

## CRTC HEARINGS

Nov. 19: Hull  
Dec. 3: Halifax

- Nov. 22-24: LIGHTING DIMENSIONS INTN'L  
Reno-Sparks Convention Center,  
Reno, Nevada  
Info: Jill DeForte, LDI, (212) 353-1951
- 1992**
- Feb. 7-8: SMPTE 26th Television Conference  
St. Francis Hotel, San Francisco, CA
- Feb. 11-14: EXPO COMM MEXICO 92  
Mexico City, Mexico  
Info: Ron Akins, phone (301) 986-7800,  
fax (301) 986-4538.
- Feb. 24-26: FIBRE OPTIC COMMUNICATIONS  
Arizona State University, Tempe, AZ  
Info: Center Professional Development,  
phone (602) 965-1740.
- Feb. 27-29: MULTIMEDIA 92 PACIFIC  
Trade & Convention Centre, Vancouver  
Info: Jai Cole, phone (416) 660-2491  
or fax (416) 660-2492.
- March 27-28: SMPTE POST-PRODUCTION  
SEMINAR

Toronto, ON  
Info: Harvey Rogers, c/o YTV, phone  
(416) 534-1191

- April 6-11: AMERICAS TELECOM 92  
Conference Centre, Acapulco, Mexico  
Info: Telecom secretariat, Geneva,  
phone +41 22 730 54 44,  
fax +41 22 740 10 13
- April 11-14: NAB CONVENTION  
Las Vegas, nev.
- May 13-15: RADI COMM '92  
Place Bonaventure, Montreal  
Info: Peter McLean, phone (416)  
252-7791, fax (416) 252-9848
- May 31-June 3: CCTA CONVENTION  
Vancouver  
Info: CCTA, 360 Albert St., Suite 1010,  
Ottawa, ON, K1R 7X7, phone (613)  
232-2631, Fax (613) 232-2137.
- June 3-6: MULTIMEDIA 92  
Metro Convention Centre, Toronto  
Info: Jai Cole, phone (416) 660-2491,  
fax (416) 660-2492.
- June 10-13: INTERNATIONAL RADIO  
SYMPOSIUM & EXHIBITION  
Montreux, Switzerland  
Info: NAB, Washington, D.C., phone  
(202) 429-5350
- June 17-20: RTNDA CANADA CONVENTION  
The Westin Hotel, Winnipeg, Man.  
Info: Jennifer Rogers, RTNDA, phone  
(416) 756-2213, fax (416) 491-1670
- July 3-7: IBC92  
RAI International Congress Centre,  
Amsterdam  
Info: IBC, Savoy Place, London,  
UK, WC2R 0BL, phone 071-240  
1871, fax 071-497 3633
- Sept. 16-22: PHOTOKINA  
Cologne
- Oct. 14-17: SBE CONVENTION  
San Jose, Calif.
- Oct. 30-Nov. 4: EXPO COMM CHINA 92  
Beijing, China  
Info: Ron Akins, phone (301)  
986-7800, fax (301) 986-4538.
- Nov. 10-14: SMPTE 134th CONFERENCE  
& EXHIBITION  
Metro Toronto Convention Centre
- Dec. 2-5: RTNDA INTERNATIONAL  
Miami Beach, Fla.
- 1993**
- May 1-4: NAB CONVENTION  
Las Vegas
- May 9-12: CCTA ANNUAL CONVENTION  
Toronto
- June 22-24: INTERNATIONAL LIGHTING EXPO  
Metro Convention Centre, Toronto  
Info: Deborah Dugan, phone (416)  
890-1846
- Oct. 13-16: SBE NATIONAL CONVENTION  
Society of Broadcast Engineers  
Richmond, VA.

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R A D I O

# NEWS

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Circle Reader Service #210

### NEW TRANSMITTER FOR CJRL KENORA

by Don Fawcett

Last spring CJRL Kenora, Ontario increased its daytime power from 1 kW to 5 kW, non-directional, one tower. A Nautel ND-5 solid state transmitter — manufactured by Nautel of Hackett's Cove, N.B. — was the final choice for transmitting equipment.

When the project was planned by CJRL General Manager Scott Fawcett along with John Sinclair and Don Trueman of Sound Broadcasting Ltd. of Winnipeg, the goal was to keep both the capital investment and operating costs to a minimum.

The problem of having to spend \$20,000 with Ontario Hydro for three-phase electrical power to the transmitter site was solved by using the existing single phase power. Most transmitters at powers of 5 kW and above require the use of three-phase electric power. But the Nautel 5 kW transmitter can be configured to operate on single phase power.

Although the overall noise floor of the transmitter is reduced slightly — from 65db to 60db — significant savings are achieved by not having to make capital cost investments for the installation of three phase power. And single phase power makes supplying emergency power much simpler, particularly with Nautel's Continuously Variable Output Control.

The 5 kW daytime power level was chosen to improve the existing coverage area of CJRL, which had been gradually eroding over the years due to increased man-made interference. The station remains 1 kW non-directional at night.

The single phase power consumption of the new Nautel 5 kW is just slightly higher than the power consumed by the 20-year-old tube type 1 kW transmitter it replaced.

Installation of the transmitter was completed on time and the resulting signal is well above our expectations. The audio quality of the Nautel — fed by a NRSC Phoenix Audio Processor and new Arakis studio consoles — is superb.

The cost of the power increase, using the existing tower, has produced excellent results for the

station at an affordable cost.

*Don Fawcett is president and general manager of Fawcett Broadcasting Ltd., owner of a number of radio stations in northwestern Ontario. He can be reached care of CFOB Fort Frances.*

### COMMUNITY STATION FOR SASKATOON

The newest addition to Saskatoon's airwaves officially signed on in September.

Proudly anticipating CFCR's arrival were the countless volunteers from the Community Radio Society of Saskatoon, who worked more than five years to get the radio station on the air at 3:19 p.m. September 7. About 50 people were at the station for the event.

The station, located at 90.5 MHz, will broadcast community-based programming 128 hours a week. More than 90 volunteers will host programs; on Saturday and Sunday they'll feature ethnic programming representing 13 cultures.

### U.S. FM ON SOLAR POWER

KTAO-FM Taos, New Mexico, has become the first 50 kW radio station to rely exclusively on solar energy to power its transmitter. According to *Radio World*, KTAO's 135-panel solar plant is located at a new tx site on a 10,800-ft mountain, where other power sources are not available. The high location has enabled KTAO to reduce transmission power; at the previous site, 187 feet below average terrain, it took 5 kW to produce 3 kW ERP, whereas the new site requires only 1 kW for 50 kW ERP.

Sixty batteries store enough power for five days' operation — unlikely to be needed in sunny New Mexico.

**CASUALTIES OF THE ECONOMY?** NewCap has closed the studios of CFIQ Harbour Grace and proposes to close those at CKXJ Grand Bank, NF. The stations will rebroadcast CKIX-FM St. John's... And the CRTC wants to talk to CKLE-FM Caraquet, the new French-language station in north-

eastern New Brunswick, about delays in its plans for studios and construction of a rebroadcaster at Campbellton... And CFPL-TV London, ON, has been allowed to reduce its spending on Canadian programming from \$9.142 million to \$7.4 million a year in 1991 and 1992. Its ambitious 90-minute morning news show has been cancelled...

**Global Communications Ltd.** applied for approval for six more rebroadcasters — at Fort Erie (ch 44, 14.2 kw), Sudbury (ch 11, 25 kw), Timmins (ch 13, 11.6 kw), North Bay (ch 2, 3.4 kw), Maxville (ch 11, 16.8 kw) and Sault Ste. Marie (ch 12, 1.8 kw). They would carry the signal from Global's Paris rebroadcaster... **Radio Express Inc.** has applied to purchase CKOD Valleyfield, Quebec... **SCMO APPROVED: CKKQ-FM Victoria** for data services on 67 kHz and background music on 92 kHz; **CISM-FM Montreal** for a service that would be 95% Cantonese...

**PROMOTIONS:** They know how to have fun with promotions at **CFGP Grande Prairie, Alta.** The station is part of the *Great Peace Country Duck Race* promotion, which this year raised \$34,000 for Ducks Unlimited and The Queen Elizabeth II Hospital Foundation. The race itself was between 12,000 little yellow plastic ducks... **CKSA Lloydminster, AB.** sportscaster Keith Snelgrove headed up a foursome in the annual *Longest Day of Golf* staged during the summer that played 153 holes from 4:30 a.m. to 10:30 p.m., raising over \$7,000 for the Canadian Cancer Society... **CFAX Victoria** morning personality Barry Bowman helped launch the 1991 Victoria United Way campaign by moving his entire show to the United Way kickoff breakfast. CFAV donated the broadcast as part of its support for the annual fund-raising drive... An Ottawa resident's seven-foot-tall tiered cake won the \$5,000 grand prize in **CKBY Ottawa's Show Us You Love Your Country 105, CKBY** contest. Marc Leduc spent over 80 hours and over \$4,000 of his own money constructing the cake, which included a functional water fountain and a replica of the Parliament Hill Peace Tower. After making a local television newscast and being

NOVEMBER/DECEMBER 1991

on display of two days, the cake was donated to the Children's Hospital of Eastern Ontario...

**FREQUENCY CHANGES:** Two New Brunswick FMs have applied for a change of frequency; CJYC-FM Saint John, from 50 kW on 98.9 to 100 kW on 94.1 MHz at a new site; and CKHJ-FM Fredericton from 45 kW on 93.1 to 100 kW on 105.3 MHz... CKHJ owner Radio One also wants to expand coverage of its Fredericton AM, CIHI. FM rebroadcasters would be located at New Maryland (95.1) and Oromocto (103.5), both 50 watts... Community Radio Station CKRY-FM Toronto (York University) has extended its broadcast day to 24 hours. The expanded hours coincided with a change in program directors — Gary Wright replaced Lisa Roosen-Runge, who had been PD for over five years... CKNX Wingham announcer Gord Dougan has been presented with the Ontario Hockey Association's Media Recognition Award. It marked the first time the award has been won by a small market broadcaster...

**CRTC APPROVALS:** A special FM licence granted for an Algonquian-, English- and French-language 50 watt station at Winneway, Que, at 93.5 MHz... Radio Gaspesie Inc. has been given approval for a French-language FM rebroadcaster of CJRG-FM Gaspé at Murdochville, Que. However the frequency of 99.5 MHz was denied as the CBC plans to use the frequency under its revised Long Range Radio Plane... The CBC was given approval to operate 30 watt transmitters at Revelstoke and Sicamous (both at 1260 KHz) to broadcast public, agricultural, marine and recreation weather for Environment Canada... A power increase for CILE-FM Havre-St-Pierre, Quebec, from 50 to 430 watts... More on the sale of CKDK-FM Woodstock, Ont. to Shaw Cablesystems Ltd. for \$4.5 million by Schoone Communications Ltd. Shaw promised a \$587,000 benefits package over five years, including \$250,000 to furnish an audio-visual recording studio as part of facilities of a planned community complex. Should construction of the performing arts complex fail to begin within a year of approval, Shaw said it would implement a summer festival series showcasing local groups and other Canadian artists... NewCap Broad-

**BROADCAST TECHNOLOGY**

casting Ltd.'s bid to amend the licence for CFRQ-FM Dartmouth, NS, to increase the use of hits from 40% to 49.5% was granted; the requirement to broadcast hits in the current/recent/past ratio of 30/40/30 was amended to a ratio of 20/20/60 for all music broadcast...

**DENIED:** Telemedia's bid to change CKAT-FM North Bay from country to pop/soft rock denied. Telemedia had proposed moving the country format to CFCH North Bay, its joint

AM station. However the CRTC noted that Telemedia hadn't provided a firm commitment to maintain the country format on CFCH and that North Bay already has a soft rock station, Pelmorex's stand-alone CHUR... An application by Rogers Broadcasting to amend the hit to non-hit ratio for CISQ-FM Squamish from 49:51 to 85:15 and an application; and by CKNX Wingham, ON to allow simulcasting with sister station CKNX-FM, of the daily *Coast-to-Coast* overnight program.

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### Promotion Overcomes Downtown Apathy — This Time

There's been talk and studies for years about downtown deterioration. **Ralph Robinson**, president of CIGV-FM Penticton, decided action was needed, not talk. Here's what he did.

Ralph hired a co-ordinator, who began canvassing the downtown area in January for an April promotion. Store owners were asked to provide a prize with a retail value of \$100 to \$500, depending on the size of the store. Otherwise, the promotion would cost nothing.

Despite that — and the fact someone else was doing the work for them — Ralph said it was tough to tie all the downtown dinosaurs together.

One long-time businessman told the co-ordinator to come back when she had 70 merchants lined up and he would be the 71st. She did just that and went on to sign up 162, with a donated prize value of about \$20,000. She got some lawyers and accountants to participate, but she struck out with doctors and dentists.

Even the city was a tough sell: it donated free bus service between 9 a.m. and 3 p.m. on just one day of the promotion. Interestingly, Penticton's transit people estimated a 40-per cent increase in bus traffic during those hours.

The promotion was called *Shop at the Store with the Map on the Door* and each donor business had a map on its door of CIGV's coverage area. Participants had to visit stores to fill in entry forms.

CIGV ran contests with questions about Penticton's downtown.

Eight thousand people visited participating businesses to fill in entries. CIGV staff counted 70 per cent of the entries from Penticton residents, 20 per cent from the area between Vernon (125 km north), Osoyoos (52 km south) and Princeton (100 kilometres west, by road). Ten per cent were from tourists and business visitors from outside the basic trading area.

CIGV picked up the cost of the co-ordinator, printing and promotion, except for an article in the *Western Advertiser* and an ad in the *Penticton Herald*.

Was it worth it?

Said Ralph, "I enjoyed it, as did all the staff, and we had a warm feeling afterwards, but I do fear for the future of downtown Penticton and downtowns all over the country."

Why? Because of the apathy and lack of enterprise or follow-up by the businesses involved.

\* \* \*

Ralph appears in **Dick Drew's** book, *The Canadian Achievers*, a collection of stories from Dick's radio series. You've probably heard the story of how the book was turned down by publishers so Dick published it himself, and sold more than 6,000 copies before the first printing... Speaking of books, *The Survivor* by **Peter Tadman**, former news VP at ITV Edmonton, is on the shelves. It's the story of how a downed pilot in the Arctic survived by eating human flesh. It also raises questions about how well we're equipped for northern rescue... There've been changes in sales at Penticton's CIGV-FM: **Wayne Rorke**, from CKOR Penticton and CFQC-TV Saskatoon, is sales manager. He wooed **Vince St. Pierre**, a 32-year veteran, down from CKBI-TV Prince Albert. And he's also brought in **Garth Hackl** from CJWW Saskatoon... After 37 years with CKCK-TV Regina, **Mel Friesen** took early retirement at the end of October.

He was hired straight out of Ryerson in 1954 by **Larry Glover** when CKCK-TV, western Canada's first TV station, was still being built and had a staff of 15. He was put in charge of props. From there he rose through the ranks of announcer, switcher, director, studio director, production manager, operations manager and director of creative services to station manager than GM and president. Meanwhile, the station went from Sifton ownership to Harvard Communications and, finally, to Baton Broadcasting. "I'm leaving with a lot of good memories," said Mel. "To say I won't miss it would be a lie..." **Read Brown**, a program manager at CFQC-TV Saskatoon, also left as the two Baton stations together cut about 30 positions...

At CHSJ in the beautiful city of Saint John, N.B., **GSM Robert Towner**, has added **Roland Belliveau** to his staff... **CHLO** St. Thomas celebrated its 43rd birthday. That word from **Deanne Proctor**, who's back in the midday slot... It's nice to see some original call letters still around. Said **Al Gibson**, BN general ND, "call letters are changing so fast, I can't keep up." Canada's oldest station became Canada's newest country station in September as **CFCF** Montreal became **CIQC**. **CKDS-FM** Hamilton became **CJXY-FM**. It was half-jokingly moved at the annual meeting of the Broadcasters Association of Manitoba that the last station to change its call letters pay for the new **BAM** stationary... You probably know **Moffat's** venerable top-40 **CHED** Edmonton turned to classic rock. Sister station **CKNG-FM**, now **Power 92**, got the **CHED** format, sort of... **CING-FM** Burlington went to full-time dance music.

\* \* \*

**George Gallagher** is president of a group that bought **CFQC**, which at 68 is Saskatoon's oldest radio station. Ownership transfer took place Sept. 18 and the station was on-air from a new location at 6 a.m. the same day with only 20 seconds of dead air. That's quite a tribute to **Al Pippin** and his people at Pippin Technical Services, which did the engineering work... After 31 years with **CFQC**, **Dennis Fisher** — a super person whom I've never seen (1) not looking enthusiastic and friendly and (2) out of a business suit — retired. **Jim Mattern** remained as ND at **CFQC-TV** while open-liner and newsmen **Roy Norris** moved across as ND of the radio station. **Easton Wayman** went with him to the new **QC** while **Randy Atkinson** moved from **CJGX** to **QC** as sports director. He was replaced as ND at **GX** by **Phil Devos**, formerly famous as ND of **CJVR** Melfort and handler/owner of a controversial police dog.

Here's the new executive of the Saskatchewan Association of Broadcasters, elected at the fall meeting at Melfort: President, **John Huschi**, GM of **CKRM/CFMQ-FM** Regina; VP, **Mel Friesen**, president of **CKCK-TV** Regina; secretary, **Wax Williams**, president of **CJYM** Rosetown; and treasurer, **John Empey**, GM of **CJSL** Estevan. I've mentioned before that the **SAB** is threatening to outdo Maritime broadcaster meetings, which are famous for their lobster and conviviality. After hearing about the social part of this year's meeting from **Doreen Gallagher**, wife of George, I regretted not making it. **Gary Fitz**, president and GM of **CJVR** Melfort, must have been trying to outdo **John Empey**, who organized a super meeting last year. **Doreen** said the Greek meal was incredible and **Jim Laing**, president of **Soo Line Broadcasting** which owns **CJSL** and **CFSL** Weyburn, outdid himself... Back home at **CFSL**, **Warren**

Todd is now PD, taking over from Tim Erickson, who moved to the family business in Edmonton. Warren's from CKSQ Stettler. The new PD there is Russell Thomas... At CIMG-FM Swift Current, Al Stevens has replaced Kelly Evjen as PD. And at CJYM, Clay Siemens is now ND in place of Dave Armstrong... In Saskatoon, CJWW has a new ND in Gordon Wiebe, who replaced Marion Barschel. She's expecting her first child about now. Husband is Warren Henderson at CFQC-TV, not to be confused with the Warren Henderson who is ND at CHQT Edmonton... Still in Saskatchewan, Frank Capozzolo is PD and does afternoon drive at the new CK62 Regina, the former CKCK, now into all-oldies... Another Henderson, Dale, has moved to Edmonton from Saskatoon. He's now system manager at Shaw Cable's Edmonton system. Bob Anderson is system manager in Saskatoon... STV Saskatoon is running a new one-hour news and sports show at 10:30 p.m. It includes a 30-minute *Sportsline* with Rick Bourgon, Wray Morrison and Linda Walker... Kelly McCrae has become PD at CJCD Yellowknife...

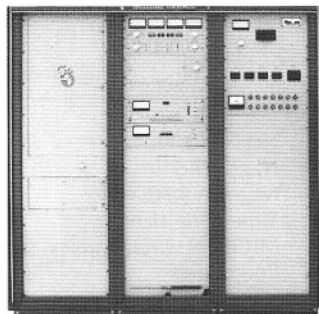
Across to B.C. where Doug Elphick is now GSM at CKPG-TV Prince George, from CFTO-TV Toronto and before that Hamilton, Vancouver, and Regina. Randy Seabrook has gone where the money is, to sales at CKPG/C101-FM, and Ken Kilcullen is now PD. He was last at CKGY Red Deer... It's nice to see some broadcast newsrooms actually expanding. SILK-FM Kelowna is up to five under ND Tony Peyton... JJ Richards of CFUN/CHQM-FM Vancouver, with a large FM news commitment to look after, has added Terri Theodore from Magic 104, Norm Byatt and David Marnoch, who worked for QM-FM under its former owners. JJ's crew also has two,

two-hour weekend information shows to look after, *Sunday in Vancouver* and an arts and entertainment show. Says JJ: "It's a pleasure to be running a full-scale, all-out, hell-for-leather newsroom again."... BCTV Vancouver has freshed *The Noon News Hour*. Deborra Hope is back as host after maternity leave, with a goal of having fun as well as informing people. Doriana Temolo turns her attention to reporting and producing news features... Across town, U TV is running hourly news updates every hour, except when there's a major news show. Jim Hart moved across from BCTV to anchor the weekend evening news. U TV also has a new weatherman in Mark Driesschen from CKND-TV Winnipeg and Karim Hajeer moved to U TV from CBC's Newsworld. The station has, or is about to get, a new SNG truck. Steve Wyatt's been made senior producer, news... George Froehlich, executive producer, is enthusiastic about U TV president Peter Viner. Said George last time I saw him, Peter has "vision and the ability to crystallize that vision, an ability to delegate and get more out of managers than they knew they could give, and a willingness to listen and change his mind if needed." (It makes the skills of leadership sound easy, doesn't it?)

Perhaps you missed hearing about the MMBFFPP, or Morning Mayor Barry Bowman Fun-Filled Party Party, during the B.C. election. It was launched by C-FAX Victoria morning man Barry Bowman. Its platform — fun and goofing off. Bowman said if the MMBFFPP won the election (it didn't), the B.C. Lottery Corporation would be restructured. Each week it would send a dollar to each British Columbian. One person would be selected at random to pay the Lottery Corporation \$10-million. "We'd have three million winners and only one loser — what a deal!"... Terry Spence is back

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as host of C-FAX's mid-morning *Talk it Over* show, which he launched 11 years ago. Susan Brice left to try for a legislature seat. Terry's also VP and ops. manager of Seacoast Communications, which owns C-FAX and CKOV/CKLZ Kelowna... Ed McKenzie expanded his ND role by joining Joe Easingwood as co-host of the morning prime-time talk show, *C-FAX Newslines*...

\* \* \*

*What's new?* I asked Tom Mark, ND at CHRXJR Country Vancouver. Three dead in a school bus accident in Alberta, he answered. Many dead in an explosion in the States. Isn't there any good news? I asked. That's it, said Tom.

\* \* \*

Star-FM Chilliwack/Abbotsford puts out such a polished loyal listener newsletter, produced by PD Barry McMaster and creative director Linda Strathdee, I've been wondering if Fraser Valley Broadcasters president Bill Coombes is practising to get into the print business. Something in it made me a little suspicious, however. In a competition prior to the Abbotsford Air Show, Star-FM offered a prize of \$1,000 in advertising time. The winner: sister station CFVR Abbotsford. Now, if that competition hadn't been organized by the chamber of commerce...

### **Native Station is Far-Reaching**

CFWE-FM Lac La Biche, Alta., is a low-powered native station — but manager Ray Fox was amazed to learn one Saturday just how far afield his signal is heard.

CFWE-FM is on satellite to program a multitude of northern community stations. One day Ray was sitting in at an afternoon shift on an emergency basis when he got the DJ blues, opened the mic and asked: "Is anybody out there listening?"

His phone lit up until he signed off at 8.30 p.m. The calls came from Alaska, all over the NWT, from northern B.C. and Saskatchewan, from the Gaspé, New York, Sudbury, Moncton, Horse Fly, B.C. and down into Maine, New Hampshire and West Virginia.

Most of them were from the new version of the ham radio

operator — people with dishes idly scanning the skies to find out what they could pick up.

They apparently liked what CFWE-FM was playing and stayed, at least for a while.

What was Ray playing? Country, much of it probably from before the 1940s, he said.

I'm not sure if there's a lesson here (1) for niche marketers and (2) for broadcasters wondering what DBS will do.

In Manitoba, an aboriginal journalism program sponsored by three levels of government is at the half-way stage. More than 100 applied, 18 were chosen and 15 are still in the program. The first year was spent in classes at Red River Community College with two weeks internship. Now the students go into a year's internship, then onto the job market. Vivien Merkeley, ND at CKY-TV Winnipeg, has been involved from the start. She said she had initial concerns, believing journalists of any race should go through the regular learning channels. Now, she's enthusiastic. "If the result is we get a bunch of good journalists, it doesn't matter how they got there." I believe there are at least three other courses for native journalists: at Grant MacEwen College in Edmonton, the University of Western Ontario and the Saskatchewan Indian Federated College in Regina.

\* \* \*

On Friday Sept. 13, morning team Kevin McGowan and Company of CFOX Winnipeg broadcast from a sidewalk under a ladder and on a pile of broken mirrors with a black cat present. They're still around so I guess they missed one ingredient, but perhaps their competitors will help out next time... Kevin Hilgers of CJWW Saskatoon has been sending me jokes and ideas and I wonder if he's planning to go into the joke syndication business. One of his ideas: read "horror-scopes" on Friday the 13th. (The next one's in December.) Use them to get listeners on-air. There's nothing better sounding than having a listener laugh at your line on-air... Clint Lalonde, assistant PD and midday host at CFGP Grande Prairie, was desperate to get his name in *BT*, so desperate he faxed \$50. With it came news (?) of

## Gallagher: "Throw Away The Book"

At the Broadcasters Association of Manitoba meeting, **Elaine Ali**, AGM at CKND-TV Winnipeg, was elected president for 1991-'92. **John Norris**, PD at CKRC Winnipeg, is VP, and **Tim Smith**, PD at CKY-TV Winnipeg, is past president. Directors are **Boyd Craig**, VP of Western Manitoba Broadcasters, **Jim Milliken**, GM of CFQX-FM Selkirk, and **Linus Westberg**, GM of CKDM Dauphin.

**George Gallagher**, president of CJGX Yorkton and of QC Radio Ltd., which bought CFQC Saskatoon, spoke at the meeting. Here's an abbreviation of his speech.

"Some of our problems are outside our jurisdiction, many are self-inflicted. I sincerely believe most can be solved.

"Anyone who has applied for a new licence or a licence change recently will agree that the amount of bureaucratic jumble that we have to go through is completely unnecessary and very costly. I maintain the average non-appearing item, about 90 per cent of business, could be judged in a couple of hours by a panel of a lawyer, an accountant and a broadcaster. As it is, it takes months and \$20-\$30,000 in legal and consultant fees.

"Most things in this business, as in life, are fairly simple; we just try to complicate them with technicalities, buzz words and gibberish in an attempt to sound important.

"Our basic problem is not enough revenue. The basic reason is the industry's share of the advertising pie has diminished from about 12 per cent a few years ago to about eight per cent last year and is still falling.

"The reasons, not necessarily in order of importance:

### • Our measurement system:

"Forty some years ago BBM was set up by broadcasters to help them determine what programming listeners liked. Today BBM is primarily a tool of advertising agencies who, with a touch of a computer key, can dictate the rate of any given station just by setting up criteria by way of GRPs for some segment of society, which tends to get narrower with each placement. This is called sophisticated time buying.

"The old idea of your Chev dealer buying 50 spots a week because he knows it sells cars is no longer valid — it's not sophisticated.

"In Saskatoon, where approximately \$2-million national is placed with the five private stations, approximately half that much is spent by those stations on promotions and the cost of BBM. The spots that are purchased by ad agencies in this 'sophisticated' method vary in price from \$20 to \$140

**Tom Bedore** becoming GM when **Gord Percy** retired. If **Clint** read this column, he would have known those things months ago. Also, when you fax something, **Clint**, it's polite to follow up by mailing the original.

Now I know the reason for the postal strike: **Don Kay**, VP and GM of CKY/CITI-FM Winnipeg, caused it. **Don** wanted a new antenna, so **Moffat's Jim McLaughlin** went to bat for him and got regulatory approval. But time for the installation was running out and the fall survey was approaching and **Jim** really didn't want **Don** to hold off until after the book because he'd have to apply all over again. **Don** agreed the antenna would go in before the book. The antenna was shipped, and it disappeared. Said the trucking company, the people shipping the antenna owed them money. The antenna wasn't likely to be found until the money was paid. They didn't care that **Moffat** was an innocent party.

With the help of expensive lawyers, the antenna was "found." But it was too late to beat the fall survey. A miracle was needed ... and voila, the postal dispute arose and **BBM** delayed its fall sweep.

on the same station, in the same time segments. Does it make sense? No.

"We should dump the rating system and find a new method.

### • Barter networking:

"This is one that has really come into its own in the past four or five years. While it has a nice ring to it, and according to its proponents is the new wave in radio broadcasting, I wonder how many broadcasters have sat down and figured out just what it is costing in national dollars.

### • Salespeople:

"Accompanying salespeople on calls, I found, no matter how much preparation work was done, the conversation always reverted to bashing the competition in our own business rather than trying to expand the total radio budget or the total advertising budget.

"In one short tirade the salesman: (1) convinced the client that he should not allot any more to radio, (2) showed the inefficiency of competing stations and therefore by inference the whole industry, (3) made himself sound like a pretentious jackass by spouting lots of buzz words that neither he nor the client understood. The client couldn't care less about demographics. He just wants to sell his product.

"We know our radio station can sell products. Buy 40 or 50 spots and a remote broadcast and 19 out of 20 times you will get results. Our potential client wants something that will bring the people in. He doesn't care if it's radio or TV, newspapers or the town crier, just get them in and shopping. So why knock your competition, why short change your own industry?

"Dedicate the next 12 months to educating your entire sales force in the basic knack of selling radio or TV advertising, not just selling your station but selling the product.

"Throw away the book, forget about CPMs, GRPs, demographics and gobbledegook. If we succeed in this one thing we will have gained much more than the suggested 100 million dollars promised by the (Radio Marketing Bureau) task force.

"Just imagine if we were to succeed in getting back to 12 per cent of the pie instead of eight per cent as at present? Unobtainable, you say? Don't you believe it. All we need is commonsense and courage." — JHF

\* \* \*

If you see ex-Moffat manager **Roy Hennessy**, now at CFRB Toronto, ask him how he could be so careless as to leave his pantyhose lying around other people's houses. Incidentally, I hear newsmen and talk-show host **Charles Adler** followed **Roy** to CFRB from CISS Calgary... I'd been wondering where **Ted Arnold** was, former ND at CKKX-TV. Then I saw a photo of him, as dapper as ever. He's executive VP for Alberta Television Network, which is applying for licences in Edmonton and Calgary... **Paul East** has joined his mother **Sheila's** Sound Broadcasting of Winnipeg... **Del Sexsmith**, former PD at CJOB Winnipeg, is now marketing manager with the Winnipeg Symphony Orchestra. **Ted Farr**, now with CJOB, is enthusiastic about being part of a radio station focusing on news and information.

*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 Comerpoint, 10179-105th St., Edmonton, Alta., T5J 1E2, (403) 428-6490; or fax it to me at (403) 428-0663.*



very unique, because *unique* means 'one of a kind.' 2) Eliminate *all-time* from *record* because the term is redundant. 3) Change *media* to *medium*. 4) Make it *Harriet and me*. 5) Change *opted* to *chose* or *selected*. *Opted* implies to have chosen in an impulsive way. 6) *Prophecy* is a verb; make it *prophecy*. 7) Change *regretfully* to *regrettably*. (Source: *The Glossary of Misused Words & Phrases*.)

## PEOPLE . . .

CJEZ-FM TORONTO Sales Rep **Ross Dann** says when you reverse the spin on a Country & Western record, you get your wife back, your truck back, the cows come home, you get your puppy back, your house back, you're not a drunk any more, and so on... Plenty of newsroom changes at CIGM/Q92 Sudbury. **Brian Band** is ND, **Dawn Kelly** (ex of CKPR Thunder Bay) reads Q92 PM drive news, **Tammy Martin** from Brockville's XL103 is handling CIGM morning news and **Jeff Giffen** takes care of CIGM afternoons... Over at Midland's CKMP, new ND is **Mark Ladan**. Mark made the switch from within Telemedia Ontario (CIGM/Q92)... Funny bit by CFTR Toronto's **Tom Rivers** on the compelling and often challenging relationship between a street performer and a psycho, entitled: *A Mime is a Terrible Thing to Waste...* Former CKY Winnipeg ND **Charles Adler** is now talking at CFRB Toronto... Canadian Radio Networks CEO **Chuck Camroux** says CRN is now operating three long form formats daily; '50s, 60s & 70s,' 'hot modern country' and 'hot A/C'... After buffing it for the 11 years of their marriage, **Sherie Vincent** reports that husband, **Hal** — CFRB Toronto/Standard Broadcast News Queen's Park stalwart — has just purchased and begun wearing his first pair of pyjamas. (Attention CFRB newbies: A semi-fabulous prize to the first investigative type who can confirm rumors of the little booties attached to the pant legs)... A couple of issues back, **Mike Hanson** wrote about the effectiveness of radio station IDs. One I particularly like is from my friends at Q92 Sudbury: *Q92. We move more rock than Inco.*

## KICKER. . .

AAB convention organizers had arranged with **Tim Horton Donuts** for the use of their corporate bus and driver to get delegates to a spot known as *The Colony Club* for the President's Dinner. The driver and the bus, both from Ontario, had no idea where to go. The driver got on his PA system, admitted his ignorance of St. John's streets and asked for a volunteer to come forward to act as navigator. Well, bless his heart, who comes up but VOCM's outstanding, brilliant, humorous and gentlemanly chief engineer **Reg McCausland**; a guy who really knows his way around.

Ten minutes into the ride, we're hopelessly lost! After consultations between Reg and Halifax-based MMB guy **Irv Skinner** we were no further ahead.

A brilliant comment surfaced from an Ontario guy: "*Whenever I'm lost, I go into a gas station and ask directions!*" Seatmate **Denis Menard** of the CRTS turned to me and exclaimed, "Radical suggestion, dude!"

The driver bought a variation of the scheme, stopped the bus, generously gave Reg enough time to remove his VOCM lapel pin (so he couldn't be identified as a local) and sent him onto the streets in search of guidance. Turns out *The Colony Club* was only four minutes away from the AAB's convention hotel.

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

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Circle Reader Service #260



# Atlantic Airwaves

by Sandra Porteous



**B**usiness appears to be picking up around the region, and with any luck at all the trend might just continue beyond Christmas.

CHTN Charlottetown's **Harry McLellan** was honored recently in St. John's, Nfld., where he was elected president of the AAB during that group's annual convention. McLellan isn't new to AAB business, having been on the executive for five years. During his 17 years in broadcasting he has worked with ATV in Moncton and Saint John and with CHTN. McLellan has been GM at CHTN for six years and has taken the station to the number one position in its prime demographic in the Charlottetown area. Other elected members of AAB now include: **Gary Crowell** of CKDH Amherst as vice-president, **Bob Coy** of CIHI/CKHJ-FM Fredericton as treasurer, and **Don Abbey** of CKEN Kentville as secretary. Also elected as directors were **Gerry Murphy** of CFSX Stephenville and **Gary Murphy** of MITV/CHSJ Saint John. Past-president **Bill Bodnarchuck** of CJCH/C100-FM Halifax is taking a well-deserved rest.

News from CFNB in Fredericton is that **John Stuart** has been promoted over to the afternoon desk. He takes over from **Rory MacDonald**, who quit the post this summer. John was senior reporter and co-producer of the station's newsmagazine show, *90's Now*. John has been a fixture at CFNB for the past three years and, although still considered an Upper Canadian, he did spend the summer "eating lobster, fiddleheads and went to Crystal Palace" in the tradition of all true Maritimers.

**Bob Mackay**, so fondly remembered by fans who admired his voice and on-air style, was seriously ill in Halifax's Victoria General Hospital in early October. His many fans were wishing him good luck on a speedy recovery... CHNS Halifax's **Morrissey Dunn** took his show to Disneyworld for the 20th anniversary of the Florida theme park... Sun Radio enjoyed first anniversary celebrations at Halifax's Historic Properties for a

live broadcast. The 12-hour celebration featured local musicians and Sun FM President **Art Hustins Jr.** The mayors of Dartmouth and Halifax also were on hand to say a few words... **Chuck Bridges** has stepped into the role of public affairs director for Saint Mary's University. The former news director at CJCH/C100-FM in Halifax is not only representing the university but also taking some business courses.

ATV's **Paul Mennier** has agreed to get involved with the direction of several ASN American Hockey League telecasts this year. (Friends say the excuse to get to more games is what Mennier had in mind...). MITV's midday news and entertainment show is back with a new name and a new look. The program — renamed *Maritimes Today* — is now seen weekdays at 11 a.m. and focuses on Maritime and Nova Scotia stories. Halifax host **Karen Shewbridge** is said to be enjoying her new post.

**Jacqueline Kirk**, once a researcher at CBHT Halifax, has taken a spot as entertainment reporter with CBC's Toronto-based *Midday*... CBC-TV *First Edition* sports reporter **Colleen Jones** has been bringing her sports views to a national audience once a week with a regular slot on *Midday*. Jones delivers her comments with humor and intelligence and is fast gaining fans across the country.

Halifax composer **Sandy Moore's** concerts in Japan were featured on the CBC Stereo radio show *Two New Hours*. The selections were the result of a grant from the Japan Canada Fund of the Canada Council, which provided Moore with some of the funds needed to make the trip to Japan.

November is a good month for Halifax football fans, who are now able to see coverage of the AUAA football final on Halifax Cable. The cable system has been putting together an innovative schedule that includes more than live sports. Program director **Brett Smith** reports

Halifax Cable also is airing the 1991 municipal election with local journalism students pitching in. Halifax Cable's Community Channel continues to draw viewers in what is a very competitive television market... The news for CBC's consumer kids show, *Street Cents*, just keeps getting better. The national show is filming in Halifax and is one of the few half hours on TV with no commercials.

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

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# Broadcast Beat

by Phil Stone

In an attempt to counter falling ratings, many U.S. radio stations are turning to children's programming. Indeed there is one station that runs such shows 24 hours a day and uses the call letters Radio WAAH. And then there is WZZR-FM Port St. Lucie, Florida, that changed from contemporary hits to all-holiday tunes, including Hanukkah. It started the format on an August morning with the playing of *Silent Night*... According to *Time* magazine, Peter Jennings in 1987 was offered a pact by CBS to co-host with Dan Rather but decided instead to renew his ABC contract... Over the past seven years or so, the number of hour programs on the three major U.S. television networks has dropped from 42 to 28, while the number of 30-minute programs has jumped from 24 to 48... *USA Today* announced plans to launch a live radio service to commercial airline passengers beginning sometime in 1992. The programming will run 18 hours a day, offering continuous news, financial reports, sports scores and weather reports... TSN appointed Debby McDowall closed-captioning representative... It's back to All-Canada Radio for All-Canada Radio and Television, which sold its TV rep arm to Western Broadcast Sales. WBS, by the way, has moved its Toronto office to 55 Bloor Street West, Suite 1600. No change in phone or Fax... Another move is that of Telelatino Television, now housed at 5125 Steeles Avenue West, Toronto. Phone is 744-2800; Fax is 744-0966... *The Red Green Show* returned to CHCH-TV Hamilton with 24 new episodes... Thirteen new episodes of *MOM P.I.* are scheduled this season by CBC-TV... Kevin Gibbs, who studied his broadcasting at Humber College and then worked at CKAN Newmarket and CHWO Oakville, is in charge of production at CKOC/K103 Hamilton...

*Lynette Jennings' Homeworks*, the do-it-yourself home improvement show, returned to CBC-TV for a second season... Congratulations to Clyde Gilmour and his wife, Barbara, on the occasion of the 35th anniversary of CBC Radio's highest-rated music program, *Gilmour's Albums*... Some \$14 million was paid to Regional Cablesystems Ltd. of Oakville, Ont. by Eastern Cable of St. John's in a division of cable TV assets between the two companies in Newfoundland and New Brunswick... Pierre Pontbriand left the CRTC, where he had been director-general of information services, to become director of communications for Telefilm Canada in Montreal... Brendan Connor departed CBC Radio Sports, where he'd been the early morning sports man, to co-host CBC Winnipeg's morning programming... The Ontario Cable Telecommunications Association annual convention and trade show took place October 22-24 at the Le Parc Convention Centre in Markham, north-east of Toronto... *The Nature of Things* with David Suzuki is now in its 32nd season...

**OBITS:** The passing of Dick Beddoes at age 65 brought back many memories of our contact with him. He was certainly a most colorful and provocative fellow... Knowing Warner Troyer as we did, we never suspected that he started his career as a race track announcer, was then a radio copywriter and later a night d.j. Lung cancer took him at the age of 59... Peter McGehee, who wrote music and lyrics for two musical revues which aired on CBC Radio — *The Fabulous Sins* and *The Quinlan Sisters* — died of AIDS-related illness at age 35...

According to the Canadian Media Directors' Media  
BROADCAST TECHNOLOGY

*Digest*, 99% of Canadians live in households with TV sets; 56% have two or more sets and 74% live in cable-equipped homes. On the radio front, there currently are 702 stations in Canada — 385 AM and 317 FM; 63% of the population have FM receivers... Quebec is the only Canadian region that has more FM stations than AM... Norman Schwarzkopf, the retired U.S. general and *Desert Storm* hero, will co-anchor a CBS News special *December 7* on the 50th anniversary of the Japanese attack on Pearl Harbor... Anne Brown became director, marketing and sales, video at Cinram Ltd... TvB presented *SAC '91, The Business Development Conference*. Theme was sales challenges, marketing solutions. Affair was held at the Deerhurst Resort and Conference Centre in Haliburton... David Zand moved his advertising firm to 3625 Dufferin Street, Ste. 407, Toronto... Tom Harkness, who had been GSM at CKSL/Q103 London, Ont., moved to Toronto to become GSM at CJCL... John Parikhal, CEO of Joint Communications, addressed the Advertising and Sales Club of Toronto on *Radio — The Next Five Years*... New shows on the Family Channel include *The adventures of TINTIN*, a half-hour animated series, and *Eric's World*, a musical sitcom series...

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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Circle Reader Service #227

# St. Catharines' 'Brand New' 25-Year-Old Radio Station

# CHRE 105.7 FM

Ontario's Niagara peninsula is a prosperous region with a population of over 300,000 people, renowned for its fruit crops and wineries.

It's also a very competitive radio market. While there are only seven stations in the peninsula, no less than 70 clear AM and FM signals can be heard. More than half of tuning is to 'outside' stations.

CHRE-FM president Robert E. (Bob) Redmond has his own way of dealing with this kind of situation: "We forget about what the competition is doing, and concentrate on serving our own constituency."

That's easier to do in the Niagara region, perhaps, than in the two major markets where Redmond Broadcasting operates stations -- Toronto (CJEZ-FM) and Calgary (CKRY-FM). The Niagara market, Bob explains,

has "a good radio mix," with CHRE offering the only soft rock format.

Although CHRE has been on the air for almost 25 years, it recently was given a brand new 'look' -- and sound -- which has resulted in a 40 per cent increase in ratings in its age 25-54 demographic.

## New FM Facilities

The CHRE story began on March 20th, 1967, when Bob Redmond achieved something unusual in broadcasting: he launched both AM and FM radio stations on the same day. CHSC-FM later became CHRE.

More recently, Redmond decided to sell CHSC-AM, and on March 31, 1990, the AM and the building that housed both stations was sold to Doug Setterington. While the agree-

ment allowed CHRE to continue use of the FM studios, separate offices had to be found for administration, marketing, creative, promotion, programming and accounting -- and they ended up five miles away from the studios.

The difficulties during the next 10 months gave staff members a very real appreciation of the need for well-planned facilities that promote communication and teamwork.

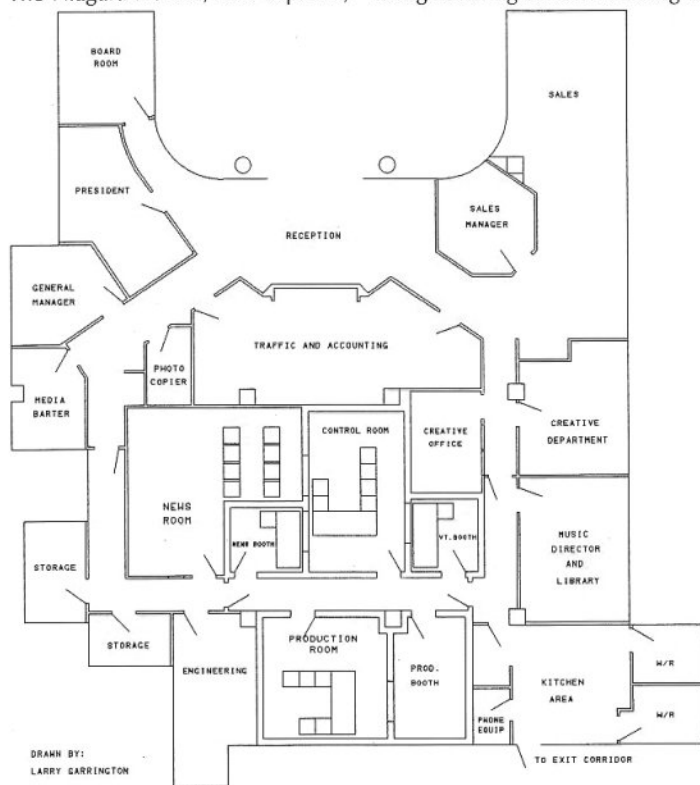
With the announcement that CHRE would locate in CorBloc, a new office and retail complex in downtown St. Catharines, everyone was eager to contribute their ideas. Throughout the project, staff had their say on layout and amenities -- input that proved to be invaluable.

At the same time, CHRE engineer Larry Garrington drew on the experience of skilled outside people, many of whom had worked on other Redmond projects. Warren Parker, for instance, assisted in pre-wiring the consoles.

As a result of this teamwork, the project was completed efficiently and CHRE signed on from its new studios on January 31st, 1991. The 6,200 sq. ft. facility has proven to be a functional and comfortable working environment for all.

Bob Redmond attributes CHRE's success to its youthful, dedicated staff, who have been focussed on the development of the station as an independent FM. The computer expertise of general manager David Himes has enabled CHRE to take full advantage of computer technology, with a totally integrated system covering all aspects of the station's operations. CHRE can interconnect with the computers at CJEZ-FM in Toronto -- just 40 miles north, across Lake Ontario. Both stations benefit from the interface, sharing tasks and information.

With compact disks replacing records, the floor space required for the music library has been greatly reduced, while CD fidelity adds to





the station's professional sound. CHRE's people are enthusiastic about the exceptional quality and reliability of the Denon CD players used throughout the station.

Targeting the 25-54 audience, CHRE gives high priority to regional news and information, with features such as *Niagara at Noon*. The BN wire and audio news services include ABC news/sports reports.

The new CHRE is at the centre of things in St. Catharines and the Niagara area. Its modern facilities, contemporary format and independent identity reflect a vigorous optimism about the station and the community it serves.

Once again, it seems, Bob Redmond has made the right move, at the right time.

#### DETAILS OF CHRE-FM FACILITIES

**Layout:** Spacious, open reception area... Sales, marketing, promotions and creative are all convenient to each other and to traffic dep't... Music library and PD located near on-air studios -- easy coordination

with traffic manager... Large, fully-equipped kitchen and washroom area... Doors in hallways separate offices, broadcast areas -- this minimizes noise, ensures office security outside of business hours... Large boardroom for staff meetings, sales meetings, client presentations.

Traffic department is adjacent to accounting and convenient to sales, creative and promotions offices.

**Layout of On-Air facilities:** View from Master Control to Newsroom allows monitoring of logger tapes... Full views between Master Control and News booth, voice track/announce booth and production room... 24-hour entrance provides access to broadcast facilities only... Large engineering office with adjacent technical storage room.

**Technical Equipment:** Ward-Beck R1400 Series consoles purchased from AVR Communications for production and on-air studios; R600 Series consoles for news booth and voice track booth... Woodworking for entire studio block was custom-made and installed by Lynn Valley

Cabinets of Simcoe, Ontario (where Redmond's fourth station, CHNR, is located)... Newsroom racks and rack-room racks combined into one area to save on floor space, wiring costs... Denon CD players, Revox PR-99 reel-to-reel machines used throughout... ITC Delta cart machines from Maruno Electronics are used in the control room, production, newsroom and news/voice tracking booths.

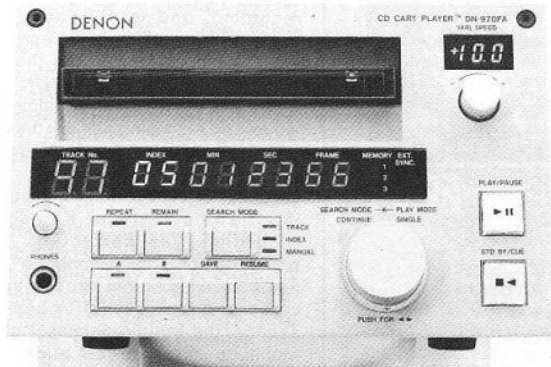
A digital storage type of audio system was considered, instead of the use of cart machines, but it was felt that the systems available at the time were still in the early stages, were costly, and still not perfected for CHRE's applications.

Emphasis when building the studios was to keep it simple but flexible, and workable for all.

**Mechanical:** Separate heat pumps are used for each studio, with each having its own thermostat control. Better acoustics were achieved, as there was no common duct work between studios. Heating and cooling of the CorBloc building supplies the office areas. The telephone system is Toshiba, from Bell Canada.

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**PELMOREX**  
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**Henry Albert**, Chief Engineer at CHNO-CJMX Radio, a division of Pelmorex Broadcasting Inc., based in Sudbury, has decided to retire. In his 45 years of service, he has supervised the installation and maintenance of the technical facilities for these stations. Henry will be sincerely missed by all Pelmorex staff.

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## people

- **ANALOG DEVICES** — **Bob Adams**, senior design engineer, named a fellow of the AES.
- **BTS** — **Dean Leeson** named marketing/product sales support specialist for camera products.
- **CANADIAN RADIO NETWORKS** — **Nick Ward** named national sales manager.
- **CFCA-FM KITCHENER** — **Craig Smith** appointed PD.
- **CITI-FM WINNIPEG** — **Gord Fry** named assistant PD.
- **CKCO-TV KITCHENER** — **Betty Thompson** named to newly-created position of community relations co-ordinator.
- **CKLZ-FM KELOWNA** — **Erin Chase** joins on-air staff and hosts *Canada Rocks*.
- **GREAT AMERICAN TELECOM SERVICES** — **Richard King** named national sales manager.
- **MAGNETIC NORTH** — **Gerlinde Scharinger** joins the company as Harry Artist.
- **MOFFAT RADIO** — **Jim (J.J.) Johnston**, CKLG/CFOX-FM Vancouver PD, appointed national program director.
- **OSRAM CANADA LTD.** — **Roger Drew** appointed VP, sales/marketing and **Mike Gentile** VP, finance/administration.
- **RANK CINTEL LTD.** — **Richard Hobbs** appointed publicity and advertising manager, based in its head office in England.
- **STANDARD BROADCAST NEWS** — **Cal Johnstone** is morning news supervisor.
- **SYMETRIX INC.** — **Cal Vandegrift** appointed director of export sales.
- **TELECORP SYSTEMS** — **Roger Reece** named VP, marketing.
- **TELEX COMMUNICATIONS INC.** — **Jeff Peters** named national sales manager, **Gary Bosiacki** western regional sales manager, **Mike Rangitsch** eastern sales manager and **Frank Olson** sales specialist, professional audio.
- **UNIVERSITY SOUND** — **Doug**

**MacCallum** named president.

- **VIEWER'S CHOICE CANADA** — **Stephen Tapp** named VP/IGM.

## in memoriam

**Donald Cameron**, former vice-president of CTV news programming died in his hometown of Cornwall, Ont., Sept. 17 of cancer. He was 66. Cameron, who worked at CTV from 1972 to 1987, was instrumental in the development of the CTV National News, *W5* and *Canada AM* and was responsible for setting up the first non-communist TV news bureau in China in 1979. Before working at CTV, Cameron spent 13 years with the CBC; he also worked for five years as a reporter for NBC News in New York during his 35-year career.

**Warner Troyer**, an award-winning broadcast journalist and author died in Toronto Sept. 15 of cancer. He was 59. Troyer's career began in the mid-1950s with the *Winnipeg Free Press*. He moved to CBC-TV in the '60s as co-host of *Inquiry*, and later with *This Hour Has Seven Days*, the *Fifth Estate* and CBC Radio's *Sunday Morning*. He was executive producer and co-host of CTV's *W5* in 1969 and later signed Toronto's CITY-TV on the air and worked on Global TV's *Point Blank*. He also wrote seven books and spent three years in the early '80s establishing a journalism school in Sri Lanka.

**Ronald Briggs**, retired international sales manager for Acrodyne Industries, died Aug. 12 at age 62. Born in England, he moved to the U.S. in 1977 where he held international sales positions with CCA Electronics, Microwave Associates and McMartin before joining Acrodyne in 1983. He retired to Naples, Fla. in 1989.

**Norm Edwards**, a Calgary broadcaster for the better part of two decades, died Sept. 25 after a 13-month battle with cancer. He was 48. Originally from Vancouver, Edwards worked as host of morning shows at Calgary stations CKXL, CHQR and CJAY. He was on the air at CJAY until August.