

NEW TELEVISION REGULATIONS

The CRTC has enacted new *Regulations Respecting Television Broadcasting* (January 9/87).

Chairman André Bureau said the enactment of the regulations for television completes "the most profound overhaul and reform of Canadian broadcasting regulations ever undertaken." However, he added, that "with this leaner, cleaner regulatory environment, the Commission expects strong commitments from licensees to produce and air distinctive, high quality Canadian programming."

A number of areas, such as Canadian content, remain unchanged pending further study and/or action by other bodies.

Three significant areas covered by the regulations:

- **Logging:** Licensees must retain a clear, intelligible audio and video recording of programming, effective September 1/87. The current requirement is for an audio logger only.

- **Multichannel Television Sound:** CRTC approval will not be required for licensees to make use of a second audio program (SAP) channel, multiplex channel, or stereo channel. Guidelines only have been issued, and the Commission says it will monitor the development of such multichannel services.

- **Low Power TV in Remote Areas:** Here again, the CRTC says it will use flexible guidelines in order to promote extension of services. These guidelines include: 1) the LPTV should serve a community which has no local or regional TV station selling advertising in the community; 2) it should be delivered through a low power transmitter; and 3) ownership, programming and market should be local in nature.

Here and there...

- **Privatization for Access Radio?** Access Alberta, which should have its own TV stations on the air in Calgary and Edmonton by now, may be losing its radio network. Les Young, minister of Technology, Research and Telecommunications, says the educational radio service is costing \$3 million a year and may no longer be important to the province's schools. Pioneer CKUA (AM) Edmonton is something of an institution in Alberta and we hope it continues as such. The FM network is a more recent development which appears to be expendable.

- **Speaking of FM:** Occasionally in BT we've made mention of Bruce F. Elving of Adolph, Minnesota. He has published an *FM Atlas* for about ten years, and recently began a newsletter called *FMedia!* While primarily for FM radio fans, his publications may be of interest to many in the industry; the address is P.O. Box 24, Adolph, MN 55701-0024. We noted with interest that the latest *FM Atlas* is critical of the CBC for failing to identify each station, and Elving goes on to state: "The CB- call letter combination is forbidden to Canada by the International Telegraphic Union... CB calls are reserved for use in Chile, so Canada's use of them is not internationally sanctioned..."

- **International Scene:** During the past few years, there's been rapid development of commercial broadcasting in a number of European countries where, in the past, state-owned monopolies have been the norm. We understand that West Germany has now adopted a policy of allowing the individual states in the Federal Republic to control the introduction of privately-owned radio stations.

- **The Proliferation of Trade Shows:** It's not just a Canadian or North American phenomenon. 1986 saw new broadcast trade shows in Frankfurt, Germany (to be held every two years); in Milan, Italy (an annual event, previously part of a Music, Hi-Fi and Video show); and Barcelona, Spain. And this year—as you may have noticed in BT's *Calendar*—there's an International Symposium on Broadcasting Technology to be held in China.

Undoubtedly the development of commercial broadcasting in many areas has sparked much of this activity.

Here in Canada, there's been talk of another show which would encompass all facets of the 'entertainment' industry. It's somewhat disturbing to hear that it would be on the basis that "both federal and provincial government involvement and support would be required." If the marketplace cannot or will not support such initiatives, then neither should government.

- **Canada's Big Trade Show Problem:** Getting It Together. CAB, CCBE and WABE must make it a priority to schedule their conventions and trade shows at sensible, non-conflicting dates. Last fall's conventions were successful in many respects, but also damned inconvenient in other respects. First of all, winter conventions in this country are not a pleasure. CAB/WABE had their show in Vancouver, but *after* Expo 86, which 'wowed' 20 million, had closed its gates. Exactly a week after CAB/WABE, CCBE opened in Hamilton. Surprise, surprise—a snow storm stranded the trucks attempting to get equipment 3,000 miles from Vancouver to Hamilton on time! This year, it looks like WABE will be held in the third week of October in Saskatoon, CAB/CCBE in mid-November in Toronto. Better, but still not good. A solution to this problem should be a top priority.

Next issue...

As always, it is input from many people in the industry that makes for interesting reading in *Broadcast Technology*. In the March issue, we'll have some observations by Joe Sunday of Arri/Nagra about the recent *Convergence* conference held in Montreal. Also, we were pleased to hear from Harvey Clarke, now living in the beautiful Haliburton resort area of Ontario. As well as being correspondent for CHAY-FM Barrie, CKCO-TV Kitchener and the *Toronto Star*, Harvey writes for the local weekly newspaper. We hope to have his views, humorous and otherwise, appear in BT from time to time. And Ross McCreath sent along word that All-Canada celebrated its 50th anniversary; we'll have more about that in the March issue, too.



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FM's LICENSED FOR BEAUCE AND MONTMAGNY, QUEBEC

Radio Beauce Inc. (CKRB-CIRB) has been given approval for a new FM station at St-Georges, Québec, 100 kw on 99.7 MHz. Denied were two other applications for the Beauce area: Clival Inc. (CJVL), for Ste-Marie, and Alain Poirier, for St-Georges. Also denied was a bid for Lac-Etchemin by Radio Communautaire de la Frontière, which the CRTC said had 'serious short-falls... including uncertain financing.'

Although local AM stations had declining revenues during 1980-85, the CRTC concluded that a new FM would draw from the 50% of listeners who now tune Québec City stations. The area's first FM station will be operated jointly with CKRB; a regional service for Beauce, Bellechasse and Lac-Etchemin, its format will be primarily country music.

At Montmagny, Michael Montminy, representing a society to be incorporated, has been licensed to operate on 102.1 MHz with a power of 8,740 watts. The new FM will offer a varied music format, and will fill the void left by CKBM, which went off the air in August, 1983, after 30 years of operation. Described as a 'modest proposal,' the station plans to involve local people in programming and coverage of events. Commissioner Monique Coupal opposed approval on the grounds that the market cannot support adequate service, and that Montmagny is well-served by the stations in Québec City.

Setback for Community FM Station

The CRTC has renewed the licence of CFNJ-FM St-Gabriel-de-Brandon, Québec, but for technical reasons has refused to approve a new rebroadcaster at Joliette.

In September, 1983, the Commission approved both CFNJ-FM and a rebroadcaster at Rawdon. However, it ordered the licensee, Radio Nord-Joli Inc., to find another frequency for Rawdon, rather than the proposed 103.5 MHz—the last channel reserved for Joliette. CFNJ sought to resolve the problem by proposing that the rebroadcaster be located at Joliette, the principal market in the area. CJLM Joliette opposed the move, noting that it had been unsuccessful in gaining financial support for an FM station of its own; it also requested a 3-year moratorium on any new station in the market.

While the Commission praised CFNJ's programming performance, it denied use of 103.5 and suggested that the licensee increase the power of its existing station on 99.1 MHz to provide regional service.

Approved was CFNJ's plan to carry an average of 4 minutes per hour advertising.

stations in the news

RIMOUSKI, BAIE-COMEAU FMs OK'd; CKLE-FM GIVEN 9-MONTH RENEWAL

As reported in BT, Jan/87, FM stations have been approved for CFLP Rimouski (58.7 kw on 104.5) and CHLC Baie-Comeau (3,610 watts on 92.5 MHz).

Although Commissioner Monique Coupal dissented on the grounds that no added revenues were available to support a new station, the CRTC determined that joint AM-FM operations would be viable and would provide needed new services, especially for younger listeners.

Denied were five other proposals, including a bid by community station CKLE-FM Rimouski for a commercial licence. In a separate decision, CKLE-FM was renewed for only 9 months and was told that its licence would be in jeopardy unless it corrected a 'general state of non-compliance.' The present management, the CRTC said, 'seems to have lost interest in the principle of community radio.' A daily average of four minutes per hour of advertising was approved.

EASTERN GETS SAINT JOHN FM; MACLEAN-HUNTER GETS EASTERN

Mervyn Russell (representing a company to be incorporated, which will be 70% owned by Eastern Broadcasting) is the successful applicant for a new FM station at Saint John, NB. It will operate with 100 kw on 100.5 MHz (channel 263) and hopes to be on-air in May. A competing bid by New Brunswick Broadcasting (CHSJ) was denied.

The first new radio service in Saint John in over 21 years, the station will offer a Group I 'beautiful music' MOR/soft rock format for a target 25-44 age group. It is a condition of licence that Canadian talent be supported to the tune of \$30,000 a year, up from the \$18,000 proposed by the applicant. As a result of concerns expressed by Radio One of Fredericton and CJMO-FM Moncton, Russell undertook not to solicit advertising in those areas of New Brunswick.

\$1.2 Million for Canadian Talent

The purchase of 90% of Eastern by Maritime Broadcasting Co. Ltd., a wholly-owned subsidiary of Maclean-Hunter Ltd., was also approved. Eastern controls seven stations: CKCW/CFQM Moncton, CFCY/CHLQ Charlottetown, CKNB Campbellton, CFAN Newcastle, and CJCW Sussex, NB; Maritime is the licensee of CHNS/CHFX Halifax, NS. The total purchase price has not been disclosed, however it includes 600,000 M-H shares worth \$11.5 million.

Eastern had been equally owned by

Irving Zucker and Jack Schoone; Schoone retains a 10% interest and becomes president of Maritime, as well as of Eastern. M-H made a commitment to continue a policy of strong local management and maintaining staffing levels; and Eastern's stations are to join Newsradio, which is to establish a bureau in Fredericton.

The CRTC estimates that during the next five years, M-H's contribution to Canadian talent through its Atlantic region stations—including the newly-licensed Saint John FM—could increase by as much as \$1.2 million. Commitments include \$325,000 to FACTOR, which is to use the money to develop Atlantic area talent; \$120,000 a year in free air time to promote concerts and records; a 'talent search' campaign; and a 'country music alliance' of the five country FM stations now owned by M-H.

The application, which was unopposed, also won points with the Commission by promising to assist in the provision of French-language radio service in north-eastern New Brunswick.

THREE SEEK VICTORIA FM

Once again, three applicants will go before the CRTC seeking an FM licence for Victoria, BC. All are for Group II pop/harder rock formats.

The Commission denied three previous bids about a year ago, and two of the applicants are returning: CFAV Radio 1070 Ltd. and CJVI (Selkirk Broadcasting), both proposing 72 kw on 92.1 MHz. The new contender is Roger Charest, owner of multilingual CKER Edmonton; he would operate with 84 kw on 100.3 MHz, with SCMO for either data delivery or ethnic programming.

Camroux Takes Interest in Capital

Chuck Camroux, also a previous contender for an FM licence in Victoria, has turned his interest to CKDA/CFMS-FM. An application is before the CRTC which would give Camroux a 25% holding in Capital Broadcasting System Ltd. Mrs. Sheridan Armstrong, widow of founder David Armstrong, would hold 75% and remain as president, while Camroux would be vp and general manager.

Other Stations in the news...

• **CHAM Hamilton** claimed another 'first' when its AM Stereo programming was added to the FM band on local cable TV systems. Rogers Cable was the first system to carry the Moffat country music station, fed directly via 1.7 GHz microwave.

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C-ISL's 'GOLD MUSIC GAME' GIVES AWAY \$65,000



C-ISL 650 Radio in Richmond, BC, gave away \$65,000 in prizes during a recent 40-day promotion. 'The Gold Music Game' offered trips to Hawaii, Fiji and the 1988 World's Fair in Brisbane, Australia, via Qantas Airlines, as well as \$7,500 worth of audio equipment from The Sony Store and \$15,000 in jewelry. Some of the happy winners are seen with Bob Nuyen, left, of Qantas, and Arnie Celsie, right, C-ISL's morning man and up of programming.

MONARCH SELLS CFCR RED DEER; JOINS ALLARCOM IN TV BID

Monarch Broadcasting Ltd. and Allarcom Ltd. have applied for a television station at Red Deer, AB, 180 kw on ch. 10. It would rebroadcast Allarcom's CITY-TV Edmonton, received via Cancom. (An application for a similar TV service at

Medicine Hat, 7.6 kw on channel 13, was withdrawn.)

Executive vice-president Merv Phillips says Monarch will concentrate its efforts on providing third TV service to the area, and has agreed to sell CFCR-FM Red Deer to Park Country Broadcasting (CKGY). In turn, Park Country, which planned to change the format of CFCR from country

to soft rock, is to be sold to Shaw Cable-systems Ltd. of Edmonton.

Rod Stephens, who founded CKGY in 1973, will remain as president of Park Country and will head the new radio division of Shaw, which has also agreed to purchase Southern Alberta Broadcasting (CHEC Lethbridge/CKTA Taber).

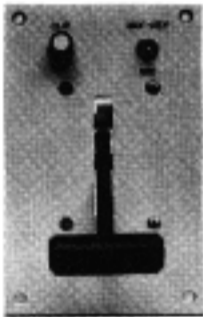
MARILYN STITT JOINS CIDC-FM

Marilyn Stitt, well-known in Toronto radio and advertising circles, has been named manager of CIDC-FM Orangeville, ON. Program director is Dean Roberts, formerly of CKDA Victoria, who is putting together a 'soft hits of the 60s, 70s and 80s' format.

CIDC-FM, 50 kw on 103.5 MHz, is preparing for a late-April on-air date. Owned by Dufferin Communications, it will serve a market of about 120,000 in Dufferin, Caledon, and surrounding area, northwest of Toronto. President is Doug Cunningham, who established and managed CING-FM Burlington, ON, and is now communications analyst for Burns Fry Ltd.

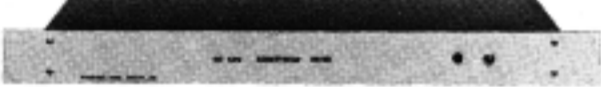
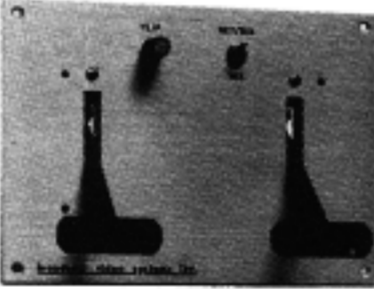
Engineering has been assigned to Gus Sondermeyer (GS Broadcast Technical Services). The transmitter site, 3 miles NW of Orangeville, is 1710 feet above sea level, and a 300-ft. tower will place the antenna higher than those on the CN

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Tower. L&R are constructing the tower, which will be shared by Cantel and other utilities. Equipment being purchased includes a CSI transmitter, 5-bay Dielectric antenna; a McCurdy 8800 console and tape equipment from Maruno Electronics; and two refurbished McCurdy consoles used by Q-107.

Studios will be located in a renovated Victorian house on the main street; the address: 287 Broadway, Orangeville, ON, L9W 1L2, telephone (519) 942-0950.

4 SAISONS: CHANGE, GROWTH

The industry continues to watch with interest Québec's new Réseau de Télévision Quatre Saisons.

Launched last September 7, QS became the 4th French-language TV network after CBC (Radio-Canada), TVA, and the Radio-Télévision Québec educational network. Programming, which is independently-produced, originates from CFJP-TV Montréal (CFCF Inc.) and is distributed via Anik C3 and rebroadcasters in major cities throughout Québec. (The latest addition to the rebroadcaster network is Rimouski, 88.7 watts on channel 18.)

Among the early problems at QS was a series of staff firings and resignations. Other recent developments:

- The NFL Super Bowl was aired Jan. 25, indicating a change in the 'no live sports' policy which QS proposed as part of its

alternative programming;

- News cameramen are now being employed—a move away from reporters doubling as camera operators;

- Ratings are showing improved results. Programming vp Guy Fournier says QS is 'very, very satisfied' with its 8% of the francophone audience and 15% of the target 18-34 age group. Most popular show, with 38%, is the Saturday night *Rock et Belles Oreilles*. Quatre Saisons had set an objective of 11 per cent of the francophone audience by the end of its first year.

CRTC TO RECONSIDER CFGM's 640

The CRTC has scheduled a public hearing on March 3/87 at Beamsville, ON, to reconsider its Oct. 2/86 approval of 640 kHz for CFGM Toronto. Beamsville was to be the site for the 640 antenna, and local residents petitioned for a new hearing on the grounds that they were not given adequate opportunity to make their views known.

CHOI-FM QUEBEC CITY ON NOTICE

CHOI-FM Québec has been told that its licence may be in jeopardy if deviations from its Promise of Performance continue.

The station was called to a hearing as a result of complaints by CJMF-FM Québec, and admitted that programming

had been altered during the spring 1986 BBM survey. The Commission rejected CHOI's attempts to justify its actions by accusing CJMF of similar failings.

Unintelligible logger tapes were again an issue, and the CRTC ordered CHOI to confirm, by Feb. 15, that its logger tape equipment was in place and operating.

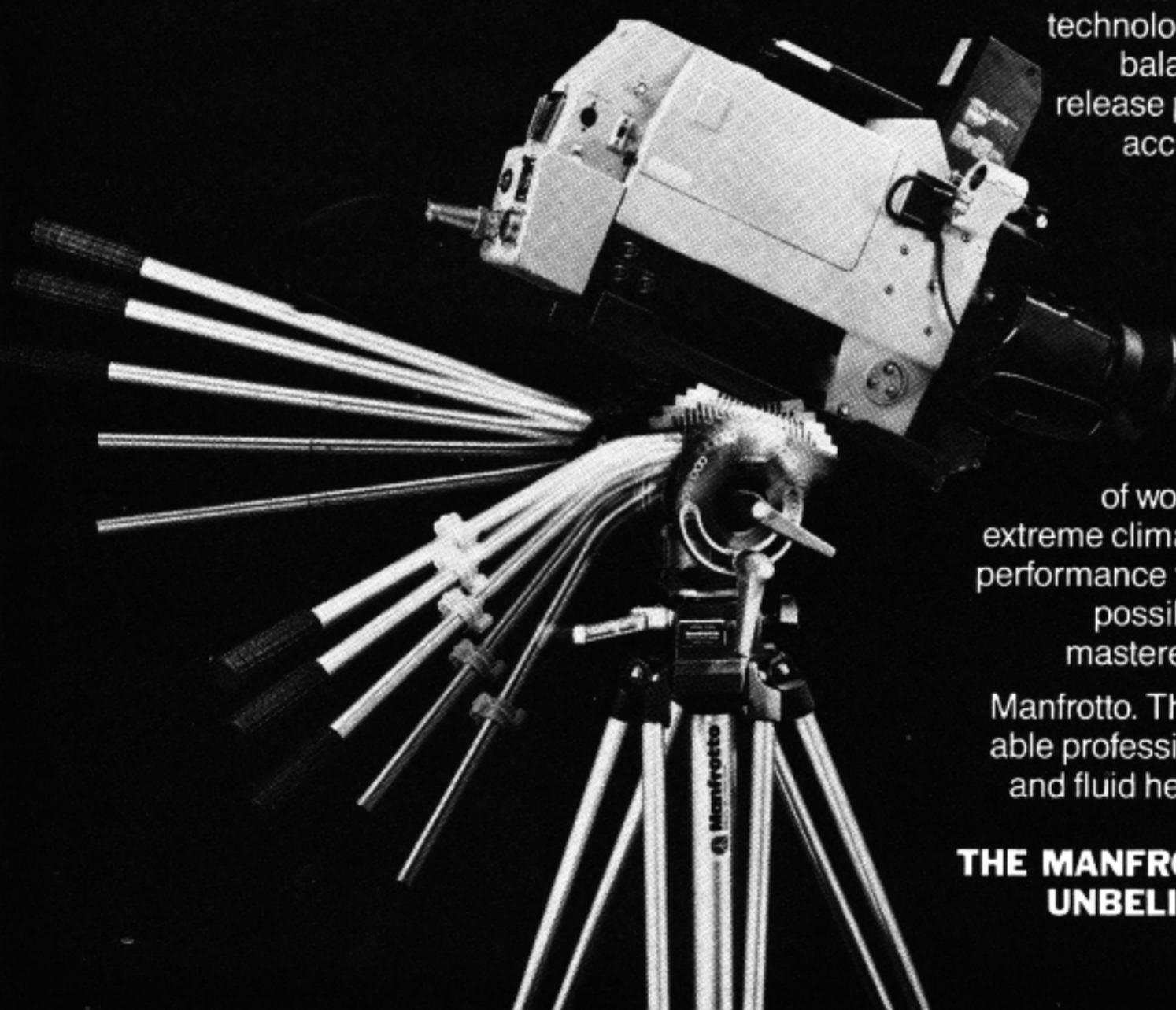
KAWARTHA TO BUY CJOY, CFTJ

Kawartha Broadcasting Co. Ltd., licensee of the CHEX stations in Peterborough and CKBB Barrie/CKCB Collingwood, ON, has applied to purchase CJOY Guelph and CFTJ Cambridge, ON.

CJOY is owned by Wally Slatter and Fred Metcalfe, who are also shareholders in CFTJ, along with Neil Stillman, K.M. Metcalfe, N. Slatter, W.D. Dawkins and Larry D. Smith. Kawartha is owned by Paul Desmarais and Claude Pratte, who have applied to transfer their broadcast holdings to Power Corp., of which Desmarais is president.

- Bruce Elving's *FMedia!*, published out of Adolph, Minnesota, reports 'Star FM' has 'very good coverage over northwest Washington state.' He's referring to **CKSR-FM Chilliwack**, which went on the air Oct. 1/86. It operates on 107.5, with a rebroadcaster at Abbotsford, BC, on 104.9 MHz.

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stations in the news

CHWO OAKVILLE MARKS 30th

CHWO Oakville, ON, celebrated its 30th anniversary on November 17th with a reception which included the presentation of the annual Howard Caine Community Service Award. The award is a local counterpart to that presented each year at the Central Canada Broadcasters Association; both are in memory of the founder of CHWO, Howard Caine, who signed on the station at 12:50 pm on Saturday, November 17, 1956. To tie in with the station's 'pearl' anniversary, there was a live performance by Canada's 'Pearly King and Queen,' entertainers Ken Stanley and Anita Scott.

CRTC Approvals:

- A rebroadcaster of **CJLB Thunder Bay** at Nipigon/Red Rock, ON, 89w on 96.3 MHz (channel 242).
- A rebroadcaster of **CBQ Thunder Bay** at Geraldton, ON, 11.9 kw on 89.1 MHz.
- SCMO for data transmission on the **Access Alberta CKUA-FM** network.
- Transfer of 50% of Radio Beauce from the Estate of Jules Venne to Nelson Jalbert, who now holds 100%.
- **CFLK Kapuskasing**, ON, power in-

crease from 100w to 1,000 day/600 night, at a new transmitter site. Owned by Mid-Canada, CFLK is a rebroadcaster of French-language **CFCL Timmins**.

Applications before the CRTC:

- **VOCM Radio Newfoundland Ltd.**, for a change of frequency at **CHVO Harbour Grace**, from 850 to 560 kHz, and at **CHCM Marystown**, from 560 to 740, both increasing power from 5 to 10 kw.
- **CJRG-FM Gaspé**, PQ, for a change of frequency from 93.3 to 94.5 MHz (4.3 kw).
- 2439-9198 Québec Inc., Trois-Rivières, to acquire **CFGL-FM Laval**.
- Réseau LM Inc., to acquire **CJER St-Jerome** and **CJSA Ste-Agathe/CKSJ St-Jovite**. The three stations would carry some programming from CKLM Laval.
- **CIEL-FM Longueuil**, PQ, for a decrease in power from 100 to 45.5 kw, with a change of transmitter site from Mont St-Bruno to Mont-Royal.
- **CHIN Toronto**, for a nighttime power increase from 15 to 50 kw on 1540 kHz.
- **CISV Morden-Winkler**, MB, for a change of frequency from 1530 to 1570, increasing night power from 1 to 10 kw.

• **CHMI-TV Portage La Prairie**, MB, for a decrease in ERP from 287 to 195 kw.

• Marvin Day, for a country music FM at Maple Ridge, BC, 50w on 100.1 MHz.

• **CJJR-FM Vancouver**, for SCMO to carry Greek-language programming. Similar use of SCMO has been approved for **CKFM-FM Toronto**.

• CBC, for FM at Rankin Inlet, NWT, 87w on 105.1 MHz, to replace CBQR-AM.

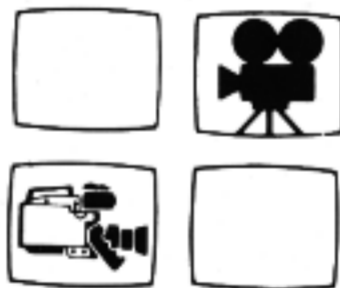
• As reported in BT, Sept/Oct/86, Jim Pattison Industries has agreed to purchase the **CFJC Kamloops** group. Included are Twin Cities Radio (CFJC, CFFM-FM, 12 FM rebroadcasters) and Inland Broadcasters (CFJC-TV, 10 rebroadcasters). Both are controlled by David S. Clark, with 20% held by J.W.R. Pollard.

• **Campus Applications:** Radio Western CHRW-FM London, for a power increase from 50 to 5,000 watts... Radio York CJRY Toronto for 50w on 105.5 MHz... and David H. Straiton, Bishop's University, Lennoxville, PQ, for a 30w carrier current operation on 550 kHz.

• **Withdrawn:** The application by Capital Independent Television Corp. for Ottawa, 125 kw on channel 14, at the request of the applicant (Wendell Wilks, associates).

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IN MEMORIAM

Ken Chisholm

Kenneth Gordon Chisholm passed away on January 15, 1987, at the age of 84. A pioneer in the broadcast equipment industry, he was for many years in charge of sales for RCA, retiring in 1967 after 40 years. He was educated at St. Francis Xavier University in Antigonish, NS, and McGill in Montreal (B.Sc. in Engineering). Ken is survived by his wife, Mary, two sons and two daughters, and eight grandchildren.

Ken Mason

A national news reporter for the CBC for 13 years, Ken Mason passed away on December 19, 1986, after a long bout with leukemia. He was 56. His career as a journalist began at age 16 as a reporter with the Edmonton *Journal*. He joined CBXT when it opened in 1961 and soon after moved to Ottawa. In 1975, he left CBC and worked for Inuit Tapirisat and the federal government as an information officer. He is survived by his wife, Grace, a daughter, Shelley Seguin and two grandchildren.

John McColl

John McColl, 65, director of radio (Western division), Selkirk Broadcasting, passed away on January 8, 1987. His death, which occurred several days after a skiing accident, is attributed to heart failure. Born in Scotland, John grew up in Lethbridge. He served in the Canadian Army during World War II, then joined CJOC, becoming general manager in 1964. From 1972-1980, he was general manager of CFAC Calgary. His service to the industry included the presidency of BN and WAB. He is survived by his wife, Terry, a son, daughter and three grandchildren.

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An Interview with Bob Saint—'Top Music Director'

The news that the trade publication *The Record* had chosen Bob Saint as Canada's top music director gave birth to the idea of an interview with the MD of Toronto's CFTR.

Bob began his broadcasting career at Seneca College, but "the first board I ever touched was at Radio York, and I guess that's where the bug really hit. A friend who attended York University took me to see the station while I was still in high school. I was interested from a technical viewpoint at first—being able to mix music and so forth—because we had been running a disc jockey service. I decided to go to Seneca and got involved with the radio station there.

"My first professional job was with CJET Smiths Falls, Ontario. I did the morning show on FM, then switched to the AM side to do a show that was a little more country-flavored. Then I did production. We did everything. The engineer taught me how to look after the transmitters, and I had to do that once when he was away in Montreal and we had an ice storm. CJET-FM went off, someone tried to force it back on, and the final tube gave up; we had to go in and change it, working by the manual, to get it back up and running. It was fun—about two-and-a-half hours later, after a lot of sweat, it was on the air at least."

From CJET, Bob went to CKWS Kingston and, after receiving some offers from other stations, "went across the street to CKLC. I had been doing overnights on 'WS, and 'LC offered me afternoon drive, an offer I couldn't refuse. Then I went up to Ottawa to CFRA, did overnight swing announcing and ended up becoming music director when Dave Watts, who'd held that position, decided to go on a cross-country tour. It worked out well, because when he was at the tail-end of his travels, I was ready to come to Toronto and Dave got his old job back. During my time at 'RA, we moved into new facilities and I learned a great deal about setting up new studios, moving libraries, that sort of thing."

Bob moved next to CFGM Toronto, where he'd been in touch with Dave Charles. "He had taught me a lot along the way with air-checks and critiques. CFGM was a good experience for about a year; then I was knocking on doors here

at CFTR, because that was my goal. Jim Sward had just joined Rogers, and I could be about the first person he hired. After about seven months at 'TR, Jim offered me the post of program director at CKJD Sarnia. He was enthusiastic about the potential of the station, which had just installed a new transmitter site. I checked it out, felt the same way, and was there for just over two years. After returning to CFTR, I ended up in programming, then became music director and midday announcer. I have now dropped the air work and have taken over responsibility for the co-ordination of in-house personal computers."

Computerization Affecting All Areas

Bob is enthusiastic about his new role. In addition to being in charge of music and PCs at CFTR, he has been asked to set up a computerized music system for CHF1-FM. "With Compact Discs being more and more in use, it gets increasingly difficult to know where you are going for the source material: is it on a cartridge, is it on an album, is it on a CD? When you're dealing with thousands of titles, the computer helps tremendously.

"We have a large computer that does our logs, traffic, billing and some accounting—an IBM System 34 that's been here for a while. Corporate Finance is also computerized for their sheets, forecasts and budgets. Now we're helping several

other departments to utilize the smaller personal computers."

Bob interjected that he went 'into hock' to buy his own Commodore personal computer in 1979. "I upgraded it several times, and when I returned from Sarnia began using it at work. I guess it was kind of a renegade route to take, but I figured it would pay off." Within a few months, his employers saw the value of his work with the PC and started helping out financially.

That, said Bob, was the real start. "After that, when they decided it was time to buy a personal computer or two, they left it to me to decide what to buy and for what purpose. We first set up the library at CFTR with an IBM XT system having a better printer and faster software. Then it came time to look at other areas.

"Corporate Engineering set up a computer system to assist with schematics, keeping track of cable runs, wiring, all the details. Instead of having to spend hours at a drafting board, you could sketch it out on a screen and then have it printed out. We still don't have a plotter, but even with a printer it helps to do those things."

Bob added that sales was "a major breakthrough for the computers here at Rogers. The sales department was able to pick up programs such as Tapscan and RPM-scan. Both help tremendously when it comes to what your audience is about, where they are physically located, what they buy—also in placing buys for clients. Tapscan, for instance, will ask you to buy

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the points, using whatever system you want, and figure it out in a moment's notice. Where before you had to sit down with a calculator for several hours, it's now done in ten minutes." (Editor's note: For more information on the RPM Radio Product Measurement data base, see *Broadcast Technology*, March/April/86, page 32, and January /87, page 38.)

"The CFTR and CHFI sales departments each have two PCs, CFTR's library has one, CHFI's music department has two." As the computers proliferated, Bob noted, "Somebody had to help develop the uses of the machines, and I was selected—that's one of the reasons I dropped my air work."

**Picking the Hits:
'We Do Our Homework'**

Along with that supervision of computers, Bob, as noted, is CFTR's music director. His first job as MD was at CFRA, and he finds that today the role is much different. For example, with the advent of *The Record* in Canada, there is "far less reliance on U.S. trades. And I think we do our homework more now. We may have more and better facilities to do that, and in Toronto it is a little easier because you have more record stores that you can actually physically check, either by walking in or by 'phoning them."

While Bob accepts that store sales are part of the guide to air-play, he says, "it starts with your ear—that hasn't changed. You still hear the song or don't hear the song. Then you'll check to see if your ear is wrong or right. You try not to let biases influence you, but sometimes when you hear a cover version of a song you wince and say to yourself, 'there's no way that will work,' and sure enough two weeks later the public has proven you wrong."

Today's music got its roots just over 30 years ago and many of the listeners of that time are now likely in their 40s and 50s. Are they still into the music that CFTR is playing? "Some of it," said Bob. "They are starting to cut their own path. Many of the adults are almost creating their own breed of music. There are some artists whom you would have labelled elevator music almost, but today are more contemporary—the Windham Hill (A&M) and Landscape (Polygram) series, for example. It is soft, it's quiet, relaxing—it's the final part of the day. A lot of radio stations are beginning to program that way late at night. We're

still a hit station, we're not quite into that yet. This kind of specialized music, and the new music for younger listeners—plus the fact that *both are selling*—proves to me that perhaps for the first time in 20 years, we have a real generation gap.

"The Jacksons' 'Victory Tour' was a peak for across-the-board music. Then a rift became apparent, with music being either for the kids or for the adults, and not so much for both.

"We have a common ground that we all listen to and all like. But there are some things, like the Smiths and the Dead Kennedys, that I am not going to put on my own turntable at home, and some of the kids are not going to put on a Bill Ackerman *Past Light*. It's a little more distinct than it used to be—definitely, two fields."

Is this 'generation gap,' we asked, between, for example, ages 16 and 36?

"I'd say it's wider than that: down around 10-12-year-olds, the early teens, who've started to develop their own music. Something that arose from the most recent *The Record* Conference was 'Music for Kids by Kids, Music for Adults by Adults.' In the past, most of the artists were fairly young and doing music for everybody, with some older artists catering to the older crowd. The latest action now is the kids with their bands, and, on the other hand, some very quiet adult music. And once in a while you get a Bruce Springsteen who can cover vast amounts of territory when it comes to ages."

CFTR targets at over 18, but, Bob added, "we will not ignore the kids. Short of playing Sharon, Lois and Bram, we will cater to some of the rock era or some of the teen tastes at night. The available adult audience at that time is not huge, however it is important not to confuse the CFTR image for our adult listeners; we don't want them hearing something vastly different and saying, 'Is that my radio station?'"

Is it more difficult to program music today than it used to be? "Yes," said Bob, "because you have to watch who is buying what. It used to be simple: you had a 7-inch disc and you had an album. Now we also have 12-inch singles, sometimes two, three or four versions. Not as bad as England where there can be 20 different versions. If only the 7-inch version is being bought, it's probably just kids. If it's the 12-inch, it's likely club activity that's causing the record to go. You have to

check out CDs and cassettes, which outsell albums in many cases. You find that an act like Dire Straits is predominantly a CD seller. You check some of the dance acts and find that the 12-inch sells the best. In total, we are still geared to singles more. But we do pay attention to all the others."

CFTR carries out extensive research. "We check many of the retail outlets in Toronto to find out what sells and how fast it's selling. We'll run about a hundred singles and perhaps a hundred albums by a store. We ask: Which is doing better, the 7-inch or 12-inch? The cassette or the album? Who is buying? Sometimes you can get a good tip on an early breaker by the type of person that's buying it."

**Chart Reflects Marketplace;
Playlist Governs the Sound**

The music announcers at CFTR have both a chart and a playlist. "The latter governs what's on the air at any point in time, the rotations, how quickly it moves. The chart is more a reflection of what is selling in the marketplace. The chart is used in all the stores—we post it in over 300 outlets. It helps the trade publications to reflect the national picture. The playlist is what really governs the sound of the station; it controls what's on the air and when."

The award as top music director, given to Bob by *The Record* and the music industry, indicates that the winner has a concern for the record industry, as well as the broadcasting industry. "Radio," said Bob, "is there to serve its listeners, and that's my primary responsibility: to give them what they want to hear, to try and determine what that music is, to test it and sample it and get it in the right rotations. The record industry wants to sell records, which is not our prime responsibility. But if we can do both at the same time, that's great. Keeping the lines of communication open, being able to deal with the record companies on different levels—all those things, too, come into the picture. That's really part of the award. Of course, we're fortunate in Toronto that almost all the record company head offices are located here. It gives us the ability to go and visit them, as well as them dropping in on us."

We expect next that perhaps some day someone will also give Bob Saint an award as the top broadcast operation computer director. For now, his evident dedication to both computers and music is the key to the major role he is increasingly assuming in Canadian radio.

Phil Stone is a well-known broadcaster, writer and educator, whose Phil Stone Report and Broadcast Beat are regular features of Broadcast Technology. Phil's address is 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6, telephone (416) 492-8115.

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Howard Christensen's column:

'Good Humor Makes Most Things Tolerable...'



It's Eight o'clock Greenwich. Meantime, here is the news...

Feet and Faces Tripped Over at The Toronto BES Christmas Luncheon...

CKSL London's **Gord Hume** and **Mark Rogers** (he won a TV, lucky devil)... CFTR Toronto: **Sandy** ("Radio is my life") **Sanderson**, **Tony Viner**, **Larry Fedoruk**, **John Hinnen**, **John Seymour**, and **Mike Reid**... CKWS Kingston: **Cam Shillington**... a bunch of Telemedia people, including **Peter Viner**, **Diane Shearham**, **Josie Neely**, and **Don Pagnutti**... **Fred Sherratt** from CHUM Group... **John Manol** from CKPT Peterborough... **Doug Garraway** and **Gary MacIntyre** (who once had the good sense to fire me) from CKVR-TV Barrie... **Wayne Bjorgan** from CKBB Barrie (who once had the good sense not to hire me)... From Mulvihill, **Paul** himself and **Marc Charlebois**... **Bob** ("Don't I know you?") **Trimbee** from Seltech Toronto... **Wendy Miles** of TvB... **Brian Minton** of Moffat and **Chris Pandoff** of RBC... **Dick Drew** from CKAY Duncan... **Elmer Hildebrand** from CFAM Altona... **Don Kay** of CHAM Hamilton... **Kevin**

("Let's have lunch") **Shea** from Rogers Cable, Toronto... **Larry Lamb** and **Irv Skinner** from Major Market Broadcasters... **John Gorman** from All-Canada... **Barb Brandes** of Media Buying Services... **Lannie McHaffie** from Tapscan... **Gord Haines** from First Choice... **Bill Onn** from CKEY Toronto... **Vern Traill** from CHED Edmonton... **Harvey Glatt** of CHEZ-FM Ottawa... **Bill Brady** from CFPL London... My old pal **Don** ("Horns of a dilemma") **Daynard** from CKFM Toronto was M.C. again... **Mike Hanson** from BBM... **Gordon Burnett** from CHOW Welland... **Gary Slight** from Q-107 Toronto... **Ann Reeves** and **Heather Brule** of Video Relations. Heather, by the way, is the wife of **Terry Thomas**, who once anchored news at CKCO-TV Kitchener and CKVR-TV Barrie... CHFI-FM Toronto's **Peggy Colston-Weir** and **John** ("You're not Sandy") **Howard**... **Hap Parnaby** from CKO Toronto... The BN people were out, too, including **John Rea**, **Andre Prefontaine**, **Stephanie MacKendrick**, **Rina Steuerman**, **Mary Vacca**, **Moir Rosser** and **Colin Matheson**... And a bunch of folks from CHSC/CHRE-FM St. Catharines; **Bob Redmond**, **Jay Jackson**, **Ken Whitelaw** and **Stephanie** (Heartbreaker) **Kalyinka**. **Bill Ballentine**, the first (and only, so far) employee of Bob Redmond's new Toronto FM'er, EZ97, was also at the CHSC table. Bill said the first annual EZ97 staff party was a snap to organize. Jay and Bill—planning, scheming and working their little hearts out—are aiming for a March start for CJEZ-FM...

People...

Telemedia Ontario Comptroller **Diane Shearham**, after partying all afternoon and most of the night at the BES Christmas bash, couldn't find a cab to get her home from the downtown Toronto Sheraton. Seeing the airport bus, and thinking quickly, Diane hopped aboard. Surely, she thought, getting a cab from the airport would be easier than this. As it turned out, the bus driver and Diane were the only ones heading to Toronto's northwest sector. The bottom line to the tale is that the bus driver dropped Diane right at her front door; a seven-dollar fare as opposed to a \$25 cab ride. Now you know why Diane handles the Telemedia purse strings!... CFBC Saint John chief engineer **Gordie Miller** thought he was getting the royal treatment when he went to the Hamilton convention of the Central Canada Broadcast Engineers. Gordie says they took him to The Ancaster Mill Restaurant, fed him the Miller Steak, the Miller Dessert and gave him the Miller Liqueur. And then, when he couldn't stand it anymore, they sent him off to the rest rooms where the doors were marked, you guessed it, 'Miller' and 'Miller's Wife' (No, Gordie did not go looking for his wife.)

Wayne Bjorgan, GM at CKBB Barrie/CKCB Collingwood is proud of his new facilities at Collingwood, expected to be ready by May. Wayne says that operations are designed for cassette-computer programming, handling both music and commercials. It's the first Canadian installation by Systemation, of Decatur, Ill., and can be used for full-live or totally automatic programming. Wayne says, too, that CKCB will be using the Sony Video mini-VCR for digital audio. He says the 8mm tape will hold 20 hours of stereo music plus computer information, the equivalent of 300 tunes plus computer data.

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CHUM Group's **Allan Waters**, and CFRA, his Ottawa radio station have reached agreement in principle for a takeover of the CFL Ottawa Rough Riders by a non-profit local community group. At last word, the group had to raise \$2 million to show CFL governors that they can operate the team. Rough Riders GM **Don Holtby** says he will be returning to private broadcasting.

Alberta Premier **Don Getty** doesn't think much of news scrums, where broadcast reporters gather about the interviewee with mega-microphones. **Geoff Davey**, Getty's press secretary says a dozen mikes up the premier's nose takes away from the message. Besides, he says, it looks tacky. From now on, broadcast reporters covering the Alberta legislature will have to connect their equipment to the government sound system.

As any of you who have ever worked in a newsroom know, the humor there—particularly at the darkest moments—can become incredibly bizarre and may even appear cruel and callous. Really, it's nothing more than a release. With that preface (apology) out of the way, let me tell you about BN editor/reporter **John Houston**. A while ago, source copy about a murder conviction had just cleared in which the judge was reported to have said, in comments made before sentencing, that the murder had been perpetrated in a homosexual frenzy. John quipped, "And with frenzies like that, who needs enemas?" John's latest takes the form of a riddle: How do you arrive at a fouled-up U.S. foreign policy? You Pointdexter north in the McFarlane.

Programming...

A few questions: Have you taken a look at your news sources lately? Do you realize the vast quantity of news, programming, sports, features and networking opportunities which exist? Do features from the wire get sold? Or are they throw-aways used by jocks? Are your announcers using yesterday's newspaper for today's show prep? Where can money be made from features on your wire and audio services? How can they be used to beef up listener belief in your credibility? How much potential wire service revenue is going into your newsroom trashcan? How much audio feature material is being scrubbed or recorded over? How do you use it? Is your station reaching the maximum return on your news services investment? Are your sales and programming people familiar with the products? Has your station taken a look at creative ways to use feature wire scripts and produced audio programming to open new sales opportunities? Did you know that awareness levels are highest when listeners are tuned to news programming? Is your station committed to local news? Is it well done? Is the subject matter appropriate to your audience? If the target group is really 25-45, is music—particularly on AM—the exclusive programming answer? Would your targeted listener be one of those who occasionally turns to public radio (Seen their numbers lately?) for the alternative of hearing a friendly and intelligent voice? How about a healthy mix? Is there a staff member who knows both news and sales who can watch the wire and monitor the audio service for saleable features? Just asking...

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Marketing...

Why Customers Quit—1% die; 3% move away; 5% other friendship; 9% competitive reasons; 14% product dissatisfaction—BUT—68% quit because of an attitude of indifference toward the customer by some employee.

Interesting to hear Young and Rubicam senior VP/Director **Gary Pranzo's** views on radio not getting its full share of ad dollars. Pranzo says radio—to market more effectively to ad agencies—must cause action; not react. He says the marketing approach should be three-fold; talk about the medium first, then your market, and, finally, your station and its audience. He stresses that you keep in mind that the decision to use radio isn't made by buyers; that they only execute. Instead, he says, see the account group. Pranzo lists 15 reasons why media planners should consider radio:

- Radio provides for audience segmentation;
- radio is cost-efficient;
- radio can be used to increase frequency;
- radio can be a reach medium;
- radio involves the listener;
- radio is a reminder medium;
- radio has a great audience loyalty;
- radio provides scheduling flexibility;
- radio provides the opportunity for unintentional listening;
- radio's production costs are low;
- radio offers merchandising opportunities;
- radio engages the listener's imagination;
- radio has less clutter than television;
- radio enables advertisers to achieve dominance without a large dollar expenditure; and
- radio has a short lead time.

In Pranzo's mind, the importance of the ability to increase frequency at very little cost is the most significant. He maintains that the nature of advertising is repetition. As long as you accept that fact, he says, you have to look at radio. "It's kind of like believing in motherhood."

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Other Stuff...

Loved the bit in the movie, *Blue Velvet*, when we hear the local radio announcer say: "You're listening to W-O-O-D in Lumberton, where, at the sound of the tree falling... (sound of tree falling)... it's 9:30."

You people who are or once were on-air and still have the pipes and desire to perform, check with your local chapter of the Canadian National Institute for the Blind. The CNIB has a need for your talent in their reading libraries. It's all volunteer work so don't expect anything like 'scale times three.' The Toronto studio on Bayview Avenue is fabulous. The CNIB also has studios in Montréal (French only) and in Winnipeg. Two other facilities farther west are the Crane Library in Vancouver (they sometimes pay) and the Library Services Branch of U.B.C. at Burnaby.

Plagiarized somewhere: Remember the tea kettle. Though up to its neck in hot water, it continues to sing.

Quickies...

Frank McCormick, ND at CFCF Radio Montréal, recently took me to a pizza restaurant for lunch (thanks, Frank—it's been years since I've enjoyed Montréal cuisine, and you take me out for pizza????)... Western Broadcast Sales' **Vic Menage**, based in Toronto, played 40+ holes of golf (in Toronto!) the last weekend of November. Sales must be up, huh, Vic?... BN added 35 new Audio affiliates during the last six months of 1986 and, in Québec, the French language BN audio service—NTR—added three new stations... **Margo Lane**, formerly of CBC-TV Toronto and now operating her own television school, is still working hard on writing and production of broadcast projects... CKKW Kitchener GM **Don MacDonald** says his station's Nov. 28 morning show from Barbados via satellite went off without a hitch... **Ron Knight**, long-time CHAY-FM Barrie morningman, and former CHUM and CFGM Toronto newsman, has left the business to pursue his entrepreneurial activities... Returning to CHAY is **Arnus Peterson** of the Financial Post Radio Network and ex of CKEY Toronto... **Andy Barrett** joined CKLC News in Kingston, travelling to Ontario from CFCY Charlottetown... CKCK Regina GM **Con Stevenson** says he and his family are settling in well after their move from CKOC Hamilton. **Lorraine** and one of the three Stevenson offspring are firmly ensconced (translation; frozen stiff) in Saskatchewan; the two other kids are at university in Ontario.

Kicker...

This story goes back a long way, but I've never seen it in print anywhere... and it's worth re-telling. **Larry Wilson** at CHUM-FM says it happened to him when he was working in the Kingston market (circa 1899). He tells of showing up for work early one morning after a rough night before. He was the first one to arrive and it was his duty to fire up the transmitter. Still alone in the building, and during his sign-on newscast, Larry developed a bad case of hiccups and, naturally enough, used a cough switch to hide them from the audience. Now, back in those days, the cough switch worked on the same principle as a wall-mounted light switch. Larry was dexterous enough to move the switch with agility, completing the package magnificently... he thought. After a rewind of the newsroom tape recorder, which Larry had used for air-check purposes, he found a conscientiously-delivered five minutes of hiccups.

Howard Christensen is general executive, Eastern Canada, for Broadcast News Limited.

BCTV: A TRADITION OF INNOVATION

by Jan Piros



Vice-President of Engineering Tak Negoro is seen in BCTV news room. Complete rebuild took place while news operations were located at Expo 86 site.

In the complexities and competitiveness of today's business climate, it takes a special kind of attitude to excel in any broadcast market. Initiative and innovation mark the fine line between success and failure, the difference between mediocrity and excellence.

This fine edge is critical as airwaves become crowded by not only local signals, but by distant signals beamed down from satellites.

In Vancouver, home of Expo 86, the competition has always been fierce. This past year, more so than at any other time, the world's eyes were focussed on the high tech innovations of a Canadian World's Fair. Local broadcasters had to be on their toes as the media competed to communicate through new and inspiring ways.

Who more apropos in showing new and intriguing broadcasting techniques than BCTV? In the words of Expo 86 chairman Jim Pattison, "there is no corporate sponsor that we value more." Therefore the BCTV Pavilion played a double role: 1) to be a 'Host Broadcaster' and tell the world about the fair; and 2) to be a corporate sponsor showing the latest technology.

Ernie Rose and the Early Years

To most visitors, Expo 86 was the first exposure to the workings of British Columbia Television.

BCTV has been experimenting since its beginnings as CHAN-TV in 1960, when it started as a small privately-owned station,

in the shadow of stiff programming competition from KVOS-TV in nearby Bellingham, Washington, and CBC's CBUT. The two stations benefitted from a seven-year head start and greater transmitting power; 90% of local viewers used only 'rabbit ears' on their TVs, and cable played a very small role. Most viewers had their antennas pointing south to pick up the established signals. For CHAN, this was a large obstacle because of their poor transmitter location—north of the popular direction, on Burnaby Mountain. As a result, CHAN's signal was suffering from fierce ghosting on the sets of Vancouverites.

Under the progressive leadership of Ray Peters and the innovative engineering prowess of Ernie Rose, the CHAN organization decided to use an alternative route in gaining audience.

While KVOS and CBC concentrated on the obvious size of the Vancouver market, CHAN decided to catch the viewers in B.C.'s interior and on Vancouver Island.

Ernie Rose—who perhaps should be renamed the 'Artful Dodger' because of his rebroadcasting procedures—had been with CHAN since the beginning. Dodging mountains and molehills, Rose designed and implemented a province-wide system. By 1980, it encompassed all of the populated areas of British Columbia through a complex web of 119 rebroadcast facilities.

I went to Rose's home in North Vancouver and expected to find someone worn down by a very active background.

Instead I found a well of enthusiasm, talking about BCTV as if it were a successful son. Ernie's accomplishments are reflected in his awards, which include everything from a mounted Image Orthicon tube, presented as a retirement gift, to his induction into the CAB Hall of Fame at November's CAB convention.

Much of Rose's recognition is due to his work in setting up one of Canada's largest rebroadcast systems, and in establishing an even wider system for all of Canada through Cancom.

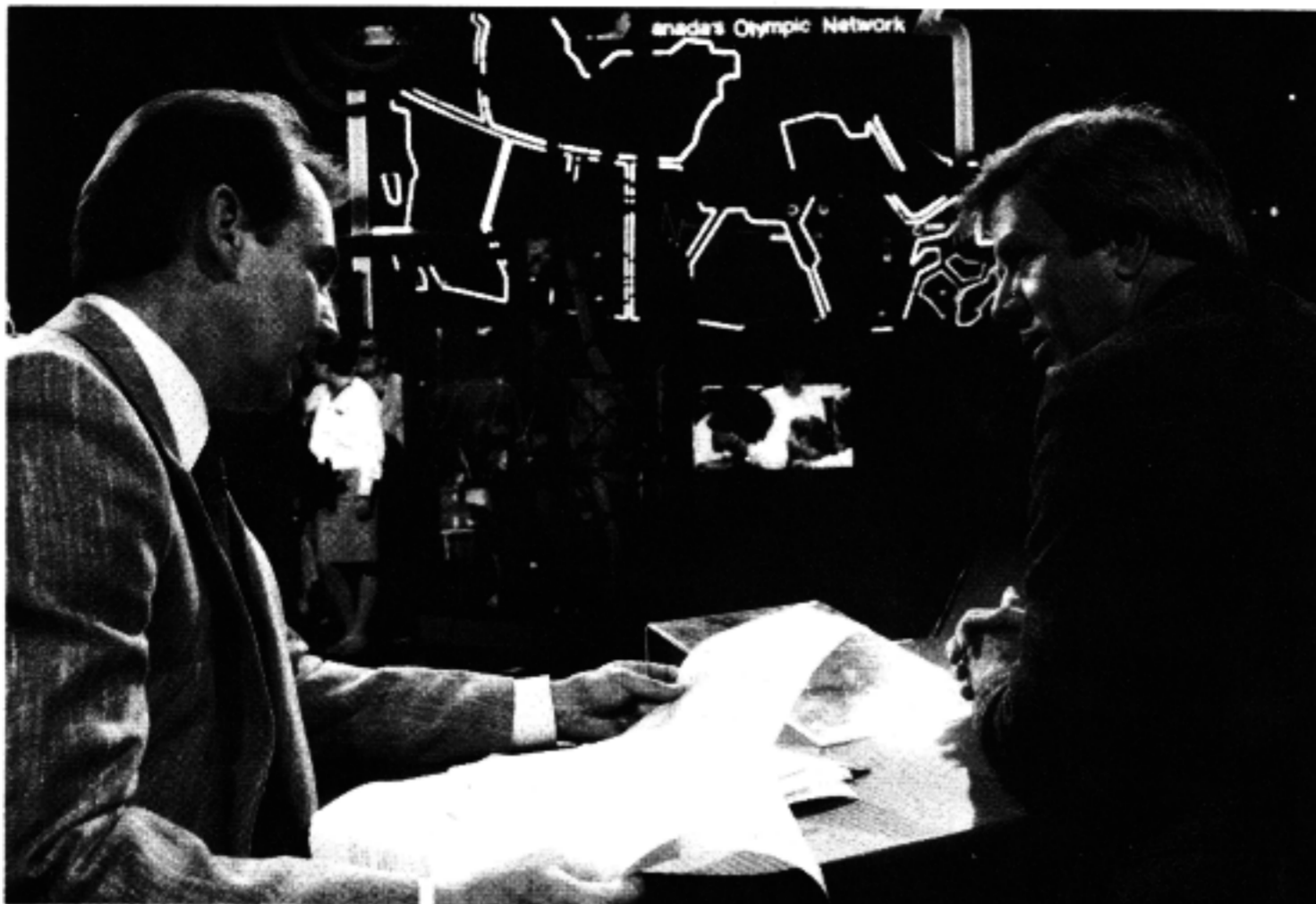
In the early days of TV in B.C., every motion toward expansion was considered a breakthrough. As a result of CHAN's efforts to raise its numbers by expanding in the north, east and west throughout the province, the blanket name BCTV was adopted. The new name reflected a system which was British Columbian, serving British Columbians.

Initially, in 1963, the network grew on to Vancouver Island through BCTV's CHEK-TV Victoria. The Vancouver Island system stretched northward, encompassing most points up the east coast including the islands in the Georgia Strait.

In the following year, the system started to spread westward through the Fraser Valley (1964), and continued to cover the rest of Vancouver Island by 1968. The Okanagan ('70), Cariboo ('72), North-West coast ('75) and the Kootenays ('76), were installed and operational via off-air pickups or microwave—no easy task, considering the presence of major obstacles such as the Monashee and Selkirk Mountains. By 1979, most of the province was tuned in.

To help establish the system, BCTV aided in forming community societies and in training their members to maintain locally-owned repeater stations. In this respect, small communities could participate in and be proud of 'their' system. In most towns, the only TV reception had been from Spokane or Seattle and the rebroadcasters of CBUT Vancouver. The inception of BCTV was a breath of fresh air—a Canadian and regional presence that was as good as, or better than, the existing services.

In northern British Columbia, public pressure pushed the CRTC into adding a condition to BCTV's service: to provide a television link to the Cariboo. This may seem a reasonable condition, but at the time BCTV was allowed only four and a half months to comply. Christmas, 1972, marked the beginning of BCTV broadcasts on the Cariboo system. The rest is history and the achievement is recorded on Ernie



'Newshour' weatherman Norm Grohmann and anchorman Tony Parsons are seen at work, while visitors 'experience' BCTV pavilion at Expo. Neon CTV map is in background.

Rose's trophy wall. The Interior finally had a truly 'British Columbian' broadcast system.

In the late '70s, the only far western area which wasn't serviced by BCTV was the Yukon. Rolf Hougen is a cable owner-operator from Whitehorse. He liked the look of BCTV so much that he had a constant flow of taped programming sent up to his then-isolated community. With most programs, the delay was not a problem; but Rolf Hougen and his subscribers wanted the Grey Cup and Stanley Cup games in the same week as broadcast, if not the same day.

In order to address this problem, BCTV was granted permission to test a satellite uplink to Anik B. The tests were carried out to assess the effects of adverse weather, steep attitudes of dishes in the far north, and different ways of using the satellite transponders for TV signals.

Although it was only a test, it wasn't long before people forgot that it was temporary. When BCTV was expected to finish its test, the viewers in the Yukon wouldn't stand for it. The CRTC concluded, as a result of a barrage of letters and the Therrien commission, that BCTV was needed and wanted in the north. By this time, Cancom was well on the way to becoming operational, so the BCTV test was extended until full use of the Cancom satellite was available in July, 1981.

Tak Negoro: Keeping Innovation Alive

Since 1981, BCTV has started into a new 'hi-tech' phase.

Satellite broadcasting is replacing the repeater transmitters, the old signals—which may have been relayed a few times before viewing—giving way to an original, clearer signal.

And computers, with their vast array of

uses, are making an impact on operations in the news room and elsewhere.

The new Vice-President of Engineering, following Rose's retirement, is Tak Negoro. In his five years as the engineering king of BCTV, Negoro has kept alive the innovative reputation and has taken the station further into the broadcast unknown.

Since the early days of CHAN-TV, BCTV has changed significantly; it is now the third largest station in the CTV network and is known as a leader in broadcasting and technical breakthroughs. This makes Negoro's job all the more difficult—and all the more challenging.

The major difference in the thinking at BCTV today is the new consultative process which is being used in deciding what direction the station will take. This new

'concept committee' encourages employees to voice their opinions. By applying this method, Negoro has been able to do jobs which may look impossible but which become concepts which become realities.

BCTV News Operations at Expo 86

In what has probably been his largest project at BCTV, Tak supervised the installation of the entire BCTV news room at Expo 86. (If you were at Expo, you may have 'experienced' the BCTV pavilion.)

In the five months it operated at Expo, *Newshour* made new inroads in everything from reporting to public education.

Expo set out to show the world the latest innovations in communications and transportation. In BCTV's role as host broadcaster, it had to show the leading edge in broadcast technology. Its role held more than just a static display of cameras and equipment; BCTV demonstrated the entire news process. The whole object of this display was to introduce the public to the workings of the 'information' business. Its hands-on approach and personal interaction allowed television's viewers their first opportunity to see how the news is reported and edited. According to Negoro, this approach is necessary because "communication is the next form of transportation." With increasing mobility, television is bringing worldwide events to viewers; in many respects, it has become less necessary for people to travel in order to 'see for themselves.'

Visitors to the BCTV pavilion could see reporters gathering and processing news in editorial booths and graphics areas. In addition, there were opportunities to ask questions, watch satellite feeds and even be 'anchors' for a few minutes.



Technical director Glen Elliott is at controls as Linda Aylesworth directs evening news. (Photos by Rick Etkin.)

Explaining the 'Information Process'

News director Cameron Bell feels that the more the public understand and experiences the technology, the better equipped they will be as critical viewers, and the better they will understand the limitations that exist in all news rooms. Bell also feels that the future holds more participation for the public in the news process, and that the public should mature as fast as the technology changes. BCTV's afternoon news format is one example of this effort: reporters explain what they are covering and what is happening. This takes place in the news room, where the cameras show all the work-stations where the news is prepared.

Editorially, the move of BCTV's news room to Expo brought about the replacement of typewriters by computer terminals. Two DEC mainframes provided for the storage of data, which was then accessed from the individual terminals. All text editing was done at the terminals; the final 'clips' were then routed to a printer, where they could be sent to a video prompter.

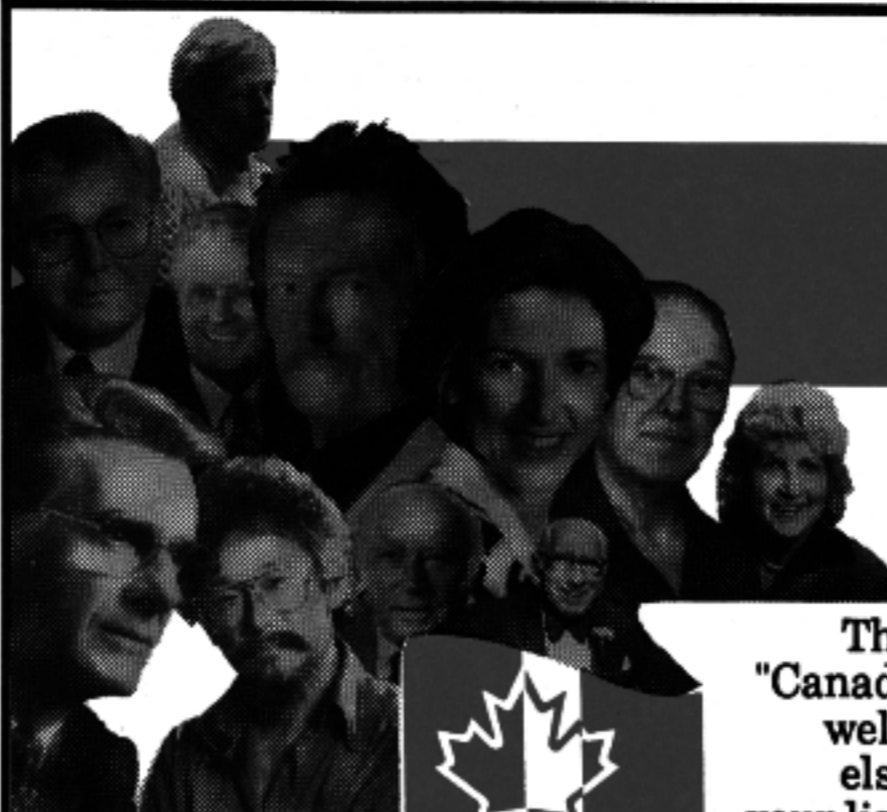
In the editorial, editing and graphics area, new processes include computerized text processing, the Abacus Still Store System and the Aurora Graphics System. These three processes are used independently now, but it is only a matter of time before a story can be completely prepared and sent to a computerized video prompter.

The two DEC VAX Systems used at the Expo pavilion became part of the renovated news room facilities at the station after Expo, and are compatible with the accounting and traffic computer system. Future applications may well see computers at BCTV and its news bureaus in Victoria and Ottawa linked via satellite. Eventually this networking could link all CTV affiliates, enabling each source to provide regional insights into a news story immediately upon request.

CHAN Television has come a long way. From being an 'underdog' to becoming a major force, BCTV is leading Canadian broadcasting into the high tech arena. This attitude is not new. The foresight of Ray Peters has instilled a sense of innovation. Ernie Rose operationalized a province-wide British Columbian system, then Cancom carried it Canada wide. In our interviews, Tak Negoro and Cameron Bell indicated how BCTV is refining the very fundamentals of information processing, as it plays an ever-increasing role in today's society.

Jan Piros writes for Broadcast Technology from Vancouver. A recent graduate in Communications at Simon Fraser University, Jan managed campus radio station CJIV-FM and was a recipient of the Ted Sinnott Memorial Award for his volunteer contribution to the University.

Returns March 2



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BROADCAST BEAT

by Phil Stone

Linda Frum, the 23-year-old daughter of **Barbara Frum**, is establishing her own identity. She is completing a book described as a witty, informative guide to universities for high school students... **Rick Gordon**, licensee and gm of the new Moncton station, CJMO-FM, named **Michael Leaman** as engineering director, **Larry McCaw** as program director... Congratulations to Global Television which, at long last, received a five-year renewal. President **Paul Morton** said the CRTC "has acknowledged Global's contributions, efforts and hard work over the past number of years"... Despite comparatively poor ratings this year, ABC plans to bring *Dynasty* back for at least another season, signing **John Forsythe**, **Linda Evans** and **Joan Collins** to new one-year contracts. We understand that Collins' salary is \$1.5 million... Something for program/music directors to think about: According to Rotenberg Research, quoted in *AdNews*, a third of all Canadians will be senior citizens aged 55 or older in 15 years... Those TV recruitment spots for the Canadian Forces are part of a \$1.5 million campaign... **Bob Redmond**'s new CJEZ-FM Toronto plans to go on-air next month as 'Easy 97'—with former CKFM gm **Bill Ballentine** and **Jay Jackson**, operations manager at CHSC/CHRE-FM St. Catharines, having key roles... **Paul Iannuzzi** became one of the new owners of Avanti Advertising Agency, a shop specializing in multilingual advertising. He'd been president of Daisons Communications Inc., which sold control of CFMT-TV, the Toronto multi-lingual station, to Rogers... At the *Radio Bureau of Canada*: **Vern Traill**, vp/gm of CHED Edmonton, was re-elected chairman; new vice-chairmen are **Lee Hambleton**, CKGM/CHOM-FM Montreal and **John Wright**, CKLC/CFLY-FM Kingston; added to the board of directors were **John Durocher**, Télémedia Québec, **Walter Gray**, Four Seasons Radio, and **Paul Mulvihill**...

Carol Robinson, who has gained recognition on the Lottario commercials, came to Canada from England and worked first at the CBC—not as a performer but as secretary. While trying to get into show business, she worked as a waitress, a singer with The Dirty Shames, a comedienne with Second City, and in other clubs. It took the Lottario spots to bring her a wide measure of fame... One 1986 event that marked the 60th anniversary of the Canadian Association of Broadcasters was the establishment of a scholarship fund by the BBM Bureau of Measurement. (BBM was founded by the CAB over 40 years ago to carry out radio audience research.) The new scholarship will be awarded to a student of communications who has demonstrated interest in quantitative research methods, and will be presented for the first time at CAB's 1987 convention... Telemedia continues to expand with a 60% interest in a new French FM station, to be operated jointly with CJMT Chicoutimi... *Anyone out there remember these names?* **Dennis Day**, a featured performer on the old **Jack Benny** shows, with his rich tenor and able handling of dialogue, is still performing; he recently appeared on a Royal Viking Line ship cruise, as did **Patty Andrews**, one of the singing Andrews sisters... Not all sports-casters are full-time staffers: **Mel Rankin**, a Toronto lawyer and rabid sports enthusiast, does play-by-play on a part-time basis for the University of Toronto's CIUT-FM...

BEAC: The January issue of BT (page 51) had **Brian Antonson**'s very complete report on the 1986 BEAC. Some snippets of interest: **Larry Taylor** of Niagara College was returned as president, **Rob Riskin** of BCIT was elected secretary-treasurer, and **John Bradford**, Mohawk College, was named chairman of the 1987 Toronto conference; the Broadcaster of the Year

Award went to **David George** of Imagineering, the RBC Commercial Production Award to Conestoga College, and the Lifetime Membership to **Herb Young**, president of Loyalist. It was the first time that BEAC had met west of the Rockies... Brian also tells us that BCIT's Broadcast Communications program is going great guns... (more in *Broadcast Education* in this issue)...

Did You Know? Prior to going into radio as president of CKCY Sault Ste. Marie, ON, **Carmen Greco** was an electrical engineer with Algoma Steel Corporation. He holds a B.Sc. degree from U. of T... **Hank Karpus** and **Gordon Keeble** have this in common—in their youth both were free-lance actors. Gordon also sang... It will be 30 years ago this May that **Allan Waters** took the big leap and changed CHUM Toronto into what he called a 'hit parade' station, replete with 'CHUM charts' and the total new sound of music. As I recall it, the top record on the first chart was *Rock Around the Clock* by **Bill Haley** and the Comets. It was the theme song of the movie, *The Blackboard Jungle*... According to a recent forecast, the penetration of converters and cable-ready TV sets in Canada, now 61% of cable households, will rise to 80% by 1990...

It had been our privilege to know the late **Don Jamieson**, especially during his term as president of the Canadian Association of Broadcasters. He was outstanding in many fields—broadcasting, government and the diplomatic world—a fine orator and an exceedingly witty man. A truly unique Canadian...

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CAB Executive Committee: **Jim Sward**, Rogers Broadcasting, has succeeded **Michel Arpin** of Radiomutuel as chairman; Radio board chairman is **Jim McLaughlin**, Moffat Communications, with **Gord Hume**, London Broadcasting, as vice-chairman; TV board chairman is **Robert Bonneau**, Télévision St. Maurice, with **Peter Liba**, CanWest Broadcasting as vice-chairman; and **Elmer Hildebrand**, Golden West Broadcasting, is treasurer...

Prior Smith's *The Canadian News*, a daily radio news summary for Canadians who holiday in Florida each winter, is into its 10th season and is now on 29 stations, two more than last year... It was double honors for **Dan Iannuzzi**, president of CFMT-TV Toronto: he was named a knight by the government of Italy for his contributions in communications, and the Canadian Italian Business and Professional Association named him 'Man of the Year'... CBS hired **Lena Horne's** daughter to write a four-part TV special titled *The Hornes: An Early American Family*... CITY-TV's **Jeanne Beker** and her husband, radio personality **Rob Magee**, are reported to be infanticipating... Some 50 years ago, CFRB had a weekly half-hour show that featured the 'Crushy Swingers' singing quartet. One of the members was **William Bounsall**, who worked in Canada for major film studios and later became general manager of Hutchins Advertising. He died recently at age 80... While *Wheel of Fortune* is generally ranked as the #1 TV game show in syndication, *Jeopardy* is also doing very well in the #2 spot; it's produced and hosted by Canada's **Alec Trebek**... The British satellite 'Sky Channel,' seen in 11 European countries by a potential 15 million homes, has a weekly program called *Canada Calling*. It carries two CITY-TV shows, **Brian Linehan's** *City Lights*, *The New Music*, and some of the videos and interviews aired on the MuchMusic channel... It is estimated that in 1986 Canadian networks and individual TV stations paid \$170 million combined for all their American TV programs—up from \$165 million in 1985... While there is no such ban on Canadian TV, the three U.S. networks say they have no intention of altering their ban on advertising contraceptives. This, despite a campaign by Planned Parenthood for a change in the U.S. attitude... **Dick Clark**, who doesn't look it, recently celebrated his 57th birthday... Happy to hear that **Stan Genno**, one of the early students in the Humber College radio course, is not only selling time for Hamilton's CHAM, but is also teaching radio promotion at Mohawk College...

TvB Executive: **Bruce Cowie**, president and gm of CKTV Regina is chairman of the Television Bureau of Canada; **Gilles Loslier**, Paul L'Anglais Inc., and **Don Smith**, BCTV, are vice-chairmen; secretary-treasurer is Global TV's **David Mintz**; new board members include **Bob Elsdon**, CFPL-TV London, **Dennis Fitzgerald**, CITY-TV Toronto, and **Rudy Stefanik**, CFCF 12 and CFJP-TV Montreal... **Don McKibbin**, CBC/Radio-Canada publicity manager, is serving as president of the Toronto chapter of the Canadian Public Relations Society... The talents of long-time CFRB feature broadcaster, **Ray Sonin**, not only include song-writing but also that of author: he has had eight novels published, all in the mystery vein, and is currently working on another... When **Ken Cassavoy** left as co-anchor of the morn-

ing show on CKO Toronto to enter the teaching profession, **Bob McLean** was brought in from Vancouver to replace him... **Bob Dawson** reports that CJVB is now offering Vancouver's first 'Big Band' morning show. Seems over 900 U.S. stations have changed to 'nostalgia/big band' formats, which appeal to an upscale 35-65 year old segment. Host is **Monty McFarlane**, who was voted 1986 'Broadcaster Performer of the Year' by BCAB. The show was launched December 3 with a live broadcast from the Pacific Palisades Hotel and a champagne breakfast which also marked McFarlane's 30th anniversary as a Vancouver morning man... **Joe Boucher**, a CFL official for 15 years and then sports broadcaster at CJOH-TV for a number of years, died at age 68... *Win, Lose or Draw* is the title of a TV game show put together by actor **Burt Reynolds**. It is said to be based on a sketch-pad charade game he has played at home for more than 10 years... **Geraldine Sherman**, executive producer of CBC Radio's weekly *State of the Arts* program, and her husband, **Robert Fulford**, editor of *Saturday Night* magazine, were among eight winners of the Asia Pacific Foundation of Canada's 1987 Fellowship for Canadian Journalists...

Global TV weatherman **Peter Emmerson** is busy visiting towns across Ontario to highlight local winter events and do live weather reports... **Angelo Mosca**, who made his name as a pro footballer and wrestler, is doing real fine in the world of the "rassles". He is president and promoter of Pro Wrestling Canada, with shows on ten TV stations in the east and two in the west... Two appointments at Rogers Communications Inc.: **Philip R. Ladouceur** is senior vp, finance, and **Graham W. Savage**, senior vp, investments... More radio stations are becoming 'senior citizens'—among those celebrating their 65th anniversaries: CKOC Hamilton, CFAC Calgary, CJCA Edmonton, CHAB Moose Jaw, CFPL London, CFUN Vancouver, CKCK Regina, and CFRC (Queen's University) Kingston. Celebrating 60 years in 1987 are CFRB Toronto, CHML Hamilton, and CKUA Edmonton. Reaching 55 is CKLW Windsor; the golden 50-year group includes CFAR Flin Flon, CFGP Grand Prairie, CHWK Chilliwack, CHLN Trois-Rivières, and the CBC; while CKWS Kingston is 45. And if indeed 'life begins at 40' that will augur well for CKBW Bridgewater, CKEN Kentville, CKOK Woodstock, CFRA Ottawa, CKRS Jonquière, and CJNB North Battleford... **Jacqueline McInnes**, formerly at CJCL, became a magazine sales rep... Our congratulations to CKO's **Peter Varley** for winning a prestigious Nellie award. With all other awards going to CBC people and programs, his phone-in show was the only private sector winner...

Some veteran broadcasters may recall a record company rep in the '50s named **Percy Curtis**—often nicknamed 'Duke' because of his startling resemblance to Prince Phillip. He later became a prominent bandleader whose engagements included the Imperial Room of the Royal York Hotel. Cancer took him at age 61... It's not every broadcaster who can boast that his background includes remoting his show from a bus. **Barry Bowman** of CFAV Victoria has been airing his morning program once a year for the past four years from a special bus, wired for live broadcast, to help promote the use of public transit in the Victoria area... Former broadcaster **Judy Erola**, a Liberal cabinet minister prior to the 1984 federal election defeat, is a consultant for the Ontario Editorial Bureau, a public relations firm in Toronto... **Lloyd Scheirer**, the new president of the BBM Bureau of Measurement, had previously spent 25 years with McGraw-Hill Ryerson, the educational publisher, and for the past 10 years had been the firm's president and c.e.o. He succeeded **Peter Jones**, who retired after 14 years as BBM prexy... The Rogers Cable TV-Vancouver production, *Vancouver: A City of Choice*, took top honors in a documentary film competition co-sponsored by the Arts & Entertainment Network and Partners for Livable Places... Applause is also due to CBC *Radio Noon's* Agricultural commentator, **Roy Maxwell**. He was given the

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1986 Ontario Federation of Agriculture (OFA) Annual Media Award as the broadcaster who best covered agricultural issues in a manner that is educational and understandable even to those living in urban centres.

Ellen Davidson advised us that **Ian D. Bell** was appointed vp, sales and marketing, for First Choice*Superchannel in Eastern Canada by **Fred Klinkhammer**, president and ceo... These are happy days at TVOntario. It has its new French-language educational television service on air with an initial 5-year mandate from the CRTC, and was also given a 5-year renewal for the existing, predominantly English, service... **Graham Leggat**, who had been CBC-TV's soccer analyst, became full-time host of TSN's *Soccer News*, *Big League Soccer* and *European Report*... The Saskatchewan subsidiaries of Baton Broadcasting Inc. made some top-level appointments: **R.L. Skinner** is president, Shamrock Television System, Inc. (CKOS/CICC-TV Yorkton and CKBI/CIPA-TV Prince Albert); **Bruce Cowie**, is president of CKCK-TV Ltd., Regina; **E.W. (Ted) Eadinger** is president, CFQC Ltd., Saskatoon; and **Dennis Fisher** is president CFQC Radio, a division of Russwood Broadcasting Limited... Remember *The Aldrich Family*, the immensely popular early sitcom, and the cry "Henree—Henry Aldrich!" and the response "Coming, Mother."? **Mitchell Smyth** of the Toronto Star located **Ezra Stone**, who played Henry Aldrich, and found he is living in Pennsylvania, where he is president and director of the David Library of the American Revolution, a research facility founded by his father, **Dr. Sol Feinstone**. Ezra is now 69 years old... Reminder for your notebook: The Academy Awards will be held Monday night, March 30th. **Samuel Goldwyn, Jr.** will produce... Remember *Mr. Ed*, with Canada's **Alan Young**? Well, we hear that **Joan Rivers**, a talking host, plans to make a movie with a talking horse. Title: *Hot to Trot*...

Columnist **Sid Adilman**, now entertainment editor of the *Toronto Star*, reported that CBC-produced video cassettes, books and recordings are being sold at special CBC boutiques in downtown Eaton's stores in Montréal and Toronto... The first satellite television network, designed to beam 4 new channels into homes by 1990, has been approved in Britain. It includes entertainment, movies, children's programming, and a 24-hour news service, run in conjunction with Independent Television News... **Ralph Mellanby** is going to need more shelf room. He won his third Emmy award for sports programming—this time for directing the international basketball feed at the Los Angeles 1984 Olympic Games. As CTV executive producer for the 1988 Winter Olympics, Ralph could well come up a four-time Emmy winner... **Shelley Long**, the brainy waitress on the hit NBC sitcom, *Cheers*, says she will leave the show at the end of the season to spend more time with her family... For the 5th season in a row, Global TV is carrying Ontario Hockey League games. Sports director **Jim Tatti** is host, with **Dave Quinn** on play-by-play and **Sherry Bassin** as color commentator... **Wally Crouter**, CFRB's long-time popular morning man, was signed for another three years... SaskWest Television Inc. has made two top executive appointments: station/operations managers are **Rick Friesen**, at STV-Saskatoon, and **Fred Filthaut**, at STV-Regina. The two stations are to go on the air September 6th... **Toni Walker** left the Radio Bureau of Canada to join the Radio Sales Group of Moffat Communications. She replaced **Yvonne Yarnold**, now with J. Walter Thompson in Montréal... **Randy Timmins** is now handling radio network sales for Westwood One Canada...

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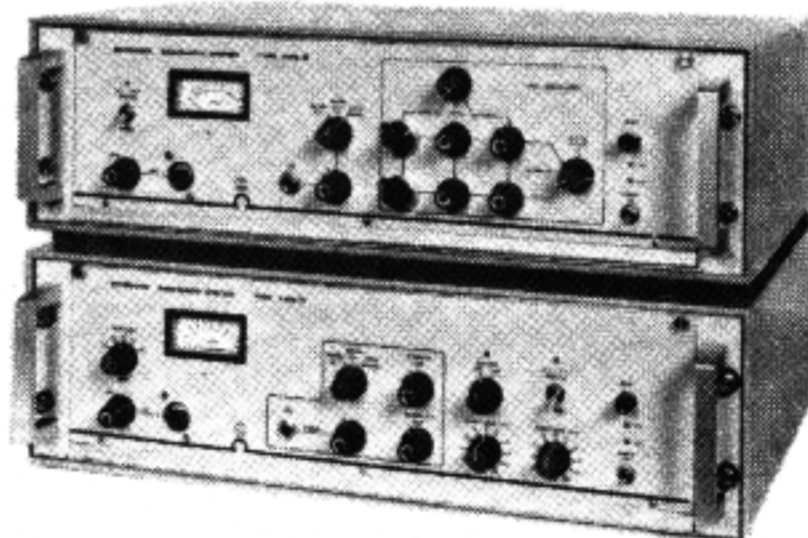
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people in the news

- Asia Pacific Foundation of Canada—1987 Fellowship program winners include **Luc Chartrand** and **Carole Graveline** of Radio-Canada, Montreal; **George Hoff**, CBC-TV Toronto; **Susan Phillips**, Radio Canada International, Vancouver; and **Geraldine Sherman**, CBC Toronto.

- Avinda Electronics—**Tony Parrish**, previously with Hitachi Denshi Ltd, appointed to Avinda's sales force.

- BBM Bureau of Measurement—**Lloyd Scheirer**, previously with McGraw-Hill Ryerson, named president. He succeeds **Peter Jones**, who recently retired after 14 years in post.

- Canadian Satellite Communications—**Susan E. Cornell** appointed vp, regulatory and corporate affairs. She was formerly vp, public affairs, CCTA.

- Cecom—**Sean Son Hing** appointed product mgr for DeSisti lighting equipment. Sean recently completed a 5 1/2-week training course in Rome on DeSisti and Cartoni fluid action heads.

- CKY-TV Winnipeg—**Terry Coles**, formerly pres/gm of CFCN-TV Calgary, named general manager.

- First Choice—**Ian D. Bell** named vp, sales and marketing, Eastern Canada.

- Incospec Electronics—**Preben Petersen**, formerly vp, NEA Linburg, in Denmark, and operations mgr, Caelum Technologies, Saskatoon, has joined new Incospec office in Milton, ON (see *Broadcast Business*). His background includes radar, avionics, micro-circuitry, head-end and satellite technology.

- Microdyne Corporation—**J. Thomas MacAllister** promoted to sales mgr, satellite communications (Ocala, FL).

- MSC Electronics—**Tony Sharpe** appointed vp marketing, transmission division, responsible for all RF sales, service and marketing, as well as fulfilling the role of project mgr.

- Parliamentary Press Gallery—elected to the executive are: **Don Newman**, CBC-TV, president (succeeding **Leslie Shepherd** of CP); **Partrick Crampont**, Agence France Presse, vp; **Kathryn Young**, CP, secretary; **Donald MacDonald**, Halifax Chronicle-Herald, treasurer; and directors **David Vienneau** (Toronto Star), **Elly Alboim** (CBC-TV), **Gilbert Dupuis** (TVA), **Gayle Morris** (CFCF-TV) and **Carole-Marie Allard**.

- Ram Broadcast Systems—**Jim Burns**, recently retired c.e. of WBBM Chicago, has joined Ram, based in Durango, CO.

- SaskWest Television Inc.—**Rick Friesen**, formerly assistant mgr at CKBI-TV Prince Albert and SaskWest's project co-ordinator, named station mgr of STV Saskatoon; and **Fred Filthaut**, previously assistant gm of CFAC-TV Lethbridge, appointed station and operations mgr of STV Regina. Both stations are scheduled to go on-air September 6, 1987.

- Vinten Equipment—**Greg Reilman** named western U.S. sm, Sun Valley, CA.

- Wegener Inc.—recent appointments include: **Ken Leffingwell** and **Lisa Andrews** to sales engineers; **Michael Heimberger** to mgr, customer services; **Neil Kohn** to executive account mgr.

- Westwood One—**Randy Timmins** named radio network sales executive.

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