

BROADCAST + TECHNOLOGY

COMPLETE COVERAGE OF CANADA'S BROADCASTING INDUSTRY

OCTOBER 1989 — VOLUME 15, NUMBER 2



OMNI-PRESENT DISHES REFLECT SATELLITE IMPACT ON RADIO, TV

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'Broadcast Industry Must
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**Phil Stone
Interviews
Ralph Hart**

**Programming
'Oldies'
Music**

**Satellites
and
Radio**

**CAB/CCBE
Convention
Agenda**

CBC STRUGGLES TO DEAL WITH BUDGET CUTS

The CBC's acting president says the corporation may be forced to reduce staff as it tries to deal with \$140 million in budget cuts over the next four years. But, in a memo to employees, Bill Armstrong has promised that the corporation would try to handle any staff cuts without layoffs.

"Actual layoffs will only be considered as a last option," the Armstrong memo stated. It said that staff downsizing "will be accommodated as much as possible through attrition, early retirements and transfers of employees from one area to another."

The memo was to bring CBC staff up to date on budget cutting launched after the \$140-million budget cut was announced in the spring federal budget. The cuts begin in the budget year that starts April 1, 1990.

Earlier, a budget task force of CBC's top management had received a confidential report on ways the corporation can save money compiled from suggestions by employees from across the country.

The suggestions were requested by CBC management. They covered all aspects of the CBC, "from recycling paper to abolishing head office," according to Alain Pineau, who headed the group that compiled the report.

Pineau, assistant vice-president of planning, and his group went over the 1,200 or so pages of suggestions from CBC staff, analyzing their feasibility and value. There were recommendations for increasing revenue, streamlining the CBC structure, pooling resources among various divisions and cutting activities.

The suggestions showed almost nothing was sacred, though Pineau admitted no one advocated cancelling *The National* or eliminating radio news. But, he said, other seeming CBC fixtures — regional drive-time radio shows and local supper-hour television newscasts — were among areas suggested for cutting.

Armstrong's memo said the management budget task force identified three basic principles:

- A strong commitment from senior management to implement the staff suggestions.
- Programming cuts and station closures be considered only after all possible trimming has been done in administrative and production

areas.

- As much as possible, staff reduction be by attrition, early retirement and transfers.

The CBC's budget task force has presented a preliminary report to the CBC board of directors, with a more detailed corporate plan, outlining financial strategy for the next few years to be ready for the Dec. 23-24 board meeting in Quebec City.

FRENCH ALL-NEWS CHANNEL REJECTED

The Canadian Radio-television and Telecommunications Commission has turned down a bid by the CBC to run a French all-news channel.

In its ruling, the commission said the application didn't contain enough original broadcasting. It also complained the proposal showed no evidence the market wants the service.

"Although the CBC proposed that the new service would be the French-language equivalent of *Newsworld*, it could not be considered an equivalent because of its programming inadequacies," the CRTC said in a release.

Communications Minister Marcel Masse wasn't critical of the decision and said he supports equivalent quality of service for both language groups, but that doesn't have to mean identical services. He promised the role of Radio-Canada will be redefined in the new broadcast legislation, expected to come before Parliament in the next session.

When the CBC was originally granted the licence for *Newsworld*, the English all-news service, Conservative backbenchers from Quebec raised a hue and cry that there was no equivalent service for francophones. Cabinet reviewed the CRTC's decision and eventually approved it — but asked the CBC to come up with a proposal for a French-language service.

Jean-Pierre Blackburn, the Tory MP for Jonquiere who two years ago spearheaded the Tory caucus battle to demand a French all-news channel, was outraged by the CRTC's decision. He said the decision shows "a lack of respect for us, the francophones."

Blackburn was also furious that the CRTC did not tell the CBC to "go back to the drawing board and come up with something better."

However the authors of the 1986 federal government's Caplan-Sauvageau report on broadcasting supported the decision.

Toronto consultant Gerry Caplan

said he thought "the CRTC has done the country and the CBC a great service."

"We were persuaded several years ago that there was no genuine call for a French-language equivalent of *Newsworld*," Caplan said.

Florian Sauvageau, a Laval University communications professor, said he doesn't believe francophones need a mirror image of every service available to English-speaking Canadians.

"I think that it is much more important to improve the quality of Radio-Canada than to create something new," he said. "The French services of Radio-Canada are already under-financed."

CRTC RELEASES ANNUAL REPORT

The CRTC continues to be a net generator of revenues for the government.

In its annual report, the commission pointed out it expects a surplus of \$30 million in 1989-90.

The report, over the signature of acting chairman Bud Sherman, said the year was an important one for the commission. He said the major event in broadcasting was the renewal of licences of 75 television stations across Canada.

"By linking requirements concerning Canadian program spending to each licensee's financial performance," Sherman said, "We believe that we have secured a level of spending that is vital for continued improvement in the quality of Canadian programs."

He also said that the launch of new specialty television services adds "a new dimension to television viewing".

Sherman said the commission plans "to initiate important reviews" of its policies and regulations during the coming year.

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Included is a comprehensive review of FM radio policies to begin this fall and a review of existing cable policies and rate regulations, including a look at the community channel policy.

CBC GETS NEW BOARD MEMBERS

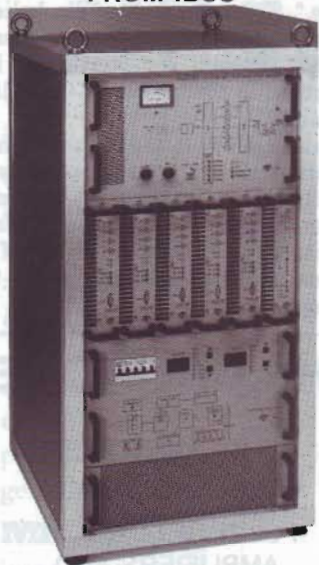
Two new members have been appointed to the CBC board of directors amid speculation one of them may be in the running for the job of president.

Nancy Juneau, of Shippigan, N.B., and Don Hamilton, of Vancouver, were appointed to the CBC board by Communications Minister Marcel Masse for five- and three-year terms respectively.

Juneau, a former journalist, is a member of New Brunswick's consultative committee on official languages.

Hamilton, a 37-year broadcast veteran, is president of General Communications Corp. Ltd. and Ocean Pacific Broadcasting Inc. His appointment raised speculation that he may be a compromise candidate to replace Pierre Juneau as the CBC's president.

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POWER CORP REORGANIZES

Power Corp. of Canada is reorganizing its radio and television broadcasting assets, which will be held in Power Broadcasting Inc., a new wholly-owned unit.

Power's seven AM and four FM radio stations and three television stations were previously held by a number of subsidiaries in Quebec and Ontario. The Ontario stations include CKBB Barrie, CKCB Collingwood, CIAM Cambridge, CJOY/CKLA-FM Guelph, CKWS/CFMK-FM/CKWS-TV Kingston and CHEX/CFMP-FM/CHEX-TV Peterborough.

Power Broadcasting will be based in Montreal. Andre Desmarais has been named chairman and chief executive of the new unit and Peter Kruyt president.

NEW PSA DELIVERY SERVICE

The Canadian Association of Broadcasters, in co-operation with Seltech Satellite Services, has announced a PSA satellite delivery service for non-profit, charitable organizations and government services registered with the CAB.

Seltech is feeding the public service announcements to radio stations across Canada in a package during its regular satellite transmission schedule. Programmers can tape the PSA's for replay as their schedule permits.

Proceeds from the service are to be donated to the Canadian Broadcast Research Fund.

CAB WANTS NATIONAL MUSIC STRATEGY

The Canadian Association of Broadcasters wants broadcasters and the music industry to get together to launch a co-ordinated strategy to shore up the Canadian recording industry and stimulate production of high quality Canadian music for radio. The CAB says an all-industry music strategy is the best way to accomplish the task.

The association suggests free advertising for new Canadian releases and touring performers; on-air identification of performers; distribution of promotion material; and research on the impact of airplay on Canadian music development are needed to strengthen the industry.

The CAB says that while radio stations need up to 220 different Canadian music selections a week, production is on the downswing. But, it says, the shortage hasn't discouraged the music industry from pressing for increased Cancon levels on FM.

The CAB says "private radio cannot, by itself, remedy the structural problems of the Canadian music industry."

TED ROGERS HONORED

The Harvard Business School Club of Toronto has named Ted Rogers as 1989 Canadian Business Statesman of the Year.

Rogers, president and CEO of Rogers Communications, was cited for providing Canadians with a wide range of TV viewing options and for demonstrating a rare combination of vision and management ability that has ... "helped place Canada on the leading edge of communications technology."

AWARD WINNERS AT PRODUCTION '89

Pierre de Lanauze of Delsynchro Inc. and Pierre Raymond of Groupe Andre Perry were honored at *Production '89* in Montreal for creation or development of new technologies.

De Lanauze won his award for creation of the delsynchro, an audio-visual recording system which permits sound tracks to be perfectly integrated with video on the same track. Raymond was honored for creation of the RMS or Resource Management System, a new video technology based on an interactive system for equipment and resources.

Over 8,000 delegates, exhibitors and visitors attended the exhibition and conference on audiovisual technology.

AGENCY KIT AVAILABLE

The Agency Kit, a step-by-step guide to commercial clearance and on-air procedures, is available from the Telecaster Committee of Canada. The kit provides information regarding station requirements, regulatory clearance, public service announcement information and important contacts in each area. It is available from Mrs. Y. Gilbert, Telecaster Committee 890 Yonge St., Suite 604, Toronto, Ont. N4W 3P4, phone (416) 928-6046, FAX (416) 924-7644.

stations in the news

CRTC DECIDES IRVING CAN BUY CKBW

New Brunswick Broadcasting Co. Ltd., controlled indirectly by the Irving Family of Saint John, N.B., has been given approval to buy CKBW Bridgewater, N.S.

The CRTC gave its approval in September for NBB's \$2.4-million purchase of Acadia Broadcasting Co. Ltd., which operates CKBW and

rebroadcasters in Liverpool and Shelburne.

Acadia was controlled by James MacLeod of Bridgewater, who owned 54.4 per cent of the common stock; Robert Lowe and Robert MacLaren owned 22.8 per cent each. MacLaren will remain with the station as general manager while MacLeod and Lowe say they are retiring.

Under the deal, New Brunswick Broadcasting, which has radio and television operations in the

Maritimes, acquired all of Acadia.

The CRTC said it raised the issue of cross-media ownership at an April hearing with New Brunswick Broadcasting officials, and it is satisfied the other Irving media do not penetrate the CKBW market. It also cited the benefits of a regionally owned purchaser and the promise of wider distribution of programs featuring local, provincial and Canadian talent.

NEWCAP BIDS FOR CKWK CORNER BROOK

Newcap Broadcasting, which recently received CRTC permission to buy seven radio stations in Newfoundland from CHUM Ltd., has asked permission to purchase an eighth station in the province.

Newcap hopes to buy 80 per cent of Western Broadcasting Ltd., which owns CKWK Corner Brook and an FM repeater station serving Deer Lake. Newcap says the remaining 20 per cent of the shares will remain with Derek Young, one of the founders of the station, who will stay on as chairman of Western Broadcasting.

BIDS FOR NEW THUNDER BAY FM

The CRTC was to hear competing bids for a licence to operate an FM station in Thunder Bay, Ont.

Mid-Canada Communications and a company headed by Stephen Spencer Bell have both applied to the commission for a licence to operate a country and country-oriented FM station in the community. Both seek to operate at 100,000 watts on a frequency of 105.2 MHz.

CRTC DENIES CKSY FORMAT CHANGE

The CRTC has decided a Chatham, Ont. FM radio station can't play a different tune.

The federal broadcast regulator has denied the application by Bea-Ver Communications Inc., owner of radio station CKSY-FM, that would have increased the number of hit songs it could play to 49% from 25%, as well as increase the ratio of vocal-instrumental music and increase its Canadian content to 20% from 14.

The commission said CKSY's application was similar to one turned down in 1987.

The commission's decision challenged the station's claim it could increase its market share with the

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proposed changes, and said such a move would damage the diversity of programs in Chatham.

CHIN NOW A SUPERSTATION

Toronto multi-lingual station CHIN has become Canada's newest superstation.

CHIN's signal will be carried on the sub-carrier of the MuchMusic TV satellite service to cable systems across the country via the Anik D-1 satellite. It will be available in all Canadian markets, except for Montreal, Winnipeg, Edmonton and Vancouver where ethnic radio stations operate.

The way for CHIN to become a national service occurred in 1986 when the CRTC permitted the addition of Canadian radio services for satellite distribution. However, regulations prohibit CHIN from being distributed by cable without CRTC approval in the four cities where other ethnic stations operate.

CKO LICENCES RENEWED

The CKO Radio Partnership has had the licences for its 11 stations renewed for one year pending a change in ownership. The CRTC, clearly anticipating the ownership change, said in its decision that any application related to the ownership or control of CKO "should clearly address the implementation of the coast-to-coast radio network". CKO expects to have its Regina station on air this fall and stations in Saint John, N.B., and St. John's, Nfld. by next Aug. 21. All 11 stations originally were to have been operational by the fall of 1979.

RADIO NORD WINS A FEW, LOSES ONE

French-language FM stations at Rouyn-Noranda, Amos/Val d'Or and in Joutel and Matagami — all in Quebec. The Rouyn-Noranda station will rebroadcast programs originating from its own studios and from CBF Montreal broadcast at 90.7MHz, channel 214B, with 16,000 watts. The Amos/Val d'Or transmitter will rebroadcast the Rouyn-Noranda station's programming on 91.5MHz (channel 218B) at 34,400 watts. The Joutel and Matagami stations will rebroadcast the programs of CHAD Amos at 92.5 MHz (channel 233) and 94.9 MHz (channel 235) at 5 watts and 20 watts respectively. The commission, however, denied Radio Nord's application for an FM French-language undertaking in Ville-Marie to rebroadcast the programming

of CHLM-MF Rouyn-Noranda on 100.5 MHz (channel 263) with 3,000 watts. The licences for CHLM-MF Rouyn-Noranda and its rebroadcaster CHLM-MF-1 Amos/Val-d'Or were renewed as was the request to disaffiliate them from the CBC's French-language AM network. Also renewed were the licences of Radio Nord's CKRN Rouyn-Noranda, CHAD Amos and CKVD Val-d'Or.

CRTC APPROVALS

- An application to sell Radio Chicoutimi Inc., owner and operator of CJMT Chicoutimi, to Telemedia Communications Inc. was approved. Purchase price is more than \$1 million. Telemedia also holds 60% of the voting shares of CFIX-FM Chicoutimi.
- CKNX Broadcasting Ltd. received approval for its application for a



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low-power rebroadcaster at Centreville to enable CKNX-FM to serve the Town of Meaford, Ont. The transmitter will have an effective radiated power of five watts and will broadcast on the frequency of 104.9 MHz, channel 285.

- A CBC application for an FM rebroadcaster at Maynooth, Ont. was approved. It will operate on 89.3 MHz, channel 207, with an effective radiated power of 130 watts to rebroadcast the CBC English-language AM radio network

originating from CBL Toronto.

- Also approved was an application by Radio du Golfe Inc. for FM rebroadcasters at Grande-Vallee, Marsoui and Mont-Louis, Que., with an effective radiated power of 15 watts, and at Murdochville, with an effective radiated power of 50 watts, to rebroadcast the French-language programs of CJMC Sainte-Anne-des-Monts. The Grande-vallee and Mount-Louis transmitters will broadcast on 92.7 MHz, channel 224, and Marsoui

and Murdochville on 92.9 MHz, channel 225.

- CKLE-FM Caraquet/Bathurst, N.B., has had its application to change its frequency to 92.9 MHz (channel 225 C1) from 104.9 MHz approved. The station also intends to relocate its transmitter and increase its antenna height.
- A request by CKGY Red Deer to increase power from 10 kw day/5 kw night to 50 kw day/14 kw night has been approved, along with a change of transmitter site.

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CRTC RENEWALS

- A number of Nova Scotia radio stations have had their licences renewed for three years. The licences for CKWM-FM Kentville and CKEC New Glasgow were renewed to September 30, 1992; the licence for CIGO Port Hawkesbury and CKTO-FM Truro were renewed to August 31, 1992. However the commission denied CKTO-FM's request to eliminate its weekly three hour classical music programming; cautioned CKEC and CIGO to maintain their required Canadian content levels; and warned CKWM-FM to adhere to its promise of performance, particularly its music format and foreground programming.
- Four Quebec radio stations had their licences renewed by the commission for five years and one for three years. CKCH Hull, CJRC Gatineau (Ottawa-Hull), CKLS La Sarre and CIBM-FM Riviere-du-Loup were all renewed to August 31, 1994. CIBM also had approved its request to increase local programming to 83-and-a-half hours per week from 50 hours and to simulcast a 2 1/2-hour morning program with CJFP Riviere-du-Loup and CHGB La Pocatiere Monday-Friday, but had its request for simulcasts of Telemedia Network news denied. Renewed for three years was the licence for CKVM Ville-Marie and its rebroadcasters CKVT Temiscaming and the FM station in Temiscaming authorized last year.
- CKQM-FM Peterborough, Ont. had its licence renewed to August 31, 1991, but had its request to reduce from two hours to one hour a week of traditional/special interest music denied. As part of the licence renewal, the CRTC gave CKQM-FM three months to develop additional initiatives to support local and regional talent. ✓BT

From West to East with...

Jerry Fairbridge



I was listening to a depressing program the other day about oil spills and the environment. One good piece of news from Exxon, however. They claim salmon swimming upstream are getting 20 per cent better mileage.

Here's more comfort for the sales department:

I've mentioned previously an American study showing that companies spending heavily on advertising — as opposed to promotions — tend to show the best profits.

Backing that up, an Environics survey has found far higher public awareness of advertising than promotions. It found that sales promotions appeal to 14 per cent of Canadians. Compare that with up to 82-per-cent awareness of some advertising.

One finding relevant to broadcast promotions was that contests are the most popular form of promotion.

It's been a season of re-launches.

With amazing efficiency, and just weeks after receiving CRTC purchase approval for what was CKAL Vernon, the Okanagan Skeena Group moved the station downtown and re-introduced it as AM 1050 CICF. The station keeps its country format but carries more news, community information and features. Skeena stations have a reputation for relating well to the community... **Gordon Colledge** continues as president and general manager. Gordon led High-Line Broadcasting's recent successful bid for a Saskatoon FM licence... **Mike Tindall** returns to Skeena as vp sales and marketing at CICF. Mike was with Skeena at Terrace years ago until he took off for a stint in the Caribbean...

CKXM-FM Edmonton, owned by CAP Communications, relaunched as CJEK-FM or KEY 100.3 FM. They managed to keep it a secret until launch date even after a consult-

ant's letter arrived addressed boldly, two months prematurely, to KEY-FM, causing puzzlement in the mailroom. The launch was announced live on-air by **Bruce Cowie**, president, and **David Nevett**, manager, from a party for advertisers at Edmonton's Westin Hotel. The format is changed to soft AC. **Mike McCoy** is doing the morning show with **John Berry**, a former CFRN-TV anchor, on news. **Steve Moore** is pd and **Wes Arden**, an Edmonton native but most recently of Calgary and before that Prince Albert, is doing the daytime show. **Garnet Lewis** is nd for CFRN and KEY 100-FM... In another new angle, advertisers at the party were invited to be consultants for the first 10 weeks of the new station's life. All who sent in comments were entered in a draw for a 1990 car... The station is also running a promotion in which listeners can win his and her cars... All this should tell you competition is heating up in Edmonton...

You've probably heard that CHUM AM in Toronto is being operated by **Ross Davies**, CHUM FM operations manager. It will be interesting to see if some FM techniques can be applied to boost AM ratings.

As Winnipeg's FM wars continue, CKWG-FM has relaunched with a crisper sound as CHZZ-FM or Z-103... Across the street, **Pat Holiday** moved from CHUM's Q-94 to WIC's CKIS-FM as pd... At sister station CJOB, **Paul Robson**, former Ottawa Rough Riders and Winnipeg gm, is now doing a weekly open-line sports show... CITI-FM has a new morning man in **Dave Williams** from Barrie... CITI-FM is owned by Moffat which also owns CKY. The former nd of both, **Charles Adler**, has become engaged to Dr. Lillian Esses, a psychologist. (Perhaps she'll help bring some sanity to this business.) Charles has also moved across the road to do morning news at CHUM station



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CIFX, where **Bryan Stone** is nd... **Eric Turner** has left CKY for police pr...

In Alberta, Shaw Radio's CKGY and Z-99 Red Deer are moving. They will be in new quarters this winter... And CKSA Lloydminster is taking delivery of a new transmitter that this winter will make it one of the smallest stations with 50,000 watts. Naturally, GM **Ken Ruptash** is very happy... **Kevin Anderson** has been confirmed as nd at CJCY Medicine Hat, replacing **Irv Thomas** who moved to BN Edmonton...

George Madden, president of Vancouver's 93.7 JR Country, has appointed **John Beaudoin** as pd. He was pd at Moffat's C-FOX until 1988 when he left to do production work, including his syndicated program *The Rock Journal*... **Frank Callaghan** was both pd and morning show host on JR Country. He is looking less harassed now with more time to spend on his morning show which he co-hosts with **Sharryn Graham**... **Linda Lee** is taking a break from radio after ten years at CJOR/CHRX and **Lea Carpenter** has taken over as manager, marketing and promotions... CKVU-TV Vancouver is moving to a male-female news anchor team with **Russ Froese** and **Sharol Josephson**. They'll also report on big stories...

C-FAX Victoria and Broadcast News have launched the B.C. News Network, sponsored regional newscasts by C-FAX using BN service and satellite delivery. One of the anchors is **Terry MacKinnon**, formerly of Calgary and Kelowna but who's spent much of his working life in

Vancouver with the former CJOR, CKWX and CKVU-TV. He also produces a syndicated golf show called *The Pro Shop*, winner of the 1989 BC PGA media award... C-FAX's **Joe Easingwood**, **Ed McKenzie** and **Linda Michaluck** had one of those tough assignments doing a talk show from Disneyland. The highlight was Linda screaming her way live through Disneyland's newest attraction called Splash Mountain. I hear, if you didn't know the background, you might have imagined all sorts of strange reasons for the gasps and screams, but I wouldn't mention that in a family column like this...

If SAIT in Calgary starts turning out journalism graduates with New Zealand accents, it will be because they've trained under **Stewart Hall**. He came from Radio Northland, Whangerei, to Kelowna where he worked part time for 'OV and *The Lizard* before accepting a position teaching broadcast journalism...

Barter is an issue where, except for those directly concerned, angels fear to tread. You know the arguments against: Barter is not free — the cost is the time you give up; and sponsors may stop advertising locally.

On the other hand, some arguments about the cost of barter are true only if you can look at yesterday's log and see no unsold time.

As reported previously (*BT* July/August), futurist Bob Russell foresees the integration of advertiser, program and audience. He believes advertisers will develop ideas that fit their image and appeal to the audience they require and will finance programmers to produce them. Or

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programmers will think up ideas to attract advertisers and specific audiences and will develop shows with the advertiser.

Dick Drew's *The Canadian Achievers* is that kind of program. It attracted Confederation Life into its first experiment with radio advertising. Dick has done other similar programs with David Suzuki and Red Robinson.

Now it's happening in TV. New money goes not to the station so much as to the program. That's one method for advertisers to beat commercial clutter as well as build image: think of Petro-Canada's *Struggle for Democracy*.

This courtesy of Jerry Lucky and Geoff Bate, GM of Seacoast Sound:

Barter provides you with programming that could cost you more to produce locally than the 30 second spot you're giving away — a single phone call for an interview could cost you more. It gives you programming you probably couldn't produce locally. It helps you satisfy CRTC programming commitments and takes pressure off your people so they can concentrate on other matters. The station and its audience are winners.

Features create sponsorship opportunities. The producer provides programming that will sell; he wants you to make money or he won't be able to call back with more ideas.

An old adage says: "The music attracts them but the information keeps them." Surveys continue to show people listen to radio for companionship. People who want just music can turn to cassettes or CDs.

Barter programs can be sold at feature rates to compensate for loss of air time. The feature rate is justified to

clients because they receive mentions in promos for the program and perhaps ad-libs. These provide added value.

The programs are professionally produced to make you sound better and better informed — than the competition. *Your cume rises and so do your quarter hours.*

Creatively sold, barter shows give you a reason to see clients who may not otherwise buy your station but who will buy a show they feel will attract the audience they want.

* * *

I'm just back from Finland and was staggered to find private radio stations in Helsinki have no problem with using English-speaking jocks. They're also full of good old North American rock'n'roll — no Fincon required.

Finnish TV also carries lots of other-language movies, not even dubbed but with subtitles in Finnish. One night a week is in Swedish (Finland has been governed by Sweden as well as by Russia in its past and still has lots of Swedish speakers).

I'm not trying to point a moral for Canada, but the Finns — an island of only five million in a European sea — obviously have no fear of losing their culture. And they're proud of their ability to speak languages other than Finnish.

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, (403) 428-6490; or fax it to me at (403) 428-0663.

of being creative

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CAB Spouse Program

Monday, Nov. 13:

9:30 a.m.

Hospitality suite — Palais des Congress
Coffee & juice supplied by the CAB; La Brioche Doree will supply brioches and croissants.
Goody Bag: Samples from *The Body Shop* and *Lise Watier*.

10:00 a.m.-4:00 p.m.

Hertz Guided Tours:

(1) The sightseeing tour includes Saint-Joseph's Oratory, the lookout on Mount Royal, the Golden Square Mile, Sherbrooke, the City Centre, Old Montreal, Notre Dame Basilica, Sacre Coeur Chapel, Place Jacques Cartier and a visit to City Hall with wine and possibility of meeting with the mayor of Montreal.

(2) The tour of Man and His World will include lunch at the Helene de Champlain restaurant. Guest speaker Dr. Lapointe, well-known for his lectures on stress, will speak on women and stress.

(3) The visit to the Botanical Gardens, where 26,000 species of plants are on display, will include the unique Bonsai collection. A visit to the "Insectarium" will be included, if it is open at that time.

Tuesday, Nov. 14:

9:30 a.m.

Hospitality Suite — Palais des Congress

Brioches & croissant supplied by La Brioche Doree; coffee and juice supplied by the CAB.
10:00 a.m.-2:00 p.m.

Hertz Guided Tours:

(1) A culinary experience. Taste gastronomic pleasures of Montreal; watch a chef prepare a meal and share a few of his secrets and then savour the delicacies.

(2) Soeur Berthe will greet you in her centennial Victorian house on Stanley Street. (Maximum 80 persons)

Stormy Weather in Windsor

Tony Gossman reports he had a pretty hectic time during August with flooding at CKWW/CJOM-FM Windsor as a result of vicious electrical storms.

Tony said Ontario Hydro crews worked for three days to restore power at his transmitter following the storms. The station operated on a generator for the three days.

Adding to his woes were lightning strikes at the studio.

And, in keeping with Murphy's Law, he was alone while all of this was going on because of vacations.

Bob Findlay is publicity chairman for the CCBE, the Central Canada Association of Broadcast Engineers. He may be contacted c/o CFCF-TV, 405 Ogilvy Ave., Montreal, PQ, H3N 1M4, phone (514) 495-6166, or FAX (514) 276-9399.

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order to write a book. A move to Moncton has followed, where Matthews will take on the job of director of marketing and public relations for the Moncton Hawks of the American Hockey League.

Rita McNeil has been busy promoting her upcoming special on CTV's *New Faces*. She will appear with the popular Cape Breton group *Barra MacNeils* and singer Terry Kelly. Her new album, recorded in Toronto and Vancouver, will be out shortly.

MITV has announced they will be moving to a 6 p.m. news show. The station was unique in its decision to go with a 7 p.m. news time when it went on the air a year ago. Their rationale was that viewers didn't want to rush home to watch the news, but would prefer to tune in after some time to relax and a meal. The station now appears ready to go head-to-head with the CBC and ATV supper hour news shows. The Irving-owned station has collected good reviews for its emphasis on local news. **Chuck Garrison**, formerly sales manager of CFDR/Q104, continues as the station's gm.

Fred Arenburg, who is well-known from his time as manager of CHNS/CHFX-FM Halifax in the '50s and later as owner and general manager of CKDH Amherst, has retired to the scenic South Shore after selling to Maclean-Hunter interests.

ASN announced this month that they will be bringing the first three-dimensional computer animation done by a local TV station into the Maritimes. Using the Bosch 3D computer generation system at Vancouver's Gastown Productions, they will be enhancing their trademark logo with special optic effects. The look is a unique and a distinctive one for the station. The new logo for the 1989-90 TV season is accompanied by an original Canadian song. The slogan, "Your Main Attraction", has been successful, according to **Anne-Marie Nuyten**, director of communications at ASN.

Former CHNS manager **Hal Blackadar** can now be found at CKEY Toronto, where he is vp and gm. Blackadar had a successful stint in Halifax with the Maclean-Hunter operation.

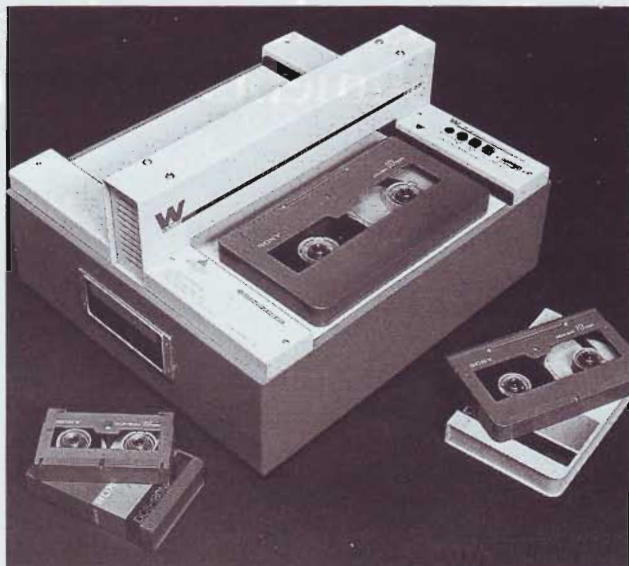
A popular television spot has helped Moncton-based Hub Meat Packers to increased sales for their line of packaged meats. The spots were produced by Moncton's JPI Communications and featured a contest for a propane barbecue and other prizes. They ran on ATV as well as WLBZ-TV AND WVII-TV during the summer. The company was so pleased with the success of the TV spots they are looking for other tie-ins for their product line.

CHFX-FM Halifax is proud that a finalist in the contest they sponsored was selected one of 22 finalists in the Bud Country Talent Search, part of the Canadian Country Music Association's contest for aspiring country music talent. **Howard Sheppard** heads to the national finals in Nepean, Ont.

Sandra Porteous welcomes your news for Atlantic Airwaves. Write to her at 15 Lyons Ave., Halifax, N.S., B3P 1H6, or phone (902) 479-3158.

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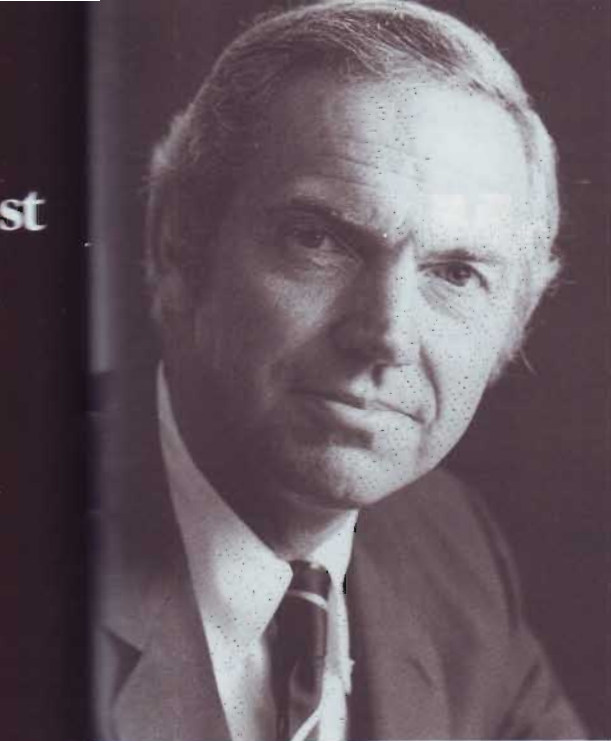
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—Photo by Frank Grant

by John Van de Kamer,
President/CEO, Telemedia Inc.

Before talking to you about creating your own future, I thought it best that I underwhelm you with the broadcast credentials which I bring to this podium: I have never managed a radio station; I have never sold radio time; I have never been a program director, a station engineer, or a station promotion manager; and I have never been on air.

Now, if I have not yet captured your imagination with my broadcast expertise, the chairman of this conference (Bob Templeton) works for the company of which I am the president and CEO. So that gives you some idea as to how I got here!

Now that you know who I am not,

Telemedia President Tells CCBA: Radio Must Invest in People to Stem Loss of Ad Revenue

let me share with you what I have observed in my role as president of a company with very significant interests in all forms of radio broadcasting in Canada. My comments will deal more with a report card on **radio**; for the television people in this room, I hope there is some take-away value in what I have to say.

I think the most important question that I can ask you is:

"How come, with the stable radio tuning pattern throughout Canada over the past ten years, did we, as an industry, lose, on average, \$1.2 million of ad revenue for every commercial radio station in Canada over the past decade?"

How come?

Imagine how different the radio industry would see itself, and be seen by others, if we had not lost \$765 million of advertising revenue to other media over the past decade.

I often get the sense that radio is sometimes seen — both by itself internally and by its external environment — as an industry that is losing ground. In managing our own future, our job is to change any such perception.

What happened and why, but, more

important, what actions might you consider as an industry to help stop this share slide over the next decade? How can you change the game and, in so doing, participate in the creation of your own future?

Today, I will focus my comments on suggesting ways in which the broadcast industry could improve the way in which the industry goes about managing the human side of its own enterprises. My emphasis will be on the sales and sales management side.

I believe that the radio report card over the last decade can help us focus attention as to where we went wrong. With stable tuning patterns over this decade, it would be hard to fault our radio production and programs. No, I believe that in our moment of industry introspection, we must point the finger at our *sales and sales management* efforts.

In my outside view, I have often been struck by the short-term, band-aid solutions with which radio operators generally approach the only component that will build shareholder value and market share of ad spending, and that, of course, is **the people side**.

My overall proposition is that the

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broadcast industry must very quickly learn how to recruit better, how to train better, and how to embrace a more performance-oriented style of management.

To begin with, **better recruiting.**

Firing people is tough. Trying to manage a bad recruit is even tougher. Yet, I have observed more often than not a quick-fix, kind of band-aid mentality with respect to the recruitment of sales people within the broadcast industry — "Harry is gone; go get somebody else!"

"... rapid turn-over of people costs companies lots of money."

Why is it, when one studies one of the strongest economies in the world, we are always amazed at how many hours — and in some cases, days — of interviewing and study the Japanese take before they even hire an assembly-line worker.

The answer is really quite simple: They understand the idea that rapid turn-over of people costs companies lots of money.

In our company, Telemedia, we studied this topic of turnover within our own sales force a few years ago. We had lots of problems. We estimated that, for every sales person who left our company after serving it for at least 18 months to two years, *the cost to Telemedia was somewhere between \$75,000 and \$85,000 of lost-forever revenue.*

Many of the reasons for high turnover within the sales component of broadcasting are simply (results of) a bad hire; somebody didn't think through the recruitment process properly. There are books written about recruitment, but I'd like to offer perhaps three simple ideas to think about.

The first one: **SWEAT OUT A CANDIDATE PROFILE.**

What I mean by this is that you should work very hard to commit the key and relevant skill, experience and personality traits to a piece of paper. And I say "sweat it out" — it's not easy. When you think you've got it right, then share your thinking with your colleagues who have some shared sense of the sales task ahead. Then listen carefully to their feedback.

The second idea: **SHARE THE LOAD.**

Share the interview process with a small group of respected colleagues, and don't rush the process. Not if you want to begin with the best fit relative to your written candidate profile.

And the third idea: **BE REALLY TOUGH.**

Your timing is perfect to be demanding when comparing candidates to your prepared profile. Again, listen to the feedback of your recruitment committee.

My suggestion would be; before you make an offer, ensure that you have unanimity amongst your recruitment committee. Our experience is that, if you don't have unanimity, chances are you are starting off with some kind of a sales recruitment problem.

Focus the sales effort of your operation, with a very serious financial and time commitment, on proper sales and sales management training.

If the industry is serious about changing its own game, sales training is one idea, if taken seriously, that the industry can harness all on its own and that will make a huge difference. In reading about excellent companies or growing, successful ones, there are absolutely no exceptions: The foundations of excellence in business performance starts with good products, followed by excellent training of the sales and customer service efforts.

Our listeners have told us that there is very little wrong with the radio product per se. Our listeners still listen. It's our advertisers who had difficulty hearing and tuning us in.

But, perhaps more to the point, we have not been effective in communicating our radio sales message.

In considering sales training as a component in changing the nature of your business future, I think it is important to consider that training is not a one-time, one-week seminar somewhere, and then all will be well. A serious commitment to this idea is a commitment to an on-going process.

Time and money should be set aside almost as a fixed cost within your operation each year. Station owners should be dedicated to the design and implementation of a successive five-year radio sales management and radio sales development program for all people involved in the area of radio sales.

In looking ahead, if we recruit better than other media and then commit proper funds to better and more consistent sales management and sales training than any other media.

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... watch out! ... the report card on radio revenue performance over the next decade will be very, very different.

One last human resource management tool which you may want to put into your arsenal of tools to change the game is the idea of moving to a more disciplined kind of **performance orientation**.

It starts off with station managers asking the question: "What specific actions can by salesman — or employee in any function — take this year that will help my station operation achieve its business goals?"

When you have this clearly in mind, discuss those tightly-focused tasks with your sales people and your other employees. And make certain that there is a process in your operation to regularly review these focused objectives.

There is nothing more motivational than a constant feedback on how one is doing relative to one's objectives.

And last under this category, don't be afraid to pay extra for performance. There is nothing like a little money to keep attention and effort well focused on the task.

More and more compensation systems throughout North America are moving toward a performance component in compensation. Don't be afraid to set up your own performance bonus system. It does not have to be extravagant to provide focus; no one wants to leave any money on the table.

With annual personal objectives in place, one of the most important management tasks is to install a **performance review system**.

One of the most common sins just about all managers commit is a failure to carefully evaluate the performance of our sales people, our sales managers, and our other employees. Covering off this important management task with blanket statements such as "You are doing a good job" is just no longer adequate.

Proper performance appraisals are just not a look backwards; they can be the blueprint for the future of that employee within the context of the future of your own company.

In thinking about performance appraisal systems, again there are volumes written on the topic. The three ideas I'd like to leave with you are as follows:

First, understand **IT'S NOT AN EASY THING TO DO**.

A good performance appraisal takes time, to think out where the performance of the employee was good and where there is room for improvement relative to both the basic job description and the annual performance objectives. In that sense, one has to hone one's skills of effectively dealing with both positive and negative feedback. We all know that the former is easy and necessary; the latter is just as important, hard to do, and equally necessary.

Because there is always room for mis-communication in a performance appraisal process, my advice is always to talk it out with the employee *but with a paper outline, which gives both parties a point of written reference*.

A couple of other ideas on the performance appraisal system:

A good performance appraisal not only puts the performance of the past

year into a clear perspective, but it also points the way to improvement in future performances, usually supported by a commitment to training.

And, last but not least, good performance appraisals provide you and the employees with an idea of the pace and distance of their own future development within your company.

These thoughts on improved sales recruitment, improved and more consistent sales training, and a simple performance review system are not earth-shattering. They have been around for a long time.

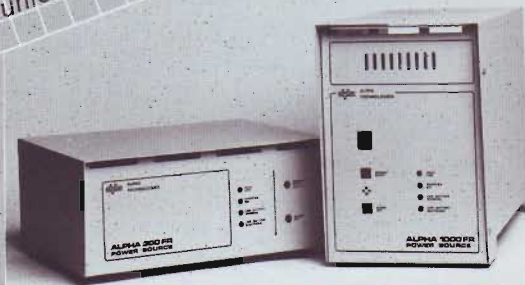
My observations are that I don't believe that management within the broadcast industry uses them as well or as often as it should. So my message is: Spend more time and attention on managing the human side of your own enterprise.

I believe that, if the broadcast industry seriously embraced these and other management and motivational tools, the pay-off would be a major contribution to ensuring that the industry report card, at least for radio, in the year 1999 would be a reversal of the downward trend which you have gone through in the last decade.

As these thoughts relate to television, all we know for certain is that the next decade will present many new challenges in television sales. In that sense, television has a proactive opportunity.

The challenge facing the radio industry is to grow our share and no longer live with the idea of a decline. In the media world, I think we can all sense the awesome power of a self-fulfilling prophecy; think that you'll lose share, and I guarantee you will.

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Believe in increasing share, and I submit there is a very good chance you will achieve your goals.

It is reasonably clear that we will not lose our listening audience. Why then should we be prepared to lose our advertiser audience?

The evidence is overwhelming; the emphasis which has helped companies become excellent is more management time and energy spent in the care and feeding of the people-side of the balance sheet. After all, it is the only asset which can produce profits, build shareholder value, and help a business endure.

Think about your retained earnings!

"... when all is said and done, people ... are the only real change that you can bring to your own future."

The concluding thought I'd like to leave with you is that your associations — the Radio Bureau of Canada, the Central Canada Association of Broadcasters — working with the Canadian Association of Broadcasters in some workable balance, take a bold and imaginative step forward by creating the Canadian Radio Sales Training System.

Some of the characteristics of such an idea might be:

- * A five-year, five-tiered program which starts at the novice level and concludes with the level of effective sales management. Such a system would be organized as a diploma course, issued from the Canadian Radio Sales Training System.

- * A permanent training centre facility would be leased or purchased by the Association.

- * The training would be on-going, with those five different levels of training occurring throughout the year — something for everyone.

- * The system would be managed by both permanent and semi-permanent staff and training faculty.

- * The system would require some home study, but the real benefit would be the few days spent each year at the Canadian Radio Sales Training Centre.

As for funding such a bold step forward, broadcasters would fund such a program at a cost that I would estimate to be between \$1,500 and \$2,000 per sales person per year. I know it sounds like a ton of money, but what about the \$765 million which the radio industry lost in share

over the past decade? Now that's a ton of money!

To all of the non-believers in this audience, for what it's worth, I believe that the cost of such a program would be a fraction of the benefit. I also realize that, for all the non-believers, the idea of a permanent radio sales training centre requires an enormous leap of faith. As a company, we have virtually done such a thing — and it does pay off.

So, to conclude:

- Better recruitment.

- Better and more consistent sales training.

- A staff working with a performance-oriented system.

Blend these three elements together and they can play a critical role in changing your game and creating a better future.

Because, when all is said and done, people — their own excellence, their own creativity, and their professional commitment to the tasks ahead — are the only real change that you can bring to your own future.



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BROADCAST BEAT

by Phil Stone

The last time we saw **Joan Donaldson** was around 1965 when she was the night switchboard operator at CHUM. She went on to become a reporter at CKEY and from there moved to CBC radio news. Her career continued at CBC-TV, CTV's *W5*, and then to Ryerson as a teacher of broadcast journalism. She was the CBC network's co-ordinator of regional news programming when she was asked to take over as head of *Newsworld*... Canadian-born ABC news anchor **Peter Jennings** comes by his newscasting acumen honestly. His father, **Charles Jennings**, who became a major figure at CBC, was Canada's first radio news broadcaster. It does nothing for parents who try to impress the value of a university education on their off-spring to learn Peter dropped out of school in the 10th grade... Is there a future for individual television sets used to provide in-flight entertainment? Japan Airlines thinks so and has ordered Matsushita's five-inch liquid crystal display TV sets installed in first and executive class in its new 747s... Scriptwriter for *Smoggies*, Global TV's new cartoon with an environmental slant, is **Mike Short**, brother of Martin and former SCTV staff writer... Canadian Home Shopping Network suspended CHSC Le Club's French-language broadcast operations in order to reduce its annual losses... It was obvious, so **David How** took advantage of his name to call his animation, special effects and design studio, *Here's How Productions Ltd.*... **Challenge:** *Listening to the William Tell Overture without thinking of the Lone Ranger*...

The Sports Network has celebrated its fifth anniversary. During that time it has covered, in addition to major sports,

snooker, darts, tractor pulls and monster truck battles... Long-time broadcasters will remember **W. Denis Whitaker**, who also had a distinguished military career, retiring with the rank of Brigadier-General. He is now 73 and works three days a week at a Toronto investment banking firm. Some time ago he and his wife Shelagh collaborated on the award-winning book *Tug of War*. They are back with a second book, *Rhineland*... The afore-mentioned **Peter Jennings** was exactly 22 when Michael Jackson was born. They share the same late August birthday; this year Peter turned 53 and Michael 31... Two veterans of yesteryear's CBC-TV major musical programming days, **Juliette** and **Peter Appleyard**, celebrated late August birthdays together. She turned 62, he 63. Other summer birthdays: **John Bassett** turned 74, **Monty Hall** 66 and **Dennis James** 72... TVOntario moved **Valerie Wint-Bauer** from public relations to TVOntario Marketing as Canadian sales executive... **Jean-Paul Desbiens**, a columnist with *La Presse*, has been named to the board of management of CBC's *Newsworld*... Driving in the northwest part of Toronto we spun our radio dial and got CKPC-FM Brantford clear as a bell and heard **Pete McGarvey** with a government-sponsored syndicated feature, *Heritage Ontario*...

The shuffle of morning hosts in Toronto radio has been most active. **Ross Davies**, pd and ops manager of CHUM-AM, announced that **Bob Magee** was their new morning man. (As a point of interest, he's married to another prominent Toronto broadcasting personality, Fashion Television's **Jeanne Beker**.) Another addition to CHUM morning drive is **Samantha Houston**, who had been with CHUM-FM's *In Toronto* program... **Trivia Question:** Which was Canada's first television station? Answer is CBFT Montreal, which opened Sept. 6, 1952, two days for CBLT Toronto... **Robert Fulford**, writer, critic and broadcaster, joined the faculty of Ryerson where he is teaching in the school of journalism and at the school of radio and television arts. He is the first to hold the Maclean-Hunter Chair in Communications Ethics... **Naomi Loeb**, who was co-host of *CBLT Morning* is now hosting the news-magazine show, *Monitor*... **Harold Hosein**, former CJCL Toronto weatherman, now has that role at CITY-TV... Veteran ad man **Terry O'Reilly**, a distinguished award winner over the years, has opened O'Reilly Radio Inc., specializing in radio campaigns or directing them from scripts... According to *ADnews*, the Blackburn Group — which owns radio and TV stations in London, Ont., — is diversifying and has opened a new company called Blackburn Marketing Services Inc. Its purpose is said to be to buy and start businesses in marketing and related communications fields... **Paul Kennedy** was named host of CBC Radio's Ontario regional show *Ontario Morning*. In a newsy release from **Bert Allen**, we also learned that **Nancy Boyle** is now program producer and studio director for CBL's *Metro Morning*... After 52 years with the CBC, **Allan McFee** is putting an end to his popular program *Eclectic Circus*, which he has hosted for 17 years. It is expected he will continue as announcer for *The Royal Canadian Air Farce* and the *Max Ferguson Show*... **Alison MacLean** is producer/reporter for CKVR-TV's new half-hour *WomenSport*... **BLOOPER:** "And for this afternoon, the weatherman expects shattered scours."...

Weather bureaus should be redefined as non-prophet organizations...

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The Financial Post has rated **Ted Rodgers** as the eighth richest man in Canada... Good Work by CJNI Victoria. The video tapes of its First Annual Kid's Fest is being sold with proceeds going to the Victoria General Hospital Children's Christmas Fund... **Andrew Smith** became assignment editor at CFRN-TV Edmonton... **Kathryn Wright**, host of *Newsworld's* Sunday morning program, was formerly co-anchor of CJOH-TV Ottawa's *Newsline*... **Jim McLean** went from CKCK-TV Regina to the CBC-TV's show *Countryside* as executive producer... CKXM-FM Edmonton changed its name to CJKY. It is the sister station of CFRN, where **Bruce Hogle** took over as station manager as well as the role of gm of radio for Sunwapta Broadcasting... **Paul Sullivan**, former senior editor with *The Journal* is now editor of *The Globe and Mail's* Vancouver-based magazine, *West*... **Hal Anderson** took over as news director at CHAB Moose Jaw... **Jim Claggett** became weekend reporter and news host at CKRC Winnipeg... The Geminis and Genies awards shows have moved to CTV from the CBC, which should mean broader participation by private broadcasters... Writer **Sheila Kieran** is now handling TV reviews for CKO Radio... CITY-TV Toronto appointed Lorne Honickman legal specialist. He had previously been crime reporter and an occasional anchor. And **Greg Mandziuk** is a new sports reporter at CITY, working weekends... **Mike Duffy** is doing an Andy Rooney-type commentary Sundays for CTV's W5... A tribute dinner to **Pierre Juneau** was given by the Canadian Academy of Recording Arts and Sciences honoring his 20 years of support for homegrown music and recording industries... Former CKEY newscaster **Robert Payne** was appointed chairman of the Ontario Film Review Board — an important post, particularly in view of the censorship role of the board... And you heard of the CBS executive who reportedly said: "The C stands for class!" To which an ABC executive replied: "And the BS?"...

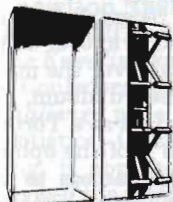
We were sorry to hear of the passing of **Al Cherney**, considered by many to have been Canada's finest fiddler. He starred in many broadcasts, particularly with his friend Tommy Hunter. We met him often on the *Timmy Easter Parade of Stars* program, but never called by his real name — Alexander Peter Chernywech. He was 57 when he passed away... This year is **Allan Water's** 35th anniversary as

owner of CHUM Ltd. He took over CHUM Toronto — then a sunrise-to-sunset 1kw station — from his employer **Jack Part** in 1954... Speaking of CHUM, when it sold its seven Newfoundland radio stations to Newcap Broadcasting Ltd., it was the first time in the years that **Allan Waters** has owned CHUM Ltd. that he has sold any of his broadcast properties... *Date Line*, a broadcast version of the companion wanted ads, is now airing on CHCH-TV Hamilton with **Eva Digiancinto** as host... **Sean Murray** left CKO Toronto to go with CFTO-TV as a news reporter... **Brian Linehan**, after 17 years and more than 2,500 interviews, resigned from CITY-TV... **Scott Parsons**, one of those who were our pride and joy when we ran the radio broadcasting course at Humber College, and who became gm at CHFI-FM Toronto, won accolades for the committee he headed that put together an outstanding Canadian Managing Sales Conference for the Radio Bureau of Canada... **Dodi Robb**, who retired from CBC-TV after 40 years, didn't stay idle long. She is hosting a series of independently-produced short Canadian documentary films, *The Curious Eye*, for Vision TV... **Jan Tennant** reprises her real-life role as host of the high-school quiz show *Reach For The Top* in the one-hour comedy drama *Pray For Me Paul Henderson*, due to go to air on CBC in November... **Susan Rubes** has stepped down as president of the Family Channel. However, the actress/producer has many irons in the fire, including co-starring with husband **Jan Rubes** in an episode of *Katts and Dog*... **Peter Gross**, formerly of CITY-TV Toronto, now is heard daily on CFNY-FM with *Sports Comment*. In other news from the Brampton/Toronto station, **Kim Somers** was appointed music director; **Jim Duff** came from CKPC Brantford to be weekend announcer; and **Donna Baker** came from CJSB Ottawa to be traffic reporter...

Brian Smith, CJOH-TV sports director, is the son of **Des Smith**, long-time pr director and track announcer for Ottawa's Rideau Carlton Raceway. Brian's own sports background includes playing with the NHL's Minnesota North Stars and Los Angeles Kings... Do the streets in your town get torn up during the summer? Our broadcasting son, **Glen** of CKO, swears Toronto has only two seasons — winter and construction... The CBC sold 66 episodes of the Canadian children's show *Fred Penner's Place* to Nickelodeon, the

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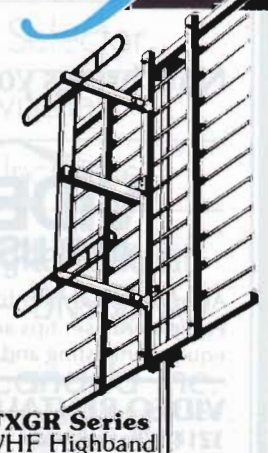
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U.S. pay-TV channel for kids... You have to get older, but you don't have to get old. **Allan Fotheringham** at 59 is the youngest of the *Front Page Challenge* regulars, who are still alert and on-the-ball... A book some may want to read is *Epstein*, the chronicle by Ray Coleman of the triumph then pathos and tragedy of the man who masterminded the Beatles career... After seven years on CHCH-TV Hamilton, **Don Cherry's** TV show has moved to The Sports Network... TSN, now on basic cable, has closed captioning available Monday through Friday on its 6:30 p.m. edition of *Sportsdesk*, a 30-minute sports news program. TSN plans to provide closed captioning for some major events, estimating that 1,800 hours of closed captioning will be offered in total during the next year... *The Best Of OWL TV*, a one-hour video version of the award-winning children's TV series, has been named as one of the top five videos for children in North America... It's a family affair at CJOH-TV Ottawa where **Tom Van Dusen's** offspring, **Mack** and **Julie**, are on staff; son **Peter** recently left to co-anchor the local CBC station's supper-hour news show. Also at 'OH, Parliament Hill reporter **Richard Gisbert** joined **Mike Duffy's Sunday Edition**... The late **Bill Byles'** son, **Kevin**, is vp programming at CHCH-TV... *Personal Thought: The TV station that advances is the one that has a program for tomorrow...*

John Keogh, who had been with CHML Hamilton, became pd at CFRB Toronto... **Samantha Taylor**, taking it easier, relinquished the role of host on CBC-TV's *Video Hits* to **Bryan Elliot**... A family affair at Toronto's CKFM: **Gerry Forbes**, formerly of CHUM, became morning man;

his brother, **Marty**, is pd, also going to CKFM from CHUM... Shaw Cablesystems added TV5, the international French-language satellite television network, to the basic cable package of all its systems. TV5 now is available to over two million Canadian cable TV subscribers... **David Gilmour**, the arts correspondent of CBC-TV's *The Journal*, has had a colorful past — would-be musician, high school teacher, speech writer, managing editor of publications for *The Festival of Festivals*, and novelist... The Canadian Cable Television Association has moved to Suite 1010, 360, rue Albert, Ottawa, K1R 7X7. The phone number remains the same — (613) 232-2631... Some staff changes at the CCTA: **Gerald H. Lavallee**, formerly vp cable services, appointed vp regulatory affairs; **William R. Allan**, previously director of communications, became director of cable services; **Colette Watson**, former marketing co-ordinator, has added the responsibilities of director, business development; **Jay Thomson** appointed director, government relations; and **Lisa Pirie**, manager of information resources... **Frank Hilliard**, former CBC-TV reporter, lives in London, Ont. where he is video manager of Apex Communications Inc. One of his short stories was published by the *Toronto Star*... TSN, to replace **Dave Sanderson**, who left for other scenes, appointed **Jake Scudamore** vp marketing... **Jennifer Lynn**, manager of communications at CTV, left the network after 10 years... **Donna Lee Aprile** become producer of CBC Toronto's entertainment show, *Toronto After Hours*...

Remember Daisy Mae, Mammy and Pappy Yokum? They're coming back in a live-action TV series based on the comic strip *Li'l Abner*... Nationally-known performer **Catherine McKinnon**, wife of **Don Harron**, has this to say about CBC Radio: "It is the survival of the country. When they take away the railroads it'll be the only thing left to keep this country together. That and Air Canada coffee..." **Ray Sonin**, still heard each week on Toronto's CFRB, has reached his 82nd birthday... **Edmund A. Oliverio** advised us that the Canadian Film Celebration Society of Calgary, a non-profit association, has been formed to organize *Canadian Film Celebration '90* — a gathering for the screening of features, shorts, documentaries, student films (including co-productions), and a host of related events taking place over five days next spring. Edmonton broadcaster **Fil Fraser** is a member of the board of governors... We like **Bernard Baruch's** observation: *Old age is anyone 15 years older than I am*... Veteran actor **Vincent Price** is reported ailing... The 48th birthday of **Paul Anka** reminded us of the time a Toronto talent agent, **Red McCadden**, called us at CHUM and asked if we'd interview a youngster from Ottawa who'd recorded a new song called *Diana* that was beginning to take off. We agreed and the 16-year-old Anka came in for his first Toronto radio interview... Most recent figures set the percentage of Canadian homes with VCRs at over 55%... Hamilton native **Rick Moranis**, who is all over the movie screens this summer, has issued a new record album, *You Me — The Music And Me*, a spoof on his days as a Toronto disc-jockey... Cable magnate **Ted Rogers** is of the opinion that cable company subscribers will have access to 200 channels by the year 2000... A new museum honoring Marconi's discovery 87 years ago of wireless communications has been opened in Glace Bay, N.S....

Allan Miller, co-host of CBC Radio's *Fresh Air*, is honorary reeve of the Pioneer Village theme park in Metro Toronto. CFTO-TV's **Glenn Cochrane** is deputy reeve... **Ralph Klein**, Alberta cabinet minister and former Calgary mayor, spent 12 years until 1980 covering city hall for CFCN-TV... Applause for the kids of *Degrassi High*, who are

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DENON

starring in a video for schools on the rights of children. The cast members of the popular CBC-TV series are "UNICEF special ambassadors" according to the United Nations Children's Fund... While CBC-TV's *Newsworld* had a staff of 187 and a budget of \$20 million at last report, CNN has a 1,600 member news staff and a \$287-million budget... Sportscaster **Don Martin** went from CBC to Global TV and **Kevin Courrier** from CJRT-FM to CBC Radio... Add to Canadians who have made it: **Mimi Kuzyk**, who was in *Hill Street Blues*, is an ex-Winnipegger... Former student **Barrie Coe** is at CHML Hamilton... The Saskatchewan TV network has committed, for the first time, \$1.1 million for development and production of four one-hour dramas. The net is composed of CKCK Regina, CFQC Saskatoon, CIPA Prince Albert and CICC Yorkton... Toronto's Ryerson Polytechnical Institute has initiated a scholarship fund in memory of the late **Phyllis Switzer**, to be awarded each year to a student in the Radio-Television Arts program... **Ralph Benmergui**, co-host of CBC-TV's *Midday*, has been an actor, stand-up comic and social worker...

There's quite a bit of Canadian content in U.S. television soap operas. There's **Lisa Howard** of London who plays April Ramirez in *Days of our Lives*; Vancouver's **Paul Johansson**, who has the role of Greg on *Santa Monica*; **Jean LeClerc** of Montreal on *All My Children* as Jeremy Hunter; fellow Quebecois **Daniel Pilon** in the role of Alan Spaulding on *Guiding Light*; and Manitoban **Alison Hosack** on *Another World*... From **Melanie Curtis**, promotion director at Barrie's Rock 95, we got word that **Rick Hallson** and **Bruce Barker** are co-hosting the station's morning show, replacing **Dan Williams** who moved to CITI-FM Winnipeg. Hallson remains the station's pd while Barker continues as sports director. A new addition is **Jim McGourty** from CJCH Halifax, who took over the mid-day slot from **Tim Westin**, who moved to afternoon drive... **Martha Bertram**, who had worked as a news writer, newscaster and producer at CHRW, is an account executive with Miller Myers Bruce DallaCosta... **Elizabeth McDonald**, who had been acting senior vp at the CAB, was confirmed in that position... Two Canadians were elected to the executive of the Broadcast Promotion and Marketing Executives organizations. Global vp of communications **Nancy Smith** was chosen secretary and **Gordon Hope** of CBC Radio was elected director for a second term... **Mark Wilson** became regional sales manager of CHRZ/CJRR-FM Vancouver... **Keith Spicer**, the new CRTIC chairman, will be luncheon speaker Oct. 31 at the Ontario Cable Television Association convention in Toronto. **Ted Rogers**, recently named *Canadian Business Statesman of the Year* by the Toronto Harvard Business School, speaks the next day... From **Knowlton Nash's** book *Prime Time at Ten* we learned that the old CBC building on Toronto's Jarvis Street known as *The Kremlin*, was built by Oliver Mowat, one of the Fathers of Confederation... It was acerbic columnist and *Front Page Challenge* panellist **Allan Fotheringham** who said of an egotistical CBC-TV personality: "Her alarm clock doesn't ring, it applauds..." **Terry Spence**, CFAV Victoria vp, advised the station took another step towards an all-digital environment by adding Digital audio tape mastering...

Phil Stone welcomes your news for Broadcast Beat. Write c/o 2350 Bridletowne Circle, #1601, Scarborough, Ont., M1W3E6. Please address information for other departments and staff at Broadcast Technology to P.O. Box 420, Bolton, ON, L7E 5T3.



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Howard Christensen:

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PEOPLE . . .

All-Canada's co-op goddess, **Carol Weir**, took her 16-year-old nephew to Florida's Disneyworld on vacation. She says he loved it. Carol admits she's kind of fond of the place, herself. This was her fourth visit in as many years... AVR Kentville pres **Neil MacMullen** wants to know: "When they ship styrofoam, what do they pack it in?... Long-time CFRB Toronto newscaster **Bob Greenfield** left the station with no immediate vocational destination... BN Toronto admin. secy. **Ailsa Muirhead** moved uptown to the traffic manager's job at Telemedia... CFTR Toronto ND **Larry Silver** says I never mention him... Former AVR Network ND **Richard Collicutt** breezed into town a while ago, stopping by to say hello before heading on to Vancouver. Richard, also a weekend CBC radio news announcer at Halifax and managing editor of a Kentville weekly, is taking his talents west (and his romantic interests). That's right, there's a woman in this scenario, too.

ATTITUDE . . .

As I see it, you've got three prime responsibilities in life: yourself, your family, and your job; in that order. I'm not advocating selfishness, just awareness. After all, YOU — since you're the only one who lives with you 24 hours a day — must come first. The decisions you make and the actions you take may, of course, be influenced. Yet there is no one else who must live with the responsibility.

That thought follows a recent situation where a friend discussed her mother's interference about what she should or shouldn't be doing with her life and her family. What my friend's mother and every adult's mother, no matter how well-meaning, must realize is that a child might die for a parent but will not live his/her life for one.

Let's ban the word should. It's negative, it's guilt-inducing, it's counter-productive. "I/you should do this" or "I/you should do that" only reinforces the fact that the job isn't getting done or that someone is interfering. It also acts as a flashing neon sign in the brain screaming GUILT. How about a T-shirt captioned, "Don't 'should' on me"?

Unload guilt ... reject shoulds ... take control of your life ... give your family and your employer what you can ... make valid criticism (YOU decide the validity) your ally.



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"Aaeeyaaayaayaayaa . . ."— *Johnny Weissmuller (1904-1984)*

Ideas. Too few come up because too many managers and supervisors have learned how to "shut ya down." Think I'm off on this? If you do, look back on how many times you've heard or said something like this:

"We tried that . . ."

"We don't do it that way around here."

"Finance will never go for it."

"Yeah, but . . ."

"Gee, in my department . . ."

"I just don't have the time."

"I've been here for 20 years and . . ."

Nobody, it seems, likes change except a baby. If you're a manager or supervisor, you'd be on the right track if you reaffirm the importance of ideas, whether they originate with you or someone else. Listen to the ideas you hear with an open mind and challenge yourself to question key assumptions. Welcome alternate viewpoints and recognize that you must encourage others to do the same. And recognize that innovation is an integral part of your job; that without ideas and alternatives there can be no truly strategic decisions.

All ideas have merit! you must make the time to hear and discuss them. If need be, discount them in such a way that the originator won't be afraid to come back with his/her next brilliant stroke (God knows the next one just might be the ticket!).

Ignorance isn't bliss; it's just ignorance.

CUT IT OUT . . .

(In my last column I had included a brief bit on leased vehicles. Due to lack of space (or so claims the hard-hearted editor), it was cut. So as not to deprive you, here it is again.)

I've always admired the station people who do the leasing/buying of company vehicles. Somehow they manage to get news cruisers, promotional vans, trucks and other special purpose automotive machines that have features a person can't get in a personally-owned car. Here's a short list:

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8. Enjoys much shorter braking distances.
9. Takes bumps at twice the speed.
10. Has reinforced suspension for carrying personal concrete slabs.
11. Tire walls are designed to allow bumping into and over curbs.
12. Has much tighter turning radius.