

STATIONS IN THE NEWS

CRTC PLEASE NOTE:

The Council for Broadcasting in France has ordered that country's television industry to ensure that the audio level on commercials "does not exceed the average sound volume of the rest of the program." A recent study indicated that 95% of spots were as much as 50% louder than the programs, and in one case a private channel played an ad four times louder than the film that preceded it. The council described the practice as "a nuisance" and "brutal". (Editor's note: "Vive la France!" The broadcast industry should not need anyone to tell it that this practice antagonizes the audience -- the people who, ultimately, are the real customers. --DL)

BATON LONDON DEAL OK'D

The bid by Baton Broadcasting to buy CFPL-TV London and CKNX-TV Wingham has been approved by the CRTC. Baton subsidiary South Western Ontario Broadcasting Ltd. also received approval to build a TV station at the village of Wheatley, a location that will provide service to both Windsor and Chatham, Ont.

Baton is paying the Blackburn Group of London \$28.6 million for the stations, and will invest another \$23.8 million over the next seven years. The Wheatley station, which will be on-air by fall, will cost \$3.2 million plus \$4.8 million for 6 hours a week of local programming. At Wingham, local programming will be increased from 2:45 hrs. to 6:30 hrs. a week.

In approving the applications, the CRTC instructed Baton to implement a company-wide policy on employment equity.

RAWLCO'S KISS-FM LAUNCHED

On January 26 at 1:00 pm, Anne Murray pressed a button to put Toronto's CISS-FM on the air. Licensed to Rawlco Communications in 1989, the long-awaited project was delayed by technical complications and an unsuccessful application to move to 99.1 MHz.

'KISS-FM' is Toronto's only country format on FM, but the new station has competition on AM. About the time Rawlco was licensed, Westcom dropped country (CFGM became CHOC, with a new format and frequency); Key Radio subsequently picked up the country format on AM, switching CKEY to CKYC 'Country 59'. CHAM-820 in nearby Hamilton also has a strong country format.

Personnel at 92.5 includes Keith James, formerly of CHAM, as GM, Mark Rogers as SM, Rick Dal Farra is CE, Sharon Taylor is PD, Janet Trecarten is music director, Tom Otto is ND, J.R. (John) Rodenburg is sports director and Trisha Hosking handles promotion. On-air personalities include the morning team of Cliff Dumas and Jane Brown, with Kim Carrothers on traffic; Scott Taylor on mid-day; John Donabee on afternoon drive; and Darren Robson on evenings.

KISS broadcasts on 92.5, from a tower on First Canadian Place. Studios are on the 4th floor at 49 Ontario Street, Toronto, ON, M5A 2V1; Tel: (416) 603-9857, Fax: 603-0244.

CANADIAN TIE TO RUSSIAN AM

The first commercial Christian radio station went on the air in Russia on January 20th. Radio Teos, located in St. Petersburg (formerly Leningrad), oper-

ates on 1089 kHz with a power of 20 kW. It is owned by Robert W. Lowe of Toronto, who was granted permission by the City of St. Petersburg to use a frequency abandoned by the military. Lowe is the retired founder of Becker's, a chain of 700 convenience stores in Ontario. A Russian Evangelical minister is in charge of the station, which has a potential audience of 10 million. It is represented world-wide by Heritage Media Sales, the marketing division of CJMR Mississauga; HMS President Michael Caine and Sales VP Harry McDonald are launching the sale of air time on Radio Teos at the 50th annual convention of the National Religious Broadcasters Association, being held Feb. 14-16 at the Los Angeles Convention Centre.

New VHF TV Station for Moscow: TV6 Moscow, said to be Russia's first independent TV station, went on the air Jan. 1/93. A joint venture of Turner Broadcasting and Moscow Independent Broadcasting Co., the commercial station will operate 24 hours a day, carrying films from both Russia and the TBS library and relaying CNN International from 7pm to midnight.

Ottawa CAPS Studio Opened: Maclean-Hunter have opened the fourth CAPS studio for syndication production. Constructed at a cost of \$250,000 at CKBY-FM/CIWW in Ottawa, it's similar to studios already operating in Charlottetown, Calgary and Toronto. Included are 2- and 4-track, edit, and high-speed duplication facilities. The studios are available without charge to individuals and companies who want to develop Canadian radio programs for syndication; to date, CAPS has supported 197 projects. In charge is Bob Mackowycz at 1 Yonge St., #2416, Toronto, ON, M5E 1E5; Tel. (416) 367-0953.

TVO Plans Daily Current Affairs Show: TVOntario says it will air a new prime time current affairs show starting in September. It will be seen M-F, probably at 8pm, and will focus on Ontario events. In other TVO news: Two programs, *Bookmice* and *Join In!* have been sold to The Learning Channel. They're part of TLC's *Ready, Set, Learn!* (See page 38.)

CTV Daytime Talk Show Sold to ABC: Believed to be the first sale of a Canadian daytime series to one of the three major U.S. networks, *Shirley* will begin its run on ABC in April, probably in the 11am

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M-F time slot. The CTV show stars Shirley Solomon, who began her broadcasting career 15 years ago at CFMT-TV Toronto. Produced in-house until last fall, *Shirley* now comes out of Adderley Productions, headed by her husband, Les Kottler.

CanWest Global Scholarship: Global TV is offering a scholarship for a visible minority student. The award is valued at \$5500 and covers all tuition fees, book and supply costs for first year of a recognized radio/TV or journalism program (1993-94). Applicants must be Canadian citizens, secondary school graduates, and provide three letters of reference. Applications, directed to Broadcasters of the Future, c/o Canadian Assn. of Broadcasters, Box 627, Stn. B, Ottawa, ON, K1P 5S2, must be received by March 15/93... Last fall, Global TV introduced its "Mentorship Award for Women" -- a \$15,000 award, administered by the Canadian Film/TV Producers Assn., which offers a Canadian woman with film/TV experience an opportunity to be associate producer on a one-time production by an independent producer.

Access Wins Award: Access Alberta has won a Chris Award from the Columbus (Ohio) Int'l. Film & Video Festival for *The Injury Effect*, produced by Susan Rogers. It's one of 9 episodes in the series *Health and Safety on the Job*, which is being distributed nationally through SAIT in Calgary.

Ontario TV Networks Expand: December 1st marked the addition of four northern stations to the Global network. A ceremony in Sault Ste. Marie launched channel 12 in that city, along with North Bay (ch. 2), Sudbury (ch. 11) and Timmins (ch. 13)... A few days earlier, on Nov. 27, TVO held a ceremony in Pembroke on the launch of two transmitters -- ch. 17 (French) and ch. 29 (English) -- which share the CHRO-TV tower... Global now reaches 97%, TVO 98%, of the population of Ontario. Speaking of the Ontario legislature about the cost of the French-language service, *La Chaine*. It gets about a tenth of the viewing, but takes about a third of TVO's \$80 million budget...

CBC Studio Getting Rave Reviews: The Glenn Gould Studio in the new CBC Toronto Broadcast Centre is winning praise and support from the local arts community. *Globe and Mail* critic Robert Everett-Green says the 341-seat concert/recording hall "has worked amaz-

ingly well". Karen Kieser, GM of the GGS, says CBC expects the facility, which rents for about \$1300 a night, to pay its way. The studio, which will add 48-track equipment later this year, has already been used for recording a number of CDs, as well as for concerts at broadcasts.

CRTC and Other News... A deal between Shaw Cablesystems and Monarch Broadcasting has been approved; it allows Shaw to buy **CHQT Edmonton** from Monarch for \$2.5 million, while Monarch buys **CHEC Lethbridge** and **CFEZ**

Taber from Shaw for \$1 million... WIC will spend some \$9 million over the next 5 years in its benefits package attached to the purchase of **CHCH-TV Hamilton**. Included is \$3.5 million to upgrade news facilities, acquire a new SNG vehicle, expand its bureau at Queen's Park, and establish a bureau in Montreal... Check *Atlantic Airwaves*, page 16, for details of **MITV's** expansion in the Maritimes... A new FM has been licensed for **Alma, Quebec**, 50 kW on 95.5. The licensee will be a new company owned 50% by Gestion Germaine Levesque, which

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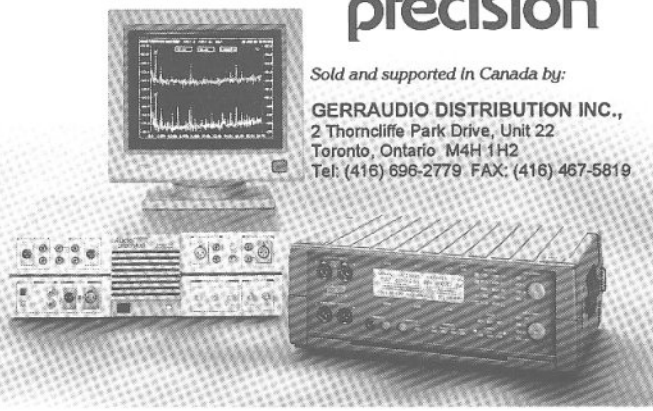
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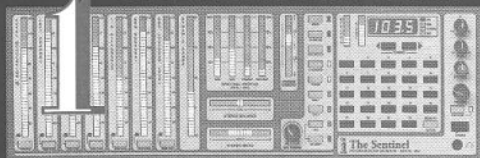
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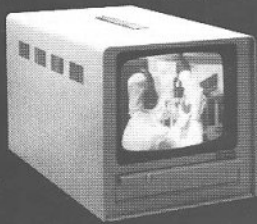
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controls **CHRL Roberval** and **CJMD Chibougamau**. Minority shareholders are Rosaire Leclerc and Gestion Stalnia Inc., who control **CHVD Dolbeau**. They argued that their plan to establish a regional FM to serve the entire Lac St-Jean area would ensure the viability of their local AM stations, which will also be owned by the new company. Offering an alternative to **CJAB-FM** and **CFIX-FM Chicoutimi**, the new FM will play MOR music; it will originate 57 hours a week of local programs, with the remainder from the Cogeco network. A competing application by Gilbert Pedneault Lee, owner of **CFGT Alma**, was denied. The CRTC acknowledged the impact of competition on **CFGT**, but accepted the position that **Alma**, the largest and most prosperous city in the region, was the best location for the new station... **CFLS Levis** is making the move from AM to FM (32.6 kW on 102.9 MHz). Established in 1967, the AM had serious financial problems in recent years, was denied a move to FM in 1988, and went off the air for several months. Since '89 it has been making a major recovery after a change to country music, which the CRTC noted would offer a "unique" format for FM in the Quebec City area... **CKDK-FM Woodstock**, Ontario, is upgrading from 3.5 kW on 102.3 to 65 kW on 103.9 MHz... **CJOJ-FM Belleville**, licensed to Belleville Radio Ltd. (Twigg Communications) has been given approval to operate with 50 kW on 95.5, rather than 30 kW on 102.3. It will share a CBC tower and pay CBC's costs in changing **CJBC-1-FM** from 95.5 to 94.3. Neither station is on the air yet... In another frequency swap, CBC rebroadcaster **CBCO-FM Orillia** gets 91.5 (3.1 kW), clearing the way for **CFOR** to use 105.9 (50 kW); **CBC** rebroadcasters will be added at **Huntsville** (94.3, 70 kW) and **Parry Sound** (89.9, 50w)... A community station has been licensed at **Ste-Anne des Plaines, Quebec**, 50w on 103.1. It will originate 34 hours a week of local programs, with 75 hours a week coming from **CIBL-FM Montreal**... **CJRS Sherbrooke** will be allowed to continue rebroadcasting **CJMS Montreal** and **Radiomutuel** until August 31/95. As it no longer produces local programming, it cannot sell ads in the Sherbrooke area... New rebroadcasters of **CFTF-TV Riviere-du-Loup** will be on-air at **Baie-St-Paul** and **Trois-Pistoles** by April 1... The **Access Radio Network** is adding a rebroadcaster at **Lloydminster**, 200w on ch.248... **Cariboo Central Interior Radio Inc.**, licensee of **CKCQ Quesnel**, **CKWL Williams Lake** and **CKBX 100 Mile House**, has bought **CFM-FM Williams Lake, BC**, and its rebroadcasters, from **Jim Pattison Industries**. The purchase price is \$700,000, with a commitment of \$100,000 in benefits. The FM will change from country to pop/rock/dance, with an overnight feed from **Cariboo's CIRX-FM Prince George**, while the AMs will pick up the country format with an overnight feed from **CJCI Prince George**... **CJBC-FM Toronto** went on the air November 3/92 on 90.3, bringing in the French CBC Stereo network for the first time, and with it even more choice in classical music for Torontonians... In case you missed it, **CILA** is now **CFRV-FM Lethbridge**. And **CFMO** is now **CKKL-FM Ottawa**, "Kool FM" replacing the easy listening format. **CHEQ-FM Smiths Falls** picked up the CFMO call... Receivers have been running **CKLY Lindsay** since last July 1st... Applications to the CRTC include: A new French-language community FM at **Shediac, NB**, 38 kW on 89.5... **CHYK Kapuskasing**, a rebroadcaster of **Pelmorex's CKOY Timmins**, plans to go local from 7-10 am, M-F... **Jan van Bruchem**, founder of **CJVB Vancouver** writes from his home in **Delta, BC**, to thank all those who supported his work in multicultural broadcasting during 40 years, 20 of them at **CJVB**. His station was bought last fall by **YBC Holdings**, headed by **John Stark**, for \$5.1 million... BT



HOWARD CHRISTENSEN

People/Stations...

Torben Wittrup, a man whose name has been butchered by more people (*Turbine Winthrop, Thomas Whittrud, and so on*) than anyone else I ever knew in broadcasting, has retired from CFRB Toronto after 32 years of news, news administration and announcing duties. Wittrup, a sparkling wit and one of the nicest guys around, began his broadcast career 42 years ago at hometown station CKGB Timmins. His first move was to CKWS Kingston, then, in 1959, it was on to CFRB. Torben's initial duties included hosting the evening classical music program, as well as news announcing. Later, when 'RB changed to news staff working exclusively on news, Torben opted for the journalism side...

CJRN Niagara Falls got **Eric B.** for mornings from nearby CHOW Welland. Afternoon drive and MD duties are handled by former Canadian Radio Networks (CRN) affiliate relations manager **Rob Whitehead**. CJRN's CKEY-FM Fort Erie, transitioning from Nostalgia to AC, apparently continues winning the fight to repatriate listeners... At Q93/KIXX St. John's, NF, **Hilary Montbourquette** takes over operations from **Fred Trai-**

nor... For those who missed the announcement, Kitchener's CKKW/CFCA-FM have been purchased by CHUM Ltd., picking up the slack left by **Jack Schoone's** decision to take a pass. Speaking of decisions, it's now up to 'The Commish' ... Continuing our *There Goes the Neighborhood* Department: In January I told you about Q107 and CITY-TV Toronto sportscaster **John 'Don't call me Spike' Gallagher** moving in across the street from my home. Well, now he's got a boarder, TSN evening anchor **Brendan Connor**, fresh from CBC Winnipeg. (*Is jock itch contagious...?*) It's official: CHMY/95 Hamilton GM **Don Luzzi** has moved into the Q107/CHOG Toronto GM's office. Along for the ride is his Hamilton PD, now Toronto PD, **Danny Kingsbury**. Moving out are morning man **Jake Edwards** and afternoon driver **John Derringer**. Derringer's Montreal-bound, headed for CHOM-FM's morning gig, while Edwards lands at Winnipeg's Westcom-owned 97.5 CJKR-FM...

J. Robert Wood has left his GM job at CJEZ-FM Toronto "on the best of terms". Long-time senior executive **Jay Jackson** fills the void... A spy in the contracting business says work on the new KEY Radio facility south of Brampton has begun. The long-awaited construction, on Highway 10 just north of the 401, which will eventually have CFNY-FM Brampton and CKYC Toronto housed at one location, saw ground broken just few weeks ago... Hats off to CFCB Corner Brook, NF, for generating \$188,000 in pledges for the Western Memorial Regional Hospital during a 36-hour radiothon. The goal of the annual fundraiser is to acquire and maintain the most up-to-date equipment for the hospital... **Ross McCreath**, the man who led All-Canada Radio & Television (before **Allan Butler** and **John Gorman**), has what he calls "an Irish wake" planned for Feb. 17 at the Sheraton Centre Hotel (Dominion Ballroom) in downtown Toronto. Ross says he and other organizers are trying to round up everybody who ever worked for All-Canada or had anything to do with All-Canada. The cocktail reception, at \$25 a head, covers cost of the finger food and so on. Ross says a couple of hundred people, at least, are expected. For info, give Ross a call at (416) 481-2947...

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Tony Viner Discusses the All-Canada/UBS Merger

The All-Canada 'wake' is the result of the merger with United Broadcast Sales effective January 1. The new company, Canadian Broadcast Sales, is owned equally by Rogers and the WestCom Radio division of WIC. President is Patrick Grierson, former UBS president; CFO is **Julie Lam**, ex of Rogers Broadcasting.

In discussing the merger, Rogers Broadcasting President **Tony Viner** said the partners were "very careful to ensure that we matched the sales staffs appropriately. There are an equal number from each organization. Eventually, the new company will take on an identity of its own." Viner was careful to emphasize that the new company is a joint venture between the two companies. To characterize it as a takeover, he said, would be incorrect.

All-Canada President **John Gorman** moves to Rogers Broadcasting as VP, Sales Development. "John will be responsible for a number of things," said Viner. "He'll continue to represent our national sales interests and be responsible for strategy. He will be responsible for all RBL sales training. And he will continue to be responsible for a new Rogers division, Satellite Radio Sales -- accountable for selling air time on our satellite radio network (programming services)." Viner noted that it was

Gorman and his group at All-Canada who performed the evaluation of whether or not Rogers should go forward with the merger. "They were the ones who recommended we proceed."

There has been criticism of Rogers allowing All-Canada to come undone in such a relatively short period of ownership. Viner responded: "The business is a lot different now than it was 40 years ago. In the first instance, we sold the television division to WBS because we didn't own any television stations. When Selkirk owned All-Canada, they owned all of the big television stations, including half of BCTV, CFAC-TV Calgary and CHCH-TV Hamilton. I would have kept it, too, if I'd owned those stations. "The other side of the coin was the way in which the rep business is going; we believe it is moving closer and closer to consolidation. When I was a national rep, every rep shop represented its own client and its own market. All the competition were not to be abided. Increasingly, in the last five years, combination selling has become the way of the world. More and more combos, and larger and larger combos, are becoming the way in which national sales are made. Nobody would have been happier than me if it had made sense to maintain an independent, wholly-owned national representation firm. But those things aren't possible any more. It's tough, but life changes... and our business changes more quickly than most." With the merger, some stations dropped off. Some left, said Viner, because they felt it wasn't in their best interests to stay. Having others aboard, he said, didn't work because the combinations didn't make sense.

WIC and Rogers believe that by pooling their resources in Canadian Broadcast Sales, they'll be able to provide leadership in the rep business: research; independent submissions to large advertisers; the clout to go in and persuade people who aren't using the medium to use it; and the ability to deliver significantly high audience shares that will be able to attract advertisers.

"We're not concerned only with the bottom line of the rep shop," said Viner. "As a matter of fact, the primary concern is 'How can we drive the national sales on our stations?' We can do that, we believe, by ensuring a higher share of the available market and by actually driving the market; by attracting new advertisers to radio."

The Canadian Broadcast Sales board of directors will be equally split between the two partners. The chair will alternate on an annual basis between WIC's **Ted Smith** and Viner.

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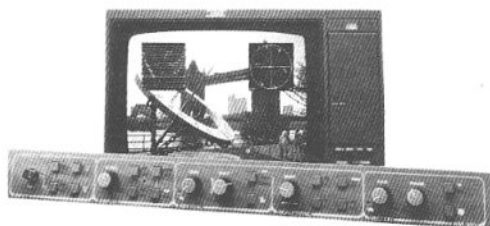
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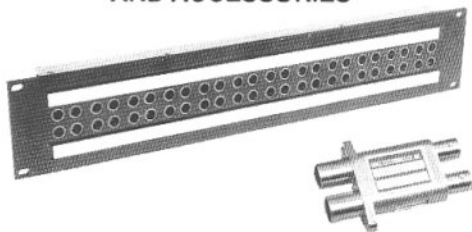


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It adopted the Banff International Market Simulation, featured for the eighth time at the 1992 festival. Said **Jerry Ezekiel**, Banff president and festival director: "Theft is the sincerest form of flattery...But we won't loan them our mountains."

Harvey Gold has left Western World Communications and Chairman **Clint Forster** has taken over as President and COO... Also with Western World, GM **Bruce Davis** moved across from CHQT Edmonton to succeed **Neil Edwards** as GM of the WW stations CJA/K-97 Edmonton. Neil resigned recently... CHQT now belongs to Shaw Radio and will be moving in with CISM-FM...

The CRTC decision that WIC can both buy CHCH-TV Hamilton and keep CHEK-TV means that Victoria keeps a more local station than it would have if the CRTC had held with its initial ruling (that WIC must sell CHEK-TV or CHAN-TV Vancouver before buying CHCH-TV). If WIC had sold CHEK-TV, any new owner would have aimed programming at the Vancouver market. It's good to know the CRTC can be convinced it was wrong -- even if the convincing is costly ...

UK Makes CRTC Look Good; Back to Britain, which I visited before Christmas. As you know, British regulators refused to licence a fifth British TV network. It would have programmed along the lines of **Moses Znaimer's** CITY-TV Toronto: movies, music and tightly-focused local news. Znaimer was part of a consortium applying for the licence... It was interesting to see the support the alternative programming ideas received, and skepticism for the regulator's stated reasons for denying the licence. The regulators said they weren't satisfied with the proposed business plan and financing. The speculation was that financing was a pretext for the refusal and the real reason was to protect current licencees. All sides were looking at legal action. The Sunday Times said: "In such a dynamic environment, a regulator that inhibits investment by prohibiting daring entrepreneurs from taking risks is a menace." That comment could possibly apply here, but the fuss being made over there makes our CRTC look uncontroversial and tame - and that's meant as a compliment... Among other things, TV licence renewals in the UK are by a system that is basically an auction. The Times said: "However good a ... company's programmes, it can still be outbid at the next auction." That again makes our system look balanced and good.

Because I was away, I wasn't able to talk to **George Gallagher**, former president of venerable radio station CFQC Saskatoon and of CJGX Yorkton. However, I understand it was a shock to everyone when a bank pulled the plug on the station and Price Waterhouse assumed control ... I used to ride to work with a commercial banker and got a scarey

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education on how quickly and easily banks can move in and how little you can do about it.

Just months after his brother Ed died, pioneer broadcaster **Frank Rawlinson**, 74, died in December. Frank and Ed together bought CKBI Prince Albert in 1946 and went on to build the precursor to Rawlco Communications, now operated by Ed's sons, **Gordon** and **Doug Rawlinson**. Like Ed, Frank was very active and respected in Price Albert.

At the rate it's going, Seacoast Sound believes it will have shipped 40-50,000 copies by the summer of *Shout No*, the street-proofing song written by Victoria housewife **Laurie Perrulet** and recorded by **Valdy**. That'll be in one year of distribution.

Barry Bowman, affectionately known as Victoria's morning major, celebrates his 25th year with C-FAX this year. He signed a new four-year contract last October. The top of his head shows how long he's been there. Or maybe his hair is falling out because VP **Terry Spence** keeps patting him on the head... Those C-FAXers know how to make themselves noticed. After the fall ratings they sent out boxes of chalk labelled "Chalk Up Another 1" for C-FAX 1070. Now, what do I do with a box of 12 sticks of chalk that Canada Post has semi pulverized?...

Fraser Valley Broadcasters reports great success with a "50-something" lifestyle show its STAR-FM and CHWK Chilliwack co-sponsored with a law firm. Seminars featured experts on such things as travel, cars, and financial matters. There's likely to be a second show next fall. (I'm told it won't be called "51-something"...)

KGAY Denver, CO, plays only music by homosexual artists. I have to ask, what if other stations started playing music only by heterosexuals -- or in effect censoring music by homosexuals? Or am I a bigot for wondering?...

Newsroom Software Package: Remember just a few years ago when a few radio stations were lucky enough to be able to afford \$100,000-plus for computer systems just to handle news data? Editors still had to wield blades or use nimble fingers to edit sound. Now BN is selling new software to handle both data and sound on one screen. Audio editing will be easier than writing a story. The whole Integrated Newsroom Editing Software package, or I-NES, comes for \$2500 for the first workstation ... It's not here yet, but I can see beat reporters carrying just a notebook PC and microphone. They'll record, edit and write their story all on one machine. (Now that I've made that prediction, I guess I'd better discuss it with programming wiz **Willis Fong** who put I-NES together) ... On the consumer side, with the way technologies are converging, it's technically possible for consumers to carry notebook PC/receivers on which they could receive an amalgam of news ... You could tune in an audio or a video newscast, or an on-screen newspaper, or the sort of background you now get in Maclean's or The Economist, and store or print if you wish. All as you travel to work. Such a service would likely be at least partly user-pay. I wonder when it will happen and who'll control it: the print media, a network like CTV, an all-news broadcast network like NewsWorld or CNN, a combination, or an entirely new entrepreneurial organization?...

What's going on at your place ... who got promoted, who left, etc? Send it to me c/o Broadcast News Ltd., 36 King St. E., Toronto, ON., M5C 2L9, (416) 364-3172; or FAX it to (416) 364-8896.



ATLANTIC AIRWAVES

by Sandra Porteous

The Halifax staff of CBC were saddened by the death of Radio-Canada's veteran TV reporter, **James Bamber**, who died at age 59 following a lengthy battle with cancer. For the past six years he worked as Halifax correspondent for the French network, and prior to that reported from Vancouver for ten years. He is survived by his wife and a daughter.

Noreen Nunn has moved back to Antigonish to take a news post with CJFX. Formerly co-host of CBC's *Radio Noon* in Saint John, Noreen was looking forward to returning to her home town with her young daughter, and walking down the halls she once toured with her father, CJFX founder **Clyde Nunn**... The chairman of the MICAM Award selection committee, **Jack Eveleigh**, has announced the winner(s) of the 1992 award. They are **Cliff Briand** and **Barry Vessey** of Charlottetown. Their contribution was in providing broadcast quality transmission for remote productions, by installing fixed and portable UHF links; the control point was Charlottetown...

MTV PLANS EXPANSION

MITV's application for expansion of its TV network is expected to be heard at the February 17 CRTC hearing in Halifax. New Brunswick Broadcasting established MITV in 1988; it has transmitters at Halifax (channel 8 plus three rebroadcasters), Saint John (ch. 12), Moncton (ch. 27) and Fredericton (ch. 11). The plan is to cover all of the three Maritime provinces by adding four more transmitters in Nova Scotia -- at New Glasgow (ch. 34), Shelburne (ch. 10), Sydney (ch. 11) and Yarmouth (ch. 45). At Moncton, MITV would switch to channel 7 in order to provide coverage of P.E.I. CHMT-TV, the Moncton rebroadcaster of CHSJ-TV, would switch from ch. 7 to 27, but would gain a rebroadcaster at Buctouche (ch. 49) in order to maintain the level of CBC network service in the area. **Larry Nichols**, president of New Brunswick Broadcasting, says he hopes the expansion will be in place by October... Halifax Cable generated some comment recently when they dropped ITV Edmonton and replaced it with the U.S. Country Music TV channel. **Dan McKeen**, Halifax Cable's director of marketing, said the change is the result of "strong concerns raised by MITV and some of their program providers that ITV Edmonton would reduce the viewership of MITV."

Amy Moar is now the production assistant for CBC News, New Brunswick, and is enjoying Fredericton... Another recent arrival in the city of stately elms is **Marie France LeBlanc**, who had been working on *Mainstreet* in Halifax. She was looking forward to her new post, but not to the long commute to see her boyfriend in Nova Scotia... *Street Cents* has won yet another award. The show moved to Sunday nights and the fall launch was a hit according to local execs. This time, the consumer show for kids won the Media Watch award in the public affairs category...

VANDALS STRIKE AGAIN

In January, BT reported vandalism at CHOW Welland, Ontario, with damage of \$30,000. A recent case of vandalism at the CBC-operated FM-TV transmitter site in Halifax has left destruction estimated at more than \$50,000. Two CBC vehicles were destroyed and seven others damaged; the CFRQ-FM transmitter building was broken into, with BB pellets shot at the transmitter and a fire extinguisher emptied. Seems broadcasters are not taking enough precautions to protect their facilities...?

Linda Kelly is still unpacking in Sydney, where she was hired recently as a TV reporter for *First Edition*, filling the vacancy left when **Cynthia Kent** transferred to Halifax. Linda had been an editorial assistant in the Halifax newsroom, and has also been with CJB Sydney and ATV... **Louis Del Grande** has moved to Nova Scotia, so it's not surprising that he starred in a pilot for a comedy series to be produced in Halifax. *What Are Families For* was written by Del Grande and **David Barlow**. The pilot, budgeted at \$600,000, is a co-production of CBC-TV, Alliance Communications and Imagex Productions, and there are hopes that it will become a regular series... Halifax will join L.A. and Boston as a location for a summer movie shoot. The U.K.-based production, by Steamship Films, is based on the novel *The Sextant* by **Brian Callison**. Two other Callison books are currently under development, with budgets of \$15-20 million per film...

Ratings: Country 101 (CHFX-FM) is on top of the Metro Halifax market, with a two per cent increase since Spring. The market remains very competitive, notes one GM, with no one station at the bottom. CHNS staff say adopting the "Oldies" format has paid off, posting gains of 74% overall...

Saint John native **Joanne Stefanyk** has taken over as host of CBC Radio's *Maritime Magazine*, heard Sundays throughout the region. She continues as a host on CBC-TV's *NewsWorld* channel... **Anne Tullock Patrick** has taken on temporary production duties with *Breakfast Television*. The show, formerly originated from a variety of locations, is now based in a renovated studio at ASN... Anne's previous stint was as a replacement for **Peter Loucks** on CBC's *First Edition*, while Peter took some annual leave to hunt and fish... **Stewart Young** moved from acting producer in Toronto to current affairs producer for CBC Radio in Halifax, where he is producing *Mainstreet*... Also in Halifax is graphic designer **Robert Short**, who took over the late night shift at CBC's *NewsWorld*...

CFNB Fredericton was denied its bid to obtain the minutes of a hospital board meeting that was closed to the public. News director **Roger Snowdon** said that there is no justification for keeping secret the minutes of meetings of the seven regional hospital corporations... Staff at Able Cable in Liverpool, N.S., were busy this year with their annual Christmas Telethon for needy children. Manager **Susan MacLeod** said the telethon featured a wide variety of traditional entertainment... Songwriters with the Atlantic film *Secret Nation* picked up a nice surprise: their song *Final Breath* by **Ron Hynes** won a 1992 Genie for best original song... **Pete Travers** is hoping to catch a few more Blue Jays games in '93 -- he's transferred from his production job at CJCH Halifax to CHUM in Toronto.

Items for *Atlantic Airwaves* may be sent to Sandra Porteous c/o 7 Centre Street, Bedford, NS, B4A 2B3.

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THE PHIL STONE REPORT

CARL REDHEAD -- FROM TRINIDAD TO TORONTO

There are many pathways to a career in broadcasting. They include: graduating from a college radio/TV course; sending out bushels of audition tapes; knowing someone who knows someone.

For Carl Redhead, general manager at Johnny Lombardi's multi-language stations, CHIN AM-FM Toronto, it was a novel route. Carl won a contest to choose an announcer in a competition staged by a major station in his native Trinidad.

The contest was conducted at a fair where each contestant had to read a commercial; Carl, a teacher, was chosen to enter a new career, a new and exciting world.

It was in 1962 that Carl started in radio in Trinidad. By the time he came to Canada, he had spent seven years in the business, having progressed from news copy writer to chief announcer. "I ended up doing the morning show and special events, also handling remote broadcasts and commentaries." His work included live coverage of Royal visits, and he also travelled to Canada to cover Expo '67 in Montreal and a visit to Ottawa by Trinidad's Prime Minister.

The station Carl worked for was called Radio Guardian, because it was then married to The Trinidad Guardian newspaper. In the beginning it had been owned by Lord Roy Thomson and set up by another Canadian, Gordon Burnett (now president of CHOW Welland, Ontario). "However," Carl

said, "during my tenure, the station was under the general managership of the late Larry Heywood. A commercial station, it was eventually bought by the government and remains state-operated."

Reflecting on his on-air work as a morning announcer, Carl said that "Much of the music was North American style -- rhythm and blues, rock wasn't big in those days but Aretha Franklin and the Beatles were part of that scene, plus a sprinkling of local talent, calypso and steel bands.

CRTC Rules "A Shock"

"In Trinidad at that time there was no regulatory body -- a licence was required, but only to give permission to go on air. So it was a big professional shock to me to come into Canadian-style broadcasting and be faced with all these rules and regulations. In Trinidad, the only rules were those of good taste, much of this acquired through the exposure while being trained at BBC, where language skills were also part of the curriculum.

"Ever since I could remember, I wanted to be in the radio industry, either as a broadcaster or in broadcast electronics. Electronics is still my hobby and, as we speak, I am in charge of the engineering department at CHIN."

Carl told us that the Trinidad station was an AM operation at 610 kHz, the same frequency as CKTB St. Catharines. He said this led to a 'twinning' of the Canadian city and Port-of-Spain, Trinidad, which were similar in size.

We discussed live programming in Trinidad and Carl said the station broadcast live on special occasions -- for example, the finals of a steel band music festival, where each band would play classical music and an adjudicator would come from London, England, to decide the winners. The Trinidad station did not create any original drama, instead picking up broadcasts from the BBC. "We would also, by short wave, pick up world-wide newscasts. Soap operas from the U.S. were also part of our programming.

"I should also mention that in Trinidad Larry Heywood was known, admired and emulated for his voice work. Larry had a very popular daily feature called *The Voice of One*. It was narration, much like a feature article that someone would write on human interest topics. He would research it thoroughly before he wrote and delivered it. A big hit, it ran for years and even when he wanted to give it up, the audience demanded that he continue."

(Editor's note: The late Larry Heywood left Canada in 1956 to be program director of Radio Guardian. He returned to Canada in 1963 and for 21 years was with the Radio Sales Bureau, later the Radio Bureau of Canada, and now the Radio Marketing Bureau. On his retirement, an interview with Phil Stone appeared in the September/October 1984 issue of BT.)

When Carl came to Toronto from Trinidad, he did not immediately start at CHIN. He went job-hunting, and checked out some Canadian connections, including the 'twin' station CKTB St. Catharines, where he met Jean Stanway and Al van Alstine. "Although CKTB had a job waiting for me, immigration laws prevented me from taking it, because the documentation could not be ready in time." One day, he walked into Johnny

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Lombardi's place, bringing with him many credentials including a letter from the mayor of Port-of-Spain. "That impressed Johnny so much." He said that anyone who knows the mayor on a personal basis ought to be worth something, and so that's how he got started at CHIN.

"The Plethora of Languages"

"My first position was that of copy writer in 1969. Five months later, I was given the title of operations manager, because with the experience I had, I was giving suggestions to streamline the operation. At that time CHIN was going through growing pains and was not making money. The plethora of languages really bowled me over -- this was my culture shock number two! At that time they did have some English language broadcasting, including the morning show and an open-line show; eventually they went by the wayside because the perception of the audience was that CHIN was more ethnic than anything else."

One of the problems that Carl had to deal with was that the ethnic broadcasters did not have a high level of training. The hosts of the ethnic language shows, who are called producers, were not necessarily broadcast professionals in their native country. Fortunately for Carl, there was only one who could not speak English, a Chinese lady called Mrs. Ma. They used a translator, and in time came to an agreement. "However," Carl said, "her understanding of the agreement was totally different from mine." In dealing with people from different countries, Carl said, "One factor prevails: we are all human beings, all reacting in the same psychological manner, no matter what our native culture or language may be."

Carl admitted that in emphasizing CHIN's policies with the

producers, that it was a yes and no situation. It was difficult for him to deal with people who had been on the air a long time before he arrived. "When I tried to change things, the producers would argue that they had done it their way in the homeland. For example, if the music goes past the top of the hour, they don't understand why we would stop it for the news. They could not comprehend why the news had to go on at a certain time. And, if their newscast runs over and is eight minutes long, they say they just couldn't get it down to five. Over the years, we learned to work and live together."

There is no difficulty with different cultures wanting to have air time on CHIN. They are looked upon by Carl as entrepreneurs who are self-motivated, wanting to do something for themselves, or genuinely working for the community, to educate and inform. Some 30 languages are heard on CHIN AM-FM.

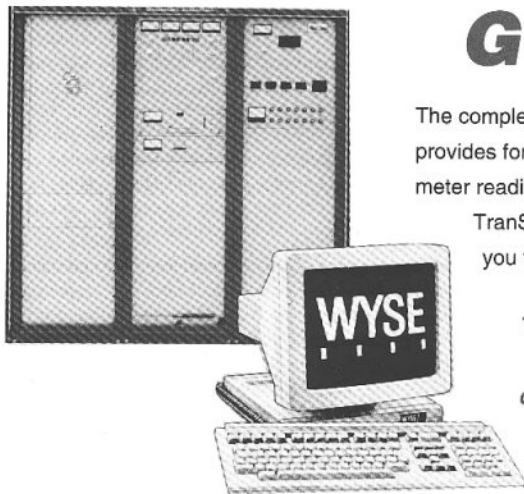
What the Future Holds

With the coming of digital radio, Carl sees CHIN continuing "as two different stations, still maintaining our identity. Both would sound the same, technically speaking -- we'd have full high-fidelity digital sound, and our audience would be happier for it. That eventually could cause a change in formatting."

For the future, Carl is hopeful that the Black community will finally get its own radio station. "I would be the architect of the application, the programming elements, the philosophy behind it, and would be the manager of the station. I feel it's a dream that must be realized."

Phil Stone is a well-known broadcaster, writer and educator. The Phil Stone Report and Broadcast Beat are regular BT features.

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MORE SMILING FACES FROM CAB/WABE IN VANCOUVER...

PEOPLE

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In Memoriam

Olivia Woods-Bye: daughter of Elizabeth Woods, general manager of J-Mar Electronics Limited; January 11, 1993 in her sixth year. Olivia was known to broadcasters who attended CCBE because she, like her brother Sasha, had been at conventions with her mum since she was a year old. Olivia had Elizabeth's vitality and her dad Ross' candor. Always full of business, she was J-Mar's baby. When she was little, those of us who worked at J-Mar quickly learned to watch out for this tiny person zipping around the front office in her walker. As she grew, she was always a welcome ray of sunshine. Despite a tremendous battle, she succumbed to the most dreaded of childhood diseases, leukemia. BD

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Mike Roszman, 48; well known to broadcasters in Southern Ontario, Mike was a twenty year veteran of WGR Radio in Buffalo. Over the years he had been involved in engineering, program management, production and latterly, traffic reporting, and was known to many in Southern Ontario. He and his pilot died when the helicopter crashed into the Niagara River on January 11, 1993. Mike is survived by wife Rebecca and three children. BD



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