

STATIONS IN THE NEWS

NEW BRUNSWICK'S IRVING FAMILY TO SELL CHSJ-TV TO CBC, MITV TO CANWEST GLOBAL

If the CRTC approves, CBC affiliate CHSJ-TV Saint John and its rebroadcasters will become CBC O&O stations. New Brunswick is the only province where the CBC does not own a TV station — a situation which has brought considerable criticism over the years. It has been reported that New Brunswick Broadcasting, owned by the Irving family, also offered to sell Maritime Independent TV to the CBC, but that the price was "not one (CBC) could entertain." In any event, CBC stations already cover the areas served by MITV.

CanWest Global Communications has stepped in to buy MITV, a move expected since CanWest executives toured the MITV facilities some months ago. The network covers much of the three Maritime provinces and was recently given approval for four more transmitters in Nova Scotia.

CRTC APPROVES KITCHENER, LINDSAY TRANSFERS

• CHUM Ltd. has won CRTC approval for its purchase of CKKW/CFCA-FM **Kitchener** from CAP Communications. The purchase price is \$5 million, and CHUM will be spending \$526,000 on new facilities; other benefits include \$304,500 over the next seven years for various projects in the broadcast courses at Conestoga College and promotion of Canadian recordings through CHUM's 'Free Ad Plan'.

• A group of 11 shareholders (993682 Ontario Ltd.) bought CKLY **Lindsay** — in receivership since July 15/92 — for \$700,000.

The new owners, eight of whom live in Lindsay, have undertaken to continue the community's only local station and also plan a slight increase in programming. News staff will be expanded to four full-time, plus a network of 'stringers'.

MORE AMs PLAN MOVE TO FM

Among AM stations applying for FM: • Cogeco's **CHLC Baie-Comeau** (580), for 97.1 MHz, 4.2 kW; • **CFVD Déguis** (1370), for 95.5, 12.474 kW; • **CKOD Valleyfield**, Québec (1370), for 102.9 MHz, 3 kW. • After losing out to CHQM-FM London for 92.5, **CHLO St. Thomas** (1570) has applied for 'QM's former 103.1 frequency with 50 kW ERP; CHLO proposes a change of format from country, and would simulcast for up to 90 days.

SEPT. 27 HEARING IN HULL

Coming up on the CRTC's agenda: • The renewal of the **CTV Network** licence is expected to focus on its role in the "new broadcasting environment" during the next seven years — particularly plans for cable specialty channels, its new ownership and affiliate structure and Canadian programming.

• Applications for transfer of ownership: Robert Lauzon, for **CHRD Drummondville**, from the trustee in bankruptcy; Wayne Steele, for **CHOK Sarnia**, from Middlesex Lambton Communications; 1019415 Ontario Inc., for **CHOW Welland**, from Wellport Broadcasting (Gordon Burnett); MacEachern Broadcasting, for **CIGO Port Hawkesbury**, NS, from Eastern Group;

— continued on page 9

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and in an internal reorganization, the radio stations owned by Western World would be acquired by 602411 Saskatchewan Ltd., both wholly-owned subsidiaries of Forvest Broadcasting.

MARKETING PLAN FOR RADIO GROUP IN EAST

Mulvihill's radio division, as of July 1, is offering a package of 12 stations in N.B. and P.E.I. Eastern Atlantic Radio System (EARS) will give advertisers and agencies the convenience of one buy, and claims maximum saturation reach levels and cost efficiency. The group includes CIHI/CKHJ, CJCJ, CKNB, CFCY/CHLQ, CKCW/CFQM, CFAN, CJCW, CIOK and CHSJ.

Other stations in the news: A new community FM has been licensed to Coopérative Radio Restigouche Ltée at Balmoral, NB, 7,295 watts on 103.9 MHz. The station will provide the first full-time local French service for some 17,000 Francophones in the area. Capital costs are estimated at \$430,000, and the municipality has donated land for the studio facilities. The CRTC denied a proposed for on-air bingo in French, English and Micmac... Redmond Broadcasting's **CJEZ-FM Toronto** has applied for a power increase from 4,000 to 28,900 watts ERP... **CFQX-FM Selkirk**, MB, has applied for transfer of control from Robert Chipman and McGill-Stephenson Co. (each 50%) to Craig Broadcast Systems of Brandon... **CFBC Saint John**, NB, citing financial problems, has laid off manager Shirley Crawford and asked longtime talk-show host Tom Young to consider other options. VP Don Brown says no large-scale layoffs are planned for the staff of 35... According to The Weather Network, flooding at the end of July affected the studios of **CKVU-TV Vancouver**, forcing it to go to taped programming... From *DX Ontario*: **CKFX Vancouver** has been off the air and engineer Jack Weibe is quoted as saying it may be back on later this year. (It's the short wave station of CKWX.) A new radio station in southwest Ontario, **CJWD Tilbury**, is said to be in the works; it would operate with 600w on 1490 KHz. And **CKOL Campbellford** is the call of the community station recently established in that eastern Ontario town... Cariboo Central Interior Radio has applied for two low power FMs at Fort St. James to rebroadcast **CIRX-FM Prince George** and **CIVH Vanderhoof**, BC. An AM rebroadcaster of CIVH would cease operation... A judge has ordered **CHER Sydney**, NS, to pay Pat Connolly more than \$25,000. His verbal 2-year contract to do play-by-play hockey ended after one season (1988-89) when **CHER** did not pursue further rights to the games. The judge says **CHER** has to pay him for year 2, plus 6% interest... **CKRX 1090 Rocks** is the new call for 24-year-old **CHCC Lethbridge**. GM Clyde Ross says the Monarch Broadcasting station is responding to extensive market research that showed listeners wanted a 'true Rock' station in Southern Alberta. A summer promotion has given over \$30,000 in prizes... **CIGO Port Hawkesbury**, NS, is being bought by its manager, Bob MacEachern. He's been with CIGO for 18 years, the last six as manager. Owner John Van Zutphen, president of the Eastern Group of Companies, said he wanted to keep the station in local hands... Here's a station that isn't in the news: P.E.I. Francophones have been lobbying for a Radio-Canada studio since 1977. SRC regional director Claude Bourque says that with CBC's budget cuts, the Charlottetown studio isn't a priority. *Bonjour Atlantique*, the morning show for P.E.I., is produced in SRC's Moncton studios... **CHSJ Saint John** has been given approval for a power increase from 10 kw day/5 kw night to 25 kw day/10 kw night. A previous bid for 50 kw day was denied; this time CHSJ reduced signal

strength towards Fredericton and committed not to sell advertising in Nova Scotia... NewCap Broadcasting received \$925,000 when it sold **CHRK-FM Kamloops** to NL Broadcasting. NL agreed to increase news and local production... Border station **CHXL-FM Brockville**, ON, is taking advantage of CRTC guidelines for programming flexibility for small market stations. It has lost money in each of the past four years ... Okanagan Radio has applied for two FM rebroadcasters at Oliver, BC: the **CJOR Ossoyoos** rebroadcaster would move from AM to 180w on 102.9, and a rebroadcaster of **CJMG-FM Penicton** would also be on FM, 180w on 99.9...

Janet Maskell, on behalf of a company to be incorporated, has applied for FM at Whitehorse, YT. The Group I rock & dance format and operate on 92.5 MHz with 1.388 kW ERP... Rogers' **CKKS-FM Vancouver** has applied for **SCMO** to carry programming in Chinese. It's reported that the applicants for **CHQM Vancouver**, 431881 B.C. Ltd., plan to program mostly in Chinese dialects. **CHQM**, one of three stations in the city owned by **CHUM Ltd.**, is being divested as required by the CRTC... Diffusion Laurentides Inc. is now networking from 6pm to midnight daily, **CJLM-FM Joliette** picking up the programming of **CIME-FM Ste-Adèle**... Plans for rebroadcasters have been filed by **CFRN-TV Edmonton** (for Athabasca, AB, ch.13, 4 kW); and **CKQR Castlegar** (for Nelson, BC, 103.5, 84w)... **CFMT-TV Toronto** has acquired the Canadian broadcast rights to 1994 World Cup Soccer in languages other than English and French... Five CanWest Global co-productions were among the winners at the Houston WorldFest, the world's largest film and video festival, held earlier this year... BT

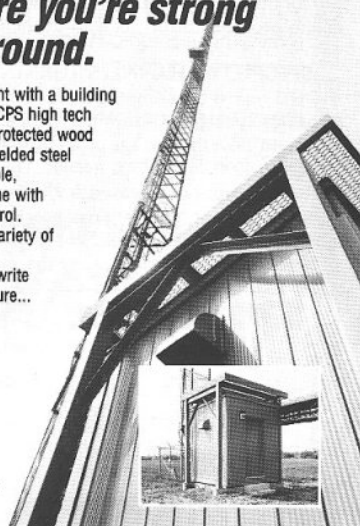


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JERRY FAIRBRIDGE

New AAB Executive; 1993 Awards: Here's the new board elected in Moncton: President — **Gerry Murphy** of CFCB Cornerbrook; VP — **Bob Coy**, CIHI/CKHJ-FM Fredericton; Treasurer — **Don Abbey**, CKEN Kentville; Secretary — **Shirley Crawford**, CFBC/CJYC-FM Saint John; Directors — **Gary Murphy**, CHSJ-TV Saint John; **Rosanne Gaudet**, CJRW Summerside; **Don Brown**, CJC/CKPE-FM Sydney.

We know the impact broadcasters have had on Canada's communities. **Paul Schurman**, who retired last year as president of Gulf Broadcasting Ltd. (CJRW Summerside), is one of those community broadcasters who have had a major impact both in his community and across Canada. He joined CJRW in 1959 and worked as sports director, sales rep and GM; he has also served on a myriad of national and local committees. It was largely due to Paul that prescription bottles now have mandatory safety closures; he pushed the federal government after his great-nephew died in 1973, aged two, after opening a bottle of sleeping pills. For his multitude of services, he won the AAB Broadcast Recognition Award.

- **CIHI/CKHJ-FM Fredericton** won a new award recognizing creative work for a PSA, *Stay in School*.
- **CIEZ (Sun FM) Halifax** won best station promo award for *Success Stories*. Sun-FM also won in the best commercial category with *The Lawn Ranger*. Get a copy, if you can!

ATV has restructured its newsroom. Gone are regional assignment editor **John Soosar** and Charlottetown reporter **Alex Vass**. Seven were hired for a new noon newscast on ASN and extended weekend news on ATV... There's lots of computerization going on in the Maritimes. Call **Jim MacLeod**, president, if you want to find out how NewCap handled it.

In Montreal, Mount Royal Broadcasting's CIQC/CFQR-FM cut deeply in restructuring... West to Ontario, where CJOJ-FM Belleville is almost ready to go on-air. **Greg Southhorn** is sales manager and **Mike Christo** ops manager and PD. More, I can't tell you. Everything about CJOJ has been a well-kept secret... **Wolf Von Raesfeld** left CKOC/CKLH-FM Hamilton to become GM at CHYM-FM Kitchener... **Joe Snider**, former ND at CIDC-FM Orangeville, left to join CFTR Toronto; **Brian Hatchell** replaced him at CIDC...

Further west to Moose Jaw, where **Vern Traill** retired August 27 as GM of CHAB. The king of practical jokers began his career as a salesman at CHAB back on May 23/61. He moved up to manager, then managed KCLG/CFOX-FM Vancouver and CHED Edmonton before returning to Moose Jaw. **Ed Lundberg** succeeds him at CHAB, but I don't know who will do the water trick at the WAB in future... Now that Vern has retired, I thought I'd dig up some of the real good stuff about him by calling former Moffat colleagues such as **Roy Hennessy** at CFRB Toronto, **Don Kay** at CKY/CITI-FM Winnipeg, **Stan Ravndahl** in Edmonton or **Alden Diehl** at KCLG/CFOX-FM — all practical jokers themselves. They must still be worried about how Vern

might get back at them, because every one was either out of the office for the day or at a meeting. One of them, who shall be nameless, once told me that Vern like playing practical jokes on other people more than he liked others playing practical jokes on him. Perhaps the only living things Vern hasn't played a joke on are his beloved horses... Still with CHAB: **Barrie Vice** succeeded **Gavin Tucker** as PD. Incidentally, Vern's daughter, **Diane Aparicio**, is CHAB controller...

Wayne Stafford, who moved from SM at CFUN Vancouver to be GM for the CHUM stations in Windsor, ON, just missed enjoying the new facilities for CFUN and CHQM-FM, to be located not far from UTV and CKWX/CKKS-FM. Due date is early 1994. Right now, CFUN has a mammoth contest underway — they're sending 77 pairs of winners to Hawaii... What's happening at Western World? There should be a re-launch CKST Vancouver this fall with new partners. Other possible buyers/partners have been looking at CJCA/CIRK Edmonton and CKRC/CKLU-FM Winnipeg... Receivers restructured CFQC Saskatoon in preparation for the pending sale to **Clint Forster**. Among those gone: **Dave Harrison**, former PD and acting GM, and **ND Ray Norris**, who is seeking a nomination to run in the federal election...

Still in Saskatoon: **Barry Wiese** left the Western Academy Broadcast College to take over as ops manager at CHSN-FM, while **Don Scott** headed back fulltime to the Academy. Then **Barry** headed back to Vancouver "to go after another dream — the wonderful world of animation." **Matt Bradley** took over as ops manager and morning host...

In Edmonton, **John Short** has the evening sports airwaves to himself again on CFCW, after CFRN dropped its sportstalk show... CFRN also let morning man **Wes Montgomery** go; he's a well-known personality, having worked for a number of local stations... **Pam Barrett**, a former NDP member of the Alberta legislature, is doing double duty as host of daily talk shows on both CJCA Radio and CFRN-TV's *On Line*... New GM at WIC's *CHED/Power 92* is **Doug Rutherford**. He was programming VP at KKNW New Westminster, one of Canada's most successful stations, and says the move was one of the toughest decisions of his career. He says the Edmonton staff made it easier when he had a chance to talk to them and understand just how talented and dedicated they are. That's a tribute to **Stan Ravndahl**, whom Dave succeeds. Stan had only good things to say about his year with Westcom after the company purchased the stations from Moffat...

CKNW had its biggest book ever in the spring — a hard act to follow for Doug's successor, **Tom Plasteras**, except that Tom was already assistant PD, so had a hand in the big book... Vancouver is getting excited about radio — the way it used to. *TV Week* did a cover story on the head-to-head battle between **Red Robinson**, new morning host on CISL Richmond, and his longtime buddy **Fred Latremouille**, who jumped from CFUN to KISS-FM. Both started August 3. **Brad Phillips**, CISL PD, says it's a natural match to have "the man who introduced Vancouver to rock 'n' roll" (as PD of CFUN) on oldies CISL... CFOX-FM (The Fox) threw a mammoth summer concert to celebrate 25 years as Canada's first FM rock station — back then, it was KCLG-FM...

Winnipeg news: Westcom's CJOB/Classic Rock 97.5 FM got a new GSM with the promotion of **Garth Buchko** to that spot.

He's been in radio sales in Winnipeg for 11 years and was retail SM at CHUM's Q-94 FM/1290FOX before he moved to Westcom... CKJS has a new ND in **Gordon Henley**, replacing **Ken Dalton**; at CKY-TV, **Jim Wicks** is now ND, replacing **Vivian Merkeley**... In Grande Prairie, **Gordon Sharp** moved across the road to become ND at CJXX, succeeding **Erin Brooks**. Gord's replacement at CFGP is **Marie Taylor-Read**... New PD at CHEC Lethbridge is **Marv Gunderson**, formerly at CKRD Red Deer, who replaced **Mike LeBlanc**... Speaking of Red Deer, congratulations to CKGY, celebrating its 20th anniversary...

In the B.C. interior, C1CF Vernon dropped its country format for AC, making more room for **Walter Gray**, president of CKIQ Kelowna, if he gets the country FM licence he's applying for...

The **Alberta Country Music Awards** were handed out August 29 in Calgary with a salute to emerging native artists. The show's executive producer is **Edmund Oliverio**, a former promotions director at CKND Winnipeg. CHRB High River is Alberta country music station of the year, and the Heritage Award went to **Paul Hanner**, who retired in May as MD at CHRB. Before moving to CHRB 14 years ago, Paul worked for CHQR, CFCN and CHFM in Calgary. Vocalists of the year were **Cindy Church** and **Greg Paul**. Entertainer of the year is **Dick Damron**, and performer of the year, **Ian Tyson**.

CanWest Global continues to expand: It hired **Joanne McKenna** from JLL Broadcast Group to manage new business development, i.e., specialty TV applications... And **Jim Rusnak** replaced **Peter Viner** Sept. 1st as president and GM of CanWest Pacific (UTV Vancouver). Jim was president of Baton's STN Saskatchewan, based at CFQC-TV Saskatoon. Peter, of course, has gone to Australia to look after CanWest's interests there... **David Asper**, son of Izzy, became GM of STV Regina when **Fred Filthaut** moved back to Alberta. Fred, who started his career 27 years ago in Lethbridge, moves from VP of STV to be GM of CFRN-TV Edmonton. He succeeds **Bruce Cowie**, now president, Electrohome Communications, in Kitchener, Ontario.

Brian Bolli, who'd been GM of CFRN/CFBR-FM but parted company after they were sold to Standard, returned to Electrohome as ops manager for CFRN-TV. **Jack Little** became director of business development and **Fred Vos** director of program development. All three are new positions. **Steve Hogle**, son of Bruce, was made sports director to succeed **Al McCann** (who, Bruce says, was first hired from Lethbridge by Steve's grandfather, Bill Hogle — then CFRN's ND)... Still with Electrohome, an interesting programming/marketing partnership in southern Ontario with WIC allies CKCO-TV Kitchener and CHCH-TV Hamilton. Both were in a chilly sales and

programming and sales corner after Baton's purchase of CFPL-TV London... Baton is about ready to open CHWI-TV Wheatley, a rebroadcaster of CFPL-TV which will provide local service to the Windsor-Chatham area.

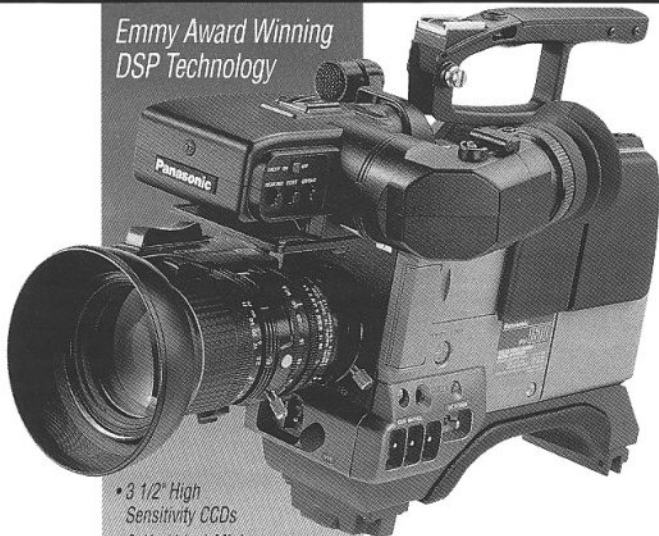
Positioning the News: Maybe the most interesting move as TV positions news either earlier or later is Westcom's new national/regional hour-long cast for southern Ontario. With people returning home later and going to bed earlier, a 6:00pm newscast no longer fits; **Steve Harris**, president and CEO, explains CHCH-TV Hamilton decided on 7:00pm because it doesn't cut into prime-time viewing habits. So this month, **Tony Parsons** of BCTV Vancouver and **Donna Skelly** of CHCH start co-anchoring *Canada Tonight* with input from Westcom's stations in Calgary, Edmonton, Lethbridge, Red Deer, Kelowna and Victoria. The big question: what will it do to the networks? CHCH is continuing its current newscasts, including the 5:30pm report. — please turn to page 39

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WABE NEWSLETTER

by John Bruins

WABE '93 in Saskatoon, October 26-28

It's a hit! The Western Association of Broadcast Engineers are on third base with plans for our 1993 convention at the Ramada Renaissance Hotel in Saskatoon, October 26-28! Third base is a great place to be, but not where we want to stay... and with the heavy-hitting Saskatoon Committee at bat, we're sure to score big with a great convention.

Canadian Airlines has once again been appointed WABE's 'official' convention airline. Please make sure your travel agent quotes our convention registration number 4912 when you book. That will be your ticket to savings of up to 50% off on full economy fares, 30% off on U.S. flights, and up to 25% off on air cargo. All delegates and exhibitors will earn 1000 points in addition to their regular Canadian points — there's just no way to lose if you fly Canadian Airlines!

The WABE would like to salute our sponsors for their generous support again this year. We thank Sony of Canada Broadcast and Systems division; Harris Allied Broadcast Equipment Canada; Ampex Canada; 3M Canada; LeBlanc & Royle Telcom; Oakwood Audio Labs; MSC Electronics; and Applied. These are just the confirmed sponsors as of August 10, with many more to come! A special thanks, too, to Lynne Johnston and everyone at D.E.M. Allen & Associates for all the work they always do on our Partner's Day sponsorship program.

News from Around the Western League: Did you know?... Rick Odegaard has left CFFR Calgary — broadcasting's loss is the computer world's gain, as Rick has launched his own business. Lenard Dean is holding the fort at CFFR and doing a great job, too!... Speaking of great jobs, Jerry Pendree has completed the move of CHFM Calgary to the Rogers Broadcasting Building, where they have joined forces with CFAC and Bob MacDonald... and over at CFXL Calgary, Vernon Moores is quarterbacking all the plays as 'XL undergoes complete renovation.

Remember, if you have news for the WABE Newsletter, please drop a line to: John Bruins, 93 Malvern Cres., NE, Calgary, AB, T2A 5P3.

ATLANTIC AIRWAVES — continued from page 19.

MITV EXPANDS: Surprising no one, the CRTC gave approval for MITV to add rebroadcasters at Yarmouth, Shelburne, New Glasgow and Sydney, N.S., by fall. GM Ted Billo said the price tag on the four transmitter projects will be about \$1.5 million. The payback: up to 250,000 new viewers... Plans to improve coverage in N.B. and P.E.I., however, were turned down. MITV wanted to use the CHSJ-TV channel in Moncton, moving CBC service to new UHF channels. The Commission insists that there be no reduction in CBC-TV network coverage in N.B. (UPDATE: Applications are being filed for the CBC to buy CHSJ-TV and for CanWest Global to buy MITV. More on page 8.)

Correction: We recently erred in identifying MITV's Halifax studios as the former home of the defunct Star Channel. Fred Mattocks of CBC says "Star Channel was on Terminal Road. It became Studio East Productions, later East Coast Post. MITV is in facilities it built in Burnside. I spent a few hours with their architects and engineers, showing them how we sound-proofed studios." So alright, Fred, how do you sound-proof studios? (You could 'float' them — a cinch for Maritimers? — Ed.)

AAB awarded Paul Schurman its Broadcast Recognition Award. (For more about AAB, check pages 12, 14)... After 13 years, John Soosar was released by ATV's Halifax newsroom — part of a 'restructuring' plan, which will add seven new faces. Soosar was shocked and says there had been no indication of dissatisfaction with his work... Janet Irwin has left TV News to return to radio as a producer of *Maritime Noon* in Halifax. Her husband is CBHT cameraman Darryl Gray... Workshops featuring Paula Danckert were held at CBA Moncton recently. Among those involved: David McClelland, Michael Leblanc and Linda McNutt. McClelland is active in amateur theatre in nearby Sackville, N.B., not far from his Ft. Lawrence, NS home.

ISLAND PUNCH: CBCT Charlottetown sure gets its listeners' attention. After a recent newscast, a local lawyer strode into the studios and swung a punch at TV producer Geoff Hussey. Later in court, Gordon Campbell apologized for the lapse and it appears CBC and Hussey are prepared to accept Campbell's apology... Talk about viewer involvement!

Items for *Atlantic Airwaves* may be sent to Sandra Porteous (for NS & NF) at 7 Centre St., Bedford, NS, B4A 2B3, Tel (902) 835-1485; or John Porteous (for NB & PEI) at 110 Pleasant St., Moncton, NB, E1A 2V2, Tel (506) 857-8133 or FAX 852-9564.

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PEOPLE

The Canadian Association of Broadcasters has named **Ronald Cohen** to chair the Canadian Broadcast Standards Council. President of CinéCiné Productions Inc. of Montreal, Cohen is also lawyer and has been executive producer of major film and TV projects. He succeeds **Mimi Fullerton**... Commissioner **Beverley Oda** will be leaving the CRTC effective October 1 to return to private broadcasting. She has served six years of her 7-year appointment... CanWest Global Communications has established a new division, CanWest Global Developments. **David Mintz** is deputy chairman and remains chairman of Canvideo TV Sales. **Joanne M. McKenna**, formerly executive VP of JLL Broadcast Group, is president, based in Toronto. ... CBC appointments: **Donna Logan** to VP, regional broadcasting, replacing **Trina McQueen**, who moved to JLL Broadcast (Logan continues to head the media accountability program); **Mark Leslie** to the newly-created position of manager, Marketing Services; **Charles Gendron** to VP, human resources; and **Robert Hertzog** to VP, internal audio... The Cinar Group, Montreal, has appointed **Mary Armstrong** as executive in charge of production. She's been president of Cinéfort for the past 13 years and is also president of Femmes du Cinéma/TV/Vidéo à Montréal... CHUM Limited has moved **Greg Mudry**, GSM of CITY-TV Toronto, to the VP/GM post at Atlantic Television System; **Nigel Fuller** was promoted to GSM of ATV and ASN... LeBlanc & Royle Telcom Inc. has named **Keith DeBelsler** as president and **James Denyer** as GM. **George Patton** continues as chairman, **Paul Dickie** as executive VP, and **Nancy McGee** as treasurer; all three have been relieved of some of their previous duties in order to focus on strategic planning for the LeBlanc Group's international activities... STN Television Network paid tribute to **Jim Rusnak** when he resigned as president after 12 years with the Baton group. **Doug Bassett** described Jim as "a loyal and exceptional employee" and wished him well in his new position as president of CanWest Pacific (CKVU) TV in Vancouver... Shaw Communications Inc. named **Noel R. Bambrough** senior VP. He was president and CEO of Cablecasting Ltd. when it was purchased by Shaw early this year, and is also a director of YTV and chairman of CCTA's Strategic Planning Committee... CUC subsidiary Trillium Cable has named **Charles W. Brown** as VP, marketing and sales... CKZZ-FM Vancouver has hired "Canada's funniest female comic," **Janice Ungaro**. The stand-up comic joined **Clay St. Thomas**, **Valerie Ambrose** and **Joanna Mileos** on the *Z Breakfast Jam* as of Aug. 23...

Awards: A 40-year veteran of CKNW Vancouver, **Warren Barker** is 1993 recipient of the Bruce Hutchison Lifetime Achievement Award. It will be presented in November at the annual Jack Webster Awards for Journalism. Barker, who retired last year after 32 years as ND at 'NW, still does daily commentaries... **Jürgen Gothe** of CBC Stereo's *Disc Drive* won the gold medal for Best Network Radio Personality at the New York Festivals 1993 International Radio Competition. Prior to joining CBC, he worked at stations in Medicine Hat, Winnipeg and Vancouver, and taught journalism at BCIT... **Milestone:** On August 3, **Gayle Gardner** became the first female to do play-by-play on TV for major league baseball. She's been sportscasting for 10 years with NBC and ESPN. On radio, only two women have called play-by-play for major league baseball games.



Shaw Radio Promotes Three in Vancouver: From left, **Alden Diehl**, former GM, is now industry relations and staff development manager; **Chris Pandoff** moves from GSM to GM of CKLG/ CFOX-FM; and **Gordon Forbes**, 16 years with the stations, moves from sales supervisor to GSM. At right is **Terry Strain**, president of Shaw Radio.

Words for Broadcasters to Live By:

When NBC News commentator **John Chancellor**, 65, a veteran of nearly 3,000 network broadcasts, signed off July 9th, he told viewers: "It was an honor to be a guest in your home."

IN MEMORIAM

- **John (Jack) Fry** died on July 1st at age 80. He was an engineer with CICA Edmonton from 1938 until his retirement in 1963.
- **Carmen P. Greco** died suddenly at his home in Toronto on August 2nd. He founded CKCY in Sault Ste. Marie in 1955, later obtained an FM licence, and was prominent in local broadcasting and numerous community organizations. He leaves his wife Alice and three daughters.
- **Robert Hahn**, 73, died in Toronto on July 28. His career began in 1936 with the Hahn family musical group, which performed on radio in Saskatchewan. His sister Joyce was a leading singer on the early CBC-TV show, *Trans-Canada Hit Parade*. Composer of 200 songs and 1500 jingles, he was band leader, producer, music publisher, record executive and author.
- **Bill Morrison**, 41, died of a heart attack on June 29, 1993. A news and sports broadcaster, he had worked at CHOO Ajax, then at CKWS Radio & TV in Kingston for 15 years, until 1992.
- **T.C. "Robbie" Robertson**, 88, died July 11, 1993 in Sydney. He joined CIBC when it went on the air in 1929 and, except for a 4-year stint at CJFX Antigonish, remained with the station until two years ago. (The last 20 years were 'part-time'.) In 1987 AAB named him Broadcaster of the Year.
- **Edward (Ted) Shields**, 69, died of cancer in Washington on June 30. Canadian-born, he was a veteran newsman for BUP, UP and Reuters. He is survived by his wife, Barbara Haugen.
- **Jim Stromberg (Terry Steele)**, 46, died August 13 as the result of a fall in his Toronto home. A DJ with CHUM in the '70s and '80s, he was most recently with CJEZ-FM. He leaves his wife Leslie and two children, Lindsay and Nicole.

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THE PHIL STONE REPORT

An Interview with Bob Hesketh

The way I see Bob Hesketh, he is a man of the 'high C's: colorful, clever, comical, complete as a major award-winning broadcaster and journalist.

When Bob dropped by our condo to chat about his past, present and future, we talked about the fact that he is probably the only person to have received the highest honors from both print and broadcast: a National Newspaper Award, and appointment to the Canadian Association of Broadcasters' prestigious Hall of Fame.

The circumstances that lead us, when we are young, to seek out a career in a particular area vary from person to person. With Bob Hesketh there were diverse, interesting pathways — both accidental and happy instances. "It began", said Bob, "after the war. I was coming out of the Air Force. I had seen a movie with Clark Gable called *The Hucksters*. It was about the advertising business and the people in the film had rugs on their office floors and long lunch hours, and I thought it would be a great thing for me to get into the ad business. After I was discharged I found out by visiting practically every ad agency I could find that they didn't want me".

The Toronto Telegram Days: Bob then decided he'd like to work for a newspaper. "And I found out that there were very few newspapers that wanted me either. I wound up in the office of a small religious paper that couldn't afford to hire anybody. But the publisher had a contact at the Toronto Telegram and gave me a letter of introduction. That got me in to see the managing editor and I was taken on at the Tely for 15 bucks a week. I was told by the city editor that I should be grateful, because they were teaching me a profession."

In his school days, Bob had demonstrated a liking and talent for writing. "After all these years, I still like it," Bob said, adding, with a smile, "It's about the only thing I can do well". So it was a happy circumstance.

"I remember the first interview I had at the Telegram. I was asked 'Why do you want this job?' I figured I should be honest and said 'Because I need the money'. Then I was asked, 'Have you read Shakespeare?' And I answered, 'Only in school, sir'. And lastly I was asked, 'Can you type?' And I said, 'Yes.' And the interviewer said, 'You're hired!' I had taken typing at high school and that's what really got me into the newspaper business".

From covering City Hall, the Telegram moved Bob to the law courts at Osgoode Hall, "a deadly place to work". He asked Sports Editor Bobby Hewitson for a post in his department and was accepted. "Ted Reeve was a major figure there. He was from the Toronto Beaches area. Ted told Bobby that he hadn't heard of me, 'but if he comes from the Beaches he must have gone to Malvern Collegiate, so hire him.' And that was another happy thing. Ted Reeve was quite an influence on my life and career, and he became a great buddy of mine."

Writers enjoy the craft to reveal things, to be colorful, to coin phrases. What did Bob enjoy? "I enjoyed the reaction. I'm convinced that to be in this media business, journalism or broadcasting, you have to have an ego. If you have an ego you like to have it massaged, and I found that I could write

well enough that most of the reaction I got was fairly complimentary. That was big with me. I really liked the recognition that came with having my own column. It was a great way to make a living".

Bob hadn't yet developed aspirations to get into radio. He was later 'a great television buff'. But he does remember in the early '50s listening to newscasters Jim Hunter on CFRB and Walter Bowles on CBC.

Eventually he said he heard "that radio sportscasters were making a lot of money and seemed to have a pretty good life. So I went to CBC, thinking I might get into the news department. The news director gave me some Canadian Press wire copy and told me to go home and 'Write it the way you think it would be written for radio.' So I really sweated over it all weekend on my old Remington before taking it back on Monday morning. The news director glanced at my copy and told me I should give up my idea of getting into radio." Bob stayed at the Telegram for several more years.

Pinch-Hitting for Gordon Sinclair: Eventually he did enter radio via CFRB. "Trent (Bill) Frayne, who was a close buddy of mine at the Tely, had gone to be public relations director at the Ontario Jockey Club. At that time, Gordon Sinclair was taking a lot of time off from his CFRB broadcasts and was threatening to quit every two weeks".

CFRB was looking for someone to replace Gordon while he took July off. "They wanted Frayne to do 11:50am and I was to do 5:50pm. But Frayne decided he wouldn't have the time, so I wound up doing both newscasts each day in July of that year, 1958. Then Wes McKnight, who was the manager, asked me if I would do a 5:00pm feature newscast. So for a while, after leaving the Telegram, I was working for an ad agency and doing the CFRB news at 5:00pm. The agency boss didn't think much of that arrangement. So I went to Wes and told him I'd like to come to the station. Wes said, 'Okay, how would \$7500 a year be?' I said, 'Fantastic!' And that's how I started a full-time career in radio in 1959."

Bob said that back then CFRB had a pretty loose news department. They were located at 37 Bloor Street West and had only four or five people in news, with Bill Hutton as news director. "That loose atmosphere remained for years. You gathered your own material from wherever you got it and you wrote it yourself and nobody edited it. You went on the air with it and they trusted you not to get sued for slander. Just to use common sense and not to go overboard with your copy. You were your own writer, your own editor. Most of the guys were sensible enough not to get us into trouble.

"On our staff was Jack Dennett who had a big following. As news became more of a major factor, the staff increased to 17 people. News became big business and for the station was a most marketable thing. Radio at that time was still the main communicator for the audience, which then was becoming more conscious of the total world."

Bob described television as a medium that "gave you news when it wanted you to have it." Radio gave you news every hour, if not on the half-hour. For people who wanted to be

informed, radio was the way to do it".

In earlier years, many newspaper people didn't have that high a regard for the broadcast medium. "That's true", Bob said. "There was still a feeling that radio guys scalped the newspapers. I'll never forget one time when Sinclair was guest speaker at a National Newspaper Awards dinner. He told the audience, mainly newspaper types, 'If it wasn't for you people, us radio people wouldn't have anything to talk about!'. I got pretty upset about that because he implied that he was speaking on behalf of everybody in the radio business. Certainly we leaned heavily on the newspapers because in those days; radio just didn't have the resources to open news bureaus and get stringers working for us. But we got our news from other places, and even moreso today, of course, radio is self-sufficient."

Was radio a learning process for Bob Hesketh? "Well, I'll tell you. I was hired originally to the most outstanding, renowned, famous, notorious broadcaster in Canadian news, Gordon Sinclair. Did I want to emulate this man or did I want to be myself? I decided I couldn't be Sinclair and I didn't want to be. So I fashioned my own style of newscasting.

"It took about 15 years in radio to realize that I could be something other than that guy who replaces Gord Sinclair. It took a long time to learn".

In analyzing his on-air image, developed through his nationally syndicated *The Way I See It* series, Bob said that he never thought of himself as being too heavy-handed. I don't really look for the deep, dark motives of why things happen, of why people do things. I kind of like to think you only pass this way once and trouble will come your way without you going out to look for it. So *The Way I See It* is, I think, a light approach to what happens around us. I feel that because I think I can identify with a lot of people these things happen to. For instance, earlier on in that series, I got into a discussion about vending machines and I got great reaction from people who were having similar problems with them, getting them to work for them. I feel that sometimes, too, laughing at something can be more constructive than getting on a soap-box. In other words, "Let's not get too serious, folks'."

Bob recalled that *The Way I See It* started over 25 years ago. "I had been out of the Telegram and I got a 'phone call from the publisher, John Bassett, who wanted me to go back as Sports Editor and promised me three columns a week, unlimited travel and other perks. I really didn't want to take it so I went to see Thornton Cran who was the president of CFRB. I told him about the Tely's offer and that I preferred to stay in radio. He sent me to see Jack Dawson, who was general manager, with the idea of writing a feature for them. Jack liked what I had written and asked for a five a week and then I was

taken over by Lyman Potts who was then in charge of Standard Broadcasting Productions and he arranged for the syndication of my feature. At one time we had over 40 stations. It was once described as the longest-running most-successful syndicated series in Canadian private broadcasting. That was up until that time".

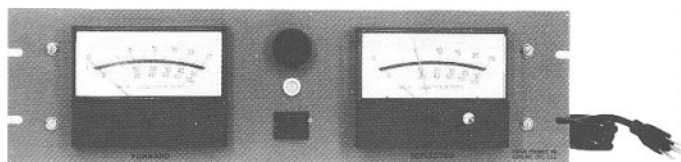
It was a most gratifying time for Bob Hesketh. As he travelled across Canada conducting his career, he found that he got the recognition he admittedly needed, everywhere that *The Way I See It* was being aired.

Reminiscing, as he did for this interview, was, Bob said, "A pleasant experience for me. With younger people, they just don't recall the things people of my age remember. For example, the Toronto Maple Leafs and the days of Mortson and Thompson, Barilko and Broda. Even my sons, who are in their 40s, don't recognize these people. So, there is, for me, a generation that has other memories".

Bob Hesketh has much to recall from a life that has won him accolades, satisfaction and recognition. He still does some air work at CFRB and for *Real Radio*. He makes it plain that he has enjoyed working in radio more than in the newspaper world. Both have saluted him and made his name a significant part of their history.

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

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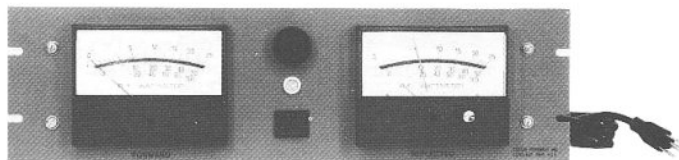
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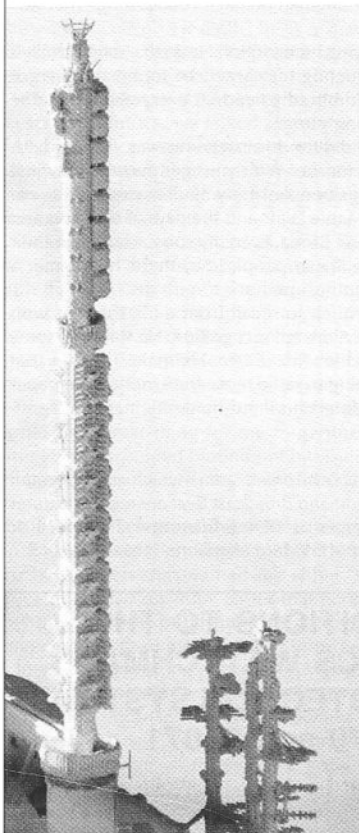


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BROADCAST BEAT

by Phil Stone

This year's Genie Awards will be Dec. 12 — Ann Medina chairs the Canadian Academy of Cinema & Television... Astral's TMN — The Movie Network now has 500,000 subscribers across eastern Canada... John Martin, former head of MuchMusic, is working on a pilot for CTV; title for the proposed series: *The Men's Network*... It's 45 years since CBC began national TV broadcasts... At CTV, Drew Williams is now director of marketing; named marketing managers are Lilla Stuart, entertainment, and Chris McCracken, sports... Knowlton Nash is writing a history of CBC news to be published in 1994. Now semi-retired, it was Knowlton who said, "Old broadcasters never die, they just lose their frequency"... Don Pagnutti, executive VP of Telemedia Ontario, added the role of GM at 'The Fan' replacing John Rea... Once of CBC, Alex Trebek returned to host the telecast of the NHL Awards gala... Ruth Vernon retired as director of children's programming at TVO... *Road to Glory* is the title of a book by Tom Cheek, play-by-play announcer for the Toronto Blue Jays... A future U.S. cable channel could be 'Talk TV' with 24 hours a day of talk shows... CanWest's Global TV Network, in association with the CAB, is again offering two major *Broadcasters of the Future* awards. They will offer support in two important areas: Management Development for Women, and Aboriginal Peoples Internship. In association with the NFB, CanWest Global is also sponsoring four awards for internships in film-making... Jim Waters was proud to let us know that CHUM-FM won Best Station Promo in the World at the New York Festival's International Radio Awards...

When Oprah Winfrey decided not to allow her autobiography to be published this fall, the cost to her publishers was estimated at almost \$10 million... While attending a play at Toronto's Premier Theatre, we ran into veteran broadcaster George Grant; a busy man, he's active in broadcasting, theatre and hockey... CHCH-TV Hamilton and CKCO-TV Kitchener formed an alliance for selling advertising. They face strong competition from Baton, CBC-TV and Global TV... Québec's TVA Network is preparing a mini-series on the late Québec premier and former broadcaster, René Lévesque... Veteran DJ and publicist Joe Lewis celebrated 28 continuous years of hosting *Folk Music and Folkways* on CJRT-FM Toronto... Although the national deal on ABC-TV fell through, the CTV talk show *Shirley* is being seen in New York and L.A.... TV production costs in U.S. continue to escalate: It's estimated that a half-hour comedy series now costs \$700,000 an episode; that's what *60 Minutes* costs, while *Prime Time Live* is \$500,000 an hour...

Obituaries: Eastern Ontario sportscaster Bill Bennett died at age 54... David Brian, who starred in the '50s TV series *Mr. District Attorney*, died at age 82... AIDS took actor Ray Sharkey of TV's *Wiseguy*. He was 40... Richard Webb (*Captain Midnight*) of the popular radio and TV series of yesteryear, died at age 77...

Reminder: The CAB Convention is in Halifax, November 7-9. Wise to book now... At CCTA — the Canadian Cable TV Assn. — Lisa de Wilde, Gerald Janneteau and Stephen Quinn were added to the board of directors... Interesting to learn that all *Phantom of the Opera* cast members worldwide are fitted with Sennheiser body pack transmitters, with MKE lapel mics concealed in their wigs!... There's a good chance both Toronto and Vancouver could be getting NBA pro basketball franchises. Allan Slaight's Standard Broadcasting is a partner in one of the three groups bidding for Toronto... Here's a new book that might catch your interest: *Broadcast Blues — Dispatches from the 21-Year War between a TV Reporter and his Medium*. It's by Eric Burns... Moving from director of promotions at CFMI-FM Vancouver, Christina Glen became a partner in the PR firm of Lois Lane Communications... (Editor's note: Great work, Phil! You've located Lois Lane! Now what's the scoop on Clark Kent?)... The Kent family is truly prominent in Canadian broadcasting. Arthur Kent returns to Canada to host CBC's *Man Alive*. His brother Peter Kent is anchor for Global News, and his sister Norma Kent free-lances as host for CBC's *NewsWorld*... (Editor's note: Phil: CLARK Kent. C-L-A- R-K)...

Phil Stone writes regularly for BT. Items for Broadcast Beat may be sent to Phil at 2350 Bridletowne Circle, *1601, Scarborough, ON, M1W 3E6.