

### CKAN NEWMARKET BACK ON THE AIR — NO THANKS TO CANADA'S BANKS!

After reporting the plight of CKAN Newmarket in our May issue, we are happy to tell you that the station went back on the air May 14th, after eight weeks of silence.

Manager Frank Rogers thanks the CRTC staff, many of the local business people and fellow broadcasters for their support. The owner of the transmitter site, however, stuck to his demand for five times the previous rental fee (plus the all-pervasive GST).

The biggest obstacle, of course, was the banks.

Canada's banks are always very generous when it comes to loaning hundreds of millions of dollars to third world countries or to people like the Reichmanns.

But don't ask them to make a commitment to small business! The mission of bankers seems to be to destroy the very people who could do much to return our economy to prosperity — the entrepreneurs who risk their savings and their homes to start or expand a business. And it is small business that employs the majority of workers in Canada.

CKAN, after a 12-year relationship with one bank, had its attempts at re-financing scorned, and its list of receivables almost totally discounted. The bankers similarly scorned the approval given CKAN for federal backing in a government program intended specifically to assist businesses seeking re-financing.

In every community across Canada, the story of CKAN is being retold over and over again. In recent weeks, the broadcast industry has lost one of its respected suppliers, Maruno Electronics. Another, Gerr Electro Acoustics, fought the banks — and won! BT has invited both Stan Maruno and Bob Snelgrove to tell their stories in this magazine. We hope they will.

It is obvious that an alternative to the present banking system is desperately needed. Customers must be protected from arrogant, arbitrary and unwarranted decisions, which in too many cases amount to legalized theft of their equity.

Here at BT, we now do all our banking at a regional Credit Union. However, at present, credit unions are restricted in the amount of financing they can offer business customers. Perhaps a solution would be in the formation of a national credit union specifically to meet the business requirements. (Such competition would undoubtedly be vehemently opposed by the banking monopoly.)

Past recessions have spurred Canadians to move towards the "self-help" philosophy of the co-operative movement. A co-operative bank, properly structured, could restore fairness, involvement and responsibility to the financing of small businesses across Canada.

### STATION OWNERSHIP: HOW MANY IS TOO MANY?

In addition to concerns about the future of the CTV network, the bid by Baton Broadcasting to purchase the Blackburn group (London Free Press) television stations, CFPL-TV London and CKNX-TV Wingham, Ontario, will renew debate about concentration of ownership.

A similar debate is going on in the United States, where the Federal Communications Commission has recently increased the limit on radio station ownership from 12 AM + 12 FM to 30 + 30. (We understand the TV station limit remains at 12 stations.)

One FCC commissioner, Andrew Barrett, said that under the new limits, the losers would be small groups, women, new entries and the public — that smaller players would be outbid for stations by the large group owners.

In Canada, the CRTC has no limits. Its policy has been an *ad hoc* one which places the onus on each applicant to propose a "benefits package" to convince the CRTC that the application should be approved.

The result of this policy — or lack of policy — has been that applicants have projected ever-increasing profits and have promised ever-more novel and costly "benefits" based on these projections. Now that the bubble has burst, broadcasters are having difficulty meeting those promises.

One disturbing example is NewCap's Newfoundland radio network, purchased three years ago from CHUM Limited and still losing money. NewCap has decided it can no longer provide local programming as some of the stations, and wants to feed them entirely from the main station in St. John's. So far, an intransigent CRTC has revoked the licences of the stations in Grand Bank and Harbour Grace; those in Gander and Grand Falls will likely get the same treatment.

This failure is not so much on the part of NewCap, as it is on the part of the CRTC for failing to ensure that service in some form would continue in these towns.

The point is that applicants have offered "benefits" that are now beyond their means.

The "benefits" policy can only result in further concentration of ownership by larger, wealthier bidders.

The time has come for straightforward policies which let applicants know where they stand on how many stations they may acquire. And applicants must no longer be pressured to promise "benefits" they may not be able to afford. Broadcasters can make a contribution to Canada's broadcasting system only to the extent that they are *profitable* broadcasters.

— Doug Loney

### **BATON KEEPS GROWING; BUYS CFPL-TV/CKNX-TV**

**B**aton Broadcasting Inc. surprised the television industry, and rocked its CTV partners, by moving to buy two southwestern Ontario television stations.

Baton reached agreement-in-principle in early May to buy independent sister-stations CFPL-TV London and CKNX-TV Wingham from the Blackburn Group Inc. Purchase price was believed to be \$31 million, although neither party would comment on the figure.

The deal requires CRTC approval.

The proposed purchase prompted William McGregor, chair of the CTV Television Network Ltd. and head of Electrohome Ltd.'s broadcasting operations in Kitchener and Edmonton, to speculate that Baton is packing its bags again to leave CTV. But others suggested the move may strengthen Baton's position in an internal power struggle at CTV.

Baton already owns 11 of CTV's 25 stations, including network flagship CFTO Toronto, as well as six CBC stations.

Douglas Bassett, Baton president and CEO, said he was "very excited" about the Blackburn deal because it "fills in a hole" in an Ontario network Baton has been putting together. But he declined to discuss the deal's ramifications for CTV.

Earlier it had appeared that Baton was heading back into CTV's proposed new regime as an owner. That move came after weeks of talks between the network and Baton, which had decided in January to become an affiliate after decades of being a key member of the eight-member co-operative. However Baton and CTV couldn't agree over how much Baton would be paid for the 40 hours of station time it agreed to sell each week to the network. With the two parties close to an impasse they apparently agreed to rethink the whole process.

CTV president John Cassaday said the reason the network went to an ownership position "was to get an infusion of capital". With Baton agreeing to participate "in that equity infusion", he said it was the network's hope that all of the eight shareholders would participate.

Aside from whatever its impact might be within CTV, the purchase of CFPL-TV and CKNX-TV strengthens Baton in Ontario, where it has been operating a provincial network with Electrohome's CKCO-TV Kitchener for the past 18 months.

But CKCO-TV, which competes with CFPL-TV for both audience and advertisers, now will no longer be involved in the provincial network, with could be a major blow to the Kitchener station.

ONT currently broadcasts 10.5 hours of programming a week, including Toronto Blue Jay baseball telecasts. Baton plans to boost ONT's schedule to 17 hours a week this fall, increasing to 35 hours over the next couple of years.

### **CRTC CHANGES PROGRAM SPENDING RULES**

**E**nglish-language broadcasters have been given more flexibility to meet their annual Canadian programming expenditure requirements.

Under changes announced by the CRTC stations can, in a given year, underspend the minimum required by their licence by five per cent, provided they make it up in the next year. If they spend more than the required amount, they will be given credit towards future years.

The decision was in response to a request from the Global Television Network and the CAB.

"This is an important step in the right direction and shows the commission clearly understands the severe market pressures facing broadcasters and is willing to work with them," said Michael McCabe, CAB president. But it's because of marketplace pressures, he added, that broadcasters continue to believe the formula should be eliminated.

### **PRIVATE BROADCASTERS LAUNCH CAMPAIGN**

**P**ivate broadcasting launched its second annual nationwide *On-Air for Canada* PSA campaign April 29.

The multi-million dollar *We Need To Talk* campaign is geared to stimulating discussion and promoting greater under-

standing among Canadians. Bilingual TV and radio spots carry the message: "If we're ever going to understand each other in this country, we need to talk."

Private radio and television stations were expected to each air the spots at least 260 times during the year-long campaign. The campaign is an extension of *On-Air for Canada's* ongoing Canadians Talking to Canadians project.

Funding assistance for the campaign was provided by Multiculturalism and Citizenship Canada and the Department of the Secretary of State.

### **FOCUS IS VARIED AT 1992 ABES CONFERENCE**

**B**roadcast engineers in Atlantic Canada were to focus on a variety of subjects during their annual convention in Saint John, NB, June 12-14.

The annual conference of the Atlantic Broadcast Engineers Society opens with registration the afternoon of June 12, followed by a reception.

Delegates to conference were to hear papers June 13 on tower safety, on accurate antenna transmit pattern prediction, on designing a solid-state FM transmitter, and on the DAVE 2000 news editor. The papers program also calls for an update on digital radio and on the recovery by Telesat of its Anik E satellite.

The conference concludes June 14 with a morning business meeting.

### **CAB ASKED TO AMEND ITS CODES**

**T**he executive of the Canadian Broadcast Standards Council wants the CAB to amend its broadcast codes to include a clause relating to offensive language.

The CBSC was established by the CAB to administer three CAB codes—the Code of Ethics, the Voluntary Code Regarding Violence on Television, and the Sex-Role Portrayal Code for Television and Radio Programming. The CBSC executive said it was making the request because it had received a number of complaints relating to offensive language which it couldn't adjudicate because the CAB codes don't cover such questions.

## stations in the news

### BCTV, CFTO CAPTURE TOP PRIZES IN CAN-PRO AWARDS COMPETITION

Vancouver's BCTV and CFTO-TV Toronto captured the top prizes at the annual CAN-PRO awards competition for private television stations. Winners were announced at ceremonies held this year in London, ON.

BCTV captured the Showcase Award for its program *Our Two Solitudes* while CFTO won the Award of Excellence for its program *The Nahanni and Rebekka Dawn*.

CKCK Regina captured the highest number of gold awards with seven, five in programming categories. CFCF Montreal evenly split its six gold awards between programming and promotion. CFPL-TV London and U.TV Vancouver captured five gold awards each, CFPL taking three in program categories while U.TV captured all of its five in promotion categories.

Other multiple gold winners included:

CFJC Kamloops, four in programming; CISA Lethbridge and CHEK Victoria, each with two apiece in programming and promotion; CFCN Calgary, BCTV Vancouver and CFTO Toronto, three each in programming; CHFD Thunder Bay, three in promotion; MCTV Sudbury, CJOH Ottawa and CITY Toronto, two program and one promotion gold each; CFQC Saskatoon, one program and two pro-

motion gold; CHRO Pembroke, CHCH Hamilton and CFTM Montreal, two each in programming; STV Saskatoon, two in promotion; and CFAP Quebec City, ATV Halifax, MTN Portage La Prairie, CHAT Medicine Hat and CKRS Jonquiere, one each in programming and promotion.

CHBC Kelowna, CIPA Prince Albert, CKKX Calgary, STV Regina, CHEM Trois-Rivieres, CKOS Yorkton, CHBX Sault Ste. Marie and MITV Saint John each won a programming gold while CKPG Prince George won a promotion gold.

The University of Quebec at Montreal was the \$5,000 overall winner in the educational competition at CAN-PRO. Its program *D'ici Tout Est Beau* also won the performing arts/light entertainment (long) category.

Algonquin College of Ottawa captured gold awards in the news and public affairs (short) and music video categories; Sheridan College of Oakville, ON the news and public affairs (long); York University the performing arts/light entertainment (short); and BCIT of Burnaby, BC, the television promotion category.

### GLOBAL TELEVISION GETS SHORT LICENCE RENEWAL FROM CRTC

Global Television has had its licence renewed for only four years by the CRTC.

In announcing its decision, the commission expressed its concern that Global "has not contributed to the Canadian broadcasting system as fully as it should have" by treating some requirements for Canadian programming as maximums rather than minimums.

The CRTC also indicated that it wasn't happy with the licence fees Global has been paying to independent producers and "encouraged" Global ensure that such fees at "set at more equitable levels".

Under its new licence Global is to spend more than \$30 million a year on Canadian program production and \$9.7 million a year on Canadian drama through the Global Program Investment Fund. Global is also required to air at least three hours a week of Canadian drama in prime time during the first two years of its licence, increasing to 3.5 hours a week in the last two years.

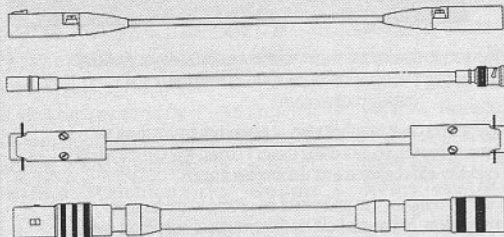
Global did receive permission to extend its coverage of Ontario by building new broadcasting transmitters at Fort Erie, Sudbury, Timmins, North Bay and Sault Ste. Marie.

#### In other news:

The CRTC renewed the licence of CTV affiliate CJOH-TV Ottawa. The Baton-owned station is to commit \$115,000 to programs to be developed and produced by writers, directors and producers from the Ottawa region.

CKVU-TV Vancouver now is close-captioning system for *U. News At Six* and *U. Sports Page*. The close-captioning system is tied directly into the station's computerized newsroom and provides close-captioning of all scripted portions of both programs.

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### Watch What You Say ... And Just How You Say It

When you say two officers were charged *FOR* running a theft ring, you leave no doubt that they are guilty. The sentence should read: "Two officers were charged *WITH* running a theft ring." If they are convicted, you can legitimately write that they've been sentenced *FOR* running a theft ring.

The original, as I heard it on a newscast, was libellous, even if it only stemmed from incorrect use of English. It's one of many common grammatical errors that make a story potentially dangerous. If it came to a lawsuit, which is unlikely, a judge might issue just a slap on the wrist for sloppy language usage. But it's disturbing to think many reporters are unconsciously guilty of defamation just because they don't know their own language.

**Al Thorgeirson**, ND at MTN in Portage la Prairie, pointed out another potentially damaging story that said a 19-year-old man was in custody after gunning down two people. It went on to quote RCMP saying the gunman had killed a man and severely wounded a woman following a drinking party. The writer thought the story was safe because no name was used. Al referred the writer to P. 117 of the *BN Style Guide*: "Never report anything that says a person is guilty of a crime ... In writing about the crime, refer to 'a man' and say later that John Doe has been charged." The writer's mistake was in saying the 19-year-old man did it. As soon as his name and age were released together, his age would identify him as the guilty person.

A worse example was sent by **Gord Eno**, information and cultural director at C-ISL/Z95.3 Vancouver. A story described an event and identified by name the person involved, then said the named person had been charged.

For guidance on handling of crime stories and libel, read *The Canadian Press Stylebook*, the *Broadcast News Style Guide*, or one of many other legal guides available. Also use common sense not to convict people before they are judged. For more precise use of language, and especially of prepositions, get a dictionary of English usage. I'm tired of phrases like: "They are tired with ..." Also nag the educational system to require of English speaking students as good a standard as we demand of foreigners learning English as a second language.

Another example of incorrect use of language: On a major Toronto TV station I heard: "They face 64 offenses." They may or may not have offended, but they face charges, and some might find that language pretty offensive.

### Some Classic April Fools' Gags

Last month I told you of one April Fools' joke that worked. **Mike Guzzi**, ND at CKIQ Kelowna, sent word of another that gave Okanagan Centre MP Al Horning a headache. CKIQ reported at 8 a.m. that Horning had landed a federal prison for his riding, to be built in the north end of the community. Nobody wanted a prison in the north end of Kelowna and Horning's office got lots of angry calls. Some of them were from competition reporters demanding to know why they hadn't been told. The editor of the Vernon newspaper gave his reporters hell for not being on top of the story. At 9 a.m., CKIQ let its audience

in on the joke.

C-FAX Victoria morning host **Barry Bowman** prepared "commercials" advising people that the municipal hot water supply would be cut off within 30 minutes for emergency maintenance. One woman called to say she had her fastest shower ever to beat the cutoff time and was drying when it hit her that the city had nothing to do with her hot water supply. Several listeners called Victoria's engineering department to suggest they turn off the water at a more convenient time next time. But everyone, including the engineers, had a good laugh when they were reminded it was April Fools Day.

My favorite April 1 story involved **Kevin Costner** and the day he went to Yorkton, Sask., looking for a site for *Dances with Wolves, The Sequel*. He was met at Regina Airport by **Terri Harris** of CJGX Yorkton in a stretched limo. Costner wouldn't let her sit in the back with him, but she phoned in regular reports from the front seat. That's how other drivers on the road knew who was in the long car. Several drove up alongside, honking at the star. Crowds were waiting at Broadcast Place in Yorkton. One man called CJGX to say his friend raised buffalo and they were available for the film.

The car drove up to the door at 8:30 a.m. and at the same time the news staff yelled, on-air, "April fool." But the joke was so well done that even those who yelled "April fool" didn't know it was a set up until the very end. Only five people knew the truth: promotions manager Harris, GM **Lyle Walsh**, PD **Brad Bazin**, one Mountie and one tourist employee.

CKCK Regina was almost caught. The station called to ask about Costner's visit and ran a serious story. But the news staff were canny enough to cover themselves by tagging the story with a reminder that it was April 1.

This one wasn't an April Fools' joke, but it could have been. CFGP Grande Prairie held a piggy-kiss fundraiser that worked like this. Listeners paid \$20 to pick a victim. The victim was visited by CFGP staffers with a Vietnamese pot-bellied pig. The victim could choose to kiss the pig or pay \$10. There were some piggy smoochers, said promotions director **Myrna Logan**. There were also lots who turned down the opportunity. The money — more than \$1,200 from the one-day event — goes to the 1995 Canada Winter Games. Incidentally, CFGP staff raised \$20 to see their boss, **Tom Bedore**, kiss one of the two pigs, Claire and Bonnie. Tom came close a couple of times but finally he figured it was worth \$10 not to...

The pigs would have enjoyed a promo at CKSA Lloydminster's third annual beach party (held inside): a watermelon eating contest. After washing, the winner got tickets to see a John Mellencamp concert and also an eight-CD Mellencamp box set.

### Students Help STV Win Can Pro Award

STV Saskatoon got elementary school students to write their own public service announcements promoting drug and alcohol awareness. It was part of a "Just Say No" campaign by STV and the Saskatoon Optimist Club. The result was a Can Pro Award, one of two won by STV Saskatoon. STV's entry included the contest-winning promo written by Grade 5 student **Andrea**



Gruza.

John Empey, GM of CJSL Estevan, is into his second term as mayor of Estevan. I realized how busy he was when his super wife, Karen, had to make an appointment for lunch. He was late. John also runs, builds wooden things and used to sing country. He doesn't have much time for that any more...

**Malcolm Bernard** has returned to BN as Ottawa news editor from SBN, where he was Ottawa chief. **Jay Branch** of BN Edmonton is moving to Regina as Saskatchewan correspondent. **Jim Macdonald** is returning to Edmonton... CJCD Yellowknife has a new sports director in **Andy Stark**; **Mike Neu-meier** went to CJVR Melfort to do play-by-play.

CJVR's **Alice McFarlane** is on maternity leave until September. She had her second child in March, a girl named Rhea. Alice will return as assistant news director and day supervisor... **Roger Millions** has moved back to Saskatchewan from Okanagan-Skeena Broadcasters to become CJVR ND. He and wife Diane had a baby boy, Cole, just about the same time Alice had her girl, and wanted to get closer to the grandparents. Both are Prairie people... Still with CJVR, **Bill Wood** celebrated his 19th anniversary there April 15. And I thought, despite his wisdom, he was a mere youth... **Frank Martina** is into his 21st year as morning man at CJIB Vernon. President **Patrick Nicol**, about whom I've written more than once, had an original idea for an award. Frank got a plaque on which was written that every year, CJIB would present a \$350 scholarship in Frank's name to a graduating Vernon student entering broadcasting or journalism. The selection is to be made by Frank with input from instructors. Frank so much likes the idea of honoring long-term employees by benefiting the community in their name that he's encouraging other stations to do the same thing.

It was a super gesture: With CFFM-FM Williams Lake destroyed by fire, competitors CKWL, owned by Cariboo Broadcasting, made their studio available for production. As I wrote, CFFM GM **Ken Wilson** was still waiting to learn whether CFFM would be rebuilt. Meanwhile, CFFM-FM1 Quesnel was broadcasting 18 hours a day weekdays and 12 hours at weekends, making CFFM-FM the rebroadcaster. It's not long since most stations computerized things like billing. Ken said doing it all by hand made him realize how archaic the old system was.

There's a double standard at play in the Western Association of Broadcasters. According to the registration form for this month's convention, members are allowed to take guests; associate members are allowed only to take spouses... This from **Paul McDermott** of BN Toronto: They're going ahead with a bridge linking PEI to the mainland. It'll be painted with rust-proofing green paint and called The Span of Green Gables. At which BN/CP's Halifax communications supervisor, **Ray Warner**, came back with: And the new theme park there will be called Ghizneyland. (Yeah, I know. That's why I credit others)... Still in the East, I should have mentioned long ago that **Jim MacLeod**, that well-known honorary Westerner, is now president of NewCap Broadcasting. That's a promotion from executive vice-president.

*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.*

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# Atlantic Airwaves

by Sandra Porteous

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Spring finally arrived in Atlantic Canada, and with it came moves and changes. Six long-term employees at CBC Halifax have decided to jump into retirement. They include radio tech **Bill Chaisson**, TV tech **Beresford Jenkins**, cameraman **Gerry Wile**, **Ray Hoess** at the radio ops centre, **Ella Jensen** from the TV ops centre and record librarian **Joann Vaughan**... More changes at CBHT Halifax: **Jane Merchant** has moved from radio current affairs to radio operations; **Sara Hubbard** has stepped in to run radio current affairs; and **Michele Martinello** joins the music library after a long career in private radio... Several staff changes have taken place at CBC Charlottetown. **Ann Stewart**, from Toronto, is the writer/broadcaster for *Island Morning*, replacing **Margo Wright**. **Martial Jean Baptist** arrived from Moncton to fill-in as temporary reporter for Radio-Canada. And **Kathy Large** and **Steve Andrusiak** are on board as producers... **Oлга Milosevich** has taken on new duties with CBC Radio in Halifax. The city is home to *Music Alive*, a new two-hour concert music program heard Sundays on the national network. The program is produced by **Bob Sauer** and **Mark Warren**. Also on the national radio scene, **Jeff Reilly** and host **Tom Allen** will take over *Weekender*...

The man who helped make Sun-FM a major player in the Halifax radio wars has moved on. **Stu Strathdee** is no longer GM of SUN-FM, having moved into the management consulting business. He had worked as a consultant before the station won its licence, and then became station manager. The station jumped to second spot in Metro Halifax after opening for business in August, 1990. Station president **Art Hustins** denied there was a problem. Strathdee came to Nova Scotia in 1980 to help Moosehead Breweries market its beer worldwide... Halifax-based CBC-TV executive producer **John Nowlan** is a winner of the Asia Pacific Foundation of Canada's media fellowship. He was selected from a field of 39 applicants. Nowlan heads to Malaysia this month to learn more about how children's television in Canada can be linked with other countries... CBC's **Bette Cahill** is now a published author. Her book *Butterbox Babies* covers a story she uncovered while working as a reporter for CBC-TV's *First Edition*. Bette currently works as a producer at CBC *NewsWorld* in Halifax... ATV and ASN have launched a series of public service announcements they hope will get Canadians talking about their country. The campaign is spearheaded by the CAB, and ATV GM **Joe Irvine** says Atlantic Canadians will be making vital choices about Canada in 1992... ATV presented has its *Festival By The Sea* special, which featured highlights of the 7th annual festival held each year in New Brunswick. Acts from all over Canada were part of the TV special, which showcased different styles of music...

CJRW Summerside's **Paul Schurman** was honored with the Paul Mulvihill Heart Award at last fall's CAB annual meeting in Toronto. Now Nephew **Paul Schurman**, assistant GM

at the P.E.I. station, has won the Doug Gilbert electronic media award at the Sports Federation of Canada awards. CJRW keeps winning praises for its sports coverage, which includes all home and away games of the local club in the Maritime Junior A league, and joined forces with the local cable outlet for a live appeal program in aid of the local boys and girls club... Moncton's C103 is known for running successful contests, but it got a little out of hand in April. An estimated 4,000 NBTel customers lost service when a CIO3 contest caused an overload of the phone system. The volume of calls jammed a computer switch serving several exchanges... CHTN Charlottetown recently held an on-air fundraiser for **Rebecca Lidstone**. The 15-year-old has a rare disorder and needed to travel to Toronto for treatment. CHTN listeners raised over \$6,000...

C100-FM Halifax has added to its award wall. The station won the McBain Medical Journalism award for a show called *The Caregivers*, written and produced by **Sharon Purdy**. The station also was a runner-up in the Canadian Nurses Association awards for a program called *In Focus: Reaching Out For A Friend*. The 30-minute program aired Sundays... Speaking of awards, **Catherine Martine**, co-producer of the award-winning film *Kwa'nu'te*, was recently in Nova Scotia and New Brunswick. She was touring with her film, which examined the works and ideas of Micmac and Maliseet artists of the two provinces. The film won an award of excellence last fall at the Atlantic Film Festival in Halifax. **Kimberlee McTaggart** was the film's freelance film editor... Halifax Cable's community channel and the Halifax police rock band *Blue Thunder* have launched a music video. The three-minute video premiered live during the Atlantic regional programmers awards of excellence in Halifax. The video was co-produced by **Mike Clattenburg** and **Christie Leonard**, along with *Blue Thunder's* drummer, Constable **Darryl Lysense**, for the International Day For The Elimination of Racism. The video has since aired on CBC-TV's *Midday* and CBC *NewsWorld* as well as on *MuchMusic*...

CKIX-FM St. John's has seen some changes this month. **Andy Newman** has moved to morning drive at CKIX from afternoon drive at sister station Q93; **Donna Randell** is now swing on KIXX from all-nights on Q93; and **Maurice Fitzgerald** now handles afternoon drive. **Tony Hann** has been appointed creative supervisor, replacing **Jean Graham**; **Andy Forbell**, who interned at the HOG in Argo-land, is the other creative mind at KIXX, where **Joe Courtney** is now doing the morning news run and **Cecil Hare** can be heard afternoons. **Don Oakley** has joined the station's sales force, as have **Dave Udle** and **John Steele**...

*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.*

Happy 25th Anniversary to Ward-Beck Systems, Canada's outstanding console manufacturer, famous world-wide. **Eugene Johnson** felt NAB's atmosphere was very, very positive for the first time in three years — more evidence of good and positive things happening. Congratulations, Ward-Beck, here's to the next 25. We're very proud of you...

**ABES:** June 12-14 at the Delta Brunswick Hotel, Saint John, New Brunswick. From **Walter Labucki**, president ABES '92: "Spring has finally come to Canada and it's especially nice here in the Eastern provinces. A sure sign that all technical broadcasters need a reason to gather and discuss the finer points in our industry. **Rich Knowles** of CBC fame promises to have an interesting papers presentation and **Gordie Miller** is working hard to find the right entertainment for Saturday night. See you at ABES." Have a great (as usual) show, ABES!

Cheers,



## people

- **CANWEST GLOBAL** — **Gail Asper**, **Dr. Lloyd Barber**, **The Hon. W.Z. Estey**, **John Maguire** and **Thomas Strike** newly elected to the board.
- **CKVR-TV BARRIE** — **Cindy Burgess** joins station as anchor, *Total News At 11*.
- **DIGITAL FIX, INC.** — **Kris Smalley** named public relations manager.
- **IDB COMMUNICATIONS** — **Trish Walsh** named VP, broadcast services.
- **MAGNETIC NORTH** — **Sue Chambers** appointed colorist and **Scott O'Brien** editor.
- **QUEBEC RADIO MARKETING BUREAU** — **Lyse George** named VP and director-general of the new bureau.
- **THE CANADIAN PRESS** — **Louis Audet** of Cogeco Inc., Montreal, and **Gordon Rawlinson** of Rawlco Communications in Calgary, named to the board of directors.

## in memoriam

**Charles P. Ginsburg**, who led Ampex Corp.'s development of the world's first practical videotape recorder, died April 9 at his Eugene, Oregon home. He was 71. He headed a six-man Ampex development team that won the race to develop a workable system that could record and playback both audio and video. The first broadcast use of the recorder was by CBS on November 30, 1956, in Los Angeles. Ampex received an Emmy Award in 1957 in recognition of development of the VTR.

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# A View From The Top For CKRC/CKLU-FM

by Jim VanDusen

Not only were CKRC and CKLU-FM

Winnipeg on the move, they were also moving up. Now the giant call letters have come to rest three blocks down the road and shine brightly 200 feet above downtown Winnipeg.

The decision had been made to relocate the two stations from the second floor of the historic *Winnipeg Free Press* building to ... somewhere. The new owners, Western World Communications, wanted the stations to remain in the heart of downtown Winnipeg. But they also wanted to create an environment that would make the stations better at what they do; an environment that would address present challenges and have the flexibility to greet the technologies of the 21st Century.

Although many special features have been incorporated into the new 17th floor digs at 155 Carlton Street, everyone talks about the aesthetic changes. The new facilities are bright, professional and in-

viting. Most staff and visitors comment on the cherrywood doors and trim, on the impressive control rooms and boardroom and, of course, on the view — which is spectacular.

The layout of the place is very practical. The two stations are now side-by-side — separated only by the spacious newsroom. The creative department is close to production, and accounting is close to sales.

Both control rooms have new Soundcraft SAC-200 boards. A Videoquip 64-input routing switcher allows anything from the control rooms, production or the newsroom to go to air immediately. The router was formerly used by all-news CKO Toronto and modified by Videoquip to upgrade its 16 outputs from mono to stereo.

A new digital phone system, using a Gentner Teleswitch with a Telos-One digital hybrid, makes the quality of phone callers sound better than ever. (See sidebar for details on how this station coped

with getting a digital phone system on air.)

Production has a new Soundcraft 6000 stereo board with 24 inputs and eight outputs. A Tascam eight-track recorder and a Denon CD player were added to the production room's equipment. Among those

impressed with the new facility is senior producer Ken Porteous. As he put it: "I've been in the business over 21 years and I've never worked on equipment that sounded this great!"

The newsroom is equipped with Nakamichi cassette decks and both AM and FM main desks employ IBM 386 computers for fast, efficient editing. And according to news director Daryl Braun, the newsroom's large picture windows not only allows staff to see the city they are serving but are great for "instant accurate weather reports."

## No Complaints About Sound

One of the stipulations the stations faced locating in a high-rise office building was that they couldn't disturb the neighbors. Not a problem, according to chief engineer Ray Patterson, thanks to a six-inch "floating floor" which goes under the production room and the two control rooms.

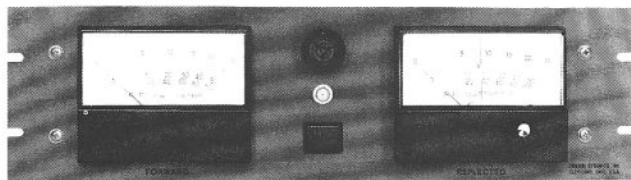
"I'm quite pleased with the acoustic isolation from room to room in the building," Patterson said. "We've never had anyone from below complain about the sound."

Another problem that had to be overcome was that the building's air conditioning system shuts down on weekends. That meant CKRC/CKLU-FM had to get their own system; of course, no one really complained because there are advantages to having control over temperatures in your facility.

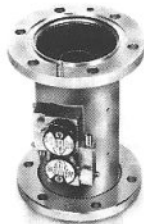
As for that all-important on-air sound quality, Patterson says there has been a definite improvement in CKRC's sound as a result of the new STL microwave link between the studios and the AM transmitter. "The sound quality of CKRC is improved," Patterson said, "and reliability is greatly improved."

The move from the old building, home to CKRC for more than 50 years, went

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**"...moved Friday night...  
did remote Saturday  
morning."**

well, according to Patterson — CKRC didn't lose a second of air time, while CKLU-FM lost, at most, one second. In fact, Patterson said, the switchover went so smoothly "we moved in Friday night and did a remote Saturday morning."

Patterson also is proud of the new ADC Q.D.F. wiring system now used by the station — it's the only wiring system used and uses modern broadcast technology in place of a mixture of older wiring systems. "At the old place we had a combination of a zillion things," he explained.

Both stations are connected to the building's emergency power-supply system. In the event of a hydro failure, the stations will be supplied with 10 kW of power from the emergency generator.

The new facilities are part of Western World Communications' plan to breathe new life into its Western Canada radio operations.

Bill Gorrie, general manager of the two Winnipeg stations, said that besides the new equipment, studios and offices, Western World also has invested in research testing, marketing and talent. "And it sure paid off! Our on-air product ... is focused to deliver the kind of audiences our advertisers need."

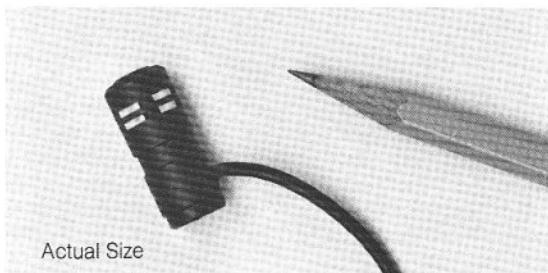
As part of the new look — and sound — CKRC brought in new morning man Doug Anderson, who also acts as the station's program director; and CKLU-FM brought former top Winnipeg morning man Don Percy back to the city as part of its new look and sound.

FM PD John Norris says the new building, along with ratings success, has been a morale booster. "Announcers are coming in (to work) sky high," he says, "and this euphoria is being translated to our listeners."

It's not just staff who are turned on by the new facilities; clients also have been impressed. Bryan Zilkey, general sales manager, says numerous clients have toured the new facilities and then participated in sales presentations in the new boardroom. "Client traffic has increased dramatically in the few months we've been at 155 Carlton," he pointed out.

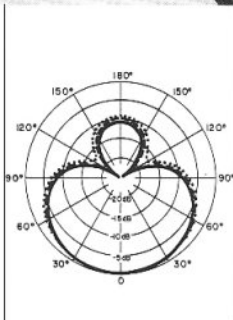
*Jim VanDusen is a copywriter with CKRC/CKLU-FM Winnipeg and can be contacted at (204) 942-2231 or fax (204) 943-7687.*

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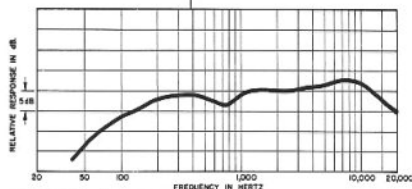
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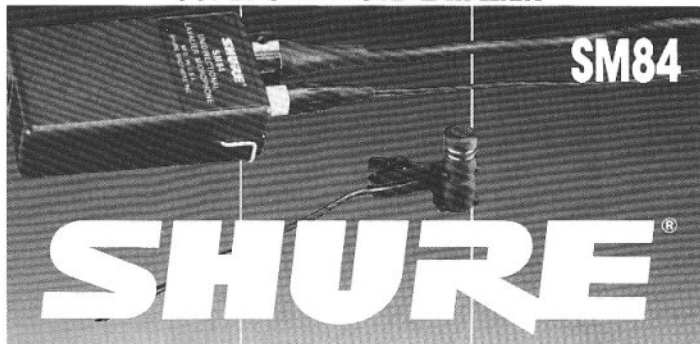
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