

INDUSTRY NEWS

Vacant Chair at CBC: Four months before his term was up, Patrick Watson resigned as chairman of the CBC as of June 30 to return to his career as a writer and broadcaster. Tony Manera, named president earlier this year, has taken on the added duties of chairman. In interviews, Watson said those who criticize his performance "haven't done their homework" and noted that CBC budget cuts had already been decided by the Mulroney government when he was appointed. He saw his job as trying to keep the CBC afloat and prepare it for new challenges. Watson said he was not consulted on 15 other appointments made to the CBC board by Mulroney during his term as chairman. "There was a constant sense that this was a government that did not like the (CBC)... they looked on us as the enemy."

Benefits Costly: A recent CRTC study of "benefits" tied to transfers of broadcast properties during the period 1985 to 1992 gave the number of sales and the cost of benefits promised (as a percentage of total cost). The figures: 73 radio stations, benefits 5.8%; 42 cable systems, 8.2%; 13 TV stations, 24%. The TV station buyers promised over \$200 million in benefits.

CBS-QVC Merger: If they can work their way through a complex financial arrangement, CBS Inc. and QVC Inc. will merge to form a \$6.6 billion (US) media giant. Analysts see the move as strengthening CBS programming; although it has a ratings edge over ABC and NBC, CBS has lost NFL rights to Fox and major league baseball to ABC and NBC. QVC head Barry Diller,

is regarded as a talented programmer; he's to get \$1.5 billion in share rights if the deal goes through. QVC, which lost out to Viacom in a bidding war for Paramount Communications, operates two home shopping channels; its shareholders include some of the largest U.S. cable operators.

Showtime Has Big Plans for Canadian Production: Viacom Inc.'s Showtime Networks Inc. plans to spend \$50 million to produce 15 to 20 movies in Canada during the coming year. The announcement follows the establishment of Viacom Canada in Toronto, with researcher Alan Gregg as president and Helga Stephenson, former exec. director of the Toronto Film Festival, as chair; Viacom Canada plans to spend \$1 million a year for the next five years to support the arts. The weak Canadian dollar is credited with bringing numerous U.S. production projects here; however it has also been noted that Viacom is awaiting federal approval for its purchase of the Canadian assets of Paramount.

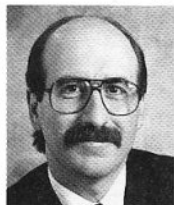
Anik E-2 in Full Service By August 1: Describing it as an unprecedented recovery, Telesat Canada says Anik E-2 is back in business and will be in full service by August 1st. Early this year, the satellite lost the flywheel which kept it in position. A \$10 million project has resulted in a new tracking system, with stations in Edmonton and Allan Park (ON), which analyzes the satellite's position. A computer system triggers firings of the satellite's thrusters every few minutes and will continue to control E-2's movements for the remainder of its life span. The procedure will shorten Anik E-2's life by one year — it's now to be retired in 2003.

Eureka ATV: A \$295 million (US) research project into digital television has been launched by the Eureka group, backed by 22 European countries. The plan, which follows a 6-year HDTV project, is to develop a European Advanced TV system to compete with the U.S. and Japanese systems.

Political Free Time Policy: The Reform Party is leading a legal and political challenge to the formula used to determine how much TV & radio time each political party gets during a federal election campaign. The formula strongly favors the status quo; Reform says parties should be allowed to buy equal time — or as much as they can afford.

Networks/Stations in the news: Plans are underway for TV Ontario to move from rented space to a new headquarters locations in Toronto... Community station CHOD Cornwall went on the air May 1st... CanWest Global has bought a 50% interest in La Red TV Network of Santiago, Chile for \$8.4 million (US)... CHFI-FM Toronto was #1 in the Spring BBM with a total audience of 988,300 (12+) — the first time 'FI has surpassed perennial Toronto leader CFRB... Among applications scheduled for the June 20 CRTC hearing: CBC for TV transmitters at Barrie (ch. 16, 180 kW), Huntsville (ch. 8, 43 kW) and Parry Sound (ch.31, 170w); CKVR-TV Barrie would drop CBC affiliation; CFTO-TV Toronto for transmitters at Orillia (ch.21, 207.6 kW) and Peterborough (ch. 54, 223.2 kW); Power Broadcasting for FM (to replace AM) at CKBB Barrie (1.5 kW on 101.1) and CKCB Collingwood (520w on 95.1); Radio Ville Marie for a "mostly religious" Montreal FM, 36.2 kW ERP on 91.3; CBC for local programming on English-language CBVE-FM Québec City — it would feed 38 other rebroadcasters of CBM Montreal; Fondation Humanité for non-commercial religious FM at Québec and Beauveville.

Lou Montana, P. Eng., Consulting Engineer



Gordon Craig, President and Chief Executive Officer of Labatt Communications Inc. ("LCI"), is pleased to announce the appointment of Lou Montana, P. Eng., Consulting Engineer to the position of Vice President, Engineering.

Mr. Montana brings to the position 15 years of engineering expertise in the areas of broadcasting, post-production, mobile production and related industries across Canada. Most recently, as head of Montana Engineering Ltd., he aided in the creation

of a new Broadcast Centre for The Sports Network, one of the finest of its kind in North America.

In his new role, Mr. Montana will work with divisional and corporate management to maintain and expand the high engineering standards that have put LCI at the forefront of industry technological innovation and change. He will also represent LCI on broadcast committees and resource groups, as well as sourcing third party consulting contracts on behalf of LCI Engineering.

The JLL Broadcast Group was reorganized and renamed Labatt Communications Inc. effective May 1, 1994, to provide an integrated structure for the development of the company's complementary broadcasting and sports businesses which now include: The Sports Network ("TSN"), Canada's national English-language, all-sports specialty service; Le Réseau des sports ("RDS"), the French-language specialty sports service; Dome Productions and Sounds Interchange video and post-production, computer animation studio, mobile, satellite and other transmission services; The Rep Shoppe, an advertising sales agency and the new Discovery Channel which will launch January 1, 1995.

The LCI sports businesses now include 90% ownership of the Toronto Blue Jays, The Toronto Argonauts Football Club and an interest in SkyDome.

LCI is wholly owned by John Labatt Limited.

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Regional advertisers added lack of visuals, which they said limits radio's ability as a standalone medium. They also said it's fragmented; you have to prove that you deliver their target. You have a better chance at this market if you deliver psychographics than demographics.

Local advertisers have a close partnership with radio. There is not the same sense of interaction at the regional level. Regional advertisers don't like the clutter of radio. More-music-less-talk means large clusters of ads and individual ads don't stand out.

The bottom line: Local advertisers see radio as an effective tool to drive sales. Radio's challenges are in price sensitivity, promotion and customer service, and lack of visuals. Its opportunities: proven results, it's seen as a good way to reach people and it's user friendly.

Among regional advertisers in B.C., radio is not seen as a standalone medium but as a weak sister to TV. Radio must aggressively find solutions to individual client needs and must find a way to get to advertisers and build a partnership with them without alienating agencies.

Said Reid: "There's a good future to radio and a lot you can do with the strengths you have. Local looks promising. There's a huge challenge with regional and national advertisers. Agencies can sometimes have a bit of a bias against radio."

Give Advertisers "Creative They Love"

If you want clients to open their chequebooks, the best way is to give them creative that they love, said **Miles Ramsay** of Griffiths Gibson Ramsay Production, winner of the BCAB Friend of the Industry award.

"I'll go even further. If you want a client to open up their chequebook, give them creative that their friends and families love." He said he was quoting **Mel Cooper**, now president of Seacoast Communications, and **Ted Smith**, now president of Westcom Radio Group. Said Miles, research shows people four times more likely to buy a product if they like the advertising. He advised: Get the best talent you can. Music, he said, has incredible strength and power as an advertising tool, although not every message can be conveyed through music. "The next one I like is humor. But beware, because humor is difficult. The alternative to success is not failure but humiliation." And humor can have a fairly short shelf life.

Highlights of CCBA Conference in Kingston

Jumping back to the CCBA, this comes from **John Dalla Costa**, business consultant and author, discussing clutter: One business's ad may be sincere and convincing. But research shows that if the three commercials before it are poor, people won't believe the good ad.

In effective advertising, memorability and creativity are equally important.

Because people tend to tune out ads, no longer is it enough for the advertised product to have a benefit. The advertising itself must have a benefit to cut through.

You can no longer go in to your customer and sell a product (advertising). You have to sell a solution.

And from **Ken Wong**, chair of the Queen's University MBA program: "You must provide a complete solution. Go back

to basics and ask what your customer wants. If you can guarantee a solution, you can charge a higher price. Solve your customers' problems... As long as you let the world believe that broadcast advertising is nothing more than reach, you will have a problem differentiating yourself from your competitors and charging a higher price."

The top lessons from a CCBA panel discussion: be open to change and change before it's too late. On the panel were **Tony Viner**, president of Rogers Broadcasting, **Don Shafer**, senior VP of Pelmorex Communications, **Wayne Stafford**, GM of CHUM's four Windsor stations and **Don Pagnutti**, executive VP of Telemedia Communications Ontario.

CHUM took the four Windsor stations and turned them into a winning combo of different formats; one newsroom feeding a news/talk station (in the smallest Canadian community to support that format) plus three others serving entirely different demographics. Pelmorex used technology to turn around a losing situation in northern Ontario. And Rogers used technology to dramatically reduce losses in some markets and went all-news in Toronto.

CRTC commissioner **Gail Scott**: "There will be a regulator as long as there is a need to ensure Canadian culture on the airwaves." And: "Let me be clear there is no intention of getting rid of this (Canadian talent development) commitment," although she also said the CRTC is looking for a better way to handle it. And: "We're also prepared to collapse the restrictions on Group 1 and 2 formats." Gail said the CRTC might be prepared to extend simulcasting of AM and FM to 12 hours, but is not likely to open the doors on the multiple ownership question. She said there's likely to be more money available through the broadcast fund for programming for kids, for documentaries and for drama, "and you can expect us to explore what else might be contributed to the system if these new resources are used creatively." She said the CRTC would be open to a co-operative approach to producing entertainment programming.

Bev Oda of CWRT: the CWRT is launching a career phone line available 24 hours a day, seven days a week, to allow employers to advertise job opportunities. And men can be members of CWRT. "We are an equal-opportunity organization."

Here's the new CCBA board: President, **John Spragge** of CKCO-TV Kitchener; VP, **Doug Ackhurst** of Telemedia Ontario; treasurer, **Scott Parsons**, CHFI Toronto; past president, **Al MacKay**, CJOH-TV; directors, **Braden Doerr**, CKSL/Q-103 FM London; **Stan Genno**, CKPT/CKQM-FM Peterborough; **Don Shafer**, Pelmorex; **John Wright**, CHUM/CHUM-FM Toronto; **Jim Webb**, CHAM Hamilton; **Eric Rothschild**.

Awards: Stations of the year were **CJOH-TV** Ottawa and **CJTN Radio** in Trenton; Broadcaster of the year, **Ted Eadinger**, CFPL-TV London; Howard Caine memorial award for public service, **Don Willcox**, CKCO-TV Kitchener; Ruth Hancock Friend of the industry award, CAB consultant **Wayne Stacey**. CJTN won an ovation following the moving story of how it earned its award. It's a 1,000-watt station with 11 employees and won for the superhuman efforts they put in to rally support when 2,500 people were laid off shortly before Christmas in the community of only 15,000.

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BCAB: The board of directors was unchanged for the 1994-95 years. **Gord Leighton** of CKPG-TV/CKPH/C101-FM Prince George is president.

BCAB awards: Broadcaster of the year, **Walter Gray** of CKIQ Kelowna; Broadcast performer, **Bob Harkins**, CKPG Prince George; BCAB humanity award, Heart and Stroke Foundation and Crime Stoppers; Agency creative, **Glennie Starnes** for both radio and TV; Best creative, radio, **CKNW**; TV, **CHEK** Victoria; Canadian development, radio, **CKZZ** Vancouver; TV, **CHEK**; Special programming, radio, **CFOX** Vancouver; TV, **CKVU** Vancouver; Community service, radio, **CICF** Vernon; TV, **CKVU**; Excellence in journalism, radio, **SILK** Kelowna; TV, **CKVU**.

Media in the Courtroom: At a BCAB seminar **Bruce Smith**, ND of CKOV/CKLZ-FM Kelowna, asked: "To whom should we go to bring the court system into the technological realities of the 90s?"

Jonathan Festinger, corporate counsel to Western International Communications, replied: "It is going to take some time for people to fully appreciate the realities of the technological age. Perhaps it is an educational matter. Perhaps judges will feel less threatened by the media when the information highway is in place and information about the courts is just another matter on a database, and the media are no longer seen as a monolith."

Central Canada RTNDA: From a super meeting organized by **Bob Bowland**, president of CKLP-FM Parry Sound: "Get radio back to where it can tell stories" -- **Hap Parnaby** of CFRB Toronto. "Look for a void in the marketplace and fill that void" -- **John Hinnen**, 680 News Toronto. "The good thing about the sports format is that we have a lot of personality on the air. Because it's such a passionate thing, it's attracted a lot of personalities," -- **Scott Metcalfe** of CJCL The Fan Toronto. "The two most important things are local and community. We give our viewers the world and the nation, but we mainly give them the community" -- **Dave McGinn** of CJOH-TV Ottawa. "We are in a position to be the proprietors, the distributors of local information so that we are indispensable to our communities" -- **Mark Oldfield**, MCTV.

CHCH-TV Hamilton celebrated its 40th anniversary June 7. Founded by **Ken Soble**, it began as an affiliate of the CBC, but in 1961 became Canada's first English-language independent TV station. It also claims a list of other firsts, as did Ken Soble. He pioneered audience-participation radio in Canada, regular reports from Parliament Hill, and on-the-spot sports broadcasts. **Oscar Peterson** bought his first piano with prize money won on the Ken Soble Amateur Hour. Ken Soble was also one of the key figures in developing Broadcast News. Back in 1966, in association with Power Corporation, he presented regulators (then the Board of Broadcast Governors) a proposal for a 97-station nation-wide TV network to be fed from a Canadian satellite. He died in December that year. (Thanks to CHCH's **Denise Dickie** for this information.)

Global Television has bought a 50% stake and management control of Chile's La Red TV network, and was close to at least one European deal as I wrote... CanWest appointed **Loren Mawhinney** national director of Canadian productions and **Susan Brinton** western director of Canadian productions. **Stan Thomas** is executive advisor to Global's Canadian productions department...

CTV moved its headquarters to the downtown Toronto Eaton Centre...Canada's only all-sports station, Toronto's The Fan, plans to move down the dial from 1430 to 590, a boost that will multiply its reach. As things stood when I wrote, 1430 was to go Chinese, assuming approval, with the new owners moving into the CKCY facilities at 1 Yonge St...

I heard loud sighs of relief at an apparently imminent new agreement between the CBC and its TV affiliates in B.C. There had been concern that local staffs would be slashed if there was no agreement...CHBC-TV Kelowna can now go live by portable microwave from most parts of the Okanagan valley...

CityTV Toronto demonstrated how to make advertising stand out. It showed the finale of *Star Trek: The Next Generation* at Toronto's SkyDome. The CHUM station tripled rates and sold them out, and sold out the promotion. Radio Shack distributed the free tickets. That move brought 40,000 plus people into their stores...

Changes at CHUM stations: **John Wright** is now VP and

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GM of CHUM/CHUM-FM in Toronto. **Rob Wood** succeeded him at CKLC /CFLY-FM Kingston and CFJR/CHXL-FM Brockville. **Don Holtby** is now sales director at CFRA/CKKL-FM Ottawa and **Mark Maheu** is GM and PD... CKKW/CFCA-FM Kitchener -- bought by CHUM from Electrohome -- should be completing a move to a new facility by the time you read this...

CFRB news anchor **Peter Dickens** has retired after 17 years at Toronto's news/talk station... **John O'Brien** is no longer ND at MITV Dartmouth; former assistant **Carol McDade** was named interim ND... **CHER** Sydney has moved; it's owned by Radio Cape Breton... **Brian Fisher** and **Carl Patrick** of CHAM Hamilton have found a place in the Florida sun. During March break they provided WGTR-FM Myrtle Beach with twice-daily news updates for Canadian snowbirds. They hope to make it an annual event... And a meeting of two mediums in Toronto: **Brian and Carol Stockden** have married -- she's a show host at the Canadian Home Shopping Club... Midday host and MD **Paul Knott** has been named PD at CIGO Port-Hawkesbury...

At BN, **Mike Omelus** is returning from Washington to succeed **Al Gibson** as general news director, with **Keith Leslie**, former wire supervisor, as his deputy. **Terry Scott** moves from audio supervisor to general executive, client liaison. **Dave James**, whom many know from his role with BN's best-selling I-NES newsroom software, has been appointed communications sales manager. He'll still be responsible for I-NES, among other things.

Seacoast Communications VP **Terry Spence** celebrated his 39-plus birthday for the 15th time May 18... That was the same week Seacoast's CKLZ-FM (The Lizard) Kelowna celebrated its 5th anniversary... **Carmen Toth**, a super person, has joined Seacoast Sound as western marketing representative, handling B.C. through to Northern Ontario and south into the U.S. She continues to live in Lethbridge where she was GM of two Shaw stations before Shaw traded them to Monarch. She will operate as an agency, operating her own marketing company to represent Seacoast Sound...

You may have read of Victoria's new super park, several times larger than Vancouver's Stanley Park. You probably don't know that Seacoast President **Mel Cooper** used his vast contacts to pull it together. I'm not sure there's anything anywhere that Mel hasn't poured his enthusiasm and influence into.

Walter Gray, president of CKIQ Kelowna, is hoping to get an FM licence... **Mike Guzzi**, ND at CKIQ, was named Kelowna's male Citizen of the Year for his work as chairman of Crime Stoppers (he's also director of Canada's Crime Stoppers region 7, Saskatchewan, Alberta and B.C.), as an organizer of Project Cool (a group of scuba divers who cleaned up Okanagan Lake), on the committee of the B.C. Children's Hospital and on a task force on youth violence... The Atmospheric Environment Service is sending someone to New Zealand to learn how that country's weather service moved from tax-financed to user-pay. One of the things the AES is looking at is databases to hold forecasts. You would phone to access them, possibly using a 900 line.

BC Tel, through MPR Teletch, is working hard to regain the

traffic the telephone companies lost to satellite. This fall it hopes to roll out a distribution service for commercials. Stations pay \$250/month for a PC/software to receive digitized commercials and data. The sender (ad agency or production studio) pays for distribution... Stentor, an arm of nine telcos, is about to test a video-on-demand service to homes in Mississauga then in Vancouver... As you know, the CRTC dropped from its June hearing an application by Rogers to buy CKDA/CFMS-FM Victoria. If what I hear is correct, there may be whole new negotiations if **Chuck Camroux** and **Sheridan Armstrong** settle their dispute over ownership.

Pat Thomas, new PD at CIZZ-FM Red Deer, Z99, sends word that he hired **Gregg Scott**, formerly of CKIK-FM Calgary, as host of the new **Breakfast in Zed**, and **Gr Eggs for Breakfast** morning show. Previous morning host **Brent Young** gets to sleep in later, having moved to midday. Pat also hired producer **Kevin Clark**, formerly of Saskatoon...

ND **Margaux Watt** has moved from CKOR/ CIMG-FM Penticton to CFGP Grande Prairie.

.. CFSL Weyburn ND **Wayne Ross** left to go to Washington State University; retired CKRM Regina newshound **Harry Cameron** was filling in... **Charles Dent**, president of CJCD Yellowknife, and wife Eileen have a baby boy... **Brendan Burge** is now VP of Tapscan Canada; **Drew Simpson** moved to head office in Alabama... **John Cochrane**, former president of CJOB/CJKR-FM Winnipeg, is now publisher of the Winnipeg Sun.

BCIT Celebrates 30 Years: The British Columbia Institute of Technology is celebrating its 30th anniversary and, with it, Broadcast Communications -- one of seven original programs. It's currently conducting a re-build with digital equipment.

Since 1964, says **Brian Antonson**, associate dean, 1,500 people have completed the program and "we know where roughly 850 of those are working in broadcasting or something closely related. And even in difficult times, our current grad class is already having success finding placement in the industry." Brian says Employment and Immigration Canada says there are about 3,000 openings a year in the industry and he figures that all the post-secondary institutions in Canada combined produce only about 1,300 people.

Fred Sherratt Looks at the Future: Some words from the executive VP and chief operating officer of CHUM Ltd. to the CCBA. (This is not the first time he's been called on to give a wise overview of the broadcasting landscape, and I wish I had more space for his speech.) Here are extracts:

Who is right? Those who say the information highway will eliminate broadcasting as we know it or those who continue to invest multi-millions in conventional broadcasting? Both, contended Fred. "In any future, there is always a lot of the past.

"Historically, broadcasters have packaged programs on a single channel. In the future, we will be the packagers of multiple channels, some of them omnibus channels, but most of them in very specific genres as one person's fragmentation becomes another's diversity."

But, he cautioned, the information highway must be accessible to all and this can't happen if those who own it compete with those who don't.

In radio, he said, digital audio broadcasting is the way of the future, and the minister responsible and the CRTC have both confirmed it will be a replacement technology. "This is truly a landmark policy for the future of radio in this country."

But there is still too many media chasing too few dollars, he said. He argued strongly for duopolies, ownership of two AMs and two FMs per market. In the U.S., he said, there is now talk of triopolies.

What about satellite radio? "Rather than satellite delivered music services being a threat to radio, I see them more as a threat to tape and CD players" because they don't communicate with the listener. "As long as we keep doing that, Canadians will keep listening."

As for change: "Embrace it, for each new era in our relatively young industry has been exciting and extremely rewarding for those who could adapt change to the public need."

Bids for New Alberta TV Rejected

Boyd Craig, VP of Craig Broadcast Systems of Brandon, responded to the CRTC's rejection of a new TV service in Alberta by saying, "Obviously we are disappointed and, although the money is secondary, it did cost a lot." Craig Broadcast indirectly controls The Alberta Channel Inc., one of two whose applications were denied. "Our company feels a bit boxed in, operating only in Manitoba, particularly as other companies continue to expand," said Boyd. Asked if he would try again, he said, "There would have to be good indications that the CRTC has changed its mind (on the

viability of an Alberta licence) before we'd entertain the thought of another application."

Don Brinton, although retired, spearheaded an application by CanWest Global Communications for Alberta TV licences. Success would have given CanWest coverage of across English-speaking Canada. Don said before the decision was handed down that he thought CanWest Global chairman **Izzy Asper** would be so disappointed by refusal he would turn his sights even more towards international markets.

CFRN-TV Edmonton news & public affairs manager **Steve Halinda** was in hospital in early June for an emergency appendectomy. ND **Neil Fitzpatrick** and acting assignment editor **Jerry Bellikka** are no longer with CFRN-TV... Telemedia Broadcast Services appointed **Allan Davis** director of sports programming. At The Fan, Toronto, **Nelson Millman** is production manager and **Bob Mackowycz** was hired as ops manager...

WAB: The Western Association of Broadcasters, meeting in Jasper, reconized two broadcasters by naming them "Broadcasters of the Decade". They are **Elmer Hildebrand**, president of Golden West Broadcasting, and **Peter Liba**, executive VP of CanWest Broadcasting of Winnipeg. (More on WAB in the September issue)

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THE PHIL STONE REPORT

Bob Bowland: At Home in Small Market Radio

Remember the expression "Chief Cook and Bottlewasher" -- used to describe a person of many talents?

It most certainly applies to Bob Bowland, president, manager, promotion director, disc jockey and "what have you" at CKLP Parry Sound, Ontario.

The path that took him to that popular vacation area some 110 miles north of Toronto, is what Bob calls "a multi-faceted story" -- one that culminated his career in the world of small-market radio.

The story is not only that of a person. Bob believes "it actually is a story about radio. Talking to someone like you brings back a lot of memories, because I went to high school in the '50s and I listened to radio, I lived radio. The family always had a radio on -- we listened to Fibber McGee & Molly, Jack Benny, Edgar Bergen with his Mortimer Snerd and Charlie McCarthy, everything of that era. That was my fascination with radio. I could sit and listen for hours and, of course, the imagination ran wild. I thought, 'I've got to get into this thing called radio!'"

In high school, Bob had the opportunity to work with groups that presented school dances and other events. "Here I was -- actually taking a tech course, learning about woodworking, welding and electricity -- trying to think what would be the best way to worm my way into radio. I wound up taking a technical course and specialized in electricity. Meanwhile, I worked at those dances."

Bob mailed out a number of letters seeking a job in radio. He had started working at an A&P store -- his first job outside of school -- when one day the boss called him to the telephone. The call was from CKOX Woodstock, and they hired him as an assistant to the engineer.

"It was a great experience, and for me it was fun. I stayed for about 18 months, then went to CFCO Chatham. Eventually I was recognized as having a decent radio voice and got into on-air work. My next stop was CHOW Welland, where I did a rock show -- a delight for a fellow my age. I learned a lot there, particularly from the operations manager, Andy Lawton. He taught me that you have to get your show tight and together. He told me that if I tighten it, make it snap, I'd get the big audience in the market." Bob's rock show moved into the 7 pm to 1 am slot and had listeners all through the Niagara Peninsula and over to Buffalo.

"What I really wanted was to work for Don Hildebrand, who was busy buying stations, first Chatham, then Orillia and Kitchener. It took me at least a year to get him to hire me, and I wound up at CFOR Orillia, where Sandy Hoyt was program director. I stayed after Don sold the station and it was there that I started to change my way of thinking. I thought, "No, I don't want to go to the big city -- I really like the smaller markets." Bob stayed at CFOR for six years, including what he called "the Norris McKenzie days".

"Just before Norris McKenzie died, I was offered a job in television, going to CKNX-TV Wingham, Ontario. That was a whole new experience because they had just been taken over by the London Free Press."

About a year later, Bob returned to radio at CFGM Richmond Hill, where he worked with then news director Peter Dickens. "Then a friend said that I had to get over to

CHOO Ajax; he said they had a problem with programming and felt I was the person who could straighten them out. I went there and worked with Justin McCarthy." Six months later, Bob went back to TV in Wingham, then to CKVR-TV Barrie. While he was there, Andy Markle founded CHAY-FM; Bob was hired by Vin Dittmer as the first employee and became operations manager, staying for nine years.

During his time at CHAY-FM, Bob's ambition to own his own radio station began to take shape. "Vin was the kind of person you could sit down with and he'd go through things, such as explaining how the CRTC worked and what they expected from you. He was teaching me for the purpose of driving CHAY, but I had this ulterior motive in the back of my mind that said, 'If I'm ever to survive in radio past the age of 50, I'd really like to have to have my own station.'"

Bob recalled the history of CKLP. It started as a 250-watt AM repeater for CKAR in Huntsville. Then Joe Duchesne bought CKAR and CKAR-1 and changed the call signs to CFBK Huntsville and CFBQ Parry Sound. However, he wanted to sell the Parry Sound station because he didn't consider it to be financially viable. "I got a good price from Joe and, with some other investors, we put together a package and bought the station."

It was decided that CKLP would need an FM frequency to succeed. Vin Dittmer advised applying for a First Service licence. While the rules for First Service limit a station to its own market, they allow more flexibility in airing commercials, similar to the rules for AM. The application was successful and the FM transmitter went on the air with a power of about 2500 watts, covering a radius of 30 to 40 miles.

Bob explained the technical reason he and his associates favored FM: "Ontario enjoys 10-11 per cent ground conductivity -- generally speaking, that's what stations down through Toronto, Hamilton, London and Windsor all enjoy. But up north, the ground conductivity is less than one per cent. So AM radio is not really practical through the Pre-Cambrian Shield area, because of all the rock. FM undoubtedly was the most practical way to go."

Looking at those early days, at the top-spin of a route that had brought him wide experience in relatively smaller centres and won him acclaim as a broadcaster of stature, Bob has seen CKLP-FM go to 50,000 watts and win popular acceptance in its listening area -- particularly through the station's strong presentation of news.

"We have a big area to cover, so we do a lot of telephoning out; we also have a few stringers. I believe that if a station is going to have news on the hour, it should be on every hour."

There's a lot that Bob Bowland believes and practises about radio, his original dream come true. Despite the recession, CKLP-FM continues to operate successfully. And so does the man who "does everything" -- who understands and relates to small markets, Bob Bowland.

Phil Stone is a well-known broadcaster, educator and writer, whose Phil Stone Report and Broadcast Beat are regular features of BT. He may be contacted at 1 Clark Ave. West, Apt. 1703, Thornhill, ON, L4J 7Y6; telephone (905) 881-1778.

ATLANTIC AIRWAVES

by Sandra Porteous and John Porteous

Atlantic Cable Programming Awards: Cable television systems in Newfoundland took the lion's share of the Atlantic Cable Television Programmers Association awards of excellence. Cable Atlantic of St. John's and Corner Brook picked up six of the 11 awards. **Brett Smith**, program director for Halifax Cable and outgoing chairman of ACTPA, said community access programming is in direct competition with networks and other cable outlets for the viewing audience, and the only way to keep the viewer's attention is by focusing on local events. He said an interactive special, *Stop the Silence on Violence*, broadcast live from Charlottetown, Fredericton, Halifax and St. John's last year via satellite, demonstrated how cable systems can band together to form their own regional network. The program, produced by Island Cablevision, Charlottetown, won the best event programming award. Other winners:

Cable Atlantic, Corner Brook, for *Trivia Plans, Story Time and Newfoundland Wilderness*. (The latter tied for best sports program with *Driver's Log* from Halifax Cable.)

Cable Atlantic, St. John's, for *Holy Heart and Friends, Discovery and Street Smart*.

Fundy Cable, Fredericton, for *Point of You and Friday Night Rocks*.

Halifax Cable for *Bernie, The Inner Voice* — a documentary on a hermit — and *To the Max*.

Fox Network Expansion May Shake Up Cable Line-up:

Cable subscribers around North America will see some changes as a result of 12 U.S. TV stations joining the Fox network. For example, many Canadians see CBS via CanCom's feed of WJBK-TV Detroit — one of the soon-to-be Fox affiliates. In the Atlantic region, cable operators used to bring in CBS via microwave from WABI-TV Bangor's, translator on the U.S.-Canada border at Calais, Maine.

CHSJ-TV to become CBAT: On September 1st, New Brunswick will finally get full CBC-TV service as CHSJ-TV,

which covers the province with seven transmitters, becomes CBAT. The existing CBC facility in Fredericton will be improved to serve as the main studio. CBC is adding 16 new positions, with emphasis on news; the new jobs were to be offered to qualified former CHSJ-TV staffers.

Other benefits of the CBC purchase of CHSJ-TV and CanWest's purchase of MITV include the production of at least two half-hour dramas a year. Both networks will share in the cost and are committed to broadcasting the Maritime productions on their stations across Canada. CanWest Maritime (MITV) plans to spend \$7.2 million on programming over the next five years. Another \$1.75 million will be spent on facilities, mostly for new transmitters at Sydney, New Glasgow, Yarmouth and Shelburne, N.S., approved by the CRTC over a year ago.

CBYT in Corner Brook is among the first CBC locations to use a computerized desk-top editing. A Session 8 hardtop editing system enables CBY staff to record material on DAT recorders, download the material to computer, edit and correct problems, add effects and re-record the finished piece for broadcast... CBHT Halifax's *First Edition* won an RTNDA award for its coverage of the sinking of a fishing vessel. The plaque was presented at RTNDA's regional meeting in Saint John... CBC reporters **Bob Murphy** (Moncton) and **Rick Laguerrier** (Fredericton) were finalists in the Atlantic Journalism spot news award. Bob's story was about a young girl who was abducted, while Rick won for coverage of a roadblock set up by native protesters... CIGO Port Hawkesbury, N.S., continues to feature lots of remote broadcasts, helping advertisers tell their story and maintaining a solid presence in their coverage area. Recent remotes included a major promotion for Sears, and the CIGO Community Cruiser will be active all summer long...

The elusive (?) **Fred Denney** is alive and well in his home town of Sydney, N.S., where he's PD of CKPE-FM. In May, we carried an APB on Fred, filed by former colleague **Mike Irwin** of Ottawa. The mystery was solved by **Bob Henry**, PD at CHSJ Radio in Saint John, where Denney once worked. Give Fred a call, Mike... Speaking of CHSJ, the C&W format AM continues to rack up new listeners with its classic country music. Now celebrating 60 years on air, 'SJ will be doing a lot of special programming this summer and fall... From CHER Sydney, PD/promotion director **Albert Berkshire** says that he was surprised to read here that CIGO was the first Nova Scotia station to cover a blood donor event "live". Not so, says Albert; "Since 1978, CHER has been covering Red Cross clinics with live programming"...

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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