

BROADCAST + TECHNOLOGY

JANUARY 1989 —
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**MOZART IN
MISSISSAUGA:
CFMX-FM
TURNS ON
96.3 MHz**

- CONVENTION REPORTS
- BBM FALL RATINGS

Macleon-Hunter Takes Over Selkirk

Macleon Hunter Ltd. has won control of Selkirk Communications Ltd. But, at an estimated \$594-million, it didn't come easy or cheap.

Macleon Hunter originally offered \$45 a share -- or \$540-million -- for approximately 12 million class A non-voting shares of the broadcasting and cable television company, a price that the major shareholder of those shares, Southam Inc., said it was prepared to accept. Southam held 47 per cent of the class A shares as well as 20 per cent of the class B voting shares, which do not trade publicly.

But the independent directors of Selkirk, who controlled 80 per cent of the voting shares, managed to get Macleon Hunter to increase its bid by \$54-million by advising shareholders to delay immediately selling their class A shares to Macleon Hunter to allow other potential bidders to surface. Even though no new bidders emerged, Macleon Hunter increased its purchase offer for the class A shares to \$49.50, effectively shutting the door on possible competing offers.

Macleon Hunter will also pay \$5 each for the class B voting shares.

Now the only obstacle facing the media giant in its quest for Selkirk is the Canadian Radio-Television and Telecommunications Commission.

Selkirk's major properties include 14 radio stations, cable television systems in Ottawa and Fort Lauderdale, Fla., three TV stations -- including CHCH-TV Hamilton -- and equity interests in several others.

Macleon Hunter and Selkirk own competing radio stations in Edmonton and Calgary and competing TV stations in Calgary and Lethbridge, Alta.

CRTC Concerned Over Decline of AM Radio

AM radio stations should do more networking, syndication and other types of co-operative programming to help combat the 80 per cent decline in pretax profit they endured between

1982 and 1987. And, said Andre Bureau, the CRTC plans to help them to do so by simplifying the relevant regulations.

That was the message the chairman of the Canadian Radio-Television and Telecommunications took to the recent annual convention of the Canadian Association of Broadcasters in Winnipeg.

Bureau said use of network affiliation arrangements in radio has spread beyond sports to information and variety programs and is a way to "offer high-quality programming at an affordable cost." He called this one of the "few rays of hope" for AM radio, whose profit level is "unacceptably low" and, consequently, puts "quality programming and local service ... at risk."

As a result, he said, the CRTC is now "ready to re-examine any (radio) regulation that is not essential and that could be an obstacle or a burden."

Bureau expressed delight at the progress of FM radio in the same 1982-87 period, calling it "truly a rags-to-riches story." He said that CRTC figures show revenue of Canadian FM stations almost tripled during the period, and the profit before interest and taxes rose from five per cent to 14 per cent.

As for television, he said that "from the discerning viewer to the idiot, audiences have now reached the age of viewer lib." He said not only can they choose from signals transmitted over the air, direct-to-home, by cable or video cassette recorder, but the TV viewer will soon be able to install small antennae directly in their living room to receive programs direct from satellite -- and no network, cablecaster or regulator will be able to impede this program flow.

To hold on to audiences, Bureau warned, Canadian TV broadcasters will have to develop more and better distinctive Canadian programming.

Agra Sells CKO Network

Agra Industries is selling its CKO all-news radio operation, but is still keeping it mostly in the family.

Saskatoon-based Agra has reached an agreement in principle to sell its 99 per cent stake in CKO and its eight all-

news stations to Cybermedix Inc. of Toronto. Agra owns about 52 per cent of Cybermedix's stock, which translates into a 63-per-cent voting stake. Both companies are headed by B. B. (Ben) Torchinsky, who is chairman of each. And Cybermedix's president, Stanley Stewart, is also chief executive of CKO.

The proposed deal is subject to approval by the Canadian Radio-Television and Telecommunications Commission.

The deal called for immediate payment of \$4-million to Agra with a further payment of as much as \$6-million, based on the aggregate revenue of CKO up until July 31, 1992.

CKO has suffered heavy losses in its 11 years of operation, with some estimates putting the losses at as much as \$30 million. And Stewart estimates CKO probably will lose \$1.5-million, after tax, this year and about \$4.5-million between now and 1992, which includes capital expenditure of about \$1.8-million to build four new stations for which CKO has held broadcast licences since its inception.

He said fulfilling the commitment to add the four stations will push CKO's break-even back to 1993.

Allarcom Loses Bid For Vancouver's CKVU-TV

The nine-year court battle for control of Vancouver's CKVU-TV appears to be over. But another one may be beginning.

The Supreme Court of B.C. has dismissed a bid by Edmonton-based Allarcom to unseat Winnipeg's CanWest Broadcasting as controlling shareholder of the Vancouver independent television station. And Allarcom has been ordered to sell its interests in CKVU.

Canwest says it intends to pursue its rights to collect damages "in this long and unpleasant affair," according to Izy Asper, chairman of CanWest Communications Corp.

The ownership battle, which began in 1979, involved deals and counter-deals between the founders and previous owners of CKVU, Western Approaches' Daryl Duke and Norman Klenman, and CanWest and Allarcom. The dispute between CanWest and Duke and Klenman was decided earlier this summer in CanWest's favor.

The Allarcom court claim involved an agreement to sell CanWest Allarcom's 10 per cent block of shares in CKVU. CanWest paid the purchase price up front, but the deal hinged on its ability to buy out Western Approaches before

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a specific deadline. Failure to do so would have forced CanWest to sell its shares, which amounted to a majority position in CKVU, to Allarcom.

CanWest's position was unequivocally upheld by the court in its judgement.

Radio Award Winners

CJAY-FM Calgary and **CFNY-FM** Brampton/Toronto led radio station winners at the recent Canadian Radio Awards held by the Radio Bureau of Canada.

CJAY-FM captured the *Larry Heywood Award* for most imaginative use of the medium by a radio station for work done by Mike Tennant and Bruce Ehler. The same duo and the station also won the Gold Award in the Entertainment category.

CFNY-FM captured two Gold Awards, winning in the Station Contests category (for markets over 400,000) and in Production category, in both cases for work by Norm Spencer.

Other radio station winners were: **CJCH North Bay, Ont.**, won the Gold Award in the Campaign category for markets up to 400,000 for a campaign written by Sharon Russell on behalf of a child abuse committee.

CFAX Victoria won in the Public Service Announcement category for markets up to 400,000 for school zone safety PSA's by Dave Baglo.

CIDC-FM Orangeville, Ont., won in the Radio Station Promotions category for markets up to 400,000 for promotions by Scott Armstrong and Jamie Watson.

Q107 Toronto won for radio station promotions (markets over 400,000) by Dave Barker.

CHYM Kitchener, Ont. won for station contests (markets up to 400,000) done by Rob Sutherland.

The judges honored J. Walter Thomson for the top 60-second commercial entered while Who Media Inc. won the top 30-second award.

New Radio Network Planned

A new independent radio network based on delivery by satellite expects to hit the airwaves over 30 stations across Canada March 1.

Canadian Radio Networks, based in St. Catharines, Ont., will barter its programming of adult contemporary music and special interest features to stations in return for commercial time it will sell. The new service will be beamed to stations via Telesat Canada's RadioNet 2 satellite service.

CRN president Chuck Camroux, a 32-year broadcasting veteran, said the company was formally launched in October with equity of about \$1-million, about 80 per cent coming from a group of venture capitalists and institutional investors.

CRN has applied to the CRTC for a broadcasting licence, even though, Camroux said, technically it doesn't need one for the late-night slot.

CRTC To Cut Back Public Hearings

Although the Canadian Radio-Television and Telecommunications Commission continues to be a revenue generator for the federal government, it faces having to continue to cut back in the number of public hearings it holds.

"Two years ago, the commission held over 40 public hearings," commented Andre Bureau, commission chairman, in tabling the CRTC's annual report. "While we held 28 hearings last year on the broadcasting and telecommunications side, in the coming year we plan to hold only 18 ... Our reduced resources have, most regrettably, forced us to cut back."

Bureau said that despite increased efficiency in handling an increasing

workload with reduced resources, the commission is "very close" to operating at its maximum efficiency with the resources available.

The CRTC report said it generated estimated net revenue of over \$9-million for the federal government in 1988.

CRTC Puts Selkirk's CIRK-FM On Notice

The Canadian Radio-Television and Telecommunications Commission has put Selkirk Communications Ltd. on notice over the operation of CIRK-FM Edmonton.

The action followed a public hearing held by the commission as a result of investigations in 1987 and early 1988 into complaints that the station was broadcasting a level of hits well in excess of the allowed 50 per cent and that the station's playlist was well below the minimum allowed. The station also had problems with its logger tape equipment, resulting in its failure to comply with the radio regulations.

Selkirk acknowledged its compliance problems during the June 1 public hearing and accepted full responsibility for the problems it said resulted from a new computer system it used to select music for broadcast. The station had also moved to rectify its logging problems with installation of five VHS stereo tape machines to act as back-ups to existing equipment.

In its decision, the commission said that an analysis following the hearing of the music broadcast by CIRK-FM confirmed that the station was in compliance with its music-related commitments and that logger tapes for the week in question were in good order. As a result, the commission planned no further action "at this time."

But it warned Selkirk that it would continue to closely monitor the performance of CIRK-FM. And should the station fail to comply with CRTC policies, regulations and conditions of its licence, the commission warned it would take "whatever action is appropriate", including calling Selkirk to a hearing to show cause why CIRK-FM's licence should not be suspended.

CKCK-TV Extension Approved by CRTC

The CRTC has approved an application by CKCK-TV Regina to provide service to southwestern Saskatchewan. The approval came despite opposition from Monarch Broadcasting that the move would financially hurt its CBC-TV affiliated CHAT-TV in Medicine Hat, Alta., and

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rebroadcast stations in southeastern Alberta. In its decision the Commission said it found evidence lacking to support Monarch's claim.

The commission approved CKCK-TV's application for a licence to operate a transmitter at Golden Prairie, Sask., with an effective radiated power of 105,000 watts on channel 10 to rebroadcast CKCK-TV. The extension of CTV Network programming to one of the last remaining unserved areas of the country will add a potential 12,000 viewers to CKCK-TV's audience.

The CRTC also approved the application by CKCK Broadcasting Ltd. Partnership to acquire the assets of CKQV-TV-1 Fort Qu'Appelle, Sask., from the Fort Qu'Appelle B-Say-Tah Television Association, to change the channel from 11 to 7 and to increase transmitter power from 5 watts to 241 watts. CKQV-TV-1 rebroadcasts CKCK-TV Regina, which is owned by CKCK Broadcasting Ltd. Partnership.

CION-FM Reborn in Riviere-du-Loup, Que.

The CRTC has approved an application by CION-FM Inc. to operate a French-language FM station at Riviere-du-Loup on 103.7 MHz at an effective radiated power of 60,000 watts. The new station will operate in a Group IV format. As a result, the Commission has denied an application by CIBM-FM Riviere-du-Loup to amend its licence to change its musical format from Group I to TV.

CION-FM Inc. is 70 per cent controlled by Le Cable de Riviere-du-Loup. Station employees and the public will eventually each hold 15 per cent of the voting shares.

The CION-FM call letters were previously used by a community radio station from 1982 to 1987. The commission decided not to renew its licence, which expired September 30, 1987, because of serious and recurring non-compliance with its commitments. The new CION-FM is an independent commercial FM station and has acquired all of the former community station's broadcast facilities and equipment and will operate with the same technical parameters as the previous station.

The new station will rely, to a significant extent, on Radiomutuel's FM group for music, news, foreground and night-time programming.

Low-Power FM Applications Approved

The CRTC has approved applications by two companies for establishment of very low-power FM radio announcement systems.

By Owner Talking Systems Inc. applied for licences to operate systems in four Saskatchewan communities, 10 communities in Alberta and 12 B.C. communities. Realtyvox Inc. applied

to establish low-power FM radio broadcasting transmitters in Quebec. The multiple transmitters, operating on a range of frequencies from 88.1 MHz to 107.9 MHz, would be rented to interested parties for the purpose of broadcasting pre-recorded announcements that could be received by radios located within approximately 50 metres of the transmitter. The transmitters will be used to broadcast very limited types of retail messages, real estate marketing, public service and tourism an-

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ouncements. The messages would be broadcast in any language requested.

In its decisions, the commission said it was satisfied that the very-low power broadcasting transmitting undertakings will have "a specific programming content ... which will reach only very small audiences" and is different from the type of advertising carried by conventional radio stations.

Other CRTC Decisions:

* The CRTC has denied an application by Radiomutuel Inc. to relocate the studios of CIMO-FM Magog to Sherbrooke, Que., in order, the licensee said, to bring it closer to its young audience, most of whom live in Sherbrooke. However the commission received a number of interventions, including a 338 signature petition, opposing the relocation on the grounds the station was an important asset to Magog.

* The commission approved an application by Germain Blancet for a licence for a French-language television operation at Chute Saint-Philippe to rebroadcast the programs of CFJP-TV Montreal on channel 10 with a transmitter power of 10 watts.

* Also approved by the CRTC was an application by L'Heritage de l'Île Rouge Inc. for a French-language television station at Mainland, Nfld. on channel 11 with 10 watts power. The station will provide approximately 10 to 20 hours each week of community-oriented programming from studios at Mainland. The commission, as a condition of licence, said that the non-profit community station must retain program logs.

* An application by La Cooperative de television communautaire de Ferme for a licence for a French-language FM station at Ferme to rebroadcast the programs of CKAC Montreal was approved by the commission. The station will operate at 98.1 MHz with a transmitter power of 25 watts. CKAC programming will be received via satellite from the GANCOM network.

* Applications by Comite des loisirs des Employes Forestiers for licences for French-language television operations at Camp Manic and Camp Valant, to rebroadcast at each location programs of CFJP-TV Montreal, received by satellite, on channel 8 with a transmitter power of 1 watt, were approved.

* The commission approved an application by Radio Temiscamingue Inc. for a licence for a French-language FM radio broadcasting undertaking to rebroadcast programs of CKVM Ville Marie at 92.1 MHz WITH A Power of 10 watts.

* Also approved was the application by the Corporation of Northern Villages of Kanguqualjuq for English- and Inuktitut-language FM radio broadcasting undertaking on 89.9 MHz with a power of 1 watt to broadcast community programming.

* The commission approved applications from Radio Nord Inc. and Radio La Sarre Inc. to disaffiliate stations CHAD Amos, CKRN Rouyn-Noranda, CKVD Val-d'Or and CKLS La Sarre from the CBC French-language AM radio network. CBC AM network programming will continue to be offered by CHLM-FM Rouyn and CHLM-FM-1 Val d'Or.

* The CRTC approved an application for an English-language AM radio station at High Level, Alta., to rebroadcast the programs of CKYL Peace River. The station will operate at 530 kHz, with a transmitter power of 400 watts day-time and 250 watts night-time.

* An application by 572047 Ontario Ltd. to increase the day-time transmitter power of CHUC Cobourg, Ont., to 8,000 watts from 1,000 watts was approved.

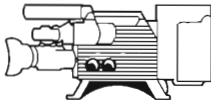
* The commission also approved the application by Bayshore Broadcasting Corporation to relocate the transmitter site of its new FM station at Owen Sound from approximately 15 km southeast of the Ontario community to a site approximately 15 km northwest of the city. The transmitter would be co-sited with CBCB Owen Sound.

* And applications by the CBC for licences to operate FM stations at Princeton and Radium Hot Springs, B.C., to rebroadcast programs of the CBC English-language AM radio network originating from CBU Vancouver, were approved. The Princeton station will operate at 93.1 MHz with 32 watts radiated power and the Radium Hot Springs operation at 94.5 MHz with a radiated power of 78 watts. The CBC has indicated it intends to shutdown CBRP Princeton, CBEV Radium Hot Springs and CBU Windermere, which currently broadcasts programs of the CBC's English-language AM radio network, within one year of the date in which the new FM transmitters become operational.

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Gerry Pash:

B.C. Broadcaster Helps Start Native Radio Station

A well-known B.C. broadcaster has helped an Indian band in the remote northern part of the province start its own radio station.

Gerry Pash, vice-president of Okanagan Radio Limited in Penticton, was asked by the Canadian Executive Service Organization to help the Lakalzap Band Council set up a radio station in the village of Greenville, 160 kilometers northeast of Terrace. It takes about three hours to drive into the village over a logging road.

Invited To See What Could Be Done

The Lakalzap Band Council had already created a cable television system to serve the 300 homes with six television signals delivered by satellite. But the Band Council wanted to provide local programming to the village on both the cable TV system and as a radio station. Pash was invited to visit the village and see what could be done to move the project along and make the necessary technical and programming applications.

According to Pash, the first visit, in February, 1988, was a "get to know each other session. I didn't know what to expect, and neither did the community representatives know what to expect of me. As it turned out the communications began to really happen during the afternoon, when I seemed to get the nod from the deputy chief of the band council."

Pash said he recommended that equipment they had on hand for the radio station be installed as soon as possible in a room in the band office basement. A radio signal could then be programmed on the cable system without any seeking further permission from the Canadian Radio-Television and Telecommunications Commission. This would allow them to experiment and practice with their radio station as much as they liked.

At the same time, the band council would make an application to the CRTC for a low-power FM transmitter capable of providing a signal to cover the village and immediate area.



Gerry Pash helps one of the volunteer broadcasters at Radio Greenville. Pash helped set up the station, in a remote section of the northwestern part of B.C., for the Lakalzap Band Council

With the help of Northern Native Broadcasting, an organization in Terrace that trains native broadcasters to produce native programs for broadcast on commercial radio stations, the equipment was installed during the summer and three Greenville residents were given an orientation in radio.

Volunteers Eager And Willing to Get Going

Pash said that when he visited Greenville for the second time the equipment was in place, and there were "three eager and willing neophyte broadcasters ready to get going."

"It was just a matter of defining what they wanted to do," he said. "By four o'clock in the afternoon, they decided they wanted to go on the air. So we did and put together the first hour of Radio Greenville."

According to Pash that first hour was a "here's what you can do demonstration and it was fun. We played music, provided a community announcement about the Greenville Community concert band, a band that is celebrating 60 years of existence, read a native

children's story, called the weather office in Terrace and read a community reminder about PTA dues.

"By the time the day was over the new broadcasters were looking forward to organizing their regular program schedule, completing their new control room and providing what is the first native-operated community radio station in British Columbia," Pash said.

His next visit was to deal with preparing the applications to the CRTC for a low-power transmitter so that the broadcasts can be heard away from the cable system, out in the bush where people are hunting or logging, or on the river where they are fishing.

"In my 25 years as a broadcaster," Pash said, "this project has to be one of the most satisfying, mostly because of its newness, for everyone, the native people of Lakalzap, and myself."

"What they're putting together in Greenville," he said, "is truly what community radio is all about."

Gerry Pash can be reached at 1343 Ridgevale, Penticton, B.C. V2A 2S1, phone (604) 492-4447.

'Good Humor Makes Most Things Tolerable...'



CJEZ-FM Toronto morningman **Jay Nelson**, vacationing in Hawaii, did some freelance announcing on a small all-jazz station while there (Passat, Jay. Oxford defines vacation as being a fixed period of cessation from work) ... On-air last month was a new sister station for CFOS Owen Sound, Ont. The FMer, with calls of C1XK, is known as K106.5 in 'Canada's Natural Wonderland' ... **Jay Longpre**, morningman at CKAY Duncan, B.C., is also PD. Speaking of CKAY, this year marks the station's 25th anniversary. GM **Sig Reuter** says to hear via tape from anyone who's worked at the station. Of particular interest, he says, would be former talent offering slices of life -- memorable moments -- from their days at Duncan ... Retired at year-end from his long-time VP Sales role at CHUM Toronto was **Wes Armstrong**. Sorry to see you go, Wes ... CFMX-FM Cobourg/Toronto folk put on a glittering reception at the Art Gallery of Ontario to celebrate the commercial classical music station's recent entry into the Metropolitan Toronto and Southern Ontario markets ... **Ned Corrigan**, after 20 years as morningman at CFAC Calgary, has retired. CFAC said goodbye in style at a gala dinner and concert starring **Loretta Lynn**, **George Jones** and **Conway Twitty** held at Calgary's Saddledome ... And, a certain Ontario station has a need for a twisted man or woman as a potential partner for a two-person morning drive show. Talent, says 'RD the

PD' (who has none himself), would be useful.

A couple of changes at Broadcast News. New GM is former ND **Wayne Waldroff**. Wayne brings to the job a long career in radio, including news, sports, play-by-play, morning drive announcing, operations management and a host of related broadcast functions. Replacing Wayne as BN national news director is **Al Gibson**, former ND of CKEY Toronto and of CKSL/CIQM-FM London, Ont., previous to that. The call letters in Al's background also include CJRL Kenora (where he got his start). CHUM Toronto and CKRW Winnipeg. (Al's long-time goal is to eventually get every letter of the alphabet into his resume. A 'B' and an 'N' were seen as necessary before he wraps up his career at WXYZ Detroit.)

It was good to see so many old and new friends at the CAB convention in Winnipeg. Congratulations to the organizing committee on a fine effort. Special mention goes out to **Dick Slenko**, pres. of Target Broadcast Sales. Dick, I'm sorry that on every occasion we've met I have had the misfortune to totally mangle your good name (why not change it to 'Bob?').

The First Annual Canadian Radio Syndication Awards, at the CAB in Winnipeg, saw the following Program/Features winners:

Best Informational: *Moneymakers*, The Rogers Group.

Best Sports-Oriented: *Olympic Experience*, World Radio Network.

Best Original: *Olympic Experience*, World Radio Network.

Best Entertainment: 1. From an ongoing series (26 week minimum) *Radio Graffiti*, Westwood One Canada/Sonic; 2. One time special airing. *Guitar Greats*, Telemedia Broadcast Systems.

Best Overall: *The Gift of Christmas*, Dale Baglo Broadcast Inc.

Jim Poling, VP Editorial at BN/CP, has been waging a battle to allow BN's Washington-based reporter **John McKay** into the Senate Radio-Television Gallery. The gallery requires a foreign correspondent to submit a letter from his or her embassy as verification of credentials. Poling's position is that it's an offensive conflict of interest for a foreign correspondent to require the blessing of his or her government to work on the Hill.

The issue isn't new to Washington.

The embassy letter requirement has been rescinded at the White House, the State Department and in the print gallery on Capitol Hill. Poling argues that John McKay was the reporter who broke the story on Canadian Ambassador **Gotlieb's** wife slapping an embassy employee. McKay must go to Gotlieb to get what amounts to permission to work on the Hill. Far more serious situations no doubt exist, but Poling says he can imagine the ambassadors of less-than-democratic countries refusing to give a letter to a legitimate journalist. There are countries that can use this rule as a form of licensing, he says. The United States prides itself in the freedom of the press from government interference. The same freedom should be granted to foreign journalists working in the U.S.

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Circle #126 on Reader Service Card

If your travel plans, before April, include Ottawa you might take a look at an exhibit called Beyond the Printed Word - a look at newsreel and broadcaster reporting in Canada since 1897. Six kiosks called "Remember when..." are set up. At the push of a button visitors can view one of 106 media events, including the sinking of the Titanic, the Canadian victory at Vimy Ridge, the Dionne quintuplets, Newfoundland's entry into Canada, the FLQ crisis and Paul Henderson's winning goal against the Soviets in 1972. Although it doesn't attempt to be a definitive history of broadcasting in Canada, it traces the evolution of newsreels, radio and television, showing prominent reporters, changing styles and technological developments.

Sales slumps, ruts, canyons! Ever find yourself wondering why anybody would even consider buying from you, not that they actually are, which is why you're in that foul mood? Deadly, isn't it? But, hey, you're generally an upbeat kind of character. How do you break out of the blahs? The trick, of course, is to get beyond the negativity as quickly as you can. Don't feed a negative situation with a negative attitude by wasting time bad-rapping yourself, the customers, competitors, or anything else you can take aim at. Instead, unload the emotional baggage and start dealing with your good old rationality. Figure out the best way to help yourself by realistically determining why the situation is as it is. Try to get to the actual cause of the problem. Figure out what worked for you during your last hot streak.

What did you do then that you aren't doing now? Have you changed something about the way you handle yourself, what you say, how you present, perhaps without even knowing it? If you've been down before, what did you do (or what happened) that got you out of it? Here's a radical suggestion: Approach your boss. Chances are good that he or she has had the problem, too, and has helped other people. One way out is to set minor and easily attainable goals. Instead of aiming for 'the big sale,' try instead for the simple achievement of calling on at least five accounts. Even if you don't sell, you've still reached your goal. To beat a slump, it's important to relieve the emotional pressure of negative feelings. Easily accomplished and simple goals are important. They help you avoid sinking into further guilt and depression. Use your rational side to get you up and out of the funky blahs.

The competition amongst industry suppliers is part of doing business. It's advantageous to the consumer and keeps suppliers on their toes. Be cautious, however, of those who would mislead through literature, advertising and sales presentations more geared to hyperbole than relevance. Such claims as 'fastest-growing' and 'produced by people just like you for people just like you,' along with a host of similar boasts can only be substantiated when buyers check with the supplier targeted by the also-rans.

CHUM Toronto personality **Larry Wilson** has departed his 23-year haunt at 1331 Yonge Street, going so far as to not only pull the plug on broadcasting but to also move out of the country. Larry's motivation had a lot to do with sunshine and an entrepreneurial head-space. You can find him in the Dominican Republic operating his own rent-a-moped business. Just before he left, his CHUM friends organized a

grand send-off; The Larry Wilson Roast at the Hilton. Some of the faces in the crowd: **Larry Solway** (CKAR Ottawa), **Brent Sleightholm** (CKLH-FM Hamilton), **Dick Smyth** (CFTR Toronto), **Fred Ennis** (Communications Consultants, Ottawa), **Mark Dailey** (CFYV-TV Toronto), **John Rode** (CKEY Toronto), **Don MacDonald** (CKEY Toronto) and from CHUM/CHUM-FM, **Roger Ashby**, **Larry MacInnes**, **Alan Waters**, **Fred Sherratt**, **Jim Armstrong**, **Wendy Leysdon**, **Duff Roman**, **Brian Thomas**, **Nancy Krantz**, **Mike Cleaver** and **Paul Cross**. I know I've left many names out. Apologies. There were some fabulous one-liners, none of which I can tell you here. Suffice to say, Larry Wilson will be missed on Toronto radio.

A recent edition of *U.S. News & World Report* reported that people over 65 find that about 40 per-cent believe ads usually show older people as unattractive and incompetent. What causes the problem? One possible reason is that most advertising people are young. Critics say they fail to discern that most older people think of themselves as 15 years younger than they are. What's needed? More ads that highlight the financial and personal freedom that comes with growing older and that stress romance and glamour.

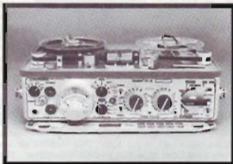
The Mouser Report says that a survey of 1,900 women revealed that more than half of them shop on weekdays -- not weekends. Still, most advertisers don't promote this way.

From U.S. Naval Writing Standards: Which form would you use when writing? 'Can not' or 'can't'? 'Will not' or 'won't'? 'Do not' or 'don't'? Use the contractions. Research shows that readers are less likely to skip 'not' when you contract it.

The new *Broadcast News Style Guide*, with over 300 pages covering everything from grammar and pronunciation to broadcasting and the law -- one of the most comprehensive guides to broadcast writing for editors, writers and students -- is now available. They're \$19.95 per copy and are available through: **Alex MacInnes**, Broadcast News Ltd., 36 King St. East, Toronto, Ont. M5C 2R9.

Nolan Ackerman, ND at CFQR-FM Selkirk, and **Alan Mann**, ND at CFBY Portage la Prairie, both in Manitoba, have swapped shops. Ackerman's now at Portage, Mann at Selkirk; both retaining their ND positions ... In Thunder Bay, Ont. **John Turner** is GM at CJLB after GM duties at CTSQ Stettler, Alta. CJLB program operations manager is **Gary Greer**, who moved to the Lake Superior port after P'ing at CFCH North Bay ... **Matt Miller** is new PB at CKSY-AM, Wingham, Ont. while **Mark Wiseman** has moved into morning drive there from CJOS Stratford ... CFTK-TV Toronto anchor **Gail Smith** resigned. Into the slot goes CTV's weekend anchor **Sandie Rinaldi** ... CJCJ Woodstock, Ont. has **Bill Conley** in from WQDY Calais (Maine) doing mornings. New CJ ND is **John Lalrrecque**, a graduate of New Brunswick Community College ...

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Circle #127 on Reader Service Card

Up the highway a bit, over at CFNB Fredericton, 38-year PD John Richards has retired. New PD is Davo Morell. Also, Tom Brown to mornings at CFNB from Rock 103 Moncton, replacing 15-year man Brad Woodside who ran as the Liberal candidate in the November federal election; Shelley Yaremchuk is in as a reporter from Rock 103 Moncton; Ken MacGillivray left for CKO Calgary; Ray Bradshaw is sports director and Rod Butcher, out of radio for the past ten years, is making a comeback as all-night and weekend evening announcer ...

At CJOX Yorkton, Saak, Randy Atkinson has moved from the sports director slot to PD. John Geary, ex-ND at CFOK Westlock, Alta., has taken over Randy's old job ... It's not true about Dave Hankinson moving a lot. It's just that I can't quite figure out where to put him. This month's edition definitively slots Dave in as ND at CKRD Red Deer. No, Brent Matheson hasn't left, he's just spending more time on the TV side ... CFNY-FM Toronto/Brampton's evening announcer, Skot Turner, just had more duties piled on. Skot is now also CFNY's Director of Foreground, Enrichment and Mosaic Programming ... John Larson has left CFMO-FM Ottawa's news department after many years there ... The National's Peter Mansbridge is apparently sporting personalized Ontario licence plates '10 PM' ... Fred Ennis, who once headed the Newradio bureau at Ottawa and was on-air at such stations as CKLW Windsor, CHUM Toronto, CJCH Halifax, CHNS Halifax and was also the SBN Ottawa bureau chief, is now the VP of a company his wife started in

Ottawa, Communications Consultants Ltd. "Yuh," says Fred. "I slept my way to the top." Fred's also a daily columnist at the new *Ottawa Sun*.

* * *

While speaking with Ron Hill of CJOB Winnipeg at the CAB, he used the phrase, 'it's a small world.' To reinforce that concept, I told him about the stranger -- a lady -- I'd run into the day before at a Winnipeg shopping mall who was from Yellowknife and in the city attending a teachers' conference.

I asked her if she knew Charles Dent from CJCD. Not only did she know him, she said, but they were friends. Then the lady went on to tell me that she and her husband vacationed every summer at a lake just north of Peterborough, Ont. I told her I had spent some time around that same lake and mentioned a couple of names. She shrieked with joy because the names I'd brought up were her best friends.

Then she asked what I had been doing there. I said that a former love interest had built a cottage a few years ago and I'd been up to visit a number of times. The lady asked who it was. I mentioned a name ... and the lady from Yellowknife smiled a vicious smile and said, "So, you're the jerk!"

Let me know what's going on at your place...who got promoted, who left, who bloopered, who arrived, interesting promotions, unique programming. Send it to me c/o Broadcast News Ltd., 36 King St. East, Toronto, Ont., M5C 2L9.

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BBM RADIO SHARE TRENDS

NINE MAJOR MARKETS — ALL PERSONS, 7 +

The following information is provided by the BBM Bureau of Measurement. Latest survey results are in first column; for comparison, data from four previous surveys are included.

MONTREAL

	Fall	Sum.	Spring	Winter	Fall
	88	88	88	88	87
1. CKAC	11.4	10.9	10.3	10.7	11.1
2. CHOM-FM	9.5	9.8	7.7	7.2	9.0
3. CFGL-FM	9.1	9.5	9.3	10.4	9.6
4. CJMS	7.9	8.8	7.8	8.0	7.0
5. CJAD	7.7	7.8	7.8	7.2	7.7
6. CITE-FM	7.1	7.0	6.9	6.9	6.4
7. CKMF-FM	7.0	7.1	7.1	6.8	7.0
8. CFQR-FM	5.7	4.9	4.7	6.9	5.3
9. CJFM-FM	5.1	5.8	5.4	4.5	5.2
10. CKOI-FM	4.6	5.8	5.1	4.7	5.1
11. CKVL	3.8	4.2	5.0	4.5	4.9
12. CBF	3.7	3.2	4.8	3.6	3.4
13. CIEL-FM	3.3	2.6	2.7	2.2	2.1
14. CFCF	2.4	2.3	2.0	2.5	2.8
15. CBM	2.2	1.7	2.0	2.5	2.1
16. CKGM	2.1	2.0	2.3	2.1	2.6
17. CHUM-FM	1.5	1.7	1.5	1.4	1.2
17. CBF-FM	1.5	1.5	2.0	1.3	1.8
19. CKO	0.2	0.1	0.2	0.1	0.1
OTHERS:	4.2	6.4	5.4	6.7	5.6

QUEBEC

	Fall	Sum.	Spring	Winter	Fall
	88	88	88	88	87
1. CHRC	25.2	23.1	28.5	30.2	30.8
2. CJMF-FM	18.8	22.7	19.3	20.1	20.8
3. CITF-FM	14.9	13.0	10.7	11.6	10.9
4. CJRP	11.6	7.4	10.7	10.6	7.8
5. CKCV	7.3	6.5	6.4	8.2	7.8
6. CBV	5.9	5.9	6.7	5.8	7.0
7. CHIK-FM	5.7	9.6	6.1	4.0	4.4
8. CHOI-FM	4.0	4.8	5.0	3.2	3.9
9. CBV-FM	1.7	2.4	1.9	1.2	2.7
10. CBVE-FM	0.6	0.7	0.7	0.1	0.1
11. CFLS	---	1.1	0.8	1.8	0.9
OTHERS:	4.5	2.8	3.2	3.3	3.1

HAMILTON

	Fall	Sum.	Spring	Winter	Fall
	88	88	88	88	87
1. CHAM	12.4	11.7	11.8	10.3	8.2
2. CKDS-FM	10.1	10.0	10.5	11.5	12.4
3. CKOC	9.3	6.9	8.5	8.0	9.4
4. CKLH-FM	7.9	6.3	5.8	7.4	8.6
5. CHML	7.8	11.3	12.6	10.5	14.1
6. CILQ-FM	6.0	6.2	6.0	5.6	7.3
7. CHUM-FM	5.9	7.9	7.4	8.1	4.3
8. CING-FM	1.9	2.5	3.2	2.6	3.3
OTHERS:	38.7	37.2	34.2	36.0	32.4

TORONTO

	Fall	Sum.	Spring	Winter	Fall
	88	88	88	88	87
1. CFRB	12.7	12.2	12.3	13.0	12.8
2. CHUM-FM	9.6	8.2	9.0	9.1	8.1
3. CHFI-FM	9.1	7.9	8.6	9.2	5.9
4. Q107	7.8	7.4	6.9	6.3	6.6
5. CJCL	6.7	7.7	8.3	6.0	9.1
6. CFTR	6.5	6.6	7.5	8.9	7.9
7. CBL	5.4	5.6	4.4	5.1	6.6
8. CFNY-FM	5.2	5.4	4.7	4.8	4.4
9. CKFM-FM	4.6	4.1	5.0	5.2	5.7
10. CHUM	3.9	3.2	5.4	3.8	4.7
11. GJFZ-FM	3.8	3.5	3.8	3.6	3.4
12. CBL-FM	3.3	2.2	3.2	2.8	2.9
13. CKFY	3.0	3.7	2.6	2.2	2.9
14. CFBM	2.3	3.3	2.4	3.0	2.9
15. CKO	1.8	1.6	1.5	1.6	1.7
16. CIRT-FM	0.7	1.3	1.2	1.1	1.2
17. CJBC	0.1	---	0.2	---	0.1
OTHERS:	13.5	16.1	13.1	14.3	13.1

OTTAWA

	Fall	Sum.	Spring	Winter	Fall
	88	88	88	88	87
1. CFMO-FM	13.5	11.6	12.4	13.3	12.0
2. CFGO	11.6	9.1	8.1	9.1	8.6
3. CHEZ-FM	9.6	9.1	8.4	11.3	10.3
4. CBO	8.9	8.7	9.8	9.6	8.6
5. CFRA	8.1	10.0	12.2	11.2	10.5
5. CKBY-FM	8.1	9.2	9.3	8.6	11.1
7. CJRC	6.6	5.2	6.0	6.8	6.9
8. CIWW	6.3	7.6	6.0	7.6	6.8
8. CKTF-FM	6.3	7.1	6.3	---	---
10. CIMF-FM	4.6	6.3	6.0	6.5	8.2
11. CKCH	3.2	3.2	2.8	2.3	3.1
12. CBO-FM	2.8	2.3	2.8	3.3	2.6
13. CJSB	2.1	1.8	1.8	0.8	0.8
14. CKO-FM	1.0	1.5	1.1	1.5	1.5
15. CBOF	1.2	1.1	1.0	1.8	1.6
16. CBOF-FM	0.8	0.7	0.6	0.8	0.8
OTHERS:	5.3	6.6	5.4	5.5	6.6

WINNIPEG

	Fall	Sum.	Spring	Winter	Fall
	88	88	88	88	87
1. GJOB	24.7	21.1	21.7	23.7	22.4
2. CIFX	10.7	9.8	9.5	6.6	6.5
3. CHIQ-FM	10.5	8.1	11.9	11.3	9.4
4. CBW	9.9	7.3	11.8	6.8	10.0
5. CFTI-FM	9.1	8.7	5.9	4.9	7.1
6. CKRC	8.2	10.8	7.9	10.8	11.8
7. CRY	6.9	10.1	8.7	11.8	9.5
8. CKIS-FM	5.1	10.5	10.3	9.5	10.1
9. CKWG-FM	5.0	3.1	2.5	4.0	4.7
10. CBW-FM	3.6	2.9	2.9	4.6	4.1
11. CKSB	0.4	1.6	0.2	0.1	0.3
OTHERS:	5.9	6.0	6.7	5.9	4.0

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CALGARY

	Fall 88	Sum. 88	Spring 88	Winter 88	Fall 87
1. CFAC	11.6	16.4	11.7	14.5	15.2
2. CBR	11.2	9.1	11.2	9.4	9.1
3. CFCN	11.1	12.1	11.5	9.6	8.0
4. CKRY-FM	9.9	8.6	8.6	10.4	10.1
5. CKJK-FM	9.7	9.8	7.7	6.9	6.7
6. CFFR	8.4	9.7	10.7	7.9	10.7
7. CHQR	8.2	7.1	10.7	11.1	8.9
8. CJAY-FM	6.6	7.3	6.8	5.9	6.0
9. CHFM-FM	6.2	4.6	7.0	7.4	8.1
10. CISS	4.5	3.3	2.7	5.2	5.1
11. CBR-FM	3.8	3.2	2.7	3.2	2.8
12. CKO-FM	1.5	1.1	1.3	1.7	1.7
OTHERS	7.2	8.7	7.4	6.8	7.6

EDMONTON

	Fall 88	Sum. 88	Spring 88	Winter 88	Fall 87
1. CJCA	15.0	11.6	14.9	15.0	11.2
2. CHED	12.6	13.3	13.6	12.1	11.3
3. CIRK-FM	11.4	13.2	12.7	9.2	10.7
4. CISN-FM	10.0	9.2	6.3	7.0	8.0
4. CHQT	10.0	7.6	8.9	10.3	11.5
6. CFCW	9.2	10.7	9.3	10.9	9.9
7. CKRA-FM	9.1	7.2	9.3	9.4	8.6
8. CFRN	5.7	4.6	6.7	6.9	6.0
9. CBX	5.5	5.2	5.3	5.2	4.4
10. CHST	2.8	2.1	2.6	1.3	1.3
11. CHXM-FM	1.8	3.2	1.8	1.8	3.8
12. CKNG-FM	1.3	2.0	1.8	3.0	4.3
13. CBX-FM	1.2	2.7	1.9	2.9	2.3
14. CKO-FM	0.6	1.1	0.4	0.5	1.5
15. CHFA	---	0.2	0.1	0.5	0.1
OTHERS:	4.8	6.1	4.4	4.0	4.5

VANCOUVER

	Fall 88	Sum. 88	Spring 88	Winter 88	Fall 87
1. CKNW	16.2	12.5	12.6	16.8	12.9
2. CFOX-FM	8.4	8.4	7.2	6.3	7.2
3. CKWX	5.3	7.5	6.4	5.9	6.3
4. CBU	7.0	6.3	7.7	9.0	5.7
5. CHQM-FM	6.7	5.7	5.3	7.0	7.0
6. CFUN	6.2	5.8	6.6	5.1	6.4
7. CFMI-FM	6.8	6.4	8.4	7.3	7.4
8. CKLG	6.6	6.8	7.0	6.7	9.3
9. CKKS-FM	5.0	6.7	4.9	3.9	3.6
10. CHRXX	4.4	5.1	4.7	5.5	6.4
11. CHQM	4.2	5.9	4.5	3.9	4.0
12. CISL	3.0	4.3	4.3	4.2	4.5
13. CJJR-FM	2.7	3.3	2.7	3.2	3.2
14. CKCY	2.2	2.7	2.7	1.6	1.5
15. CBU-FM	2.1	4.0	3.5	4.5	4.7
16. CKO-FM	1.3	0.8	1.9	1.0	1.4
17. CBUF-FM	---	0.1	0.2	0.1	0.1
OTHERS:	9.0	9.7	9.5	8.0	8.5

Circle #101 on Reader Service Card

AES To Hold Toronto Conference On Digital Audio

by Paul Bauman

The Royal York Hotel in Toronto has been selected by the Audio Engineering Society as site of an international conference on digital audio, to be held May 14-18. The conference is being organized by the Society's headquarters in New York, with the Toronto Section handling the local arrangements.

Individuals or organizations wishing to participate are asked to contact Joe Sunday, chairman of the Toronto Section, at Arri/Nagra, 677-4033, or any other member of the local executive.

Section Report

It has been an active year thus far for the Toronto Section of AES. To date so far we have staged three meetings, established a computer bulletin board, investigated the 85th AES Convention in Los Angeles, and gotten well underway with planning for the International Digital Audio Conference mentioned above.

The first meeting of this year's schedule was dedicated to *Sound-Net*, a newly-established electronic bulletin board system (BBS) dedicated to audio and acoustic professionals. This may be the only such BBS currently in existence and its inception was sponsored by the Toronto Chapter in order to further communications within the industry. In addition, any profit obtained from a modest subscriber fee will be used to fund a student scholarship.

Committeeman Paul Gonsalves, bulletin board monitor, hosted the meeting and provided interesting background on electronic bulletin boards in general, along with an overview of *Sound-Net's* conception, birth and development. Features such as news (of products, upcoming events, business notifications), conferences (informal debates on audio-related issues, special interest groups), classified ads, and electronic mail were described and demonstrated. An extensive library of public domain software, shareware and freeware was also described with a diverse software base of interest to such people as ham radio operators, antenna designers, audio circuit designers, acousticians and midi buffs on line.

There are currently about 65 subscribers, and if you are interested in obtaining more information, *Sound-Net*

can be contacted at 164 Sunnyside Avenue, Suite 100, Toronto, M6R 2P6.

New Executive

October's meeting was presented by Robert Trepanier of Bruel and Kjaer, focusing on the physics of microphone design. This reinforced a description of the evolution of B&K's ubiquitous instrumentation microphones into the new series of omni and cardioid studio microphones. The presentation was also highlighted by the audition of compact discs of popular recordings produced using these microphones.

The new executive was in place for the September meeting, with Joe Sunday in the chair succeeding Neil Muncy (Neil Muncy Assoc.). Other members of the new executive include Kerry Smith (Post Logic Systems Inc.) as vice-chairman; Ron Lynch (Dektak Audio), treasurer; Paul Bauman (McMaster University), secretary, and Don Archer (Noreco Canada), Lennox Blissard (George Brown College), Mark Corlett (Southern Staging), Paul Gonsalves (Acoustical Serv. Can.), David Kearney (Kearney Diversified Inc.), Serge Pereron, and Martin Procunier (Audio Systems Design) as committeemen.

L. A. Convention

The AES' 85th convention held in Los Angeles in November featured a wide variety of technical papers, seminars, workshops, exhibits and demonstrations.

The roughly 50 papers presented during the technical sessions dealt with such topics as electronic music, digital signal processing, analog circuitry and signal processing, microphones and loudspeakers, intelligibility, audition, architectural acoustics and sound reinforcement, recording, and measurement. Twenty workshops were run in parallel, dealing with topics ranging from state of the art remote recording to TV intercommunication systems.

Considering the impressive number of exhibits offered, it became an exercise in creative scheduling to cover everything of interest within the space of four days.

Of particular interest at the convention was the *John T. Mullen Collection* dealing with the History of Sound. A guided tour of this extensive selection of historic radios, gramophones and

microphones was videotaped for posterity and will be made available to the Chapter for viewing in the future. Best wishes should also be extended to Dr. Stanley Libshitz, Audio Research Group, University of Waterloo, ON, who assumed the office of president during the course of the convention — the first Canadian to hold this prestigious position.

ANNOUNCEMENT



John Cochrane

Mr. J. E. (Tod) Smith, President and Chief Executive Officer of Westcom Radio Group Ltd. is pleased to announce that Mr. John Cochrane has been elected President of CJOB/CKIS-FM Radio. In addition to his new position, Mr. Cochrane is also the General Manager of both stations.

Mr. Cochrane began his broadcasting career in 1956 at radio station CFOB in Fort Francis. In 1958, he moved to CKRC in Winnipeg, and from there to CJOB in 1964.

Mr. Cochrane is a past President of both the Manitoba and Western Association of Broadcasters, and is currently a Director of the Canadian Association of Broadcasters. He also serves on the Board of several Winnipeg community organizations.

BROADCAST BEAT

by Phil Stone

CLOSING THE GATE ON '88: Toronto's new SkyDome stadium will include a \$15-million television facility when it opens this summer. The studio, to be located on the third base side of the stadium, will consist of 1,860 square metres on two floors and will have high-tech recording, editing and mixing equipment ... **Ann-Marie Nuyten** wrote to let us know she moved from promotion manager at CKVU-TV Vancouver to director of communications for ASN and ATV -- the Atlantic Television System ...

Millions of people in China are taking English lessons from Radio Canada International. Radio stations in Beijing, Shanghai, Guangzhou and Kain are broadcasting *Everyday English*, a 40-week course produced by RCI at its Montreal headquarters ... **Danny Gallivan**, the retired hockey broadcaster, apparently never got used to headset microphones and for a long time after their introduction would hold a dead microphone or rolled-up program in his hand. According to **Tom Hawthorn** in the *Globe and Mail*, Danny covered 16 Stanley Cup-winning teams and 1,800 games ... The New York Museum of Broadcasting has been featuring some 500 of Young & Rubicam's radio and television commercials, the first advertising exhibit in the Museum's history ... **Burl Ives** composed *The Blue Tail Fly* when he was on a CBS radio program devoted to music inspired by insects and was told he'd have to sing an insect song. He estimates he has sung that song at least 10,000 times ... **Martha Harron**, daughter of **Don Harron** and author of *Don Harron: A Parent Contradiction*, is the stepdaughter of **Stephen Vlncey**, author of *In Praise of Older Women* and *The Innocent Mil-*

lionaire ... **Pierre Villeneuve** became director of marketing at CKAC Montreal ... After ten years at CPTO-TV Toronto, **Catherina T. Iluppe** became the station's VP programming and promotion.

Veteran broadcaster **Bob Johnston** became director of public relations for Supercorp Entertainment ... **Pierre Simon**, president of Le Cable de Riviere du Loup Ltee, was elected Quebec vice-chairman of the Canadian Cable and Television Association ... Many of us who were DJs in the 50s spun **Billy Daniel's Old Black Magic** many a time. The singer, who died at age 73, estimated he performed his theme song more than 25,000 times ... SportsChannel America, a pay television programmer, paid the National Hockey League \$50 million (U.S.) for TV rights for the next three seasons ... An interesting new program is running on CKND-TV Winnipeg. It's *First Nations Magazine*, dedicated to looking at the cultural, political, social and economic aspects of Canada's first Nations. Also at CKND-TV, **Bob Milton** became the retail sales manager ... Many broadcasters, like us, who are or were members of the Advertising and Sales Club of Toronto will remember **Fred Hatch**, the club's long-time managing director. He passed away at age 74 ... **Christopher Grossman** was appointed GSM for Q-107-FM Toronto and CFGM Richmond Hill ...

Jean Poullot, chairman of CFCF and the Quatre-Saisons Network, was honored by the Association Canadienne de la Radio et de la Television Francaise (ACRTF) for his devotion to development of the association throughout the years ... Canvideo Television Sales, the TV rep house, announced the appointments of **Ken Johnson** and **Leigh Kelk** as Canvideo Group sales managers. At the same time they named **Katie Fullerton** and **Michael Cansick** as national account executive ... **Jack Tomlik** was named GSM at CKVL-TV Vancouver ... **Mike Mitchell**, who spent five years at Broadcast News before becoming the Toronto Blue Jay's travel secretary, is no longer with the baseball club ... **Les Paul** was not only an outstanding musician, he was also a front-rank technician. In addition to inventing the electric guitar he devised multi-track recording ... **George Hellman** was appointed client service rep for Harris Media Systems in British Columbia.

A previous commitment prevented us from attending the roast for **Larry Wilson**, who left CHUM Toronto after 23 years to move to the Dominican Republic ... **Sue Rayson**, who was with the Hexepex (later Telemedia) organization before joining WABC New York to produce the New York Yankee and New York Jet games as she had the Toronto Blue Jays, is now at KRLL, the originating station for the Dallas Cowboys' network. It is said to be the largest radio network in the National Football League with 150 English- and 13 Spanish-language stations ... Former actress **Victoria Mitchell**, who appeared in several CBC shows before becoming a talent agent, is now head of casting at CBC Television ... Former radio and TV commentator **Dale Barrow** will return as commissioner of the Canadian Soccer League ... **Ralph Melian** and **Phyllis Switzer** both won personal and corporate achievement awards for their work on CTV's coverage of the Calgary Olympic games ... **Peter Truesman** is writing a weekly column, *Yours Truly in Starweek* ... Global Television won a North York (Ont.) Firefighters Association award for its coverage of the firefighters' campaign to raise funds for the Sunnybrook Medical Centre trauma unit.

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And CFRB Toronto was honored for a phone-in program in which two North York firefighters discussed job-related stress and fire safety with callers ... When we first met Vic Copps he was a sports announcer at CHML Hamilton. He went on to become a sales executive with the station before moving into politics, where he was a dominant figure as mayor for 16 years. He died at age 69 following a debilitating illness ... Don Lawrie, president of Katenac Holdings Ltd., announced the appointment of veteran broadcast executive Wayne Bjorgan to the position of president of Barrie Broadcasting (CKBB) and Collingwood Radio (CKCB) ... Monday night football is gone from Global TV because of poor ratings. The net will continue to show a Sunday NFL game and the Super Bowl ... Bob McLean let us know of some appointments at CKO. Arnis Peterson, business editor; Marianne Summers, co-host, *Good Morning, Toronto*; and Glen Gingorich, sports editor ... Major league baseball may well start up its own TV channel. The sport is upset with ABC for telecasting so few games the past couple of years. In 1988 only eight of 38 dates were used. ABC is reported to have lost millions of dollars on its baseball contract.

He Has, on which Gordie Tapp and Don Harron have been major figures, celebrated its 21st anniversary ... Skot Turner, evening personality at CFNY-FM Brampton/Toronto, was named the station's director of foreground, enrichment and mosaic programming. He continues on-air ... Now with CITY-TV is Allison Clayton, who had been a senior film policy advisor at DOC ... Sandie Rinaldo was scheduled to leave CTV to be co-host with Tom Gibney on CFTO-TV's prime-time Toronto newscast. She succeeds Gall Smith, who resigned ... Chris Sedens, a DJ in Brandon before moving into sports, is now with TSN ... The first Coke commercials featuring Wayne Gretzky are due for airing across Canada this month ... We were told that Dave Marsden is in Vancouver working on some projects for the CBC ... David Hamilton advises that Global TV's commitment to the hearing-impaired continues with an increased number of closed-captioned programs ...

The song *Happy Birthday (To You)* is estimated to earn \$1-million a year in royalties. It doesn't go into the public domain until the year 2010 ... In conjunction with Target Broadcast Sales, a new independent TV rep house has been set up to concentrate solely on the TV market. Dick Sienko, owner of Target; Bernie Zeigler, who had been with Canvideo; and Mark Burko and John Aonzo, both formerly with RTVR, make up the four partners of the firm. The new firm is taking over all TV properties of Target, which will focus on radio. Zeigler is president of the new company ... Gloria Bishop was appointed director of CBC Radio, succeeding Kel Lack ... Jim Pattison announced the appointment of Jim MacKay as president of Seaboard Advertising Company, Vancouver. Jim's background includes service with the CHUM Radio Group ... Now GSM at Radiomutuel, Toronto, is Vicki Blake.

The BBM Bureau of Measurement, Montreal, named Sylvia Shapiro an account executive ... Jeremy Brown, who had been on both CFRB Toronto and its sister station CKFM-FM, has moved permanently to 'RB ... John Kelly, who often does play-by-play for the New York Rangers, comes by his sports talents honestly. His father is Dan Kelly, his uncle is Hal Kelly ... Exciting times for CKO's Frank Switzer. He was appointed news editor and his wife presented him with their first child, a daughter ... *That's Not All Folks* by Mel Blanc is a book that covers his life in the golden age of cartoons and radio.

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On The Lighter Side: John Hylton describes a logger tape as something that goes blank when asked for ... Model: An actress without words ... A radio station owner was asked how many people worked at his shop. He replied, "About half."

One of the most successful drama series produced in this country, *Night Heat*, is now out of production after filming its 96th show. It was to be replaced on CBS by a talk show hosted by *Wheel of Fortune's* Pat Sajak ... John Wells, an announcer with The Sports Network, and Richard Wells, a producer with TSN, are both sons of legendary "Cactus" Jack Wells ... Dick Drew figures his two syndicated programs, *Canadian Achievers* and *Entertainment Flashback*, are heard somewhere in Canada every 3 minutes and 40 seconds ... Sherene Shaw, the Guyanese-born former broadcaster, was elected to the Scarborough (Ont.) city council in her first attempt at a political career ... Jacques BenSimon was appointed managing director of French-language programming at TVOntario ... Ted Tevan, the talk-show host on the CKO network, set a new record when he hosted his 4,500th phone-in show ... CF Cable in Montreal intends to convert two of its three principal distribution lines to fiber optic technology by 1990.

CAB/WABE Winnipeg Convention

The joint conference and trade show in Winnipeg of the Canadian Association of Broadcasters and the Western Association of Broadcast Engineers drew a record number of

registrants. Under the chairmanship of Elmer Hildebrand the conference attracted over 1,000 people with an agenda that ranged from the first radio syndication awards luncheon to the Gold Ribbon Dinner. The program focused on such crucial issues as the changing face of Canadian broadcasting, the fragmentation of markets, the problems of television programming and over-regulation.

In paragraph form, here is a review of some of the conference highlights and items about people:

* Nine broadcasting pioneers - including one of radio's first female personalities, the late **Jane Gray** - were inducted into the Broadcast Hall of Fame. Also inducted posthumously was **Real Therrien**. The other inductees included **Blair Nelson, Jean-Joffre Gourd, J. Arthur Manning, Jack Wells, Orville Kope, J. Fred Weber, and Allan Waters.**

* **Elmer Hildebrand** was elected joint chair of the CAB.

* The CAB will launch a Canadian Broadcast Standards Council (CBSC) this June to assist members in dealing with social issues and public complaints and to promote a high standard of programming and community service.

* The first annual Canadian Radio Syndication Awards were announced at a luncheon hosted by Selkirk Communications. (See the special CAB report on page 8.)

* At the Quarter/Half Century Club dinner, 16 new 50-year members and 56 new 25-year members were introduced.

* **Gerry and Helen Acton** and their company of efficient, hard-working people once again did a yeoman job of keeping everything flowing smoothly. That is true, too, of **Peter Grant** who, with his staff, made the Partners Program an outstanding one.

* **Michael McCabe**, the CAB president and CEO, and **Jim Sward**, the outgoing CAB chair, both made significant and important speeches.

* The CAB, which next year will hold its conference in conjunction with the Central Canada Broadcast Engineers at the Meridien Hotel in Montreal from November 12 to 14, today has a membership of 247 AM stations, 109 FM stations, 62 TV stations, and two networks.

* The trade show had 78 exhibitors, strongly underlining the high importance of the CAB gathering with the WABE.

* A poignant moment was when **Phyllis Switzer** was announced as winner of the major award for distinguished service to broadcasting and was unable to appear because of illness. Her children, **Jay and Chara**, accepted on her behalf.

Conference Notebook: Among the people we chatted with at the conference were **John Coleman ... BT columnist Howard Christensen and Howard English ... Jay Jackson ... Bob Elsdon** (who is now chairman of the Canadian Communications Foundation) ... **Don Lawrie ... Lyman Potts ... Bill McGregor ... Rob French ... Daniel Flohr ... Jean and Michael Caine** (we interviewed Jean for the industry archives) ... **Brian Minton ... Bob Quinn ... Orv Kope** (who sends regards to **Glen Barnett** at KWKY Palm Springs. Glen is a regular BT reader) ... **Chuck Camroux** (busy getting the Canadian Radio Network known to one and all) ...

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And Bob McKeown ... Mike Hanson ... Bill Hutton ... Wayne Bjorgun ... Bob Redmond ... Peter Fleming ... Gord Hume ... John Coleman ... Don Hildebrand (told us John Gilbert was morning man at CJFT Fort Erie, Ont.) ... Johnny Lombardi and son Lenny (Johnny said his new complex will be ready now next spring) ... Dr. Noel Murphy (so funny at the Quarter/Half Century Club dinner) ... Bob Laine (and his wife Sandi) ... Tony Vincz ... John Wright ... Wes Armstrong (he said he'd be fully retired by the time this appears in print) ... Don MacDonald ... Dick Drew and his son Mitch ... Keith Dancy ... Al McKay ... Norm Bonnell ... Jack Ruttle ... Duff Roman (we went over old times with him and Wes Armstrong, and Bob Laine) ... Charlie Fenton (and his wife Correen) ... Suzanne Keoler.

And more ... Rik Lucas ... Paul Morton ... Jim Sward ... Ross McCreath ... Michael McCabe ... Elmer Hildebrand ... John Rae ... Doug Allen ... Lew Rowkin ... John Hylton ... George Young ... Frank Gardner ... Phil Adler ... Derek Shanks ... Red Robinson ... Tony Neenan ... Dick Sienko ... David Wiebe ... Bob McDonald ... Harry McDonald ... Peter Liba ... Harvey Glatt ... Stan Genno (told us that another of our former students, Brian Yasul, was working in Winnipeg as a TV reporter) ... Ed Rawlinson (winner of the Ted Rogers Sr./Velma Rogers Graham Award) ... Nell Aitchison ... Bill Brady (another interview we did for the industry archives) ... John Gorman ... Allan and Gary Slaight ... Jack Wells (guest speaker at the Quarter/Half Century Club with some entertaining reminiscences).

All in all, an outstanding conference that, with the aid of major discussions, highlighted some of the major challenges of the future facing broadcasters such as reduced profits, new technologies and increased competition. From CRTC chairman Andre Bureau to the man who brought Sony to Canada, Albert Cohen, the voices we heard had much to offer broadcasters for consideration and action. The conference certified indeed that the CAB is the main industry voice of private broadcasters.

Management or engineer, all broadcasters ought to make certain they are present when the CAB/CCBE gathers in Montreal in 1989.

Radio Awards Dinner

One of the pleasure-giving perks one receives by attending the annual Radio Awards dinner in Toronto — in addition to hearing the prize-winning commercials — is seeing friends and acquaintances one, in many cases, hasn't seen for some time. For us that included three people who were our students at Humber College: Bob Cook (today senior copywriter at CITY-TV Toronto), Paul Fleher (program director at CHFI-FM Toronto), and Scott Parsons (general sales manager at CHFI-FM and a board member of the Broadcast Executives Society).

BES, along with the Radio Bureau of Canada (and the Canadian Association of Broadcast Representatives Inc., presents the Radio Awards each year and for 1988 it drew the largest number of entries ever — 785. A different approach was made this year in the presentations. The awards were handed out by the morning personalities from Toronto and area radio stations. Rick Ridgway of CKEY and his committee of volunteers — including RBC's Linda Saint, who was executive producer — deserve applause for their efforts.

A highlight of the evening was the presence on the stage of Roy Thomson Hall of that exceedingly clever, inventive and funny twosome, Roger Abbott and Don Ferguson, who literally had us rolling in the aisles. It was a pleasure to be there and it was likewise great to come across such people as: Gary Slaight ... Carol Weir ... Duff Roman (who presented the Larry Heywood award on behalf of CJHM) ... Wally Crouter ... Jay Nelson ... Bill Brady ... Gord Blume ... Bill Hutton ... Bob Redmond ... Dory Trowell ... Larry Lamb ... Brian Minton ... Frank Gardner ... Doug Ackhurst ... Keith Rich ... Don Lawrie ... Jay Jackson ... Jon DeForest (recently profiled in *BT*, who served as chairman of the judging committee) ... Rick Sherman ... Gary Miles ... and Nell Aitchison.

Phil Stone welcomes your news for Broadcast Beat. Write c/o Bridletowne Circle, #1601, Scarborough, ON, M1W 2E6. Please address information to other departments and staff at Broadcast Technology to P.O. Box 420, Bolton, ON, L7E 5T3.

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CFMX-FM -- The Little Station That Grew

by Anne Dimon and Jon Reid



The Cobourg master control room of CFMX-FM includes a McCurdy board, two technics turntables, a pair of Phillips CD players and Revox reel-to-reel units.



Promotion Director Mike Forrester takes a break to survey CFMX-FM's future Toronto production facilities from behind a broom. Designed by IMMAD Broadcast Services, the new facilities feature a studio and control room with an inter-connecting airlock.

They say that "growing up is hard to do". For proof, consider the story of CFMX-FM, the little Cobourg, Ont. station that started off as a gleam in the eye of its owner in the early 1970's, and seemed to run into nothing but trouble.

CFMX-FM had its 1976 debut aborted by technical problems. And since its on-air arrival in 1978 it has suffered licence cancellation, parent-company receivership and "stunted" growth, as well as a continuing litany of technical misfortunes.

With a background like that, you'd fear the worst.

However, with the unveiling of its new rebroadcast transmitter this past October in Mississauga, 125 km west of Cobourg, and the resulting expansion into the lucrative market of metro Toronto and the Golden Horseshoe of southern Ontario, "grow up" CFMX most assuredly did! A testament not only to the Herbert Spencer dictum of "survival of the fittest", but even more so to the immutable rightness of CFMX's reason for being.

Here is how that "rightness" prevailed.

Public Saved Station

When the station went to air in 1978 as Canada's first, and only, commercially-operated classical music station, CFMX-FM and its sister station, CHUC, were owned and operated by Don Williamson. Dogged from the start by technical difficulties and interrupted service, CFMX received what looked like a knock-out blow when, in September 1981, the Canadian Radio-Television and Telecommunications Commission revoked its broadcast licence for unsatisfactory compliance with the station's Promise of Performance.

The announcement sparked a public outcry. A group called "Friends of CFMX" succeeded in mobilizing 23,000 listener pledges of support. The public uprising triumphed and, in December 1982, the CRTC renewed CFMX's licence. But the station wasn't out of the woods yet. Three months later CHUC Radio Ltd., the station's owner, went into receivership.

Curtains? It looked likely.



Wolfgang Amadeus Mozart, portrayed by actor Daniel Chevrier, helps CFMX-FM owners Martin and Truus Rosenthal turn on the station's Mississauga transmitter.

Then, in a last-minute reprieve for both CFMX and CHUC -- on the very eve, in fact, that both stations were to sign off -- in came Brockville, Ont. broadcaster John Radford, president of Jedoom Investments Ltd., with an offer to purchase the company. He did, and it was then that Toronto businessman Martin Rosenthal, owner of Electro Sonic Inc., made Radford an offer to purchase the FM station. Rosenthal and Radford subsequently applied to the CRTC for permission to separate the two stations under new operating licenses. In December 1983 the request was approved. Rosenthal's company, Different Drummer Communications, was given a three-year renewable licence by the CRTC with the understanding that CFMX would maintain its classical music format.

On Road To Recovery

Under Rosenthal's ownership CFMX was on the road to recovery. A new transmitter was obtained, along with a building to house the new equipment; studio equipment was upgraded; new staff was hired; the station was moved

into new quarters; and a new record library was acquired. At the same time programming was vetted and re-vitalized and an advertising campaign with the slogan "The Sound of a Different Drummer" was put into play to attract more listeners.

Still there were limits to what could be done immediately. The antenna was refurbished, but as a half measure. No radomes or de-icers were used in the original antenna system and it was impossible to retrofit the antenna with either due to structural limitations of the tower. These deficiencies exacted a price. During winter months the station often had to operate on reduced power due to icing conditions.

Nevertheless, by January 1984 CFMX was up to its full 117,000 watts of power for the first time in its rocky eight-year life. By September of that year it was broadcasting 24 hours a day, seven days a week, and had begun to penetrate the Toronto market 125 KM away, via cable.

Expansion was now the next logical step, and in 1986 when the CRTC called for applications for the 97.3 MHz Toronto frequency -- the last frequen-

cy available from the CN Tower -- Martin Rosenthal went after it. The CRTC was swamped with applications and, much to Rosenthal's disappointment, awarded the coveted frequency to CJEZ-FM, owned by Redmond Communications.

In the wake of this decision, CFMX continued to hobble along on the fringes of the lucrative Toronto market, suffering from limited advertising potential. The programming, under the leadership of Program Director Michael Compeau, continued to improve and in early 1987 the station launched *Canadian Showcase*, a series of live classical concerts now syndicated in over 40 markets across Canada. Produced by CFMX-FM's syndication wing, Different Drummer Productions, *Canadian Showcase* was the recent recipient of the Canadian Association of Broadcasters' Canadian Talent Development Award for 1988. Different Drummer Productions is involved in other projects, most notably the recent recording and syndication of the State Symphony of the USSR, distributed throughout Canada this past November.



Broadcast Technology columnist Howard Christensen (centre) chats with CFMX-FM News Director Son Small and Retail Sales Manager Jamie Crookston at a reception at the Art Gallery of Ontario celebrating the launch of the station's Mississauga transmitter and its new Toronto frequency.

In 1987, when the CRTC decided that there was room to squeeze one more FM station into the Toronto/Mississauga area, Rosenthal - this time with the help of Jerry Good, president of

Good Communications - jumped into the race for the second time. As this frequency was among the last to be usable in the Metro Toronto area, competition was fierce. But Rosenthal's persistence paid off and on April 25, 1988, CFMX was awarded the frequency to be used as a repeater for its Cobourg signal.

Rosenthal and his planners weren't idle during the months of waiting for the CRTC decision. Optimistic that CFMX had a good shot at the frequency, they completed groundwork for the possible expansion, anticipating that - if they won - they would be on the air by the fall of 1988.

Rosenthal and his advisors decided, even prior to the CRTC announcement, that the CFMX repeater antenna would be located atop a 35-storey condominium apartment building, the tallest structure in Mississauga. A panel antenna was chosen in order to generate the required pattern and to keep the close-in vertical radiation well within the mandatory 115

LDF

APPOINTMENT



George Dutka

Mr. Denis Dion, president of LDF, is pleased to announce the appointment of George Dutka as Ontario regional representative for LDF.

LDF is a service company providing installation services for radio, television, transmitters and studio facilities.

The appointment of Mr. Dutka is effective immediately.



With help from "Wolfgang Amadeus Mozart" (actor Daniel Chevrier) CFMX-FM owners Martin and Truus Rosenthal and station manager Jerry Good (left) officially sign-on the classical music station.

dBu field strength. With the presence of so many nearby highrise apartments, it would be crucial to reduce the chance of overload problems in radio and other electronic devices to a minimum.

Following the CRTC's decision, preparations went ahead and on September 1 the test period began. The 103.1 MHz Cobourg signal is received with a highly directional, staged Kathrein Yagi system. The presence of CKLH-FM Hamilton at 102.9 MHz makes it even more difficult to receive the Cobourg signal 125 KM away. As well, the presence of the CN Tower's FM stations in the forward lobe of the receiver antenna required additional bandpass cavities to attenuate all FM frequencies except 103.1 MHz. A high quality receiver was chosen that could provide a composite output that was re-transmitted at 96.3 MHz, the CFMX Toronto frequency.

The tests showed, not surprisingly, that coverage generally was not as good as that of stations whose transmitters are located on the CN Tower or at First Canadian Place in Toronto. The bottom line was that a downtown Toronto location was out of the question due to the short-spacing with other stations. Never mind, said CFMX, we're here.

In the meantime, other technical improvements were made on the Cobourg front. The antenna problem was solved by the new Global TV Network's 500-foot TV tower, constructed on the CFMX transmitter site, on which CFMX installed a Kathrein 10-bay, 30-panel antenna.

In addition, a new three-phase power line was put in to replace the single-phase circuit. This eliminated the further need of a single-phase to three-phase converter.

Finally, the big day arrived. On October 7, 1988, Wolfgang Amadeus Mozart (actor Daniel Chevrier) helped Martin and Truus Rosenthal pull the switch that launched CFMX-FM onto the Toronto airwaves.

With 20 full-time and 20 part-time employees, CFMX-FM now operates from the Cobourg station and from sales offices and production studios located in downtown Toronto. Jerry Good is general manager of CFMX-FM; Don Bradley is director of corporate sales and syndication; Jamie Crookston is sales manager; Mike Forrester is promotion director; and Michael Compeau is program director.

CFMX-FM's new Toronto production facilities were designed by IMMAD Broadcast Services. Separated by an air-lock, both the studio and the control room have double-wall construction, acoustic ceiling tiles, sound absorbing wall panels and an air handling system equipped with acoustic silencers. Wire conduits and bulkheads have been built into the studio construction. The console will be custom designed to CFMX specifications by Ward-Beck Systems Ltd. and the equipment will include top-of-the-line

reel-to-reel tape machines, turntables, CD and cart machines.

Today, 12 years since it began its struggle for existence and five years after Martin Rosenthal first went hunting for the major Toronto market, CFMX has truly come of age.

Ann Dimon is a public relations consultant and Jon Reid is a freelance writer, both located in Toronto. Ann can be reached at (416) 861-1458 and Jon at (416) 465-8373.

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people in the news

AKO Productions Ltd.--**Bernie Kroeker** has joined the Toronto production and video post-production company as a partner and vice-president/marketing.

All-Canada Television--**Craig Rennick** has been promoted to group sales manager, TV Central; and **Inn Boyd** and **Ron Lewis** have been appointed account executives, TV Central.

Apex Systems Ltd.--**Arnie Christensen** has been appointed sales manager and **Michael Stewart** manager of the newly-formed systems design group.

ASN/ATV--**Anne-Marie Nuyten** has been appointed director of communications of the Halifax-based Atlantic Satellite Network and Atlantic Television system.

Broadcast Electronics Inc.--**Charles W. Kelly** has been named director, international sales responsible for export sales to all areas of the world except Canada.

BEM Bureau of Broadcast Measurement--**Sylvia Shapiro** has been appointed account executive, Montreal.

Broadcast News Ltd.--**Al Gibson** has been appointed general news director, succeeding **Wayne Waldroff**. He joins **BN** from **CKEY** Toronto, where he was news director.

CAB--**Elizabeth McDonald** has been appointed director of policy and planning, a new position. She is a former strategic planning consultant with the **CBC**.

CBC Radio--**Gloria Bishop** has been appointed director of **CBC Radio**, Ontario division, succeeding **Kel Lack**. She had been deputy head of radio current affairs.

CFMX-FM **Cobourg**--**Don Bradley** is manager of syndication and corporate sales at the station's new Toronto sales office.

CFNY-FM **Toronto**--**Skot Turner** has been appointed director of foreground, enrichment and mosaic programming, responsible for all of the station's special feature programs.

CFTO-TV **Toronto**--**Sandie Rinaldo** has been appointed weekday anchor and senior editor of the station's dinner-hour newscast.

CJEZ-FM **Toronto**--**Kellie Edgar** has joined the station as music director.

CKAC **Montreal**--**Pierre Villeneuve** has been appointed director of marketing. He joins the station after seven years at **Le Brasserie Labatt**.

CKND-TV--**Robert Milton** has been appointed retail sales manager. He had been retail sales supervisor.

CKO Radio Network--**Arnis Peterson** has been appointed business editor and **Glen Gingerich** sports editor.

CKO **Toronto**--**Marianne Summers** has been named co-host of **Good Morning Toronto**, joining **Denis Woollings** on the 5 to 9 a.m. program.

CKVU-TV **Vancouver**--**Jack Tomik** has been appointed general sales manager.

CRTC--**Natalie Berdard** has replaced **Lisa de Wilde** as executive assistant to chairman **Andre Bureau**. The **McGill** graduate was a senior policy analyst at **Telofilm** Canada.

Carillon Technology, Inc.--**Leslie B. Tyler** has been appointed vice-president for technology. He will head a newly-formed department, **CTI Research**, in **Newton, Mass.**

Gentner Electronics Corp.--**Jim Pino** has been appointed director of research and development, responsible for all R&D operations. And **Kelly Hannig** has been added to the product management team as a product line specialist in both **RF** and audio processing products.

Harris Media Systems--**George Hellman** has been appointed client services representative for **B.C.**

Hedco Electronic Devices Corp.--**William (Don) Thompson** has been elected chairman of the board and appointed chief executive officer of the company, a division of **Leitch Video**

IDB Communications Group--**Philip McInnes** has been named vice-president, international business development. Based in **Washington, DC**, he is responsible for **IDB's** international satellite transmission service. **Howard Miller** has been named general manager of **IDB** **New York**, responsible for **IDB's** international teleport facilities on **Staten Island**.

IDB Systems--**David McDonald** has been appointed general manager of the new **Dallas-based** division of **IDB Communications**.

K-Richt Communications Ltd.--**Patrick C. Copeland** has been appointed executive vice-president.

Magnetic Enterprises--**Findlay Quinn** has been appointed vice-president and general manager of the new motion picture laboratory division to be located in the **Toronto** area; and **Bob Clemson** has been appointed manager, sales and marketing of **The Magnetic Fax Corporation**, a **Toronto** post-production facility.

Major Market Broadcasters Ltd.--**Claude A. Brooks** has been appointed manager, **MMB** **Winnipeg**.

Radio Canada International--**Andrew Simon** has been appointed as director of the **CBC's** overseas radio service. He joined the **CBC** in 1961 as a radio current affairs producer in **Ottawa**. He was head of current affairs for **English Radio** from 1984 to 1987 and until his latest appointment had been undertaking special assignments at **CBC** **Head Office**, **Ottawa**.

Radiomutuel inc.--**Vicki Blake** has been appointed general sales manager **Radiomutuel**, **Toronto**.

Ross Video Ltd.--**John L. Barker** has been appointed **U. S.** sales and marketing manager.

Scientific Atlanta Inc.--**H. Allen Ecker** has been appointed senior vice-president technical operations and chief technical officer, a new position.

Studer Revox--**Tore R. Nordahl** has been appointed vice-president and general manager in charge of operations for **Studer Revox America Inc.** He joins **SRA** from **Mitsubishi Pro Audio Group**, where he had been president and **CEO**.

Supercorp Entertainment--**Bob Johnston** has been appointed director of public relations. In addition, he performs marketing and sales functions for **The Air Company**, **Sounds Interchange** and **Creative Interchange**.

Teletype Technology, Inc.--**Bert Ralph** has joined the company as vice-president of sales.

Teledemia Broadcasting Systems--Paul J. Williams has been appointed vice-president.

Teledemia Communications Ont. Inc.--Gerry Tymon has been appointed vice-president.

TVOntario--Jacques Bensimon has been appointed managing director of French-language programming.

Telex Communications, Inc.--Jeffrey S. Wetherell has been named president and chief operating officer of the company succeeding John Howe, who has retired. And **Phillip A. Phelon** has been named executive vice-president.

The Sports Network--Wayne Scrivens has been appointed manager of engineering and technical services, **Ken Murphy** appointed manager of operations, and **David Huynh** senior engineering technician.

Westwood One Canada--Roger Pierce has been appointed station relations representative.

through the Ronalds-Reynolds merger, taking early retirement in 1980. After the death of his wife, Marnie, he was for several years an account executive with *Broadcast Technology*, retiring again in 1987. He is survived by three daughters, Susan, Catherine and Janet, and a son, Robert.

Victor Copps

Former Hamilton, Ont., broadcaster and long-time mayor passed away in hospital October 15 at age 69 following a debilitating illness. He died of pneumonia, but had never recovered from a heart attack suffered in 1976 while taking part in a local road race. The former sportscaster and salesman at CHML Hamilton for almost 20 years entered municipal politics in 1960. He became mayor in 1962 and went on to become Hamilton's longest serving mayor before being felled by his 1976 heart attack. Born in Haileybury, Ont., he was raised in the Ottawa Valley and Timmins. He was brought to Hamilton by the late Tom Darling, president and general manager of CHML, in the mid-40s.

Robert Bennett

Passed away at Presbyterian Hospital in Dallas, Texas on September 17, 1988, after a gallant fight with cancer for four years. A senior engineer for Continental Electronics, he was involved in installation of broadcast transmitters all over Canada and the U.S. He also designed, built and installed high power broadcast transmitters in Mexico, South America and Taiwan. He was born July 20, 1934 and at the time of his passing had spent 31 years at Continental.

Abc Berday

A pioneer of cable television in Saskatchewan died in Estevan hospital recently. He was 78. The son of farmers in the North Portal area of southwestern Saskatchewan owned a farm equipment dealership in Estevan from 1944 to 1960. He introduced cable television to Estevan and Weyburn in the early 1960s, more than 15 years before it went on the air in Regina and Saskatoon. He moved to Alberta in 1971 where his family company is a shareholder in cable companies in Wetaskiwin, Rocky Mountain House, Slave Lake and Camrose. He returned to Estevan in 1983.

Pierre Paquette

A popular pioneer in the field of telecommunications for election night broadcasts died in Calgary recently. He was 63. Born in Ottawa, he began his career with CN in Moncton, N.B. But he was with the CBC for most of his working life, first in Ottawa, then in Toronto and, finally, in Calgary. He introduced the first visual phone to Canada with a network hook-up in several languages. His extensive collection of professional papers was donated to the University of Regina.

Jean de Guise

A legend in the Montreal media for his journalistic versatility, his fluency in French and English, his hard-living and job-hopping, he was 60. He claimed to have worked at every radio and television station and newspaper in Montreal -- most of them more than once and for a maximum of about a year at a time. He worked mostly as a reporter, but was also a news editor, copy editor and managing editor.

IN MEMORIAM

D.R. (Bob) Loncy

The long-time Toronto advertising agency executive died of cancer November 4. He joined Ronalds Advertising in 1938 at the age of 16. He served as an instructor in the RCAF during World War II, then returned to the agency, where he remained

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Perry Group Optimistic Despite First Year Loss

The Andre Perry Group of Morin Heights, Que., is looking for a substantial increase in revenue in 1989 following a \$3.1-million loss in its first full year of operation as a publicly traded company.

Pierre Thibeault, president and CEO of the video post-production and sound recording company, said the main reason for the loss was an eight-month construction delay at its new facility in Washington, D.C. He called the setbacks "only temporary" and said that he expects revenues to increase to \$16-million in 1989, almost triple the \$6-million reported in 1988.

Thibeault, who succeeded Andre Perry as president last March, said in the company's year-end financial report that the Washington facility generated "none of the projected revenue" in 1987-88 while revenue generated by the Morin Heights facilities softened to under \$3-million.

The Washington division and Perry's San Francisco-based facility are projected to earn as much as \$10-million this year.

The company is also reported to be "actively pursuing" a new Montreal location.

Partners Film Company Gets New Partners

One of North America's largest producers of television commercials, The Partners' Film Company in Toronto, has some new partners. Supercorp, a 50-50 partnership of Labatt Brewing and Kessler Music Corporation, is reported to have purchased 50.01 per cent of Partners' for between \$4.5-million and \$5-million.

Partners' has a full-time staff of about 55 and expected total 1988 sales volume of between \$45-million and \$50-million. Only EUE/Sreen Gems in New York is believed close to Partners' in size in North America.

New Shareholders For Okanagan Radio Ltd.

The Okanagan Skeena Group Ltd. of Kelowna, B.C., has entered into an agreement to acquire 40.7 per cent of the outstanding shares of Okanagan Radio Ltd. held by Dennis Barkman and Gerald Pash. Okanagan Radio operates CKOK/CJMG-FM Penticton, CKOO Oliver/Osoyoos, and CKSP Summerland.

Okanagan Skeena said it had also entered into an agreement with Kenneth Davis and Davis Communications Ltd. of Penticton, holders of the controlling interest in Okanagan Radio, granting Okanagan Skeena the right of

first refusal to purchase the remaining, and controlling, interest.

Okanagan Skeena operates radio, television and cable television interests in the Terrace-Prince Rupert areas of the province.

The acquisition is subject to approval by the Canadian Radio-Television and Telecommunications Commission and by the Toronto and Vancouver stock exchanges.

Nexus Founders Win B.C. Engineering Award

Dr. J. Basil Peters and Peter Van Der Gracht have been awarded the 1988 British Columbia Science and Engineering Gold Medal for their contributions to industrial innovation. They were selected from a field of 29 nominees for their innovative approach to tackling the high frequency communications industry.

The two started Nexus Engineering Corp in May, 1982 after graduating from the University of B.C., Peters with his Ph.D in electrical engineering and van der Gracht with his M.A. Sc. Their first product was the VM-1 television modulator, which took nine months to design. It, and the line that followed, was the basis on which the company grew. After the success of the satellite television equipment line they moved on to transmitter products. Today Nexus employs almost 200 people and manufactures and distributes over 60 products covering satellite, laser, microwave, high frequency power products and video and graphics display systems.

Ross Video Celebrates 15th Anniversary

In late 1973 Ross Video Limited delivered its first production switcher, a 16-input model. That unit was still going strong when taken out of service recently to be replaced by a new Model 216A switcher. Now, 15 years later, Ross Video switchers are installed in broadcast stations, production facilities and mobile vans around the world.

John Ross, company president, said "it's still a thrill to me to attend such shows as NAB and SMPTE and be told ... that our switchers produce the best quality keys in the industry." Maintaining that quality, he said, will enable the company to maintain its steady growth for many more years.



Ross Video Ltd. employees toast the shipment of their first Model 416 production switcher. Company President John Ross (extreme right) held the celebration to thank the employees for the dedication to the project. Regular shipments of the new units are underway to locations in Canada, the U.S., and overseas.