

ASPER WINS AUCTION; ADDS GLOBAL TO HIS TV STABLE

I.H. (Izzy) Asper has won Global Communications Ltd., giving him the key he needs to launch a national television system of independent TV stations featuring programming tailored for Western Canadians, whom he called "the orphans of Confederation."

The Winnipeg broadcaster and entrepreneur outbid Paul Morton and Seymour Epstein in a court-ordered auction to emerge as the sole owner of Toronto-based Global. He is believed to have paid as much as \$150 million for the 39 per cent of Global owned by Morton and Epstein. Asper's Winnipeg-based CanWest Communications Enterprises Inc. owned the remaining 61 per cent, putting the total value of the company at \$382 million.

With Global under his control — providing the CRTC approves CanWest as Global's sole owner — Asper appears well positioned to put together a formal coalition of independent stations. But he has been careful to make a firm distinction between a "system" and a formal network in his comments.

He says a third national English-language network would be "extremely injurious" to the financial health of the CTV Television Network and the CBC Television Network.

His plan calls for a "coalition" of independent stations across the country. This, he says, would preserve the stations' autonomy and local orientation, but allow them to co-operate on "big issues."

He says the national system of independent stations will include increased production of quality Canadian programming and information broadcasting that gives a Western perspective to national news.

Admitting that getting independent stations to co-operate is "very difficult", Asper says CanWest will, if necessary, try to put together a national system itself. In addition to Global, CanWest also owns independent TV stations in Winnipeg, Regina, Saskatoon and Vancouver.

The auction for Global ended more than four years of bitter court battles. Morton and Epstein sued Asper four years ago, alleging he had reneged on a commitment to sell them enough of CanWest's Global shares to give them control. Asper sued in turn for alleged conspiracy and breach of trust.

Both suits eventually were thrown out and Global was ordered to be auctioned off to the highest bidder. Asper also was awarded costs.

Both Morton and Epstein have resigned their positions with Global.

COLSON GROUP DRAFTS SNG RULES FOR CCIR

A group under the chairmanship of Joseph Colson, CTV Television Network Ltd. vice-president of operations and engineering, has prepared recommendations that will enable rapid and effective deployment of SNG equipment anywhere in the world.

The group was formed by broadcasting organizations participating in the work of the CCIR, one of the five permanent bodies of the International Telecommunications Union.

The new strategy for satellite news gathering will simplify and harmonize the maze of national and international technical, operating and procedural rules in use at present. It will be presented for final adoption at the next session of the CCIR in Dusseldorf, West Germany in May, after being approved by various CCIR study groups.

The group of experts under Colson was set up in 1987 to prepare an overall strategy for SNG transmissions and to propose ways to solve the various problems associated with the use of transportable or portable transmitting SNG earth stations. Less than 18 months later the Colson group had prepared its comprehensive recommendations that will enable rapid and effective deployment of SNG equipment in any country that adopts the report.

SPECTRUM POLICY REASSESSMENT

A working paper slated to be released this spring is expected to initiate a reassessment of Canada's spectrum allocation policy.

The reassessment was announced by Communications Minister Marcel Masse in a speech to the *Spectrum 20/20* conference in Montreal. The working paper is expected to focus on the following questions:

- Would auction of scarce frequencies among pre-qualified applicants be a useful approach?
- To what extent should economic factors be given priority in the allocation of bands to particular services?
- Should more emphasis be put on using alternatives to radiocom-

munications as a means of transmitting information, including broadcast-casting?

- To what extent are current spectrum management mechanisms and procedures appropriate to rapidly developing technologies?

Spectrum 20/20 was sponsored by the Radio Advisory Board of Canada in conjunction with the Department of Communications. It was intended to seek the views of government, spectrum users and manufacturers on "radio spectrum issues, telecommunication services and technologies for the early part of the 21st century."

OTTAWA URGED TO REWRITE CBC MANDATE

Two of the major players in the CTV Television network have slammed the CBC for using federal subsidies to outbid private-sector companies for U.S. hit shows.

Jean Pouliot, chairman and chief executive of Montreal's CFCF Inc., said "the CBC does not get subsidies to be competitive. It gets subsidies to do things everyone else does not do." And he urged Ottawa to rewrite the CBC's mandate to give the network an "exclusive niche market ... that will justify those kinds of subsidies."

That theme has become increasingly popular among private broadcasters in recent months, but few have stated it as forcefully as Pouliot, who made his remarks after his company's annual meeting in December.

Pouliot said that, in its drive to become another "commercial competitive enterprise", the CBC has been cutting ad rates and bidding up the price of programs.

He was joined in his remarks just days later by Douglas Bassett, president and chief executive officer of Toronto's Baton Broadcasting Ltd. Bassett, in comments made during Baton's annual meeting, said the CBC has become very aggressive on all fronts and, in addition to competing for programs, has been "paying enormous wages" to lure away reporting, technical and sales staff from private broadcasters for *NewsWorld*, its new all-news cable television channel.

HILDEBRAND HEADS CAB BOARD AND EXECUTIVE COMMITTEE

Elmer Hildebrand heads the Canadian Association of Broadcasters for another year.

Hildebrand, president and general

manager of Golden West Broadcasting of Altona, Man., was elected to a second term as joint chair at the CAB's annual convention in Montreal. Joining Hildebrand on the CAB's 1989-90 executive committee were:

Bill Coombes, president of CHWK/CKSR-FM Chilliwack, B.C., elected chair of the radio board; Gary Slaughter, Standard Broadcasting, Toronto, elected radio vice-chair; Peter Liba of CKND-TV Winnipeg, re-elected television board chair; and Roy Gardner of BCTV Burnaby/Vancouver, elected vice-chair television.

Adrian Pouliot of CFCF Montreal is CAB treasurer and Gord Hume of CKSL/CIQM-FM London, Ont., was named special delegate to the executive committee.

WIC AND CHUM TALKING EXPANSION

Two major broadcasting companies say they are looking to expand.

Vancouver-based WIC Western International Communications says it is on the lookout to buy radio stations in major Canadian markets.

And Toronto-based CHUM Ltd. says it is going to take another crack at licences in Vancouver and Barrie, Ont. in the next year.

WIC says it is going to take another run at acquiring two stations in Edmonton — CJCA and CIRK-FM — from Maclean Hunter and may bid for the broadcast licence of CKO-FM, the national all-news radio network that closed its doors in November.

"In radio, we've still got some holes in major markets," said Doug Holtby, WIC's new president. "We have no licences in Edmonton, we only have an AM station in Calgary. And we have no licences east of Toronto. We would like to own two radio stations in each market."

WIC owns and operates five TV sta-

tions, nine radio stations and has a majority interest in Canadian Satellite Communications Inc.

Meanwhile, CHUM president Allan Waters told his annual shareholders' meeting the company is applying for an FM licence in Vancouver to complement its CFUN AM station. He said the FM station is "badly needed in order for us to be competitive in Vancouver, where the majority of other stations have FM."

CHUM also hopes to bid for a documentary television channel in Barrie, about an hour's drive north of Toronto. It could be made available to the Toronto market through cable television.

CHUM owns radio and television stations across the country, including CHUM and CHUM-FM, CITY-TV and MuchMusic in Toronto.

BIDDING HEAVY FOR TORONTO FM SPOT

At least 12 applicants are expected to battle for a new Toronto FM licence in what promises to be a fierce contest for the last remaining Toronto-area FM frequency — 92.5 MHz, originally assigned to Oshawa, which will have a 30-mile radius.

The CRTC is expected to hold a public hearing in April to discuss the applications.

The call for applications came when former CHUM executive J. Robert Wood applied eight months ago for a licence to operate a dance music station on 92.5. Wood previously applied in 1984 for the 97.3 MHz frequency eventually awarded to CJEZ-FM. He applied again in 1987 with a dance music format for 92.5 and has reworked that plan for his latest bid.

Another 11 applications had been received by the Nov. 1 deadline. Other "dance music" applicants include:

Telemidia, which operates Toronto

easy listening/baseball and hockey station CJCL; Milestone Broadcasting, headed by CHIN president Johnny Lombardi; Canada First Broadcasting, headed by radio consultant John Parikhal and Joint Communications partner Dave Charles and "a well-established" but unnamed broadcasting company; Robert J. Whyte, former owner of a Calgary station and of TV's Canadian Home Shopping Network; and businessman David Brough, an unsuccessful contender for several specialty TV licences.

Proposing a country music format are:

Winnipeg-based Moffat Communications; a group headed by former bottling franchiser Robert J. Marshall, with media analyst Peter Sisam and Butch Orser, father of Olympic figure skater Brian Orser; radio executive Harvey Gold's York broadcasting; and Regina-based Rawlco Communications Ltd., which also has two Ottawa stations.

And Toronto record label owner Bernie Finkelstein, manager of Bruce Cockburn, and Ottawa's CHEZ-FM Ltd. propose a "progressive music format that includes jazz, folk, new music from all genres and a high degree of local information."

NATIONAL SERVICE FOR BLIND LAUNCHED

Voiceprint, a national English-language reading service for the blind, has been launched across Canada.

The National Reading Service, initiated after a parliamentary committee recommended establishment of a reading service in 1984, runs eight hours of original programming a day, repeating it twice. Programs are transmitted across Canada via satellite during time donated by CBC's all-news network, *Newsworld*.

Cable systems, including Rogers, Maclean Hunter, Shaw and Videotron, will carry the service, distributing it on television and FM radio at no cost to cable subscribers.

A similar French-language service has been operating in Quebec for four years.

Ian Sutton, a former print and broadcast journalist, is general manager of NBRF, which has studios and offices located in space rented from the Toronto headquarters of the Canadian National Institute for the Blind.

The service, a separate corporation from the CNIB, received \$600,000 from the federal ministry of Communications to cover start-up costs and about half of the operating costs for the first five years. The remainder

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of the required funds will be raised through donations from corporate sponsors and charitable foundations.

The service will operate without commercials, with on-air credit given to donors. It is aimed at Canada's estimated 550,000 visually impaired. Material will be read by more than 200 volunteers.

CBC GETS BUDGET BOOST AND A NEW VP

The CBC has received an increase of nearly \$81 million in its budget over the next five years to meet increases in its operating costs. The budget increase will ease the impact of a \$140-million budget cut imposed on the CBC earlier this year by the federal government.

The extra funds follow a 1988 CBC request for specific increases to cover negotiated pay increases and new telecommunications charges. Of the amount, \$16.3 million will be applied to the current fiscal year and \$16.1 million for each year thereafter.

The CBC still faces significant budget cuts and a report by a budget task force was to be presented to the CBC board in December.

In another move, CBC radio head Michael McEwen, 44, was named executive vice-president by new president Gerard Veilleux. McEwen will have overall responsibility for CBC radio and television programming, as well as for other services such as CBC Enterprises and Radio-Canada International.

NEW ALBERTA TV STATIONS?

A newly-formed Alberta company has applied to the CRTC for television licences for new stations in Edmonton and Calgary.

Alberta Television Network Corporation says it intends to build and operate the two stations and has raised a total of \$42 million to finance its efforts. It hopes to have public hearings into its application held this summer and, if successful, could start broadcasting in the fall of 1991.

Principals of ATN are Wendell Wilks, president and chief executive officer, Joe Shoctor, Tommy Banks, Douglas Hutton, Phillip Shragge and David MacKenzie.

According to Wilks, the CRTC application culminates more than two years of research into the Alberta

television market. He said ATN would produce 50 hours a week of original programming, made up of news and public affairs, drama, situation comedies, etc.

ATN estimates start-up costs at \$42 million for its Calgary and Edmonton facilities. Edmonton would house the news and public affairs division, with a staff estimated at 100. Calgary would be the site of the sound stage and production facilities of the entertainment division, which would include a high-definition studio. A fibre optic link would be installed between Edmonton and Calgary.

Primary investors in ATN are Sam Belzberg, president of First City Financial Corporation, who holds just over 52 per cent, and Vencap Equities, which owns almost 43 per cent.

NEW PLAYER APPEARS ON BROADCAST SCENE

A new player — Pelmorex Communications Inc. — has burst onto the Canadian radio scene in a big way, picking up 14 Ontario radio stations in a deal with Northern Cable Holdings Ltd. Pelmorex was formed by Pierre Morrissette, former president and CEO of Canadian Satellite Communications Inc. who left Cancom last March to form his own company.

The deal with Sudbury-based Northern Cable gives Pelmorex a bunch of radio stations to start operating — CHRO Pembroke, CKNS Espanola, CKNR Elliot Lake, CJNR Blind River, CKCY/CJQM-FM Sault Ste. Marie, CJWA Wawa; CFLH Hearst, CKAP/CFLK-FM Kapuskasing, CFCL Timmins and CHNO, CFBR and CJMX-FM Sudbury. Pelmorex also picked up Northern Cable's 45 per cent stake in CHUR North Bay.

Terms of the acquisitions was not disclosed. The takeover is subject to approval of the CRTC.

CRTC MOVES HALIFAX ATLANTIC OFFICE

The CRTC's Atlantic Regional office, which serves Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland/Labrador, has moved to a new location.

Director General Robert Oxner and his staff of Linda Daigle and Loise Gage are now at:


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stations in the news

NEW FMer FOR TROIIS-RIVIERES

An application by Telemedia Communications Inc. for a new French-language pop and soft rock FM station in Trois-Rivieres has been approved by the CRTC. The new FM station will be operated jointly with Telemedia's AM station, CHLN.

And the Commission also approved the transfer of effective control of CIGB-FM Trois-Rivieres to Radiomutuel Inc., and its use of the "dance music" format.

The commission, in announcing its decision to grant the FM licence to Telemedia, said that the fact the two other stations will be operated by Radiomutuel Inc. "should cushion the impact on the Trois-Rivieres stations, improve the balance between the broadcast companies there, and provide more diverse musical formats for listeners."

However, because of the effect on neighbouring markets the Commission didn't approve the frequency and power requested by Telemedia — 94.7 MHz (channel 234) at 100,000 watts — and said new technical arrangements — which would reduce power in the direction of Thetford Mines, Victoriaville and

Lac Megantic — must be submitted by mid-February.

TWO BID FOR LEAMINGTON FM LICENCE

The February CRTC hearing in London, Ont. will hear an application from Maclean Hunter's KEY Broadcasting Ltd. to move CHYR Leamington, Ont. to FM. CHYR currently uses two AM frequencies — 710 (10 kW daytime operation) and 730 (500 W nighttime operation) — an arrangement unique in Canadian radio.

Also applying for the same FM frequency is CKSY-FM Chatham, which is seeking a rebroadcaster to expand its coverage into the Leamington-Windsor area.

IN OTHER NEWS...

* Prince Albert television station CKBI-TV/CIPA-TV escaped serious damage December 27 when fire destroyed two businesses in the Saskatchewan community. The building housing the station suffered water and smoke damage in the fire that gutted a department store and a business school. At the time the fire was reported there were three technical staff on duty at

CIPA-CKBI television. Programming wasn't affected.

* CHAM Hamilton was named winner of the Nashville Country Music Association's *Medium Market Station of 1989*. CHAM earlier was picked as *Station Of The Year* by the Canadian Country Music Association.

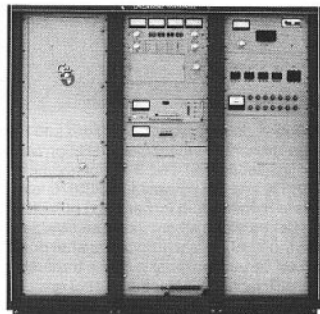
* In a classified ad in last month's *BT*, CISL Richmond, B.C., offered a 400-watt transmitter for sale. This marks the end of a proposal to use synchronous transmission on CISL's 650 AM frequency; in addition to the main TX on Lulu Island, the 400-watter would have been used to improve coverage at White Rock. Chief engineer Danny Thiel says the problem was solved using the main transmitter. To our knowledge, synchronous transmission has never been used in Canada, and the only example we know of was at WBZ Boston (50 kw) and WBZA Springfield (1 kW) on 1030 kHz. Perhaps our readers know of others...?

CRTC NEWS

* Canadian Radio Networks Inc. was awarded an English-language radio network licence for the purpose of distributing a variety of programs to be

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broadcast by radio stations across the country. The St. Catharines, Ont.-based company proposed programming which included adult contemporary and country music services, which will provide live programming delivered by satellite from 6 p.m. to 9 a.m. Eastern times Monday to Friday and from 1 p.m. to 9 a.m. Eastern times Saturdays and Sundays and certain holidays. CRNI intends to increase the services to 21 hours over the year and to 24 hours as soon as possible.

* The Commission approved a power increase and frequency change for **CFDR Dartmouth**. The station was given approval to change frequency to 780 kHz from 680, increase nighttime power to 15,000 watts from 10,000, and to relocate their transmitter site. The changes will enable CFDR to provide a stronger nighttime signal in the Bedford-Sackville-Waverley area.

* The licence for Telemedia Communications Inc.'s **CIMF-FM Hull** was renewed to August 31, 1994 and the station was allowed to reduce its weekly level of news programming from six hours, 49 minutes to five hours, 23 minutes. The Commission also approved a change in CIMF's vocal/instrumental

ratio from 55-45 to 80-20 which, the station claimed, reflected the evolution of musical tastes, the decrease in the production of instrumental music, and the need for flexibility.

* **CJSD-FM Thunder Bay, Ont.** had its licence renewed to only August 31, 1992 and its application for a format change denied as a result of its non-compliance with foreground programming requirements. However the station's requests for a reduction in its spoken word and news programming and in its traditional and special interest music were approved.

* Telemedia Communications Ontario Inc. was given permission to change the music format of **CFTI-FM Timmins** to pop and hard rock from country. Telemedia's Timmins AM station, CKGB, was to concurrently switch its format to country from adult contemporary.

* The licence of **CKAR Oshawa** was renewed to August 31, 1995. In its announcement, the commission noted that the sale of CKAR to Daniel Pickett, which it had approved, had not been finalized and the station continued to operate under terms and conditions specified at its 1985 licence renewal.

* **CFJB-FM Barrie** was granted per-

mission to relocate its transmitter approximately three kilometres east of its present site, which will result in only a minor change in coverage.

* The licence of **CHXL-FM Brockville, Ont.** was renewed until August 31, 1994, but the station's request to eliminate its 90 minutes of jazz programming was denied.

* Radio station **CKPG Prince George, B.C.**, was granted approval for FM rebroadcasters at Mackenzie (on 105.7 MHz, channel 289, with a power of 50 watts) and McLeod Lake (on 92.5 MHz, channel 223, with 24 watts), both to rebroadcast the programs of C101-FM Prince George.

* An application by **Okanagan Skeena Group Ltd.** for an FM rebroadcaster at Hazelton, B.C. (at 101.9 MHz, channel 270, with 50 watts) to rebroadcast CJFW-FM Terrace was approved.

* A bid by **B.C. Television Broadcasting System Ltd.** for a rebroadcaster at Whistler of CHAN-TV Vancouver on Channel 9, with a power of 10 watts was approved. Also approved were applications from the Anahim Lake Community Association for a rebroadcaster at Anahim Lake to rebroadcast CHAN-TV Vancouver and CFJC-TV Kamloops (on channels 3 and 5) and at Tatla Lake (on channels 9 and 11), at one watt each.

* The commission approved an application by Patrick Wood for a six-channel, low-power television system to service Fort Simpson, NWT. Each 10 watt channel will distribute a television signal received via satellite from Cancom, including CHAN-TV Vancouver and CITV-TV Edmonton.

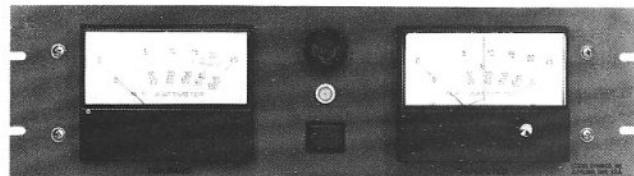
* Also approved was an application by The City of Dawson, Yukon for a TV rebroadcaster (on channel 13 with 10 watts) to carry CHAN-TV Vancouver received via satellite from Cancom.

* Three Yukon groups received licences for TV rebroadcasters to carry the CBC Northern Television Service, received via satellite. Service will be extended to Silver City (channel 13, 2 watts); Upper Laird (Channel 9, 10 watts); and Burwash Landing (channel 13, 7.5 watts).

* Bids by the **Native Communications Society of the Western NWT** for a Native-language FM stations at Fort Simpson (on 101.9 MHz, channel 270, with 10 watts) and at Hay River Reserve (on 101.9 MHz, channel 270, at 4 watts) to rebroadcast the programs of CKNM-FM Yellowknife, received by satellite, were approved. The Hay River Reserve station also will offer 10 hours a week of locally-produced programming. BT

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Understand What You're Saying . . .

I've heard some funny flight announcements, but this one I liked more than most:

"We hope you will enjoy your flight attendant..." silence, giggle... "Your flight to Montreal. Thank you for choosing Canadian Airlines." Talk about friendly. It would be great marketing. And no sexism — flight attendant is a neutral expression.

Heard on the news on a radio station (that shall be nameless but that is tax-financed) the same story twice in succession. The reader realized what he'd done only when he reached the cart. It reminded me of what voice tutor **Roy Currie** says of the problem with some newscasters: *The words go in through the eyes and out through the mouth, bypassing the brain.*

On the same station, same show, stocks were described as being "sharply flat". That's the same as saying a knife is sharply blunt.

The moral is that if you understand what you are saying, and have conviction about what you are saying, and tell a story rather than read it, you will (1) not read the same story twice (2) make sense and (3) sound a little more like Walter Cronkite and your listeners will believe you.

It also helps to have the facts right.

This reminds me of a CB... oops, I nearly gave it away... an employee of a certain broadcast corporation who phoned me in a highly agitated state many years ago when I was working the BN desk.

Didn't I know there was no such thing as an Israeli bus, she yelled. "Pardon," I said, bemused. A BN summary had mentioned an Israeli bus being shot up. "How stupid can you get?" she screamed. "How could anyone write about an Israeli bus?"

I'd been working since midnight. I thanked her very politely for her assistance and concern about the English language. Since then I've wished many times I'd got her name and number so I could call her at 6 a.m. every time anyone blooped on this certain broadcast corporation that shall be nameless. She would have lost a lot of sleep.

Actually, I'm on her side in the war against abuse of the English language, although I realize it's a losing battle. And

what the heck, if everyone was perfect we wouldn't have classics like: "In our opinion, we would like to ask the ministry of education to maintain its regulation that any girl who, either partially or totally, gets pregnant be sent home for good." That particular one came from *The Sunday Times* of Tanzania.

There's surprise in Edmonton and Calgary over the departure of **Walter Machny** from the presidency of CFAC Calgary, a former Selkirk station now owned by Rogers, and resignation of CHED Edmonton PD **Kevin McKanna** to take over as CFAC GM... At Sunwapta's CFRN/CFRN-FM and KEY-FM Edmonton, **Andrew Smith** has been promoted to assistant manager of news, sports and public affairs. **Steve Halinda** was earlier bumped up to manager when **Bruce Hogle** became radio GM... **John Brownlee**, late of Newsradio, is now at CNW as director of marketing... My former boss, **John Rea**, has moved from GM of TBS Broadcasting to GM of the TBS station CJCL Toronto, AM 1430... **Bev Martin**, who was sales manager for CKO, has opened a radio syndication firm specializing in business to business syndicated programming. He's working with **Bob Zeidel** of New York. The company is called Special Addition... A new media barter house called, strangely, the Media Barter House, has set up with the backing of **Bob Redmond** of Redmond Communications. It takes up where Atwood Richards left off when it closed last year. VP Sales is **Bob Patterson**, former retail sales manager of CJEZ-FM Toronto...

Peter Shurman has left CJEZ-FM Toronto, where he was general manager. As I write, his job is being handled by **Bill Ballantine**, ops manager and assistant GM, and **Jay Jackson**, executive VP... **Mike Hanson** has left BBM... The husband and wife DJ duo **Live Earl Jive** and **Beverly Hills** are back at FM-102 CFNY Toronto. They anchored the evening drive slot two years ago and returned as a vacation morning fill-in in the fall before launching their own weekend morning show. FM-102 has also signed Earl Jive as chief music consultant... **Dieter Stachow** is new program manager at CICF Vernon, now owned by the Okanagan Skeena Group. Dieter is from CHAM Hamilton... CICF GM **Gordon Colledge** is on leave of absence and **Mike Tindall**, VP sales and marketing, is looking after CICF with Dieter in Gordon's absence... Gordon had a hand in winning a licence for the new CHSN-FM Saskatoon, due on air this spring. It's owned by High-Line Broadcasting Inc., whose president is **Albert Ethier**... I'm told all broadcasters are happy in Penticton — and not only because of the climate. **Ken Davis** of Okanagan Radio Limited says the fall book showed **Ralph Robinson's** CIGV-FM and Okanagan's CKOK and CJMG-FM all up. If everyone is up, I asked, where did the listeners come from? Ken wasn't sure, but he suspected they'd have to dig up bodies if cumes were to keep rising like that...

The Moffat/Maclean Hunter partnership in CKNG-FM Edmonton became effective Dec. 1. KING will be moving into

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the luxurious CHED building some time, but that's still in the planning stage. How luxurious, you ask. Well ND **Cec Nichol's** newsroom has mahogany panelling and an open fire. There's a long story behind this — a story of Alberta's real estate boom and bust and properties that sold for a fraction of their value.

There are rumors about changes in KING's morning show and they may have taken place by the time you read this, but CHED VP and GM **Stan Ravndahl** wasn't saying much when I asked him. All he would say was that there were no contracts on his desk.

Incidentally, CHED's *Santas Anonymous* program, started by the late **Jerry Forbes**, has been going 34 years now. Stan figures it has moved gifts to 500,000 needy children in that time, 18,000 to 20,000 last Christmas alone. Quite a record.

It would be interesting to add up how much the broadcast industry raises for good causes — apart from PSAs. It deserves a pat on the back more often than it gets. Just some examples:

Law Roskin, president of CHQT Edmonton, figures QT's *Brightest Light Campaign* in support of the Edmonton Christmas bureau has resulted in contributions of \$2 million-plus, over 17 years.

On the other side of the country, in Charlottetown, Eastern Broadcasting's CFCY 630 and Q93 were involved in promotions that raised \$62,000 in November alone. That's apart from its *Koats for Kids* campaign that brought in 1,000 coats. (Koats!? I was about to send a dictionary to **Hilary Joseph**, promotions and marketing director. But I decided I need a new one and kept it. Thanks, Hilary.)

And, CKEK Cranbrook got itself on MuchMusic, which was on hand to tape segments of a dance-a-thon to raise money and food for the local food bank. Promotions director **Rod Schween** says that one-day event raised \$6,100 plus food donations, not bad for a community of around 16,000.

What people will do for a mention in this column. CIZZ-FM Red Deer sent two contest winners to West Berlin to catch *Tom Cochrane and Red Rider* in concert and they painted The Zed's logo on the wall. PD **Bob Mills** thinks The Zed is the only Canadian station and one of only two North American stations with their logos on the wall. Guinness book of records take note. They might also be famous by now for having their logo on the wall for the shortest time because, as we all know, the wall came tumbling down.

Lots of stations go live for Canadian general elections. Multi-lingual station CKER Edmonton figured there was enough historic significance in December's Chilean general election to warrant live coverage. It linked up with Radio Cooperativa and Radio Chilena for a two-hour news special. **Roger Charest Jr.**, ops manager, says many people who are not regular listeners to CKER's Spanish program tuned in, no doubt because many South Americans in Canada are here because of politics.

You don't often meet an engineer who's a classical guitarist. **Lindon Olsen** chief engineer of CFCW Radio Ltd., is one. When he's not building radio towers he's hunched over a guitar, and when he's not doing that he's hunched over a ham radio or building towers for it that dwarf his house near Camrose, Alta. As well as the classics, he does a pretty mean Chet Atkins. Lindy's wife is also artistic. She weaves and paints.

Recommended Reading/Viewing...

If you're visited by my colleague in the East, **Paul McDermott**, roll your eyes at him and laugh. He's a fan of the book *Unlimited Power* by Anthony Robbins, all about neuro linguistic programming. Very basically, it says you can divide people into types according to where they look when they're talking — some are verbal, some visual and see ideas as images. Once you know what type they are, you use words accordingly to get through to them.

Although he's easily confused by rolling eyes, Paul's an interesting person. He's done everything from sweeping floors (in a broadcast station, of course), writing commercials, working on air in news and as a host, to being a sales manager. He's also been national sales rep and sales manager for a rep house.

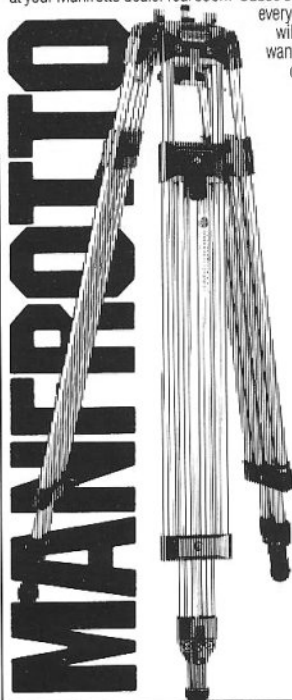
As you'll have gathered, he's a scholar of new ideas, too. Among material recommended by him:

- *Unlimited Power*, which I've already mentioned. It's useful for anyone who has to sell, build rapport or receive information.
- The video *What You Are Is Where You Were When* by Dr. Morris Massey, professor at the U of Texas. That's for programmers and sales people. You might be able to get it from a library or credit union.
- Don Beverage's videos *The Four Generations of Sales People* and *Going for Big Dollars*. If you know anyone in IBM or Xerox, they should be able to tell you where to get the tapes.

I thought of a presentation I saw on the four generations of sales people when I read a *Globe and Mail* report on an *Achieve or Leave* program at the Royal Bank brokerage subsidiary RBC Dominion Securities.

BREAKTHROUGH VIDEO TRIPOD

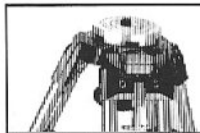
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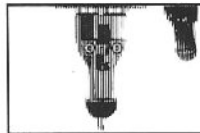
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BROADCAST BEAT

by Phil Stone

Construction has begun on a \$21 million centre for the journalism, radio and television arts and computer science schools at Ryerson Institute of Technology. It will be known as the *Edward S. Rogers Communications Centre* in honor of **Ted Rogers'** father, who invented the first vacuum tube for radio and founded CFRB. Ted donated \$3 million towards the centre... **Ken Ashacker** left Saskatoon to become a sportscaster with CBET-TV Windsor, Ont... **Michael McCann** moved from audience relations to assume local scheduling responsibilities at CBC Toronto after **Robin Saunders** moved to CBC Ottawa... Those campus and community radio stations across Canada who are members of the National Campus and Community Radio Association (NCRA) have dropped a boycott of PolyGram Canada Ltd., after the record company agreed to halt charging service fees on its records. The 25 stations involved considered the record fees unfair when levied on stations that do not operate for profit... If you should drop by CBC's Parliament Street studios in Toronto, you'll find a completely new look as a result of extensive renovations... **Jim McCoubrey**, who had been chairman and CEO of Young & Rubicam's Canadian unit, became president of Telemedia Inc. He replaces **John Van de Kamer**, who will be taking sabbatical leave beginning March 1. At that time McCoubrey will become CEO... When **Wendy Martin** left CBQ Thunder Bay to go with CBC Sydney, she was succeeded on the northern morning program as news writer/broadcaster by **Lisa Wilson**... The CRTC is expected to hold hearings in April for a new Toronto FM radio license at 92.5 MHz. Known to be interested is Telemedia, which operates Toronto AM station CJCL... CFAC-TV Calgary changed its reps from All-Canada to Western Broadcast Sales... **Jamie Crookston**, former assistant manager of CKFM and then sales manager of CFMX-FM, became GM of CFNY-FM, which is now under the Maclean Hunter banner... **Tim Wright** left CHAY-FM Barrie to join the news department of CKPR/94-FM Thunder Bay... Journalist **Donna McElligott** joined CBC's *Provincial Affairs* as reporter for Ontario... **Roman Melnyk** moved from his post as CBC's TV programming division deputy director and director of independent production to that of director of CBC network television. He replaces **Trina McQueen**, who earlier was appointed head of network news and current affairs... An income tax time thought: *Children may be deductible, but they are also taxing...*

Channels magazine gave one of its seven Excellence in Television awards to CBC's popular TV series, *Degrassi Junior High*. Another winner was former Torontonian **Lorne Michaels**... **Susan Rubes**, who stepped down as president of Family Channel, continues to be associated with the cable TV network as executive consultant to the board of directors... Hearing that singer **Patti Page** had celebrated her 62nd birthday reminded me of the time I almost threw her out of CHUM. It was on a Saturday afternoon, the only people in the studio were **Mike Hopkins**, who was on the air, his operator, and this writer, handling news and sports. We came out of our office to find a mousey-looking, old-fashioned-dressed woman, sitting in the main corridor. Because outsiders had a habit of coming in uninvited on Saturdays when we were short-staffed, it was common to chase them out, which we started to do with this unimpressive person until she said, in a very small voice, "I'm here to see Mr. Hopkins. My name is Patti Page. He is going to interview me." With the income from such hits as *Tennessee Waltz* and *Doggie In The Window* she became a more sophisticated woman and, easily, a much smarter dresser... **Morley Safer**, 58, of *60 Minutes*

is from Toronto, where he attended Harbord Collegiate... In earlier days we were often in contact with CKNX Wingham, Ont., particularly **Ross Hamilton**, **Jack Gillespie** and **Ray Baynton**. Thus it was good to be added to their press list via **Trisha Freriks**... **Gary Maavara**, VP of corporate affairs at CTV, now also carries the title director of sports. In that role he succeeds the former VP of sports, **Johnny Esaw**, who has retired... Speaking of retirements, **Hugh Maldrett**, longtime announcer and CBC personality in Windsor, Ont., took early retirement to pursue a career in public relations...

The *Casby Awards*, for which winners are selected by public ballot, were founded by CFNY-FM Brampton/Toronto in 1981, and grow each year in stature. The name *Casby* is an acronym for "Canadian artists selected by you."... It's said that a major reason for the cancellation of **Jackie Mason's** sitcom *Chicken Soup* is that his brand of humor didn't register with small markets, which collectively make up a large part of the U.S. national audience... It may have happened by the time you read this: previously married TV host **Alex Trebek** is scheduled to wed real estate agent **Jean Curriivan**. His daughter from his previous marriage is a member of the *Jeopardy!* production crew... A published report said that the normal speed for the human voice can average three words a second... She is known as **k.d. lang**. The full name of the prominent Canadian performer is **Kathy Dawn Lang**... In the days of *Hawaii Five-O*, CBS rented an expensive studio facility in Hawaii, which explains why so many shows have the islands as the locale or background — at least until the lease is up... Recording artist **Neil Young**, 44, is the son of author and former *Globe and Mail* sports columnist **Scott Young**... For its competition feature, *New York* magazine asked its readers to send in fictitious unappealing items from a catalogue. **Bonnie Hilton** of Illinois was the winners with: "Radio in a Wig — this attractive wig hides an AM-FM stereo radio. Over 10 styles and five hair colors to choose from."... What is **Stanley Burke** up to these days? The former CBC correspondent and news anchor, living in Toronto, is writing a book on the long-term effects of electronic communications... After 13 years as color commentator on the Blue Jays baseball telecasts, **Tony Kubek** leaves to join his former team, the New York Yankees, in a similar capacity... Note to **Barry Bowman** at CFAX Victoria: Enjoyed the fun song *Jailhouse Medley* you and David Kirk wrote and recorded... The Soviet Union has hired the Saatchi and Saatchi ad agency to sell broadcast rights and corporate sponsorships for the first United Kingdom-USSR space mission scheduled for 1991. The mission is to be financed entirely by the sale of commercial opportunities...

At age 62, Canadian-born singer/actress **Gisele McKenzie** doesn't want to give up. She took a role in TV's *Divorce Court*, playing the role of a purveyor of telephone sex... Not satisfied with the success of his game shows, *Jeopardy* and *Wheel of Fortune*, **Merv Griffin** plans a version of *Monopoly* for first-run syndication next fall... Still going youthfully strong at age 60, **Dick Clark** says his philosophy is that of George Burns: "Find a line of work that you truly love and find a way to get paid for doing it."... Israel has been wired for cable television. Subscribers pay about \$50 a month and are offered 24 channels to choose from including news and entertainment shows beamed via satellite from the U.S. and Europe... The first VCRs came onto the market around 1981 and now, with many of them wearing out, more and more people are getting a second one. It's estimated, incidentally, that about 60 per cent of Canadian homes have

a VCR... The Consumer Electronics Marketers of Canada reported that Canadians purchased 1,084,000 color TVs during the first nine months of 1989, a gain of six per cent over 1988... Comedienne **Imogene Coca**, who many will remember from TV's favorite show of the 50s, *The Show Of Shows*, celebrated her 81st birthday on the same day that **Knowlton Nash** turned 61... New arrivals at CKNX Wingham, Ont. include sportscaster **Gord Douglas**, from CFOS Owen Sound; **Ross McLeod**, from AM109 Kitchener as afternoon newscaster; and **Sara Buchan**, from CKPC Brantford, to evening announcer, succeeding **Dave Curson** who switched to 'NX sales...

The report that **Alan Millar** has retired apparently only applies to his leaving the CBC show *Fresh Air*. He is reported ready to go into his own business producing and writing music and entertainment features for the CBC... The Academy of Canadian Cinema and Television gave the *John Drainie Award* for significant contribution to the Canadian broadcasting industry to **Peter Gzowski**. The late writer-director **Donald Britain** was honored with the *Margaret Collier Award* for television writing, and the *Earle Grey Award* for distinguished acting in TV was presented to **Sean McCann**... According to **Michael Hind-Smith**, president of the Canadian Cable Television Association, the cable industry has a higher percentage of women in its senior management positions, at seven per cent, than any other media... **Vernonica Tennant**, the retired prima ballerina of the National Ballet of Canada, is now hosting CBC-TV's weekly Sunday program, *Arts and Entertainment*... **Bill Paton** wrote to let us know that he retires from CFRA/CFMO-FM Ottawa, after 22 years, at the end of February. He had been CFMO's operations manager and, when Gord Atkinson retired, program director. Altogether, Bill had 35 years in broadcasting and, from what we've heard, always gave the industry outstanding service and dedication...

Pierre Juneau, formerly head of the CRTC and the CBC, has joined l'Universite-de-Montreal as a visiting professor in the department of communications... **Harvey Hart**, who passed a way at age 61 of a heart attack, began his broadcasting career as a floor manager when the CBC began televising drama in the early '50s. He went on to become an award-winning film and TV director and producer... Another passing was that of **Stephen Katz**, at age 42. He also was a director in TV for several CBC dramas as well as for theatre and radio... **George Burns**, 93, was honored by the New York-based Museum of Broadcasting. The guest list included **Joan Benny**, daughter of **Jack Benny**, one of Burns' closest friends... At last report **Richard Keith**, who played Little Ricky on the *I Love Lucy Show*, was a drummer in a rock band under his real name, **Richard Thibodeaux**... **John Neville**, the retired Stratford Festival director and a great stage and film actor in his time, will be seen in a new NBC comedy series called *Grand*. It's said to be an updated, Americanized, comedic version of the British hit TV drama series, *Upstairs, Downstairs*... **Angela Daiseach**, who plays Erica on *Degrassi High*, and **Maureen Daiseach**, who portrays Heather, are real-life twins... **Lynne Gordon** is serving as editor of *New Ageing*, issued by Senior Care, an agency concerned with Toronto's Jewish elderly...

Phil Stone welcomes your news for Broadcast Beat. Write c/o 2350 Bridletowne Circle, #1601, Scarborough, Ont., M1W 3E6. Please address information for other departments and staff at Broadcast Technology to P.O. Box 420, Bolton, ON, L7E 5T3.

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CHANGES FOR THE AIR COMPANY

The Air Company, Canada's largest commercial music production house, is moving to a new building and taking on a new name — probably Noise.

According to president Rick Shurman, the moves reflect an attempt to reaffirm the company's prime business — audio production — and to make a clear statement of its operational autonomy.

Air Company is a partnership of a number of music producers through the Kessler Music Corporation, which also is a 50-50 partner with Labatt Brewing in Supercorp, an entertainment conglomerate.

Shurman said he was hopeful the changes "will correct the misconception that Labatt is somehow involved in the operation." He said The Air Company was hurt by the association and the perception of bigness it created in the production and advertising industries.

Noise will build its own pre-production facilities, but will continue to be associated with Sounds Interchange recording studios.

CANCOM EXTENDS LINK TO U.S.

CANCOM/Satlink Business Services, a subsidiary of Canadian Satellite Communications Inc., has entered into partnership with Cylux Communications Corp. of Memphis to extend VSAT digital data communications service to the U.S.

Thomas J. Moorehead, vice-president and general manager of CANCOM/Satlink, said the partnership will allow customers of the two companies to build private crossborder Very Small Aperture Terminal (VSAT) networks.

Moorehead said by "linking the Canadian and U.S. satellite beams, the breadth of satellite coverage will extend to all of North America."

Cylux, formerly a subsidiary of RCA Communications, operates a major public satellite-based data communication network in the U.S. serving hundreds of companies.

CONUS HITS 100 MARK

The Conus Satellite News Co-operative in the United States has hit the 100 member mark.

KCCI-TV Des Moines became the pioneering co-operatives 100th member when it joined the group in mid-November. The station is the sixth H & C Communications-owned station to join Conus.

The Minneapolis-based Conus co-operative represents 140 television stations around the world. It provides eight daily satellite news exchanges between U.S. members and shared live coverage of planned and breaking news. Conus also provides a daily service to Europe, Japan, Australia and other international locations.

Conus is a partner with Viacom, Inc. in establishment of the new 24-hour news channel, *All News Channel*. The new satellite news service features continuous 30-minute newscasts, offered to Conus members as a news and programming source as well as serving as the backbone for locally-produced cable news channels.

ROGERS BUYS ALL-CANADA

Rogers Communications Ltd., a unit of Rogers Communications Inc. of Toronto, has acquired the assets and operations of All Canada Radio & Television from Maclean Hunter Ltd.

Terms were not announced. The deal did not include real estate All Canada owned in Toronto.

All Canada, which was part of Selkirk Communications Ltd. when Selkirk was bought by Maclean Hunter, reps Canadian television and radio stations.

Other Business News

* **AVR Communications Ltd.** assisted in the broadcast cartridge changeover of Calgary's CFCN Radio and TV. The station selected the Scotchcart II as their premium cartridge for all on-air use. The changeover necessitated the rerecording of thousands of cartridges. AVR also is providing the Alberta Wheat Pool with portable recording systems along with a complete training seminar to

familiarise users with the equipment and its care and operation. The new equipment will help improve the quality of programs carried by a number of Alberta radio stations. And AVR is helping the wheat pool upgrade their telephone announcement systems and convert them to the digital format.

* **Geocraft Broadcast Services Inc.** of Thornhill is exclusive representative in Ontario for Television Technology Corp., makers of FM, AM, and VHF/UHF television transmitters and translators. For further information on the extensive TTC line call George Dutka (416) 731-6470 or Pierre Voyer (514) 623-3970 in Quebec.

* **Kingsway Film Equipment Ltd.** of Mississauga, Ont. has installed an Anton timecode-on-film reader on a Rank Cintel scanner at Multi-Track Recording Systems in Toronto. The reader will facilitate automatic synchronization of 16mm and 35mm film negatives with 1/4-inch audio tape during transfer to video tape.

* **Maruno Electronics Ltd.** has opened a new U.S. office at 1051 Clinton St., Buffalo, NY, 14206.

* **Norgay Enterprises Ltd.** of Toronto has opened an office in the Halifax area to serve the Maritime provinces. The new office is located at 85 Sackville Cross Rd., Lower Sackville, N.S. Manager Darrin Verge can be contacted by phone at (902) 864-4321 or by FAX at (902) 865-9044. Norgay has been appointed Canadian representative for LH Research of Tustin, Calif., makers of a broad range of industrial and quasi-military AC to DC power supplies with models from 10W to 2,000W. Norgay also has been appointed Canadian representative for International Power Devices of Brighton, Mass., makers of DC to DC power converters ranging from 1/2W to 120W.

* **3M Canada Inc.** has introduced a new general purpose audio splicing tape for professionals. For further information contact 3M Canada Inc., Professional Audio/Video Division, P.O. Box 5757, London, Ont. N6A 4T1.

* The External Affairs Department has purchased space for a Canadian pavilion for Expo Comm China 90 in Beijing November 8-13, the largest computer and communications exhibition in Asia; the market for telecommunications equipment computers and in China is projected to grow at a rate of 10% annually by the mid-1990s. Anyone interested in being a part of the Canadian Pavilion is asked to contact Bob Grison at the Department of External Affairs (phone (613) 995-8619).

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Circle Reader Service #162

people in the news

Baton Broadcasting Inc. — **Kathryn Robinson**, a partner at the law firm of Goodman & Goodman, appointed to the board of directors.

CableData Ltd. — **David I. Hunter** named managing director.

CBC — **Michael McEwen** named executive vice-president.

CBC-TV — **Gary Greenway** appointed director of market sales in Vancouver, Calgary, Toronto, Montreal and those generated by CBC's rep house in New York; and **Scott Johnston** director of market sales in Edmonton, Regina, Saskatoon, Winnipeg, Windsor, Ottawa, Maritimes and Newfoundland.

CFHC Canmore, Alta. **Rob Tyson** remains operations manager despite moving to promotions at parent CFAC Calgary; **Charlie Brown** becomes program supervisor; **Mike Blanchard** moves to news from CJXX Grande Prairie; **Grant Criddle** moves from Q-91 Drumheller to do afternoons and handle sales in Banff.

CFMT-TV Toronto — **James Mac-**

donald appointed vice-president sales and station manager and **Leslie Sole** vice-president programming and marketing.

CFMX-FM Cobourg/Toronto — **Laurie Hill** and **Jim McCabe** appointed account executives for Metro Toronto.

CFTO-TV Toronto — **Sean R. Delaney** appointed vice-president and general sales manager.

CHLO St. Thomas, Ont. — **Phil Vincent** appointed program director and **Warren Allen** music director.

CJCL Toronto — **John Rea** appointed manager.

CKSL/CIQM-FM London — **Braden Doerr** appointed general manager.

CRTC — **Janet Yale** appointed director general, cable, pay and specialty services.

KEY Radio Engineering Group — **Terry McDougall** has moved from CHYM/CKGL-FM Kitchener to the KEY Engineering corporate office; **Kevin**

Dent, of the KEY Engineering Group, named chief engineer at CKEY Toronto; and **Brian Hinz**, formerly with CKO, now is engineering manager at CKTY/CFGX-FM Sarnia, Ont.

IDB International — **Dennis Mallon** appointed vice-president commercial sales

MusicPlus Inc. — **John Brosseau** appointed director of marketing.

Norgay Enterprises Ltd. — **Darren Verge** appointed manager of the company's new Halifax-area office.

Telemedia Communications Ontario Inc. — **Doug Ackhurst** promoted to group vice-president responsible for CJCS Stratford, CKSL/Q-103 London and CJCL Toronto; **Gordon Hume** appointed vice-president.

Telemedia Radio Sales — **Byron J. Garby** appointed national sales supervisor and **Jerome Gignac** national sales representative.

Telesat Canada Communications Inc. — **Linda Rankin** appointed president and CEO; **Brian Olsen** and **Richard Jestin** appointed executive vice-presidents; **Jane Logan** vice-president of Teleport Development; and **Peter Llewellyn** managing director of the Business Video Services unit.

Television Quatre Saisons — **Daniel Asselin** appointed news director and editor-in-chief and **Rudy Stefanik** vice-president and special counsel.

In Memoriam

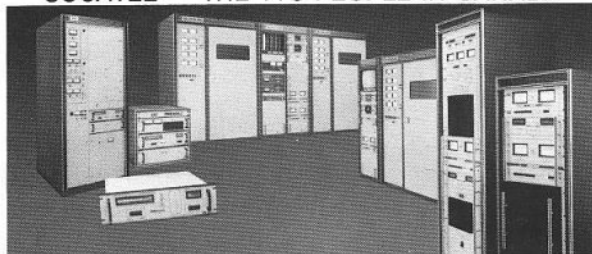
Robert D. Munro, a well-known radio 'rep' for many years, died in Toronto on Dec. 31. A native of Montreal, he began his career with the Omer Renaud rep house, then worked with National Broadcast Sales, Radio-TV Reps, and Stephens & Townsend; in 1967, he became a founding partner in Major Market Broadcasters. He was active in industry organizations such as the Broadcast Executives' Society, Radio Bureau of Canada and BBM Bureau of Measurement throughout his career. Convinced the rep business was a young person's game, he gradually withdrew from MMB, and for the past three years had been a vice-president of the Southam Newspaper Group. He leaves his wife, Gwen, four children and three grandchildren.

(A profile of Bob Munro appeared in Broadcast Technology's Phil Stone Report of April, 1987.)



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