

NEW TV STATIONS FOR OSHAWA, OTTAWA: The CRTC has approved local programming for a new TV station at Oshawa, 40 km east of Toronto. Power Broadcasting had already been given approval for a rebroadcaster of CHEX-TV Peterborough, 2,445 watts ERP on channel 22, to overcome a 'shadow' effect created by the topography of the Pine Ridge. Power will introduce local programming gradually, building to 3 hrs/week in year 3. Local spots, separate from those on CHEX-TV, are limited to 6.5% of commercial time for each hour of local programming per week, or 19.5% in year 3. (Power had asked for 40%.) Power has no plans to seek access to the Toronto market and has agreed to Rogers Cable TV in Oshawa dropping CHEX-TV when the Oshawa station goes on the air.

In Ottawa, **CFMT-TV Toronto** will be adding a rebroadcaster, 573 kW on ch. 60. With the addition of London and Ottawa, Multilingual TV will cover 77.5% of Ontario's population. Capital and operating costs are placed at \$665,000 over 5 years to establish an Ottawa news bureau with one reporter and one camera operator. Also, \$50,000 will be added to CFMT's scholarship fund for ethnic TV/radio students at Ryerson U.

CJSB TO GO FM: Standard's CJSB Ottawa, unprofitable in each of its 11 years, has been licensed to move to the former CKO frequency, 106.9, with 84 kW ERP. For a 3-month phase-in period, CJSB will simulcast on 540 kHz. Commitments to Canadian talent are to be increased from \$12.8 to \$50,000. The format will be hard rock, heavy on current releases. Also approved: FM for **CIPC Port-Cartier**, Québec, 7.4 kW on 99.1. Simulcast on 710 kHz will be for 45 days. **CKCN Sept-Îles** opposed the application, however CIPC argued that FM would allow it win back listeners who had switched to Montréal FMs on cable... **CJCJ Woodstock**, NB, is now a rebroadcaster of **CIHI Fredericton** 118 hrs/week (including overnight)... More on the **CanWest AltaWest** bid for Alberta TV: Channels proposed are 2 Lethbridge, 4 Red Deer, 5 Calgary and 17 in Edmonton. Terry Coles, a former president and GM of CFCN-TV Calgary, has joined AltaWest... Craig Broadcasting of Manitoba also filed for Alberta TV. Wendell Wilks, who had worked towards a new Alberta TV service since 1987, withdrew from his group's application. It will proceed as Alberta Interactive Multi-Media Inc., backed by David MacKenzie and Wayne Fipke of Edmonton... The Broadcast Standards Council, B.C. Region, has rejected a complaint against **CFOX-FM Vancouver** and commended GM Alden Diehl for his "exemplary" handling of the complaint. It all stemmed from 'Irish jokes' aired on the morning show last March... With the recent \$500,000 move to FM, CFOR became **KICX 106 Orillia** and CKMP became **KICX 104 Midland**. The AM txs will go silent by the end of the year... **CJOJ-FM Belleville** was due on-air Nov. 1. Tony Zwig is manager, Greg Southorn SM and Mike Christos PD... **CFRN-TV Edmonton** will add a rebroadcaster at Athabasca, 4 kW on ch. 13... The West's first 'instructional' FM, **CKMO Victoria** went on-air Oct. 18 from Camosun College, 50W on 103.1. Management includes Gary Wheeler and Helen Pearce ... Another instructional FM has been licensed for Algonquin College in Ottawa, 8W on 96.9... 'Acoustic Rock' is the new country crossover format on **CIXK-FM Owen Sound** — "The Mix that Kicks"... Western World wants **CFQC Saskatoon** as well as **CKIT-FM Regina** to switch to 'new country'. 'Hold on,' says **CHMX-FM Regina** (now A/C Mix 92) — 'we applied first!'

POLL SUPPORTS CBC FUNDING

A national poll by the Friends of Canadian Broadcasting has indicated that 63% of Canadians support CBC funding at its current levels. A \$250 million cut was planned by the former Conservative government, to take effect in 1995. The cuts were supported by 31%. Among decided voters, support for present funding to continue was: Liberal 75%, NDP 73%, BQ 67%, Conservative 59% and Reform 49%. 'Friends' spokesman Ian Morrison believes that Canadians want a strong CBC to counter the weakening of "the ties that bind us together" as a result of cuts in government funding for CBC and the arts.

TELESAT WANTS TO CLEAR WAY FOR DTH

Telesat Canada has applied to the CRTC to exempt Direct-to-Home satellite providers from licensing. DTH providers would still be under CRTC jurisdiction and have to meet criteria related to ownership, programming and fees. Larry Boisvert, president of Telesat, says that a number of Canadian organizations are preparing to launch DTH services and that licence exemption will enable them to compete with U.S. Direct Broadcast Satellite services expected to start early in 1994.

BBM PLANS NEW NETWORK MEASUREMENT

The BBM Bureau of Measurement says the 1995 launch of the '4P' personal, portable, passive, people meter will include a new national network audience measurement service. This will be in addition to plans already announced to provide new services for Ontario and Quebec regions and the Toronto, Montreal and Vancouver markets. Owen Charlebois, BBM president, says the 4P system allows regular sample rotation, unlike the set meter, and that soon-to-be-licensed specialty channels will help to amortize the costs of the 4P project.

U.K., CANADA PREPARE FOR DAB

Current DAB engineering tests by the BBC include a 10 kW transmitter in London, and 1 kW transmitters at three other sites testing network operation on 226 MHz. Specially-equipped survey vehicles are measuring the field strengths of the individual transmitters and the way they perform as a single frequency network. After the tests are completed, the BBC expects to produce detailed plans to introduce DAB services throughout the U.K. In Canada, it is hoped to introduce digital radio by 1995. A working group on Frequency Allocation is developing methodology for an allotment plan in the proposed L-band range of 1452-1492 MHz. CAB reports "strong doubts" that In-Band, On-Channel (IBOC), favored in the U.S., will meet the future needs of AM and FM radio.

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JERRY FAIRBRIDGE

"What Else Can You Do?"

As everyone knows who's worked in a minor market, you learn something of everything in a small operation, and that can lead you into places you hadn't thought of.

Ralph Warrington, president of CJOB/CJKR-FM Winnipeg, has a vision of how radio stations should operate, and it's a refinement of that fact. It incorporates the philosophy that people have more than one talent and will grow to use their talents if given the opportunity.

Ted Farr, PD of CJOB, shares the vision. "This is how I describe it to our people," he says. "Every person on the staff has a primary job function. That's how they earn their paycheque. Then the question is, what else can you do? What other skills can you devote to the effort to create this tremendous news/talk station?" Here are examples of how this approach has developed additional skills:

"One of our people, **Paul Friesen**, said, if there's ever an opportunity to do anything in sports, I'd love to get that chance. He is now hosting a sports-talk show two nights a

week. Here is an individual who had never considered talk radio as one of his options and he's doing just fine... And we have a sports person, **Les Lazaruk**, who is particularly good with writing and delivery of information, now doing one of our primary newcasts on our classic rock FM station... Talk show host, **Richard Cloutier**, who is really a good field reporter, regularly grabs a tape machine and hits the street to do spot news coverage. The example I'm most proud of right now is our new afternoon drive show, a newsmagazine program keyed to breaking news. **Natalie Strecker** is host. She was in our news department doing morning news on FM, is really quick on her feet, a really good interviewer. When presented with a possibility of working with us to develop an afternoon drive news program, she just jumped at the chance and all of her abilities are now being challenged daily.

"We have had prime time sports for a couple of years. Our new sports show, *Sportstalk*, is on 10 pm to midnight. Its primary function is a review of the day's sports events and to give listeners the opportunity to express their views of the games of the day. The program also gives us an opportunity to go very local in university sports, high school sports, Manitoba Junior Hockey — the kind of sports leagues and teams that only get at best surface coverage. We make sure that their scores, their results, their victories and defeats are exposed daily on this radio station.

"Also, as of Oct. 11, we instituted a new talk show, 7:30-10 pm M-F. Two hosts share the show, both journalists working in the marketplace: **Donald Benham**, an instructor at Red River College, and **Mary-Jane MacLennan** (daughter of previous CJOB president **Rory MacLennan**). "She is Sunday editor of the Winnipeg Sun. They're joining us on a freelance basis. The show will take a lifestyle-first approach. But due to the nature of their reporting abilities, when news breaks, that news will be on-air.

"As of Oct. 11, we are exclusively newstalk 5:30am to midnight, M-F, and we're working on other ideas.

"The news department is no longer a small group of people whose jobs begin at :00 and end at :05 on the clock. Instead, we have a much larger group of people concerned about keeping listeners up-to-date, 24 hours a day, 7 days a week. We call it not the newsroom, but the information centre."

A Station That is "Truly Bilingual"

East to New Brunswick where CKNB in Campbellton has a unique philosophy on serving its community.

Other bilingual countries have bilingual broadcasters. Some don't have the finances for the luxury of segregated systems. Some do it as a policy to encourage bilingualism. In Canada we call ourselves bilingual, but generally segregate English and French radio and television. CKNB is different.

CKBC Bathurst, down the road from Campbellton, is also bilingual, but programs French and English in blocks. That works for CKBC, and that's the way CKNB was until about a year ago when GM **Jim MacMullin** changed everything.

Now, says Jim, listening to CKNB is like sitting down with a group of friends from the area. In the same conversation, some speak French, some speak English, and they all understand each other. "It's very comfortable," he says.

CKNB, on air since 1939, originally was all English. As the number of Francophones increased, CKNB tried to cater to them; but, if you were French and wanted to hear a French program, you had to wait for it.

"I thought that was uncomfortable and unfair to both

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linguistic groups," says Jim. Now on CKNB you will hear a French commercial then an English commercial. On *Trading Post*, if a French person calls with something for sale, the announcer translates, and vice versa. Everything is mingled. "The only thing we do unilingually is newscasts. We have an English newscast at the top of one hour, French the next."

Jim says: "This is the only truly bilingual area I've ever seen. People switch back and forth all the time. The station is truly a reflection of the community. We don't notice what we're doing, we're just broadcasters doing our job. When I changed from block programming, no one seemed to notice."

Small factions are opposed to the "other" language, says Jim, but he's had positive feedback from strong people on both sides that "it's much better this way."

"We care about the people," says Jim. "We don't care about French first or English first."

Manitoba Broadcasters Meet

Here's some advice to the Broadcasters Assn. of Manitoba by engineers Doug Allen, Jack Hoepfner and Paul East:

- Insist on proper documentation, whether for new installations or modification to existing installations, whether at the studio or transmitter, whether by your own technical people or an outside service company. "We have seen too many horror stories out there."
- It's no longer possible to keep up with technical changes in broadcasting simply by osmosis. Send your technical staff on organized courses. They are the only way to keep on top of what is going on.
- On BBM scheduling, Doug complains, "We bring this up every year and we keep wondering if anyone is getting the message." Some work at transmitter sites requires shut down, switching, etc. In 1993, five weeks was available for this work, Aug. 2 to Sept 5. "Mid-winter is not the best time to do outside work and normally it costs more for outside service. Also, the Canadian Labor Code, Safety Code 6, may force broadcasters to keep riggers off their towers when they are operating. Tower suppliers, concerned with the implications of Safety Code 6, may forbid their employees from working on a live tower. There have been cases in the U.S. where broadcasters have been held liable for injury and or the death of riggers working on their towers or antennas when the transmitters were operating, even though the riggers were working for a tower company. "In Canada, we have not yet achieved the litigation frenzy of our neighbors to the south, but this does not mean that some government department may not get ideas. You should be aware that in Ontario one department has pushed for and is imposing their control over RF exposure."

Doug also urged that engineers receive and read the CAB publication *Circuit*.

On the subject of danger, product warnings and bureaucracy, this is from the August issue of *IEEE Spectrum*, passed to me by Doug with a wry comment about the bureaucratic obsession for covering every risk. One day governments may force you to put this label on every product. "HANDLE WITH EXTREME CARE: This Product Contains Minute Electrically Charged Particles Moving at Velocities in Excess of Five Hundred Million Miles Per Hour."


Employment Equity: There are good commercial and other reasons to hire minority groups, the BMA meeting was told by Dan Highway of Manitoba Highways and Transportation personnel services. With changing demographics, there is a large native talent pool and a large audience, he said. How do you get that audience? Hire an aboriginal person.

— continued on next page

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If you do, said Dan, you are hiring a talented person, a person with a different perspective and a new way of looking at problems. Learn to accommodate differences and to nurture them. Those differences will make a difference in your business. Avoid stereotypical words, words that are offensive.

"What does employment equity mean to me? It means fairness, an opportunity to prove myself, to develop my talent, to be valued as a person. What does it mean to you? Getting the best. Tapping into an untapped resource. The conclusion: Employment equity is simply good business," said Dan.

Don Kay, VP of CKY/CITI-FM Winnipeg, is just full of PFM. His card tricks at the BAM almost outdid **Vern Traill's** famous annual boat race at the WAB. Perhaps it was through PFM that CITI-FM rated so high in the summer book... Don has been known to rub PFM on his golf clubs, but that wasn't enough to stop me winning the BMA golf tournament. With, I confess, more than a little help from **Al Friesen**, PD of Radio Southern Manitoba, **Don Killie** of CKLQ Brandon and **Becki Killie**. In fact I admit that Don Killie needed a bit of PFM of his own to drag us to the top. But no, we didn't cheat, as some people suspected who know I don't golf. What is PFM? You'll have to ask Don Kay. He uses words that make me blush...

Boyd Craig of Western Manitoba Broadcasters is the new president of the BAM.

Saskatchewan Broadcasters Elect Executive: The new president of the Saskatchewan Association of Broadcasters is **Wax Williams** of CJYM/CFYM Rosetown. **Dennis Dunlop** of CIPA-TV/CKBI-TV Prince Albert is VP, **Jackie Gray** of CFSL Weyburn is secretary, and **Dennis Dyck** of CJYM/CFYM is treasurer.

In September, Stompin' **Tom Connors** was inducted into the Canadian Country Music Hall of Fame in Swift Current. A week later, during the SAB convention, Wax presented to the 'hall of fame' a 22-year-old piece of plywood. Its claim to fame was that it was the original "stompin' board" used by Stompin' Tom at a performance in Rosetown, Oct. 29, 1971. It's inscribed and signed by Stompin' Tom. Wax found it in the basement of CJYM, which back in 1971 was CKKR.

Award Presented to Ken Kane at NACS: CanCom named Ken Kane, a driving force in native broadcasting in the north, as the 1993 winner of the Ross Charles Award for outstanding contribution to aboriginal communications by a native person. The \$2,000 award was presented at the annual meeting of the National Aboriginal Communications Society in Terrace, BC.

ACROSS CANADA: **Bob MacEachern**, who's managed CIGO Port Hawkesbury for six years, says purchase of the station by his MacEachern Broadcasting is a dream come true. "CIGO means a lot to the people (of the area) and it's an honor for me to be entrusted with this responsibility," he says. CIGO celebrated its 18th year October 28... Elsewhere in Nova Scotia, **Don Abbey** is gone from Annapolis Valley Radio... **Over in Dartmouth**, **Jim MacLeod's** successor as head of NewCap is **Bob Templeton** from Telemedia's CIGM/CJRQ-FM Sudbury.

The venerable CFQC Saskatoon embarked on a new chapter by moving in with CJWW, owned by Western World, which is applying to buy CFQC and turn it into an FMer. Veteran newsman **Easton Wayman** was let go... **Roger Millions** is now sports director of STV Saskatoon. For the past year he had

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co-anchored STV Sportsline with SD Wray Morrison who moved to sales... This is from *The Wave*, CJVR Melfort newsletter: **Ted Pechey** of CKLQ Brandon, sick of the 'orange death' (Kraft Dinner) and tube steak, has put out a cookbook that is humorous and international, yet succulent (I think they mean the recipes, not the book) and defined. (Someone should have been a wine critic.) The book is called *Oh, what foods these morsels be*. (Hey, that's pretty literate. This book will get time on the CBC)... Also from *The Wave*, I learned that **Ray Telford**, who left CFOK Westlock during a big shakeup earlier this year, is now SM at CJVR... At CFOK Westlock, **Dave Linden** is now ND... **Len Novak** is moving the HQ of NorNet Communications to CJOI Wetaskiwin, which originates programming for his group of northern Alberta stations...

CJCA Edmonton Under New Management: In the middle of September, it wasn't even an idea. But on Oct. 1, **Stu Morton** and **Roger Charest**, who already owned CKKQ-FM Victoria, CJOK/CKYX-FM Fort McMurray and CKER Edmonton, and had just agreed to buy CFGP Grand Prairie from Rogers, took over veteran talk station CJCA Edmonton under a management agreement with a purchase application to follow... **Diana Parker**, GM of multilingual CKER, is managing both CJCA and CKER. If the CRTC approves, CKER will move to the FM band and CJCA will move to CKER's facility next spring. **Brian Blackburn** moved from Fort McMurray to look after sales and marketing for CJCA and sales training for the group. **Ken Davis** was named news director; until CJCA moves, he'll work with **Sharon Mallon**, who remains ND of what was CJCA's sister station, CIRK-FM. Controversial CJCA PD **Peter Weissbech** has left... Stu says CJCA and CFGP are a natural fit with what the

group already owns in northern Alberta. Among other things, he's looking at the possibility of a northern Alberta talk show.

Former CJCA staffer **David Berner** is hosting a midnight to 4am talk show on CKNW New Westminster, while **Stirling Faux**, formerly of CFOX Vancouver, hosts the same slot weekends. Both shows are carried on the WIN network and by Westcom's CHQR Calgary... And CHED Edmonton, set to do battle with CJCA, hired **Bill Matheson**, twice fired by Weissbach from CJCA. CJCA hired him back after the first firing... **Wes Montgomery** is now doing mornings on CFCW Edmonton/Camrose... Classic Rock CHRX Vancouver, which almost eliminated announcers, has added more sports shows.

COAST 1040 Vancouver, now Quality 104, is targeting the former CHQM audience with a format aimed at sounding like the '90s version of what CHQM was in its prime." That's logical because it's being operated by former employees of CHQM, with GM **Brian Benn** and personalities like **Terry Bell**, **Bill Phillips**, **Bill Gilmour** and **David Marnoch**. They'll take the station over, CRTC willing, although I understand **Clint Forster** will retain an interest... As you know, the group applying to purchase CHQM from CHUM have applied to go heavily ethnic, which is causing waves at CJVB Vancouver. **Ed Ylanan** is now GM there, replacing **Mike Leigh**. **Theo Donnelly**, former joint ops manager with **Pat Karl**, is gone... At the Toronto CCBE Convention I bumped into **Paul McKnight**. He was program director and operations manager when AM 1040 in Vancouver first went on-air in 1986. He's now managing director of Radio Computing Services Canada and is very busy demonstrating RCS's computer systems... —continued on next page

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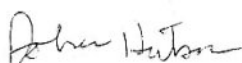
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Jerry Fairbridge — concluded:

Terry Alix, GSM at CKPG/C101-FM Prince George, is moving back to Winnipeg to run a ranch, among other things. GM **Gord Leighton** says they'll miss Terry's flair for putting together super promotions... **Valerie Ambrose** is now newsroom supervisor at CISL/CKZZ-FM Vancouver. She was last at CFOX Vancouver before she went travelling... Over on the island, CHUB and CKEG Nanaimo have applied to merge, moving CHUB to FM. CKEG would stay country and CHUB contemporary/full service... More talk: CFXA Victoria introduced a new afternoon drive news-talk program for the fall. It's anchored by ND **Alan Perry**. CFXA also introduced Victoria's first sportstalk show, CFXA *Sportslines*, 6-7 pm weeknights, hosted by **Dale Dymianiw**...CKIQ ND **Mike Guzzi** has won the 1993 Attorney General's crime prevention award for outstanding volunteer. Guzzi, chairman of Kelowna 'Crimestoppers', was just nominated western Canadian director at their International convention in Calgary in September. He hopes to bring that convention to Kelowna in 1997.

Ma-Anne Dionisio of Winnipeg, star of *Miss Saigon*, currently showing in Toronto, received her first showbiz recognition in a CKJS talent search in 1991. The multilingual station's talent shows have become so popular that this year it had to find a bigger venue, the 2,200-seat Centennial Hall — just three years after the show had its debut in a restaurant... CKRY-FM Calgary has had a great year: good books and three Country Music Association Awards. One is 'major market station of the year' for the second time in three years... Standard's CJAY Calgary held its first annual Classic Rock awards last month.

Q107 Toronto will showcase talent from across Canada with its new Canadian Rock Awards, formerly the Toronto Music Awards. The first presentation Dec. 1 will be carried on Westcom's CHCH-TV Hamilton and also on Westcom's Rock Radio Network.... The number of applications to change AMers to FMers must be hinged on some indication the CRT is ready to loosen up, and perhaps approval of Standard's application to move CJSB Ottawa from 540 kHz to 106.9 MHz is confirmation. CJSB plays classic rock. CHEZ-FM swapped to classic rock this summer... **Lee Sterry** moved up from PD to become GM of CKDO/CKGE-FM Oshawa... **Lindsay Foster** is doing morning news on CFMK Kingston...

Syndication: Pelmorex, moving into increased syndication, made available a talk show with **Jean Chretien** free of charge. Chretien was guest Sept. 25 on *Contact*, a weekly talk show hosted by **Rich Wyman** at CHNO Sudbury and broadcast on the Pelmorex radio network... SRN is now using the sponsored CTV Radio News on its country and oldies shows out of Vancouver. Newscasters are **Lloyd Robertson**, **Del Archer** (also producer), **Larry Stout** and **Peter Murphy**... CKYC Toronto produced the *Blue Jays Anthem* and made it available free via BN. PD **Bill Anderson** wrote the lyrics to **Charlie Major's** melody from his tune *Backroads*, and **Scotty Campbell**, winner of Country 59's Country Talent Search, did vocals. Net proceeds from any sale of the song will go to Feed the Children.

What's going on at your place — who got promoted, who left, etc? Send it to me c/o Broadcast News, 36 King Street East, Toronto, Ontario M5J 2L9, or fax it to me at (416) 364-8896.

ATLANTIC AIRWAVES

by Sandra & John Porteous

Sale of CHSJ-TV, MITV Before CRTC: Media observers, caught off-side by the announcement of the sale of both TV networks owned by the powerful Irving family, await the December 7 hearing in Fredericton.

The sale of MITV was not a major bombshell — CanWest Global had already expressed interest in the network, which has studios in Halifax and Saint John and is now licensed to operate 11 transmitters in Nova Scotia and New Brunswick.

More surprising was the Irving decision to finally sell CHSJ-TV Saint John and its six rebroadcasters to the CBC. For decades, the CBC has promised owned-and-operated TV service to New Brunswick, the only province without such service. Among the harshest critics of this situation was the late Tory premier, Richard Hatfield; but Liberal Premier Frank McKenna has taken up the cause just as aggressively. Of special annoyance to many viewers was the fact that CBC stations in Halifax and Charlottetown could have easily been carried by cable, if not for an agreement between the CBC and the Irving interests that CHSJ-TV had the sole franchise to distribute CBC programming in New Brunswick.

In the past, the CBC claimed the Irvings did not want to sell the station or that it could not afford the high price placed on CHSJ-TV. Several years ago, Kenneth Clark, then president of New Brunswick Broadcasting, told the CRTC that CHSJ-TV would become "more of a CBC station than most CBC stations." Within a year, however, Clark had resigned to take a position in Western Canada and little visibly changed on the station's log.

Missing Signals: We'd be interested in hearing from some long-lost friends in the business: **Larry Costello**, part-time announcer at CKTB St. Catharines around '59; **Barry King**, announcer at CJQC Quebec City, CFNB Fredericton, CHOW Welland and CFOX Montreal in the late '50s; **Rene Pappone**, newsman originally from Timmins, who worked at CKTB about 1957-61; and **Denny Miller**, CFNB, early '60s... If you, too, would like to locate long-lost friends in the industry, write John Porteous at the address below and we'll put out a 'DX'...

CFNB Fredericton, which once encouraged a very dignified sound, is the latest Atlantic AM to go Classic Rock. A heavy multi-media promotion includes spots on ATV... The big news at CBC is the move to Newsworld by co-host **Norma Lee MacLeod** from CHBT's *First Edition*. Her former boss, **Geoff D'eon**, spoke of her professional growth since her start on the show in 1989, and staffers were pleased she would still be in the same building... D'eon, credited with having turned out a top-notch news package at *First Edition*, has exited as news chief. He'll produce the new *Son of Codco* comedy series being undertaken at CBHT in co-operation with Salter Street Films... **John Nowlan's** *Street Cents*, the definitive consumer advocacy show for young people, continued its winning ways at the prestigious Columbus International Film and Video Festival. The CBC Halifax show picked up a 'Best of Category', two bronze plaques and an honorable mention at the Ohio capital. The Calgary Herald recently suggested that *Street Cents* be in a prime time slot, observing that the show is "an ideal example of why we need a public broadcaster." To which we say 'Amen' — and remember, it happened in the Maritimes!

Newcap stations CKIX-FM and CJYQ in St. John's, Nfld., have a new GM — **Hilary Montbourquette**, a 22-year veteran of broadcasting in the Atlantic provinces. **Ken Dan** has become programming supervisor for KIXX/Q and PD for CKIX-FM... Speculation is rife (wonder what than means, anyway?) (*Editor's note: prevalent, current, abounding. Clever fellow, that Webster.*) at ATV Halifax that news anchor **Steve Murphy** may be buddied up with a co-anchor. He inherited the slot when longtime host **Dave Wright** quit due to stress. ND **Bill Patrick** says, "We're looking for another strong person, and depending on who we find we'll slot them in." (No 'phone calls please)... As if by divine intervention, **Harris Sullivan** himself has landed back in Halifax to see what's happening in the biz. Sullivan underwent what is described as 15 months of self-imposed exile from the media, and is ready for gainful employment. Born in Richibucto, N.B., he's a well-respected member of the Halifax media and has worked successfully in print, radio and TV... *Why don't you and Harris do lunch, Bill?...*

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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THE PHIL STONE REPORT

Jim Sward's 'Three Wise Men'

The popular myth is that good things come in threes. In the case of James F. (Jim) Sward, it can be changed to colorful employers. The president/CEO of Global Communications Ltd. and CanWest Global Communications Corp. (Canadian operations) counts Geoff Stirling, Ted Rogers and 'Izzy' Asper in his major-level broadcasting background.

"I regard my affiliation with those men as one of my great good fortunes in life. To work for and with people 'where the buck stops'. All three of them are brilliant, passionate Canadians, people with character. I have learned some of the most wonderful lessons, and gained some of the most marvellous memories about building businesses together, with three of the country's most unique and courageous people."

Jim said that in each case, "I can remember more than one occasion where these people were so courageous that they literally mortgaged just about everything to achieve their dreams. I am really lucky to have worked very closely with people like that — people that make things happen in Canada." Such visionaries, he adds, "need people like me, because I'm a good manager... I do things in a more routine, a more stable manner than some of these more dynamic risk-takers."

Geoff Stirling and CKGM/CHOM-FM Montreal

Jim was 24 when he went to work for Geoff Stirling. That was 24 years ago. As sales manager of CFOX, he was already building a solid reputation in the industry around Montreal. Stirling, at the time, Jim recalled, "had CKGM and it was sort of struggling under the negative elements of Pat Burns and the talk show and the changing political nature of Montreal. There was also CKGM-FM, which was kind of a beautiful music background service. Stirling was looking for, quote, 'Some bright young person to change all of this.' Don Wall, my predecessor, a wonderful broadcaster, had left. With him gone as leader and guru, the stations were in disarray. So Stirling, in what I guess was another courageous move, after hearing about me arranged to meet me at the Ritz-Carlton and hired me."

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In Jim's estimation, his experiences at the Stirling Montreal stations were "a marvellous opportunity." He had to do some drastic things. "You can't get much more drastic than what I did. I changed the AM from all-talk to pop music, brought in people like Ralph Lockwood and a bunch of top talent, and it became number one AM station inside of a couple of years. I followed that with changing CKGM-FM to CHOM-FM and introduced what was really North America's first progressive FM — it eventually became Montreal's top FM station.

"Each of those stations, in the seven years that I was there running them, stepped into brand new formats with brand new teams."

Jim was born in Petawawa, Ontario, where he finished high school on the army base there. "I was the oldest of six children. My dad was a sergeant-major in the army. I left Petawawa, came down to Ottawa, and lived in a boarding house while working in a shoe store on the Sparks Street Mall and going to university. What happened at the store was that Bruno Butkowski, the sales manager for CKOY came in to get a pair of shoes."

Jim said he told Bruno how much he wanted to be in the radio business while he sold him a pair of shoes. "I remember that I sold him a pair of Florsheim shoes and a pair of Hush Puppies."

Bruno invited Jim to join CKOY as 'copy boy'. After a year and a half at university, Jim accepted and also became "a sort of salesman". When one of the full-time salesman had health problems, Bruno called Jim into his office and said, "You've got to do a couple of things so that you can be the salesman you ought to be. You've got to wear a hat, because all salesmen wear hats. And you've got to have a car."

"So I had to go out and buy a hat. I went to the bank manager and borrowed two thousand dollars to buy the car and the hat — and then I went into the selling business."

Jim was on the sales staff of CKOY for two years and became the top salesman. By then, he had decided that, "I was smart enough to run something." He was about 21 at the time. On a visit to Saint John, N.B., where his girl friend lived, he found that they were building a new radio and television station. "I went to have a look at it. I climbed over the construction barrier and, unauthorized, went in."

In the hall, Jim met the legendary K.C. Irving, accompanied by George Cromwell, who was to be manager of the newly-built stations. I told them who I was and they invited me to walk around the site with them. By the time we finished the walk, I was the sales manager."

Jim stayed in Saint John for a few years. "A couple of things I did there came to the attention of the Radio Bureau of Canada. John Foss, the director then, was quite fascinated about what I had done and spent some time with me and helped me. He recommended me when Gord Sinclair Jr. was looking for somebody at CFOX. By the time I was 22, I came up to Montreal to become the CFOX sales manager. It was two years later that I was hired to be VP/GM of the CKGM stations. I never did finish university."

Building the Radio Group for Ted Rogers

In 1977, after seven years in Montreal, he responded to an invitation Ted Rogers had given him to "have a look at his broadcast operations. Keith Dancy, who is my uncle, was with Ted then. In fact, Keith was the reason I chose radio in the first place. He would visit the army base in Petawawa. He was my mother's younger brother and her favorite.

Continued from page 36 — He was the only one from what we called 'Civvy Street' I got to know. When I decided I didn't want to be a sergeant in the army but wanted to be like my uncle, that's what actually caused me to approach Bruno Butkowski back in my Ottawa days."

Jim came into the Rogers empire to develop the broadcast division. "In June (of 1977), I presented my plans to the board of directors and they were supportive. In July, Keith bought the Hamilton station from Ted. The next month, I accepted the position as president of Ted's broadcasting group."

Jim found that while Geoff Stirling and Ted Rogers were quite different, both were "powerful, charismatic people. Wonderfully charming... Sometimes very difficult people."

Jim said that when he moved to Rogers in Toronto, "I was so thankful that I had learned by broadcasting the good old-fashioned way. That I had learned it as a craft. That I had paid my dues in smaller markets. I remember being stunned at how wealthy Toronto was. In Montreal there was always somebody who was about to go bankrupt. In both Saint John and Sussex, N.B., you always held your breath because you had to get that local Ford dealer on the air, or else your sales were not going to look that great."

Toronto "was so different. It was so big and so wealthy that among the stations there was more emphasis on getting ratings and less on knowing customers. If you got the ratings, the money would come in. The market was so deep, that if customer A didn't come in, customer B was waiting. Even

the lowest-rated stations were able to share the wealth."

Jim learned the business where there was a price to pay if you didn't do well. "Doing well in Toronto's rich market gave you the resources to do the things you couldn't do any other place."

From Rogers Broadcasting, Jim was assigned to become president of Cantel, Rogers' cellular telephone company, and that brought a liberal dosage of added knowledge and broadened experience.

1993: A New Career with 'Izzy' Asper

Jim now says that with Global and Izzy Asper, he is in the big league of television. He has the role to demonstrate his managerial talent and his ability to hire the best people possible.

"I like very strong people," he said, "and I don't care if they are smarter than me. For example, I think Tony Viner is one of the smartest men that I've ever met and one of the best broadcasters in the country."

That's a compliment to Jim's former colleague that might well be reciprocated by those three major broadcasters who have engaged Jim Sward.

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

BROADCAST BUSINESS

Companies in the news: **ASC Audio Video Corp.** named Manfred Klemme director of marketing. Their new Virtual Recorder® offers a random access retrieval system that makes recorded material instantly available for off-line editing... **Accom** won the International Teleproduction Society Monitor Award for its Digital Decoding/Encoding systems. Other winners were **Avid** and **Silicon Graphics**... **Ampex** says its DCT digital component post production system is playing a major role in 1993-94 TV season shows. Ampex also reports record sales of tape products... **AmPro** says its first shipment in North America of the 7000D light valve projector was to **Ken Lewis Group** in Toronto, for the Metro Hall. It projects enough light to keep lights on in the council chamber for cable TV coverage... New Zealand has joined the U.S., Canada and Australia in using the **Arbitron** portable passive people meter to measure radio/TV audiences ... **Artel** has supplied three SL4000® multichannel digital video transmission systems to **Vidéotron** in Montreal for transmitting major sports events over Vidéotron's fiber optic network (see page 23)... In addition to supplying Alberta's Access TV, **BTS** was prime contractor for the \$80 million upgrade of Televisa of Mexico and has made

major sales to U.S. customers WCPX-TV Orlando, Unitel Video of New York and Filmworkers Club, Chicago... **Broadcast Electronics** acquired Broadcast Programming and Sentry Systems of Seattle from **Kaye Smith Enterprises**. BP provides music formats to more than 800 radio stations worldwide; Sentry manufactures audio control and storage systems ... **Chatham Research** (Box 439, Oakton, VA 22124) has a software program called FM SCAN. It displays info on FM stations along major U.S. highways. Cost: \$33.95 US... **The CBC Broadcast Centre** is among users of the Graham-Patten D/ESAM® digital edit suite audio mixers — as is Wharf Cable in Hong Kong, where James Snelling is director of engineering... **The Global Source** in Washington, DC, forecasts that rapid development in the radio & TV in Mexico will result in strong demand for state-of-the-art equipment... ABC-TV was among the first to purchase **Leitch's** "Bug" logo generator/ inserter... **Lowel-Light** has acquired the rights to the Rifa-Lite® soft light system in North & South America and Europe... **Mad River Technologies** of California says its 'VideoFax' is the first product to transmit full-motion video over conventional telephone lines... **Microtime** named Eric Wahlberg SM, northeast region, including Ontario & Quebec... **PESA**, assessing the 'simulcast period' for the introduction of HDTV, says with initial lower ERP, TV stations "can expect to service 25% of their market at one-third the cost of the final HDTV system. As the HDTV system starts to generate revenue, transmitters can be upgraded to higher powers." PESA won a \$60 million contract with Televisa of Mexico for transmission and studio equipment for 67 new stations. PESA and **Chyron** are supplying switching and graphics systems for the **DirecTV®** Castle Rock Broadcast Center near Denver under contracts from **SONY** Systems Integration Division... **Richardson Electronics** is now a stocking distributor for **Sennheiser** mics and audio products, and authorized distributor for **Amphenol Corp.** RF connectors.

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