

# BROADCAST + TECHNOLOGY

APRIL 1989 — VOLUME 14, NUMBER 7



TELEVISION QUATRES SAISONS — A GROWING FORCE IN QUEBEC TV

**NAB '89**

**ON THE AIR**  
Proud Tradition • Dynamic Future

**PREVIEW**

**Phil Stone  
Interviews  
Gord Sinclair**

**CHCH-TV Hamilton  
First in Canada with  
Sony Library System**

**Howard  
Christensen:  
An 'Au Revoir'**

★ **BBM WINTER '89 RADIO RATINGS** ★

Conventions: ★ CCTA, Toronto ★ SMPTE Ottawa Mini-Conference  
★ AES Digital Audio, Toronto ★ 3Dmt, Montreal



## CKBW BRIDGEWATER SOLD

New Brunswick Broadcasting Co. Ltd. has bought radio station CKBW Bridgewater, N.S. for more than \$2.4-million dollars. The purchase is subject to approval by the Canadian Radio-Television and Telecommunications Commission.

The 34-year-old locally-owned station—and its two rebroadcasters at Liverpool and Shelburne—serve Nova Scotia's south shore, south of Halifax. New Brunswick Broadcasting, part of the Irving family's media holdings, owns CHSJ Saint John in addition to television stations in Nova Scotia and New Brunswick.

## SHAW BUYS CHAY-FM

Shaw Cablesystems Ltd. of Edmonton has bought radio station CHAY-FM from Chay Ltd. of Barrie, Ont. No price was given.

The sale is subject to CRTC approval.

James Shaw, president of Shaw Cablesystems, said in a statement the purchase of CHAY-FM "will give us access to the Ontario marketplace and will be a valuable expansion of our radio division."

Shaw owns five radio stations in Alberta, including CISN-FM Edmonton.

## NEW BRUNSWICK GETS NEW FM STATIONS

Three new French-language community FM stations have been approved for northwest New Brunswick by the Canadian Radio-Television and Telecommunications Commission.

The commission approved stations to be operated by La Cooperative des Montagnes Limitee, a non-profit organization, for Edmundston, Grand Falls and Saint-Quentin. Members of the regional community will participate in the financing, management and operation of the stations, which will offer community-oriented programming and will be required to ensure a minimum of 65 per cent of the musical programming is in French.

Each of the stations will broadcast 122 hours of programming a week—including 69 hours of local programming at Edmundston, 47 hours at

Grand Falls, and 32 hours at Saint-Quentin.

Of the \$1-million in financing required for the stations, \$500,000 will come from the Secretary of State, \$200,000 from the province, \$100,000 from a bank loan, \$28,582 from the various municipalities to be served, and the rest from community donations.

The Edmundston station will operate with 4,100 watts on 9.7 MHz and Grand Falls with 2,900 watts on 105.1 MHz. As the frequency requested for the Saint-Quentin station conflicts with another proposal received by the commission, another frequency will have to be selected for the proposed station.

## END OF AN ERA

An era in broadcasting in Edmonton has come to an end with the announcement that CFRN has secured radio rights for Edmonton Eskimo football games for the next three years.

The bid by CFRN beat that of CJCA, which had held the rights for 24 years and had aired more than 500 consecutive broadcasts of the Canadian Football League team's games. Part of the deal calls for CFRN, its sister station CKXM-FM, as well as CFRN-TV, to promote and support Eskimo sales and marketing efforts.

No figures were released but, according to an Eskimo spokesman, CFRN made an offer the club couldn't refuse.

For CJCA's Bryan Hall—who came to be known as the voice of the Eskimos during his 24-year stint as the team's play-by-play man—it was the end of a chapter, but not the end of the line. He said that it will be business as usual for him, and he'll still be covering the games for CJCA.

## NEWS FROM THE CRTC

\* Community radio station CIBL-MF Montreal has been authorized to change its frequency to 104.7 MHz (channel 284A) from 104.5 MHz (channel 283 LP) and increase its power to 315 watts from 10 and relocate its tower to the mast of the Olympic Stadium from the west tower of the Olympic Village. The changes will allow the station to reach all municipalities on the Island of Montreal and serve the City of Montreal.

\* An application by Radio CFIN Inc.

for a French-language FM station at Coaticook, Que. at 104.5 MHz, channel 283A, with 450 watts, was denied. The commission said it remained unconvinced that the proposed station could achieve either its projected revenue or meet its programming commitments.

\* CHRC Quebec City had its licence renewed only until August 31, 1990 and was instructed to submit new guidelines and "any other control measures it proposed" specifically tailored to its open-line programming and to respond to concerns about its programming. The station was given three months to respond.

\* Also approved was an application from George Gallagher to purchase the 50 per cent of Yorkton Broadcasting Company Ltd., licensee of CJGX Yorkton, Sask. he didn't own from a company controlled by E.A. Laurence. Cost was put at \$600,000.

\* CJCJ Woodstock, N.B. is seeking licences for 40-watt AM rebroadcasters at Perth/Andover (1140 kHz) and at Plaster Rock (99 kHz).

\* CKWK Corner Brook, Nfld. has applied for an FM rebroadcaster at Deer Lake (10 watts at 95.1 MHz).

\* Newcap Broadcasting Ltd. of Dartmouth, N.S. has applied for approval to purchase Newfoundland's Q radio network from CHUM Ltd. of Toronto. Stations involved are CFYQ Gander, CKYQ Grand Bank, CIYQ Grand Falls, CFIQ Harbour Grace, CHYQ Musgravetown, CKIX-FM and CJYQ St. John's.

\* Radio Clare Association is seeking a special FM licence for a French-language FM type A community station at Comeauville, N.S. operating at 39,300 watts on 104.1 MHz.

\* Nelson P. Jabbaz has applied for a licence for an English-language FM station at Montague, P.E.I. at 49.5 watts on 92.1 MHz.

\* Communications Cuivor Inc. of Rouyn-Noranda, Que. is seeking a licence for a French-language FM station at La Sarre to rebroadcast CJMM-FM Rouyn-Noranda at 50 watts on 92.5 MHz.

\* CFCF Inc. of Montreal has applied for a power increase for its Television Quatres Saison station in Quebec City, CFAP-TV, from 23.7 to 69 kw.



## CAB TO LAUNCH FIVE-YEAR PLAN

The Canadian Association of Broadcasters will hold what it terms "the most important event of the year for private broadcasters and everyone connected to the business" in Toronto April 26.

The day-long forum will be devoted to the presentation, discussion and launching of a five-year strategic plan designed to shape the future of the industry.

"It will be the most important event of the year," stressed Michael McCabe, the CAB's president. "We will be developing strategies to help private broadcasters increase their profits in the 1990s." Rather than reacting to industry challenges, he added, broadcasters must begin pursuing their own agenda aggressively and "April 26 is the day we start."

The CAB strategy is the result of 10 months of work. It reflects input from all parts of the industry.

Key questions to be placed before the forum will include:

- \* What will be the characteristics of a successful broadcaster of the 1990s?

- \* How will TV broadcasters deal with growing fragmentation and competition?

- \* How can broadcasters successfully produce Canadian programming audiences will want to watch?

- \* Are Canadian broadcasters ready for the HDTV revolution?

- \* Can Canadian broadcasting survive in a regulated environment?

- \* How can broadcasters contribute to Canada's evolving cultural and social mosaic?

The one-day session will be held at Toronto's King Edward Hotel.

## CBC CONFIRMS POSITION ON HDTV

The CBC continues to favor a single worldwide production standard for high definition television—HDTV.

CBC Engineering, in publishing the Corporation's position on HDTV, reaffirmed the CBC's opinion that it would be desirable to adopt a single worldwide standard for the production and international exchange of HDTV programs. It said the CBC believes the advantage of program exchanges "unfettered by technical and quality constraints, coupled with economies-of-scale offered by common equipment, are of paramount importance".

CBC Engineering said it continues to believe that a system using 1125 lines, 60 fields per second could be a basis for such a standard, pointing out that equipment has been built to conform to such a system and has been used by many countries, including Canada, for practical TV production.

However, CBC Engineering said it recognized that full agreement on such a production standard "may not be possible immediately". And it suggested every effort should be made "to approach this objective as much as possible and to adopt an intermediate standard based on the principle of common image structure, which would result in a unified standard". It said such an approach would also have the benefit of offering some flexibility at the interface between production and emission systems.

Guy Gougeon, vice-president of CBC Engineering, said the CBC strongly supports recent initiatives by the International Radio Consultative Committee (CCIR) and other standard-making groups worldwide.

## MOSCOW MEETING URGES SINGLE HDTV STANDARD

Significant progress was made toward a single, worldwide high definition television studio standard at a recent meeting of a HDTV production standards committee in Moscow.

The 23 experts in TV technology and program production — representing major broadcasters, broadcast unions and television and motion picture producers — met to prepare technical tests of HDTV studio standards. Among them was Joe Colson, vice-president of engineering and operations for CTV.

The participants unanimously endorsed the need for a single HDTV production standard and successfully established criteria for technical tests on the standards proposed to the CCIR—1125 lines and 60 fields per second; 1250 lines and 50 frames per second; and 1375 lines and 50 fields per second.

The Moscow Group defined a set of technical tests to provide technical data to assist the CCIR in the choice of the best standard. The tests, which began in March, were to include experiments on basic system performance, transfers to and from film, and ultimate conversion to various HDTV transmission systems to be used in different parts of the world.

The Moscow Group strongly and unanimously reiterated that adoption of a single worldwide standard to produce programs in HDTV is of paramount importance and is urgent in order to prevent various local HDTV studio standards from coming into use.

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## SHERMAN APPOINTED ACTING CRTC HEAD

L.R. (Bud) Sherman has taken over as acting chairman of the Canadian Radio-Television and Telecommunications Commission until the government appoints a permanent successor to Andre Bureau.

Sherman was appointed on an interim basis by his fellow commissioners under a provision of the CRTC Act that allows them to authorize one of the two vice-chairmen to act as chairman should that office become vacant. The selection of Sherman came as no surprise to many industry players and observers, and neither would his ap-



pointment to the position on a permanent basis. The senior of the CRTC's two vice-chairmen, he was appointed to that position in September, 1987 and has been a full-time commissioner since 1985.

There has been no indication when the government will make a permanent appointment to the top job at the commission.

## CTV, CBC SPLIT OLYMPIC TV RIGHTS

CTV has been awarded exclusive Canadian television rights for the 1992 Summer Olympic Games in Barcelona. CTV, along with TVA in Quebec, is reported to have paid a total of \$16.5 million US to the International Olympic Committee and Barcelona's organizing committee for the rights.

Meanwhile, CBC was awarded the television rights for the 1992 Olympic Winter Games in Albertville, France. CBC and its French counterpart, Radio-Canada, paid \$10 million for the rights.

## TARTIKOFF SEES OPPORTUNITIES FOR CANADIAN PRODUCERS

Opportunities for Canadian producers trying to sell their shows in the United States will increase in the future because network television will have to show new programs 52 weeks a year.

That was the view of Brandon Tartikoff, president of NBC Entertainment and NBC Productions, in a speech at TV Day '89 in Toronto. The annual event, organized by the Television Bureau of Canada and the Canadian Association of Broadcast Representatives, was attended by more than 1,000 Canadian television and advertising representatives.

Tartikoff forecast that the current 22 weeks of the rerun season will become a time for experimentation with new shows in the 1990s and "a giant foot in the door for Canadian production in network television." He also predicted in-house production will become more important for the networks.

Tartikoff said that network television in the future will have to

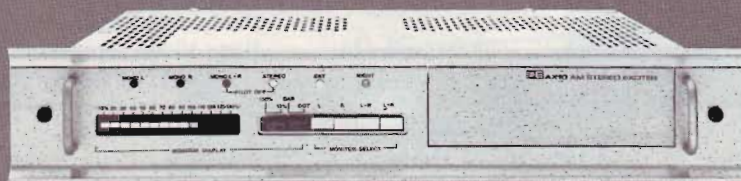
develop its own shows, or air independently produced programs, that are so compelling and so distinctive that they are "graze" proof. He said that "grazing"—sampling commercial TV and cable, satellite, and syndication channels with specialized programming via remote control—will be commonplace in the 1990s.

With so many options, he said, there is no reason for viewers to watch a bad show. Network TV shows must "pop out at the viewer."

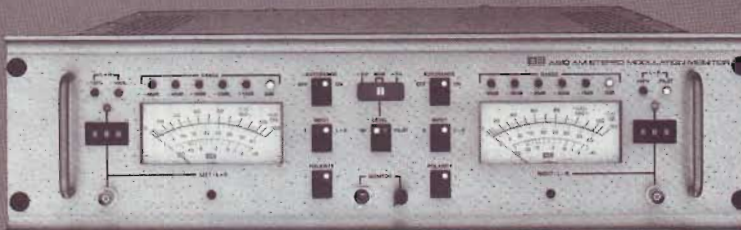
Tartikoff also said that audiences will see different locations on TV and greater regionalization in both programming background and production, and mentioned Toronto as one of the major TV production centres of the future.

Tartikoff said one of the most important things the networks will have going for them in the 1990s is the fact they have the greatest opportunity to succeed. In the U.S., he said, the networks have 99 per cent distribution.

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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

	Winter 89	Fall 88	Sum. 88	Spring 88	Winter 88
1. CKAC	13.2	11.4	10.9	10.3	10.7
2. CFGL-FM	10.0	9.1	9.5	9.3	10.4
3. CHOM-FM	9.0	9.5	9.8	7.7	7.2
4. CKMF-FM	7.1	7.0	7.1	7.1	6.6
5. CJMS	6.7	7.9	5.8	7.8	8.0
5. CJAD	6.7	7.7	7.8	7.8	7.2
7. CKOI-FM	5.7	4.6	5.8	5.1	4.7
8. CITE-FM	5.6	7.1	7.0	6.9	6.9
9. CFQR-FM	5.5	5.7	4.9	4.7	6.9
10. CJFM-FM	5.3	5.1	5.8	5.4	4.5
11. CBF	4.7	3.7	3.2	4.8	3.6
12. CIEL-FM	3.5	3.3	2.5	2.7	2.2
13. CKVL	3.1	3.8	4.2	5.0	4.5
14. CFCF	2.4	2.4	2.3	2.0	2.5
15. CBM	2.3	2.2	1.7	2.0	2.5
16. CBF-FM	1.9	1.5	1.5	2.0	1.3
17. CBM-FM	1.7	1.5	1.7	1.5	1.4
18. CHTX	1.0	2.1	2.0	2.3	2.1
19. CKO	0.3	0.2	0.1	0.2	0.1
OTHERS:	4.3	4.2	6.4	5.4	6.7

### QUEBEC

	Winter 89	Fall 88	Sum. 88	Spring 88	Winter 88
1. CHRC	30.7	25.2	23.1	28.5	30.2
2. CJMF-FM	19.2	18.8	22.7	19.3	20.1
3. CITF-FM	15.6	14.9	13.0	10.7	11.5
4. CJRP	8.4	11.5	7.4	10.7	10.6
5. CKCV	5.6	7.3	6.5	6.4	8.2
6. CHOI-FM	5.5	4.0	4.8	5.0	3.2
7. CBV	5.3	5.9	5.9	6.7	5.8
8. CHIK-FM	5.1	5.7	9.6	6.1	4.0
9. CBV-FM	1.5	1.7	2.4	1.9	1.2
10. CFLS	0.6	---	1.1	0.8	1.8
11. CBVE-FM	0.4	0.5	0.7	0.7	0.1
OTHERS:	2.1	4.5	2.8	3.2	3.3

### HAMILTON

	Winter 89	Fall 88	Sum. 88	Spring 88	Winter 88
1. CHAM	13.4	12.4	11.7	11.8	10.3
2. CKDS-FM	9.5	10.1	10.0	10.5	11.5
2. CKLH-FM	9.5	7.9	6.3	5.8	7.4
4. CHML	8.3	7.8	11.3	12.6	10.5
5. CKOC	7.8	9.3	6.9	8.5	8.0
6. CHUM-FM	7.5	5.9	7.9	7.4	8.1
7. CILQ-FM	5.8	6.0	6.2	6.0	5.6
8. CING-FM	2.3	1.9	2.5	3.2	2.6
OTHERS:	35.9	38.7	37.2	34.2	36.0

### TORONTO

	Winter 89	Fall 88	Sum. 88	Spring 88	Winter 88
1. CFRB	12.4	12.7	12.2	12.3	13.0
2. CHUM-FM	8.5	9.6	8.2	9.0	9.1
3. CHFI-FM	8.2	9.1	7.9	8.6	9.2
4. Q107	6.7	7.8	7.4	6.9	6.3
5. CFTR	5.8	6.5	6.6	7.5	8.9
5. CBL	5.8	5.4	5.6	4.4	5.1
7. CJCL	5.2	6.7	7.7	8.3	6.0
8. CJEZ-FM	4.9	3.8	3.5	3.8	3.6
9. CFNY-FM	4.6	5.2	5.4	4.7	4.8
9. CKFM-FM	4.6	4.6	4.1	5.0	5.2
11. CFGM	4.4	2.3	3.3	2.4	3.0
12. CKEY	3.9	3.0	3.7	2.5	2.2
13. CBL-FM	3.8	3.3	2.2	3.2	2.8
14. CHUM	3.6	3.9	3.2	5.4	3.8
15. CKO	1.6	1.8	1.6	1.5	1.6
16. CJRT-FM	1.0	0.7	1.3	1.2	1.1
17. CJBC	0.2	0.1	---	0.2	---
OTHERS:	14.8	13.5	16.1	13.1	14.3

### OTTAWA

	Winter 89	Fall 88	Sum. 88	Spring 88	Winter 88
1. CFMO-FM	11.1	13.5	11.6	12.4	13.3
2. CFRA	10.6	8.1	10.0	12.2	11.2
3. CKBY-FM	10.4	8.1	9.2	9.3	8.6
4. CHEZ-FM	9.9	9.6	9.1	8.4	11.3
5. CFGO	9.2	11.6	9.1	8.1	9.1
6. CBO	8.9	8.9	8.7	9.8	9.6
7. CJRC	6.1	6.6	5.2	6.0	6.8
8. CIWW	5.8	6.3	7.6	6.0	7.6
8. CKTF-FM	5.8	6.3	7.1	6.3	---
8. CIMF-FM	5.8	4.6	6.3	6.0	6.5
11. CKCH	3.3	3.2	3.2	2.8	2.3
12. CBO-FM	2.4	2.8	2.3	2.8	3.3
13. CBOF	1.6	1.2	1.1	1.0	1.8
14. CJSB	1.4	2.1	1.8	1.8	0.8
15. CKO-FM	1.3	1.0	1.5	1.1	1.5
16. CBOF-FM	1.0	0.8	0.7	0.6	0.8
OTHERS:	5.4	5.3	5.5	5.4	5.5

### WINNIPEG

	Winter 89	Fall 88	Sum. 88	Spring 88	Winter 88
1. CJOB	18.4	24.7	21.1	21.7	23.7
2. CHIQ-FM	13.6	10.5	8.1	11.9	11.3
3. CKY	9.9	6.9	10.1	8.7	11.8
4. CITI-FM	9.8	9.1	8.7	5.9	4.9
5. CIFX	9.0	10.7	9.8	9.5	6.6
6. CBW	8.9	9.9	7.3	11.8	6.8
7. CKRC	7.9	8.2	10.8	7.9	10.8
8. CKIS-FM	5.6	5.1	10.5	10.3	9.5
9. CKWG-FM	4.8	5.0	3.1	2.5	4.0
10. CBW-FM	4.3	3.6	2.9	2.9	4.6
11. CKSB	0.6	0.4	1.6	0.2	0.1
OTHERS:	7.2	5.9	6.0	6.7	5.9



### CALGARY

	Winter 89	Fall 88	Sum. 88	Spring 88	Winter 88
1. CHQR	13.1	8.2	7.1	10.7	11.1
2. CFAC	10.8	11.6	15.4	11.7	14.5
2. CKRY-FM	10.8	9.9	8.6	8.6	10.4
4. CBR	10.6	11.2	9.1	11.2	9.4
5. CFCN	9.9	11.1	12.1	11.5	9.6
6. CKIK-FM	9.5	9.7	9.8	7.7	6.9
7. CFFR	7.8	8.4	9.7	10.7	7.9
8. CHFM-FM	7.4	6.2	4.6	7.0	7.4
9. CJAY-FM	5.6	6.6	7.3	6.8	5.9
10. CISS	4.2	4.6	3.3	2.7	5.2
11. CBR-FM	2.9	3.8	3.2	2.7	3.2
12. CKO-FM	1.1	1.5	1.1	1.3	1.7
OTHERS:	6.3	7.2	8.7	7.4	6.8

### EDMONTON

	Winter 89	Fall 88	Sum. 88	Spring 88	Winter 88
1. CJCA	14.1	15.0	11.6	14.9	15.0
2. CHED	11.5	11.6	13.3	13.6	12.1
3. CHQT	11.1	10.0	7.6	8.9	10.3
4. CIRK-FM	10.7	11.4	13.2	12.7	9.2
5. CISN-FM	9.2	10.0	9.2	6.3	7.0
6. CKRA-FM	8.4	9.1	7.2	9.3	9.4
7. CBX	6.0	5.5	5.2	5.3	5.2
8. CFCW	5.7	9.2	10.7	9.3	10.9

9. CFRN	5.6	5.7	4.6	6.7	6.9
9. CHMG	5.6	2.8	2.1	2.6	1.3
11. CKNG-FM	2.9	1.3	2.0	1.8	3.0
12. CBX-FM	2.6	1.2	2.7	1.9	2.9
13. CKXM-FM	1.8	1.8	3.2	1.8	1.8
14. CKO-FM	0.3	0.6	1.1	0.4	0.5
15. CHFA	0.4	---	0.2	0.1	0.5
OTHERS:	4.1	4.8	6.1	4.4	4.0

### VANCOUVER

	Winter 89	Fall 88	Sum. 88	Spring 88	Winter 88
1. CKNW	16.5	18.2	12.5	12.6	16.8
2. CFOX-FM	7.5	8.4	8.4	7.2	6.3
3. CBU	7.4	7.0	6.3	7.7	9.0
4. CKWX	6.2	8.3	7.5	6.4	5.9
5. CHQM-FM	6.1	6.7	5.7	5.3	7.0
5. CFUN	6.1	6.2	5.8	6.5	5.1
5. CFMI-FM	6.1	5.8	6.4	8.4	7.3
8. CHRX	5.1	4.4	5.1	4.7	5.5
9. CKLG	4.6	5.5	5.8	7.0	6.7
10. CKKS-FM	4.5	5.0	5.7	4.9	3.9
11. CHQM	4.2	4.2	5.9	4.5	3.9
12. CISL	4.0	3.0	4.3	4.3	4.2
13. CJJR-FM	3.2	2.7	3.3	2.7	3.2
14. CBU-FM	2.9	2.1	4.0	3.5	4.5
15. CKXY	2.7	2.2	2.7	2.7	1.6
15. CKO-FM	2.7	1.3	0.8	1.9	1.0
17. CBUF-FM	0.1	---	0.1	0.2	0.1
OTHERS:	8.2	9.0	9.7	9.5	8.0

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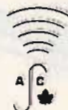


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*'Good Humor makes most things Tolerable...'*



## PEOPLE AND PLACES . . .

**Sheila Connor**, music director at CFRB Toronto and, before that, at sister station CKFM, has died from cancer. Sheila, 47, had worked in radio for a number of years and included CHUM Toronto and CJOB Winnipeg in her background... PD/ND **Rick Wyman** and Ops. Mgr. **Liz Wall** at CKOB Renfrew are getting set for a change of ownership there... **Stan Taylor** is Ops. Mgr. at CKSQ Stettler, replacing **John Turner** who went in as GM at CJLB Thunder Bay... **Wayne Bill** moved from CFCN-TV Calgary all the way downtown to CFAC-TV where he's now 2-i-c, with the title managing editor... **Ken Armstrong** is ND at CFCP Courtenay... **Robin Kuhle** is in as ND at CKNL Fort St. John... **Dave Matheson** is ND at CKGF Grand Forks... CICI Prince George's new ND is **Hartley Miller**...

New PD at Rock 103 Moncton is **Eric Stafford**, up from ass't PD chores at CIHI Fredericton... new ND at CJYQ St. John's is **Randy Perry**... **David Craig** is ND at CJEZ-FM Toronto, replacing **Bob Kennedy**, who has left for an opportunity in government work... **Ian Brown** is doing PM drive for CBC. His show's called, *Later The Same Day*...

**Ron Wilson** from CBC Sports has joined CJOH-TV Ottawa as a reporter... **J.D. Roberts**, former MuchMusic VJ and, most recently, anchor for CITY-TV Toronto's weeknight package, has moved on to a lucrative four-year deal with a Miami station... **Joe Cannon**, who I worked with during the mid '70s at CJAD Montreal, has moved to afternoon drive at Toronto's CFRB. Into Joe's spot at CJAD is **Royal Orr**... CJSB Ottawa's new ND is **Iain Barrie**... **Kim Turgeon** is in as promotions person at CJSS Cornwall after a stint at Ottawa's CFRA.

## NEWS HANDLING . . .

From the BN Style Guide:

**Color** — Always look for the color that brings the story to life. Tears streaming down the cheeks of a slain policeman's widow. Ferdinand Marcos wearing a fisherman's hat and shorts as he arrives in Hawaii to begin his exile. Light snow in the air, streets lined with fleurs-de-lis and onlookers wiping away tears as Rene Levesque's body is driven through the streets of Quebec City. If striking postal workers are smashing the windows of buses carrying replacement workers, don't say 'There was more violence on the picket lines' ... and leave it at that.

Learn to picture events in your mind: what the Philippine shoreline looked like stacked with bodies from a ferry disaster. How the frozen ground at Gander airport was scorched by the crash of a jet taking American soldiers home for Christmas. The smile on Brian Mulroney's face when he announced the free-trade agreement with the United States. Only then can you create pictures for the listener.

You don't always have to rely on the source copy to supply the feel for an important story. Important events and breaking stories are often covered live on television. Watch it yourself and describe what you see. If film footage of a bomb blast in Beirut shows cars crushed like toys and bodies strewn across a normally busy street, write it that way. Don't simply say, 'A bomb blast in Beirut has left 10 people dead and 35 injured.' (For your copy of the BN Style Guide, get in touch with **Ailsa Muirhead** at [416] 364-3172.)

## PROGRAMMING . . .

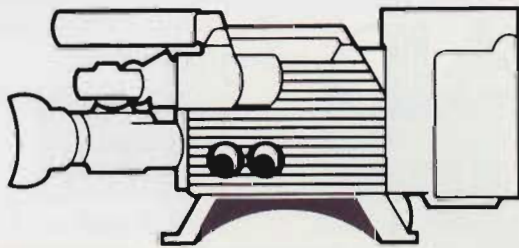
TSN Radio is sending 71 sportscasts weekly via BN Audio's satellite system. The packages are market-exclusive, carry a sponsor (Canadian Tire), cost stations nothing, and are voiced by **Mark Jones, Jim Hughson, John Wells, Jim Van Horne, Peter Watts** and **Vic Rauter**. For more information, get in touch with Seacoast Sound GM **Geoff Bate** at (604) 386-1131.

\* \* \*

Rock 103 Moncton GM **Rick Gordon** and PD **Eric Stafford** are the latest to put *The Unfriendly Giant* on-air. They join CJCB Sydney, CHTN Charlottetown, CIGO Port Hawkesbury, K-Lite Edmonton, CIHI Fredericton and CFTR Toronto which all have enjoyed success with the show. Advertisers and listeners go nuts for it. For more info, contact (416) 782-6482.

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BN Audio affiliates might wish to refresh their memories of opportunities available on their voice system. The fabulous **John McKay** pieces originating from Washington every morning on the 10:10 a.m. (eastern) features file are a no-extra-charge feature of BN Audio (and, for FM'ers, double mosaic). At the same time, listen for **Ed Whalen** commentaries and **Abe Hefter's** sports editorials.

### MARKETING/SALES . . .

From the darkest days of the depression came the story about the successful hot dog vendor and the return home of his university-educated son. Now, the hot dog man had always purchased meats and condiments of the highest quality. His business, even in the midst of the financial collapse all about him, remained good. Then one day his son came home from university and said, "Dad, don't you know that these are hard times? Don't you know that you can't expect to make any kind of a living unless you cut back on your spending? You must buy cheaper meats and cheaper relishes." The hot dog vendor reasoned that he'd worked hard to send his son to university and that the boy must surely know more about economics than he did. So, he followed his son's advice. He bought meats of inferior quality and he spent a great deal less on condiments. And he learned that, sure enough, his son was right! Times were tough and getting tougher.

The hot dog story seemed like a natural lead-in to a recent opinion piece in *Communication Briefings*. If you are hiring or promoting people, look for "people-people" instead of number crunchers. That's the advice of Russell Palmer, dean of the University of Pennsylvania's Wharton School. Palmer says managers who plug themselves in with formulas aren't going to successfully run a company. He suggests that we need to hire leader-managers who emphasize excellence and quality. Instead of just reacting to figures, they lead people. As we move into more of a service era, managers who know how to deal with people and help people who deal with customers are going to be in greater demand. Andrew Sherwood, CEO of a human-resources management consulting firm, notes that companies are now looking for six job skills when seeking new employees. They want people who are able:

- \* **To communicate** a message to strangers.
- \* **To manage** people.
- \* **To handle** an interview effectively as an interviewer and as an interviewee.
- \* **To train** and develop those working for them.
- \* **To write** effectively.
- \* **To manage** operating budgets with an eye on cost.

Perhaps Will Rogers said it best: "Numbers don't mean anything ... because it's people that count."

Of course the bottom line is important. Of course everyone who deals in business has to work with numbers. But if we want to be sure that the numbers come out the way we want them to, we take a giant step toward that goal by hiring people who can work with people -- not just numbers.

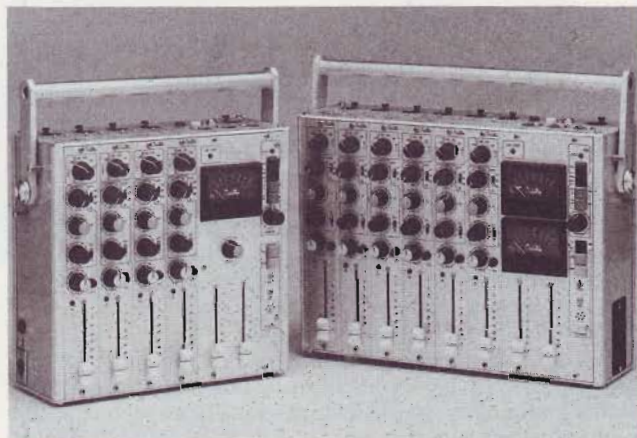
### OVERHEARD RECENTLY . . .

First person: "That's too simplistic."

Second person: "Then why don't you complicate and convolute it so no one understands?" →

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## ATTITUDE . . .

How often have you heard something like this?:

"You made me cry" ... "Sorry I'm late. My last appointment wouldn't let me get away" ... "The cart wasn't cued. How was I supposed to know?" ... "Sorry about that. The traffic was unbearable" ... "I couldn't do it because she didn't get the stuff to me on time" ... "The car wouldn't start and then, when it did, the laneway was so icy that my wife was afraid that if I drove out, I'd slide into the wall."

Wouldn't it be refreshing if more people actually 'owned their problems' rather than finding anything or anybody else to hang the rap on. How about:

"I cried because the story affected me" ... "I stayed at my last appointment longer than I should have. Sorry I'm late" ... "I didn't cycle the cart. It won't happen again" ... "I misjudged the traffic situation" ... "I didn't charge the battery when I knew it was weak and I didn't get up early to put salt on the driveway."

That last example is a tad exaggerated, but at least the character in that bit took responsibility. He 'owned the problem.' Next time you're tempted to slide responsibility elsewhere, think about it.

## QUICKIES . . .

CKIQ Kelowna ND **Jim Shaw** is in Australia for a while. Seems his wife got involved in a teacher exchange program. In as ND at CKIQ is **Mike Guzzi**... Morning co-host at CJOM-FM Windsor is **Deborah Jacobs**. Deborah's stops along the way have included, most recently, CFGX-FM Sarnia and, before that, KCKW Moncton and CKGL-FM Kitchener... Thanks to CAB President **Michael McCabe** for his address and Q & A session with managers and supervisors of Broadcast News and The Canadian Press... The Toronto Sun's **Gary Dunford** says five stations now use these wildly similar on-air identifications: Toronto's Best Rock, Toronto's Soft Rock, Toronto's Modern Rock, Toronto's Contemporary Rock and Toronto's Nonstop Rock. Hey, somebody get a rock and lob one into the consultant...

It was nice hobnobbing with the president of the Central Canada Broadcasters Association recently over a good dinner. **Keith Clingen** at CJSS/CFLG-FM Cornwall always tells great stories, this time about somebody named Billie Bob... You might ask CFJR/CHXL-FM Brockville GM **Linda Benoit** what a Billie Bob is and how to avoid one...

**Larry Gavin** of Mid-Canada Television moved from Sudbury to the Ottawa area to be closer to the action during the lead-up to hearings on a new TV licence... Good to see CIWW/CKBY-FM Ottawa ND **Brian Crawford** back to 100 per-cent health after the stroke he suffered last year...

Also in Ottawa, CJOH-TV's **Dave McGinn** had his mint 1985 Oldsmobile rear-ended in the station parking lot the day I visited (No. It wasn't me!) Dave's been oh-so-careful with it on the highways and By-ways (Heh, heh. Get it?)...

By now CFRA/CFMO-FM Ottawa GM **Steve Madely** and crew will be in new facilities... **Randall Moore**, ND at CFJR/CHXL-FM Brockville, and his wife compromised nicely. They bought a home in Kemptville, half-way between her job in Ottawa and his at Brockville... CJET/Q101 Smiths Falls ND **Craig Steenburgh** is also an actor. He does dinner theatre murder mysteries... Sudbury-based Telemedia honcho **Bob Templeton**, helping to organize this year's CCBA there, just bought a pontoon/wheel equipped Cessna 172. Bob plans to park it on the lake just outside his home (life's a bitch!) and to use it for his occasional runs into Toronto... CKGM Montreal is no more. In its ashes has risen CHTX...

CJCJ Woodstock, N.B., was instrumental in organizing a fund raising campaign for five-year-old **Amy Hatheway**, who suffers with Crouzons Disease (a disorder of the facial and skull bones). Amy needed corrective surgery performed in Texas. In co-operation with a local RCMP detachment, CJCJ raised about \$15,000 to offset living expenses for Amy's family during their three-week stay in Dallas. Nice going, PD **Rick McGuire** and staff at CJCJ!

Alert! Alert! Sexist remark coming up!

CFMT-TV Toronto acquisitions guy **Farouk Muhammad** has got to have one of the prettiest support staffs anywhere. In every office anywhere near his, the F.Q. (Femininity Quotient) is ultra high... And, speaking of sexist stuff, wife **Ingrid** recently gave me a battery-operated shoe polishing set for the office. Part of the bumpf on the side of the carton reads: 'Ladies. Between taking care of your own shoes, you can also do your busy husband a favour.' I liked it. Her reaction?   
"\*&%\$##@&%\*!!!"

## KICKER . . .

*Good Humor Makes Most Things Tolerable* had better be true! I've been using that masthead on this column for so long that now — as things start shifting a bit — I may need that sense. As most of you know, I've left my long-time stand at Broadcast News to begin a new career with Canada News-Wire. Because Canada News-Wire is a step removed from the broadcast scene, one of the many things I've had to give up is this space in *Broadcast Technology*. It's been a lot of fun and I've enjoyed your many kind comments about both *BT* and my column. Until I get my feet wet enough with CNW to figure out what's going on there, my commitment to getting you all these tidbits about people, marketing, sales, writing, attitude and the occasional kicker will have to be put on the back burner.

Thanks, Doug & Jacquie, Barry, the brass at BN for their patience in allowing me to do this on company time, and all the folks who helped put it together. Writing for you in *Broadcast Technology* has been a lot of fun.

I'm going to miss it.

\* \* \*

*Our thanks to Howard Christensen, on behalf of the many readers who have enjoyed his entertaining and informative column since it began in BT in January, 1987. Howard may now be reached at Canada News-Wire, 211 Yonge St., #500, Toronto, Ont., M5B 1M4; phone (416) 863-9350, or FAX 863-9429.*





## THE PHIL STONE REPORT

### AN INTERVIEW WITH GORD SINCLAIR

"That's a good question," said Gord Sinclair.

Gord — son of legendary Canadian broadcaster Gordon Sinclair — was visiting Toronto from Montreal where he is news director of CJAD. That's where we met to talk with this interesting and colorful man, who hates to be called Gordon Sinclair Junior.

The question we had asked was: "Do you think you would have gone into radio if your dad had been a doctor, an architect, a butcher?"

"I think that I can give you a no on that," said Gord.

"The thing was that, actually, when I was at school the old man wasn't known . . . as a radio man. He was a newspaperman, and it probably was his influence that caused me to be asked to write for the high school paper and then in turn *Canadian High News* — the paper I'm referring to — was offered 15 minutes a week by CJBC. It was really through that, that I first did anything on radio,

"Then through having that experience—and the old man being a radio man at 'RB—that led to my being asked to do some filling in at 'RB when I was 18. A couple of big stories broke and I got to cover them and, of course, it was kind of exciting.

"So," said Gord, "maybe if it hadn't been for his being a writer I wouldn't have been asked to write. And it was



GORD SINCLAIR

through that that I got to do a little bit of radio and then follow in his footsteps. That's what I did, and I honestly don't know if I would have if he hadn't been who he was."

Did Gord deliberately follow in his father's footsteps or did he try to carve his own way?

"As a matter of fact," he said, "right from the start I refused to be called Gordon Sinclair Junior, and still squirm if I'm introduced that way. I considered calling myself Gordon Arthur, which is my middle name, but in

the end I figured they'd say 'You know who Gordon Arthur is, eh? He is Gordon Sinclair Junior,' so I said to hell with that.

#### Made His Name As Montreal Morning Man

"For the early part of my career I was a disc jockey. I had that role for a long time.

"If I may brag a little," Gord said, "I was in Montreal what Wally Crouter is in Toronto. Then I started my own station and even there, at CFOX, I did the morning show for the first five or six years. I only really got into news after I sold CFOX in the early 70s."

Gord said that he got into news because he was "an opinionated kind of bugger.

"I do a different kind of presentation. I guess it winds up being somewhat similar to the old man's. But basically what I do in news is I ad lib. I have a 20-minute noon news feature which is totally ad lib. All I have is some scribble marks in front of me. I guess I ad lib not too badly because of the years as a disc jockey. But when I got into news I didn't feel I was following the old man.

"But there were times, mind you, after I started to do that shtick again that there were people who asked me to come to Toronto and run against him, which was really a no-win situation. Either I beat him, in which case I'm a bum at home, or I don't and I'm a bum at the radio station. So I never considered that at all. Frankly from the 50s on I've never considered wanting to be anywhere but in Montreal."

Gord did concede that working in Montreal had some disadvantages. "Toronto, we know, is the mecca in English-language broadcasting. Montreal is the mecca in French. So I'm either in the wrong town or in the wrong language, one way or the other."

We told Gord that we suspected his father's name didn't have the same impact in Montreal that it had in Toronto.

"No, no, it didn't. You see I was established as a local personality before Montrealers had heard of the old man. I started doing the morning show at CFCF in 1951 and I think *Front Page Challenge* started some five or six years later. So I had that much time to establish myself. →

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"So I was established as the morning man in Montreal before my father started showing up on television. So it was a reverse situation. He would come to Montreal and literally say, 'I'm Gord Sinclair's father' which I got a kick out of, obviously, having lived the earlier part of my life in Toronto with the other side of it."

### "Quebec Is A Separate Entity; News People Have To Understand That"

When Gord looks at radio in Montreal and Toronto and is asked to analyze the difference he offers this answer:

"Well, particularly now, we have a very incestuous situation because Quebec, being what Quebec is — and we have separated to an extent, probably as far as we're going to, but we are a separate entity — and you have to have people who can understand that. I wouldn't hire anybody at CJAD news today who wasn't bilingual even though I don't really consider myself bilingual. I can understand and I can make myself understood. But I hire people who are fluent.

"So because you need people who understand the situation and are bilingual you are very much limited in who you can hire. Of all the English radio stations in Montreal — and we have quite a few — there are not likely any where the staff doesn't move about, going from one station to another. It's a continuous internecine war. It's kind of ridiculous, but you have to have people who understand that Montreal way of doing things and it's tough to do."

Comparing news in Montreal with that of Toronto, Gord said, "I think we are probably more insular in Montreal. We tend, for example, not to pay much attention to something that might happen in Cornwall, which is only 75 miles away but it is in Ontario, and I suppose that's bad.

"But you know, Montreal over the last 20, maybe 25, years has been the news-making city — if you combine it with Quebec City — in Canada. So we generate so much news, and I'm always amazed when I look at the wire copy how much comes from Montreal. We have so much to cover, and politically we are different and the French language thing is always there. And so we are a bit more insular. But not as much as the French media, which doesn't think it happened if it happened outside of Quebec. We're not

that bad. We do pay some attention to Toronto and lots of attention to Ottawa.

"But to repeat, we are insular, there's no doubt. We wouldn't very often mention Vancouver, as an example.

We told Gord that we remembered hearing in earlier times that Montreal djs and news people talked more than did Toronto broadcasters. Toronto was tighter.

"That may still be true," said Gord. "As a morning man I made my reputa-

tion as being outspoken, and I don't think you think of a disc jockey that way in Toronto, even now. But if I had something on my chest in the 50s and into about the mid-60s, I said so and eventually I got to be known as an editorialist, which is basically what I am now. You're right though, George Balcon — the morning man at CJAD — will often speak right up if he has something to say about something he doesn't like, and he'll say why. And this is your morning cheery guy." →

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Gord remembers when Al Boliska was in Montreal before the late morning man moved to Toronto. "He was from Montreal and went on to do well in Toronto and I was from Toronto and went on to do well in Montreal. Somebody said why don't you two guys switch, and perhaps it would make more sense."

### "Radio Stations Need Personalities To Be On Top"

Gord has been in radio over 40 years now, having received his first professional pay check in 1947. When he looks back at the way radio was and the way it is now, he says he is not unhappy with it, "although," he said, "I know a lot of people of my generation are and I'll tell you why. I feel these smart young guys, they know everything and they're geniuses and they can tell what's what, and I listen to them and I shut my mouth and I say to myself, 'The only thing that will ever work in radio is personalities and sooner or later all these fancy FM stations — where the announcers are not allowed to say a damn thing — will realise that if they are going to be on top they are going to have to have personalities.' It has always worked, and I hate to sound like an old fogey, but I just believe that it's always going to work.

"The more I read, the more I say 'Here we go, the FM guys are going to get into personalities', and they should. It worked for you, it worked for me, it worked for all our generation.

### Personalities can give a station a new sound.

"Meanwhile, until FM does come completely around to personalities, I think AM radio has a great deal going for it, enough where I'm at to make me happy with it."

Did Gord's father, Gordon Sinclair, do that for CFRB?

"Very definitely," said Gord. "Although he was a confirmed newscaster, he was a personality.

"I would argue among my friends that I don't do the same kind of thing that he did in the sense that I'm not as interested in show-business as he was. But, nevertheless, what I do is different and new at noon and our numbers at that time in Montreal are, except for 7 a.m., the biggest that we have at CJAD.

So it is personality working once

again."

### "It's Not Against The Law To Have An Opinion"

We remarked that there are stations that have cut back in news, tending to stress music more, and asked Gord for his reaction.

"I'll go back to the market that I understand," Gord said, "which is Montreal. You look at our market and CJAD—in a city that is French—is the Number Four station overall, if you rate it the way you rate it in *Broadcast Technology*.

"Number Four in that market is just about impossible for an English station. Why (are we Number Four)? Because we are absolutely unassailable in news and public affairs ... in Montreal people know if they want to know about something that happened in news they'd better tune in CJAD. So when things are normal, fine. But when the snow storm comes or when the 747 runs into Place Ville Marie, they tune us in. And these stations that play down news—on FM they can get away with it now—but even there, if they want to have the hours-tuned factor, they're going to have to expand news and spend the bucks.

"Its costly, no doubt about it.

"Our newsroom costs us almost a million dollars a year. Now that's unusual in a Canadian radio station, but it does cost that much. We have about a dozen people in news alone, then we have public affairs, then we have things like a helicopter up there watching traffic—which alone costs about 200 grand a year—and so on. So you're talking about a million-dollar operation. That's all there is to it."

We wondered if Gord had chauvinistic tendencies about women in news.

"Oh, I'm the opposite," he said. "I'm almost, with some limitations, a feminist.

"As the owner of CFOX from 1960 to 1972, and as news director of CJAD, very few people have let me down, male or female. But virtually no females have let me down because they feel they've got something to prove, and I've had some great females develop out of our organization whom I am very proud of. Not that the guys have been so bad, don't get me wrong. "Now while I say I'm a feminist, I think it's absolute poppycock to have such things as the female hour in a political debate. Give me a break. Why can't a man discuss abortion or family care or other so-called female subjects. I think that's for the birds. I kind of get

fed up with that sort of thing.

"But as far as females working in news, you know television needs pretty faces and I've always thought that females had the prettier ones. But, in all, I welcome any good newscasters, man or woman."

As a man who is obviously a strong freethinker, how does Gord feel about the regulations that affect news?

"It's not too bad actually," he said. "There's a lawyer in Vancouver who speaks once in a while to the Radio-Television News Directors Association and he said, 'Never ask a lawyer if it's alright to go with something'—I subscribe to that totally, as long as you use common sense. If you go for a story and you call the company lawyer and ask 'Should I go with this?', you know damn well what he'll say, because they're chicken. This lawyer out in Vancouver, he says 'Go for it. Don't

### LEITCH VIDEO



Paul Rosen

Garry Newhook, Director of Sales for Leitch Video, is pleased to announce the appointment of Paul Rosen to the newly-created position of Customer Service Manager.

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ask the general manager. Don't ask the lawyer. Go for it and it's up to the station's lawyer to get you out of it if you're in a jam.'

"And that's my view of regulations and that sort of thing. There's so much chicken stuff. It's not against the law to have an opinion and, of course, if you're dealing with facts get them right. Never worry about libel. We get the occasional call saying 'We're going to sue!' Well, great, that's great, it's marvellous, think of

all the promotion and publicity we'll get. But very few actually take any legal steps."

### Had Very Bad Experiences With CRTC

In view of Gord's views, so to speak, how does he feel about the CRTC. "I've had very bad experiences with them," he said. "And I'll tell you my basic view with regard to the CRTC. I

was just a little guy, just a guy who owned a radio station. But a radio guy owning a radio station nowadays, it's bloody unusual. It's usually major corporations. I felt then—and feel now—that it's wrong for the CRTC to encourage conglomerates, big companies, big, big, big anything. The CRTC gives them a break, lets them bend the rules, lets them give bland answers to tough questions. And the little guy that owns a private radio station by himself—who has nothing behind him except some knowledge—isn't treated right and my own experience, of course, colors that.

"But here I was with two other radio guys who started a radio station. We didn't have any money, we borrowed a few dollars and we winked at the banks and said, 'Hey, we know what we're doing' and we surprised the hell out of them. We paid our bills. So this was marvellous.

"But," said Gord, "everytime we went in front of that board we got a bad time, whereas the big multi-national companies had no trouble at all. No trouble at all. And here I was running a radio station in suburban English Montreal. The CRTC took the view that I shouldn't even be able to be heard in Montreal. A guy leaving Point Claire heading into Montreal would lose us before he gets there, but coming back did he lose CJAD, did he lose CFCF? No way. But they wouldn't deal with that argument, that if they could be heard in my territory, why couldn't we be heard in theirs, and so on. There are other examples...

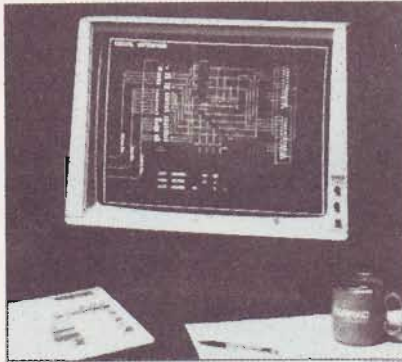
"There was," Gord continued, "a little English station in Quebec City which was in big trouble and I offered to take it over because if I could make it break even, if I could train people there, why not? And I also could sell a package in Quebec and Montreal at the same time. I couldn't get that because I was not a Quebecer, and I also think there was a little hint there that it was because I was also not a Quebec provin- cer. I was an Anglo from Ontario.

"Then, at another point, there was a radio station in Sydney, Nova Scotia, going broke and Roynat—Royal Bank/National Bank, the big financial company—was going to go under with them insofar as their money was involved. I had dealt with Roynat in my own station and they had called me to see if I could help with the Sydney station. They wanted me to tell them if they should pull the plug, or sell it, or whatever. So I checked it and came back and told them it could be turned around from doing all the wrong things. So they said 'How would you

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like to run it for us?' So we did and in 60 days we had it turned around and operating in the black.

"Then," Gord told us, "they said 'How would you like to buy it? We'll lend you the money if you want to buy it.' I thought that was a great idea and kept running it and then came to the CRTC hearing, which was held in Toronto, and they spent about 30 minutes bawling me out for running this radio station when, 'I didn't own it.' If I hadn't run that station it would have gone down and 30 jobs would have been lost on Cape Breton Island, where there are few jobs, and they turned me down. They actually turned me down."

### "If You Want The Truth, I Hate The CRTC"

Gord said that if we wanted the truth "I hate the CRTC. A few years later and Geoff Stirling's station CKGM, with his millions, is taking a run at me at CFOX and I don't have that good signal that the CRTC would never let me have. So he's going to beat me and I know it. I haven't got millions to fall back on, I've got guts more than anything else. So I decided I'd better sell the station while the selling is good. So I sold it to Allan Waters (CHUM) and I sold it for a million-and-a-half bucks, not bad for a young fellow trying to get along. And the CRTC turned it down because I was not allowed to sell to this Toronto-based outfit.

"Here again we had this nationalism thing. I did sell the station later, but I don't like the CRTC. They screwed me on the signal, they screwed me on Quebec City, they screwed me on Sydney and they screwed me when I sold CFOX. And that's what happened to a little guy."

We asked Gord to sum up what the "old man" would think of what he had been doing.

"Well," said Gord, "he and I of course, were never great pals. I think it is generally known that we fought like cats and dogs, that we screamed and jumped up and down. However, late in his career he did say, 'You know, for a dumb kid you haven't done too bad.'

"So I would say, for a dumb kid I haven't done too bad."

*Phil Stone is a well-known broadcaster, writer and educator whose Phil Stone Report and Broadcast Beat are regular features of Broadcast Technology. Phil can be reached at 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6, phone (416) 492-8115.*

# A BUYER'S GUIDE TO FIELD PRODUCTION PRODUCTS

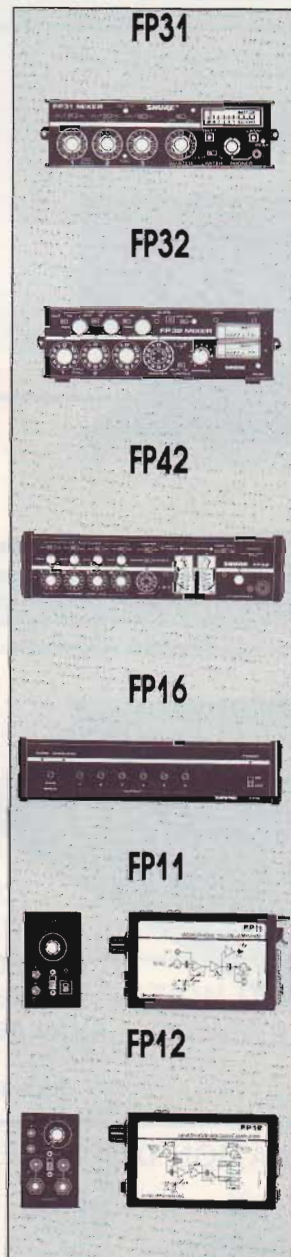
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# TELEVISION QUATRES SAISONS



*TQS Central Equipment area.*



*The TQS master control room.*

—Photos by Raymond Poitras & CFCF-TV photo dept.

*by Bob Findlay*

The Television Quatres Saisons network, owned and operated by CFCF Inc. of Montreal, began broadcasting on September 7, 1986.

The Montreal anchor station, CFJP-TV, broadcasts on a 30 Kw Thomson CSF transmitter with an Effective Radiated Power of 660Kw visual and 79 Kw aural, on channel 35 in the UHF band. A Thomson 10 Kw transmitter is used as back-up.

When the station began in 1986 it had a permanent staff of 35, housed in a new building at 405 Ogilvy Avenue. That staff has grown to over 200 permanent members and up to 240 temporary staff. Something else that has grown is the station's audience—from six per cent of the viewing audience in 1986 to 20.9 per cent by the summer of 1988.

The broadcast day for TQS begins at 11 a.m. weekdays and 9.30 a.m. on weekends; sign-off is at approximately 2.30 a.m. daily.

The TQS Network produces, or has outside producers supply, 95 hours of programming a week. Of that total, 35 hours originate from CFJP-TV studios or edit suites, the remainder from outside film and videotape productions.

In 1986 only two of the four studios were in operation, one for news and the other for production. The original plan for program acquisition was to use independent producers and outside facilities. Although a substantial

amount of production is done outside, Television Quatres Saisons fully utilizes all of its own studios and at times up to half of CFCF-TV's studios next door.

## Analog Component Format

The major factor distinguishing CFJP-TV from other recent station installations was the decision to install an analog component format plant and to encode into NTSC only prior to feeding the transmitter.

Denis Belanger, TQS vice-president of engineering, said he believes CFJP-TV was among the first stations in the

world to use the analog component format. At that time he concluded that the quality obtained from half-inch Betacam VTRs, in component format, would equal the quality of type C machines in NTSC.

When first introduced in 1986 the Betacam format had two serious disadvantages, one was the tape length—only 30 minutes—and the other was good quality only to the third recording generation. These handicaps have been largely overcome by the introduction by Sony of its new SP-type VTR machines, which has inputs and outputs for component and NTSC. Picture quality is said to be good to five generations now and the tape can record programs up to 94 minutes in length.

TQS uses the 1/2-inch tape format throughout the production process which, Denis said, has the following advantages:

First, there is economy of space and energy because of the small format. This applies to both cameras and VTR machines.

Second, there are cost savings in machine purchases compared to the 1-inch "C" format.

Finally, because of the larger chrominance band on tape, intermodulation between luminance and chrominance is eliminated, permitting an improved signal on tape.

Economies realized in purchasing Betacam equipment helped to defray the higher costs of multi-level routing,



*TQS VP Engineering Denis Belanger in TQS master control in the Montreal facilities.*





One of the three major TQS studios available in Montreal.

distribution amplifiers, decoders, encoders and cabling that are necessary for the analog component system.

## Studios

Studios A and B are 50' X 60' and share a control room. Studio D is 40' X 40' and is the news studio. These studios are equipped for analog component format production using Sony studio cameras and Grass Valley GVC-100 CV switchers.

Because of the lack of large capacity switchers Studio C, at 90' X 60' is the largest TQS studio and is an NTSC format studio. This studio is equipped with Sony 360 cameras and a Grass Valley 200 series multi-level effects switcher.

## Master Control

A Sony Betacart is used for playback of program, commercials and promotional material. This material remains in component mode until it is

encoded into NTSC by the encoder in the Betacart. This ensures the high quality of the signal is maintained till the end of the broadcast chain.

A new Sony Library Management system, with a 500 cassette capacity, has been ordered and was expected to be delivered early in March.

The station signal distribution is based on a large CDL master routing switcher, which permits interconnection of 32 inputs to any of 32 outputs. The switcher can simultaneously route the three component levels, stereo audio levels, two full duplex data levels, as well as the NTSC level.

The data switching levels of the router are used primarily for VTR control. Being in parallel with the audio and video switching of the VTRs, they permit remote control of the VTRs from wherever the unit has been routed. The router inputs are high impedance, balanced and are terminated with 600 Ohm resistors.

The station synchronizing system uses color black signals for timing purposes. Slave synchronizing generators are used to adjust outlying timing-relative-to-output requirements in all

cases. Video delay amplifiers are used to vernier adjust local path differences within the Central Equipment area.

The audio system is a mix of stereo audio consoles, distribution amplifiers and jackfield interception points.

All inter-location wiring is balanced 600 ohm, with dual runs for stereo operation. All feeds to and from the router are at +8 Dbm and are passed through a central equipment jackfield, permitting bypassing the router if the need arises.

A star connection philosophy is used throughout. All outlying regions are star points: ST-A, ST-B, VTR, Dub, News. Certain internal CE locations are also designated as star points: Router In, Router Out, CE Jackfield In, CE Jackfield Out, and Lab.

All system audio feeds are routed via multi-pair cable and Christmas Tree terminal blocks. Interconnection of system routes is made by cross-straping at the Central Equipment (CE) Distribution Frame.

A Leitch clock system is installed in the Central Equipment Area and is connected to all outlying areas by balanced 600 Ohm line. In addition to standard time code, a parallel system of frame insertion time code, suitable for video picture mixing, is also available.

A dedicated ground system, connecting all locations within the system, has been provided. This system uses 000 wire, and is not Hydro or earth system. It is intended to provide a dedicated, star connected, unpotential reference within the system. It is permissible to connect the ground system to earth, but such a connection should be made with care, as potential for ground loop exists.

## News

The TQS news program — *Le Grand Journal* — is served by nine ENG news cameramen and women equipped with Sony BVP 105 CCD cameras and regular Betacam recorders.

*Le Grand Journal* is produced in the news studio on three Sony BVP 3A saticon cameras. The output from the studio cameras is switched on a Grass Valley GV9 100 CV switcher, in analog component format. A Utah routing system is used to supply feeds to the newsroom in NTSC, these NTSC items are converted to component format before being integrated into the news.

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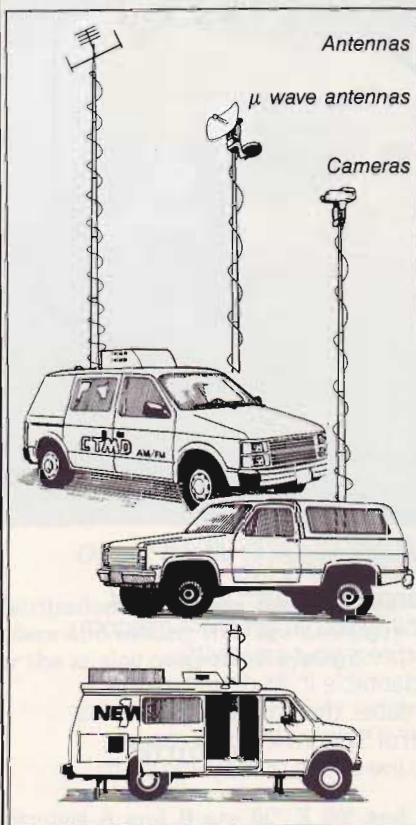
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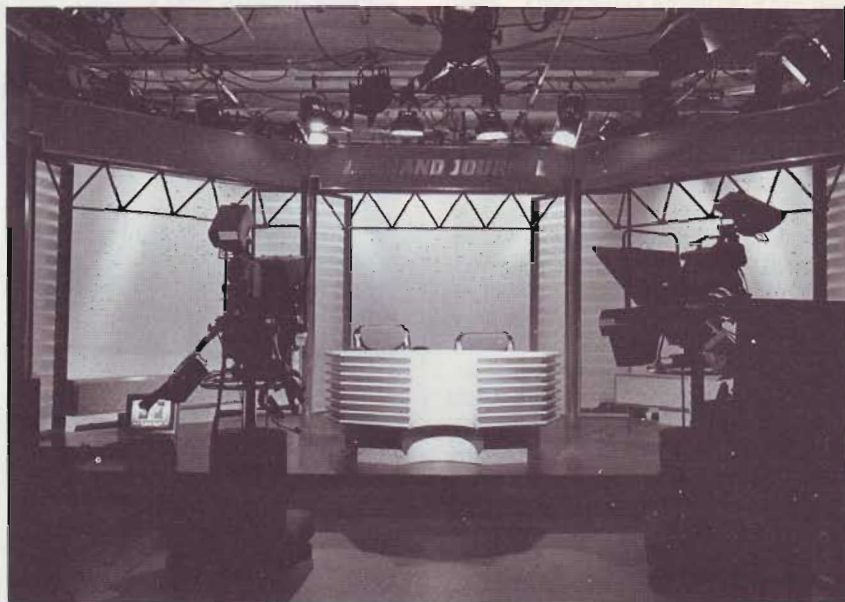
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*The set for the TQS newscast Grand Journal*

The final product is then encoded by Faroudja encoders into NTSC before being transmitted.

Television Quatres Saisons has access to Pulstar — the CFCF Satellite News Gathering vehicle — for live news feeds. TQS also shares 10 TVRO fixed and steerable satellite downlink facilities with CF-Cable and CFCF-TV.

I discussed the component format portion of the Television Quatres Saisons plant with Davis Goodman, the engineering manager. In our discussion, Davis said that the news studio is an area of the broadcast plant not appropriate for component production due to the large number of NTSC program items that are included in newscasts from satellite news services or other NTSC program sources. He said incoming news feeds from various sources often arrive simultaneously and must be decoded to component for editing. This puts a strain on personnel and requires a large number of decoders and frame synchronizers.

## Quebec City Station

Television Quatres Saisons is now completing construction of studio facilities at CFAP-TV Quebec City. The station has an existing 10 Kw Thomson transmitter with a 10 Kw backup, which have been in repeater service since TQS obtained its network licence in 1986.

According to Denis Belanger, vp en-

gineering, a licence has been filed for a power increase. To facilitate this increase in power the two 10 Kw transmitters will be operated in parallel.

The new facilities, with an estimated staff of 65, will begin local programming September 3 from two studios, one for news and the other for production. Construction of the building, located at 500 Rue Bouvier, began in early September, 1988.

The studios will temporarily share a control room. They will be equipped with two Sony studio cameras and one Sony handheld camera. The switcher will be a fully equipped Grass Valley model 200. The audio control room will be equipped with a Sony 2032, 20-input, 4-sub master stereo audio console. The intercom system is a McCurdy system and is integrated with a two-key Clearcom system to be used on the studio floor by boom operators.

Other support equipment includes an Abekas Digital Effects System, a Leitch Still File, a Chyron Scribe, a Super Scribe and a graphics room with DFS Paint box.

Signals will be routed around the station by a four-level 40x30 Utah routing switcher. The master control switcher consists of several busses of the Utah system.

A Sony Betacart BCV-10 in master control will be used for program and commercial tape playback. A future project will be the control of the Betacart by the Library Management System in Montreal.



## The TQS Network

The network was formed in 1986 and consisted of the Montreal network anchor station— CFJP-TV, channel 35—a Quebec City rebroadcast transmitter on channel 2, and a number of affiliates and rebroadcasters. The Quebec City rebroadcaster has since been licensed as a local station, owned by CFCF Inc. The network now is a nine-station network across Quebec and can reach 85% of the Quebec population of seven million people by



TQS Engineering Manager Davis Goodman in the VTR dubbing area in the Montreal facilities.

direct transmission. The remainder are serviced by cable television systems.

Gerry Dixon, TQS promotion director, told me nine million Television Quatres Saisons hours are tuned every week.

CFJP-TV Master Control in Montreal uplinks its programming via Ku band satellite— Anik C-3— to its affiliates and rebroadcast transmitters across Quebec.

Following is a table of TQS Network stations and their status as affiliates or rebroadcasters.

### CITY/TOWN CALL LETTERS CHANNEL

Montreal (Network Center):  
CFJP-TV 35

Quebec (Rebroadcaster):  
CFAP-TV 2

Rimouski (Rebroadcaster):  
CJPC-TV 18

Jonquiere/Chicoutimi (Affiliate):  
CFRS-TV 4

Sherbrooke (Affiliate):  
CFKS-TV 30

Trois-Rivieres (Affiliate):  
CFKM-TV 16

Val d'Or (Affiliate):  
CFVS-TV 29

Rouyn-Noranda(Rebroadcaster):  
CFVS-TV I 20

Hull-Ottawa (Affiliate):  
CFGS-TV 49

\* \* \*

I would like to thank Denis Belanger, vp of engineering, and Davis Goodman, engineering manager, of Television Quatres Saisons, and Lloyd Grant, of Gervais Associates, for their assistance in the preparation this article.

Bob Findlay is vice-president, engineering, of CFCF-TV Montreal. He may be contacted c/o CFCF-TV, 405 Ogilvy Ave., Montreal, PQ, H3N 1M4, phone (514) 495-616, or FAX 276-9399.

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# BROADCAST BEAT

by Phil Stone

**P**alm Springs: Here are some items gathered while we were again spending our winter vacation at this popular California winter resort...

We learned that **Thalia Assuras**, the Global TV news anchor, obtained a degree in microbiology and immunology from the University of Western Ontario before her M.A. in journalism, also at U.W.O.... Baton Broadcasting announced the appointments of **C. William French** as president of Agincourt Productions Ltd. and of **Allan P. Chapman** as president of Glen-Warren Productions, both Baton subsidiaries... **Frank Gardiner**, who had been radio manager at Radio-Television Representatives, became vp radio sales... CKO's national morning show, *Good Morning Canada*, now originates from Montreal, where it is co-hosted by **Jim Connell** and **Kathy Coulombe**. **Melanie Reffles** is producer... **Bill Anderson**, CJEZ-FM Toronto afternoon drive announcer, joined **Judy Webb** as co-host of 'EZ's *Toronto At Noon*... CBC Radio named its afternoon show, heard from 4 to 6 p.m., *Later the Same Day*. **Ian Brown** is host...

There was a rave review for Canadian actress **Megan Fellows** in *The Desert Sun*, which lauded her work in *Anne of Green Gables* and its sequel, and in the more recent *Stacking*. The Palm Springs newspaper suggests that PBS "sweep out half its dusty scholars and make her its network symbol"... **Linda Michaluk**, the mayor of North Saanich, B.C., is now serving as an on-air ombudsman for listeners in the Victoria area for **Mel**

**Cooper's C-FAX**. We also were advised that the station launched a campaign to find foster homes for hundreds of children in its listening area, another commendable move by C-FAX... **Howard Bernstein** became news director at Global TV, which has been celebrating 15 years in Canadian broadcasting. A nice touch was hosting a dinner party for the 21 remaining original employees and their spouses... It was quite a shock to learn that **Andre Bureau**, the broadcaster who became a broadcast regulator, had stepped down as chairman of the CRTC...

We got together out here with two former CHUM colleagues. As we did last year, when we profiled him for *BT*, we had dinner with **Larry Mann** and his wife **Gloria**. Larry, who makes his full-time home in Tarzania, California, spends his winter in the Palm Springs area and between times travels to Canada to record his Telecom commercials and work in a public relations capacity for the communications giant. We also dined with **Bob Laine** and his wife **Sandy**, who vacation out here. Bob is gm of CHUM's Winnipeg station, 1290 FOX and Q-94... The Society of Ontario Advertising Agencies is now located at Suite 205, 660 Eglinton Avenue West, Toronto, M5N 1C3, (416) 782-8908... **Bruce Jackson**, who worked for Jean and Michael Caine at CHWO Oakville and CJMR Mississauga, became community relations officer at Joseph Brant Memorial Hospital in Burlington, Ontario... **Michael Hind-Smith** was appointed for a further four-year term as president and CEO of the Canadian Cable Television Association...

The A.C. Nielsen people-meter system will likely come into operation this September... **Marilyn Belch** left BBM to go to Ottawa, where her husband had accepted a new position... It's expected that the CAB will launch its Canadian Broadcast Standards Council in June... A reminder that the Bessies, given for the best Canadian TV commercials, will be held April 27 at Toronto's Sheraton Centre. They are staged by the TvB and the Broadcast Executives Society... CKVU-TV Vancouver advanced **Barry Millar** from senior promotion producer to promotion manager... **Jack Simmons** is now gsm at CHRX and CJJR-FM Vancouver...

No less than 47 shows were said to have been wiped off the small screen in 1988... In the U.S. the price range for a song used on a national commercial is now \$200,000 and up...

We read that there are relatively few minority members among the hundreds of characters that viewers in America see daily. At ABC, for example, only 13 minority characters were regularly portrayed each week on more than 100 programs with hundreds of roles. That group included 12 blacks and one Eurasian. The article said that the numbers at CBS were similar...

From **Wayne Waldroff**, gm at BN, came word that **Rina Steuerman** was made manager, satellite sales... **Alex Semeniuk**, the marketing manager at CTV, took on the added responsibilities of vp, sales management... at YTV: **Martin Abel**, chief financial officer, became vp in addition to CFO; **Rob Burton**, director of programming and operations, was named vp, programming; **Suzan Grimmer** moved from director of sales to vp, sales; and

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**Susan Ross** was promoted from manager to vp, marketing...

One of the first TV commercials we saw when we arrived in Palm Springs was sponsored by the Oldsmobile dealers of Southern California and starred **Monty Hall** and his son **Richard**. Monty has three children: **Joanna Gleason**, an award-winning actress; **Richard**, a TV news producer, and the youngest, **Sharon**... Many of our vintage enjoyed the *Bell Telephone Hour* on network radio and television. The celebrated conductor and musical director of the program, **Donald Voorhees**, died at age 85... At BCTV: **Rob Ingram** became vp of finance and administration; **Jim Nicholl** was appointed vp of Vancouver Island operations... First Choice is increasing the number of closed-captioned movies on its eastern Canada pay-TV service... A press report said that **Jack Kent Cooke**, who moved to the U.S. in 1960, is today one of the wealthiest people in the United States...

**Kenneth McMillan**, whose show-business history included his role as the boss on *Rhoda*, died at age 56... Another passing is that of **Herbert Morrison**, the only broadcaster on hand when the dirigible Hindenburg exploded over 50 years ago. He was 83... Veteran Edmonton radio broadcaster and morning personality **Wes Montgomery** is now with CFRN as morning host... **Don Shafer**, vp and gm of Q107 Toronto, became vp and gm of CFGM while continuing his responsibilities at Q... **Dana Murray**, president of Dana Murray, Toronto, was named representative for Thames Television International, London, England, to handle their sales and distribution in Canada's English-speaking TV markets...

The last figures we saw reported that the U.S. had 1,600 daily newspapers, 1,300 TV stations and 10,000 radio stations... **Ronald Reagan's son**, 43 year-old **Michael**, signed a two-year contract to do news, weather and sports on KSDO San Diego... Radio-TV talk-show host **Larry King**, who underwent quintuple by-pass surgery two years ago, has authored a book, *Mr. King, You're Having a Heart Attack*. Proceeds go to the Larry King Cardiac Foundation, which makes possible heart by-pass operations for those who are unable to afford them... CKDS-FM Hamilton morning man **Roy Green** was named honorary chairman of the Hamilton/Wentworth Heart and Stroke Foundation... It's May 7-10 for the Canadian Cable Television Association's 32nd annual convention and CABLEXPO...

*Addendum:* **Danny Mann**, eldest son of **Larry Mann**, handles the warm-up for the TV sitcom, *Who's the Boss*... **Bob Redmond** appointed **David Craig** as news director of CJEZ-FM Toronto... the National Academy of Cable Programming, chose **Peter Ustinov** "Best Host In a Documentary Series"... C-FAX Victoria morning man **Barry Bowman** was named honorary chairman of the Greater Victoria area of the B.C. and Yukon Heart Foundation... **Romeo Tremblay** became vp, sales and marketing at Tele-Metropole; he joined them from Radio Canada, as did **Claire Samson** who was appointed vp communications... The CAB took on **Glen Milne** as vp television... **Tony Viner**, executive vp and gm of CFTR/CHFI Toronto, was chosen chairman of the board at BBM...

*Phil Stone welcomes your news for Broadcast Beat. Write c/o 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 2E6. Please address information for other departments and staff at Broadcast Technology to P.O. Box 420, Bolton, ON, L7E 5T3.*

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## FM REGULATIONS — AM RADIO'S SUPPORT SYSTEM

Like drug-weary patients — accustomed to, but not enthusiastic about their medication — so Canadian radio stations cope with the Canadian Radio-Television and Telecommunications Commission. But, with some two decades of CRTC structures behind us, this country's peculiar pre-occupation with radio rules has triggered a number of unique broadcast side effects.

The patient, however, seems to be more powerful than the strongest dose of medicine.

### Regulation is AM Radio's Support System

Canadian AM stations can look forward to a longer life expectancy in the ratings race because the CRTC has held FM stations behind the starting gate. Non-hit regulations stifle full-fledged "oldies" programming on FM, despite the fact that FM oldies formats flourish in the United States. Maximum Repeat Factor restrictions stop tight playlists on FM and leave younger age groups with AM station, options largely unavailable south of the border.

The CRTC stands, in Canada, against American listener tides that

are washing away much of the AM music still featured here. Regulatory protectionism would work well with an electronic iron curtain between our two countries. But the easy availability — and growing popularity — of unregulated U.S. signals, together with CRTC authorized cable penetration by Canadian stations originating hundreds, if not thousands, of miles away, are imperiling the concept of protectionism.

### Promises, Promises

The supply of FM frequencies in Canada is so low and the demand for them so strong that prospective FM owners are over-promising, in order to please the regulators into favourable decisions. Assuming such promises are kept, it means either more backgrounding (whether mosaic or foreground), more non-hits, more specialty music, more unconventional FM programming features, more entrenched protectionism for FM's competitors.

The desire for FM frequencies feeds the protectionist impulses that are already becoming untenable.

### Unique Listener Expectations

Ironically, programming features imposed on FM are now expected, to some degree, by FM listeners.

Theme-based music features with the regulatory nickname of "foreground" are well accepted concepts; so accepted that AM outlets have begun experimenting with them to shore up weaker dayparts. Listeners like non-hits in moderate doses, especially blended-and-packaged. Even if regulations were to end tomorrow, many well-researched FM stations would program, voluntarily, some elements of what the CRTC now mandates.

While programming purely by quality — without regulatory headaches — is preferable, the positive perception of FM is so powerful that even regulations can't cripple it.

### Information, Please

CRTC philosophy has turned Canadian FM into a much more information intensive medium than that which exists in the American market. Music backgrounding, mosaic features, and hefty news commitments require more talk. Yet, Canadians, particularly in sections of the country where newspapers are weak, want information both on AM and FM. And, as FM demographic targeting becomes more broadly based, news is a must.

Market dynamics are enforcing regulatory philosophy.

Now that 24 years have passed since FM regulations were first introduced, there's a hurricane of changes that even the CRTC can't stop.

It's time we started planning for a "post regulatory era".

*Howard English is president of English Media Enterprises, a broadcast consulting company based at 3701 Chesswood Drive, Suite 305, Downsview, ON, M3J2P6, phone (416) 398-2000.*



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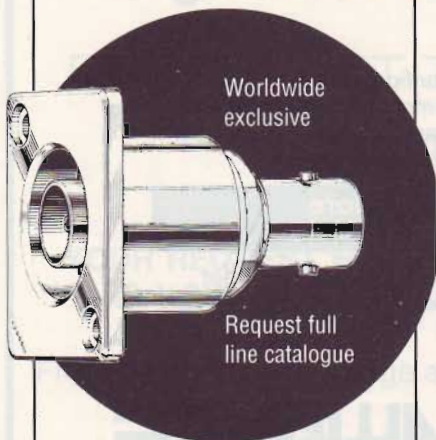
## CFCO CHATHAM



Dave Ellis

Mr. Art Kovats, Vice-President and General Manager of CFCO Radio, and Paul Firminger, Vice-President of Key Radio Engineering, announce the appointment of Mr. Dave Ellis to Engineering Manager, CFCO Radio, Chatham, Ontario. Mr. Ellis is a graduate of Natonum Community College, Prince Albert, Saskatchewan. He brings with him many years of broadcast engineering experience from Western Canada.

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## broadcast business

### NEW TORONTO PRODUCTION COMPANY

A new player—Oasis Corporation—has entered the television production and post-production field in Toronto with plans to invest as much as \$15 million dollars over the next two years. The new company will become involved in computer graphics and animation, high definition television, field production and post production services.

President of the new company is George Dykes, founder of Toronto EFP and its post-production division, One Twenty Parliament. The assets of Toronto EFP have been rolled into the new company and two outside partners—Producers Group International and Heliz Investments—are on board. Toronto EFP will operate as a division of Oasis, but One Twenty Parliament will be merged with the new company.

Dyke said the company is committed to high-definition TV and expects to offer some aspects of HDTV service this summer and to be able to offer full HDTV service in two years. He said the company will be actively involved in research and development

### ROGERS LOOKS AT LD MARKET

E.S. (Ted) Rogers wants to get into the long-distance telephone market.

Rogers—the controlling shareholder in Rogers Communications Inc.—said in an interview he plans to apply to Ottawa for the right to offer long-distance telephone service to break the current monopoly enjoyed by provincial phone companies, who have an armlock on the business through their association under Telecom Canada.

Rogers said his company's experience in developing a cellular telephone network through Cantel Inc. would give the firm a leg up in developing a long-distance phone service.

CNCP Telecommunications, owned by Canadian Pacific Ltd., has indicated it plans to apply to the Canadian Radio-Television and Telecommunications Commission within the next few months for a long-distance licence.

Rogers said his company doesn't want a service with slow growth, a fixed rate of return, and standard technology. "What we're after is innovative new services that haven't

been invented yet," he said. "I'm not terribly interested in having long distance on its own."

While he wouldn't elaborate, Rogers said "it doesn't take much imagination to see what could be done. If somebody has their Cantel phone on their desk and they carry it with them in a briefcase, if the phone's attractive enough, why wouldn't they use it at their desk?"

### OTHER BUSINESS NEWS

\* **Acrodyne Industries** has received a patent on a new method of RF transmission of a synthesized composite television broadcast signal. In addition to enhancing signal clarity, broadcast transmitters using the new technology are said to be twice as efficient as existing transmitters. For further information contact Dr. T.J. Hulick, vice-president engineering, Acrodyne Industries, 516 Township Line Rd., Blue Bell, PA 19422, phone (215) 542-7000 or FAX (215) 540-5837.

\* **Allan Crawford Associates** has been appointed Canadian representative for the Avanatek of Santa Clara, Calif. line of microwave semiconductors, standard amplifiers, modular products, signal sources and signal processing/control assemblies.

\* **Airtime Television Sales**, a new rep house with offices in Toronto and Montreal, are reps for five U.S. border television stations and Radio Quebec.

\* **Canadian Radio Networks** has acquired the *Night Channel* and *Night Country* radio networks from Seltech Ltd., a subsidiary of Selkirk Communications Ltd. The two networks serve approximately 35 Canadian radio stations. For further information contact Chuck Camroux, CRN, phone (416) 687-8595 or FAX (416) 687-9638.

\* **Channel One Systems Corp.** is the new name of Channel One Video Corporation. The Burnaby, B.C. company, part of the Nexus Group, changed its name to reflect its "systems approach" to its business and to leave the door open to future diversification

\* **Editcomm Inc.**, a Toronto video post-production house, has expanded its facilities with the addition of a new "SuperSuite" editing facility. The approximately \$1-million installation in-



## people in the news

Agincourt Productions Ltd.—**C. William French** appointed president.

Ampex Corp.—**Kevin Dauphinee** appointed senior product manager of Betacam products, responsible for worldwide marketing and customer sales support.

Canada News Wire—**Howard**

**Christensen** appointed manager, new business development.

CFQC-TV Saskatoon—**Gerald MacLeod** appointed vice-president, operations.

CJEZ-FM Toronto—**David Craig** named news director.

CKO Network—**Kathy Coulombe** and **Jim Connell** named co-hosts and **Melanie Reffes** producer of *Good Morning Canada*, which now originates from Montreal.

Comlink Systems Inc.—**Eugene C. Kwong**, P.Eng. appointed applications engineer.

Continental Golin/Harris Comm. Inc.—**Gail L. Flitton** appointed director of accounts, Ottawa bureau.

Glen-Warren Productions Ltd.—**Allan P. Chapman** appointed president.

IDB Communications Group Inc.—**Miles Thomas** promoted to manager, audio control centre in Los Angeles.

Mid-Canada Communications Corp.—**Jean-Marc Blake** appointed director of human resources and **Paul Fockler** director of regulatory affairs.

NASA—**Thomas J. Bentsen**, former director of satellite systems engineering at CBS, appointed manager of advanced video system development of the television development division.

Oasis Corp.—**Howard Gold** appointed vice-president, marketing of the new Toronto television production company. In other appointments: **Barry Elliott** named vp field operations; **Richard Grunberg** senior DOP; **Dale Gleason-Rechner** senior production manager; **Michael Belanger** senior editor, post production; and **Marnie Knappers** post production scheduling. →

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### IN MEMORIAM

**Mary Burgoyne**, chairman of the board of the St. Catharines, Ont., Standard and former president of radio station CKTB and CHTZ-FM St. Catharines, died recently after a long illness. She was 69. She served in the Second World War as a Red Cross ambulance driver. She was elected director of Niagara District Broadcasting Co. Ltd., owner of CKTB, on her return to St. Catharines. She became managing director in 1951 and president in 1970. She was president and publisher of St. Catharines Standard Ltd.—owner of the Standard, the Cobourg Star and the Port Hope Guide—from 1970 to 1977 and was active in the corporation as chairman until her death.



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### people in the news

Radio Bureau of Canada—**Tony Leadman** appointed vice-president, Ottawa district; and **Scott Parsons**, general sales manager of CHFI-FM Toronto, appointed chairman of 1989 Managing Sales Conference in Toronto August 20-22.

Radio-television Representatives—**Frank Gardiner** appointed vice-president, radio sales.

STV-Saskatoon—**Linda Walker** appointed sports reporter and weekend sports anchor.

Solid State Logic—**Piers Plaskitt**

appointed chief executive officer of the company's U.S. operations, based in New York, and **Dave Collie** appointed product development manager at SSL's Oxford, England headquarters.

Sony of Canada Ltd.—**Patrick G. Whittingham** appointed vice-president sales and marketing, communication products group.

Studer Revox Canada Ltd.—**Chris Marcellus** appointed western region sales manager, based in Vancouver.

Tele-Film Canada—**Jean-Paul Pare** appointed director, financing

and administration.

Tele-Metropole Inc.—**Ghislaine Mercille** appointed director of marketing.

Television Quatre Saisons—**Diane Legris** appointed vice-president, programming; **Francois Laurin** vice-president, administration; and **Gerald Dixon** director, advertising and promotion.

VTR Productions/Eastern Sound—**Karin Martin** appointed director of sales and marketing; **Dave Bruner** named VTR's director of operations.