

NETWORKS + STATIONS

CBC BUDGET GETS REPRIEVE: With the appointment of Tony Manera as president, the CBC appears to have been given assurances of stable funding by the new federal government. Cuts of \$100 million in the CBC's annual budget of \$1.1 billion a year will now be spread over a 5-year period; but Manera will still have to cope with the effects of inflation and a shortfall of at least \$90 million for the 1995-96 fiscal year.

TELEMEDIA TO BUY CJEZ-FM TORONTO: Confirming years of speculation, Telemedia Inc. is moving to buy CJEZ-FM from Redmond Broadcasting. CEO James McCoubrey says the FM is "an excellent strategic fit" with Telemedia's AM 1430 "The Fan". Bob Redmond — who also owns FM stations in Calgary and St. Catharines, and an AM in Simcoe — says the new owners will help "EZ" achieve its full potential. "EZ" won CRTC approval for a power increase from 4 to 28.9 kw last fall, along with a reduction in its Canadian talent commitment from \$130,000 a year to \$28,000. Telemedia owns 26 radio stations in Ontario and Québec... Meanwhile, Z97.3 has hired Charlie O'Brien from CKLW Windsor to take over the afternoon shift; he joins the line-up of morning man Tom Rivers and new midday host Shelley Wright. Promotion director Walter Levitt also tells BT that Z97.3 is being heard in all Cineplex Odeon theatres in Toronto.

CKCK-TV Regina 40th Anniversary: Western Canada's first privately-owned TV station, CKCK-TV went on the air July 27/54. All staff alumni are invited to a reunion on May 21 — contact Dorothy Dunne at (306) 569-2000 for information... **Big Ratings for Winter Olympics:** Nearly six million Canadians tuned in to CTV for the opening ceremonies of the Winter Olympics, with an average of 1.9 million. Average daytime audience for the first two days was 1.6 million... Speaking of ratings: **CISL Vancouver** showed a 55% increase in morning ratings last fall, after Red Robinson took over the show. Its sister station, **CKZZ** showed a 43% increase in number of listeners to 287,300. The top 5 FMs (12+) were: **Z95.3** 9.4; **CKKS** 7.7; **CHQM** 7.0; **CFMI** 6.6; **CFMX** 5.8... An interesting twist to the **Access Network** story: one of the applicants for a national pay-TV channel, **Canadian Learning TV Network** is offering to maintain some Access programming if it gets a licence. CLTV, a partnership of Ron Keast of **Vision TV** and **CHUM Ltd.**, says it could use the Alberta facilities... Another proposal is that Alberta's private broadcasters would make time available for Access programming... **CRTC Activity:** **Radiomutuel Inc.** has applied for a change in daytime coverage for **CJMS Montreal** to improve service to the south shore area; also for a power increase at **CJMM-FM-1 La Sarre**, Québec, from 46.8 to 2476 watts... Regina FMs **CHMX** (Harvard) and **CKIT** (Western World) have both filed their bids for changing formats from pop-rock-dance to country. **CKIT** is asking that \$91,600 expenditures on Canadian talent development be deferred to the next licence term; **CHMX** is committing to an increase from \$6,000 a year to \$25,600... Recent decisions: FM approved for **CHLO St. Thomas** (from 1570 to 103.1 with 16.7 kw ERP); among those opposing was the Christian Institute of Broadcasting which requested a delay to allow consideration of an application for a Christian station... **CFVD Déguis**, Québec, will move from AM to FM, but was required to change the proposed contours to exclude parts of New Brunswick; broadcasters

in that area said the expanded coverage would be harmful to their operations... Other approvals: Transfer of control of **CKDM Dauphin** to Jos. & Marguerite Maillard... A new FM for **Native Communications** at Thompson, MB, 86w on 96.3; it will produce 72 hrs./week of local programming. Also, **Northern Native Broadcasting** of Terrace will add 13 10-watt FMs in BC. Native FMs have also been approved at Iqaluit, NWT, Meander River, AB, and Wiarton, ON... Recent CRTC denials include applications for a new FM at Whitehorse, YT, and a rebroadcaster at Gascons, PQ, for **CIEU-FM Carleton**; the latter would have extended coverage into the area served by **CHNC New Carlisle**... Over \$25,000 was raised by **CHIN Toronto** in its 2-day Variety Children's Radiothon; Johnny Lombardi was host of the multicultural segment of the Variety Telethon which raised \$4 million. In an earlier Radiothon, CHIN raised over \$30,000 for the Caritas Project, a drug rehabilitation program... The first Indian station in the Maritimes, **CICU-FM Eskasoni**, NS, is on the air in Cape Breton. It broadcasts 65% in Micmac from the basement of manager Greg Johnson's home... The **CBC** has dropped local newscasts at five Newfoundland stations. Instead, news originating in St. John's will be augmented by reports from the stations, without cuts in staff... **Stateside:** **WBZ-TV Boston** is getting more audience for its 11 pm newscast through a deal with **WSBK-TV**, which airs **WBZ-TV** news at 10 pm. Similar partnerships have been formed in other U.S. cities: the network stations gain audience and revenue, while the independents avoid the high cost of news shows. **BT**

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PEOPLE

Anthony Manera has been given a 5-year term as president of the CBC. With the Corporation for nine years, he became interim president last fall... Vancouver film-maker **Zvia Rechler** is the winner of the Mentorship Program for Women award. The \$15,000 award is funded by CanWest Global and administered by CFTPA, the Canadian Film and Television Producers Assn. Rechler will work with Forefront Productions on the series *Madison*, with producer **Helen Cynamon** as her 'mentor'... CHUM Ltd. has promoted **Mark Rubinstein** to VP/GM Citytv/MuchMusic and **Jay Switzer** to VP/Programming for CHUM Group Television... **Guy Gougeon** has moved from a distinguished 30-year career at CBC to become VP/GM of Cogeco Radio-Television Inc. His most recent positions at CBC were as VP, corporate engineering, then VP, French TV. Cogeco, a major cable operator, owns five radio and four TV stations in Québec... TVOntario has named **CLive VanderBurgh** as executive producer (development), children's programs. He will continue to teach advanced TV production in the RTA course at Ryerson U.... Two Brampton high school students were among those working on CTV's coverage of the Winter Olympics in Norway: **Josh Seymour** and **Kyle Sobko** have been involved in a co-op student program with CTV since Sept/92... **Jeff Vidler**, formerly of Joint Communications and since 1988 PD at CJFM Montreal, has joined Angus Reid Group. He's managing a new division which does market research for the radio industry... In Vancouver, CFOX-FM has appointed **Rob Robson** as music director and **Bill Courage** as afternoon host. Courage has been morning host at CFMI. **Erin Davis** moved from sister AM CKLG to handle the Fox's afternoon news... **Brian Brenn**, president and GM of AM 1040 Quality Radio, announced that VP **Dave Abbott** would take over the 8:30 to 11 am time slot with an investigative public affairs show.

In Memoriam

Known for over 30 years as "Jungle Jay" Nelson, **Frank Cox** died in Toronto at the age of 58. As "Jungle Jay" he hosted a Buffalo, N.Y. children's show; moving to CHUM in Dec/1963, he remained as morning man for 18 years. Since then, he had worked at CHFI, CJEZ and most recently with the National Institute of Broadcasting in Toronto.

BUSINESS

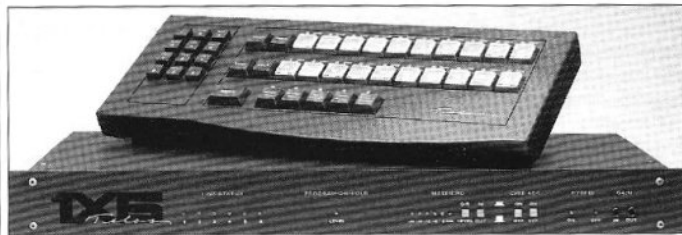
- **CBSI** has named Joe McDonald to head the CBSI digital audio division and the Digital Universe management product. He was previously with Tektronix. Appointed controller is Kaaren O'Rourke, formerly with Dynamix, also in Oregon.
- **Dorough Electronics** has received a Technical Achievement Academy Award for its audio level meter. A digital AES/EBU compatible version was recently introduced.
- **EMC** (Editing Machines Corp.) has joined the **Dynatech Video Group**. Dynatech companies include ColorGraphics, NewStar, Quanta and Utah Scientific.
- **FM Atlas** — new edition available from Box 336, Esko, MN 55733-0336, U.S.A. Covers FM in U.S., Canada and Mexico.
- **Harris Allied** has purchased the radio studio inventory of **Broadcast Services**, based in Raleigh, N.C.

VIDEO-ON-DEMAND— Among recent VOD developments:

- **Hewlett-Packard** has developed a disk-based video server technology for Video-On-Demand services and TV stations that automate advertising and other program material. A feature of the system is the ability to print out video images using an HP portable color printer. **Pacific Telesis Video** plans to introduce VOD using the HP technology in several areas of California within the next year.
- **Bell Atlantic** has selected **Philips Digital Videocom Systems** and **Compression Labs, Inc.** to supply Digital Entertainment Terminals for the first commercial digital TV and information networks to use telephone lines. The VOD system is to begin operation later this year.
- **Rohde & Schwarz** test/measurement products are now distributed exclusively in Canada by **Tektronix Canada Inc.**
- **Sony Betacam®** has been chosen principle component digital recording format for the **CBC Toronto Broadcast Centre**. Sony will deliver 110 recorders and two library management systems, each with six players. These are in addition to two carts, each with six recorders, previously ordered by CBC.
- **United States Broadcast Canada Inc.** has been formed in Calgary by the merger of Steve Soroka Sales with United States Broadcast Inc., formerly B.E.E.R. Inc. of Kentucky. Address is 1381 Hastings Cres. SE, T2G 4C8; (403) 243-0808, FAX 243-0069.


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city children to a full five-day school week. And the fund donated \$10,000 to Ronald McDonald house. Finally, the fund had teddy bears custom made. A week before Christmas, staff delivered more than 200 teddy bears to the children's wards of four hospitals. CFRN asked listeners to mail in a Christmas wish and did its best to grant as many as possible. It was the second year of the campaign and 21 wishes were granted, including paying \$5,000 in postage so an Edmonton woman could send boxes of collected toys to the Ukraine for Christmas, reuniting a mother and daughter for Christmas by flying the mother to England, and supplying blankets and toys for all the animals in the SPCA over Christmas. CFRN is also involved in *Coats for Kids*, in which people drop off old coats at Page the Cleaner stores where they are cleaned and given to local charities.

• **CISN-FM/CHQT EDMONTON** gave a coffee mug to listeners who dropped off clothing for the Salvation Army, and raised well over a ton of winter boots, mitts, hats and coats. CISN also raised \$34,000 for the Christmas bureau through the sale of celebrity items, mostly autographed, during its 3rd annual celebrity auction televised on the community cable channel. CHQT raised another \$37,000 in its 20th annual *Brightest Light* campaign in conjunction with Edmonton firehalls.

• **CHIN TORONTO** raised more than \$30,000 during its 3rd annual radiothon for Caritas, concluding with a concert of classical music. The Caritas project helps drug addicts — particularly from the Italo-Canadian community.

• **CHAM HAMILTON** has for 14 years supported and promoted *Operation Santa Claus*, in which Hamilton character **Jimmy Lomax** takes six weeks vacation from his Stelco job to co-ordinate and distribute toys, clothing and care packages to the needy. Last year, with the support of the community, CHAM helped provide toys, household items, clothing and food for 53,000 people through 29 agencies. CHAM and a grocery chain, The Barn, raised another 1,100 kg of food for local foodbanks, although promotions co-ordinator **Brenda Hazell** says foodbank support is a year-round program that all Hamilton stations support.

• **CKGL/CHYM-FM KITCHENER:** CHYM worked with the McDonald's Gift of Christmas toy drive and created its own drive through an *At Work Network*. About 7,000 toys were collected through 75 member offices and distributed by the Salvation Army. Sister station CKGL focussed on a *Secret Santa Drive* for children served by family and children's services, resulting in 500 toys being collected over two weeks at six Canadian Tire locations. In the Country 570/United Way *Operation Cover-Up*, 12,000 coats were collected; 10,000 were distributed through a store-front mall location and 2,000 by service organizations.

• **CFMI-FM VANCOUVER** auctioned strange gifts during its 12 Hours of Christmas Fundraiser for the Vancouver Food Bank. Included were Montreal Canadian **Patrick Roy's** autographed goalie stick, a Roland Music Keyboard signed by **Billy Joel**, a Harley Davidson leather jacket autographed by **Bon Jovi**, a road hockey game against **Geoff Courtnall** and three other Vancouver Canucks and a cow print apron signed by Aerosmith.

• **CJOH-TV and CJMJ-FM OTTAWA:** combined in the 2nd year of a *Toy Mountain* campaign that brought 142,000 toys to 11 participating shopping centres; the toys were distributed by the Salvation Army Christmas toy program. It was recognized as one of the top 60 promotions around the world by Promax International in *Image Magazine*. It ran from Nov. 15 to Dec. 17 and was promoted with a full-length music video produced

and aired by CJOH-TV and used to acknowledge 26 corporate sponsors, and with a locally produced *Toy Mountain* song. The campaign was extended into the business community through a Canada Post At Work Santa Program that encouraged workers to collect toys. A new element was introduced in 1993 — a free 'Friends of *Toy Mountain*' Benefit Concert sponsored by Canadian Tire at the Ottawa Congress Centre. The artists performed free. Ticket sales and the sale of *Toy Mountain* song cassettes and sweatshirts raised \$3,000; the sweatshirts were also sold by direct mail raising another \$450. Supplementary materials included custom stationary, order forms and envelopes produced in-house by CJOH-TV. Posters designed by CJOH-TV were printed free to use as P.O.P. materials in shopping centres and At Work Santa Kits. A Courier company donated its services as the official *Toy Mountain Express* to pick up toy donations. Many have already offered help for the next campaign and there's interest in taking the idea to other centres this year.

• **CHCH-TV Hamilton** joined forces for the sixth year with the Hamilton-Wentworth regional police and the Greater Hamilton Food Share in a Christmas food drive that brought in 5,000 kg. of food. The campaign ended with a public sing-along at police headquarters on Christmas Eve.

CHCH-TV revamped its evening news: the 7-8 pm national show, *Canada Tonight*, moved to 6:30-7 pm, preceded by *First Edition* at 5:30 (local and regional) and *The Evening News* at 6 (focussing on Ontario). The half-hour *Canada Tonight*, hosted by **Tony Parsons**, has done well on WIC's Alberta stations.

'**QM Now CHMB:** After 24 years, CHQM Vancouver went off the air at 9 pm February 9th and multilingual CHMB went full-time (previously, the new owners had leased the night hours). Much of the old CHQM 'Quality Music' format is now on Q104-AM, the old 'Coast 1040'... CHUM Ltd. retains CHQM-FM, along with CFUN-AM... Among those now off the air with 'QM-AM is **Andy Walsh**, one of the nicest people and most mellifluous voices in radio. Andy started his radio news career in Cornwall in 1951 at CKSF (now CJSS), moved to Sault Ste. Marie, then to CFRA Ottawa (when **Fred Davis** moved to Toronto), and via CJAD Montreal to Vancouver.

Murray Brookshaw is now PD for three of CHUM's four Windsor stations, replacing **Charlie O'Brien** and **Michelle Denomme** at CKKW, CKLW-FM and CIMX-FM. **Wayne McLean** is PD of CKLW... When I wrote, **Gerry Forbes** was likely on his way to become morning host at Edmonton's *The Bear*, managed by Gerry's brother **Marty Forbes**. Gerry has worked for Standard before and decided he's more comfortable with a music

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station than at news/talker CHQR Calgary... And **Barry Horne** is gone from NewCap... There will likely be a decision by the time you read this on the future of Alberta's public radio and TV systems, the ACCESS networks. Radio was seeking interim government funding over say three years to give it time to remake itself as a non-profit, self-funding organization... CCBA '94 will be held at Kingston May 29-31 with **John Wright**, GM of CKLC/CFLY-FM as convention chair... At Maclean Hunter Cable TV, **Scott Colbrain** is now president for Canada, **Philip Patterson** for the U.S.... **David Jones** moved to CKLH-FM Hamilton as PD from CHMX-FM (Mix 92) Regina. The new PD at Mix 92 is **Bill Thomas**... **Ron Kizney** has moved from SM to GM of CKY/CITI-FM Winnipeg, succeeding **Don Kay**. And CITI lost morning hosts **Tom and Larry** who were hired for CFMI-FM Vancouver. Also in Winnipeg, SM **Ric Liewicki** left CFX/CHIQ-FM for CKY-TV... CKRC/CKLU-FM lost five people. **Boyd Kozak** is doing afternoon news... I haven't talked to him, but I believe **Bob Beaton**, former ND at CJOB, would like to get back into broadcasting. He was back on air for three weeks, filling in at CFX/CHIQ...

C-FAX Victoria has applied for an FM licence, after its bid to put together a CKDA/CFMS deal fell through in favor of Rogers (CJVI) and CKKQ-FM. **Chuck Camroux** is trying to stop that deal... Okanagan-Skeena Group, with **Bryan Edwards** now president, has applied for an FM sister for its C1CF Vernon. C1CF PD **James Stewart Hewson** has gone to CFRV-FM Lethbridge. The River GM **Brent Seely** also hired a new sales manager in **Norma Thiessen** from St. Catharines... **Les Fung** joined CFCP Courtenay as PD, succeeding **Ken Armstrong** who is in Kelowna and can frequently be seen at CKOV... If you were wondering where **Kim Calloway** is, he's doing morning news at CKOV. And if you were wondering what keeps CKOV ND **Bruce Smith** so happy, he's preparing for his marriage in July... East at CKEK Cranbrook, **John Himmel** has taken on the ND mantle... When I saw CKAY Duncan advertised for sale, I called **Dick Drew** to ask if he's retiring. Not retiring, he said, but concentrating his attention on Drew Marketing. He and Cam will attend full-time to Drew Digital Systems and marketing promotions like *SMARTcash*, which Dick believes will be more successful than the *69 Cent Dollar* he also has rights to. He's also negotiating to get *Canadian Achievers* back on air. **Mitch Drew** is working at BCTV...

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Circle Reader Service #194

Bob Wallace returned to Ontario after 18 months with K-97 Edmonton. Since June he's been evening announcer at CKOC Hamilton. Now he's slipped into **Bob Shirwin's** old seat doing afternoon drive. Bob went to CJBK London... When I visited CJBK/CJBX-FM London, I heard from **Don Chamberlain** that **Jim MacLeod**, at sister stations CKOK/CKLH-FM Hamilton, never stops thanking **Jack Schoone** for bringing him from Halifax to southern Ontario's coldest winter in seven decades... GM **Gary Duguay** and ND **Paul Scott** have left CHNO/CJMX-FM Sudbury... **John Wehrstein** has left CHNR Simcoe after seven years as ND to join CKDK-FM Woodstock... BN and CTV will this month deliver the CAB's annual national PSA campaign, *Speak Out Against Violence*. With the PSAs will come a CAB idea-swap, anti-violence booklet... I've run out of space to write about the Anik E outages. Though disastrous, think back a few years: I remember when, for three days in a row, I learned as I arrived at my Edmonton office that a thief had again stolen the copper wire somewhere between Prince Albert and Melfort and CJVR was without service... The broadcast industry is full of rumor, but more than usual seem to be floating about — usually that a station is doing so badly it's about to go dark or is for sale cheap. A sign of the times?

NEXT MONTH: After a recent article, a reader asked: "In troubled times like these, when managers are asking their staff to do more, how do they reward people?" The answer, it seems, is by listening. Managers I talked to share one factor: they let staff know they understand and will help where possible. They communicate and they hear, and they build together... **Merv Russell** and **Sandy Gillis** of Maritime Broadcasting System will tell how they operate from head office and station-level perspective to ensure both clients and staff are looked after... **Terry Spence** will relate how C-FAX makes an annual 'think tank' into an entertaining and valuable experience for participants and the station... **Ted Farr**, PD at CJOB Winnipeg, will talk about listening, offering support and training, and affordable gestures that make a difference.

What's going on at your station? Send it to me c/o Broadcast News Ltd., 36 King Street East, Toronto, Ont., M5C 2L9 or fax it to me at (416) 364-8896.

18 • March/1994 • BT

ATLANTIC AIRWAVES

by Sandra Porteous & John Porteous

Pat Donelan, GM at Moncton's CJMO-FM, has named **Mike Brown**, a seven-year veteran of the station, as news director. Brown, who hails from Amherst, N.S., takes over from **Murray Brewster**, who has signed on as Ottawa Bureau chief of Standard Broadcast News. A humungous going-away party was held for 'Mur' at the notorious Moncton Press Club... Also at Classic Rock 103, **Terri Lewis** has been appointed promotion director — and doubtless has many ideas to make CJMO's ratings even better...

The failure of the two ANIK satellites hit the Maritimes cable systems as hard as elsewhere in Canada. The disruption

especially hit French-language stations such as CFMT-TV (TVA Network) and Radio-Québec (Educational TV)...

A recent visit to Newfoundland left this writer sizeably impressed with the level of professionalism shown on local advertising spots. Assuming most of these are produced by the St. John's private stations, they should take a collective bow. It's genuinely refreshing to see and hear good commercials, and these are good, that's for sure... Speaking of Newfoundland, Change Islands native **Walt Forsey**, long of CBC Radio in Moncton, recalls a delightful incident that took place during his apprenticeship as an announcer at VOWR, the

Wesleyan Church station in St. John's. Seems VOWR had installed radio sets with headphones in some of the rear pews, so that hard-of-hearing churchgoers could follow along with the service. One Sunday, Walt noticed an elderly man who was singing, sitting and standing all at the wrong times. Investigation proved he was tuned in to a competing church radio station, VOAR. "We adjusted his set and the rest of the service went well," Walt chuckles...

The CBAFT Moncton-produced *Country Centreville (Downtown Country)* has been renewed on the Radio-Canada national TV network for another season — much to the pleasure of the show's producer, **François Savoie** of CBC Moncton. The show's ratings were excellent, says Savoie, who firmly believes the country genre easily crosses the language barrier. The ratings for 1993, the first year of the program, show an impressive number of Anglophone viewers. Moncton is the largest Radio-Canada production centre in the region, turning out a number of variety and music shows...

When **Alan Maitland** retired from his hosting chores at CBC's *As It Happens*, no one seriously imagined they had heard the last of 'Fireside Al.' Just as expected, Maitland has received a number of requests to appear in the Halifax area, and may soon be doing some voice-over commercial work for selected advertisers. Maitland is more than pleased with his choice of Mahone Bay as his new home, and cites the friendliness of the local people as one of the greatest fringe benefits of the move. His Golden Retriever 'Grezzie' echoes her master's happiness at the charms of Lunenburg County. Alan had decided to retire to Nova Scotia as far back as World War II — and yes, his retirement home *does* have a fireplace!...

Gary Whitehouse is CBHT Halifax's new

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lighting director, according to Lenny Jackson, technical manager. Whitehouse brings many years of experience to the job, and worked on *This Hour Has 22 Minutes* and the blockbuster network series *Street Cents*...

When the CRTC approved the sale of CIGO Port Hawkesbury, N.S., to veteran staff member Bob MacEachern, it came 14 years to the day MacEachern joined the station... Fundy Cable of Saint John has quietly completed its take-over of the former Cable Service Ltd. system serving Moncton and vicinity. The acquisition gives Fundy virtually all the cable coverage of New Brunswick...

The ATV network will cut more than forty positions in the Maritimes this year, most of them at Sydney and Moncton. The bulk of the lost jobs will be on the technical side of the


ATV operations. Officials explain that a more highly-automated system for inserting commercials throughout the 23 rebroadcast transmitters is the reason fewer techs will be needed... Christine Wilson, formerly with Radio Variety in Toronto, is the new producer of CBC Radio's afternoon show at CBZ Fredericton... Congratulations to two CBC New Brunswick staffers who celebrated their 25th anniversary with the Corporation. A tip of the hat to Saint John bureau chief John Miller, and to Vaughn Sullivan, the first announcer hired by CBA when it moved to Moncton back in 1968.

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 and PEI) at 110 Pleasant St., Moncton, NB, E1A 2V2, Tel (506) 857-8133 or FAX 852-9564.

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