

## stations in the news

**WIC GROWS:** WIC Western International Communications has become Canada's fourth-largest private television operation in terms of viewing and revenue with CRTC approval of its \$160-million purchase of Allarcom. And WIC continues to grow with its purchase, subject to CRTC approval, of money-losing CHCH-TV Hamilton for \$46 million from Maclean Hunter Ltd., subject to CRTC approval. The price was considerably below that expected by industry analysts, and Maclean Hunter president Ronald Osborne admitted he wasn't happy about selling the station now because of low market values. CHCH is reported to have lost \$23 million in the previous four years. The Allarcom transaction, which closed at the end of March, added CITY Edmonton and CKRD-TV Red Deer to WIC's holdings along with Super-Channel and 50% of the Family Channel. WIC also owns BCTV Vancouver, CHEK-TV Victoria, CHBC-TV Kelowna and independent TV stations CKKX Calgary and CISA Lethbridge, nine radio stations across Canada and 51% of Canadian Satellite Communications...

**CFCF Inc.** has laid off more than 40 people from its Montreal English-language TV station. The layoff represents more than 12% of the staff of Channel 12. The station has also closed its Ottawa bureau. CFCF is also seeking to cut costs at its Quatre-Saisons television net-

work whose huge losses have put the parent company in the red and has laid off a dozen network employees... **R-Q EXPANSION:** Radio-Quebec has announced plans to add two new studios to its Montreal facilities by fall 1992. The \$16.3-million expansion will include new studios of 6,000 square feet and 3,500 square feet and \$5.4 million for equipment, mainly production and control room use. The new facilities will allow the educational broadcasters to do elaborate productions now taped in rented private-sector studios scattered across the city.

**NEW YORK AWARDS:** CBC led the way for Canadians at the 33rd annual International Film and Television Festival of New York. The CBC captured a total of seven medals, including gold for its miniseries *Love and Hate: The Story of Collin and JoAnn Thatcher* and for *Adrienne Clarkson is Running Year Round* in the Informational/Magazine Program Promotion category; and silver medals in the Youth Program category for the Halifax-produced *Street Cents* and in the Entertainment ID category for *Toronto After Hours*. CBC captured three awards in the news and current affairs categories — a silver in the Public Affairs Program category for *The Journal: Crime and Punishment in the Soviet Union*; a bronze in the Best Newscast category for *CBC Evening News with Kevin Evans* from CBC Vancouver; and a

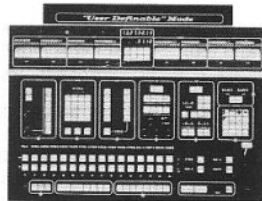
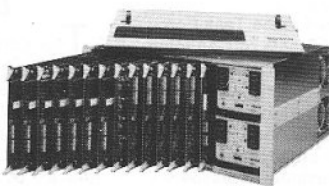
bronze for Best Investigative Report for *CBC at Six: Not a Drop To Drink*. TVOntario won a gold medal in the Educational/Instructional category for *Comic Sections: Slicing the Cone*, Toronto's CFTO-TV captured a silver medal in the Coverage of an On-going Story category for Derwyn Smith's *Canadian Investment in the Soviet Union*, Associated Producers of Toronto picked up a silver medal for its one-hour documentary *Aids In Africa*, Alliance Communications captured a silver medal in the Action/Adventure category for an episode of *Bordertown* and War Amputations of Canada won a bronze in Sports and Recreation for its documentary *Nakiska Plus Two...*

**CANADIAN AWARDS:** Moffat's Vancouver radio stations both captured Canadian *Radio Station of the Year* awards. CKLG Vancouver was named Contemporary Hit Radio station of the year and sister station CFOX-FM the Contemporary Album Radio station of the year at The Record Conference awards show, held in association with the Juno Awards. CFOX's Jim Johnston won *Program Director of the Year* honors his third such win while CKLG's Pat Cardinal won *CHR Music Director of the Year...* CJBK London, Ont. won a Gold Award at The London Ad and Sales Awards of Excellence Night for its CJBK/McDonald's *Gift of Christmas* campaign. It was the station's fourth such Gold in three years...

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### Effective Lobbying Important For Broadcasters

The government doesn't want to see the broadcast industry go under or small stations forced to sell out. It wants to know what it can do to improve the lot of broadcasters. Continued effective lobbying is important.

That was the message to the spring meeting of the Broadcasters Association of Manitoba by Felix Holtmann, MP for Manitoba's Portage-Interlake riding and chairman of the standing committee on communications and culture.

Holtmann said if the industry presents its facts properly, the government will listen.

For example, he said, community newspapers lobbied very effectively over the loss of postal subsidies; over a period of two weeks they showed the government that up to 30 community newspapers could be lost. He predicted the government would act, and that action should have been taken by the time you read this.

I was perhaps oversensitive in wondering if Holtmann wasn't aware of all the lobbying broadcasters have done, or if he was suggesting community newspapers have done a better job. But I don't think he had either intention. I think he was just saying keep up the pressure on issues like neighboring rights.

On that subject, he said the government hoped the CAB could come to some agreement without the need of legislation changes. It was not the intent of the minister to harm the industry. The minister hoped there'd be a middle ground between the arts community and the broadcast industry. Said Mr. Holtmann, it's not over yet. Let your MPs know if agreement is not reached.

Bill Gorrie, president of CKRC/CHZZ-FM Winnipeg, responded that neighboring rights is a survival issue. Holtmann said one approach might be to cap the size of stations that would have to pay.

Holtmann stressed again, keep up the pressure on Ottawa. "There's no way we're going to let part of the industry go by the wayside. You have to get accurate figures to Ottawa. It's getting the right information out that's vital."

The BAM meets again in the fall at Clear Lake.

#### SAB Anti-Drinking Campaign

The Saskatchewan Association of Broadcasters held its spring meeting in Regina, followed by dinner with the provincial cabinet. The next meeting is due Sept. 13-15 at Melfort where Gary Fitz, president of CJVR, promises everyone a good time.

The SAB feels its members are at least partly responsible for Saskatchewan having the lowest level of alcohol consumption in Canada. In 1989-90, Saskatchewan drinkers consumed 96.5 litres of alcohol per head of population, just behind New Brunswick. That compares with 206.1 litres in the N.W.T., around 138 in Yukon and Newfoundland, and 129.7 in Ontario.

We know how much stations across Canada are doing to promote responsible drinking. Here specifically are what some Saskatchewan stations are doing:

- CKCK/K-105 Regina are spearheading a campaign that will have young people voicing messages urging students to fight substance abuse. CKCK is distributing tapes to all Saskatchewan radio stations.
- CJSL Estevan has jointly sponsored a simulated drunk

driving accident with Students Against Drunk Drivers.

- STV and CKOM Saskatoon, and STV and CJME Regina, provide free city bus service each New Year's Eve called "Ride the bus on us." They're also co-sponsoring a "Just Don't" campaign. From Dec. 1 to Jan. 8 they provide a major prize for drivers who don't drink. Police hand out entry forms at spot checks.
- CJWW Saskatoon has run about 400 PSAs promoting responsible use of alcohol — 34 per cent of their alcohol advertising time. CJWW is also distributing 40,000 anti-drinking and driving stickers.

SAB president Rick Friesen says Saskatchewan law requires broadcasters to air PSAs promoting responsible alcohol use to a value of 15 per cent of campaigns purchased by breweries. He says SAB members are mostly greatly exceeding the quota: CFQC-TV Saskatoon has run up to five times the quota.

As pressure grows to ban broadcast ads for alcoholic beverages, I think again about the irrelevance today of much regulation.

I also think of George Orwell's *1984* and *Animal Farm*. From *1984*, the book that coined the term Big brother is watching you: "Double think means the power of holding two contradictory beliefs in one's mind simultaneously, and accepting both of them." From *Animal Farm*, "All animals are equal, but some are more equal than others."

So we get: censorship is bad, except when it's good.

And: the answer to society's horrendous sexual problems is education; the answer to society's drinking problems is censorship.

If I simplify, I do no worse than our regulators and law makers. For a ban would just send more millions of dollars over the border for advertising still aimed directly at Canadian audiences. It would strengthen U.S. programming and weaken ours. The bottom line is it would not end liquor advertising. And that almost makes irrelevant any argument over whether or not censorship of electronic liquor commercials would or would not help society's drinking problems.

The WAB convention is coming up June 2-5 at Jasper Park Lodge. You've probably heard CRTC chairman David Colville will be there. Discussion topics include the new broadcasting act, FM radio regulations and new directions in local programming for TV. First-time delegates get a chance to win next year's registration.

#### Who Didn't Work At CKDM...?

Sometimes I think half the people in the industry started at CKDM Dauphin. Maybe that's why CKDM has had so many congratulatory messages on its 40th anniversary. The station started in business in 1951, 12 years before GM Linus Westberg claims he was born. To speed up the slow month of February, CKDM put together an anniversary package for advertisers. For 40 days, starting Feb. 1, they could buy one package per advertiser at 1951 prices. Not surprisingly, CKDM sold out, and the sales staff took off for Las Vegas at the end of March to celebrate... The latest to join CKDM's growing news staff is Caroline Corey, sports director. She also does play-by-play. Linus got her from CJDC Dawson Creek; but in another incarnation she was a runner up to Miss Calgary Stampede...

Doug Rutherford of news/talk CKNW New Westminster

has so many titles you may just address him as Sir. He's now VP, PD and AGM... You may've noticed NW's ratings keep rising in the crowded Vancouver market. It reminds me of a U.S. consultant I heard years ago who said the coming fad was light rock and more music, less talk. That was what all the button pushers would be chasing. But, he said, if you want to really come out on top, don't panic but stay with consistent, full-service radio. NW works hard and it's simplification to say that's all it's done, but consistency might have been the station's catchword... CFFM-FM Quesnel will be on-air from Quesnel 6-9 a.m. and 12-2 p.m. from the end of this month; it's so far been rebroadcasting CFFM-FM Williams Lake. GM **Ken Wilson** believes the Quesnel operation will be the most technologically advanced station in Canada (although South Fraser Broadcasting's new FM hopes to at least tie that record shortly). Everything is digitized — spots, IDs, promos and music. Ken says it could run for a week without input. Ken's high on the software. It comes out of Buenos Aires and he says a junior can learn to use it... South Fraser Broadcasting is calling its FM station Energy 95.3 FM. It will be a dance music station. **Matthew McBride** has been named music director. He's from 97 KISS-FM Vancouver, and before that Calgary. Energy 95.3 is due on-air May 31... In Victoria, GM **Geoff Bate** proudly announced Seacoast Sound was one of only three companies in the world asked to submit demos for an ID package for a new FM station in Kyoto, Japan. Not only that, but the Victoria package won... **Hudson Mack**, anchor at CHEK-TV Victoria, reports a curiosity of the Gulf war. In rekindling American patriotism, it renewed demand for a multi-million seller single released by a Canadian newsman 18 years ago. It's *The Americans*, recorded by **Byron MacGregor** in 1973. It sold five million copies and raised more than \$100,000 for the Red Cross. It was written by the late Gordon Sinclair and became a phenomenon after Byron aired it on CKLW Windsor. During the war, stations in major U.S. markets dusted it off and played it again, and it became the top selling single in at least one Detroit chain of record stores. Byron MacGregor is now with WLLZ Detroit... And if you're wondering what all this has to do with Hudson Mack, Byron MacGregor is the son of the late Calgary broadcaster **Clarence Mack** and Hudson's brother... Other news from CHEK: **Patty Pitts** has left to take over as public information officer at the University of Victoria...

**Brian Batter** has left CFCW Edmonton/Camrose after 17 years, 16 of them as agri-services editor. As ND **Mike Goetze** put it, Brian has gone back to his roots in the country. Brian moved to the Red Deer area and into business for himself... **Paul Maxwell** is now PD at CKCK Regina and **Brian Stephenson** at sister station K-105-FM

after their purchase by Western World Communications. **Ken Singer** is operations manager and does the morning show. Brian was music director before and Paul moved from mornings at CJCY Medicine Hat to do afternoon drive at CK... **Margaux Watt**, ND at CJMEZ-99 Regina, returned to work right in the middle of the Gulf war after her maternity leave. She says life with baby is great. Fortunately husband **Kerry** is a writer who works from home so he stokes the hearth while Margaux's at work... South of Regina, **Jackie Fradette** is now manager of **Jim Laing's** CFSL Weyburn. East at Yorkton, **George Gallagher's** CJGX is now at 50,000 watts and **Lyle Walsh** is GM. George is looking for CRTC approval of the purchase of CFQC Saskatoon. If the sale is approved, CFQC will move out of the building it shares with Baton-owned CFQC-TV.

I have a vivid recollection of **Fred Filthaut**, GM of STV Regina, wearing a T-shirt over a suit jacket. The most recent time I saw him, he swore he was entered in an ugly-tie contest. Later he said he'd won. I wasn't surprised. I meant to give him the name of my tailor — BiWay. Fred was talking glowingly of a co-production of STV, the new Saskatchewan educational television network SCN, and SaskFILM. It's a series about 10 Saskatchewan writers called *Through The Eyes of a Writer* and Fred says STV will likely show it in prime time later this year... **Joe Meyers** has left after more than 12 years as ND of CJCA Edmonton. He was at CJCA a total of nearly 17 years. He started in the business in 1956 at Peace River and also worked at Camrose, Red Deer and Winnipeg... **Irv Shore** is back at CHQT Edmonton, doing Sunday mornings... CBC-TV Edmonton has got **Kathy Daley** as co-anchor of its *Alberta Newshour*. She's from the severely-pruned CBC Calgary operation. **Bob Chelmick** had been anchoring alone in Edmonton... **Ihor Shawarsky** is gone from CJOB/CKIS-FM Winnipeg... There've been lots of other changes in Winnipeg. 'OB is still doing talk/information, but on the music side turned to *Music You Love to Remember*. Sister station CKIS-FM is now CJKR-FM, known as 97.5 FM, and is playing classic rock with **Eric Weston** as PD. **CKY** is playing golden oldies. Country station **CKRC**, now owned by Western World Communications, is surveying the market before fine tuning. It's also moving by the end of May from quarters in the old Winnipeg Free Press building to the 17th floor of a highrise... CTV has extended indefinitely its fellowship program that takes 40 emerging producers, directors, writers and other talent to the annual Banff Television Festival. This was to have been the final year. Overall cost of the fellowships to CTV is \$60,000 a year. The indefinite extension was announced by CTV President and CEO **John Cassaday**. This year's festival is June 2-8...



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I knew I was jumping into the lion's den when I reported the joy of CKRD Red Deer over the fall ratings. CKRD calculated that it had won overall although everyone was up. That started a war with **Ron Thompson**, GM at 1170 CKGY/Z99FM. Ron figures he won. That's sometimes the beauty of the ratings. Everyone can win. But the story in Red Deer, I guess, is that radio listenership was up. That should make both sides happy. **Bob Mills**, CKGY PD, is happy; he was chosen country music PD of the year at the Canadian Record Conference... **Gary James**, formerly of Vancouver, has signed a contract extension to do the morning show through 1995 at CHUM's 990 HITS (CHTX) Montreal. He's been there for two years and says

he won't leave Montreal until he's eaten in every restaurant in the city... What I want to know about the following story is were they on the morning show live from the honeymoon suite? Jim and Rosemary Sealey of Dorchester, Ont. got married back on Valentine's Day 1985. But with bad weather and Jim being sick, it wasn't a memorable wedding. So CJBK London had the still-happy couple renew their wedding vows live on their sixth anniversary on the Steve and Heather morning show, complete with minister, flowers, wedding cake and all. Then 1290 CJBK sent them by limousine to stay in a honeymoon suite provided by the Radisson Hotel... If you're using a satellite network show and dropping in inserts such as news from a different satellite service, Sound Broadcasting of Winnipeg may have a useful gadget for you. They've designed a switcher that responds to a 25-Hz tone. It will pick up different audio services independent of network timing. It also automatically resets itself. For example, if an operator forgets to send a tone to end a news insert, the switcher will still automatically return to network programming at 5:30 past the hour. If you're interested or confused, call Don Trueman at Sound Broadcasting...

CFNY-FM Brampton has finished its *Modern Music Search*, but you may just have time to enter the contest for a CD and cassette album cover. The contest closes April 10. The winner takes home \$1,000. Call Noni Raskin, promotion director, or Hal Harbour, director of Canadian Talent Development... CHWK Chilliwack became the first station west of Hamilton to broadcast live from Disney World. Said PD Bryan Laver and promotions director Ana Macedo, they had such a good time and received such a good response they plan to return in 1992...

I was much relieved on behalf of the Canadian navy when the Gulf War ended. Paul McDermott of BN Toronto told me Saddam Hussein had got hold of 1,000 rust-seeking missiles.

*What's going on at your place . . . who got promoted, who left, 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.*



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as they place their right hands over their hearts while enthusiastically and emotionally singing *The Star Spangled Banner*. Admittedly, I used to smile my smug Canadian smile at what I thought was the outlandishness and naivete of that unabashed, flag-waving passion and zeal.

Somewhere along the line my appreciation for their behaviour changed. It had a lot to do with those descriptives used above; enthusiasm, emotion, passion, zeal.

Maybe we, as broadcasters, have something to learn.

How can we sell audiences on our enthusiasm, emotion, passion and zeal? Which programming tools are there for the taking? At no additional cost?

Let's see a more concerted effort by stations selling themselves as *vital to the community* and announcers who sell themselves as *personalities*. No more modesty, false or otherwise. What's needed is a huge input of puffed-up chests and pride in the medium.

I remember an old Radio Bureau of Canada (RBC) promotional tape that used the phrase: "Radio, The Rare Medium Well-done." We've still got the steak, but not much sizzle.

Radio operators might begin to think again in terms of wrapping their product in big, bright, figurative red ribbons; to tell and sell audiences on how stations are connected to the outside world, and that your station does have something to offer.

The immediacy of radio's advantages can be played up in as simple a manner as having announcers say they will interrupt programming to provide the latest updates on the war... on the budget... on the election... on the game... on the fight... on the matter that most interests all audiences at the moment.

Some ideas:

- Creative and "big sound"-produced liners selling listeners on your importance.
- Follow-through using resources already available (station personnel, your news service [local and external], music, satellite programming, etc.).
- Presentation — how your station and your people are perceived by the people in your town or city (don't let employees embarrass your station in any manner, not in their attitudes, clothing, behaviour, etc.).
- Station vehicles, including privately-owned sales peoples' cars, always clean.
- Provide customer service to your other customers, the audience. Give them a *Last Pets* program, get more personal, involve the audience, e.g. "Earl, I know you're on your way to town but your wife called and says you forgot your briefcase. Better turn around."

Hokey, perhaps, but just hokey enough to be as slick as all get-out!

Those are only some of the kinds of programming, customer/listener service, and horn-blowing methods used

successfully in the past — which can spark a renewed interest in radio.

The music is still important ... but it's not *that* important!

## People . . .

CKNW/CFMI-FM Vancouver Promotions Director John Plul has been promoted to VP and Assistant GM of the stations... Former traffic reporter then switchboard operator at CJEZ-FM Toronto Anne Lavrih has moved into overnight newscasting at CFTR Toronto... Q103 London's all-nighter, Paul Michaels, took in a three-day "Personality Radio" seminar at Charlotte, N.C. He says he enjoyed meeting the likes of WLW Cincinnati's Gary Burbank, Z100 New York's Ross Britain, and someone called "The Greaseman" from Washington, D.C. More importantly, Paul says, the intensive radio sessions were worthwhile and inspiring... Frank Gardiner, who you read about here last month, got an offer he couldn't refuse. Frank left his GSM's job at CKAN Newmarket to take over in-house national sales for Johnny Lombardi and the folks at CHIN/CHIN-FM Toronto... KEY 590's Toronto morning man Mike Cooper is out, not sure who's coming in... Good to hear from a fellow dubbed "The West Coast's Andy Rooney", Mich Barnes of CJVI Victoria. *A Minute With Mich* airs daily on CJVI and CJOC Lethbridge. The series won him the RTNDA's *Sam Ross Award* in 1989... Talker Ed Needham, of his own volition, has departed CFRB Toronto. In a column for the *Toronto Sun*, the three-time *Nellie* winner wrote: "The bean counters are firmly ensconced and the fun seekers are in short supply." Further, said Needham, radio has largely become "like so much electronic fast food."

## Attitude . . .

One of the most valuable social skills is the ability to praise people. But people, as a rule, don't say nice things to each other. It's the mistakes, weird behavior, inappropriateness, that get our attention.

Supervisors attend to workers when they perform poorly, but typically do not praise workers when they do something well. It's easy to notice the bad things, much harder to notice the good.

Praise is important for at least three reasons: It makes the other person feel good; the person being praised will like you more; and, people will try harder to please you.

The key, of course, is to never extend fake flattery. Take the time to notice the truly good things people do.

**SALES MANAGER'S TIP OF THE MONTH . . .** "Purchase (or contra) business clothing, e.g. ties, sports jackets, etc., and use as sales incentives. Such activity builds sales! At the same time, it increases personal esteem." Cam Drew, GM, CKAY Duncan

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## News/Writing . . .

I've heard an awful lot of radio and TV news anchors lately who are getting caught up in the use of \$10 words in long sentences when the trusty old nickel ones will do.

Here's an example: "A decision has been reached by the board to start construction of the new production facility the day after the start of the new year." Instead, use "The board has decided to start building the new plant January 2nd."

As a news anchor, remember that short, simple words are more memorable.

That also holds true, by the way, for you people who stand behind lecterns. Trade the likes of "A hallucinatory experience is encompassing my unconscious thought process" to "I have had a dream".

### Quickies . . .

The Eastern MotorSport Press Association, at their annual awards dinner in Philadelphia, voted TSN's *RaceLine* best in the television category. Specifically, coverage of the Molson Export 400 Telecast at Cayuga. *RaceLine* announcer/commentator Erik Tomas (also CKFM Toronto sports director) is excited because the number of races to be covered has been boosted this year to 13 as opposed to the six aired during 1990... Toronto's York University invited me to attend what they billed as a Mass Communication Industry Mixer. I thought there'd be no one there I knew. Wrong! Among familiar faces were CFNY-FM Toronto/Brampton GM **Jamie Crookston**, BBM Member Services Manager **Michael Reed**, Cancom's Director of Affiliate Marketing **Daryl Atherly**, Station Manager **Paul Conroy** of CHRY

Toronto Community Radio, CKVR-TV Barrie Promotions Director **Paul Miller**, Global TV's PR manager **Dave Hamilton**, and KEY 590 Toronto Ops. Mgr. **Don McDonald**.

### Promotions . . .

An aggressive "Easy Listening" format? You betcha! CHAY-FM Barrie broadcast live their *Mash Bash Big Band Dance Party* from the Barrie Army-Navy-Air Force Club one recent Saturday night. Announcer **George Jonescu** and producer **Mike Fockler** prepared special quarter hours featuring the most popular big band dance music.

The dance, coupled with the *Mash Bash Ski Day* at a local resort, combined to raise over \$10,000 for Barrie's Regional Royal Victoria Hospital.

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"What tape?"  
"That tape."  
"DAT tape."  
"Ya, that tape there."  
"DAT tape."  
"Yes, that one."  
"DAT!"  
"What?"  
"DAT!"  
"That?"  
"No, DAT!"  
"DAT?"  
"Yes!"  
"What?"  
"DAT tape!"  
"Yes! That tape! What is it?"  
"DAT tape!"  
"Uh-huh...wanna play some baseball?"  
"NO THANKS!"



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## Atlantic Airwaves

by Sandra Porteous



**M**aritimers are beginning to wonder if global warming has already started with less snow in the region this year, and more rain. As one Saint John announcer said: "Who cares, as long as I don't have to shovel"... At CFNB Fredericton **John Suart** has been promoted to co-producer of the magazine show *90s Now*. John started with the station two years ago as a junior reporter and is well-liked by fellow staff members "even though he is an Upper Canadian through and through"... CJMO-FM Moncton just completed a fantastic \$10,000 paycheque promotion where people filled out a ballot-like application to work for the station. If their name was read over the air they had to call in and, once their identity was confirmed, earned \$25 an hour until they were knocked off. The eventual winner collected \$1,000 in vacation pay...

**S**taff at MITV in Dartmouth think there must be something wrong with the water at the station. News Director **Bruce Graham** says the two female news anchors are pregnant and preparing for maternity leave. **Laura Lee Langley** and **Kelly Eaton** are both expecting; MITV producer **Carol McDade**, a former anchor, is filling in for Laura Lee while staffer **Steve Bone** fills in for Kelly. Laura Lee says she expects to return, but Kelly will be moving to Hamilton with her husband, a doctor. A perma-

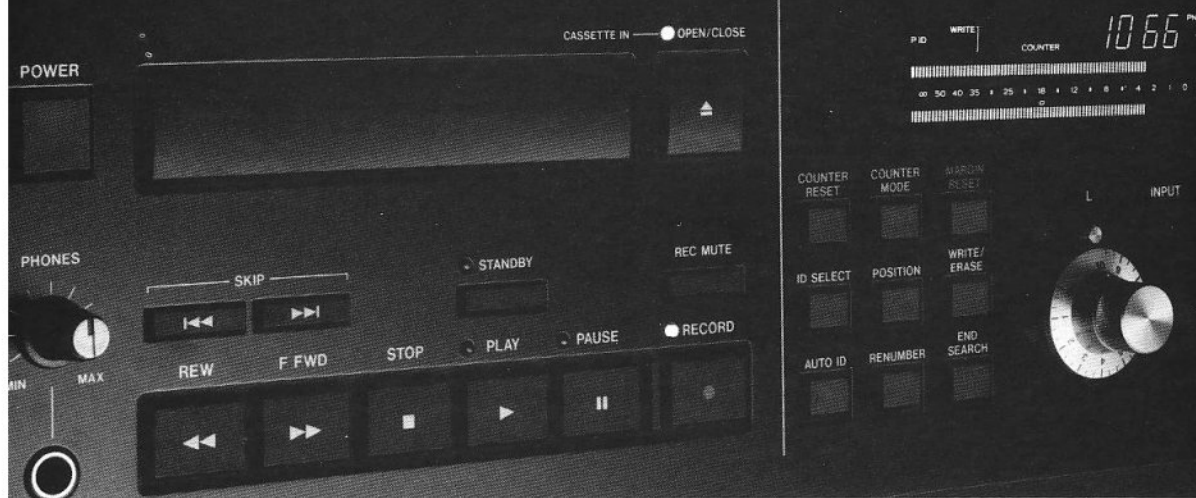
nent replacement for her will be found later...

**S**UN Radio Bedford/Halifax has a new announcer line-up with the introduction of new morning man **Mike Cranston**, who left CHNS Halifax to move to the FM station. Joining Cranston in the morning drive slot is co-host **Erica Munn**, who moved from weekends. They replace **Ian MacPhee**, who has left the station. The station also launched a new week-night show with **Paul Meagher** as host. **Bruce Morrell**, former PD at CFDR Dartmouth, is the new mid-day man and **Steve Armstrong** anchors the afternoon drive home show... CHNS/CHFX-FM GM **Dave Foreman** said Cranston is better suited to the Sun Radio format. **Morrisey Dunn** has taken over Cranston's morning slot at CHNS...

**C**BC Radio has shuffled their *Information Morning* lineup. Changes at the early morning show have **Elizabeth Logan** replacing **Joan Melanson** and joining **Don Connelly** as co-host. Logan will continue to host the performance programs *All the Best* and *String of Pearls*. Melanson is said to be looking forward to a move to doing radio documentaries for *Information Morning*... **Ron Hill**, CBC Radio's *Information Morning* newscaster, will become the daytime voice of CBC Halifax, reading

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updates and news as well as packaging *Arts Billboard*... Gerry Fogarty, CBC Radio sportscaster, is going ahead with retirement plans. Local gossip has it that the provincial Liberals want him... CBC Halifax announced that Brian Sutcliffe, who is the voice of *The Saturday Morning Show* will also host *Prelude*, the regional three-hour Sunday morning show...

**L**and and Sea seems to be the show no one can kill. CBC staff in Halifax and Newfoundland are packaging a show that could replace the 20-year-old regional program that was cut this year. CBC regional director Bill Donovan said the new show isn't a secret and that it may have a national focus. Toronto CBC execs will view the pilot and, if the local uproar over the shows cancellation was heard at CBC HQ, the new program may have a chance... *Land and Sea's* executive producer Susan Mitton has been named new executive producer of CBC Radio Current Affairs in the region. She has been with CBC-TV for the past 18 years, 15 with the *Land and Sea* show. She'll be responsible for all radio current affairs programming, including *Information Morning*, *Maritime Noon* and *Maritime Magazine*...

**D**uring a recent ice storm, the crew at ATV delivered the evening news by candlelight. The power in the Halifax area was out for hours and those who did tune in said they won't forget the sight of anchors delivering the news by the glow of several large candles... Joan Kennedy, host of ATV's *Joan Kennedy Show*, has landed a major Canadian recording contract with MCA. Her album will also be distributed in Europe. Joan hasn't had much time to rest this year and is in the middle of taping for an *ATV Christmas Special* in New Brunswick. Joe Irvine, ATV

VP, says he's proud of Kennedy's success as the show heads into a second season... Maritime viewers responded strongly to a recent segment of *Rescue 911* on ATV which highlighted the dramatic rescue of Cape Breton Island trucker Wayne John Waite after he had lost his brakes. Another trucker risked his life to save Waite after hearing him call for help on his CB radio. ATV did a nice job promoting the local segment of an American show... Children who tuned into CTV's *Romper Room* were surprised to see Richard Zurawski of CTV's science show *Wonder Why?* Richard was visiting the *Romper Room* set and says he was pleased to explain topics as diverse as static electricity and fossils...

**C**CKDH Amherst PD Troy Tait has celebrated his one year anniversary of joining the station from CKCW Moncton. Long-time CKDH staffer Ron Bickle is now assistant PD at the station. CKDH announcer Lee-Anne Morell is getting married in October. She's from Lower Sackville and her fiancée is from Dartmouth... Valentine's Day was made special this year by Shaw Cable with a special that aired on 10 cable systems in six provinces. *Message of Love* was produced by Paige Harrison, who said having the cable show seen coast-to-coast was a real thrill... No one at Salter Street Productions is laughing. The producers of *George's Island* and the CBC series *CODCO* took on the provincial government recently in the Nova Scotia Supreme Court as a result of an earlier decision by Finance Minister Greg Kerr that Salter Street not be allowed to issue stock. No decision on the court case is expected until next year...

*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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## Broadcast Beat

by Phil Stone

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**C**TV prexy **John Cassaday** will be honorary chairman when the National Advertising Benevolent Society has its premier corporate fund-raising gala April 5 at Toronto's Inn on the Park... When the new rock station goes on the air in Belleville, its GM will be **Roy Bonisteel**, former host of the CBC-TV show *Man Alive*... **Leslie Sole**, VP programming & marketing, says CFMT-TV Toronto has first refusal agreements with the premier suppliers of programming from Greece. Already added: the news-oriented one-hour Greek-language show *Anoixta Xaptia* which, according to press relations spokesperson **Nancy Paoella**, means Open Files. New Korean programming is to begin this spring.... **Leo Cochrane**, who played a key role in the growth of Cancom, was appointed president and CEO of The Family Channel... **Geoff Bate**, GM of Seacoast Sound, advised that the company donated more than \$60,000 in airtime to "Imagine", an initiative of the Canadian Centre for Philanthropy... Succeeding **Larry Lamb** as president of the Canadian Association of Broadcast Representatives is **Leigh Kelk** of *Canvideo Television Ltd.*... **Elke Town** was promoted to manager of creative affairs to Telefilm Canada's Ontario region... Now serving as director of local business development for The Television Bureau of Canada is **Andrew A. W. Adams**... **Brad Giffen**, formerly a DJ at CHUM-FM Toronto, is now a reporter with CFTO-TV's *World Beat News*... **Bob Oxley** has returned to CBC Radio News as co-anchor of the *World At Six* and **Russ Germain** has joined *World Report* as co-anchor...

**T**he one time we met **Glen Cole** was when he was working for **Wally Slatter** at CJOY Guelph. He went from there to CKFH Toronto and then to CITY-TV Toronto, where he became chief assignment editor... The passing of **Elwood Glover** reminded us that while we were on the air at the same time each day on opposing stations in the '50s, we never had less than a friendly relationship... **Nick Hollinrake**, who passed away about the same time as Elwood, was announcer for such programs as the CTV National News...

**S**TV sports reporter **Linda Walker** won the 1990 CAAWS (Canadian Association for the Advancement of Women and Sports) for her work in the media category... CBC producer **Nancy Archibald** was honored with the Lillian Gish Award for outstanding achievement in documentaries/news magazine specials at the annual Women in Film festival in Los Angeles... 1988 Olympic synchronized swimming gold medalist **Carolyn Waldo** is at CJOH-TV Ottawa for weekend sports desk coverage... **Barry Greenwald's** documentary *Between Two Worlds*, about Inuit leader **Joseph Idlout**, produced in association with Global TV, won a silver medal at the Festival International du Film Documentaire in Switzerland... **Tommy Hunter** was inducted into the Country Music Hall of Fame's Walkway of Stars in Nashville... **Donna Soble Kaufman**, daughter of the late broadcast pioneer **Ken Soble**, was elected to the board of Southam Inc. A successful lawyer, she had been a chairman and CEO of Selkirk Communications... Correcting an item carried earlier here about **Bill Flamand**, **Garth Forster**, PD at CKDM

Dauphin, said that **Bill** had not been with the station for some time; **Tracey Madigan** moved to CKX Brandon, making way for **Garth** to become PD; and **Blaine Kraushaar** is now the station's news director... **Robin M.S. Glenny** is VP marketing and sales at the Radio Bureau of Canada... **Becky Boucher** joined Toronto's VTR & Eastern Sound, a subsidiary of Standard Broadcasting, as a sales rep... BBC Network Television has adopted the new half-inch composite digital videotape format introduced in Japan by NHK and produced by Panasonic...

**T**here are those who will wager that **Keith Spicer** will decide not to return to the CRTC when his term is up as head of the federal government's "Citizen's Forum on Canada's Future"... **Allan L. Anaka** became president and GM of CHQR Calgary, succeeding **Rod Gunn**, now president/GM of CKNW and CFMI-FM Vancouver... When **Bill Stewart** retires as VP programming at Global in March his successor will be **Doug Hoover**, formerly PD at CKVU-TV Vancouver... **Olga Cwiek**, named CTV's VP of human resources and business affairs, was formerly with CBC as director of business affairs... The CBC has merged its sitcom and dramatic series departments with **Nada Harcourt**, previously in charge of drama, heading the new section. **Paul Chato**, who had headed the sitcom development department, has set up his own independent production company, Gargantuan Productions... Appointments at CHCH-TV Hamilton include **Steve Hoke** and **Richard Marchand** as sales reps... As a public service, CHCH-TV sends its hearing-impaired viewers a newsletter that advises them of closed-captioned programs... **Richard Rohmer's** daughter, CITY-TV Toronto personality **Ann Rohmer**, was married to Global cameraman **Bill Barket**... **John Nelson** wrote to let us know that his CING-FM Burlington program, *Jazz In The Morning*, is now *Jazz In The Evening*, heard Saturdays at 6 p.m... At All-Canada Radio & Television, **James Nelles** was appointed VP cable and corporate development; **Dennis Hurlick**, was named VP non-metro radio; and **Victor Dann** was appointed VP metro radio... Cinram Ltd., this country's largest independent manufacturer of compact discs and pre-recorded audio tape cassettes, acquired the operations of PRC Tape Co. Inc. of Richmond, Ind., giving it a manufacturing foothold in the U.S... **Roland Ladouceur**, the first director of Telefilm's Paris office, left to become a freelance consultant in culture and communications. **Ladouceur**, who spent many years at the National Film Board, promoted Canadian TV and film throughout the world... **Muriel Sherrin**, former vice-chair of Telefilm Canada and a veteran of CBC television drama, became artistic director of Toronto's two principal concert halls, **Roy Thomson Hall** and **Massey Hall**... Complaining about the linguistic standards on Canadian TV broadcasts, **Peter Truman** recalled the interview with a university student who proclaimed that he and his companions had been in "the leading vanguard"... **Dave Charles**, veteran broadcasters and president of Joint Communications, was made a director of The Canadian Academy of Recording Arts and Sciences...

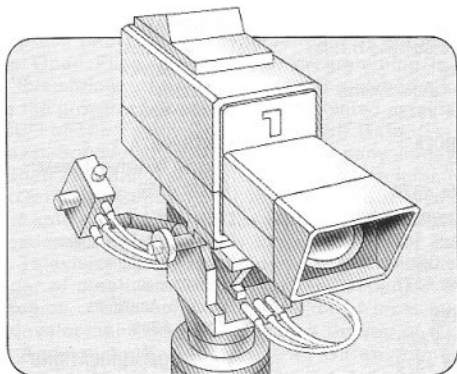
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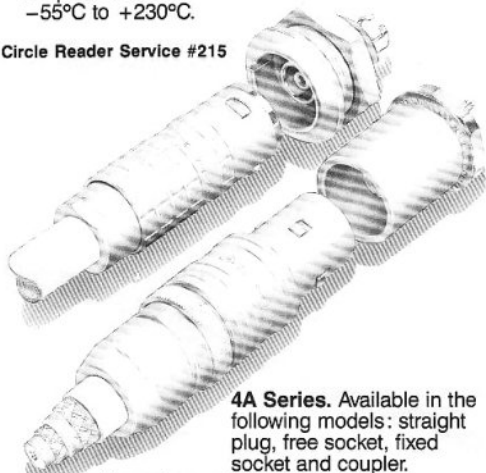
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Percy Saltzman's son, Paul, is co-producer of the CBC series Max Glick... George Anthony, for many years entertainment editor of the *Toronto Sun*, joined CBC-TV as creative head of its newly-merged variety and arts, music and science programming departments... Tele-Metropole hopes to have its French version of *Jeopardy* on the air by next fall... Bernard Ostry, chairman and CEO of TVOntario, and his wife Sylvia donated 300 art nouveau and art deco objects to the Royal Ontario Museum... Joe Schlesinger's new book, *Time Zones*, is on the stands... Chris Cuthberg left CBC Edmonton for the network's sports division and will host CBC's Montreal Expo baseball telecasts next season... Stu Nicol left TSN's *Sports Desk* to join ESPN in the U.S... Suzanne Perry, wife of newsman Keith Morrison and a former news anchor with Global, joined Jean Chretien's staff... Mary Garofalo, who worked at Toronto's CHUM and CITY-TV before heading for New York, is now with the syndicated show *A Current Affair*. Another Torontonian on staff there is Tyler Brule... The CBC mini-series *Love and Hate* won a Chris Award at the Columbus, Ohio International Film and TV Festival... The CAB estimates that Canadian private broadcasters invest more than \$150 million annually in free air time for community announcements and programming...

Jay Nelson, a former CHUM morning man who went from there to CKFM-FM and then to CJEZ-FM Toronto, has left CJEZ and is working as a weekend maitre-d' at a popular restaurant near the station and teaching several days a week at the National Institute of Broadcasting... ABC Marketing, the publishing arm of the Australian Broadcasting Corp., has released four Canadian novels for teenagers based on TV's *Degrassi* series. The *Degrassi Junior High* and *Degrassi High* TV series have a big following in Australia. They are produced by Playing With Time Productions and broadcast by the CBC... CKLZ-FM Kelowna, also known as The Lizard FM, has released its annual showcase of local talent and sent us a copy of the interesting cassette... CTV Sports executive producer Doug Beeforth announced that the web has won Canadian TV rights, and will also serve a host broadcaster for three venues, at the Pan American games later this year in Cuba... A dull hockey game can be a painful thing, just ask CFRB Toronto sportscaster Dave Quinn, who reportedly came out of Maple Leaf Gardens after a particularly dull game and yawned. The yawn was so wide that he dislocated his jaw and had to go to hospital to have the jaw popped back into place.

*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.*

Watch for the

**PHIL STONE REPORT**

in the next issue of

**BROADCAST TECHNOLOGY**

## people

**Canadian Centre for Advanced Film Studies** — Wayne Clarkson appointed executive director.

**Canadian Radio Networks** — Dale Camroux named music manager and Rob Whitehead to affiliate relations.

**CKNW/CFMI-FM Vancouver** — Doug Rutherford appointed VP, assistant general manager. He remains PD for CKNW.

**CFRB/CKFM-FM Toronto** — Paul McCabe appointed sales manager of new in-house national sales division; Lorrie Russell and Lannie Atkins named account executives.

**CHN Radio/TV International** — Frank R. Gardiner appointed sales manager of a new in-house national sales group.

**Health Care Today Ltd.** — Chuck Connors, formerly of CKAN Newmarket, is producing one-hour TV shows for TVOntario in addition to publishing *Canadian Doctor* and *Health Care Today*. His wife, Joyce Connors, a registered nurse, is editor.

**JLL Broadcast Group** — Joanne M. McKenna appointed executive VP.

**OSRAM Canada Ltd.** — John Conrad appointed national sales manager, general lighting products.

**Quantel Inc.** — Paul Hansil appointed senior VP in the U.S.

**Scientific Atlanta** — R. Claude Olier named vice-president, European operations.

**Seltech Broadcasting Systems Ltd.** — Mark Simpson named GM.

continuing as chair of the Copyright Performance Negotiating Committee. He joined then BMI Canada in 1971 and became managing director three years later. During his six-year tenure, BMI Canada became wholly Canadian-owned and was renamed the Performing Rights Organization of Canada Ltd. (PRO-CAN). He retired in 1980.

**Pioneer TV weatherman Ed Russenholt** died in Winnipeg at age 100. Born in Uxbridge, Ont., Russenholt was nearing retirement age with Manitoba Hydro when TV came to Manitoba in 1954; Russenholt joined CBWT and was its first weatherman for eight years.

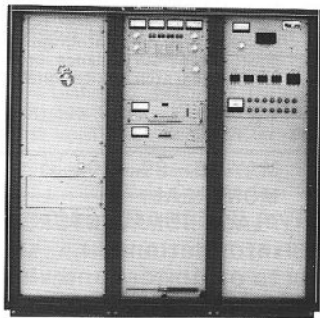
**American broadcast pioneer John Fetzer** died in Honolulu at age 89. Hired in 1923 to start a campus radio station, he bought the station and moved it to Kalamazoo, Mich., where it began broadcasting as WKZO in 1931. Fetzer founded other radio and TV stations in Michigan and Nebraska. In 1956 he led a syndicate that bought the Detroit Tigers baseball club for \$5.5 million. He sold the club for a reported \$53 million in 1983 and sold most of his broadcast holdings in 1985.

## in memoriam

Former Canadian Association of Broadcasters' president **S. Campbell Ritchie** died recently in Toronto at 75 after a long illness. A gifted singer, Ritchie joined CKLW Windsor in 1936 as staff singer, later becoming an announcer. He eventually became operations manager for CKLW and, later, CKLW-TV, becoming president and general manager in 1961. Ritchie served as CAB president in 1967-68 after a number of years on its board,

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