

INDUSTRY NEWS

CAMPAIGN AGAINST VIOLENCE LAUNCHED: The Canadian Association of Broadcasters and the federal government have launched a \$10 million *Speak Out Against Violence* campaign. Stations will contribute time for four television and six radio spots, with production funded by six federal departments. (Further details will appear in 'Ottawa Watch' by James Careless in BT's June issue.)

WHAT MAKES PEOPLE LISTEN TO YOUR MORNING SHOW? News coverage is the major element in radio listeners' choice of a morning show, according to a study conducted early in March by Bohn & Associates Media/Angus Reid Radio Research. Here's how various elements rated: news 33%; kind of music played 19%; friendly personalities 12%; humor 10%; "station I normally tune" 9%; weather 6%; amount of music played 4%; traffic reports 2%; sports 2%; and contests less than 1/2 of 1%. Jeff Vidler of Angus Reid comments, "This has to be very encouraging to AM stations, especially those focusing on news." There are some variations by demographics: the age 18-24 group ranks news 4th — behind kind of music played, humor, and friendly personalities. In Quebec, humor is much more important, at 22% (6% in the rest of Canada); while in B.C., kind of music played is more important, at 30% (rest of Canada 18%). The study surveyed 1509 respondents, 18 years and over, across Canada.

CRTC REVIEWING INFORMERCIAL POLICY: May 13th was set as the deadline for comments to the CRTC on possible changes in its 'informercial' policy. The proposed changes would enable Canadian TV stations to compete for an estimated \$100-125 million in revenues going to U.S. border stations every year. Informercials are now restricted to midnight to 6 am because of the 12 minutes per hour limit on commercials between 6 am to midnight. Broadcasters would apply for a condition of licence to air informercials during the broadcast day, triggering a public review. Informercials would have "no nationality" so some stations may have to cut an equal amount of U.S. shows to meet CanCon quotas.

ANIK E-2 FAILURE COST \$22 MM: The failure of Anik E-2 cost Telesat Canada about \$22 million in lost revenue, plus \$15 million for a 2-year insurance policy on both E-2 and E-1. Transmission stations in Toronto and Edmonton are being built to issue computer commands to ensure that thrusters are fired to stabilize E-2, which is expected to be operating again by August. Meanwhile, Telesat is using a dormant AT&T satellite to regain some of the business it lost.

NETWORKS + STATIONS

As BT went to press, Phil Lind of Rogers Communications Inc. said the company would soon announce buyers for some of the Maclean Hunter assets it has bought. **Shaw Radio** has agreed to buy **CFNY-FM Brampton** and is said to be interested in other radio stations. **Blackburn Radio** of London has said it wants to buy **CFCO Chatham**, **CHYR-FM Leamington** and **CKTY/CFGX-FM Sarnia**, Ontario.

CRTC Hearing in Saskatoon: Among the applications to be heard starting June 6 at the Delta Bessborough: **Clint Forster's CJWW Saskatoon** would move its Country music format to FM, 100 kw ERP on 92.9; **CHSN-FM Saskatoon** has also applied for a Country format. Also seeking to move to FM: **CKER Edmonton**, 100 kw ERP on 101.9; **CHMG St. Albert**, 100 kw on 104.9; and **CFXL Calgary**, 100 kw on 96.5; (the new FM and **CFRR Calgary** would be held by a new company owned by Rawlco (80%) and Golden West (20%). **CKEG Nanaimo** (1350) has applied to move to its competitor's frequency, 1570 KHz; **CHUB** would move to FM, 1.4 kw on 102.3, with a transmitter at Parksville, 500w on 99.9 MHz. The first bids for **religious stations** will be heard: **Victory Christian Fellowship of Lethbridge Inc.** proposes a TV station, 5.2 kw on ch. 17, with local, Canadian and U.S. programs, and **Greg Wilson of Dryden, Ont.** would carry the **Moody Network** of Chicago 99 hrs/wk and **CJRT-FM Toronto** 27 hrs/wk on a low power FM (10w on 97.1 MHz). (The CRTC's approval was not required for the change of format to religious music by **CKBD Vancouver** and **CJCA Edmonton**.)

TV Ontario is bringing three Sudbury-area students to Toronto for a 4-day 'mini-production internship'. They led the winners in 'Zoom' a local video competition. **AP All News Radio** is to begin operations on June 1st. AP serves 5000 U.S. stations and 750 carry its AP Network News format.

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Circle Reader Service #180

"They present only what will titillate, sell newspapers and programs and arouse the populace, despite their protestations. The media are the source of information for most people; they can create and direct opinion. They are the king-makers and the king-breakers. Contrary to popular belief, politicians do listen to public opinion. The problem is they are formulating policy based on propaganda, limited knowledge and fundamental misunderstandings.

"**Most disturbing is the growing loss of hope in our children.** Schools have effectively convinced our children there is no future. Only one perspective is presented in the classroom, often by teachers with extreme views. If teachers taught a pro-business, commerce and trade agenda with the fervor and inaccuracy that many teach the pro-environment agenda, there would be charges of proselytizing. I know how biased and inaccurate most curricula are about environment, agriculture and several other areas.

"We are incorrectly convincing our children that the world is beyond environmental redemption. We are removing hope, something we have no right to do.

"**It is not a no-risk world** and many situations are potentially threatening. If we had sufficient time and unlimited money, we might deal with all legitimate concerns, but that is not the case. We have to set priorities and act in a calm, objective manner. It is time to calm the hysteria. We must regain some of the moral high ground usurped by special interests. We must give our people and especially our children hope."

* * * * *

Is 'Good News' No News? Attempts to produce "good news" shows and newspapers have generally failed. Why? Audiences love scandals (they like to feel self-righteous). As for news people, it's not as exciting to hunt down good news as bad news and they generally don't get enough resources. There's yet another reason: apparently people feel depressed about their lot in life when they hear of too many good things happening to others. That from **Ron Evans**, president and GM of CHBC-TV Kelowna. Ron says researchers found it was the reason for a ratings plunge at a U.S. station that went the 'good news' route. (It will be interesting to see how well the BBC succeeds at a new weekly radio good news show.)

Here's how CHBC-TV handles good news. The station prepares features on interesting Okanagan people, then cuts them down to use as fillers between programs. In the news itself, CHBC-TV carries 2 or 3-minute features on unique products billboarded as "Made in the Okanagan".

John Ruttle, former ND at CHRO-TV Pembroke, has moved to CJOH-TV Ottawa... Appointments by Global News: **Ken MacDonald**, formerly of ISN, is Ottawa bureau chief; independent producer **Claude Adams** is special correspondent... **APTV**, the new international news video division of the Associated Press, is due to start transmissions in November. AP appointed **Stephen Claypole** as managing director; he was previously editor of Reuters TV... **The Banff Television Festival**, June 5-11, is planning a session with applicants for new specialty cable licences to talk about their programming and the production opportunities to be created. The Festival continues to grow: A&E has made a four-year sponsorship commitment; and WIC stations will show a one-hour prime-time special on the 1994 Banff 'Rockie' Awards and other activities. The TV program is available to other broadcasters at nominal cost; if you're interested, call **Ric Proctor** at (403) 762-0185.

'Top Dog' CKNW to Celebrate 50th Anniversary: WIC's CKNW New Westminster — one of Canada's consistently most successful stations — went on the air in August, 1944. (Don't tell president/GM **Rod Gunn** that I told you, but it's one year older than him.) One person who started work in NW's first year still does occasional features during B.C. Lions games: he's **Jim Cox**, who went through several departments and for 36 years did play-by-play. This August at the Pacific National Exhibition in Vancouver, there will be a special CKNW Day. The station has also brought back its old 'Top Dog' logo and will give away a car next New Year's Eve... And Vancouver's **Chuck Davis** has written a history of CKNW, aptly titled *Top Dog* — close to 6,000 copies have already been sold. I was fascinated to see in it a picture of **Terry Spence** in 1966, when he presented a more youthful, less regal bearing than he does today as a VP of C-FAX Victoria and of Seacoast Communications... A host of successful broadcasters have passed through CKNW's doors and the book describes many promotions you could use or adapt today... But perhaps not one in which **Hal Davis** and **Bill Hughes** hired showman **Rene Castellani** to play the part of a Maharajah visiting Canada with the idea of buying British Columbia... (Castellani was later convicted of poisoning his wife)...

It was sad that **Frank Griffiths** passed away just hours before he was to be inducted into the Canadian Business Hall of Fame. He had been ill for several years. He will be remembered in broadcasting for building Canada's largest public broadcasting company; in sports as owner of the Vancouver Canucks and a member of the Hockey Hall of Fame; and in the community for his huge amount of charity work. Frank was an accountant when he bought CKNW in 1956; today, WIC owns eight TV and 11 radio stations, and has interests in pay-TV and CanCom. His son Arthur is vice-chairman of the Canucks club, which is now building a 20,000-seat arena, and the family is leading a bid for an NBA franchise. Aged 77, Frank Griffiths leaves his wife Emily, two sons and two daughters.

At CJJR-FM and CKBD (The Bridge) Vancouver, **Gerry Siemens**, former PD, is now GM, succeeding **Jim Mackay**; PD is now **Dale Wolfe**, formerly of Edmonton. **Gord Eno**, from CISL, is director of creative productions... To interior B.C., where **Al Webster** is now operations manager as well as ND at C1CF Vernon... **Ron Langridge** moved from PD of CJFW-FM Terrace to station manager at CHTK Prince Rupert; **Renita Neys**, PD at CFTK Terrace, is now also PD of CJFW-FM... 'Alberta's New Information Superstation' CHED Edmonton has secured broadcast rights for both the Eskimos football and Trappers baseball games. PD **Pat Cardinal** is especially pleased to have **Al Coates** back as play-by-play announcer for the Trappers. **Dave Shannon**, who was MD for two years when CHED was classic rock, has been appointed assistant PD... **Rob Robson**, formerly of CIZZ-FM (Z99) Red Deer, tied with **Eric Stafford** of CJMO-FM Moncton as small-market 'PD of the Year' at the Music Industry Awards. Special mention for this one because it's Z99's eighth award, while sister station CKGY has won seven. Rob has won 'MD of the Year' twice. He's now at CFOX-FM Vancouver; Eric is now ops mgr at CFDR/Q104 Dartmouth... In Ontario: New CKBB GM is **Tom Aikens**; he was GSM across the road at CHAY-FM Barrie... CIDC-FM Orangeville is being sold... **Mike Ferguson** is now manager at CKRU and CKWF-FM Peterborough... **Al Kingdon**, formerly of Country 59 CKYC Toronto, is now PD at CHAM in Hamilton... —

Obituaries: **John Scott Black** was partly paralyzed by polio during the '50s epidemic when he was 13. In 1983, he had a heart attack and in recent years suffered from post-polio syndrome. He died in March, not long after losing a leg. Scotty was always crusty but was a tremendously loyal friend and a good news person with great delivery. He started at CJOC Lethbridge and worked in Edmonton, Calgary and Hamilton before returning to Lethbridge in 1973. He was ND and read news on TV, when he retired on a disability pension in 1986. He also taught journalism. In recent years, he championed wildlife and native causes and the Peigan-Blackfoot people gave him the name *Tsiktsinokah*, Black Elk. It was under that name that he wrote a chapter in *Fish, Tell and Go to Hell*, published in 1989. The funeral was a family ceremony. However, old friends couldn't let Scotty go without any recognition. They gathered at a luncheon to remember him.

Bill Post also died in March. He was the engineer who signed on CKSL London. He had suffered from diabetes for years.

Bruce Lindsay is now both PD and MD at CJMX Sudbury... **Scott Jackson** is looking after programming at CHNO Sudbury as well as CHUR North Bay... And long-time CHNO morning host **Rick Malo** has left... **Kyle McKone** is doing afternoons at CKDK-FM Woodstock; **Nikki Davis** moved into the 6 pm to midnight slot... **Don Kay**, formerly of CKY/CITI-FM Winnipeg, is enjoying the opportunity to play lots of golf and rubbing lots of PFM on his clubs. Don says **Stan Ravndahl**, formerly of CHED/CKNG-FM Edmonton, is also enjoying life and playing lots of golf... **Paul McDermott** is no longer with BN...

Richard Cloutier, PD at CKSW Swift Current, got an early call

from **Al Friesen**, PD at Radio Southern Manitoba, telling him he'd be late for work if he didn't leave immediately for Winnipeg. The confused Richard said he wasn't aware he had a new job. Then Al told him a **Richard Cloutier** is working in the newsroom at CJOB. Says CKSW's Richard: "It's a small world" ... Did you see CKSW's **Art Hallman** on W5? The feature was all about how Art helped move the Canadian Country Hall of Fame to Swift Current from Kitchener... CKSW tells us that in the past 10 years its sister station, CJSN Shaunavon, has raised more than \$120,000 for the Kinsmen 'Telemiracle' in a trading area of only 7,000 population.

John Hadley, morning newsman on QM-FM Vancouver, has a new baby daughter, his first child... **Dave James**, the expert on BN's Integrated Newsroom Editing System (I-NES), found just enough time between flying around North America to demonstrate and install systems (it's now in use at 15 stations) to be home for the birth of his third child, Natalie Margaret... **Leslie Nelson**, manager of station relations for Telemedia Network Radio, married **Jeff Vidler** of Angus Reid... CFR Calgary's ND **Kevin Usselman** is tying the knot with significant other Kelly in Vegas this month... Saskatchewan's big blowout, otherwise known as the SAB Fall Conference, happens in Weyburn this year. Chairman of the Sept. 9-11 event is **Jackie Gray**, president and GM of Soo Line Broadcasting.

"The Desire for Stability." From a speech by Edmonton researcher **John Yerxa**: "The three biggest challenges indicated by people in Edmonton and Calgary in our January surveys were: 1) Staying employed; 2) Having more financial security; 3) Maintaining present lifestyle. The concept of preservation

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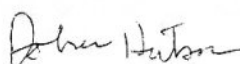
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FAIRBRIDGE — continued from page 15...

has become one of the most powerful advertising themes today — especially for those whose task is to sell things such as insurance or financial services. It also accounts for why the growth in consumer spending continues to be so erratic and far below the pace necessary to lead a typical recovery. It suggests why certain politicians and merchandisers might now tap into the desire for stability to reap big rewards. That's because, for some people, the demand for change is actually the demand to limit change."

New Brunswick Government Big on Radio: A breath of fresh air for radio in N.B. since **Gerald Weseen**, formerly of BN, became director of communications, Health and Communications Services. Suddenly ad campaigns are going to media that their intended market listens to. He says: "Since I arrived last August, we've done four major public awareness campaigns. All have been exclusively radio or radio has been a big part of it — and we got the results we wanted at a lower price."

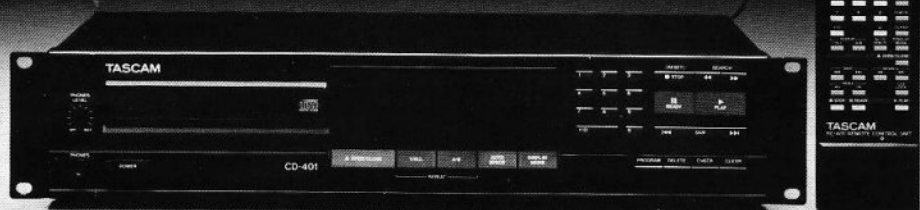
Ian Byers is returning to Ontario after 25 years in the Maritimes, having bought CFBK-FM Huntsville from **Joe Duchesne**. Ian is GM of CFAN Newcastle. A warning: never joke with him about Rottweilers... **John Eddy**, president of Radio Atlantic, told me of an incredible kayak trip on the Zambesi River from Angola to Mozambique. I asked, did he know of the crocodiles on that river? Sure, he said. On a previous trip, a kid had an arm bitten off. And on his journey, a fellow kayaker forgot to warn the hippos he was coming and his kayak was bitten in two...

Murphy's Law vs. Broadcast News: • This was expensive; the information may help someone else... For about a month, CIHI and CKHJ-FM Fredericton had intermittent interference problems with their BN reception. BN's **Dave Smith** spent many hours travelling to Fredericton and trying to trace the problem. DOT couldn't trace the interference. BN even wondered whether trainers were using radar guns at a nearby race track to time horses; tests using police radar guns near the studios came to nothing. BN installed a second dish. No one connected on the fact that the interference started about the same time renovations started on CIHI. Engineer **Dick Cleveland** was working on the new dish with his spectrum analyzer on, when he heard the interference. A minute later, the contractor showed up. He'd been stopping by at 8 am, noon and 4 pm daily, each time for about half an hour. Seems he had a radar detector in his car, and when Dick asked him to shut it off, the interference stopped. The contractor agreed to keep it off near the station, and CIHI is back on its old dish... As BN's Maritime communications chief **Ray Warner** says: "Now you know the rest of the story."

• In March, I wrote about when copper wire kept disappearing between Saskatoon and Melfort in the '70s, cutting off BN transmissions. CJVR Melfort engineer **Bayne Opseth** wrote to say that if that was the olden days analogy to the Anik failure, then perhaps solar transit periods are the equivalent of a bad splice near Brancepeth that caused BN Voice to disappear every time it rained... It took CNCP about two years — and numerous rainfalls — to track that one down...

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ATLANTIC AIRWAVES

by Sandra Porteous & John Porteous



The Women of Annapolis Valley Radio: Vicki Gesner writes to tell us that AVR now has "a total of ten female on-air staff, and the ratings have never been better! We think that's the most in Atlantic Canada. How about the rest of the country? We look forward to a response from BT's readers. Keep up the good work!" *Seen in photo, from left, are: (back row) Leslie Moore, Jocelyn England, Judy Rafuse and Angela Rose; (front row) Vicki Gesner, Diana Bishop and Deanna Durnford. Not shown: Gwen Atkinson, Angela Quinn, Vicki Cameron and Tammy Scott. (The photo was taken at AVR's Christmas party and someone had to hold down the fort!) While Diana Bishop is not currently on-air, she was the first female announcer at AVR back in 1947! Thanks, Vicki — we'll see if any other stations can match AVR...*

Are You Out There, Fred? Mike Irwin, formerly of CHSJ Saint John, is looking for information about **Fred Denney**, originally from Cape Breton. Fred spent two years at CHS, then went on to CJSS Cornwall, Ont., where he worked from 1985-87. When he Fred left Cornwall, Mike lost contact. Mike can be reached at 613-798-2565, or if you have information on Fred Denney, please write us at the address shown below.

Labor Troubles: A long-running gender dispute at ATV-ASN may be settled by a Federally-appointed conciliator. At least that's the hope of 20 female employees at the CHUM-owned TV system in Halifax. The women, who are represented by NABET, claim the company has failed to provide them with working conditions equal to men at the location. NABET says if no progress is made by the conciliator, the women will be in a strike position.

Adios, amigos!... Two retirements from the CBC: **Jeff Hussey**, one of the mainstays of CBCT Charlottetown, has been with the station for 13 years — most recently as executive producer — and is the region's longest-serving producer. Jeff says, "I

want to be young again, and since I can't BE young, I want to FEEL young!" As to life after retirement, Jeff says he's pondering several options — we'll keep you posted... **Keith Delong**, retired from CBC Halifax after 33 years with the CBC. The well-liked Keith was honored at a bash held on March 31st... **Mike Ireton**, host of CBC Saint John's *Information Morning*, got a singing Valentine's greeting complete with some personalized razzing about his wardrobe and his on-air movie reviews. The stunt introduced the services of a new singing telegram company in the city and Mike's audience seemed to enjoy the on-air fun... The National Film Board office in Halifax recognized International Women's Day by showing two films at a half-dozen locations around the Maritimes. The features, *And We Know How to Dance* and *When Women Kill* were screened over a five-day period... At CBZ Fredericton, *Afternoon Show* producers carried out a successful promotion in which young people sent taped voice greetings to their favorite athletes at the Winter Olympics in Norway. Grade 3 students involved in the event taped their best wishes, which were forwarded to the *chef de mission*, and eight of the best were read on the air... **Lisa Taylor** is the new writer-broadcaster on CBHT Halifax's *First Edition*. Executive producer **Andy Moir** said Lisa won out over three other "very strong candidates".

CFBC Saint John is moving to the Fundy Cable building after many years in its first home. The charming red brick 'Broadcast House' was occupied by CFBC when it first went on the air in 1946, with former WWII correspondent **Bob Bowman** as manager. Along with the move has come the purchase of a great deal of new equipment for CFBC and CJYC-FM... **Debi York** of Atlantic Broadcast Communications Ltd. in Moncton has been busy visiting stations and attending the big NAB convention. Debi reports a good trip to Las Vegas, adding a few new product lines... The Rogers-Maclean Hunter deal has sparked rumors that **Jack Schoone** may get back into radio in the region. Schoone headed MH's Maritime Broadcasting for the past few years, after selling his Eastern group to MH. Last year he bought AM-FM combos in both Hamilton and London, Ontario. Now, if Rogers puts some or all of the 10 Maritime Broadcasting stations up for sale, Schoone may well be shopping. Jack has a reputation as a bright, fair-dealing broadcaster and he'd be welcome back in the region... A Gemini Award went to *Street Cents* for Best Youth Program or Series. The CBHT Halifax-produced show keeps reaping more and more accolades and gets better each season. Also taking a Gemini was the former *Codco* series, with **Cathy Jones**, **Greg Malone**, **Mary Walsh** and the late **Tommy Sexton** being recognized for best writing of a Comedy or Variety series.

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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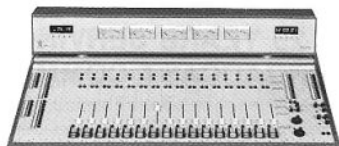
After announcing that it would go public, Atlantis hired **Kevin Shea** from YTV as president and CEO. Joining him at Atlantis as vice-president is **Juris Silkans**, formerly of CUC Broadcasting... NBC News had nothing but praise for **Arthur Kent**, now host of CBC-TV's *Man Alive* series, when it made an out-of-court settlement of his \$25 million civil suit. Kent said the action was to "correct an injustice" when he was dismissed by the previous management. The door now appears to be open for his return to NBC... Global TV named **Jane Antoniuk**, previously with the CBC, as its correspondent in London, Ontario. She replaces **Heather Hiscox**, now in Halifax... **Barrie Kirk**, P. Eng., has joined Lapp-Hancock Associates in Ottawa... The Portage la Prairie Chamber of Commerce named MTN's **Drew Craig** its 1993 'Business Person of the Year'... At Magnetic North, **Peter Armstrong** has joined the editing staff; At Magnetic South, Sheridan College grad **Maureen Shelleau** was named graphic artist and animator... **Peter Warth**, formerly of Imagineering, is now senior project engineer at TVOntario.

In Memoriam

Harry Adaskin, musician and broadcaster, died at age 92 on April 7 in Vancouver. The late John Adaskin was a brother. **Alexander Forbes**, vice-president and secretary-treasurer of CHUM Limited, died on March 13 at age 81. A native of Scotland, he joined CHUM in 1952; he became secretary-treasurer and controller in 1962 and a director in 1967. Alex Forbes leaves his wife, Faith, and sons Robert and David.



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AD INDEX

Page	Advertiser	Reader Service #
31	Abroyd Communications Ltd.....	141
OFC	ACT — Affiliated Comm. Technologies.....	186
38	Allen, D.E.M. & Associates.....	143
11	Arri Canada Inc.....	275-278
20-21	Audio Services Corp.....	195-214
4	AVR Communications Ltd.....	175
15	Broadcast News.....	111
36	Caveco Equipment Ltd.....	121
24	Coaxial Dynamics Inc.....	107
35	Computer Concepts.....	120
17	Continental Electronics.....	115
8	Delco Wire & Cable.....	180
31	Hamel, Yves R. & Associates.....	297
31	Hanson, Mike, Consultant.....	295
27	High-Tech Equipment Brokers.....	225
37	HP Services.....	138
10	IMMAD Broadcast Services.....	221
31	Jovin Communication Inc.....	281
31	Juch-Tech Inc.....	139
25	K&H Products.....	140
12	Labarre, Pierre.....	112
8-b	Larcan Communications Equipment Inc.....	245
8-a	LeBlanc & Royle Telecom Inc.....	160
7	Leitch Video International Inc.....	123
31	Maxtower Company Ltd.....	164
2-3	Panasonic Bdcst & TV Systems.....	104
19	Photokina '94.....	288
32a-b	Rosco Laboratories Ltd.....	109, 110
OBC	Sennheiser Canada Inc.....	169
39	Sony of Canada Ltd.....	122
13	Standard Communications.....	284
18	TEAC Canada Ltd.....	260
23	Tennaplex Systems Ltd.....	136
32	Ward-Beck Systems.....	145

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