

STATIONS IN THE NEWS

Coast 1040 Vancouver has laid off 20 employees. Paul Forster, GM, is quoted as saying that new owners will take over the station in the fall; "We'll stay on the air and keep the records playing until we change over." Western World has been looking for an investor since the CRTC turned down a bid to move the station to FM... Meanwhile, WW owner Clint Forster has agreed to purchase **CFQC Saskatoon**, in the hands of receiver Price Waterhouse since December. Vic Dubois, Saskatchewan GM for Western World, says the company will apply to move 'QC to the FM band... The Alberta Country Music Awards will be held in Calgary on August 29th. Nominees for *Radio Station of the Year* are **CKRY-FM Calgary**, **CISN-FM Edmonton** and **CHRB High River**. Hosts for the awards show: Britt Matheson of **CFAC Calgary** and Bonnie Vallevand of **CBC-TV's Country Beat**...

In the Rating Game, Rawlco's **CISS-FM Toronto** is claiming the most successful launch of a radio station in Canadian history. The Spring BBM (the first ratings since CISS went on the air January 26th) showed total weekly audience of 777,000 and a 7.2 share. This makes CISS #3 in Toronto (after **CFRB** and **CHFI-FM**); #1 Country station in Canada; and #3 Country station in the world, after stations in New York and Chicago... Other rankings by Toronto stations: #4 **CHUM-FM**, #5 **CILQ-FM**, #6 **CHUM**, #7 **CBL**. Q107 (CILQ) showed a substantial increase in share (to 6.7), as did **CJEZ-FM** (to 4.5)... Classical **CFMX-FM** reports a solid increase in total circulation from 284,600 a year ago to 320,100; Toronto CMA circulation is 227,100 with a 3.3 share... And Telemedia's **The Fan 1430** reports its male (18-34) audience showed an increase of more than 100,000 during the past year, with average hours tuned up from 6.9 (Fall/92) to 7.6 hours. PD Allan Davis says the survey confirms the focused audience attracted by The Fan, as the Spring BBM was the first to be taken during a period when The Fan had no hockey/baseball games to boost ratings... **CJOB Winnipeg** chalked up an all-time record in the market with 4.4 million hours of tuning, a gain of 1.1 million hours from a year ago. Total circulation was 310,000 and 'OB claims the highest share of any radio station in Canada, and the highest share for a News/Talk format in North America...

The Canadian Broadcast Standards Council (Ontario Region) voted unanimously that **CFRB Toronto** talk show host Ed Needham had breached the industry code. The decision dealt with two letters of complaint regarding a January 6th program which discussed an Ontario Women's Directorate publication titled *Words that Count Women In*. The Council ruled that Needham had used "abusive, degrading and discriminatory language when referring to women" and "displayed a lack of sensitivity to the problems related to sex-role stereotyping" in violation of clauses 2 and 15 respectively. Stations are required to report violations during peak listening times... Golden West Broadcasting has agreed to sell **CHOO Ajax, Ont.**, to Four Ells Communications... A strike was averted at **CFFM Quesnel, B.C.**, when employees voted to accept a new 3-year contract. It provides for an immediate 3.5% wage increase, with a 2% increase next February... **CBC-TV** closed its Hamilton, Ont., news bureau. Staffers Stu Paterson and Bob Cole are now working out of the Toronto newsroom... The 4-hour *Prevention of Child Abuse Telethon* was aired on Sunday, June 20th by **YTV**, **CKVU-TV Vancouver**, **CKKX-TV Calgary**, **CITY Edmonton**, **STV in Regina and Saskatoon**, **CKND-TV Winnipeg**, **Global TV in Ontario** and **MITV in the Maritimes**.

It was supported by the Concerned Children's Advertisers, comprised of 18 major Canadian corporations who advertise primarily to young people... And **CKVU-TV Vancouver** says the 21-hour 1993 *Children's Miracle Telethon* raised nearly \$4 million for the B.C. Children's Hospital. For the 3rd year in a row, U.TV has raised more money than any of the 165 Children's Telethons in North America. Hosts included weatherman Mark Driesschen, Carole Taylor, Dr. Art Hister, Russ Froese and Tamara Stanners; reporter David Kincaid manned the U.TV NewsTracker satellite truck...

The CRTC has licensed a new community FM to **Radio Beauséjour Inc.**, Shédiac, in the Moncton area. It will operate with 18 kW ERP on 89.5 (channel 208B) from the CBC antenna site at Lutes Mountain. Estimated capital costs are \$407,000 and first year revenues \$512,000, of which \$250,000 would be from advertising.

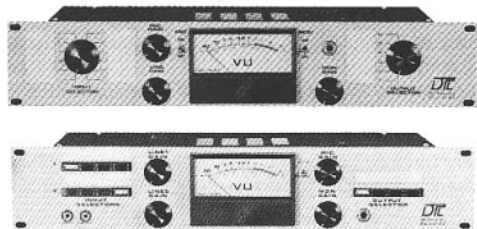
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The new BCAB board: President, **Gordon Leighton** of CKPG/CKPG-TV/C101-FM Prince George; VP **Erin Petrie** of SRN; new directors **Rod Gunn** of CKNW/CFMI-FM and **Jack Tomick** of CKVU-TV Vancouver; **Bryan Edwards** of Okanagan-Skeena (who's served as president for the past two years), **Alden Diehl**, **Dennis Gerein** of KBS Kootenays, and **Stu Morton** of CKKQ-FM Victoria.

John Ansell Sr. is almost completely retired now. **John Ansell Jr.** said his parents decided to do some travelling and bought a new trailer. They set off happily on their first trip only to have it end very prematurely. Their trailer was caught in the wind between two fast-moving trucks and took them into a ditch. They went home shaken, but fortunately unhurt, and gave up the idea.

An aside: CHBC-TV found and promoted Kelowna singer **Rick Burness** after a friend of his sent in a tape. Part of the promotion was the making of a CD. A copy found its way to Europe and Burness was named top foreign artist in Denmark for the month... **CHRK-FM Kamloops** is moving into the plant of **CHNL**, its former competitor and new owner. **GM Ralph Ragan** plans to take a long vacation with his family, then to go into business for himself in Kamloops.

PD Gerry Siemens and **CJRR-FM Vancouver** have been brought together by **George Madden**, who used to manage **CJRR/CHRX**, is now part of headhunters **Pinton Forrest and Madden** in Vancouver. **Gerry** was with **CHFM Calgary**. Before that, he was group PD for **Shaw Radio** and also managed **CISN-FM Edmonton**; in fact he helped **Bob McCord** put **CISN** on-air... **Walter Gray**, president of **CKIQ-FM Kelowna**, has applied again for an FM licence... **Dick Peplow** is managing

CJCD Yellowknife, whose president **Charles Dent**, is now a full-time member of the NWT legislature... **John Norman**, last at **C-ISL Richmond**, is now **ND** at **CHUB Nanaimo**...

Howard Kazuskas's KZOO Radio Works of Winnipeg has the Canadian rights to the sports talk show **Costas Coast-to-Coast**, broadcast live from a New York sportsbar. It was to premiere last month on **CJAD Montreal**, **The Fan**, **Toronto**, **CJOB Winnipeg**, **CJCA Edmonton**, **CHQR Calgary** and **CKNW Vancouver**.

News is a big issue as many stations move toward networking, others like **CHUM's CFRA Ottawa** increase their news/talk content, and **Rogers' CFTR** goes all-news. For more on the debate about news and information, see page 52.

At **CFRA**, **Steve Madely** is hosting a new morning three-hour talk show, there's a new afternoon self-help show hosted by **Pamela Kern** and **Sports at Six** has expanded to an hour-long, live call-in show hosted by **Gord Wilson**.

There was comfort for radio from **Ed Dougherty** and **Craig Marrs** of **Frank Magid and Associates**: "Those who tell you news is not needed on radio are missing the boat; 85% of people will tell you they heard the news first on TV, but when we questioned them, we found they couldn't have. They were in the wrong place to hear the news on TV...However, the tone and content of your news have to be right."

Mel Cooper, president of **Seacoast Communications**, was presented June 29 with the title **Entrepreneur of the Year** by **B.C. Business Magazine**. Said **Mel**, he's more than honored to be put in the company of people like **Jim Pattison**. The award was made at a lunch to salute the 100 top businesses in **B.C.** Not, as **Mel** clarified, that **Seacoast Communications** is one of the top 100 companies in revenues. It's just that the presentation is made each year at the lunch.

May 25 was the closing date for offers for **CFQC Saskatoon**. A bank foreclosed on **George Gallagher** and, I heard, later tentatively offered the station back. **George** didn't take it seriously; by then all his work in positioning the station had been undone. **George** is back working with **CJGX Yorkton**, of which he is president. His son **Brook Gallagher** is now working in radio in **San Antonio**... (*Editor's note:* As **BT** went to press, it was announced that the Receivers had reached an agreement with **Clint Forster** for the purchase of **CFQC**.) Meanwhile, **CHUM** has not bought **CJCA/CIRK-FM Edmonton** from **Clint Forster's Western World Communications**. However, **Clint** is talking to people who might wish to buy part of **WWC**. He's also reapplying for **FM** in **Vancouver**; whether or not he gets it, **Coast 1040** will be for sale. It's interesting to see **Standard** making a similar application in **Ottawa** to move **CJSB** to **FM**.

From **Halifax**: **Jane Hustins**, operations manager of **CIEZ (Sun-FM)**, had a boy, **Alexander**, on **May 12**, making **Art Hustins**, **CIEZ** president, a second-time granddad... **Elsie Xynos** has moved from **PD CHOG Toronto** to assistant **PD** at **CISS-FM Toronto**... **Terri-Ann Fitz** is the daughter of **Gary Fitz**, president/GM of **CJVR Melfort**. A recent grad of **Humber College** in advertising sales, she is now a sales rep at **Rogers' CFHC Canmore**, under the tutelage of **Jim Dunlop** of **CFAC Calgary**. (Golfing in summer and skiing in winter; I bet **Gary** will be visiting frequently)...

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WABE NEWSLETTER by John Bruins

WABE 'On Track' for October 26-28 in Saskatoon

Good news! The Western Association of Broadcast Engineers is on track for another great show. It will be held at the Ramada Renaissance Hotel in Saskatoon, October 26-28.

The Saskatoon committee is working on an excellent papers schedule, trade show and social program with our traditional "Slo-Down Hoe-Down" a convention highlight again this year.

If you would like to present a paper at WABE '93, please contact our papers chairman, Les Sampson, at CKBI-TV, 22 10th Street West, Prince Albert, SK, S6V 3A5; telephone (306) 922-6066 or FAX (306) 763-3041.

Times Change! About the only thing that's constant is this world is change itself! In the early days of our convention, exhibitors held forth in display rooms at "railroad" hotels. As time passed, we went to "split" conventions, with exhibits in both hotel rooms and open area displays. Now the trend is to have all the exhibits at Trade and Convention centres. The change was brought about as the result of feedback from the exhibitor and the fact most hotels don't have enough convention floor area to accommodate the show and are no longer willing to use display rooms for exhibits.

Such is the case in Regina. Bob Hall, Bob Urban and I paid a visit to the Ramada Renaissance Hotel and Saskatchewan Trade and Convention Centre, and it looks like our 1995 Convention will be held there, October 2-5. Our Saskatoon show may well be the last WABE "split" convention.

Brigit Hawkins "Retires". All good things come to an end... and Brigit Hawkins will make it official at our Awards Luncheon this year in Saskatoon. For the past decade or so, Brigit has been our office manager and has done a great job! Brigit was always the first to welcome you, and somehow always got in 'the last word'... Retirement in this case means devoting more time to her art career and The Old Frame Shop in Spruce Grove, AB. (My bet is that Brigit will still 'visit' WABE whenever she can.)

WABE is happy to welcome Christine Porfon of BCTV as our new office manager. Christine worked with Brigit at recent conventions and is the perfect replacement. Thanks to Tak Negro and BCTV for giving Christine time to attend and assist WABE.

News from around the Western League: Dean Cross, formerly of CKCK-TV Regina, is in Thailand for several months, installing new TV transmitters for Larcan. Thailand may never be the same... and I'll bet Dean will have a few stories to tell upon his return... Congratulations to **Melvin (Mel) Stauffer**, a Broadcast Electronics Technology instructor at SAIT in Calgary, who has traded text books, chalk and brush for a fishing rod! Have a great retirement, Mel... Congratulations as well to **Richard Coleman** on his promotion to VP, Engineering, at CFCN TV, Calgary. Richard says he can now throw people out of his office with more authority!

If you have news from the industry, please send it along to: John Bruins, 93 Malvern Cres. N.E., Calgary, AB, T2A 5P3.

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PEOPLE

CanWest Global Communications has promoted **Peter M. Liba** to executive vice-president. He's been associated with chairman/CEO **I.H. (Izzy) Asper** since 1970 and will now be on the boards of all companies in the CanWest Global system. **Doug Hoover** is appointed national VP, Programming, for CanWest Global's Canadian operations... **Roger Poirier** has left his position as Senior VP at CCTA to join the RadioComm Association of Canada as president and CEO. RadioComm represents the wireless, mobile, cellular and personal communications industry across Canada... At CBC, **Trina McQueen** has resigned as VP, regional broadcasting operations, effective July 9. A 26-year veteran of CBC, she says her new job is "something very, very different from anything I've done before"... At CBC Halifax, **Susan Mitton** has been named director of Radio for Nova Scotia...succeeding **Rick Alexander**...

CJAD Montreal has appointed **Joanna Bennett** as promotion director. Previously an account manager at the McIntyre Kennedy ad agency, she succeeds **Blythe Reynolds** who left 'AD as of June 30 "for a summer wedding and a new home in Toronto"... Programming VP **Danny Kingsbury** reports AM640 Toronto has picked up the morning team of **Jesse Dylan** and **Gene Valitis**, dropped after four years when CFTR went all-news. The team began at C-HOG's sister station Q107 in 1986... At Newfoundland Capital Corp., parent of NewCap Broadcasting, founder **Harry R. Steele** is now

chairman/CEO; **Roy P. Rideout** is president/COO, and **Hubert R. Marleau** was named a director... Shaw Communications appointed **Margot Micallef** as corporate counsel...

Parted company: **John Rea** and CJCL "The Fan" Toronto; **Stan Ravndahl** and CHED/CKNG-FM Edmonton; **Dave Lyman** and CKDO/CKGE-FM Oshawa. Lyman, a 40-year veteran of radio, told BT he completed his assignment at the end of June, and department heads now report to the Power Broadcasting HQ in Montreal... And it's reported that **Ely Alboim**, Ottawa bureau chief, will probably be parting company with the CBC...

Atlanta Olympic Broadcasting 1966 has named three key members of its TV and radio team: **Terry Ewert** will oversee the production team --- he was with NBC for 18 years, 13 as sports producer, and has won eight Emmy Awards. Director of Production Administration is **Don Baer**; he's been in TV for 26 years, becoming VP of Sports at NBC, then president of his own production firm. Director of Venue Production Coordination is **Ralph Mellanby**, a 30-year veteran of TV with ten Olympic Games and three Emmy Awards to his credit. Mellanby was executive producer for *Hockey Night in Canada* and CTV's coverage of the 1988 Olympic Games... Belated congratulations to CFCG 'morning guy' **Kevin Hilgers** who was the star of the Grande Prairie Little Theatre production *Weekend Comedy* earlier this year. It was Kevin's first major role and the local paper gave him rave reviews...

In Memoriam

Terry Delaney, 60, a veteran broadcaster with the CBC in the Yukon, died June 6 after a lengthy illness. He will be remembered for a number of professional coups; coverage of the devastating 1964 Anchorage earthquake and an exclusive interview with Robert F. Kennedy.

James Montagnes passed away in Toronto on June 11, 1993. Starting in radio in 1927, Montagnes worked along side the late Foster Hewitt at the Toronto Star station CFCA, which had studios at the corner of St Clair and Yonge. (CFCA went on the air in 1922, operating on 400 meters with a power of 2,000 watts.) After the Star turned in the CFCA licence in 1931, Montagnes worked as Canadian correspondent for the U.S. trade magazine *Broadcasting*, and more recently wrote a column on stamp-collecting for the Star. --- *courtesy of Lyman Potts*

Thomas H. (Tom) Tonner, 71, died at his retirement home in Deep River, Ont., May 25 after a lengthy battle with Lou Gehrig's disease. A former GM of CFMB Montreal, KKCW Moncton, CHSJ Saint John and CKDH Amherst, he is survived by his wife Anne and six children.

Broadcast Centre Atrium Dedicated to Barbara Frum

The Atrium of the CBC Toronto Broadcast Centre was dedicated in memory of Barbara Frum on June 21, 1993. The distinguished host of *The Journal* died of leukemia at age 54 in March of last year. A sculpture of Frum will be placed in the Atrium, and a montage of photos which recall highlights of her career has been assembled on the south wall. The CBC will also support a program of eleven scholarships in her name, to be awarded annually by the University of Toronto.

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Circle Reader Service #103

The Experts Speak Out:

THE IMPORTANCE OF NEWS IN TV, RADIO

by Jerry Fairbridge

News is under the microscope. CFTR Toronto is now 680News. CFRA Ottawa is doing more news/talk.

Others are almost eliminating news.

Last month I reported on a study, commissioned by RTNDA Canada, on the role of news in the broadcast media.

This month, summaries of and excerpts from recent speeches by key players, from the bleak to the upbeat, ending with the news philosophy of one of the most successful broadcast operations.

Leslie Southwick-Trask

president of the Proactive Group of Companies, told the Western Association of Broadcasters last month: This is the economy of ideas and airwaves. You know that. What are you doing about it? Also: Do we have the creative ability to see what we have and use it? And: The most important Canadian dilemma is we don't have a vision of the future.

Eric Rothschild

GM of Country 59 Toronto, moderated a panel in London, Ont. He said: When I got into radio in the late '70s, there were roughly 18 people in the news department at CJAD Montreal and about the same number when I moved to CFRC. When I moved to Toronto a decade ago, CKEY had 19 people in the news department. Newsrooms were staffed 24 hours a day. Hourly newscasts ran to seven minutes, while majors, at least at CJAD, ran 15 minutes.

The evolution over the past decade has seen Canadian radio follow American radio. First, the introduction of overnight or non prime-time network news. The gradual expansion of network news and then network programming. The gradual cutback of time devoted to news.

Like the States, these moves have been driven by both economics and research. Stations simply can't afford the expense levels of a decade ago. Research consistently shows that audiences have minimum expectations when it comes to news on a music station.

We've seen radio, at least in the major markets, evolve much like magazines: there are far more specialty magazines than ever before. Similarly for radio, in many markets, you have a news station, a sports station, a country station, a classical station... and the list goes on. We've evolved from broadcasting to narrowcasting. From mass market to niche marketing.

Today it is very difficult for most radio stations to justify having more than a minimal local news commitment. Yes, radio is a local medium. Yes, the audience expects local news. But their expectation today is quite different from a decade ago. For the most part, they want to know that everything is OK. If it isn't, they'll turn to the local news station or they'll turn to Newsworld or CNN. The Gulf War saw television take over from radio for live reporting. They did radio on TV. From where I stand, it was a watershed moment.

In many ways, the same story is true for local TV. Ten years ago, local news was a major profit centre for virtually every TV station. The money isn't there any more and TV news departments have to justify operating budgets and resources like never before.

One the one hand, local news is still cost-effective programming. In the other hand, can it command the revenue it used to? Can it compete in the 500-channel universe?

Gary Ennett

ND of CFPL London and president of RTNDA: Today's news director is an information professional who understands journalism AND the business side of broadcasting, a member of the management team working toward the same overall goals as other managers.

The ND tries to contribute to profitability through responsible stewardship of the resources in his control. The modern ND understands the financial crisis facing the industry, realizes losses must be stemmed and profitability restored, and wants to share in those profits.

At the same time, today's ND believes that the news department could well be the key to the station's survival.

At the recent BCAB in Kamloops, consultants

Magid and Associates

told delegates: TV and radio news is the most important growth element in broadcasting. If you're going to grow, 90% will come from news.

Stations that invest in news tend to use news strategically and get ratings results and ultimately a return on investment. It involves a long-term commitment and strong marketing, but it can be done.

As competition intensifies, the name of the game is making your station sound different. News can do this because of its ability to reflect the community it serves. People want more than music.

The RTNDA study confirms that news is still a very important part of radio and that most people still get the news first from radio. Radio is still the primary source in the morning, the leading source throughout the day, the first source in an emergency. And the study says there is demand for news on all formats.

On the same panel was

Wayne Waldroff

GM of Broadcast News: Today's reality is marked by a tough economic environment, a world of competing services and constantly emerging new technologies. News is an expense and therefore vulnerable.

Some stations have taken the syndicated programming and network route to ease the economic pressure.

How do we at BN keep pace?

We rely on you, your news people and a national editorial committee to assist us. Also, with the number of changes in news operations during the past few years, we commissioned Canadian Facts to do an in-depth study of our product and its use. We ended up with less summary packaging and more quick-breaking separates, new information and less stale re-writes, more entertainment.

We made it easier for stations to deliver the news to us. Regional contributions are up substantially. Now we're testing

electronic return news with computerized newsrooms. That is exactly what the study showed was needed: more regional news.

We are particularly proud of our technical advancements. We introduced Centrex data, a high-speed digital service. And there's the development of our integrated newsroom editing system, I-NES. It's a PC newsroom system using the latest technologies: Windows, graphic user interface, multimedia, digital audio and local area network.

The unique feature is that it combines the text and audio handling on one PC. You can use the system to read, write and edit scripts, and also record, listen to and edit audio. You can read a newscast and play the audio cuts directly from the screen. A radio newsroom can eliminate all paper printouts and analog tape recorders.

It's also compatible with the new automated systems in use in Canada as we've worked with Computer Concepts and with ITC.

However, technology is just a tool. Our business is journalism. The game will still be won by stations with the greatest community presence and the most attractive programming. If news is properly positioned and targeted, then proper promotion with sales co-ordination can make a difference to the bottom line. Changing times offer new and exciting opportunities. We're positive and look forward to helping you meet these new challenges.

Steve Kowch

GM of Standard Broadcast News: Newsrooms are still in an outdated mode of competing at non-competitive events ---- like the mayor giving a speech, city council meetings or even the rubber-chicken circuit; three radio stations in the same market sending reporters to get a 15-second clip of the mayor. This is not my idea of competition. This is a perfect example of how stations can pool their resources and let their reporters cover what is important to their audiences. The designated reporter feeds the material to the news services and everyone gets the tape of the mayor making the big announcement.

Standard was the first to call for pooling at the national RTNDA convention in Winnipeg last year. It was the Standard stations in Calgary that got everyone together referendum night in that city to cover off all the big names.

The CBC, CTV, Global, TVA, Canadian Press and SBN are all working together and sharing what were trade secrets to cut costs and get everyone results of provincial and federal elections at the same time.

The television sports guys caught on to this a long time ago, exchanging video of game highlights. Why can't radio newsrooms do the same with run-of-the-mill news stories? Why can't Standard and BN work together and set up pool feeds at the legislatures, Parliament Hill, City Hall and convention centres?

The very nature of our business results in competition... it is what brings out the best in our people. But competition for the sake of competition is a poor use of dwindling newsroom resources

George Clark

ND at CPFL-TV London: While profit margins have become somewhat anemic during the lengthy recession, certain op-

erations continue to stand out as reliable profit centres, and television news is one of those.

In a study released last month by the RTNDA in the U.S., 75% of the stations reported that their news operations were profit centres, with only 7% losing money.

What about those "Deathstars" ---- niche television? It's nothing new. It's the way of life already in the intensely competitive U.S. markets. And what stronger niche can you have than local news ---- being the only ones to tell people what is going to have the most direct impact on their cities and towns, their backyards and their lives?

Eric Rothschild's remarks about cost containment can be looked at in two ways: 1) an obvious result of declining revenues and profits, or 2) ---- and I think this has been the most likely case in most stations ---- an adjustment both to the general economy and to the technological gains we have made in the past decade which has allowed some refining and readjustments of staff and equipment sizes.

I think another result of the maturation of the TV industry has been our ability to modify some of the traditions that have surrounded the industry... that journalistic integrity is somehow defined by the distance between the news and sales offices.

I would suggest that marketing courses should be at least a small part of a news director's training. If we keep our colleagues in advertising and sales apprised of where we are going, so they can maximize the potential revenue for the product, shouldn't we do that?

Strong local newscasts will continue to command strong audiences. I think we will have to maximize the use of technology to be as on-scene as possible in our communities. If we do not do this, the experience south of the border is that we may create a vacuum for an aggressive cable operator to fill.

A few days before he was presented with RTNDA Canada's President's Award, CTV anchor

Lloyd Robertson

told the CCBA convention: Let's not be alarmist (about the coming vast array of new services). While surveys show that Canadians quite naturally want access to any TV service their little hearts may desire, about 35% want a balance to be preserved between U.S. and Canadian services. And in the areas of this country where 50 or 60 channels are already available, people graze through the new, but time and time again they return to the familiar.

Television will always be available as the electronic highway on which a nation's shared values and ideas are displayed and debated. What it will be less of in the future is any kind of propaganda platform for elites who want their plans and programs to dominate a nation's agenda. But that's healthy too. Their agendas will be out there, but they will have to stand up to scrutiny against competing ideas and images...

The trick will be to protect our editorial integrity, not just from the people who give us faked crash tests on NBC's *Dateline*, but from lower-grade reporting that may start coming from stringers and one-man bands who might be loathe to consider the facts in order to get a colorful story to air.

Our new economies of scale will demand that, except at the very top end of the industry, we are going to need a new

generation of reporters who will be able to shoot, edit, write, anchor and produce.

With all this news and information programming pouring forth, the debate over just what is news will continue for all of us, as it has for years. To me, quite basically, it's what has happened on any given day anywhere in the world that might be of interest or importance to a majority of Canadians.

The frantic ratings race in TV has spawned a pile of grubby stuff that passes itself off as journalism. Fairness and substance are eroded in the process. For example, NBC's *Dateline* may have had a legitimate story to tell us about the safety of GM pickup trucks, but all was lost when the producers staged their crash tests with little rockets added near the gas tanks so the truck would be sure to go up in flames on impact. Equally disgusting was the fact that NBC hired an expert to show them how to make that happen.

While P.T. Barnum made millions never underestimating the taste or intelligence of the public, the opposite applies in news. Pandering to the lowest common denominator won't work. Our audiences are bright and discriminating. They know the difference between the *Globe and Mail* and the *National Inquirer*, between *A Current Affair* and *The Newshour*, and they know why they are tuning in to you rather than your opposition. Obviously it has something to do with the people fronting the shows, your story selection and the way the stories are presented. But in the main, it has to do with that next-to-intangible factor called credibility. People won't watch newscasts they don't believe; there are simply too many choices out there.

"And that's the news for the '90s and beyond."

Dick Smyth

of Rogers Broadcasting told a joint lunch of the BCAB/RTNDA in Kamloops: Too often we give our audience not what they need to know but what the consultants think they want to know.

News is not a tune-out. Badly done news is a tune-out.

Finally, to a panel discussion at a Canadian Association of Journalists convention, here's the pessimistic view of

Taylor Parnaby

managing editor of CFRB Toronto: Radio is dying as you and I know it; but that was said about radio in the '50s when television arrived. I think radio's always been on the cutting edge of some of the newer technologies, but I caution you before investing in your latest digital radio organization, because ---- if it's true to form ---- it takes about 20 to 25 years before any newfound technology takes its place in society as a means of mass communication, and I am certain that will be the case with digital radio.

From 1979 to now, radio has become corporate. It's like newspapers. It's like television. They have become a function of the balance sheet, the research and focus group. As a consequence, it's become really very average.

You hear darn little about what is happening in Toronto from Toronto's radio stations. And yet, from my admittedly vested point of view, that should be radio's strength, its character ---- tell me what I don't know! Radio still has this marvellous capacity to not require your disposable time. You can walk, chew gum, think and listen to radio at the same time.

If you want music, buy your own disks. But you have to listen to radio to find out what's going on, if that's your bent ---- and that's always been radio's bent.

Radio may die because its owners have lost their passion for its character. If radio gets back to its real basics it will be a local medium that can change format on a dime if the circumstances warrant, it can be of real service to people, it will generate an incredibly loyal following who will buy the sponsor's products, and be rewarding.

And, from a speech at the same convention by

Duff Roman

VP of industry affairs for CHUM Ltd. and vice-chair of the CAB Radio board: Reports of the death of private and public radio are greatly exaggerated. However, radio is not immune to the anemia of the Canadian economy or the sobering reality of worldwide restructuring and rationalization. Private radio has been fighting a 10-year trend of declining profitability.

Broadcasters are somewhat encouraged that FM radio earned a pre-tax profit of 6.6% in 1992, ending a three-year slide, but not returning to 1990 levels.

The vast majority of radio stations operate in communities of less than 50,000. The lack of profitability at small stations highlights the risk to these communities of losing service, often the prime source of local daily news and information.

Over the last 10 years, private radio has pared expenses to the bone as the industry adjusted to a shrinking advertising base. Further cuts threaten news/information and local service. Having said this, I still believe that when a news department is fully informed of a station's objectives or directions, resources can be effectively allocated to achieve outstanding results, while observing realistic budgetary restraint.

As Canadian private radio sorts itself out in preparation for the upcoming digital revolution, local service with appropriate levels of news/information will continue to be the medium's strength and salvation. Despite the fears of some concerning the CRTC's recent decision to delete mandatory requirements for news and spoken word, successful radio operators will think twice before substantially altering the current interactive relationship with their listeners, particularly concerning news/information in morning and afternoon drive programs, even if the station's format is music-driven.

For example, the approach taken by CHUM's radio stations during the highly transient breakfast period is focussed on updating our listeners on the top stories they should know about as they begin their day. The ongoing frequency of newscasts provides a sense of continuity and comfort through information listeners can share with others from a source that can be seen as realistic and important. Our overall goal is that when listeners get to work and talk with their peers, they will be informed enough in terms of what's going on in the city, the country and the world.

Private radio is not dying. It will be transformed and rejuvenated through improved programming, more efficient business operations and through the coming conversion to digital broadcasting.

Jerry Fairbridge is a regular contributor to BT. He may be reached c/o Broadcast News, 36 King St. East, Toronto, ON; tel. (416) 364-3172, FAX (416) 364-8896.

BROADCAST BEAT

E.N.C. will be back on CTV for its 5th year this fall. One of its stars, **Jonathan Walsh**, also hosts a regular segment on *Canada A.M.* to promote literacy... At CBC-TV, **Adam Litzinger** is director of sales for sports, corporate sponsorship and U.S. sales; **Peter Kretz** is director of marketing... **Gary Slight**, president of Standard Radio, is one of the key media people in the video, *Get the Picture: The Portrayal of Women in the Media*... **Phyllis Yaffe** reports that FUND is underwriting script development for a record 21 projects. Three fact-based Canadian dramas are among those receiving interest-free loans... Slight Communications is offering the Media Value Program, which combines the marketing services of its subsidiaries, Standard Radio, Urban Outdoor and TransAd...

Obituaries: **Andrew Anka** died at age 74. He once operated a restaurant in Ottawa, the hometown of son Paul Anka... **Douglas (Coco) Leopold**, one of Montreal's favorite TV and radio personalities, died in Los Angeles at age 49... Radio and TV writer **Linda Switzer** passed away after a long battle with cancer... **Floyd Chalmers** died at 94. As chairman of Maclean Hunter, he was largely instrumental in MH's entry into cable TV... **Don Bassett**, who wrote and produced popular radio shows on the CBC in the '40s, died at age 83... **Bill Bremner**, who built Vickers & Benson into a giant in the ad agency world, died at age 68... The passing of **Leslie Charteris**, creator of *The Saint* novels, recalls the success of the TV series seen in more than 80 countries... A plaque honoring the late **Gordon Sinclair** has been placed at 2 St. Clair West, which

houses CFRB Toronto where he broadcast for so many years...

Awards: CBC-TV's film about young gangs and swarming, *Circle of Fear*, won a Silver Screen award at the American Film & Video Awards in Chicago... The Toronto Firefighters' Assn. Media Awards went to **Jim Morris** of CHFI-FM (radio) and cameraman **Keith Hanley** and reporter **Julia Roper** of CFTO (TV)...

A major award by the Metro Toronto Police Association went to CITY-TV newsman **Lorne Honikman**... Recent additions to CTV Sales are **Richard Marchand**, from CHCH-TV Hamilton, and **Dan Walshe**, from CHUM Group Marketing Services... **Bill Terry**, CBC Radio's senior director for program operations retired and was succeeded by **Alex Frame**, former head of current affairs... **John Bassett** was elevated to the rank of Companion of the Order of Canada... The Movie Channel, among the first to use digital video compression, will be offering its subscribers four times as many channels starting this fall...

Producer **Martha Fusca** was named president of Toronto Women in Film & TV, succeeding **Barbara Bande**... Formerly of CITY-TV, **John Gunn** is now creative director for The Movie Channel... Winners of annual awards from the Canadian Ethnic Journalists' Club include **Michael Caine** of CJMR Mississauga, **Rita Deverell** of Vision TV and **Stan Papulka** of CFMT-TV Toronto... After 20 years on CBC Radio, *The Royal Canadian Air Farce* makes the leap to TV this fall... It's always

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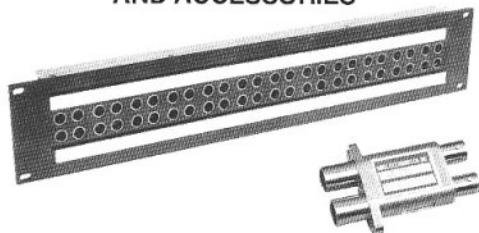
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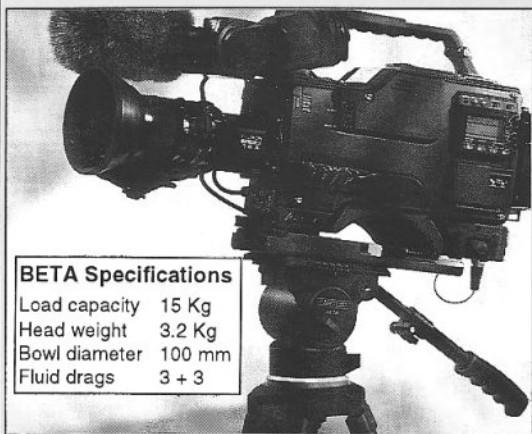
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Circle Reader Service #146

continued from page 65

a thrill to hear good things about our former Humber College students, such as **Wayne Webster**, music director of The Mix 99.9 Toronto, being saluted by the music industry... **Harvey Kirck** can be seen Saturdays at 6:30pm on CHCH-TV Hamilton's *Sketches of Our Town*, which profiles Ontario communities... CFRB morning man **Wally Crouter** was a 1993 winner of Toronto's Gardiner Award, which recognizes outstanding citizens...

Five Canadian programs, produced in association with members of the CanWest Global System, were winners in the 26th annual Worldfest, the world's largest film & video festival... **Guy Banville**, program director of Telemedia's CITE-FM 'Rock Detente' in Montreal, has moved to Paris, France to become PD of Europe 2... The Canadian Conference of the Arts petitioned the CRTC to have the cable TV industry contribute 5% of net revenues to the production of Canadian programs...

TVO's *The Human Edge* is now produced by **Louise Clark**, the NFB veteran; she succeeds **Catherine Olsen**... **Peter Moss**, artistic director for Young People's Theatre, was named creative head of children's programming at CBC-TV... It's 30 years for CHUM-FM Toronto; it began in '63 as a classical music station... **Victor Rodriguez** is now GSM at CITY-TV Toronto... Sales managers may be interested to know that the rate for a commercial in the Cineplex chain of theatres is \$140,000 for a 4-week run... It was the late **Al Boliska** who said that if it weren't for Edison, we'd be watching TV by candlelight...

Where Are They Now? At age 72, **Peggy Lee** recorded a new jazz album for Angel Records: *Love Held Lightly*... And to honor **Ella Fitzgerald**, GRP issued a 39-song CD set, *75th Birthday Celebration*... Singer, **Helen Reddy**, 53, still performs and also lectures on "Women and Success"... **Bobby Gimby**, now 74, makes his home in North Bay at the Leisure World Retirement centre... On cruise ships to Hawaii, they still dance to the Russ Morgan Orchestra... **Sheri Craig** is editor & publisher of the trade magazine *Canadian Interiors*... **George Grant's** interests include partnership in the Ottawa Senators NHL franchise, and chair of Theatre Plus, as well as a fund-raising committee for Upper Canada College in Toronto... And TV personality **Bob McLean** is spokesperson for Ultramatic, a vehicle for the handicapped...

HBO will launch a Spanish-language service this fall for the estimated 25 million Latino population in the U.S.... **Joan Simkins**, manager of corporate relations for Rogers Cablesystems, received the Frederick T. Metcalfe award from CCTA, in recognition of outstanding achievement in marketing... **Tony Viner** named **John Hinnen** to head CFTR Toronto's 24-hour 680News format. John was in our first class when we created the Humber Radio Course some 20 years ago, and was an outstanding graduate... Another tribute to Baton's **Douglas Bassett**: the Jerusalem plague for his contribution to Canada and the State of Israel... *Friday Night with Ralph Benmergui* on CBC-TV returns with a new executive producer, *Yuk Yuk's Mark Breslin*... *Correcting a May item*: **Dean Cooper**, VP/GM of CKOV Kelowna, recently signed popular B.C. talk show host **Barrie Clark** for another two years. Also, congratulations go to Dean, now president of the province-wide B.C. Chamber of Commerce. He's the first from the broadcast industry to hold that position.

Items for Broadcast Beat may be sent to Phil Stone at 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6. Other news may be sent directly to BT at Box 420, Bolton, ON L7E 5T3.

THE PHIL STONE REPORT

An Interview with Cam Finley **CJRT: Ontario's Alternative FM**

If you were to dissect the programming content of non-commercial Toronto station CJRT-FM, you would find it to be an amalgam of classical music, jazz, folk, blues, education and public service.

All this, said Cam Finley, the station's president and manager, brings forth a happy weekly audience of 200,000 listeners.

Before meeting with Cam in CJRT's handsome boardroom, we were given a tour of the station, a modern facility adjacent to the Rogers Communication Centre in the south-east corner of the Ryerson Polytechnical Institute campus. (The entrance is located on Mutual Street, not far from where CHUM was located when your reporter started his radio career there in 1949.)

CJRT's layout is well-designed. The state-of-the-art on-air and production studios are in the centre, with the offices around the perimeter.

An Independent Entity

Uppermost in Cam's mind is the desire to have it known that CJRT is an independent FM station, that long ago it ceased being a student-operated Ryerson Institute operation. Cam said that people at CJRT are very proud of its history. "Ryerson", he told us, "started the station in 1949. Then 25

years later, in 1974, we became independent of Ryerson and, in time, fully professional. We became a fund-raising entity, CJRT-FM Inc., and we have to raise over a million dollars a year."

"The station gets defined in so many ways. The CRTC calls us 'A special license FM, cultural arts'. They don't define us as educational.

"But in our Promise of Performance we have specific reference to *Open College*, our educational department which offers credit courses for adults. We now have about 26 credit courses available each year. Only two or three are on the air, the rest are on refundable cassettes. So I would call us a cultural, educational, non-commercial radio station".

Since the station was founded in 1949, Cam said that "the audience has grown incredibly. Back in the early days, we had somewhere on the order of 30 to 40 thousand listeners. We now have 200,000. In the last three years there hasn't been too much growth in the audience, but I think that's true of most other stations. The exceptions are new stations. For example, the classical music format of CFMX has grown in audience over the past few years since it entered the Toronto market. (Editor's note: Since this interview took place, the impressive ratings success of CISS-FM provides another ex-



ample of the audience growth that can be achieved by a new station.)

"What CJRT has done is to solidify its loyal, continuing audience".

Unique Features Programmed

Insofar as programming is concerned, Cam feels that CJRT has broadened its schedule considerably, airing 19 hours a day, seven days a week.

"We now have a children's program.

"We are the only station offering a weekly labor program. It's labor news presented by the Labor Council of Metropolitan Toronto. When we do our newscasts, they are full of the other side of the coin. This balance is particularly true in our morning newscasts, which provide the business news. Usually labor can have bad news, but our weekly show has nothing but good news, for example, what labor organizations do for children, for families. It's opened my eyes over the past few years".

CJRT also is involved with women's issues. "Primarily," Cam said, "that is through the *Open College* courses, and has been upgraded recently. *Women in Holy Writ* dealt with how women were treated in the three major religions. It got fascinating response from the listeners and the *Open College* students. We cover women's issues when there are Women's Day or other women's events. And, of course, we have a policy of pay equity for both men and women.

"I think it's safe to say that the men working here over the past fifteen years have developed a very changed attitude

toward how they work and behave with women in the work place. I really think it's healthy for everybody".

Audience Critical, Supportive

We mentioned to Cam that when CHUM-FM went on the air offering classical music, we found that the audience often knew as much about the music as the announcers and were quick to point out any errors. Was the CJRT audience that expert?

"Not yes, but YES", Cam said with emphasis. "If we make a mistake, inevitably someone in the audience phones us instantly. 'That wasn't that Opus' or 'That artist' or 'That composer'. But that happens with the jazz, too, and sometimes, as Joe Lewis can tell you, with the folk music.

"If there is any big distinction between our station and the commercial stations ---- over and above advertising ---- I think it is that our listeners actually listen. They are not just tuned in, we are not just background. And that keeps us on our toes all the time. When you fund-raise the way we do, you cannot become complacent about the audience. It's hard work, it's challenging but it is an essential part of our operations".

CJRT, Cam said, gets an abundance of letters each year. He analyzed several years of these missives to find out how much is critical and how much is supportive. He said it worked out to 10% critical and 90% supportive.

"There was no trend in that 10% of criticism," Cam said. "They were all different in content. I think the only repeating criticism was, 'why can't you do more' of something? And isn't that always the case on a non-commercial station that doesn't have much money ---- the ever-present complaint

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'Can't you do more?' Do more concerts, do more this, do more that."

CJRT does present a concert series at the Science Centre in Toronto. It is a long-running annual event, with ten jazz concerts a year. There was formerly a classical music series when Paul Robinson was the station's music director. He resigned in 1992 and, as Cam put it, "The classical music series went with Paul. This coming Fall we hope to start a chamber music series. Paul's successor is Norma Beecroft, a Canadian composer whose background includes working at the CBC and the Canadian Music Centre. And she's going to initially try a small chamber concert series. I don't think we'll ever get in to that big orchestral stuff again. It's too expensive".

Province-Wide Distribution

While CJRT's power is listed as 40,000 watts, because the antenna is on the CN Tower, Cam believes the height provides effective radiated power (ERP) of 100,000 watts. "We have a 100-mile reach, as far as CHFI, CHUM-FM, CBC-FM.

"Also we're on satellite now. Our little station worked out a deal in 1986. We wanted to get our signal into other areas --- especially since we get provincial support, including a grant from the province. So an effort was made by Joe Lewis, who also handles our public relations, Earl Toppings, our PD, and me, to call cable companies and ask if they would distribute CJRT in their communities, picking us up via satellite. We asked to be put on their cable band".

The first to agree was in Geraldton in Northern Ontario, and that was the start of CJRT's distribution throughout Ontario via cable.

While the audiences aren't big, the response to the CJRT fund-raising is gratifying.

CJRT doesn't worry about CPMs or GRPs. "What we look at", said Cam, "is what our Promise of Performance should be and how well it is functioning. As far as demographics are concerned, our audience is adult, neither young or old, primarily age 35 to 55. CBC-FM is about the same. CFMX is a little older".

While CJRT has no advertising, they do provide 10-second acknowledgements for corporations that make donations of \$1000 or more.

A Ryerson Grad

It has all been a learning experience for Cam Finley. A Ryerson graduate, his first position was CKLY Lindsay. From there he moved to CJBQ Belleville. When CJRT became a professional station, it was Syd Perlmutter of the Ryerson teaching staff who sold Cam on the idea of joining the station. That was in 1965 and he has been there since that time, 28 years ago, when he started as a junior announcer.

Cam says that he doesn't know many of today's commercial broadcasters, primarily because CJRT can't afford to be a member of the Canadian Association of Broadcasters. However, Doug Trowell joined the CJRT board after his retirement from CKEY. "Also", Cam said proudly, "we have Ted Rogers on our advisory board".

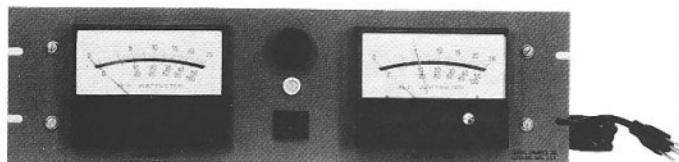
He is also proud of board chairman, Mary Alice Stuart, C.M., and the people around her. He speaks proudly, too, of such people as Bill Onn who, after retiring from CKEY, became CJRT's chief engineer. Also of Ted O'Reilly, Tom Fulton, Peter Kay, Adrian Markow (one of the few women who is an operations manager), Earl Toppings and Joe Lewis. Along with other staffers, they make up an expert team that has become synonymous with CJRT for many years," said Cam.

"I think of them working *with* me, rather than working *for* me".

That, in essence, is the spirit of CJRT.

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

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