

ROGERS-MH HEARING SEPT. 20: A CRTC hearing will begin in Hull on Sept. 20 to consider applications by Rogers Communications Inc. to purchase the broadcast properties of Maclean Hunter. Included are 35 cable systems in Ontario, CFCN-TV Calgary-Lethbridge, and 21 radio stations in Ontario and the Maritimes. Benefits of over \$100 million have been proposed by Rogers; about half would be upgrade cable systems—something the CRTC usually considers a normal cost of doing business. Among other benefits: \$13 million to develop Canadian production, nearly \$10 million for R&D, \$8 million on the proposed HITS direct-to-home satellite service, \$5 million for SchoolLink (an electronic library program), \$1 million for media studies at the University of Western Ontario, and numerous grants to the arts, education and community groups.

The following applications are tied to approval of the above:

Rogers Cable TV, for purchase of Shaw Cablesystems operations in St. Thomas, Strathroy, Tillsonburg, Woodstock and part of Toronto, Ontario; **Shaw Cablesystems**, for purchase of cable systems in Calgary & Victoria (Rogers) and Sault Ste. Marie & Thunder Bay (MH). **Maritime Broadcasting** for transfer of control of 11 radio stations to 2337017 Nova Scotia Limited; **Key Radio CFNY Ltd.** for transfer of CFNY-FM Brampton/Toronto to Shaw Communications, with an amendment to reduce Canadian Talent Development commitments for the coming year from \$292,000 to \$80,000; **Bluewater Broadcasting** for transfer of CKTY/CFGX Sarnia; CHYR Leamington and CFCO Chatham, Ont., to Blackburn Radio Inc.; **Key Radio CKYC Ltd.** for transfer of CKYC Toronto to Telemedia; **Angelo Cremisio** (obci) to acquire CJCL Toronto to broadcast ethnic programs in 11 languages at least 91 hours weekly.

Other applications on Sept. 20 agenda:

Telemedia Ontario, to acquire Redmond's CJEZ-FM Toronto; CJCA Limited Partnership to acquire **CJCA Edmonton** and 607021 Saskatchewan Ltd. to acquire **CKLU-FM Winnipeg**; **Orangeville Cable-Vu** for transfer to Shaw Communications.

MUSIC ON RADIO: SATISFACTION LEVEL SURVEYED:

A survey of radio listeners indicates 65% "enjoy most" or are "totally satisfied" with the music they hear on radio. The poll of 1508 Canadians was taken May 26-June 2 by Bohn & Associates Media/Angus Reid Radio Research. By age group, the satisfaction level ranged from lows of 52% (men 18-24) and 57% (adults 55+) to a high of 72% (women 18-44). However, 34% are dissatisfied, enjoying only some of the music they hear or saying "they can't seem to find any radio station that plays music to suit their tastes. Jeff Vidler of Angus Reid Group says the poll suggests "some untapped opportunities," even within the key demographic groups that national advertisers seek to reach, e.g., men 35-44 and, in Quebec, adults 35-54. Satisfied listeners are nearly twice as likely to listen to music radio at least four hours a day (31%) than those dissatisfied (17%). Pat Bohn says new formats will create new hours tuned; "the first step is getting rid of regulatory limitations that restrict the options that music radio can deliver."

RADIO LICENCE FEES SET: Effective with the year commencing Sept. 1/93, CRTC licence fees are \$25 for radio stations with revenue of \$2 million or less. Where revenue is over \$2 million, fees are \$25 plus 1.8% of the amount by which the fee revenue exceeds \$500,000.

EXODUS FROM AM TO FM CONTINUES: The CRTC has approved FM frequencies for four more AM stations:

- **CHOO Ajax**, a country format on 1390, moves to 95.9 with 3,440 watts ERP. Also approved was the purchase of CHOO by Durham Radio Inc., from Golden West, for \$500,000.
- **CKDX Newmarket**, 1480, moves to 88.5, 700w ERP.
- **CHMG St. Albert** (AB), 1200 kHz, moves to 104.7 with 100 kW ERP. Owners Balsa Broadcasting said CHMG has had heavy financial losses since its inception and that its 'Oldies' format would add diversity to the FM band in Edmonton.
- **CJAT Trail** (BC), 610, moves to 95.7 with 13.5 kW ERP. An increase in the level of hits to 80% was also approved.

Applications pending include two from Pelmorex—**CHUR North Bay**, 840, would move to 100.5 and **CHVR Pembroke**, 1350, would move to 96.7, both with 100 kW ERP. AM rebroadcasters of CHVR in Arnprior and Renfrew would no longer be required. And NewCap's **CJLB Thunder Bay**, 1230, has applied for 105.3 MHz with 100 kW ERP.

CRTC approvals:

- Transfer of **CKST Vancouver** to Ronald N. Dixon (75%) and Gary Mathiesen (25%). GM Brian Brenn says Dixon tuned in to AM-1040 last fall and became an enthusiastic fan.
- Transfer of **CFGP Grande Prairie** from Rogers Broadcasting to CKER Radio Ltd., for \$1.3 million.
- Transfer of **CKFL Lac Megantic** from Communequie Inc. to Radio Plus Lac-Megantic Inc., for \$50,000.
- Change of format for **CHMX-FM Regina** to 'new country'—**CKRM-AM**, also owned by Harvard, has a 'traditional country' format. The new format went into effect July 11th. A competing application by **CKIT-FM** was denied.

Also denied by the CRTC: SCMO channels to distribute ethnic programming on **CHOM-FM Montreal** (Greek) and **CIUT-FM Toronto** (South Asian); a request by **Key Radio** to re-direct \$185,000 from its CAPS project to digital radio R&D; and a power increase for Radiomutuel's **CJMM-FM-1 La Sarre**.

Among applications before the CRTC: Columbia Kootenay Broadcasting, for 104.7 FM at Cranbrook, BC; Nippissing Franco-Canadian Council, for low power FM at North Bay and Mattawa, ON, to promote a community radio station; **CKYK-FM Alma**, Quebec, for low power rebroadcasters at Alma and Jonquiere; and **CFBK-FM Huntsville**, ON, for transfer to Ian B. Byers. Withdrawn: An application for a low power FM at Dryden, ON, which originally proposed to rebroadcast the Moody religious service from Chicago.

AM cost cutting: NewCap's **CHTN Charlottetown** is selling its building and moving in with Maritime Broadcasting's **CFCY/CHLQ-FM**. Combined staffing was reduced by 10 with GM Blair Daggett becoming PD/ND of CHTN: He said the alternative would have been to close the 20 year old AM. Each company retains programming and news decisions for their respective stations. And three Ontario AMs owned by Power Broadcasting — **CFFX Kingston**, **CKDO Oshawa** and **CKRU Peterborough** are now picking up most of their programming from Roger's Satellite Radio Network, based in Vancouver. Local production will be limited to the M-F morning show, news, weather, advertising and promotion.

AM Success Story: **CIAO Brampton** owners Angelo Cremisio and Bill Evanoff plan to buy **CIDC Orangeville**, in addition in starting a new ethnic station on Toronto's 1430 kHz. They've also had "phenomenal" results programming dance music under contract for **CING-FM Burlington**, ON now attracting over half a million listeners, many of them in Toronto.

PEOPLE

Recent appointments at CBC include **Alain Pineau** to vp, planning/regulatory affairs succeeding **Sheridan Scott**, now with Bell Canada; and **Lynn Desjardins** as anchor of *Late Newswatch* on CBMT Montreal. **Tim Kotcheff** resigned as vp for television news/current affairs and Newsworld... Canadian Satellite Communications Inc. named **Tom Pirner** as vp/gm, Cancom Satellite Business Services... At CanWest Global, **Leonard Asper** moved from Global TV Network to director of corporate development... CHCH-TV Hamilton promoted **Cheryle D. Heaney** to vp, programming... At CIGO Port Hawkesbury, NS, **Cheryl MacDonald** joined the sales team and gm **Bob MacEachern** was named a director of the AAB and of the Regional Development Commission... Canadian Women In Radio and Television appointed **Beverley A. Dales** executive director... Electrohome promoted news director **Ron Johnston** to program manager, CKCO-TV Kitchener--he succeeds **Alan Brooks**, now in the same position at CFRN-TV Edmonton, where **Barry Close**, formerly of CISA-TV Lethbridge and the ACCESS Network, is now marketing and promotion manager... Imagineering Ltd. named **David George** vice-chairman; **Ed Bogdanowicz** is now president and chief operating officer... Labatt Communications named **Jim Thompson** president of the Sports Network and **Bob Bleasby** president of Dome Productions Inc. as previously reported, **Trina McQueen** is president/gm of The Discovery Channel... Magnetic Enterprises appointed **Peter Campbell** a thirty year veteran of the post production field, as sales representative... The National Association of Broadcasters promoted **Lee Ann Burr** to vp, conventions and exhibitions... Former CBC

president **Gerard Veilleux** is now president of Power Communications of Montreal, which owns 17 radio and three TV stations as well as extensive publishing interests... Warner Bros. Television, Canada, promoted **Kevin M. Byles** to vp/gm... The Youth Channel named Ian Murray executive producer and **Liz Armstrong** media relations co-ordinator... Veteran broadcaster **John Cochrane** is publisher of the *Winnipeg Sun*; he had been gm of CJOB... The International Teleconferencing Association has a Canadian director, **Donald MacDonnell** of the University of Ottawa... Humber

College honored CFRB Toronto managing editor **Taylor Parnaby** "for his contribution to Humber College, the development of the CAAT system in Ontario, and outstanding leadership and commitment to community service." Hap served on the college's board of governors from 1986 to 1992... And gold medals were won by two Halton region high school students, **Donovan Bodon** and **Jodi Burton** of Oakville, ON for television production.

IN MEMORIAM

Stan Burton. BT was saddened to learn that Stan passed away last year at Moose Jaw. A familiar figure at WABE conferences, he had retired as a technology instructor in Saskatchewan where he had contributed to the teaching of trades in the province's prison system. He was also a talented artist. Stan is survived by his wife, Louisa.

Gordon T. Ferris, 81, died at his home in Oakville ON on July 25, 1994. First involved in the broadcast industry in 1937 he became advertising manager for Household Finance, then headed Radio Representatives Ltd. (later Radio-Television Representatives) for many years. He was active in various industry associations and was a member of the CAB Half Century Club.

Gary Eric Galt (VE3 HUK), 54, passed away on July 7, 1994, after a brief illness. He joined Rogers Broadcasting in 1974 and worked on the CHFI-FM installation at the CN Tower. Gary joined J-Mar Electronics in 1983, where his specialty was frequency co-ordination of large wireless microphone systems; he was responsible for successful applications for *Cats* and *Phantom of the Opera* and at the North York Performing Arts Center and Cleary Auditorium in Windsor ON. He was most recently with JSGS. Noted for his generosity, Gary was a bone marrow donor and frequent blood donor. He will be remembered by his mother Joey, son Gary Jr., daughter Erica, special friend Sandra, and many other friends (Courtesy of Trevor Joice and Chris Brooks).

Chuck Healy, 77, died of a heart attack in Buffalo on July 29. A school teacher, he joined WBEN-TV (now WIVB) Buffalo in 1949 and did sports, including two bowling shows, and news. After retiring, he hosted *Over 50* on PBS station WNED-TV Buffalo until 1991.

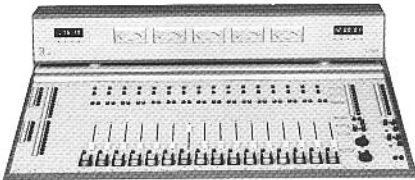
John B. Lamers, Sr., 89, died April 17. A founder in 1954 of CKOT Tillsonburg, ON he became its sole owner in 1962. Predeceased by his first wife, he is survived by his wife Neva, daughter Joan, sons John D. and Robert, six grandchildren and two great-grandchildren.

Kurt Meyer, president of Time Service Systems Inc., died on August 6th. For many years he was with the technical services department of the Ryerson Institute in Toronto, before starting his own company. Kurt is survived by his wife, Marge.

Arnold Stinson passed away on August 23rd. Arnold began in broadcasting as an announcer at CKCR Kitchener in 1937 and also worked at CHML Hamilton and CKLW Windsor. He moved into sales at CHOK Sarnia in 1946, later joining Radio Representatives. In 1958, he started his own firm, Ontario Radio Sales, but soon after, in 1960, became VP/GM of Standard Broadcast Sales. In 1980 he became executive director of the Ontario Cable Association, retiring in 1985. He had been in ill health for the past two years. A memorial service was held September 7th at Bloor United Church in Toronto.



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Across Canada...

Syndication: CHUM has taken its time getting into the syndication business but CHUM watches the market carefully before it jumps. It's now syndicating the two-hour Renovations show that has proved successful in Ottawa. Next comes Roger Ashby's Oldies show now heard on CHUM-AM Toronto, and down the line I expect a full-service network. In charge is **Bob Laine**, VP special projects.

Also moving into syndication is The Value Added Radio Network, starting with **John Wells Today** and going on to *The Marriage Counsellor*.

Talk = Controversy? Bohn and Associates in their Radio Monitor quote a Paragon Research survey saying the key point for talk is that performers must stand for something and today that means controversy. That's one up for **Dave Rutherford** of CHQR Calgary, described by the Globe and Mail as "to many, the godfather to this new breed of rednecks."

Don Percy is gone as morning host of CKLU-FM Winnipeg where **Barry Horne** is now PD...

Scruff Connors of CILQ-FM Q107 Toronto swapped his morning mic with **Jake Edwards** of sister-station CJKR-FM Winnipeg... **Hugh Syrga**, manager of Fawcett Broadcasting's CJRL Kenora, married **Marilyn Robertson** July 16... **Troy Reeb** got married Aug. 26 just weeks after his employer, SBN, folded into BN... **Liz Reyes**, co-anchor of MCTV's 6 p.m. *Evening Edition* in Sudbury, has gone to the ABC affiliate in Miami as a reporter after four years in North Bay and Sudbury. The show she co-anchored received the first RTNDA Bert Cannings award for the top medium-market newscast in Canada... A summer shakeup at CFCF Inc. resulted in the departure of **Christo Georges**, president and COO of CFCF-TV, **Les Crosby**, VP engineering and operations, and **Tom Froundjian**, president of Champlain Productions... CFRN-TV Edmonton celebrates its 40th anniversary Oct. 17... CJAD Montreal celebrates its 50th next month, although the actual anniversary is next year.

Shaw Radio is buying CFNY-FM Brampton, subject to CRTC approval, but won't need the new building being created just northwest of Toronto originally planned by MH to house both CFNY and CKYC Country 59 Toronto. At 35,000 square feet, it's a palace, not a radio station, I'm told... Latest stations to come under a joint management

agreement are NewCap's CHTN and Maritime's CFCY/CHLQ-FM Charlottetown... **Pat Hurley** has left TSN where he was manager, radio syndication... **Dave Charles** has left Joint Communications and is in Australia working on projects around the Pacific Rim. Joint continues to operate out of Stamford, Connecticut... CWRT appointed **Beverley Dales** executive director... Entertainer **Anne Letourneau** hosts *Secrets of Seduction* Saturday nights on Cogeco's CFGL-FM Laval...

Russ Leblanc has moved from GSM at CHOO Ajax to Power's CKDO The Edge Oshawa... CHOO, now owned by Durham Radio Inc., is due to go FM at 95.9 this fall... CHLO London/St. Thomas switched to FM as classic rock CFHK The Hawk, using guerrilla tactics to go head-to-head with CFPL's FM 96... CJAT Trail will also be moving to the FM dial with permission to broadcast 80% hits... **Jerry Forbes** returned to Calgary, to host mornings on CJAY-92, from Edmonton's CFBR The Bear... Both are Standard stations. Jerry hadn't been able to sell his house in Calgary where his wife was still living. PD **Eric Samuels** took over mornings on The Bear... **Jerry Bellikka**, last at CFRN-TV Edmonton and before that ND at CFRN, has landed at CHED Edmonton... Changes at

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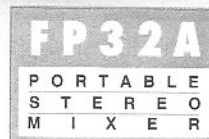
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CHUM's Q division in Alberta: CKBQ Q13 Country in Brooks has moved into new offices, next door to a "great little Capuccino cafe" and I'm told that's where GM **Wray Belts**, new SM **Ed Secondiak** and new morning host/PD **Dave Michaels** often plan strategy... Dave, from CJSD Thunder Bay, teamed up with **Steve Colling** in the wake-up crew, replacing **John Petrie** who moved into marketing...

Stu Morton and **Roger Charest** are moving their stations back under the OK Radio Group moniker. That's the name under which they first operated out of Westlock, Alta. They currently own CKKQ-FM Victoria, CJOK/CKYX-FM Fort McMurray, CKER Edmonton, and the latest addition, CFGP Grande Prairie... Big changes at CJCY Medicine Hat: **George Guy** has semi-retired to Vancouver Island and SM **Ray Edwardson** was promoted to GM of what is now The New Mix 1390. PD **John Carter** hired **Dave Harrison**, former PD of CFQC Saskatoon, as morning host, **James Csicsiri**, former PD of CFXL Calgary, as promotion manager, and **Brandy Calvert**, formerly of CFAC/CHFM Calgary, as creative director.

An historical aside from **Dick Drew** in a note on behalf of CKAY Duncan thanking **Malcolm Morrison** of BN for a 50th anniversary D-Day documentary: After the war, Brigadier **Denis Whitaker**, who was featured in the documentary, became GSM of CHML Hamilton. He was Dick's boss when Dick went to CHML from CFCP Courtenay. Said Dick, in stronger terms than I can use, Whitaker was tough. He left CHML to become president of Canadian Breweries.

BN-SBN Merger:

This is a personal comment on the folding of SBN into BN, a comment from a biased perspective because you know I work for BN.

In some ways, we at BN appreciated the existence of a second service. When you are the only service, with 600 masters, you have to be all things to all people and the result is everyone finds something to criticize. When there's a choice, there's freedom to change, therefore comment becomes more constructive. At the same time, the size of the

Canadian market plays against two strong services. (Consider that radio stations number 12,000 in the U.S., and UPI has struggled for years to survive.) The size of the Canadian market is not all bad. It makes for dramatically more personal relations.

In most countries there is one national co-operative news service. In many countries, those news services are kept alive by government subsidy. According to the book *The Price of Truth*, even the mighty Reuters has accepted government money, although a long time ago. In Canada, we remain fiercely independent of government.

We make an automatic assumption that competition is good. Yet many Americans envy the quality of Canada's broadcast system where there is less competition than in the U.S. Increased signals in Canada in the last few years, coupled with the recession, led to employment insecurity and unwillingness to take risks resulting in an increase in formula broadcasting instead of increased imagination. One of the greatest questions hanging over our industry and its regulators is what new technology will do to Canadian culture and the Canadian electronic entertainment industry.

No one likes to see a business go under, especially when you are on close terms with some of the people who operated it. Standard Broadcasting put its heart and money into SBN. **Steve Kowch** and his people put in all their guts and effort. It wasn't through lack of willingness to try that SBN failed. Twelve former SBN staffers have joined BN: **Cal Johnstone**, **Sally Bird**, **Patricia Hewitt**, **Jim MacDonald**, **John Marchesan**, **Karen Rebot** and **Troy Reeb** for Toronto; **Murray Brewster** and **Steve Lambert** for Halifax; **Bill Graveland** for Edmonton; **Gary Rozak** to sit in for **Anna Geddes** in Calgary while Anna is on sick leave, and **Bob Neufeld** for Vancouver.

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Atlantic Airwaves

by Sandra Porteous and John Porteous

CBC MARKS 50 YEARS IN MARITIMES: On September 27, the CBC will celebrate 50 years of broadcasting in the Maritimes with the airing of a spectacular *Stars on the Hill* concert. The show, which will be recorded live on September 11, features a galaxy of 'down east' talent hosted by veteran broadcaster **Don Tremaine**, assisted by Cape Breton comic **Bette MacDonald**. Included in the talent line-up are the **Barra MacNeils**, **Laurie Gallant**, **Natalie MacMaster**, **Ashley MacIsaac**, **Bill Langstroth** and **Theresa Malenfant**, along with special guest **Max Ferguson**, who achieved Maritime fame as 'Old Rawhide' back when the world was new. The concert, which will be broadcast simultaneously over every CBC TV, AM and FM stereo outlet on the 27th, takes place at Citadel Hill in Halifax on Sunday, September 11 -- rain, fog or shine!

Some more big news from CBC Halifax: *The Maritimes Tonight* returns and, for the first time, will be seen in all three Maritimes provinces. The nightly news show, which has drawn excellent ratings, will be hosted by one of the region's most popular announcers, **Frank Cameron**, with **Doug Saunders** handling sports. This duo are well-known for their humorous handling of the day's events, once the serious part of the news is over. *The Maritimes Tonight* airs at 11pm Atlantic time, following *Prime Time News*.

After many years at CFBC Saint John, NB, veteran talk show

host Tom Young has moved over to K-100. Tom has attracted listeners for several decades on AM radio and it will be interesting to see how his talk show does on the mainly-music FM band... Halifax set-designer par excellence, **Tom Anthes**, has received a 1993 CBC President's Award for his work on such shows as *Theodore Tugboat*, *Street Cents* and *CODCO*. The awards honor CBC staffers whose work is judged outstanding... At CBCT-FM Charlottetown, **Kathy Large** has been named senior editor of radio news...

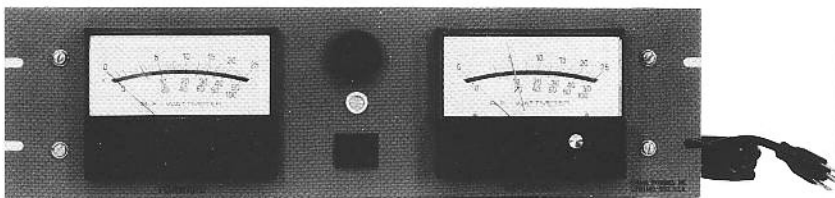
On-Air Proposal: **Gail Potten** of CFNB Fredericton received a unique marriage proposal on May 20th. Seems her boyfriend, **Scott Ferris** -- who's marketing manager of the Fredericton Mall -- conspired with Gail's boss, news director **Dennis Melanson**, to pop the question during a morning newscast! Scott recorded the proposal earlier that morning -- with Dennis' help -- and the cart was slipped into a newscast being read by Gail. It wasn't until she heard Scott's voice that Gail realized SHE was the news -- after some tears and laughter and something about 'living in sin' (Is that a suburb of Oromocto??) Gail said 'Yes!'. The couple met while radio rookies in Charlottetown and they'll be married there in September of next year. Congratulations!... In other news from CFNB, former morning show host **Blair Burke** has moved to Calgary, where he's holding forth on CJAY in afternoon drive. After only seven months in Fredericton, Blair and his wife Lydia drove to Calgary, filing reports along the way which were played on CJAY as a build-up to his arrival... The new morning host at CFNB is young **Fred MacAusland**, from CJRW Summerside, PEI.

Henry Champ of Newsworld has been receiving his share of publicity lately -- not all of it positive. First, *TV Guide* mis-guessed his age (he's 55), then Canadian Press called him "crusty and cantankerous" in a feature offering thumbnail sketches of the country's major newscasters. Henry, who spent 12 years prowling the world for NBC before coming home to take up the Newsworld job, is well liked by his Halifax co-workers.

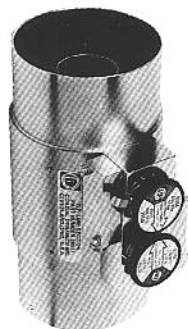
What do you know about **Paul Siren**? Contributions are being sought for a biography on Paul Siren, longtime general secretary of ACTRA and a well-known figure in the arts community. If you have a quote or a favorite anecdote about Paul, please contact John Porteous at the address below.

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

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THE PHIL STONE REPORT

Linda Benoit – a Specialist in Sales and People Management

In company with Doug and Jacquie Loney and my wife Mildred, we traveled to Kingston, Ontario. There we attended the Central Canada Broadcasters Association's conference – outstandingly orchestrated by people like John Wright and those masters of arranging, Gerry and Helen Acton.

The event was a time for us to renew acquaintances with many people and to get to know new ones. Those groups included Jim Webb, Brian Jones, Doug Ackhurst, Don Luzzi, Al McKay, Harvey Glatt, John Hylton, Peter Jackman, Michael McCabe, Steve Bolton, John Henderson, Jane Logan, John Broadford, Fred Sherratt, Bill Brady, Ginny Townson, Dave Sovereign, Don Shafer, John Spragge, Wayne Stafford, Ray Quesnel, Norm Bonnell, Keith Clingen, Remy Kozak and Mark Burns.

Then there were three of our former Humber College students who have fulfilled all their promise: Scott Parsons, VP of Sales at CHFI-FM Toronto; Stan Genno, GM at CKPT/CKQM-FM Peterborough; and Tony Orr, ND at CKLC/CFLY-FM Kingston.

Last, but far from least, there was the talented, charming Linda Benoit, general manager of CKWW/CFCA-FM Kitchener. Linda's peers named her Broadcaster of the Year at CCBA '93, and we talked with her about her life as a broadcaster and executive in what has been primarily a man's world.

While possessing the wide variety of skills and knowledge one requires to direct a broadcast operation, Linda pinpoints her specialties as "sales and people management."

Her viewpoint of a female in her role is that "it is an added advantage sometimes to be a woman. Especially when you are talking about empathy with people. There's a different understanding and a different approach to a problem, rather than just taking the tried and true measures. I think we women take a broader, different perception."

We discussed the problem that can exist with staff egos and how she would handle them. "Women have their egos under control a little more than men. They are a little more contained and thus recognize what motivates people and understand the other person's ego drive, and can bring it to the level we want them to have.

It was Teddy Roosevelt whose *modus operandi* was to "speak softly and carry a big stick." Was that Linda Benoit's technique?

No, I do not carry a big stick. I do speak softly, but I feel it is commanding respect and delivering my own goods which generates respect from the people under my direction."

Started Radio Career with Rep House

Linda got into radio in Montreal as a secretary "at a rep shop," where she moved into sales and eventually into sales management. "In 1978, I moved into the radio station world—in sales, then management, with Maclean-Hunter stations CIWW/CKBY-FM in Ottawa. Then sales manager for Standard Broadcasting (CJSB) and then general manager for them in that city. After that, I became general manager and general sales manager at CFJR/CHXL-FM in Brockville. Today, as you know, I'm general manager in Kitchener. And all that history took almost 25 years."

Initially, Linda had not dreamed that her career would have taken the path it did. "Once I got into the radio station side of things, I knew I wanted to go forward. I honestly thought I could do as well or better than anybody else."

Does a manager of both AM and FM have a different attitude towards each?

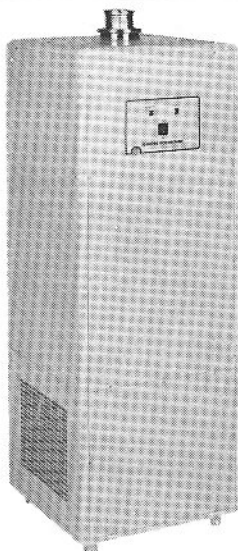
"I don't think it's a secret that FM is the product that should be driving the better revenues at this point in time. That means you concentrate your efforts a little differently. Not that you don't pay attention to AM, but you approach the two services in a different way. There should always be a sense of pride in whatever you're doing, so it's important to have a source of pride in your AM operations. However this has become even more important on the FM side."

Linda is a manager who feels comfortable with the programming and creative side of radio. "I like to feel that I'm pretty innovative in my thought process and that I have a good ability to recognize worthwhile creative approaches. I try to see that we stand out in whatever we offer each of our customers -- it is really that the creative approach be fully there for both our listeners and our advertisers."

With experience in a variety of markets – small, medium and large – Linda says, "I always felt, no matter where I worked and what my position was, that it was important to bring your best ability to your particular market and just hope that it grows as the result of doing your best.."

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"That is all I try to do. In a small market I try to bring a larger mentality to the staff -- to instill in them a sense of pride in their product, and not just to slough it off with the attitude, 'I'm just in a small market.' That's not it at all. When you're in a small market, it's your greatest opportunity to grow and you should be practising to be the best you can be."

A Founding Director of CWRT

Discussing the role of women in broadcasting today and the opportunities for young women, Linda said, "I think absolutely there will be more opportunities for women. I admit it's a slow process, a kind of compounded process whereby the regulatory body says that broadcasting has to develop and promote women and the situation whereby it develops itself. You can regulate all you want, but if there is not the desire within the industry, you are not going to get anywhere."

A member of the board of Canadian Women in Radio and Television since it was created, Linda believes CWRT is making a meaningful difference. "It's important to realize that women can grow. I was once only a secretary, but have always had a keen desire to go forward. Some people helped me along the way, recognizing and understanding my talent and my desire."

Linda said she is very lucky to have moved last year from St.



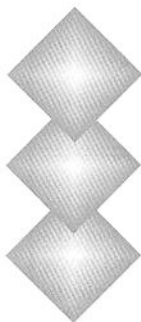
Linda Benoit,
after receiving
Broadcaster of the Year
award at CCBE '93 in
London, Ontario.

Lawrence Broadcasting -- which is owned by the Waters family -- directly into the CHUM organization. "I've had a tremendous opportunity and challenge given to me. As I talk to you, we are working on moving our facilities and going into state-of-the-art technology. Everything from on-air to creative, to production, to traffic and news. We are all going to be on a computerized system. It's all very exciting and I'm very proud to be with a company that believes in me. And I'd like to say again that I believe there's an opportunity waiting for women in broadcasting."

"But women have to want to do it. It is not going to be handed to them and it shouldn't be handed to them -- no more than any opportunity is handed to a man in our industry. What really counts for a woman is your education, your talent, your ability, your desire and your belief in yourself."

"That gets you where you want to go in life," says Linda Benoit -- a shining example of 'role model' for women who seek to rise to the top of the broadcasting industry.

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.



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Digital From The Ground Up

The CBC Broadcast Center and Lightworks editing technology combine to form a unique post-production environment

In the Canadian Broadcasting Corporation's new Broadcast Center in Toronto, trainer/editor for Post-Production Services Jack Walker was hard at work recently, putting together the CBC's version of a Lightworks training program. At an early stage in Jack's training-development process he found himself forced into a situation that gave him valuable insights into the finer points of the machine.

"The situation at the time was that we were putting together a promotional piece that was an integral part of an application we were making for an Arts Channel licence," Jack began. "I was given five days to put together a ten minute piece that contained elements from every arts program that the CBC had done in the last thirty years, and saw it as a perfect chance to test my knowledge of the new Lightworks. The producer was dismayed at the beginning while I was digitizing the 25 hours of footage that I had to work with, but after three double shifts I'd put 170 cuts into a beautiful little promo."

With their new premises, the CBC has had the luxury of structuring their post-production operation based exclusively on non-linear parameters. Probably the newest and certainly one of the best thought-out facilities of its kind in the world, the Broadcast Center off-line suites have been transformed into a creative nexus of resources and technology, with Lightworks Editing Systems as the primary human interface.

Television Post-Production Services head Paul Nicolich has organized the CBC's Lightworks suites into groups of two, each group being connected by a logging suite that houses the Lightworks' CPUs and storage drives, and where the editing assistants digitize the relevant footage and organize the project databases. Editors in the surrounding suites are

hooked up to their logging suite via a network of wall panels that were custom made for the system, enabling them to enjoy a clutter-free and enviably silent creative environment.

"This is really a great place to edit," commented documentary editor Bruce Annis. He's been working in the Broadcast Center on a 2-hour Nature of Things special on world dams. "This has been my first experience on a Lightworks," Bruce continues. "The incredibly short learning curve of the system, combined with the resources and spaciousness of these suites, add up to make this one of the most creative editing set-ups I've ever had the pleasure of cutting in."

Another resource which the CBC has provided for Bruce and other editors is a Gefen sound effects directory. It gives them instant access to a library of over 95,000 effects which can be called up and sampled from their suites and then recorded directly onto their Lightworks hard drives. It's just another element in the creative equation that has so far produced nothing but satisfied customers.

"All our programs have been very happy with the Lightworks up to this point," remarked Broadcast Center Operations Manager Jim Rogers. "If we've had any problem, it's been trying to control the appetite that's been generated for these machines."

The CBC currently has eight Lightworks systems working on a wide range of their programming, and just recently installed one of Lightworks new Heavyworks One multi-cam systems for preliminary trials and testing.

Thanks to Anthony Philbin of OLE Canada Inc. for providing the above applications article.

BROADCAST BEAT — continued from page 35

Bruce Barker wrote to let us know he left Barrie for Calgary, where he's sports director of CJAY-FM and MIX-1060... TV cartoonists from across North America meet this month at an animation convention in Ottawa... **Mavor Moore**, once a guiding force in CBC Radio and TV, has an interesting autobiography out called *Reinventing Myself*... Years ago in a small Kansas City radio station, one of the DJs was **Jeff Christie**; he went on to become a major controversial radio/TV talk show host named **Rush Limbaugh**... Following our profile of **Al VanAlstine** in April, Al wrote to say he received many 'phone calls as a result; BT, he adds, is "the trade magazine of the '90s" — and a note from old colleague **Mel Lovell**, a rare source of broadcast history, provided more interesting facts about CKTB... Global TV named **Jane Antoniak** its London (Ont.) correspondent; she was in the same role with CBC for six years... Our Hollywood-based son **Doug Stone**, successfully producing, writing and voicing cartoons, won an audition to supply a voice in a new **Mel Brooks** film... The Broadcast Designers' Association, with 1,000 members in 19 countries (including 50 in Canada), has a new name — BDA International — with head office in New York... **Jim Nelles** became GSM of Rogers' CFMT-TV Toronto. CFMT has picked up *NBC Dateline* with **Jane Pauley** and **Stone Phillips** in a multi-year

deal... (Ed. note: *Stone Phillips*... why does that name sound so familiar?)... Trio Network, a joint venture of CBC and Power Corp., should be beaming Canadian programming into the U.S. via satellite about now... CTV's Ottawa reporter **Ken Ernohofer** was named Moscow bureau chief, replacing **Robert Hirst**... Over the past seven years, *Star Trek: The Next Generation* garnered \$511 million (US) in revenue and \$293 million in profits... Free-lancer **Robyn Matsumoto** was hired as a full-time reporter from the Maritimes by TSN... TVOntario, planning a move to a new location, reports it spends \$6.3 million a year in rent and operating costs for its present 170,000 sq.ft. Toronto space... **Kathleen Corcoran** became marketing research coordinator at CHCH-TV Hamilton... Electrohome Broadcast named **Ron Johnston** program manager at CKCO-TV Kitchener; **Alan Brooks** program manager and **Barry Close** marketing/promotion manager at CFRN-TV Edmonton... At The Fan, Toronto, **Bob Mackowycz** is ops mgr., **Nelson Millman** exec producer, and former PD **Alan Davis** now heads network programming for Telemedia.

Phil Stone is a well-known broadcaster, educator and writer whose Phil Stone Report and Broadcast Beat appear regularly in BT. His address is 1 Clark Ave. West, Apt. 1703, Thornhill, ON, L4J 7Y6.



BROADCAST BEAT by Phil Stone

It is estimated that by the year 2000, 40 per cent of Canadian homes will be hooked up to interactive television... *The Power of Broadcasting* is the theme for the 1994 CAB/WABE joint convention and national trade show being held Nov. 7-9 in Winnipeg; the 4th Canadian Women in Radio & Television gala awards dinner will be held November 7... Veteran CBC journalist **Jason Moscovitz** became CBC's chief political correspondent — he replaced **Joe Schlesinger**, who retired at age 66 after 40 years as a newsman... *America's Talking* is the title for the all-talk U.S. cable channel... **Peter Rehak**, executive producer at CTV's W5, is co-author of the McClelland & Stewart book *Undercover Agent*... **Simon Dingley** left Global News to join CBC evening news, where his wife **Jeannie Lee** is a reporter... A BBM survey shows that the average Canadian household watches TV 22.7 hours a week... **Leslie Ann Adams**, senior producer and director of promotion at Vision TV, was nominated as chair of the Ontario Film Review Board, the censor body... On the heels of the resignation of **Patrick Watson** as chair of CBC's board, another key figure departed when **Tim Kotcheff** quit as VP of TV News, Current Affairs and Newsworld... Alliance Communications is producing four

Harlequin TV films in association with the publisher of the romance novels, Harlequin Books... TV Ontario plunged into the entertainment saturated 8-9 pm slot with a new interactive public affairs program. Hosts of *Studio 2* are **Steve Palkin** and **Mary Hynes**... At CBC, Radio-Canada appointed **Michele Fortin** as VP of French Television... **Mary Lou Finlay** is hosting a 'cheeky critique' of the media and their critics on CBC Radio's *Now the Details*... The 1995 Juno Awards will be held in Hamilton's Copps Stadium. The stadium is named for the late **Vic Copps**, the longtime CHML sportscaster and broadcast executive who became the city's mayor... According to Nielsen Canada, ad-supported specialty channels pulled in 6.99% of total TV tuning... As a new crop of TV shows is launched, it's still estimated that 70% of those produced in the U.S. will fail... At YTV, the Youth channel, three prestigious awards have been won by *Media Outreach* for its contribution to media literacy... CFNY-FM Brampton/Toronto donated the profits from its excellent album *CFNY 1994 New Music Search* to Covenant House... **Oprah Winfrey** and her executive producer **Debra DiMalo** came to a parting of the ways over the change of direction in Oprah's daily program to a more information-oriented format... Forbes Magazine's list of foreign billionaires included **Ted Rogers**, at over \$1 billion... Veteran broadcaster **Conrad Lavigne** was awarded the prestigious Order of Ontario for pioneering French-language broadcasting in the province... **Susan Brinton** of UTV Vancouver is one of the first winners of the *Jeanne Sauvé Award* for Women in Communications... **Ian Stewart**, the genial fellow on CBC's *Quirks and Quarks* is co-author of an interesting new book, *The Collapse of Chaos: Discovering Simplicity in a Complex World*...

— continued on previous page

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Radio Canada International: Canada's Underrated Ambassador

by Ian McFarland.

Mentioning to most Canadians that you listen to RCI usually produces many more puzzled looks than smiles of recognition. Sadly, amongst Canadians in general, RCI is one of the country's least known exports, if you can call international radio broadcasting an export. Only about three to five percent of Canadians have ever tuned in to RCI.

RCI is Radio Canada International, a division of the CBC which the mother corp. financially disowned back in early 1991 and no longer funds. It came into being as a direct result of WW II. In 1942 when things were looking grim for a Britain that feared a German invasion, the groundwork was being done for the setting up of a government-in-exile in Canada. One of the major necessities of any such government was an effective means of mass communication with the people of Britain. The only medium capable of doing the job was shortwave radio. To this end the International Service of CBC was set up by a Parliamentary order-in-council. Two 50 kW RCA transmitters were located in Sackville, New Brunswick, on the Atlantic coast, in a building already occupied by the CBC's CBA Moncton transmitter.

Fortunately the tide of the war changed, and it never became necessary to set up a British government-in-exile, and the shortwave facilities in Canada were never needed to keep Britons in touch with their government. It was decided then that Canada would use the facilities for an overseas service of its own.

Montreal was chosen as the production centre rather than the national capital. It was felt that Montreal was a much more lively entertainment centre to draw upon than was Ottawa, notwithstanding the daily antics of question period in the House of Commons. Montreal also had the advantage of being further away from the potentially interfering tentacles of government.

The official inauguration day for the CBC International Service was February 25, 1945, less than three months before the end of the war in Europe. The inaugural broadcast, beamed to Europe and Britain, linked up the country from Charlottetown to Vancouver, featuring contributions by a host of familiar names like comedian Allan Young, the Alouette Quartet folk group from Montreal, the Red River Barn Dance from Winnipeg, Mart Kenney and His Western Gentlemen from Toronto and Don Messer and The Islanders from P.E.I. Broadcasting news, along with familiar programs in English and French from the CBC's domestic radio networks - favourites like The Happy Gang - the I.S. was, in those very early years, more of a service for Canadian service men and women overseas than the service for foreign listeners that it eventually became. During the immediate post war years the I.S. continued to serve as a vital link with home for thousands of Canadian troops in Europe who were being demobilized and sent back home. There were also broadcasts in German, which ironically often included personal messages to families back home and interviews with German troops who were being held in a prisoner of war camp on St. Helen's Island in Montreal.

The people of Holland were also avid listeners to the broadcasts from Canada. The Dutch had a great fondness for Canada and Canadians, due in part to the fact that the Dutch Royal Family spent most of the war safe in Ottawa. Just after the end of the war there were many who emigrated to Canada,

the country whose troops had liberated Holland from Nazi occupation. The broadcasts of the Dutch service of the I.S. served as a sort of friendly ionospheric link between families and friends in Holland and the emigrants overseas in their newly adopted country. Those in Holland who were thinking about emigrating were also able to hear daily programs describing what living conditions were like in Canada, as well as information about the employment situation.

By 1950 the CBC I.S. was speaking in 16 languages in daily broadcasts to Europe, the Caribbean, Latin America and the South Pacific area. Budget restrictions, cuts, and various assaults on its existence by politicians, out to reduce government spending, have been a fact of life for the I.S. since 1955, when five language services were reduced from daily to weekly broadcasts - a prelude to being cut completely a few years later.

A New Mandate And A New Name

Daily broadcasts to Africa in Canada's two official languages began in 1961, followed by a service to our neighbours south of the border three years later. Strangely, while life rolled more or less merrily along at the I.S. for the first two decades, it was only in 1965 that the Fowler Royal Commission for the first time actually defined the role of Canada's international broadcasting activities. Seven years later the CBC International Service got a new name to go with its now defined role in the world of international broadcasting - Radio Canada International.

Allan Brown, RCI's director in the late '70s, once lamented that RCI and the I.S. before it, had long suffered from benign neglect. Brown was actually echoing a remark by the then CBC president, Al Johnson, who had apologized for the fact that he himself had neglected RCI for some years. RCI's long-time program director, Allan Familant, admits that this neglect on the part of the CBC, while regrettable, was at least understandable. Little attention was paid to RCI by the CBC since RCI was a comparatively small part of the whole corporation, in comparison to the higher profile English and French radio and TV networks. Familant also admits that responsibility for this neglect should, perhaps, be shared by past RCI Directors, who he says, "at some point decided that maybe not being in the spotlight would save RCI from further budget cuts". He feels that for many years at RCI there was a "don't rock the boat" philosophy - undoubtedly one of the main reasons why RCI's profile within Canada has traditionally hovered around floor level. However, as RCI's program director points out, RCI is certainly not alone in this regard - it's a common problem among the majority of the world's international broadcasting services. "When you're not speaking to the local population" he adds, "you don't tend to be known by that local population". Familant admits that this low profile certainly does put RCI at a disadvantage since, he says, "We depend on the taxpayer for our funding, and if the taxpayer doesn't know us, it's a very difficult row to hoe to try and get money from the government that depends on the taxpayer". It's an old story. We don't tend to lament the disappearance of what we don't know about.

Familant suggests that perhaps one of the solutions to RCI's low profile domestically is, "explaining to the government, and

eventually to the population at large, what RCI is doing. This would certainly help, and that is what we are doing now."

The Voice Of Canada, But Not The Government

While Canada's shortwave voice to the world has long and affectionately been known as Radio Canada among listeners abroad and across the U.S. border, RCI has never been the Voice of Canada in the same way that the neighbouring Voice of America has been the voice of the United States. As with its parent CBC, Canada's shortwave voice has always had a jealously guarded editorial policy, independent of government. While the federal Department of External Affairs has always played an advisory role in the choice of target areas to which RCI, and the I.S. before, beamed its broadcasts, the relationship really didn't go deeper than that. RCI's editorial independence has served it well.

Over the years, Allan Familiant says, "most audience research and polls of listeners around the world have indicated that RCI, despite its small size, was the most credible news organization. I'm not sure if this is because of our independent status", he says, "I'm sure that helps, but I think our professionalism and objectivity has never been in question. The mere fact that Canada doesn't have the same axe to grind as some of the major powers, and also the fact that we don't have a colonial or imperialistic past, has helped." Indeed, the fact that Canada's overseas broadcasts have never been jammed by another country would attest to the objectivity of RCI's output.

A Major Bargain For Canadians

From the very outset Canada's external radio voice has been, financially speaking, one of the best bargains around for the nation's taxpayers, and has long had an impact and reputation around the world that far outstrips its relatively modest size compared with other international broadcasting organizations.

Prior to the Spring of 1991, the per capita cost to Canadians for RCI was a mere 75 cents, and it's doubtful if any other agency or organization has produced as much international goodwill for such a modest outlay. With RCI's per capita cost now at an ever more thrifty 54 cents, the bargain is even better.

Just one year after a massive internal reorganization in 1977, RCI was hit with a massive budget cut of more than 22%. It was then, under director Betty Zimmerman, RCI's corporate slogan became "More with Less". By 1986, the number of broadcast languages had been reduced to just a dozen, and RCI management began exploring new ways of reaching foreign audiences, not necessarily via the traditional shortwave route.

The changing world situation in the late '80s resulted in the addition of Chinese and Arabic to RCI's roster of broadcast languages. Considering Canada's diplomatic recognition of The Peoples' Republic of China in the early '70s, and the then Prime Minister Pierre Trudeau's successful visit to China, some years before the U.S. made the move, the addition of an RCI service to China seemed long overdue.

The Unkindest Cut Of All

Toward the end of 1990, RCI, along with the rest of the CBC, was buzzing with rumors about impending budget cuts. The Mulroney government announced a \$140 million budget cut

for the CBC as a whole, and everyone knew that RCI would be sharing in the agony to come. The question in everyone's mind at this point was just how big RCI's share would be. The most pessimistic staffers envisioned the total disappearance of RCI, but most steadfastly hoped for the best - how could anything as effective and efficient as RCI disappear completely, they wondered hopefully. What actually came to pass could only be described as the unkindest cut of all - one which made the 22% cutback in 1978 look mild in comparison.

Overwhelming Listener Support

In an effort to ward off an unthinkable fate, listeners were duly informed, over the air on various RCI programs, about the possibility that Canada's long familiar voice on the shortwave bands could soon fall silent. Thousands of RCI listeners from every part of the world and all over Canada made their very strong feelings known in letters and faxes of support sent to RCI External Affairs Minister Joe Clark and Prime Minister Mulroney. Everyone at RCI was aware that Joe Clark was a supporter of RCI, but would that be enough to convince the rest of the Cabinet?

Around noon on Friday, March 22, the staff gathered to hear CBC Vice-President Michael McEwen deliver the devastating news that RCI's budget was being cut by some 40%; seven of RCI's 14 language services would be cut and the staff reduced by about 50%; virtually all RCI produced programs in English and French, with the exception of some newscasts, would cease to exist. With the end of the 1990/91 fiscal year just one week away most had expected, quite logically, that all these changes would go into effect as of April 1, but the changes were immediate.

Fortunately for the legions of faithful RCI listeners around the world CBC management had learned a lesson from the angry outcry that arose when it summarily shut down some eight CBC-TV stations at a moment's notice, without allowing program hosts to even bid goodbye to viewers. RCI broadcasters were at least allowed to air one, but only one, final program to bid listeners farewell over the following weekend and Monday. Small consolation though, for RCI's devastated and demoralized staff. The newly downsized RCI would broadcast in English, French, Russian, Ukrainian, Spanish, Chinese and Arabic. With all of the RCI produced feature programs now a thing of the past, a large proportion of RCI's programming in English and French would simply be recycled from the domestic radio networks. This source of programming would also be used to fill much of the air time vacated by cancelled language services.

One of the major effects of the massive budget cut, lamented Allan Familiant, was the loss of targeting, whereby some feature programming was tailored to a particular area, such as Africa or Europe. These days at RCI, programming in English and French, apart from newscasts, tends to be generic and listeners in all target areas hear the same programs.

While it isn't possible to quantify the effects of the thousand of letters of support sent by Canadians and listeners abroad to RCI and the federal government, says Allan Familiant, the effort did serve to make the government much more aware of the worldwide popularity and impact of the service.

Prior to the budget cut there were rumors floating around RCI that the government had actually decided to eliminate RCI completely. However, RCI Director Terry Hargreaves says he doesn't think that this ever was more than just a rumor.

No More CBC Funds For RCI

In the immediate aftermath of this devastating budget cut RCI became something akin to the unwanted child of a broken marriage. Up to this point RCI had always been funded either from a budget voted by Parliament, or from the overall budget of the parent CBC. Having had to absorb a budget cut of some \$140 million itself, RCI's parents flatly told the government that they no longer had the funds to keep RCI going, and so it was up to Ottawa to find the necessary funds elsewhere. After much discussion and gnashing of teeth it was decided that RCI would be separately funded by the federal government through the Department of External Affairs, now called Foreign Affairs. The traditional arms-length relationship would still be maintained.

At the time of the 1991 budget cut it was largely understood by most staffers that RCI was promised a stable budget of some \$13 million for a period of five years. The signs of relief at RCI had only just finally faded away when the budget cutter's axe fell again. Ottawa announced an additional 10% cut for the 93-94 fiscal year. So much for promises, real or imagined.

While RCI staff may have thought that a stable five year budget had been promised, RCI's director argues that practically speaking it's impossible for any government of guarantee that RCI would get the same money each year for five years. Hargreaves adds, that RCI's annual funding contract states explicitly that there are no budget guarantees, and that each year's budget has to be approved by a vote of Parliament. However, while the government gave RCI a five year budget horizon, which might have seemed like a promise of a stable budget for that period, in the present economic situation, Hargreaves says, "The same government that set the five year horizon later changed its mind, which is not unknown to the CBC or other agencies. The situation changed, they decided they had to save money and 10% came off the budget. RCI has managed to live through this latest cut", Hargreaves says, "and has managed to continue without any great degradation of service. I think there's been, perhaps, a bit of a loss of quality in a couple of places, but we've maintained the same broadcast hours and staff, as well as newscasts and original programming. The cut meant that RCI had to shelve plans to increase programming in English and French. if it goes beyond this latest budget cut", say Hargreaves, "there will be much more severe effects". One of the main reasons that the effects of the 10% cut were not nearly as severe as they might otherwise have been, was that RCI shared in a CBC pension plan surplus, and received a refund of contributions already made. This, along with other economies, allowed RCI to keep its head above water.

The Listener Is The Final Judge Of Quality

While there may well have been few reductions in quality, due to the most recent budget cut, that are obvious to the average RCI listener, the real damage was done by the savage 1991 budget cut, and the effects linger on.

Gigi Lytle, a listener in Lubbock, Texas, says that "prior to the '91 cuts my impression of RCI programming, prepared for the international audience, was a combination of identifiable, distinctive broadcaster's voices, art, history, music, national and regional news, human interest, key words to capture a listener's attention, and food for thought which prompted listener response. All of these things combined," Lytle adds, "developed a faithful listening audience. I now have difficulty

recognizing voices" she laments. "I find the programs dull, and the key words or phrases to get me thinking are missing. If I don't hear anything to get me thinking, I don't write."

Indeed, response in the form of letters is pretty well the only means shortwave broadcasters anywhere in the world have to obtain regular feedback from listeners. There's no such thing as BBM or Arbitron ratings in the international broadcasting business. On the other hand, shortwave broadcasters are luckier than their domestic radio counterparts in that they don't sit in dread of the bad news the next rating period might bring.

Salvatore Placanica, an 83-year-old listener in Italy who's been tuning to RCI's weekend feature programming since 1978, also laments the disappearance of all his favorite programs, especially the mailbag program *The Listeners' Corner*. The program had been heard on RCI more or less continuously since 1946, and forged an important and lasting link with listeners worldwide. Placanica says that "the mailbag was a very interesting way to get informed about the geography and the people of Canada. I remember hearing about Canada's minorities such as the Indians and Inuit. All these items have disappeared. Certainly the programs broadcast now are interesting, but not in the same way as before." Placanica confesses that he hasn't listened to RCI lately.

John Figliozzi had been an avid listener in New York State for about 25 years until the '91 budget cut scuttled all of his long-time favorite RCI programs. "The impact on the air was immediate," says Figliozzi, "and RCI's voice had immediately become hollow, losing its uniquely personable nature. Quite frankly" he admits sadly, "I don't listen to RCI much anymore. However, I can tell you there's still a hole there. I fear that March 22, 1991 marked the end of an era for RCI and for international broadcasting. I know that the people who remain at RCI are good people, but how does one reconstruct something that took so many years (even decades) to build?"

Recalling the time he got his first shortwave radio at the age of thirteen, Figliozzi reminisces, "The first station I heard was RCI. I have Canadian heritage, and the first place I learned anything about how truly unique that part of my heritage is, was by listening to RCI." Like so many other U.S. listeners, listening to RCI was what lured Figliozzi to Canada as a visitor, and that first trip has been repeated many, many times over the years with his wife and children.

A listener of 30 years standing, Michael Schulsinger of Springfield, Ohio, also laments the disappearance of all of his favourite RCI shows. "While no two people have identical programming tastes" say Schulsinger, "RCI's reorganization was so abrupt, and frankly, inept, that I doubt that any category of listener to the English service has increased as a consequence of that action. In my view, the RCI of 1994 is only a shadow of its 1990 ancestor."

The extreme disappointment isn't by any means limited to RCI's listeners abroad. Harold Sellers, a founding member and general manager of the 20-year-old Toronto based radio monitoring enthusiasts' club, The Ontario DX Association, feels that RCI's current situation is really shortchanging the country. Says Sellers, "In a day and age when the world is shrinking it is becoming more and more important to tell other countries about Canada's uniqueness, our culture, our views and our people. Unfortunately, broadcasting our domestic programming is often like talking in a foreign language to the radio audience. Domestic Canadian radio is designed for Canadians, not someone in Singapore or Burundi."

If the opinions of these listeners is in any way indicative of the general feeling of RCI's pre-'91 budget cut audience, then RCI has a considerable job ahead of it to regain its previously loyal listenership. Given the economic outlook, that may just be something of an impossible task.

Money, Money, Who's Got The Money?

Over the past two decades or so, RCI's Director says, there was an argument within RCI and the CBC over just where RCI's funding should come from. "Some former RCI Directors", Hargreaves says, "have wanted to have RCI funded separately from the CBC, directly from the government, and there were some internal CBC arguments against this. One of the arguments was that if RCI were funded directly through the government rather than through the CBC that this would place us in a situation where RCI's voice would not have the same authenticity because people would know that we were funded directly from the government. "Frankly", Hargreaves argues, "that's a load of hay. In each and every case, I think what happens is that people turn on their radio and listen to Radio Netherlands, or BBC World Service, the Voice of America or RCI, and they make up their own mind. They don't say, 'I believe this newscast because I know their money comes from such and such a source, or, I don't believe the newscast for the same sort of reason.' "They listen, and they believe the newscast because they compare it to other sources of information over time and decide whether it's reliable or professional."

Is There Life After Near Death?

In a recent interview with RCI's Director, published in the CBC French network's staff newspaper *Circuit Ferme*, Terry Hargreaves stated that in addition to the savage budget cut in 1991, and the most recent 10% cut, there were new cuts often, 15% and 20% on the books for the next three fiscal years. These were future cuts planned by the previous Conservative government. As Hargreaves stated in that *Circuit Ferme* interview, if those cuts come to pass, RCI's doors will close.

With a new government running the show in Ottawa now, those impending budget cuts are at least more of a question mark now, which leaves a little more room for optimism in the hallways and executive offices of RCI. For the moment at least, RCI's Director says proudly, "RCI is alive, active, and is doing more original programming now than it did in 1991."

Increasing The Audience By 'Other Means'

RCI is also busy increasing its worldwide audience through the use of means other than the traditional shortwave broadcasts - which have been the service's mainstay since it went on the air almost half a century ago. One of the newer 'other means' favored by RCI and numerous other international broadcasters these days is known as local placement. Whole programs or short features, on tape, are supplied to local stations abroad, and these are then broadcast locally. Among the most successful of these endeavors is language lessons. At the moment, Hargreaves recounts enthusiastically, millions of people in the Ukraine, Russia, Estonia, Latvia and Moldova are learning English through RCI-produced language lessons. There are also millions of Chinese who tune to 14 different local stations in

China to learn English. Soon there will be as many as 60 local stations in Latin America also carrying RCI's English lessons. In addition to learning English, these millions of listeners are also learning about many aspects of Canada through the language course. Hargreaves says he has high hopes for a new series of English lessons for China which will be aired next fall.

The lead personality in the series will be a Canadian by the name of Mark Rosewell, who is known throughout China as a TV star in Chinese crosstalk comedy, and this will give the series an incredible effect, he says.

Taking Care Of Business

RCI will soon be expanding its 30-minute weekly business, trade and technology oriented program in Cantonese, broadcast to a huge audience in the city of Guangzhou. A trade and business program will also soon be heard in three of China's major cities. Generally speaking, while it's virtually impossible to obtain audience research and listenership data for RCI's programming efforts in China generally, it has been possible to learn from the station in Guangzhou that the audience for RCI's weekly program numbers some three million in that one city alone.

Hargreaves feels very strongly that all of these RCI activities are serving very well to make the rest of the world more aware of Canada, and that the impact of all of these activities is making the government increasingly aware of RCI's value to the country as a whole.

Canadian pop music, both English and French, is also getting worldwide exposure through RCI's monthly *Pick of the Pops* feature, which is sent on cassette to some 300 radio stations in all parts of the world.

Good Vibes From Ottawa

It would appear that RCI's efforts to make the federal government more aware of what the service is doing may be working. In January, shortly before he headed to Europe for a meeting of NATO countries, the new Minister of Foreign Affairs, Andre Ouellette, made a personal visit to RCI to meet the staff and management. Say Allan Familiant, "that is a very good indicator, because we have never had a visit from a Minister of External Affairs at RCI. "This was about one month into his new job, so it was high on the list of priorities. "And, without any promises being made, when we discussed RCI his feeling was that if he didn't feel that RCI was important he wouldn't have come to visit us." This is being taken as a hopeful sign of more stable, if not better, time ahead for RCI.

The Future Of Shortwave For International Broadcasting

While RCI dares to be optimistic about reaching its 50th anniversary in 1995, there are some who would have us believe that shortwave radio, as a mode of international broadcasting, will soon be on its way out. The proliferation of communications satellites is seen as rendering old fashioned shortwave redundant in today's high tech world of computerized information highways. In reality though, RCI and most of the world's international broadcasters will be using shortwave for quite a few years yet, despite all the alternative and innovative means currently being used to get the broadcasters' message to the audience.

Radio Netherlands, one of the world's most popular stations, some time ago carried out a study on the future of shortwave. They contacted international broadcasters around the world with the expectation that they would find that there was a lessening of shortwave activity. They were shocked, says Terry Hargreaves, to see the degree of commitment and capital investment in shortwave facilities that was underway. France, for instance, is installing a dozen rotatable antennas, and the Voice of America has for some years been upgrading its old equipment. RCI is replacing three of its five older transmitters during the five-year period ending in 1996.

Realistically, says Hargreaves, there are certain areas of the world, such as large parts of Russia, the Indian subcontinent and China, where shortwave is still a very important means of reaching listeners. There are other areas where the popularity of shortwave is receding, and still others, such as Japan, where it has never been all that effective. Indeed, both the BBC and Radio Australia cut their Japanese language broadcasts about three years ago, and Germany's Deutsche Welle is planning to do the same. RCI's Japanese service got the axe in the 1991 budget cut. As an international broadcaster, says Hargreaves, RCI has to use whatever means it can to reach audiences in any given part of the world. He adds that, presuming the money is there, the present level of shortwave activity will continue, and he would like to see RCI increase its use of shortwave, particularly to China, where he feels more can be done.

One of the most recent of RCI's shortwave initiatives is a 10-minute weekday newscast in Creole for listeners in Haiti. It was something RCI had wanted to do for some time but couldn't, due to a lack of funds. With the change of government in Ottawa, the project was suggested again and this time funding came through for a trial period of six months. The newscasts, which concentrate on news about what's happening in Haiti, along with news about the Haitian community in Canada and elsewhere, have been well received by listeners in Haiti.

Going Digital

RCI's latest project is to go digital, as part of an experimental database that's been set up by the CBC's Radio Services in collaboration with Industry Canada. The database, containing sound and text files from such CBC programs as Quirks and Quarks, Sunday Morning and Basic Black, has been established at the Communications Research Centre near Ottawa. These radio programs are digitized in the same way that music is digitized on a compact disc, and are currently being transmitted over the global computer communications network, Internet, which links up more than 20,000 computer networks in 152 countries.

RCI's contribution, say Program Director Allan Familant, will be a 20-minute magazine program in each of RCI's five foreign languages - Arabic, Chinese, Russian, Ukrainian and Spanish - with more to follow. The CBC/RCI radio trial represents the first-ever presence on the Internet by a national broadcaster. Close to 30 million people around the world have access to the Internet, and the network is expanding at the rate of 10% each month. Anyone with a computer equipped with a sound card and a modem can download the CBC programs from the Internet and then listen to them at their leisure. While the audio quality of the programs is better than telephone quality, it isn't as good as full radio quality, according to an Industry Canada research scientist. Despite

this shortcoming in quality, most foreign listeners will doubtless find it a most acceptable alternative to getting the programs on the shortwave bands where fading and assorted interference is a way of life.

RCI Comes Full Circle

During its first few years the CBC International Service was primarily a service for Canadian troops overseas in Europe. Once all the troops were back home though, that particular mandate ended and it was the foreign listener the service was targeting. Today, however, along with a service for Canadians abroad, RCI's other secondary mandate is broadcasting to Canadian armed forces personnel, mainly peacekeeping troops. Until just recently, the Canadian Forces Network was based in Lahr, Germany. However, with the recent withdrawal of battle-ready Canadian forces personnel from Europe, the CFN broadcasting centre in Lahr is in the process of being closed down as well, and the main operation has been transferred to Canada, where it is now part of the overall RCI operation.

As Keith Randall, manager of the new RCI-based Canadian Forces Programming, explained, his is a multi-faceted radio operation. From studios in Montreal, about four hours of programming daily is beamed to Europe via shortwave, primarily to the former Yugoslavia, and also to the Golan Heights area of the Middle East. Two hours of this daily output is also broadcast on shortwave to serve personnel aboard Canadian ships patrolling the waters around Haiti as part of the U.N. embargo. As soon as the required satellite receiving equipment can be set up in the former Yugoslavia, personnel there will be able to get radio service from home on a round-the-clock basis. The balance of the broadcasting day, says Randall, is really destined for the remnants of the Canadian Forces base in Lahr, as well as the rest of the Canadian Forces Network which will remain after Lahr is finally closed down this spring. This network consists of repeater stations in Heidelberg and Ramstein in Germany, the AFCENT community in Brunsum in the Netherlands, as well as the AWACS base at Geilenkirchen.

The Ultimate In International Radio

Speaking as a long-time international broadcaster, while radio via the Internet is all well and good, I'm looking forward to the day when listeners in any and every part of the globe can turn on their digital radio receivers and tune in to programs from all corners of the world, with compact disc fidelity, via a direct broadcasting DAB satellite. Gone will be all the fading, interference from high powered adjacent and co-channel stations, and seasonal frequency changes to cope with changing propagation conditions, things that have been part of every shortwave radio fan's life since the early '20s when the first international broadcaster went on the air.

With all due respect to the late Marshall McLuhan, for today's international broadcaster it's the message that's the message, not the medium.

Ian McFarland spent 30 years with the CBC and RCI, 24 of them as an announcer-producer for the international service. After taking early retirement in 1991, he worked for NHK's overseas service in Tokyo for two years. He is now a freelance writer and international broadcaster.

CJTN TRENTON – CCBA STATION OF THE YEAR

by Doug Loney

When you walk into the downtown Trenton building of CJTN Radio 1270, you step back into the golden age of radio.

A small versatile staff does everything and goes everywhere in the community. "We're an electronic weekly newspaper," says manager Bob Rowbotham. And the music format? Exactly what a station that's the only one in town should offer the community: "AOR -- All Over the Road!" Much of the time, it's a rotation of country, gold and top 40; there are also specialty programs -- one of the most popular being the weekly Scottish show.

Trenton is a town of 15,000 on the Bay of Quinte (Lake Ontario), 100 miles east of Toronto and just 15 miles west of Belleville. CJTN, which went on the air in 1979, is a 1 kW AM owned by Quinte Broadcasting, also licensee of CJBQ/CIGL-FM Belleville and CJNH Bancroft, Ontario.

The town's largest employer is Canadian Forces Base Trenton, where the Air Transport Command's renowned Search and Rescue team is based. There is also a number of medium-sized industries such as Domtar, Quaker Oats and Moore Business Forms.

As the recession took hold over the past few years, employment in the area dropped by 2,500. Two major plants employing 1,200 closed. Unemployment and welfare cases skyrocketed. A year ago, as the Christmas season approached, CJTN realized that the community's needs would be greater than ever.

The station has an Adopt a Child project, in conjunction with the Trenton Police Department; it was launched in 1980 when just 58 families had been helped; and the number had grown to 170 by 1992. There was increasing concern that the 1993 needs could be met. CJTN was leaner too, with staff reduced from 13 to 11.

Schools, Children's Aid Societies, and other social agencies help identify the needs, submitting lists of the required items. The announcers invite listeners to donate items for the

adoptees, who range from newborns to youth in their late teens. In the weeks leading up to Christmas, 1993, the campaign was reaching crisis proportions: with every appeal, the phones lit up, but as one need was met, another was added to the list. Some donors brought in money to CJTN, and during lunch hours or after work staff would shop for gifts and then wrap them. A turning point in meeting the objective -- eventually 280 families were helped -- came when East Northumberland Secondary School in nearby Brighton "adopted" 60 children.

While heavily involved in the Adopt a Child project, CJTN also went into action to help the Kinsmen Club Toy Drive, which was falling drastically short of its objective. With just two days to go, the toy drive met its goal and chairman Brad Read singled out radio as the reason for its success.

Bob Rowbotham says, "Never, in my 25 years of broadcasting, have I witnessed the long hours and devotion to community projects exhibited by my staff." Other projects included the recording of children's choirs, with engineer Mike Coffey travelling to 16 area schools, for daily play on Radio 1270. A one-hour special and a program by the Senior Citizen Glee Club were prepared for broadcast on Christmas Eve and Christmas Day. Vignettes on a positive note were recorded by local clergy. And the 1993 season saw CJTN involved, for the third year, in the Light Up A Life campaign, which has raised \$6,000 for local charities from the sale of lights on CJTN's Christmas Tree, erected annually in front of the station. The Salvation Army received \$500 -- "plus a great deal of awareness for their cause."

Manager Bob Rowbotham sums up: "Despite Christmas being a busy personal time, staff at CJTN sacrificed family time to aid the needy. CJTN is committed totally to the community -- Christmas 1993 was an example of what radio can and should do to be part of the community... Radio can make a difference!"



Manager Bob Rowbotham shows off some of CJTN awards — and some of the team who make it all possible.