

HDTV 90 CONFERENCE SCHEDULED FOR OTTAWA

One of the most important broadcast-related conferences of the year will be held at the Ottawa Congress Centre June 26-29.

HDTV 90 — the fourth international colloquium on advanced television systems — will bring together technical experts from around the world to discuss issues surrounding high definition television.

The conference will be preceded by a unique hands-on production seminar June 24 that will provide producers and cinematographers with an opportunity to work with HDTV experts with the possibility of producing a short segment in HDTV.

A technical tutorial June 25 will provide an introductory overview of advanced television for those not familiar with its technical aspects. The tutorial will cover key areas in production, transmission and display of ATV.

Conference sessions begin June 26 and will cover such topics as the status of advanced television today, special application developments, display technologies, production techniques, signal processing, production standards and technology, broadcast distribution and introduction strategies. A session on cable and network distribution also will be included.

HDTV 90 is sponsored by the CBC, the Canadian Cable Television Association, Telesat Canada, Teleglobe Canada, the National Film Board of Canada, the Department of Communications and Telecom Canada.

'NEIGHBORING RIGHTS' ENDANGER RADIO

The Canadian Association of Broadcasters has warned that more than half of Canada's private radio stations will be in grave danger if the federal government enacts tough new copyright measures governing the playing of records on air.

Michael McCabe, CAB president, said the hardest hit will be the small local community station which will face extinction in its present form.

And McCabe charged that, despite the threats facing the industry, Communications Minister Marcel Masse was refusing to consider alternatives and was insisting his copyright legislation include a provision imposing a new set of fees on broadcasters' use of recorded music.

The "neighboring rights" fees would be earmarked for recording artists and record companies, and would be over and above the \$22 million in copyright fees already paid by radio stations to composers and music publishers under existing legislation.

McCabe warned the Commons committee on communications and culture that "under this proposed scheme, 55 per cent of all private radio stations would be unprofitable". He said the new measures would double the copyright fees paid annually by the industry and create "enormous financial hardships" for an industry already operating under a dangerously slim margin of profit.

He said it would drive the after-tax profit of the industry into a loss of \$11.1 million.

"Our dealings with Mr. Masse have been extraordinarily difficult because he doesn't listen," McCabe said. "He is intent on pursuing only this approach ... and we are frustrated."

BATON/MID-CANADA HEARING RESCHEDULED

A last minute application by the CBC to establish a rebroadcaster of CBOT-TV Ottawa resulted in a CRTC hearing into Baton Broadcasting's purchase of the Mid-Canada Communications being rescheduled to July.

The CBC proposed to put the rebroadcaster in an area now served by Mid-Canada's CHRO-TV Pembroke a CBC-TV affiliate. As a result, Baton is revamping its Mid-Canada ownership application. Both the Baton and CBC applications will be reviewed at the same hearing.

Baton had been applying to turn CHRO-TV into a twin-stick operation broadcasting CBC and CTV signals over two separate channels. It now will apply to make CHRO-TV a CTV affiliate only.

Baton has already overcome one major hurdle in that it owns CJOH-TV Ottawa and will have no problem getting approval from it as the closest CTV affiliate.

Baton's purchase of Mid-Canada also includes twin-stick TV stations in North Bay, Sudbury and Timmins.

Baton already is the dominate player in the co-operative CTV Network through ownership of CFTO-TV Toronto, CJOH-TV Ottawa and a handful of CTV and CBC affiliates in Saskatchewan.

WIC NEGOTIATING FOR ALLARCOM

Vancouver's WIC Western International Communications Ltd. is reported negotiating to buy the television holdings of Dr. Charles Allard of Edmonton.

Negotiations between the two are reported to have been going on since early in the year. The deal could be worth about \$100 million.

The main TV properties controlled by Dr. Allard through his Allarcom Ltd. are CITV-TV Edmonton, the pay-TV

movie channel Superchannel and a 50 per cent interest in the pay-TV service Family Channel.

WIC, the second biggest player in the CTV Television Network, has been on an expansionary kick. It paid \$190 million to buy a major chunk of Selkirk Communications Ltd. in a deal the CRTC approved last fall.

WIC owns CTV affiliates CHAN-TV Vancouver and CHEK-TV Victoria, CBC affiliate CHBC-TV Kelowna, independent stations CFAC-TV Calgary and CISA-TV Lethbridge, nine radio stations across Canada and 51 per cent of Canadian Satellite Communications Inc.

Dr. Allard is thought to want to sell his broadcast interests for estate planning reasons.

Douglas Holtby, president and CEO of WIC, was president of both Allarcom and Superchannel when he was hired away by WIC a year ago.

DIGITAL RADIO TESTS UNDERWAY

A series of engineering tests and public demonstrations of true terrestrial digital audio broadcasting (DAB) is underway across Canada.

The digital audio tests began in Ottawa June 9, continue in Toronto from July 1 to July 13, then in Montreal from July 21 until August 3 and conclude in Vancouver from August 10 to 18.

The tests are being carried out by an ad hoc group of Canadian radio broadcasters and government departments and agencies. They will involve terrestrial UHF transmission of digital audio radio programming using the COFDM/MUSICAM source coding technology developed in France and West Germany. In European field trials the technology delivered CD-like audio quality to listeners.

The encoding scheme could permit as many as 16 simultaneous stereo programs to be broadcast using a single transmitter. The bit error correction system is said to be capable of taking advantage of signal multipath to reinforce the main signal, rather than destroy it.

Purpose of the tests is to raise awareness about DAB in Canada, gather technical and strategic information, and evaluate the technology in the North American broadcasting environment.

Transmission tests will be conducted using a 1kW UHF-TV transmitter operating from 794.5-801.5 Mhz.

The test program includes bench testing by the Communications Research Centre as well as an assessment by the CRC and DOC of signals received in typical homes and vehicles. Comparison tests between actual FM

stations in the news

CAN-PRO AWARD WINNERS

CISA-TV Lethbridge (formerly CFAC-TV) dominated the small market competition for the second year in a row at the Can-Pro awards competition. The station won a total of six awards at the 17th annual Can-Pro Awards competition in Brandon, five for programming.

CJFP Montreal was the other big winner on the programming side with five awards. CFCF Montreal was the big winner in the promotions category, where it won three of its four awards.

BCTV Vancouver won the prestigious Founder's Award of Excellence for its program *Winds Of Change* in the 1990 competition.

The second major award, the Showcase Award, was shared between CISA-TV Lethbridge for *Kids Belong Together* and CKSH Sherbrooke for *Une Image a Chaque Nouveau Chagrin*.

CAN-PRO officials said there were 461 entries in the program competition, 224 in the promotion category and 40 in the education competition.

Following are the other winners, listed by market size — A-major, B-medium, C-small.

Programming

News — Daily Newscasts: CFTO Toronto, MITV Dartmouth, CFJC Kamloops. **News — Specials:** CFTO Toronto, STV Saskatoon, no market C finalist. **News Magazines, Public Affairs & Documentaries:** CFTM Montreal, CKVR Barrie, CKPG Prince George. **News — Miniseries:** CKVU Vancouver, CHBC Kelowna, CKPG Prince George. **Informal Education:**— CITY Toronto, CFRE Regina, no market C winner. **Specials — Magazine, Public Affairs or Documentaries:** CHCH Hamilton, CHBC Kelowna, CISA Lethbridge. **Specials — Information Education:** BCTV, CFQC Saskatoon, CHBX Sault Ste. Marie. **Specials — Community Involvement:** CITY Toronto, CKTM Trois Rivières, CKBI/CIPA Prince Albert. **Music — Concerts/Variety:** CFTM Montreal, STV Saskatoon, CHRO Pembroke. **Specials — Music, Concerts:** CFPL London, no winner B markets, CISA Lethbridge. **Contemporary Drama — Situation Comedy:** CFTM Montreal, no finalists in B and C markets. **Specials — Contemporary Drama, Situation Comedy:** CFRN Edmonton, no finalists B markets, CISA Lethbridge. **Drama, Theatre, Music, Concerts, Ballet Opera:** CFRN Edmonton, no winner B markets, no finalists C markets. **Specials — Drama, Theatre, Music, Concerts, Ballet Opera:** CHCH Hamilton, no winners B and C markets. **Quiz & Game Shows:** CFTM Montreal, no finalists B markets; no winner C markets. **Sports & Outdoors:** CFPL London, STV Saskatoon, no winner C markets. **Specials — Sports & Outdoors:** CFCF Montreal, CKCK Regina, CISA Lethbridge. **Children's Programming:** CFJP Montreal, MITV Dartmouth, CKPR/CHFD Thunder Bay. **Specials — Children's Programming:** CKND Winnipeg, CICI Sudbury, CKPG Prince George.

Syndication

News & Public Affairs: CFTO Toronto and CFJP Montreal, tie. **Light Entertainment, Music, Variety:** CFJP Montreal. **Entertainment, Drama:** CKVU Vancouver and CKND Winnipeg, tie. **Sports/Outdoors:** CKVR Barrie. **Children's Programming:** CFJP Montreal.

Promotion

On Air TV Program or Series: CFJP Montreal, CHLT Sherbrooke, CISA Lethbridge. **Total Campaign, Program or Series:** CJOH Ottawa, CKCK Regina, CFJC Kamloops. **Total Promotion Campaign — Community:** CFCF Montreal, CHOT Hull, CKPR/CHFD Thunder Bay. **Total Promotion Campaign — Station:** CITV Edmonton, CHEK Victoria, CKPR/CHFD Thunder Bay. **On Air TV Promotion — News & Public Affairs:** CFCF Montreal, CHLT Sherbrooke, CKBI/CIPA Prince Albert. **Total Promotion Campaign — News & Public Affairs:** CFCF Montreal & CITY Toronto (tie), CKCK Regina, CFJC Kamloops.

Educational

Gold Award: Sheridan College. **Best Long Documentary (News & Public Affairs):** York University, Ryerson Polytechnical Institute. **Best Short Documentary (News & Public Affairs):** Mohawk College, Hamilton. **Best Long Program (Performing Arts — Light Entertainment):** Sheridan College, York University. **Best Short Program (Performing Arts — Light Entertainment):** Algonquin College. **Best Music Video:** Sheridan College.

CHUM WOULD SET UP VANCOUVER ARTS FUND

The CHUM group of radio stations has pledged to set up a fund to help arts projects in the Vancouver area.

CHUM said the program would start following approval of its plan to purchase Vancouver radio stations CHQM and CHQM-FM. It will be called ArtsFACT, the Arts Foundation to Assist Canadian Talent.

CHUM said it will establish the arts fund with a \$500,000 grant and add annual contributions of \$40,000. About \$100,000 will be given to arts groups each year by a six-member board., the company said.

Implementation of ArtsFACT will follow the transfer of CHQM-AM and FM to CHUM Ltd., CHUM said.

CHUM agreed in January to purchase the radio stations from Q-Broadcasting. The sale is subject to CRTC approval.

ROGERS DROPS DEAL FOR EDMONTON AM-FM

Rogers Communications says it backed away from buying two Edmonton radio stations partly because it fears the deal could complicate its attempt to break into the telephone long-distance market.

Rogers had been negotiating to buy CJCA and CIRK-FM from Maclean Hunter. However Tony Viner, president of Rogers Broadcasting, said the company decided not to proceed partly because, with a number of other things already on its plate, it was concerned about its ability to gain regulatory approval of the purchase.

Viner confirmed that one of those other things was Rogers' plans to have CNCP Telecommunications, which it owns jointly with Canadian Pacific Ltd., apply to the CRTC for permission to get into the telephone long-distance business.

Viner emphasized, however, that Rogers also had been concerned about other matters, including the price Maclean Hunter wanted for the stations, thought to be about \$27.5 million.

Rogers already owns 14 radio stations, most of them in Alberta and B.C.

— CRTC Hearings —

SIX BID FOR BELLEVILLE FM

Six applications for a new FM station to serve Belleville, Ontario, were to be heard at the June 12 CRTC hearing in Hull.

Applying for 95.5 MHz are: A. (Gus) Sondermeyer of Burlington (100 kW); Regional Broadcasting Inc., whose principals own CIDC-FM Orangeville, ON (94.6 kW) — both for a Group IV format; and St. Lawrence Broadcasting, operator of CKLC/CFLY-FM Kingston (25 kW). There are two bids for 102.3: by Power Broadcasting Inc. of Montreal (10 kW) — Power's stations include AM-FM-TV operations in nearby Kingston and Peterborough; and by Twigg Communications (30 kW), licensee of CJBK/CJBX-FM London, ON. Bryan Olney, on behalf of Loyalist College, is seeking a 50 watt station on 92.3. The latter four proposals are for Group II hard rock formats.

If an application for 95.5 is approved, the CBC would switch its French-language rebroadcaster in Belleville from 95.5 to 94.3 MHz, reducing ERP from 25 to 19.6 kW; 94.3 was slated for an English-language rebroadcaster which was never implemented due to budget restraints, and the CBC now says it can ensure coverage to Belleville by boosting the power of CBBK-FM Kingston.

Other applications:

* Trent Valley Broadcasting Inc., for a soft rock and country music format, 1 kW on 98.7, at Cambellford, Ontario.

* Baton Broadcasting, for TV rebroadcasters in northern Ontario at Chapleau (channel 9, 258w) and Hearst (ch.4, 3320w), both ex-CITO-TV Timmins, and Wawa (ch.7, 33,000 watts), ex-CHBX-TV Sault Ste. Marie; all contingent on approval of Baton's application to purchase Mid-Canada Communications.

* Assn. Francophone du Labrador, for FM at Labrador City, 456w on 97.3 MHz, to broadcast 42 hours weekly of local programming.

* Radio & TV Communautaire, for FM at Havre St-Pierre, PQ, 50w on 95.1, to broadcast 40 hrs. weekly of local programs and 128 hrs. weekly from CITE-FM Montreal.

* CIBM-FM Riviere-du-Loup, for an FM rebroadcaster at Edmundston, NB, 4 watts on 95.1.

* CBC, for a French-language rebroadcaster at Riviere-au-Renard, PQ, 40.9w on 91.5 MHz (ex-CBGA-10-FM Gaspé).

* Power Broadcasting Inc., to purchase CKAR/CKQT-FM Oshawa, ON, from Grant Broadcasting.

* Power Broadcasting, to purchase CJDM-FM Drummondville, PQ, from Communications Grantham (Pierre Thibault and 9 other shareholders),

with a change in music format from soft rock to 60:40 soft:hard rock.

* 2643-8275 Quebec Inc., to purchase CHRD Drummondville from Coopers Lybrand, trustee for Radio Drummond.

* Radio Nord Inc., to purchase CJLA-FM Lachute, PQ, and CHPR-FM-1 Hawkesbury, ON, from Jean-Pierre and Daniel Major, with a reduction in Cancon and increase in local programming at Hawkesbury.

* Ottawa Valley Radio, to cease 16 hrs. weekly of local programming at CKOA Arnprior, which would then rebroadcast CKOB Renfrew in full.

* NewCap Broadcasting, for a reduction in news on CJLB Thunder Bay, ON, from 13 hrs. 25 minutes to 4 hrs. 15 min. weekly.

TWO SEEK NIAGARA FMs

A June 13 hearing in Hamilton will consider two bids for FM in the Niagara area. Fort Communications Inc. hopes to replace its 530 kHz AM station, CFTJ, with FM — 8,670 watts on 101.1 MHz. And Wellport Broadcasting has applied for FM at Port Colborne, 12 kW on 104.9; it would have a country music format, with Wellport's AM (CHOW Welland) switching to dance music.

Also scheduled for the Hamilton hearing: the bid by Kenwal Communications, a joint venture of Maclean Hunter and The Blackburn Group, to acquire CHCH-TV Hamilton, CPPL-TV London and CKNX-TV Wingham; the re-organization of Global TV; and the application by National Broadcast Reading Service Inc. and La Magnetotheque for a national audio network in both English and French. Its reading service for the blind would be distributed via satellite to cable and FM (SCMO) operations.

NEW FM FOR MATANE

Les Communications Matane Inc. (CHRM) has won approval for FM at Matane, PQ, 12,730 watts on 95.3 MHz. Denied was a competing application by Power Broadcasting for a rebroadcaster (of CIKI-FM Rimouski) which would have originated 15 hrs. weekly in Matane. The format will be soft rock, 20% instrumental, targeted to the 20-44 age group; CHRM will move from contemporary MOR to a more traditional MOR format.

Power Reduced: The new FM licensed to Telemedia at Trois Rivières will have an ERP of 20.6 kW, not 100 kW, in order to exclude six communities where other stations feared loss of audience and revenue... **CHIN**

Toronto may operate with 30 kW night-time, but not the 50 kW requested as a result of objections raised by the FCC... And **CBC-TV** rebroadcasters in Kitchener and Chatham, ON, have halved power, to 130 and 2 kW respectively.

Other Stations in the News:

Reseau LM Inc. is reinstating local programming on its three stations in the Laurentians — most of it will originate at **CJER St-Jerome**... The ratio of vocals is being increased from 45 to 75% on **CFCA-FM Kitchener**. The station told the CRTC that more than 70% of its audience is over the age of 65 and it wants to add listeners in the 35-55 age group... The CBC has turned back 7 AM licences in BC, where service is now on FM; and Jim Pattison Industries Ltd. has turned back an FM licence for Savona, BC, as a new tower at **CIFM Kamloops** is now covering the Savona area... Some recent items from promotion-wise **C-FAX Victoria**: Linda Michaluk, who doubles as Mayor of suburban North Saanich, took over from Terry Spence as host of *Talk It Over*, a 10am to noon open-line show... C-FAX president Mel Cooper announced that six organizations would each receive grants of \$5000 in air time... Other local organizations are benefitting from the use of a community events vehicle provided by C-FAX and Peden RV Ltd. The trailer serves as an office, operations centre, lost and found, shelter, etc. for worthy causes throughout the area... For the second year in a row, Victoria was chosen as the site for the Vanier Awards and C-FAX was named official station of the event... And president Mel Cooper has been appointed to the board of trustees of the National Arts Centre for a 3-year term... C-FAX's sister station in Ogoogo country, **CKLZ-FM Kelowna**, is celebrating its first year as "The Lizard". GM Dean Cooper and PD Rob Bye say the new image has been an incredible success, with a line of neon green Lizard lime clothing, a Lizard limo, and The Lizard in person popping up at fundraising events in the area. A U.S. station owner predicted that others would pick up the idea, and, sure enough, there'll soon be a "Lizard FM" in Texas... **CFRB Toronto** won praise for its open-line programming during the big blackout that hit much of Toronto on the evening of April 25th. Wrote Robert Payne of the Toronto Sun: "Radio's forte is its capacity for putting us in touch with real humans living real-life drama as it's happening."

From West to East with...

Jerry Fairbridge



PEOPLE . . .

Never send to know on whom the joke falls, it falls on thee. Or on thy car, as **Mike King** of C-FAX Victoria learned after an elaborate April fool's joke. All day he carefully developed a story that whooping cranes migrating to the Arctic had been blown all the way to the Pacific Coast. It was so convincing that viewers reported they'd seen the cranes. But when Mike got home he found his neighbors had decorated his car with something "that looked exactly like what a flock of birds would leave behind after a big meal."... Incidentally, C-FAX made copies of the Meech Lake Accord available to the public and went through 200 in a day. Perhaps people aren't as bored with the subject as we think. Or perhaps they're tired of hearing what everyone says about the accord but interested in what the accord actually says...

Billy Browne of Courtenay, B.C., was a much-loved, colorful character when he died at the age of 63 of an aneurism. Billy's introduction to broadcasting came when he was just 12 on his dad's show, *Breakfast with Browne*, on CJOR Vancouver. He opened CFCP Courtenay in 1959 when he was 32 and also owned CFWB Campbell River, CHWB Powell River and CFNI Port Hardy. **Dick Drew** delivered the eulogy to mourners dressed in everything from native dress to \$1,000 sportcoats. He told them friendship and loyalty were the words most important in describing Billy. "He collected and saved friendships as others collect and save precious gems." Dick started his career with Billy. Said Dick: "When I first went to work with him, I could never understand how on the coldest, wettest, ugliest mornings in January, Billy Browne could open his microphone and with sincere conviction tell his listeners that it was a beautiful British Columbia morning. After working for him for a while, I realized that Billy Browne actually believed with all his heart that every day, regardless of the weather, is a beautiful day."...

Canada's oldest on-air broadcaster, **Peggy Holmes**, is gone from her full-time Saturday commentary slot on CBC Edmonton. The CBC asked her to stay on in guest appearances, but last I heard she wasn't sure that she would. Peggy started in broadcasting 15 years ago when she was already 77. In fact she started a whole new career then. She's written three books and still does public speeches...

At CHSJ Saint John, N.B., **Robert Towner** has moved in as GSM, replacing **Dave Clarkson** who's now sales manager for CFCY/CHLQ-FM Charlottetown. Robert was formerly retails sales manager at CHTX/CHOM-FM Montreal... **Goeff Banks**, formerly morning man at C100-FM Halifax, has replaced **Fred Denney** on mornings at CHSJ. Fred went to CFLG-FM Cornwall as PD... After seven years writing songs and winning awards, **Phil Main** has returned to radio and to CKNX FM 102 Wingham where he's doing mornings. He left CKNX in 1983... **Scott Armstrong** is now news director of AM 106 Calgary, rated number one in major market stations by *The Record*, which also rated AM 106 Program Director **Dean Sinclair** and Music Director

Karen Cooper PD and MD of the year... **Stephen Crombie** has left BN to become manager of media relations at the University of British Columbia. He was senior supervising editor... **Gord Whitehead** is taking early retirement from Standard Broadcast News where he was managing editor... **Jack Eakins** of Kelowna sends greetings to his friends in broadcasting. He's executive-director of the Kelowna United Way. Recently he returned to broadcasting briefly with a morning news stint at CILK-FM Kelowna... **Eric Thorsen** has left CILK-FM where he was news director after a career at CFRB Toronto. He's been succeeded by **Tony Peyton**... **Hudson Mack** has succeeded **Tony Cox** as ND at CHEK-TV Victoria... Up the road, **Darcy Rinald** is doing morning news at CKEG Nanaimo... **Amanda Stuble** is now news director at CKQR Castlegar...

George Gallagher, president of CJGX Yorkton and a pilot, should be able to pick up CJGX's signal next year almost anywhere he flies. The station is going to 50,000 watts. George is giving his sales people calculation sheets to show that the GST will not cost businesses extra. He went through the figures with a chartered accountant before distributing them. A good description I've read of the tax says it is structured like a chain letter. Tax is collected each time a sales transaction takes place, but each time a business pays GST it gets a credit. The business is the tax collector. The consumer pays the tax. That description is from **Robert B. Shortly**, B.Comm MBA CA, for a writers guild... If you meet **Jack Dawes**, CJGX agriculture director, ask him about snakes in the soup. Or was it the ghoulish?

MARKETING . . .

Last month I introduced you to a course I took at The Banff Centre that included a session on military forms of attack as they can be used in marketing. Here's an introduction to military defence strategies.

The first and possibly most tempting is to try to throw up an impregnable defence around your product. This is known as *position defence* and happens when someone in the organization convinces others the product is invincible and the market will continue to expand and be profitable.

History shows there have been no impregnable forts or unsinkable ships. Those who argue they're invincible don't know about the lazy S curve and have forgotten that no static, "impregnable" front lines have survived. Nor, I have to say, have many one-product companies.

A better defence is *mobile defence* or diversification and innovation.

Diversification enables a company to fight back when one product is attacked.

Some companies have learned innovation by taking a fresh look at what they sell. Rogers Broadcasting appears to have decided it is in the communications business. Shaw is going the same way. Are you selling communication or entertainment or audiences or effective marketing? Perhaps you are selling the success of your clients and should look for more ways to help them to succeed.

Take care not to diversify to the extent that you are diluted and weakened. Leaders who see only the forest can stumble

on the undergrowth. Robert Campeau is an example. And remember smiling Jack Gallagher of Dome?

A proverb says the best defence is attack and this *pre-emptive defence* is the third method. It leads to a state of guerrilla war in which you use all the methods of attack as defence. It keeps everyone off balance; thus can tire your own people as much as the competition. It can also confuse and even aggravate the market. In guerrilla war, we tend to forget the dictum of military theorist Capt. Basil H. Liddell Hart that the object in war is a better state of peace. We tend to get caught in war for the sake of war.

How we escape, I don't know. In fact, whether we'll achieve a better state of peace in broadcasting is debatable while technology continues to introduce new competition and instability.

Perhaps in this state you just develop a sense of humor.

The comfort is that companies with a good product at a fair price with high brand loyalty usually have the depth to weather storms while standing firm. They don't do it with complacency. They do it by staying in close contact with the market and continuously examining their offering to ensure its superiority.

In the *flank-positioning* defence you carefully watch potential threats and, if necessary, counter. If your opponent introduces marketing advice to his mix, you re-train your salesmen. If he redefines himself as an entertainment company and starts a cable company, you get into video rentals. You must be flexible enough to watch the market and counter all threats and be serious enough to do the job properly so he can't just swing past.

Another option is to *counterattack*. That's what we all do at every ratings period when we attempt to buy our competitors' listeners while bribing our own to stay.

The counterattack can be self-cancelling. We're all continuously looking for a niche to fill but when a station finds one — say it succeeds by playing gold — everyone counters by playing gold. That can lead to monotony and further instability. If five radio stations play similar music, they share a button-pushing audience.

The *strategic withdrawal* defence involves streamlining and consolidating. You concentrate your talents and cut your product lines. In broadcasting, you narrowcast or niche market.

But I read in *Radio Only* a warning by an American creative services director that niche marketing will create a backlash. Doug Harris of KLOL-FM Houston warned, as stations narrow their field they narrow the field of advertisers who want access to a particular demographic. He suggests advertisers will go for the broader audience of the mainstream stations. Thus the arguments that apply against guerrilla warfare can also apply here.

The watchwords of the '90s are probably sensitivity, subtlety, research, value-added and, always, creativity. Marketing is still finding needs and filling them, but it's doing that amid a host of new competitors that increase every year in number. You have to be flexible enough to outmanoeuvre your competitors.

For more information, read *Marketing Warfare in the 1980s* by Philip Kotler and Ravi Singh. It may be even more relevant in the '90s.

To win in this changing environment, you also have to stay current with the help of events like the Banff Television Festival that will be winding down as this is published. Having attended one course at The Banff Centre, I very much recommend it.

There's nothing like that mountain air working on the little grey cells.

There I was in Swift Current with a special-offer U-drive on which absolutely everything was automatic. You know the sort: it even gives you a breathalyzer then drives you automatically to the nearest police station if you fail. Anyway, I politely opened the door for **Len Enns**, GM of CKSW, and the theft alarm went off. No one had told me it had one. Especially, no one had told me how to switch it off. As thousands gathered, wondering why clean-living Len was consorting with a car rustler, we squirmed around searching for a switch. I thought of driving the car to a deserted patch of road where I could beat it to death. Naturally it wouldn't start.

The alarm finally stopped — until I tried the starter again.

Finally we retreated to phone a dealer and learned how to disarm the thing.

Len is one of those modest people who does lots of good in the community so perhaps his reputation will survive. But I wonder whether he'll be available next time I go calling.

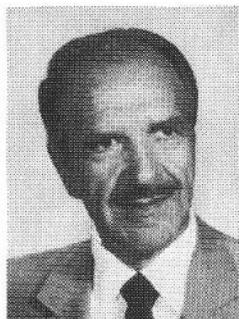
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Incidentally, I've learned **John Empey** not only runs CJSL Estevan and Estevan itself, he's also a country singer. Unfortunately he doesn't have much time to pick up his guitar; he's too busy managing the station and the city, running marathons, building bird houses and I don't know what else... **Patrick Nichol**, GM of CJIB Vernon, is another broadcaster who runs the city as well as a radio station. He's been an alderman for more than six years now... I mentioned **Jerry Bellikka** went from CISN-FM to CFRN Edmonton as news producer. He replaced **Garnett Lewis**, who went to CFRN-TV as assignment editor...

CHBC-TV Kelowna sent a crew to Holland in April-May to produce a special on the 45th anniversary of the liberation of the community of Veendam by the B.C. Dragoons, an Okanagan regiment. **Gord Vizutti**, ND, is no doubt hoping for more awards for the special. "The Okanagan's very own TV" won a Canadian Petroleum Association national award for a series on an oil spill in the north Okanagan and two golds at the Can-Pro awards in Brandon... CFAC-TV Calgary is sending reporter **Brenda Finley** off again, this time to explore family and cultural ties between an immigrant Calgary family and relatives in Budapest. Her last trip on the same theme ended with her and cameraman **Wayne Borowiec** being arrested in an Israeli raid... Also at CFAC-TV, **Rick Castiglione** is anchoring the 5.30 p.m. news. Former anchor **Larry Day** went into fulltime production... **Dale O'Hara**, ND at CFCN-TV Calgary, will say nothing, so far be it from me to tell you the Maclean Hunter station just may be looking at news from 5-5.30 p.m. as well as the 6-7 p.m. show... Not only TV stations are sending reporters around the world. Rawlco Communications sent **Susan Booker**, senior editor at CFFR Calgary, on a tour of South Africa, Moscow and Berlin for a series called *On The Road to Freedom*. It was sponsored by Royal Trust, which had a mention in each segment. Susan's next assignment is an environmental series called *Rescue The Future*... **Peter Tadman**, former news VP at CITV Edmonton, is now helping to handle media relations for Alberta Premier Don Getty.

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.

BT



Albert D. Cohen
Chairman & CEO
Sony of Canada



Akio Morita
Chairman & CEO
Sony Corp., Japan

and cases from the U.S. and assembly in Canada. But the one exclusive, fast-selling item we were searching the world for was hard to come by."

General Distributors found its first true brand-name exclusive product in 1952 — the Paper-Mate Pen. In a year Paper-Mate became the best-known, fastest-selling ball-point pen in Canada.

Paper-Mate Paved The Way

It was the experience and merchandising knowledge gained through marketing Paper-Mate that prepared General Distributors for what was to come.

General Distributors established a Tokyo office in 1954. What happened next is the stuff that makes the history books; or in this instance becomes a case history for study in MBA programs.

On October 10, 1955, Albert Cohen was having breakfast at the Imperial Hotel when he spotted an item in the *Nippon Times* about a young Japanese company ready to market a transistor radio. Intrigued, he arranged to see and hear the radio.

Cohen was amazed that a company whose 1954 revenue was only \$1 million could produce such a product. He took the radio back to the hotel with him, and let it play all night.

He was amazed the next morning when the little radio still performed with no loss of power, and the sound came through loud and clear despite the thick walls of the old hotel.

"The following day I met Akio Morita," Cohen remembers. "We seemed to understand and trust each other immediately. We negotiated. We shook hands. That was our contract."

"Our business relationship and our friendship grew stronger, year by year. And in 1975 we formed our joint venture company, Sony of Canada Ltd., to handle distribution of all Sony products in Canada." It was the only such joint venture in Sony's far-flung electronics empire.

General Distributors became Gendis Inc., one of the top 200 companies in Canada.

Tokyo Tsushin Kogyo became Sony Corporation with worldwide sales of \$200 billion (Cdn). It is one of the top three power brands in the world and has gained a worldwide reputation as a major innovator in the electronics industry.

A Sony cassette recorder accompanied the Apollo Moon Mission in 1969 and a Sony Handycam recorded events aboard the Atlantis space mission 20 years later. Eleven Sony products have received Emmy Awards from the U.S. National Academy of Television Arts and Sciences and many Sony products, including the first Trinitron TV set, are on display at the Smithsonian Institute in Washington.

Sony's success is regarded as a key part of the Japanese economic miracle. And it all started with a transistor radio, which was introduced to the rest of the world with the help of a small Winnipeg-based Canadian company.

Who would have thought that a simple handshake 35 years ago would have had such an impact.

Our thanks to Sony of Canada for providing the information and photographs for this article.

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WANTED

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October 28th to 31st, 1990
Edmonton, Alberta

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CRTC DENIES SIX FM BIDS

Six applications for FM stations in southwestern Ontario have been rejected by the CRTC.

Kitchener-Waterloo-Cambridge:

Four proposals, all for album-oriented rock formats, were submitted by: D. J. Poechman; Andy McNabb of CKLY Lindsay; computer consultant Richard Byrne of Kitchener; and Twigg Communications, licensee of CJBK/CJBX-FM London. The applicants planned to repatriate the underserved 18-34 male demographic. Poechman proposed use of 104.1 MHz (channel 281), the other three 103.9 (ch. 280). Strong opposition came from CAP Communications, whose CKKW changed format to CHR early in 1989. In its decision, the CRTC was not convinced that the market could support another station at this time.

Stratford:

Telemedia Communications Ontario Inc. proposed to replace its AM station, CJCS, with a Group I pop/soft rock format on FM (3 Kw, 104.1 MHz).

Telemedia complained that its 1240 frequency was saddled with severe technical limitations, especially at night, and that a switch to FM was the best solution. However, the CRTC noted that since 1988 CJCS has increased audience share from 8 to 12% and continues to operate at a profit. It also said that channel 281 would be underutilized (with 3 kW) and suggested that channels 252 or 298 be considered for Stratford.

Leamington:

Blue Water Broadcasting, controlled by Maclean Hunter's Key Radio, had applied for 96.7 MHz (channel 244) with ERP of 20,730 watts. The FM station would have replaced its split AM operation — 710 kHz day and 730 kHz night — unique in Canadian radio. The CRTC castigated Blue Water for its failure to follow through on a commitment made in 1987, when the station was purchased from Rogers, to operate CHYR/CHIR on a single AM frequency (710). The Commission renewed the license for only three years and ordered Blue Water to report within six months on its plan to resolve the problem.

Atlantic Airwaves...by

Sandra Porteous



It seems to be the season to cancel regional TV programs. Local viewers have been told that the popular ATV show *Up Home Tonight* will be taken off the air. The show was locally produced and featured traditional music from the region. The latest news is that it will now move to sister station ASN, which plans to only air repeats. Reruns from the show's last six seasons will air, and will be seen for the first time in Newfoundland and Labrador. **Joe Irvine**, vice-president of programming at ATV/ASN, said "we realized we had over 100 episodes sitting on the shelf and a new audience to play it for." *Up Home* host **Gordon Stobbe** apparently has heard that new episodes will not be produced. ATV is carried on 499 of the 507 cable systems in the Atlantic provinces.

CBC executive producer **John Nowlan** has admitted that his TV show *Street Cents* needs \$200,000. Nowlan says it costs \$40,000 for each episode of the consumer show for kids, with the local CBC station absorbing such expenses as studio time and technical crew; the rest must come from outside sources. Nowlan is in a bind because the consumer show can't use regular commercial sponsors; he has had to approach the insurance industry and companies such as IBM. Let's hope this show doesn't fall victim to the axe that cut *Switchback* from the children's TV schedule.

AWARDS . . .

Two MITV shows have picked up awards at the Canadian Production festival. **Stan Johnson's** *Something Else* won for best children's show and the MITV 6 p.m. news won as the best medium-market newscast. The festival was held in Manitoba this year and MITV competed against stations from London, Ont., Saskatoon and Regina. Local ATV and CBC newscasts were judged in the large-market category and didn't pick up any awards this time. *Something Else* is now seen on Global in Ontario and The Family Channel in the U.S... ATV/ASN cameraman **Kevin MacDonald** won top honors from the Canadian Society of Cinematographers for his video essay *Homeless*. Kevin went to Toronto to pick up the award named in memory of Stanley Clinton, who was the CBC's first cameraman. MacDonald, a 10-year veteran of ATV/ASN, began his career at CFTO-TV Toronto before moving to CFRN-TV Edmonton... **Howard Sheppard**, winner of the 1989 Bud country music talent search, is back in Halifax after an appearance on *Nashville Now*. He won the local country CHEX-FM talent search in Nova Scotia and went on to win \$10,000... The winners of CBC's Alcan Jazz competition were announced in Halifax. The *John Maclean Quartet* took the top honors. **Bill Donovan**, CBC regional programming director, said the musicians who competed deserved a chance to have their music heard. MacLean is a professor in the jazz studies program at St. Francis Xavier University.

CHANGING HANDS . . .

Rumors around Moncton have a major player on the Canadian radio scene angling to buy a piece of CJMO-FM from its local owners. The guessing seems to favor **Harry Steele's** NewCap Broadcasting, but who knows?... The Moncton Press Club is continuing to study its options as to whether or not it should move from its present location. CKCW's **Dick Pond**, the club president, says that the City

of Moncton has told the club it doesn't fit in with the city's master plan for re-development of the river front... With group owners having corralled most of the radio stations in New Brunswick, it seems as if operations like **Charlie Russell's** CJCI Woodstock are the last of an endangered species. The station continues to make listeners happy despite competition from several northern Maine outlets.

PEOPLE . . .

Cheryl Stairs, formerly of CBC Fredericton, is now the radio executive producer at CBA Moncton. Husband **Neil Stairs** of CBC-TV Fredericton has happily found a similar position at CBC-TV Moncton... One of the most colorful characters around CBAFT Moncton is **Jean Paul (JP) Melanson**, the station's highly-talented art director. A regular at the Moncton press club, JP is famous for his cry of "I can't do that, I'm so busy"... CBC producer **Peter Kelly** is set to move to Halifax this fall where he'll become head of TV program development for the CBC. Kelly will take over from **Hugh Gauntlett**, who retires after 35 years with the CBC. Kelly's new TV movie, *Getting Married in Buffalo Jump*, will be seen on CBC next season... Reporter **Michael LeBlanc** has parted company with the *Moncton Times-Transcript* and is giving radio a whirl as he pursues a freelancing career. He recently was attached to CBA's *Information Morning* for two months and will assume a temporary post in the station's news department during the summer months... **Susan Soucoup** has ended a long relationship with CBC Radio in Moncton, Victoria and Ottawa by taking a job as marketing director with the newly-enlarged Moncton Hospital. Susan is still heard as air as the hospital's spokesperson... CBC Newsworld anchor **George Boyd** has, amazingly, turned out another play while working the news shift at Newsworld...

Former Halifax disc jockey **Hal Harbour** is working at CFNY Toronto. Friends say he now is pursuing his own recording career with another Haligonian, **Bruce Murphy** of the group *Men Without Hats*. They perform under the name *Stunt Chimps* and their single has been aired by CFNY. Harbour hopes other stations will pick up the record... The gang from *The Air Farce* have been touring Atlantic Canada again. They did a great show in Moncton before coming to Halifax for two shows. They were recorded in a benefit performance for the Dalhousie Medical Research Foundation... Nova Scotia viewers are reacting to a new commercial aired on local TV networks that features Health Minister **David Nantes**. One radio reporter reported that Nantes has yet to kick the smoking habit himself... Shaw Cablesystems had a number of complaints recently when they replaced TNN with a 24-hour country video show called *Country Music Television (CMT)*. System GM **Donna Young** says new subscribers had asked for CMT, but one angry subscriber says he signed up because TNN was part of the package. Shaw Cable will review the decision.

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

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Howard Christensen:

'Good Humor makes most things Tolerable...'



PEOPLE . . .

Just when you thought former All-Canada Radio and Television president and, later, vice-president, representation, for all Selkirk Communications interests — **Ross McCreath** — had retired into the soft life of pensions, puppies, and grandchildren, up he pops as CEO (and curmudgeonly custodian) of his newly-formed company, **AUDIO TOURS!** Ross' first project is Muskoka, the year-round play area north of Toronto, which just happens to be where the McCreath cottage is located. Distribution is through resorts and news stand/convenience stores throughout the Muskoka district. Ross can be reached at: 135 St. Germain Avenue, Toronto, Ont. M5M 1W2. Incidentally, the 'guide' on the AUDIO TOURS cassette is CJEZ-FM Toronto announcer **Carl Banas**... All-Canada Radio & Television's former manager of marketing services, **Carol Weir**, has branched out into her own operations (yes, plural) — *Carol Weir & Associates* and *FastAd*. FastAd offers 24-hour service of advertising copy and concepts while Carol Weir & Associates provides radio marketing & consulting support. Carol can be reached at (416) 466-4815. One of her first clients is All-Canada Radio & Television.

LETTERS . . .

In the April edition, I said, "BBM's new 'grand fromage' (head cheese) is 37-year-old **Owen Charlebois**, ex of the *Gallop organization*." That prompted this letter:

Dear HC: Please get your French straight! Big cheese is Grand fromage. The Brie of the Brie, the Royal Camembert... the stuff you can't slip on a Ritz. Head cheese (tete fromage) is merely ground pig scrotum mixed with an overrun of Velveeta. Tete fromage is often used to describe someone who has fondue for brain. Let's have some respect for the thicker rind. Tal

Ms. M.I.P.

Dear Ms. MIP: *Thanks for the toot, sweet!*

Dear HC: I was especially drawn to your piece on the radio traffic department lady (Nov.-Dec. 1989 issue) telling off an agency woman. While I agree that she alienated her and possibly damaged station/agency relations, I have some observations of my own. In my 13 years of radio production, I have found agencies have staff individuals with little to no experience in broadcasting. A regular occurrence is trying to explain to an agency person that it's impossible to add a five-second tag to a spot that is already 30-seconds long. It's also rare to have agency scripts come in without changes needed. Although radio is just one of the many media agencies use to market products, I wish they took the time to understand and acquaint themselves with the nuts and bolts of radio and the terminology. Most agencies exist in a world of their own. I bet many readers wish they could tell agency people where to get off, but bite their tongues when they realize what's at stake.

Biting My Tongue

Dear B.M.T.: *Readers? Anybody care to comment?*

SALES & MARKETING . . .

Limited Territory: A big problems broadcast sales

people face in making cold calls, particularly in smaller markets, is the burning of territory (also true for broadcast suppliers whose only market is Canadian stations). There's only so much business to be had. For many sales people, a single rejection or a less-than-enthusiastic welcome is reason enough not to call on that prospect again, something those working small markets cannot afford to do. If you're faced with a limited number of business places, focus your efforts on a relationship strategy (walk) rather than looking for a quick close (run). With limited sales territories, the story of the old bull and the young bull bears reflection: *The young bull and the old bull were standing on the side of a hill looking down on a few cows in a meadow. The young bull said, "Let's run down there and romance a cow." The old bull said, "Let's walk down and romance 'em all."*

Pre-Qualifying: For the sake of your income, don't ever make the decision that 'he's not going to buy' before you have a little chat with 'him.' Pre-qualifying a prospect because of the type of business, appearance of the business place, your idea of what he can afford, the prospect's ethnicity, or any of a hundred other good reasons you can think of for his not wanting to buy is self-defeating. If you've been at the sales game for a while, you've likely got some good stories about the customers who surprised you by buying. Share them with the rookies at your station or in your organization. If you're a reader who's still fairly new to sales, corner some of the veterans and dig those stories out. (If the stories are *REAL* good, send 'em to me!)

Reflection: There's no point beating on yourself for a lost sale. Besides being unproductive and demoralizing, it's not very healthy. But a review of how you handled the situation might pay dividends. On your way out of a no-sale interview, ask yourself:

Was I really prepared? Did I know everything I should have? Did my presentation stress what broadcast advertising (or my product or service) could do for the client? Was there anything sloppy about me, my presentation, or my materials? Did I fumble over my words? Did I look and act the part of the professional? Were my communications skills up to snuff; did I really listen to the prospect? Did I "read" any spoken and unspoken signals correctly and modify my sales talk accordingly? Did I speak the prospect's language, or did I use confusing broadcast jargon? Did I exaggerate the benefits? Knock the competition? High pressure the prospect? What about the way I asked for the order... did I satisfactorily answer his/her objections before asking? Was my timing right? Did I ask often enough... Or did I neglect to ask at all?

The *Telephone Selling Report* suggests sales people avoid use of the word 'just' in some instances because it may suggest you're unsure of yourself. Examples: "I'm just calling today to touch base . . ." "I just wanted to see if you received the literature I sent." Now, reread the sentences without the word 'just' and see how much more confident you appear.

The number of men and women in Canada who are over 50 years of age now stands at 6.5 million, with dramatic growth predicted within the next few years. They control about 55% of our country's discretionary income and 80% of our personal wealth. It's a growing lucrative market. Are you aware of the likes, dislikes, needs and wants of our older adults? *Prime Times* (Queen's Printer for Ontario 1990. ISBN 0-7729-6668-0) is a slick little booklet put out by the Office for Senior Citizens' Affairs in Toronto. It's

BROADCAST BEAT

by Phil Stone

Clyde Gilmour, an influential film and music critic, well-known for his 33-year-old music show on CBC radio, was elected to the Canadian News Hall of Fame. Also elected was **Robert Fulford**, editor of *Saturday Night* magazine until 1987 and an oft-time broadcaster... This year marks the 10th anniversary for Rogers Telefund, the fund set up by Rogers Communications Inc. to give a helping hand to production of quality Canadian programming... An Ottawa survey is reported to have put **Mike Duffy** at the top of the public's choice for TV news host... **Monique Coupal** resigned as vice-chairman of the CRTC to go into the consulting world with Com-M Consulting Inc.... **Avid Cunliffe** is now account director at Ardiel Advertising Agency, Hamilton... **Tony Viner** of Rogers/CFMT is now chair of the BBM Bureau of Measurement... **Gary Miles**, recently appointed executive VP of Rogers Broadcasting Ltd., is located in Vancouver and has responsibility for the 11 radio stations licensed by Rogers in Alberta and B.C. **Sandy Sanderson** was also appointed an executive VP by Rogers and has operating responsibilities for CFTR and CHFI-FM in Toronto... **Alan D. Horn** was appointed president and CEO of Rogers Telecommunications Ltd., a private family firm whose investments include real estate and the controlling interest in Rogers Communications Inc... In addition to becoming president and CEO of Astral Bellevue Communications, **Andre Bureau** also became a director of First Choice Communications and vice-chairman of Astral Bellevue Communications and Astral Communications... **Larry Lamb**, president of Major Market Broadcasters, appointed **Alicia C. Keating** manager, marketing services...

Obituaries: During our absence from Canada over the winter, we learned that **Ralph Snelgrove** passed away. We had known Ralph for most of our broadcasting career; he was a fine man and a dedicated broadcaster who will be missed by his family, friends and the communications industry... **Ross Teel**, the Winnipegger who became a major Hollywood screen writer and worked for the CBC on several television projects in his earlier years, died at age 61 of a heart attack... The passing of **Sarah Vaughan**, whom we once had the pleasure of interviewing in Toronto, had a poignant touch. Her funeral and burial took place at the church where she began her singing career at age 11... **Ralph Cowan**, whose battles with the CBC were legion, died at age 87 of cancer. The former Liberal MP blasted the CBC when it proposed to convert one of its Toronto outlets, CJBC, to French. Ralph lost... **Arnold Acton**, whom we knew as Arnie, died at 64 when tragically run down by a truck in Toronto when he stepped off a curb. Arnie did research work for several radio stations in Toronto and Montreal, and was a founding member of the Broadcast Research Council...

Lynne Gordon left her position with Senior Care, the operating name of Community Services to Jewish Elderly. She had been head of promotion and publicity... Toronto's Alliance Entertainment and the YTV children's channel are co-producing a TV series based on the novel *The Adventures of the Black Stallion*. To be shot in B.C., it will star **Mickey Rooney**... Sorry we couldn't make the do that CKVR-TV Barrie put on to introduce its new newsroom... **Liz McElheran**, formerly with HTZ-FM St. Catharines, where she was promotion co-ordinator and part time announcer, is now with Chart Toppers, Mississauga as promotion manager... The Radio Bureau's Soundbank Library now has a total of 27,000 commercials on file, the largest collection of its kind in North America... A recent calculation has it that residents of Metro Toronto can tune in 47 radio stations and

that 13 per cent of them don't have a radio in their car... **Phil Main**, who left CKNX Wingham in 1983, has rejoined the station's FM arm as the morning man...

According to *Report on Business*, Baton Broadcasting Inc., the most powerful member of CTV, had a bad second quarter, posting its first loss, \$3.2 million on revenue of \$39 million... Baton president **Douglas Bassett** continues to be an active community worker, including serving as honorary patron for St. John's Ambulance... **William Barron** became a sales executive with Ellis Enterprises... While it is expected to grow, broadcasting now accounts for only 10 per cent of the Maclean Hunter annual revenue. The company owns two television stations, 15 AM and 17 FM radio operations... **Ross McCreath** wrote to let us know his Audio Tours business is about ready to launch. **Carl Banas** did the voicing... Now in its 19th season, CBC-TV's *The Beachcombers* starring **Bruno Gerussi** has come to the end of the trail. It will move into reruns... Broadcaster **Ian Brown** is also a fine writer. His book *Freewheeling*, the story of the development of Canadian Tire, won the \$10,000 National Business Book Award... **David Schatsky**, the former CBC Radio personality, became executive director of the Children's Broadcast Institute. It is benefiting from a \$1 million endowment from Maclean Hunter... **Robert Beauchamp**, president and CEO of Telecable Laurentien Inc., was named chairman of the 1991 Canadian Cable Television Association convention and Cablepo to be held in Ottawa. He is a former chairman of the CCTA... **Nancy Paoella** of the press and public relations department at Toronto's CFMT-TV advised that *Ukrainian Magazine* has undergone a name change; it now is *Svitichlad*, which literally translates into "our world perspective"....

Former CKO staffers **Peter Varley** and **Frank Switzer** are both in government public relations and **Erin Davis** is heard in the mornings with **Don Daynard** on CHFI... Congratulations to: **Steve Ingle**, named a Certified Radio Marketing Consultant, one of the radio industry's top honors, by the Radio Advertising Bureau in association with the Radio Bureau of Canada; **Murray Gaunt**, farm director of CKNX, appointed an Honorary Life member of the Ontario Institute of Agriologists; and Native Multi-Media Productions Inc. who, in association with CKND-TV Winnipeg, won the prestigious Bronze Medal at the 32nd International Film and TV Festival in New York... **Jerry Lucky** at Seacost Sound let us know that Steve Podborski's popular show *Pod's Inside Edge* moved into its second year throughout B.C.... The last figures we saw gave Canada 420 AM stations and 296 FM; private stations number 329 and 259, respectively... **Randy Steinman**, who was in a class we taught for Gary Parkhill at Conestoga College, left CFCO Chatham to join CKCO-TV Kitchener as sports reporter... **Brian Antonson** leaves BCIT to become manager of CFVR Abbotsford/Matsqui this summer... **Gene Lees**, known to many a Toronto broadcaster, co-authored Henry Mancini's autobiography... An A.C. Nielsen survey shows that the multilingual CFMT Toronto, reaches a total of 495,065 Italians, Portuguese and Chinese... CBC-TV is now broadcasting *The Disability Network* in Ottawa, Toronto, Windsor and London... CAPAC and PROCAN merged with **Jan Matajcek** as CEO... **Gerry Wall** was appointed to the new position of VP Telecommunications at the CCTA...

In his book *Barbara Walters: An Unauthorized Biography*, **Jerry Oppenheimer** says that Walter's book *How To Talk With Practically Anybody About Practically Anything* was actually ghost-written by well-known Canadian journalist

and broadcaster **June Callwood**... CBC-TV Toronto's super-hour news show *CBC At Six* won two outstanding awards — the Metropolitan Toronto Ambulance Services TV Media Award for best documentary/news story, and the Metropolitan Toronto Police Association Award for best feature/editorial... Ryerson Polytechnical Institute is now offering two radio and television arts scholarships in memory of the late **Phyllis Switzer**... **Michael Monty**, who has developed many fine young broadcasters at Toronto's Seneca College, wrote to let us know that **John Twomey**, the former chairman of RTA at Ryerson, became chairman of Seneca's School of Communications. As for Michael, after stepping down as co-ordinator of the Radio/Television Broadcasting program a few years ago, he was asked to assume, and accepted, the role of course co-ordinator, audio-visual communications at Seneca's School of Communications Arts. Michael also is doing a fine job serving as editor of the Broadcast Educators' Association's newsletter *Communique*... **Heather Stockstill** became producer of CBC Windsor's *Radio Noon* and **Gail Whiteside** was appointed associate producer of *Morning Watch*... Have a saying: *It's nice to be important, but perhaps more important to be nice.*

TVOntario, which marks its 20th anniversary this September, extended the contract of chairman **Bernard Ostry** for two years to age 65... TVO has joined forces with NHK (Nippon Hoso Kyokai), Japan's public broadcaster, to share satellite and video technology, programs, research and facilities over the next three years. NHK is the world's largest public broadcaster, spending almost 400 billion yen (\$2.9 billion) a year operating two channels serving more than 30 million households... CTV acquired the Canadian rights to the CBS baseball package. That guarantees it will continue to have the All-Star game, playoffs and World Series through 1993... CBC-TV's hit program *Street Legal* has been sold to 27 countries. Production cost is approximately \$1 million per episode... **Dick Drew** writes to tell us about his enthusiasm for his new radio promotion called *The 69 Cent Dollar* being carried by a wide group of stations... **Robert O'Reilly** was named executive director, communications and broadcast services for the CBC, Ottawa... **Robert MacNeil**, the Halifax-born co-host of *The MacNeil/Lehrer NewsHour* on PBS, is doing a book on the 1917 explosion in Halifax harbor... **Jeff Hayes** at CKOM Saskatoon let us know that it was time to wish happy 10th anniversary to the station and evening host **Dave (Muzik) Morgan**... According to the *Globe and Mail*, CKNW is Vancouver's most popular talk station. It features three hosts: former B.C. cabinet minister **Rafe Mair**, mornings; former CBC veteran **Bill Good**, afternoons; and **Philip Till**, a former award-winning NBC correspondent, evenings... **Lisa de Wilde**, who'd been with the CRTC as director general of cable, pay television and specialty services, is now with a Montreal law firm... **Rob Asselstine**, formerly of CIAM Cambridge, joined Weaver, Tanner & Miller as account manager of their audio visual division... CHML/CKDS-FM Hamilton picked up awards for best radio spot and the best series at the Advertising and Sales Club of Hamilton's advertising creative excellence awards... **Camilla Scott**, who plays Melissa on *Days Of Our Lives*, got her start in the Metro-Toronto borough of Etobicoke...

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

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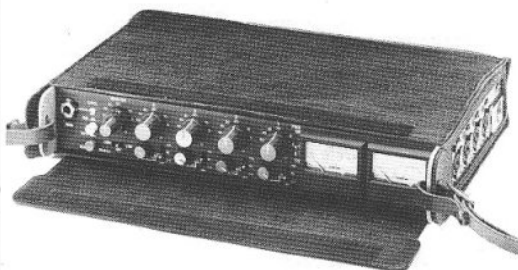
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Circle Reader Service #269

people in the news

All-Canada Radio & Television — **John Gorman** appointed vice-president and general manager of All-Canada and vice-president of Rogers Broadcasting Ltd.

Best Power Technology Inc. — **Wayne A. Toenjes** named marketing director.

BBM Bureau of Measurement — **Michael Reade** named member services manager.

CanWest Global Communications Ltd. — **David Mintz** named deputy chairman, president & CEO of Global Communications Ltd. and chairman of Canvideo Television sales; **Roger Hone** vice-president, National Marketing; and **Donald Brinton** named deputy chairman.

Canvideo Television Sales — **Ed Wood** appointed senior VP and general manager; **Ken Johnson** appointed VP, responsible for marketing for the Global TV network.

CJCA/CIRK-FM Edmonton — GM **Doug Trowell** reports that **Neil Edwards** is now assistant GM, as well as PD of K-97; **Janice Burke** is controller as well as administrative manager; and **Rick Lewis** is promoted to program manager, CJCA.

Dome Productions — **Kelly Smith** appointed post-production consultant and **Eleanor James** executive producer, broadcast sales.

Ellis Enterprises — **William Barron** named sales executive responsible for Canadian syndication sales. He also will assist in licensing Canadian TV productions in the U.S.

Glen-Warren Broadcast Sales — **Steven A. Hand** appointed general manager.

Global Television Network — **Doug Bonar** is appointed vice-president of operations and news.

Major Market Broadcasters — **Alicia C. Keating** appointed manager, marketing services.

Radio-Quebec — **Roxane Duhamel-Martin** named vice-president, planning and marketing.

Rogers Telecommunications Ltd. — **Alan D. Horn** appointed president and chief operating officer.

TVOntario — **Michel Lacombe** appointed manager, adult programming and **Pierre Touchette** director of the newly created Jeunesse sector.

Television Quatre Saisons — **Michael Brossard** named vice-president marketing.

Vision 2000 — **Alex A. Beraskow** named president and COO of the communication industry initiative to develop advanced technologies networks and services in Canada.

IN MEMORIAM

William George Browne, who first went on the air 51 years ago, died in Courtenay, B.C. in mid-April. He was 63. Known as Billy Browne, the founder of Radio CFCP Courtenay also owned radio stations CFWB Campbell River, CFNI Port Hardy and CHWB Powell River. He was first heard on CJOR Vancouver at 12 when a guest on his father's radio program. He carried on the morning program when he opened CFCP in 1959.

Arnold Acton, former chairman of the Canadian Advertising Research Foundation, was struck and killed by a truck April 23 in Toronto. He was 64. He was CARF chairman from 1983 to 1985, and retired earlier this year from the foundation's board after 12 years as a member. He was also active in the Broadcast Research Council during a distinguished career in advertising research that spanned more than 30 years.

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