

INDUSTRY NEWS

SPICER CRITICAL OF CBC TELEVISION

CRTC Chairman Keith Spicer, presiding over the renewal hearing for the CBC TV networks, said the Corporation is on the road to oblivion. "Your ratings are plummeting," Spicer said, accusing the CBC of being out of touch with its audience. CBC-TV audience share dropped from 15% in 1990-91 to 13.5% in 1992-93; however, CBC President Tony Manera noted that 80% tune to CBC-TV at least once a week. Spicer suggested the CBC should narrow its focus to what it does well, but Manera pointed out that the CBC is bound by law to serve a broad audience. Commenting on the criticism, *Globe and Mail* columnist Michael Valpy recalled that the Mulroney government (which appointed Spicer) cut CBC funding by 15%, leading to greater dependence on commercial revenue and cuts in local service that lost audience. "The CRTC's own broadcast fragmentation policies have contributed to the CBC's ratings losses — losses that are being experienced by all networks," he added. Ian Morrison of the Friends of Canadian Broadcasting termed Spicer's remarks "inappropriate."

In seeking a 7-year renewal, CBC-TV has committed to at least 65% Canadian content, with a goal of 90%, and at least 80% during prime time (7-11 pm).

ROGERS SEEKS FALL HEARING ON MH TAKEOVER

Rogers Communications Inc. is anticipating a fall CRTC hearing for its proposed \$3.1 billion takeover of Maclean Hunter Ltd. The purchase of MH cable systems — its most profitable division — and radio and TV holdings require CRTC approval; Canada's Competition Bureau must also review the deal, and the FCC and municipal authorities must approve any sale of MH's U.S. cable systems. Meanwhile, the CRTC approved Pierre Juneau as trustee of MH during the process.

The takeover was preceded by a separate bid from Rogers' Cantel subsidiary last year to buy MH paging operations.

Ted Rogers' objective is to have the cable industry build the 'information highway' — not the telephone industry, which, he says, would have to invest \$30 billion to upgrade to provide two-way interactive service. However Stentor Telcom, the alliance of telephone companies, has called for both government and private companies to link their telecom, cable, wireless and satellite networks into a "network of networks" that would become the information highway.

In Toronto, there is speculation that Rogers will also bid for CUC Broadcasting; if that and a proposed swap of systems with Shaw Communications were approved, Rogers would have a monopoly on cable TV in Canada's largest city.

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STENTOR LAUNCHES VIDEOROUTE® FIBER SERVICE

A new method of occasional use video transmission was introduced March 16 by Stentor. VideoRoute® is the first terrestrial coast-to-coast service that provides real time video transmission over fiber optic cable. Approval of the service was expedited by the CRTC due to the need for an alternative to existing satellite occasional use transmission service. VideoRoute® complements the Stentor-Vyxx cross-border service launched last year, linking 11 Canadian and 65 U.S. cities.

CRTC EXEMPTION FOR VIDEO ON DEMAND TRIALS

The CRTC has exempted video-on-demand (interactive TV) trials from regulatory approval. The criteria are that the trial not be offered to more than 5% of subscribers; be one trial of less than two years; be non-profit (no advertising); and that program material be properly licensed for use in the trial.

RADIO LICENCE FEES TO BE EASED BY CRTC

Responding to appeals for a three-year moratorium on all radio licence fees, the CRTC rejected such a broad approach. Instead, it proposed that fees be only \$25 if annual revenues do not exceed \$2 million. (For an AM-FM combo, the fee would be \$25 for each if combined revenues do not exceed \$4 million.) Where revenues are over \$2 million, fees would continue to be based on revenues above the \$500,000 level.

NETWORKS + STATIONS

CHFM Calgary helped to nab a pair of teen-age suspected car thieves about 7:30 am on March 8. CHFM's traffic reporter, Al (Capt. Kirk) Molnar, followed a stolen car after it rammed five police cruisers at a roadblock. He and his pilot were credited with bringing the incident to a successful conclusion after police had decided against further pursuit in the heavy morning traffic. Says Molnar: "It was pure mayhem — almost like watching a movie"... **CBC-TV Toronto** made its last telecast from historic Studio One on March 18, after which *Midday* moved to the new Broadcast Centre. The first CBLT telecast in Toronto on Sept. 8/52 was from Studio One, two days after CBMT Montreal had signed on. Only network master control remains in the Jarvis St. studios; it will relocate to the Broadcast Centre by about the end of 1994... **CBC-TV Windsor (ON)** will restore local newscasts, dropped in Dec/90 due to budget cuts. An agreement with CWSG and NABET will allow news people to combine reporting and camera work ...Two more AMs have applied for FM: **CJAT Trail** for 95.7, 13.5 kw ERP, with an 80% hit level — an exemption from the CRTC policy of 50% maximum for FM. Country music station **CHOO Ajax (ON)** would move from 1350 AM to 95.9 with ERP of 3440w, and would also change owners from Golden West to Durham Radio Inc., owned by Robert Marshall and Douglas Kirk... New call letters for Westcom's CKKX-TV are **CICT-TV Calgary**, for "Independent Calgary Television"... Westcom's **CHCH-TV Hamilton** broadcast a 90-minute memorial service for John Candy on March 18. The telecast, from St. Basil's Church in Toronto, was made available to other stations... TVOntario reports viewers pledged a record amount in the past year, up 7.5% but still \$340,000 short of the target... In programming: An \$8 million mini-series, *Million Dollar Babies*, on the lives of the Dionne Quintuplets goes into production next month for airing on both **CBC** and **CBS**... The U.S. cable channel **E! Entertainment TV** has bought the weekly half-hour *Fashion File* from **CBC Newsworld**. **BT**

very quickly achieve a comfort zone. If you allow them to stay in that cocoon, you end up with widely varying ability among a set of people.

"So the support mechanism is a function of conversation and the company providing skill development. It could take the form of a course or a set of courses, e.g., upgrading computer skills. It could involve a very specific training program to assist the individual to become competent at whatever the new part of their job is.

"More than anything, it is that constant conversation with the employee that allows them to address their concerns, and you to address those concerns. You try to eliminate fear of failure, of not being able to do the job. You can't eliminate all fears. I think you can eliminate the vast majority by simply listening and promoting an atmosphere that allows for the expression of feelings and adequacies when it comes to job challenges.

"Telling people they're doing a good job is one of the key motivators, I've found. Part of good staff relations is when the big boss occasionally can tell staff: 'You've done a great job.' For example, our president, **Ralph Warrington**, organized a little barbecue and gave away station watches. In these times, you can't always give a lot, but some concrete expression of thanks once in a while goes a million miles."

Says Ted: "I think if there's one thing that's most important in this mix, it's communication."

Telemedia Incorporated has bought **Bob Redmond's** CJEZ-FM Toronto to pair with its CJCL Toronto, The Fan, Canada's only all-sport station. Redmond Broadcasting keeps CHRE-FM St. Catharines, CHNR Simcoe and CKRY-FM Calgary. There's lots of speculation about new alliances in southern Ontario if the sale goes through... Twenty years after he was overnight jock at CJCH Halifax, **Terry Williams** is back as program manager of CJCH/C100-FM. He was PD for Telemedia North... CFRN Edmonton is now AM1260, The Music Machine, operating with just a morning host. Says GM **Marty Forbes**: "You can unemploy 30 people. You can point a dish at a satellite and walk away from it. But Standard Broadcasting is not like that. We did research. People said they're tired of annoying DJs,

why don't you just play music?" The Music Machine will play '70s music spiced with '60s and '80s and "colorization", which is fun stuff like lifestyle information, comedy drops etc. Four people were let go: morning co-host **Cynthia Charles**, ND **Jerry Bellikka**, **Steve Moore** and **Wayne Kozak**. A couple more moved to The Bear. Jerry Bellikka moved to CFRN-TV which shares the same building but is owned by Electrohome.

CJCA TO GO GOSPEL: CJCA Edmonton is due to rise from the ashes Easter Sunday as a full-service gospel music station. Touch Canada Broadcasting, put together by **Allan Hunsperger** and **Charles Allard**, has conditionally purchased the station. Until the sale is approved by the CRTC, the company will manage CJCA for Clint Forster's Western World Corporation. Allan says: "There will be no preaching, no church services. It will be a regular commercial radio station playing gospel music." As the CJCA/CIRK-FM building is for sale, the two stations will likely be moving to separate locations.

Still in Alberta, **Dwaine Dietrich** and **Brian Ellis** have both moved up the ladder at Monarch Broadcasting of Medicine Hat, Red Deer, Lethbridge, Grande Prairie and Prince George. Dwaine is now president and COO; Brian is VP, while continuing as GM of CHAT/CHAT-TV... The Reform Party has taken another newperson, **Jim Bray**, this time from CHQR Calgary... Sex has played its part in driving new communications technologies since and including the printing press. Now it could be a force to boost interactive radio, at least in major markets. WIC's AM640 Toronto has a new program, *Telepersonal Radio*, running late nights five nights a week. **Alan Meyer**, who was part of *Real Radio*, developed the program and is one of four hosts. It's a spinoff of newspaper personal ads. The hosts introduce a topic they hope will attract calls from lonely hearts. Then they talk to callers and try to draw them out. If you get interested in a voice on the air, you can call in and leave a message on a voicemail system. Seven minutes of each hour is devoted to running those messages if the callers agree. *Sleepless in Seattle* seems to have had lots of influence in the Broadcast world...

This from **Alex Docking**, ND at Baton's CKCK-TV Regina: CKCK-TV celebrates its 40th anniversary this year. It signed



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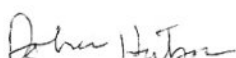
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Circle Reader Service #115

on July 27, 1954 as Western Canada's first privately owned television station. On May 21, all former staff are invited to Regina for a reunion. If you're a CKCK-TV alumnus and would like to join in the celebration, call **Dorothy Dunne** at (306) 569-2000 for more information... **Susan Brinton**, manager of business affairs/ program development at U-TV Vancouver, has won the Jeanne Sauvé broadcast award, giving her a three-month internship in the Department of Canadian Heritage and insights into the development of communications policy. The award is paid for by the department and administered by the CWRT. Susan is daughter of much-liked **Don Brinton**, deputy chairman of CanWest Global... At CKND-TV Winnipeg, **Heather Suttie** succeeded **Judy Waytiuk** as ND.

'Jungle Jay' Nelson

A broadcaster for about 40 years, 'Jungle Jay' Nelson, born **Frank Coxe** 58 years ago in Pennsylvania, died in February. He worked in radio and TV in the U.S., including a stint on a Buffalo TV children's show called *The Jungle Jay Show*, before he became a legend at CHUM Toronto, where he worked from 1963 to 1981. He also worked at CKFM, CHFI and CJEZ. For the last five years he was an inspiration to students at The National Institute of Broadcasting in Toronto which has named a studio after him.

Dave Webster, production director at CFRB Toronto, crossed the road to CFTR, 680News... At CHUM's CFCA-FM Kitchener, **Paul Cugliari** succeeded **Craig Smith** as PD. Paul is also CKKW PD. CHUM has shifted CKKW to Oldies 1090 from hits, raising the age of its target audience.

A former colleague at BN, **Stephanie MacKendrick**, has been made VP, corporate communications, at Atlantis. She was at Unitel... Another colleague, **Dave Lang** in Vancouver, is celebrating the arrival of a baby girl five weeks ahead of time. Baby and mother Diana are fine... **Rob Robson** has moved from CIZZ-FM Red Deer to be music director at CFOX Vancouver. **Pat Thomas** replaced him as PD at Z99. Other changes at CKLG/CFOX-FM: promotions director **Dana Willard** moved from 'LG to The Fox, with **Kelsa Kinsly** as assistant. **Bill Courage** is now CFOX afternoon drive host with **Stevie Ray Dunbar** moving to noon. 'LG returned to Hot AC — it had been talk/AC, aimed at younger demographics... **Jim Pattison** has made **Rick Arnish** president of CFJC-TV/AM and C1FM Kamloops. Rick, B.C.'s current Broadcaster of the Year, has been VP since 1990... ND **Roger Snowden** was one of four people laid off when CFNB has moved into the CIHI/CKHJ-FM building in Fredericton. Administration, technical and marketing operations have merged; **Bob Coy** of Radio One and **John Eddy** of Radio Atlantic (CFNB) said there will be no programming or format changes. (See also *Atlantic Airwaves*.)

CKNG-FM Edmonton, Power 92, ran a promotion that ended with the winners' marriage being carried live on Valentine's Day. **Brian Cuthbertson** and **Tracey Knorr** won a \$10,000 wedding package in the *Decent Proposal* contest for the most imaginative, romantic and original marriage proposal. One entry was featured on the **Dini Petty** Show and one would-be groom proposed by skywriting. The winning entry involved a treasure hunt through the city, culminating at Edmonton's municipal airport

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ATLANTIC AIRWAVES

by Sandra Porteous & John Porteous

FREDERICTON STATIONS POOL RESOURCES

Two long-time competitors in the Fredericton market have decided that they'd be better to join one another in some areas of operations. Veteran radio station CFNB, owned by Radio Atlantic, and Radio One's CICH/CKHJ-FM merged their engineering, marketing and administration departments as of March 31.

CFNB, which went on the air in 1923, will move its offices and studios into the CIHI building in downtown Fredericton, with a loss of four positions. Programming and news operations will remain separate. The companies say that the arrangement recognizes the reality of today's broadcasting market and will allow both operations to better benefit from the flood of new technology and to offer a more efficient and effective marketing base for their clients.

An Update from Annapolis Valley Radio: Sandra sends a big 'thank you' to Vicki Gesener at AVR for sending her a timely update of personnel. Vicki had been working for CHQM in Vancouver until its 'Memory Music' format gave way to the Chinese/multilingual format which is now CHMB — leaving Vicki a bit out of things. She's now working a swing shift and says AVR has a truly great on-air team: mornings with **Wilf Cornell**; middays the 4-station network divides into two, with **Rod Reeves** and **Leslie Moore** heard in Kings & Hants and **Len Hanley** in Annapolis & Digby counties; **Frank Lowe**, formerly of SUN-FM Halifax, does afternoon drive; evening and weekend slots are filled by **Larry Huntley** and **Angela Rose**, along with new part-timer **Vicki Cameron**. On Magic 97FM, it's **Darrin Harvey** on mornings, **Mark Phillips** middays and **Mike Mitchell** afternoons; the rest of the line-up is **Angela Quinn**, **Jocelyn England**, **Jeff Deel** and **Tammy Scott**. Overseeing programming for both AM and FM is **Dave Bannerman**...

Upbeat Awards for Down East Music: 'Way back in the '50s, whose of us who pulled up stakes and left the Maritimes left behind a culture that hadn't yet learned that it WAS a culture. This was mainly because there had been no expression of Maritime culture in any art form, be it painting, music or the dance. When it came to music, we had *My Nova Scotia Home* — which became a standard theme for disillusioned ex-Maritimers in every Toronto bar — and *Prince Edward Island is Heaven to Me*, which was written by two residents of Maine. Either of these tunes could provoke a homesick tear from many in the audience — though from a musical point-of-view, the tears were more likely prompted by the off-key performances... By 1974, songwriter **Alistair MacGilvary** had written

his quite beautiful *Song of the Mira*, celebrating the tiny but enchanting river that flows through the Cape Breton landscape. The song, which paints a lyrical picture of places like Marion Bridge, received loving treatment by **Anne Murray** and was also recorded by **John Allan Cameron** and, most recently, the group Minglewood. MacGilvary's *Mira* set the tone for the avalanche of today's songs that sing the praises of the East Coast. Songs by groups like The Rankin Family, The Barra MacNeill, Newfoundland's Figgy Duff and the Irish Descendants — and singer/songwriter **Rita MacNeil**, who has proven it doesn't matter if you look like a fashion model so long as you can sing! All these people are doing something quite wonderful — they're teaching us pride in our region, and it's very important and exciting. Certainly the existence of a real and valid music industry in the Atlantic provinces is something few ever expected. For those of us who came back 'down east', it's a surprise to find oneself singing along to a Rankin Family song in Gaelic, without the foggiest notion of what the lyrics mean! As the recent Down East Music Awards, shown on CBC-TV, demonstrate, the Maritimes music phenomenon is a largely led by performers from Cape Breton. In a way, Cape Breton is to the Maritimes what Wales has been to Britain; a mother-lode of people with beautiful voices who love to sing. It's okay by most people from the east if Cape Bretoners speak for the whole region, because they're making a great many of us very proud. This year's awards show from St. John's, Nfld., was reportedly attended by no less than eight recording executives from U.S. labels in search of talent. They went to the right place!

CIGO in Port Hawksbury helped out with a recent blood donor clinic held by the Red Cross, and 210 people turned out to donate 'the gift of life'. CIGO was the only Nova Scotia station to broadcast live from a blood donation event... The Eskasoni Reserve on Cape Breton Island finally has its own radio station. CIGU-FM broadcasts 65% in Micmac, 35% in English. After starting in the basement of the manager's home, it will soon have its own building. Station manager is **Greg Johnson**, a social worker on the reserve, who is assisted by volunteers. Audience reaction has been nothing short of fabulous and Johnson says listeners are really appreciative.

A former journalist and CBC editor whose alcoholism prompted an ill-fated robbery attempt, has been granted day parole. **John Steeves**, 46, has been telling the story of his downfall in a series of articles in the Moncton Times-Transcript in the hope of deterring others from the kind of mistakes he has made. Steeves was a one-time program editor of CBC's *World Report* from Toronto... In Saint John, N.B., the newly-refurbished Imperial Performing Theatre is due to open May 24. CBC is heavily promoting the event, and two CBC on-air persons may be among the official emcees for the opening... CBC's CBI Sydney is sporting a new theme on its morning show, commissioned by CBI and composed by The Barra MacNeill, one of Cape Breton's leading groups...

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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with the proposal coming over the public address system. Finally, Brian took Tracey to Costa Rica so he could meet her parents. Edmonton's prospective grooms are praying this won't become the standard for wooing... Power 92 also ran a Valentine's Day promotion for long-distance lovers; grand prize was a trip for two to New York City. (Again, like *Sleepless in Seattle*)... CJCB Sydney went one better on Feb. 14, celebrating its 65th anniversary. GM of CJCB/CKPE-FM is **Don Brown**... CFAX Victoria extended to a second year a program that has saved hundreds of pets otherwise probably doomed for euthanasia. It carries spot announcements featuring individual animals at the SPCA, and was so successful that the SPCA was importing pets from other animal shelters... Rock 101 CFMI Vancouver didn't like the fact that **Bryan Adams** wasn't nominated for the Junos and asked listeners to call a hotline to voice support on a "We back Bryan" tape. It was sent to the Juno awards promoters... A thousand disadvantaged kids got to see Walt Disney's World on Ice, courtesy of CIOK (K-Lite) FM Hamilton. It was the 6th year of the ticket give-away...

BCAB Convention: *Passion for Service* is the theme of the Kelowna convention, May 18-20, to be chaired by **Rod Gunn**, president of CKNW/CFMI-FM New Westminster. BCAB President **Gordon Leighton** has been focussing on service at CKPG-TV/AM and C101-FM Prince George for 18 months and says it's done wonders. Keynote speaker is **Sheldon Bowles**, co-author, with **Ken Blanchard**, of the book *Raving Fans*. And researcher **Angus Reid** will release research on radio and TV advertising in B.C. The BCAB asked him to find out what customers expect and where broadcasters fall short. Two customers will sit with broadcasters on an afternoon panel exploring the study's findings. "If we learn from this, it could well be the foundation of some major changes in the industry," says Gordon. Veteran B.C. unionist **Jack Munro** will also talk at the convention, and there will be two creative workshops, one as part of BCAB and one on May 21, as an adjunct to the convention, plus a session on 'open' justice.

RTNDA Healthy: RTNDA President **Gary Ennett** says the association is healthy. A headline in the RTNDA's own bulletin made it look as if the news directors' association might soon lack a board, but Gary says the story was intended to give people lots of time to decide if they want to run. Some change would be a good thing, he says, however about half the board will still be there after the June 9-11 convention in Victoria. "We're healthy and strong and likely to remain that way." Among changes planned: that a member of the BEAC become an ex-

officio board member to strengthen relations with educators, and that fax votes be allowed in executive elections. RTNDA will also weigh the usefulness of conventions versus other methods of communication, and look at broadening its membership. "It's important to note that many of the same problems we're experiencing have been experienced by many other trade associations. We're entering a transitory phase from one where conventions were the dominant focus, to a more information-intensive era where technology could provide a meeting place." Finally, a new award for the best newscast is to be named after the late **Bert Cannings**.

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THE PHIL STONE REPORT

Al VanAlstine of CKTB St. Catharines

An interesting pastime is analyzing the call letters of Canada's broadcasting outlets. Some examples: CFCF was 'Canada's First'. When CFRB was named for 'Rogers Batteryless' — years later, the son of the inventor started in the broadcasting business by buying CHFI-FM (High Fidelity), and went on to establish CFTR (Ted Rogers). The owners of the Kingston Whig-Standard and the Peterborough Examiner named their radio stations CKWS and CHEX; and CKLC is named for the topography around the Limestone City (a 'rock' station, no doubt). Howard Caine named CHWO for the White Oaks (a 'novel' idea). CFCN's early slogan 'The Voice of the Prairies' named its shortwave station, CFVP. Examples of stations named for their owners or for their location are countless.

Then there's St. Catharines' CKTB. Founded in 1930 and the first station in Ontario's Niagara region, it's probably the only radio station in Canada named for a brewery!

Recently, after Al VanAlstine — CKTB's veteran news director — had written us outlining some of the things taking place

at the station, we invited him to drop by our condo and chat about his life and times and those of CKTB, a station located outside the major market orbit.

We asked about those call letters. "The station," Al said, "started back in 1930 when a man named E.T. Sandell got a licence. He ran a brewery called Taylor-Bates."

Al added an interesting technical note: "Apparently they had the first vertical transmitter in Canada; it stood 244 feet high out in Port Dalhousie, close to Lake Ontario. That, I believe, was the beginning of radio in St. Catharines." In its earlier days, CKTB was on 1550 kHz, later moving to 620 and then to its present frequency of 610. "The station has always had an incredible reach. The signal goes north almost to the Parry Sound area (over 100 miles) — quite a reach for any station."

CKTB was successful from its early days. "The station underwent a number of changes. The studio originally was in the old Welland House Hotel in downtown St. Catharines. Later it moved to its present location, which is a historical site in itself. It's the old William Hamilton Merritt home — he was the founder of the Welland Canal, and built this great mansion on the banks of the Twelve-Mile Creek, just above where the brewery was located." The building had previously been used as a hospital, convalescent home and restaurant, among other things, and since CKTB moved in during World War II, it has been renovated two or three times.

Al believes that when Taylor-Bates had the station they were allowed to advertise their products. "I suspect that was one of Sandell's interests: using the station to promote beer sales."

In 1944, CKTB was purchased by Bill Burgoyne, who owned the local daily newspaper, The St. Catharines Standard. That gave him a lot of power in the market for years to come. "When I first arrived in St. Catharines, one of the new studios of CKTB was located on the second floor of the Standard. The radio reporters would collect the stories that the paper's people had written, then race into the news studio and read the newspaper copy verbatim. Pretty well all the reporting was done by the newspaper — in those early days, radio was just kind of an offshoot. But Bill Burgoyne did have it both ways.

In those early days, CKTB, like most stations, "tried to cater to just about everybody. They had a women's director, a farm director, and a solid sports department with Tommy Garrick and Rex Stimers. Rex was a legend in his own right."

Bill Burgoyne was not really active in the station, but later, "to perhaps get Mary Burgoyne out of his hair, he sort of gave her the radio station and said, 'Mary, this is your toy, you go with it.' So basically it was Mary who was there for all those years, up until the time that it was sold to Standard Radio."

In 1967, Bob Redmond put CHSC on the air in St. Catharines. "They were having a few problems coping, because CKTB had always had things their own way. But 'TB realized that there was now competition and that they had better look for new ways of doing things. That was part of the reason I arrived in 1968. My assignment was basically to set the first news department."

Al came to St. Catharines from CJOB Winnipeg. He'd been there a short time after having worked in radio in Saskatoon. He had started his career in 1957 at CFRY Portage La Prairie — "which Dick Hughes put together himself with a bit of chewing gum and some baling wire. I got \$135 a month for doing everything from news to sweeping floors to filing records. However, news did become my choice for a radio career."

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Coming from a major market like Winnipeg to a mid-market like St. Catharines was a big change. "I found it a lot more relaxed. In Winnipeg it was pretty hectic. It never stopped. CJOB was a news leader and tried to cover absolutely everything. They had a relatively small staff and there was a lot of day-to-day slugging. When the offer came from CKTB, I thought there would be the opportunity to be a little more creative and to get more into the management side of broadcasting, and that's the way it turned out."

Although CKTB is clearly heard in Toronto, it remained "always the community station. For so many years our news was definitely slanted toward our own local community. We covered just about everything that was going on: the councils, school boards, commissions — we even had a court reporter. It was very successful for us because news was the one consistent thing on the station, one that always had good ratings. When you checked the BBM at the top of the hour when the news was on, there were always those big peaks."

Among the celebrated broadcasters who were voices of CKTB are Roy Bonisteel, Norman Fetterley, the colorful late Rex Stimers, and Tommy Garrick (who is still heard on the station). "There was also Evelyn Macko, whom you trained at Humber College. She was a jewel, who went on to become an important part of our news department and probably the first woman in Canada to do a major newscast in morning drive-time. We eventually lost her to CFTR Toronto. We had other people from the Humber College radio course and in all had very good luck with students."

Al said it is difficult to compare the students of today with those of 10-15 years ago. He does think that the quality of their education is not what it used to be. "Maybe it's a new attitude on the part of young people. It seems that nowadays a lot of them don't have the basics. A lot of them coming out of high school or even college have very poor grammar skills." When he asks teachers about that, they tell him, "Well, we don't teach grammar any more. They are supposed to learn it by osmosis." That is not always successful, he noted.

Al had mentioned Evelyn Macko in glowing terms and obviously was supportive of women in broadcasting. When

Mary Burgoyne took over CKTB, he began working for a woman. What kind of boss was she?

"Mary was very low key. She basically left the running of departments up to the departmental managers. The thing that she did keep a very tight control on was spending: she was really good at that. You had to account for things like pencils and paper clips. But at heart she was a very kind and generous person. It took her a long time to eventually understand radio, and that came near the end when it was almost too late. I don't think the station had too many good financial times during the last years of the Burgoyne management."

Al recalled that Standard Broadcasting, when it was owned by Argus Corporation, took over CKTB around 1980. Allan Slight subsequently bought Standard Broadcasting, and his son Gary is now president.

We remembered listening, in earlier years, to an evening of appealing music on CKTB. Now it's gone and one wonders what happened, how is it that stations totally change?

"I think that radio has changed a lot in the last few years," Al said. "Talk has been very successful for us. With the AM signal, there was a feeling on the part of the owners that all-talk was the answer, that they just couldn't be as successful with music programming." Research shows that, at least for the mainstream music formats, listeners prefer the better quality that FM offers. CKTB's sister station CHTZ-FM is 'hits' — "basically a rock format."

Amid all the talk on CKTB, one can continue to hear the authoritative news voice of Al VanAlstine. When he reached his 25th anniversary with the station last year, the management and staff honored him with gifts and words of praise for his long and conscientious service. He is in tune with CKTB, which for more than six decades has provided varied and interesting programming for the Niagara region, and far beyond.

Phil Stone is a well-known broadcaster, educator and writer, whose Phil Stone Report is a regular feature of BT magazine.

Note: Please update your Mailing Lists! Phil Stone's new address is: 1 Clark Avenue West, Apt. 1703, Thornhill, ON, L4J 7Y6.

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The CBC has named **Jim Byrd**, 47, as VP responsible for both the CBC-TV network and the Newsworld channel — a post he has filled since the departure in November of **Ivan Fecan**. A native of St. John's, Nfld., Byrd has been with the CBC for 25 years... **Louise Roy** has been appointed to the newly-created post of president, Telemedia Communications Inc., with responsibility for all Québec operations, including radio. Roy was previously head of the Montreal Transit Commission... Standard Broadcast News named **Barry Hamelin** as director of client relations. Barry was editor of BT from 1987 to 1992... **Daryl Braun**, ND at CKRC/CKLU-FM Winnipeg, is the newest member of the Broadcast Standards Council, Western Region, succeeding **Jim Rusnak**. Chairman **Dwayne Dietrich**, president of Monarch Broadcasting, and **Rick Friesen**, GM of Saskatoon STV, continue for a second term... Recent changes at CFCG Grand Prairie, Alta., include **Marie Taylor** as ND; **Jill Webb**, from CJVI Victoria, as promotions director; and **Myrna Logan**, who moved from promotion to marketing consultant... President of the Manitoba Sportswriters and Sportscasters Assn. is **Clayton Dreger** of CFAM Altona, succeeding **Robb Glazier** of C1FX Winnipeg. **Les Lazaruk** of CJOB Winnipeg is a director... Promotions at Magnetic North in Toronto: **Mike McConnell** is director of sales; **Heather McCre** and **Samara Melanson** are project supervisors; and **Jodi Anderson** is scheduler.

In Memoriam

Gene Lehto, 55, former news director of CFAC Calgary, died of a heart attack. In paying tribute, Dale O'Hara, ND at CFCN-TV, described Lehto as "The gentle giant — he touched a lot of people." Gene was with the Selkirk group for 33 years, working at CKWX Vancouver, CJOC Lethbridge, and CFAC. Jerry Fairbridge recalls that a brain aneurism forced Gene to retire in 1989. "He didn't tell many people, but he went through a classic near-death experience... the things he missed most were his friends and RTNDA functions, where he could mix with them and learn from them. He was very active in RTNDA and broadcast journalism." Gene leaves his wife Pamela, five children and eight grandchildren.

Ernie Mott, chief engineer of CJAD/CJFM Montreal for some 20 years, died on March 14th. Before joining CJAD, he had been chief engineer for Roy Thomson's Northern Broadcasting group. He leaves his wife Muriel and brother John. **Vicky Hartman** died March 10th after a courageous battle with cancer. Born in Victoria, she was a copy chief at CJVI, where she met and married Rudy Hartman in 1946. The veteran broadcast 'husband & wife' team maintained strong ties with the industry until Rudy's retirement from station manager of CJVB Vancouver in 1987. (— courtesy of Jan Van Bruchem.)

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