

— KEEPING THE BROADCAST PROFESSIONAL INFORMED —

BROADCAST + TECHNOLOGY

FEBRUARY, 1992 — VOLUME 17, NUMBER 5



CISA-TV Lethbridge's renovated and expanded facilities.

- **Tips for getting good audio.**
- **Alberta stations adopt Digital Commercial System**
- **CISA-TV Lethbridge expands its physical facilities**

See: Howard Christensen — Jerry Fairbridge — Mike Hanson — Phil Stone —
Howard English — and Jacquie's Ad Lib!

Introducing a New Feature — Rental Services

CHUM PRESSED TO SELL STATION

The CRTC has threatened to pull the plug on a Vancouver AM station that CHUM Ltd. is trying to sell.

Allan Waters, CHUM's president and controlling shareholder, told the CHUM annual meeting that the CRTC has warned it may summon CHUM Ltd. to a hearing to show why the licence for CHQM Vancouver shouldn't be revoked.

CHUM bought CHQM and CHQM-FM for about \$15 in 1990, hoping to team CHQM-FM with its existing Vancouver AM station, CFUN, and to sell CHQM. The CRTC approved the purchase and ordered CHUM to find a buyer for CHQM within six months.

A bid by CRBC Communications Ltd. to buy CHQM for \$3 million to \$4 million fell apart in July when the would-be buyer failed to secure financing.

The commission recently renewed

CHQM's licence for one year, but said in a letter read by Waters to shareholder's that it was concerned about the delay in sale of the station and it would not view favorably an application for a further extension.

Despite an increase in revenue to \$188.4 million from \$181.7 million, CHUM reported profit down in fiscal 1991 to \$15.5 million from \$17.7 million.

1991 ENDED IN THE RED AT BATON

Baton Broadcasting recorded its worst-ever financial year in 1991.

The Toronto-based company posted its first-ever annual operating loss of \$7.6 million before tax in fiscal 1991, compared with a pretax operating profit in 1990 of \$13.4 million.

A \$37.8-million writeoff of good will produced a final after-tax loss in 1991 of \$32.6 million, compared with a profit

of \$3.1 million the previous year.

Baton said advertising bookings in the first quarter ended Nov. 30 were about two per cent ahead of the same period last year while for the year they were four to five per cent ahead.

Baton officials offered little information on the company's likely performance this year, and didn't say when the dividend payments suspended 15 months ago will resume.

RED INK DEEPENED AT CFCF IN 1991

CFCF Inc. of Montreal reported a \$24.1 million loss for 1991. The company had lost \$16.9 million the previous fiscal year.

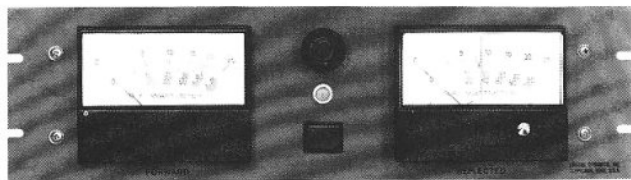
Revenue reached \$161.6 million, compared with \$162.5 million for 1989-90.

CFCF said cable TV revenue increased 5.9% over the prior year to \$46.8 million. TV broadcasting revenues decreased \$3.5 million to \$114.7 million due to a shortfall in CFCF-TV and Champlain Productions' advertising. That shortfall was partially offset by an increase in revenues for the Quatre-Saisons TV network.

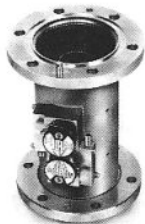
PROGRAMMING:

Canadian Radio Networks will begin what it calls "the first national daytime radio talk show" in Canada on March 2. The satellite radio program, *Canada Talks*, will air live between 1 p.m. and 4 p.m. Eastern time Monday through Friday. Veteran radio broadcaster Scott Cameron will host the program. Canadian Radio Networks is located in St. Catharines, ON... French-language **CFLV Valleyfield** has changed its call letters and its format. Now known as KOD 137 Valleyfield, the station claims it is the first radio station in Canada to play Canadian artists exclusively, 24 hours a day... **CHYR Leamington, ON** changed its format to "Canadian" country music. According to GM Lou Tomasi research showed listeners wanted "a Canadian country station, with strong emphasis on Canadian". The station retains its previous non-music elements, including ethnic programming Sundays and play-by-play sports... **CKVR-TV Barrie's** popular *Ski Base*

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returned for its 15th season with hosts Steve Podborski, Chris Robinson and Lynn Warl. The program is syndicated to 31 stations across the country...

PROMOTION:

Toronto's **CHIN Radio** raised \$75,000 for the fight against drugs during a weekend radiothon. The money raised from the second annual radiothon goes to the Caritas Project Community Against Drugs... Winnipeg's needy were the winners when **CKIS-FM** decided to boost **CITIFM's** attempt to gather 5,000 non-perishable food items for the Christmas Cheer Board and contributed 5,000 boxes of macaroni and cheese dinners to their opposition's food drive... **CKOC Hamilton** ran its annual *Share The Warmth* campaign for the fourth straight year from November 4 to December 14. The campaign had brought in over 12,500 winter coats and jackets in its first three years... Across town, **CHML Hamilton** held its 15th anniversary *Christmas Tree of Hope* campaign to help the less fortunate. The project broke the \$1 million mark for total funds raised. And sister station **CJXY-FM** held its first Skate-A-Thon to raise money and collect food for the Hamilton foodbank... **CKIS Montreal** collected non-perishable food items again during December for a local food bank... **CKLG Vancouver** raised almost \$15,000 with its first Request-a-thon, held over two days... **CJVI Victoria** presented its second annual Environment Watch Awards, recognizing contributions to environmental preservation and enhancement. The three cash awards are donated to environmental organizations or projects chosen by the recipients... **CFOX-FM Vancouver** sent a 15-foot get-well banner to Brian MacLeod, formerly of *Chilliwack* and the *Headpins*, at the Houston Cancer Clinic where he was receiving treatment. The card, signed by many of Canada's top rock stars, was signed at a benefit that raised over \$50,000 towards his medical costs.

CRTC NEWS

The CRTC has approved licence applications for a number of low-power television and radio transmitters to serve small, isolated communities in Saskatchewan, B.C. and Ontario. Ap-

proved were:

- Five 10-watt TV transmitters on channels 4, 2, 6, 11 and 13 and a 40-watt FM transmitter on 97.9 MHz to serve Uranium City; and three 20-watt TV transmitters, chs. 18, 26, 30, to serve Waskesiu, both in Saskatchewan. The TV signals will be broadcast in non-encrypted mode.
- TV transmitters of 15 watts and 40 watts for chs. 2 and 13, respectively, and two 19-watt FM transmitters (for 101.1 MHz and 104.1 MHz) at McBride; three 1-watt TV transmitters, chs. 10, 11 and 12, at Bamfield; a 20-watt TV transmitter for ch. 25 at Nicholson; a 1-watt TV transmitter on ch. 6 at the Redstone Flat Indian Reserve; a 40-watt AM transmitter on 1490 KHz for Holberg; and a 4.1-watt FM transmitter on 106.7 MHz at Pemberton, all in B.C.
- And five-watt transmitters to broadcast on ch. 11 at Cat Lake, and for ch. 4 at Sachigo, both in Ontario.

TELEVISION: Newfoundland Broadcasting Co. Ltd. had its bid to reduce locally-produced programming for **CJON-TV St. John's** from 14 hours and 41 minutes per week to seven hours of news programming a week approved. The CRTC, in its decision, acknowledged the financial constraints facing the station... **CIHF-TV Halifax** received approval to decrease its power from 10.8 kW to 8.19 kW. Change is due to relocation of CIHF-TV's antenna to a new tower recently erected by the CBC... Global has replaced its microwave feed to rebroadcasters at Midland, Owen Sound and Peterborough with a satellite signal, encoded to prevent unau-

thorized reception. The CRTC has OK'd Global's Toronto power at 732 kW; it had been licensed for 1,475 kW, but there's not enough antenna space on the CN tower... **CKVR-TV Barrie** is boosting power at Huntsville from 115 watts to 42 kW... **CKNC-TV Sudbury** is decreasing power from 168 kW to 115.5 kW by relocating its transmitter 1.5 km southwest... An application for a native television undertaking at Fort Smith, NWT was approved. It will broadcast locally-produced programming on ch. 6 with a 20 watt transmitter... A power increase from 300 watts to 441 watts was approved for **CFWH-TV Whitehorse**... CBC has applied for a rebroadcaster for **CBLN-TV London** at Normandale, 3.5 kW on ch.44...

RADIO: The CRTC granted a licence for a predominantly English-language FM station (250 watts at 100.3 MHz) for Ohsweken, ON, to a not-for-profit native organization. The station will offer eight hours a week of Native-language material... Also approved was a change of ownership and effective control of **CKQR Castlegar** with sale of all shares from Gordon Brady and Serge Plotnikoff to J.W. Gillespie Equity Corp. (70%) and Wilfred Warner (30%). Purchase price was \$800,000... **CBAZ-FM Sheet Harbour, NS** received approval to increase power from 5,800 watts to 9,345 watts... **CKUY-FM Fort Chimo, Que.** was given permission to move to 97.3 MHz from 90.1 MHz, increase power from 0.28 watts to 842 watts and relocate its transmitter 0.5 km... **CIHI Fredericton** has applied for 50-watt rebroadcasters at New Maryland (95.1) and Oromocto (103.5).

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clarify your service strategy; train and communicate with the organization; implement front-line improvements; lock those improvements in through what we call a continuous improvement process; and finally monitor and review.

First you form a customer satisfaction council including the president or CEO and his top people. If you don't have managerial leadership, nothing's going to happen. The council lays out two tracks: for the long term and for quick success. This should gather momentum quickly, be visible to customers and employees and demonstrate a commitment to change.

Then ask customers how they feel they're being served. At the same time you might ask your employees how well they think they're serving customers. Sometimes the two don't agree.

You also should examine whether you're doing business in a way that actually gets in the way of good service and quality.

Then you define a mission-and-service strategy. This has to be more specific than platitudes: Are you going to be fastest, easiest to deal with, most accurate? Now you communicate that to the rest of the organization, particularly middle management. Some people call middle management the layer of clay in any organization. They're sceptical of new ideas, often worried that positions and roles will change if you move to a more customer-driven strategy. They have to be worked on carefully.

Third, let everybody else in the organization know that service is a priority. You're probably going to have to train them in new skills. Particularly, you have to get departments to work together. In smaller organizations you have an advantage because a lot of this happens naturally.

The fourth step is to get some improvement projects going. You identify specific things, get your service people involved, get your front-line people to help you diagnose, and put them in charge of eliminating a lot of those problems. A lot of these employee improvement teams are going to cross disciplines.

The council co-ordinates the projects, cheerleads, sets priorities and provides resources.

Many people think the way to solve problems is a brain transplant for some employees, but 80 per cent of quality and service problems lie in systems, not in the employees. The real issue is that you haven't thought about how you're going to deliver quality and service and put in a proper framework.

Now you lock improvements in — call it continuous improvement. Recognition is important. You're going to spend time on internal marketing, letting employees know that this is an important priority and recognizing and rewarding them for things like service and quality and not just profits and sales which are often more short term.

The final step is monitoring and reviewing. Go back and ask customers if they notice a difference. Tracking is important.

"We're talking about having to transform some of our businesses," said Bill Band. "It's a long, slow process and I'd like to leave you with a quote from Vince Lombardi. He said tough challenges are still challenges that we want to pursue because perfection is not attainable but, if we chase perfection, we can catch excellence."

* * *

Overheard in the halls at the CAB by **Paul McDermott**, BN's man in the East: "To help broadcasters return to prosperity, do you think the government would be willing to trade taxes

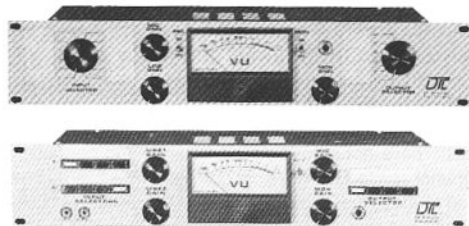
for PSAs?"

* * *

THE POWER OF RADIO: **Len Novak**, managing director of Nor-Net, had faith in his northern Alberta system. A Rocky Mountain House motel was for sale. The idea was to sell its 10 log cabins individually, complete with fridges and stoves. Len offered to run spots, to be paid for if the cabins were sold. There were so many calls an answering machine couldn't handle them all... Len has moved **Ray Telford** to Westlock as GM of CFOK and its network of Athabasca, High Prairie and Slave Lake, and program manager for Nor-Net Alberta. **Carl Selzer** took over from Ray as manager of CJOI Wetaskiwin. **Ray Edwardson**, from CFCN/CJAY-FM Calgary, became sales manager for Nor-Net Alberta.

We'll miss **Ken Clark**, who should be in Auckland, New Zealand by now, but at least we'll no longer confuse him with his look alike, **Fred Filthaut**, GM of STV Regina... **Dave Rozak** is gone from his position as sports director at CHQT Edmonton... After 10 years as president and CEO of ACCESS, Alberta's educational broadcast service, **Peter Senchuk** moved on last month. During his tenure, ACCESS TV was created. Also, ACCESS formed a partnership with private radio in the Alberta Music Program to develop talent. Peter said he'll be launching a communications venture for the energy and environmental industries with Canadian/U.S. partners, and will be part of a joint venture with **David Balcon** of Edmonton in tele-research. He wouldn't say more yet.

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After 10 years as ND at CFX Victoria, **Ed McKenzie** stepped down at the end of January. He said he's taking a break, but hopes to maintain his links with radio... In Kelowna, **Ross Hawse**, formerly music director, succeeded **Donalyn Hodge** as PD of SILK-FM. Donalyn is working full-time at her own **Keynotes Productions** which markets musical features... **Ken Whitehurst** quit his job as GM of Standard Broadcast News to go into what Managing Editor **Steve Kowch** described as "a lifetime business opportunity with his best friend." Before leaving he was presented with the second annual SBN achievement award... At BN, Business Manager **Phil Adler** reached the ripe old age of 60 and took early retirement... I said **John Huschi** was GM of CKRM/CFMQ-FM Regina. Quickly came a note from **Tom Staseson**, promotions director, saying CFMQ is now CHMX-FM, mix 92. Wrote Tom: "We assumed you knew everything." I don't. I just put up a good pretence... Many broadcast managers not only get involved in the community but almost seem to be its centre. **Ken Wilson** of CFFM Williams Lake is one, and a man of many talents. One is cooking and he does a daily *Ken's Country Kitchen* show. A current project is to publish a recipe book. He learned word processing so he could present the pages in camera-ready form. Profits will go to hospitals in each Cariboo community where the book's sold.

I said **Gordon Brady** was finally retiring after selling CKQR Castlegar to **Wilf Warner** of CKGF Grand Forks. Gord promptly called to say he was working harder than ever. But now he has retired -- sort of. He agreed to look after the transmitter for six months. If you want him, look for him somewhere in Arizona... **Paul Larsen** wrote from the "wet" coast to say he's moved from the Western Information Network's all-night show to host a new weekday evening program called *Nightside*, heard on many WIN affiliates. **Rick Volpatti**, from KBS in the Kootenays, has moved into the all-night spot... I knew **Glenn Kirby**, ND at CKSA/CKSA-TV Lloydminster, was aging like the rest of us when he told me he'd traded his last motorcycle for a 4x4. Someone was chasing after Glenn's boss, **Ken Ruptash**, for a job in the east. That's not surprising. Ken's an island of stability and commonsense. But Ken's not going anywhere -- part owners tend to stay where they are... U.TV has a new publicity and promotions manager, Diane Johnson, from CKLG Vancouver.

SINGING FOR CANADA

From a paper by **Jim Edwards**:

"To the extent that (TV) reduces public affairs to an unconnected series of crises and personal confrontations with little or no analysis, it poses a long-term threat to a well-informed electorate. Through education, we must build a critical faculty in our children which will lead them as adults to demand information, not entertainment, analysis and judgment, not sensation. Regrettably, there is no short-cut to education."

From **Knowlton Nash**, the 1991 RTNDA President's Award winner: "Journalism is the glue of our democracy."

Now the bottom line as expressed in a joke from **Kevin Hilgers** of mornings on CJWW Saskatoon, adapted by me. A Vancouverite, an MP and a Haligonian had a last wish before facing a firing squad. The Vancouverite asked for a

super meal. The MP asked to talk about free trade, the constitution and Quebec's distinct society. The Haligonian asked, can I go before the MP?

You may tell from this that I was feeling pessimistic as I considered the unity debate in this, Canada's 125th birthday. Then **Brian Antonson**, manager of CFVR Abbotsford, sent word on something he's doing and I lightened up: you start getting people involved through emotion, not by telling them they should be.

You know the campaign by **Warren Cosford** of CJBK London to get all stations to play *O Canada* at the same time each Canada day. Last year, Brian recorded *O Canada* at an elementary school and broadcast it with a little homily. That got him thinking.

He writes:

"There's no question that our survival as a nation will be a topic of major importance during this special birthday year. We need something that's more grass roots than government commissions and think tanks and political and constitutional wrangling. Kids are what the future of this country is all about. So, starting in January and continuing through the year, we're going to have local people singing *O Canada* on the radio Wednesdays and Saturdays at 12.35 p.m.

"One of our people will visit an elementary school once a week to record the kids singing their hearts out for Canada. We'll air this twice during the following week. Then we'll have local choirs, barbershop quartets, service clubs and other groups wanting to get on the air with their own version. We'll do it in French, English and perhaps even Hindi, German, etc. We'll try to make it as patriotic and widespread as possible.

"If other stations pick up the concept, we'll see it happening right across the country, perhaps even in Quebec. It may contribute a little to a feeling of national pride, which is sorely needed these days.

"And stations shouldn't forget that every child whose school is singing will have parents, grandparents, uncles and aunts wanting to hear their special person's school or group singing."

Sister station STAR-FM and U.TV Vancouver linked up for a *Canadian Towns* game for Canada's 125th birthday. Listeners are asked to unscramble names like Bidgreeth and Ridsnow (Lethbridge and Windsor). Daily prizes are commemorative coin sets from the Canadian Mint and weekly prizes are two air tickets from Canadian Airlines. Travel adviser **Scott Riley** has got zany people all over the country to tell him why Canadians should visit their town this year. PD **Barrie McMaster** says response is fantastic.

Ross Carlin of CIDC-FM Orangeville said the phone had been ringing off the hook since he sent his symphonic and pop versions of *O Canada* to every school and media outlet. On March 1 you can see at CTV documentary of the making of the new anthems. The documentary will run again June 30 and each June 30 for another three years. Anyone wanting a private CD or tape copy of the anthems can call 1-519-O Canada and for \$20 get the anthems and membership in the *O Canada* Foundation.

What's going on at your place . . . who got promoted, who left, etc. Send it to me c/o Broadcast News Ltd., 305 Cornerpoint, 10179-105th Street, Edmonton, Alta., T5J 1E2, (403) 428-6490; or fax it to me at (403) 428-0663.

medium to promote prosperity? How can we reach listeners with realistic and sound messages of confidence and spending? What means can be employed to encourage patronization of independent Canadian small businesses (aside from paid advertising)?

Maybe programmers can begin by waving large flags on great Canadian talent instead of burying Cancon in the middle of three-record sets (see item on CIDC-FM's Ross Carlin).

Maybe jocks can talk up the greatness of Canada, Canadian workers and Canadian products.

Maybe we can do a whole lot more in creating public awareness and promoting Canadian enthusiasm for ourselves; a whole lot more than that first broadcast step which encouraged Canadian shoppers to buy at home.

Falling on neither side of the GST/Free Trade debate, the ramifications — genuine and perceived — are real. They're here. Let's work with what we've got; work toward reducing the negativity permeating the country.

Broadcasting's various mission statements inevitably head in the same direction: "To provide audiences and advertisers with a product that entertains, informs, enlightens and motivates."

Pessimism isn't the answer. Nor is a sublimely optimistic attitude. Taking a position somewhere in the middle, leaning toward optimism, might be a reasonable approach.

We're creative. We're innovative. We're survivors. Let's get on with it. Or, if you must, roll over and play dead. But, paraphrasing **Les Brown**, you've only got one life. You can either live it sitting in the stands watching the game and agonizing over the pummeling your team is taking or you can get onto the field and participate. Either way, your life won't be any shorter nor any longer... but you might have more fun and get more satisfaction if you're out there playing.

One more thing.

If you're an employee of a radio or television station, or a production house, or an agency, or any of a

hundred other businesses into whose hands this magazine falls, and you love your job and you want your organization to survive and prosper, lend a helping hand. Show your concern and sense of responsibility. Recognize the reality of the conditions within your business place and in the rest of the world. Temper demands and expectations with what's happening now. Better still, if you have ideas, share them with management. Help them overcome these current trials and business woes. Can you imagine how they'll respond when someone actually comes in with a contributory idea instead of another gimme?

Knock-Your-Socks-Off Service

Got a letter from the author of *Delivering Knock Your Socks Off Service*, Kristin Anderson in Minneapolis:

"Just read your piece, *Customer Service Training Needed* (Sept. BT). You raise many good points — it's essential that all of us consider the impact of good and bad service, whether we are in retail, business-to-business services, suppliers or support staff. I'll take issue with you on one point, however. Good service is more than good manners — although where service levels are high, good manners are always in evidence. Businesses have spent a lot of time and effort training us — as customers and as employees — **not** to be nice, **not** to take a few extra minutes, **not** to put the other person's needs in front of whatever we are doing at the moment. We've learned to stick to rules over common sense, and that customers are 'out to get something for nothing' if we don't watch them every minute. That aside, kudo's to you for bringing this important issue to the fore!"

Knock-Your-Socks-Off Service is built on knowledge and know-how. The substance that backs up your style comes in four packages:

1. Product Knowledge:

Customers expect you to know the features, advantages, and benefits

of whatever it is your company makes, does, or delivers. The salesperson who has to read the manual in front of the customer just to figure out how to turn on the stereo doesn't create an impression of competence.

2. Company Knowledge:

Customers expect you to know more than the limits of your particular job. They expect you to know how your organization works so you can guide them to someone who can meet their needs if they should fall outside your area of responsibility. Can you help your customer navigate the briar patch that is your business easily and successfully?

3. Listening Skills:

Customers expect you to listen, understand, and respond to their specific needs as they explain them to you. They expect you to ask pertinent questions that help them do a better job of giving you the information you need to work for them effectively. And they expect you to pay attention and get it right so they don't have to repeat it.

4. Problem-Solving Skills:

Customers expect that you will be able to recognize their needs as they express them and quickly align them with the services your organization provides. And when things go wrong or don't work, they expect you to know how to fix things — and fix them fast.

Haul your butt over to your nearest book store and quote ISBN number 0-8144-7777-1 as you order *Delivering Knock Your Socks Off Service*. The authors are **Kristin Anderson/Ron Zemke** and it's published by AMACOM, New York (a division of American Management Association).

PEOPLE/STATIONS

He's ba-ck! Just over year loafing and **Jack Schoone** apparently couldn't handle the strain. Jack, you may recall, was the man who built a chain of Central Ontario and Maritime radio stations. He sold most of his Ontario operations to Telemedia and his entire Maritime broadcast holdings to Maclean-Hunter. Now, just when we thought Jack Schoone

was a memory he surprises us by buying CKKW/CFCA-FM Kitchener. What's next, Jack? (Rumors abound that Jack may be looking at Radio Atlantic - CFNB Fredericton, CKCL/CKTO-FM Truro and CKBC Bathurst)... And, what the heck is going on with all these radio transactions? Standard buying in Calgary and Edmonton, Moffat stations up for sale, Maclean-Hunter gradually divesting. How come a guy like Schoone and an outfit like Standard think there's a living to be made when the other guys are bailing out?... CJ-1240 The Pas GM **Jim Hamm** (no, not the CFCH North Bay **Jim Hamm**, another one) sends word that The Big Brothers/Big Sisters organization in The Pas is \$1,500 richer thanks to CJ-1240's promotion, *Crush Mountain*. They buried jock **Joey Rooswinkel** in a mountain of Crush products (2,500 bottles) at the local mall. Joey stayed under for THREE days, doing remotes every hour! Listeners, of course, bought Joey's freedom - bottle by bottle... Some changes at CJLB Thunder Bay; **Bill Malcolm** is PD, in from CIDC Orangeville is **Len Robinson** as morning man/promotions director, and **Derek Kortschaga** arrived from CKGB Timmins as MD & swing... CHAT Medicine Hat PD **Jay Hitchen** got a call from Cpl. Robert Howard in Kuwait claiming Kuwait Radio just wasn't jumping on new Country Music quick enough! (Wonder why?) No problem, Corporal! CHAT sent you and your *Iraq-Kuwait Observation Mission* friends a whole boxful of Country cassettes...

Ken Clark, who I first met at CHSJ-TV/AM Saint John and who later moved to CKY-TV Winnipeg as VP/GM, is off for new adventures in New Zealand. Ken and his wife, **Sally**, are Auckland-bound to take over management of TV3, a recent Global-CanWest acquisition... Ex CKIS/CHOM-FM Montreal Sales Rep **Mike Laframboise** joined All-Canada as supervisor of their Montreal office... The private broadcast industry owes a huge debt of thanks to CIDC-FM Orangeville's **Ross Carlin** who organized the new recordings - yes, plural - of old music,

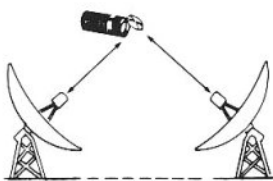
namely our national anthem. Carlin organized Canadian talent from every corner of the country, got some tremendous support from many other broadcasters, producers and recording studios and put together this new product, a product for which we can all be proud (Carlin's contribution ties in neatly with the first item under *Tell It Like It Is*)... New CFRB Toronto GM **Roy Hennesey** says he's beginning to settle in well after years spent in

Western Canada. You'll remember Hennesey as one half of the convention road show, 'Traill & Hennesey.' Of CHAB Moose Jaw's **Vern Traill**, Hennesey says 'He's my best friend and the man who's taught me more about broadcasting than anyone.'

Send your station newsletters and releases, items about your people, your successes, your promotions,

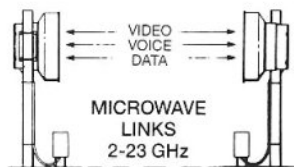
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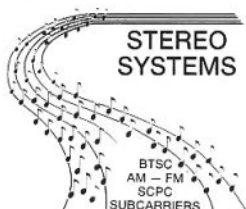
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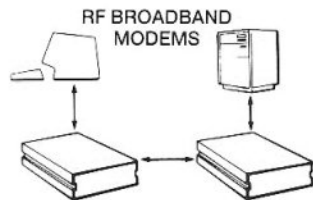
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people

- **ANDREW CORP.** — **Laurent Seciniaz** elected VP, communication products sales.
- **CFNY-FM BRAMPTON** — **John Jones** appointed music director.
- **CANDIAN CABLE TELEVISION ASSOC.** — **Elizabeth Roscoe** appointed senior VP, public affairs and regulatory development.
- **DOM PRODUCTIONS** — **Jens Olsen** named new marketing manager.
- **IDB COMMUNICATIONS GROUP** — **Robert Koppel** named VP, legal and regulatory affairs; **George Davis** GM of West Coast Operations; **Kurt Liddi** chief engineer of the Los Angeles Teleport facility; and **Richard Findlay** manager of audio operations in New York.
- **MAGNETIC SOUTH** — **Phil Keeling** appointed GM, succeeding **Fin Quinn** who retires February 29.
- **MATSUSHITA ELECTRIC OF CANADA LTD.** — **Harris M. Kirshenbaum** promoted to manager, communications department for Matsushita and Panasonic in Canada.
- **NRC CANADA** — **Margot Montgomery** appointed director-general, Institute for Scientific and Technical Information.
- **ONTARIO CABLE TELEVISION ASSOCIATION** — **Roy E. O'Brien** named executive director.
- **RHODE & SCHWARZ CANADA INC.** — **Judyann McNamara** appointed senior sales specialist for the Quebec region.
- **TEKTRONIX** — **Donna Loveland** named public relations manager and **Tim Slate** marketing manager, video processing products, television division; and **Rick Jaworski** named marketing manager for cable television products.
- **TELEX COMMUNICATIONS INC.** — **John L. Hale** appointed chairman, president and CEO; **Richard Dean** named audio/visual director of sales and **Tom Hansen** manager of sports electronics, pro audio.

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Circle Reader Service # 261

An Interview With Philippe de Gaspé Beaubien

He was named Philippe Aubert de Gaspé Beaubien, but the chairman and CEO of Telemedia Corporation, holding company of Telemedia Communications, found that too long and, for business reasons, dropped the Aubert.

But he remains the charming man we have known over the years. And a leading believer in — and fan of — radio.

Evidence of that is the fact that Telemedia's broadcasting possessions consist of 27 radio stations — split virtually 50-50 between English-language in Ontario and French-language in Quebec — and no television or cable holdings.

Telemedia, Philippe said, also contains a sales division and a promotion division, and "we also do some of our own commercials."

"The company," he said, "decided it was going to make its focus the radio business. We were the first private radio network in French-speaking Canada, and we hope to expand that to English-speaking Canada."

Philippe said that "no matter how busy people are, no matter how many means of communication are at their disposal, there is nothing that will beat the instantaneous aspect of radio for news. The radio set becomes a companion at those times of the day when you can't be seated in front of a television set or hold a newspaper in your hands. And I think there will always be a mandate for good radio in the community.

"We started with a radio network in Quebec," he said, "We found that we enjoyed that — there was a niche and a need and we decided that we would develop that niche. We did have television and we sold it, and we never ever did have cable."

What represents "good radio" to Philippe is that which captures the attention, can inform, entertain and enlighten. "All," he said, "in such a way that the audience comes back to you and stays faithful to you. That to me is good radio."

Radio Must "Rethink Its Mandate"

Philippe admitted "the radio industry

is having some difficulties these days. It's not an easy time and I think radio will have to rethink its mandate, as it did when television came in. There are so many new means of communication now; I think we are at a crossroad for radio."

Philippe thinks we are going to see more change and consolidation — "we're going to see the closing of more radio stations."

There will, he feels, also be a change in programming that would include more news, information and sports on AM — "less music, more targeted radio". He predicted "more emphasis on music, but also more emphasis on news" for FM.

"I think too," he said, "we have to think in terms of digital radio. People said it was going to be here in 20 years, then we heard 15 years, and lately we have been hearing 10 years. I wouldn't be surprised if we actually see it in seven years."

Philippe said that the radio industry should start thinking about digital radio arriving in five years.

"That, he said, "would eliminate the AM and FM connotations. It would be completely different, and radio will have to redefine itself in the community. The reason is that there will be two different stations competing for that audience, where before there were two distinct formats.

"I think we will have to become accustomed to new competition. I think there is going to be satellite-to-home radio; I think there's going to be all kinds of new ways to compete and those who'll be able to survive will be those who find new formats, appeal to the intelligence of people and reach them when they are needed.

"Satellites have no borders, they will be covering our territory and we are going to have to hustle to keep our piece of the pie. It's going to be a very competitive environment before digital radio comes in, and certainly from then on."

To sell this commercially, Philippe feels that radio is going to act like any other media — find ways and means to provide a distinct advantage.

In Telemedia's ownership of 27 radio stations, Philippe says that the

company's history has been that of "start-ups and turn-arounds. Most of the stations that we acquired were either losing money or were not very healthy enterprises.

"We spent a lot of time and effort to revamp the programming, change the people and make the stations viable alternatives in their communities. That certainly was the case in Toronto when we bought CJCL, which had never made any money in the 25 years of its existence."

Telemedia also started up new FM stations in Montreal, Trois-Rivières, Sherbrooke and Quebec City.

Throughout the interview with Philippe de Gaspé Beaubien, one felt strongly his love and concern for radio.

"I feel," he explained, "radio is a good companion. If something of significance happens I go to radio right away to find out what's taking place. I like radio's immediacy. People want to be informed today and they do need a means that is flexible in reaching them as a situation occurs.

"I also like the fact that radio connects you to your community. It's not as regional or as national as other media. It's really right 'where the rubber meets the road'. As we have more people in our communities and more crowding, people need to be able to be in touch with their own communities; that's another reason why I think that radio has a definite future."

Interest In Radio Grew Out of Expo

Philippe de Gaspé Beaubien came to radio as a result of his involvement with Expo '67 in Montreal.

"My job," he said, "was to run Expo; and I had a daily radio program of relevant news and a weekly news conference for the media of the world. Actually I knew nothing about the media, but nobody else wanted to do the radio show or the news conference because they could be controversial.

"At the end of Expo I had several jobs offered to me; one of them was with a communications group called Telemedia, which was then operating in only one market, Sherbrooke, where it had a

radio and a television station. I decided to accept because I thought it was an interesting industry to be in.

"In time, I acquired the company; at that time there were 11 properties — eight were losing money and five, I think, were really bankrupt. At that time radio was a good operating vehicle, but Telemedia had no organization, no systems, no budget. So we started to put those things in, and I guess we got lucky."

Philippe said he got rid of television because the stations that Telemedia had in Quebec — Sherbrooke, Rimouski and, later, Trois-Rivieres — didn't provide access to the large markets. "We sold our television properties and entered the magazine business; as a result, we were able to become, in the short span of 10 years, probably the largest consumer magazine group in Canada."

So radio became Telemedia's broadcasting arm.

"There is no doubt that radio stations have been very, very competitive with each other, probably more so than any other medium. However, since radio now has so many problems I find that there is a natural propensity for stations to co-operate as the Radio Marketing Bureau would like them to do. I can see that radio, as the RMB aims, will have to co-operate more rather than be a 'dog-eat-dog' medium."

"One has to realize," said Philippe, "that the advertising pie is not increasing, and radio's share has been decreasing substantially over the years."

"So the sales managers and owners of radio stations must get together and the Radio Marketing Bureau must become more cohesive, as it is trying to do, if we are going to get our rightful share of the total pie."

It is some 450 years since Philippe's ancestors came to Canada and distinguished themselves as entrepreneurs — Philippe is the 12th generation in North America. Although proud of his family's past, Philippe has high hopes for the future.

"When I look at my children and the people they bring to our home, I feel they are better prepared to face opportunities and problems than we were. Their education has been more rounded, they have been taught to think for themselves. I do wish they had more feeling for the strong family ties that we had in our time, and the principles that went with it.

"If they don't become cynical — because it's not easy to make it — and learn that difficult lesson that nothing beats a lot of hard work, I have no doubt that succeeding generations will be better than the ones that preceded them."

As to radio broadcasting, Philippe feels there will be many people who will come up with new ideas and imaginative ways of reaching people — "entertaining them, informing them and enlightening them."

It's Philippe's hope that "those radio

stations run by Telemedia will be better operations than when we found them."

One can expect that they will be.

Phil Stone is a well-known broadcaster, writer and educator whose Phil Stone Report and Broadcast Beat are regular features of Broadcast Technology. Phil can be reached at 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6, phone (416) 492-8115.

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Lethbridge TV Station Expands



CISA-TV Lethbridge before...

While other television stations across Canada were holding the line or cutting back in 1991, CISA-TV Lethbridge expanded. The expansion was a benefit of its purchase in September, 1989 by WIC Western International Communications Ltd.

CISA-TV spent \$1.8 million on new construction, renovations and upgraded equipment, including a newsroom computer. An additional \$500,000 is to be spent on the equipment-upgrading program during the remainder of the station's current license period.

Lethbridge Television began operation November 1955, broadcasting on channel 7 with 96,100 watts video and 19,200 watts audio. The CBC affiliate was jointly owned by Selkirk Communications Ltd.'s CJOC Radio and the Lethbridge Herald. Selkirk obtained sole ownership in 1967, and the following year Lethbridge Television and CFCN Calgary agreed to establish CFCN Lethbridge. This unique "second" service — forerunner of today's "twin stick" operations — lasted until 1973.

The station became an independent in 1976, and three years later began to market itself with its sister station, CFAC-TV Channel 2 in Calgary. The 2&7 system proved



CISA-TV's ACE edit suite has all the bells and whistles needed for the station's heavy local news, sports entertainment and community programming.



And after expansion and renovation.

successful and continues to this day.

Since its inception, Lethbridge Television has established rebroadcasters at Burmis — improving its signal to the south and west — and at Brooks to extend its signal north and east. New transmission facilities — 167 kW video and 33.4 kW audio — were established in 1980.

1988-90 was a momentous period for Lethbridge Television. The chain of events that began in 1988 with the sale and break-up of Selkirk Communications culminated in September 1989 when the CRTC approved the purchase of Lethbridge Television by WIC Western International Communications Ltd.

In March 1990 the station changed its call letters to CISA-TV (Independent Southern Alberta Television). And in October construction began on the expansion and renovation of the facilities.

Today, CISA-TV Lethbridge reaches far beyond the city, covering southwestern Alberta and reaching into southeastern B.C. for a total audience of 225,000. Its expansion and renovation will help it continue to serve its sprawling coverage area and diverse audience during the unsettling decade ahead.

— BT



Interior of the renovated office space now is bright and spacious, a sharp contrast to the former conditions.

photos by CISA-TV