

CANADA LOSES BROADCAST PIONEER

Canada lost another of its pioneering broadcasters when Dr. G.R.A. Rice died in Edmonton's University Hospital Feb. 25 after a short illness. He was 92.

The former president of Sunwapta Broadcasting Ltd. helped pioneer much of the growth of radio in Western Canada. He retired in 1987 when Sunwapta — operator of CFRN/CKXM-FM/CFRN-TV Edmonton — was sold to the Electrohome organization.

Rice was born in England at the turn of the century. He settled in Edmonton in 1920 and within two years was engaged in building and operating CJCA, one of Alberta's first radio stations. Dr. Rice managed CJCA until 1934 when he established CFRN Radio in partnership with H.F. Nielsen, whom he bought out in 1946. Beginning with a modest 100 watts, CFRN built progressively to

a 50,000 watt AM operation. An FM station was added in 1951, and FM stereo broadcasting began in 1964.

Dr. Rice inaugurated CFRN-TV in 1954. Today seven rebroadcast stations established since 1961, and four other independently-owned rebroadcasters, carry CFRN-TV's service throughout central and northern Alberta. CFRN-TV was a founding member of CTV Television Network.

Dr. Rice served as president of the Western Association of Broadcasters for four years; he was chosen *Broadcaster of the Half-Century* by the WAB in 1984.

He was also active in the Canadian Association of Broadcasters for many years, including a term as CAB chairman. He was honored in 1976 with the CAB's Ted Rogers Sr./Velma Rogers Graham Award for his contributions to the industry. In 1984 he was selected to the CAB's Canadian Broadcasting Hall of Fame and received RTNDA of Canada's prestigious President's Award for his contributions to the industry.

His activities in both broadcasting and the community brought Dr. Rice many honors, including *Jaycee Citizen of the Year* in 1977, City of Edmonton cultural award in 1978 and citizen achievement award in 1979. He was made a member of the Order of Canada in 1984 and of the Alberta Order of Excellence the following year.

He maintained his ties to broadcasting after the sale of Sunwapta to Electrohome Ltd. by serving as honorary chairman of Sunwapta Broadcasting.

APPOINTMENT



MARGARET BUIE

John Gorman, President of All-Canada Radio, announces the appointment of Margaret Buie as Metro Sales Representative at All-Canada's Toronto head office. Margaret was educated at the University of Western Ontario and the Ontario College of Education. She brings to All-Canada clients a wealth of experience in media sales and media planning/buying.

All Canada Radio is a division of Rogers Broadcasting Limited.

MOFFAT SELLS RADIO STATIONS

Another major realignment in Canadian broadcasting has occurred with the sale of Moffat Communications Ltd.'s radio stations.

Pending CRTC approval, Winnipeg-based Moffat has sold:

- CHAM Hamilton, CHAB Moose Jaw and CFXG Calgary to Golden West Broadcasting Ltd. of Altona, Man.;
- CKY/CITI-FM Winnipeg and CHFM-FM Calgary to Rogers Broadcasting Ltd. of Toronto;
- CHED and CKNG-FM Edmonton to

Vancouver's WIC Western Int'l Communications Ltd.; and

- CKLG/CFOX-FM Vancouver to Edmonton's Shaw Radio Ltd.

No prices were disclosed.

The sale of its radio properties leaves Moffat with CKY-TV Winnipeg, a CTV affiliate, and cable holdings in Canada and the U.S.

SHAW CABLE SCORES MAJOR DEAL

Shaw Cablesystems Ltd. has pulled off the biggest acquisition yet in the Canadian cable industry with a \$308-million deal to buy Cablecasting Ltd. of Toronto from controlling shareholder David Graham.

The deal, assuming final agreement and CRTC approval, would see Shaw's subscriber base jump by 320,000 to 870,000, making it the third largest cable company in Canada, up a spot from its current position.

Cablecasting's systems are in Calgary, Winnipeg, Toronto and other Ontario communities. A private company, Cablecasting is thought to have annual revenues of about \$75-million and to be very profitable.

Shaw's major cable systems are in Edmonton, Saskatoon, Victoria and West Vancouver; it has other systems in B.C., Alberta and Nova Scotia.

Cablecasting was first placed on the market by Graham more than two years ago, but was pulled off the market after several months. The deal with Shaw came as a surprise to most industry analysts and watchers.

CRTC REJECTS ETHNIC CHANNEL

A proposal for a national multilingual, multicultural television channel has been rejected by the CRTC.

The commission, in its decision, said demand for the proposed World Television Network service was uncertain. And it criticized the network for not making a greater effort to consult cable television operators regarding the price and distribution of its services.

The Toronto-based network's application was opposed by both the CAB and the Canadian Cable Television Association, among others.

The CRTC said it took into consideration the harm the network could cause other ethnic broadcasters by competing with them for advertising revenues and by increasing programming costs by adding to the number of bidders for ethnic programming. The commission also said the network had not "adequately substantiated its ability to achieve either its projected subscriber or advertising revenues."

Other Industry News...

Peter Herrndorf has taken over the helm of TVOntario. The former publisher of *Toronto Life* magazine succeeds Bernard Ostry at the helm of the public broadcaster. The TVO post isn't Herrndorf's first taste of broadcasting's senior management. He was vice-president/general manager of the CBC's English-language radio and TV networks from 1979-1983...

CanWest Global Communications Corp. says it is studying several alternate speciality services for cable television, with a view to applying for licences for the new program channels. CanWest Global said it is looking into

establishment of a headline news channel, a comedy channel, a parliamentary and legislative public affairs channel, among others. "Any application we ultimately make will be defensive in nature," said I. H. Asper, CanWest Global chairman and CEO, "and in response to a growing lobby by the Canadian cable industry for the CRTC to licence more Canadian specialty channels in the face of the potential threat of an invasion, via satellite direct broadcast to homes, from American sources..."

Arlene Keis was appointed director of human resource development for the CAB. Michael McCabe, CAB president, said the new senior post was created to deal with "the growing importance of human resource development to private broadcasting's future". He said the appointment demonstrates the industry's commitment to bolstering its competitiveness as quickly and effectively as possible. Keis is a former manager of human resources at NewCap Broadcasting Ltd.

BT

cable/satellite news

CABLE MAY BENEFIT UNDER NEW ACT

Cable television companies will be allowed to enter telecommunications under long-awaited legislation that has been unveiled in Ottawa.

While the government hadn't finished its examination of new technologies that can allow cable firms to provide the same services as phone companies,

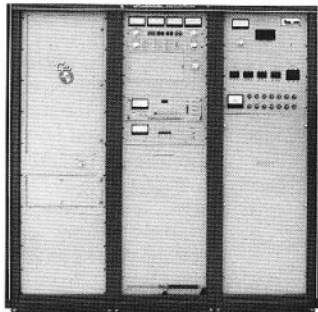
the bill deals with the issue. Under the proposed new legislation, cable companies will be allowed to provide any telecommunications service they want without any regulation.

The proposed federal telecommunications act — which also requires Canadian ownership of telephone companies — makes the first major changes in telephone regulation in 84 years. Communications Minister Perrin Beatty said the move was long overdue. →



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Jerry Fairbridge



Goodbye, Dr. Rice

Sales Down? Perhaps It's Time To Look At Your Sales Department

We were talking about the economy and bad news and how Canadians should believe in themselves when I realised Ron Thompson, GM of Shaw station CKGY/CIZZ-FM Red Deer, tells a good story with a bite. So I got him to write this column, or at least the first part. It's an illustration of what he thinks is wrong with a lot of modern salesmen.

"In the 60s and 70s my father always used to drive a two-year-old Chrysler New Yorker. He figured mostly doctors and lawyers bought these luxury cars and could afford to maintain them. That ensured he was getting a good used car and someone else paid the bulk of the depreciation. Every two years, almost to the day, a salesman would drive a two-year-old Chrysler up to our house and give it to my father to try. Only once did my father not buy the car offered and the salesman took it back without question and produced another, which my dad bought.

"When did a car salesman last call you?"

"When I was stationed in Chatham, N.B., with the air force, I had a passion for Volkswagens and owned every model, except the van, at one time or another over 10 years. I had a car salesman who knew this and delivered a six-month-old VW fastback to my door for me to try over the weekend. It was jet black with a red interior, spotless, and the most beautiful thing on four wheels. Plus it had a full tank of gas (to guarantee I would use it a lot). By the time I took it back on Monday, not only was I sold on the car, he had a buyer lined up for my old car, a trade-in taken in on it, and the trade spoken for by another of his clients. Now, he didn't do it by sitting in his showroom waiting for customers to come to him.

"Both of these salesmen knew two things. First, know your customers, and second, make it easy for them to do business with you by getting up off your good intentions and going out to them with what they want.

"Like I said, when was the last time, if ever, a salesperson treated you this way?"

* * *

You may have read an educational article in February's *Canadian Business* about the auto makers' struggle for customer loyalty. Author **Bruce McDougall** writes:

"When Japanese car companies encounter slumps in their sales, they send production workers onto the streets to accompany salesmen on their house calls. In this way, they can find out why consumers don't like their cars and what they can do to address the problem."

McDougall also says Japanese car salesmen know how many children their customers have, how much they drive, and when the customer will want a new vehicle. The salesmen send their customers birthday cards and suggest a suitable vehicle for the kids when they grow up.

McDougall quotes author Daniel Jones:

"It's often said in Japan that the only way to escape the sales agent from whom you once bought a car is to leave the country."

In 1987, when he was 87, Dick Rice was still personally involved in the detail of running his Edmonton television and radio stations. He was loyal to friends, employees and services, and made no changes lightly.

Late that year Dick Rice sold the stations to Electrohome. The main reason he chose Electrohome was that he liked its people and felt they were the best to look after his staff and his stations. He remained on the board of directors for more than a year, but his health was failing.

He died at the end of February, aged 92, leaving his wife, Alison.

His career in Canadian broadcasting stretched almost 70 years. He helped set up Edmonton's first station, CJCA, operated initially out of *The Edmonton Journal* newsroom, later by Selkirk, and now owned by Western World. In 1934, he established CFRN, then CFRN-TV, then what is now CJKE-FM. In the 1960s, he was a founding member of CTV.

With little fanfare, he also donated and raised millions of dollars for good causes. Music, the theatre, Junior Achievement, art, history, the YMCA, journalism and the University of Alberta are all much richer because of Dick Rice, or Dr. Rice as he was affectionately known after he was presented with an honorary doctorate.

The CAB awarded him the Ted Rogers Sr.-Velma Rogers Graham award; the WAB named him broadcaster of the year in 1975. He was a member of the Order of Canada and the Alberta Order of Excellence. He was a tall, stately, kindly figure and he is missed.

Mixed Moods In Western Markets

Jim Pattison was reputed to have a special affection for CJOR, the second business he owned, now CHRX and twinned with CJJR-FM Vancouver. But Pattison is bleak about the Canadian economy. He's closed his first business, a car dealership, and put CHRX/CJJR-FM up for sale. The decision to sell the stations came so unexpectedly it was announced right when department managers were getting pumped up at a strategy session. **George Madden**, president and GM, said there's lots of interest in the stations. Staff are holding up well, expecting the best. Pattison is holding onto his other stations — in Kamloops and along the Cariboo. A fascinating thing about the booming Lower B.C. Mainland economy is that a third of Vancouver stations are for sale.

Still in that interesting Vancouver market, CIMA, or Magic 104, died in February. It went on-air in September, 1986 with the super frequency — in AM terms — of 1040 and huge amounts of optimism and energy. But it broke the hearts and pockets of successive broadcasters. The frequency is not dead, however. It's sounding more alive than ever. Monarch Broadcasting sold the assets to Western World Communications, which has poured millions into trying to make CKST Langley work. Last month, Coast started operations from downtown Vancouver and manager **Dave Marsden** is pumping out his modern rock programming with lots of input from lower mainland rock groups. Dave made CFNY-FM Toronto

work with a modern rock format and Coast's PD is **Jamie Ufton** who worked with Dave at CFNY. There's hope yet... There are other optimistic broadcasters. Westcom's CKKX-TV Calgary is increasing the size of its newsroom. ND **Wayne Bill** says he had applications from as far away as Australia for positions posted in-house. CKKX has a new news show, *Hello Calgary*, running from 10:30 to noon, with host **Gord Gillies**. One of its first projects was a four-part series on unemployment, culminating in a special prime-time telethon, hosted by **Rick Castiglione** and **Brenda Finlay**, that brought employers and the unemployed together. Assignment editor **Doug Fraser**, who helped work the phones, said the response was phenomenal. "I've been in this business for 21 years and I've never seen an hour go by faster." In all, 220 jobs were found. "We've had terrific viewer feedback," said Doug. One congratulatory note included \$10 "to help offset the cost." Unfortunately CKKX sent it back instead of to me. The station is considering another employment telethon in the future.

Back to the Lower B.C. Mainland where **B.J. Doyle** — former midday host at CISL — succeeded **Marty Forbes** as PD. **John Cummings** is the new midday person... At Vernon, in the Okanagan, **Al Webster**, ND at C1CF, has met his match in **Terri Newmark**. They're planning to marry in September... Changes at CKYL Peace River where **Bruce MacDonald**, as PD. **Keith Wasmuth** as PD. **Keith** has entered the ministry at St. Paul, Alta. I thought **Mary Cambridge**, CKYL president, must have hired lots of new employees after her good book. Every third car in Peace River seems to have the front number plate 610 CKYL. Then I learned the plates were part of a clever promotion... I giggled at a package mailed by C-FAX Victoria after the fall ratings: crayons attached to the front of a black folder and inside a combination of a picture of the harbor front and legislature, join the dots (to get a big 1 imposed over C-FAX 1070), and messages such as "Color us Happy," "We're tickled PINK!" and "Color the others BLUE," complete with a graph. C-FAX does good promotions. Of course, I'm sure they meant it all in a kindly manner and meant the others to be colored royal blue, at least. Understand, I'm just telling you of the promotion, not making any rating claims. I'm sure everyone won.

Unique RTNDA Convention Planned

Vivien Merkeley, ND at CKY-TV Winnipeg and RTNDA national convention chair, promises the convention will be (1) an investment in learning, (2) unique in several ways, and (3) reasonably priced. It's at the Westin Hotel in Winnipeg June 19-20 (the Prairie regional is June 18).

It's all hands-on this year. The convention has a title, *Operation Brainstorm*, and every session will be participatory, aimed at producing ideas. Says Vivien: "We are our own best resource. I want to have round-table discussions with people providing ideas that the other guy can go away and use. If we're generous, we can help each other. The whole idea is for news directors to be able to take back stuff they can use. Managers will see RTNDA is worthwhile if NDs go back with a shopping bag full of stuff they can use to save money. We can see how people are coping and how some are even excelling in these tough times. How do you deal with standards and quality control? How can you get the best out of inexperienced people?"

Peter Desbarats, dean of journalism at U of Western

Ontario, is confirmed as speaker for the RTNDA Foundation lunch. For the first time in Canada there'll be an auction to raise money for the foundation, which gives scholarships to broadcast students. RTNDA International has donated an American Gold Eagle and RTNDA members have been solicited for donations. Vivien is mysterious about the auction, but says you won't want to miss it.

Dick Smyth of CFTR Toronto is this year's recipient of the RTNDA President's Award. There will be a bearpit session to give delegates a chance to meet him and talk. The distinguished service award goes to **Bob Beaton**, former ND at CJOB Winnipeg and now secretary of communications, Conowapta Co-ordination Unit, a major and controversial hydro project.

There'll also be an exhibition, mainly of newsroom computers. New this year is participation by local students. Red River Community College students will showcase their work with a series on the future of the broadcast industry.

On the subject of students, **Richard Dettman**, ND of CFVR Abbotsford, mentioned he's highly impressed by the quality of broadcast journalism students now at BCIT. He says they're talented and focused, and three quarters have university degrees. He's chairman of the Broadcast Journalism Advisory Committee. He's not the only involved journalist speaking highly of the new crops of students... The B.C. RTNDA meeting runs May 29-30 at the Kelowna Lodge. **Tom Mark** of CHRXJR-Country says there'll be a major session on B.C. environmental issues with panel members from the forest industry, environmental organizations and the provincial government. There'll also be a session on media-RCMP relations and one on the new freedom of information law in B.C. — which is anything but what it says it is.

Ray Fox, president and CEO of the National Aboriginal Communications Society, says a national aboriginal radio service should be in place by mid-1992. Four stations — CFWE Lac la Biche, CFNR Terrace, CKNM Yellowknife and CHON Whitehorse — are on Anik E2, providing wraparound programming to 94 northern communities. CFWE's 6 p.m. to 7 a.m. show is being carried as a wraparound service by Television Northern Canada. Some time back, consultant **Jim Connors** wrote a paper on getting messages to native listeners. Connors said an audience response survey showed 48 per cent of a native sample had heard of or seen particular PSAs. He noted, in any advertising campaign five per cent is usually considered good... Said **Brian Walters**, ND at CKRD Red Deer, of his PD, **Marv Casey**: "He's got PBS, pre-book syndrome." However, I found Marv quite upbeat after CKRD picked up the rights to the new Red Deer Rebels of the WHL... It's dangerous to be a celebrity: **Neil Fitzpatrick**, ND of Westcom's CKRD-TV, and late anchor **Leslie Horton** got pie in the face to raise money for the Red Deer College Library... You have to like **Kevin Hilgers** — he works hard at his shows and promoting the stations he works for and himself. And he sends me jokes. But the CJWW Saskatoon morning guy was let go just two weeks after getting a ratings incentive bonus. He's succeeded by **Rod Kitter**, who also retains his job as promotions director.

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) 428-6107; or fax it to me at (403) 428-0663.

Broadcast Beat

by Phil Stone

TRENDS IN TV ADS: According to **Diane Allen**, in her *Toronto Star* column, the trends she sees in TV commercials are: more slice-of-life; a preference for ironic or deadpan humor; the believability of testimonials and documentary-style shooting; and more use of everyday language, as opposed to "advertising-ese"... **Mark C. Steinman** was appointed VP, Finance and Administration, at Rogers Cablesystems Ltd... Sportscaster **Pat Marsden** and wife **Terryanne**, a former Toronto broadcaster, launched a weekly Canadian news magazine on a group of Florida TV stations in association with **Fergie Olver** and **Bob Leyden**. Olver is also a sportscaster, while Leyden was a statistician on CFL broadcasts for many years... New at Derek Van Lint and Associates is commercial and TV director **Chris Sanderson**... Kelowna's Lizard FM 104.7 sent us a cassette of the 3rd annual compilation of Okanagan area "Rock 'n' Roll" groups — and it's good... **Jim Reed** is hosting the TVO public affairs series *Between The Lines*, now in its second season... **Jon Keeble**, head of Ryerson's Radio-TV Arts course, is also director for the broadcast advertising course, sponsored by BES... We read that the word "juke", as in jukebox, comes from West Africa, where it means to party or dance...

For **John** and **Marianne Yoannou** it was a boy, their second child and second son. Named him Steven John... **Chantale Tailon** of Radio-Canada became VP strategic planning for the American Marketing Association's Montreal chapter... *The Learning Channel*, U.S. cable's premier educational network, presented a retrospective of some of CBC producer/director **Harry Rasky's** award-winning films... **Al Waxman's** 16-episode half-hour series focusing on Canada's missing children, was picked up by Global TV... Among the female movers and shakers in Canada listed in the new book *Invisible Power, The Women Who Run Canada* are broadcasters **Pam Wallin**, **Barbara Frum** and **Trina McQueen**... **John Macfarlane** resigned as managing director of CTV's daily news operations. He managed the administration of both *Canada AM* and the nightly national newscast... CBC's popular comedy show *The Royal Canadian Air Farce* has celebrated its 18th anniversary... **Heather McGillivray** became VP programming at the Family Channel, succeeding **Alison Clayton** who went to First Choice... Two Canadians were signed by U.S. television networks to be commentators for the Olympics this year. **Tracy Wilson** reported on figure skating at the Winter Games in France for CBS and **Terry Leibel** will do equestrian commentary for NBC from the Summer Olympics in Spain... **Christina Pochmursky** is now executive producer of CBC-TV's *Business World*. She replaced **Paul Patterson** who became head of CBC regional TV news in B.C... When **John Mahjor** came back to Toronto to take over the morning slot at CJEZ-FM he rejoined **J. Robert Wood**, the station's GM. The two had worked together at CHUM Toronto before Mahjor moved out to Los Angeles... **Tom Cook**, who had been with the Blackburn Group, was named GSM at CKSL London... The CBC signed a three-year pact to televise major equestrian competitions from Spruce Meadows near Calgary. The events, previously carried on CTV, are telecast in more than 20 countries... That new TV network created by native people in Northern Canada will be able to sell up to 12 minutes per

hour of advertising... Programs cancelled in a shakeup at CBC Radio and CBC Stereo were said to include *Musical Friends*, *The Entertainers*, *Easy Street* and *Swinging On A Star*... Former *Globe and Mail* reporter **David Stewart-Patterson** became business editor of CTV's *Canada AM*... *Sunday Morning*, CBC Radio's flagship current affairs program, celebrated its 15th anniversary. Current host is **Mary Lou Finlay**... The CAB appointed **Robert Scarth** director, TV Policy. He had previously been the association's research director... **Glen Lamont** is now co-host with **Russ Hamilton** of the morning show at CHRX Vancouver... Come May **Bill McNeil** says he'll leave the CBC Radio program *Fresh Air*, ending more than 20 years with the show and 42 years with the CBC. He plans to continue as a freelancer, hosting and producing his well-liked *Voice of the Pioneer* program. An able author, his most recent book, *Voices of a War Remembered*, is now on the stands.

OBITS: Former CBC VP **Gordon Bruce** passed away recently. He'd been a most active man whose background included the presidency of the Canadian Film Institute and of the Ottawa Choral Society... The CBC lost one of their pioneers when **Catherine (Cay) Dickson** passed away. She was a senior film editor and film programmer for the Corp...

Jo-Anne Polak, the former GM of the CFL's Ottawa Rough Riders, became co-host of the morning show on country station CKBY Ottawa after leaving the football team... At the gathering to celebrate the 35th anniversary of *Front Page Challenge*, **Betty Kennedy** said that the toughest, most-off-the-wall guest was the man who ran the campaign against Indecency to Naked Animals. He was advocating putting diapers on horses. We remember that show well since we were the guest panellist for that program and **Pierre Berton** and this corner thought the guest was so funny we practically laughed our way all through the show, especially when he took out a tin whistle and sounded out a theme song... **Carrie Hunter**, who had headed the Banff Television Festival since its inception 12 years ago, has moved to Vancouver to pursue other interests. She will continue to work with the Festival in the role of VP, conference and external relations... After a 10-year absence, **Jacque Gauthier** rejoined Telemedia Radio, co-hosting the morning show on CIQM-FM London... The Quebec Radio Marketing Bureau has been established in Montreal. Some 60% of Quebec stations are said to be unprofitable... Veteran broadcaster **Nick Ward** is now national manager, advertising sales, for the Canadian Radio Networks... A new sales and marketing department established at Pelmorex Broadcasting, Sudbury, brought about some new appointments to cover the company's 17 stations across Northern and Eastern Ontario: **Bruce O'Hare** was made manager, sales and marketing; **Regan Corellis**, co-op and research manager; **Michael Bartoli**, regional promotion manager; and **The-rese Duval Blouin**, marketing co-ordinator...

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.

New Home For Toronto Radio Stations

The Westcom Radio Group has finally consolidated its Toronto operations in one facility.

Westcom operates radio stations CILQ-FM (Q107) and CHOG (AM 640) and the Rock Radio Network in Toronto. The two radio stations had operated out of separate facilities ever since Westcom purchased the then CFGM and CILQ-FM in 1985. Q107 was located in facilities in downtown Toronto and CFGM in Richmond Hill, north of Metro Toronto.

Initial attempts to combine the two stations into Q107's downtown Toronto facility floundered, largely because the two stations were officially licensed for different markets. That bid was turned down by the CRTC in 1990.

But after considering a number of other locations in the cities of Toronto and North York, Westcom obtained CRTC permission in 1991 to relocate both stations to a new home in North York's new Yonge-Norton Centre.

The new location (at 5255 Yonge Street) provides the stations and the Rock Radio Network with 21,500 square feet of space on the 14th and 15th floors of the new office building.

Three Years of Planning

Planning for the combined facility

began more than three years ago, and underwent at least four complete revisions as plans, and locations, changed.

The facility was designed by Michael Ball, president of McGill Commercial Construction — who acted as project manager — in collaboration with interior designer Tina Edwards of Edwards & Associates Inc. Both are Toronto-based firms. McGill Commercial Construction specializes in broadcast facility and computer software installation.

The McGill team used the concept of "single-source accountability" — they took care of everything and were involved in every aspect of the relocation from concept to selection of the building and negotiating with landlords, developers and municipal authorities. McGill was also responsible for the design process, selection of consultants, preparation of working drawings, construction and monitoring of the project.

The large and typical office space was redesigned; commercial, industrial and residential materials combined to create a space both comfortable and conducive to creative business and, at the same time, technically superb. The business and public areas of the facility are on the 14th floor, the studios and production area

on the 15th.

The focal point of the Westcom Group's new Toronto facility is the lobby/reception area, which introduces the color scheme of black and grey, with "splashes" of purple, chosen to reflect the two elements of corporate office and radio station.

Highlighting the lobby/reception area is a circular staircase that connects the two floors. The custom steel staircase is spray-painted purple to tie it together with the color scheme throughout. Black granite is used on the stair treads, as well as in high profile areas, for durability and long-term wear.

Granite also is used as finishing borders around grey broadloom in the public areas, the boardroom, meeting room and executive kitchen. Wood-strip flooring is also used to tone down the purple areas throughout the two floors.

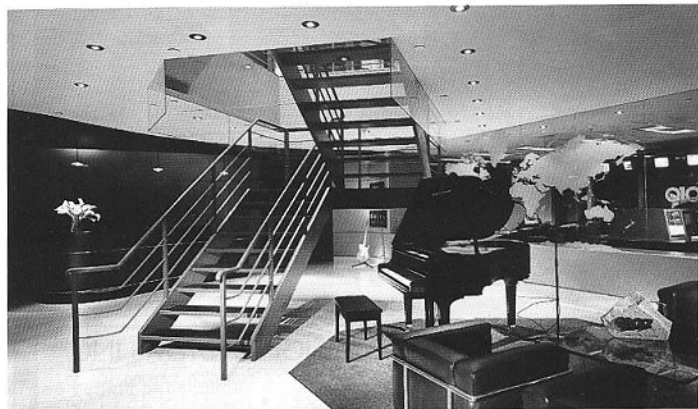
Halogen pendant and recessed lights are used in the lobby/reception area, the boardroom and display corridors throughout the station. Parabolic lenses are incorporated into existing fluorescent lights to diffuse the harshness.

Glass panels are effectively used to create an open feeling throughout the office area. One intriguing aspect of the glass panels is the use of computer-generated decals to identify office areas that have the look and feel of being sandblasted into the glass. The office layout is unique, with full height interior glazing and doors that go from floor to ceiling, creating a bright and open working environment.

Noise Problems Overcome

Placement of the studios also is unique — the Q107 studio has a downtown Toronto view, relating to its audience, while AM 640 faces its up-town and suburban audience.

Technical facilities were engineered by Gus Sondemeyer of G.S. Broadcast Technical Services and Rob Enders, director of engineering for Q107, AM 640 and RRN. Sondemeyer



Lobby/reception area, with newsroom behind glass wall in right background.

served as the technical project manager.

A critical issue in development of the facility was how to overcome the problem of extraneous noise inherent in a high-rise tower designed to accommodate offices rather than radio stations. Complicating the problem was the building's location adjacent to a subway line and across from the main North York fire hall.

Acoustic consultant Terry Medwedwyck was equal to the task, designing a studio block that floated free of the building. The wooden studio floors float on acoustic isolators and are filled with sand; the staggered-stud construction walls rest on the floating floors and the suspended ceilings on the walls.

Medwedwyck's design obviously works as the noise of the building's mechanical systems, the adjacent subway and fire hall have been eliminated.

The technical team faced a number of minimum requirements in designing the facilities.

- Any control room could feed any transmitter or the Rock Radio Network.

- Any studio could work with any control room.
- All on-air control rooms were to be technically identical, including equipment and its placing.
- All large rooms in the office areas — including the reception foyer — were to be "wired for sound", allowing broadcasting from anywhere on the two floors.

To achieve this flexibility, consultant John McCloy designed two custom switchers.

The first, a transmitter/network switcher, uses four Gentner audio switchers controlled by a PLC to manage the control room to transmitter connection, the digital delay units and the satellite network sub-audible tone requirement. The unit is capable of being expanded to meet any future requirements.

The announce booth switcher is built around existing Ward-Beck components. It turns mics on and off from custom turrets, routes monitor and talk-back functions, controls the delay ready and dump functions and guides the phone system audio into the appropriate control room. It does it seam-



Rack wall outside engineering.

lessly and painlessly, and it too is capable of almost unlimited expansion.

Both switchers are software controlled, keeping them as flexible as possible.

Tim Stauffer of Stauffer Technical Service was responsible for completing the three master control rooms.

The Auditronics 800 series on-air consoles in the AM and FM control rooms have separate voice and music bussing, four stereo outputs, two mono outputs, and extensive machine control capability achieved without sacrificing audio quality by the use of hybrid thick film SMT modules.

A Sierra Audio Systems routing switcher is used to enhance program flexibility. It is used to route 32 stereo and 64 mono channels of audio to all on-air, production and newsroom facilities. Sierra also developed a compact alpha-numeric controller and a 32-channel intercom matrix for the project.

A Gentner *PeopleLink* telephone system is used in the six on-air rooms for improved listener access to the stations.

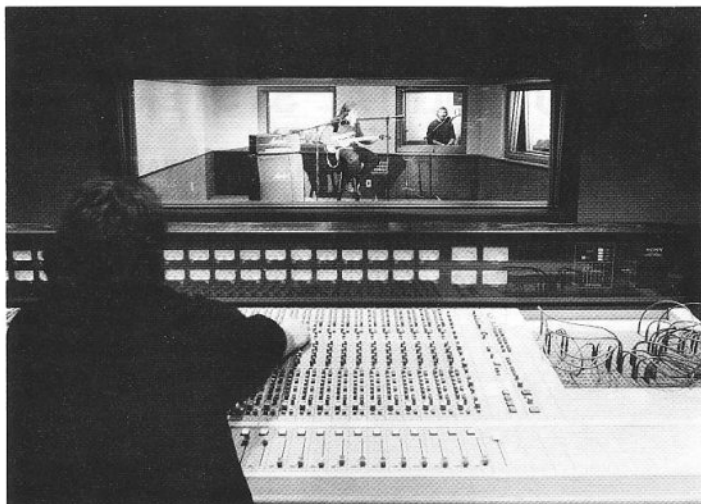
All studio furniture is of low-profile design to provide staff and guests with undisturbed sightlines, and to make optimum use of the natural light admitted by the windows.

Production Facilities Unusual

The production facilities serving both stations and the Rock Radio Network is capable of completely meeting their



AM 640 control room.



The 24-track Sony production console, main and isolation studios.

total programming needs.

The production block is anchored by a control room boasting a Sony 36-input 24-track console and includes a two-inch Sony APR-24 24-track tape machine. The room also features a Sony 7000 DAT editing system.

Also included in the production facility are two digital production control rooms equipped with Digidesign *Protools* digital audio work stations, Sony 7030 DAT machines, mic mixers and Eventide harmonizers.

The control rooms surround a studio large enough to accommodate musical groups with a separate isolation studio used for voice-over work.

"We can now produce everything from commercial and musical beds to entire programs," explained Rob Enders. "Being able to handle all of our production needs in house will more than pay for the equipment and provide us with total and complete creative control."

Newsroom

The lobby/reception area also is home to the glass-surrounded newsroom, which provides a panoramic view of Toronto's skyline.

Although on the 14th floor, the newsroom is really part of the 15th floor production/on-air area. It is equipped with seven identical workstations complete with cart and reel-to-reel equipment, a Maruno ME-2000 newsroom mixer and access to the station

routing switcher. Any or all workstations can go live on either station or the network, or to any production studio, in any configuration.

The newsroom also boasts six color television sets for 24-hour monitoring of various television information programs, including signals pulled down

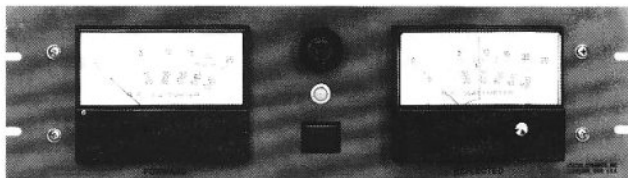
by a steerable satellite receive dish on the roof of the building. Also on the building's roof are satellite dishes accessing the Seltech and the Broadcast News satellite systems, scanner and AM/FM antennas and an STL dish to carry Q107's signal to its CN Tower transmitter.

A staff lounge, equipped with a full-service kitchen capable of providing everything from micro-wave snacks to catering a full reception, also comes with a billiard table. Also helping staff relax is a large deck that wraps its way around the 15th floor.

Although not strictly part of the production/on-air facilities, the 50 kW emergency power supply provided by the building's generation system is critical. It allows Westcom to maintain operation of both radio stations and the Rock Radio Network in case of a hydro outage.

Even the engineering department has been well taken care of in this new facility, occupying comfortable quarters on the 15th floor. Rob Enders and his two technicians even have windows to the outside world.—BT

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people

CAB — Arlene Keis appointed director of human resource development.

CTV — Thalia Assuras has joined *Canada AM* from Global. She will also act as a correspondent for CTV's National News.

COLUMBINE SYSTEMS INC. — Wayne Ruting appointed president and CEO.

JAMISON DOORS CO. — Thomas E. Johnson and Charles W. Taitt named VPs.

KEYSTONE COMMUNICATIONS — Russell Bittner named director of sales, northeast region.

MICROWAVE RADIO CORP. — Patrick Bradbury joins the company as VP and business center manager for portable products.

NEW ENGLAND DIGITAL CORP. — George E.R. Kinneer II appointed vice-chairman and Brian N. Hamel VP, finance and chief financial officer.

PINNACLE SYSTEMS INC. — Ronald J. Meyer named midwest regional manager.

QUANTEL — Richard Alexander appointed northeast district sales manager and Martin Holmes New York regional service manager.

RF TECHNOLOGY INC. — Paul Brett named director of sales and marketing; Bill Dumm national sales manager; and Christina Kallay sales administrator and manager, Faraday products.

SASKWEST TELEVISION INC. — Fred Filthaut appointed VP. He continues as GM of STV-Regina.

TEKTRONIX — John Burrell named district sales manager for Denver field office.

TVONTARIO — Peter Herrndorf appointed chair and CEO.

in memoriam

Dr. G.R.A. (Dick) Rice died in Edmonton hospital February 25 at age 92. The former president of Sunwapta Broadcasting Ltd. began his broadcasting career in 1922 building CJCA Edmonton, one of Alberta's first radio stations. He managed CJCA until 1934 when he founded CFRN Radio with H.F. Nielsen, whom he bought out in 1946. An FM station was added in 1951 and CFRN-TV in 1954. He sold Sunwapta to the Electrohome organization in 1987, remaining as honorary chairman. He was named the WAB's Broadcaster of the Half-Century in 1984, won the CAB's Ted Rogers Sr./Thelma Rogers Graham Award in 1976 and was named to the CAB's Broadcasting Hall of Fame and received RTNDA of Canada's President's Award in 1984. He was a member of the Order of Canada and the Alberta Order of Excellence.

Ronald Frederick Hill passed away March 4 in Calgary at age 61. Born in Montreal, he moved to Alberta in 1955 and was well-known in the broadcast industry in Western Canada. He is survived by his wife, Shirley, a son and daughter and three sisters. He also is survived by his partner and special friend of many years, Bob Whitehouse of Vancouver.

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