

BROADCAST + TECHNOLOGY

JULY/AUGUST 1989 — VOLUME 14, NUMBER 10



NEW FACILITIES FOR CKCL/CKTO-FM TRURO, NOVA SCOTIA

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1989-1990 BUYERS' GUIDE

CANADA'S ONE COMPLETE GUIDE TO BUYING BROADCAST EQUIPMENT

"Poor Performance" results in Short-Term Renewal for CJON St. John's

CJON-TV St. John's has had its licence renewed for only 11 months instead of the usual five years because of poor performance, inadequate future commitments and breaches of broadcast rules.

The CRTC, in announcing its decision, said CJON will be called to a public hearing early next year to show what improvements it has made.

"CJON-TV has failed to take its responsibilities seriously," said acting CRTC chairman Bud Sherman, "performed poorly over its current term of licence and presented little evidence of any meaningful plans to improve its performance in the future."

He added that "considering its resources, CJON-TV does not give its viewers the quality of service it could."

CJON has been required to provide 10 hours and 25 minutes a week of local programs but proposed only nine hours during recent licence renewal hearings. The CRTC has told the station it must now provide 11.5 hours a week.

The commission was also concerned that the station's local programming was limited to news, information and sports. It said it expects the station to spend \$1.4 million on Canadian programming by Aug. 31, 1990 and provide three variety or music and dance specials as well as six documentary or sports specials.

CRTC CONSIDERING COMPETING BIDS FOR OTTAWA TV STATION

The CRTC faces a major decision again over whether to grant a new television licence for Ottawa and, if so, who should get it.

In the first round of what has become an enthralling battle to provide a third English-language station to the market, the commission granted a licence to Toronto's Baton Broadcasting in March, 1987. But Baton turned the licence back after purchasing CTV-affiliate CJOH-TV from Standard Broadcasting.

Two of the four applicants who lost

out in the original round were back before the commission again in public hearings scheduled to begin June 27.

Trying again were:

- Metro-TV, a Lavelin- and Allacom-backed group headed by original applicant Ted Billo, a former broadcaster and communications consultant, committed \$28 million to local programs over five years to generate 37 hours a week of local programming.
- CHUM Limited, who modelled their application on their Toronto station CITY-TV. CHUM committed \$20 million over five years to local programming and an initial minimum of more than 18 hours a week of local programming.

(Mid-Canada Communications, owners of nearby CHRO-TV Pembroke as well as a number of television stations in northern Ontario, withdrew its application for the Ottawa TV licence as a result of its reported sale to Baton.

Joining the fight for the Ottawa television licence this time around is:

- CanWest Broadcasting, which owns four western Canadian independent stations. CanWest committed \$36 million over five years to local programming.

CKO NETWORK UP FOR SALE

The all-news, eight-station CKO radio network is on the block as a result of the decision by Agra Industries Ltd. of Saskatoon to put Cybermedix Inc. up for sale.

Cybermedix's principle asset is cable systems with about 200,000 subscribers in Ontario, Saskatchewan and British Columbia. Perennial money-loser CKO and interests in clinical medical labs make up the rest of Cybermedix holdings.

Cybermedix is valued at between \$245 million and \$300 million, provided the CRTC ultimately gives its blessing to the purchaser. Agra controls about 53.3 per cent of the 12.3 million Cybermedix shares outstanding. But because of coat-tail

provisions protecting minority shareholders it will only entertain bids for all of the shares.

One condition of any deal will be that the purchaser agree to close first and then take responsibility for getting approval from the CRTC. And that could be a problem as the commission several times made its displeasure known over CKO's failure to live up to various commitments.

FRENCH-LANGUAGE STATION FOR WINNIPEG?

A second French-language radio station may be the cards for Southern Manitoba.

After a seven-year effort, La Radio Communautaire du Manitoba says it expects to complete a major fundraising drive this summer and ask the CRTC for a broadcasting licence in the fall. If successful, the station could be operating on the FM band by the summer of 1990. It would broadcast within a 75-kilometre radius of Winnipeg, and would take in about 85 per cent of the 50,000 francophones in Manitoba.

The station would be one of only five community-owned francophone stations outside Quebec. The others are in New Brunswick and Ontario.

TVO WINS FRENCH-LANGUAGE PROGRAMMING AWARD

TVOntario's la chaine francaise was a grand winner at a recent television and film festival in Montreal designed to promote programming in education and technology.

Sciences, on tournell!: L'Ecosysteme won three awards at the annual television festival organized by the Association pour le developpement et l'application de la technologie en education, including the top prize for best program among the 48 contenders. The program also won for best teaching concept and best program produced. **BT**

CRTC SEEKS COMMENTS ON REGULATIONS

The Canadian Radio-Television and Telecommunications Commission has called for comment on proposed new regulations designed to bring pay and speciality television services into line with conventional television broadcasters.

Interested parties will have to July 18 to register views on the proposed regulations which, the commission said, will be designed to "provide a standard framework under which all specialty services will operate. They will cover areas such as program content, political broadcasts, programming logs and records, and changes in ownership or control of the services.

A separate public notice appears to cover many of the same issues on the pay-TV side. The CRTC said it is proposing to ban pay-TV licencees or their parent companies from producing shows that the pay channel distributes

Officials of several of the companies affected described the move as mostly housekeeping.

The CRTC has already scheduled four public hearings into policy matters between September and July, 1990.

The commission initiated a review of its northern native broadcasting policy adopted in 1985 and has called for comments by Sept. 13 on a number of proposals. Acting chairman Bud Sherman said the CRTC's approach has been to encourage the evolution and expansion of native broadcasting. He said native broadcasting has experienced significant growth, with 13 regional native broadcasting societies currently providing radio and television services to 260,000 native people in the north and the commission feels it is time to review the policy to ensure continued vitality and further evolution.

The CRTC also has scheduled public hearing into policy matters for:

- Nov. 7 in Montreal to consider comments it receives regarding the requirements applicable to French-language Vocal Music.
- Feb. 5 in Hull for a review of the provisions regarding subscriber fees as contained in the cable regulations.
- And on June 26, 1990, also in Hull, to consider revision of the existing FM Radio Policy.

PEOPLE METERS BACK ON TRACK

The BBM Bureau of Measurement will go ahead with development and testing of an audience metering system based on technology from Les Entreprises Videoway, a subsidiary of Montreal-based Le Groupe Videotron.

BBM's decision came after 11 broadcast groups representing all major Canadian markets agreed to finance the \$2.3-million, two-year project

which will lead to full implementation by fall 1992.

The BBM electronic ratings system will generate local market data and national network audience rating estimates based on data from a national panel of 7,400 households. The first full test is scheduled in Toronto next February using a sample group of 450 households. Six months later work will begin in Montreal's French and English markets, followed by test installations in Vancouver and Halifax in 1991. →



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Among the broadcast groups involved is Radio-Canada, the French television network of the CBC. Others are British Columbia Television, Global Television, CHUM Ltd., CAP Communications, the CanWest Group, Cogeco, CFCF/Television Quatre Saisons, Pathonic Communications and Tele-Metropole.

Earlier, CBC-TV joined CTV and The Sports Network as part of A.C. Nielsen's network people-meter system due to begin operation in September. All were reported to have signed five-year deals.

Nielsen's service will be launched with 1,200 sample households providing viewing data, increasing to about 1,500 homes by January. Broadcasters are picking up 85 per cent of the cost of the \$6-million-a-year system.

Nielsen plans to speed up its schedule for offering market reports for Toronto and Montreal to sometime between September 1990 and August 1991.

The networks say electronic measurement should yield larger audience numbers than current measurement systems and should also increase network TV sales.

CAB UNVEILS STRATEGIC PLAN

The Canadian Association of Broadcasters unveiled its five-year strategic plan to 250 broadcasting executives at a recent day-long forum in Toronto. The CAB said the strategic plan will, if its objectives are met, guardedly protect both the popularity and economic health of private radio and television in Canada.

The plan was developed after a year of industry consultation. The CAB spent May fine tuning the document to reflect input from separate TV and radio sessions held during the forum. It

was then to be presented across the country to broadcasters, Department of Communications officials and the CRTC.

CAB president Michael McCabe said efforts now **must** be focused on making the strategic plan work.

The strategic plan says one of the CAB's first jobs in the coming years will be to protect the "foundation role" that private, over-the-air TV services play in the Canadian broadcasting system. At the heart of the television plan is what the CAB sees as a need for an all-industry approach to Canadian TV program production. The CAB believes public and private telecasters, regulators government and cultural agencies must all get involved to put available money to the best use.

McCabe said he hoped to have begun by fall "to work through how we will co-operate over the longer term. And I want the CBC to be part of that."

CBC PRESIDENT ATTACKS BUDGET CUTS

Outgoing CBC president Pierre Juneau says the CBC will not be able to meet its objectives in the face of cuts to its budget ordered by the federal government.

During a recent appearance before the Commons committee on communications and culture, Juneau said that if his term were not ending, he would likely have had to resign rather than commit the "butchery" the massive cuts imposed on the CBC would require.

"The CBC is going to be maimed," Juneau told the committee. "I don't know whether I would accept to continue if my mandate were longer. I don't think I could do the butchery that is involved."

Juneau's term as CBC president end this summer.

The government has ordered the CBC to cut \$140 million from its budget by 1994. Juneau said the cumulative effect of taxes, inflation and the budget cuts will mean a shortfall of between \$80 million and \$100 million in the final year. Documents presented to the committee show that with all factors considered, the CBC is facing a shortfall of at least \$463 million over the next five years.

Juneau told the committee that about 500 CBC employees will have to be laid off.

And he said that as a result of cut-backs, "the gap between the expectations of Canadians and the money that Parliament votes to meet those expectations has continued to grow — and to grow alarmingly."

FINE TUNING SCMO POLICY

The CRTC has made some minor changes in its policy for ancillary SCMO services.

The commission has decided that SCMO operators offering more than 15% ethnic content in markets already served by an ethnic AM or FM station must apply to the CRTC and possibly appear at a public hearing. This could mean that FM licensees intending to lease SCMO facilities to ethnic programmers might have to apply to the CRTC and appear at a hearing.

The commission's decision acknowledges that conventional broadcasters could be threatened by unregulated SCMO services.

The CRTC rejected a cable request for permission to strip SCMO information from FM signals and a proposal by background music operators to consider SCMO a "private communication". Also rejected was a proposal to

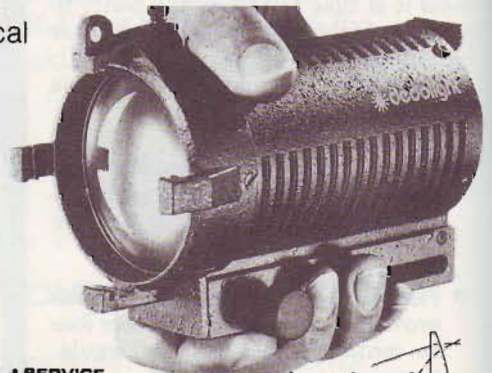
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treat "programming" and "non-programming" separately.

HOLBY JOINS WIC

Doug Holby has left his position as president of Edmonton's Allarcom Ltd. to join Western International Communications Group of Vancouver as their apparent to president Ray Peters.

Holby, 42, joined WIC as executive vice-president after 16 years with Dr. Charles Allard and his companies. He is to be groomed to succeed Peters when the latter retires in 1991.

Holby was replaced as president of Allarcom by Chuck Allard, the lawyer son of Dr. Allard.

FULLERTON LEAVES TVONTARIO

Mimi Fullerton, director general of TVOntario, is resigning from the provincial educational network Aug. 1.

Fullerton said in an interview that she was getting married at the end of the summer "and it seemed like a good time to take a small break."

The position of director general, considered second only to that of the chief executive officer, was created for Fullerton when she was hired in 1986. She was said to be instrumental in helping launch La chaine francaise, TVO's French-language service.

Fullerton worked at Telemedia and was a member of the task force on broadcasting policy before joining TVOntario.

CBC PRESENTS MICAM AWARD

CBC Engineering has presented its 8th MICAM award to Roger LaPlante, general maintenance technician with TV Technical services at Maison de Radio Canada in Montreal. The award was created in 1982 to recognize outstanding contributions by maintenance and operations technicians towards better use of resources and improved quality, reliability and efficiency of any technical operation at CBC.

Laplante won for his modification of Century-brand sound booms to allow mics to be rotated 360 degrees silently and with complete flexibility. The innovation has resulted in greater operational flexibility for boom operators and improved sound quality.

Honorable mentions went to Edward McCarthy of Winnipeg, for his design of a portable single-phase, 400

Amp power distributor which could be connected to a hydro pole or wires during remote broadcasts, and to Michel Borduas of Montreal for a five-part course he developed on sound recording.

RETAIL COMMERCIAL COMPETITION

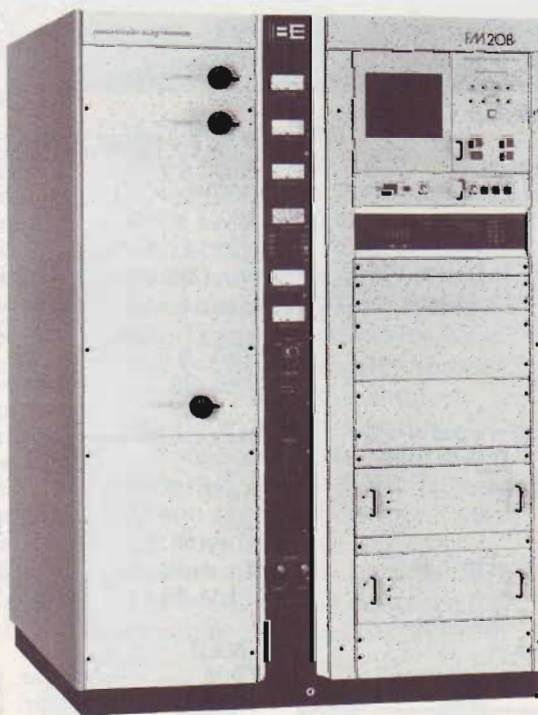
The outstanding retail television commercials of 1989 will be honored by

The Television Bureau of Canada's *Retail Comp 1989*, the country's only TV commercial competition judged by consumers.

The competition has two judgings in five locations across the country. The commercials are judged by consumer panels in markets of similar size to the one in which they ran. The winners will be announced at TVB's annual Sales Advisory Conference in Quebec City Sept. 27-29. **BT**

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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

	Spring 89	Winter 89	Fall 88	Sum. 88	Spring 88
1. CKAC	10.8	13.2	11.4	10.9	10.3
2. CFGL-FM	9.0	10.0	9.1	9.5	9.3
3. CKMF-FM	8.3	7.1	7.0	7.1	7.1
4. CJMS	8.0	6.7	7.9	5.8	7.8
5. CITE-FM	7.9	5.6	7.1	7.0	6.9
6. CHOM-FM	7.5	9.0	9.5	9.8	7.7
7. CJAD	7.0	6.7	7.7	7.8	7.8
8. CKOI-FM	6.0	5.7	4.6	5.8	5.1
9. CJFM-FM	5.2	5.3	5.1	5.8	5.4
10. CFQR-FM	4.7	5.5	5.7	4.9	4.7
11. CBF	4.4	4.7	3.7	3.2	4.8
12. CKVL	3.5	3.1	3.8	4.2	5.0
13. CIEL-FM	2.6	3.5	3.3	2.5	2.7
14. CFCF	2.1	2.4	2.4	2.3	2.0
15. CBF-FM	2.0	1.9	1.5	1.5	2.0
16. CHTX	2.0	1.0	2.1	2.0	2.3
17. CBM	1.9	2.3	2.2	1.7	2.0
18. CBM-FM	1.7	1.7	1.5	1.7	1.5
19. CKO	0.3	0.3	0.2	0.1	0.2
OTHERS:	5.1	4.3	4.2	6.4	5.4

QUEBEC

	Spring 89	Winter 89	Fall 88	Sum. 88	Spring 88
1. CHRC	30.7	30.7	25.2	23.1	28.5
2. CJMF-FM	20.3	19.2	18.8	22.7	19.3
3. CITF-FM	13.2	15.6	14.9	13.0	10.7
4. CJRP	6.9	8.4	11.5	7.4	10.7
5. KCV	6.3	5.6	7.3	6.5	6.4
6. CHOI-FM	5.5	5.5	4.0	4.8	5.0
7. CBV	5.1	5.3	5.9	5.9	6.7
8. CHIK-FM	4.9	5.1	5.7	9.6	6.1
9. CBV-FM	2.6	1.5	1.7	2.4	1.9
10. CFLS	0.7	0.6	---	1.1	0.8
11. CBVE-FM	0.3	0.4	0.5	0.7	0.7
OTHERS:	3.5	2.1	4.5	2.8	3.2

HAMILTON

	Spring 89	Winter 89	Fall 88	Sum. 88	Spring 88
1. CHAM	11.9	13.4	12.4	11.7	11.8
2. CHML	11.5	8.3	7.8	11.3	12.6
3. CKDS-FM	9.5	9.5	10.1	10.0	10.5
4. CKOC	8.5	7.8	9.3	6.9	8.5
5. CILQ-FM	7.1	5.8	6.0	6.2	6.0
6. CHUM-FM	5.5	7.5	5.9	7.9	7.4
7. CFRB	5.4	--	--	--	--
8. CKLH-FM	4.8	9.5	7.9	6.3	5.8
9. CING-FM	1.3	2.3	1.9	2.5	3.2
OTHERS:	34.5	35.9	38.7	37.2	34.2

TORONTO

	Spring 89	Winter 89	Fall 88	Sum. 88	Spring 88
1. CFRB	13.3	12.4	12.7	12.2	12.3
2. CHFI-FM	9.4	8.2	9.1	7.9	8.6
3. CHUM-FM	8.7	8.5	9.6	8.2	9.0
4. CJCL	7.6	5.2	6.7	7.7	8.3
5. CFTR	6.4	5.8	6.5	6.6	7.5
6. CILQ-FM	5.5	6.7	7.8	7.4	6.9
7. CFNY-FM	5.3	4.6	5.2	5.4	4.7
8. CJEZ-FM	4.5	4.9	3.8	3.5	3.8
9. CBL	4.3	5.8	5.4	5.6	4.4
10. CKFM-FM	4.2	4.6	4.6	4.1	5.0
11. CKEY	4.0	3.9	3.0	3.7	2.5
12. CHUM	3.7	3.6	3.9	3.2	5.4
13. CFGM	3.2	4.4	2.3	3.3	2.4
14. CBL-FM	2.9	3.8	3.3	2.2	3.2
15. CKO	2.0	1.6	1.8	1.6	1.5
16. CJRT-FM	1.1	1.0	0.7	1.3	1.2
17. CJBC	0.2	0.2	0.1	---	0.2
OTHERS:	12.5	14.8	13.5	16.1	13.1

OTTAWA

	Spring 89	Winter 89	Fall 88	Sum. 88	Spring 88
1. CFGO	11.1	9.2	11.6	9.1	8.1
2. CKBY-FM	10.4	10.4	8.1	9.2	9.3
3. CFRA	10.1	10.6	8.1	10.0	12.2
4. CFMO-FM	9.8	11.1	13.5	11.6	12.4
5. CBO	9.0	8.9	8.9	8.7	9.8
6. CKTF-FM	6.9	5.8	6.3	7.1	6.3
7. CHEZ-FM	6.6	9.9	9.6	9.1	8.4
8. CIWW	6.5	5.8	6.3	7.6	6.0
9. CIMF-FM	6.0	5.8	4.6	6.3	6.0
10. CJRC	5.3	6.1	6.6	5.2	6.0
11. CJSB	4.4	1.4	2.1	1.8	1.8
12. CKCH	3.2	3.3	3.2	3.2	2.8
13. CBO-FM	2.7	2.4	2.8	2.3	2.8
14. CBOF	1.3	1.6	1.2	1.1	1.0
15. CBOF-FM	1.2	1.0	0.8	0.7	0.6
16. CKO-FM	1.1	1.3	1.0	1.5	1.1
OTHERS:	4.4	5.4	5.3	5.5	5.4

WINNIPEG

	Spring 89	Winter 89	Fall 88	Sum. 88	Spring 88
1. CJOB	21.6	18.4	24.7	21.1	21.7
2. CHIQ-FM	15.7	13.6	10.5	8.1	11.9
3. CITI-FM	11.1	9.8	9.1	8.7	5.9
4. CKRC	10.8	7.9	8.2	10.8	7.9
5. CIFX	10.0	9.0	10.7	9.8	9.5
6. CKY	8.4	9.9	6.9	10.1	8.7
7. CBW	5.6	8.9	9.9	7.3	11.8
8. CKIS-FM	4.8	5.6	5.1	10.5	10.3
9. CBW-FM	3.0	4.3	3.6	2.9	2.9
10. CKWG-FM	2.2	4.8	5.0	3.1	2.5
11. CKSB	0.2	0.6	0.4	1.6	0.2
OTHERS:	6.6	7.2	5.9	6.0	6.7

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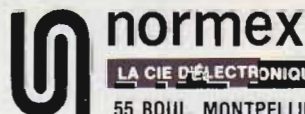
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CALGARY

Figures for Calgary were not available until July 6 due to a computer error. They will appear in the September issue of *Broadcast + Technology*.

EDMONTON

	Spring 89	Winter 89	Fall 88	Sum. 88	Spring 88
1. CIRK-FM	13.0	10.7	11.4	13.2	12.7
2. CHED	11.9	11.5	11.6	13.3	13.6
3. CJCA	11.8	14.1	15.0	11.6	14.9
4. CHQT	11.2	11.1	10.0	7.6	8.9
5. CKRA-FM	9.4	8.4	9.1	7.2	9.3
6. CHMG	7.9	5.6	2.8	2.1	2.6
7. CFCW	6.9	5.7	9.2	10.7	9.3
8. CISN-FM	6.8	9.2	10.0	9.2	6.3
9. CFRN	5.7	5.6	5.7	4.6	6.7
10. CBX	4.5	6.0	5.5	5.2	5.3
11. CKNG-FM	2.5	2.9	1.3	2.0	1.8
12. CKXM-FM	1.9	1.8	1.8	3.2	1.8
13. CBX-FM	1.5	2.6	1.2	2.7	1.9
14. CKO-FM	1.0	0.3	0.6	1.1	0.4
15. CHFA	0.1	0.4	---	0.2	0.1
OTHERS:	3.9	4.1	4.8	6.1	4.4



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	Spring 89	Winter 89	Fall 88	Sum. 88	Spring 88
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2. CFOX-FM	9.8	7.5	8.4	8.4	7.2
3. CKWX	7.4	6.2	8.3	7.5	6.4
4. CBU	7.2	7.4	7.0	6.3	7.7
5. CFMI-FM	5.6	6.1	5.8	6.4	8.4
6. CFUN	5.5	6.1	6.2	5.8	6.5
7. CKLG	5.3	4.6	5.5	5.8	7.0
8. CKKS-FM	5.1	4.5	5.0	5.7	4.9
9. CISL	5.0	4.0	3.0	4.3	4.3
10. CHQM-FM	4.7	6.1	6.7	5.7	5.3
11. CHQM	3.7	4.2	4.2	5.9	4.5
12. CKO-FM	3.6	2.7	1.3	0.8	1.9
13. CHRX	3.4	5.1	4.4	5.1	4.7
14. CBU-FM	3.0	2.9	2.1	4.0	3.5
15. CJJR-FM	2.6	3.2	2.7	3.3	2.7
16. CKXY	2.3	2.7	2.2	2.7	2.7
17. CBUF-FM	--	0.1	---	0.1	0.2
OTHERS:	9.4	8.2	9.0	9.7	9.5

by **Bill Coombes**, president of Fraser Valley Broadcasters: *To be successful, broadcasters must be sensitive to their market.*

It's fine to listen to consultants talking about trends, but what consultants say must be mixed with what you know about your particular audience.

Some listener demographics want lots of music and little talk. But I was talking with a PD about such "more music-less talk" formats and asked which station he listened to. He said he didn't listen to radio, he listened to CDs. That way he got exactly what he wanted when he wanted.

Audiences who want just music have a multitude of alternatives.

Is radio teaching its audience to switch off the radio?

In this age of fragmentation, of choices, you need something more or you risk becoming irrelevant. What you can provide is a community presence, a means to keep people in touch, a voice that relates to your audience. We all know what happens to politicians and entertainers who no longer relate.

I know many are going to accuse me of nostalgia but in this business, more than any other, what goes around comes around.

Advertising = Profits

Some comforting words for those in sales from the annual seminar of the Association of Canadian Advertisers: Companies that spend heavily on advertising and put more money into ads than sales promotion tend to show the best profits.

Alex Biel, executive director of the Ogilvy Centre for Research and Development of San Francisco, told the seminar an American study shows companies that spend more on advertising as a ratio of sales than direct competitors have a higher market share. Also, high-advertising companies have higher returns.

Meantime, some interesting facts about the market created by aging baby boomers from David Meer, senior vice-president of the Daniel Yankelovich Group of New York, encouraging advertisers to pay more attention to the mature market. He said the 50-plus group controls over half the discretionary spending income in the U.S. and accounts for 80 per cent of all leisure travel. Statistics are usually fairly similar this side of the border.

* * *

Something to incite a little envy: **CISN-FM Edmonton** expects to have a portable satellite uplink in operation this fall. It'll be part of a mobile studio. The Shaw Radio station plans afternoon shows from communities around Edmonton, all transmitted by satellite.

People . . .

Stan Thomas, CanWest Television's vice-president of programming, moves to Vancouver next month from Winnipeg to boost drama production at CKVU-TV...

Jack Innes, former president of CJOC/CILA-FM Lethbridge, celebrated his 65th birthday in May. He retired at the end of January. **Brent Seely** took over as vice-president and general manager...

My old friend **Gil McCall** (make that long-time friend) has decided to take it easy and is having fun just doing an

on-air shift at CFFM-FM Williams Lake after semi-retiring. **Ken Wilson** is now manager... I saw another long-time friend, **John Gormley**, at a regional meeting in Saskatoon. You'll know he was doing big things in Ottawa but had the misfortune to hold the riding of The Battlefords which makes a point of changing parties at every election. John is currently senior advisor on Saskatchewan's privatization kick. I can see him returning to radio, maybe later this year. He used to be a good talk-show host at CKOM then CFQC Saskatoon...

Sue and Terry Shepherd are moving from Quesnel to CJCI/CIBC-FM Prince George where Terry succeeds **Ron East** as general manager. Ron's giving up just one of his hats; he stays on as president. Succeeding Terry at CKCQ Quesnel is **Richard Skinner**...

There've been changes at CKAY Duncan. **Cam Drew** is now general manager, **Sig Reuter** is morning man and **Jay Longpre** program director. Jay also does afternoon drive. **Gord Wright** has become retail sales co-ordinator...

Glen Milne has left the CAB to return to private business. His replacement as senior VP, television, is **Elizabeth McDonald**, former director of policy and planning. **Michel Tremblay**, formerly of the CRTC, has taken **Pierre Nadeau's** former job as senior VP, radio...

* * *

Joe Woodburn, veteran newsman from CHOW Welland, has joined CKEK Cranbrook as news director...

Brian Zilkie has moved from CKND-TV Winnipeg where he was GSM across the road to the same position with CKRC/CKWG-FM. **Stan Schmidt**, former GSM at STV-Saskatoon, moved to Winnipeg to take Brian's place. STV has gained on-air personality **Bob Hykaway** from CJWW do to weather and feature work...

Peter Tadman, VP news and public affairs, has left CITV Edmonton after 14 years. During his time ITV won about 60 awards for news coverage, the latest were two Prairie RTNDA awards in May... The Prairie RTNDA handed CFRN-TV Edmonton two awards, its sister AM station CFRN one and **Eddie Keen** of CHED Edmonton won an award for the second successive year...

Bob Chelmick, who co-anchored the 6 p.m. news at CFRN-TV with Daphne Kuehn, has returned to CBC Edmonton after four years away to replace **Dana Lewis** who's become a provincial affairs reporter/commentator. Lewis co-anchored the CBC's *Edmonton Newsday* with **Joanne Stefanyk**. CFRN-TV's **Darryl McIntyre** is anchoring both the 11 p.m. news and co-anchoring the supper-hour news. *Edmonton Newsday* is mirroring some private formats with a half hour of hard news, weather and sport followed by a half hour of soft news, features and interviews...

Dave Rutherford has moved into the PD slot at CHQR Calgary. He's from a talented broadcasting family. Brother Doug is PD at CKNW New Westminster, also having started in news. **Angela Kokott** is the new ND at CHQR...

More changes at the CBC: **Whit Fraser** went from national reporter for Alberta and the North to Calgary host

host on *NewsWorld*, the all-news network. **John Lovink**, former executive producer of news in Calgary, is gone. **Bill Jerald** moved from Saskatoon to Regina as executive producer...

From **Linus Westberg**, GM of CKDM Dauphin, comes word of changes there. **Debby Sorochynski** has become local sales manager and **Glenda-Lee Allan ND**. You see, Linus, flattery will get you somewhere... At CFSL Weyburn, **Wayne Ross** is now news director, succeeding **Doug Deegan**. **Greg Lee** took over as ag reporter and afternoon newsmen from Wayne. **Jay Hitchen** moved from CKNG-FM Edmonton to become CFSL's new PD...

It was nice to see **Serge Plotnikoff**, president and sales manager of CKQR Castlegar, at the BCAB. GM **Gordon Brady** was busy moving the station from the basement where it's always resided to new facilities in an apartment block. I hear staff are looking forward to seeing daylight. **Brian Brown** is ND at CKQR; former ND **James Compton** is now working at CHTK Prince Rupert.

BCAB Award Winners . . .

The BCAB received 148 entries to its awards program this year, up from 108 last. Winners (radio and TV in each category) were:

Best Creative: CJJR-FM Vancouver; CFTK-TV Terrace.

Community Service: CKIQ Kelowna; CKPG-TV Prince George.

Canadian Talent Development: CJFW-FM Terrace; CHBC-TV Kelowna.

Excellence in Journalism: CKWX Vancouver; CKVU-TV Vancouver.

Special Programming: CKEK Cranbrook; CFJC-TV Kamloops.

Agency Creative: J. Walter Thompson; McKim Advertising.

Friend Of The Industry: **Jim MacInnes**, BC Tel's retired former VP of corporate communications.

Broadcast Citizen: **Ray Peters**, president of WIC, chairman of BCTV, chairman of Cancom and chairman of the Vancouver Symphony Orchestra when the orchestra had to be brought back from bankruptcy.

Broadcast Performer: **Russ Richardson**, born in North Battleford, initiated to radio at CJRL Kenora, of CJOB Winnipeg, CKOK Penticton and CHBC-TV Kelowna.

Broadcaster Of The Year: **Jan van Bruchem**, chairman and GM of CJVB Vancouver, a knight in the Netherlands Royal Order of the House of Orange and a knight of the Golden Cross presented by the Polish Canadian Congress.

Executive Unchanged . . .

The BCAB's board of directors remains unchanged: **Tom Peacock** of CKWX/CKKS-FM is president, **Roy Gardner** of BCTV is VP, and members are **Bill Coombes**, **Alden Diehl** of CKLG/CFox-FM Vancouver, **Bryan Edwards** of Okanagan-Skeena, **Gord Leighton** of CKPG/C101-FM Prince George, **Paul Ski** of CFUN Vancouver and **Dennis Gerein** of Kootenay Broadcasting System.

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Cover story:

New Facilities for CKCL / CKTO-FM Truro, N.S.

by Harold Thompson.

The decision to replace the Truro, N.S. studios of CKCL/CKTO-FM was made early in 1985. Radio Atlantic president W.A. (Bill) Winton quickly started the search for a suitable site, hoping a downtown Truro location could be found to keep intact the nature of the station as a drop-in community station, as it had been for decades.

Hedging bets, an option was taken on a hilltop lot in an industrial park on the outskirts of town — even though the location would change the station's identity; and maybe even effect its business.

After two years of trying to find a downtown building or building site, all but one property had been eliminated. We did find that commercial properties were ridiculously expensive — with the cost of residential properties in the downtown core not much better. Most disappointing was that the one good downtown property that would have met our needs — after all the surveying and legal work were done and various town approvals were granted — fell through at the last minute.

So it was back to the industrial park, where a new option was taken on two acres of property — not as visible as the original site but better for building with less site improvements required.

Staff Input Vital To Design

All through this long exercise many sets of site and floor plans were drawn for the potential sites — up to 50 sets of floor plans were created with just about every variation that could be thought of. Every article that could be found in the trade magazines about new stations was pulled, and a number of stations were visited to gather ideas.

Every time we seemed to have drawn the ideal plan someone would come up with a better way to do something, and away we would go again. This was partly our own doing, as staff were invited to create their own versions of floor plans.

Staff were free to review our plans and offer comments and suggestions. This provided more ideas than you might think and, despite the aggravation, did a lot for morale and helped us engineers look bright and clever.

Finally, we were ready to begin.

We had decided to use the design/build system where the prime contractor would be responsible for design and construction — the entire project as a turn-key project. For this a final set of plans and specifications was required.

As it turned out, the final set of floor plans were drawn on a table in a motel in Bathurst, N.B., while I was visiting our sister station, CKBC. Fortunately the station managers were also there, so final approval was possible on-the-spot.

The next job was preparation of specifications to go with the bidders' package. This was written, based on information gathered from all possible sources, including engineers and staff from our other stations. A key to the specs was our insistence that maximum local labor and supplies be used.

With all of this in hand we invited four local contractors to a bidders' meeting, where they would all hear our presentation at the same time. Three showed up.

One of the proposals was for a wood-frame building with steel-siding that looked like a warehouse; one presented a tilt-up concrete design that was reminiscent of an early

radio station; and one presented a modern tilt-up concrete building with lots of glass. Needless to say, the last proposal — by R.D. Stevens of Dartmouth, N.S. — was selected.

Months of continuous work followed, involving literally thousands of details. Site clearing started in early March, 1988 and the key was presented to us on July 20, less than six months later.

Consulted Experienced People

Technically, we tried to gather as much information as we could from experienced people. Rather than redesign the wheel, we went to many other stations and asked "what would you do if you could build a new station?" All gave their ideas freely.

We owe debts of thanks to Kurt Arsenault and Wayne Harvey (CHNS Halifax); Brian Hooper and Bob Oke (CKCW Moncton); Jack Hutchison (CFDR Dartmouth); Don Weeks (RTD); Gary Stone (CFNB Fredericton); Walter Labucki (CJCH Halifax); J. Richardson and Rick Gordon (CJMO-FM Moncton); Robert Cooke (CHOK Sarnia, Ont.); Dick Cleveland (CIHI Fredericton); and the chief engineers for two radio stations in Quincy, Ill. We can point to features that have come from them all, and we hate to think what we might have ended up with without their input.

Through the latter part of 1987 we went through the drill of cataloguing all existing equipment, and estimating the remaining life of each piece, to determine its reusability. From this we arrived at a list of new equipment required to set up reasonably modern AM and FM stations. The list was taken to the 1987 CCBE convention in Toronto and negotiations started in earnest with suppliers.

At the CCBE trade show, or shortly after, we ordered three McCurdy "S" series consoles from Maruno, three Dynamax triple-deck cart machines from Oakwood Audio; and from Allied Electronics a Shure mic mixer, two Technics turntables, six Audiometric distribution amplifiers, patch panels, termination strips, two Davtronics newsroom selectors, and assorted hardware. Wire and cables, eight cassette recorders, two TV sets for the studios, parts to build six monitor amplifiers and the loudspeakers for the studios were bought locally.

Also that November we bought a good drawing board, rented an office and set up a design shop where we created all of the electrical interconnects, cabling, conduits, racks, woodwork, floor layouts, room revisions, and schematics and mechanicals for the turrets, monitor amplifiers and switchers.

Advance Planning Paid Off

Our philosophy was that by doing the drawings first we would be able to hire less experienced people to do a lot of the work; we would only have to show them how to read the drawings and how to perform the necessary functions. This worked out well. We had a couple of retired mechanical people pull in all our multi-core cables and two trade school students do the terminations. We only found a couple of crossed pairs in the first week or two, so the system worked.

It also helped with the sub-contractors, as we simply gave them plans to show where the conduits should stub up and the layouts for various equipment. We didn't have to be at the site all the time to make sure that it was done right.



Top row — Roy Publicover, vp/gm; Lorne Breckon, CKTO music director; and (in library) David Guy, CKCL pd; Mike Halverson, CKCL music director; and Bill Mills, sales. Lower row — Chief engineers Harold Thompson and Don Jardine; Mike Mercer (in newsroom); Penny MacDonal, secretary; and Patricia Phillips, receptionist.

We designed and built our news booth and talk studio turrets, program switcher and monitoring amplifiers.

The switcher was patterned on one seen in Quincy, Ill., and the amplifiers from some used at CKCW Moncton. The switcher works fine, but the amplifiers created a problem when we had six completely built (with the exception of the modules) only to find that the modules no longer were available. This resulted in some expensive mods being made at the last minute; we would have saved money and time if we had simply bought off-the-shelf units.

All of the woodwork was done by Geo. E. Waugh & Sons of Truro. We prepared drawings for the cabinets, etc. showing the outside dimensions and cross-sections for the critical parts. They took the job from there and worked out the details. They were extremely helpful and came up with a lot of good ideas that ended up in the finished product.

The three "S" series McCurdy consoles were for the CKCL studio, the CKTO-FM studio and the number one production studio. They are all set up the same, with pot assignments as similar as possible.

The woodwork for each studio is identical and the layout of equipment is as similar as the varying functions will allow. This was done so announcers could learn the station quickly and change from studio to studio with the shortest familiarization time.

The only problem with the "S" line consoles was that we had to design switching to allow more than one input to each pot, and relay panels to operate the tally lights and do the muting functions. We designed and prototyped these parts and then had the students build the remainder.

Another problem was that the consoles did not have any cables supplied with them. So we rented space to set up the equipment and woodwork to simulate a control room. With this we were able to develop our cable harnesses, and then build three of everything.

(I should digress here to explain that we have two engineers in Truro. I am the chief engineer for Radio Atlantic, which includes CFNB Fredericton and CKBC Bathurst, and Don Jardine is the chief engineer for CKCL and CKTO-FM. We divided the tasks, with Don looking after the consoles and studio gear while I looked after the building construction, furnishings, cabling, duct work, and the set-up in the engineering and news departments. Don got the worst of it, as he also looked after all repair calls for the two stations while all of this other activity was taking place.)

We used Belden-type multicore 22-gauge solid shielded pairs for cabling, with the largest being nine pair. Termination was on Siemens 66-style blocks in engineering and at the studios. We like the 66 blocks because you can make changes and test and pad easily on the split six-row blocks.

The console harnesses were mostly made with nine pair 22GA. stranded cables, with the remainder being 22GA shielded stranded cable. All in all we used about 6,000 feet of multicore and about 4,000 feet of single-pair cable.

Most audio and control cables are wired in a hub-and-spoke network with engineering being the hub and the studios and other rooms being the spokes. The talkback cabling runs point-to-point in an enclosed star configuration with none of the circuits coming to engineering.

Did Own Design For Studio Walls

We discussed whether to get consultants to design studio walls or to build the best we could and then retro-fit to cover the goofs. We decided on the latter approach and, sure enough, we will have to do some fix-ups.

The studio walls are all doubled, with one 2 X 6- and one 2 X 4- wall made of wood with a 1-inch space stuffed with R20 insulation and single 5/8" drywall on both sides. The main problem is where the walls meet the corrugated metal roof. The spaces are stuffed with standard building insulation and that is not enough. We will soon be adding drywall fitted to cover all the spaces and liberal caulking to stop sound transmission.

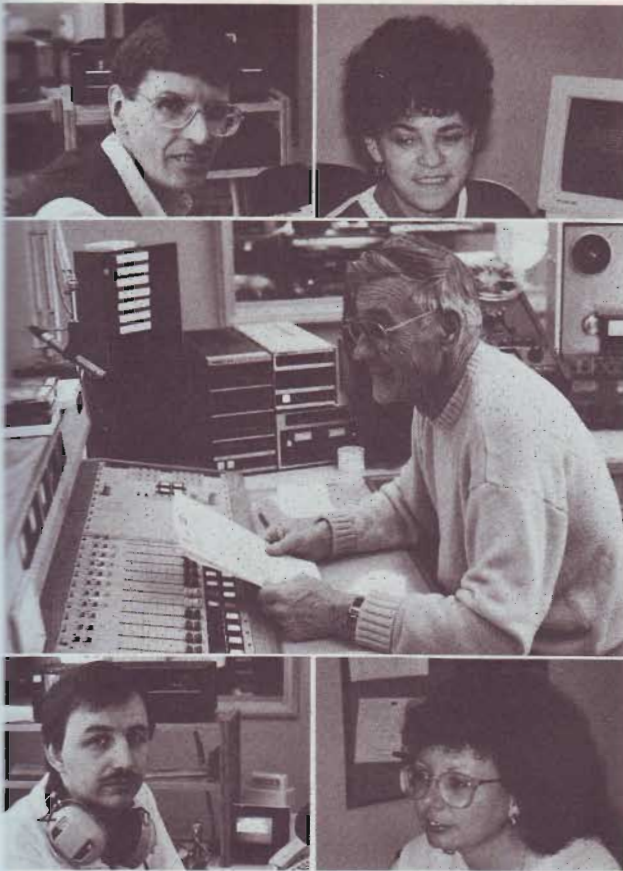
The studio windows are doubled, and we will have to install a third pane in most of them.

The studio walls are painted gyprock, and we are installing panels in calculated locations to acoustically equalize the area.

Layout in the three studios was set up so we can walk around all of the consoles. Through the use of removable panels we can work on all wiring from the outside while the consoles are in service. A second production studio is being built, using mostly used equipment.

The newsroom was changed from a reel-to-reel operation to a cassette system. A slide presentation sent to us by Robert Cooke at CHOK Sarnia was the final convincer in favor of the cassette system. The woodwork was designed somewhat from the CHNS Halifax proposed design for their new newsroom, which was specifically set up for cassettes. Some of the shelving is adjustable to allow for future changes.

We set up the newsroom for two self-contained work stations with duplicate equipment, and a third typing station. The four printers used are clustered along one wall in a specially designed table with paper slots and a small shelf built-in to accommodate the modems that one can never find space for. The telephone people are really happy because all of their equipment faces front where they can get at it without having to redecorate the newsroom. →



Top row — Doug Branscombe, CKTO pd, and Agnes Lattie, traffic; centre — Bob Bartlett, production engineer; lower row — Dale Lyon, CKCL country music director, and Nancy Gillis, copy writer.

Electrical Systems

The contractors added an emergency electrical panel that supplies all the consoles and the newsroom. We built a simple changeover system to put all those services on a 2200-watt gas generator. The generator could have been bigger — our normal load is 12 amps — but it works fine for now, having been used once since last August.

To minimize assorted hums and other bad noises, we built an extensive ground system. It comprises a number zero wire around the building footing with three ground stakes at each corner. Risers of number six wire are run to all rooms where there is equipment. Everything is bonded by this brute force system rather than using a common-point system. We have not had even a hint of problems, so it must be working.

A 60-foot tower was squeezed into the budget, even though there is not much on it yet. We have a VHF antenna on top for voice cut-ins, a weather station, a scanner antenna, and the AM and FM off-air antennas. It is a good, stiff tower and probably will have STL gear on it before too long, and who knows what else in the next few years.

Oh, by the way, the building is a two-storey of about 7,000 square feet. The studios are upstairs along with news, continuity, library, program directors' offices and lunch room. Reception, sales, traffic, managers' offices, conference room and engineering are downstairs. This is fine until you have to carry tape recorders, etc., up and down the stairs for service.

The building was originally scheduled for completion by July 15, 1988. To allow us to get as much work done as possible before that date, we asked that the studios and engineering be completed first. Guess how it really went?

The studios took the most work since they were made of wood and involved different tradesmen. They were finished

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From left — Dave Innes, CKCL morning host and promotions director, with Marion Parker, copy writer; top row — Mike Worsley and Dan Winton, sales; Mike Trenholm, news director; lower row — Mike Vautour, copy writer; CKTO morning host and farm news director Frank MacDonald; Jackie Murphy, news; At right — Barry Cox, CKCL announcer.

last, wouldn't you know. Then the contractor finished the upstairs first and kept moving all the dirt and mess downstairs, toward the back door. Engineering is the last room by the back door, so of course it was the last room in the building to be finished.

Not withstanding all of the mess, we did manage to get into the building and get the cables pulled into the conduits — but not much else. But it didn't take long to move the woodwork in and get to work. There was more new equipment for the FM studio than for the others, so it was set up first. About three weeks after we got the building we ran about an hour to air on FM late one night.

Our audio goes to the transmitter by Telco lines. And the telco people seemed to have more trouble with how to change over than you could imagine. They wanted a 10-hour shutdown to make the changeovers to the new studios. After many conferences we convinced them that if we let them use our control lines, and they conditioned them for audio, we would look after the rest.

They finally did what we asked and we had audio lines to the transmitters from both studios. We then paralleled the lines at the transmitter, and for trials and changeover simply potted down at the old studio and up at the new; and

nobody knew the difference.

The final change over took place September 1 — at 10 a.m. for CKTO-FM and at 11 p.m. for CKCL.

All does not go without problems, and we have had a few. The satellite receive system worked fine up to Nov. 21, when we started getting interference from a local microwave site. As a result the satellite dish had to be moved.

The heating and air conditioning system has turned out to be somewhat of a disaster, with mechanical failures and inadequate design. We have gone through some months now of alternate roasting and freezing, but an end is in sight with several costly mods that have to be made.

Other than those, most of the start-up bugs have been small, but time consuming. Everyone is happy with the new studios.

We are all waiting for anybody to drop in so we can boastfully show them around.

BT

Harold Thompson is chief engineer for Radio Atlantic Management Ltd., operators of CFNB Fredericton and CKBC Bathurst as well as CKTO/CKCL-FM Truro. He credits various staff members for their help in putting the article together and for supplying the photos.

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BROADCAST BEAT

by Phil Stone

At the invitation of **Bert Allen** we attended CBC Telefest '89 at Toronto's Harbor Castle Westin. Presented by the Ontario Region of the CBC and sponsored by Canon Canada Inc.'s broadcast lens division, it was the 9th annual awards competition for Ontario colleges and university students enrolled in film, radio, television and animation.

A large crowd was on hand to witness the presentation of awards to those who had come through the 128 entries from 26 schools. The most efficiently-run affair was preceded by a delicious luncheon and owes much to the Telefest co-ordinators, a group that included **Bert Allen**, **Michael Monty**, **Susan Snelgrove** and **Marilyn Sturtridge**. We sat with **Bill Brioux** of *TV Guide* who, as a student at the University of Toronto Schools, was a major Telefest award winner nine years ago. (His uncle, by the way, is Norm Brioux of stock car racing fame.)

As can be expected, there was a big turnout from the colleges. Among those we chatted with were **Karl Erickson** and **Peggy Eiler** from Humber; the aforementioned **Michael Monty** of Seneca and his charming wife, **Shirley**; **Larry McIntyre** and **Jim Ste. Marie** of Conestoga; **Fred Steinmetz** and **Barry Sarazin** of Fanshawe; **Larry Taylor** of Niagara; **David Spencer**, our former Humber colleague now at UWO; **Sid Perlmutter** and **John Twomey** of Ryerson. John told us he was about to retire from Ryerson after 20 years — seven of them as chairman of Radio/TV Arts — to re-enter the industry.

Don Goodwin, now retired from his role as CBC Ontario regional director and succeeded by Bill Armstrong, was saluted for his founding of Telefest, and it was a well-deserved tribute. The quality of the winners was excellent, with the major prizes — the Regional Director's Awards — going to **Louisa Battistelli** of Carleton University, who won the Film, Long Documentary category, and **David Seymour** of Fanshawe College, winner of the Radio, Long Non-Documentary category.

Other winners were: **Byron Martin** of Ryerson, Film Long Non-Documentary; **Donna Maiato**, Ryerson, Video Long Documentary; **Amanda Hall**, Ryerson, Video Long Non-Documentary; **Wendy Rowland**, Queen's, Film Short Documentary; **Melissa Strickland**, Centennial, Film Short Non-Documentary; **Mark Stokes**, Sheridan, Video Short Documentary; **Randy Robinson**, Canadore, Video Short Non-Documentary; **Craig Welch**, Sheridan, Animation; **Roger Kazemzadeh**, Algonquin, Music Video; and **Lesley Simpson**, Ryerson, Radio Long Documentary. **Michelle Martin**, York, won the search for promising talent conducted by the CBC casting department.

Endless, a new movie with script by **Ron Base**, will be directed this summer in Winnipeg by **Al Waxman**... CHCH-TV Hamilton publicist **Beverley Ostafichuk** has another job at the station, one said to be the first of its kind in North America. She has been appointed co-ordinator of close-captioning. This is a subject of special interest to her — she studied it while going for her degree in mass communications as York University — as both her parents are deaf. Replacing her as publicist is **Kathy Rupic**... **Vic Menage** succeeded the retired **Maurice Malins** as vp and gm of the Toronto office of Paul L'Anglais. He was promoted from the rank of gsm. Earlier he had been president of Western Broadcast Sales... From the Broadcast Education Association Canada newsletter, *communiqué*, so ably edited by John Twomey, we learned

that a student competition is being planned by the Council for Canadian Unity. It involves the writing and storyboarding of public service announcements designed to build pride in Canada. Details are available from **Jocelyn Beaudoin**, Executive Vice-President, Council for Canadian Unity, 2055 Peel, Montreal, Que., H3A 1V4...

From **Rina Steuerman**, manager, satellite sales at Broadcast News, tells us 293 stations now have access to BN's audio channels... If Toronto is successful in getting the 1996 Summer Olympic Games for which it is bidding, **Ralph Mellanby** figures that the TV rights could fetch \$1.3 billion (US). One reason for the high numbers is that Toronto is in the eastern time zone, allowing U.S. television networks to air prime sports events in prime viewing hours, bringing big advertising dollars... **Tony Quarrington**, the musician and composer heard on CBC Radio's *Sunday Morning*, is the younger brother of **Paul Quarrington**, the successful author whose *Whale Music* is a current humorous hit... **Nancy Wilson** is leaving CTV to go with CBC's *The Journal*... Societe Radio-Canada made some appointments in TV sales: **Jean Mongeau**, manager, national selective; **Monique Lebrun**, manager, and **Louise Vaillancourt**, representatives, local-Montreal; **Robert Perusse**, gm TV marketing and sales; and **Michelle Plourde**, national rep, selective TV sales... **Sue Newhook** left Edmonton for CBC-TV Halifax to produce *First Edition*... **Philip Till** is hosting the morning drive show at CKNW New Westminster... **Beth McBlain** of CHIN Toronto became a member of the Variety Club of Ontario...

Kids In The Hall is expected to get a regular slot starting in October on CBC-TV. Ex-Torontonian **Lorne Michaels**, of *Saturday Night Live* fame, is the executive producer... **Margaret Leahey**, the former television reporter, was named a special adviser to Deputy Prime Minister Don Mazankowski... As of September 1 **Don Lawrie**, a true broadcasting pioneer and president of Katenac Holdings Ltd., will retire. And in retirement news, **Marcel Chabot**, vp engineering at CHAU-TV Carleton, Quebec, recently retired after a 30-year career with the company... FUND (Foundation to Underwrite New Drama) for Pay-Television has chosen to support 27 Canadian screenplays in what chairperson Phyllis Yaffe describes as the biggest round of selections in the history of the three-year-old non-profit organization... Some appointments at CBC Television Sales: **Susan Avery**, national sales representative, national spot sales; **Annette Mucci**, sales rep, multi-market sales; and **Debby Aziz**, supervisor, national spot sales administration...

The perky, vivacious CHUM and CITY-TV Toronto personality, **Mary Garofalo**, has moved to New York where she is anchoring late night news on WPIX. Shortly after the announcement of her departure came word of the upcoming move by longtime CITY-TV favourite **Dini Petty** to rival CFTO-TV... **Ann Petrie**, the Winnipeg TV news anchor, was the first to be chosen for an on-air role on CBC-TV's all-news *NewsWorld* channel... BBM's radio product measurement showed that about 35% of Toronto radio listeners agree that "there's too much sex being used to sell products today"... We've been reading *Almost Golden*, the story of network anchor **Jessica Savitch**. It is a tragic tale that tells much about the inside of U.S. network TV... Newsman **Carl Hanlon** left CFTO-TV Toronto to go

Newsman **Carl Hanlon** left CFTO-TV Toronto to go with Global in Ottawa... Global executive **Nancy Smith** was a winner of the YWCA *Woman Of Distinction* award... Her home town of Springhill, Nova Scotia has erected an "Anne Murray Centre" commemorating the singer's success... **Mark Driesschen** left STV-Saskatoon to join CKND-TV Winnipeg as announcer-producer... **Damiano Pietropaolo** was named head of CBC radio drama, succeeding **Dodi Robb** who retired from the Corporation after long and valuable service. Pietropaolo had been executive producer of CBC Radio's *Morningside*... Did you know? The FCC allows U.S. broadcasters to own a maximum of 12 TV stations. When the law was first passed in 1954 the maximum was seven...

Back in the 50s, one of the favourite records was **Connie Francis' Who's Sorry Now?**. She went on to have a glamorous and then tragic career. Now at age 51 she is trying a comeback in clubs and campus concerts... **Franke Selke Jr.**, long a *Hockey Night In Canada* figure, has retired but will remain as a consultant with Molstar Communications... To boost ticket sales, the Calgary Stampeders of the Canadian Football league are using commercials featuring **George Wendt**, "Norm" of the sitcom *Cheers*. Turns out *Cheers* is the most popular TV series in Calgary... **Bea Arthur** of the *Golden Girls* celebrated her 63rd birthday... *The old time journalist rule of three still applies: Get the story; get the story; get the story...* The voice of "Alf" — who is part puppet, part mechanical bodyparts and part human — is provided by **Paul Fusco**, the show's co-creator... **Marty York** in the *Globe* and *Mail* brought us up-to-date on what **Bill Hewitt** and **Danny Gallivan**, both former outstanding hockey broadcasters, are doing these days: Bill, now 60, lives in retirement on a 100-acre farm near Sunderland, Ontario, where he watches hockey by means of a satellite dish; Danny, 72, continues to live in Montreal, plays golf at every opportunity and, in addition to watching hockey, is "a baseball nut..."

The passing of **E.P. Taylor** at age 88 reminded us of the first time we met him. For some unknown reason we were invited to a reception for McGill University graduates and E.P. was the host. When we arrived he stuck out his hand and said, "I'm Eddie Taylor." Our replay was, "I'm Phil Stone of CHUM." "Hey," he said, "come meet my wife." He pulled us through the crowd to meet Mrs. Taylor who, it turned out, was a faithful listener to our broadcasting of horse race results. Hardly an academic background for a McGill reunion, but then the Taylors were major figures in the world of thoroughbred racing and Winnie Taylor liked the way we enunciated the results, especially when one of her horses won ...

Douglass Watson, best known for his role in the soap *Another World*, was a multi-talented man who died at the age of 68. He had danced in his early days with Martha Graham and had sung with the New York City Opera... **Lord Martonmere**, father of Loretta Rogers and father-in-law of Ted Rogers, died at age 82. He was a former governor of Bermuda...

Robert Turnbull was appointed gm, CATV division at Anixter Canada Inc... **Robin Taylor** and **Ron Haggart**, who helped shape CBC's *fifth estate*, moved on to other positions. Haggart joined *Newsworld*, CBC's all-news cable channel, and Taylor became a producer at *Man Alive*... Is an animated commercial more effective than a

live one? Sponsors must think so since the animated versions of spots cost so much more and take far longer to produce. We read that where a live-action 30-second spot in the U.S. costs \$60,000 to \$100,000 to produce and may take 10 days, an animated spot can cost \$300,000 to \$500,000 and take up to three months...

Capital CanWest Television Inc., which has an application with the CRTC for an independent TV station in the Ottawa-Carleton region, appointed **Stella Torontow**, treasurer and comptroller of Thelen and Torontow Lighting Centres, and **Jacques deCourville Nicol**, president of Turnell Productions, to its board... Despite declining ratings over the past five years, *Dallas* has been renewed for another season by CBS. Number one in 1983-84, it slipped to 30th place this past season...

Canadians **Frank Peppiatt** and **John Aylesworth**, whose top U.S. credits include creation of *Hee Haw*, are writing new songs for a \$3-million (Cdn) musical based on the life of **Jimmy Durante**. It is scheduled to open in Toronto this August. (A Durante story: One time when Jimmy was appearing at the Canadian National Exhibition in Toronto, the Variety Club got him to appear at the old Maple Leaf stadium as part of a fund-raising promotion of which I was M.C. As Jimmy and I stood on the sidelines waiting to go on, he touched me on the shoulder and beckoned me down the third base line. "Tell me," he whispered in his foggy voice, "before we go on — is dis Trawna or Montreal?")...

Larry Nichols became president of CHSJ-TV/AM and MITV, Saint John, N.B. He succeeds **Ken Clark** who is now in Winnipeg as vp and gm of CTV affiliate CKY... **Michael Kennerley**, director of corporate sponsorship for the CBC, was re-elected chairman of the Canadian Advertising Foundation... **Elwy Yost**, now located in British Columbia, will continue to host *Saturday Night At the Movies* for TVOntario next season, but will only introduce one movie. The second movie will be hosted by writer **Anne Bourque** and former Hummer Sister **Marien Lewis**... **Jan Tennant** won accolades for her hosting of TVO's course *How To Live With Your Teenager*. She continues to be one of broadcasting's most competent personalities... **David Frum**, Barbara's son, left his post as associate editor of *Saturday Night* magazine to become an assistant features editor at the *Wall Street Journal*...

Dave Mazmanian of Armedia Communications dropped a note to tell of the firm's new phone number in Toronto. It is now (416) 465-4406... **Perry Como** celebrated his 76th birthday... **Bronwyn Drainie** has won the first annual Ann Saddlemyer Book Prize for her book, a biography of her famed actor-father, *Living the Part: John Drainie And The Dilemma of Canadian Stardom*. He was an outstanding figure in Canadian radio drama for many years... There's a second life for **Milton Berle's Texaco Star Theatre** comedy shows as the result of video tapes for home use. Berle said he owns 156 of the shows... ✓BT

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.

people in the news

Agincourt Productions Ltd. — **F. Val Steffan** appointed vice-president, finance.

Allarcom Ltd. — **Hans Dys** appointed vice-president, commercial production.

Cable Services Ltd. — **Charles F. Lawson** appointed president of the New Brunswick cable television company.

CBC — **Glen Luff** appointed director, public relations and publicity for English Networks; **Bill Morgan** and **Bruno Gauron** named "ombudsman" for English news and French-language news, respectively; and **William T. Armstrong** appointed regional director for Ontario, effective Aug. 1.

CBC Television — **Trina McQueen** appointed director of news and current affairs; **Peter McNelly** appointed executive producer CBOT Ottawa's supper-hour news program.

CBC French Television — **Pierre Vachon** appointed general manager, TV marketing and sales; **Francine Gagnon** appointed assistant general manager, TV sales; and **Jacques Bazinet** appointed assistant general manager, marketing and administration, TV sales.

CHCH-TV Hamilton — **Beverley**

Ostafichuk appointed to newly-created position of closed-caption coordinator. Replacing her as program publicist is **Kathy Rucpic**.

CJCL Toronto — **Larry Green** appointed program director.

GBN Batteries (Canada) Inc. — **Tom White** appointed sales/service representative for the greater Vancouver, Okanagan and Kootenay regions of B.C.

CKND-TV Winnipeg — **Stan Schmidt** appointed general sales manager; **Mark Driesschen**, from STV-Saskatoon, appointed producer.

CKNX Wingham, Ont. — **Dan Elliot** named music director, **Scott Clark** appointed FM morning personality, **Kevin Bernard** FM morning newscaster and **Trisha Freriks** *CKNX Radio promotions co-ordinator*.

CKO Network — **Paul Dodson** appointed general manager, central region (*Toronto/London*).

CKTB/CHTZ-FM St. Catharines, Ont. — **Ray Plourde** appointed production director.

CMX — **John W. Shike** appointed senior product manager for video editing systems.

Fidelipac Corp. — **Larry Lamoray** appointed director of marketing.

Gallup Canada, Inc. — **Owen A. Charlebois** appointed president.

Groupe Andre Perry — **Ruth Scovill** appointed vice-president/general manager, Washington, D.C. operations.

Paul L'Anglais Inc. — **Vic Menage** appointed vice-president and general manager, Toronto.

Shaw Cablesystems Ltd. — **R.D. (Rod) Stephen**, president of Shaw's radio division, appointed to the board of directors.

Societe Radio-Canada — **Andre Dandurand** appointed director, regional marketing, French television sales; **Robert Trempe** named director, national TV sales and **Christine Gervais** assistant director; **Carole Roberts** appointed manager, national selective TV sales, and **Frank G. Villanueva** and **Kimberley Ellis** representatives, national selective TV sales.

TAPSCAN of Canada Ltd. — **Drew Simpson** appointed general manager.

TEAC Canada — **Paul Saracini** appointed national marketing manager for the professional division.

Western International Communications Group — **Doug Holtby** appointed executive vice-president.

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