **John Bermingham's** facilities moving next door, making room for a new 'home' for FM. Tony's wife, Joy, by the way, was also one of our students—that's how she and Tony met—and it was good to hear they are the parents of a daughter and enjoying their lives together... Note to TVO's **Robin Hardy**: Sorry we couldn't make the preview screening of *The Man Who Loved Birds: The Story of John Bax*. We heard great things about the film which TVO produced with Keg Productions Limited in association with CFCN-TV... That thrilling 1986 World Series earned NBC \$9 million profit with some advertisers paying as much as \$275,000 for a 30-second spot... **Michael Caine** told us that his nephew, **Andy Stokes**, assistant p.d. at CJMR, moved to CFLG-FM Cornwall as p.d... Among the '10 best-mannered Canadians' is master interviewer **Brian Linehan**...

Radio Bureau of Canada named **Linda McErlain**, formerly executive assistant to president **Gary Miles**, product manager, reporting to **Carol Weir**. She replaced **Brook Tyler**, now with Canadian Facts. **Mary-Beth MacArthur** is now Gary's executive assistant... The Institute of Canadian Advertising chose **Jim Anderson**, president of McKim Advertising, as chairman for a two-year term; **Tony Miller**, president of MacLaren, and **Craig Simpson**, president of McCann-Erickson, are the vice-chairmen; treasurer is **Don Ambrose**; **Keith McKerracher** is ICA president... **Bob Munro**, founder and former c.e.o. of Major Market Broadcasters, switched to the print side, becoming director of national advertising sales for Southam Newspapers... Ad agency pioneer **Harold Stanfield**, who retired in 1977, passed away recently. He was co-founder and head of Harold E. Stanfield Advertising, which merged with Locke Johnson and Gordon Hill to become Stanfield Johnson Hill... *We hear and see so much nowadays about drug problems. A lot of people of my vintage have their drug problem—getting a prescription filled on a Sunday...* **Mrs. Joan Henderson** of Ottawa was appointed a director of Selkirk Communications... **Hugh Downs**—whose background includes 10 years on *Today*; five years with **Jack Parr** on *Tonight* and 10 years as host of *Concentration*—has written *On Camera: My 10,000 Hours on Television*...

TVOntario is now offering home videos for children through stores across the country. The cassettes, with 30 minutes of instructional entertainment, retail for under \$20... Did you know that **Alan Thicke** wrote the theme music for *Different Strokes*, *The Facts of Life* and some 30 other TV programs?... **Doug Fraser** was named associate editor of CKND-TV Winnipeg. He had been news director of CFAC-TV Lethbridge and is a past Prairie Region director in Alberta for RTNDA... Paragon Motion Pictures in Toronto is producing the first 13 episodes of a new *Alfred Hitchcock Presents* for broadcast on Global TV and the U.S.A. Cable Network... **Paul Frees**, the voice of hundreds of cartoon characters including Rudolph the Red-Nosed Reindeer, died at age 66... *Search for Tomorrow*, cancelled after 35 years, was the longest running daytime drama in TV history. It began on CBS in 1951 and moved to NBC in 1982... More and more film stars are turning their talents to television. An example: **Alan Arkin**, now shooting a situation comedy called *Harry*—his first TV series... The *BN Report* reveals that **Paul Harvey** has America's four most-listened-to network radio programs...

D'Arcy Masius Benton & Bowles, Toronto, named **Jim Szakacs** negotiating supervisor, broadcast media... **Jean Archambault**, former director of client services for Telemedia in Montréal, has gone into partnership with **Gilles Caron**, owner of Caron Com-

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munications Marketing, to open Le Group Radio, an ad agency which produces only radio commercials... **Daryl Duke**, chairman of Western Approaches, announced that VU13 Vancouver is now committed to the goals of Amnesty International. The public service action was taken in conjunction with Amnesty's 25th anniversary and CKVU-TV's 10th anniversary. **Laurier LaPierre**, host of *People Will Talk* said VU13, the first Amnesty International station in the world, will introduce a 'prisoner of conscience' each month and will also donate public service time to promote the aims of the human rights organization... When **Rosalie Gower** was first named to the CRTC in the early '70s as a part-time commissioner, we had the opportunity to chat with her about Canadian broadcasting. Later she became a full-time commissioner and now has announced her retirement from the CRTC effective March 31st... **Gerry Kennedy**, who bought three stations from Rogers Radio—CHYR Leamington and CKJD/CJFI-FM Sarnia—named **Don Chamberlain** manager of the three outlets. He was vp, sales, at Eastern Broadcasting when Kennedy was gm there... When we profiled TVOntario in BT (July/August/86), one of the people we talked to was **Andrew Shapiro**, then director of corporate relations. He is now director of marketing, responsible for the worldwide marketing of all TVOntario products and services. **Linda Hyland**, promoted to sales manager, will co-ordinate worldwide program sales...

CHYM/CKGL-FM Kitchener changed reps—from Standard to Telemedia Broadcast Sales... The Metro Toronto Convention Centre and Visitors Association spent \$2.2 million to develop and air 30-second commercials touting Toronto as a centre of culture and entertainment. Among those appearing on the spots, which are shown in 15 markets across Ontario, Québec and the Eastern U.S., are **Tony Bennett**, **Chuck Mangione** and

baseball's **Sparky Anderson**. The association says the campaign has been a "whopping success"... BBC-TV is celebrating its 50th anniversary. "The Beep" remains the fountainhead of Britain's theatrical industry, with 350 hours of drama a year... Speaking of Britain, it is where the TV show *Home to Roost* originated and in the U.S. became *You Again?* One performer plays in both casts, flying between Britain and the U.S. Likely the only one of her kind, she is **Elizabeth Bennett**, who plays the housekeeper... **Dick Clark** plans to go public, offering 1.6 million common shares to raise some \$14 million... In cooperation with **Chris Bearde**, Torontonian **Al Hamel**, who made his name in Canadian TV before heading for the States, is working on a new TV variety show for his wife, actress-singer **Suzanne Somers**. It's titled *Putting on the Hits*. Hamel gave up his own up-front career to work as his wife's manager... **Gordon Lightfoot**, who was given a Juno Hall of Fame award, is trying his hand in acting in a TV film called *Husky*...

In the early days of CBC-TV, we did some free-lance work for the then-new medium. One of the people we came to know was **Stu Griffiths**, who passed away suddenly as the result of a heart attack. He was a very special man who worked tirelessly to give Canada a top-rank TV system... **Mike Ongarato** came from Sudbury to be co-anchor with **Terry Marsden** of CFTO-TV's *Toronto Today* morning program... **Shelagh Rogers** was named host of CBC-FM's *State of the Arts*, a weekly roundup of arts activities. Another CBC appointment: **Elizabeth Stanis** to co-op sales coordinator at CBLT Toronto... The magazine *The Record*, which covers Canada's music industry, handed out some awards: **Gary Slaight** of Q107 was named top program director and Q107 the major market radio station of the year; **Duff Roman**, CHUM-FM operations manager was honored as executive of the year; and **Bob Saint**, CFTR, as top music director... **Ray Heard**, who headed Global TV News for over six years, resigned as of November 30th. One rumor had him heading up a new Montreal tabloid. **Pat Bradley**, executive producer, was appointed acting general manager of Global news and current affairs... Seven people were named to the Academy of Television Arts and Sciences' Hall of Fame: **Bob Hope**, **Johnny Carson**, **Jacques Cousteau**, **Eric Sevareid**, 'Muppets' creator **Jim Henson**, ABC founder and chairman of Cap Cities-ABC's executive committee **Leonard Goldenson**, and the late **Ernie Kovacs**... **Angela Fusco**, the talented singer/actress is now hosting a daily program, *Music For An Afternoon* on CJRT-FM Toronto... Former broadcaster and more latterly Ontario's agent-general in Paris, **Adrienne Clarkson**, didn't become president of the CBC as many speculated. Instead, on March 1st she becomes president, publisher and chief operating officer of the Canadian publishing firm, McClelland and Stewart...

After nearly 40 years in the business, **Fred Diehl**, the veteran CBC announcer, writer, director, actor and producer, announced his retirement. He had latterly been producing *Morningside* drama serials... Remember *This Hour Has Seven Days*? There is now a book out covering that current affairs program: *Inside Seven Days—The Show That Shook The Nation*. The author is veteran CBC producer, **Eric Koch**... A while back in BT we profiled **Susan Cornell**, Ward's daughter and vp, public affairs, at the Canadian Cable Television Association. After seven years with CCTA, Susan left to become vp, regulatory communications, for Cancom. Her successor at CCTA is **Nancy Bickford**, most recently senior policy advisor to **David Crombie**, the Secretary of State. **William Allen**, who had been CCTA communications coordinator, became director of communications, and **Colette Wilson**, editor of *Cable Communique* for the past two years, was named marketing coordinator...

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people in the news

- ABC Radio Network—**Paul Harvey** signed an exclusive 7-year contract with the network for his daily coast-to-coast news and commentary programs. He has been with ABC since 1951.
- André Perry's Le Studio—**Andre Perry** was honored with a special Felix De L'Academie for 'his lifetime achievement and influence in Quebecs culture and particularly the growth and international recognition of its musical community.'
- Avinda Video Inc.—**Stanley M. Goldstein** appointed gm, Tape Duplication Services.
- Baton Broadcasting—recent appointments include **R.L. Skinner** to pres, Shamrock Television Systems Inc.; **Bruce Cowie** to pres CKCK-TV Ltd.; and **Dennis Fisher** to pres CFQC Radio.
- CBC—**Christine Gervais** and **Tony Ecclissi** named national sales reps responsible for selling time on all CBC television stations. **Anthony S. Manera**, previously vp, human resources, promoted to senior vp of the CBC.
- CITY-TV—**Libby Znaimer** appointed Ottawa specialist for political coverage.
- CJRT Toronto—**Angela Fusco** named host of *Music For An Afternoon*, a classical music and information program.
- Comlink Systems Inc.—**Doug Lawson** appointed sales mgr, Eastern Region. He is located at Comlink's new Montréal office. (See also *Broadcast Business* in this issue)
- CRTC—Chairman **Andre Bureau** is the 1986 recipient of the ACRTF Broadcasting Grand Prix trophy. Bureau was honored by ACRTF members for his willingness to support measures favorable to business and the evolution of the French-language radio and TV industry.
- Edcom Multimedia—**Ray Wiseman** appointed mgr, Toronto area branch.
- EECO Inc.—**Robert B. Bonney** named chairman of the board.
- Fidelipac—**Bill Franklin** appointed director of engineering; **Fred Buehler** promoted to customer service mgr; and **Ann Gavranich** retired after 22 years of service.
- Global TV—**Raymond Heard** vp, news and current affairs, resigned effective Nov. 30 to pursue 'new opportunities in the Canadian media field'.
- Integrated Technologies, Inc.—**Jesse Blount** named vp/gm and a director of the company; **Joe Hanf** appointed director of video engineering and manufacturing; **Jon Teschner** named director of graphic design; and **Grady Young** promoted to sales mgr, weather graphics products.
- JBL Professional—**Hector Martinez** named to the new position of market mgr (Northridge, CA).
- KEY Radio Ltd.—**James Webb** appointed vp and gm CHYM/CKGL-FM Kitchener; **Arthur Kovats** appointed vp and gm of CFCO Chatham; **Eric Rothschild** named vp and gm of Newsradio. Three additions to KEY Radio's executive team are **Hal Blackadar**, vp and gm of W1310/CKBY-FM Ottawa; **Michael Mangialardo**, vp and gm of CKEY Toronto; and **Dennis O'Neil** vp and gm of CHNS/CHFX-FM Halifax/Yarmouth.
- Luxor North America Corp.—**Tom Clein** appointed western regional accounts mgr, and **Kimberly Cottongim** named sales operations administrator.
- Q107/CFGM Toronto—**Terry Williams** appointed director of sales.
- RCC Electronics—**Henry Taub** named pres and chief operating officer; **Dennis Kulas** appointed sales mgr, Ontario; **John Tuerk** appointed technical consultant for western Ontario region; **Richard Duhamel** named sales rep for Québec; and **Richard Morin** appointed sales mgr for Québec.
- Rogers Communications Inc.—**Philip Ladouceur** named senior vp, finance; and **Graham Savage** appointed senior vp, investments.
- Sony of Canada—**Pat Whittingham** named gm, broadcast sales division, responsible for all sales to broadcast, institutional video and professional audio markets; and **Dennis Meyers** named gm, professional sales division.
- United Satellite Service—**Francesco Galesi** and **John A. O'Steen** named to the board of directors.
- USTV—**Lionel Schaen** appointed pres and chief operating officer, **Richard Gold** named executive vp, and **Jerome Greenburg** appointed vp, creative affairs and programming.

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IN MEMORIAM

Graham Allen

W. Graham Allen, who was a newsman in the Maritimes for half a century, died in Halifax on October 31, 1986, at the age of 77. After a newspaper career that began in 1928, he joined the CBC in Halifax in 1957 as news supervisor for the Maritimes. He later served two terms as president of RTNDA Canada. Despite his official retirement in 1975, he continued as editor of CBC Radio's regional *Neighborhood News*.

Graham Allen is survived by two daughters, Joan (Cleather) and Deborah, a son, Cameron, and six grandchildren.

Stuart Griffiths

One of the pioneers of Canada's television industry, Stuart W. Griffiths, 68, passed away in Ottawa on November 7, 1986.

Griffiths was program director of CBLT Toronto when it went on the air in 1952. Nine years later, he became general manager of CJOH-TV Ottawa when it was established by Ernie Bushnell. It is said that in 1968 he turned down the presidency of the CBC. Retiring in 1975, Griffiths spent much of his time on a sailboat in the Caribbean, however he returned to be a member of the Ontario Royal Commission on Violence in Media. Known for his original and challenging ideas, he has been credited with working for a unique Canadian television system.

Fred Hill

An active member of the Toronto section of SMPTE, Frederick Wilson Hill, 58, died suddenly at his home, October 12, 1986.

After establishing Hill's TV and Radio in 1948, Fred was credited, in 1954, with the world's first order for an RCA component TV set. He added a film and video production studio to his business in 1973. His many community interests included the Rotary Club, Hamilton Yacht Club, and work on behalf of the Burlington Family YMCA, Cancer Society, and the mentally retarded. He is survived by his wife Lois, daughters Sharon (Greenslade), and Marsha (Jones), and sons Rob, David and Donald.

Don Jamieson

One of Canada's best-known broadcasters and politicians, Don Jamieson, 65, died of a heart attack on November 19, 1986.

An entertainer in his earlier years, Jamieson put on over a thousand shows for military personnel in Newfoundland during World War II. After the colony became a Canadian province, a new radio station, CJON (now CJYQ) went on the air in 1951, and he became its general

manager. From 1961-64 he was president of the Canadian Association of Broadcasters. In 1966, he was elected a Liberal member of parliament and held three successive cabinet posts—Defence, Transport and External Affairs. He then turned to provincial politics, becoming leader of the opposition in the Newfoundland. His most recent post was that of Canadian High Commissioner in London, England, from 1982-85.

On November 3rd, he had been inducted into the Broadcast Hall of Fame at the CAB's annual convention.

Clint Nichol

Clint Nichol, 64, director of engineering for Moffat Radio, passed away suddenly on November 3, 1986, while in Vancouver for the joint convention of WABE-CAB. For many years, he was active in the activities of the Western Association of Broadcast Engineers.

In 1954, after working with the Rawlinson stations, CKBI Prince Albert and CJNB North Battleford, SK, he virtually built CHED Edmonton, licensed to E.A. Rawlinson and Lloyd Moffat. He was CHED's chief engineer until 1979, when he was promoted to director of engineering for the Moffat Radio group. Always a great innovator in the use of new technology, Clint pioneered in developing computerized programming and music systems.

He is survived by his wife Dorothy and daughter Laurel, who were with him in Vancouver at the time of his passing, daughter Janet, and son Ron.

CIGV: 'VALUABLE ARTICLE'

Just a note to thank you for the fine article about Great Valleys Radio which you featured in your September/October issue. It was most valuable and I have had phone calls from broadcasters in Alberta and on Vancouver Island as a result. As a matter of fact, one young fellow said he wanted to work for such a station and is now employed in the afternoon show here at CIGV.

On the economic side, things have improved greatly and I thought you would be interested to know that for now, we are paying back the 15% cut to all of the staff members who were affected at the time.

I am pleased that you are going to be a ten times per year publication and I wish you every success. I believe your magazine has long been needed, previously only U.S. publications seemed to get into much of the technical aspect.

*Ralph J. Robinson
President & general manager
CIGV-FM,
Penticton, BC*

Editor's note: We're happy to hear that business continues to improve at CIGV, and again wish Ralph Robinson, his staff and associates, continued success. Thanks, too, for the kind words about Broadcast Technology; our objective is to provide the information Canada's broadcasters need, not only on today's technology, but on all aspects of this dynamic, growing industry.

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