

CTV NAMES CASSADAY NEW PRESIDENT

The CTV Television Network has named a 36-year-old soup company executive as its new president and chief executive officer. John M. Cassidy replaces Murray Chercover, who has headed CTV since 1966.

The Hamilton-born Cassidy comes to CTV from the helm of Campbell Foods PLC in London. Earlier, he was president of Campbell Soup Company Ltd. in Toronto after a management and marketing career for Campbell, General Foods and RJR Macdonald Inc.

Cassidy said he was brought in to "build a network" and wasted little time in announcing he plans to go after lucrative sports programming. Cassidy told a news conference introducing him to Toronto media that he would like to see *Hockey Night In Canada* on CTV. He also said he hoped to see the Toronto Olympics in 1996 on CTV.

Hockey Night In Canada is one of CBC's biggest ratings draws.

"While I haven't had a lot of experience in the broadcasting industry, I have tremendous empathy for the broadcasting industry," Cassidy said.

"What I think I can bring . . . is the sense of strategy, sense of vision and a sense of urgency. And I think all those things are integral to being the kind of company that we want to be and the network we want to be."

He said that an important part of his vision for CTV is that "we aspire to be a world-class network."

The self-confessed sports nut also has plans to have fun. "I had fun selling soup. Imagine how much fun I'll have selling TV."

CTV chairman Bill McGregor said rather than look for someone with a broadcasting background, the board decided its first priority in finding a replacement for Chercover was to get an experienced manager.

McGregor said the board took almost a year to sift through a list of candidates.

THINGS MAY BE GOING FROM BAD TO WORSE FOR THE CBC

The CBC may be facing its worst nightmare — a reduction in federal funding coupled with the cutting or

BROADCAST TECHNOLOGY

We come in like this. We go out like *this*.



That's what the Electro-Voice unconditional warranty means to us broadcast microphones.

It's tough being a broadcast microphone. You get dropped, smacked into walls, rainsoaked, sunbaked, bumped by gesturing hands, and flung unceremoniously into equipment cases. Bruises, scrapes, and contusions are all in the day's work.



The EV Warranty: New life for broken microphones:

Those of us who are Electro-Voice broadcast mics can at least look forward to some T.L.C. applied by the skilled hands of EV service experts — **at no cost whatever, if we're less than two years old.**

And, whatever our age, EV mics are protected against acoustic system malfunctions due to workmanship or material defects — with a few qualifications, of course.

But what if you're **not** an Electro-Voice microphone? Well, tough, pal. And better luck in your next recycling.

The incomparable EV loan-for-trial policy

Another great thing about being an EV broadcast microphone: we get frequent auditions for new, challenging roles. Any qualified user or buyer of professional microphones can take us out — from an EV professional dealer — to see how we perform. Without charge or obligation.

Is it any wonder we Electro-Voice broadcast mics are so popular? We give you peace of mind, backed by the industry's strongest warranty. Plus risk-free trial. Can you blame us for feeling a bit, ah, superior?

EV Electro-Voice®
a MARK IV company

BROADCAST/PRODUCTION MICROPHONES
Quality-made in the U.S.A. since 1927

600 Cecil Street - Buchanan, MI 49107
(616) 695-6831

In Canada:
P.O. Box 520 - Gananoque, Ont. K7G2V1

Circle Reader Service #147

DENON



THE CD CART PLAYER™ THE NEW DN-950FA

4-times Oversampling Digital Filter

CUE LEVEL DETECT Switches

STEREO/MONO Selector

EOM Setting Switches

2% Fixed Speed Increase

AES/EBU Standard Digital Output
model also available — DN950FAD



DENON Canada Inc.

17 Denison Street, Markham, Ontario L3R 1B5
(416) 475-4085 Fax: (416) 475-4159

Circle Reader Service #191

elimination of its right to raise money through advertising.

The Corporation was hit in the 1989 federal budget with a \$140-million reduction in federal funding over the next four years.

To meet that reduction, the CBC has announced it will slash 500 jobs from its payroll in the next year, and over the next three years streamline management and perhaps take a small bit out of programming.

Hard on the heels of the announcement of its budget-reduction plans, the Corporation heard Communications Minister Marcel Masse say he wants to look at whether the CBC should be allowed to run commercials and how much revenue they should raise. He made the comments after a Commons committee studying the new Broadcast Act.

But Masse refused to answer questions about whether the government would be willing to make up the shortfall if it limits the CBC's right to run ads. The CBC raises about 28 per cent of its \$1.2-billion annual budget through advertising on its television networks.

Masse's said his department would consult with interested parties on the advertising question, and he urged the Commons committee to study it as well.

Masse's statement responded to allegations by some private broadcasters that CBC-TV is undercutting advertising rates and using public money to out-bid private stations for popular U.S. shows that attract big advertising dollars.

Toronto's Baton Broadcasting, Tele-Metropole and CFCF Inc. of Montreal and CanWest Communications Corp. of Winnipeg have all recently levelled such charges at the CBC.

However, CBC chairman-designate Patrick Watson has denied the claims, saying CBC beats its competitors by selling better, not by underselling.

He also denied the CBC has been using its federal subsidy to buy broadcast rights to major sports events and other programs to use as "loss leaders."

Watson said the shows are necessary because they generate a great deal of advertising revenue required by the CBC because of the "inadequacy" of its federal financing it requires "to do the stuff that really is closer to our hearts and belongs in our mandate."

Watson claims "there was absolutely no truth" to the accusations of CBC-TV cutting ad rates.

Watson said he became aware in November of the accusations and as a result the CBC carefully examined its sales staff and was convinced "there was absolutely no truth" to the accusations.

Watson said Masse was informed of the CBC findings. Meanwhile, CBC president Gerard Veilleux, in announcing the response to the budget cuts, said the CBC's head office operation in Ottawa will take the brunt of the staff cuts, with a reduction of about 20 per cent in staff.

Veilleux said the first priority for CBC is to maintain core services — English and French radio and TV. He said the TV budget will be trimmed by two per cent and radio will see its budget reduced by less than one per cent.

CBC has about 10,400 employees and has eliminated more than 1,500 jobs since 1985 in previous rounds of

budget cuts under the Conservative government.

CBC *Newsworld* will not be affected by the cuts, Veilleux said.

However, four regionally produced children's TV programs were cancelled within days of the announcement of the CBC's budget cuts.

The cancellation of *Switchback*, the collective name for live Sunday morning shows produced in Halifax, Ottawa, Regina and Vancouver, was to save the CBC \$1.5 million.

Dennis Harvey, vice-president of CBC's English TV network, said the cancellation of *Switchback* seemed the best way of handling a large chunk of the regional programming budget cuts.

Harvey said there was no alternative as it had already been decided to protect supper-hour and late-night newscasts as well as half-hour weekly public affairs programs in each local station.

TELEMEDIA SAYS IT WILL SLOW EXPANSION — FOR NOW

With earnings taking a beating, the chairman of Telemedia inc. says the Montreal-based media conglomerate will focus on profits during the next three years and refrain from buying any more money-losing ventures.

But the incurably acquisitive Philippe de Gaspé Beaubien said that once earnings improve "we'll buy some more, we'll grow some more."

Telemedia controls one of the largest radio networks in central Canada and is Canada's biggest publisher of consumer magazines.

About 25 per cent of Telemedia's revenue base comes from companies "either in a phase of turnaround or new development," said John Van de Kamer, the company's chief executive officer, while another 10 per cent of Telemedia's revenue base is not performing up to snuff. He said holdings which fail to match expectations will be given two years to shape up or be sold off.

1989 was a "period of digestion" after a \$38-million buying spree the previous year, said Beaubien, and Telemedia has decided there must be a better balance between long-term goals and short-term results.

Beaubien said Telemedia is open to alliances with other media organizations, but "not at the price of losing control."

BT

SMALL WONDER!

The Shure SM98 is a tiny condenser mic that outperforms larger, more expensive units. It has been hailed as the best small microphone available. Now, a broad range of accessories—several unique—tailor the SM98 to a host of problem-solving applications: **Circle #261**

Actual size



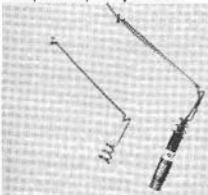
NEW



Circle #262

Supercardioid polar modifier

Far more than an "accessory", this unique unit makes the SM98 two microphones in one! It changes the pickup pattern from standard cardioid to a symmetrical supercardioid pattern *without* significantly changing the SM98's desirable frequency response.



Circle #265

Hanging adapter

Permits hanging the SM98 at a nearly ideal 45-degree downward angle. Excellent for choirs and vocal groups.

NEW



"Keen Clamps"

Acclaimed by pro musicians as the best solution for miking saxophones and brass instruments. Mounts the SM98 (or other) microphones directly on the bell for freedom of movement. Won't damage the instrument. **Circle #263**



Circle #266

Pop filter kit

Dual function: reduces breath noises while protecting the SM98 against theft with a locking collar. Pop filter and locking collar may also be used independently.



Drum mount

Flexible gooseneck and adjustable height angle allows the drummer to mount an SM98 on virtually any drum rim and position it to suit his particular style. Professional black matte finish. **Circle #264**



Circle #267

18-inch gooseneck

Mounts like a standard gooseneck—just plug in—requires no additional wiring. An excellent choice for meeting rooms, podiums, pulpits—anywhere a top quality unobtrusive microphone is required.

MINI MICROPHONE SYSTEM

SM98



A. C. Simmonds & Sons Limited
975 Dillingham Road, Pickering, Ontario L1W 3B2 (416) 839-8041

CHUM FINALLY GETS VANCOUVER FMer

CHUM Ltd. has finally bought an FM station in Vancouver.

Allan Watters, president of CHUM, has announced that his company has agreed to buy the CHQM division and the Q Music division of Q Broadcasting in Vancouver. Financial terms were not disclosed.

"CHUM Ltd. has been endeavoring to acquire an FM station in Vancouver for several years," Watters said in a statement. "Q Music has operated successfully for many years and provides an entry into British Columbia for the CHUM Satellite Business Music Network."

The purchase is subject to approval by the CRTC.

Watters, who owns about 80 per cent of CHUM, had unsuccessfully applied three times before for an FM licence to complement CFUN, the CHUM LTD. Vancouver AM station. CHQM operates AM and FM stations.

In another move, Q Broadcasting sold its AM, FM and television stations in Prince George to Alberta's Monarch Broadcasting Ltd. The sale of CKPG, CKPG-TV and C101-FM also is subject to CRTC approval.

TVONTARIO LAUNCHES NEW TRANSMITTER

TVOntario has launched an English-language transmitter in Parry Sound, enabling television viewers to watch programming from the provincial network on UHF channel 42. Area residents previously were only able to get TVOntario on cable.

The new transmitter will serve approximately 12,000 area residents.

One of Parry Sound's favorite sons, Charlie Farquharson (the alter ego of Don Harron), participated in the official ceremony via TVO's airwaves from Toronto.

TVOntario is the only educational television organization in Canada producing and broadcasting regularly in both official languages, seven days a week.

CREE-LANGUAGE STATIONS APPROVED

The CRTC has approved two applications for Cree and English-language radio stations in northern Saskatchewan and one for a Cree, English- and French-language station in Quebec.

An AM station operated by the Jans Bay Broadcasting Co. will broadcast in Jans Bay at 1330 kHz with 50 watts. The station will rebroadcast programs of CKRW Whitehorse and CFMI-FM Vancouver received by satellite along with 60 hours a week of locally-originated matter in English (75%) and Cree (25%).

An FM station operated by the Pinehouse Communications Society will broadcast at Pinehouse Lake on 89.9 MHz, channel 210, with an effective power of 7 watts. The station will rebroadcast programs of CKRW Whitehorse along with 20 hours per week of locally-originating split equally between Cree and English.

And, a licence was granted for a community FM station at Mistassini, Que. on 95.3 MHz, channel 237B, with 50,000 watts. The station will air 83 hours a week of local programming, 90 per cent in Cree and the remainder split evenly between French and English.

NETWORKS FIGHT FOR RIGHT TO TELECAST LEGISLATURE

The CBC and MITV have gone to court for the right to have cameras in the Nova Scotia House of Assembly.

The two networks told the court they are willing to cover proceedings from the public gallery, saving the provincial government millions of dollars in setting up a video Hansard system.

Lawyers for the two networks said that by allowing television cameras

to shoot from the public gallery, overlooking the legislature floor, alterations to the chamber would not be needed nor would the expenditure of large sums of money. Witnesses testified that having cameras operate from the public gallery would not be disruptive or pose any safety threat.

But the idea was dismissed as a "Mickey Mouse proposal" by Al Mosher, the Tory caucus chairman.

The government argued that the decision whether to allow TV coverage of the legislature should be made by politicians, not the courts, and argued that the application should be dismissed because it is not within the court's jurisdiction.

Decision on the application by the two networks was reserved indefinitely.

NEWS FROM THE CRTC

* An application for an English-language student AM radio station at Stephenville, Nfld. has been approved. The station will initially operate for only one hour per week on 740 kHz with 40 watts.

* The commission renewed the licence of **CHOO Ajax, Ont.** to Aug. 31, 1995. The licence of **CKCN Sept-Iles, Que.** was renewed only to Aug. 31, 1992 due to previous non-compliance over French-language vocal music and problems with providing requested logger tapes. Also renewed only to Aug. 31, 1992 were the licences for **CIHO-MF Saint Hilarion** and its rebroadcasters **CIHO-MF-1 La Malbaie** and **CIHO-MF-2 Riviere-du-Gouffre** due to problems in meeting foreground program and other commitments in its Promise of Performance and in meeting CRTC regulations.

* **CKNA-FM Natashquan, Que.** was given approval to increase its power from 40 watts to 6,560 watts to improve service to the isolated area.

* **CIHF-TV-3 Moncton** was given permission to increase its power from 108,000 watts to 124,700 watts to offset a decrease in antenna height while **CJWN-TV Corner Brook, Nfld.** was given permission to increase its power from 1,708 watts to 6,070 to improve its service to the region.

* The Commission approved an application from **CIEL-MF Longueuil** to use its subsidiary communications multiplex operation (SCMO) channel to broadcast the programming of MusiSelect.

BT

NEW PRODUCTS



G-TCM-10/20/40/80/
Tower Current Meter



Double Variable Phasing Coil
(Less Space Required Than Ganged Coils)



GELECO ELECTRONICS LTD.
2 Thorncliffe Park Dr., Unit 28
Toronto, ON M4H 1H2
(416) 421-5631

Circle Reader Service #113

owners of broadcast stations in over-saturated markets can tell you.

I don't have any easy solution. I think if we recognise what's happening, we can start turning it around without manipulating the news. But my main point is that I've worked in four countries and often feel Canada has an oversupply of the sort of gloomy satisfaction known as angst.

CJWW's experiment shows, perhaps, that people can be helped to enjoy life even when the economy is going to pot. (Sorry, Vic, I couldn't resist that.)

(This is a plug so you can take it how you like. Wire services are not perfect, but at least we have hundreds of news directors and editors looking over our shoulders to keep us reasonably on the straight and narrow.)

(If reading any of this gives you an urge to throw tomatoes, please just send the cash value and I'll see it goes to a worthy cause.)

* * *

After that little sermon I shouldn't tell a joke against our hard-working bureaucrats, but I will anyway.

This comes from my eastern colleague, **Paul McDermott**, or at least the nastiest part does. He starts with the joke: How many bureaucrats does it take to change a light bulb? Answer: Two — One to assure us everything possible is being done and the other to screw it into the water faucet.

Then, adds Paul, a committee of 10 to decide it was the wrong thing to do; a Royal Commission of 16 to travel the country to find out if this is happening elsewhere; a consulting firm to make recommendations for a handbook on how to change a light bulb properly; a task force of 30 to write the handbook in English and French; and then hundreds for the printing, rewriting, etc.

Around And About . . .

Many were saddened to hear of the death in Victoria at the end of January of **Walt Rutherford**. He was only 63. Walt was born in 1926 and joined Selkirk at CJOC Lethbridge on his 16th birthday. He pioneered talk radio at CJCA Edmonton, where he worked for 27 years. He was also news director at CKWX Vancouver and at CJVI Victoria, from which he retired in 1984. Walt's son **Dave** is PD at CHQR Calgary and his son **Doug** is PD at KKNW New Westminster...

"This was not fun," said **Leon Brin**, VP and GM of CKBI/CIPA-TV Prince Albert, Sask. But it's back to normal now, three months after fire threatened his stations just two days after Christmas. Two neighbouring businesses were gutted. Prince Albert television managed to stay on-air throughout... **Doc Harris** is gone from KISS-FM Vancouver. My spies also tell me KISS has been running spots saying, "Coming soon to 97, the wave!"... Moffat's CFOX Vancouver is running its morning show Monday through Saturday... Moffat has swallowed up **Gerry Siemens**, former Shaw corporate PD and PD of CISM-FM Edmonton. He's gone as PD to CHFM-FM Calgary. **Ruth Blakely** assumes PD responsibilities at CISM... CKNG-FM Edmonton lured **Kevin Klien** from K-97 Edmonton to do KING's morning show... **Dave Shannon** has moved to CISM to the 6-9 p.m. slot. He was formerly in Regina at Z99 then CKCK. Since moving to Edmonton, he says, he's learned the hard way that the aforesaid Ruth won't take no for an answer... Changes in the CFCW/K-LITE Edmonton newsroom: **Bob Neufeld** has joined from CKCK Regina, replacing legislature reporter **Tom Korski**, who went to the *Calgary Sun*; also new is **Frances MacKinnon**, formerly of Ontario and the Maritimes... Still at K-LITE, **Murray Redmond** is doing

swing; he's from Brandon. And **Save Schuck**, formerly of YR Edson, is doing evenings...

Young turk **Bryan Edwards**, executive vice-president of the Okanagan Skeena Group, isn't so young any more. He topped the hill with a surprise party thrown by his much better half, Helen. At the time, Helen was great with expected twins. I couldn't attend the party but thoughtfully sent Bryan some useful medical supplies, anonymously. We all know what happens when someone is both getting older and spending too much time in aircraft, as Bryan is as he attempts to swallow the entire B.C. broadcast industry... Talking about Skeena Broadcasters, engineer **Steve Lake** left to become GM of Shaw's Kootenay cable systems serving Castlegar, Nelson and Trail, based at Castlegar. He left big shoes to fill. Big pants, too, come to think of it. His shadow doesn't grow any smaller... After a quarter century of easy listening, venerable CHQM Vancouver has switched to light AC. PD **Dave Geddes** says the new Lite 1320 plays lots of music, favorites of the 60s onwards, aimed at a 25-54 demo. It will still be a full coverage station with five minutes of news on the hour and half hour, markets etc. Immediately after the change was made, I learned rumors were true that CHUM has bought CHQM and CHQM-FM, subject to CRTC approval. From the number of people who said they were baffled by the rumors, there must have been some surprised faces out there when the sale was announced... At the same time Q Broadcasting has sold CKPG-TV/CKPG and C101-FM Prince George to expanding Monarch Broadcasting, which has its headquarters in Medicine Hat, Alta. The buy is also subject to CRTC approval...

Neil Fitzpatrick, formerly of CITY Edmonton, has moved in as ND of ITV's Red Deer acquisition, CKRD-TV. He replaces **Brent Matheson**, former ND and anchor. Co-anchor **Kelly Johnston** also left and CKRD-TV hired **Valerie Oczkowski**... CKRD-TV moved to a half-hour localized evening news package, running 5.30 to 6, and plans to run a movie from 6 to 8. More changes: a second movie at 11 p.m. six days a week, giving the Red Deer station two movies nightly. **Harold Roosen**, president of Allarcom, which owns Edmonton's ITV and CKRD-TV, says lots of money has been spent at Red Deer on retooling and a modern look. A daily morning talk show has been introduced, called *RD Live*; also a 7 a.m. *Daily Farm Report*... Red Deer is in an interesting market situation, midway between Calgary and Edmonton. If you visit, learn the allegiance of the person you're talking to before discussing Edmonton and Calgary sports teams...

ITV runs 5.30-6 p.m. news in Edmonton, where it has a 34 share to CFRN-TV's 35 in the central area. For total coverage area, CFRN-TV's widespread signal wins by a wider margin... This is an important time to get positioned in Edmonton, with applications coming up for new Calgary and Edmonton TV stations. The ITV newsroom expects to be computerized by about now with a Newstar system. It will also have closed captioning of news. CFRN is close behind, also with Newstar, in its renovated building. It's a magnificent facility, but I miss the logs and totem poles of the old building. Still, **Andrew Smith**, assistant manager of news, sports and public affairs, says a new totem pole has been commissioned...

CHBC-TV Kelowna has launched a prime time current affairs show called *Okanagan Magazine*, hosted and produced by **Adrienne Skinner**. No one likes to be sued but, on the other hand, the first program generated lots of

interest when someone unsuccessfully sought an injunction to stop it. It dealt with an adoption story... **Kirsten Provost** is now hosting the re-vamped *Midday* program. **ND Gordon Vizzutti** loves life with the station's new owners, Westcom. He says a Victoria bureau is in the works... And CHBC-TV's historical series, *Gold Trails and Ghost Towns* has been picked up by Global for broadcast in Toronto... A happy meeting at CFNB Fredericton for **Tom Brown** and **Shelly Yaremchuk**: they got engaged while working there. But Shelly must have remembered those long, cosy winter nights back home in Winnipeg because that's where she convinced Tom to go. Now Tom's doing afternoon drive on CKIS-FM and Shelly's doing evening news on sister station CJOB... A seafood buffet right in the control room? I know those Maritimers have their priorities right, but I'm not sure I can believe this one. That's what **Andre Mason** says lured him from mornings at Maclean Hunter's AM106 Calgary to the morning show at 680 CFDR Halifax/Dartmouth. Last time I was in the Maritimes my wife and I o/d'd on lobster and garlic butter but I think I could face a seafood buffet again. Got any vacancies there?...

On CKNW New Westminster's midnight to 5 a.m. show you can hear **Paul Larsen**, a 19-year-old entering his fourth year in broadcasting. He came from the midday show at CHUB Nanaimo. He's also heard on WIN's satellite service... **George Young** has moved from CKCK Regina to the Saskatchewan government as a cabinet press officer... **Peter Varley** from CKO-FM Toronto — and also ex-CKCK — made the same move... Lots of newsmen go into PR and some into police PR. Not many become beat policemen. **Stu Simpson** of CFAC-TV Lethbridge did, going to Calgary. His father's also on the force. His former ND, **Doug McArthur**, claims he's not worried by the fact Stu knows his secrets... **Frank Switzer**, formerly ND of Newsradio, is now in sales at SBN... **Sharon Henson** is back at CFOK Westlock as PD after having her second child... **Len Novak**, managing director, has built a nice little northern Alberta network of Westlock, CKWA Slave Lake and CKBA Athabasca, with CKVH High Prairie coming this year. Each does its own programming for four to 10 hours daily. He runs CHLW St. Paul, CILW Wainwright and CILW-1 Grande Centre on the same principle, and also CKNL Fort St. John/CFNL Fort Nelson...

* * *

Paul McDermott forwarded a tape of the format of major newscasts at CFPL London, Ont. where **Gary Ennett** is ND. It's in a TV format, thus:

(Music) "This is the eight o'clock report with London's number one news team. At the anchor desk, Dean Chevalier."

Chevalier: In the news this hour, the PUC has a three-pronged defence plan . . . and the hunt continues for the megabuck robber. John Wilson is in the satellite weather centre.

Wilson: Cloud now, but a period of sunshine later . . . but the best is yet to come: wet snow tonight.

Chevalier: Debra Hearst talks about grandparents.

Hearst: Their job is changing as the traditional family unit goes the way of the dodo bird. Lifeline update coming up shortly.

Chevalier: Eight o'clock report is a presentation of Westgate Honda. Our top story . . .

It's an interesting format with a "big" sound. Gary says he likes it because it allows constant promotion of a team presence. The other advantage, he says, is that you can tease

WE'VE MADE DEAD AIR A DEAD ISSUE.

There are worse things in radio than dead air. But not many.

And if your CD players aren't built to resist tracking errors, you could find yourself listening to some very embarrassing silence.

Not with the new CD-701 from Tascam. Its unique disc clamping system is a technological triumph that virtually eliminates disc vibration. So you never hear the awful hush that means a tracking error has occurred.

What you do hear is the finest sounding CD unit you can buy, with the same proprietary "ZD Circuitry" praised by two of Japan's top audio magazines* for eliminating low-level digital distortion.

Then there's the optional RC-701 Remote Control with Auto Cue so you can cue to the music instead of the track (for even less dead air). Or you can add the Ram Buffer for true, instantaneous startup.

And with four times oversampling and 16-bit D/A converters in an extra-rugged chassis, the CD-701 is superbly designed for the broadcast environment.

Can a CD player really deliver this kind of performance, track after track, disc after disc? Only if it's a Tascam.

Contact us or visit your Tascam dealer for more information about the CD-701. And take the sounds of silence off your playlist.

TASCAM



TEAC CANADA LTD., 340 Brunel Road, Mississauga, Ont. L4Z 2C2
(416) 890-8008

*Audio Technology Component Grand Prix '88, CD Division, Stereo Sound Component of the Year (1988) & Best Buy (1988)

Circle Reader Service #260

as many as a half dozen elements, any one of which might catch — and hold — the listener's attention. CFPL has used the format for about a year. Gary says he'd be happy to discuss it.

Quotes To Remember . . .

Excerpts worth repeating from a *Marketing* magazine feature in which advertising agency heads looked to the nineties.

"Governmental bureaucracies in this country have shown themselves to be no respecters of freedom of speech. And there is every indication that they will become more interventionist as time goes on.

"If this industry, to say nothing of the business it serves, is going to survive with any sense of honor, we are going to have to set aside our petty jealousies and competitive instincts and join together in a concerted defence of freedom of speech — particularly when the restrictions are being placed on legal products.

"And folks, look out. More challenges are on the way. Unless we get our act together and get our message across, here's what the future will look like:

"There will be no beer advertising on TV, liquor advertising will be gone from all media and increasing regulation will affect the way we portray women, select talent, express product claims, use our language, demonstrate toys, etc." — **Peter Mills**, president and chief executive officer, Baker Lovick, Toronto.

From **Ev Elting**, president and CEO, Grey Canada, Toronto: "In 1999, there are fewer grand, expensive research initiatives, less academic theorizing and more reaching out

and touching the consumer . . . Talking to your customer is the pragmatic way to stay relevant."

From **Frank Palmer**, chairman and CEO, Palmer Jarvis Advertising, Vancouver: "A great creative product is the key. And it always has been."

From **Larry Wolf**, chairman, Wolf Advertising, Toronto: "The pressures for short-term results are just too great to sustain business relationships that are not demonstrably productive. The way out of this bind is to build the kind of long-term customer relationships that provide enough added value to make a marketing difference."

From **Robert Monk**, chairman and executive creative director, The Robert Kyle Agency, Toronto: ". . . to be a success in our business depends on people — dedicated, hard-working, committed and talented people. If our people are constantly being buffeted from one agency merger to another, how can we expect them to be dedicated, hard-working, etc.?"

"Why should they care when senior management seem more interested in building revenue through merger and acquisition than looking after their welfare — or, in some cases, even the client's welfare?"

The series of essays is worth reading. It appears in the December 11 issue.

BT

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.

GOOD ENGINEERING

• SUPPORT • QUALITY • ENDURANCE •

CONRAC
BROADCAST MONITORS

INOVONICS
PROFESSIONAL AUDIO PRODUCTS

ROOD
BANDWIDTH EXTENSION SYSTEMS

Vif
TAPE RECORDER ACCESSORIES

Vii
TEST EQUIPMENT/CHARTS

MERITRON INC.

UNIT #26, 505 HOOD RD., MARKHAM, ONTARIO L3R 5V6
TEL: (416) 940-5111 FAX: (416) 940-5110

Circle Reader Service #196

Howard Christensen:

'Good Humor makes most things Tolerable...'



PEOPLE/QUICKIES . . .

Newsman **Mike Neumeier** of CJGX Yorkton apparently uncovered the story about Canada Post issuing a Brian Mulroney stamp. The stamp was withdrawn, says Mike, because people kept spitting on the wrong side... Multi-talented and multi-voiced CFTR Toronto sports director **Erik Tomas** is taking his creative abilities to a new morning stand. Erik says his new sports directors' job at CKFM-FM Toronto will also allow more of an opportunity to develop his other broadcast interests... Got a lovely note from CFCO Chatham ND **Mike LaPointe** regarding an error; marriage (mine, not his); and, certain social behaviour at RTNDA conventions. Thanks for the input, Mike... CHTM Thompson newscaster **Leah Passler**, an avowed feminist, encourages women on death row not to do the dishes after their last meal... **Bob & Carole MacLaren** of CKBW Bridgewater got so many flowers, cards, food and gifts after their auto accident last fall that Carole, when she's totally recovered, will either be 50 pounds overweight or can stock the opening of a new boutique. She sends greetings to everyone who called or sent cards...

Some changes at Telemedia; **Gord Hume** is now vice-president, involved in promotion and advertising activities at both the Toronto head office and out of a new location in London. **Braden Doerr** is new general manager of CKSL/CIQM-FM London... **Dick Drew** reports he's sold Radio Mutuel 110 episodes of McDonald's *Entertainment Flashback*. The French network will apparently translate the scripts but use the English actualities... ex-CHUM-FM Toronto newscaster **Larry Wilson**, who went to the Dominican Republic last year to open his own business, had a rough go at first but, apparently, is now on track... For CHAM Hamilton GSM **Mark Rogers**, innovation isn't just another word! He's instituted Visa and American Express credit card payments for new retailers who haven't been around long enough to establish credit... *50,000 Watts of Music Power* might be an old-time radio liner, but CKSA Lloydminster PD **Pat Thomas**, on vacation somewhere south of Salt Lake City, Utah, heard his station loud and clear (well, almost!) at mid-day — 1,800 clicks away. The power boost for CKSA gets mid-day personality **Erynn Fischer** well into Mormon country... The Canadian Cable Television Association's TV commercials — *Me and My Cable TV* — designed to promote the cable industry, have been playing in major markets across the country. Coincidentally, just as the spot came on at my house, my cable system crashed... Saw CJLB Thunder Bay jock **Von Bittner's** name the other day in a newsletter from Saskatoon's Western Academy Broadcasting College. Couldn't help but think that if Von got together with CHAY-FM Barrie president **Vin Dittmer** to do a sunrise show in Flin Flon, it'd be, uh ... Never mind!

Employees who are active in the community are more likely to remain with your station. To encourage com-

munity participation, let employees know about local organizations that need champions or volunteers. Briefly explain the kind of help needed.

ATTITUDE . . .

Note to ops and techies, video and audio: With the numbers of audio and video production houses now on the scene, give some thought in that direction when you next consider a career move.

The business about making of yourself whatever you will has often been discussed here. The emphasis, invariably, has been on YOU! No one else can be the maker or breaker or your success in this life. You definitely own the problem.

But, every now and then, it's nice to get a push. Being the 'pusher' or the 'pushee' makes little difference. There's ample reward in either. Take the story of Antonio and Nicolo, for example. Antonio loved music, but whenever he tried to sing, all his friends laughed at him. He loved hearing the violin. Antonio also carried a knife.

He'd whittle all sorts of things with it. One day Antonio learned that the greatest violin maker in all Italy, the great Nicolo Amati, lived in his village! Antonio began to whittle a violin, working many hours on it. When he'd finished, the boy walked to the house of Amati, who just happened to answer the door.

The boy handed the master the small violin he had carved and said, "Sir, I love music but cannot sing. I wish with all my heart I could learn to make violins."

The great Amati smiled, looked at the small gift and said, "Beautifully done! You want to make violins? And so you shall! In time your violins will make the most beautiful music ever heard!"

And so, Antonio Stradivari became the pupil of Nicolo Amati and in time made violins that equalled his master's.

* * *

"This place requires no physical fitness program. Everyone gets enough exercise jumping to conclusions, flying off the handle, running down the boss, and dodging responsibility." -- Anonymous

* * *

A recent bit of research shows successful companies becoming more tolerant of mistakes, accepting them as part of growth. People often advance because of their errors, not in spite of them. There's no truth, for example, to the idea that executives are entitled to only one big mistake. Instead, the successful ones often make a number of them. What counts is how well they respond; that they put aside egos; and, implement damage control, recognizing causes and so on. The tough managers, the ones who always hold control (and let you know it), often don't survive their mistakes because their perceived 'strength' frequently turns against them. The successful ones 'own the problem', never blaming others for their mistakes, instead admitting their own fallibility. They choose to communicate rather than cover up.

BROADCAST BEAT

by Phil Stone

Don't know if it is the only station doing it, but CHAM Hamilton is allowing retail advertisers to pay for spots with American Express or Visa cards... Channel 47 Toronto has named **James Macdonald** VP sales and station manager, and **Leslie Sole** VP programming and marketing... The Broadcasting/Radio and Television course at Kitchener's Conestoga College chose **Murray Chercover** as recipient of its first Award for Excellence and **Neil Aitchison** for its first Alumni Award for Career Excellence. The colorful Neil was Conestoga's first broadcasting graduate... **John McIntyre**, president of Camp Associates Advertising, was named judging chairman for the 1990 Bessie awards. Winners will be announced April 26th at Toronto's Sheraton Centre... **Mike Hanson**, whom we profiled earlier in *BT*, is scheduled to leave BBM at the end of March... ACTRA has its first woman chairman. She is actress **Meg Hogarth**, who will preside over the 10,000-member national group... DOC gave the Cantel Paging division of Rogers Cantel Inc. licenses to operate a nation-wide paging network in the 900-megahertz radio frequency band... **Barry Harris**, the former CBC-TV producer, passed away at 55. He had also been with McLaren Advertising... **Don Jamieson**, the colorful ex-broadcaster who became High Commissioner to London, has written his political memoirs under the title, *No Place for Fools*...

Kathy Rucpic advised us of a new line-up of anchors at CHCH-TV Hamilton. **Dan McLean** replaced **Ed Doyle** to co-anchor *Midday* with **Donna Skelly**; **Connie Smith** came back from maternity leave to work with McLean on *Today*; and **Jennifer Mosop** replaced McLean on *Tonight*... **Scott Johnston** was promoted from sales manager to director of market sales, responsible for English spot sales, by CBC English TV Sales. **Gary Greenway** is handling the director of market sales position and **Rene Bertrand** was appointed SM by CBC-TV for Montreal's CBMT... Amid all the controversy about sportscaster **Dave Hodge** we learned, as a sidebar, that *Cheers* is Global's top-rated program and that a 30-second spot on the show costs \$12,500... Western Broadcast Sales moved its Montreal office to 1200 McGill College, Suite 2050, Montreal, PQ H3B 4G7... **Arthur Smith**, who'd been head of network TV sports at CBC, moves to Los Angeles to become VP programming at Dick Clark Productions... **Dan**

Iannuzzi's *Corriere Canadese* newspaper, which had been publishing three times a week, goes daily in April... **Gipp Forster** of C-FAX Victoria has a new book out, *Gipp Forster's Collected Ramblings*... **Sean R. Delany**, who'd been GSM at CFTO-TV, was promoted to VP and GSM... News anchor **Richard Brown** signed a new three-year contract with Global TV... **Janet Yale** was appointed director general, pay and specialty services, by the CRTC. She had previously worked for the Commission from 1982-86 as legal counsel... **Brian Nolan**, who teaches journalism at Carleton University, has an interesting broadcast background. For three years he was the senior European producer for ABC News... **Laurie Brown** left MuchMusic, where she was a co-host of *New Music* to join *The Journal* as an arts reporter... **Harvey Rogers** has been moved up to director of operations of YTV responsible for operational planning, technical design and technical structure of facilities. He joined YTV in 1988 from Glen Warren Productions, where he was department head of VTR/Post Sound...

Musique, Family Channel's new game show, is shot at CFAC-TV Calgary and produced by Ralph Mellanby and Associates... *Hold On, Mr. President*, the autobiography of ABC-TV's **Sam Donaldson**, made for interesting reading. We are still quoting this anecdote from the book: A labourer walked up to shake Edward Kennedy's hand early one morning in 1962 as Kennedy was campaigning for a Senate seat. "Teddy", said the grimy workman, "I understand you never worked a day in your life." Kennedy, whose opponent was spreading that charge far and wide, braced himself, expecting the workman's pent-up resentment to come spilling out. "Let me tell you something, Teddy", said the fellow, still pumping Kennedy's hand warmly, "you haven't missed a thing"... Good to learn that **Denny Whitaker** was appointed to the Order of Canada for his outstanding services... **David Schatzky**, the former CBC radio personality, is now an associate of three consulting companies that specialize in environmental research and human resources. He's also busy developing a number of radio and TV shows on current affairs and has been acting a host for *News Review* on Rogers Cable's community channel in Toronto... Despite rumours that said she'd be leaving CBC-TV, **Trina McQueen** decided to remain at her present position. She is director of TV

news and current affairs for the Corporation... A round of applause for the Global TV Network, which recently presented its 10th annual Variety Club of Ontario Star Time Telethon for the benefit of needy and disabled children... Is this true for you — whenever you are watching a golf tournament on TV the weather there is better than what it is where you are... A new member of the Baton Broadcasting Inc. board of directors **Kathryn Robinson**, a partner in the Toronto law firm of Goodman & Goodman, which specializes in administrative and broadcasting law. During 1986-86 she was a lecturer in broadcasting law at the Faculty of Law, University of Toronto...

Jim Maclean, formerly with CKEY and CBC Radio before serving as communications advisor to Ontario Health Minister Elinor Caplan, is now vp of Toronto's Media Profile... According to **Jean Pouliot**, quoted in the *Globe and Mail*, cultural and educational shows, which made up 16 per cent of CBC's French-language programming in 1979, have dwindled to a present 4 per cent... **Ian Davies** advised us that the CRTC approved the changing of call letters for Windsor's CJM-FM to CIMX-FM. It's being promoted as "88.7 The Mix"... We attended a reception at Toronto's CITY-TV for artist **Mendelson Joe**. The colorful (no pun intended) artist had an exhibit of paintings he had done of women of CITY, plus president **Moses Znaimer**... Thanks to Broadcast News for their calendar. It brought back memories of earlier days when it always adorned the walls of our CHUM office... **Pat Beatty** is not only a columnist for the excellent Broadcast Executives Society's newsletter, she is also its editor... COGECO Inc. appointed **Jean Fortier** as VP radio and television... Winnipeg-born **Bill McDonald**, earlier with CHUM and then with his own commercial production house, *The Commercial Place*, is president of Chuck Blore and Don Richman, Inc. Los Angeles, the leading commercial producing firm... **Mark Miller**, formerly with CHAT, is now a weekend anchor at CKND-TV... With the Montreal **Gordon Atkinson** now a member of the Quebec National Assembly, his position as reader and commentator of the 6 p.m. news at CJAD was taken over by **Jim Duff**, former editor and publisher of the Montreal *Daily News*... **Wendy Martin** left CBQ-FM Thunder Bay to work in CBC radio and television in Sydney, N. S... Baton Broadcasting reportedly

invested \$2.5 million in two mobile trucks for CJOH-TV and CFTO-TV. They feature microwave and satellite capacity and are said to be the first of their kind to have both technologies operating from one vehicle... An ad in the Toronto Star announcing the going-out-of-business sale by Herman Furs will recall memories for some of radio's senior citizens. For many years Herman Furs presented *Herman Harmonies* on Sunday afternoons on CFRB, a program hosted and created by the late smooth-voiced **Harvey Dobbs**...

Phil Godin, who had joined ill-fated CKO some years ago from KKEY, was heard as the voice of TSN's *Motoring 90*. It is produced by **Brad Diamond**, another former KKEYer... **Christopher Grossman** was appointed VP and director of sales at Q107 and CFGM... **William Shatner**, the Montreal-born star of *Star Trek*, has a family that is busy pursuing artistic career. Wife Marcy Lafferty is an actress, and hopes to have a play she has written presented off-Broadway. Daughter Melanie is hoping for film roles. Another daughter, Liz, is a

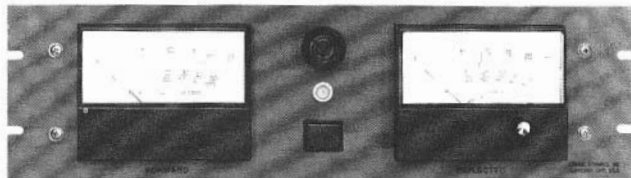
writer and youngest daughter Leslie is director for an ad agency... Good to hear from **Ross McCreath** and learn that he is involved in a new, interesting career called *Audio Tours**. The idea is to tour in one's own car with an audio cassette, supplied by Ross's firm, to guide you... **Gord Wainman** joined CBC Windsor's *Radio Noon* as a weekly agricultural commentator... **Bob Bishop** moved to CBC National News from CBC Radio Toronto... Seacoast Sound, a division of C-FAX Victoria, is now producing a daily program *It's Your Business* being carried by 38 radio stations in B.C. **Bonnie Irving**, editor of B.C. Business Magazine, is host... **Chuck Camroux** told us that the Canadian Radio Network continues to grow. At last count its two networks were servicing 107 clients... The CBC-TV variety hour featuring skater **Brian Orser** was produced by **Morgan Earl** and **Todd Thicke**, Alan Thicke's son...

Now honorary Newfies are **Guy Beauchamp**, chairman of the board of the Canadian Cable Television Association, and CCTA president and CEO **Michael Hind-Smith**. They

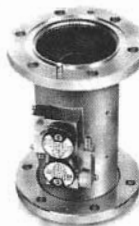
were so named at the CCTA regional meeting in St. John's, along with: **Simon Compton**, GM of Island Cablevision; **Elizabeth Dunch**, VP and GM of Dartmouth Cable TV; **Brian Prowse**, VP of Fundy Cable; and **Angela Granziera** of TSN... Former heavyweight boxing contender **Willie de Wit** is now a sportscaster at CJXX Grande Prairie, Alta... TSN dropped **Fergie Olver** as play-by-play announcer of its telecasts of Toronto Blue Jays baseball games. He continues as host and interviewer for the CTV network's telecasts of Jays games... **Lori Hallier**, who plays Yvette on *Days of Our Lives*, is a native of Victoria, B. C. and worked in Toronto before locating in Los Angeles... **Rose Oushalkas** was appointed director of government relations and business affairs at CTV. Earlier in her career she had been with CFTO-TV in production... **Hugues Beaudoin** is now VP sales at Television Quatre Saisons while **Louise Godon** became Director of Sales... Trivia for DJ chatter: *Garfield* is the second most widely read comic strip in the world, appearing in 2200 newspapers. The most widely read — *Peanuts*... The Sports Network and Le Réseau des Sports were awarded exclusive English- and French-language rights to the 1990 World Cup soccer championship, which take place in June... **George Gonzo**, VP sales, CFCN-TV was appointed chairman of the Telecaster Committee of Canada. First vice-chairman is Greg Mudry, GSM, CITY-TV. Directors include Jacques Pilon, assistant to commercial director at CFTM-TV; Su Grimmer, VP sales, YTV; and Sean Delaney, VP and GSM, CFTO-TV... Ted Rogers was chosen as the 1989 winner of the Sales and Marketing Executives of Toronto's Ursaki Marketing Executive of the Year Award... **Giles Gregoire**, VP and GM at CFAP-TV, is president of the Association Canadienne de la Radio et de la Television de langue Francaise. **Maurice Marcotte**, GM of CKRT-TV became VP TV; **Camille St-Pierre**, GM at CHLC Radio and CFGS-TV, chosen VP radio; **Gaston Lavoie**, GM of CHOT-TV, elected as secretary; and **Raynald Briere**, VP and GM of CJMS, executive member... **BT**

Measure Up With Coaxial Dynamics Model 81070 WATTCHMAN Transmitter Protection System.

NEW!
4-1/16 and 6-1/8
series line sections
and elements to
add to our exciting
line-up



WATTCHMAN — protects your transmitter and transmission line system. A permanent 19 inch rack installation used with any dual socket line section 7/8", 1 1/8", 3 1/8" and elements (additional) to monitor CW, TV, and FM power. Model 81070 features two easily read meters to monitor both forward and reflected power. The reflected meter provides a front panel adjustable set point which controls the trip level for fast transmitter shut down and alarm. Abnormal load conditions quickly cause transmitter shut down in less than 15 milliseconds including control relay. Both visual and audible alarms indicate system malfunction. Contacts provided for remote alarm and reset switching. Contact us for your nearest authorized Coaxial Dynamics Representative or Distributor in our World Wide Sales Network.



COAXIAL DYNAMICS, INC.
15210 Industrial Parkway • Cleveland, Ohio 44135
(216) 267-2233 or 1-800-COAXIAL • Fax: (216) 267-3142
Service and Dependability... A Part of Every Product

Circle Reader Service #116

Phil Stone welcomes your news for Broadcast Beat. Write c/o 2350 Bridgetowne 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.

local market and interested in working there upon graduation. As the industry became more sophisticated in human resource demands, the graduate had to consider relocation to compete for the entry level jobs.

Curiously, this exposed the lack of available training in certain regions across the country. Entrepreneurial colleges started courting these regions in order to train students who would move back home, after graduation, to work.

Future Of Broadcast Education

Given that, today, graduates who intend to pursue broadcast careers are virtually guaranteed opportunities at the entry level, it would appear there is no problem.

This is not the case.

Broadcasters want more locally-trained personnel, particularly in regions with distinct personalities such as the Prairies, Atlantic Canada, the North, Quebec, and native communities. There is room for expanded entry level training in some regions.

Further, there is a need for upgrading for current broadcast employees in areas such as business management, computer integration and new technology.

The next stage of broadcast education evolution requires greater cooperation between the employers, the educators, suppliers and the funding agencies in each province. The next decade has to reflect their most important resource — the human resource.

The Broadcast Educators Association of Canada will continue to monitor the pulse of change in our industry and be prepared to accommodate it. Collectively, and individually, we offer to employers, industry suppliers, and government representatives a commitment to the same challenges. Our group welcomes your continued support as much as you have demonstrated respect for our endeavors in the past — extensively.

It is always rewarding to visit your facility and meet our graduates. We really are a family industry, and the next generation is willing and able to contribute to solutions with a positive attitude and demonstrated hustle.

✓**BT**

John Bradford, president of the Broadcast Educators Association of Canada, is currently on sabbatical from Mohawk College in Hamilton, Ont. Any communication regarding BEAC business can be forwarded to him by FAX (519) 753-1682.

TELEGLOBE BUYS INTEREST IN U.S. COMPANY

Teleglobe International U.S. Inc., a subsidiary of Montreal-based Teleglobe Canada Inc., has purchased a 20 percent interest in IDB Communications Group Inc., a leading U.S. supplier of distribution services for radio, television and data/voice communications.

Estimated cost of the purchase was \$13 million (U.S.).

Teleglobe is owned by Memotec Data Inc. of Montreal.

In addition to the stock purchase, the agreement between Teleglobe and IDB calls for the two companies to form a joint business venture "to provide selected communications services". It also will give Teleglobe International increased access to U.S.-based customers.

IANNUZZI MOVING TO GET BACK INTO TV?

Dan Iannuzzi is moving to return to the television business.

Iannuzzi, the founder and former major stockholder in Toronto's multilingual Channel 47, has announced acquisition of World Television Network Inc. by his MultiMedia Capital Corporation. The purchase is subject to regulatory approval.

World Television Network Inc. is a federally-chartered corporation and holder of a copyright for a national multicultural television network. Once licensed, World TV would begin satellite distribution of its programming in the fall of 1991.

DOME, MAGNETIC NORTH INSTALL ENCORE EPR SYSTEMS

Dome Productions has installed what it calls "the most advanced, high-tech" means of pin registering film transfers at its facilities in Toronto's SkyDome.

The Electronic Pin Registration (EPR) system was developed by Encore Video Industries Inc. of Los Angeles, Calif. to allow real-time pin registered 35mm film transfers by scanning a sprocket hole and comparing it to the previous sprocket hole. If the film has moved off centre either horizontally or vertically, the EPR system corrects electronically,

assuring accurate pin registration and a cleaner, sharper picture that is rock solid.

Toronto's Magnetic North also has purchased Encore Video's Electronic Pin Registration (EPR) system to complement its recently-acquired D1, and their Harry suite, and Encore HUD. Dan McGuire, Magnetic North president and general manager, said the Encore EPR will eliminate inherent film movement during the film-to-tape transfer process.

The two are believed to be the first such installation in Toronto.

OTHER BUSINESS NEWS

* **Allied Broadcast Canada** of Richmond Hill, Ont. has been designated as the single Canadian equipment source for Harris radio and television equipment and Allied Broadcast Equipment products. According to Jon Young, vice-president and general manager of Allied Broadcast Canada, "with this change, the combined Harris-Allied becomes unique as the only U.S. broadcast company with operations and staff on both sides of the border." Allied Broadcast Canada is a unit of Allied Broadcast Equipment Corporation, a subsidiary of Harris Corporation.

* **British Columbia Television Broadcasting Systems Ltd.** has purchased a significant upgrade to its NewsPro newsroom computer system from Satellite Information Systems Co. Specific terms of the contract were not released. BCTV was Siscom's original NewsPro customer and credits BCTV's efforts to develop a newsroom computer system for use during Expo 86 with much of the success of NewsPro in the broadcast market. Siscom is a software development company that provides computer-based products and services.

* **Comad Communications Ltd.** has moved its facilities to Belleville from Mississauga. The company's new address is 1165 Monteaige Blvd, Belleville, Ont., K8P 5G3. Its new phone number is (613) 969-1465 and its FAX number is (613) 969-0541. Comad was able to retain its 800 number of 1-800-387-4991.

* **Time Service Systems** of Markham, Ont. has developed a new broadcast-quality illuminated impulse clock for studio and control room applications. The clocks use Telenorma silent movements, with illumination provided by a step-down transformer. For further information call (416) 940-1566. →

Bellevue Pathe Quebec — **Andre Collette** has retired as president and GM of the technical services division of Astral Bellevue Pathe Inc.

CAP Communications — **John Sprague** appointed station manager of AM109 and CFCF-FM, both in Kitchener.

CBC-TV — **Thomas Howe** assumed three-year contract position as director of independent productions, acquisitions and co-productions.

CBMT-TV Montreal — **Rene Bertrand** named sales manager.

CFCF Inc. — **Christo Georges** named president and chief operating officer of CFCF-TV Montreal.

CHYM/CKGL-FM Kitchener — **Dave Brown** appointed engineering manager.

CISN-FM Edmonton — **Dave Shannon** joins station after five years in Regina at Z99 and CKCK.

CKEY Toronto — **Kevin Dent** appointed chief engineer.

CKKW Kitchener — **Steve Ingle**, retail sales supervisor, named a Certified Radio Marketing Consultant by the Radio Advertising Bureau, in association with the Radio Bureau of Canada.

CTV Network — **John Cassidy** appointed president and chief executive officer, succeeding Murray Chervin.

Canadian Cable Television Association — **Francois Gagnon** appointed director, media relations.

Canadian Radio Networks — **John McCann** appointed general sales manager.

Comlink Systems Inc. — **Bob Barkwell** appointed operations manager, a newly-created position.

FACTOR — **Michael Godin** takes over the Vancouver operation of the Foundation to Assist Canadian Talent on Records effective April 1, replacing Judy Harnett.

Family Channel — **Alison Clayton** named director of programming.

Hughes Television Network — **J. Gordon Bridge** named senior vice-president.

IDB Broadcast — **Scott Smith** named director of operations, international facilities; **Stavros Hilaris** director of engineering, New York Teleport; and **Jordon Scott** named audio Manager, IDB-NY.

KEY Radio Group — **Terry McDougall** joins KEY Engineering Corporation as project technician.

National Film Board — **Michelle d'Auray** named director of govern-

ment relations.

Neve Electronics International — **Hazel Simpson** appointed director of sales.

Neve North America — **Charles Conte** named public relations administrator.

Precision Camera Inc. — **Brian Rutz** appointed western sales manager.

Radio-Canada — **Manon Corneau** named manager, regional communications French Services, Vancouver.

Scientific Atlanta — **James I. Faust** named corporate vice-president international, a new position.

Telefilm Canada — **David Ellis** appointed information officer, based in Toronto.

VTR Productions Inc./Eastern Sound — **Doug Morris** appointed vice-president, marketing and **Karin Martin** vice-president, sales.

In Memoriam

Walt Rutherford, a long time newscaster and news director in western Canada, died in Victoria at the end of January. He was 63 years

old. He began his radio career in 1942 when he joined Selkirk at CJOC Lethbridge on his 16th birthday. He pioneered talk radio at CJCA Edmonton, where he worked for 27 years. He was also news director at CKWX Vancouver and at CJVI Victoria, from which he retired in 1984.

Ron Chester, a veteran CBC newscaster who spent many years in Regina, died January 10 at age 64. A one time reporter at the *Winnipeg Free Press*, Chester arrived in Regina in 1965 as a reporter for CBC radio and television. He went to London, England as a CBC correspondent in 1967, returning to Regina in 1970 as supervisor of television and radio news. He went to B.C. in 1975 as regional supervisor of television news and in 1978 was appointed coordinator of training of television and radio in 1978. Two years later he became Ontario regional supervisor of television and radio news. He returned to Regina in 1981 when he retired. He is survived by his wife, Iris, four children and two grandchildren.

Quality Products and Service from Coast to Coast



In addition to our own computer designed communications towers and masts, we supply and service related quality products from leading international manufacturers. Call our nearest branch for complete details.



LeBLANC & ROYLE TELCOM INC.

514 Chartwell Road, Oakville, Ontario L6J 5C5. Fax: (416) 844-8837.

EG&G ELECTRO-OPTICS
StrobeGuard

HIGH INTENSITY OBSTRUCTION LIGHTING SYSTEMS

Cablewave Systems

TRANSMISSION LINE SYSTEMS & MICROWAVE ANTENNAS

Exclusive Canadian Distributor for:

TMD

PNEUMATIC TELESCOPING MASTS

Xit Rods

ELECTRO-CHEMICAL BONDING SYSTEMS

AADC

ALAN BICK & CO. BROADCAST ANTENNAS & COMBINERS