

Selkirk To Be Dismembered

If the Canadian Radio-Television and Telecommunications Commission gives its blessings, Selkirk Communications Ltd. will be virtually dismembered.

Selkirk was bought up by Maclean Hunter Ltd. Nov. 21, subject to approval by the CRTC, for approximately \$594-million. Almost immediately Maclean Hunter began to sell off parts of Selkirk, again all subject to CRTC approval, recouping about \$310.5-million in three major deals it consummated in just two weeks.

First, parts of the company were sold to WIC Western International Communications Ltd. of Vancouver for about \$217.5-million in a deal concluded Christmas Eve. Included were:

- * A 41.03 per cent stake in British Columbia Broadcasting Co. Ltd., owner of CTV affiliates in Vancouver and Victoria. WIC already owns 58.97 per cent of BCTV.

- * A 50 per cent interest in Okanagan Valley Television Co. Ltd., owner of

CHBC-TV in Kelowna, B.C., which would give WIC 100 per cent of the company.

- * Independent TV stations CFAC-TV Calgary and CFAC-TV7 Lethbridge, Alberta.

- * Edmonton radio stations CJCA and CIRK-FM.

The deal with WIC did not come as much of a surprise. Maclean Hunter owns TV and radio stations that compete with the Selkirk outlets, and the CRTC was not expected to allow both. Should the CRTC allow the deal, WIC's broadcast holdings would increase to five wholly-owned TV stations and 11 radio stations.

Three days later Maclean Hunter Ltd. announced it had reached agreement to sell Selkirk's flagship TV station, Hamilton independent CHCH-TV, to the Blackburn Group Inc. of London, Ont., for \$68.5-million.

The Blackburn family company owns the London Free Press, independent TV stations CFPL-TV London and

CKNX-TV Wingham, Ont., as well as AM and FM stations in each of those cities. It has branched into both the advertising flyer distribution and market research in recent years.

And in early January Maclean Hunter sold 11 radio stations owned by Selkirk in Alberta and B.C. to a subsidiary of Rogers Communications Inc. for \$24.5-million.

The stations are: CKWX/CKKS-FM Vancouver, CJVI Victoria and CJIB Vernon, all in B.C.; and CFAC Calgary, CJOC/CILA-FM Lethbridge, CJPR Blairmore, CJEV Elkford, CFHC Camrose/Banff, and CFQP Grande Prairie, all in Alberta.

In addition, Rogers acquired the rights to Selkirk's application, now before the CRTC, to purchase Mountain FM Radio Ltd. of B.C., which operates CISQ-FM Squamish, CIEG-FM Egmont, CISC-FM Gibsons, CISP-FM Pemberton, CIPN-FM Pender Harbour, CISE-FM Sechart and CISW-FM Whistler.

If the sale is approved, it would complete the transactions required to resolve conflicts in markets where Maclean Hunter and Selkirk have overlapping broadcast licences.

It also means Maclean Hunter will end up paying about \$280-million for the key parts of Selkirk it plans to hold on to -- cable systems in Ottawa and Fort Lauderdale, Fla., and CFNY-FM Brampton/Toronto, which would give the company the Toronto FM licence it has been after for years. Analysts value the Ottawa cable system at about \$100-million and the Florida system at about \$224-million. And they place the value of CFNY-FM, Toronto's fourth-ranked FM station, at between \$20-million to \$30-million.

Still not known are plans Maclean Hunter may have for other Selkirk interests, including Montreal stations CKVL/CKOI-FM bought earlier in 1988 for \$30 million in a deal on which the CRTC still had not ruled as the year ended. Selkirk also has interests in such miscellaneous operations as film and audio-visual operations, a radio/TV rep house, and radio operations in Great Britain.

Betting now is that it will take the federal broadcast regulator until next fall to hold its hearings and issue its decisions in the complicated deals involving Maclean Hunter's purchase of Selkirk and the subsequent sales of Selkirk holdings. →



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People-Meters Coming In September?

Canada's first national people-meter system will be launched by A.C. Neilson of Toronto this September.

The fall launch announcement follows the signing of CTV for the service and the expected signing of CBC for its English-language network.

But complicating the situation is the BBM Bureau of Measurement, said to be ready to offer its people-meter system, which uses technology developed by Les Enterprises Videoway, a subsidiary of Montreal's Le Group Videotron.

The two systems will initially offer different services. Neilson's system would offer only electronic network ratings, with local markets covered by diaries. It would sample about 1,200 homes in September, growing to 1,500 homes by January, 1990. Total cost would be about \$5-million a year, with broadcasters picking up about 85 per cent of the cost.

BBM, on the other hand, plans to offer electronic ratings for networks and most of its local markets and has proposed a sample of 7,200 homes across the country. Its Videoway technology is interactive and has been tested for two years in Montreal by Videotron.

CRTC Drops Proposed Rules

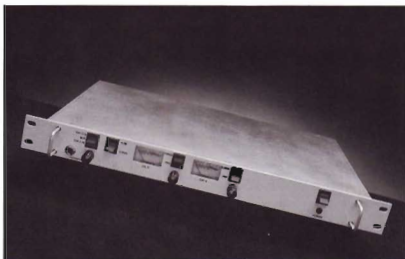
The Canadian Radio-Television and Telecommunications Commission and backed off from its proposed rules governing open-line programs. Instead, the commission said, it will encourage broadcasters to voluntarily ensure their open-line programs are balanced, meeting high standards and do not include abusive comments.

The CRTC proposed a number of new guidelines last July because racially offensive remarks have been made on several radio stations in recent years. Public comments were invited on the proposed guidelines and the commis-

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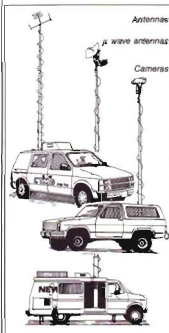
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sion received 560 submissions from the broadcast industry associations, the cable television industry, the Canadian Broadcasting Corp., talk show-hosts, cable community programming workers and members of the public.

The Canadian Association of Broadcasters estimated that between 50,000 and 75,000 hours of open-line programs are broadcast yearly on AM radio in Canada.

Short-Term Renewal

Radio Station CJRN Niagara Falls has had its licence renewed for 18 months to June 30, 1990 instead of the usual three to five years.

The Canadian Radio-Television and Telecommunications Commission's decision came after the commission had censured the Ontario station for racially offensive remarks concerning Canada's native Indian population broadcast in the spring of 1987 on three talk show programs.

In its decision the commission said it also required CJRN to file with the commission within three months "guidelines and a description of other control mechanisms for open-line programming" for approval. And it reminded CJRN that it will continue to monitor the station's performance "closely", with particular emphasis on the open line program which resulted in its censuring the station.

Moffat Looks To Toronto

Moffat Communications Ltd. hopes to buy or start a radio station in Toronto.

Randall Moffat, the company's chairman, president and controlling shareholder, says such a move is a "key ingredient" to the future of the company.

Moffat told shareholders at the company's recent annual meeting that the Winnipeg-based company will be the "only major radio player" without an FM outlet in the "rich" Southern Ontario market. And, he said, "this is something that has to be addressed. Although admitting buying a station is "impossible right at the moment", he said Moffat is "taking a look at all possible options".

Moffat owns six radio stations, including CHAM Hamilton, as well as CKY-TV Winnipeg, the CTV affiliate in Manitoba, and cable TV systems in Winnipeg, Houston and Tampa. The company reported profit of \$5-million for fiscal 1988, down two per cent from 1987.

MITV Expanding

The Maritime's newest television network is expanding its coverage in Nova Scotia.

MITV has received permission from the CRTC to start broadcasting in Truro, the Annapolis Valley and the province's south shore by June. The network's signal is currently carried in Halifax, Fredericton, Moncton, N.B., and Saint John, N.B.

MITV began operation in September. It is owned and operated by the New Brunswick Broadcasting Co. Ltd.

CRTC Task Force

The CRTC has set up a task force to study the problem of dubbed programs on French-language television stations.

Andre Bureau, chairman of the Canadian Radio-Television and Telecommunications Commission, said the commission has to consider the "possible cultural impact of having a large number of American programs, dubbed in France, on the airwaves."

The task force is headed by Monique Coupal, CRTC vice-chairman of broadcasting.

Task force members will meet with Quebec artists, producers, distributors, broadcasters and their associations, government agencies and ministries. They will report to the commission in the spring.

One ATV System Favored

North America's three largest private broadcasting associations have resolved to co-operate in developing a single Advanced Television System (ATV) compatible with the NTSC standard.

At a recent meeting in Mexico, broadcasters from Canada, the U.S. and Mexico also resolved to co-operate in battling AIDS and drug abuse.

Delegates representing the Canadian Association of Broadcasters, the National Association of Broadcasters and Mexico's CIRT also expressed "strong concern" over U.S. plans to establish TV Marti, a tethered balloon in Florida that would beam VHF television signals to Cuba. TV Marti could interfere with services hundreds of miles away and provoke Cuba into retaliating by interfering with TV and radio signals in other countries.

The joint meeting also passed a resolution to seek establishment of "high quality allocations and technical assignment criteria" in the expanded AM band. The resolution also urged

manufacturers of AM receivers to begin design and construction of expanded band AM receivers.

Other resolutions resulting from the annual meeting called for "continued respect for freedom of speech in the media" and urged governments "to refrain from introducing further provisions in copyright legislation that will increase the financial burden on private broadcasting and alter the appropriate balance that should exist between creators and users." A joint release noted that private broadcasters already provide significant support and exposure for performers and pay substantial sums to air musical works.

Bids For TV Licence

CHUM Ltd. has announced that it will be among those applying to the CRTC for permission to establish a new independent English-language TV station in Ottawa. CHUM officials said that it would spend about \$10-million to get its CapitalCity TV up and running.

The CRTC called for applications for a new Ottawa television station Sept. 30, several months after Metro TV Ltd. triggered the process by filing the first application. Metro TV is a limited partnership between Groupe Levalin, Glenview Corp. and several Broadcast executives.

Also expected to compete for the licence is Mid-Canada Communications (Canada) Corp. of Sudbury. They and CHUM were among the bidders who lost out to Toronto-based Baton Broadcasting Inc. for the Ottawa independent licence in 1984.

Baton surrendered the licence when the CRTC allowed it to buy CJOH-TV Ottawa in 1987.

Competition Deadlines

Entry deadline for the \$20,000 1988 Michener Award for meritorious public service in journalism is Feb. 18.

All entrants must submit eight copies of written documentation along with one tape copy if tape is included. Entries should be sent to C.W.E. MacPherson, Executive Secretary, Michener Awards Foundation, 1101 Baxter Road, Box 5020, Ottawa, Ont., K2C 3M4.

March 1 is the nomination deadline for the second annual MediaWatch awards of merit, which recognize progress by broadcasters and advertisers in eliminating sexist content and creating "positive, realistic images" of women. Canadian production aired between Sept. 15, 1988 and Feb. 15,

1989 are eligible. Categories are drama, public affairs and advertising.

For further details contact MediaWatch, #250-1820 Fir St., Vancouver, B.C., V6J 3B1, phone (604) 731-0457.

CRTC Annual Report

Although the Canadian Radio-Television and Telecommunications Commission continues to be a revenue generator for the federal government, it faces cut backs 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. ✓BT

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Howard Christensen:

'Good Humor makes most things Tolerable...'



Rock 103 Moncton has **Steve Shannon** in place as PD ... **Kelle Edger** is MD at CJEZ-FM Toronto after working as a program consultant for a variety of formats ... Thanks to All-Canada's **John Gorman** for good lunch and conversation ... At CJOC/CILA-FM Lethbridge, **Dave Larson** is in as PD replacing **Gary McGowan**, who's now at CKIK-FM Calgary ... Also at CJOC, **Jim Richardson**, the long-time ND at CKJS Winnipeg, is Lethbridging as 2-i-c in news ... **CKST St. Albert (Alta.)**, has changed its call letters to **CHMG**. Sister station **CJUP Langley, B.C.** -- Coast Radio -- has taken over the **CKST** call letters. Also at St. Albert: **James Mousse** has moved into the sports director slot, replacing **Al Coates** who's gone to the **Edmonton Trappers**; and **Garry Malnyk** is looking after news (with the title, news coordinator) ... We had understood that **CKY Winnipeg ND Charles Adler** was on his way to **CKLW Windsor**. He reconsidered the move and continues his ND's job at **CKY/CITI-FM** ... **James Compton** is ND at **CKQR Castlegar** ... **Ian Glenn** moved into the ND's chair when **John Geary** departed **CFOK Westlok, Alta.**, for **CJGX Yorkton, Sask.**

Bob Bowland and **CKLP-FM Parry Sound, Ont.** got rave reviews from the **Ontario Provincial Police** for helping to keep three survivors of a hunting/boating tragedy alive during rescue efforts. Three others died. One of the surviving victims had a radio and **CKLP-FM** interrupted regular programming to update the men until a helicopter arrived. **Bob** relayed instructions on lighting a fire, staying warm and told them how to aid the chopper in landing. Congratulations, **Bob**.

And just as **Bob Bowland's CKLP-FM** demonstrated the relevance and importance of radio, so did **Quebec City's CJRP-AM** during the earthquake. The station, using its emergency generator, threw open its phone lines to the public. A psychologist said the open-line provided important therapy for those who endured the quake alone. People who

expressed their emotions, she said, didn't feel so helpless and wretched. **Quebec Provincial Police** praised radio for giving accurate news and calming the situation. **CJRP** news editor **Pierre St-Arnauld** said you see the real radio animal come out when a major event happens, referring to his colleagues who streamed quickly into work after the quake without being called.

Almost as soon as the floundering oil rig **Rowan Gorilla** sent its first mayday call Dec. 15, **CKBW Bridgewater ND Ed Boylan** picked it up on marine radio and tipped **BN's Halifax** bureau. A check with scrambling search and rescue and Coast Guard officials quickly confirmed that the towering rig was adrift and listing in heavy seas, and **BN's** first urgent story moved within minutes of **Boylan's** tip. The rig sank a few hours later, and the next day the 27 crewmembers were plucked from their rescue capsule and brought ashore by tug.

Follow Up: Washington-based Canadian radio reporter **John McKay** has been granted credentials at the Senate Radio-Television Gallery. The U.S. RTNDA said the rule requiring that a reporter must first get a letter from his or her embassy as verification of credentials has been dropped.

As in the past couple of years that I've passed these along, 1988 was no different. Journalists continued to fall asleep at the switch to the delight of readers who gleefully snatched on them to the *New Yorker* and *Punch* magazines. Here are some of my favorite headlines:

POPE BEAUTIFIES CONTROVERSIAL MONK - Turkish News;

SOME MURDERERS PRONE TO VIOLENCE - Charlottesville (Va.) Progress;
NON-EXISTENT IRISH INCOME NOT TAXABLE - Financial Times, London;
CITY JAIL LACKS AMBIENCE - Mobile (Ala.) Press Register;



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CITY BLAMES TOO MUCH WATER FOR FLOODING-Alberni Valley (B.C.) Times;

DEFIANT PM RETURNS TO BOMB HOTEL-Post, England;

NUDE DANCING APPEALED TO U.S. SUPREME COURT-New Haven (Conn.) Register.

The Drew Productions two-hour *Roy Orbison Special*, produced by **Mitch Drew** with host **Red Robinson**, was a fabulous piece of radio programming. CJCL Toronto aired it twice, once on a Saturday afternoon then again Sunday night. I listened to both. Robinson's work was exemplary; fascinating and easy to listen to (obviously). The production values were first-rate. Congratulations to the everyone involved in putting the show together. It's been a long time since I spent four hours on a weekend devoted entirely to the pleasure of what was coming out of my radio.

From our 'State The Obvious' department comes word that PDs across North America are having a tough time finding morning talent. Stations that have strong AM shows are jealously guarding them, realizing that morning shows can make all the difference to a station's success. You and I have talked about this before, but now quotes are showing up in major U.S. trade magazines from frustrated PDs who are saying things such as: "It appears years of stressing less talk

and more music have served to sabotage the search for tomorrow's morning stars" ... "The industry spent ten years training jocks to read liner cards" ... "There has been no emphasis on developing the talent it takes to keep the industry going. Now we've discovered, although we should have known all along, that personality radio is what keeps the loyalty factor up and keeps the numbers high."

No kidding!

Tom Rivers at CFTR Toronto says he's now linked via computer to 40 other North American morning jocks. The daily access allows morning drivers to exchange bits, jokes, things that work, things that don't, etc.

I'll be right back, after this commercial word: Stereo music, comedy, entertainment, delivery of syndicated programming (such as the *Roy Orbison special*), full bang-for-your-buck features (lifestyles, people, medicine, computers, video reviews, movie reviews, book reviews, commentaries, humor, slices-of-life) -- not to mention regional, national and international news and sports -- make Broadcast News the premier Canadian broadcasters' news agency. If, for some reason, you've been at your hunting camp, out of the country, out of touch, out of what's happening now ... and don't know what BN Wire and Audio have evolved into, it's time to look again.

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Would you rather work with a single bagger or a double bagger? And, no, I'm not talking about that hoary old joke. Let's get back to the original meaning of "bagger." A bagger is the person who puts the groceries into bags at the check-out counter. This is not one of the all-time great jobs you should be thinking of when you leave broadcasting. But, like every job, bagging is all a matter of attitude. Baggers who stuff groceries into a single bag -- grapes and potato chips first, the case of soft drinks on top -- aren't interested in what happens to the grapes and chips, or whether the bottom splits or not. Single baggers generally have a negative attitude towards their work, their colleagues and their surroundings. They made up their minds long ago that their working hours will never be rewarding.

Time Manager International says double baggers use two bags for strength, sort groceries quickly/efficiently, and still have time to smile and exchange friendly words with the customers. They may even help them load their cars. Double baggers are aware of their position but still have great ambitions, such as one day becoming manager. Double baggers meet happier customers and receive recognition from colleagues and managers alike. In this way double baggers boost their morale and their sense of well-being. Double baggers have a positive attitude to life, are deeply involved in their work, strive to be the best and generally try to get the most out of life.

Of course, single baggers and double baggers are found everywhere you look. There are single bagger and double bagger GMs, GSMs, PDs, NDs, secretaries, receptionists, jocks, news people, janitors, customers, parents and spouses.

Single bagger or double bagger?

- Who can do the most for others?
- Who has the most self-esteem?
- Who would you prefer to be served by?

* Who would you rather have as an employee, colleague or boss?

* Who would you prefer to have as a business associate?

* Who would you rather be married to?

* Who would you rather have as a parent?

* Who would you rather have as a guest?

Naturally, the double hagger!

Frank Robertson has left CILK-FM Kelowna and Eric Thorsen is now in the news director's chair ... At CKAY Duncan, Annette Falk has taken up ND duties ... It was good to meet Marty Lawrence of CHQR Calgary in Toronto recently. Marty's doing the seven to midnight shift on the easy listening station ... That little bistro in my neighborhood is getting busier. Now, along with CJEZ-FM's Bill Ballantine and CFRB's Ed Neeham, who did I find there the other day but CHUM's Brian Henderson. And BT editor Barry Hamelin has been known to stop by, too, for the chicken wings ... CFGP Grande Prairie's Ken White, once the sales manager, is now PD and ops. mgr. ... Got a nice note from NewCap's Doug Smiley. He's recently moved from all-nights at CHTN Charlottetown to the same gig at CFDR Dartmouth. Congrats, Doug ... Peter Webb is new GM at CIDC-FM Orangeville.

Sales Upbeat tells the story of a shopkeeper putting \$27 electric shavers on sale for \$15. The next day an enterprising competitor across the street hung a big sign in his window: WE REPAIR \$15 ELECTRIC SHAVERS

The Broadcast Executives Society's annual Christmas party at Toronto's Sheraton Centre again managed a sell-out crowd. As was the case last year, they even had to have tables set-up on the stage. Over 17-hundred people showed up, among them, co-hosts Ted Woloszyn (CKFM Toronto) and CFTR Toronto's Tom Rivers ... Some of the folks I bumped into were Seltch's Colin Mathison ... All-Canada Radio's John Gorman, Terri Fedoruk and Dennis Horlick ... From CFTR/CHFL-FM Toronto, John Blonen, Sandy Sanderson, Tony Viner and Jim Sward ... From CJCL/Telemedia Toronto/Sudbury, Bob Templeton, Doug Ackhurst, John Res and Diane Shearman ... Pat O'Connor was in from CJKL Kirkland Lake as was Rene Gagnon from Mid-Canada (CHNO) Sudbury ... Had a good chat with CFNY-FM Toronto/Brampton GM Bill Hutton ... Shared lunch with CJSS Cornwall GM Keith Clingen (Yeah, he ate off my plate!) ... Said hello to Cam Shillington from CFFX Kingston, John and JoAnn Manol from CKPT Peterborough, Doug Lawrie in from CKBB (Katenac Holdings) Barrie, CKSL/CIQM-FM London's Gord Hume, Jim MacLeod from CFDR/Q104 Dartmouth/Halifax, Bob Redmond, Jay Jackson and Bill Ballentine from EZ97 Toronto, Dick Slenko of Target Broadcast Sales, Keith James from CHAM Hamilton and Gary Slight from CFRB/CKFM Toronto ... Just before going home, CJBK/CJRX-FM London's Jim Boyle (who has demonstrated time and again his thoughtfulness) gave me an affectionate bear hug. It was a nice way to wrap up the day. Thanks, Jim.

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The Christmas season brought word of the extraordinary effort extended by Dr. Noel Murphy, the boss at CFCB Corner Brook. This is the 28th year that he has given his on-air staff a treat by, for News, taking over the mid-day run on Christmas Eve and, on Christmas morning, doing the 7 to Noon shift for regular driver Bill Bartlett. A class act always stands out ... Randy Simms is director of community relations at VOCM/VOCM-FM St. John's after 17 years at NTV (Newfoundland Television) ... Also in St. John's, former Newfoundland cabinet minister and long-time broadcaster at the old CJON radio, John Nolan, is doing morning news at CJYQ ... Thanks to Bob and Carole MacLaren of CKBW Bridgewater for sending the fabulous photo taken at the AAB in St. Andrews-By-The-Sea ... Lots of stations across the land sent congratulations to BN's Russ Morgan for his interview with Phil Collins.

Not long ago, Ingrid and I stopped at a local watering hole for a pre-dinner diet soda. Surprise, surprise! The president of a large broadcasting concern (you'll never get his name out of me) and one of his general managers (his name I'll tell, for a price) were already there. There were greetings all around and good cheer before the two of us moved to a private table. Not long afterward, the president picked up a handy telephone. He dialed, dialed again and then dialed again. Turning to his GM, he asked, "What's the station phone number?"

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.

Victoriaville—A Microcosm of Broadcasting In Quebec



Master Control Room at CFDA Victoriaville with its McCurdy Console.

by Jean-Francois Nolin

This article was submitted with the following explanation:

"I read your excellent magazine each month and I'm always reading about radio and TV stations all across Canada, but never in Quebec. To break this tradition, I send you an article, with photographs, about Victoriaville and the dynamism in communications here. If you can publish my article, it would be fantastic."

We thank Jean for his efforts and hope it spurs others in Quebec to submit articles.

Last September the town of Victoriaville hosted the 35th ACRTF (Association of French-language radio and television broadcasters) convention. Directors and managers of Quebec's French-language radio-TV stations and networks were here for four days, discussing the future of radio and television in the province.

Robert Daneau, general manager of CFDA Victoriaville, called the selection of Victoriaville as site of the meetings appropriate as the city, located between Montreal and Quebec City, was easily accessible for most delegates.

The selection of Victoriaville was appropriate in another way as well, for



CFDA General Manager Robert Daneau

the city of 30,000 is very dynamic in the communications field and, in many ways, serves as a microcosm of the broadcast picture in the province.

Radio Station CFDA

In radio, CFDA began broadcasting in October, 1951 with studios in the Laurier Theatre. The studios were relocated in 1961 to their present location at 55 St-Jean-Baptiste. Major renovations were made to the control room in 1980 and to the production studio and offices in 1987, creating one

of the best-looking radio operations between Montreal and Quebec. CFDA's owner, Francois Labbe, is particularly proud of his installations.

CFDA broadcasts at 1380 kHz with a power of 10 kilowatts and is available on the cable-FM band in pseudo-stereo. (The studio console is linked to the cable company in mono by a telco line. The signal is separated into two channels at the cable company and introduced to a stereo generator so that the pilot tone lights on FM receivers, to the amazement of listeners.)

With the renovation to its control room in 1980, CFDA changed its old Northern Electric console for a new McCurdy stand-alone console. Furnishings in the control room also are from McCurdy. Completing the control room are Harris Criterion-80 cartridge machines, Russco turntables, Revox tape machine, Sennheiser MD-421U mics, Dictaphone logger and Moseley STLs.

The 1987 renovation to the production studio included all new equipment, beginning with a McCurdy SS-8810A console. The studio also received a Broadcast Electronics 2100 cart machine, two Technics SL1200 MKII turntables, two Revox PR59 tape machines, Beyer mics, an Akai GX-F-31 cassette deck and furniture by McCurdy. The equipment was supplied by McCurdy and Marketing Marc Vallee.

Putting it all on the air at the transmitter building is a Continental 10 kw transmitter, Delta testing equipment, an Urban AM Optimod, Moseley STLs, CBS compressors and limiters and a Tandy equalizer. A 1 kw Gates transmitter, a real old-timer, serves as the standby transmitter.

CFDA is part of the Appalache Network and all of the network links are on UHF FM 450.650 MHz Moseley equipment, and relay CFDA to CKLD Theford-Mines, 70 miles away, using a 15 kHz bandwidth.

For remotes CFDA utilizes a Moseley portable remote transmitter and Sennheiser wireless mics. Great old Shure mixers are used for mixing.

CFDA has been authorized by the CRTC to build an FM station to complement its AM operation. The new station, to be known as CFJO-FM, is due to go on the air this summer.



Marc St-Onge, president of Concept Video Son Inc. oversees a production job.



Technical director Jean Lizotte, left, and Marc St-Onge at work on a production.

Production Company

Victoriaville is also home to *Les Productions Pierre, Jean, Jacques Inc.*, a well-known Quebec producer of jingles and music for production.

The company started with a small studio equipped with a tiny Fostex mixer, A2 tape recorders and Fostex processing. It is quite different today with a recently-installed Soundcraft console, Roland MIDI computer, AKG and Sennheiser mics, a series of processing and musical components and a totally computerized studio with a McIntosh performer jam box.

Jacques Bilodeau is president and sales director of the company, Jean-Pierre Lambert heads the creative department while the sound engineer is Pierre Pothier.

Some of the credits of the studio include Laurentide Ale football promotion music, Unitotal hardware stores, Dixie Lee fried chicken and sea food restaurants, Fer Plus hardware stores, and many more.

Video Production

In the television field, *Concept Video Son Inc.* produces television commercials, corporate videos and provides video dubbing and video transfer services.

The facilities of *Concept Video Son Inc.* are equipped with a 3/4-inch Sony M3 Camcorder, a portable Sony 3/4-inch BVU 110, Sony editing equipment including two Sony BVU 610 3/4-inch units, a Sony 1/2-inch SLHF-1000 Beta recorder, Matsushita VHS recorders for dubbing, a Sony reel-to-reel and both audio and video mixers, complete lighting equipment and much more.

Leased equipment is occasionally utilized for bigger productions. And the mastering is done most of the time in some of Montreal's major production studios.

Marc St-Onge is president and general manager of *Concept Video Son Inc.*

Cable TV

Finally, the local community cable TV system, owned by Videotron, is a dynamic service producing local programs and corporate videos. The cable system's local community service channel produces five hours a day of local programming, Monday to Friday.

Some of its equipment includes Sony 1810 cameras, a Sony 5800 U-matic unit, and a Sony M3-A camera for remotes. A Sony Betacam is occasionally leased for larger productions.

The channel is a participant in a Radio-Quebec television production, providing 24 inserts for broadcast on Radio-Quebec's *Videotour* program.

Ghislain Plante, formerly with CKSH-TV Sherbrooke, is general manager of the cable system.

Jean-Francois Nolin is production manager and morning man at CFDA Victoriaville. He can be reached at the station by phoning (819) 752-55-45.



TVCBF General Manager Ghislain Plante, right, and, from left, TVCBF staff Francine Rainville, Jean Marc Roy and Gaston Gagnon.



The Les Productions Pierre, Jean, Jacques control room.



THE PHIL STONE REPORT

An Interview With Elmer Hildebrand

For over 30 years Elmer Hildebrand has been in radio in his home town in southern Manitoba, starting as a copywriter at CFAM Altona right after graduating from the local high school. Today he is president and general manager of Golden West Broadcasting Limited, whose operation includes eight separate radio stations across Canada.

CFAM's original Altona studios have expanded to become Head Office for sister stations CHSM Steinbach and CJRB Boissevain, Manitoba. The latest addition to the Golden West family is CKMW Winkler/Morden, Manitoba. Other affiliates include CKSW Swift Current and CJSN Shaunavon, both in Saskatchewan; CHRB High River, Alberta; and CHOO in Ajax, Ontario.

Provide Service

We had read that Elmer had defined radio in Altona as being much different than it was in nearby Winnipeg.

"Well, basically when we started in 1957," he said, "the station's concept and direction was to provide service to non-metropolitan areas. Southern Manitoba is basically agricultural, with small communities and hard-working people. By and large, it was felt that most of the radio service at the time was centered in major markets, metropolitan cities, and the kind of service the cities received certainly wasn't there for rural areas.

"Our concept was to provide real service on a day-to-day basis to non-metropolitan areas."

Elmer had originally applied for a sales position at CFAM, "but I got into copywriting.

"Management didn't think I could handle sales," he explained. "However, they thought I might be able to write. I'm not sure I could write, but that was my first job.

"Everything was very new. New job, new radio station. None of the other eight or nine employees had much experience in the kind of radio we were trying to develop. We learned by doing, and it was a lot of fun.

"When we began all available air time was booked and we were in a sold-out position. Unfortunately, that did not last long. For one reason or another, sales people stayed only a short while, a couple of weeks, sometimes only a few

days. After several months I still had my job as a copywriter, but I had no copy to write because no one had sold any ads."

Moved Into Sales

So Elmer started to sell some advertising as well as write the copy. By the fall of 1957 Elmer was working full-time in sales; he had the job he really wanted and he worked hard at it. Two years later he was named local sales manager. "And," he said, "things just continued to grow. We added more sales people, more copywriters, and we're still growing."

As a copywriter, Elmer wrote a wide variety of commercials.

"We had 30-second and 60-second spots. We sold a considerable number of time signals where the announcer would give a time check courtesy of a certain sponsor, followed by a 10 or 12-second commercial. When I started selling I sold a lot of time signal sponsorships. We don't sell these anymore. We used to sell time signals to jewelers with a line such as 'It's Bulova watch time'. This has been tried again in recent years. I guess, with all of today's modern methods, we're still reverting to some of the things that were successful 15 to 25 years ago.

"Back then, all commercials were local. There was no national advertising. We covered a large area of Southern Manitoba, approximately 75 miles to the north and 125 miles in an east-west direction. This area has many small communities, and it was the people in this area that we tried to serve. We are still serving these same people today."

Altona, located near the North Dakota-Manitoba border approximately 75 miles south of Winnipeg, has a population of 3,000. When CFAM began broadcasting Altona's population was just under 2,000.

"It wasn't really enough to support a radio station, but with the support of the surrounding communities we have built a strong local market," Elmer said.

"In order to compete with the Winnipeg stations, we tried to offer our audience something a little different. The music programming leaned more to easy listening. And we made a conscious effort to stay away from sen-

ationalism in newscasts and commercials. Basically, this has worked very well for us throughout the years.

"We also tried to employ local people who know the area. We train them in the technical aspect of the broadcasting industry, and help them develop confidence as 'on-air' personalities who can hold their own against competing signals from Winnipeg, Portage la Prairie, Brandon and North Dakota. There are a lot of radio signals in the market, but our efforts have helped establish a strong and loyal growing audience."

We asked Elmer what kind of shifts the announcers worked in his early days at CFAM. "Well," he replied, "I think the shifts probably started at six in the morning and went to either twelve noon or two o'clock. The afternoon shift would continue till six or eight in the evening. I remember on weekends, the announcers would have to run 12-hour shifts.

"But as we were able to develop more people and provide better service, we were able, at the same time, to schedule shorter shifts for the announcers and provide more time for production and planning."

"The news staff, in our effort to provide both local and regional news, spends a great deal of time tracking down stories. We go where the news happens and it usually doesn't happen at our back door. It means driving anywhere from 25 to 50 miles, but that's just all part of our effort to provide good community service."

We wondered if this was true for all of Golden West's stations. "It certainly is true," Elmer responded, "of all the stations in Manitoba, and the one in Alberta. Probably to somewhat of a lesser extent for CKSW Swift Current is a fairly large community, and the surrounding area is not as heavily populated as is southern Manitoba.

"We try to report on events and relay information that is important to our listeners. Major news events such as flooding in the Red River valley are covered because they affect the people we serve. In the past year, the lack of rain in the prairies has received much publicity. This is something that affects not only the farming communities, but literally all the people who live in the drought-stricken area.

"I must say we haven't had any earth-shattering events to cover in our immediate area. But we find that the smaller events happening right in the communities we serve may have as much importance to our listeners as a major event in another part of Canada or even in another part of the world.

"Our whole philosophy, corporately, is to provide radio to non-metropolitan areas, as I said earlier. This means we're faced with higher travel costs for both news and sales. Sales people, too, are constantly on the road. But because we're providing a very unique, specialized kind of radio service, we've also benefitted from a steadily increased sales budget, resulting in overall growth."

Train Own Staff

Speaking of growth, had the people who came into the station during Elmer's earlier days, and in later years, grown personally? Had it been a learning experience for them?

"Most certainly," said Elmer. "We have many long-time employees at our Altona station. And there are a lot of well-known broadcasters in the industry, such as Dennis Barkman, Bill Kehler, Leonard Enns, Dennis Woodrow, Eric Friesen, and Lionel Moore, Jr., who started their careers in southern Manitoba. So it appears we have been able to train people effectively, both for other markets and for our own stations.

"In the mid-60s we recognized the need to hire on-air staff from within the specific region. This gave us an advantage in that the announcers were familiar with the area. They knew the customs of the people, the local nuances, and the correct pronunciation of names and places.

"We haven't hired on-air people from outside our broadcast area since we adopted this philosophy more than 20 years ago. As a result, the on-air staff at our Manitoba stations are native to the area we serve. They live there. They've grown up there. That has translated into believability and a union with the audience which we feel is very significant."

We asked Elmer if the people whose Golden West stations are located have a good attitude toward radio; do they have respect for the stations?

"Well," he replied, "they certainly are loyal, very loyal. If you can measure respect by loyalty, then yes. Our audience gets to know the on-air personalities very well.

"We do a lot of remote broadcasts. We cover every kind of community event throughout the year, from rodeos to

fairs and any kind of summer picnic that draws the people in. In the winter time, our sports staff is involved in hockey coverage, both regular games and tournaments, as well as curling bonspiels. So we have developed a rapport with our audience on which we can build. Most of them have been with us for a long time, and we continue to rely on them being there in the future.

"Our objectives are: No. 1 -- keep the audience we've developed; and No. 2 -- gain some new listeners every year.

This gives us some long-term growth potential."

Elmer is, and has been for some time, active major broadcasting organizations such as the Canadian Association of Broadcasters, the Radio Bureau of Canada and the Western Association of Broadcasters. As an involved person in those areas, and as an active, long-term broadcaster, we asked how he felt about the industry's governing bodies. "I think that over the years we have had relatively good relationships with the regulating bodies -- the CBC, then the BCG, and now the CRTC. My feel-



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ing is that we have a system in Canada that is envied by a lot of other countries. We have an opportunity for both public and private broadcasting to become strong. We certainly have a private broadcasting industry that is very resilient. It has to use a lot of ingenuity to continue to grow, but the growth is there.

"My attitude is that, as broadcasters and licensees, we must live by the rules of the game; and if we don't like them, then we have to work toward changing

them. I guess that's an on-going process.

"Certainly, things are a lot different today than they were 25 years ago. There is a perceived lessening of the regulatory burden for AM broadcasters. As Andre Bureau says, 'There are only two regulations left - you have to play 30 percent Canadian content, and you have to have intelligible loggers-tapes'. In actual fact, there are more regulations that we have to deal with, but I think a lot of the red tape has been eliminated. Many broad-

casters, though, would say it has been replaced by additional regulations, and feel we haven't made any gains.

"But I feel we have held our own, and that, in some respect, can be viewed as a gain."

Selling Local Radio

We turned the clock back again, and asked Elmer if he remembered this about the commercials he wrote - what did they sell for? "Many times," he answered, "we were selling them for a dollar. In those early days we had a small audience. Local radio was a new experience for everybody, including the business person. I remember very well the day I sold 1,000 spots to a general merchant. It was a major sale in my career - \$1,000. What a sale! I was a hero at the station that day, I'll tell you!"

What was Elmer selling when he sold CFAM - loyalty? audience?

"In those days," he replied, "I don't think we were selling numbers the way the sales people do today. It was something new when I started in radio. There were listeners, we knew it and the advertiser knew it. So basically it meant getting the business people acclimated to the fact that they were going to buy time from us on a regular basis. It was just a matter of deciding to what extent they would use radio. We spent a lot of time and effort developing good service to our advertisers, while at the same time we spent more money developing better programming, better news services in order to gain more listeners.

"All of these things tend to go in a circle. My attitude is that if you provide the kind of service the audience really likes and wants, then you can turn around and sell the audience to the merchants in the area who desire to reach those listeners. It's an on-going cycle."

Still Do Live Broadcasts

Live programming was a major facet of CFAM's early days. "Initially," said Elmer, "we did a variety of live programs. We had live children's programs every week, as well as live church broadcasts. We aired live hockey coverage, and continue to do so today. We still have a fair amount of live programming because we feel the involvement with the audience at that level is very important. Whether it's an on-location report from a new store opening, or an anniversary sale, or a live or tape-delay broadcast of a school choir or local sporting event; these are



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all the kinds of things that make up the fabric of an entire broadcast day."

"You have to provide all of those services to maintain audience loyalties. I believe you have to invest a lot of money in people and equipment beforehand. And you have to have the faith of your own convictions, that it will work and the audience will be there. Then you have to develop the professionalism in the sales and marketing team needed to develop the kind of sales necessary to pay for your investment. It's an ongoing challenge. That's my philosophy of broadcasting."

"I would only like to add that I think broadcasting, relatively speaking, is a simple business. It is not as difficult as it is, in many cases, made out to be. I believe if you maintain your knowledge of the audience you are trying to serve, and you keep doing that well, then it doesn't have to be terribly fancy, and it doesn't have to have a lot of bells and whistles that go with it. It just works."

With this philosophy and his dedication and energy, Elmer had been primarily responsible for the development of radio in southern Manitoba. From that base, he has expanded into a wide range of activity.

In a release issued by his office in June, 1988, one finds the record of his corporate and volunteer activity:

Born: March 10, 1937. Two children: Robin and Sanford. Active in broadcasting since 1957.

- * President & General Manager, Golden West Broadcasting Ltd., operators of Radio Stations CFAM Altona, CHSN Steinbach, CJRB Boissevain, and CKMW Winkler/Morden

- * President, Community Communications, Inc., operators of CHOO Ajax, Ontario.

- * President, Palliser Broadcasting Ltd., operators of CHRB High River, Alberta.

- * President, Golden West Media Consultants Ltd., national sales company.

- * President, A.J. Messner & Co. Ltd., national sales company.

- * Secretary-Treasurer, Frontier City Broadcasting Co. Ltd., operators of CKSW Swift Current and CJSN Shaunavon, Saskatchewan

- * Chairman, Canadian Association of Broadcasters.

- * Secretary-Treasurer, Radio Bureau of Canada.

- * Secretary-Treasurer, Western Association of Broadcasters.

His other positions include: President of Elmer Hildebrand Ltd., management consultants.

President, Altona Mall Development Ltd. a commercial development company.

President, Altona Builders Ltd., a land development company.

President, Altona North-East Properties Ltd., a land development company.

Director, Altona Building Centre Ltd. Director, South Park Village Ltd.

Director, Altona Mall Travel Ltd. Secretary, South-Eastern Manitoba Hockey League.

Director, Winkler Flyers Junior Hockey Team.

From his home base in Altona, Manitoba, Elmer Hildebrand has become a leading figure in Canadian broadcasting. His basic achievements may have been small market, but his status is major, all the way.

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

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BROADCAST BEAT

by Phil Stone

Stu Brandy and his wife Sheila own a charming shop in Toronto which is managed by their daughter Tracey. It's called *The Crockery Barn* and is located on Yonge Street just south of St. Clair. Stu continues to work out of Ottawa heading up his firm, Brandy Media Corporation, which is involved in advertising, promotion, consulting, business management, etc. At the shop, where Stu and Sheila entertained friends with sherry and Christmas cake, we ran into **Harvey Clarke** and his wife. Their shop up in Haliburton, they reported, is also doing well. It offers collectibles to its customers ... **Susan Rubes**, president of *Family Channel*, was born in central Czechoslovakia with a most exotic name - Suzka Zenta Bursteinova. She became Susan, and then Rubes when she married actor Jan ... Additions to the faculty at Humber College's Radio Broadcasting course include **Joe Andrews**, who'd been with CHEX Peterborough, and **Jerry Chomy**, formerly of CKNX-AM Wingham, Ont. ... **Claude A. Brooks** became Winnipeg manager of Major Market Broadcasters Ltd. Educators will remember him from the warm talk he gave at their 1988 conference in the 'Peg ... All-Canada Television appointed **Craig Rennieck** as group sales manager, **TV Central**, and **Ian Boyd** and **Ron Lewis** as account executives, **TV Central** ... **Daniel Hyatt**, described by the Art Gallery of Ontario as "a celebrated actor" for his presentation of Dickens' *A Christmas Carol* there, was a copywriter at CHUM during our years at the station ... **Hugette Marcott** went from Radio Canada to CFMT-TV Montreal as executive vp and CEO ... **Andrew Simon**, who taught at Humber College during our time there, was appointed director of Radio Canada International, the CBC's overseas radio service ... **Petar Desbarats**, who became dean of the graduate school of journalism at the University of Western Ontario, has been on a leave of absence completing a book on Canadian news media to be published this year ... The current membership of the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA) is said to be \$9,200 ... **Baton's Douglas Bassett** was given the Jewish National Fund's Negev Award for public service and community leadership ... A new agency for professional announcers seeking commercial work has been opened by two experienced entertainment figures, **Sue Walsh** and **Mary Arsenault**. They call their firm *Sumare Talent* ... **Gary Tyson** became a vp with Telemedia Communications Ontario Inc. ... Veteran television and radio broadcaster **Anne Reeves** is now a vp, marketing with Richmond Productions ... **Marty Dallman**, who mainly toils as a hockey player with the Toronto Maple Leaf farm team, the Newmarket Saints, is the son-in-law of sportscaster **Pat Marsden** ... **Kellie Edgar** joined CJEZ-FM Toronto as music director. She has a long record of service at both the station level and as a program consultant ... And in other EZ news provided us by the station's very attractive promotions manager, **Jay Stinson**, we learn that **David Lennick** joined the station and is hosting *A Touch of Classics*. He is the son of the **Ben** and **Sylvia Lennick**, long distinguished radio and stage performers ... Note to **Dave Mazmanian**: Dear Max, sorry we couldn't make your annual bash, which we're sure was as fun to be at as we were previous doe. Trust all goes well with Amredia Communication ... The big anniversaries to acknowledge: *As It Happens*, 20 years; and the *Royal Canadian Air Force*, 15 years ... From **Richard Chambers**, director, public relations, CBC Head Office, we got word that a revised version of the Corporation's *Journalistic Policy* had become available for purchase. It describes and outlines all policies under which CBC news and public affairs professionals seek to meet the expectations and obligations which face broadcast jour-

nalism" ... **Joe Bowen**, who broadcast Maple Leaf games on both radio and TV, originally graduated with a communications arts degree from the University of Windsor ... According to **Susan Kelan**, writing in *Toronto Magazine*, **Peter Manabridge** has a fax machine in his home but his CTV counterpart **Lloyd Robertson** doesn't, nor does his predecessor on *The National*, **Knowlton Nash**, nor does *The Journal's* **Barbara Fram** ... The appointment of **John Res** as gm of Telemedia Broadcasting Systems brought word that TBS is Canada's largest network radio organization ... R-Tek sold its shares of Priority Records Inc. back to the U.S. company for over \$2-million (U.S.). The deal also gives R-Tek the right to distribute Priority Records featuring the California Raisins in Britain and Ireland, plus an option for other territories outside North America ...

Thanks to old friend **Charlie Fenton**, supervisor, special advertising sales for Procom Inc., we were invited to attend *TV Guide's* special cocktail reception celebrating its third year of association with the Canadian Cinema & Television's Gemini Awards. We represented *BT* at the star-studded event held in the spectacular roof-top Stop 33 of Toronto's Sutton Place Hotel. We chatted with people like actor-director **Al Waxman**, producer-writer **Harry Rasky**, CTV vp sports **Johnny Esaw**, advertising executive **David Sand** and his wife **Rose**, and the pretty CTV publicist, **Ely Barlin**. We noted such people as *The National's* **Knowlton Nash** and his wife **Lorraine Thompson**, a major *Front Page Challenge* figure; **Ed Bovey**, chairman of Telefilm Canada and his wife **Peggy**; **John Keyes**, editor of *TV Guide*; **Denny Hamel**, CBC media manager; and **Jack Shaunesy**, CPPL London marketing services manager ...

February sees the cable television systems and specialty programming networks across Canada celebrating the industry's first Cable Television Month (CTM) ... **Paul McDermott**, who worked for **Bob Redmond** at CJEZ-FM Toronto and CHSC/CHRE-FM St. Catharines, is now with Ad-Venture Sight and Sound, Toronto, as an A/V presentation specialist ... **Gene Valaitis**, the Q107 morning and news announcer, married **Kathleen Sulewski**, who *The Toronto Star* called "The lovely ..." Look for the Canadian Association of the Deaf to lobby for new regulations that would make captioning of all political broadcasts and advertisements mandatory in the future ... **Paddy Sampson** of CBC-TV and Calgary Olympics fame, will produce the opening ceremonies of Toronto's SkyDome scheduled for June ...

The NBC news budget for 1988 was \$300 million. Because it was a presidential election year, the sum was \$30 million higher than the \$270 million spent in 1987. In other news from NBC News, the Sunday morning magazine program *Sunday Today* has been moved to Washington from New York. It will be broadcast from the same studio as *Meet the Press*, using the same crews and saving the news division as much as \$1-million a year ... Since *Crimestoppers* was originated in 1982, it is estimated that there have been 14,000 arrests made ... *Starweek* columnist **David Walker** wrote that CTV president **Murray Frowde** is a student of how people use television. Walker said Murray told him that "They watch for what touches them emotionally and then turn instinctively to their own sources - Canadian ones - for information about things they see affecting their lives." ... While there is so much talk about Canadian TV stations carrying American and other foreign program, it is a fact that Canadian produced television in 1988 will have been seen in

some 97 countries with an audience of about two billion people ... If you visit the Royal York Hotel when in Toronto, take note that the Imperial Room will no longer have a big-name policy. It has been replaced by Jackie Rae and the Spitfire Band. Jackie, of course, is also renowned as a former TV producer and a broadcast executive ... From Harris Media System Limited came word that J. Warren Wright was appointed president and he in turn appointed Angela Albanese a vp of the company ... Mid-Canada Communications has joined with Nota Bene Productions to produce a two-hour TV film on the life of former footballer Jim Code of the Ottawa Rough Riders. He died at 35 of Lou Gehrig's disease.

About this time *The Sports Network* will have initiated a radio service syndicated to over 100 stations across Canada. The service provides 90-second reports for use by stations every hour from 5 p.m. to midnight during the week and from noon to midnight on weekends ... Two non-broadcast divisions of major communications companies completed business deals. Baton Broadcasting sold its business forms divisions to Southam Printing Ltd. And Maclean Hunter Cable TV formed Maclean Hunter Cablevision Ltd. in Britain in partnership with Sir Peter Binker and Cable Systems Development Co. to develop a cable TV franchise for 168,000 homes in eastern Lancashire ... Writer Ian Brown took over from David Shatzky as host of CBC Radio's current affairs program *FYI*. Shatzky remains on CBC's *Radio Noon* ... We read with much enjoyment the book *Heroes, Bums and Ordinary Men: Profiles in Canadian Baseball* by Dan Turner. He is the prolific writer/broadcaster who earlier won an ACTRA award for his interviews on CBC.

Obituaries: As we prepare this edition of *Broadcast Beat*, Christmas was dimmed by the passing of two people whose lives touched ours. Lotta Dempsey, beloved journalist and broadcaster, passed away at age 83, and Alphonse Oulmet, the former CBC president, died at age 80 ... Condolences to Johnny Wayne, whose brother-in-law Lou Lokaah passed away; Lou was a brother of the late Bea Wayne ... and Lyman Potts wrote to pay tribute to three prominent broadcasters; Dan Carr, 69, who was a radio pioneer in northern Ontario; Len Smith, who had been with CFQC Saskatoon, CKOC Hamilton and CKCL (now CKEY) Toronto; and George McCurdy, "a fine person and a great Canadian, who contributed enormously to Canadian broadcasting" ...

Rudi Carter, who left the CBC to go with Global Television as news head then returned to the corporation, became program director of CBLT Toronto ... A TV mini-series on the Colin Thatcher/Jeanne Wilson murder case is being filmed by the CBC. It is expected that the \$6-million docudrama titled *Love and Hate* will go to air this fall ... The Bessie Awards, organized by the Television Bureau of Canada and the Broadcast Executives Society, are slated for April 27 at the Sheraton Centre in Toronto ... Marcia Couelle, film and television consultant, joined the board of directors of FUND (the Foundation to Underwrite New Drama for pay television). She replaced Ted Riley, president of Atlantis Television International Ltd., who is now based in England ... CTV signed with A.C. Neilsen for its people meter service scheduled to go into operation this September ... The Atlantic Canada-based media firm, Fundy 11, formerly CFBC Holdings Inc., named Peter LeBlanc president; Ralph McLennaghan, vp radio development; and John Foster, VP development ... Note to Brian Antonson at the British Columbia Institute of Technology where he heads up Broadcast Communications: Truly enjoyed receiving your warm, newsy, newsletter ... Reuters reported that

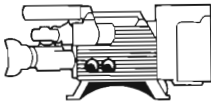
film colorization companies are looking to purchase film libraries that possibly will be especially valuable when high-definition television (HDTV) becomes standard in the North American home. The big profits are expected to come from distributing the films for HDTV, earning income each time the films are exhibited, as opposed to the one-time fee of about \$300,000 they earn for simply colorizing a film.

When a group of men were polled by Decima Research Ltd. for *Maclean's* magazine, and asked which woman they'd prefer to take to a desert island, Barbara Frank ranked seventh behind such notables as Raquel Welch, Princess Diana, Anne Murray, Whitney Houston, Cher, and skater Katarina Witt, which is pretty good going ... New members of the Variety Club of Ontario include Michael Crabtree, C Productions Ltd.; Rick Camillori, CBS Records Canada Ltd.; Greg Copeland, Sine Cera Productions Inc.; Agota Gabor, Gabor Communications Inc.; and David Jackson, Entertainment Programming Services Ltd. ... Talk-show host Ted Tevan and the CKO Network have parted company; replacing him is Pat Burns, taking his Vancouver-based *Hotline* who to the national scene. Also, there was word that CKO would add Winnipeg to its list of stations next month, giving it nine across Canada ... Note to Larry McIntyre at Conestoga College: Sorry we couldn't make the Awards Dinner, having left for Palm Springs.

While Phil enjoys sunny California, Broadcast Beat will also take a hiatus. Meanwhile, items for future columns may be sent to Phil c/o 2350 Bridletowne Circle, #1601, Scarborough, Ont. M1W 3E6. Please address information for other departments and staff at Broadcast Technology to P.O. Box 420, Bolton, ON, L7E 6T3.

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people in the news

Alberta Liquor Control Board--**Terry Strain**, former president and chief executive officer of Edmonton Broadcasting Company, operators of CJA/CIRK FM, has been appointed a member of the board and acting chairman.

Alpha Video & Film--**Zoltan Maurice** and **Jean-Louis Bergerot** have been appointed sales representatives.

Alpha Wire Corp.--**Grant McLennan** has been appointed vice-president, marketing; **Edward H. Gownat** vice-president, sales; and **Larry C. Myers**, vice-president, national accounts.

Atlantic Films Ltd.--**George Knowles** has been appointed chief financial officer.

Broadcast Television Systems, Inc.--**Charles Felder** has been appointed vice-president of sales and marketing of the joint company of Boesch and Philips.

BBM Bureau of Measurement--**Jonathan Lee** has been appointed account executive serving radio and

television members in Atlantic Canada and Toronto.

CBC Television Sales--**Judith Smith** has been appointed marketing manager for *The News Channel*. **Don Clark** and **Peter Nichols** assume the roles of account supervisors for the new service, in addition to their roles with CBC Television Network Sales. They report to **Adam Litzinger** who takes on the added responsibility of sales manager for *The News Channel*.

CBLT-TV Toronto--**Rudi Carter** has been appointed program director of the CBC's Toronto television station replacing **Jim Byrd**, who has returned to Newfoundland as CBC regional director.

CFCO Chatham, Ont.--**Robin Geoffrey** has been appointed program and promotions manager.

CFTM-TV Montreal--**Huguette Marcotte** has been appointed executive vice-president and chief operating officer, joining *Télé-Metropole* from Radio-Canada.

CHUM/CHUM-FM Toronto --**Scott Robbins** has joined the stations as a

reporter while **Dan Turner** has joined CHUM-FM as a newscaster.

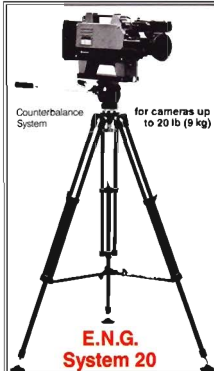
CIBC-FM Orangeville, Ont.--**Peter Webb** has been appointed general manager, joining the station after operating *Peter Webb and Associates* for six years.

CKO Radio Network--**Beverley A. Martin** has been appointed national sales manager for the eight-station network.

CKBL/CFMM-FM Prince Albert--**Jim Scott** has been appointed news director for the two radio stations after serving as FM morning news anchor for two years.

CanTel Inc.--**Roger Reay** has been appointed vice-president, engineering responsible for research, planning, design and technical support. In other appointments, **John D. Lang** joins the company as vice-president and general manager of the paging division and **Kathy McLaughlin** was appointed vice-president, marketing.

Comlink Systems Inc.--**Luc Morissette** has been appointed sales representative for the Quebec and Maritime



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Tilt Movement	: + 60° plus positive lock system
Drag	: Full fluid system
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Camera Platform	: x 30mm sliding camera plate for balancing C of G plus quick release action
Pan handles	: Ø16mm x 450mm vertically and horizontally adjustable
Base	: Ø75mm ball levelling
Weight	: 2 kg

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