

A Hello, And Some Goodbyes

Canada's broadcast community welcomes, with varying degrees of enthusiasm, Keith Spicer as its new head regulator. His appointment as chairman of the Canadian Radio-Television and Telecommunications Commission caught most industry observers by surprise.

To say Spicer has landed in a hot seat may be an understatement. He faces some enormous challenges, not the least of which could be broadcast legislation the government is expected to unveil this fall. The new legislation is expected to give the government more control over the CRTC, a move strongly opposed by Spicer's predecessor, Andre Bureau.

Among some of the other issues Spicer and the commission will face in the near future are a review of cable television regulations, possible revisions to the FM Radio Policy, and the whole matter of the CBC if the corporation moves away from or drops part of its mandate in order to cope with a budget cut of \$140 million over the next five years. But perhaps the most crucial and difficult matter the CRTC will face in the next few years will result from the convergence of broadcasting and telecommunications caused by technology. Cable and the telcos, in particular, may be on a collision course over who will bring television signals into the home.

* * *

We also welcome CBC's *Newsworld* to the broadcast community. The 24-hour national all-news channel began broadcasting July 31 and, despite some expected early bugs, should prove to be a welcome addition to our television world. We wish them luck.

WE BID GOODBYE TO . . .

Pierre Juneau who, in this opinion, gets an A for his work as president of the CBC during his seven year term. He may have had his failures, but could anyone else have done as well in the face of an antagonistic government determined to punish the public broadcaster for years of perceived slights and antipathy.

Juneau's years as head of CBC will be dissected and analyzed elsewhere; suffice to say he will be missed.

And, while on the subject of the CBC, does anyone else find it just a little strange that a \$1 billion company is allowed to go along without a president and CEO, with half of the seats on its board vacant, and with some of its vice-presidential posts empty?

* * *

Retirement claimed another pioneering broadcaster during the summer when **Don Lawrie** stepped down as president of Katenac Holdings after almost 44 years in broadcasting. He began his career at CJKL Kirkland Lake, Ont. in 1946, becoming station manager in 1951. He transferred to Peterborough in 1951 to manage CHEX and three years later launched CHEX-TV, becoming president of Katenac, which owned the Peterborough stations and radio and TV stations in Kingston, in 1977. During his career he was president of the Central Canada Broadcasters Association, served as a director of the Canadian Association of Broadcasters for more than six years, two of them as vice-chairman, radio, and was chairman of the Television Bureau of Canada.

We also, sadly, said goodbye to a dynamic force in Canadian television during the summer. **Phyllis Switzer** lost her battle with cancer at the age of 57. Her death robs us all of something our industry can't get enough of — vision, and the skill and determination to make that vision work. We are all the poorer for her passing.

She would have been pleased to know that a scholarship fund has been set up in her memory at Toronto's Ryerson Polytechnical Institute, to be awarded each year to a student in the Radio and Television Arts program.

IN THIS ISSUE . . .

Our cover story this month, which begins on page 24, deals with Dome Productions Ltd. and establishment of its facility in Toronto's domed stadium.

We also welcome a new columnist to these pages this month and mark the return of a former one. Sandra Porteous will report on news of the industry in the Maritimes in *Atlantic Airwaves*, which begins on page 32; and Howard Christensen returns with his unique mix of humor, news and tips on page 62.

CORRECTIONS . . .

We inadvertently missed the inclusion of classical music station CFMX-FM in the Toronto Spring BBM figures. In its first Toronto rating — it added a rebroadcaster in adjacent Mississauga last fall — the Cobourg-based station recorded a 1.3 share.

As general manager Jerry Good pointed out: "We've worked very hard to arrive at this point and we'd surely like to be listed . . . so that everyone can see our growth."

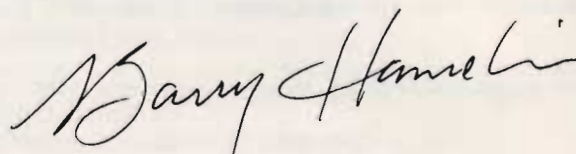
You will be listed, Jerry. Thanks for pointing out the oversight.

Another faithful reader, Michael Bonds of Montreal, wrote to point out an error in Daphne Laver's article in the June issue on the World Music Video Awards. The body of the article stated that the longest pathway of the signal for the program stretched an estimated 50,000 miles, yet the cutlines on the next page said the longest pathway stretched an estimated 350,000 miles. The latter figure of 350,000 miles is correct.

* * *

And, a final note: Winners of the Television Bureau of Canada's retail commercial competition will be announced in Toronto later this fall rather than at TvB's sales advisory conference in Quebec City Sept. 27-29. Seems TvB decided that a special ceremony was merited for the winners of the competition.

See you next month,



stations in the news

NEWCAP BUYS 10 MORE STATIONS

The CRTC has approved the sale of two groups of radio stations to NewCap Broadcasting. The subsidiary of Harry Steele's Newfoundland Capital Corp., has acquired the 7-station Q network in Newfoundland from CHUM Limited; and CFCW Ltd.'s three stations in western Canada.

- NewCap is paying \$18.5 million to Hal Yerxa (90%) and Warren Holte (10%) for CFCW Camrose, CKRA-FM Edmonton and CHRK-FM Kamloops. Yerxa and Holte will remain with CFCW Ltd. as chairman and president, respectively. The CRTC noted that NewCap will spend \$1.2 million over the 5-year licence term in additional benefits, including \$154,000 a year to develop Canadian talent. One of the many commitments is that the Edmonton talent show *Take One* be also carried on NewCap's CFRQ-FM Dartmouth, NS.

- The Q stations are CJYQ/CKIX-FM St. John's, CFYQ Gander, CKYQ Grand Bank, CIYQ Grand Falls, CFIQ Harbour Grace, and CHYQ Musgravetown, NF. NewCap is paying \$1.2 million for the group, which under CHUM ownership has lost \$7.6 million in the past five years. CHUM's Allan Waters said it was the first time in his 35 years as an owner that he had ever sold a station. Harry Steele approached CHUM Ltd. three years ago to buy the group, and Waters concluded that local ownership would be in the best interests of the Q system. NewCap plans to spend \$1.2 million on technical improvements at CJYQ, CFIQ and CFYQ, and \$350,000 on renovations at CIYQ — but expects substantial losses to continue over the next five years.

- Another recent CRTC decision was less favorable to rapidly-expanding NewCap: In renewing CFDR/CFRQ-FM Dartmouth, the commission denied increased use of hits on FM, and expressed concern that programming proposals indicated "an erosion of the programming commitments" given in 1987, when NewCap purchased the two stations.

TELEMEDIA GETS CKSL/CIQM OK

On its second try, Telemedia (Ontario) has won CRTC permission to buy London Broadcasters' stations CKSL/CIQM-FM. A previous bid was denied in April/88. The purchase price is \$7.3 million, with benefits including \$910,000 in new spending by Telemedia over the next 5 years.

The major initiative is "Canadian Investment in Quality Music (CIQM)" — which would support Canadian orchestras and artists through recording, syndication and various subsidies. Telemedia would fund the project with at least \$100,000 a year.

BATON BIDS FOR MID-CANADA TV

Baton Broadcasting is seeking to acquire the television assets of Mid-Canada Communications for a reported \$50-60 million. Sudbury-based Mid-Canada is owned by Northern Cable Holdings Ltd. and has 'twin-stick' CBC-CTV stations in Sudbury, North Bay and Timmins, plus CHRO-TV in Pembroke, near Ottawa. If the purchase is approved by the CRTC, Baton's share in CTV would increase by two per cent to about one-third.

Earlier this year, Mid-Canada withdrew its bid for a new TV station in Ottawa.

TVONTARIO ADDS SUDBURY UHF

La chaîne française, the French-language service of TVOntario, began broadcasting on channel 25 in Sudbury in June. It's the second over-the-air transmitter for la chaîne — the first began operations in March in the Prescott-Russell area. The service is also available on cable TV throughout the province.

Meanwhile, additional English-language transmitters for TVO include one at Parry Sound (6,110 watts, channel 42).

OKANAGAN SKEENA EXPANDING

The CRTC has approved the transfer of CICF Vernon (formerly CKAL) from Ron Smith and Gordon Colledge to Okanagan Skeena Group of Kelowna. Purchase price is \$400,000; Okanagan has already spent \$205,000 to assist CICF during the past six months.

Okanagan has also agreed to acquire a 26.8% interest in West Global Broadcast Holdings Ltd., operators of CKIQ Kelowna and the Kootenay Broadcast System, for \$1.3 million.

THREE STATIONS WIN GOLD

Three Canadian TV stations struck gold in the 1989 Gold Medallion Awards, presented in Detroit by the Broadcast Promotion and Marketing Executives:

- **CHLT-TV Sherbrooke** won in the small market category for best episodic TV announcement — a 30-sec. promo for the film, *Les Violettes du Maryland*;
- **CFAC-TV Calgary** was cited for a special project which raised over \$100,000

for the Alberta Children's Hospital; and

- **CITY-TV Toronto** won a 'best sales presentation' award for a 6-min. parody of a media buyer being shot by an advertiser for not buying time on the station.

CHUM NEWS WINS N.Y. AWARDS

CHUM Toronto took three 1989 awards in the prestigious International Radio Festival of New York. Brian Henderson won two awards for his editorials — a silver in the Local Issues series, and a bronze in the National Issues series. And the daily newscast which airs on CHUM-owned stations across Canada was a finalist — among entries from around the world — in the Best Newscast category.

OCT. 3 HEARING IN VANCOUVER

Among applications scheduled for the CRTC Vancouver hearing Oct. 3rd:

- Rogers Cable TV, which owns 45% of Western Cablevision, for approval to purchase the remaining 55% from the McDonald Family Trust.
- CKPG Prince George, for 30w rebroadcasters at MacKenzie and McLeod, BC.
- Okanagan Skeena Group, for a 50w FM at Hazelton to rebroadcast CJFW-FM Terrace.
- Native Communications, for rebroadcasters of CKNM-FM Yellowknife at Fort Simpson and Hay River, 10w, 101.9 MHz.
- BCTV, for a rebroadcaster at Whistler, BC, 10w on channel 9.
- City of Dawson, YT, for a rebroadcaster of CHAN-TV Vancouver, 10w on ch. 13.
- Barry Clark and Phil McCann (Radio Sports Network), for a network licence to feed *Sunday Sports Line* via satellite from CKO Calgary.

TORONTO HEARING OCTOBER 24

Among applications scheduled for the hearing beginning Oct. 24 in Toronto:

- Douglas Cunningham, operator of CIDC-FM Orangeville, for purchase of CING-FM Burlington, ON. The new company would be known as Regional Broadcasters Inc.
- Northern Cable Services Ltd., Sudbury, for corporate restructuring. CUC would drop out, with other shareholders increasing their interests — led by Baxter Ricard (38.7%) and Norm Bradley (33.7%). →

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New Stations:

NEW FM FOR SASKATOON

An application by High-Line Broadcasting Inc. has been approved for a new FM station in Saskatoon. It will operate with a power of 100 kW on 102.1 MHz (channel 271); the format will be easy listening/beautiful music, at least 50% instrumental. The CRTC denied a competing bid by Western World Communications (CJWW) for a 97% vocal music format, which the commission considered too similar to that of CFQC.

High-Line is owned by Albert Ethier, a life-long resident of the province with varied business interests. Proposals for the station were based on discussions with over 200 community groups, and include foreground and mosaic commitments 50% above CRTC requirements. Special programs will offer jazz, classical and gospel music. Rick Buzik, special projects coordinator for High-Line Group, told BT that the new FM will have "a very different sound".

COMMUNITY FM FOR YARMOUTH

Radio Clare Association has won approval for a French-language community FM to serve 10,000 francophones in the Yar-

mouth, NS, area. It will operate with 39.3 kW ERP on 104.1 MHz, sharing a CBC antenna site. Of the \$324,000 capital expenditures, \$243,000 will be covered by federal and provincial grants.

Rebroadcasters licensed:

- CJCJ Woodstock, NB — at Plaster Rock (40w, 990 kHz) and Perth/Andover (40w, 1140).
- CKWK Corner Brook, NF — at Deer Lake, 10w on 95.1 MHz.
- CFOK Westlock, AB — at High Prairie, 1,000w day/400w night on 1020 kHz. It will broadcast 24 hours weekly from local studios, with a staff of two.
- CJMM-FM Rouyn-Noranda, Québec — at La Sarre, 46.8w on 92.5.
- CFBS-FM Lourdes-de-Blanc-Sablon, PQ — at Middle Bay (8.2w) and Rivière St-Paul (9w), both on 93.1 MHz.
- CJFW-FM Terrace, — 8 rebroadcasters licensed to Native Communications in B.C., on 96.1 and 97.1 MHz; one licensed to Greenville TV Assn. will provide some local programs from studios at Greenville.
- CKNM-FM Yellowknife, NWT — nine rebroadcasters licensed to Native Communications in NWT, 10w on 101.9 MHz.
- CBU-FM Vancouver — the CRTC has confirmed parameters for rebroadcasters to serve the Victoria area: 72 kW on 92.1 (ch. 221C) and 38w on 105.1 (286A).

BARRIE TWIN-STICK TURNED DOWN

A bid by CHUM Ltd. to disaffiliate CKVR-TV Barrie from the CBC has been denied by the CRTC. CHUM, with the support of the CBC, had applied to disaffiliate CKVR and CKVR-TV-1 Parry Sound; a new CBC affiliate would have been established at Barrie with rebroadcasters at Bala and Huntsville (the existing CKVR-TV-2).

CRTC APPROVALS

- The CBC received approval for its change of program source for eight rebroadcasters in northern BC. But it was also rapped by the commission for making the change without prior approval, and warned to "ensure such conduct is not repeated". Feeds from CBU Vancouver and CBYG-FM Prince George replaced programming from CFPR Prince Rupert.
- VOAR St. John's, NF, has been permitted to continue its temporary use of one of VOCM's transmitter towers, which it has been sharing since its own tower was downed in a January, 1985, storm. However, if the use is to be permanent, VOAR — owned by the Seventh-Day Adventist Church — is to apply for an installation that conforms with DOC standards by the end of 1989.
- CKO Montreal has won approval for a change of frequency. It will move from 1470 to 650 kHz, with a power reduction from 50 kW to 10 kW day/2.5 kW night.

Power Increases:

- CHFV-FM Halifax — 60.8 to 100 kW.
- CHLQ-FM Charlottetown — from 25 to 75 kW, relocating the tx site.
- CKST Langley, BC — from 10 to 25 kW.
- CJSB Ottawa — from 10 to 12.5 kW (night-time power).
- CFAP-TV Québec — from 23.7 to 69 kW.

Applications:

- CJMR Mississauga, ON — for a change from 10 kW on 1190, daytime only, to 20 kW on 1320 kHz. The 1320 frequency became available when CFGM Toronto moved to 640 in Sept/88.
- CKWR-FM Kitchener — for a power increase from 202 to 1,430 watts.
- CKGY Red Deer — for a power increase from 10 kW day/ 5 kW night, to 50 kW day/14 kW night.

CRTC Denials:

- CJMO-FM Moncton — denied increase in hit factor from 35 to 49%.
- Simon Fraser Campus Radio Society — denied FM (10w on 100.1) to replace its carrier current operation.

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SPICER NEW CRTC HEAD

One-time talk show host Keith Spicer has taken over from Andre Bureau as chairman of the Canadian Radio-television and Telecommunications Commission.

Spicer, 55, Canada's first official languages commissioner and the author of four books — including two on corporate communications — was editor of the *Ottawa Citizen* when appointed to head of the CRTC. Born in Toronto, he was educated at the University of Toronto, the Sorbonne and the University of Paris, and three other Canadian universities, earning several degrees. After serving as official languages commissioner from 1970 to 1977, Spicer worked as a TV show host, producer and syndicated newspaper columnist. He became editor of the *Ottawa Citizen* in 1985.

Spicer replaces Andre Bureau at the helm of the commission. Bureau left the post March 1 after five years to return to law practice. The appointment has been gaining support within the broadcast industry.

"We are delighted, because what we have in Keith Spicer is someone who has a vision of the country," said Michael McCabe, president of the Canadian Association of Broadcasters. "He will undoubtedly have a vision of the broadcasting system and how it fits into the country and the role it plays in the country."

Bill Allen, director of communications for the Canadian Cable Television Association, called Spicer's appointment a good choice because of his media experience.

Gerry Caplin, who co-wrote a 1987 government report designed to be a blueprint for the future of broadcasting in Canada, welcomed the appointment and said he thinks Spicer has what it takes to lead a troubled industry into an uncertain future.

INTERIM CBC PRESIDENT NAMED

William Armstrong, executive vice-president of the CBC, will serve as interim president of the corporation until a successor is named to succeed Pierre

Juneau, who finished his seven-year term as head of the CBC July 31.

Armstrong has been executive vice-president since 1982. He has spent almost 30 years with the CBC, joining the corporation in 1958. He served as general manager of Roy Thomson Hall in Toronto for two years from 1981 to 1983.

Juneau departed from the CBC criticizing the Mulroney government for, among other things, failing to promptly name his successor. He said he "can't understand" why the federal government hadn't named a successor before he left.

COMMITTEE ISSUES ATV WARNING

Canadian TV broadcasters and cable operators have been warned that, to remain competitive, they must be able to offer some form of improved picture and sound quality in the future.

And a government/industry sub-committee studying ways to integrate advanced TV technology (ATV) into the broadcasting system warns that "no form of ATV should be endorsed that would not permit ALL licensees from eventually offering such a service."

In an interim report, the strategy sub-committee of the Canadian Advanced Broadcast Systems Committee says that although a single, top-quality ATV distribution standard is desirable, "initially there will have to be a family of harmonized standards. Flexibility to offer different services, depending upon the viewer's equipment, should be a key element of Canada's strategy."

The committee said one way Canadians might be able to view a range of ATV services would be by using receivers that can be readily adapted to different distribution mechanisms, such as off-air TV, satellite, cable and fibre optic systems.

If the widest possible audiences are to be captured, says the report, it is important that licensees transmitting ATV services continue to reach viewers with older receivers. The committee also said that clever marketing and good programming will be important factors in persuading consumers to buy ATV equipment, not just technological improvement.

COGECO BIDS FOR CYBERMEDIX

Montreal-based Cogeco Inc. has struck a deal to buy Toronto-based Cybermedix Inc., owner of a number of cable TV systems, the CKO radio network and medical testing laboratories in Canada and the U.S.

After Agra Industries Ltd. of Saskatoon agreed to sell its 53.3% holding in Cybermedix. Cogeco offered to buy all Cybermedix shares for as much as \$276 million — \$197 million in cash and the balance in Cogeco shares.

Cybermedix's medical laboratories would be sold for between \$90 million and \$95 million, leaving Cogeco with CKO's 10 stations and cable TV operations in B.C., Alberta, Saskatchewan and Ontario.

The addition of 198,000 subscribers would vault Cogeco to fifth place (from about ninth) in the Canadian cable industry.

Besides its cable operations, Cogeco already owns seven radio and four television stations and 33 weekly newspapers, most in Quebec.

BID FOR PATHONIC APPROVED

In a split decision, the CRTC has approved Tele-Metropole Inc.'s \$56-million takeover of Pathonic Network Inc. The approval came 11 months after Tele-Metropole entered into a takeover battle for Pathonic with Cogeco Inc.

Tele-Metropole will control 83.4% of the equity and 41.5% of the votes in Pathonic. Voting control remains with Pathonic chairman and CEO Paul Vien, who owns all of the company's class B multiple voting shares and, as a result, 58.5 per cent of the votes. He will continue to run the company.

Commissioners Rosalie Gower and Paul McRae opposed approval on the ground that it could lead to undue concentration of broadcast ownership in Quebec; Tele-Metropole is owned by Groupe Videotron Ltee., the largest cable TV company in Quebec and second largest in Canada.

ROGERS SELLS MOFFAT STAKE

Ted Rogers, through Rogers Telecommunications Ltd., has sold his 9.3-per cent stake in Moffat Communications Ltd. for about \$12.2 million — a profit of about \$5.5 million.

The sale followed Rogers' \$24.4-million deal to buy 11 Selkirk radio stations from Maclean Hunter; two of the stations are in Vancouver, where Moffat

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also owns two stations.

CBC XMITS DIGITAL VIDEO SIGNAL

CBC Engineering has, for the first time in North America, successfully transmitted a digital video signal by satellite at the DS-3 rate (45 Mbits/s). The test transmission, done with the assistance of Telesat, was part of the Satellite User Conference held recently in Ottawa.

The transmission is being called an important step in the world of North American telecommunications by demonstrating that a digital interface between a satellite users' facilities and those of common carriers is feasible.

The CBC says that, using coder-decoders similar to that used in the demonstration, it will be able to convert a studio analog signal to digital for distribution by a common carrier. The use of digital technology makes it possible to transmit video signals over long distances with no perceptible degradation.

CBC Engineering says that its joint efforts with Telesat have proved the feasibility of digital video transmission at rates now used by North American and European common carriers, i.e. 45 Mbits/s and 34 Mbits/s, respectively.

TELESAT RUNS FACING STATIC

Canadian broadcasters have banded together to challenge fees charged by Telesat Canada for leasing space on its Anik satellites.

The Canadian Satellite Users Association has 30 members ranging from TV networks, Canadian Satellite Communications (Cancom), the pay-TV and specialty channels, to small specialty broadcasters. They are concerned Telesat may be charging unreasonably high fees to cross-subsidize its own satellite services, which it sells in competition with some of the broadcasters.

The association has filed interventions with the CRTC over Telesat's rates, and plans to do so again when a hearing is held to set rates for the new Anik E satellites which are to go into service late next year.

Telesat has denied its rates are too high. Eldon Thompson, Telesat's president, said broadcasters had a chance to question Telesat's rates at a CRTC hearing in 1982 and will have another chance at the Anik E rate hearings, probably in 1991.

Although acknowledging that Telesat's rates may well be fair, the broadcasters want to know how they

are arrived at in order to assure themselves they are not paying more than necessary.

NORTHERN TV NETWORK PLANNED

A new television network stretching across northern Canada could be a reality by the end of 1991.

Ken Kane, the chairman of Television Northern Canada, said the network plans to have nine hours of regional

programming a day in two years. He said the company plans to set up a network across the north "parallel to CBC". Television Northern Canada is a consortium of six northern aboriginal broadcasting societies and the two territorial governments and is receiving help from the CBC.

Kane said the network will be received by 96 northern communities. It will establish regional offices in Iquluit on Baffin Island, and in Yellowknife and Whitehorse. Each regional office will

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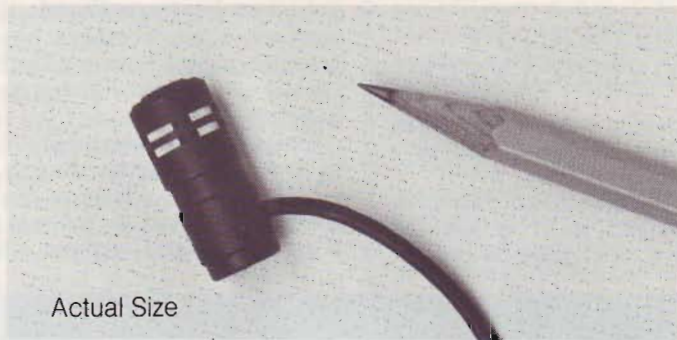
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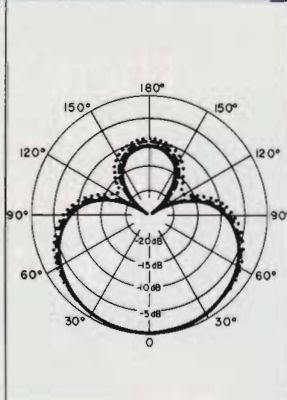
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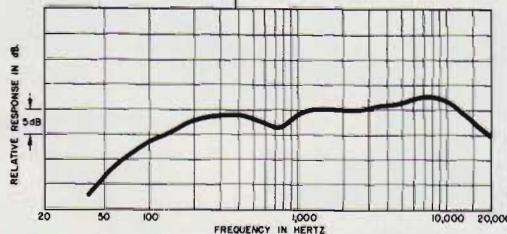
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Kane said the federal department of communications will spend \$10 million during the next four years to develop the network.

STERN MEASURES

Regional directors of the CBC have recommended the network shed everything except its so-called core services of French and English TV and radio to meet its current budget crisis. And they appear to have the support of staff across the country.

The regional directors and CBC staff were responding to federal cuts of up to \$140 million from the CBC's budget over the next five years. The recommendations of the regional directors were to be submitted to the CBC board as well as management; the staff recommendations went to CBC management, which was to draw up a plan for presentation to the board by early fall.

The regional bosses called for decentralization of the network's programming, elimination of 10 of the CBC's 14 vice-presidents and selling of commercials on *The National*. They want to drop such services as the Parliamentary Channel (budgeted at \$3.5 million a year), Radio Canada International (\$17 million), Armed Forces broadcasting and abandon plans to launch a U.S. satellite service, *North Star*. And they suggest privatizing CBC's corporate engineering services, which develops hardware and designs broadcast facilities on an annual budget of \$9 million. Public relations and CBC Enterprises, the corporation's marketing arm, would also be privatized.

The regional directors' plan would also cut loose all TV network affiliates and 20 private stations that receive up to \$500,000 a year to carry the CBC's prime-time signal. Instead, CBC would have rebroadcast facilities with transmitters that retransmit signals of CBC-owned and -operated stations.

Staff throughout the system suggested that CBC focus its efforts and diminishing cash on its core services and divest itself of any activities which distract from or are not supportive of those central activities. Their ideas evolved from management-requested soul searching across the CBC.

MORNINGSIDE COMES OUT ON TOP

CBC's *Morningside* came out on top at the recent 1989 National Radio Awards. *Morningside* host Peter Gzowski took home two Nelligans, as the awards are known, for best interviewer

and best host and **Shirley Douglas** and **Frances Hyland** tied for best actress for performances in *Morningside* dramas.

CBC won 13 of the 21 awards presented to English-language broadcasters by the Alliance of Canadian Cinema, Television and Radio Artists. Breaking the wall of CBC awards in the public broadcast categories was **Brian Morocle**, an Ottawa-based native who provides syndicated commentary to community-owned native stations.

CFRB Toronto won two of the seven categories restricted to private broadcasters; CFMX-FM Cobourg-Toronto won the Station Award of Achievement for Contribution to the Arts; and **Jesse Dylan** and **Gene Valaitis** of The Morning Zoo at Q107 Toronto won the best disc jockey category.

Other winners:

Best News Reporter (Private): **Glenie Langille**, C100-FM Halifax; Best News Reporter (Public); **Carole Jerome**, CBC *Sunday Morning*; Best Sports Broadcaster: **Mark Lee**, CBC Toronto for *Olympic Magazine (Seoul)*; Best Interviewer (Prv): **John Stall**, *The World Today*, CFRB Toronto.

Best Writer, Entertainment: **Edward Riche**, CBC St. John's; Best

Writer, Documentary (Prv): **Ken Rockburn**, CHEZ-FM Ottawa; Best Writer, Documentary (Pub): **Diane Silverman**, CBC Toronto; Best Phone-in Broadcaster: **Ed Needham**, CFRB Toronto; Best Writer, Drama: **Paulette Jiles**, CBC Vancouver.

Best Performer, Entertainment: **Linda Cullen** and **Bob Robertson**, CBC Vancouver; Best Actor: **David Ferry**, CBC Toronto; Best Writer, Dramatization: **Timothy Findlay**, CBC Toronto; Best Radio Program (Prv): **Roid Rage**, CJAY-FM Calgary, **Wayne Nelson** and **Tony Tighe**, producers; Best Radio Program (Pub): **Ideas**, CBC Toronto, **Marilyn Powell**, producer.

AGENCY KIT AVAILABLE

The Telecaster Committee of Canada has prepared *The Agency Kit*, a step-by-step guide to commercial clearance and on air procedures.

The Agency Kit offers information regarding station requirements, regulatory clearance, public service announcement information and important contacts in each area. It also details current procedures and can be used as

an effective training tool for new employees. Information in the kit was compiled with assistance from advertising agencies, television stations and government regulatory bodies.

Cost of the kit is \$12, plus shipping and handling. Order forms are available from Mrs. Y. Gilbert, Telecaster Committee 890 Yonge St., Suite 604, Toronto, Ont. N4W 3P4, phone (416) 928-6046, FAX (416) 924-7644.

TELECOMM CENTRE FOR BRANTFORD

Construction is to begin soon in Brantford, Ont. on the world's first major science centre dedicated to communications.

The International Telecommunications Discovery Centre, a \$15 million complex to showcase Canada's contributions in communications, is to open in July, 1991. It will feature displays of the technological communications wizardry and equipment that has established Canada's reputation in the field. It is located on an 11-acre site in Brantford. Broadcasting veteran Don MacPherson, formerly head of sports for CBC-TV, is president and chief executive officer of the centre. **BT**

BBM RADIO SHARE TRENDS

ALL PERSONS, 7 +

The following information, provided by the BBM Bureau of Measurement, was delayed by a computer error during the Spring survey and was not released until mid-July. The latest results are in the first column; for comparison, data from four previous surveys are included.

CALGARY

	Spring 89	Winter 89	Fall 88	Sum. 88	Spring 88
1. CFCN	13.7	9.9	11.1	12.1	11.5
2. CFAC	12.8	10.8	11.6	15.4	11.7
3. CHQR	11.4	13.1	8.2	7.1	10.7
4. CKIK-FM	10.1	9.5	9.7	9.8	7.7
5. CKRY-FM	10.0	10.8	9.9	8.6	8.6
6. CBR	7.4	10.6	11.2	9.1	11.2
7. CJAY-FM	7.1	5.6	6.6	7.3	6.8
8. CISS	6.7	4.2	4.6	3.3	2.7
9. CFFR	6.2	7.8	8.4	9.7	10.7
10. CHFM-FM	5.2	7.4	6.2	4.6	7.0
11. CBR-FM	2.4	2.9	3.8	3.2	2.7
12. CKO-FM	0.7	1.1	1.5	1.1	1.3
OTHERS:	6.3	6.3	7.2	8.7	7.4

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SOME SERIOUS SALES TALK . . .

You'll know of the study that showed it's five times easier to maintain a customer than to cultivate a new one. The answer to both sales and retention in this age is service and effectiveness. You have to prove that effectiveness.

This from a speech by **Bernie Smolik**, advertising manager for Safeway, Winnipeg division, at the WAB convention in Jasper:

* Not enough broadcasters position themselves as marketers instead of order takers. Safeway doesn't want order takers.

* Come and see us and understand more about us.

* Approach us at the planning stage, not the buying stage.

* Don't slam the other media; Accept we need more than one station in a market.

* Care first about our needs, not the station needs. Only one group, Moffat, has approached Safeway to learn their goals and develop a marketing plan. It will pay off.

Also at the WAB seminar was **Mark Blumes**, president of *Mark's Work Warehouse* (and styled by himself as a self-opinionated SOB given to creative ejaculation). Here's a summary of his ejaculations:

* You're in business to add value; profit is the result. You in the broadcast industry are marketing consultants to those people you really care about and profit is the result. If you're there just to make a profit, perhaps you should be elsewhere.

* You sell success. You sell effectiveness. You don't sell rate cards or time or programming.

Blumes emphasized product loyalty in strategic positioning. He also said — perhaps just to keep his broadcasting audience happy — that *Mark's Work Warehouse* is moving out of print. "In the 1990s there will be no print. Those guys in print are living in the (deleted) dark ages."

I read with interest an article by **John Oldland** in *Marketing* discussing a book by Canadian business professors Michael Leenders and David Blenhorn called *Reverse Marketing*. Said Oldland: Buyers are developing a partnership in the supplier's business to get the best quality at the

best price. Buyers are prepared to pay more for superior quality and service. They expect the supplier to do his R and D.

In reverse marketing, the buyer actively pursues or cultivates the supplier in order to realize superior service. He challenges the supplier to higher standards of performance. It involves closer co-operation, a preparedness to exchange information and to give advice . . .

It ties in with Bernie Smolik's comments at the WAB that you get together to plan, not just sell.

AT THE WAB . . .

The WAB, for the first time in its history, presented its *Broadcaster of the Year* award to someone who's won before -- **Elmer Hildebrand** of Golden West Broadcasting. Elmer also won in 1978... Honorary life memberships went to **Jim Kunkel**, former PD of CFAC Calgary, and to **Bob Quinn** of Radio-Television Representatives Ltd.... CKBI Prince Albert won the gold medal for outstanding community service... The 1989-90 WAB board of directors is: **Jack Little** of CFRN-TV Edmonton, president; **Bill Gorrie** of CKRC/CKWG-FM Winnipeg vp; **Hildebrand** secretary-treasurer; **Vern Trail** of CHAB Moose Jaw, past president; and directors **Gordon Percy** of CFGP Grande Prairie, **Fred Filthaut** of CFRE-TV Regina, **John Huschi** of CKRM/CFMQ-FM Regina, and **Ken Clark** of CKY-TV Winnipeg...

Eddie Rawlinson of CKBI Prince Albert missed the WAB for the first time in 43 years. He had a stroke earlier this year. According to son **Gordon**, — president of Rawlco Communications — Eddie was driving back to Prince Albert from a CRTC hearing in Winnipeg when he felt ill and pulled over. After failing to flag down several cars, he managed to stop an ambulance. Son **Doug**, executive VP of Rawlco, says Eddie is doing fine... Doug has moved to Ottawa, where he will be working out of Rawlco's CFGO. Gordon works out of CFFR Calgary and **Mike Zaplitny** looks after Saskatchewan operations from CJME/Z-99 Regina. **Dianne Wilson** continues as operations manager and PD at CFGO... →

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AROUND AND ABOUT . . .

It was an experience to visit Toronto's SkyDome during the national RTNDA convention. Toronto's Q-107 pulled off a coup capitalizing on the SkyDome's attraction. Nearby the station commissioned Canada's biggest outdoor ad — a wall mural measuring 19 by 39 metres depicting 30 famous rockers. The stars are in black and white, the station logo in color... Q-107 has a new PD in **Gary Aube**, most recently from CJSB Ottawa. "Brother" **Jake Edwards** is new morning man replacing **Gene Valaitis** and **Jesse Dylan**, who crossed the road to afternoons at CFTR...

You read in the last issue of *BT* that the RTNDA presented its president's award to **Mark Starowicz**, executive producer of CBC's *The Journal*. He made an off-the-cuff speech of which the basic message, I think, was there's a world market opening up and Canadian broadcasters have the expertise to win part of the pie, so go for it. There are unbelievable opportunities in broadcasting in Europe, China and Africa, he said. Tell the politicians about it. We've got to believe in ourselves and go out and do the job. Stop spending so much energy trying to think of ways around regulations for outmoded technology. Start looking at encouraging creativity. Bureaucrats tend to look for ways to stop things, not to encourage creativity...

Speaking of creativity, a former employee of SILK-FM Kelowna got creative after he quit in pique. He returned while no one was home, dumped the station's mics in a

toilet and took the news cruiser which was found later undamaged, though with the stickers off. The ex-employee turned himself in and asked for two years in the pen. That way you go to a Federal prison, which is more comfortable than a provincial one. He knew from experience. Ironically, ND **Erik Thorsen** says, the former employee earned good ratings while he was at SILK...

I wonder how human dynamo **Mel Cooper** will find time among his engagements to pick up the Order of Canada he's been awarded. He's president of C-FAX Radio 1070 Ltd. and Seacoast Communications Group Inc. He's also a member of a million boards and organizations from fund raisers to airlines. A man with infectious energy and enthusiasm... Another new Order of Canada Member is Edmonton's amazing **Peggy Holmes** who started broadcasting and writing at 77 and at 91 co-hosts a CBC Saturday morning show, has written three books, and speaks at conventions...

Changes at Edmonton's Sunwapta Broadcasting, now a division of Electrohome, which has space galore in its refurbished plant: **Bruce Hogle** named general manager of radio and will manage CFRN-1260 AM. He replaces **George Churchill**, who resigned. **Dave Hewett** continues as manager of CKXM-FM. Bruce is replaced as manager, news, sport and public affairs by **Steve Halinda**, who was his assistant... Former assistant ND **Ron Hill** of CJOB/CKIS-FM Winnipeg has left looking for new challenges. Many will know him from his syndicated feature *Computer Time*. He hasn't left the industry; he's looking at doing a Manitoba business feature and possibly others. He'll also be doing media relations work...

Jim Yount has moved into public relations from CKXY Vancouver, where **Barry Forward** has been named assignment editor... I mentioned previously that **Ken Clark** moved to Moffat from Maritime Independent Television. **Larry Nichols** succeeded him as president and GM of MITV... At CJWW/CJOM-FM Windsor, PD **Al Pervin** was raised to GM, succeeding **Bill Timson**... **Gene Stevens** has been named operations manager of CKPC/CKPC-FM Brantford. He comes from CKTB St. Catharines...

At CFRA Ottawa, now in nice new facilities on Walkley Road, **Steve Winigron** is news director. He was assistant to **Steve Madely**, who was manager and ND but has dropped his news duties. **Dave (50,000) Watts**, former promotions manager, is now music director... **Marty Forbes** is now PD at CKFM-FM Toronto.

Harold A. Roozen has taken over **Doug Holtby's** mantle at CITY Edmonton... **Mark van Vren**, former assistant to ND **Tony Cox** at CHEK-TV Victoria, succeeded **Peter Tadman** as VP news and public affairs at CITY. Cox picked up **Lee MacKenzie** from CBC Edmonton to anchor his late news. **Hudson Mack** was moved from the late news to 5:30 anchor... Cox is new president of the RTNDA and promises big things, including a great convention at Whistler next year. **Tom Mark** of CHRX Vancouver is in charge of wine, companions and song... Cox thinks he's got the only husband and wife anchor team: **Robin** and **Marisa Adair** host CHEK's weekend news and sports...

At BCTV, **Tony Parsons** was named news director, succeeding **Cameron Bell**... **Bryan Hall**, sports personality at CJCA Edmonton and voice of the Eskimos

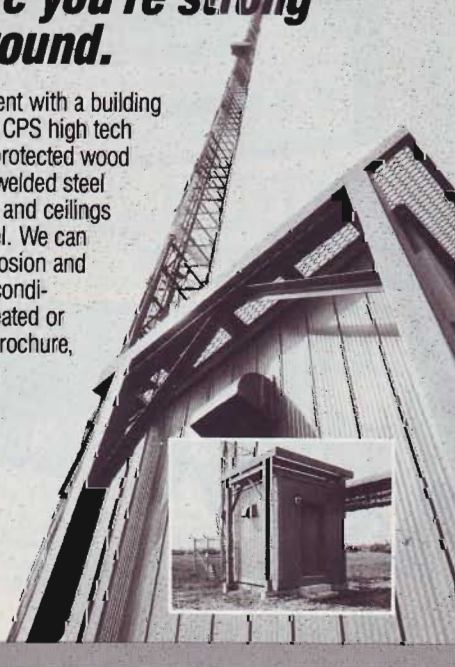


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before CFRN won the CFL rights, is to become a periodical football commentator on ITV's *Sports Night*. Last time I saw him I asked if there was truth in any of the rumors he was moving. Nah, he said, it's just people trying to get rid of him... Calgary sports personality **Bill Powers**, who had a large following on the old CKXL, is back on-air at CHQR which has reintroduced a four-minute morning sportscast...

Some changes at CanWest and SaskWest: **Shelley Stuart** was named program manager at CKND-TV Winnipeg, **Dean Parker** at STV Regina and **Brian Taylor** at STV Saskatoon... STV Regina has extended its signal to the Qu'Appelle Valley with a rebroadcaster... CKVU-TV Vancouver is shooting a 13-episode series featuring comic **Dave Gerry**. It's written by Gerry and directed by **John Michel**, the team that picked up a CANPRO award in 1988 for *Dave Gerry's Shorts 11*... To **Peter Liba**, CanWest executive VP and SaskWest president: I have your cataplana — an experienced one, slightly battered. I'll bring it to the BAM fall meeting...

CFCN-TV Calgary has opened a bureau in Edmonton with a camera and reporter, **Craig Paisley**, based at CFRN-TV... From country to easy-listening: CKTA Taber has become CFEZ, or EZ AM, southern Alberta's easy listening station. **Al Seibring**, previously of CKCK Regina, has taken over the ND slot at CHEC Lethbridge where he also oversees EZ's news... At CKIK-FM Calgary, **Chris Gordon** replaced **Allison Brock** as music director. Allison's gone to Vancouver... **Jim Blundell** is back in

radio as GM at CHUM's CKDQ Drumheller after a spell on the west coast. Previous GM **Jim McLeod** went East some time ago to do big things with NewCap...

Stu Morton has joined his partner, **Roger Charest**, in Victoria where they work out of the Q-100-FM (CKKQ) offices. The president of OK Radio Group says his thought processes work better in a warmer climate than in Fort McMurray, where the group owns CJOK/CKYX-FM. The warmth obviously helped Stu's golf game. He, **Bruce Smith** and **Brian Laing** of Q-100, and **Neil MacLean** of CFCN recently thrashed **Vince Dimaggio** of CFCN, **John Colburne** and **Dan McAllister** of Q-100, and **Brian Blackburn** of CJOK. It's a tough life in Victoria... **Fred Peters** has left Q-100 to become ministerial assistant to Lorne Hepworth, Saskatchewan education minister... **Kirk Mason** moved from CKLG Vancouver to the newsroom at Q-100 as did **Anne Ferdinand** from CKEG Nanaimo... **Pamela McCall** went from Victoria to C-FOX Vancouver... Another move across the water: **Terry Griffiths**, former PD at CKDA Victoria, has followed his wife to Vancouver. **Scott Morrison** is acting PD at CKDA, **Ray Grover** at CFMS-FM...

Like a good news person, **Alice McFarlane**, ND of CJVR Melfort, was right on time when she gave birth June 29 to baby Joel. **Brent Shepherd** is looking after the shop until Alice returns, about Christmas... **Shannon Whitehead** has joined CJWW Saskatoon as promotions assistant... At CKYL Peace River, **Don Whiteford** is looking after news and sports. Previously he was sports director... At CFOK Westlock, **Shelley Sundholme** is the new ND... **Harold Pawlechko** has succeeded **Carl Selzer** as manager of CHLW St. Paul... **Brian Hepp**, former ND, was named manager of CILW Wainwright... **Jamie Killingsworth** is the new sports director at CJDC-TV Dawson Creek. He succeeded **Jay Witherbee**, who's now at STV Regina...

There are some in jokes at CFTK-TV/CFTK/CJFW-FM Terrace. They go: "... and this just in" or, "... you wouldn't recognize a story if it fell on you." They started when a workman fell three floors from the roof to the newsroom during a major rebuild of the headquarters of Skeena Broadcasters, hangout of **Bryan Edwards**, **Tim Maclean**, **Doug Smith**, the famous **Sharon Taylor** and others. Fortunately, the workman wasn't badly hurt... Skeena station CHTK Prince Rupert is in a princely new building, formerly the CBC's...

Barry Sullivan, PD of CJCD Yellowknife, popped the question in public — right in the Edmonton Sun. The answer by girlfriend Doreen Brooks was . . . maybe. But then she accepted by telephone...

I saw **Howard Christensen** at the RTNDA. When he's not under *BT's* control, his jokes become unprintable... Also at the RTNDA was Visnews International Relations Manager **Loick Gosselin**, full of Gallic charm, preparing for a move into Canada next year. Visnews, now owned by Reuters, will be repping NBC.

Let me know what's going on at your place ... who got promoted, who left, who arrived, who bloopered, interesting promotions, unique programming. Send it to me c/o Broadcast News Ltd., 305 Cornerpoint, 10179-105th St., Edmonton, Alta., T5J 1E2, or phone (403) 428-6490.

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DENON

ATV has a new consumer reporter, **Heather Hands**, who arrived from CBC Radio in Ottawa with her husband and 11-month-old baby. She is seen on both ATV and ASN...

Curling star and CBC-TV sportscaster **Colleen Jones** was in Saskatoon for three weeks covering the Canada Games. She co-hosted the opening and closing ceremonies with CBC Vancouver's **Ted Reynolds**...

Also at CBC-TV Halifax, **Bob Jamieson**, director of *First Edition*, has been called to CBC-TV Ottawa to work the same miracle on the Ottawa news show that he pulled in Halifax. Look for a brighter, tighter show in Ottawa...

"Some people never really leave" and **Mike Cranston** is one who couldn't put Halifax behind for long. Mike gave up his post as program director with CHNS more than two years ago to head back to hometown Sudbury, Ont. Once there he took on a job teaching broadcasting in North Bay. He's just moved back to Halifax with wife Linda to take the afternoon drive slot with CHNS. Mike's son and daughter have made the most of the moves. When the Cranston family moved the first time, his daughter stayed behind to finish university in Halifax; on this move his son stayed behind to attend the broadcasting school where his dad had taught...

Mike Allard, who Cranston replaced, moved to sister station CKDH Amherst, N.S., as program director... Also at CKDH, **Gary Crowell** moved in as manager. He is much admired within the Maritime radio community and should have an impact on CKDH — recently acquired by Maclean Hunter...

ATV has a new senior communications producer, **Paul Bowen**. He will be remembered in Toronto for his years at CFTO-TV and CTV, where he was a senior publicist. Although he misses friends and family back in Toronto, he's loving the Halifax lifestyle, spending his first free weekend on the beach. Paul admits he hasn't had his "fill" of lobster yet...

Judy Savoy's pals at CBC-TV threw a going-away dinner in honor of her retirement as *First Edition* weather reporter. She had been at the post for seven years, and still found time to appear in dramatic venues such as the Neptune Theatre. Moving to Eastern Passage with her Anglican minister husband means more time for family and friends, and to follow up on her acting career...

In the past month I have run into a number of people who tell me with glee that they have moved into the region from Central Canada. It seems that when people in the field see jobs advertised in Atlantic Canada, they have heard enough good to move down with little hesitation. Nice to see so many people who enjoy the pace of the region and, who once here, are the area's biggest boosters!

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THE PHIL STONE REPORT

In Radio, Television, Cable TV:

Sandy Day — Leading The Way

Broadcast Technology readers are well-acquainted with Sandy Day and his "Ottawa" career. As a consultant and advisor to the Canadian Association of Broadcasters, Sandy played a part in many of the technical/regulatory developments affecting the industry. During the past 11 years, he shared his knowledge and insights in the column, **Tech-nitopics**. With the June/89 issue, Sandy retired from writing these regular reports in *BT*. In this timely interview, Phil talks to Sandy about his "pre-Ottawa" career and recollections of broadcasting's earlier days.

When you read this, Sandy Day — one of Canada's premier broadcasting engineers and popular *BT* columnist — will be happily ensconced in Victoria, B.C., having retired to that garden spot from his work and home in Ottawa. It is the culmination of a career that has brought Sandy accolades from all strata of the broadcasting industry.

We visited with Sandy before he left for the west coast, and learned that from the beginning he showed a penchant for things technical.

"As a young person," he told us, "I was always intrigued by anything electrical. I can remember taking out a little electric motor from a toy train and making sparks and getting all excited about it. So it started that way."

Sandy said there was a man living not far from his home who was a ham radio fan "and I was just fascinated by what he was doing. Eventually I became a ham

too, and I remember my call sign — VE3AWG."

While the first radio that Sandy built was a basic crystal set, the next one had a one-tube amplifier on it and, as Sandy put it, "I went from there."

It was in those early years that Sandy decided to become a radio engineer. "I was fascinated with the medium," he said, "but when I found out the cost of going to a U.S. college to be a radio engineer, I decided instead to go to the University of Toronto and study to be an electrical engineer and follow my own pursuit from there."

During the summers while in college Sandy worked at a variety of jobs, but nothing directly associated with engineering, and certainly nothing to do with radio other than to fill-in for the Ontario Hydro up in Nipigon one time when the radio operator went on a holiday.

"For a couple of weeks I had to run the radio station for them, because the water levels were all controlled by radio instruction from Toronto — how much water to let down the Ogopi diversion, or how much was going over the dam. Today, I would think they have it all tied together by computer."

... started with (as he defined it) a little company "that built car radios for Canadian Tire ..."

After the Second World War, Sandy started with (as he defined it) a little company "that built car radios for Canadian Tire — cheap little things, under-dash stuff — and we also got involved with test equipment and record players and the like. I learned pretty well how a car radio worked . . . but in time this little firm 'bellied up'."

Sandy recalled the important role that car radios played in the development of the radio broadcasting industry.

"The first mobile radios I ever saw as a kid were on police motorcycles, back in the time that Dick Merrill landed in Toronto. I went out and saw his plane come in and almost nose over in the mud — not much of an entrance for a trans-

Atlantic flier who had come to Toronto to take his accolades! The police radios took the form of two suitcases over the back wheel of the motorcycle, with a whip antenna sticking up. They looked almost as big as the motorcycle itself."

With his business not going well, Sandy hitchhiked to Ottawa "where I had worked during the war. I went to see some people I knew, and they offered me a job with what is now the Communications Research Centre. They said it would take a week or two for the paperwork to be done, and they'd be glad to have me back in Ottawa."

Sandy returned to Toronto, "but meanwhile our little company couldn't afford to pay my \$50 a week and we were getting pretty hungry. So I started carrying blocks for some block-layers who were building a plumbing warehouse.

"While I was doing that, Sandy Banks from Electrohome . . . came after me and found that I would be interested in going to his company. It always had a marvelous reputation. Through the war, when we were inspecting equipment, some companies had good reputations, some had not. Electrohome, I would say, was at the top of the list. So when he asked would I like to be a project engineer at Electrohome — this would be in '48 I guess — I quickly said, 'Yes, I would.' I had not heard anything from Ottawa, and didn't until six months after I was in Kitchener."

Sandy's job started off with a car radio Electrohome wanted to build. "Then a few odds and ends of other radios, including the first FM radio I designed — I still have a model of it."

"About 1950 Electrohome got started into television design and put me in charge of that department. That meant I had one helper and myself making up the television department at Electrohome at the time. Canada, of course, didn't have television then — all the signals were from the United States. The closest one we had was Buffalo, and we built an outlandish-looking antenna on the roof of Electrohome's lab."

Sandy said that "RCA supplied all the industry all the information on their model 630-TS, the original RCA TV chassis. So you had that to start from — you knew what RCA had done."

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"Electrohome had a tie-in (although they were totally independent) with Hazeltine Labs in Chicago; they paid them something to have the expertise of that outstanding organization. They also dealt with Wells-Garner, who built private-trade label stuff in Chicago. Electrohome could copy a Wells-Gardner model if they wished, but they could also vary from it to any degree they wished.

"The other manufacturers in Canada basically had to follow the U.S. design; if they wanted to change one resistor they had to get approval from head office. So working for Electrohome was great. You were independent, yet you had the expertise there if you needed it."

"Jean Pouliot . . . came up to Kitchener and asked me how would I like to be chief engineer of a television station."

It was Sandy's work at Electrohome that led to his appointment as chief engineer when CKCO-TV Kitchener was coming together.

"Famous Players," he said, "had obtained the license, but with a 50-50

partnership with the two radio interests in Kitchener — Carl Pollock at Electrohome, and CKCR. CKCO-TV had hired a chief engineer, a chap named Perry from England. He returned to England to look at some equipment there, and didn't come back.

"Jean Pouliot was the executive at Famous Players responsible for getting CKCO-TV together. I had known Jean during the war in the Inspection Board, and he had heard that I was in Kitchener designing TV receivers. He came up to Kitchener and asked me how would I like to be chief engineer of a television station.

"Bill McGregor was the man in charge at CKCO-TV. Anyway, Jean Pouliot came to Kitchener and convinced me in a hurry that I should be the chief engineer, so within a week I was. That was in January of 1954.

"The test pattern had already gone on the air at Christmas. Austin Reeve (who just retired from CJOH-TV Ottawa) was in charge of the GE crew there — it was a CGE package — and we began a close association. In any event, he got the test pattern on the air and they came around to our house with some of the dignitaries from GE and Famous to actually see the test pattern, 13 miles away at my home. 'Yes,' they'd exclaim, 'it's on the air! See

that Indian head.' I was one of the few people that had a TV set because I'd take them home to test them. Anyway, the picture actually showed up, a little snowy, 13 miles away — but, of course, that was the back of an antenna which was aimed at Buffalo."

The CKCO-TV studios were located on Kitchener's main street, King Street.

"There was an old Transvision television showroom on the ground floor. Down below was the Concordia Club, with its oom-pah-pah every Friday and Saturday night — a German night-club with lots of thumpy music. Upstairs were apartments with squeaky board floors (and I can even say squeaky beds for that matter!) you could hear anything in our studios when we first started. We had to get the equipment in by March, which was the on-air date for CKCO-TV.

"That was quite a baptism," said Sandy, "because it was totally different from the nice, peaceful milieu at Electrohome — CKCO was simply a maelstrom of people shouting, screaming, back-biting, fighting. I had a thin skin when I went in, but learned pretty quickly how to take it."

"That was quite a baptism . . . totally different from the nice, peaceful milieu at Electrohome . . ."

Sandy was given the title director of engineering. (He felt that chief engineer sounded like you should be shovelling coal).

"I stayed with CKCO-TV until 1958, when Famous began to use me because by then Jean Pouliot had gone to Quebec City to manage the television operation there, which was also owned by Famous. They moved me into Toronto as executive engineer to replace Jean.

"We still had the interest in Kitchener, of course, but there was also cable in London and up in the Lakehead, and possibilities of cable in Winnipeg. Famous was developing the very early cable systems.

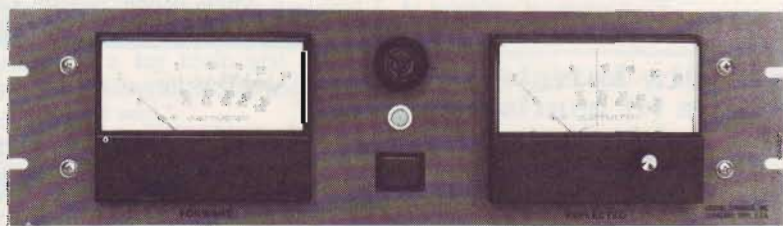
"I worked with Ed Jarman in London. There was one other small cable system in London run by a man named Anderson; then Ed came along and built a big antenna and a very small system on his own street because his neighbours wanted to see what he was getting. He actually ran a dry-cleaning company at the time and a little machine shop. Quite an enterprising and remarkable guy!"

Over the years Sandy designed a lot of equipment and we wondered if that talent came from his university studies or was a natural talent.

"I guess," he said, "it starts if you want

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to be a ham, a radio amateur. Of course there was no solid-state, it was all tube stuff and you simply learned the principles of how the circuits work or don't work. Pretty soon you can put the right circuits together to make something do what you want it to do."

Sandy said that "others had built radios, obviously, so you had a pretty good idea of how the other ones went together. As a matter of fact, I pulled many radios apart in the early days to get parts for the ham stuff."

Until Sandy went to CKCO-TV, he actually had little experience in seeing the inside of a broadcasting station.

"I had been to look at the CBL transmitter site at Hornby, Ontario with a bunch of hams one time, and I once sat through a Roy Ward Dickson show at CFRB Toronto. But that was it. I didn't know what gear was there, what people were there — nothing about broadcasting whatsoever. It was quite an experience coming into the broadcasting field."

Sandy told us that the first VTR showed up in 1956 at an NAB convention in Chicago. "This," he said, "was a whirlwind! Just a fantastic change in what had gone on in television broadcasting. Instead of everything having to be live or film, we finally got the opportunity to see what we'd done, before it went on the air. Just a tremendous metamorphosis on how we did everything! Totally changed everything."

Back in those early days, we asked Sandy, didn't you have to deal with contours?

"Back then the CBC Board of Governors," he said, "was in charge of broadcasting, and there was a 'single station' policy. That meant that your Grade B contour couldn't overlap anybody else's transmit-

ter site. So Kitchener was squeezed in: channel 13 was stolen from Hamilton, and Channel 11 Hamilton was stolen from Toronto — which in the original deal with the States had been given channels 6, 9 and 11.

"In using channel 13 in Kitchener, we had to protect other stations by using a low-power directional pattern."

"Later," said Sandy, "those regulations were relaxed. In came the 600-foot tower, a better antenna, and much better coverage. Today, Kitchener, of course, is omni-directional full-power, but in those days it was still an egg-shaped pattern with a power split of about 8:2, 9:1, in that order, in the strong:weak direction."

"Somebody at CKCO had the nerve to sell the . . . game as a mobile, when we didn't have any mobile equipment!"

Sandy chuckled when we asked him if he found mobile pick-ups difficult in those early days.

"Yes, indeed," he said, "unbelievably so in today's terms. There's one that comes to mind — it was when the Kitchener-Waterloo Dutchmen hockey team reached the OHA finals. Somebody at CKCO had the nerve to sell the game as a mobile, when we didn't have any mobile equipment! We had our studio cameras, two of them, so one of them was to be used for the remote.

"Famous Players had owned an old mobile unit from pre-television days — they had hoped to use it for live presentations from theatres. It had been dismantled and was in Quebec City. So I flew

down there — 48 hours before the hockey program was due on air — and overnight we checked out a microwave (we didn't have one to get the signal back), and we checked out one camera chain.

"The following morning, having worked almost the whole night, I flew back with all this excess baggage to Malton, where I was met by a station wagon. We jammed the equipment in and went straight to the auditorium in Kitchener where the hockey game was to be played. It was, by then, mid-afternoon. I think it was about five minutes before air-time, with a very worried Bill McGregor pacing back and forth, that we got everything working well enough to do the hockey game."

Sandy's days in broadcasting have been exciting and historic and, in many ways, have contributed to the advance of television. When he left Famous Players he formed his own firm as an independent broadcast engineering consultant and again was a major figure in the industry.

He plans to write "off and on" (as he put it) for *BT*, do some gardening, and generally find activities to keep him occupied, including curling.

Sandy said he never had any ambition to be on mike or on camera. "I don't mind holding the mike," he said, "but I don't like it pointing at me."

What Sandy Day wanted to be, and what he did with elan and flair, was to be an engineer — and in that capacity he will be long remembered and appreciated.

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.



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BROADCAST BEAT

by Phil Stone

CITY-TV Introduces 1989-90 Season

We had an invitation from **Brona Brown** to attend a press conference at CITY-TV Toronto, where she handles PR. Station President **Moses Znaimer** let the media know that while such major figures as J.D. Roberts, Dini Petty and Mary Garofalo had left CITY, many front-rank people remain and some outstanding people had come on board. **Marilyn Denis**, CHUM-FM's morning show co-host, replaces Dini on *CityLine*; **Lisa Gray**, a former model and champion swimmer, is now a sports specialist on *City-Pulse* news. **Ann Rohmer**, **David Onley** and **Steve Anthony** combine for a new morning show, while **Greg Rist** and **Judy Haladay** were assigned to co-host *Citywide*... CITY-TV now has a staff of 450... While there, we met former student **Bob Cook** who, Brona told us, does a great job in commercial copywriting...

Ron Suter was appointed manager of sales at MCA TV... **Kareb Bryant**, director of promotion, CHTX Montreal, was elected to the executive committee of the Ad & Sales Club of Montreal... **Michel Boivin**, a TVA sales rep with Paul L'Anglais, was named a VP of the Publicite-Club de Montreal... At All-Canada, **Hedy Bouthiller** was appointed a national radio sales rep. She's been with Telemedia and Grey Advertising... CBC's **Bert Allen** dropped us a note to let us know that *Telefest '90* will celebrate a decade of competition for the festival next May... CFNY-FM Toronto/Brampton reports via **Darren Wasyluk** that its 1989 Modern Rock Talent Search drew close to 1,000 song entries... Re-appointed to the board of TVOntario are **Normand Forest**, **David Galloway**, **Rheal Leroux**, and **Michael Levine**... **John Kelly**, following in the footsteps of his late father, **Dan Kelly**, became broadcaster for the St. Louis Blues of the National Hockey League... **Don Chevrier** is getting more and more into hockey. He signed to do the NHL All-Star Game and the Stanley Cup final on ABC Radio...

Congratulations to **Bill MacDonald** and **Denise Isaman** on the handsome new format for the Shaw Cable newsletter, *The Connections*... **Alan Butler** of All-Canada Radio and Television and **Don Shafer** of Q107/CFGM became directors of The National Advertising Benevolent Society of Canada... **Mel Cooper** is to be invested this fall with the Order of Canada, a high honor indeed for a leading broadcaster who has also been an outstanding Canadian... **Writer/actor/comedian David Bronstein** is co-hosting the new CBC radio show *Toronto After Hours* with actress and former model, **Alex Amini**... Congratulations to CHCH-TV Hamilton, celebrating its 35th birthday this year... **Larry Mann** was the subject of a cover story for *Today's Seniors*, written by his friend and former CHUM colleague **Gord Atkinson** who, at the age of 61, took early retirement from CHUM's Ottawa FM station, CFMO, where he had been gm. He continues with his popular program *Showbill* as well as writing for *Today's Seniors*... **Elaine Loring**, Global TV entertainment reporter, is the daughter of Rex Loring... Veteran director **Harvey Hart** was elected president of the Directors Guild of Canada. **Neill Fearnley** was chosen 1st vp and **Don McBrearty** 2nd vp... **Jan Van**

Bruchen, president and gm of CJVB Vancouver, was named Broadcaster of the Year by the B.C. Association of Broadcasters... **Samantha Taylor** left CBC-TV's *Video-Hits* after five years to spend more time with her family... The syndicated show *Red Robinson's Giants of Rock'N'Roll*, was sold this summer to an estimated 150 stations... Expatriate Torontonian **Paul Perlove** is supervising producer of the **Jackie Mason** sitcom, *From This Moment On*, debuting this season... Another former Torontonian, **Earl Pomerantz**, is producing the new CBS series *Major Dad*... CTV's popular *Live It Up* has a new co-host, succeeding **Alan Edmonds**. She is **Sharon Seto**, a former researcher with the show who has also worked for *Canada AM* and *Global TV*...

Peter Downie was chosen to host CBC-TV's *Man Alive*, succeeding **Roy Bonisteel**... **Marc Charlebois**, who used to broadcast Ottawa Rough Riders and Montreal Alouettes games until the late 70s, is doing Toronto Argonaut's play-by-play for CHUM. **Peter Martin** is the color commentator... CJVI Victoria's **Allison Fleming** and **Michele Paget** let us know the station has initiated program, *Environment Watch*, designed to be utilized by environmental groups as a public service... It's no longer CHIM-FM Kelowna. **Dean Cooper**, gm, and **Bob Bye**, pd, let us know the B.C. station is now CKLZ-FM or, more informally, The Lizard FM 104.7... PEAC Media Research Inc. and its new division, Viewfacts, have moved to 875 Don Mills Road (Toronto)... Veteran broadcaster **Don McPherson** was appointed president and CEO of The International Telecommunications Discovery Centre, Brantford, Ont... **Ruth Anne Wallace**, often the singer of *O Canada* at Toronto Blue Jays' games, is the wife of CITY-TV weatherman **David Onley**... Agincourt Productions named **E. Val Steffan** vp finance... It was a boy for Sandra and CHUM's **Duff Roman**... Congratulations to **Ralph C. Ellis** on the 25th anniversary of his production firm... According to *Report On Business*, Ford has spent \$10 million in the past five years to set up a sophisticated TV broadcasting system based in Dearborn, Michigan. Each day FCN broadcasts a "slick-looking, six-minute newscast of mostly industry-related items to more than 200 Ford plants and offices in the U.S., Canada and Mexico."...

YTV says it will hand out its *YTV Youth Achievement Awards* at a gala ceremony in November, according to YTV president **Kevin Shea**... HDTV (high definition television), also known as ATV (advanced TV), may not be the boon we have come to expect. Detractors say it will not dramatically improve the picture on TV sets of less than 25 inches, and bigger sets will be expensive. Japan is said to be poised to market the first HDTV sets next year, possibly for as much as \$3,000 to \$5,000. Some projections are that HDTV represents a potential \$6 billion (US) in TV sales by the year 2010... Former CBCer **Larry Stout** takes over the Toronto news bureau for CTV. He had been working as a media consultant since leaving CBC... You may have heard that Home Box Office (HBO) is planning a round-the-clock channel devoted entirely to comedy. The vp in charge of developing original programming for the channel is **Stuart Smiley**.

Honest!... Since deregulation in 1984, U.S. cable television has grown with a vengeance, reaching 54% of TV homes. Annual ad revenue is more than \$800 million, compared with \$60 million in 1980... Look for *The National* to have a new set for **Peter Mansbridge** and company this fall... **Sandy Gillis** sent us a list of personnel changes at Maritime Broadcasting System: **Jim MacMullin**, sm at CKNB

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Howard Christensen:

'Good Humor makes most things Tolerable...'



What? Him Again?

To those who wrote or telephoned about my job change and the suspension of this column, my gratitude. I still feel a bit removed from the broadcast scene but, with your help, this column can function in the mode for which it was intended.

There are brilliant thoughts, kickers, promotions, sales, news and human interaction stories out there. And I know you and your fellow broadcasters are like sponges; you want as much as you can get. I'd be delighted to be a conduit.

Send your station news letters and releases, items about your people, your success, your promotions, your syndications and your slices-of-life to: **Howard Christensen, 414 St. Germain Ave., Toronto, Ont., M5M 1W7.**

By the way, engineers, sales people, production house people — anyone reading this — you're included, too. Nothing elite here! While this may seem like a monologue, the aim is to make it a dialogue. And for that to happen, YOU need to help me out.

PEOPLE...

Donnie Brown, CJCB Sydney's likeable sm and ass't gm — and also this year's Atlantic Association of Broadcasters convention chairman — is promising the best and most lobsters an AAB has ever seen (or consumed). The regional confab comes up at the end of September... Special thanks to **Bill Ballentine** (CJEZ-FM Toronto), **Neil McMullen** (AVR Kentville), **Mike Trenholm** and **Jackie Murphy** (CKCL Truro), **Ron Laidlaw** (editor emeritus, CFPL-TV London), **Keith Clingen** (CJSS Cornwall) and **Ann Brillinger** (CKGB Timmins). You all know why... Thanks to **Bill Coombes**, president of Fraser Valley Radio, for the great marketing button *CHANGE IS OPPORTUNITY IN DISGUISE*... The rep business must be an awful row to hoe. Take poor **Joe Mulvihill** for example. His company car is a new Corvette convertible... CFRB Toronto reporter **Hal Vincent** took me to a Blue Jays game at Exhibition Stadium. It was good to get out for one last night at the old ball yard before the Jays moved to the SkyDome. A few weeks later, **Ingrid** and I joined the RTNDA conventioners for our first look at the new facility. Awesome almost describes it...

Stu Morrison, ex gm at SBN/SBW, should now be in the Kelowna area of B.C. in that special log cabin home he wanted so badly. Former UPI Canada manager **Ken Whitehurst** has taken over at SBN/SBW... Former CFTO-TV Toronto news secretary and most recently Canada News-Wire executive assistant **Lynda Mayes** has left CNW to pursue a diploma as a registered nurse... It was good to spend a little time over a milkshake with CKVR-TV Barrie assignment editor **David Scott** (more from David later)... Had a good conversation over lunch with **Larry Lamb** of Major Market Broadcasters. Just a few days earlier, All-Canada's **John Gorman** and I took in a spectacular view at a Toronto Beaches eatery...

Attitude...

The column head reads *Good Humor Makes Most Things Tolerable*. The mistake some might make is that this is a humor column. (*Eds Note: No one has YET made that mistake.*) The banner is meant as a lifestyle tip. From time to time there'll be something that'll make you absolutely convulse in hysterics, no doubt prompting you to think: "My goodness gracious me (or word's to that effect), but doesn't that Howard have an abundance of wit and charm!"

You'd be correct, of course, but there's more. The mere telling of jokes doesn't constitute good humor. Good humor is an attitude; changing what you can and accepting with good grace those things you can't, letting petty annoyances slide off your back, realizing that your work life is not your whole life, taking a risk now and then.

Lighten up! This life isn't a rehearsal; it's all you've got. The inevitable will happen anyway. Co-operate.

* * *

So, you work in news, sales, announcing, engineering, traffic, accounting, administration, copy, graphics, photography, programming, whatever. Each department is something like an island unto itself, isn't it? Even at the Christmas parties, you all sit together, occasionally acknowledging someone from outside your group by a smile, a wave, perhaps even a tentative

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for more info.

— continued from page 63.

RTNDA Convention. . .

Held in Toronto, the Radio-Television News Directors Association saw **Tony Cox** of CHEK-TV Victoria assume the presidency from **John Hinnen** of CHFI-FM Toronto... CFBC Saint John ND **Tom Young** got his milk quota... CFCH North Bay ND **Clancy MacDonald** had nice things to say (so unlike him)... CHRO-TV Pembroke ND **Dan Nyznik** helped close a hospitality suite at about three o'clock in the morning. (BN's **Jerry Fairbridge** wasn't thrilled)... **Tony Orr** of CKLC Kingston and the lovely **Mrs. Orr (Joy** to everyone else) were seemingly everywhere... Good to see CJEZ-FM Toronto ND **David Craig**... CJCB Sydney ND **Dave Wilson** and CKVR-TV ND **Tony Panacci** took me for a late-night nosh, then over to a place called Peter's Backyard to soak up local culture (By the way, it's good to know some things never change; Dave Wilson's flight to Toronto got totally fouled-up)... CKNX Wingham ND **Ray Baynton** has hired **Kevin Bernard** as morning newsman. Kevin was long-time nd at CFOS Owen Sound... CKLP-FM Parry Sound pres **Bob Bowland**, still wearing his old newsman's hat, couldn't stay away... CKKW Kitchener news editor **Dave Carswell** offered lunch just as soon as he gets more Swiss Chalet coupons... **Don Chapman** and **Alan Orm** from MCTV Sudbury were seen cruising Yonge Street... CFPL-TV London's **George** and **Judy Clark** sat beside **Ingrid** and me at the Blue Jay game ... CFRN-TV Edmonton ND **Bruce Hogle** said an item here about his offer of a free video on TV news presentation drew upwards of 25 responses from colleges and stations across the country. Bruce was so pleased he's producing a new one... Good to see a strong

Montreal contingent: **Steve Pownall** from CFCF-TV, CHTX/CHOM-FM's **Steve Kowch** at his first RTNDA as well as CJAD's **Gord Sinclair** and CJFM's **Peter Coleman**... Former RTNDA president **Thompson MacDonald** and his wife, **Jean**, came in from Calgary... VPCM St. John's ND **Gerry Phalen** wrapped a family vacation around the convention. He had his wife and children along... CFUN Vancouver's **J.J. Richards** was the unofficial RTNDA photographer (Why doesn't the executive ever make plans to photographically record these things?)... CKOC Hamilton ND **Pauline Mitchell** wants RTNDA to set up a milestone association similar to the CAB's Quarter-Century Club... Good to chat with CKIK-FM Calgary ND **Dave Taylor** and his wife, **Martha**. We hadn't seen each other since way back at CHUM Toronto... Congrats to Newsradio's **Frank Switzer** for organizing the most successful national RTNDA yet... **Lynda Gibson** (BN ND Al Gibson's wife) took control of registration for the second time. She's already drafted for similar duties next year at Whistler, B.C.

Kicker . . .

For many years **Dr. Noel Murphy** of Humber Valley Broadcasting at Corner Brook, Nfld., had consistently stopped by a local bistro at the end of his business day — precisely at the same time every day — for one, and only one, almond daiquiri.

The bartender, **Dick**, had the timing down to a science. He always had the almond daiquiri prepared and waiting. One day **Dick**, to his consternation, ran out of almonds for **Dr. Murphy's** drink. Instead, he substituted a hickory nut. One taste and the good doctor knew there was something different.

"Is this an almond daiquiri, **Dick**?" he asked.

"No," replied the bartender. "It's a hickory daiquiri, doc."

There is no truth to this kicker. I needed a doctor to make the joke work and it was either going to be **Dr. Allard**, **Dr. Rice** or **Dr. Murphy**. Since **Dr. Murphy** and I have exchanged many a light-hearted moment, he was elected.)

✓BT

There are brilliant thoughts, kickers, promotions, sales, news, and human interaction stories out there. Send your station news letters and releases, items about your people, your success, your promotions, your syndications and your slices-of-life to: Howard Christensen, 414 St. Germain Ave., Toronto, Ont., M5M 1W7.

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OTHER BUSINESS NEWS

* **Advanced Music Systems** — two AMS AudioFile systems purchased by CBC; one, with Logic 1 digital mixing console, for installation in CBC's advanced teleproduction centre, a production centre and training facility for operators working with leading edge technology.

* **Comad Communications Ltd.** — appointed exclusive Canadian distributor for Myat rigid coaxial transmission line, RF components and accessories for use in AM-FM-TV transmitter systems; also now marketing the television automation systems of American Broadcast Systems.

* **Comlink Systems** — moved its corporate headquarters and service facilities to 1350 Thornton Road South, Oshawa, Ont. Comlink received a two-year maintenance contract to service 25 TVRO off-air rebroadcast stations by the government of the NWT as well as a contract for design and installation of two new turnkey TVRO/rebroadcast systems.

* **Electrohome Ltd.** — engineering work has begun on a 3D option to JAZZ, its new digital effects system targeted for post-production or ENG applications; it will be field upgradeable and is expected to be introduced in the first quarter of 1990.

* **Geleco Electronics Ltd.** — supplying components for Elder Engineering-designed antenna tuning and matching networks at CHUC Cobourg. As well as components and networks for a phasing system at CIAO Brampton and an antenna matching network for CKSA Lloydminster, Alta.

* **GERR AUDIO** — appointed exclusive distributor for Audio Digital Inc. products used in professional sound system installations.

* **IMMAD Equipment Sales** rented two Montage System II picture processors to AVR Productions of Vancouver and a similar system to Allarcom Studios of Edmonton for use in production of programs for Canadian television.

* **Incospec Inc.** — appointed exclusive distributor Midwest Communications Corp. of Kentucky, manufacturers of production vehicles, ENG and SNG uplink vehicles, and fly-away portable SNG uplink systems.

* **Maxtower** — completed a 675-foot

tower, its largest, for CKPC Brantford, Ont., holding two FM systems and an STL link; it can accommodate future expansion for either FM or TV.

* **MSC Electronics** — completed sale of COMLUX 560 Mb/s digital fibre optic terminal equipment to Rogers Network Services to serve Rogers' Toronto cable customers.

* **MSC Video** — delivered the 50th Abekas A53D Digital special effects unit sold in Canada to Greenlight Corp.

* **Neve** — named exclusive North American distributor for Mitsubishi Electric professional digital audio products, including Prodigy-format digital reel-to-reel tape recorders and ancillary equipment.

* **Ross Video** — has begun shipping its new downstream multi-keyer option for its model 416 production Switcher. Ross has also appointed three U.S. reps: Consolidated Media Systems (Tennessee, Mississippi and Alabama), International Broadcast Company (Illinois and Missouri), and Broadcast Television Systems (Texas).

* **Sony of Canada Ltd.** — sold more than \$1 million worth of equipment to Le Réseau des Sports, the sports specialty channel. Included were a BVC-10 Betacart multi-cassette system. Sony also donated more than 250 hours of studio time and videotape for production of a promotional video for the Canadian Executive Service Organization (CESO). The video will be made available to professional and service clubs and media outlets.

* **Video Design Systems Inc.** — sold the first high definition character generator in Canada to Telesat Canada.

New Literature Available

* **Corning** — a brochure describing optical-fibre bending performance in cable television applications available

from Corning's Telecommunications Products Division MP-RO-03, Corning, N.Y. 14831, phone (607) 974-7181.

* **Richardson Electronics Ltd.** — new 12-page broadcast catalogue featuring part number listings of power grid tubes, RF transistors, vacuum capacitors, CRTs, camera tubes, etc. available from Richardson Electronics Canada at (800) 387-2280.

* **Fluke Electronics Canada Ltd.** — 1989 catalogue available from distributors across Canada.

* **Hewlett-Packard (Canada) Ltd.** — 86-page RF, microwave and MM-wave measurement accessories catalogue available from Inquiries Manager, Customer Support Centre, Hewlett-Packard (Canada) Ltd., 3710 Nashua Drive, Unit A-E, Mississauga, Ont., L4V 1M8.

* **Richard Hirschmann of America, Inc.** — (1) Designer's Guide catalogue (connectors and specialty probes) and (2) fibre optic components and systems guide (for OEM designers and project level engineers) available from P.O. Box 229/Industrial Row, Riverdale, NJ 07457, phone (201) 835-5002, FAX (201) 835-8354.

* Two new publications available are *Sound Techniques for Video & TV, Second Edition* — an updated version of *TV Sound Operations* — and *Single Camera Video, From Concept to Edited Master*, a how-to approach to planning, organizing, and producing a video. Both from Focal Press, 80 Montvale Ave., Stoneham, MA 02180.

* *The 1989 Training Resource Directory: A Guide to Training Programs for the Communications Industries* — a "yellow pages" of training resources in such fields of communications as cable television, fibre optics, broadcast media and programming is available from Performance Plus, 1050 Posse Road, Castle Rock, Co 80104, phone (800) 333-4965. **BT**

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Allarcom Ltd. — **Harold Roozen** named president of Allarcom and **Charles (Chuck) Allard** president of Allarcom's pay-TV division.

Ampex Corp. — **Curtis Chan** named senior product manager for new business development and **James Carro** vice-president U.S. sales and service.

Astral Bellevue Pathe — **Andre Bureau** elected to the board of directors.

ATV News — **Randy MacDonald** appointed news director ATV Cape

Breton, based in Sydney, N.S.

BCTV — **Tony Parsons** appointed news director; he'll continue to host both *The Early News* and *News Hour*.

Broadcast News Ltd. — **Paul McDermott** appointed general executive-eastern Canada, based in Toronto.

Canada News-Wire — **Gunnel Pelletier** appointed vice-president, Quebec.

Canadian Advertising Foundation — **Michael Kennerley**, director of corporate sponsorships, CBC, re-

elected chairman; **Robert Bonneau**, vp administration Cogeco, is vice-chairman; and **Roger Hone**, vp marketing Global TV Network, and **Everett Holmes**, vp corporate affairs A.C. Nielsen Co. of Canada, directors.

Canadian Association of Broadcasters — **Michel Tremblay** appointed senior vice-president, radio; **Elizabeth McDonald** senior vice-president, television.

CBC — **Jack Craine** appointed director, CBC London, overseeing all the CBC's English-language activities in Europe. **Antonin Boisvert** appointed director, CBC Paris, overseeing all the CBC's French-language activities in Europe. **Pierre Racicot** appointed director, national capital region, responsible for overall operations of CBC radio and television services in Ottawa.

CBC-TV — **Peter Kretz** appointed general manager, marketing and sales; **Phyllis Platt** named Quebec regional director; **Kelly Crichton** named executive producer, *the fifth estate* replacing **Robin Taylor** who joins *Man Alive* as producer.

Canadian Satellite Communications Inc. — **Claude Lewis** appointed executive vice-president.

CBLT-TV Toronto — **Jay Mowat** appointed senior news producer for — CBC at Six replacing **Cynthia Kinch**, who moved to *The National*.

CBMT-TV Montreal — **Roch Magan** appointed executive producer of the evening newscast *Newswatch*.

CBVT-TV Quebec — **Marcel Auclair** appointed head of local sales and **Laurier Pellicelli** local sales representative.

CFNY-FM Brampton/Toronto — **Howard Glassman** is the new morning announcer and co-host of the new morning show with sports director **Fred Patterson**.

Comlink Systems Inc. — **Chris Greaves** appointed advertising administration, a new position.

Chyron Corp. — **Laura Lunceford** appointed director of marketing for telesystems and video products divisions.

CILQ-FM Toronto — **Joey Vendetta** appointed music director.

CJRT-FM Toronto — **Cam Finley**, president and general manager, was been awarded The Pagurian Corporation Award for Excellence in Broadcasting "...in recognition of outstanding effort and achievement while at CJRT-FM."

CKO Radio Network — **John McFadyen** appointed to the newly-created post of general manager-news and programming; **Frank Switzer**

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EFP, load cap. 80pds

In Memoriam

Phyllis Switzer, a co-founder of CITY-TV in Toronto and managing director of CTV's coverage of the Winter Olympics in Calgary, died of cancer at the age of 57. The Calgary native was writing newsletters for the CRTC in the early 1970s when she got the idea of starting an UHF TV station in Toronto. She worked as an executive Vice-president at that station, CITY-TV, for more than 10 years before moving to pay-TV's First Choice, where she was senior vice-president of programming. From there she went to CTV as managing director of CTV's host broadcast of the Calgary Winter Olympic games.

Robert Lionel Dunsmore, a former chairman of the Canadian Broadcasting Corp. died April 22 in Kingston, Ont. at age 95. Dunsmore, a civil engineer, worked for the Imperial Oil Company from 1919 to 1958. He was appointed a director of the CBC in 1958 after retiring from Imperial Oil, and the following year was made chairman — a position he held until 1963.

appointed news director, Newsradio; **Karen Bodirsky** appointed news director, CKO Network.

CKOC/CKLH-FM Hamilton — **Willard Cowan** appointed general sales manager of both stations and **Christopher Randall** marketing and promotions manager.

CKVU-TV Vancouver — **Sharol Josephson** joins **Russ Froese** as co-anchor on *First News* at 5:30 p.m.

Cubicomp Corp. — **Lani Ridley** appointed vice-president, worldwide sales.

Dielectric Communications — **Dr. Oded Bendov** appointed vice-president, antenna operations and **Joseph A. Zuba** director of broadcast sales and marketing.

Enterprise Advertising Associates — **Dave Sanderson**, vp marketing at TSN, appointed president replacing **Alan Middleton**, who becomes president/CEO J. Walter Thompson, Tokyo.

Global Television Network — **Nancy Smith**, vp of communications, was honored with an Aggie Award in the communications/public affairs category at the 1989 Toronto Women

Peter Foley, 37, general sales manager of CFMT-TV Toronto, died in the July 20 crash of United Airlines Flight 232 at Sioux City, Iowa, while returning from a computer seminar in Colorado. Before joining CFMT-TV in 1986, where he is credited for helping bring the multicultural station into the black, he had worked for about eight years for Paul Mulvihill, an agency representing television and radio advertisers. He is survived by his wife and two children.

Don Hearn, retired CBC news producer, died at age 57 following a stroke in his Ottawa home. Born in Winnipeg, he was the first producer of CBC-TV's *This Week in Parliament*, when it first aired in 1977. He also worked for CBC in Toronto, Winnipeg, Regina and Vancouver.

Muriel Krill, most recently manager of data systems of All-Canada Radio & Television Ltd. in Toronto, died June 18 after a long illness. She had been with All-Canada for over 26 years. Donations in memoriam may be made to the Canadian Cancer Society.

of Distinction Awards.

Harris Corp. — **Harvey Baker** appointed vice-president, manufacturing for the broadcast division.

Heidrick and Struggles, Woods Gordon Inc. — **R.C. (Bob) Short**, former CCTA president and deputy chairman of CUC Broadcasting Ltd., appointed an associate.

IDB Communications Group Inc. — **Linda Murray** appointed gm of the newly established transportable division; **Scott Smith** named director, broadcast sales, IDB New York.

Major Market Broadcasters Ltd. — **Vern J. Legault** appointed sales and marketing executive, Montreal.

Microwave Radio Corp. — **Sal Coraccio** appointed operations manager and **Paul Fisher** manager of new system integration and contract service group.

Radio Canada — **Richard E. Clement** appointed representative, television network sales.

Reseau des Sports — **Gerald Jan-neteau** appointed president; **Claude Laberge** vice-president, marketing; **Jacques Barette** information direc-

tor; **Gaston Laporte** delegate producer for programming; **Yvon Vadnais** producer, information programming; and **Jacques Barrette** news director.

STV-Regina — **Len Kinzel**, former media director and merchandising manager of the Saskatchewan Roughriders, appointed assignment editor.

Seltech Satellite Systems — **Donald Bradley** named director of advertising/broadcast and satellite sales, Westwood One Canada and Seltech.

Standard Communications Corp. — **Warren H. Davis Jr.** appointed national product manager of the Satellite Communications (SatCom) Division.

Telemedia Inc. — **Peter D. Viner** and **Claude Beaudoin** appointed executive vice-presidents of Telemedia. In addition to their other positions with Telemedia, Viner was named chief operating officer, Telemedia West and Beaudoin chief operating officer, Telemedia East.

TVOntario — **Mary Martin** appointed director, community development and liaison and **Judy Davies** appointed manager, Canadian-International sales, marketing department, Toronto.

The Sports Network — **Rick Brace** promoted to vice-president, programming; **Jake Scudamore** appointed vice-president, marketing.

Appointment Notice

 **Telesat**



Sue Knott

Linda M. Rankin, Vice-President of Business Development for Telesat Canada, is pleased to announce the recent appointment of Susannah E. Knott as Director of Broadcast Services.

Sue, who has extensive background in the telecommunications industry, was previously Telesat's Director of Personnel and Public Affairs. She has now assumed responsibility for all broadcast services marketing and customer engineering, as well as Telesat's Advanced Television Applications Trial, commencing this fall.

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