

## WORLD SERIES SETS CTV RECORDS

The six-game World Series set new rating records for the CTV network. The average audience topped six million, with total reach of about 12 million viewers per game and ratings in the 40 range. "Advertisers," reports director of sports marketing Dave Strickland, "are delighted."

## CBC LOGO 'MORE STYLIZED'

After 16 years, the CBC's logo has been given a 'more stylized' look. Communications VP Robert Patillo says some parts have been taken away to give the logo better definition. It's part of the CBC's new season repositioning, and Patillo estimated the initial cost at under \$20,000 — far from the \$300,000 to \$400,000 claimed by one publication.

## WHO'S GOING TO OWN CTV?

As BT goes to press, it's still anybody's guess. Here's an overview of the ongoing internal conflicts at Canada's national privately-owned English network.

Since it was founded in 1961, CTV has been owned by its affiliates, with each company having only one vote, regardless of how many affiliates it owns. Each owner also has veto power over major decisions. This arrangement no longer flies with the larger companies which have acquired multiple CTV affiliates. Notably Baton — now owner of 11 CTV stations — which sought control of the network, then threatened to withdraw entirely from ownership. Leading the opposition to Baton are WIC, which covers B.C. and is the number two power in CTV, and Electrohome, owner of CKCO-TV Kitchener and CFRN-TV in Edmonton. They fear that Baton's bid for CFPL-TV London/CKNX-TV Wingham, if successful, would result in an Ontario network which would compete with CTV. Electrohome's strong opposition to the Baton application brought an angry outburst from Baton president Doug Bassett at a CRTC hearing Oct. 8. However, Electrohome said it would drop its opposition if Baton would agree to seven 'safeguards' which are part of a proposal by WIC to restructure the network. The WIC plan provides that:

- The present eight owners could subscribe equally to an equity issue of about \$15 million; those who choose to subscribe would own the network.
- Payments would be guaranteed to the affiliates for the approximately 40 hours per week of network time.
- Safeguards would prohibit the owners from competing with the network in

areas such as program acquisition.

It appears doubtful that Baton will accept the safeguards or, perhaps, any cooperative structure for CTV. Executive VP Joe Garwood told the October CRTC hearing that, "We don't share this notion of a wonderful land where everybody gets together and cooperates. We really do believe in competition."

WIC introduced a new twist by saying that an agreement is not necessary. It argues that since the previous agreement expired on September 1, CTV has come under the Canada Business Corporations Act, which provides that board decisions require only a simple majority. (This would void the veto power held by each shareholder.)

CTV's present licence term expires May 31/93 and the CRTC wants a new CTV agreement by that date. To underline its stand, CRTC officials let it be known that there may be no ruling on either Baton's bid for London-Wingham, or WIC's bid for CHCH-TV Hamilton, until CTV gets its ownership act together.

## WIC APPLIES AGAIN FOR CHCH

Western International Communications brought 267 interventions of support with it to the early October CRTC hearing in Hull. Among them: the B.C. government, which argued against the condition the CRTC imposed in WIC's previous bid a year ago — the sale of either CHAN-TV Vancouver or CHEK-TV Victoria by WIC. "Why discourage a western company from venturing east?" asked a B.C. policy advisor. WIC and its supporters pointed out that, with 30-plus signals available, diversity of ownership is not an issue. The CFTA's

Gordon Haines said that allowing owners to buy more stations usually results in increased spending for outside production by independent producers.

WIC president Doug Holtby denied the CRTC's claim that there may have been a shortfall in the company's expenditures on Canadian programming. He said that if the CRTC is changing its rules on calculating such expenditures, it should discuss it with the industry.

Among the benefits WIC has proposed is \$3.5 million to upgrade the 'CH news operation, and \$5.5 million to be spent on independent productions.

## DIGITAL RADIO TASK FORCE

A high level government-industry task force is now working on implementing Digital Audio Broadcasting. It is chaired by Peter Kruyt, president of Power Broadcasting, and Michael McEwen, senior VP, CBC Radio, is vice-chair. Other members are William Sawchuck, CRC; David Colville, CRTC; Duff Roman, CHUM Ltd.; Michael Binder, deputy minister, and his assistant, Paul Racine, DOC. Ron Begley and Jacques Lyrette of DOC will provide research support.

## ASIAN BROADCASTERS VISIT

Ten officials from broadcasting agencies in five Asian nations attended a 3-week training program in August at Ryerson Polytechnical Institute, Toronto. The program was developed by consultants Gerry Acton and Don Elder. Instructors were Ron Keast, Jack Ruttle, Duff Roman, Robert Wood, Nancy Smith, John Sprague, Bill Roberts, Mike Hanson and Thomas Howe. Field trips included Global TV, Westcom Radio, CITY-TV, the CN Tower, TVO and Dome Productions.

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## PEOPLE

Former CBC-TV PD **Carol Reynolds** became president of Paragon Productions (Canada) Nov.1. Responsible for Canadian productions, she will also develop co-productions to be sold to U.S. and international broadcast markets... Succeeding her at CBC is **Phyllis Platt**, who was chief of staff of arts/entertainment... The Kent brothers have been making, as well as reporting the news: **Peter Kent** returned to Canada to join Global TV as anchor at 6 and 11 pm. He began his career at CFCN-TV Calgary in 1965, and from 1976 to 1978 was with *The National*. He left Canada in 1984, and won numerous awards as a globe-trotting correspondent for NBC-TV. The hiring of Kent is said to mark a commitment to better news/information programs at Global. **Mike Anscombe** continues as anchor of the network's 5:30 pm *First News*... **Arthur Kent** turned to freelance work after being fired by NBC in August, with the CBC and BBC among his clients... Keeping a lower profile is sister **Norma Kent**, an announcer with the CBC... **Natalie Pujio** moved to CITY-TV after six years at CJCL (now 'The Fan') in Toronto... At CKND-TV Winnipeg, **Sandi Krawchencko** returned after more than a decade at CFCF-TV Montreal to be anchor of the 10:30 pm news... **Barry Burns** continues as weekend anchor... **Lisa Best** moved to 'ND as announcer/producer; she started in radio with CJOB/KIS-FM and for the past three years has been a producer and host at MTN in Winnipeg... **Suzette Meyers** returned to CKVU-TV as investigative reporter, and anchor **Tamara Stanners** is back from maternity leave... Also in Vancouver, changes at CFOX include MD **Dave Gaudet** adding assistant PD duties, **Mike Moreau** as assistant MD, and **Norman Casler** taking over the midday slot. Sister station CKLG moved midday host **David Kay** to join the morning team, **Russell James** takes over midday, and **Mark Pooley** moved up from assistant to Music Director. PD **Mary Ann McKenzie** has a comment for the times: "Being able to promote from within and give a boost to the staff's broadcast careers is a great feeling, when other stations in the market are suffering massive lay-offs"... At CKDM Dauphin, Manitoba, GM **Linus Westberg** reports that **Bruce Leperre** has been appointed PD. He's been in the industry for 10 years and is active in the annual

Dauphin CountryFest that brings 30,000 fans to hear top country music stars... At SAIT in Calgary, **Donald E. Wood** has replaced **Garth W. Roberts** as academic supervisor in Communication Arts/CTSR (Cinema, Television, Stage & Radio)... And some new titles have been added at Astral Communications Inc. in Montreal: President/CEO **Harold Greenberg** adds Chairman of the Board; **André Bureau** becomes Vice-Chairman of the Board in addition to president/CEO of the Broadcasting Group; and **Ian Greenberg** becomes executive VP as well as treasurer.

### SUPPLIERS' APPOINTMENTS:

Erikson Pro Audio is now represented in Ontario by **Rob McKibbin**, formerly national sales manager for Studer/Revox; and in Québec by **Christian Bouchard**, previously sales manager at Richard Audio in Montreal... Harris Allied has named **Steve L. Agnew** manager of broadcast properties, responsible for development in emerging economies. He has recently been involved in Radio Maximum, which went on-air Christmas Day of 1991. **James Wood** has been promoted to senior marketing manager, worldwide, for Advanced TV Systems... M.T.T. (Media Tapes and Transcripts) Ltd. of Ottawa has appointed **Don H. Hoskins** VP, marketing/client services... **Gerry Eschweiler**, former VP & GM for Solid State Logic and Mitsubishi Pro Audio, has joined Sonotechnique as VP and co-owner. He's based in Toronto, at 366 Adelaide St. East, (416) 947-9112... **Ian Martin** of Thames TV has been named chairman of the council of Vision 1250, the EC-supported group set up in 1990 to promote 1250 HDTV... Westsun has appointed **Gord Rose** as sales manager for Ontario, based in Toronto. The firm provides lighting, audio and production technical support, and also has offices in Vancouver, Victoria and Winnipeg.

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## TWO MORE AMs SEEK TO GO FM

Among applicants at a Nov.30 CRTC hearing are two AMs bidding for FM:

- **CHOW Welland, ON**, would move from 1460 to 104.9 MHz, with 12 kW. The two frequencies would simulcast during a phasing-in period of up to 12 months.
- **CKST Vancouver** plans a move to 94.5 MHz, with 38 kW. Only 10 months ago, the CRTC approved Western World's purchase of CIMA, moving suburban CKST to 50 kW on 1040 in Vancouver.

## KITCHENER SALE A 'NO SHOW'

Electrohome's CAP Communications is still looking for a buyer for **CKKW/CFCA-FM** Kitchener. Shortly after the CRTC approved the \$5.5 million deal, partners Jack Schoone and Irving Zucker walked away from it. Reasons are said to be Zucker's health and dissatisfaction with some aspects of the CRTC decision. Neil Aitchison of CAP says the stations are operating much more efficiently since being separated from CKCO-TV in anticipation of the ownership change.

## TV's SECOND AUDIO PROGRAM (SAP) MEETING VARIED NEEDS

In what is believed to be the first second-language service in Canada on SAP, **BCTV** is now providing a translation of its *News Hour* for Cantonese viewers. The translation is by Sandra Chan, who does the entire 60 minutes, largely unrehearsed to accommodate late-breaking news. (The World Series presented a problem: there's no Cantonese expression for 'home run'.) VP Tak Negoro reports that BCTV plans to provide service in yet another language via the SAP of sister station **CHEK-TV** Victoria.

Autotalk Inc. and **KVEA-TV** Los Angeles are using SAP to provide continuous traffic reports. An inexpensive device from Autotalk enables car radios to receive the audio portion of TV signals, and 'region codes' allow drivers to tune in regionalized reports.

In Tennessee, **WKPT Kingsport**, a 1kW AM which reaches only a few miles at night, broadcasts to a 70-mile radius on the SAP of sister station **WKPT-TV**. VP of engineering Harold Dougherty told BT that the SAP enables cable systems throughout the area to carry the easy-listening format, and also saves the cost of links to two rebroadcasters which also transmit the **WKPT** programming.

Will **CanWest Global** apply for TV in Alberta? Wendell Wilkes of **Alberta TV Network** says a **CanWest** bid would support **ATN's** view that **Edmonton/Calgary** can support another television service.

## STATIONS IN THE NEWS

Congratulations Dept. — From BT to BT! That's *Breakfast Television*, the new 7-9am show on **ATV**, launched Sept. 14 with a live production from the Halifax Sheraton. It features Jill Krop, from **ASN**; Mike Gligor, ex-Rogers, Toronto; and Cape Breton's Scott Boyd... To **CJWW Saskatoon**, Country Music Station of the year (secondary markets) for the third time in five years... To Wally Crouter, who celebrated 45 years as morning man on **CFRB Toronto** with thousands of listeners joining him for breakfast October 30 at the Sheraton Centre... And to another 45-year veteran, Gord Sinclair of **CJAD Montreal**, who just had his contract renewed for another five years as director of the 20-person news/public affairs staff... **CKVU-TV Vancouver** has opened a Fraser Valley news bureau. Reporter Julia Foy will be based at one of 17 newspapers in the Metro Valley Group, which is cooperating in 'VU News. (Thanks for your news/promo items — we'll run as much as we can, as soon as we can!

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## JERRY FAIRBRIDGE

### FEDS PUSH EMPLOYMENT EQUITY

Don't shoot the messenger, pleaded CAB's **Arlene Keis** at the Broadcasters Association of Manitoba annual meeting. The message she brought was that broadcasters all face immediate pressure on employment equity.

Labor Canada is not happy with broadcasters, she said. If you haven't been visited by Labor Canada, you will be soon. CHUM Limited has already faced public questioning by the CRTC, and applicants for a transfer of ownership or renewal can now expect to be questioned on employment equity. The CRTC's proposed questions should be released soon.

It's not just a question of numbers, said Arlene, but also of long-term plans for improvement. She warned that it won't be enough to say you couldn't find qualified people. The industry will have to find ways to train them.

There will be fewest demands on stations with less than 25 employees; high expectations on those with more than 100.

*Other issues:* Arlene also said **Keith Spicer** has taken a personal

interest in TV violence and the commission has turned up the heat on the topic. This applies to every medium that delivers programming; therefore, others are taking an interest in CAB initiatives, she said... And there is pressure for closed captioning. Arlene said the CAB is meeting with the DOC on this and "trying to be as balanced as we can."... "These are all good things that we need to look at, although the timing is bad right now," she said. She pleaded that broadcasters, as good leaders, look down the road to see what we can do even if we can't do it overnight. (*Don't blame me for repeating this message — I'm also just the messenger.*)

From **Jack Hoepfner** of Golden West came words of advice to wait a couple of years before jumping into digital audio. That's not DAB, of course, which is further down the road.

Jack told BAM members to encourage their engineers to get out and learn new things. It's imperative for engineers to understand computer hardware and some of the software, he said. It will save dollars. He also said the new equipment needs specialized training. And, if you don't have a resident engineer, make sure you have good documentation of your equipment.

Finally, a scary thought: Jack said engineers are seeing more vandalism, and it seems to be by people who know what they're doing.

**Dan Kerr** of DOC brought words of comfort that DOC is in no hurry over DAB. Timing depends on the industry's readiness, he said. He also mentioned that DOC is among those hosting a multi-media conference next April 13-16 at Banff. It's theme is *Forging the Links: Market-Technology-Policy*.

**Ralph Warrington** of Westcom said it's extremely important at this time for regional associations to be strong. **Elaine Ali**, outgoing president, also stressed the vital importance of the membership to support their association.

Elaine drove Arlene Keis to the BAM meeting at Riding Mountain National Park, unintentionally taking lots of back roads and many hours. She was presented with a book called *Exploring The Prairies...*

#### New Executives

MANITOBA: **John Norris** of CKRC Winnipeg was elected Elaine's successor as BAM president. Elaine once labelled herself 'the Queen Bee,' so I'm not sure what that makes her successor, especially since he's male... The rest of the new board: **Boyd Craig**, VP; **Al Friesen**, **Jim Milliken**, **Bryan Stone**, **Ron Kisney** and, of course, Elaine.

SASKATCHEWAN: At the SAB fall meeting in Yorkton, **Jim Rusnak** was elected president, **Wax Williams**, VP, **John Empey** treasurer, and **Jackie Fradette** secretary. **Lyle Walsh** of CJGX Yorkton says it was a super meeting and improved the later it got. The next SAB fall meeting will be held at Swift Current.

'Johnny Canuck' is dead. That's the name **Bill Smith** used when he was a popular wartime singer on the BBC. Back home, he worked on the Prairies, then B.C., where his voice became well-known through radio ad campaigns like: "When you eat your Smarties, do you eat the RED ones last?" He also taught at BCIT... This sad news comes from **Bryan Antonson**, back in his former harness at BCIT (says it fits nicely, even if he misses CKVR Abbotsford, which he managed for two years.

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Circle Reader Service #140



**Terry Strain**, president of Shaw Radio, is such a good poker player he almost had me convinced there was no deal between Shaw Radio and Monarch to deal Monarch's CHQT Edmonton for Shaw's CHEC Lethbridge/CFEZ Taber. The deal, announced two weeks later, is subject to CRTC approval... BN's **Paul McDermott** ran into **Stu Brandy**, formerly of Leamington, Toronto and Ottawa (remember the *Breakfast with Brandy* morning show?). He has established gift shops in Ottawa and Toronto and, with friends, has bought the bankrupt Pixelboard Corporation that operates those giant electronic animated displays... West again, where **Bryan Stone** is now GM of CHUM's C1FX/CHIQ-FM Winnipeg...

CKY-TV Winnipeg hired **Jim Wicks**, formerly of CBC and CFTO-TV Toronto, but most recently of Cleveland, to anchor the supper-hour news show and as managing editor, working under ND **Vivian Merkeley**. **Stu Fawcett** and **Sylvia Kuzyk** had co-anchored the show for six years. Sylvia remains as host of a daytime talk show, and Stu has left. Late-night anchor **Clay Young** is now reporting, and **Nancy Gregory** is anchoring. CKY-TV also added **Ron Kuypers** as sports reporter/anchor. He replaces **Lisa Bowes**, who went to TSN. TSN also hired **Brendan Connor**, who was transferred to Winnipeg by the CBC not long ago to co-host the morning show. Lisa stays in Winnipeg, but Brendan is back in Toronto.

CKND-TV Winnipeg now has **Sandy Krawchenko** as late-night anchor. She was at CKY-TV, then CFCF-TV Montreal. Also at CKND, **Rick Hetherington** is now director of marketing. Former CKND GSM **Stan Schmidt** is now director of marketing for STV in Regina and Saskatoon; he's based in Saskatoon...

STN eliminated 15 positions in a reorganization that centralized some functions at CFQC-TV Saskatoon. **Greg Barnsley**, longtime weather presenter, was one of 14 more who opted for early retirement.

At WestCom's CHED/CKNG-FM Edmonton, **Dave Cutler** is now sales manager, replacing **Mark Rogers**, who's gone to Rawlco's new Toronto FM station. With Moffat's CFXX/CHFM Calgary splitting up, **Gerry Siemens** goes as PD with CHFM, which moves to Rogers' CFAC plant. CFXX stays where it is... The almost encyclopedic broadcasting knowledge of former Moffat VP **Jim McLaughlin** is being wasted — a lot of good broadcasters have been through his hands. Still with the former Moffat chain, at CKLG/CFOX-FM Vancouver, **Alden Diehl** stays on as GM; PD **Mary Ann McKenzie** is expecting; midday host **Robin Larose** moved to CFMI-FM as afternoon host. New CFMI PD **J.J. Johnston** also hired **Graham Hatch** from his old station, CKLG, to work on the Rock 101 morning team.

Standard's CKBR-FM Edmonton, 'The Bear', is shaking up both the former CJKE's sedate image and Edmonton's middle-class sensibilities... Morning host **Scruff Connors** was noticed fast when he ran a contest to see who could squirt the longest in the morning. Competitors had to take a 'phone into the bathroom with them. Although the Edmonton newspapers are noticing, they haven't been able to quite get their facts straight. One had **Gary Slaight** as 'Slade' and the other had Gary and **Allan Slaight** as brothers. Flattering for one, anyway...

I learned from **Richard Edwards**, PD at Videon Cable in Winnipeg, that **Derrick Harvey**, outspoken program manager from Rogers Cable in Calgary, has gone off to B.C. where's he's helping to organize the coming Commonwealth Games... **Keith Bradbury** has assumed the ND mantle at Vancouver's BCTV. VP and anchor **Tony Parsons** had held it since **Cam Bell** left. There was speculation that the move followed Tony's handling of some layoffs, but I remember him saying many months ago he wouldn't mind someone else in the ND job...

CHRX/JR-Country Vancouver have a new president in **Jim Mackay**. After five years heading **Jim Pattison's** broadcast group, **George Madden** moved to the corporate office. He says he's looking forward to interesting and challenging times — although I don't know what could be more challenging right now than broadcasting... You probably heard that CHRX is trying a drastic experiment. Only the morning drive, evening sports shows and news survive — the rest of the day consists of taped music. The plan, announced by Mackay, is to "put the patient into intensive care until the bleeding stops." All energy is being put into JR-Country where things look much brighter.

South Fraser Broadcasting also let go staff, including CKZZ-FM (Z-95) promotions director Kelly Bennett and noon host **Susan Sierra**. **John Norman** is gone from the CISL newsroom.

Happier news, seen on the front cover of BT's October issue: **Mel Cooper**, president and GM of Seacoast Communications Group (Seacoast Sound, C-FAX Victoria and CKOV/CKLZ-FM Kelowna, received the Order of British Columbia, B.C.'s top award, for community service. He's already a member of the Order of Canada... More happy news: Metro Marketing west CEO **James McLennan** sent word that **Tracy Fraser** is back at work after a six-month maternity leave for her second child...

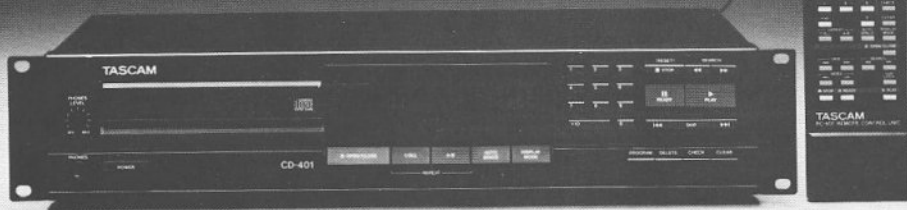
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### Circle Reader Service #260

**Jerry Lucky** has moved from Seacoast Sound to return to Edmonton, where he has family... **Margaux Watt**, who was ND at CJME/CIZL-FM Regina, has moved closer to her Kamloops home and into the ND slot at CKOR Penticton, succeeding **Bill Croft**. The new ND in Regina is **Murray Wood**, who was at Rawlco's Majic 100 in Ottawa for its first year of operations... **Drew Wilson** is the new ND at CJCD Yellowknife. He arrived at a busy time, with the town split over the mine disaster... **Grant Ulyot**, ND at CHWK Chilliwack, found a wallet in a telephone booth while visiting Edmonton. There was \$187 in it when he found it, and also when he handed it over to the police. I didn't ask how much he was tempted...

COUNTRY MUSIC WEEK: BN satellite manager **Rina Steuerman** brought back some bright ads from Country Music Week in Calgary: CHQR, making a visual and verbal pun on fried eggs being flipped, stations being switched, and **Gerry Forbes** moving over to mornings from rocker CHFM. Also, **Terry Moore** talking tough and sugar-free on QR77... Then there's a KIK-FM ad with condom packages on one half labelled 'variety', and disc covers on the other half labelled 'more variety, guaranteed'. It's guaranteed to get your attention. What makes me think they're chasing young males?... CKGY Red Deer won yet another CCMA award with **Ritch Nickell** being named secondary market music director. The CCMA couldn't remember what it was doing to whom — initially it said CKGY was being named top radio station in a secondary market, but that award went to CJWW Saskatoon... Sound Source announced a weekly two-hour *Canada's Country Countdown* with host **Cliff Dumas** and more than 30 per cent Canadian content... Incidentally, **Pat Cochrane** has gone

to KIK-FM as morning host, from Toronto's CHOG...

HISTORY ON FILM: CFCF-TV Montreal, an institution in that city, goes back to 1962. Recently, staffers were digging through the film library and found huge amounts of historical footage, especially of the sports events carried all those years. 'CF is making the footage available to others — for sports, call **Ron Reusch**, sports director; for historical news footage, call CTV.

NEWS SHOULD BE NEW! From **Pierre Arcand**, executive VP/GM of CIQC/CFQR-FM Montreal (and a former newsman): "The world didn't stop after (Brian) Mulroney spoke yesterday at lunch; there are developments since then. We shouldn't be repeating this morning what happened to the dollar yesterday. We have to assume everyone watched the late-night TV news and take it further. New things have happened." (Editor's note: Well said, Pierre. We've often wondered why the CRTC won't allow music cut to be played 15 times a day, but has nothing to say about news clips being played 15 times a day!)

Marketing magazine's rating of Pepsi-Cola ads as the most recalled — by 4.1 per cent of respondents — gives me a reason to quote **Lou Tice** yet again: "People don't see the ad until they need the product. Continual advertising is needed to catch the person when they need it."

What's going on at your place; who got promoted, who left, etc.? Send it to **Jerry Fairbridge**, c/o Broadcast News Ltd., 36 King Street East, Toronto, Ontario M5C 2L9; telephone (416) 364-3172, or fax it c/o (416) 364-8896. News for other departments/staff at BT should be addressed to P.O. Box 420, Bolton, ON, L7E 5T3.



## HOWARD CHRISTENSEN

### People...

CKCO-TV Kitchener's new co-anchor at 6pm and anchor at 11:30pm is **Janine Grespan**. Janine steps in to cover the duties of **Colleen Walsh**, who moved to Global TV, Toronto... **Joe McIntyre**, chief engineer, retired after 34 years with CKCO...

I was genuinely sorry to miss the **Atlantic Association of Broadcasters** meeting in Fredericton. BT readers who've been with me for a while know that, while I'm an Upper Canadian through and through, I've got a special affection for the people (including broadcasters) who live in New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland... BT, fortunately, was represented quite respectably by a young couple who haven't been to AAB since the St. Andrews-by-the-Sea convention five years back, **Doug & Jacquie Loney**. Jacquie tells me she managed to take some photos and that she might be dealing with it in her *Ad Lib!* column...

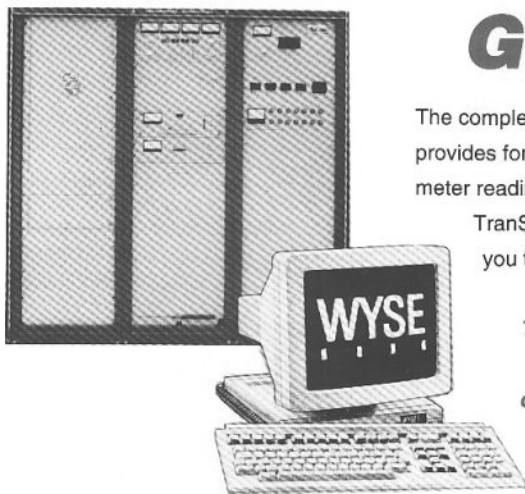
CHAY-FM Barrie ND is **Martin Vanderwoude**, sports director

is **John Crawley** and senior correspondent is **George Gall...** CHAY PD **Paul Richards** heads a development of Canadian talent program. Through it, CHAY this year has produced five CDs featuring many Canadian instrumental artists. Three more CDs will be complete by Christmas. The stations offers *Project Easy* free to stations in Canada, the U.S. and Australia...

Thanks to the people at S&S Productions — the folks who do CHCH-TV Hamilton's *Red Green* show — for my official 'International Possum Brotherhood' membership card. The Latin in their official crest is classy, too; *Quando Omni Flunkus Moritati*. The show, airing Tuesdays at 8pm, has been getting strong viewer mail reaction, e.g., "How does one remove moose hide from the grille of a 1976 Cordoba? Just wondering." "How could something so silly remind me of so many people I know?" And "I must go now as the kitchen is on fire and my mother is screaming." Anyway, back to the card. You guys didn't tell me the secret yell, physical movement, or whatever other thing Possum Brotherhood members do when they meet. If you don't have such a greeting, how about, *I haven't seen you in a coon's age*, or, instead, members could fall to the ground and assume the Possum Brotherhood rigor mortis position...?

Toronto's 'The Mix 99.9' morningman **Tom Rivers** has gotten into the habit of stopping by my office at mid-morning and whisking us off to a local greasy spoon for late breakfast (back bacon, eggs over easy, home fries, double orders of toast, and many cups of coffee). At one of our recent cholesterol jamborees, we got talking about a new radio comedy series he's originated and running on his show, *Sheep Man*. For those

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## ATLANTIC AIRWAVES

by Sandra Porteous

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**Rita MacNeil Entertainer of Year:** Nova Scotians watched with pride this month as Rita MacNeil was named Entertainer of the Year. The award presentation was part of the Canadian Country Music Awards ceremony held in Calgary.

**Dick Drew** stopped by the Maritimes as part of his cross-Canada tour. Owner of CKAY Duncan, B.C., Dick said he enjoyed his time in the 'far east'. He was touring to promote his successful syndicated radio series, *The Canadian Achievers*, and was also pushing for the 'Yes' side in the referendum. The native of Alberta said he thinks Canadians don't always realize what a great country they have. His series is heard on 152 stations across Canada, and he has published a book which highlights some of those achievements. No one can fault Dick for his genuine love of all things Canadian.

**Noreen Nunn** has left Halifax for another port city, Saint John, as the new co-host for CBC Radio's *Information Morning*. Noreen is settling into her new home and enjoying the work. Producer **Carl Davies** says the show went 'remote crazy' this summer — they came out of Rockwood Park and even boarded the QE2 before it ran aground; co-host **Peter Anawati** said he had to help **Barry Smith** find the ship in the fog...

**Pat Connolly** made headlines when he charged **CHER** Sydney, NS, with breaching an oral contract to hire him for a second year to call play-by-play for the Cape Breton Oilers hockey games. Connolly and his lawyer claim that former **CHER** manager **Jim Johnson** called to tell him he would return to the broadcasts. **CHER** negotiated a second year with the Oilers, but then decided not to broadcast the games, saying it was not cost-effective. The court's ruling is yet to come.

**John Nowlan**, executive producer of children's television for CBC Halifax, won the Alliance for Children and Television 'outstanding contribution' award at a ceremony in Montreal. Nowlan is the producer of *Street Cents*, the kid's consumer program. He is perhaps as well known for his ability to raise over \$1 million a year to keep the series commercial-free. The awards have been presented for the past 20 years.

**CKDU**, at Dalhousie University in Halifax, has launched an innovative program: *Half the Gap* deals with issues in international development. The new show, which features interviews and current news from Radio Deutsche Welle and Web International, was a hit on campus and off... The Atlantic Canada Opportunities Agency has decided to fund *Leading Edge*, a 22-episode weekly TV series, which was well received during its first season. The second season will promote entrepreneurship as an employment option. MITV is now negotiating with other Atlantic TV stations to carry the program...

Lots of activity at CBC Halifax in the news & information dept. **CBHT** has scheduled a new 5:30 pm program, produced by **Sue Newhook** and hosted by **Frank Cameron**. Research duties are being handled by **Katherine Morse**, who moved over to the TV newsroom; she'll be missed by her associates at CBC Radio's *Mainstreet*. The cast of *Maritimes Tonight* planned a special broadcast for that program's 'sign-off'... **Ian Porter** is the new executive producer of *Maritime Magazine*... **David Harrigan** became Halifax network producer for *As It Happens*,

*Morningside*, *Sunday Morning*, and other current affairs programs... **Dick Miller** made the move from *Maritime Noon* to producer of *Information Morning*, and **Ron Sherrard** is now acting producer of *Maritime Noon*... **Liz Logan**, **John Hancock** and **Don Connolly** recently broadcast from Cole Harbour, NS; they'll be out of the radio studio at least once a month as part of a new 'community outreach' by *Information Morning*... And a CBC jury has chosen two Halifax radio productions for the annual Gabriel awards: *Black History Month Celebration* and, from *Information Morning*, *The Bowlbys*...

Two new staffers have joined CJFX in Antigonish, Nova Scotia: **Heather Carmichael**, a native of Glace Bay, is a graduate of the Kings School of Journalism; **Ben Maher**, a graduate of the diploma program at Kings, has been hired as a broadcast technical assistant. Best wishes to both...

The passing of **Gerry Parsons** saddened many. He was a Halifax radio personality from the mid-1940s until he retired in 1987. He began his career at CHNS, where for 15 years he introduced more than his share of country artists to Nova Scotia listeners. His final post involved morning duties at CFDR. Parsons died of arthritis and related ailments. Former CFDR owner **Arnie Patterson** said he worked with Gerry for 25 years, but their friendship had lasted 40 years; **Tony Beech** of Sun-FM said Gerry would be greatly missed...

**NFB** was well-represented at the 1992 Atlantic Film Festival, with 11 films entered in the competition this year. **NFB Atlantic Centre** had a hit on their hands with *Buried on Sunday*, produced with **BOS Films** of Halifax, and also screened *Secret Nation*, a story of Newfoundland politics produced with **Black Spot Inc.** of St. John's.

**Perry Rockwood** celebrated 45 years on radio recently. He started with the *People's Gospel Hour* on CKCL in Truro, then added **CFCY** Charlottetown and **CFNB** Fredericton. In 1953, he expanded to U.S. stations, and in 1969 his network had 84 U.S. and 57 Canadian stations. Today, the Halifax headquarters has a staff of 12. Family and friends say Rockwood has never missed a program and doesn't intend to stop now...

**OZ-FM** in St. John's is geared up for *Rock of the Rock* — Series 3. Rock musicians in Newfoundland and Labrador have been sending in their demos for the OZ talent search, and 'the Rock' is awaiting the results... And at **CFQM-FM** Moncton: Congratulations to producer **Darren LeBlanc** and his wife Janet on the birth of their first child, Justin... Welcome back to mid-morning personality **Garnet Dee**, who returned after a 6-month absence following back surgery — it's reported the coffee machine profits are 'way up'... And welcome to **Lee-Anne Dean** who comes to 'QM from Dartmouth. Lee-Anne and husband Tim have spent much of their married life trying to connect from different cities and hope to stay settled together in Moncton for a while... And **ND Dave Lockhart** was made an honorary firefighter by the Moncton Fire Department — "friends" (?) say Dave has been begging for the honor for some time and that he's still wearing his little red hat...

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# RADIO PROGRAMMING

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by Howard English

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## News, Talk, Sports: 'Sound of the Times' on AM

Look who's talking now. The Fan 1430 (CJCL) Toronto; CFRB Toronto; CJAD Montreal; CHML Hamilton; QR77 Calgary; even tiny tuners such as CJRW in Summerside, P.E.I., which punctuates its classic hits format with syndicated sports programming and live play-by-play. All are AM stations and all have discovered that talk pays.

When CJCL emerged this summer from its oldies/sports co-con to be Canada's first all-sports station, The Fan, it was merely catching up with an American AM phenomenon. So was CFRB, when it adopted talk-only from 9 am on, dropped music from 3-5 pm, and addressed itself as Toronto's News Station. The phenomenon is human voice and human voice only, or mostly, with music assigned as bridges before and after commercials.

### *Slim Pickins for Music on AM?*

It's actually amazing that Canadian AM broadcasters have taken so long to realize that music, in many markets, has as much of a future as vinyl records. All across the country, except in some regional pockets, listeners — looking for ever more life-like music quality — have been leaping from the AM band to FM at some point in the future, they'll be jumping once again to commercial-free, fee-based digital frequencies.

The only obstacle to the Canadian AM exodus is regulation, which broadcasters have either openly or silently sanctioned, in order to protect their AMs. Non-hit edicts make FM oldies programming more difficult, but not impossible. So oldies stations, with a 35-44 year-old core, still live in Canada. Maximum repeat factors, limiting the number of times a week that currents can be played (or, for that matter, other music categories), restrict an FM station's opportunity to assemble a heavy horsepower hit station. So AM radio for the very young is a Canadian broadcasting miracle.

However, Canadian operators can't tread water against North American tides for that much longer. Ever-younger listeners have been swimming with the flow to FM for years, and baby boomer based stations, without heavy information foundation, generally require an FM sister to assure real profit. Canadian AM broadcasters who are committed to music should be prepared for only three options:

- targeting the very young;
- catering to the very old; or,
- going country.

The first two possibilities are distasteful for sales purposes. Country can work as long as non-hit regulations exist.

### *Listeners Turning to Talk Formats*

In the States, where AM broadcasters did not cry for government protection, innovation was powered by necessity. Spoken word sprouted, with increasingly daring hybrids; all-sports, all-business; all-motivation; even religion. All are based on the understanding that AM is largely a specialized talk service, in which money is made by reaching a huge proportion of a small market, not a small proportion of a shrinking target. True, not all of these experimental programming

models has succeeded. But, when Canadian operators offer the standard assestion that spoken work succeeds only in American mega-markets, consider these figures:

- Guess what Oklahoma City's number one AM format was in the Spring '92 Arbitron? News/talk, thanks to KTOK, with a very respectable 7.4 share of 12+ listeners. The city's population is about 788,000.
- In Little Rock, Arkansas, population 425,800, news-talker KARN sported a 9.1 share. The station is number two in cume for 35-64 year olds.
- There's a similar situation in Worcester, Massachusetts, population 374,000, where talk radio WTAB ranked 4th in the market with a 7.7 share.

On AM, spoken word is the sound of the times. In a perennially recessed economy, talk radio supplies advice an inspiration. Sports-talk is a diversion from daily difficulties. Calling in and listening-in act as 'safety release valves' for unreleased frustrations.

For families burdened by work and other pressures, digesting the newspaper or relaxing in front of the TV is impossibly time-consuming. Radio news supplies bite-size segments of information, in absorbable doses.

### *'The Presence of Personality on Radio'*

Now that FM owners are wringing their hands over attempts to introduce pay-per-channel digital music, the presence of personality on radio has rarely been more important. What better antidote for eternal tracks on digital than daily drama and human emotion. That's what talk and its offshoots offer — listeners hearing themselves think.

Shifting to spoken word can be expensive, but operating at a loss is more so. It may not be suitable for every station in every market, but when fewer people are listening, talk deserves more respect.

When properly programmed, spoken word radio is fun, exciting and heart-rending — touching listeners the way that radio is uniquely designed to do.

*Howard English is president of English Media Enterprises, broadcast consultants, (416) 398-2000, FAX (416) 398-2002.*

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**Across Canada:** Paul Richards, manager of programming at **CHAY-FM Barrie**, Ontario, is busy promoting *Project Easy*. The 5-year project — designed to fill the need for new Canadian instrumental music — produced 25 original selections in year one, and 73 on five CDs in year two. Paul reports positive response from the U.S., as well as Canada... *Real Radio* is a hit, picked up by 40-plus stations. **CFLY-FM Kingston** PD Rob Wood says the sales team sold out *Real Radio* in half an hour and has a growing waiting list of sponsors... Ad agency BBDO/Retail says *Motion — The Radio Program*, on-air in 140 markets, provides "enormous flexibility" for its sponsor, Chrysler... *In The Studio* is a 60-minute weekly series highlighting classic rock albums, with the musicians who made them as hosts. It's from Rock Radio Network. — BT

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## THE PHIL STONE REPORT

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### *Classical Music Station CFMX Faces the Future*

Classical music station CFMX recently applied to move from its 96.3 Mississauga frequency to the more desirable 99.1 Toronto frequency, formerly occupied by CKO. After the CRTC had denied this application — along with two competing ones — we went to visit the forward-looking president of CFMX-FM, Martin Rosenthal, at Elecro Sonic Inc., his prominent electronic supply firm.

We asked Martin if he was 'down, but not out' after this setback in making Canada's only commercial classical music station a more successful listening and advertising force in Toronto, Canada's largest market.

"Absolutely," he said. "I would really hate to be 'out,' so we are still fighting. If we had received 99.1, it would have given us what we wanted from 'day one' — a good strong frequency, which is necessary for our format, one which would give clear coverage of the Toronto area. Our present frequency in Mississauga we've made into a modified C1 frequency, but it is still inadequate."

Martin admitted that his Cobourg-based station had received more from the CRTC than had been anticipated. And when CFMX is successful in covering Toronto completely, "we will have won our case."

"Certainly, I and my station have an excellent reputation with the CRTC. I have lived up to my word, to the promises, even though the financial situation has been down the drain. Do they appreciate that? As I once told them, I am too new in this business to get into bad habits. Nine years later I can't use that to play any more, but I am still keeping my word."

#### **Overcame Early Problems**

CFMX was originally established in Cobourg — 120 km east of Toronto — in 1978, and was jointly owned with CHUC-AM. The stations went into bankruptcy and were sold to John Radford, then owner of CFJR Brockville, Ontario. The FM had been plagued with problems and limited coverage. Martin was aware of this turbulent history, and knowing Radford was more interested in the AM station, offered to buy the CFMX. Radford asked for more time, but a week later agreed to sell.

"When I took over the station in 1983, it had 11,000 listeners," said Martin. "My only experience was in electronic equipment, which we serviced and sold to stations across the country. I am also an amateur radio operator of 40 years standing. If I had known then what I know now, I'm not so

sure I would be in the broadcasting business today."

(Jerry Good, station manager, told us that Martin met his Dutch wife, Truus, when both were ham operators; she in Rotterdam, he in Toronto. Eventually, they met and married. Truus is active in running the administration of the CFMX, which now has 42 people full-time, and another 13 part-time.)

Under Rosenthal's Different Drummer Communications, the CFMX facilities were upgraded; by January of 1984 it was up to its full 117,000 watts power, and by September of '84 was operating 24 hours a day, seven days a week.

According to Martin, many things came up in running a radio station that he had not anticipated. "But we were able to survive and were very similar to WSMT Chicago." Martin and Truus had a difficult time with their marriage because of the problems running CFMX, but were able to come through unscathed. (WSMT was also run by a married couple — they eventually divorced, culminating in one suicide.) "We had our ups and downs, until finally it started to go up; unfortunately, what never started to go up was the profits. We lost money from day one and we continue to lose money."

"When we had to hire staff, it was a joke because the station was in such disarray and there was a problem of people coming out to Cobourg. Most applicants just didn't understand classical music, so it was some time before I could get good staff. It is vital to have people on-air with a good general knowledge of the classics before you can have a successful classical music station. When we were able to do this, listenership started to grow, but the problem remained that we simply did not have a big enough audience in the Cobourg area, encompassing the Belle-ville-Peterborough-Oshawa triangle. To sustain CFMX, we needed to get a signal into Toronto."

#### **A Growing, Upscale Audience**

Sales, in Martin's opinion, are always tough. While sales are up at CFMX, so is the overhead. The biggest problem remains: the station is not able to get the listeners in the Toronto CMA (Central Marketing Area) that it needs, as many people are unable to hear the station in the downtown area.

When asked if potential advertisers think of the quality of CFMX listeners rather than of numbers, Martin said, "Out of Cobourg, we are dealing with advertisers directly, and it's a different ballgame. We are selling direct, doing our own commercials, everything to fit the station beautifully. In Toronto, however, we are dealing with agencies; you try to educated them to a point, but it's still a numbers game."

BBM surveys indicate an increasing audience, and CFMX subscribes to the BBM Radio Product Measurement system, which supports Martin's belief that the audience is an upscale one.

#### **The Quest for Toronto**

In 1986, Martin was one of many applicants for the 97.3 FM frequency, but the CRTC granted it to Bob Redmond for CJEZ-FM, an easy listening format. About that time, CKLH-FM Hamilton was licensed on 102.9, and Toronto listeners tuning

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to 103.1 in Cobourg, to the east, found their reception obliterated by this new signal from the west.

"Our only hope for a rebroadcast facility was 96.3, which was also allocated to Hamilton. My engineering people felt they could pull it out of Hamilton and move it into Mississauga, so we made that application and eventually we were successful."

The CRTC approved 19,000 watts, omnidirectional. Toronto sales offices and production studios were opened in downtown Toronto, and the transmitter came on the air Thanksgiving Day, 1988. "We were all excited, hoping that at long last we had found a solution to our problems. Unfortunately, it very quickly became apparent that the signal was not all that great in the Toronto area. There were too many barriers to the sound. This type of music requires very clear reproduction — anything less is detrimental and unfair to the music, as well as to the listeners."

What lies ahead for CFMX?

"The future," Martin said, "is a big question mark. Needless to say, we were extremely disappointed by the (99.1) decision recently made by the Commission. We met every criteria and made an excellent presentation. Martin feels he must now see where the station can cut back, without depleting the service of what he is convinced is a world-class station. Having travelled and listened to other classical music stations in Europe, Martin stated that CFMX "has them beat by a mile."

The CRTC proposed that CFMX make tests to see if it could use 96.3 in downtown Toronto. "If that is successful, it will literally be the same as 99.1." However, Martin adds, "without this success, because of the interference problems, then the future of this station is very much at stake — disappointing our 300,000 loyal listeners."

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

**Postscript: It looks promising...**

Initial low power tests by CFMX on 96.3 from First Canadian Place in downtown Toronto have proven favorable. As BT went to press, higher power tests were planned towards the end of October.

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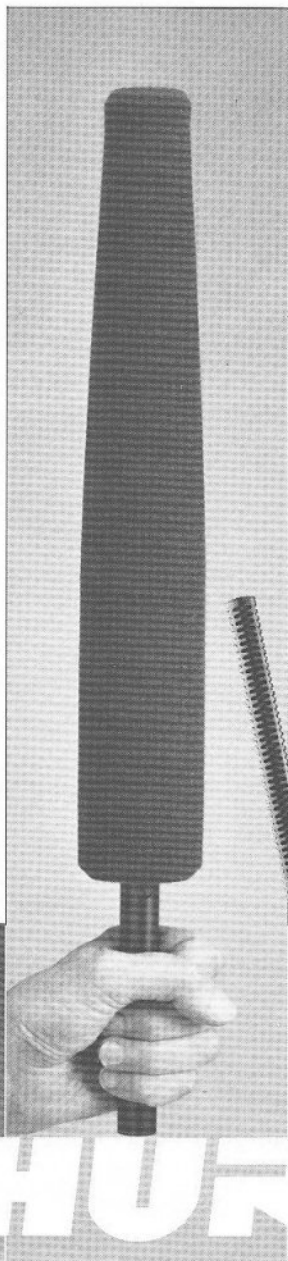
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## IN MEMORIAM

**Don Archer**, Life Member, AES Toronto chapter, passed away July 19. Don began in communications with the Canadian Army Signal Corps in World War II. We worked with several firms, notably with A.C. Simmonds as an audio specialist for some 15 years. He was also a 'ham' radio enthusiast. Don is survived by his wife Dorothy and daughter Judee.

**Dick Batey**, who began in radio in 1939 at CFCT Victoria, passed away in September. On CFCT, which became CJVI in 1942, he did hockey play-by-play, news commentaries, and was also a member of the B.C. press gallery. He later became PD and assistant manager. He left the industry in 1967.

**Otis S. Freeman**, a pioneer television engineer in the U.S., died September 17, 1992, at age 71. After service with the U.S. Signal Corps, he began his 48-year broadcasting career in 1944 at DuMont Labs, where some of television's earliest innovations were being made. In 1948 he moved to WPIX-TV, became its chief engineer in 1953, and in 1983 became director of engineering for Tribune Broadcasting. He helped develop the instant replay and developed genlock; he was also chairman of the committee responsible for moving ten stations from the Empire State Building to the World Trade Center in New York City.

**Bruce Ruggles**, a former PD of CFCH North Bay, also passed away earlier this year. A collector of transcriptions and recordings from the 1930s and '40s, he produced *The Golden Age of Radio* series in 1973. In 1979 he took on the management of the Canadore College radio facility, and for the past nine years was an instructor in the radio course, receiving the Canadore's prestigious Award for Outstanding Contribution in 1992.

**Bill Smith**, a popular tenor known as "Johnny Canuck" to many troops and BBC listeners during WW II, died on July 28, 1992, at age 73. After the war, he worked in Regina and Calgary, moving to B.C. in the '60s. In the '70s, he joined BCIT as an instructor in copywriting and announcing.

**Jean Rose** — BT joins the industry in expressing condolences to Ernie Rose, whose wife passed away October 22nd. Ernie, retired engineering director of BCTV, resides in North Vancouver, B.C.



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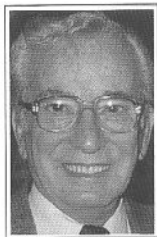


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## BROADCAST BEAT

by Phil Stone

It took a while, but ACTRA and CFTA, the Canadian Film & Television Association, re-negotiated the Independent Production Agreement which expired about two years ago... Sorry we couldn't accept the invitation from the Canadian Women in Radio & Television for their reception on the occasion of Montreal's Film Festival... Incidentally, support for CWRT comes from many — among the men who represent that support are **Elmer Hildebrand**, **Alan Slaight**, **Tony Viner**, **Doug Holtby**, **Michael McCabe** and **Jim Waters**... Anniversaries: Congratulations to TV Guide on 40 years; Telefilm Canada, now 25 years old; CITY-TV Toronto, 20 years; also to FUND on its 6th anniversary, and to its chairperson **Phyllis Yaffe**, whom we interviewed in BT's April/92 issue... **Stacey Hatch** joined Viewers' Choice Canada as manager of program operations... It's estimated that the new CBC Toronto Broadcast Centre will eventually house 3,000 employees. Close to half that number are there now, with the rest to move in as leases expire in the various locations around the city... CTV named **John Shannon** of Calgary as supervising producer for 1984

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coverage of the Winter Olympics in Norway... Former hockey defence man **Mike Robitaille** left the Buffalo Sabres telecasts to become publicity director for the Fort Erie race track... There's been criticism of CBC's shuffling of women in senior posts: **Trina McQueen** was VP, news/current affairs; **Donna Logan** was VP, Radio; **Gloria Bishop** was PD, Radio. Replaced by men, they're now in lower-profile positions...

The legendary **Dodi Robb** received a well-deserved Lifetime Achievement Toronto Arts Award. Long an outstanding CBC figure, Dodi most recently has been host and writer of Vision TV's *The Curious Eye*. Another such award winner was **Norman (Otis) Richardson**, host of CKLN's long-running program, *Diasporic Music*... TV's **Mary Tyler Moore** was given a star on the Hollywood Walk of Fame... Two new additions to Global TV News are both experienced broadcasters and graduates of Ontario universities: **Jane Gilbert** attended the Carleton School of Journalism; **Colleen Walker** is a grad of U.W.O. Also at Global, **Colleen Walsh**, formerly with CKCO-TV Kitchener, is now medical specialist... Toronto's Catalyst Entertainment, Inc. and John de Mol Productions of the Netherlands, in association with Global and CFMT, are producing the daytime drama series *Foreign Affairs*...

Former CBC Radio host **David Schatzky** is executive director of The Children's Broadcast Institute — now renamed The Alliance for Children and Television... Belated congratulations to CHEK-TV Victoria, which won three golds and two silvers at the Broadcast Promotion and Marketing Executives conference... **Ernie Harwell**, who was fired after over 30 years as the broadcast voice of the Detroit Tigers baseball club, was rehired by the new owners and will be back in '93... A library in North York (Toronto) has been named for the late, famed broadcaster **Barbara Frum**... In another naming, there is now a **Dini Petty** tulip bulb... **Peter Kruyt**, president of Power Broadcasting, is heading up the federal task force on the development of Digital Radio...

Sony has introduced the MiniDisc in a multi-million-dollar bid for a new recording format to replace cassette tapes... CBC is carrying the Toronto Maple Leafs on 21 of 26 NHL Saturdays this season. The Leafs also have 27 mid-week games on Global TV... **John Stall**, a star student in the first class of our Humber College Radio course, remains prominent on CFRB Toronto as the station places increasing importance on news. He's on at 9:05-9:30 am, and again at noon with **Marlane Oliver** for a two-hour news feature... The YTV Achievement Awards will be presented from Ottawa's National Arts Centre on April 22, 1993... **Roger Smith** became Western Canadian news correspondent for CTV... At last report, Canada had 710 radio stations: 377 AM and 333 FM... In association with CTV, **Alan Edmonds** and **Jack McGaw**, co-producers and hosts of *Live It Up*, are strip syndicating the breezy info show to CFPL-TV London, CKY-TV Winnipeg, CKKX-TV Calgary and CTV Edmonton... Saskatchewan's Mind's Eye Pictures produced the one-hour TV special *Eli's Lesson*, which had its world premiere on the Family Channel... CFNY-FM Toronto, along with Polygram Records and HMV Music Stores, raised \$33,000 for the emergency shelter Covenant House from the sale of the 1992 *New Music Search* CD. CFNY's annual Music Search features some of the best up-and-coming musical talent...

Please send items for Broadcast Beat to Phil Stone at 2350 Bridletowne Circle, #1601, Scarborough, Ontario, M1W 3E6.