

## stations in the news

### NEWS SERVICE PART OF CJCA/CIRK-FM DEAL

The expanding Western World Communications Corp. group has added pioneer station CJCA and CIRK-FM Edmonton to its roster. However, an application by Western World to sell CHMG in nearby St. Albert, AB, is to be filed by November 9.

Maclean-Hunter acquired CJCA/CIRK-FM in 1989 as part of its purchase of Selkirk Communications. Later that year sale of the stations to Westcom Radio was denied by the CRTC, and when MH also became an indirect shareholder in CHED/CKNG-FM Edmonton, it was told to find another buyer within six months.

Western World is paying \$18.75 million for the stations, and proposed a benefits package of \$2.8 million over five years. The major proposal is to establish Satellite Western News service (SWN) with two journalists in Edmonton and one each in Winnipeg and Regina; it would tie in with the existing Standard Broadcast News (SBN) and B.C.'s Satellite Radio Network (SRN) services.

Rejected as part of its benefits package was recently-acquired Desk-Top Publishing equipment to be used to assist Edmonton charities.

Maclean Hunter is to contribute \$870,000 over five years to the Canadian Television Series Development Foundation.

### CHRC SALE NIXED

Telemidia Communications has been denied permission to buy CHRC Quebec City.

The CRTC ruled that the \$8-million bid wasn't "the best possible proposal under the circumstances" and that Telemidia would gain "disproportionate benefits" from the purchase.

Among the Commission's concerns:

— The closure of CKCV by Telemidia last November when it struck the deal to buy CHRC; Telemidia cited heavy financial losses by CKCV over 15 years.

— The dominant position Telemidia would gain in Quebec City with

the purchase of CHRC, both in audience share (16% to 33% and ad revenue).

— The management agreement that would exist between CHRC and CHOI-FM with the two stations being managed by the same individuals on behalf of two difference licensees.

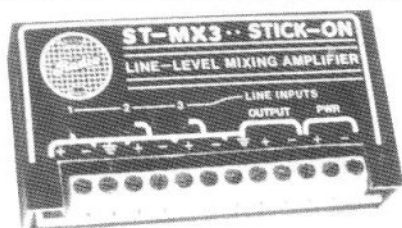
(The present owners of CHRC would have retained CHOI-FM, with

Telemidia retaining CITF-FM.)

### NEW SATELLITE NET

Pelmorex Broadcasting Inc. has launched its own satellite network to supply what it terms "enhanced" radio programming to its 17 stations in 11 communities across north-eastern Ontario. The Pelmorex Radio Satellite Network originates

## AUDIO PROBLEMS?



## STICK IT TO 'EM.

RDL "Stick-On" series products. Compact, quality audio solutions.

- STA-1
- STA-1M
- STA-3
- STA-6
- ST-SH1
- ST-DA3
- STM-DA3
- ST-MX3
- ST-MMX3
- ST-GCA1, ST-GCA2
- ST-VCA1
- STM-1, STM-2
- ST-PH1
- ST-ACR, ST-ACR2
- ST-LCR1, ST-LCR2
- ST-MPA2
- STD-1
- STP-1

Electronic Transformer Pair  
Audio Line Amplifier  
3 Watt Power Amplifier  
6 Watt Power Amplifier  
Stereo Headphone Amplifier  
Line Level Distribution Amplifier  
Mic Level Distribution Amplifier  
Line Level Mixing Amplifier  
Mic to Line Level Mixing Amplifier  
Gain Control Amplifier  
Voltage Controlled Amplifier  
Microphone Preamplifier  
Stereo Phono Preamplifier  
Audio Controlled Relay  
Logic Controlled Relay  
Microphone Phantom Adapter  
Divider/Combiner Network  
Universal Attenuator

**avf**  
COMMUNICATIONS LIMITED

#### Western Office

2615-126 Ave. S.W.  
Calgary, Alberta T2W 3V5  
Phone: (403) 251-0707  
Fax: (403) 281-2695

#### Eastern Office

595 Middlefield Rd., Unit 8  
Scarborough, Ontario M1V 3S2  
Phone: (416) 297-9377  
Fax: (416) 297-4757

We make studios happen.

## stations in the news

the regional news, information and feature programming from its regional office in Sudbury. The material is fed simultaneously to all Peimorex stations through a technical arrangement with Novanet Inc. of Oshawa.

### CKZZ-FM ON AIR

Greater Vancouver's newest FM radio station is on the air with a dance format.

CKZZ-FM — known as Z95.3-FM — officially signed on May 24. The CRTC granted the new licence last year to South Fraser Broadcasting of suburban Richmond, owners of CISL Richmond. The company says it has committed \$2.4 million over a five-year period to the professional and financial support of local talent.

### COGECO CLOSES TWO

The CRTC has granted requests to close down two French-language Quebec radio stations owned by Cogeco Inc. — one a 32-year-old AM station and the other a five-year-old FMer.

Although it granted the requests, the CRTC expressed concern that the closures came less than three years after the stations had been purchased by Cogeco.

Cogeco's Radio St-Hyacinthe (1978) Ltee applied to close CKBS Saint-Hyacinthe, saying it had been unsuccessful in efforts to revive the AM station and would continue to serve the community through CFEI-FM. At Baie-Combeau, Cogeco's Radio Cote-Nord Inc. will close CKDO-FM after unsuccessful efforts to establish the new FM, continuing to serve the community through CHLC.

### CIAO MOVES TO 530

Ethnic AM station CIAO in Brampton, just west of Toronto, expects to move from 790 to 530 kHz early in September. The timing will depend on when CJFT Fort Erie, now on its new FM frequency, ceases simulcasting on 530 AM.

The 530 frequency will allow CIAO to operate from a single "top-loaded" tower and reduce power from 3,000 watts day/5,000 night to 1,000 watts day/250 night, while improving its coverage. The present 790 transmitter site is among the largest in North America — 11 towers on 142 acres.

An intervention from Carl Redhead, manager of CHIN Toronto, on

behalf of a company to be incorporated, argued that a call for applications should have been made for the use of 530 kHz.

However, the CRTC ruled in favor of resolving the "long-standing technical problem" at CIAO, which had previously been turned down in bids for a better AM frequency.

### CRTC APPLICATIONS:

- NewCap's CRFQ-FM Dartmouth, NS, for increased use of hits from 40 to 49.9%, changing current/recent/past ratio from 20/20/60 to 30/40/30.

- Radio Nord's CFGS-TV Hull, to relocate its transmitter site from Camp Fortune to Embrun, ON.

- Telemedia, for a switch of formats at its North Bay, ON, stations with CKAT-FM moving to a pop/soft rock format and CFCH going country.

- KKNX Wingham, ON, to carry the Telemedia network's *Coast-to-Coast*, 11 p.m. to 6 a.m., on both AM and FM.

Radio Gaspesie Inc., for a rebroadcaster of CJRE-FM Gaspe at Mordochville, Quebec, 62.1w on 99.5 MHz.

- CIME-FM Ste-Adele, QC, for an auxiliary studio at Ville de Laval to produce 35 hrs/week of local programming.

- Mark Hunter for a native FM (Algonquian/English/French) at Winniway, Que., 50w on 93.5 MHz.

- Shaw Radio, new owners of CHAY-FM Barrie, ON, wants to redirect \$345,000 to a new Canadian talent project, The Huronia Radio Orchestra, which would produce instrumental versions of popular music.

- CJJ Woodstock, NB, transfer (100%) from Charlie Russell to Radio One Ltd. (CIHI/CKHJ-FM Fredericton).

- CBC, for parameters of the rebroadcaster of CBOT Ottawa at Deep River, ON, approved last year. It will operate from a site near Pembroke with 17,430 watts on channel 3... CBC also plans a power increase from 10w on ch.28 to 29,000 watts on ch. 59 at CBOT-1 Foymount, ON.

- The Listening Post Inc., information for tourists and visitors at the Ontario communities of:

Bracebridge (21w/88.5 MHz), Cambridge (20/92.9), Cobourg (23/90.7), Huntsville (25/89.3), Kingston (17.5/104.7), London (21/98.5), Orillia (24.89.9), West Milton Heights (23.4/92.9).

- CHCH-TV Hamilton transfer to

WIC Western International Communications Inc. from MH Acquisition Inc.

- CKVR-TV-2 Huntsville, a rebroadcaster of CKVR-TV Barrie, a power increase from 115 to 42 kw.

- CKDK-FM Woodstock transfer (100%) from Schoone Communications to Shaw Cablesystems Ltd.

- Native Communications Society (Northern Broadcasting, Box 10) for FM rebroadcasters of CFNR Terrace, BC, at five northern B.C. communities. Approved earlier were FM transmitters at three other locations, all at 96.1 (ch.241).

Also seeking rebroadcasters are: Western Forest Products at Holberg, BC, to rebroadcast CBU Vancouver at 1490/40w; Coast Mountain Communications Inc. at Pemberton, BC, to rebroadcast CKRW Whitehorse, YT, (106.7/4.1w); Environment Canada for information stations at Revelstoke (1260/30w) and Sicamous (1260/30w), BC, to be fed by satellite; and Nain, Labrador, for a rebroadcaster of Okalakatiget Society at AM 610/40w.

### CRTC APPROVALS:

- Power Broadcasting Inc. for a rebroadcaster at Brighton (87 kw ERP) to rebroadcast CKWS-TV Kingston along with locally-produced news, sports and weather programming from an existing Belleville studio.

- TVOntario for an English-language station (60.3 kw on channel 29) and a French-language station (58.1 kw on channel 17), both at Pembroke.

- CIBM-FM Mont-Bleu Ltee for rebroadcasters at Riviere-du-Loup (33.2w/107.9 MHz) and Trois-Pistoles (7.8w/104.9 MHz).

- Rawlco Communications Ltd. was granted the frequency 100.3 MHz and an 80 kw ERP for its English-language FM station in Ottawa approved in November, 1989.

- Celtic Broadcasting Ltd., to relocate CKPE-FM Sydney's transmitter 13 km southwest of its former site in order to improve its signal to communities surrounding Sydney.

- Conway Jocks, Kahnawake, QC, 17w on 103.5 (ch. 278). 108 hrs/week local programming;

- CKBB Barrie increase night-time power from 2.5 to 10 kw and a new antenna system.

- CKLP-FM Parry Sound, ON, increase ERP from 2,740 to 50,000 watts and relocate transmitter site, doubling service area and adding 20,000 potential listeners.

## New Transmitter For CIZZ-FM Red Deer

by Dana Friestadt

Alberta's CIZZ-FM Red Deer is now pumping out its rock programming on a clean and clear 100 kw signal.

Looking to improve its sound after only three years on the air, CIZZ applied to the CRTC Sept. 6, 1990 for an increase in power to

100 kw from 69 kw. The application was approved and the station's engineers installed the new transmitter in May.

Although the extra wattage slightly expanded Z99's coverage, that wasn't the reason for the power boost.

Program Director Bob Mills said the additional power was to provide listeners outside Red Deer with "better" sound from 98.9. "What we really hoped to do was provide a really clean, static-free signal to our entire listening area."

The station's signal covers a large area of central Alberta, from just south of Edmonton 100 miles north of Red Deer to just north of Calgary 100 miles south, and west to the Rocky Mountains.

### State-of-the-Art Transmitter

On its arrival from Quincy, Ill., the HT-25FM transmitter from Harris Allied Broadcast Equipment was installed at CIZZ-FM's existing transmitter facility five miles east of Red Deer.

Owen Martin, corporate technical director for parent Shaw Radio Ltd., tested the transmitter in Quincy before it was transported to Red Deer,



Cliff Wheeler (bottom) and Kelly Klassen install new transmitter.

to ensure that it met its required 100 kw power output. It was tested again on-air for three weeks, to allow the public and air traffic services an opportunity to "air" any complaints about interference, as required by the Department of Communications.

Martin said investing in current technology will benefit the FM station. "We are updating to a state-of-the-art transmitter," he commented, and Z99's listeners will receive their favorite personalities and music on a clean, clear signal.

Dana Friestadt is creative writer/publicist with CKGY/Z99 Red Deer.

- Westcom Radio Group network, to distribute features programmed by CILQ-FM Toronto.
- CBC, to distribute road and travel conditions on behalf of the BC Ministry of Transportation and Highways at Revelstoke on 1490/20w and 89.9 (ch. 210)/10w.

### CRTC DENIALS:

- CKNW-FM Yellowknife, NWT's bid to drop the CBC's English-language FM radio network as a source of programming for The Canadian Radio Networks Corp. of St. Catharines, Ont. The Native Communications Society of the Western NWT said the move was a result of reductions in federal funding for native undertakings.
- Change in music format by CHLQ-FM Charlottetown from country to pop and soft rock, moving the country format to sister station CFCY Charlottetown.

### CRTC RENEWALS:

- CFDA Victoriaville to Aug. 31, 1996 with a reduction in local programming from 69 hours 15 minutes a week to 44 hours 12 minutes.
- CKRB Saint-Georges to Aug. 31, 1994, citing the station for incomplete logger tapes and non-compliance with the level of French-language popular music. (In a related decision, the CRTC revoked the licence of CIRB Lac Etchemin at the request of Radio Beauce Inc., parent company of both stations.)
- CFIM-FM Cap-aux-Meules to Aug. 31, 1993. The station was criticized for failure to comply with the Radio Regulations, for lack of logger tapes, for not providing a playlist, that its self-assessment was not consistent with the list of foreground programming broadcast and for several areas of non-compliance with its Promise of Performance.

Things that do not qualify as "contributions to the development of Canadian talent" department:

- "\$31,000 for wages to student interns" by CFPL London;
- "\$200 for program hosts to make recordings for artists" by CHNC New Carlisle, Que.;
- "\$1,400 allocated for *Country Calenda*" by CKNX Wingham;
- "\$6,000 allocated for production of station jingles" by CKKW Kitchener; and
- "\$7,000 for sponsorship of local sports teams" by CKPC Brantford, ON. (Haven't they heard of WAYNE GRETZKY?!!)

## MAJOR MARKET TV NEWS DIRECTOR

for 22 highly-successful years

is available for consultation on improving ratings and profits.

Will relocate in your market to develop winning strategies.

Fees negotiable

Call

**MIKE DONEGAN**

(514) 458-2535

and CFFM-FM Williams Lake.

I've mentioned Bryan Edwards is new BCAB president. Other board members are Roy Gardner of BCTV, past president; Gord Leighton of CKPG-TV/CKPG/C101-FM, VP; and Alden Diehl, Dennis Gerein of Kootenay Broadcast Services, George Madden of CHRX/CJJR-FM Vancouver, Paul Ski of CFUN/CHQM-FM Vancouver and Gerry Noble of CKVU-TV, directors.

BCTV's VP engineering, Tak Negoro, is organizing a disaster seminar this summer for managers, engineers, news people and anyone else interested. A questionnaire was handed out at the BCAB to uncover interest. Tak will talk about government handling of emergencies and what stations should do when disasters occur elsewhere or close by — who should take charge, what logistics are involved? In other words, the entire process of handling emergencies.

The seminar will probably be held at BCTV in Burnaby.

Lou Tice of the Pacific Institute of Seattle spoke to the BCAB. He's an amazing person and I'll try to do justice to his ideas in September, when I have more space.

\* \* \*

*Back to Vancouver, where life gets ever more interesting:* Western World Communications is swapping the assets of CKST Langley and cash for the assets of Monarch's CIMA Vancouver. If the CRTC gives approval to what must be a unique deal, CIMA, or Magic 104, will move lock, stock and barrel to Langley and Coast Radio will move into downtown Vancouver... PD Ted Farr is gone from CKWX Vancouver. While GM Chuck McCoy looked for a new PD, SRN PD Erin Petrie and CKKS-FM PD Dale Buote were sitting in. Vancouver publicist and broadcaster Elie O'Day left CKWX promotions and sports director Greg Douglas is also gone. Jim Birchard had left previously and in June joined CJSD-FM Thunder Bay, where he's doing morning news... Gone from SRN is Tony Gallagher, who was doing an evening sports talk show... Former talk-show host Gary Bannerman is back at CKNW doing daily editorials. His return attracted barbed on-air comments from Rafe Mair, current host of the morning show Gary once had. He'll also be relieving CKNW's open-liners. He continues with editorial features on Star-FM Chilliwack...

Elsewhere in B.C., Gordon Brady hopes the CRTC will allow him to retire. He's sold CKQR Castlegar to Wilf Warner, owner of CKGF Grand Forks and a person who deserves success if anyone does... Tim Devlin is back in Victoria from the south seas and other places after an absence of many months and is helping John Sitter, GM of CKDA/CFMS-FM Victoria. Tim just might tie the knot this year... To the north CJDC Dawson Creek commemorated "25 years of dirt" (?) by inviting *The Nitty Gritty Dirt Band* to plant a tree. Listeners from all over the Peace Country mailed or took in an ounce of dirt each in response to a contest for 25 tickets to a concert by the band. GM Mike Michaud said the station also received a good amount of sand from the Red River in Texas and some volcanic ash from Mount St. Helens. The tree stays in CJDC's foyer, where Mike says it will be nurtured to great heights by an enthusiastic staff who feel they've taken a great deal of dirt during the promotion... At CKNL Fort St. John, Drew Williams is now PD. He's from Peace River...

*Obituaries:* Dan Dancocks worked in the newsroom at the old CKXL Calgary, then briefly as ND at CHQR Calgary before he turned to full-time writing. He wrote seven Canadian military histories between the early 1980s and 1990. His latest was *The D-Day Dodgers: The Canadians in Italy*, published by McClelland and Stewart. He was promoting it when he turned 40, fell into depression and took his life, feeling he'd achieved little. That we all could achieve as much... Ed McCrear died in Winnipeg, aged 68. He worked at CKRC, CKY and CKY-TV in Winnipeg and for 14 years was "Bill Davis" on the CBC farm broadcast. He also founded the National Institute of Broadcasting, a training school in Winnipeg.

In Calgary, Jim Bagshaw was appointed president of CKKX-TV, replacing Dave Penn who took early retirement but who will consult for the station. CKKX-TV is a fairly recent acquisition of Westcom TV Group. Jim goes to Westcom from CITV Edmonton, where he was executive VP, marketing... Art Eden, former retail sales manager, takes on the title general sales manager at ITV... The Alberta Television Network, applying for licences in Edmonton and Calgary, is naturally not happy about the call in the Girard-Peters task force for a moratorium on new broadcast licences. President Wendell Wilks maintains there's no crisis except in Quebec. He says profits elsewhere are obscured by high interest charges on the capital borrowed to buy stations... Kim Blue, last of CKO, is now at Canada News Wire in Calgary as director, Prairie region. He replaced John Mitchell, who left to go into business... There's something about the mountain air that blows over CJYR Edson from the Rockies. Or else it's the charm of GM Mel Lazarenko that keeps bringing people back. Dale Michaels, who started at YR then went to Peace River and Calgary, is back as morning man... Dave Schuck started at YR, spend 18 months in Edmonton, and is back at YR as PD and doing afternoon drive... Carlo Klemm was at YR from 1983 to 1986 and is back as news and sports director. Incidentally, Carlo won a free trip to the RTNDA in Montreal. A draw was held as an incentive to new members...

Steve Legault is happy to be in Winnipeg as Global correspondent. It was beginning to look as if he'd have a long-distance marriage, his wife-to-be living in Winnipeg while he was ND at STV Saskatoon... Robert Osborne was appointed Global's Vancouver correspondent and Bruce Garvey to London and Michael Chisholm to Halifax. Others are to come as I write... John Giggey has left BN Halifax after 18 years with BN. He's become VP and GM of an office supply and equipment company which he partly owns... Bob Trimbee has parted company with Seltech.

*BRIGHTER SIDE:* A seminar leader at the BCAB asked members of her audience to write down their happiest moment.

Muttered Dick Drew: "I'm in radio. I haven't had any."

*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.*



## Broadcast Beat

by Phil Stone

Harry Rasky has won still another honor: the producer/director captured the Blue Ribbon first prize for his full-length film portrait, *The Magic Season of Robertson Davies*, in a special competition of the American Film and Video Association... Larry Solway did some fill-in on CFRB Toronto's phone-in show after Ed Needham resigned. Speaking of Needham, he settled his dispute with CFRB and can be heard again on the station... Speaking of 'RB, Brian Linehan returned there after 20 years to replace Jeremy Brown, who is now heard only on weekends, at his own request... Andrea Sheffer, who had been with the Academy of Canadian Cinema and Television, was appointed executive director of Maclean Hunter's \$29.2 million Canadian Television Series Development Foundation... Jan Tennant is now hosting a series called *Time of Your Life* on Global TV... *The Morning News*, the live two-hour network news and current affairs program on CBC-TV, evolved out of *NewsWorld Morning*... Kathryn O'Hara became host of CBC Radio's late-afternoon show, *Later the Same Day*. She had earlier been with TVOntario and CBC-TV Ottawa... David Marsden is now GM of CKST Langley/Vancouver... Pat Hurley, who worked at a number of Toronto area stations, is now GSM at Hamilton's CKOC/CKLH-FM... Lila Sarick left the CBC for the *Globe and Mail*... Congratulations to Ted Rogers for being named to the Order of Canada... Sales outside Canada earned the CBC \$8 million in 1990; TVOntario earns \$4 million a year in world sales... Bruce Garvey

returned to Global from CBC to head Global's new European bureau... The City of York (in Metro Toronto) ran an appreciation dinner to acknowledge the years of service provided by Graham Cable TV/FM's community channel staff...

*RadioComm '92* has been scheduled for Montreal's Place Bonaventure next May... David Halton, chief political correspondent for CBC Television News for the past 13 years, was appointed senior Washington correspondent. He joins Terry Milewski in Washington effective Sept. 1... Gillian Findlay became London correspondent for CBC Television News. She was formerly with *The National* and *The Journal*... Global Television appointed Robert Osborne and Steve Legault as correspondents in Vancouver and Winnipeg respectively. And weekend anchor Loretta Sullivan was appointed co-host with Bob McAdorey and John Dawe on Global's daily *News At Noon*... CBC will carry 25 regular season Canadian Football League games this year, along with all playoff games and the Grey Cup and TSN will show 28 regular season games. CTV is out of it entirely and the Canadian Football Network becomes extinct... We read that imploding Soviet TV sets have caused over 2,000 deaths in the past decade... Quebec MP Nicole Roy-Arcelin has become parliamentary secretary to Communications Minister Perrin Beatty... A recent Gallup Poll revealed 77% of us believe the CBC network is a necessary institution in Canada...

# KELK Stedivolt®

## NOT JUST A REGULATOR

Now you can enhance your Stedivolt HS-Series A.C. Power Regulators to exceed IEEE-587 specification for Surge and Spike Suppression. All you need is 30 minutes to install the Kelk Surge and Spike upgrade package.

Contact KELK or your local KELK distributor for pricing and delivery information.

George Kelk Limited  
48 Lesmill Road,  
Don Mills, Ontario, Canada  
M3B 2T5

Telephone: (416) 445-5850  
Fax: (416) 445-5972

WiC Western International Communications is rated as Canada's largest pure broadcaster; CHUM Ltd. is second... Donna McCarty, an award-winning copywriter at CJCL Toronto, is now at Young & Rubicam... An Ontario government study showed that 91% of people read for pleasure. Next on the list is socializing at 90%, followed by listening to the radio (89%) and watching television (86%)... Don Hildebrand's *Super Seniors* broadcasts at CKTB St. Catharines keeps growing in audience and he is now making plans to broadcast it nationally this fall via satellite with the *Super Seniors' Network*... Sam (The Record Man) Sniderman says he still has 30,000 78 rpm records sitting in his stockroom... Claude Adams, the veteran CBC journalist, moved to *Monitor*, the daily news program produced by the *Christian Science Monitor*. Two other Canadians, Peter Kent and Don McNeill, are also on the *Monitor* roster... David Grierson became the new host of CBC Stereo's *Stereo Morning*, a classical music program... We spent a wonderful evening at Toronto's Beth Shalom Synagogue where B'Nai B'rith gave its annual Humanitarian Award to a deserving Johnny Lombardi. Johnny began broadcasting in 1946 with CHUM, and that's where we first met him when we joined the station in 1949... Dennis Murphy, who wrote, directed and produced many documentaries and TV programs for TVOntario, CBC and corporate clients, became director of the National Film Board Ontario Centre (English Program)... And, our condolences to David Schatzky, whose father, Karl, died at age 87.

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.

## Atlantic Airwaves by Sandra Porteous



**S**usan Bonner, CBC-TV *First Edition* legislative reporter, is leaving Halifax to make CBC news documentaries in Montreal. She had been with *First Edition* for three years and left the supper hour show when the house finished sitting in June. However Halifax viewers will still be able to see Bonner when her documentaries are shown on CBC's *NewsWorld* and *Newsmagazine*.

Susan Ormiston, formerly a national CBC reporter for Atlantic Canada, has taken a position with CTV's *W5*. She became a familiar face in the region when she co-anchored the CBC Halifax evening news with Jim Nunn. She also appeared on *Morningside* with a regular report from Nova Scotia... CBC's *First Edition* has undergone some changes; sportscaster **Colleen Jones** is now reporting from the field and appearing in the studio once a week and is providing strong profiles of Nova Scotia athletes... **Gerry Fogarty** has left CBC Radio's *Information Morning*. His departure came the day after he announced he would run as the Liberal candidate in Halifax-Bedford. Gerry said he understood the CBC policy of not allowing political candidates to host programs...

Q104-FM and CBC are competing for morning listeners in Halifax and the race is on with both stations listed by BBM

as contenders for top spot in the key morning slot. Q104 continues to run some pretty funny morning bits while the CBC's **Joan Melanson** is out researching some great items, including an interview with a cabbie as he toured the city...

Wedding bells will be ringing over the airwaves for CJCH mid-day announcer **Ian Robinson** and his blushing bride-to-be, **Roxanne Estey**, a promotions producer for ATV/ASN. The couple have planned an August wedding in Halifax. A station friend has predicted that the CJCH oldies favorite *Mrs. Robinson* will be played at the reception dance... Additions to the sales force at CHNX/CHFX-FM Halifax include **Richard Pelley**, co-host of *Newfy-30* on CHFX-FM, and **Allen Brown**, who has been named co-op director for the Maritime Broadcasting chain...

ATV has gained praise for a special entitled *Pilot Project*. ATV reporter **Janice Landry** and cameraman **Jim Hill Jr.** explored aviation at the Atlantic region gliding school in Debert, NS. The program aired in June and offered some amazing photography. Staff at ATV say the crew were glad to have their feet back on the ground... ATV's **Steve Murphy** managed to snag an interview with hometown girl **Anne Murray** when she was back in Halifax recently winding up a tour that also took her to Saint John, Moncton, Charlottetown and Sydney. She dropped by the ATV Halifax studio to talk about her early experiences as a performer in the Maritimes...

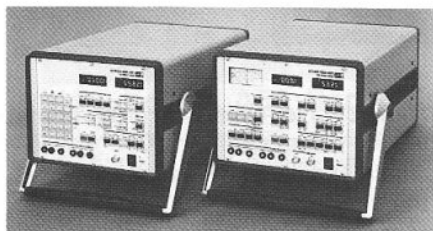
Q93 St. John's honored long-time employee **Betty White**, the executive assistant to the general manager for the past 30 years. She was recognized in a formal ceremony with CEO **Harry Steele** in attendance... Speaking of Q93: morning man **Brian O'Connell** and wife **Margot** are expecting their first child and production manager **Ron Carravan** and morning news anchor **Heidi Porter** are now "an item"... **Paul McGee** has transferred from the PD job at CHTN to the same position at KIX-FM... KIX-FM's **Mike Klas** is the proud father of a son... **Penny Cooper** has been appointed marketing director for Q/KIX, joining the company from a similar position with a shopping mall...

The crew at OZ-FM St. John's have been busy with a series of concert promotions and contests. The station, known as "The Rock of The Rock", hasn't forgotten its roots and has recently added a two-hour blues program Sunday nights. Blues artists and labels were invited to send along any product they could spare for airplay. **Deborah Birmingham** is in charge of the program and would love hearing from any blues brothers and sisters, for that matter...

And hearty congratulations to the winners of the Atlantic region RTNDA awards presented in Halifax — CJMO-FM Moncton, CBC-TV Newfoundland, MITV Dartmouth/Halifax, CBC Halifax, C100-FM Halifax, CHFX-FM Halifax and CBC-TV New Brunswick.

*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.*

### SOUND TECHNOLOGY Programmable Audio Test System



#### 3200B Analyzer

Local and Remote Testing

- Level & Ratio
- THD & IMD
- Phase & Crosstalk
- Notch Lock
- Low & Hi Pass Filters
- Internal Weighting Filters
- Test results sent in graphic & table format to standard parallel printer port.

Circle Reader Service #421

#### 3100B Generator

Manual and Automatic

- Sine 10 Hz - 102 kHz
- Square 10 Hz - 50 kHz
- Level -90 to +30 dBm
- Frequency & Level Sweeps
- Tone Bursts [ Sine-step
- De-emphasis
- IMD (SMPTE)
- Storage for 200 test panels and 500 Auto Sequences.

Circle Reader Service #422



SOUND TECHNOLOGY CANADA  
PRINGLE DIVISION

26 Flaremore Cres. Willowdale ON M2K 1V1  
Phone (416) 222-2447 Fax (416) 222-8546

# A Day In The Life Of Toronto Radio

by David V. Smith

In the April 1991 issue of *Broadcast Technology*, Bentley Miller addressed some of the issues facing the graduating class of 1991. He justifiably concentrated his analysis on the film and video sectors of the broadcast industry — that is his area of expertise.

However, when people talk about broadcasting students (or, for that matter, to some broadcasting students), there is a small group that tends to get forgotten in the mix. Of the 115 students in third-year Ryerson Radio and Television Arts, a small handful actually chose to specialize in Radio.

"Now, wait a sec," I can hear you say. "I can understand classes in television production, what with all those sophisticated supers and dissolves and focus pulls, but what could you possibly study in radio class?"

That question was addressed by one of our instructors, Jerry Good, who also is general manager of CFMX-FM in Toronto. His idea was to have the class do an in-depth analysis of a typical day in radio in Canada's largest market.

So, on Tuesday, January 15th, 15 of us monitored one day — actually 18 hours, from 6 a.m. to midnight — of Toronto radio. For almost two months the results of the monitoring was analyzed by the class and data compiled on the various programming aspects of the day.

David Ruel, who was manager of the project, monitored CHUM-FM and analyzed commercial and PSA content. Diana Smyth was in charge of public relations for the project and monitored CFMX-FM.

News and Music were researched by teams: George Giannone (CJEZ-FM monitor), Greg Lennon (CHOG), Paul Potter (CFTR) and Danielle Zomparelli (CBL-FM) covered news stories and analysis; Jennifer Allen (CHFI-FM), Phil Anderson (CJCL) and Andrew Consky (CHUM-AM) calculated Repeat Factors, Canadian Content and Hit to Non-Hit ratios, respectively.

Weather and traffic were analyzed by Joe Santos (who also monitored CFNY-FM), while Sports was compiled by Eric Novak, CKEY's monitor. Roger King monitored CFRB and was the Personalities expert; Deannie Pannozzo (CKFM monitor) covered Promotions and Contest; and Tracey Harris monitored CBL-AM and compiled information on Features. I monitored Q107 and analyzed Magazine Shows.

## Commercials

One of the most important aspect of a radio station's programming, at least to the broadcaster, is advertising — stations are interested in who is paying their bills.

McDonalds was Toronto radio's top advertiser, running a total of 70 commercials over the 18-hour monitoring period. The rest of the top five were: Simpsons/The Bay (56 spots), Pizza Pizza (38), NutraSweet (34) and The Toronto Boat Show (29).

CJCL finished on top as far as the number of advertisers was concerned with a total of 78, more than 50%

better than nearest competitors CFRB, CHFI-FM and CKFM-FM, who had 51 each.

CJCL again led the way when total commercial time was calculated, clocking in with 128 min., 26 sec. CKFM-FM was next with 127:42, followed by CHFI-FM (126:00), CFTR (125:12) and CFRB (111:36).

The average commercial load per station was about 94 minutes.

## Promotions

An analysis of station promotions showed that tickets was the most popular prize for stations to give away. All sorts of tickets were given away during the 18-hours, with the emphasis on concerts, movies and sporting evenings.

Other types of prizes included money, food, music, board games, sports bags and even a *Walkman* radio.

Three of the larger giveaways that caught our collective ear were CHUM-FM's *Breakfast in Barbados*, Q107's *Jam In Jamaica* and CKFM's *Loyal Listener Visa* \$1,000 giveaway.

Strangely enough, however, after all of these contests, plus station promos, liners, IDs and all other types of promotion were tallied the total time stations devoted to promoting themselves was *less than one percent* of the survey period.

**CANCON:** The team that analyzed music content worked very hard and did a great job with the resources available to us. We know determining Canadian Content is, in some cases, a very complex issue, but are confident in the accuracy of our figures.

We found that the average CanCon for AM during our survey period was 28.6%, and 23.6% for FM.

Rock, Progressive and Top-40 stations had the best CanCon in both AM and FM, with most of the stations with those formats coming in at over 30%!

The bad news is that most stations, regardless of format, did not spread their CanCon evenly over all day parts — drive shifts were very light while midday and evening contained the bulk of the Canadian music programming.

**HITS/REPEATS:** The same situation existed with *Hits* programming. We found that for CHFI-FM, CKFM-FM, CHUM-FM and Q107, the average of hits programmed was 52.5% versus 47.5% non-hits.

It soon became apparent in our monitoring that January 15 was a special day for many music fans — it was the birthday of Elvis Presley. And for someone who hasn't been around for 14 years, Elvis still had the power to dominate the airwaves, getting himself played 71 times! That figure was over three times as many plays racked up by his nearest competitor, Madonna who was played 23 times.

The most popular Elvis song? *Can't Help Falling In Love* was played on seven different stations during the

## Broadcast Service Directory

### STROBE LIGHTING REPAIRS

- Preventative Maintenance
  - Servicing both Flashtechology & EG&G
- Component Repairs & Exchanges  
on Repairable Circuit Boards**

SALES AND SERVICE  
We Warranty Our Work



**MICHAEL ENTERPRISE (1985) Ltd.**  
35 Anne St. South, Barrie, ON L4N 2C8  
TEL: (705) 726-3100 FAX: (705) 739-7591  
Serving All of Canada — 24 Hour Emergency Service

Circle Reader Service #256



**JUCHTECH INC.**  
AM-FM-TV BROADCAST  
TECHNICAL SUPPORT

- DESIGN ■ INSTALLATION
  - MAINTENANCE ■ MANUFACTURING
- BROADCAST TECHNICAL SUPPORT FOR  
AM, FM, TV AND CATV**

BOX 4206, STN. 'D', HAMILTON, ON, L8V 4L6

CALL WALT JUCHNIEWICZ  
(416) 575-3236 FAX (416) 529-3208

Circle Reader Service #139



### THOMSON TUBES ELECTRONIQUES

TETRODES FOR TV TRANSMITTERS,  
KLYSTRONS,  
TWTs, TWTAs FOR EARTH STATIONS

**ALDELEC ELECTRONICS INC.**  
1434 Ste-Catherine West, Suite 405  
Montréal, Québec H3G 1R4  
Tel: (514) 874-0088 Fax: (514) 874-4076

Circle Reader Service #105

survey period.

Contrast that with Madonna's *Justify My Love*, which was the most repeated song of the day, being played 14 times over only two stations (CFTR and CHOG).

The most played Canadian artist was Gordon Lightfoot, who was played 17 times.

**NEWS/SPORTS/WEATHER:** A full analysis of news was difficult due to the dated nature of most of the information on stories of the day. But some information is worth mentioning.

CBL was the station to beat for news coverage during our survey period, logging almost two hours and 37 minutes of news. CFRB was second with 2:13, CBL-FM

Custom Devices at Reasonable Cost - whatever the problem, we can solve it with unique high quality electronics covered by a five-year warranty!

Repairs and Refurbishments - Don't buy a new one, make your old one BETTER THAN NEW! We specialize in studio mixing consoles!

**Soundsculpture.**  
Products of Imagination.  
(416) 462-0242

Customers include: Phantom of the Opera, Lee Mils, Elgin/Wintergarden, TVOntario.  
Soundsculpture has satisfied the most demanding clients.

50 Cyril Street, Suite 304 Toronto, Ontario Canada M4M 3K3 fax: (416) 462-0242

**SOUNDSCULPTURE**  
incorporated

Circle Reader Service #102

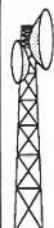


### Abroyd — #1 on your list for Towers

- Microwave • Broadcast • Cellular • VHF
  - Head-ends and Special Purpose
- Licensed Manufacturer of Chem-Rod® Chemical Ground Rods and DAS® Lightning Dissipation Arrays
- Designed • Manufactured • Installed • Inspected • Maintained

**Abroyd Communications Limited**  
614 Colby Dr., Waterloo, ON N2V 1A2  
TEL: (519) 746-1743 FAX: (519) 746-0091

Circle Reader Service #141



Over 40 years of commitment  
to Civil and Structural Engineering Services

### Communications Structures

- Microwave and Broadcast Towers
- Radar and Navigational Aids
- Antennas and Antenna Support Systems
- Inspections and Upgrading

**Morrison Hershfield Limited**  
Consulting Engineers



- TORONTO: 4 Lansing Sq., North York, Ontario M2J 1T1  
Tel: (416) 499-3110 Fax: (416) 499-9658
- OTTAWA ■ MONTREAL ■ EDMONTON ■ CALGARY

Circle Reader Service #233

had 1:40 and CKEY and CJCL each had over an hour of news.

On average, Toronto stations split their news 27% local, 41% national and 32% international. Notable exceptions to this were CHOG and CJEZ-FM, both of whom dedicated over 50% of their coverage to local news and, understandably, CBL-FM which was the only station not to provide any local news.

At the time of the survey, the most talked about stories concerned the impending Gulf War, with news of the economy and imposition of the GST also getting big play.

**SPORTS:** Predictably, CJCL was the station providing the most sports programming during our survey pe-



# advertiser index

Page	Advertiser	Reader Service #
103	Abroyd Communications	141
103	Aldelec Electronique	105
34	Allen, D.E.M. & Associates	142
11,37	Arri Nagra Inc.	275-286
32,82,95	Audio Services Corp.	195-197,198-206,207
9,77	AVR	190
7	Canon Canada Inc.	260
8	Caveco Equipment Ltd.	124
31	Custom Business Systems Inc.	170
15	CCBE Convention	295
16	Cinema Products Inc.	411-412
67	Coaxial Dynamics Inc.	107
87	Continental Electronics	115
18	Dav Tronics Ltd.	162
55	Denon Canada Inc.	191
13	Elnova Electronics Ltd.	103
35	English Media Enterprises	163
30	Geleco Electronics Ltd.	297
56-57	Glentronix Ltd.	341-348
81	Gould Marketing Inc.	248
105	Harris-Allied Canada	301
36	IMMAD Equipment Sales	221
96	Incospec Inc.	157
5	Concepts '91 Trade Show	400
59,68-69	J-Mar Electronics Ltd.	208,209,211
103	Juch-Tech Inc.	139
29	JVC Canada Ltd.	155
49	K&H Products	140
28,84	Kelk, George Ltd.	111
99,101	KM Video	430-432
8a	Larcan	160
8a	LeBlanc & Royle Telecom	237-243
85	Mark IV Audio	114
61	Maruno Electronics Ltd.	356
75	Maxtower	164
91	Meritron Inc.	262-271
103	Michael Enterprises	256
103	Morrison Hershfield	233
110-111	MSC Electronics	144-145
83,88	Neve Canada Inc.	117-119
99	OCTA Convention	299
17	Omnitronix Ltd.	217
25	Planon Telexpertise Inc.	290
107	Polar Productions	210
19	Precision Camera Inc.	222
90	Pringle/Soundtech	421-422
66	Racal-Decca Canada Ltd.	101
33,73	Rosco Laboratories Ltd.	109-110
53,97	Simmonds A.C. & Sons Ltd.	121,122
2,109	Sony Canada Ltd.	179,180
103	Soundsculpture	102
93,OBC	Studer-Revoc Canada Ltd.	234,235
47,108	TEAC Canada Ltd.	108,261
89,106	Tennaplex Systems Ltd.	136,137
71	Video Design Systems Inc.	103
20-21	Western Imperial Magnetics	401-408
24	WABE Convention	300

riod.

Even when their 2:30 hours of live coverage of the Toronto Maple Leafs was excluded, CJCL still came in with over an hour of sports news, commentaries and interview shows. CFRB was next with 1:45 hours of total sports coverage.

Nine of the 15 stations in the survey felt sports an important enough programming element to have a designated sportscaster or Sports director.

As an aside, we noted that women were all but shut out of sports news coverage in Toronto. None of the nine sportscasters were female and the only time sports was delivered by females was when it was part of a complete news package read by a female newscaster.

**WEATHER/TRAFFIC** There were no surprises in weather and traffic coverage. Times spent on these segments were somewhat high during the morning due to a snowstorm but, for the most part, coverage diminished as the day went on.

The average time spent on weather reports for morning drive was just under nine minutes per station; it was just over four minutes at midday and just under four minutes in afternoon drive; and plummeted in the evening to just 2:30 per station.

Traffic coverage checked in at an average of just over 7:00 in morning drive and just under 5:00 per station in afternoon drive.

**FEATURES/MAGAZINE SHOWS:** There was a great diversity of topics covered in the various features and magazine shows carried on both AM and FM during the survey period. Along with a plethora of business and stock market reports, music features and commentaries, there were features and interviews on human cloning, credit counselling, school discipline, etc.

Due to their respective formats, CBL and CFRB did the most 'spoken word' programming.

**RADIO VOICES:** Last, but not least, we counted up all of the voices we heard over the day.

Of the 211 personalities we heard, 158 (or 75%) were male. This ratio was consistent over all day parts and nearly all aspects of programming. The only deviations were in sports, as already mentioned, and in weather and traffic reports, where the male/female split was 50-50.

The findings were presented to the Toronto radio industry, the media and the Ryerson faculty April 11. And, depending on the feedback Ryerson receives, the survey could become an annual event.

If this has started a seed of an idea developing in someone's mind in an educational institution somewhere else to do a similar survey, please feel free to use the idea. We would love to see similar survey results from Vancouver or Montreal or Calgary or, even, Moose Jaw.

We learned a great deal from the project, and had a lot of fun doing it. And we also proved that the small percentage of us who specialize in radio are a rare breed — we were the only ones willing to sign up for this assignment and willing to wade through hours and hours of monitoring and of raw data.

So, if you're looking for some of the most dynamic and enthusiastic young talent around, I just happen to have 15 phone numbers for you.

*David V. Smith is a 1991 graduate of Ryerson's Radio and Television Arts program. He can be reached at (416) 683-8433.*

## people

- **BTS** — **Trevor Smith** named manager of customer service for Canada, U.S. and Latin America, based in Salt Lake City, UT.
- **CBC-TV News Appointments** — **David Halton**, senior Washington correspondent; **Joe Schlesinger**, chief political correspondent; **Tom Kennedy**, reporter and **Nigel Gibson**, chief for new national news bureau at Quebec City.
- **CJOB/CJKR-FM** — **Bob Fisher** named general sales manager, replacing Neil Kembel.
- **CKKX-TV Calgary** — **Jim Bagshaw** named president replacing **Dave Penn**, who has taken early retirement.
- **Department of Communications** — **Adam Ostry** appointed director general, cultural industries.
- **Gentner Electronics Corp.** — **David C. Finlay** appointed director of marketing and sales.
- **Great American Telecommunications Services** — **Karla Silas** named satellite co-ordinator.
- **National Film Board** — **Marilyn Belec** named chief of English Program for the Atlantic Centre.
- **Telex Communications Inc.** — **James McFarland** named VP corporate development; **George Grech** named Canadian sales manager, based in Scarborough, Ont.
- **Palette Ltd.** — **Howard Golds** appointed VP, marketing & sales.

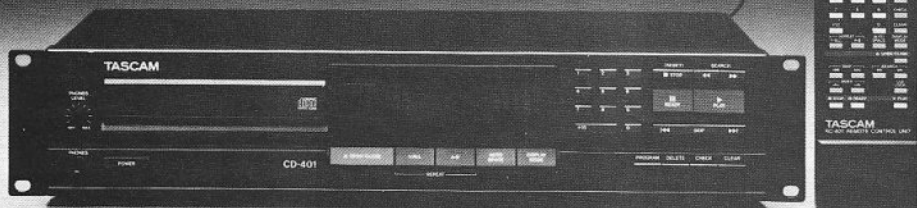
## In memoriam

**John Bradshaw**, who dispensed advice on gardening for more than 40 years, died in Toronto at age 75. The air force veteran began his broadcasting career after the Second World War when he devised a simple gardening plan for the Veteran's Land Act. From 1950 to 1982 he was garden and farm director for CFRB Toronto. He also broadcast on CKO until it went off the air in Nov./89.

**George Hellman**, who began his career at CKPR Thunder Bay almost 40 years ago, died in Abbotsford, B.C. He worked in the rep business for Horace Stovin/Stovin Byles in Toronto and Winnipeg, Hardy/Telecapitale in Toronto and Montreal, Target Broadcast Sales in Montreal and Toronto and, for the past three years, at Star Com in Abbotsford/Chilliwack, B.C.

**Derek George Henry**, founder and president of DGH Communication Systems Ltd., died suddenly while playing rugby in Perth, Australia, on May 25. He was 53. Born in London, England, in 1938, Derek came to Canada in 1969 and had been associated with communications since that time, founding DGH in Toronto in 1977. He participated in the CN Tower project, and pioneered in 15 GHz microwave transmission. He is survived by his wife, Gillian, son Ian, daughter Elizabeth, and nine brothers and sisters. DGH will continue with Gillian Henry as vice-president, finance; and Ian Henry as vice-president, operations, and president of DBS Satellite Inc.

# THE CD PLAYER YOU'VE BEEN WAITING FOR!



## THE CD-401

**NOW — FROM TEAC CANADA LTD. — THE TASCAM CD-401 PROFESSIONAL CD PLAYER.**

The TASCAM CD-401 is an economical, high-performance unit, specifically designed for the studio, production or broadcast environment. Features include: • balanced +4 dBm XLR and unbalanced RCA type outputs • switchable wired/wireless remote control operation; dual D/A converters • fader start/stop capability • digital output • full 18-bit, 4-times oversampling • plays standard CDs and 8cm CD singles • TEAC's exclusive ZD circuit for an absolute minimum of digital noise and low-level distortion • direct coupled linear phase circuitry. The TASCAM CD-401 is one CD player that will adapt easily to a wide range of professional applications.

**TASCAM**  
TEAC Professional Division

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