

BT

CANADA'S BROADCASTING MAGAZINE

BROADCAST
+ TECHNOLOGY

VOLUME 18, NUMBER 1 — SEPTEMBER 1992



CHUM TORONTO DOCUMENTARY WINS NEW YORK GRAND AWARD TROPHY

NEW:

- Tom Rivers and A Talent Perspective
- John Bruins' WABE Newsletter

— CONVENTIONS —

Reviews: Production '92, RTNDA Canada, WAB; Previews: CCBE, AAB OCTA, CAB/WABE, Concepts '92

PLUS:

"Added Value" Marketing
Returning Radio to Profitability

OPINION:

- Time to License Religious Radio & TV Stations
- Haste Needed If CRTC to Win DBS 'War'

- ★ Jerry Fairbridge ★ Howard Christensen ★ Phil Stone ★ Ad Lib!
★ Computer Productivity — Bruce Dingwall reviews GeoWorks Pro

'JOURNAL' TO DISAPPEAR IN CBC'S 'SEAMLESS' NEWS PROGRAM

When CBC Television launches its 9 pm news hour on October 26, it will be "one seamless program." That description comes from Tim Kotcheff, recently recruited from CTV to take over as VP of news, current affairs and the News-world channel. *The Journal* will no longer be a separate entity in the project, which will have John Owen as executive producer. Tony Burman remains as chief news editor and becomes managing director of Newsworld, which will now draw on the resources of the 9 pm news hour. *The Journal* has been a feature of CBC-TV's news since January, 1982.

CBC AND POWER JOIN TO BEAM CANADIAN PROGRAMS TO U.S.A.

The Canadian Broadcasting Corporation and Power Broadcasting Inc., in a 50-50 joint venture, plan to launch a new satellite service. Audiences in the United States would be the first target for the 'Northstar' project — which would later be extended to Europe. CBC President Gérard Veilleux hopes to have the U.S.

service, financed by advertising and cable subscription, on the air next fall.

The CBC would provide most of the programming — the service will operate 18 hours a day — with some purchased from private producers and stations.

Power Broadcasting owns three TV stations — in Carleton, Québec, and Kingston and Peterborough, Ontario. Its parent company, Power Corp., also has interests in Luxembourg Television and some TV operations in France.

According to a *Globe & Mail* report, estimated start-up costs are about \$30 million, with revenues projected to reach up to \$170 million by 1999.

NO ROLE YET FOR 99.1 TORONTO

The CRTC has decided against a grant of the 99.1 frequency in Toronto. Three applicants (CFMX-FM, CJEZ-FM, Rawlco) had sought the choice frequency.

Instead, the commission will study the Toronto radio market, in preparation for a future hearing.

The decision said that CJEZ-FM and Rawlco, whose country format FM is to go on the air in December, had not

substantiated their need for a better frequency. Classical music station CFMX was advised to consider moving its transmitter site from Mississauga to downtown Toronto. Owner Martin Rosenthal, whose bid for 99.1 was supported by letters from over 2,000 listeners, had told the CRTC that after losses of \$8 million, he would either have to sell or close down CFMX if no solution is found to reception problems.

CRTC EASES PROMOTION RULES

Television stations are no longer required to include on-air promotion for programming as commercial time. The CRTC amended the rule on promos to encourage TV stations "to promote all types of Canadian programming."

LONDON TV SALE TO PROCEED

The sudden death of Martha Blackburn-Hughes has raised speculation as to the future of the London Free Press and its radio stations in London and Wingham, Ontario. Mrs. Blackburn-Hughes, 47, died suddenly at the family cottage.

— continued on next page



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PEOPLE

The Blackburn Group will proceed with the sale of CFPL-TV and CKNX-TV Wingham to Baton Broadcasting for \$31.5 million. The application will be heard at an October 5 CRTC hearing.

CANWEST DROPS U.K. TV BID

CanWest Global Communications Corp. is reported to be looking at other areas of investment, after dropping out of the Channel Five Holdings Ltd. bid for the U.K.'s fifth television service. CanWest's share would have been in the \$30- to 50-million range. CanWest Chairman Izzy Asper is said to have demanded management control, while the major British partner, Thames TV, wanted to retain control, claiming that legislation required that control be in British hands.

CONCEPTS SHOW IN NOVEMBER

Concepts '92, previously scheduled in September, is now to be held at the International Centre, Airport Rd., from November 23-25. Hours will be 10:30 to 6 pm Monday-Tuesday, 10:30 to 4 pm Wednesday. It will run concurrently with CCS, the Canadian Computer Show, now in its 24th year. The two shows are expected to attract 30,000 attendees.

FCC CUTS OWNERSHIP QUOTA

The Federal Communications Commission has back-tracked on its increased limits for radio station ownership. Earlier this year, the FCC increased the limits from 12 AM + 12 FM to 30 AM + 30 FM. As a result of opposition in Congress — and from many smaller broadcasters — the figure was reduced to 18 AM + 18 FM for any one U.S. licensee.

PELMOREX STILL EYES 'WEATHER'

After being turned down in its first bid for the Weather Network, Pelmorex Communications Inc. has submitted a new application to the CRTC.

In its July 6 decision, the commission noted that the Weather Now channel, owned by MétéoMédia, had far exceeded projected performance; in its 3rd year (1991), revenues were \$16.4 million — nearly double the projected \$8.6 million. However, the CRTC denied Pelmorex's bid on the grounds of financing (\$22.5 million in revolving bank credit, plus \$12.5 million in equity loans) and the resulting need for increases in fees paid by subscribers.

Pelmorex President Pierre Morrisette said the revised application provides for keeping the monthly subscriber fee at 23 cents over a 5-year licence term.

Radio veteran **Tom Rivers** became morning show host on CKFM (The Mix 99.9) Toronto in August. PD **Pat Holiday** hopes that Rivers will "shake up morning radio... Toronto listeners grew up with Tom (on CHUM — for the past four years he's been with CFR). Rivers is also starting a new column, *Rivers Writes* here in BT — the first appears in this issue. Tom will present the perspective of talent, the people in the 'front line' who are seen and heard by audiences, but who seem to have little visibility within the industry. Welcome to BT, Tom!... The west coast morning team of **Fred Latremouille** and **Cathy Baldazzi** moved from CFUN to Rogers' CKIS-FM. VP/GM **Chuck McCoy** is looking for the popular duo to make 97 KISS-FM "Vancouver's favorite radio station"... Speaking of Rogers: 59-year-old head honcho, **Ted Rogers** underwent bypass surgery last month at the Mayo Clinic in Rochester, Minnesota. He should be back at the helm soon... Congratulations to **Nancy Smith**, now chair of the Broadcast Promotion and Marketing Executives association. She's been head of Global's communications marketing area since '86 and has also served as BPME's international chair... **Fred Klinkhammer** parted company with Imax Corp. at the end of June, after almost two years as president. **Robert Kerr**, founding chairman, is filling the post, and says Imax is looking for "strategic partners" to expand... **William E. French** was named president of CHSN — Canadian Home Shopping Network, and continues as chief operating officer... CTV created a new position, medical reporter, and hired **Avis Favaro** from Global TV to fill it. Avis has won several awards for her work at Global during the past ten years... The first female PD in Vancouver radio, **Mary Ann Mckenzie** moved from promotion/marketing at CKLG/CFOX-FM to take over as PD of both stations at the end of June. New music director there is **Dave Gaudet**, who comes from CJAY-FM Calgary... Florida-based **Ed Needham**, who had been doing weekend afternoons on CFRB Toronto, has moved to the 7-10 pm weeknights open-line show, previously hosted by **Larry Solway**... CBC-Television's **Deborah Bernstein** moved from TV drama to creative head of children's-youth-family programming. **Angela Bruce**, after ten

years in the post, returned to production... At CBC Radio, host **David Grierson** has left *Stereo Morning* to return to Vancouver as staff announcer... And on the *côté français* of the Corporation, **Raymond Duguay**, formerly research director at TV Quatre Saisons has been named chief of marketing development for Radio-Canada... CBC engineers **Paul Mills** and **Jean-Pierre LaGault** were among the presenters covering *Environment and Acoustic Developments*, one of the 24 sessions at NAB Radio, Montreux.

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APPOINTS
NEW PRESIDENT



The Board of Directors of Comlink Systems Inc. is pleased to announce the appointment of J. Douglas Young as President and Chief Executive Officer.

Mr. Young joins Comlink following many years of senior executive experience in distribution and manufacturing in North America, Europe and the Far East.

Comlink Systems Inc. is a value added distributor and designer of transmission systems serving the Canadian Cable Television, Broadcast and Telecommunications industries. Comlink represents world leading companies such as Scientific-Atlanta, Hughes, Wegener Communications, Andrew Canada, ALCATEL Canada Wire, Alpha Technologies, MCL, Nucomm, ITS, N.S.I. and Prodelin.

STATIONS IN THE NEWS

PELMOREX AND TELEMEDIA CLOSE TWO SAULT STE. MARIE AMs

August 30th was the sign-off date set for the two privately-owned AM stations in Sault Ste. Marie, Ontario. They are casualties of severe recession which forced restructuring by Pelmorex, owner of CKCY/CJQM-FM, and Telemedia, owner of CFYN/CHAS-FM. (CFYN was the first station in the city, its origins dating to 1934). After suffering combined losses of a million dollars in 1991, the companies agreed to close the two AMs and merge the FM operations into the Pelmorex facilities.

The city of 80,000 is also served by English and French CBC rebroadcasters. Several northern Michigan stations also cover the border community.

BATON, MULTILINGUAL TV, PLAN WESTERN ONT. REBROADCASTERS

An October 5 CRTC hearing will consider expansion in Western Ontario for two Toronto-based television operators:

- Multilingual Television (CFMT-TV) has applied for a rebroadcaster at London, operating on channel 69 with ERP of 729,500 watts;
- South Western Ontario Broadcasting, a subsidiary of Baton, wants a rebroadcaster at Wheatley on channel 16, 183,000 watts ERP. It would rebroadcast CFPL-TV London and also carry some programs produced specifically for the Chatham-Windsor area. The application is contingent on approval of Baton's application to acquire CFPL-TV and CKNX-TV Wingham.

Other applications before the October 5 hearing:

- CKNX-TV Wingham seeks to reduce local programs by 16 hours a week, retaining 2 hours, 45 minutes per week of local news and information, (Baton would increase this to 6 hrs., 30 min. per week, if allowed to buy CFPL-TV and CKNX-TV);
 - Cogeco Radio-TV Inc., for purchase of CJMF-FM Québec City;
 - Radio Communautaire Cornwall-Alexandria Inc., for FM on 88.5 MHz, 19.2 kW ERP;
 - Radio Communautaire KapNord Inc., for FM at Kapuskasing, ON, 89.7, 3 kW ERP;
 - Muskoka/Parry Sound Broadcasting, for rebroadcast of programs from CFBK-FM Huntsville on CFBG-FM Bracebridge, 10am-6pm, M-F and 1pm-midnight Sat-Sun.
- Also on the agenda is WIC's renewed bid to acquire CHCH-TV Hamilton.

CJCL TORONTO CANADA'S FIRST ALL-SPORTS STATION

September 4 marked the move by CJCL Toronto to All-Sports. (You heard it here first — in BT's May issue!) The Telemedia station began increasing its sports programming early this year and chalked up a 78 per cent increase in male listenership. GM John Rea describes it as "a logical step" and PD Allan Davis says, "What we've done is what the market wants." The station expects overall audience losses, while gaining in the valued male 25-54 demographic. Successor to the late Foster Hewitt's CKFH, CJCL has been strong on sports since its inception in 1981.

NATIVE FMs APPROVED. The CRTC has approved eight Native FM stations in Northern Ontario. The low-power (10 watt) stations will have local programming and rebroadcast the Wawatay network based in Sioux Lookout, Ontario.

"You've Got to be Kidding" Dept.

Leaving no turn unstoned in its quest to satisfy broadcasting's fickle fans, the Broadcast Standards Council has issued its ruling on the CFMO-FM Ottawa case. Said case involves a complainant who said that CFMO gave a "misleading" weather report on the night of Jan. 13, 1992. Heavy snowfall was forecast, but only 7 cm. actually fell in Ottawa. CFMO replied that on Jan. 14, while there was little snow in Ottawa, the surrounding area had heavy rain and snow. "As an imprecise science, weather forecasting can never be 100 per cent accurate or reliable," the station told the listener. But that wasn't good enough and he complained to the Standards Council, which conscientiously considered the matter, finding that CFMO-FM had not contravened the Code of Ethics.

While we commend the Council, we have to ask, *Do intelligent, busy people really have to spend their time on this kind of nonsense? Was that the first weather report the guy had ever listened to?* — DL

CRTC HEARING SEPT. 22 IN HULL

Scheduled applications include:

- Gilbert Pedneault Ltée, for FM at Alma, Québec, 97.7 MHz, 100 kW ERP.
- Germaine Lévesque Inc. and partners for FM at Alma, 95.5 MHz, 50 kW ERP. The same group has applied to purchase Radio Chibougamau (CJMD and CFED Chapais) and Radio Roberval (CHRL), and to reorganize Radio CHVD Dolbeau, conditional on approval of the Alma FM.
- Blue Water Broadcasting, for FM at Leamington, Ontario, 97.6, 21.2 kW. The country format FM would replace CHYR which operates on two AM frequencies, 710 (day) and 730 (night).
- Telemédia's CIQM-FM London, for a change of facilities from 103.1, 9 kW, to 97.5, 50 kW, at a new site.
- CHLO St. Thomas, Ont., for 97.5 MHz, 50 kW, to replace its 1570 AM frequency.

Three applications for FM, previously scheduled for the May 19 hearing, are now scheduled for the Sept. 22 hearing:

- CKMG Maniwaki, Qué., 99.3, 2.4 kW, to replace the existing AM.
- CFOR Orillia, Ont., 105.9, 50 kW ERP, to replace its 1570 AM frequency, and CKMP Midland, Ont., 104.1, 129 watts, to replace its 1230 AM frequency; both are Telemédia stations.

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IN MEMORIAM

Louise Arcand

A veteran CBC/Radio-Canada reporter, Louise Arcand died in Toronto of cancer at age 48. A native of Amos, Québec, she began in Ottawa and became the first woman to anchor the news on French TV in Canada, at CBFT Montréal. In 1984 she was replaced, and in a widely-publicized case, sued the CBC for discrimination. She received a nominal settlement and continued with CBC-TV, later moving to radio.

Martha Blackburn-Hughes

The chairman of the Blackburn Group Inc. of London, Ontario, died suddenly at age 47. She suffered a heart attack after water-skiing at her cottage on Good News Island, Georgian Bay, on August 15th. The daughter of the late Walter J. Blackburn, she had become head of the family's London Free Press and CPPL Radio/Television group.

Martha Blackburn is survived by her husband, Sam Hughes, three children, Richard, Sarah and Bella, her mother, and sister, Susan. She was predeceased by a brother, Walter Jr.

Adrian Croll

A distinguished soundman with the National Film Board in Montreal, Adrian Croll died suddenly at work on August 17th. Born in England, he was with Bellevue-Pathé before joining NFB — where his father was also a soundman — in 1975. He was in his early 40s, and leaves his wife and two children.

Frank Deauville

An entertainer in the early days of radio, Frank Deauville died in Toronto on July 21st. His career in radio began in 1931 at CFAC Calgary. He and a co-worker named Art MacGregor were employed in a hardware store, and were known for their humorous use of British dialects. CFAC manager 'Tiny' Elphicke put them on the air with a comedy show called *Nitwit Court*. When the CRBC came into being, its western PD, Horace Stovin, put the show on the network; he later brought the team to Winnipeg where they launched a half-hour coast-to-coast comedy show, *Woodhouse and Hawkins*. The show moved to Toronto about 1940, and Deauville and MacGregor later formed an ad agency, producing shows such as *Spin to Win* and *Double or Nothing* at CFRB, broadcast over an Ontario network. With the demise of network radio in the mid-'50s, the team broke up; Deauville joined another ad agency, retiring about 15 years ago. (From notes provided by J. Lyman Potts.)

Edward A. Rawlinson

Founder of Rawlco Communications, Ed Rawlinson passed away on August 8, 1992, at the age of 80. A native of Saskatchewan, he became a chartered accountant, and purchased CKBI Prince Albert in 1946. Rawlco expanded to Regina, Saskatoon, North Battleford and into television, then added radio stations in Calgary and Ottawa. He was involved in numerous community organizations and was also an avid golfer. A former director of CAB, he was named to its Hall of Fame in 1985 and presented with

a Lifetime Achievement Award in 1988.

He is survived by his wife, Georgina, two sons, Gordon (Calgary) and Douglas (Ottawa) and their families.

Eric Severeid

CBS News pioneer Eric Severeid has died at age 79. After joining CBS in 1939, he became a war correspondent, and was then with the Washington bureau, gaining international prominence. He retired in 1977.

Rick Sklar

Innovative U.S. radio programmer Rick Sklar died at age 62 while undergoing minor foot surgery. He is credited with creating the successful 'Top 40' sound on WABC New York, and encouraged the development of 'personalities' as music program hosts. (From FMedia!)

George Young

Vice-president of Engineering at ITV in Edmonton, George Young died on April 17, 1992, at age 47, after a courageous battle with cancer. A graduate of Sir George Williams University in Montreal, he joined the CBC and was working on a project in Edmonton when Dr. Charles Allard recruited him to help build CITY. Under George Young's guidance, Allarcom gained a reputation for state-of-the-art facilities, and he also designed the facilities for SuperChannel in 1983 and the Allarcom soundstage in 1988. He was active in WABE and was on the advisory board of SAIT's broadcast electronics program.

He is survived by his wife, Johanne, and two children, Aubrey and Jesse.

Stations in the News continued from page 10 —

CHUM BUY OF CKLW AM-FM WOULD GIVE IT FOUR WINDSOR STATIONS

CHUM Limited has applied to purchase CKLW AM-FM in Windsor from Amicus, a

division of Trillium Cable. CHUM owns CKWW and CIMX-FM Windsor, and proposes to upgrade CKWW to 50 kW on 800 kHz, reducing the once-mighty CKLW to a 500-watter on 580. CHUM also wants exemptions from the Radio Regulations and FM policy to enable it to compete with the flood of U.S. signals in the border city. They include: news on both FMs to be reduced to 1 hour, 30 minutes a week; spoken word level 5%; Canadian content 10% (category 2 music); maximum repeat factor 42, hit level of 100% and weekly playlist of 350 on CKLW-FM. The applications will be heard at the Sept. 22 CRTC hearing.

MITV WANTS TO ADD SYDNEY
Maritime Independent TV has applied for a rebroadcaster at Sydney, N.S. It would be 52.8 kW ERP on channel 11.

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Still with RTNDA: **George Gordon** of CKSL/CIQM-FM London roasted **Dick Smyth** (he does almost a better Smyth than Smyth). Later, Dick roasted Winnipeg, which gave Gordon Sinclair Jr. an opportunity to roast Dick and Toronto... (Columnists and politicians both know all about attacking distant constituencies, to make your own constituents feel superior.)

Soon after the convention, CBC announced that CTV's **Tim Kotechff** was moving over to become VP of TV news, current affairs and NewsWorld.

SAIT REUNION: **Stewart Hall**, broadcast news instructor at Calgary's SAIT, was getting word out at RTNDA to grads about a reunion next year. May, 1993 marks the 25th anniversary of the cinema, television, stage and radio program at SAIT.

NEXT MONTH: I'll have a few lines on how to produce more communicative newscasts; also, how RTNDA helped change the B.C. freedom of information bill.

Shaw Cable Applying for 35 Channels of Digital Music; CAB's McCabe proposes Subscription Financing

CRTC Chairman **Keith Spicer** tossed an interesting aside at the June CCTA convention in Vancouver. In suggesting operators put their imagination to work, he said, for example, cable might look at up to 30 channels of music.

At the later WAB convention in Kananaskis, CAB President **Michael McCabe** suggested broadcasters might get some of their financing from subscriptions. Soon afterwards, Shaw Cablesystems applied to establish a digital music service of 35 formats to be delivered via satellite and cable. A new era is upon us, in which I believe there will be more user pay.

Lou Tice at WAB '92

The Western broadcasters brought in **Lou Tice** of the Pacific Institute, who I've quoted extensively previously. Says Tice: You are drawn toward the image that you hold in your mind, good or bad. It's alright to see problems; you must see problems. However, the moment you see a problem, think about what it will be like when it's fixed. Self-efficacious people see the future as though it's already done. "Worry is negative goal-setting. Be concerned. Don't worry."

What traps most people when they set their goals is they ask *how* at the same time they set the vision. It inhibits the vision. So, for the moment, stifle the *how*. The important thing is the *what*. If you can simultaneously hold in your mind the way things are and the way they're supposed to be, it creates tension. This is good. No tension, no vision. No tension, no ideas. This is good tension, an adventure. If you create a problem, you create ideas you didn't have before.

It's important to be able to put the vision not only into your own mind, but into the minds of the people around you. If you can get everybody on the team strongly envisioning how things will be, then they will create the new reality. You (broadcasters) have the power to paint a new vision for Canada.

On advertising: Only important information gets through. Only value now and threats get through. This is why you have to advertise and keep on advertising. People don't see the ad until they need the product. Continual advertising is needed to catch the person when they need it.

WAB AWARDS: Gold Medal Award for community service — CHAB Moose Jaw for its submission, "A Year of Community Service." Said **Vern Trail**, GM, in accepting: "I had bugger-all to do with this." Vern was also presented with an honorary life membership. The WAB named **Dr. Charles Allard** Broadcaster of the Year posthumously.

Lyndon Friesen of Golden West Broadcasting brought bride Bonnie along. (Now you know what he was doing during the months he spent in Toronto.) Golden West President **Elmer Hildebrand** has also married; his bride is Hilda Hildebrand. (**Bill Gorrie**, GM of CKRC/CKLU-FM Winnipeg, joked she'd kept her maiden name so they'd be known as the Hildebrand-Hildebrands.)

CANWEST-GLOBAL abandoned a U.K. bid, but is still looking at Australia. Future plans may involve Singapore. At home, CanWest has linked up with others in a co-operative funding effort, the first phase of which will be to produce six TV dramas — two in each of the Prairie provinces — over the next three years. The Credo Group of Winnipeg will be executive producers. CanWest is also producing *The David Milgaard Story*, to be aired this fall; **Victor Sarin** will produce and direct.

CALGARY NEWS SKIRMISH: CKKX-TV, channels 2 & 7, already has a local news show at 5:30 pm, and in August launched a second news show at 6 pm. CBC expanded its hour-long Alberta news to 90 minutes. CFCN-TV has news at both 5 pm and 6 pm — and both do well. Footnote: When CFCN-TV anchor **Lisa Lammi** left to get married, **ND Dale O'Hara** had

— continued on next page

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ALBERTA RADIO SHAKE-UP: In Calgary, with Standard's takeover of CFCN/CJAY-FM, **Gary Russell** moved in as GM from CJSB Ottawa, succeeding **Vince DiMaggio**, who went to CFNY Brampton with CJAY PD **Stu Meyers**. **Bob Mills**, from CIZZ-FM Red Deer, replaced **Stu**. **Dean Sinclair** stays as PD of CFCN. **André Mason** came in from Halifax to be morning man on CFCN. At CIZZ, **Rob Robson** moved up to PD.

In Edmonton, at Standard's CFRN/CJKE-FM, **Marty Forbes** is now ops manager. CFRN had rights to the Oilers' games for 19 years — since the team started — but was outbid by CFCW. **Rod Phillips** moved from CFRN to do play-by-play, and **Morley Scott** will do color. **John Short** also moved over with his popular three-hour evening show, now called *Sportsline*. CFCW President **Warren Holte**, after a super book, bills CFCW as the most listened-to country station in Western Canada. **Bill Matheson** is back at CJCA after a brief parting with the *Bill and Bill* show. **Kris Burkholder** went to CHED for the summer. **Glenn Yost** and **Bill Douglas** have also left CJCA after many years.

In Grande Prairie, **Kevin Hilgers**, ex-Saskatoon morning host, is now at CFGP where he recently broadcast the morning show from a hot-air balloon. With him was 70-year-old **Jean Davidson**, a visitor from Scotland, nominated by her granddaughter as a deserving person. A good promotion, it was picked up by the local newspaper. To prove Kevin still has his sense of humor: Where does Batman go after he's had a few beers? To the bathroom...

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Good Deeds & Community Spirit Department:

C-FAX Victoria ND **Alan Perry**, covering an armed stand-off, ended the night as Good Samaritan. During the incident, several families were forced from their homes. Alan and C-FAX reporter **Kathleen Brandsma** used cellular phones to look for vacant hotel rooms — not easy to find in Victoria's tourist season. Alan talked a night clerk into phoning the hotel's manager at home to get the accommodation donated to the temporarily homeless people. He then drove the people to the hotel in his C-FAX news cruiser. Said C-FAX President **Mel Cooper**: "What a news team!"

ND **Grant Ulyot** sent word that **Dale Cory** (Dressler) joined CHWK/CKSR-FM Chilliwack as sports director. **Rick Quinton** resigned after 14 years. Dale is from the Prairies, and was most recently with CKVU-TV Vancouver.

Low Roskin Retires

After 55 years in the business, **Low Roskin** finished at CHQT Edmonton August 31st. However, he keeps his office and he's available for anything that sounds interesting. **Low** started in radio at CJOC Lethbridge when he was 17. He's worked with enough famous names to fill a broadcasters' *Who's Who*, and served in most positions up to GM in eight stations. He then founded 'QT and was its president and GM for 25 years until Monarch Broadcasting bought the station and **Low** became VP of Corporate Affairs. He's been president of the BAA (Broadcasters Association of Alberta), the CAB (two terms), and the Western Association of Broadcasters.

Changes at CHQR Calgary: **Dave Rutherford** assumed ND duties, in addition to hosting a talk show, 12:30-3:00 pm. Former ND **Angela Kokkot** left. **Sharon Edwards** is gone again. **Gerry Forbes** moved his menagerie over from former Moffat station CHFM to do the breakfast show. **Terry Moore** goes 9 am to noon. By now, there'll be a new 3-5 pm host. **Mark Stephen** and **Larry Tucker** do sports, 5:30-7 pm and **Dave Reid** goes to 11 pm.

Rawlco President **Gordon Rawlinson** has temporarily moved from Calgary to Toronto to take charge of the debut of Rawlco's new country FM, to be on-air in early December. I hear it will be directed at women, especially working women who like an MOR country sound.

Steve Kowch, after acting as GM of Standard Broadcast News for six months, was named GM. He retained the managing editor title and moved **Cal Johnstone** up from morning news supervisor to national news director.

Gold Medal for CKNG-FM Edmonton Morning Team

The morning crew at CKNG-FM Edmonton are gaining fame, with a gold medal for local comedy at the New York Festivals. **Rogers** took three golds for reports on *Sunday, Sunday*, putting it in a 3-way tie for 3rd place. **CHUM** Toronto was grand winner for best information program, plus a gold for social issues/current events. **CFNY-FM** Brampton took a gold. Canadian entrants also won six silvers, two bronzes, and had nine more finalists — one of them **KZOO** Radio Works' *The Comedy Show* with **Jeff Derragh** of Winnipeg.

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Jim Pattison took CHRX/CJRR-FM Vancouver off the market. TSN correspondent **David Pratt** is hosting a new two-hour weeknights show, *The Sports Machine*, on CHRX — it's marketing by **Ken McKissock**, former retail SM at BCTV... **Ross Winters** is new PD at CFOX/CKLG Vancouver, bought by Shaw Radio. **JJ Johnston** resigned to become PD at CFMI-FM New Westminster, by way of CJKR-FM Winnipeg. As national PD of the sold Moffat chain, JJ had business cards printed with removable sections for each station. His new card was stamped "Not valid until Sept. 101." He starts at CFMI Sept. 10, and there are no prizes for guessing CFMI's frequency. JJ will continue to advise CJKR-FM. In WIC, JJ is being called the rookie ex-Moffat guy. There are lots of them in WIC, including CJOB/CJKR-FM PD **Ted Farr** and his boss, **Ralph Warrington**... **Rick Shannon** moved from CFMI to CILQ-FM Toronto to manage its syndicated all-night show, the Rock Radio Network. **Joey Vendetta** is now PD at CHOG/CILQ-FM...

If there wasn't an Ogoopogo monster in Lake Okanagan before, there is one now. CKIQ Kelowna had a 5-metre 'beast' built for Canada's 125th birthday and sank it at a diving park. You'll be happy to know the monster is environmentally safe... At CJCY Medicine Hat, **Dave Kormos** is now ND. **Troy Reeb** moved from CJCD Yellowknife to succeed **Peter Klassen** as ND of CHSN Saskatoon... **Paul Larsen** has moved from WIN Vancouver to be PD at CFOK Westlock. GM **Ray Telford** brought in **Terry Van Veen** from CFLG-FM Cornwall to do evenings... **Al Siebring**, ND at CHEC Lethbridge, has moved to KDCR-FM, the Dordt College station at Sioux Centre, Iowa. **Steven Platt** moved from CJCI/CIRX-FM Prince George to succeed Al... Sports director **Peter Loubardias** was among the casualties

when CKCK Regina slimmed... **Glenn Kirby** left CKSA Lloydminster for Winnipeg, and was succeeded by **Michael Higgins** ... **Fred Peters** emerged from the Saskatchewan government bureaucracy to be ND of CJVR Melfort. He replaces **Roger Millions** who, having recently returned from B.C., took off to do sports at STV Saskatoon. Ass't. ND **Alice McFarlane** is due back after maternity leave...

BN Audio Supervisor **Terry Scott** had a busman's holiday in his old hunting grounds in Saskatoon. Long-time friend **Steve Shannon** invited him to co-host the *Tradio* show on CFQC. Steve told listeners what a star Terry had become, and Terry was warming up to BN being given lots of free publicity — until morning host **Denny Carr** gave him an envelope. It was an invoice from the sales department billing BN \$5,000 for "multiple plugs". Terry says he has yet to submit his talent fee invoice to 'QC President **George Gallagher**...

CKDM Radiothon Scores for Dauphin Hockey Team: CKDM raised more than \$26,000 in a 12-hour radiothon for the Dauphin Kings of the MJHL, critically short of cash. Premier Gary Filmon sent a personal message asking listeners to respond. They did, with calls coming from as far as Regina, Winnipeg and Brandon.

Remember **Arnie Jackson**? He worked for CFAC for years, also CFAC-TV, CKGY Red Deer and the CBC, before opening JSA Sports Network. Now, he's providing rodeo programs to 28 stations under barter... The next few words at the risk of being mentioned in Frank; (so far, I've only made it into *The Wave* by **Bill Woods**, PD at CJVR Melfort. Sample headline, *Celibacy: What's in it for you?*)...

Some intensive marketing is going into World Radio Network's *Real Radio*, the Sunday show for over-50s. It will have a full-time co-op salesman and will be heavily into loyalty marketing. WRN is calling seniors' groups to ask them to form phone chains to encourage listening. The angle: the show also listens to them. There'll be a listeners' club and members will be targeted with packages of goods and services with special discounts. Every programmer tries to build the warm and fuzzies; WRN figures it can go an extra mile and build intensely loyal groups of listeners for its stations.

It was the most complicated live backhaul and broadcast ever in Canada, said BN satellite manager **Rina Steuerman**. It was the Great Canadian Party and involved simultaneous backhauls of music from St. John's, Barrie and Vancouver, and voice reports from Edmonton and Ottawa. They went to Sounds Interchange in Toronto for production, then the produced feed was delivered to the Sound Source network on 15kHz digital stereo satellite channels. Each backhaul site was equipped with 20 kHz digital stereo or 15 kHz analog one-way delivery to Sounds Interchange, plus a separate 7.5 kHz voice channel. Sounds Interchange was supplied with the same equipment and the facility to handle 12 lines at once. The show was transmitted from noon to midnight, Eastern time, and was carried by 21 stations.

I am now working at BN head office in Toronto, however will stay in close contact with all the super people in the West. So please continue to tell me what's going on. Send it c/o Broadcast News, 36 King Street East, Toronto, Ontario M5J 2L9; telephone (416) 364-3172, or fax it to me at (416) 364-8896.

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HOWARD CHRISTENSEN

Stations / People...

Congratulations to Toronto's **Tom Rivers** on two significant events: his new column in BT and his new morningman's job. The former CHUM, then CFTR, morningman (and, yes, *The Unfriendly Giant* himself!) — who figures he's raised at least two generations of southern Ontarians since 1971 — took his remarkable radio talent to Toronto's CKFM (Mix 99.9) at mid-August. His other talent, writing a broadcast column on concerns faced by air talent, can be found right here. Flip to the Index, Find him. Read him...

News pal **Bruce Hogle**, now Community/Corporate Relations Manager at CFRN-TV Edmonton, has won the highest honor conferred by Lions International, a Melvin Jones Fellowship. Through not a Lion himself, Bruce was centred out because, "Through your actions, you have shown deep concern for the welfare of your fellow man and for this we convey our deepest respect." If one tribute wasn't enough (and it wasn't), Edmonton's Grant MacEwan Community College — where Bruce was chairman of the Journalism Advisory Board for five years — gave him a rousing send-off by saying, "Bruce Hogle is one of Canada's broadcast pioneers. His distinguished career as a journalist, in at least four provinces, has included work in newspapers, public relations, radio and television. In addition to his work in one of the country's toughest radio markets, Bruce has consistently maintained a high profile in the community. Through his editorials aired daily on radio and television, Bruce became the people's advocate. *Wednesday's Child*, a program designed to focus on adoptable children, as well as *Crimestoppers*, were aired through Bruce's efforts. Mr. Hogle is motivated by the need to help people and has an impressive list of causes and commitments which has included a lengthy membership on the college's Journalism Program Advisory Committee."

CJCL Toronto, flagship station of the Toronto Blue Jays Telemedia Baseball Network, sent along a bagful of peanuts in the shell. At first I thought GM **John Rea** was into a "nuts to you" frame of mind. Then I saw the package was really from GSM **Tommy Harkness** who used a 'Boy, did we ever bag'em' catch line to brag about CJCL's Spring book. Just so you know, Tom, I ate all the peanuts and saved the shells for the compost heap... CFNY Toronto/Brampton won a gold medal from the International Radio Festival of New York for their station promotions entry, *The Last Request*... AVR Kentville has had a couple of programming people move west in the past little while; **Shawn Rosvold** went to mornings in Penticton and **Rod Devillier** to assistant PD at CJOK in Fort McMurray...

Thousands of people have been showing up every Tuesday all summer long at the Stoney Creek Dairy for *Cruisin Tuesdays*

with the Cruzader's Car Club and Hamilton's CKMO. Oldies 1150 is so into the classic car scene that they're giving away a '55 Chevy valued at \$25,000. It's got only 3,100 miles on it! The draw comes up in Feb/93...

Got a call from **Jay Nelson**. The former Toronto announcer best known for his years as CHUM's morning man is now Ops Mgr at CKAN Newmarket... The most recent edition of the CKKW/CFCA-FM/CKCO-TV Kitchener newsletter (The CAP-sule) has a photograph of PD **Rick Moss** and SM **Neil Aitchison** on either side of me. The caption is *Getting Even* (something having to do, I presume, with my photographic and literary efforts for BT)... CFCO Chatham ND **Mike LaPointe** called asking to have an item about a CFCO reunion in August run here. Unfortunately, he forgot that while this column is about radio, it isn't quite as immediate. Hope it went well anyway, Mike... CJEZ-FM Toronto VP **Jay Jackson** invited me to lunch at a local fish'n'chip palace. Get this: I had to drive to the station, pick him up, take him to the restaurant, *pay the bill*, drop him off at the dry cleaners on the way back so he could pick up his shorts, wait for him, then take him back to the station. We must do this again real soon, Jay!... At summer's beginning, CIGO Port Hawkesbury sponsored a two-night performance of the Cape Breton Summer Revue featuring Maritime old-time fiddle champion **Tara Lynn Touesnard**. It was so good, they did it again last month...

Soo AMs Silent. If an August 30 deadline has been met, the two competing AM stations in Sault Ste. Marie, CFYN and CKCY, are dead. Telemedia (owner of CFYN and CHAS-FM) and Pelmorex (owner of CKCY and CJQM-FM) have joined forces in The Soo to operate their FM stations from one location. Pelmorex will provide the location, administration, technical and sales staff; Telemedia will provide the service agreement. While sales people will be representing both FMs the on-air separation continues, e.g. individual NDs, PDs. The 80,000 population area had eight stations, from both sides of the border, serving the two Sault Ste. Maries. The Canadian operations reported losses of \$1 million last year.

Interesting to see so many names of radio folks I know who graduated from London's Fanshawe College. In Fanshawe's recent Alumni Report, sent by Broadcast Journalism coordinator **Bob Collins**, the class of '73 included CKNX Wingham ND **Ray Baynton**, CJCL Toronto ND **Scot Metcalfe** graduated in '76; **Mary Ann Alton** of *The Journal* graduated in '79; CFYN Sault Ste. Marie ND **Gino Cavello** was in the class of 1980, as was CTV Toronto correspondent **Dana Lewis**, CHFI/CFTR Toronto police reporter **Jim Morris**, and CHAT-TV Medicine Hat ND **Andy Bryce**; CBLT-TV Toronto's **Ron Izawa** was in the class of '85; and, in '88, graduates included MCTV Sudbury's **Steve Cassar** and CJCL morning newscaster **Stephanie Smyth**. Heck of a record for Fanshawe...

Syndication...

CHEZ-FM Ottawa ND **Ken Rockburn**'s show, *Medium Rare*, has been on the air since 1987 and went into syndication last year. The two-hour weekly show has scored an unprecedented number of national radio awards and even earned the praise

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ATLANTIC AIRWAVES

by Sandra Porteous

AAB in Fredericton, September 24-27

Plans for the 1992 convention of the Atlantic Association of Broadcasters are going well. The September 24-27 gathering will be in the stately 'City of Elms', Fredericton, at the new Sheraton Inn. The timing is perfect for fall leaves and fine weather. Organizers are asking those who wish to attend to confirm as early as possible. Chairman **Bob Coy** says he wants to thank some people in advance — they are: Adrienne Coy, John Eddy, Janett Kieley, Randy McKeen, Dave Morell, Charlie Russell and Ian Steeves. For information on AAB, contact CIHI — telephone (506) 453-0126 or FAX (506) 453-0924.

It's been a cool summer in the Maritimes, with lots of people taking the opportunity to travel around the region...

Cape Breton news: CBC Sydney's *Information Morning* will get national radio exposure for its series *Hopes and Dreams*. The seven-part series focuses on first person stories. The creative team includes freelancer **Barbara Lind Parsons**, producer **Barry Morrison**, host **Joella Foulds** and technician **Ron Gillis**... CHER Sydney's afternoon host **Scott Boyd** is moving on to Halifax, where he'll work as a freelancer... And Glace Bay native **Bill McNeil** is about to retire from his CBC radio program, *Fresh Air*. He has been with the CBC for 42 years, however is not about to fully retire. Fans have already written and called to say he'll be missed. Look for 67-year-old McNeil on other airwaves soon. Friends say he likes the idea of radio for seniors. (Editor's note: perhaps 'Real Radio'...)

Changes on 'the Rock': Newcap president **Jim MacLeod** announced that **Alfred Whiffen** is moving to St. John's as GSM; he'll supervise sales for the region, where **Fred Trainor** is GM for Newcap's Newfoundland group. **Andy Forbell** has joined the creative department at Q/KIXX St. John's, after a stint at Q-107 in Toronto. **Karen Day** is taking care of summer hospitality duties across the Avalon Peninsula for Q/KIXX. And FM mid-day host **Mike Klass** was chosen by staff as 'employee of the month' recently. (**Hilar Montbourquette** says he's still polishing the plaque)...

Awards: **Jean Carter** of CBC Halifax won the RTNDA award for radio reporting. The three-part series she produced on 'street gangs' won her the praise of local audiences as well...

Tom Anthes and **Fred Allen** have won an Anik award in the set design category for their great work on *Codco*.

Lots of action at CJLS Yarmouth: The news department has added to their long list of awards, taking RTNDA's Dave Rogers award for the Atlantic region. Also, CJLS will be host for RTNDA's 1993 regional meeting, to be held in Yarmouth. And a CJLS fund-raiser has brought in \$3,000 for local charities.

A recent CJCH 24-hour relay was a hit in Halifax. The group raised \$3,070 for the Abilities Foundation of Nova Scotia. Hosts **Ian Robinson** and **Ian Smith** put in long hours, on-air around the clock while listeners called in pledges. Good work, guys! **Smith** is in for another sacrifice — he promised to shave off his moustache for a pledge of \$250... **John Stuart** has left CFNB Fredericton, where he was city hall reporter, for CFBC Saint John. His first day on the job was a busy one, covering a province-wide CUPE strike... CBC Radio's **Susan Marjetti** is off to Winnipeg for a national radio post. **Marjetti**, who was a producer at C100 before joining CBC, will be missed by the *Halifax Mainstreet* gang... **Bruce MacDougall**, a familiar face around the Sackville CBC Radio plant, will be joining the regional engineering team. **Bruce's** strong background in computer hardware and software development will be a considerable asset to the engineering department...

Layoffs were made recently at Annapolis Valley Radio and Magic 97 FM, based in Kentville, N.S. There are 35 employees in total at Kentville, Windsor, Middleton and Digby. AVR was not interested in releasing specifics, but employees report the bulk of those laid off came from the news department...

CBC Fredericton has hired two new production assistants: **Giselle Goguen** completed an internship with the Montreal daily *La Presse* before coming to Fredericton; **Anne McKinnon** worked with *Morningside* last summer and is a graduate of the University of King's College... After 25 years in Fredericton with the CBC, **Norm Webb** has retired. His title was building maintenance, but he was involved in all sorts of projects, and will be missed by all.

Sandra Porteous welcomes your Atlantic region news. Write to 15 Lyons Ave., Halifax, NS B3P 1H6; telephone (902) 479-3158.

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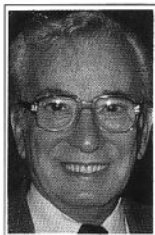
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BROADCAST BEAT

by Phil Stone

Ron Bremner and **Peter Viner** are co-chairmen for the 1992 CAB Convention, being held jointly with WABE this year November 1-4 in Vancouver... *Final Appeal* starring **Robert Stack** and *What Happened?* starring **Ken Howard** are two new shows on CHCH-TV Hamilton. For its '92-'93 season, 'CH has adopted the slogan "Risk-Free Television"... There is, in the U.S., an organization known as the National Association of Radio Talk Show Hosts... **Lake Sagaris**, a foreign correspondent for CTV and other media, is an accomplished writer whose fine short story *The Boatman of Piruli* appeared in the Toronto Star...

Broadcasters honored by the Metro Toronto Police Association are: **Mark Dailey** and **James Tumelty**, CITY-TV; **Mark Coultts**, CFRB; **Al Zimmer**, CFR; **Sheila Manese**, **Michael Dorn** and **George Prodanou**, CBLT; and **Isobel Bassett**, CFTO-TV... The FCC voted to let TV networks own cable TV systems... **Anne Boden**, a leading ad agency executive, married **Bob Harris** of Harris Media Systems... News VP **Tim Kotcheff** moved from CTV to CBC... **Kristie Stewart**, sponsorship sales co-ordinator for Rogers Community TV, was elected a director of the Women's Ad Club of Toronto...

Mel Cooper's C-FAX Victoria came up with a clever stunt: sending out vitamins to illustrate C-FAX's healthy ratings... **Allison Annesley** joined CKVR-TV Barrie as weather reporter, after service with the Weather Network... The famed *Ed Sullivan Show* is being revived for showing on Japan TV... **Jim Johnson** is now PD at CFMI-FM Vancouver... The theme song for CTV's coverage of the Barcelona Olympics, *There Are No Strangers*, was written by **Tommy Ambrose**... Considered one of Canada's major TV commercial directors, **Richard Radke** has opened his own production firm, Radke Films...

Alan Lund, who passed away on Canada Day at age 67, was, with his wife, **Blanche**, a pioneer of variety programming in Canadian television. Their productions included such programs as *Showtime* and *Hit Parade*...

Baton Broadcasting and Astral Inc. have joined forces to create, package and underwrite 26 episodes of the animation series, *Spirou*... A 4-hour mini-series based on the biography of **Princess Diana** will be aired by NBC next spring. Interesting to note that her brother, known as **Charles Althorp** before inheriting the title Earl Spencer, worked as an NBC reporter...

Keith Morrison, who came back from L.A. to be co-host of CTV's *Canada AM*, replaced **J.D. Roberts**, now with CBS News... *Heehaw*, one of the longest-running shows in TV history, is airing re-runs this season. Plans are to return to production in a couple of years... **Peter Taylor**, who worked at Q-107 and AM-640 Toronto, moved to Vancouver to join ETC Concepts...

Dennis Watson of CHEX-TV Peterborough and **Brian Ludgate** of TvB were elected directors of the Retail Ad Club of Toronto ... After seven hit seasons, NBC has cancelled *The Golden Girls*. Meanwhile, CBS is offering a spin-off called *The Golden Palace*. It focuses on three retired women who buy a run-down hotel ... **Betty Chiu** moved to senior marketing manager at CBC-TV... ESPN paid major league baseball \$400 million for TV rights... **Joe Coté**, who has hosted CBC Radio's *Metro Morning* from Toronto for 13 years, has taken a one-year hiatus to 're-fuel'...

NBC did not let **Johnny Carson** get entirely away, signing him to star in a variety of future specials. It's been calculated that he earned \$2,380 a minute on *The Tonight Show*... **Roger Harris**, president of Harris Cole Wilde Productions, is chairing the Crystal Awards judging committee for RMB (Radio Marketing Bureau). **Pat Cugliari**, copywriter at CKFM Toronto, represents the radio industry... **Van Gordon Sauter**, former CBS News president, was named president of Fox News... Global TV has broadcast five half-hour dramas designed to help develop new Canadian talent... Did you know? ABC was created by the man who invented LifeSavers candy, **Edward J. Nobel**...

Brian Ludgate, VP, retail advertising, TvB, and **Bob Laine**, VP, special projects, CHUM, served as judges for the MARCEES... In our DJ days, we had the pleasure of interviewing a 16-year-old from Ottawa named **Paul Anka**. It was his first interview on Toronto radio. He's now 51 years old, and has written 700 songs... Alliance Communications Corp. and CTV have extended their partnership: coming up are five TV movies and a new one-hour series... It's estimated that the average American youngster sees 700,000 TV commercials by age 20... CWRT — Canadian Women in Radio & TV — will hold their annual awards dinner on November 2nd... **Emmanuelle Gattuso** left her post as VP, communications, with the CAB, which she joined in 1988... **Diane Sawyer** is well-paid for her TV work: an estimated \$1.6 million a year...

The FCC made a move that could transform the TV industry. It voted to allow regional telephone companies to use their lines to bring cable TV into the homes of consumers... Television people in particular should enjoy the book *Three Blind Mice* by **Ken Auletta**. It takes a hard-nosed look at the programming personnel and financial machinations of the three major U.S. networks... The hit stage musical *City of Angels* was written by **Larry Gelhart**, whose previous claim to fame included writing 97 episodes of TV's *M*A*S*H*... **Terry Campbell**, who left his post as host of CBC Stereo's *Arts National* to freelance in the U.S., was succeeded by **Augusta LaPaix**...

There were gala, exciting, imaginative celebrations held to mark colorful entrepreneur (Honest) **Ed Mirvish's** 78th birthday. At a private party, we chatted with **Frank Shuster** — whom we hadn't seen since his partner **Johnny Wayne** passed away — and CHIN's **Johnny Lombardi**... Actor/comedian **Chevy Chase** is set to host a late-night show for Fox TV in '93... **Paul Hunter** moved from anchor of *CBC at Six* to become Ontario reporter for CBC-TV National News...

Items for *Broadcast Beat* may be sent to **Phil Stone**, 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6. Please address information for other departments and staff at BT to P.O. Box 420, Bolton, ON, L7E 5T3.