

Concern Over Impact Of Proposed FM Policies on AM

Concern is being quietly voiced in broadcast circles again over the impact of proposed FM policy changes on AM radio.

The changes proposed by the Canadian Radio-television and Telecommunications Commission would loosen regulation of FM radio, as well as increase the amount of Canadian content FM stations would be required to carry.

Some concern has been expressed that the easing of FM regulations will hurt AM by encouraging the more rapid movement of listeners and advertisers to FM. The CRTC's FM regulations are credited by many with keeping Canadian AM radio considerably healthier than its U.S. counterpart.

It is unlikely that the CRTC would do anything that could weaken AM radio. It is more likely that AM radio has more to fear from itself than it does from the Commission.

Awards Honor Phyllis Switzer

A group representing the family and friends of Phyllis Switzer and the CTV Television Network, have each provided a \$50,000 endowment to Ryerson Polytechnical Institute for the establishment of two \$3,000 scholarships in radio and television arts.

Interest from the endowment donated by family and friends will fund *The Phyllis Switzer Memorial Award* to go to a student entering first year in radio and television arts. It will be renewable annually, provided the recipient meets renewal requirements. *The Phyllis Switzer/CTV Broadcast Management Award* will be presented annually to a graduating RTA student accepted into post-graduate studies, preferably in the management stream.

Both awards honor the memory of Phyllis Switzer, a pioneer broadcaster who died last fall. She would have been pleased.

In This Issue. . .

Ad Lib!: At long last, Jacquie's photos from the CAB/CCBE 1989 joint convention appear (pages 50, 51, 54), along with photos of Hitachi Denshi Canada's 15th anniversary celebration last fall. We hope you enjoy them. The delay has been the result of an on-going space shortage in *BT*; seems we always have more material than we have room for.

In addition, Jacquie would like to take a well-earned rest from the responsibilities of *Ad Lib!*, a favorite of readers for 14 years. The column will continue to appear on an occasional basis — so keep watching for it!

Meanwhile, columnists Phil Stone, Howard Christensen, Jerry Fairbridge and Sandra Porteous will keep you posted on the "people" side of Canada's broadcasting industry.

Letters: This is a feature of *BT* that we would like to see more often. (see page 29) So if you have something to say or to comment on, please drop us a line. We'll be glad to hear from you.

BBM Disappoints BT Readers

Normally, this issue would carry the BBM Winter Radio Book.

BT has carried the market-by-market rating information from the various BBM radio books for the past two years as a service to the broadcast industry. And it will be no great surprise to learn it was a popular feature. The interest in "other" markets is understandable, as most radio people work in a number of markets before settling down in one. And they are curious about what is happening at their old stations.

But it seems the radio executive committee of BBM Bureau of Measurement has decided that BBM, which is a co-operative and subject to its members wishes, will no longer continue to make such information available to the media.

It was explained, both in a telephone conversation and in a later letter, that the radio executive committee felt "it is more appropriate for members to supply the press with audience data than for BBM to release such information," and said that BBM will not provide *BT* "with any information that may involve specific radio station data in future."

The letter went on to say that BBM can continue providing the media with generic data on such things as tuning trends and habits, and that the same restrictions apply to television.

Just some observations:

BBM, of course, is perfectly within its rights to decide who gets what information, but it would have been nice to have been advised that a change of policy was being contemplated. It also would have been nice to have been advised of the change, rather than find out by accident.

The policy reversal came on the heels of some management changes at BBM, including the departure of a key senior executive with extensive radio experience. Perhaps just a coincidence, but . . .

The decision also seems to be a confirmation of the bunker-like mentality that seems to more and more afflict the radio industry.

It also seems obvious that the television networks don't hold the same viewpoint. For BBM continues to make available, obviously with its members' blessings, the weekly network television ratings, both English and French. It's all part of the networks overall marketing of their product.

Just one more example of radio being its own worst enemy?



industry news

CRTC ANNOUNCES NEW FM POLICY PROPOSALS

FM radio stations may be asked to boost their Canadian content as part of a revamping of FM policy by the Canadian Radio-television and Telecommunications Commission.

The CRTC plans to revamp its FM policy after 14 years without a review. Under proposals announced by the Commission, most FM stations would have to increase Canadian music content to 30 per cent. The only exception

would be easy listening stations, which would have to have 20 per cent Canadian content.

The proposed new guidelines will be discussed at a public hearing starting June 26 in Ottawa.

CRTC chairman Keith Spicer said in a release that the Commission wants "to arrive at a new FM policy that offers listeners a wide variety of choices, while favoring Canadian artists and paying due regard to the realities faced by broadcasters."

The proposed new policy is expected to come into force next year. It is aimed at streamlining regulations and also will focus on station formats and traditional and special interest music.

FRANCOPHONE MUSIC BOOSTED BY CRTC

French-language AM and FM stations will soon be playing more music by francophone artists.

The CRTC plans to reinstate the weekly minimum of 65 per cent French-language popular music for francophone AM and FM stations beginning July 1. The minimum was lowered to 55 per cent for AM stations in 1988 when several stations complained not enough French records were produced. FM stations got similar reductions on a case-by-case basis.

CRTC chairman Keith Spicer said the situation was "a lot more optimistic now", adding that industry and government-sponsored talent searches and incentive programs have stimulated French-language record production.

"Francophones are the majority in Quebec" Spicer said and that reality has to be recognized.

The CRTC also said it did not feel that English-language radio stations should be required to play more songs in French.

An industry spokesman indicated that broadcasters were "not worried" about the increase

CBC CUTS ALMOST 500 JOBS BUT SAYS IT WON'T CUT COMMERCIALS

Almost 500 CBC employees have lost their jobs as part of the budget cuts announced by the Corporation in January.

The CBC, in a letter to Labor Minister Jean Corbeil, said the cuts would include 160 positions in Montreal, 148 in Toronto, 78 in Ottawa and 50 in the rest of the country, effective June 30.

Among the positions eliminated are 134 in management, 51 producers and larger numbers in technical and clerical areas.

The Corporation said in January 500 jobs would have to be cut as part of a four-year plan to trim \$140 million from its budget. The budget cuts were ordered by Finance Minister Wilson in his 1989 Spring budget.

Meanwhile, the CBC says it has no plans to abandon television commercials, despite reports Communications Minister Marcel Masse is considering the move.

CBC President Gerard Veilleux told a Toronto meeting of leading private

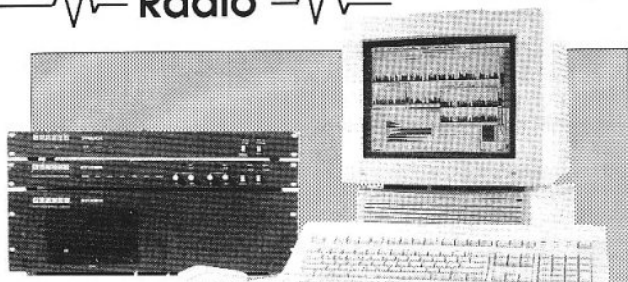
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broadcasters and producers that the Corporation needs commercial revenues to fulfil its programming mandate. He said Masse did not say that CBC should get out of the advertising business, "nor are we at the CBC contemplating getting out of the commercial business."

Masse, acknowledging private broadcaster complaints, had raised the possibility of forcing the CBC to stop competing for advertising dollars. Commercial revenue of about \$360 million a year account for about 21 per cent of the CBC's budget.

CANCOM GETS FIVE YEAR LICENCE RENEWAL

The CRTC has renewed the licence of Canadian Satellite Communications Inc. for five years.

In a statement announcing the decision, CRTC Chairman Keith Spicer said the commission "must acknowledge the progress accomplished by CANCOM, its innovative and original contribution allows this company to offer everyone, even those living in remote areas, services similar to those received by a majority of Canadians."

Spicer also said the Commission congratulated CANCOM for a substantial reduction in its deficit as well as a doubling of its subscribers since its last licence renewal.

The CRTC said it expected CANCOM, in consultation with the appropriate native groups, to identify "the best possible" site for a video uplink installation and expects CANCOM to distribute a minimum of five hours per week of native-produced TV programming.

BUDGET CUTS HIT NORTHERN RADIO

Federal government budget cuts will hit hard at community radio networks and other programs that deal with Native people.

Among the budget cuts, the Secretary of State announced it would cut \$2-million, or 16 per cent, from its program for native broadcasters as well as eliminate the entire budget for Native Communications Program of \$3.4 million. The NCP funds Aboriginal newspapers, provides maintenance funding that keeps Native broadcasters in operation.

Ray Fox, president of the National Aboriginal Communications Society, called the budget cuts a national disaster for Native people and said the Aboriginal First Nations will be stripped of its communications system. "Our voices have been silenced", he said.

Among those to be hard hit by the

budget cuts is the community broadcast service run by Wawatay Native Communications Society.

Wawatay, launched in 1973, helps knit 40 far-flung communities of the Nishnawbe Aski Nation and keep them informed — in English and Oji-Cree — of Native issues and community happenings. Layoffs and reduced services seem certain for it and similar Native organizations.

CRTC REJECTS READING SERVICE FOR THE BLIND

It's back to the drawing board for a proposed national reading service for the blind.

The proposal was turned down by the CRTC, which said it liked the idea but couldn't approve the applications for twin English and French services as submitted. The proposed service — local, regional, national and international print publications read over the air by volunteers — would have been available through cable television and FM radio.

"It is with profound regret that we have come to this decision," CRTC chairman Keith Spicer said in a release, "for we are very interested in such a service."

The application was rejected because of problems with the proposed structure of the organization that would run the reading service, according to Spicer. He added he hoped a better proposal will be put to the CRTC soon.

A spokesman for the National Broadcast Reading Service indicated that the CRTC's concerns would be addressed in a new proposal.

BESSIES TO USE NEW TECHNOLOGY TO SELECT WINNERS

The latest form of PEAC technology developed by Toronto-based Viewfacts, allowing for instant yet confidential voting, was used to select Canada's top television commercials. The winners of this year's Bessie awards will be announced at Toronto's Sheraton Centre April 26.

The PEAC technology allowed the judges to give individual, anonymous and spontaneous feedback on each commercial entry in the competition. Each judge, using a PEAC wireless unit, first indicated whether a commercial should remain in the competition, or if they had a conflict of interest. Those commercials left in the competition then were rated and the scores averaged by the system under supervision of the Television Bureau of Canada.

Discussion was also allowed, at the

discretion of the judging chairman.

In previous competitions, judges indicated their decisions in the initial stages of the process by a show of hands, and for the final selection by a secret ballot.

The PEAC system is used to evaluate advertising, videos and movies.

CAB, TVB AGREE ON LIMIT TO TV COMMERCIALS

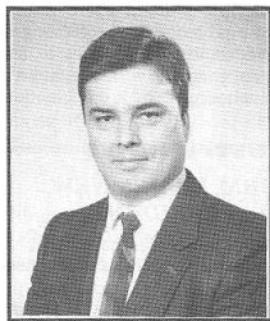
The Canadian Association of Broadcasters and the Television Bureau of Canada have designed a new policy limiting the number of commercial messages on television each hour to 30.

The voluntary policy went into effect April 1. It is intended to keep a cap on the number of short — 15-seconds or less — commercials on television. TV broadcasters are allowed to carry 12 minutes an hour of advertising.

According to Cam Fellman, TVB's president, the initiative is designed to limit the expansion of commercial clutter and protect the power of television advertising. It is seen largely as a preventative measure to preserve the integrity of TV.

The move followed a TVB survey conducted last year.

ANNOUNCEMENT



Geoff Snell

Garry Newhook, Director of Sales for Leitch Video International Inc., is pleased to announce the appointment of Geoff Snell as Systems Engineering Manager.

Geoff brings many years of technical experience to his new position, including 5 years technical support in one of Canada's leading broadcast stations, and 5 years system design engineering in the broadcast manufacturing industry.

Geoff will be responsible for systems design, incorporating all present Leitch products as well as our new product line, Audio and Video Routing. His appointment confirms Leitch Video's ongoing commitment to systems engineering excellence.

Should you have any questions, Geoff can be reached Toll Free at 1-800-387-0233.

LEITCH

BLACKBURN, M-H PROPOSE JOINT VENTURE

The Blackburn Group of London, Ont. and Maclean Hunter were reported negotiating to form a partnership to run their three television stations — Maclean Hunter's CHCH-TV Hamilton and Blackburn's CFPL-TV London and CKNX-TV Wingham.

A bid last year by Blackburn to buy CHCH-TV from Maclean Hunter was rejected by the CRTC. Maclean Hunter was given until March 28 to decide either to keep the station or to find a new buyer.

Details of the proposed partnership between Blackburn and Maclean Hunter haven't been revealed, but it was understood Maclean Hunter would be the senior partner of the joint venture, which would require CRTC approval.

CFPL-TV and CHCH-TV have worked together for years in areas such as program acquisition and news.

LAST DAYTIMER, CJMR NOW FULL-TIME ON 1320

Canada's last daytime-only radio station, CJMR Mississauga, ON, is now operating full-time on 1320 kHz, with 10 kW day and night. The 1320 frequency was vacated by CFGM, now on 640, in September 1988.

The change required relocation of several towers and the addition of a tower at the site shared by CJMR and its sister station, CHWO Oakville. Chief engineer is Peter Dyck, who joined CHWO/CJMR last May after service as a radar technician in the Canadian Armed Forces.

The antenna project was carried out by Alex Velleman, the station's retired engineer, and LeBlanc & Royle of Oakville.

CHWO/CJMR also relocated to new studio facilities at 284 Church St., Oakville, ON, L6J 3N8.

CKEY REACHES FINALS IN AD COMPETITION

A commercial created by CKEY Toronto has been selected as one of the best in the world during 1989.

Coffee Connoisseurs, written by CKEY creative director Greg Stevens and produced by Al Campagnola, the station's production director, qualified for final judging in the tough humor category of the International Broadcasting Awards. Making it to the final judging ensures an award certificate for the station and qualifies it as one of the best in the world in its category.

The winners in each of the 21 radio

and television categories were to be announced in Los Angeles at the 30th anniversary of the awards.

It is CKEY's fifth show in an award show in the past two years. The station won a gold at last year's Radio Bureau of Canada "Crystal" awards show.

TVONTARIO TOPS CAMPAIGN GOAL

TVOntario finished its winter on-air public membership campaign well over its target.

TVO reported that after 10 days of campaigning pledges totalled \$270,079 from 5,690 members, about 65 per cent over its target of \$180,000.

"This is a most gratifying vote of confidence from our viewers," said Bernard Ostry, TVOntario's chairman and CEO.

TVOntario expects to raise \$3.3 million from 84,000 current and new members during this year's membership campaign compared to nearly \$3 million generated during 1988-89.

LOW-POWER FM RADIO SERVICE APPROVED

Another low-power radio announcement system has been licensed on an experimental basis by the CRTC.

Tanerbrig Developments Ltd., doing business under the name of Heritage Messages, will operate English- and French-language systems in the Montreal area on a range of FM frequencies with a power of .2 watts each.

The transmitters are to be placed at historical sites to broadcast pre-recorded messages describing the specific sites. The licences are to expire August 31, 1994.

CRTC DECISIONS

Thunder Bay Bids Denied

Two bids to establish a new FM station in Thunder Bay were rejected. The Commission said NewCap Broadcasting Ltd. failed to convince it that it had provided the necessary programming and financial information to warrant approval. And a company represented by Stephen Spencer Bell had its application rejected for not convincing the Commission that it had adequately documented its financing and that its financial projections were realistic for the market. Both had applied for a 100,000 watt Country Music station at 105.3 MHz.

* Bids by Club Social La Grande for FM stations at James Bay (LG1), Quebec, to rebroadcast two Montreal stations were granted. The stations will rebroadcast CKAC Montreal on 95.9 MHz and CBF Montreal on 93.9 MHz at

290 watts, receiving the signals by satellite.

Power Increases Approved:

* CHUM Ltd.'s CHTX (formerly CKGM) Montreal from 10 to 50 kW, with a change of frequency from 980 to 990 kHz, moving the transmitter and antenna system approximately 11 kilometers southwest. The changes will improve the station's signal quality in Montreal and increase its coverage area.

* CKTO-FM Truro, NS, from 11.5 to 50 kW, relocating its transmitter 25 km north. The moves will improve the station's coverage along the Northumberland Strait.

* CJYC-FM Saint John, NB, from 30 to 50 kW.

* CBNT-3 Marystown, NF, from 22 to 50 kW.

In other decisions:

* Vancouver's Q Broadcasting Ltd. was given permission to decrease power from 65 kW to 49 kW for CHQM-FM. The power decrease is associated with an increase in antenna height, enabling the station to continue the same coverage.

* Approval was given to the CBC's CBPW Elk Island National Park, Alta. to change its frequency from 1210 kHz to 1340 kHz to avoid interference with CHMG St. Albert.

Licence Renewals:

* 103 FM radio stations across Canada, to Aug. 31/92, to give the CRTC time to conduct its review of FM policies.

* 71 French-language TV stations and four TV networks in Quebec to Aug. 31/91. The Commission will consider renewal of all of the licences at a public hearing this fall.

* 68 CBC radio stations across Canada, to Aug. 31/94. Lone exception is CBG Gander, NF, renewed only until March 31/92 because of failure to comply with logger tape regulations. The 69 AM and FM licences represent almost all CBC owned-and-operated stations.

* Licences of CJFP Riviere-du-Loup — its broadcasters CJAF Cabano and CHRT Pohenegamook, and CJTF-FM Trois-Pistoles — were renewed for three years. The Commission also approved amending CJTF-FM's licence to discontinue local programming and receive all programming from CJFP.

* Native Communications Inc. of Thompson, Man. (radio and TV networks), to August 31/91, pending the review of northern native broadcasting.

* Teletatino Network's licence was renewed for six months to August 31 for administrative reasons. **BT**

From West to East with...

Jerry Fairbridge



Sincerity — Key To Successful Sales

One of the nicest people in the business was out of broadcasting for a while. While out he very successfully sold space in a minor magazine, among other things. I asked him the secret. After every meeting, he said, even if he got no sale he would write a personal thank you note.

He was grateful for each prospect's time. He cared. He showed it. Soon even prospects who didn't buy were referring him to friends.

But don't take his advice if you'll come across like those poor goofs pulled off the street to do telephone soliciting. They start each call: "How are you?" Even if they get the intonation and your name right you know they don't care how you are, and your dinner's getting cold, and you'd probably be politer when they finished their spiel if they cut the b.s. and got to the point.

I think it was a character played by Michael J. Fox who said: "Sincerity . . . I think I can fake it."

If you try to fake it by stealing sincerity from a book on how it's done, your thank you notes will have the effect of aforesaid phone solicitors or the form letters pressure groups ask you to fax to your MP.

On the other hand if you care, and it shows that you care, and you're not just sending a copied form letter, your client will remember you and know you are happy to make an extra effort. And that's the way to get and keep clients.

How do you show you care? By thanking your prospect or client for his or her time and for any positive comments on your product or service. That also serves to reinforce the compliments. By paraphrasing important points discussed. By stating what you are doing about any concerns. By following up if further action is taken. This shows your client's comments have a long-term effect.

You can't always change things, or at least not immediately. You can give reasons why while avoiding the impression you are just having the last word. You can also indicate that your client's ideas will go into long-term planning, and then ensure they do.

You can see the importance of your entire organization being involved in marketing. You need excellent co-operation and communication between departments and ranks for all this to happen. Everyone must care and show it.

Around And About...

Johnny O'clock is gone from CJOB/CKIS-FM Winnipeg after a quarter century. Johnny O'clock was **John Cochrane's** on-air name when he joined CJOB from CKRC Winnipeg. He was soon program director and rose to president and general manager, succeeding **Rory MacLennan**.

He's been one of the anchors in Manitoba's closeknit broadcast industry. With sadness on both sides, he resigned in February and was given a farewell party by his staff March 1. He's succeeded by **Ralph Warrington**, who was CJOB's sales manager for 12 years and has been running his own rep house. John said he'd been in senior management for 20 years and it was time to move on... A terrible shock for **Jim Laing**, president of CFSL Weyburn/CJSL Estevan. His son was killed in a car accident in B.C. in February...

Brian Antonson, associate dean of BCIT's broadcast com-

munications department, is leaving to become manager of CFVR Abbotsford, part of Fraser Valley Broadcasters. Former CFVR GM **Bob Singleton** is moving down the road to group headquarters at Chilliwack as VP administration for the group... **Peter Alpen**, Fraser Valley VP marketing, scored a coup with a full-page article in the Feb. 5 issue of *Marketing*. **Bill Coombes**, president, says they just called the reporter and said they had a story to tell. It's not usually quite that simple, and Bill concedes they spent lots of time ensuring the reporter had everything he needed. The resulting story was excellent for Fraser Valley and good for the industry. Bill is a great marketer, both inside and outside the community. To stay close to his audience and market, he still does an open-line show on CHWK Chilliwack when he's home from working with Fraser Valley Broadcasters' station managers... In another Fraser Valley change, **Steve Hemenway** takes over from **Chuck Benson** this month as retail sales manager at CFVR. Chuck is leaving to push some business ventures... Brian Antonson's final newsletter notes **Jon Festinger**, corporate counsel for WIC, and his former partner **Dan Burnett** will be handling the media law course for broadcast journalism at BCIT. If you've ever seen Jon in action, you know students are in for an entertainingly educational time. The word challenging should also be in there somewhere...

It's not easy to keep up with the broadcast industry, and material can be outdated before it appears. That's the case in my note that **Frank Switzer**, formerly of Newsradio, had joined SBN. He left after three weeks and is working for the Ontario government... From my eastern colleague **Paul McDermott**: Why don't blind people skydive? Because it scares the hell out of the dogs. Also from Paul: Have you heard that Detroit is coming out with a new car to compete with the Miata? It's called the Pervertible. The top stays up but the driver goes down. So much for Paul's efforts to convince us he's serious!... Promotion of another eastern colleague: **Steve Crombie** has been appointed senior supervising editor responsible for wire and cable. He reports to **Al Gibson**, BN general news editor... CFAC-TV Calgary reporter **Brenda Finley** and cameraman **Wayne Borowiec** are home after seeing action at closer hand than they'd intended in the Middle East. They were doing a documentary on a Palestinian and an Israeli family — both with Calgary ties — in the occupied West Bank. Coincidentally, the village in which the Palestinian family lived was on the Israeli army's list for a raid on a night they'd picked to eat dinner there. Israeli soldiers burst in while they were eating. Brenda said as soon as she got over her initial panic she realized the Israeli soldiers were as surprised to see the film crew as the crew was to see the soldiers. They were held in a car for three hours while the soldiers demanded their video, threatening to hold the men in the Palestinian family indefinitely if it wasn't handed over. They didn't part with it. CFAC-TV will be showing the documentary this spring. Ironically, says **Ted Arnold**, CFAC-TV news editor, it's a non-political people story. In case you wondered: the Palestinian family was held only a few hours more than the tv camera crew...

Marv Chase is selling his remaining shares in CJVR Melfort to Fabmar Investments of Calgary, subject to CRTS approval. **Gary Fitz** is also selling a block of shares to Fabmar while

staying as president and general manager... **Hadyn Thomas**, ND at CJVI Victoria for the last five years, has left. New owners Rogers Broadcasting have turned the station music intensive after market research last year... **Cam Drew**, GM of CKAY Duncan, says if you go fishing in Vancouver's Cowichan Valley, pick up a CKAY tide guide first. It's proved a great giveaway/promotion. CKAY has handed out 10,000... **Jim Scott** is now PD at CFMM-FM Prince Albert. **Lois Holcomb**, from C-95 Saskatoon, moved into his former ND chair. Replacing Lois at C-95 is **Howard Alexander** of CKSA Lloydminster... **Jim Scarrow**, GM of CFMM-FM and CKBI, capitalized on the Andy Rooney publicity by bringing in Wayne Rooney, a Prince Albert computer expert and curler with a great sense of humor. Wayne did his own commentary on the CKBI morning show... At C-95 sister Rawlco station CKOM, **Lee Rosin** went from news to become co-host with **Grant Schute** at another Rawlco station, CJME Regina... And **Lori McNab** is keeping busy co-hosting CKOM mornings with **Scott Peele** as well as directing the news... CHSN-FM Saskatoon, or SUN 102-FM, hopes for a May debut. It looks to fill a soft AC niche. Operations manager is **Don Scott** of the Western Academy of Broadcasting (which trained the energetic and unquenchable **Kevin Hilgers** of mornings at Magic-1200 St. Albert, among others)... Halifax-Dartmouth will also be getting an easy-listening FM station. **Art Hastings** of Bedford won the licence over bids by **Finlay Macdonald** and students at St. Mary's University... Moffat Communications is out of the rep business. With the death of The Radio Marketing Group and RSG, **GM Brian Minton** and some employees went over to All-Canada, which has Moffat's business... **Bernie Boucher** has returned to his home town of Ottawa. He was ND at CFCY/Q-93 Char-

lottetown. **John Eden** is now ND and Dale Poole took over the afternoon newsbeat...

NEWS DIRECTOR'S TIP: You don't have to wear the finest cloth, but ensure your clothes are ironed, your shoes polished, your coiffure neat. — from **Steve Legault**, STV Saskatoon ND, after a scouting trip. That's a good tip, and not only for TV reporters. We live in more relaxed times, but if your packaging is neat you'll find more doors of all kinds opening. That's just pragmatic. We have packaging industries because people judge most things by appearances, at least initially. If the content is also good, they buy again.

PROMOTION TIP: You might use this idea next Valentine's day. C-FAX Victoria installed a lovers-only phone line for listeners who wanted to say I love you in a different way. The C-FAX Heart Line operated 24 hours a day recording I love you messages. C-FAX broadcast the messages on Valentine's day. To help people shrug off their inhibitions, promotions manager **Guy Wilton** arranged for several prizes to be awarded on a random-draw basis to callers. The most uninhibited message: *To my favorite stud muffin. I'll be waiting for you. From your strawberry tart.*

Let your imagination wander.

CHALLENGE CRTC AT WAB CONVENTION

Can you imagine the screams of protest if the government threatened non-renewal of a newspaper's business licence if it published a picture a reader objected to? I mean, this is the liberal democracy of Canada, isn't it? Yet many in the broadcast industry have examples of CRTC employees enforcing a limited view of what the public should or should not see on the news.

It's understandable that people in the audience will at times object to what they see or hear. Sometimes it's a justifiable objection. In a democracy, you are free to create debate or take your dollar elsewhere if you don't like a product. That's how we deal with the other media.

But in broadcasting, we set up bureaucrats with the power to decide what people should or should not hear or see on the news, irrespective of whether or not the news is factual and its presentation within the law and community standards.

Why don't we hear more screams of protest? Because these bureaucrats have power over our livelihood.

If you're very brave and a member of the Western Association of Broadcasters, you'll have a chance to challenge the CRTC on this, and other matters, at the WAB's 58th annual convention at Jasper June 3-6. **Peter Fleming**, director-general radio, and **Denis Menard**, director of operations TV, will be at a new WAB feature — two and one-half hours of ad lib sessions. Also at the sessions will be **Michel Tremblay**, vp, CAB Radio; **Jon de Forest**, RBC president; and **Elizabeth McDonald**, vp, CAB Television.

The WAB is also setting aside just a little time for golf and other fun. Speaking of which, **Stu Craig**, president and managing director of Western Manitoba Broadcasters, spent his honeymoon at a WAB convention many years ago. By coincidence, his anniversary falls during this year's convention. Knowing him I'll bet, if he attends it, he'll spend his time pursuing pleasure as he did on his honeymoon — playing golf. Don't tell him I said this.

Lots of respect went to native entertainer **Curtis (Shin-goose) Jonnie**, who talked at a meeting of the Broadcasters Association of Manitoba. He said racism is a sad fact of life in Canada. When we talk of the founding people, we forget the aboriginal people.

But he didn't want bandaid, short-term solutions for political ends. If he were not a full-status Indian, he said, he would be

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Circle Reader Service #105

insulted if a status Indian got a job despite lower qualifications. He had achieved his success through ability and hard work. That was the way to do it. In years to come, he hoped to see natives among the managers and owners at broadcast meetings. Asked how to reach natives, he said they constitute a market like any other. Those wanting that market must program for it.

Manitoba Premier **Gary Filmon** has promised to be at the Prairie RTNDA meeting in Winnipeg May 11-12. That's if he's not in an election campaign... **Vivien Merkeley**, ND at CKY-TV and organizing committee chair, also promises an exciting trip to Atomic Energy's plant at Pinawa. Exciting because you can see a slowpoke reactor and an environmental group has agreed in principle to come along on the tour... Incidentally, during remodelling of Vivien's office, two whisky bottles were found inside a wall. We don't know where they came from but we do know **Stu Fawcett**, CKY-TV's anchor, used to have that office... Organizers of the June national RTNDA convention at Whistler are promising an actual earthquake simulation. With or without the help of whisky...

The following is addressed to the wife of **Bob Lang**, GM of CJCA/K-97 Edmonton... What Bob says about BN is not true. It wasn't our fault he didn't win that mink coat at the CAB awards night dinner in Montreal. He didn't win because he wasn't in the room when the draw was made. Yes, he was talking to me and colleague **Rina Steuerman** in the lobby at the time. But he left the room before the draw was made only because as you, his wife, know, Bob never stays right to the end... The appointment of marketer **John Cassidy** as president of CTV is an indication of the importance of marketing as we head into the uncertain 1990s. I also heard a suggestion the

position is so political at the moment they had to bring in an outsider — not many broadcasters would want it. But if everyone makes money, maybe the politics will fall away... As you know, the BBM board chose a pollster as BBM's new president. **Owen Charlebois** is from Gallup. He's known for customer relations and research strengths. He'll need both to make everyone happy...

SOMETHING TO REMEMBER: It's a commercial's job to deliver traffic. Only the advertiser can deliver sales.

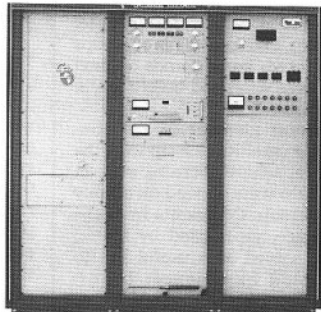
More of your clients will be arguing point of purchase advertising will replace broadcasting. Tell them broadcasting will still be needed to get the customer in so POP will work.

CKNL Fort St. John has moved after nearly 28 years in the same downtown building. GM **Ray Telford** says it's on a site that will be visible to thousands of tourists the community hopes will be driving the Alaska Highway on the highway's 50th anniversary in 1992... **Rick Andrews**, formerly of CHQB Powell River, is now sports director at CKNL. **Mike Bradeur** also moved from CHQB to do swing at CHNL... **Bob Colling**, who's been in news for 100 years and at BN Edmonton almost as long, came up with a 40-year-old guide to newshandling at CKNW New Westminster. A couple of things caught my eye. The guide refers throughout to newsmen. And it notes "From a geographical and staffing point of view, Vancouver stations are superior to us."

Let me know what's going on at your place . . . who got promoted, who left, who arrived, who bloopered, 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.

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Howard Christensen:

'Good Humor makes most things Tolerable...'



QUICKIES . . .

Former CFRB Toronto PD **John Spragge** is now GM at CKKW/CFCA-FM Kitchener after about five years in business for himself (John's a great guy! One day when we were both working at CFRB, John found somebody tampering with my car. He tried chasing the creep down. The questionable cretin got away, but I've been a Spragge supporter ever since. It's emotional, I admit it.)... **Ken Lawrence**, of 'Tory TV' fame, has started 1st Satellite Communications. Ken and **Marcia Lawrence** are offering video news releases, video conferencing, and video productions from their Ottawa base... BBM's new 'grand fromage' (that's 'head cheese' for those who live in unilingual towns and cities) is 37-year-old **Owen Charlebois**, ex of the Gallup organization. Charlebois took over the post vacated by **Lloyd Scheirer** last month... People such as country artists **Carroll Baker**, **Barry Brown** of the Family Brown, and **Ronnie Prophet** are on the board of directors of a new company which wants to put a country music complex into downtown Toronto, including a new FM station — Country FM 92.5. The complex would include the radio station, recording studio, the head offices of the Canadian Country Music Association, a

country-music restaurant/club with live broadcast capabilities, and additional office space for rental to industry-related companies... **John Gorman** is now Vice-President and General Manager of both radio & TV at All-Canada Radio & Television. All-Canada and the Radio Sales Group (Moffat) have merged and will operate under the name of All-Canada... **Theresa Blackburn** is now on-board as morning drive news anchor at CIGO Port Hawkesbury... I had a fantasy the other day about the perfect birthday present. What I'd want is a drummer following me around for an entire day. Every time I got off any kind of a one-liner, even the worst, my attentive musician would provide a rim shot. Just a fantasy.

PROGRAMMING . . .

In a speech to Toronto's Empire Club, Canadian Satellite Communications Inc. president **Sheelagh Whittaker** urged broadcasters to focus on quality. Borrowing a page from the Canadian Association of Broadcasters' *Taking the Lead* strategy, Whittaker said: "The CRTC must clarify and simplify once and for all the goal and the means to achieve it."

She said the CRTC's reward system should concentrate solely on encouraging Canadian comedy and drama programs... and not Canadian content fillers such as quiz shows. The former, she said, are needed if we want to safeguard Canadian ideas, words and ways.

ATTITUDE . . .

Turning upsetting situations into humor may be a tough trick for some. But it's really the only way to keep your mental equilibrium. There's a standard joke set-up using a "good news/bad news" formula. You've likely heard a few, but here's an example: "The good news is your wife found a photo worth over \$100,000. The bad news is that it's of you and your secretary."

Try lightening your problems by reversing the "good news/bad news" formula. Give your bad news first and then turn it into good news. For example:

- "The bad news is that our satellite system just crashed. The good news is fixing it doesn't come out of our budget."
- "The bad news is Neighbouring Rights. The good news is we're about to build a fence."
- "The bad news is that we had a flood at the station this weekend. The good news is the water is being diverted into a new staff swimming pool."
- "The bad news is that the program director just quit and took his skills across the road. The good news is we might soon be number one again."
- "The bad news is that my suitcase fell apart as it came off the airplane. The good news is that it was the first out of the baggage chute."
- "The bad news is that the commission turned down my application for a new AM station in Vancouver. The good news is now I can get a White Spot franchise and make some serious money."
- "The bad news is that my husband ran off with my best friend. The good news is that I now have two fewer

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RYERSON

Circle Reader Service #218

a broadcaster.*

Best wishes, Ken.

* * *

Magazines being what they are and needing a reasonable lead-time, I'm writing this item on the Monday following the history-making events in South Africa; most notably the release of **Nelson Mandela**. An acquaintance, not one who can be accused of keeping up with current events, telephoned that afternoon and said she'd had the radio on and had heard the newscaster say something about the release of **Howie Mandel**. And, was that true? I said it was ... and hung up.

* * *

His name won't be mentioned because he's shy and doesn't want this particular behaviour spread around. It was also a condition of my telling his story. It's about how this broadcast journalist is handling the transition to newsroom computers. 'Mr. X' (you know who you are!) was so frustrated with the seven work stations at his office that he named them after the seven dwarfs — Dopey, Grumpy, Sleepy, and so on. One night he even dressed them up with hats and scarves.

When the system is down, or not obeying his commands, Mr. X treats the work stations like puppies in training: "Sit!" "Stay!" "Off!"

* * *

Favorite on-air newsmen's name: **Phil Meighan** (CKKW Kitchener, CKFM Toronto, CFTO-TV Toronto)

* * *

This note to an anonymous letter writer from, I presume, CKSL/CIQM-FM at London: Your grievances may be genuine and your presumptions may have some merit. However, you seem not to have the courage of your convictions. Why else would you send an unsigned diatribe about how hard done-by you are? Just so the record is clear, I'm not choosing sides. I just can't stand your spineless approach. Also for the record, if a correspondent tells me that his or her name mustn't be mentioned — it isn't! Should there be a responsible individual within your organization who wishes to make certain points, I'd be pleased to review them and guaranty anonymity if necessary. But, please, spare me the emotional and gutless clap-trap.

* * *

NEWS TIP OF THE MONTH: News agencies, those asking for generic sign-offs to voicers, have some method to their madness. They usually want a reporter to end his or her report with only their name and the place, e.g. "John Smith, Brandon." When John Smith gets fancy and signs off with, "In Brandon, I'm John Smith," the listener might rightfully enquire, "Who are you in Portage La Prairie?" Ego plays some part in this, I know. Everybody wants a crack at recognition through sounding a little different. But, if you've done the report professionally and skillfully your talent will shine through despite the conformity.

PEOPLE . . .

CFSL Weyburn's **Jim Hutchings**, not one to take my 'Writing' category ramblings at face value, caught me asleep at the switch in the February edition. Naturally, it wasn't my fault (What? Me own the problem? Never!). BT

Editor **Barry Hamelin** is the bad guy... **Denise Allen**, former BN Queen's Park correspondent and network newscaster, is now working for Ontario Health Minister Elinor Caplan as a communications advisor. Denise took over the job vacated by former CKEY Toronto ND **Jim MacLean**... Another former BN Queen's Park staffer and network newscaster, **Regis Cornale**, has been with CBC National radio news for quite some time. She recently spent four months with the Mother Corp at Inuvik... Some changes at CFNB Fredericton: GM **Ross Mathers** has resigned and newsman **Dennis Melanson** moved from across the road (CKHJ-FM) to the morning news shift there... **Wendy Bell**, prettier half of the **Spencer and Wendy Bell** ownership of CFNO-FM Marathon, is also mayor of the northern Ontario community... Bumped into Telemedia's **Leslie Nelson**, literally, in one of Toronto's underground shopping mazes. Leslie has one of the warmest smiles to be found anywhere... **Peter Gross**, long-time CITY-TV Toronto sportscaster who disappeared from the airwaves for a while, is now back, working at CFTR Toronto... Harris Media Systems has a new client services rep. She's **Sheila Jupp**, ex of *Reader's Digest*... CIGO Port Hawkesbury GM **Bob MacEachern** and wife, **Brenda**, welcomed **Cameron Leonard MacEachern** into this world back on January 28th. By the 30th, the 'Littlest Cape Bretoner' had made his radio debut... CKSA Lloydminster jock and marriage-broker **Kevin Clark** has just arranged another one, the third, through his *All Request Saturday Night*. Listeners phone to make their requests and, occasionally, to propose. To make it complete, the three recipients of these very public demonstrations called Kevin back, made their requests, and accepted... Major Markets Broadcasters President, **Larry Lamb**, heard his doctor recommend that he keep on smoking because coughing was the only exercise he was getting.

KICKER . . .

In *How to be Funny*, comedian **Steve Allen** writes about how he used humor to turn around a potentially embarrassing situation on his radio show:

"Jim Moran, the advertising and promotional genius, was on, pushing Persian rugs. He entered, dressed as an Arab, leading an enormous camel. Well, right in the middle of our conversation, the camel began to urinate all over the linoleum floor. Camels have a tremendous capacity to store water, of course, so when they empty their bladders, it takes a while — much longer than for, say, a horse or an elephant.

"Anyway, the audience got hysterical. So Jim and I stopped the conversation. The camel went on for about five minutes. The longer he relieved himself, the more the audience laughed. Stagehands came out with buckets and mops to clean up the mess, which was about to spill out into the audience.

"After everything was mopped up, the linoleum — originally a dark brown color — was about eight shades lighter, since the waxy buildup, or whatever, had been removed. It had now been reduced to a pale shade of yellow. Suddenly, that transformation struck me funny and I said: 'Say, homemakers, having trouble keeping kitchen floors spotlessly clean.'"

Send your station newsletters and releases, items about your people, your successes, your promotions, your syndications and your slices-of-life to: **Howard Christensen**, 414 St. Germain Ave., Toronto, Ont. M5M 1W7, or FAX (416) 782-6482.

BT

LETTERS

BT's Information Appreciated

As you are aware, the CBC is the largest of the three networks, employing some 5,000 people coast to coast. A very labor intensive company.

In Toronto, we have some 2,100 people working in 24 different buildings. Of those 2,100, 620 are in the technical bargaining unit. One of my jobs is to instruct a large portion of those 620 people. I have six "on the job" trainers who help me pass the information, and teach the technicians.

The other part of my job is to help choose new equipment, and design training programs for our new multi-million dollar Broadcast Centre, being built in downtown Toronto.

It is reassuring to see the quality of articles and reports that *Broadcast Technology* brings to the industry, and it's great to see a Canadian publication up there with the trade magazines that flood the market from south of the border. Good work.

As part of my duties as Technical Instructor, I try to keep up a small library that includes videos; books that include broadcasting, recording, new products; and, of course, the trade magazines.

I would like to include *Broadcast Technology* in the library. There, it will be read by many of the top technical and management people that CBC Toronto has, and possibly the best Canada has to offer.

E. Bruce Graham
Technical Instructor
CBC TV Toronto

Synchronization of AM Transmitters

Re: *Stations In The News* (Feb/90).

You mention WBZ Boston and WBZA Springfield, MA, synchronizing and wondered if there were any others.

Among my many broadcast-related hobbies, I collect old station lists. A list from 1931 shows the following synch stations:

WEAF New York and WTIC Hartford, on 660; WJZ New York and WBAL Baltimore, on 760; WHO Des Moines and WOC Davenport, Iowa, on 1000; and four stations synchronized on 1430 kc with CBS programs — WCAH, WHEC Rochester, WHP Harrisburg, PA and WOKO Albany, N.Y.

There was a time when WBBM Chicago and KFAB Omaha, Neb. synchronized, and WBT Charlotte at one time had a 1 KW synch booster at Shelby, N.C.

Most of these aren't quite the same as WBZ/WBZA, other than WBT and its relay station. I only heard about the WBT case recently — I've never actually seen it on a station list.

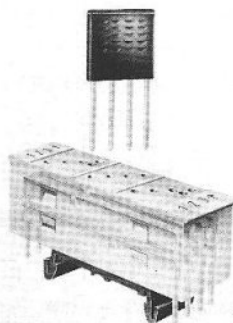
I'm very interested in the history of radio and TV stations, and would enjoy seeing more *BT* articles dealing with station history. I also collect airchecks and station promo material and am always trying to find new sources.

I really enjoy *BT*! Keep up the good work!

Bill Dulmage
Colborne, ON

BEEFS? KUDOS? CRITICISMS? CORRECTIONS?

Broadcast Technology
welcomes them all!
Send your letters to **BT**
Box 420, BOLTON ON L7E 5T3



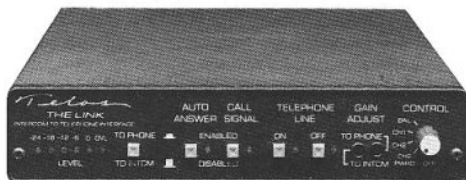
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Our connectivity systems from Ghilmetti provide higher reliability patching, both audio and video, at surprisingly low cost.

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On-air phones are still better-than-ever with the Telos One and Telos 100 — the industry's highest performance digital hybrids.

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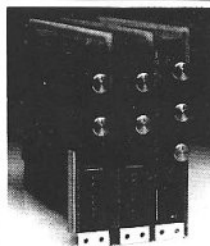
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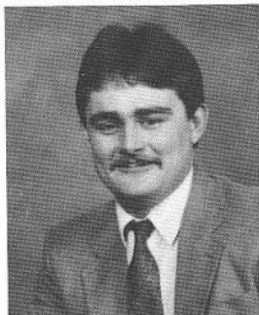
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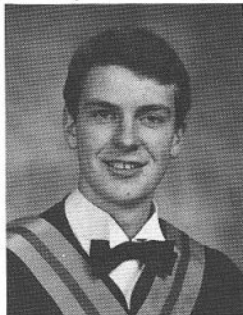
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BROADCAST TECHNOLOGY 1989 AWARD WINNERS

Southern Alberta Institute of Technology



Wes Thiessen



Grant Hoepfner

Two Manitobans were named winners of the annual *Broadcast Technology* magazine awards presented to students of SAIT's Broadcast Electronics course in Calgary. The winners were judged on the basis of comprehensive proposals for radio or television facilities — a final year project. The Radio award went to Wes Thiessen, a native of Stuartburn, MB, now employed with the engineering department of Dome Productions, located in Toronto's new SkyDome stadium.

Winner of the TV award was Grant Hoepfner of Altona, now working with ZP30, a 10kW station in the Chaco region of Paraguay. Grant is following in the footsteps of his father, Jack Hoepfner of Golden West Broadcasting, who has done engineering work at ZP30 and other community radio stations in Latin America. Grant reports his duties include technical work for a small recording studio in Asuncion, 450 miles (a 10-hour bus ride) distant, and that temperatures in the area can soar to 45 degrees C.

Humber College — Radio Broadcasting



Ted Randal presents BT Award to Jamie Flinn

Jamie Flinn was winner of the annual award for "most promising technician", presented by consultant Ted Randal on behalf of *BT*. Other Humber award winners included: Michael Higgins (CFTR Award to top graduate); John Gallop (CHFI creative sound, and CHIN top 2nd year student awards); Jim McCourtie, CHUM production award; Joe Rosi, CKEY Pete McGarvey award; Leanne Brown, Craig Venn and Corey Fuchs, CFGM 1st year awards; Terry Mancinelli, CFRB Gordon Sinclair award; Reg Middel, CHUM Phil Stone award; and Michael Higgins, Mary Jo Ferreira and Wallace Kovacs and Sheila Walsh, Society for the Recognition of Canadian Talent awards, named in honor of Lorne Green, Monty Hall, Arthur Miller and Larry Mann, respectively. President's Letters for highest academic standing went to Leanne Brown, Catherine Haag, John Gallop, Rick Sargent, Michael Higgins, Palma Innone and Laura Salisbury; Certificates to Donna Tunney and Laura Heifetz.

✓BT

BROADCAST BEAT

by Phil Stone

Jeff Saganasky, who became CBS's president of entertainment programming, was formerly with NBC where he is said to have developed such hits as *Cheers*, *Family Ties* and *Miami Vice*... **Ted Rogers** was chosen as the 1989 winner of the Sales and Marketing Executives of Toronto's Ursaki Marketing Executive of the Year Award... After many, many years with CFRB as their classical music show host, **George Wilson** has moved to CJEZ-FM... CKVR-TV's **Susan Legue** has been receiving deserved raves for her work on the station's documentary series, *Close-Up*... **Sylvia Sweeney**, who replaced Genevieve Westcott on CTV's *W5*, has an impressive list of accomplishments. As well as producing and announcing on radio and TV programs and studying journalism and music, she played in a band, composed and performed the opening theme music for CBC-TV's Montreal outlet, and played basketball on Canada's national women's team. A competitor in two Olympics, in 1979 she was chosen as the most valuable player at the world championships in Seoul. And to top it all off, she is fluent in French and Italian!... So sorry to learn of the passing of **Mengle Schulman**, the colorful broadcaster whom we met during his days at Johnny Lombardi's CHIN. He had worked and resided in Nova Scotia since leaving Toronto in 1971... **Jack Matheson**, the veteran western Canada sports journalist known to friends as Matty, received a well-deserved evening of tribute from CKND-TV honouring his many years of service...

Another who moved to CJEZ-FM from Standard Broadcasting was show business commentator **Jeremy Brown**... **Dave Mazmanian** sent a memo to let us know that the annual general meeting of Armedia Communications was unable to have invited guests due to time and location conflicts... Earlier this year, after a long, long time, we ran into **Alan Blye**, the former Toronto show business figure who has been located in California for many years and has become a major TV producer. Her introduced us to his table companion, **Rita Rogers**, producer of *Family Ties*. We have since learned that they have now married after an 18-year courtship... **Arsenio Hall**, has some Canadian connections. In earlier days he was the opening act for Robert Goulet and a cohort of Alan Thicke on the ill-fated chat program, *Thicke of the Night*... A radio sponsorship legend: Texaco has now been sponsoring opera on Saturday afternoons for more than 50 years. Heard in Canada on CBC, the programs are aired on 300 stations in North America and at the end of the current season will have broadcast 990 performances of 124 operas, without commercials. According to the AP, Texaco spends \$3.5 million a year on the broadcasts heard by an estimated two- to six-million people...

Phil Stone has been on vacation, hence this abbreviated column. He will return with his regular column in time for the May edition of Broadcast Beat.

✓BT

continued from page 58 —

10607. The completed forms, along with a 100-word abstract, must be submitted as soon as possible.

SMPTE expects some 250 companies to participate in the equipment exhibition at the October conference. In addition to the technical program and equipment exhibit, highlights will include the Fellows Luncheon, Honors and Awards Luncheon, Annual Banquet, and engineering demonstrations.

The 133rd technical conference will be held Oct. 16-30, 1991 at the Los Angeles Convention Centre in Los Angeles.

DAVIS RETURNED; BARCLAY GOVERNOR

Kenneth Davies of the CBC has been elected to a second term as a director of the Society of Motion Picture & Television Engineers. He was returned as Engineering Director, Television at the Society's annual elections.

SMPTE also elected nine regional governors for the 1990-91 terms during the elections. Included was Ivan Barclay of the House of Commons in Ottawa as one of two governors of the Canadian Region. ✓BT

All-Canada — **Ron Lewis** and **Judy Tapp** named account executives of the National Cable Advertising Sales Division.

BBM Bureau of Measurement — **Owen Charlebois** named president.

BTS Broadcast Television Systems Inc. — **Michael Arbuthnot** named manager of marketing programs.

CBC Television — **John Musgrave** and **Geoff Thrasher** appointed Toronto selective sales managers.

CHCH-TV Hamilton — **Doug Gale** assumed duties as vice-president of programming.

CJCL Toronto — **Nancy Matheson** appointed marketing director.

CRTC — **Brien Rodgers** appointed director general to the Halifax regional office.

Comlink Systems Ltd. — **Bob Barkwell** appointed operations manager; **Randy Hancock** sales representative for Manitoba and Ontario; and **Dana H. Shaw** to the Western

Region office as sales rep from B.C., Alberta and Saskatchewan.

Department of Communications — **Michael Binder** appointed assistant deputy minister, technology and research.

4-12 Electronics Corp. — **Ray Bette** appointed director of engineering.

Golden West Broadcasting — **Lyndon Friesen** appointed general manager-radio, responsible for the group's radio stations.

Hughes Television Network — **John J. Rourke** named director, communications services; **Nancy Salas** manager, telecommunications facilities; and **Thomas P. Delehan**, assistant manager, communications services at the New York headquarters of the division of IDB Communications Group.

Humber College — **Taylor Parnaby** elected chair of the board of governors.

KVOS TV Ltd. — **Ian M. Grant** appointed manager, research & business development.

MCA TV — **Ron Suter** appointed vice-president and GM, Toronto.

Matsushita Electric (Panasonic) — **Mark Wessel** named public relations consultant, Mississauga, Ont.

National Arts Centre Corp. — **Mel Cooper**, president of C-FAX Victoria, appointed to the board of trustees.

Peirce-Phelps, Inc. — **David G. Meyer** named audio sales manager.

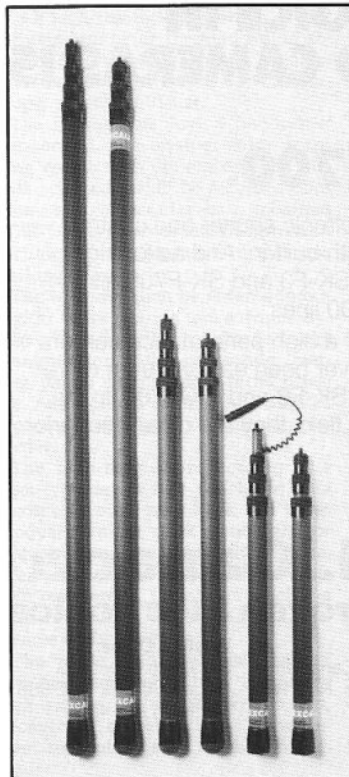
Radio-Canada — **Jan Di Clemente** named network sales representative and **Mimi Keenan** selective sales representative, both in Toronto.

Standard Broadcast News — **Michael Kane** appointed chief news anchor.

Videotek Inc. — **Robert M. van Zyl** appointed vice-president, operations; **Kevin M. Miller** manager of engineering; and **Wen Li** mechanical engineering manager.

Warner Brothers Canada — **Kevin Byles** appointed general manager.

YTV — **Merv Stone** appointed vice-president, programming and **Dale Taylor** named executive producer, original programming. ✓BT



EXCALIBUR

INTRODUCING THE EXCALIBUR CARBON FIBRE BOOMPOLE!

With the help and advice of numerous location sound recordists and practicing boom operators, the EXCALIBUR was created.

Made from high quality carbon fibre, the EXCALIBUR range of boompoles is capable of supporting the heaviest of microphones with a minimum of whip.

The locking system for each section is achieved by a single quarter turn wrist action. Locking hardware is black anodized aluminium and split nylon ring.

If necessary, all sections can be replaced effortlessly.

All boompoles are fitted with a 3/8" 16 steel screw for obvious reasons and are non-reflective charcoal grey in appearance.

MODEL	RETRACTED LENGTH	EXTENDED LENGTH	SECTIONS
EX. 20	58" (1473mm)	20' (6172mm)	5
EX. 16	56" (1422mm)	16'4" (5003mm)	4
EX. 12	35" (899mm)	11'8" (3578mm)	5
EX. 9	34" (863mm)	8'5" (2616mm)	4
EX. 6	24" (609mm)	6' (1829mm)	4
EX. 6 ENG	26" (660mm)	6' (1829mm)	4

The EX. 6 ENG offers an internal coiled cable and an XLR3M connector incorporated into the end cap.

OPTIONAL: Quick disconnect 3/8-16 panamic tip/internal cable.

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