

stations in the news

CAN-PRO HONORS NANCY SMITH, GAIL MORRELL

CFTM-TV Montreal led the way at CAN-PRO, held this year in Trois-Rivières, picking up six program and two promotion awards. The festival also honored CTV's Gail Morrell and Nancy Smith of Global — the two veteran promotion execs became the first women to be added to CAN-PRO's Scroll of Honor, which was created in 1988.

Some of the winners selected from the 429 programs and 226 promotions submitted by private broadcasters:

- CFCN-TV Lethbridge (4 program, 2 promo awards)
- CJCH-TV Halifax (5 program awards)
- CHRO-TV Pembroke (four program, 1 promo award)
- CKSH-TV Sherbrooke (Showcase Award for *Le coeur a la bonne place*)
- MITV Saint John, NB (Showcase Award for *Proud People of our Coast*)
- CITY-TV Toronto (Founders' Award of Excellence for daily newscast *CityPulse at Six*)

Winners among the 40 productions entered in the educational field were Sheridan College (4 awards), Southern Alberta Inst. of Technology (Gold Award and \$5,000 scholarship), Confederation College of Thunder Bay and Conestoga College of Kitchener, Ontario.

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At the International Film & TV Festival in New York, MuchMusic took a Gold Medal for the opening of *Best of Much*; it was produced by Calibre Digital Design, under the direction of MuchMusic's Michael Heydon (supervising producer and creative director) and David Russell (producer). The festival received more than 7,000 entries from 43 nations.

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The 1991 National Educational Film & Video Festival, held in Oakland, CA, presented awards for excellence to TVOntario for three programs produced by TVO's English-language division. They are: *Paroles d'échanges: Le Choix d'un été* (gold in Bilingual Education, Classroom, category 1 produced by Marcia Cunningham); *School Works: Class Picture* (silver in Techniques of Teaching category 1 producer Babs Church); *Ancient Civilizations: Balancing the Budget* (bronze in World Cultures, High School, category 1 producer Gladys Richards). World-wide entries numbered over 1,000.

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The station of the Seventh-Day Adventist Church in Newfoundland, **VOAR St. John's**, is increasing power from 100w on 1230 to 10 kw on 1210 kHz, at a new site. Since January/85, when its tower was destroyed in an ice storm, VOAR has shared the site of good neighbor **VOCM**.

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The Medium is the Message: **Radio Communautaire Kap Nord** wants to create interest in the establishment of a French-language community station in Kapuskasing, in northeastern Ontario. To demonstrate the idea, it has asked approval to go on the air June 7-10 on 91.5 MHz with a power of 33 watts.

CRTC TURNS DOWN CFTO-TV RELAY AT ORILLIA:

An application by CFTO-TV Toronto for a rebroadcaster at Orillia (207.7 kw ERP on channel 21) has been denied. CFTO had argued that Orillia, 55 miles to the north, shares "a community of interest" with Toronto, and that a rebroadcaster would serve the many Metro people who vacation in the area. The bid brought strong opposition from CKCO-TV Kitchener, which has a rebroadcaster further north at Huntsville, and CKVR-TV Barrie, which is just 20 miles southwest of Orillia.

CRTC APPROVALS:

- A change of frequency for **CKKC Nelson, BC**, from 1390 to 880 kHz; nighttime power will be reduced from 1000 to 700 watts at the new site.
- Radio Plus BMD Inc., for purchase of **CJAN Asbestos, QC**, from Radio Victoriaville, for \$60,000. Local news will increase from 15 to 22 bulletins per week, local programming from 25 to 35 hours per week, with most of the programming coming from Réseau des Appalaches.
- Radio Ottawa Inc. (University of Ottawa), given a second extension of its time limit (to June 1) to get **CHUO-FM** on the air. Delays were due to complications in negotiations to share the Camp Fortune transmitter site.
- Power increases for La Coopérative des Montagnes' **CFAI-FM Edmundston, NB**, from 600 to 1000w; CFAI-1 Grand Sault from 2900 to 3000w; CFAI-2 Kedgwick/St-Quentin from 1215 to 3000w.
- Two new community English-language FMs in Québec will share production of 50 hours programming a week — at Harrington Harbour (180w on 97.7) and La Tabatière/Mutton Bay (70w on 98.5 MHz).
- BNI Broadcast Network Inc., for *The Pat Burns Hotline*, 6:05-9:00pm (Pacific time) M-F, broadcast via satellite.

APPLICATIONS TO THE CRTC:

- **CJYC-FM Saint John, NB**, for a power increase from 50 to 100 kw, with a change of site to Mount Champlain.
- **CJEM Edmundston, NB**, for rebroadcasters on FM at Clair (15.9w on 95.1 MHz) and St-Léonard (13.4w on 104.3 MHz).
- **Société Radio Chaleur Inc.**, for a community FM at Petit-Rocher, NB, 12,900 watts on 89.7 MHz; subject to confirmation that the New Brunswick government will commit \$137,000 to the project.
- **CBC**, on behalf of Environment Canada, for an AM station (1260 kHz, 30w) at Ucluelet, BC, to provide information for visitors to Pacific Rim National Park.
- **Shamrock TV**, for a rebroadcaster of CIPA-TV Prince Albert at Big River, SK (ch.7, 51w).
- In the North-West Territories, L'Association Franco-Culturelle de Yellowknife has applied for a TV station (ch.13, 385w) and FM (97.3, 163w ERP) to rebroadcast programming from Société Radio-Canada (CBC), received via satellite. ✓ **BT**

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1991 MUSIC INDUSTRY AWARDS

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Here are the broadcast winners in the *Records'* Music Industry Awards for 1991:

Category	Station of the Year	Music Director of Year	Program Director	Top Air Talent of Year
Pop Adult	CKFM-FM Toronto	Wayne Webster, CKFM	Jeff Vidler, CJFM Montreal	Roger Ashby CHUM-FM
CHR	CKLG Vancouver	James Stuart, CHED and Pat Cardinal, CKLG	Don Stevens, CFTR	Tarzan Dan, CFTR
CAR	CFOX Vancouver	Paul Morris, CHTZ-FM	J.J. Johnston, CFOX	John Derringer/Steve Warden, CILQ-FM Toronto
Country	CHAM Hamilton	Harold Kendall, CKWX	Ted Daigle, CKBY-FM and Bob Mills, CKGY Red Deer	Cliff Dumas, CHAM

(Station locations: CFTR and CHUM-FM Toronto; CHED Edmonton; CHTZ St. Catharines; CFOX and CKWX Vancouver; CKBY-FM Ottawa.)



Local Presence Key To Radio Survival

I realise I'm talking from an ivory tower at a time when people are worried about survival.

Dennis Gerein, GM of CJAT Trail, was blunt about priorities when I bumped into him at Vancouver airport recently. After a cross-Canada tour, so was Tom Peacock, now Executive VP of Rogers looking after All-Canada Radio and Television, Pacific Region.

For most stations, survival is it.

At the same time, broadcasting's holy grail in this era of fragmentation remains how to get people to watch and listen to your station.

In news, as in many things, I believe the smaller the community the less you want to sound like the voice of doom and the more like real people — while being professional enough to counter slick super stations from the nearest major city or piped in on cable.

The more close-knit the community, the less you want to be like a justice system that looks chiefly for convictions. It's a balancing act. You're not looking to trap the king, but you have to point out when he's bare-naked. You almost have to be better than the big stations, which can afford just to be slick and play music.

You want real names and real voices on your shows.

You want the heroes of the major leagues, but you also want little Johnny Pitcher up the road. Even if I'm not a great sports fan, I'll listen when you name my kids, and so will friends and relatives.

Again, you have to be better than the big guys. You have to make it sound good, not corny. Humor and good nature helps.

Some demographics will always go for slickness.

None of this is news.

Nor is it news that everywhere, but especially in middle and small markets, local presence is important to survival and is becoming more so.

At the same time, the actions of a Middle Eastern dictator affect us locally. What Ottawa does to interest rates because of an overheated southern Ontario economy affects the price of our houses and whether our kids can get a bicycle and even whether we have jobs tomorrow.

"Basically, it comes down to knowing your community."

These things become more important the more we slip into recession and world crises.

How do you put it all together?

Greg Phelps says: "Basically, it comes down to knowing your community." Greg is news co-ordinator and director of community relations at CFCP Courtenay, CFWB Campbell River, CHQB Powell River and CFNI Port Hardy, B.C.

Here's Lois Holcomb, ND at CKBI/CFFM-FM Prince Albert: "We concentrate on local news without ignoring what is happening nationally and internationally. Maybe things are not as bad in P.A. as in southern Ontario.

"We try hard to ensure every story we cover — it may be a provincial or national story — that we look at them with an open mind and realise they may not be true to our community. So we'll still take them into consideration in terms of looking at what's happening in other parts of the country. But we'll follow that up by doing some research and generally we'll be able to pass on some pretty positive news to our listeners.

"There isn't always something good, but if there is something good to tell them we do that.

"I think a lot of it is having pride in the community and having to work well with the community. And, when you provide information, wanting it to be as accurate as it can be so that you present information that pertains to your listeners and the lives they're living. Sometimes we'll do some research that supports the national story, but a lot of the time it may be different here."

Talking about local content and local heroes, STV Saskatoon is running a series on people who followed their dreams after age 45. It's aptly called *The Time of Your Life...* Since I quoted Greg Phelps, you'll have gathered he's back in broadcasting. April 10 was the anniversary of the death of his father-in-law, the late **Billy Browne**. In memory, Greg hosted a show including Billy's favorite music and comedy spots... Vancouver dance station Energy 95.3 should have signed on by the time you read this. As I write, they're fighting with CKLG Vancouver over the name Energy. Energy 95.3 is totally computerized and totally digital. **Brad Phillips**, formerly of LG, is PD. Lots of people are watching Vancouver's ratings closely... Over at Vancouver's Classic Rock CHRX, President **George Madden** sent word that **Bob Morris**, who helped launch CHRX two years ago, has left. **John Beaudoin**, who is PD for JR Country, will also act as PD of CHRX. John was PD of CFOX, so he knows all about rock.

Chuck McCoy is now GM of CKWX/CKKS-FM Vancouver. I mentioned **Tom Peacock's** move and a tour that came just before the move. He saw a lot of people talking about little but broadcasting's economic crunch. He sees a need to move back to basics, to active rather than reactive selling, to partnerships, value-added selling, sales promotions and hands-on relationships... **Dave Calder**, formerly of what was CKXY Vancouver, is now president of Calder Communications Incorporated, specializing in looking after smaller and middle-market stations, doing sales and marketing consulting and stra-

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Circle Reader Service #260

tegit planning. He looks for new sales opportunities for radio and TV, at co-op marketing and other things. If a campaign is successful in one market, he'll help develop it for others.

If you were at *Radiovision*, you caught some of the excitement that I only heard about over the rebirth of RBC as the Radio Marketing Bureau.

Linda Saint, director of communications, gets credit for organizing *Radiovision* and promises it will get bigger every year, promoting radio to advertisers and agencies.

Ginny Towson is VP sales and service. She says there will be two phases of sales in the bureau. Robin Glenn, VP of marketing and sales, will promote radio to national advertising agencies and large key accounts. Ginny will visit radio stations across Canada, ensure metro and non-metro stations are serviced equally, and help them to become more productive. "We want everyone in radio to be selling radio first. We want to increase radio's presence and we want to make it industry-wide co-operation."

The Radio Marketing Bureau is setting up marketing councils across the country. Ginny is touring stations and attending broadcast conventions right now to discuss how best to promote radio in each particular market, and to get key advertisers to use radio.

The Western Information Network, better known as WIN, has appointed Trevor Pancoust network news director. He's been supervising editor since he joined WIN in 1988. John Ashbridge continues as operations co-ordinator... I ran into Roger Millions rushing around northwestern B.C. He's ND of Skeena Broadcasting stations CFTK/CFTK-TV/CJFW-FM Terrace and of CKTK Kitimat and CHTK Prince Rupert... At CKNL Fort St. John, PD Russ Beerling left to work for the *Alaska Highway News*. Karen McLay, production manager, and Troy Larsen, promotions manager, were acting in his place... Murray David Collins has succeeded Ross Hawse as PD and MD at CKQR Castlegar. Ross went to CILK-FM Kelowna. CKQR also has a new ND in Neil Andrews and sports director in Mark Gregory, who also announces weekend mornings and does some night shifts. A busy man!

Eric Rothschild, my old competitor, is VP and GM of country 59 Toronto, the old CKEY. He was head of Newsradio until it was sold in 1987, then shut down. Newsradio was brought down by the universal economic pressure on news agencies and the size of the Canadian market. Loyalists of the old Newsradio still tell me Eric always listened and followed through.

I've talked to Troy Reeb, ND of CJCD Yellowknife, but haven't met him. Now I know what he looks like. One side of his face is blue and is about twice the size of the other. I know that because I saw a picture of him on the front page of *The Yellowknifer* after he fell into an ice ledge and knocked himself cold. Excuse the pun.

Wayne Ross is back as ND of CFSL Weyburn. It's his second time in that job and third time he's worked at CFSL. Weyburn, in case you didn't know, is billed as the hospitality capital of Saskatchewan... From Ray Telford, GM at CJOI Wetaskiwin, comes word that Brian Treadwell has moved from CJXX Grande Prairie to join CJOI's

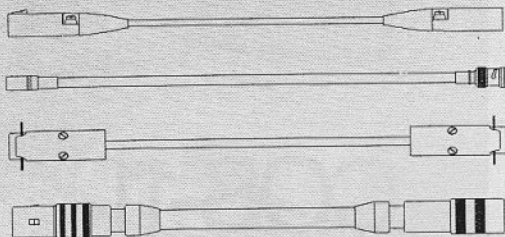
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morning show and sales team. **Barry Besse** is now music director replacing **Brad Mitchell**, who moved to CJLB Thunder Bay. **Keith Doyle** has moved into the newsroom. And CJOI signed a deal to broadcast 28 Edmonton Trappers games this season on its related stations that make up the North Central Alberta Radio Network... **Jane O'Connel** is now office manager at Drew Marketing. She's from Duncan and worked there at CKAY and in the newsroom at CFRN Edmonton. She's looking for part-time news work in Vancouver to stop her presentation from rusting... **Roger Currie** returns from the CBC to CJOB Winnipeg July 1 as anchor on a news- and information-based morning show. He'll be working closely with **Mike McCourt's** newsroom. **Red Alix** retires June 28 with much fanfare after 27 years straight as morning man. Actually, Red first joined CJOB in 1955, but left for the years 1960 to 64. Any former staffers wanting to send greetings, mail them care of CJOB.

PROMOTION IDEAS: I know it's way past Valentines Day, but I thought a touch by SILK-FM Kelowna worth mentioning. Community reporter **Jeremy Heighton** dressed in tux and tails and visited more than 400 patients at Kelowna General Hospital, handing out SILK balloons to patients and staff. PD **Donalyn Hodge** says the gesture brought smiles to a sometimes forgotten group... C-FAX 1070 Victoria celebrated the arrival of spring by handing out 107,000 daffodils all over downtown Victoria.

I should know much better than to fall into the trap of

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first-ever claims. CHWK Chilliwack wasn't the first station west of Hamilton to broadcast live from DisneyWorld. **Peter Grant**, billing himself as semi-retired, reminded me forcefully that CJKR-FM Winnipeg, then CKIS-FM, broadcast live from DisneyWorld for three days in June 1990, and it wasn't the first Western station to do so. Actually, when I repeated the claim, I meant the first station west of Merritt and east of Abbotsford.

Who says personality radio is dead?

In some places, the personalities are not all on one side of the microphone. Take *Tractor Line* on CKSW Swift Current. **Art Wallman** hosts the country show from 1 to 5:30 p.m., an over-the-back-fence type program. Now and then he'll say: "This is the tractor line. Talk to me." A woman called Ethol calls regularly. One time the conversation went like this:

"What are you doing Ethol?"

"I'm in the back yard enjoying myself, just sunning."

"What are you wearing?"

"Just CKSW."

"Get thee behind me Satan."

There's more, but it's censored and you'll have to imagine it.

Incidentally, Art was named on-air personality of the year at the Saskatchewan Country Music Awards in Regina at the end of April. PD of the year was **Dwain Anderson** of CJWW Saskatoon.

A note from **Dave (Muzik) Morgan**, evening announcer on CKOM Saskatoon, after a visit to KIIIS-FM Los Angeles. Dave was impressed. Every jock at KIIIS has a personal studio. The famous **Rick Dees** has a couple, for the morning show and the *Dees Weekly Top 40 Countdown*. (There's a subtle hint here for **Pam Carley**, manager of 65 CKOM and C95.) And what a view, says Dave, from an 11th floor in the heart of L.A.

Hilary Montbourquette, now PD of Q-93 St. John's, sends greetings from The Rock. One of the things he's been involved in is a walk across Canada by blind **Ken McCole** to raise funds for the Canadian Diabetes Association. NewCap Broadcasting is taking a special interest in Ken's walk, which should end in Victoria Dec. 9.

Did you read that Australia's Labor Party government is trying to ban political advertising on radio and television?

I couldn't work out how a government could rationalize such a move even in this crazy late 20th Century with its lack of common sense. Then I realised it has nothing to do with preventing bribery and corruption as stated. It's because it's too easy to tape and play commercials backwards and politicians don't want to be seen as more backward than they already are.

They're still allowing print ads in Australia. As soon as they remember what paper can be used for, look for a ban on these, too.

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.

must unite together, market by market, and take their destiny into their own hands.

"The objective is challenging but realistic. It is to increase by ONE PER CENT radio's share of market which represents ONE HUNDRED MILLION DOLLARS in incremental sales by the end of 1994. This is only one per cent of print's revenue per year for the next three years.

"In order to devise strategies that will work, over 200 people have participated in the process of putting this plan together. This included working groups of radio broadcasting CEOs, sales executives, task force teams and importantly, advertisers and agencies.

"In all cases, the discussions were based on one solid marketing principle -- what does the marketplace want and need, and how can we deliver against it.

"The fundamental issues it addresses are perceptions about its effectiveness and value, low profile and image by advertiser decision-makers, lack of research on how and why it works, and most importantly, the industry's need to work together.

"The strategies developed address all those issues. Such a comprehensive Strategic Plan has never been done before in the history of Canadian radio. It is judged, therefore, that this is the start of something positively significant for the benefit of everyone in radio during the 1990s. Now, having a plan that everyone can get behind and commit to over the next three years will undoubtedly allow us to deliver substantial profits to stations' bottom lines.

"Executive Summary: Many people will ask, 'What's new?' There are at least a dozen significantly new thrusts for the radio industry:

- " 1. A three-year strategic plan that points us all in the same direction for the next three years.
- " 2. An emphasis on industry co-operation against other media to build market share.
- " 3. A clear focus on the number one enemy -- print.
- " 4. The forming of City Marketing Councils across Canada that ultimately will be self-sufficient and effective.
- " 5. Bureau resources addressing both national sales and local sales development.
- " 6. More aggressive Bureau sales efforts that takes clients to the 'sign off' level.
- " 7. The development of sales university 'accreditation' programs.
- " 8. The development of a comprehensive 'research strategy' for radio.
- " 9. A regular communication vehicle to advertisers and agencies.
- "10. A higher emphasis on ideas from the Bureau (creative, promotional and success stories), in addition to more extensive co-op sourcing.
- "11. A commitment to help ensure radio is seen as cost effective and easier to buy.
- "12. CRTC awareness of our need to build revenues in order to have a financially healthy industry."

Writing in the Toronto Sun, columnist Gary Dunford asks: "Why does it take CBC executives three days to make grape Kool Aid? It takes'em forever," he says, "to get six glasses of water into that teeny, tiny envelope."

Attention Central Canada Broadcasters: The

CCBA annual convention is coming up June 23-25 in Toronto. There'll be plenty to hear, see and do. And, even if you aren't a member, get in touch with the CAB's Gerry Acton or Eva Gauthier (613 233-4035) for information on attendance.

People . . .

Pat Hurley, ex-GSM at CJCL Toronto, has moved over to that same position at CKOC Hamilton... New GM at CJEZ-FM Toronto is J. Robert Wood, famed for his days as PD at CHUM Toronto and, more recently, for his attempts at winning a 'Dance Music' FM licence for Toronto... CFRB Toronto GM George Ferguson left that job at the end of May. Still no idea what George is up to, but it might involve bidding on a station for himself... Long-time CFBC Saint John GM and, for the past couple of years VP of Fundy II Broadcasting, Ralph MacLenaghan has taken early retirement. Dennis O'Neil, most recently CFBC GM, is now development manager for Fundy II... Annapolis Valley Radio, to make Friday afternoons more interesting, staff created the 'Lucky Bucks Sweepstakes.' On Friday mornings, a container is put on the front desk and anyone who wants to can write his name or initials on a \$2 bill and put it in. At about 3 or 4 o'clock, someone draws a bill and the winner gets the pot.... Vancouver-based Drew Marketing honcho Dick Drew, following the success of his highly acclaimed syndicated program, *The Canadian Achievers*, has put the highlights into book form. Watch for 151 stories of Canadian achievers, 72 inspiring quotations and 27 thought-provoking editorials... Funny thing about the perceptions listeners have of what announcers look like. As you know, they often build complete mental pictures based on the voice alone. STAR-FM Abbotsford announcer Bert Gordon got a letter from a listener he'd recently met. The listener's advice? "*Cut out the cheeseburgers, onions and fries*"... CFTR morningman Tom Rivers started his broadcast career in his home town of Newberry, Michigan, not far from Sault Ste. Marie. One night his arm accidentally brushed the turntable arm, sending the needle screeching across the record. To short circuit his mistake, he immediately turned up his mic pot, went on-air, and asked, "*Okay--which one of you listeners bumped into your radio and made my record skip?*" Several people phoned to apologize.

The Beth Shalom Brotherhood has honored Johnny Lombardi, president and CEO of CHIN/CHIN-FM Toronto, for his "continued contribution to the fostering of a better understanding between persons of all races, creeds and color... a rich mosaic making up the fabric of Canada's multicultural society."

"You're listening to All Philosophy ... on CYMI radio!"

News . . .

The national Radio-Television News Directors Association (RTNDA) annual convention goes this month - June 13 through 15 - at Montreal's Le Chateau Champlain. BT Editor Barry Hamelin and his wife, Rollande, are heading down. The RTNDA will be recognizing Barry for his years of service. For those who haven't seen Barry in a while, ask him to do his 'rhyming Simon' trick. Some of us have taken to calling him *M.C. Hamelin*... Thanks to CFTR Toronto ND Larry Silver for the opportunity to be a judge in this year's Central Canada Radio-Television News Directors Association competitions.

Atlantic Airwaves by Sandra Porteous



No shortages of changes in the Atlantic region this spring...

Dick Prat's promotion at ATV to program manager means Harris Sullivan has been moved to the post of news director, Prat's former position. Sullivan has been based in Halifax for the past 30 years, and staff are pleased to see him get the nod... ATV's Studio One is busy these days as Joan Kennedy, her band and crew work on the second season taping of the *Joan Kennedy Show*. The new season takes off on ATV in September. The show had sizable ratings for its first season and Joan had a new hit album release, a European tour and an MCA recording contract...

It was good news for CBC's *First Edition* newscast in the latest Halifax ratings. Its numbers went up, ATV's *Evening News* stayed the same and the MITV *6 O'Clock News* dropped. BBM figures showed ATV at the top of the heap; *First Edition* up to 32,200 from last spring's 18,300. The sad news is that over at MITV things have gone from bad to worse. MITV's average adult audience dropped from 4,000 to 2,200. MITV management has denied a rumor that the Irving-owned MITV is up for sale...

It was musical anchor seats in Halifax, as several familiar faces popped up in unexpected places. Lois Warren, a former CBC *NewsWorld* anchor and recent weekend CBC news anchor, moved over to MITV. She joins Bruce Graham as anchor of the *6 O'Clock News Hour*, replacing Laura Lee Langley who is on maternity leave... Susan Dunn, former ATV reporter, will take over Warren's CBC position as weekend anchor. Dunn and husband Ron Kronstein, ASN's *Atlantic Pulse* anchor, will have some interesting stories to swap over the dinner table...

At Maritime Broadcasting's CHNS/CHFX-FM Halifax, sales reps Ruth Findlay and Dan Cormier have made career changes. Ruth left to form Findlay & Stevens Ad Agency in Halifax and Dan has moved to CFNB Fredericton as GSM... John Keough from CFRB Toronto has arrived in Halifax to take over as PD at CHNS, allowing Morrissey Dunn the time he needs for the early morning show with funny man "General" John Cabot Trail...

Mike Cranston has joined Erica Munn on the morning show at Sun Radio. Mike's daughter, Marla, who

works for *The Daily News*, says her dad loves his new job and is a lot of fun to be around, especially since he got the new post...

The sale of the AVR Radio network is off, according to Neil MacMullen, president of Annapolis Valley Radio Ltd. MacMullen will continue to operate AVR's four AM and one FM, which he purchased in 1979. A CRTC hearing into the proposed sale to Fundy II, the investment arm of Fundy Cable, had been scheduled for Moncton in late May...

There have been some changes at CHTN Charlottetown. PD Paul Magee has moved on to CJYQ/CKIX-FM St. John's in the same capacity. He has been succeeded as CHTN PD by afternoon drive announcer Barry Rogers. Bill McIntyre is the station's new mid-day announcer and the voice from K-100 Saint John, N.B., is already gaining fans. "Captain" Kirk McKinnon has become the new music director while continuing with the evening show. The station picked up some national attention recently with a National Potato Day promotion that included contests and on-air potato trivia...

Hilary Montbourquette is back in the swing of things as PD in St. John's with Q93 and its classic gold format. He reports that Joanne Dawson has left the station's newsroom and is looking for a new home in Halifax with her husband, an Air Nova pilot... KIX-FM PD Paul Magee is busy unpacking after purchasing a new home. As one staffer quipped: "He's single now, but when word gets around he has a home plus his own teeth and hair, he may not be single for long..." Over at OZ-FM happy listeners have picked up prizes in some innovative contests. During the past couple of years, the OZ-FM *Dawn Patrol* has been pitting contestants from all over Newfoundland in trivia tests. This year the winner took home a camcorder. Staff are busy thinking up new contests to hook listeners as well as the trivia championships did...

It sounds like things have been busy at Radio One Limited in Fredericton, which owns and operates CIHI and FM 93 KHJ. CIHI morning man Norm Fraser is still producing plays; his latest, *The Affections of May*, is doing well on stage. KHJ has a new, but familiar, face behind the controls in the morning. Stan (The Man) Johnson joined the station in January; he's well known as host of CBC's *Switchback* and MITV's *Something Else*. Former KHJ morning personality Andy Wilson moved from programming into news and sports at the two stations and was the voice of the AHL Fredericton Canadiens...

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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Circle Reader Service #162

broadcast journalism

CKVL DROPS NEWS OPERATIONS

Radio Station CKVL Verdun has scrapped its entire news operation and laid off 25 journalists.

The AM station, part of the Communications Mont-Royal Group, rates 10th in popularity in Quebec.

"News is no longer the bread and butter it was in the 1980s," explained program director Jean Denoncourt.

News on the station will be delivered by Nouvelles Tele-Radio, the French-language broadcast arm of Broadcast News Ltd.

MICHENER AWARD HONOREES

BCTV and CKNW Vancouver were among those honored in the 1990 Michener Awards for meritorious public service in journalism.

BCTV received an honorable mention for a three-part series on the Greater Vancouver Regional District's first recycling plan, which led to rejection of a proposed \$28 million contract with a Chicago firm.

CKNW was one of three media organizations presented with Citations Of Merit for a public affairs program series which shed critical light on inequities in child care rules and regulations. Broadcast of the series led to provincial investigation of five specific cases and preparation of a report on accountability in general. It marked the second consecutive year CKNW was a finalist in the honors.

A total of 54 entries, including 11 from TV stations and seven from radio stations, were received.

GZOWSKI TO NEWS HALL OF FAME

CBC Radio host Peter Gzowski was among the three latest inductees to the Canadian News Hall of Fame.

The 58-year-old Gzowski, host of CBC's *Morningside*, got his journalism start at the University of Toronto's *Varsity* newspaper. He has been managing editor at *Maclean's* magazine.

He was inducted into the News Hall-of-Fame along with retired Montreal newspaper columnist Austin (Dink) Carroll, 92, and William Lyon Mackenzie, an editor and rebel leader in pre-Confederation Canada.

CRISPO WANTS CHECK ON CBC NEWS

There should be a better way to monitor the CBC's news coverage, such as the press councils that hear complaints about newspapers, according to a new member of the CBC board.

"I want to see a mechanism

whereby people can say a story wasn't balanced, and there will be a way of looking into that," John Crispo said.

Crispo, a University of Toronto economics professor, said he is seeking "balance, fairness and efficiency" from the CBC. I'm not an idealogue. I don't believe the CBC is a sacred shrine and I don't believe it's something that should be dismantled."

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Broadcast Beat

by Phil Stone

WHILE WE WERE AWAY: During our annual winter vacation in the Palm Springs, California, area this "rolling Stone" gathered some notes which we trust are newsworthy... Home to many entertainers, including Bob Hope, Frank Sinatra, Dinah Shore, Phil Harris, Red Skelton and Lawrence Welk, the Palm Springs community is one very devoted to show-business, golf and charity. While there our interviews of senior broadcast personalities have included Pat Weaver (May/90), Del Sharbutt (June/90), Alex Dreier (July/90), Marlo Lewis (May/91) and Dennis James (to appear in a future issue of *BT*). As always, we visited with the man who has become a good friend — genial **Glen Barnett**, proprietor of two of the desert's most popular radio stations, KWCY AM and FM. Each year Glen, with his wife Opal, and this writer and his wife Mildred, have a traditional luncheon at the luxurious Palm Valley Country Club. There Glen tells us of people he suggests as interviews for *The Phil Stone Report*... **Dennis James**, who loves golf, told us that after Glen called him he was playing in a tournament in San Diego, where he received a message to call Phil Stone. He figured that was us, but it turned out to be a sportscaster of the same name in San Diego... By the way, **Valerie Jean (V.J.) Hume** (profiled in June/89), sister of Telemedia VP **Gord Hume**, continues to be a featured interviewer on KWCY... Glen is a faithful reader of *BT* and a fan of Canadian broadcasting. He carries reports from Canada on KWCY and often visits B.C. It's a friendship we hope to keep alive for years to come.

Note to Stu Brandy: Thanks for the call, which came while we were in California. Glad you liked the *BT* article... A.C. Neilsen signed up YTV, the youth channel, to provide it with a full plate of measurement services... **Norm Perry**, remembered for his long service with *Canada A.M.*, returned to TV to host, with **Trish Wood**, TVOntario's 26-episode series *Work-Week*... Friends told us of this sign in fractured English in a Scandinavian cocktail lounge: "Ladies are requested not to have children in the bar"... **Kay Lehman**, one of the fine advertising personalities we have met over the years, is now national account manager for Stimulus Publishing Co... **Laura Buchanan**, a CBC veteran, is now with Ted Regan Productions as a producer... The ID package for a new Kyoto, Japan radio station was produced by Seacoast Sound, the busy Victoria producers of commercial audio... Patterson-Partington Productions and Skyteach Satellite Services moved to Suite 200, 206 Laird Drive, Toronto, M4G 3W4... During our absence a note came from CHWO Oakville to let us know that **Jimmy Tapp** carried out a fine piece of assistance for a needy family...

Garry Toth, long associated with Alberta's film and TV industry, became GM of the Alberta Motion Picture Development Corp... Congratulations to CJOH-TV Ottawa, which celebrated its 30th anniversary. Its history is rich with the memory of founder **Ernie Bushnell**... Everybody starts somewhere: **Walter Cronkite** left college after two years to become a radio sportscaster... **Ruth Powell** joined BCTV as retail sales account executive... According to *Marketing*, in 1984 women represented 31% of TV newscasters; in 1989, it had increased to

39%... The Portuguese Government plans to end its 26-year monopoly on television, allowing two private channels to operate alongside the two existing official channels, beginning in 1992... Anyone remember **George Fennerman**, Groucho Marx' announcer on *You Bet Your Life*? We caught an older version of the fine voice doing a TV commercial in California... **John Plul** is now VP and assistant GM at CKNW/CFMI-FM New Westminster and **John Iacobucci** a VP... Would like **Larry McIntyre**, co-ordinator of Broadcasting/Radio Television at Conestoga College, to know we missed the 17th annual awards night because we were out of the country... Now airing on CFMT-TV Toronto is a musical showcase featuring popular Italian music of the 1960s; *Una Rotonda Sul Mare*... Armadale Communications was paid \$10.5 million by Western World Communications for CKCK and CKIT-FM in Regina and for CKRC and CHZZ-FM in Winnipeg...

One of the first broadcast stars we ever interviewed was **Alan Young**, whom we profiled for the then *Montreal Standard*. From being a CBC radio comic, he went on to become **Eddie Cantor's** summer replacement and then to Hollywood where in 1961 he became famed for the *Mr. Ed* series. He is now 71 and doing voice for cartoons... This month sees the 26th CBC Young Performers National Competition... According to a *Globe and Mail* article, the toughest radio market in Canada is Windsor where, the newspaper says, listeners can tune in some 150 stations at high noon... A big hand for **Chris Webb** of U.T.V. who won a prestigious Ohio State Award for his documentary, *Asia Pacific: of Pilgrims and Profiteers*... Ad agencies generally have to be reminded that the over-50 segment in Canada makes up 25% of the population and owns 80% of the personal wealth in this country... Beginning in August, Global will simulcast *General Hospital*, strengthening its afternoon programming... **Mark Simpson** became GM of Seltech Broadcasting, which supplies network programs and services to radio stations in Canada... **Merv Russell** was appointed president of Maritime Broadcasting System...

Andy Rooney, the curmudgeon of *60 Minutes*, also has a nationally syndicated newspaper column... **Pat Holiday** was appointed PD of CKFM Toronto. He had been in radio in Cincinnati and Detroit before joining CKLW Windsor as VP programming... **Monty Hall** continues to do a lot of charity work — this spring in Palm Springs he hosted a charity auction which billed him as "Master of Ceremonious Bidding"... CBS Records changed its name to Sony Music Entertainment; in Quebec it's Sony Musique... It was sad to learn that **Michael Landon** has inoperable cancer. We had the pleasure of spending some time with this charming man when we were both on a Variety Club Telethon out of WKBW-TV Buffalo... **Cory Dressler** left CKRM Regina to join CFQC-TV Saskatoon as a sports writer. **Gary Morton**, a photographer, moved to CFQC-TV from CKBI-TV Prince Albert... Fashion designer **Kitty Reaves** is back on CBC-TV in the largely overhauled series *Material World*... **Neil Edwards** was appointed GM of CJCA Edmonton... **Janice Lee** left CIFZ Winnipeg to become

news director CFOR Orillia... After maternity leave, **Claire Nantes** is back at her post as assignment editor with CBC-TV news in Charlottetown... **Bob Hreljac** became account executive with Harris Media Systems, Toronto... A two-year contract has been signed by Telemédia Communications and Europe 2 to co-operate on several cultural and promotion exchanges... **Daniel Sherrett** was appointed head of corporate sponsorships at CBC English Television... **Jim Shepherd** is now TSN's director of client services, a new position... At CJOH-TV Ottawa **John Beveridge** became VP programming... Rogers Community 4-Richmond won the annual B.C. Award for Excellence in Community Programming... **Alan McFee** received a special Genie for his contribution to broadcasting. The award is named for the late John Drainie... **Bill Hanson** is now GM at CKY-TV Winnipeg... **Craig Fox** moved from Kitchener radio to join CKOC Hamilton... Telemédia Broadcast Sales is exclusive sales rep for Montreal Expos games on CBC-TV... The Irish Rovers celebrated their 25th anniversary as a group with a special on CHCH-TV Hamilton...

A *Toronto Star* poll sports survey named Tom Cheek 'favorite broadcaster' — he was mentioned on 91% of the ballots... *Wheel Of Fortune* spins well for Pat Sajak — he bought a \$1.28 million riverfront home in Maryland... Baton Broadcast Services appointed Jim Snider manager, research services.. **Ron Wood**, former radio and TV reporter, is now director of communications for Preston Manning, head of the Reform Party... *Crime-Stoppers* is now multi-lingual thanks to CFMT-TV Toronto, which runs the public service feature in Chinese, Italian and Portuguese... The Vancouver office of United Broadcast Sales is now being run by VP/GM **Mel Sprackman**... This is how time flies: CCTA's annual convention and Cablexpo in Ottawa this June is the 34th... Two Canadians have won top broadcasting awards co-sponsored by the U.S. Trotting Association and the U.S. Harness Writers Assoc. **Brad Diamond** won in the TV division and **Tony Doucette** in radio... Four members of Global TV's engineering department represent over 50 years of service to the network: **Danny Barudzija** and **Colin Winstanley** with 15 years each, and **Chris Bott** and **Ron Plevnik** with 10 years... Thanks to the Family Channel, Caravelle Foods and several Canadian cable companies, Family Channel is now furnished free to Ronald McDonald Houses in Toronto, Calgary, Edmonton, Vancouver and Halifax... **Adrienne Clarkson** served as jury president of the Montreal Festival of International Films on Art... **Nancy Smith**, **Thalia Assuras** and **Trina McQueen** participated in the McLuhan program series *Women In and Behind The Media* at the University of Toronto... **Peggy Hebden** was appointed program manager by CKVR-TV Barrie... *What Ever Happened to ...?* Many old-time broadcasting entertainers are still active and like to appear in the Palm Springs area. Recent performances there have included **Tex Beneke** and his Orchestra; **Frankie Laine**; **The Four Freshmen**; **Harry Babbitt**; **Jack Smith**; two of the **Mills Brothers**; **Kay Starr** and **Herb Jeffries**.

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.

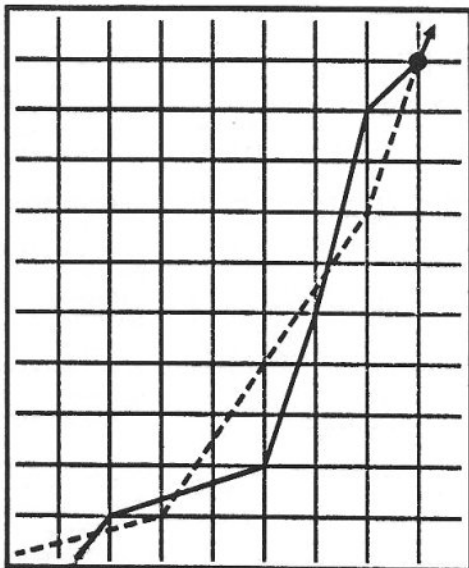
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Toronto Section Report

by Ed Holmes

The Toronto section of SMPTE heard papers on digital post-production work stations and on non-linear off-line editing at its April 2 meeting at George Brown College.

Digital Work Station

Murray Wilson, president of Technical Services Inc. of Savannah, Georgia, presented a tutorial on the philosophy, design and operation of a digital post-production work station using internal 4:2:2:4, CCIR 601 processing.

The somewhat unconventional architecture integrates routing, multi-level M/E production switching and

digital effects within one product, and allows use between several "work station" locations. The product has been designed to accommodate synchronized inputs and outputs in either component, composite, RGB or Y/C standards.

Wilson stressed that in today's hybrid, multi-standard post-production environment, a product such as this easily bridges the interconnection and transcoding gap in many facilities.

Off-Line Editing

The second presentation was an informative overview by John Schwann, of Editing Machines Corp., of non-linear editing system developments.

Schwann pointed out that there is a definite movement away from tra-

ditional linear editing styles, especially for episodic long-form program production. He said the use of non-linear editing has been shown to save time and expand creativity.

Schwann said recent developments have given lap top computers the same creative editing power as large, non-linear desk top systems and both can be used in locations other than an hourly-rated off-line edit bay.

The second part of the presentation was a demonstration by Peter Bartlett of Applied Electronics, the host of the meeting, of the EMC-squared digital editor. It was followed by a thorough question-and-answer session.

Ed Holmes is a member of the Toronto Section of the SMPTE.

people in the news

Broadcast Electronics Inc. — John J. Nevin appointed president, replacing Lawrence J. Cervon who has retired. Nevin continues as CEO.

CBC — Rudi Carter named director, business affairs of English network TV.

CKFM-FM Toronto — Pat Holiday was appointed PD of CKFM Toronto. He had been in radio in Cincinnati and Detroit before joining CKLW Windsor as VP programming.

CTV — Deborah MacGregor has left CTV's *Canada AM* for a broadcasting job in the U.S.

Global TV — Doug Hoover appointed VP programming.

Electrohome Ltd. — Steven Mahon named sales and marketing manager, JAZZ Digital Effects Systems.

Mark IV Audio — Gary Stanfil has been named to head Mark IV's newly formed broadcast and production group and Rick Sanchez has been named marketing specialist.

National Film Board — Dennis Murphy named director of the NFB Ontario Centre (English Program).

Ontario Ministry of Culture & Communications — Dr. Elaine Meller Todres appointed deputy minister.

Richardson Electronics Ltd. — Bill Short named regional sales manager for Canadian operations. He replaces Chris Crane, promoted to VP for operations in all countries excluding Europe.

Teleglobe Canada — Wayne Fournier appointed executive VP and COO.

Television Technology Corp. — Don Massa named director of marketing.

YTV Canada Inc. — Dale Taylor appointed VP production. He will continue in his role as executive producer for GRC Productions, Inc., YTV's production arm.

died suddenly in Port Hope, Ont. at age 67. Born in Chatham, Ontario, she made her radio debut at 11 singing on CKLW Windsor. A radio transmitter operator in the RCAF during the Second World War, she joined CHUC Cobourg when it went on the air in 1957. She joined CFMX-FM in 1985 and was host of two popular programs in addition to serving as assistant manager and copy director at the time of her death.

David Noel Emberson, a Canadian cable pioneer and three-term president of the CCTA, died suddenly April 1. He began his career in the cable industry in 1965 with Neighbourhood Cable TV in Guelph, Ont. He joined Maclean Hunter Toronto as chief technician in 1968, moved to Switzer Engineering in 1970 and then to Southmount Televents in 1974. Moving to the supply side, he was with RF Communications and Emberson Trainor Communications before joining Triple Crown Electronics Inc. as VP marketing (1980-87). He then formed his own company, L.A.N. Mark Coaxial Systems.

IN MEMORIAM

Veteran broadcaster Louise Guy