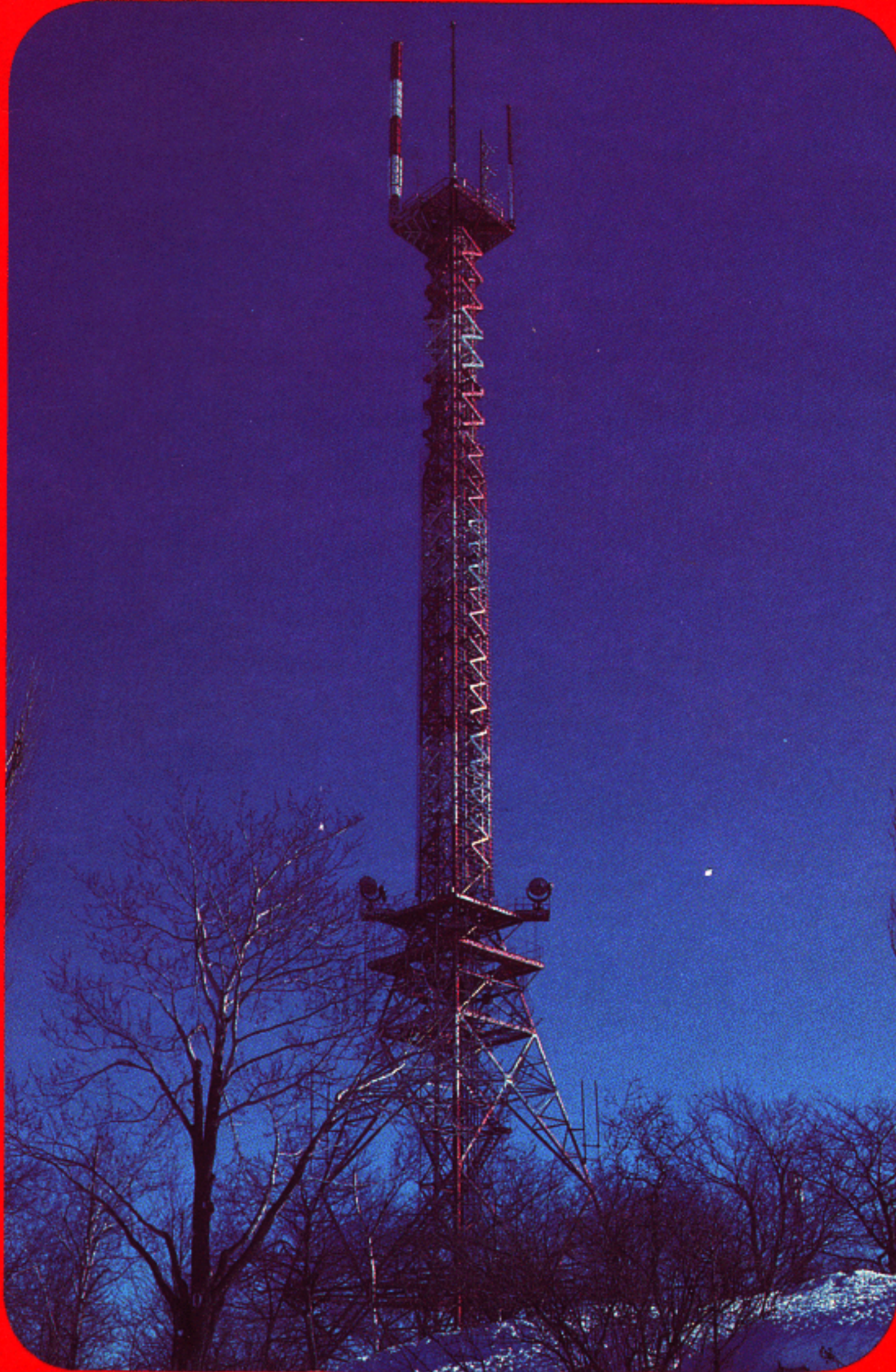


BROADCAST + TECHNOLOGY

MARCH 1987 — VOLUME 12, NUMBER 5



QUATRES SAISONS ANTENNA / TRANSMISSION FACILITIES ON MOUNT ROYAL

NAB
PRODUCT
PREVIEW

ALL-CANADA
CELEBRATES
50 YEARS

LIGHTING
FOR
ROCK & ROLL

AM 1040:
VANCOUVER'S
NEW VOICE

CANADIANS LEADING THE WAY AT SMPTE

We have to be impressed by both the quality and quantity of Canadian involvement in the Society of Motion Picture and Television Engineers. The satellite telecast of the January meeting of the Toronto Section was a history-making 'first'—well-documented in *Broadcast Technology* (see page 32).

However, it should also be noted that at last fall's conference in New York City, Canadians continued to be prominent in the Society's executive. With the election of Carlos Kennedy of Ampex Corporation as president for 1977-78, the CBC's Maurice L. French succeeded him as executive vice-president, in line for the presidency in 1989-90. Kennedy, of course, takes over the reins from Harold Eady, a mainstay of the Toronto Section just a few short years ago.

As part of the SMPTE Report on page 32, retiring governor Howard Wilkinson reviews some of SMPTE's accomplishments in Canada over the past few years. Members are grateful to Howard for his quiet leadership, and welcome Gord Ballantyne of Applied Electronics who joins Grant Dearnaley of the National Film Board in the role of Canadian governor.

Another leading light: Guy Gougeon, CBC vice-president of engineering, awarded SMPTE's presidential proclamation 'in recognition of his outstanding engineering leadership and for his continued support of SMPTE activities in general and to the Canadian sections in particular.' Guy serves on the Presidential Advisory Committee and was one of only three recipients of this honor in North America for 1986.

Many more Canadian members are contributing to the dynamism of the Society and the important international role it plays in the development of today's film and television technology.

PUBLIC ARCHIVES LOOKING FOR MICs, 'FLASHES'

A note from Ernie Dick, who heads up the Film, Television and Sound archives at the Public Archives of Canada, asks for our help—and yours... Seems an exhibition is to be opened next year (March 3/88) on the 20th Century Canadian experience 'as reflected by newsreel and broadcast reporting'. The exhibition will provide visitors with access to some 300 news clips of events throughout the history of film, radio and television in this country. Broadcasters have already co-operated extensively, however some items are still needed. Stations and networks are requested to contribute their microphone 'flashes' (both older and contemporary) for the display. Any received will be permanently preserved at the National Museum of Science and Technology. If you can contribute mics and/or 'flashes' please get in touch with Ernie DeCoste at the National Museum of Science and Technology, 2380 Lancaster Road, Ottawa, Ontario K1A 0M8, telephone (613) 991-3083. Thanks for your help!

Here and there...

Vancouver news: As we went to press, the CRTC announced its approval of the transfer of control (50.1 per cent) of Western Approaches Ltd. (CKVU-TV) to CanWest Pacific Television Inc. The CanWest group already owns the Global TV network in Ontario, CKND-TV in Winnipeg, and is building new TV stations in Regina and Saskatoon. The new owners will increase the budget for programming by \$3.8 million a year, spend \$2 million on improving facilities, install a news bureau in Victoria with a 2-way microwave hookup, and increase the 'VU schedule to 24 hours a day. Founding shareholders Daryl Duke, Norman Klenman and Gordon Lyall will retain a 49.9% interest...

In the February issue, an article by Jan Piros brought readers up-to-date on developments at BCTV—an institution in British Columbia for over 25 years. In this issue (page 56) Jan turns to the radio side of the industry with a report on AM 1040, which went on the air last fall under the direction of Don Hamilton. Next issue, we plan to have an interesting engineering item on CISL. The station has applied for synchronous transmission by a second transmitter on 650 kHz... the only previous example of synchronous transmission in North America that we can recall was by WBZ Boston, which used to have a second transmitter in Springfield, Massachusetts, also on 1030 kHz. Perhaps some of our readers know of other examples...

When radio was young... The passing of announcer Cy Strange, a familiar voice on Canadian radios for half a century, recalls some fascinating aspects of the medium's early years.

- Before breaking into announcing, Cy performed with a country music foursome. He once recalled that when the musicians wanted to "crack big-time radio, that meant 'Doc' Cruikshank's Wingham radio station. Back in those days, anybody could get on the air so long as they didn't expect to get paid. Doc welcomed us with open arms and without so much as a rehearsal or an audition, we were on the air..." Low budget radio it may have been, but history tells us that listeners throughout western Ontario were glued to their receivers for such CKNX favorites as its Saturday night barn dance. Wingham, it should be noted, is a town of less than 3,000 population...

- Later in his career, Cy Strange announced at CFRB Toronto during the years that station originated numerous programs heard over regional and national networks. One that Cy both wrote and announced was *Toronto Calling*, fed to the full CBS network...

Today the government and the industry agonize about 'Canadian content'. Somehow, it seems to have just come naturally in those early days of broadcasting, when there were so many outstanding accomplishments by both the public and private sectors of the industry.



stations in the news

CRTC APPROVES VIDEOTRON PURCHASE OF TELEMETROPOLE

The \$134.1 million purchase of Télé-Métropole, owner of CFTM-TV Montréal, by the second largest cable company in Canada, Vidéotron Ltée, has been approved by the CRTC.

The Vidéotron proposal included substantial investment in programming and the renovation of existing Télé-Métropole facilities. The total price tag is \$55 million to be spent over 5 years, \$30 million of which are new funds.

Vidéotron plans to:

- launch a major news and public affairs program in September, to run 7:30 to 9am Monday through Friday, creating 20 new jobs and costing \$8 million;
- allocate \$1 million to the research and programming department for the development of new programming;
- allocate \$19.5 million in promoting independent Canadian productions;
- promote French musical artists by giving opportunities on weekly programs and awarding prizes, such as studio time, future videos and money, at a total cost of \$8.3 million;
- create new public affairs and childrens

POWER PICKS UP PROPERTIES

The CRTC has approved the transfer of Prades Inc. to Power Corporation. The purchase involves three properties: CHAU-TV Carleton and its rebroadcasters; CFLP and a recently-licensed FM station in Rimouski; and CKSM Shawinigan Falls.

In a similar move, control of Katenac Holdings was transferred to Power Corporation. Katenac owns the CKWS Kingston AM-FM-TV group and Kawartha Broadcasting Co. Ltd., which in turn owns the CHEX Peterborough AM-FM-TV group and CKBB Barrie/CKCB Collingwood, ON.

FRANCE-CANADA CO-OPERATION

The ministers of communications for France, Canada and Québec have agreed to promote the co-production and broadcast of programming in Canada.

France's TV5 channel is to be distributed via Anik-C to Canadian cable systems. The project has federal support in the form of a \$1 million pledge. According to Flora MacDonald the service will be available "to all French-speaking Canadians". The CRTC has still to decide whether charging for the service would be practical. It is expected to commence by the end of this year.

programming costing \$3 million;

- computerize Télé-Métropole's news bureaus in Ottawa and Québec City, and equip the Montréal newsroom with a pre-recording studio, a semi-automatic control room and an electronic graphics system, all at a cost of \$725,000;
- upgrade CFTM facilities by investing \$10 million and converting the station to stereo by 1988-89;
- allocate \$600,000 to Sonolab Inc. for mixing and post-synchronization equipment;
- help the recovery of the dubbing industry by raising its dubbed productions from 4.7% to 18%, at a cost of \$6 million;
- invest \$25,000 in the development of closed-captioning; and
- invest \$500,000 in CJPM-TV Chicoutimi "with a specific view to improving the morning information and public affairs programs." The cost includes stereo by 1987-88.

In its decision, the CRTC said that "Vidéotron's dynamism, combined with the expertise of Canada's largest private French-language television station, will ensure continuity while opening new horizons for Canadian French-language productions...".

ACCESS TV STATIONS ON HOLD

The CRTC has approved two television transmitters for Access Alberta, but the project faces a temporary setback. Budget restrictions are blamed for the postponement of the stations licenced in Calgary and, more recently, for Edmonton (9 kw on channel 9).

For the past two years, Access TV's educational programming has been delivered via satellite to all cable systems in Alberta, with programs scheduled 7 days per week, 9:30 am to 11 pm.

CRTC APPROVALS:

- The purchase of Seabrook Broadcasting (CKAL Vernon) by 253986 Ltd. of BC. Seabrook has been experiencing financial problems and the CRTC expects the new owners to provide "financial stability, continuity of direction and improved service".

- Communications Grantham Inc., licensee of **CHRD Drummondville**, Quebec, for a new FM station, 3 kw on 92.1 MHz. The format will be Group 1 pop/soft rock, with all-night programming from **CHOI-FM Quebec City**.

- Radio Richelieu (1979) Ltée., licensee of **CJSO Sorel**, for 3 kw on 101.7 MHz. The FM replaces the AM station, which has been experiencing technical problems. The format will be Group 1; promotion of local talent is to include \$1500 to produce concerts by the Calixa Lavalee Ensemble.

- **CKBS St-Hyacinthe**, for a new FM station, 3 kw on 106.5 MHz.

- Manitoba's Sun Valley Radio Inc., for new parameters at **CISV Morden-Winkler**, 10 kw on 1570 kHz.

- **CFMT-TV Toronto** for use of the vertical blanking interval for closed captioning.

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- **CHGP-TV-1 Princeton, BC**, to change channels from 5 to 6.
- **CHBC-TV Kelowna**, for a rebroadcaster at Princeton, BC, 10w on ch. 4.
- **BCTV**, for a rebroadcaster of **CHKL-TV Kelowna** at Revelstoke, BC, on ch. 7.
- Power increases: **CHIN Toronto**, from 15 to 50 kw (night); **CHRW-FM London** (Radio Western), from 50w to 5 kw; **CKLP-FM Parry Sound**, to 2,470 watts.

SALE OF CJRS, CIMO-FM APPROVED

The CRTC has approved the transfer of CIMO-FM Magog/Sherbrooke and CJRS Sherbrooke from Diffusion CIMO Inc. and CJRS Media Inc. to Radiomutuel (1985) Ltée.

The CRTC has agreed to a reduction in French music content, from 65% to 55%, on the condition that the stations contribute 1% of yearly gross, up to \$20,000, to MusicAction, and \$14,000 per year to Talcan, Radiomutuel's talent promotion program. Promotion of local talent by CIMO-FM will have a total value of \$71,000.

The Commission also approved a change of format on CIMO from Group 1 to Group 4 (dance music). This will enable the station to share programming with Radiomutuel stations in Montréal and Québec City which have similar formats.

An application to give the CIMO Sherbrooke rebroadcaster 'protected frequency' status was rejected. The CRTC recommended relocation to a downtown site as the best means of resolving coverage problems.

**THIRD MARITIME TV SERVICE
MITV LICENSED BY CRTC**

The New Brunswick Broadcasting Co. has been licensed to become the third English TV service in the Maritime provinces. Maritime Independent Television Network, or MITV, will operate on UHF channels 23 Saint John, 41 Fredericton, 27 Moncton and 20 Halifax. The capital cost of starting the network is \$6.1 million.

The move will free-up CHSJ-TV Saint John to provide full CBC service for New Brunswick—a major factor in granting the licence. NBB has agreed to a 10-year contract with the CBC, by which CHSJ-TV and its rebroadcasters must remain CBC affiliates.

In programming, MITV will be broadcasting over 116 hours per week, of which 21 will be local production. News will be complemented with the Global National News feed. Regional production will include business, sports and community affairs programs.

NBB plans to extend MITV to the rest of the Maritimes, especially PEI, and is to provide a timetable for this plan to the CRTC within 6 months of the commencement of MITV service. The Commission also encourages NBB to continue its negotiations with CANCOM with a view to adding MITV as the Atlantic service on CANCOM.

CRTC APPLICATIONS:

- Middlesex Broadcasters Ltd., for the transfer of all shares of Middlesex (**CJBK/CJBX-FM London**) and Sarnia Broadcasters Ltd. (**CHOK Sarnia**) to Middlesex Lambton Communications Ltd.

- Power increases: **CJOM-FM Windsor, ON**, to 100 kw; **CHLT Sherbrooke**, from 5 kw to 10 kw (night); **CJOZ-FM Bonavista, NF**, to 6 kw; **CBUCT-6 New Denver, BC**, from 100 to 722w; **CFBS-FM Blanc Sablon, PQ**, to 25w.

- **Okanagan Valley TV (CHBC-TV-5 Enderby)**, for new parameters, 260 w on channel 16.

- **CHEZ-FM Ottawa** and **CFPL London**, to carry *Rockline Network* via satellite.

- Six stations in Ontario and 5 in British Columbia have applied to join the *Sports Rap* network. The show is originated from the studios of **CHLQ-FM Charlottetown**.

Other stations in the news:

- **TV Ontario** reports that its new service, la chaîne française, is receiving "a wealth of favorable audience response." The channel, launched Jan. 1st, is available to 92% of Francophone cable households in Ontario.

- Programming problems at educational station **CIGB-FM Trois-Rivieres** have resulted in a short-term renewal. The CRTC has given the station only 11 months to meet its commitments.

- Radiomutuel (1985) Ltée.'s **CKMF-FM Montreal** has been permitted to reduce its French language vocal music requirement to 55%. CKMF will continue its commitment to French vocal programming by promoting and funding French culture and talent through Radiomutuel's Talcan program.

- A fund-raising campaign by **CJRT-FM Toronto** resulted in pledges of \$166,500 by nearly 3,400 listeners. Held January 30 to February 8, the campaign is an annual winter event for non-commercial CJRT, which is funded 60% by the province of Ontario and 40% by public donations. More than 150 volunteers assisted by answering telephones.

- The application by Gerald L. Kennedy and associates to buy Rogers Broadcasting stations **CKJD/CJFI-FM Sarnia** and **CHYR Leamington, ON**, was withdrawn prior to the Feb. 17th CRTC hearing. It's understood that a new application will have Maclean-Hunter as the controlling shareholder.

- *End of an era:* Club Social La Grande has closed eight broadcast facilities which served Hydro Québec construction camps in the James Bay. The organization operated radio and television stations at numerous sites during the years that the massive hydro project was being built.



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CCBE NEWSLETTER

by Bob Findlay

cover story: CFJP-TV Joins Montreal Stations Atop Mount Royal

TELEVISION QUATRES SAISONS ANTENNA / TRANSMITTER INSTALLATION

On September 7th, 1986, Télévision Quatres Saisons became the newest television station to go on the air in Montréal. Owned and operated by CFCF Incorporated, the new station's call sign is CFJP-TV. It is a UHF station on channel 35, with studios located at 405 Ogilvy Avenue in Montréal. The transmitter is on Mount Royal and is the subject of this month's *Newsletter*. (I will write about the studios in a future article.)

The transmitter tower on Mount Royal is owned by the CBC and space on it is rented to the various Montréal television and FM radio stations.

The CBC's English and French television channel antennas are mounted on the side of the tower.

The tower has a platform: mounted on the west corner is the CFCF-TV channel 12 antenna; on the east corner, CFTM-TV, channel 10; on the south corner, the four original FM stations (CFQR-FM, CKMF-FM, CHOM-FM, CJFM); and on the north corner, the antenna of the Radio Québec UHF station channel 17. Because of space considerations it was necessary to install a combined antenna for channels 35 and 17. The antenna was supplied by Marvin Crouch's company, Tennaplex, and was manufactured by Kathrein of Germany.

The transmitter tower platform, which is 1000 feet above sea level, required to be reinforced to support the increased weight of the combined Kathrein antenna. The weight of the new antenna is 9 tons, compared to 5 tons for the Radio Québec's RCA antenna, which had to be removed.

Transportation of the crane boom up the mountain required 7 floats 60 feet long.

The crane specified for the installation of the antenna called for a boom 440 feet long. This crane was so large it would have required the widening of the road approaching the transmitter. It would also have required cutting down some trees along the side of the road. Because the mountain is a protected area, another crane which could reach the transmitter without damage to the environment had to be found. A crane with a 390-foot boom and with a 200-ton counter balance was able to meet the above criteria and was used for the installation.

Weather conditions in August presented some potential problems, in that wind speed was required to be below 25 kph and steady. Also, freedom from electrical storms was mandatory for safe installation.

A second 6-1/8" transmission line, 440 feet long, was installed between the transmitter building and the CFJP-TV channel 35 antenna. A special Spinner combiner, capable of handling 30 kw and 60 kw transmitters was purchased. The input of this combiner was required to accept input impedances of 50 ohms for CFJP, and 75 ohms for Radio Québec.

It was necessary to install a small anten-



Richard Dagenais, transmitter manager, CFCF Inc. checks channel 35 installation.

na on the roof of transmitter building to keep Radio Québec on the air for the two days required for the removal of the RCA antenna, and for the installation of the Kathrein one.

Transmitter

The transmitters which were considered for CFJP were NEC, Comark, and Thomson CSF. Richard Dagenais, Transmitter manager of CFCF, indicated that the value of the French franc was very advantageous at the time of purchase, whereas the Japanese yen and U.S. dollar were not. All other things being considered equal, the Thomson CSF 30 kw Model TRE 3482, with Valvo Klystrons, was chosen as the main transmitter, and a 10 kw Model TRE 8431 tube-type was chosen as the back-up. Both systems are fully stereo compatible, and include an Orban exciter with an audio processor.

Because, as mentioned earlier, the mountain is a protected area which is tightly controlled, it is not possible to gain

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space by adding to the transmitter building. Therefore, it was necessary to negotiate with Radio Québec and Hydro Québec to obtain space to install the new transmitter. Power regulators, transfer switches, plus a portion of Radio Québec's RF monitoring system had to be relocated. The 30 kw klystron heat exchanger unit, which was planned for roof-top installation, was moved to the rear of the building, which resulted in a simpler installation. Fewer water pumps were required, and easier access for service was a bonus.

To the surprise and chagrin of the transmitter staff, the 30 kw transmitter was delivered in approximately 450 pieces of different shapes and sizes. This apparently was to minimize potential damage to the transmitter on its journey from France to Montréal. The 10 kw transmitter was delivered as one unit.

The 30 kw transmitter was accompanied by a manual, and a series of photographs, but no step-by-step instructions for assembly. The photographs, taken of the transmitter before disassembly at the Thomson CSF plant, were to be used as a guide in reassembly. By the time our transmitter personnel had assembled the transmitter, they sure knew where each part belonged. An outside contractor, Gus Sondermeyer, and two Thomson CSF



James Bobula is seen at controls.

—Photos by Raymond Poitras, CFCF Inc.

engineers assisted in the final installation and checkout of both transmitters.

A new Hydro substation was required because of the non-standard (as far as North America is concerned) voltages—i.e., 380VAC 3-phase. The substation was so large that some parts of the existing transmitter system had to be dismantled

in order to bring the substation into the building.

Whereas the transmitter tower is owned by CBC, CFCF owns one of the two transmitter buildings and rents space to the various broadcasters. The co-operation of the tenants was invaluable and greatly appreciated. It was necessary for



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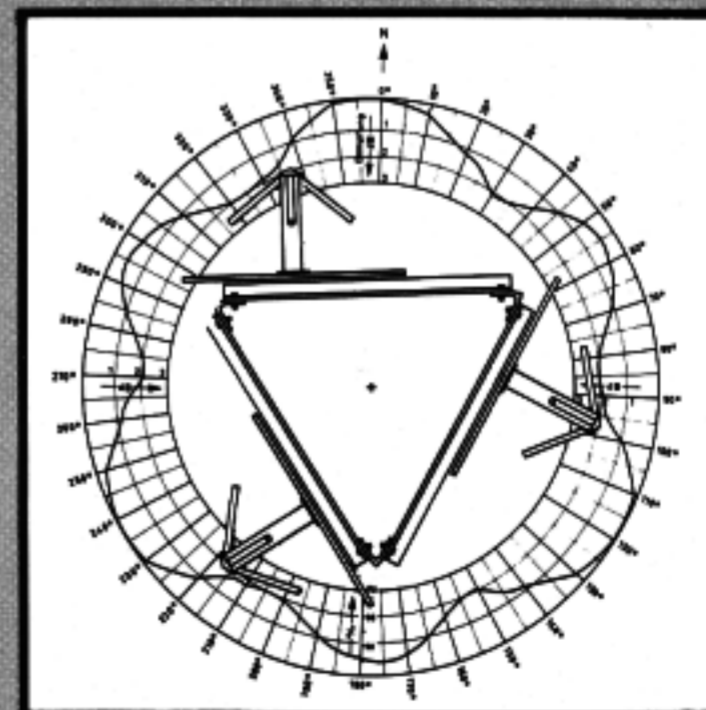
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the tenants to shut down and go off the air from time to time; sometimes it was necessary to reduce power to enable work to be done on the tower during platform reinforcement. Power was reduced also during transmitter and transmitter line installation.

In spite of the painful assembly experience, the transmitter has operated with no serious problems since our on-air date of September 7th, 1986. Richard Dagenais looks forward to many years of relatively trouble-free service.

Radio Paging System

Radio and television technical maintenance departments have a problem when the duty technician who is assigned to Master Control is called to service equipment and is out of telephone contact. The technician may also be out of range of the audio paging system. Commercial telephone/RF paging systems are pretty expensive and have extended range which isn't required for inside a building. Ken Cogan, CFCF-TV Technical Maintenance supervisor, was asked to investigate a solution to this problem. A local dealer was found who could supply a single channel RF paging system. This system has been in operation for some time and has proved to be very successful.

Building Services Department supervisors Ritchie Thorpe and Ray Landry have a greater problem keeping track of their people, especially as our building has tripled in size in the past two years. Ken Cogan was called again, this time to investigate a multiple page system. (Unfortunately, the previous supplier carried only single page units.)

A little digging resulted in the location of a system which would piggyback our Security Department's Motorola UHF base station to walkie-talkie system. This system allows contact with each of our building personnel, located anywhere in the building. This is done by telephoning the Security Department and asking them to key in a three-digit code, then relay a voice message. Each person carries a small pager powered by an "N" type mercury battery. Depending on the system options, it is possible to page the supervisor, or the whole maintenance staff. The system we selected has a single encoder and six pagers, each addressed individually.

Installation of an RF paging system reduces the frustration of trying to locate people who are out range of other communication systems.

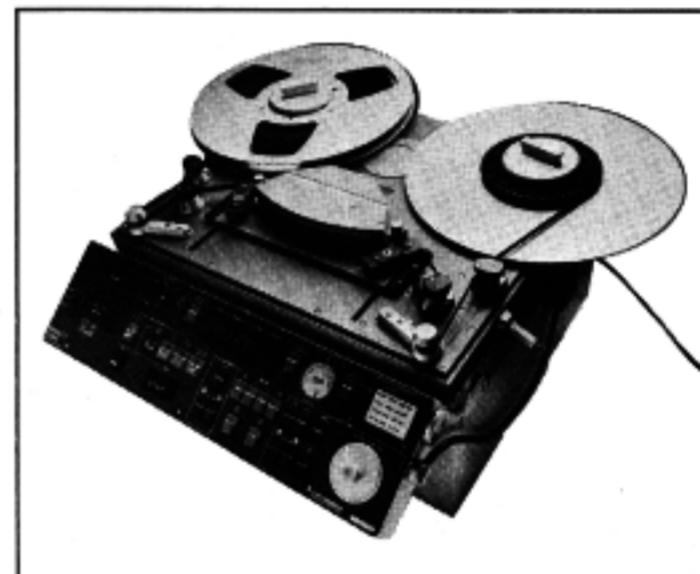
Bob Findlay is publicity chairman for CCBE, The Central Canada Association of Broadcast Engineers. He may be contacted c/o CFCF-TV, 405 Ogilvy Avenue, Montreal, PQ, H3N 1M4; (514) 273-6311.

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Howard Christensen's column:

'Good Humor Makes Most Things Tolerable...'



People...

Tony Cox and staff at CHEK-TV Victoria have, according to RTNDA Foundation president (and CFRB Toronto ND) **Don Johnston**, put together a remarkable written and video presentation on Canadian libel law. Funding for the venture came from the Charlie Edwards Bursary Fund and from CHEK-TV, which donated its resources. Don and RTNDA treasurer **Barry Hamelin** say the video should be seen by not only every broadcast journalist but also by every broadcaster and student of broadcasting in Canada. For more information, contact Don Johnston... Still with RTNDA, the U.S. organization has appointed **Ernie Schultz** as its first, full-time, paid president. For 27 years prior to taking up his new duties, Schultz labored at KGEO-TV Oklahoma City. He says emphasis on the bottom line, combined with other challenges to broadcast journalism, are presenting opportunities for RTNDA to show the value of good journalism practices and how RTNDA contributes to those practices.

Too bad about CJBQ Belleville news director **John Ferguson**. John has a small consulting contract with VSB Broadcasting in Bermuda. And that oh-so-demanding outfit says it needs him there for three weeks this winter. Tough... Speaking of exotic locations, Broadcast News Marketing veep **Andre Prefontaine** and his wife, Debbie, took the end of December and most of January to visit Debbie's folks down under, smack in the middle of the Australian summer. A heart-tugger, ain't it?

CKKW/CFCA-FM Kitchener news supervisor **Dave Carswell** doesn't have much use for those little yellow caution signs mounted on car back windows. He says he's getting a small plank, a nail and an old cabbage patch doll. Then, he's going to spike the doll to the plank, buy a 'Baby on Board' sign, tack it to the top of the plank and put it by the rear window of his car. Way to go, Dave!

Ian Byers, GM at CFAN Newcastle, swears he had nothing to do with 'The Case of the Bad Vibes.' Just before Christmas, VIA Rail officials at Newcastle got suspicious of a vibrating duffel bag and called in an army bomb squad. Fifteen guys surrounded the train station as a shotgun-toting robot pumped two rounds into the bag. Turns out that the duffel bag, now destroyed, had a battery-operated adult Christmas gift that somehow got turned on. Ian says he did not own the duffel bag, has never owned a duffel bag, has never turned-on and does not know what a battery-operated adult gift might be. Besides, says Ian, he can wind himself up "quite nicely without an Energizer, thank you."

Newsman **Bill Moyer**, who, for many years, worked at CHYM Kitchener and who also wrote a book on the history of Waterloo County, died in December. Bill and I worked the CHYM morning shift together in the early 70s. One memorable Bill Moyer story occurred during the 1973 CHYM Christmas Party. In a skit, Bill played the part of the town drunk. Another of the players, I think it was **Barry Pauley**, was trying to teach Bill what a refrigerator is: "You know, it's white, about six feet tall, really cold and holds two cases of beer." Replied Bill, "I beg your pardon. You're talking about the woman I love."

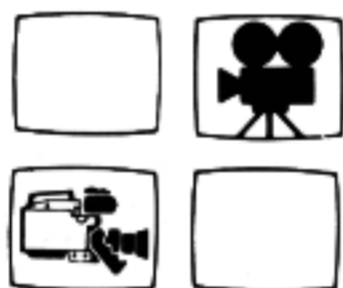
There's a certain radio news director's job which at press time, was still unfilled and paying a king's ransom. The remarkable thing is that the job has been advertised for at least four months... and there have only been three applicants!

Writing the News...

New Yorker and *Punch* magazines have put together their annual list of press boners. Here are some weird headlines from the year just ended: DEATH ENDS GERALD'S HOPE OF IMMORTALITY.... WIFE BEATERS FORM GROUP TO HELP OTHERS...

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CHINESE ASTRONOMER ON HALLEY'S COMET... MINERS REFUSE TO WORK AFTER DEATH... FROG RACES TO RAISE MONEY FOR HOSPITAL... PLANE TOO CLOSE TO GROUND, CRASH PROBE TOLD... DEAD WOMAN REFUSED ALL HELP... CUTS ARE HURTING PATIENTS... DROWNED PILOT IN SHOCK AFTER EJECTING FROM PLANE... COUNCILLORS TO MEET ON FLYING GOLF BALLS... and... ALIEN WITH TUSKS FINED \$5000.

Getting into the meat of some other stories, we learn: Neurosurgeons should soon be able to uncross their fingers while operating on the brain, a senior consultant claimed last night (Ontario Medicine); A report in *The Age* on Monday said that up to six million had died in a gun battle in Sri Lanka. It should have read up to six militants died in a gun battle (*Age*, Melbourne); Throughout Bangkok, residents sweltered, with ice and cold drinks selling like hotcakes (*Bangkok Post*); Scott admitted having sex with Mrs. Debbie Fox while giving evidence on the sixth day of the lesbian love triangle trial (Belfast Newsletter); Reagan, master illusionist, is himself a kind of American dream. Looking at his genial, crinkly face prompts a sense of wonder: how does he pull it off? (*Time*); When times are tough and the road is long, it helps to remember what the Armenians say: "The water melon will not ripen in your armpit." (Bournemouth *Evening Echo*, England)... Good to know you'll never—EVER—hear or see that kind of stuff on the airwaves.

Still with news writing: A while back, I was asked to prepare a writing outline to be presented to/discussed by newspeople at a small Ontario radio station. Amazingly, the following tips kept five people involved in an afternoon of worthwhile radio news handling dialogue. I've since found that many of my colleagues in more senior news jobs see value in it, too. They say

the basics need to be underlined from time to time. Here, then, are some points on good broadcast news writing:

- **Understand the Story**—Before you can hope to write a clear and accurate news story, you must understand the story.
- **Use Simple Language**—Don't try to impress listeners with your vocabulary. They want the news.
- **Use Short Sentences**—Sentences containing one thought are best.
- **Write Stories That Flow**—Remember you're a story teller. One sentence should lead to another.
- **Stick to the Facts**—There's no place for your opinions in a news story.
- **Always Type Your Stories**—Double space your copy. This leaves room for editing.
- **Always Proof Your Copy**—Improve your story through editing. And check the story again for accuracy.

Remember, you're writing news to be read aloud. It must be clear. When appropriate, use present tense. Radio is the "now" medium. If the story is happening now, tell your listeners. But don't belabor the point. Use past tense if the story is old. Provide sufficient background information in order that the listener will understand the story. As a general rule in radio news writing, use titles before names. And never start a story with a name unless it is preceded by a title or identifying phrase. It's too easy for the listener to miss the name if it comes at the beginning of a story. Many stories involve statistics, percentages or technical detail. Don't try to include everything of this nature in your stories. Hit the high points. The listener doesn't have time to absorb all of the figures. And, unless an exact dollar figure is important to a story, round off the amount—e.g., 'about two million dollars' instead of '\$1,998,947.83.'

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After writing a news story always ask yourself—Will the listeners understand? If the answer is yes, you're on the right track. Whether reading cold 'copy' or material that has been rehearsed before air-time, always read ahead with your eyes. Know what's coming up. And take advantage of pauses in your copy to look ahead, especially when reading cold copy.

Always read by word groups, not by single words. Make the news sound conversational. And most important, try not to sound as though you're reading. If you do, your newscast will not sound authoritative. You won't be communicating and chances are good you'll be turning off your listeners. At the same time, know your material. Don't allow the news to sound too informal.

Programming...

By now, stations should be accustomed to seeing BN's new wire feature, 'Today in Music History.' It began Jan. 1, 1987, and provides daily information on what happened in music on the current day's date. The feature transcends formats, in that daily info ranges through all musical categories; Contemporary, Adult, A-O-R, Country, Jazz and Classical. Because the show is not only fed the evening of the day before but also as a weekly bulk package (every Wednesday morning), show prep should become a whole lot easier—and informative.

Another rejected station ID: "1540 CHIN. At the top of your dial and at the bottom of your face." (**Johnny**, please say you've got a sense of humor)... A drive at night in New Brunswick offers many opportunities for scanning the radio dial and picking up all kinds of stations which one might otherwise never hear. One such scan brought in an outraged sports/talk show host, presumably somewhere in New England, who was all bent-up about the New York Giants radio announcer and what a 'homer' he is. Said this particular radio man: "When that jerk screams 'IT'S UP... IT'S G-O-O-O-O-D'... it sounds like he's doing the play-by-play of a porno loop."

Marketing...

From *R&R's Quotable Quotes of '86...* "The biggest mistake a station can make is doing things without knowing why they're doing them."—Surrey Consulting & Research president **Roger Wimmer**... From Jan/87 *Bits & Pieces*: Aim for service, not success, and success will follow... Something the boss (I forget which one) once told me: "Broadcasting is an easy job if you work it hard. And a hard job if you work it easy."

Quickies...

GM **Rick Gordon**, technical whiz **Mike Leaman** and PD **Larry McCaw** are set to put New Brunswick's first album rocker CJMO-FM (Rock 103) Moncton on the air. They're in the final stages of equipping and shakedown. **Dennis Horlick** at All-Canada is repping... Speaking of new stations, **Doug Cunningham** hopes to have CIDC-FM Orangeville on-air by late spring... CHTN Charlottetown GM **Harry MacLellan** and PD **Don Mabee** are organizing next fall's AAB meeting there. They're already lining up the program and events. Should be good... Carleton Journalism grad **Erin McKelvie** is doing mid-day news at CJBQ Belleville, arriving in Belleville after part-time duties at CKOC Hamilton... CJBQ News also recruited **Tom Gavey** from the Belleville *Intelligencer*. Tom's a Ryerson grad... **Stan Cameron** is new GM at CKOB Renfrew; **Rick Wyman** is ND... **Mary Dee** is sports director at CHNR Simcoe, while **Carolyn Tangney** and **Doug Crosse** are recent arrivals in CHNR's news department. Carolyn is from Mohawk College in Hamilton and Doug came

by way of North Bay's Canadore College... CJCJ Woodstock, N.B., GM **Charlie Russell** is bucking the CAB over a request for lower CanCon on Country music... Speaking of music, have you heard Leonard Nimoy singing 'Proud Mary'? It's only a tad better than a 39-second version of the Stones' hit, 'Paint it Black' by a group called Half Japanese (no word on what the other half is)... *Sports Rap*, the syndicated Sunday night sports talk show based in Charlottetown, finally broke into the Toronto market having signed CFGM Richmond Hill... BN Ottawa reporter **Margot Sinclair** has transferred back home to B.C., taking up duties at Victoria where she's covering the legislature... CFCY Charlottetown ND **Craig Ainsley** has many news sources, including a local rag called *The Daily Crunch* (news in a nutshell, cracking the silence)... CKCW Moncton GM **Sandy Gillis** and CFQM-FM Moncton GM **Gary Crowell** owe me a microwave... and Eye-ah-coke-ah Co-kwi-hall-ah is not, according to CFUN Vancouver ND **J.J. Richards**, a native expression meaning 'Chrysler president on B.C. highway.'

Kicker...

Murray Eldon, the suave sports director at CKFM Toronto (and Blue Jay field announcer), remembers the time long ago when he was just a cub reporter working at Midland. He says he was driving to the station early one morning, listening to the 6 o'clock news. The fellow doing the reading, swears Murray, got into the third item... and fell asleep. His snores kept Murray company all the way to work... To protect the not-so-innocent, the name of the (s)newsman is being withheld...

Howard Christensen is general executive, Eastern Canada, for Broadcast News Ltd., Toronto. His column is a regular feature of Broadcast Technology.

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All-Canada Radio & Television Marks 50th Anniversary

It was in the middle thirties that H.R. Carson, a founder of Selkirk, following a trip through the western United States and conversing with various American radio station executives, became concerned that the three stations with which he was associated (CJOC Lethbridge, CFAC Calgary and CJCA Edmonton) were barely scratching the surface in obtaining national radio advertising. Less than six per cent of their business was national, compared to about 40 per cent south of the border. It was obvious that a good system of national sales representation was needed in Canada.

Harold Carson and his associates set up a new company called United Broadcast Sales, and opened an office in Toronto to secure a larger chunk of the national advertising dollar. About the same time, Dawson Richardson formed a company to represent the stations he owned in Winnipeg and Regina. This company was called All-Canada Broadcasting System with sales offices in Toronto and Montréal.

United Broadcast Sales soon branched out into programming. Its personnel travelled to Hollywood to obtain the Canadian rights to the best transcribed radio shows available.

Both United and All-Canada operated on a 'non-exclusive' basis; that is, no prior arrangements or contracts were made with stations—whenever they could secure national advertising, they took their chance in securing commissions from the stations. In order to form a national company, the two companies merged on February 1, 1937. The new All-Canada Radio Facilities Ltd. had 10 employees in five offices—Montréal, Toronto, Winnipeg, Calgary and Vancouver.

At the 1938 Canadian Association of Broadcasters meeting in Ottawa, the

member stations were urged to go into exclusive representation, and they adopted the plan basing their operations largely on the U.S. exclusive representation model which had been in effect for several years. All-Canada immediately became very active in signing stations and early in 1938 had signed up 22 stations, many of which are still associated with All-Canada today.

The Transcription Department continued to gather and sell programming across Canada and around the world. The idea was to secure national sponsorship for a program and then sell the program to stations. All-Canada was reputed to have the largest library of radio transcriptions in the world, with sales to Africa, Asia, Australia, Europe and Hong Kong. Some of the better know programs included Red Skelton, Jack Benny, Dennis Day, Guy Lombardo, Superman, The Lone Ranger, The Green Hornet and many others.

In 1953, a new division, All-Canada Television, became the advertising industry's primary source of information on the new medium through publication of the *Red Book*, which contained information on station rates, markets, coverage, and other data.

With the advent of television, the market for syndicated radio programs fell off and All-Canada started a Television Program Division. Some of the television programs handled included *Lassie*, *The Untouchables* and *The Lucy Show*.

In 1963, All-Canada opened offices in the U.S.A. and was the only firm employing Canadians to sell Canadian station time to U.S. agencies. In January, 1981, All-Canada opened an office in Halifax—giving the company true coast-to-coast coverage.

With the advent of computers in the

early 1960s, All-Canada started a computer division which evolved into Seltab Systems. Today, Seltab provides computer-related services to all of Selkirk's divisions. Seltab developed All-Canada's custom software, Datarep, which allows management to retrieve up-to-the-minute information on sales—by station, department, agency or sales rep. Seltab is in the process of designing and programming a replacement software package that will include a multitude of enhanced capabilities; Datarep II should be up and running this year.

All-Canada is the only Canadian rep firm to offer Central Billing and Collections. All-Canada collects accounts receivables due and then remits the funds to the station—a real boom to stations which individually may have little clout in dealing with a major advertiser/agency.

All-Canada has been involved in all facets of the Canadian broadcasting community. In 1944 All-Canada Radio Facilities was instrumental in starting the Broadcast Bureau of Measurement (BBM). All-Canada has active representation in broadcast industry related associations: CAB (Canadian Association of Broadcasters); TVB (Television Bureau of Canada); RBC (Radio Bureau of Canada); CABR (Canadian Association of Broadcast Representatives); and BES (Broadcast Executives Society).

Over the last 50 years, All-Canada has grown from a small 10-person company with 22 radio stations, to a staff of 144 representing 102 radio stations and 15 television stations.

Our thanks to Ross McCreath and his associates at All-Canada for this informative review of the company's first 50 years.

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Circle #241 on Reader Service Card

MARCH 1987

BROADCAST BEAT

by Phil Stone

BES Western Chapter Launched: Directors of the new Western Chapter, Broadcast Executives Society, include: **Barry O'Donnell**, CFUN Radio; **Duane Lee**, KVOS-TV; **Joe Balango**, Western Broadcast Sales; **Jim Crawford**, Radio Sales Group (all Vancouver); **Gordon Leighton**, CKPG-TV Prince George; **Jamie Browne**, Okanagan Broadcasters; **Ron Evans**, CHBC-TV Kelowna; **Vern Traill**, CHED Edmonton; **Jim Bagshaw**, CITV Edmonton; and **Dennis Barkman**, Fraser Valley Broadcasters.

Jan Tennant took her leave from Global News and was succeeded by **Richard Brown**. Both had been teachers before coming into broadcasting. Most recently Brown was an anchor at WCBS-TV New York, and before that a weekend anchor on CTV's national news. Tennant officially retires in May when her contract with Global expires... After a six-year absence, the Grammy Awards return to Radio City Music Hall... TV's award-winning documentarian, **Harry Rasky**, is also an author: his book, *Tennessee Williams—A Portrait in Laughter and Lamentation*, records Rasky's personal memoirs of his friendship with the playwright... In addition to her TV work, **Joyce Davidson** is managing director for a major Fifth Avenue shop...

Saskatchewan Association of Broadcasters: Executive members are **Gary Fitz** of CJVR Melfort, president; **Gayle Robinson**, CKTV Regina, vice-president; and **Leonard Ens**, CKSW Swift Current, secretary... In the mail: Our thanks to **Dave Hopkins** for news of Graham Cable TV, Toronto, and to **Kathleen Vaughan**, manager of corporate promotion, for TVOntario's annual report—a handsome and interesting produc-

tion indeed... The popularity of the NFL Superbowl classic was not overlooked by Vancouver's VU13, which ran a contest offering tickets to Pasadena's Rose Bowl for the event...

Over 1200 entertainers and volunteers joined forces with CBC Radio production teams in four cities to produce the first CBC *Radiothon for the Arts*. The 12-hour special raised \$30,000 for the arts in Ontario, according to **Susan Grant**, publicity coordinator for CBC Radio's Ontario Region... From **Elmer Hildebrand's** secretary, **Dorothy Klassen**, word that Radio Southern Manitoba won several awards for *Friends*, a spot created and produced for Feedrite Chick Starter. As well as taking the prestigious Larry Heywood Award in the 1986 Radio Awards, it was judged 'best radio commercial' in the Western Canada SAM Awards... **Karen Rostek**, promotions director at 92/CJCH Halifax, proudly reports that C100-FM showed up as Nova Scotia's #1 radio station in the Fall BBMs, with CJCH #2... The National Association of Broadcasters, which holds its 1987 convention in Dallas March 27-31, now has a membership of 4800 radio and 900 television stations... In Canada, CAB has a membership of about 325 stations, made up of 64% of all radio stations and 78% of television stations in this country...

Ernie C. Poscente, vp of programming at Shaw Cable, sends the company's excellent newsletter, *The Connection*. From it we learn that one of the poems written by **Janet Nesby**, a design co-ordinator for Shaw in Edmonton, was chosen as one of the 45 best out of 1,776 in a Canada-wide contest, and will be included in the book *Poetry 86*. Promotions at Shaw include **Brian Lighburn**, to program manager at Kelowna, and **Jack Hines**, from assistant gm in Edmonton to manager of special projects...

It was always a pleasure at a broadcasters' convention to sit and chat with **Ken Chisholm**. With RCA for 39 years, from 1928 to 1967, he was a true pioneer of Canadian broadcasting. Earlier, he worked at Trans-Canada Airlines (now Air Canada) where he assisted in developing a radio communications system. In much later years, he helped to set up communications systems in Pakistan. Ken, who died at age 85, had been honored by the CAB for his outstanding technical contributions to the industry... **Loman McAulay**, who died at 61 of a heart attack, was a radio institution. For over 40 years, he was known as *The Friendly Voice of the Maritimes* on CFCY Charlottetown, and last year was a co-winner of AAB's 'Broadcaster of the Year' award... **John McColl**, one of western Canada's most prominent broadcasters, died at 65 following a skiing accident. He was director of Selkirk Broadcasting's western radio division... One of the original members of the CBC's National School Broadcasts died at age 65. **Robert Ferguson** joined the CBC in 1954 as program organizer for the broadcasts and was responsible for developing many productions during the following decade... And actor **Arthur Lake** died at 81. He rose to fame as 'Dagwood Bumstead' in *Blondie*, and also co-starred with his wife Patricia in a 1950s TV series called *Meet The Family*...

Linda MacLennan, co-host of CTV's *Canada AM*, left to become a news anchor at WBBM-TV Chicago, a CBS station... **Gary Galbraith**, CJSB Ottawa news director, drops us a note that former CFTR Toronto newscaster **Bev Bowman** is working weekends at CJSB and is sounding better than ever... At Kert Advertising, **Steve Boyling**, once of CHUM and latterly creative director at Vickers & Benson, became vp/creative director, and **Sandra Speers**, previously with Saffer, became broadcast producer... **Jim McKay**, the original host of ABC's *Wide World of Sports*, turned 65 and is cutting down his hectic globe-trotting

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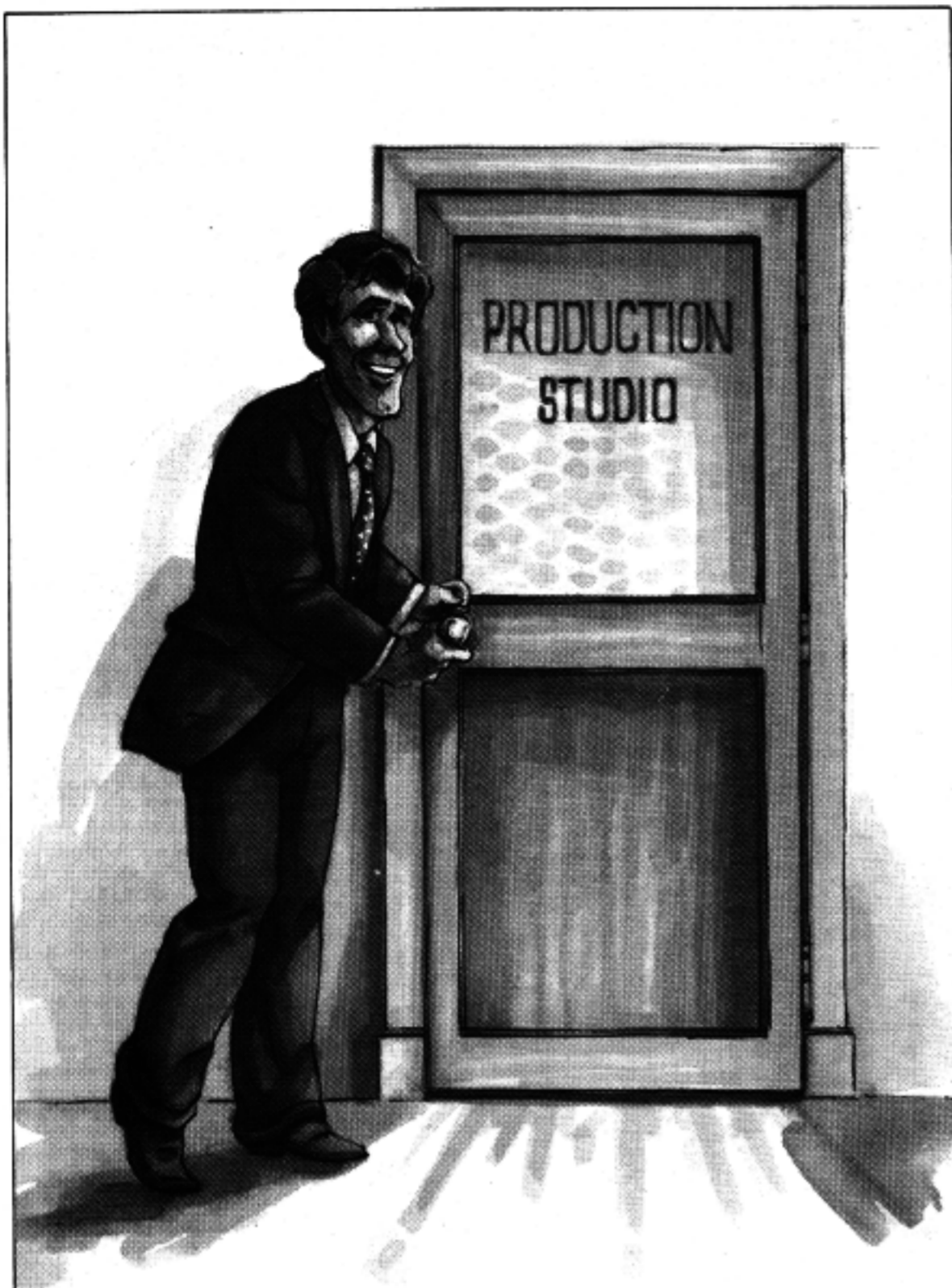
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schedule. He'll continue to cover the sports he likes best: golf, horse-racing and figure skating... Congratulations to **Mary Alice Stuart**, chairman of CJRT-FM Toronto, who was named a Fellow of the Ontario Institute for Studies in Education...

The TVOntario documentary *Vista: Love's Labor*, pointed out that the number of Canadians 65 and over is multiplying twice as fast as the general population. Broadcasters will recognize the important impact that makes on audience demographics... **Tom Curzon**, CBC director of public relations, named **Glenn Luff** assistant pr director for the CBC English networks... **Marlene Palmer**, a former CBC publicist, is now with Balmur Ltd., the agency for such stars as **Anne Murray** and **Frank Mills**... Former major league baseball player **Tommy Hutton** left TSN to become one of the New York Yankees' broadcasters for a reported \$500,000 a season... **Gordon Eastwood**, vp/gm of Canada News Wire, became president and CEO, succeeding the retired **Joseph Clark**... Moffat Communications appointed veteran broadcaster **Terry Coles** gm of CKY-TV Winnipeg. Terry continues as president of WAB... AP reported that ABC, unhappy with some of the numbers from A.C. Nielsen, cancelled its contract for the national ratings service as of August 31/87. The annual fee for each U.S. network is \$3.5 million a year...

Reuters reported that Soviet state television, which has been expanding its programming hours, is now offering more news and entertainment early in the morning and late at night, as well as service for the deaf. The report said that Soviet leader **Mikhail Gorbachev** is enlisting the media, including TV, in a campaign to revitalize the economy and instill honesty in public life... **Dick Drew**, whom we profiled in BT (March/April/86), was chosen by *Influence*, the national Canadian men's magazine, as one of its '50 Men of the Year' for his work in producing and syndicating *The Canadian Achievers*... Via the BN Satellite Network, CFMX-FM Cobourg, Ontario, is beaming *Canadian Showcase* to 50 radio stations across the country. CFMX is Canada's only commercial classical music station, and its move into satellite programming has received sponsorship support from Philips Electronics... **Robert Scully** was named host of CBC-TV's weekly business show, *Venture*, replacing **Patrick Watson**. Scully has been a writer for *La Presse* and the *Gazette* in Montreal, and host of the Radio-Canada public affairs show, *Impact*... **Toni Walker**, formerly national product manager at the Radio Bureau of Canada, joined Moffat Communications as market development manager... New reps at Radio Sales Group, Toronto, are **Steve Macauley** and **Anna Aiello**, both from retail sales at CFNY-FM Toronto... And **Linda Wilson**, who had been with McCann-Erickson, joined Cossette Communications as media director...

CITY-TV on the move: CITY-TV is planning to open its new headquarters at 299 Queen Street West in Toronto in April. The former Ryerson Press building is being renovated at a cost of more than \$8 million into a 'state of the art' TV arsenal. It will, says CITY-TV chief **Moses Znaimer**, be among the most advanced television production centres in the world... Making a name for himself on the CBC-TV series *Street Legal*, **David Johnson** is a Montreal native who studied biology at the U. of New Brunswick... The U.S. Pay TV Awards included two Toronto-produced winners: *Fraggle Rock*, co-produced by CBC, was top young children's series, and *The Ray Bradbury Theatre*, produced by Atlantis Films, came up with best drama series actor in **Peter O'Toole**, and best director in Canadian **Doug Jackson**... CBS Inc. says it could lose as much as \$20 million this year from its TV network operations, should ratings and advertising fail to improve... U.S. football has quite a following in Britain. NFL highlights attract 3-4 million viewers weekly on channel 4, which for the 5th year in a row carried the Super Bowl game in its entirety—despite the fact that kickoff British time was 11:15 pm... The CBC has installed a new service to provide program information for the hearing-impaired. It's called

—broadcast beat

Telecommunications Device for the Deaf, or TDD, and is accessed over regular telephone lines...

It can indeed be a small world: At Humber College, one of our students was **Linda McKay**. She worked in several interesting broadcast situations and is now producer of the CKO network's prime time *National News Hour*. The interesting touch is that our youngest son, **Glen Stone**, with **Dennis Woolings**, co-anchors the show... **Peter Shurman**, whom we profiled in his role as president/gm of Standard Broadcasting's radio division, and a 20-year veteran of that organization, is no longer with the company. We understand he has been succeeded by **Allan Slaight**... Two books that may interest music directors and announcers: *Dreamgirl—My Life as a Supreme* by **Mary Wilson**, and *I, Tina—My Life Story*, by **Tina Turner**... All-Canada Radio & Television celebrated its 50th anniversary February 1st, and the story of Canada's first 'rep house' appears elsewhere in this issue of BT. Congratulations to **Ross McCreath**, who moved to Selkirk's corporate offices in Toronto as vice-president, and announced his successor as president of All-Canada, **Alan C. Butler**. VPs are **John Gorman** (radio), and **Michael Siverns** (TV). Selkirk president **Rafe Engel** also announced the appointment of **Brian L. Foley** as vp, Television, a new position, and **Roy E. O'Brien** as vp, Cable & Telecommunications, succeeding **Gene Fitzgibbons**, who retired as vp, Cable.

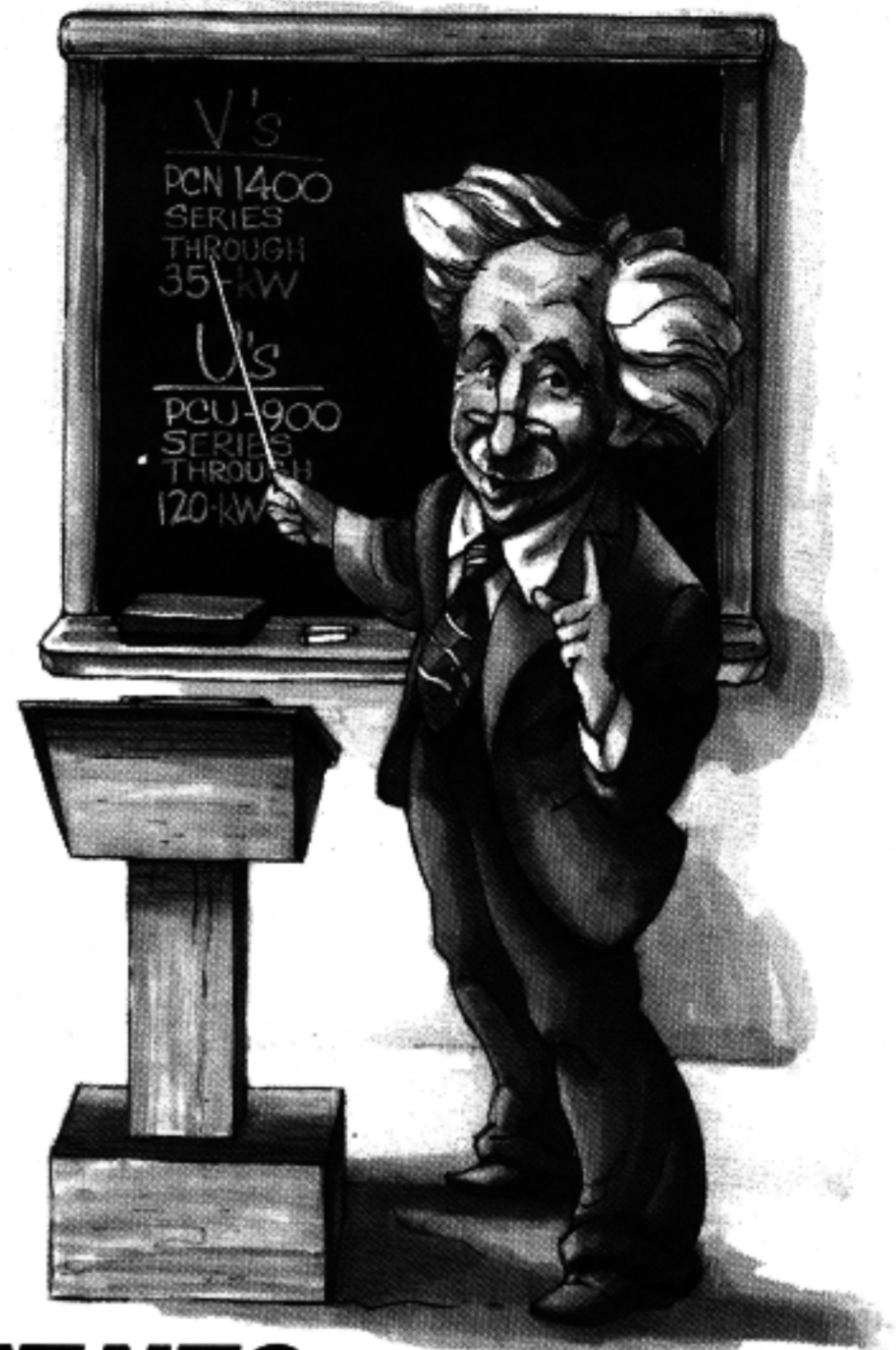
A new TV series, *T&T*, starring 'Mr. T.' of *A-Team* fame, is filming in Toronto this spring... **Red Skelton**, still performing, is quoted as saying there is too much news and too little entertainment on TV these days. He criticizes network TV executives for emphasizing news because 'they make more money when there are no sets to buy and no actors to pay'... (Editor's note: *Doesn't he know those anchors among are the highest-priced 'actors' in showbiz?*)... The CBC can take a bow for its news coverage of the Iran-Iraq war. CBC is said to be the first network to have on-site reports from both sides: **Don Murray** from Tehran, **Sheila MacVicar** from Bagdad... *Spectrum* is a video newsmagazine produced by the Art Gallery of Ontario. Seen on TVOntario, this unique program is reportedly the only show of its kind that takes the viewer behind the scenes of a major art gallery and showcases its current events and exhibitions... **Milad Bessada** of Global TV production became a member of the Variety Club, nominated by **Jerry Appleton**, also of Global...

After turning down two bids a year ago, the CRTC has again called for FM applications for Barrie, ON. Closing date: April 8th ... This year's Juno Awards will be held at a new venue, the O'Keefe Centre in Toronto. Produced by **Perry Rosemond** and **Garry Blye**, the ceremonies will be seen live on CBC-TV on November 2nd... CKND-TV Winnipeg's award winning TV series, *Tramp at the Door*, was selected by the Museum of Broadcasting in New York to be the opening night presentation at the 9th annual New York World TV Festival. A high tribute indeed...

Promotions at Mid-Canada Television: **Mary Lund** to general sales manager, from Sudbury regional sales manager; **Alan Orme** to director of television operations... Most recently associate media director at JWT, Toronto, **Sherry Aldridge** was named broadcast media director at ADX Media Services in TO... **Colin Davis** moved up from exec vp to president at MCA TV International, Culver City, CA. He was vp/gm of MCA TV in Canada some years ago... One of our early students at Humber College was a bright young man named **Barry Coe**. A letter from Barry tells us that after 12 wonderful years at CHWO Oakville/CJMR Mississauga, he is now hosting the all-night show four nights a week on CHML/CKDS-FM Hamilton. During the day he does voice work at Canada Video Productions, Toronto, and also, with his wife Susan, works on promotions for a number of shopping centres. He is indeed a busy man!...

Phil Stone welcomes your news for Broadcast Beat. Write c/o 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6.

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Circle #161 on Reader Service Card

A 'community' strategy for a competitive market: AM 1040 VANCOUVER

by Jan Piros



Master Control is "like a big living room."



Computerized work station in newsroom.

In recent years AM radio has lost significant ground to its FM rival. By some accounts, the downward trend has been constant and could prove to be serious for

AM's survival in the 1990s.

FM, on the other hand, has gained its lead with its form of 'narrowcasting'. Audiences go to particular stations seeking

specific programming, be it Easy Listening or Alternative Rock. In reaction, AM has turned toward a 'narrowcast' approach, especially in competitive markets. 'Broadcasting' is being replaced by specific programming that focusses on one segment or one taste. The disadvantage of this is the loss of traditional AM character, which has been based on serving the entire community and addressing community needs.

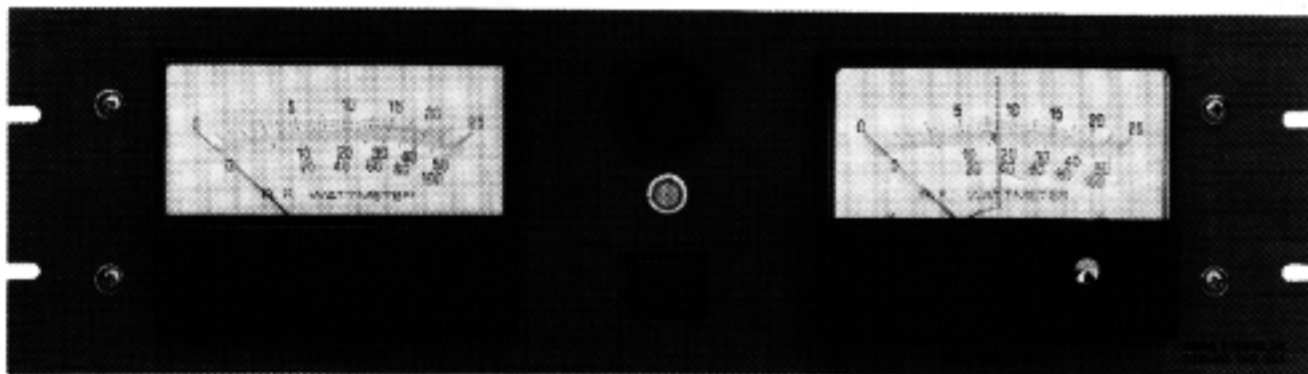
Technically, AM has the potential for improved signal quality through AM stereo. AM broadcasters see stereo as a major factor in the recapturing of listening audience.

In Vancouver, there is a new station on the spectrum which is trying to rekindle AM 'broadcasting' through renewed community participation and a new enhanced signal. This station is AM 1040 CIOF Vancouver.

Headed by the 50-plus combined years of experience of Don Hamilton and Paul McKnight, CIOF is getting results with its community awareness programming.

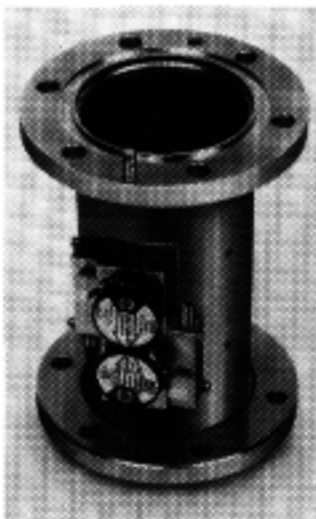
Under the leadership of Ocean Pacific Broadcasting Inc., the station has progressed from a 1980 idea into a 1987 contender. The four principles—Hank Gourlay of Motrux Transport; Bill Yuill, president of Monarch Broadcasting of Medicine Hat, AB; Ron Longstaffe, ex-president of Canadian Forest Products; and Don Hamilton a former president of the CAB—raised the \$2 million necessary to get the project rolling. Hamilton, as station president, was given the job of avoiding redundancy of format, in an already saturated Lower Mainland

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market.

Hamilton and Paul McKnight, operations manager, are no amateurs when it comes to broadcasting. Both have had active managerial roles in AM and FM with CKLG/CFOX-FM Vancouver.

In his tenure as manager, Hamilton guided CKLG from insignificance in 1961 to leadership in 1978. In that year, admitting it was time for a change, he decided to retire. Unlike a usual retirement, he soon found himself in the thick of things with assignments and board memberships all over Canada. By 1980 he came out of retirement and re-entered broadcasting in the form of a partner in OPB Inc.

Paul McKnight's background is linked to CKLG, CFOX and Don Hamilton. In 1972 he joined the Moffat Broadcasting organization with engineering aspirations. Before he moved on to CIOF, he had already graduated to programming at CFOX and LG, and a B.A. at Simon Fraser University.

Both McKnight and Hamilton are set on making CIOF a successful station and both have the credentials to do so.

Physically, CIOF is a comfortable station. The large main studio overlooks Vancouver Harbour. In Hamilton's words, it is like a living room, where the environment adds to the content of the various 'live' portions of programming including

sports, interview and talk shows.

The news area is adjacent to the main studio. The whole process is aided by microcomputers which enable the news person to edit, store and print copy. An open space between the newsbooth and the newsroom permits a newsgathering ambience in the background of the newscasts. The effect adds to the urgency usually associated with the breaking news.

Technically the station has equipment configured for stereo. The main signal component is the Motorola Stereo System, which not only is widely used by AM broadcasters but, as described by Don Hamilton, even "outdoes comparable FM systems with quality and separation".

CIOF has one of the largest coverage areas in BC with its 50kw day/night power. The station, under normal conditions, can be picked up as far north as Port Hardy (130 km), south as far as Anacortes (150 km) and east as far as the 'Hill' in Manning Park (170 km). The large coverage area is due to the allocation of 1040 kHz, until recently classed as a U.S. 'clear channel'.

Initially CIOF was granted a licence to operate on 540 kHz, but a conflict arose because of the existence of a radio station to the south in Blaine, Washington which operates on 550 kHz. CIOF was forced to

find a new frequency.

By 1986, word came to the station that there was a frequency available. Under the terms of the 1981 Rio Agreement, member states had to negotiate frequencies when conflicts arose. To resolve a problem in the Boston area, the U.S. agreed to the use of 1040 kHz in Vancouver, in exchange for the use of a frequency allocated to Moncton, NB. To CIOF's benefit, 1040 permitted 50 kw day and night, while 540 kHz would have permitted only 50 kw day and 5 kw night.

Another advantage of this frequency is that it is relatively uncrowded; pioneer WHO Des Moines, Iowa, is the only other high-power station on 1040. CIOF's 5-year wait paid off.

Currently CIOF is experimenting with new types of foreground programming categorized as 'columnist' and 'focussed'.

'Focus', Hamilton's idea, consists of concentrating on an organization or function in the surrounding community. These groups include everyone from the Variety Club to the Vancouver Aquarium. Using independent producers, an entire broadcast day is dedicated to informing the listeners about one aspect of their community. The whole idea unfolds as messages of 2-1/2 minutes are broadcast 24 times per day. In this way deserving community groups can receive needed

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ratios and minimize off-axis interference — without the hazards and inconvenience of long cable runs.

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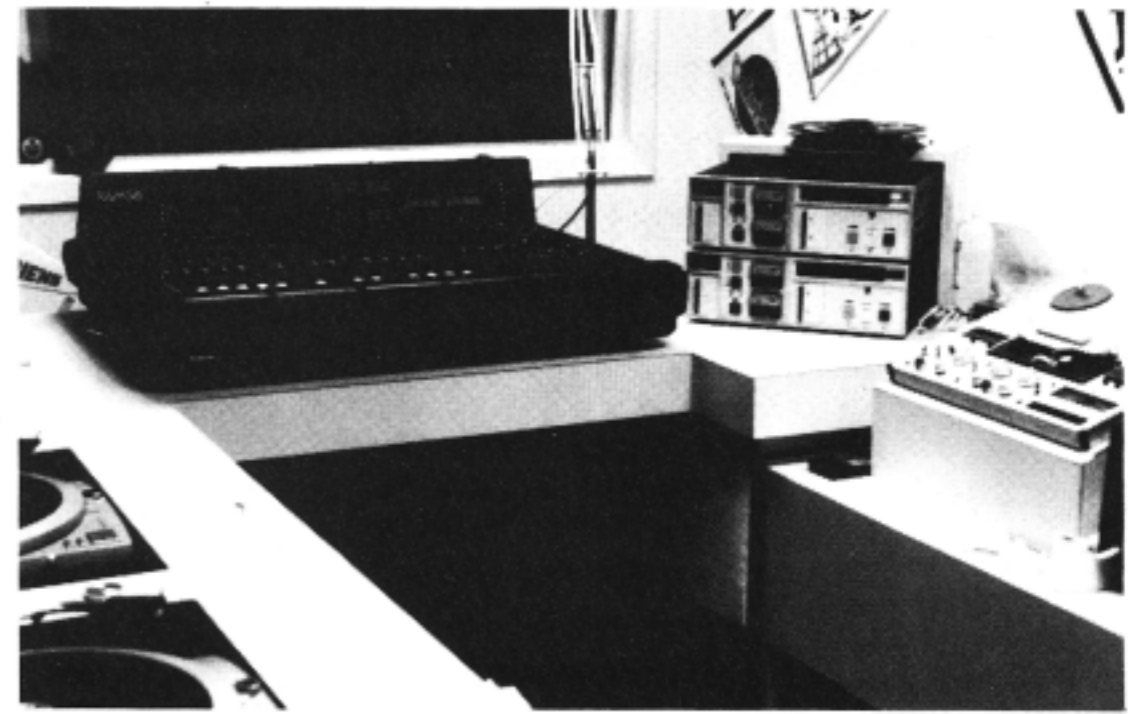
The new performance standards implicit in the Beyer MC 736 short shotgun and MC 737 long shotgun (cabled) enable them to cope with the wide range of field conditions. Both are designed with extremely low self-noise (-13 dB) and coloration for critical studio or location situations requiring absolute silence. Yet they can also withstand up to 135 dB as protection against radical surges in volume.

The MC 737's tight, highly directional lobe pattern and longer barrel provide the longest reach and highest sensitivity when isolating sources

ACCURACY IN AUDIO



President Don Hamilton (right) and operations manager Paul McKnight (left), are optimistic about the future of AM.



Production studio is compact, efficient.

public awareness and support.

In addition to the focussed approach AM 1040 has a 'columnist' approach which deals with a wide variety of topics. By using specialists, CIOF provides insights into everything from 'the future' to Vancouver's social scene. These 90-second mini-columns are produced weekly and each of the 11 productions gets played at least 10 times per week.

CIOF is trying to re-instill the true character of AM radio. In experimenting with public service and insight the station is competing for the portions of the market

which are being lost to FM.

In Hamilton's words, AM's strong points are based on everything from its technical advantages in coverage area to its informative foreground nature. FM, on the other hand, arose for a more narrowcast programming and was more a "novelty, (than) a full-service station".

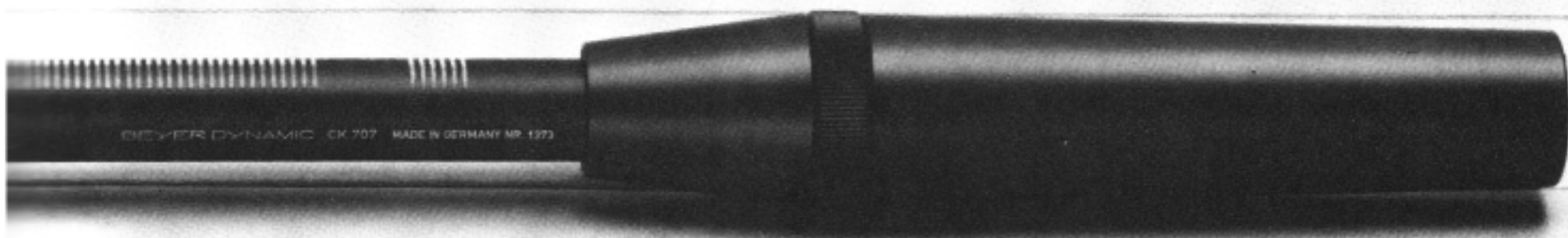
With the emergence of stereo AM has been given a new lease on life, but what kind of lease is hard to say. According to Hamilton, "AM has had a hell of a resurgence in the last 24 months," and he thinks "...stereo is going to make a

substantial contribution over a longer period of time—8 or 10 years—in recapturing the market". CIOF is trying to be one of the 'new' AM stations which will lead the way.

There are no real results to see the progress thus far, but judging by the enthusiasm and track record of AM 1040's management, in Vancouver the revitalization of community-serving AM is in good hands.

Jan Piros is a staff writer with *Broadcast Technology*.

A C H I N G



from long distances. To reduce off-axis coloration and low end distortion, the Beyer lobe pattern stays tighter in the critical region below 200 Hz. For even greater control, all of our shotguns are supplied with built-in bass rolloff filters and -12 dB attenuators. Exceptionally quiet at the critical outer limits of the lobe pattern, the MC 737 allows optimum signal to noise (74 dB) at the source point to further maximize the already extended reach of the microphone.

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to prevent downtime. Internal shock mounts reduce handling and boom noise. For maximum flexibility in the field, the MC 736 and MC 737 are phantom-powered and compatible with any source from 12 to 48V. Beyer's comprehensive line of pistol grips, windscreens and shock mounts meets any studio or remote miking situation.

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people in the news



Bob McLean has joined the morning team at CKO Toronto. After graduating from Ryerson in 1953, he was with CKBB and CKVR-TV Barrie, where he became sports director, then went on to CHCH-TV Hamilton, WJW-TV Cleveland, KYW-TV Philadelphia, WABC New York, and CBC-TV, where he hosted a daily variety show for seven years. Bob is seen with traffic reporter Eva DiGiacinto and co-host Erin Davis. (Photo by Gary Beechey, BDS Studios.)

- All-Canada Radio & TV—promotions include **Alan C. Butler** to president; **John F. Gorman** to vp, Radio; and **Michael Siverns** to vp, Television. (See also Selkirk appointments, below.)

- Allied Broadcast Equipment Canada Ltd.—**Marina Thompson** appointed office manager.

- Audio Design Calrec, Inc.—**Nigel Branwell** appointed sales and marketing coordinator for Calrec products in North America (Bremerton, WA).

- BBC—**Alasdair Milne** has resigned as director-general of the BBC, recently involved in a series of controversies.

- CAB—**Iris Burke** has joined CAB, replacing **Anne-Marie O'Malley** as secretary and administrative assistant to **Pierre Nadeau**.

- CBC-EHQ—**B.E. (Ted) Sidney**, previously director, Building Design and Construction Department, Engineering headquarters in Montreal, has been promoted to assistant to the vice-president of Engineering, **Guy Gougeon**. His assignment is to provide advice and guidance regarding both the Toronto Broadcast Centre and Montreal Production Centre projects.

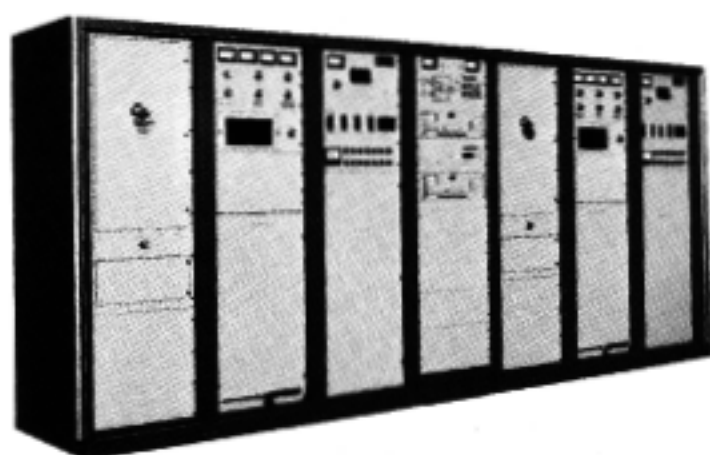
- CJRT-FM Toronto—Professor **May Maskow** named director of Open College. She succeeds **Margaret Norquay**, who in 1970 founded the program to provide university-level courses by radio.

- CKO Toronto—recent appointments include **Robin Glenn** as vp and mgr, network/national sales division; and **Bob Paterson** as general sales mgr, Toronto.

- CMX Corp.—**Richard Sirinsky**, for many years with Ampex, promoted to vp, director of sales (worldwide), Santa Clara.

- Canadian Assn. of Broadcast Reps—1987 executive committee includes **Gary Greenway**, CBC, president; **Leigh Kelk** of Paul Mulvihill Ltd., vp/TV; **Larry Lamb** of Major Market, vp/radio; and **Maurice Malins**, Paul L'Anglais Ltd., secretary/treasurer.

- Cubicomp Corp.—recent appointments include: **Henry Lasch**, national sales mgr; **Robert S. Pariseau** to vp, engineering; **Douglas Harrison**, broadcast and video production product marketing mgr; **Isaac Agam**, creative design marketing mgr.



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Circle #115 on Reader Service Card

• JBL Professional—**Steve G. Romeo** named market manager (sound, motion picture and broadcast) at Northridge, CA.

• Megatronix Corp.—**Laura Benben** named technical sales support director of Toronto computer graphics distributor.

• Omnex Security Network Inc.—**Jack R. Hodson** named vp, marketing, with responsibilities including Home Shopping Division. Well-known in advertising and broadcast rep circles, Jack has been secretary-treasurer of BBM.

• PBS—News anchor **Roger Mudd**, who was with CBS for 20 years and NBC for the last six, has joined the *MacNeil-Lehrer NewsHour*. Along with **Bill Moyers**, who left CBS for PBS last fall, he is critical of treatment of news by major networks.

• Selkirk Communications Ltd.—senior management appointments include: **Ross McCreath**, for the past 14 years president of All-Canada, to vp, Representation (both Canada and U.S.); **Brian L. Foley**, from All-Canada, to vp, Television (CHCH-TV Hamilton, CFAC-TV Calgary-Lethbridge); and **Roy E. O'Brien**, president of Ottawa Cablevision since 1974, to vp, Cable/Telecommunications (responsible for cable interests in Ottawa, Winnipeg and Florida).

• Tele-Tech Electronics—have named **Wayne Gowanlock** to national broadcast sales, based in London, ON, and **Kerry Smith** to technical sales support specialist for synchronized systems and computer software, based in Markham, ON.

IN MEMORIAM

Cy Strange

One of Canada's best-known announcers, Cy Strange, 72, died of cancer on February 12, 1987.

Born near London, Ontario, he began as a singer-guitarist, then worked for Thomson stations CKGB Timmins and CKWS Kingston. In 1943, he moved to CFRB Toronto, where his announcing duties included a popular national daily radio program with Kate Aitken. He also spent two years with the BBC in England. At CBC Radio, he was co-host of the weekend show *Fresh Air* for the past 17 years. His illness forced him to retire in January, after half a century in radio.

Predeceased by his wife, Erma, in 1975, he leaves a son, Michael, and daughter, Kim, both of Toronto.

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Circle #112 on Reader Service Card

The 'Metric Time' Caper

by Harvey Clarke

Now that April Fool's Day is just around the corner, I thought you might enjoy hearing about one of the promotion stunts that we did at CKEY Toronto. It was in 1982, when the Trudeau gang were spending millions on people and paperwork to jam metric measurement down everyone's throats. Stations had been under a government decree ordering us to give all weather information in metric. We were now told we must give it in metric ONLY.

At CKEY, we kept translating it back again and gave it both ways. We knew from listener calls that many were blaming us for what we were ordered to do... while many other people counted on us to give it to them in terms they could understand.

So when I saw articles in the paper about metric TIME, I knew what we had to do for April 1! My assistant took her

calculator, and divided the day up into two ten-hour segments, which became 72 minutes long—a hecthour. Then we divided them up evenly into milliminutes, and laid things out so morning man Keith Rich could give the regular time and the 'Eastern Metric Time' whenever he gave a time signal.

Next, we came up with an 'official' government announcement that the station had been selected to introduce the metric time concept to the Toronto area, complete with an electronic "O Canada" introduction. Just to make it authentic, we rotated a list of 'official' stations in other Ontario cities, and told them they could contact the Metric Commission in Ottawa for more information and a handy guide.

Keith disarmed listeners with his own comments, like "wouldn't you know the government would start something con-

fusing like this on April 1st, like they did with the temperature. People won't take it seriously." And of course, this WAS what had happened before, and it was just bureaucratic enough to be believed.

The program director came on with an announcement which assured listeners that, like the weather, we would continue to give regular time as long as the government would allow us to. And from the promotion department came announcements offering "free decals for converting your watch or clock... just like the ones they had for speedometers when they brought us kilometers."

What happened? Well, for one thing we got a lot of phone calls, including one from a jeweller in Meaford who wanted to know what the devil was going on, because he had had several customers in wanting to have their watches converted. Anyone who threatened to change stations—government idea or not—we let in on the joke.

I think it says something about how Canadians accept government involvement in their lives when I tell you that over 80% of those who wrote for the watch and clock decals were serious. To all who wrote, we sent a note explaining that our supply had run out at noon on April 1st...

Serious? When one of our newspeople called the Metric Commission at noon, he was told that between 60 and 70 people had called to complain about their plans. And we heard from a couple of Liberal MPs whose offices had gotten an earful.

We had a lot of fun, got a lot of attention, and I even learned something: when metric was adopted by the leaders of the French Revolution in 1790, one part of it WAS metric time. It included a ten-month year and was part of a decree made law in November of 1793. And the days were divided just the way we had done it!

The article from 'American Scientist' that a listener sent me shows metric clocks and watches that were designed and built in those days. It also said that metric time was suspended 'temporarily' in the spring of 1795, while they worked out 'a few problems' that arose. Problems with metric?

Let's all be glad that metric has gone back to being voluntary. There's always a chance metric time might have been revived to keep the Metric Commission bureaucracy on the country's payroll!

Since retiring as vp, advertising/research at CKEY, Harvey Clarke has been located in Haliburton, Ontario. He is president of ADMARCOMM (advertising, marketing and communications) and also does freelance writing and commentary.

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