

## INDUSTRY NEWS

### BASEBALL, HOCKEY STRIKES COSTLY

Observers estimate that the cost of a prolonged labor dispute in the National Hockey League could cost the Canadian broadcasting industry \$100 million. The TSN-RDS channels and both television and radio networks have already lost some \$50 million as a result of the cancellation of the major league baseball season and the World Series. Especially hard hit by the NHL situation is the CBC, which had planned to air two hockey games on Saturday nights. Barry Joslin, a senior VP with Molson's, observes that while most businesses were restructuring during the last three years of recession, "the sports industry was going in the opposite direction." Another executive warns of longer term damage: Jim Thompson, president of TSN, says both fans and advertisers "appear to be viewing the game in a dimmer light."

### CAB: MAKE CBC STRICTLY NATIONAL

CAB's Michael McCabe has told a Commons Committee that the CBC "can no longer afford the luxury of running both a national and regional service." The CBC, he said, as an instrument of nation-building, should focus on being a national programmer. "Private broadcasters are doing the local and regional job. We have far more local programming than the CBC. This industry has enough forces promoting regionalization. We need the CBC to promote Canada as a nation." CAB urged that CBC O&O stations carry network programming only, and that privately-owned affiliates continue to supplement the coverage of the O&O stations. The association also suggested that federal

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## EDITORIAL:

### Rules Needed for Closing Stations

The CRTC has its hands full as Ted Rogers leads the rush of cable and telephone companies toward the on-ramp of the Information Highway.

However it must not neglect the state of radio — the service that launched this weird and wonderful industry in Canada 75 years ago.

The "golden age" of radio ended in the early '50s with the advent of television, but radio renewed itself, adapted, and survived — even flourished. The current recession has again brought difficult times — especially to the radio broadcasting sector. Again, radio is adapting — automation is making it more efficient, but unfortunately reduced staffing is making radio stations less personal to their audiences and less involved in their communities.

Despite its current difficulties, radio generally is doing a good job of maintaining service. We have seen the sale of a number of stations; the move to the FM band of many AMs; closure of two AMs in Sault Ste. Marie, Ontario; and merged operations in Charlottetown, Fredericton, Nanaimo, the Lac St-Jean area of Quebec, Windsor, Ontario, and elsewhere. Very few stations have actually gone off the air.

An unfortunate exception is the closing of six AMs in Quebec's six largest markets on September 30th, throwing 100 employees out of work. The action was taken without advance notice by Radiomutuel Inc. and Telemedia Inc., who announced that they would merge the operations of their remaining AMs in the province under the name Radiomedia, served by a news service called Radiomedia Information. The stations closed are CJMS Montreal, CJRP Quebec, CJMT Chicoutimi, CJRS Sherbrooke, CJTR in Trois-Rivieres and CKCH in Hull.

The two companies have dominated Quebec private radio for years and still own about 20 AM and FM stations in the province. They said that their Quebec AMs have lost about half of the \$60 million lost by all Quebec AMs since 1989.

The CRTC and the federal Bureau of Competition Policy plan to review the merger.

Until now, the closure of stations has been such a rare event that there is no regulatory procedure in place.

There should be. And it should be something like this:

1. The licensee would be required to give advance notice.
2. The CRTC would issue a call for applications to operate a station in its place. Such application(s) would be considered in the usual way.
3. Because of the problems often encountered in obtaining suitable transmitter sites, the licensee should be required to maintain the transmitter facility until the CRTC decision is made, and, if a new licence is granted, be required to sell the transmitter facility to the new licensee at current appraised market value.

In today's radio broadcasting environment — dominated by multiple owners such as Radiomutuel and Telemedia — over one-third of listeners say they can't find a radio station that they enjoy listening to.

We need to revitalize the radio industry with more varied and interesting formats provided by new players with fresh, creative ideas. There are millions of listeners out there who have a love affair with radio and its unique abilities to communicate and entertain.

*Let's get some of them running radio stations!*

funding be switched from other cultural areas to the CBC. The committee, which began hearings on Sept. 22, plans to spend three months deliberating the future of the CBC.

**PROGRAMMING KEY TO TV'S FUTURE**

In another intervention, this time before the CRTC, the CAB called for policies that support Canadian programming and create incentives "to sustain what we do, do better and do more." In supporting TV station licence renewals, the CAB president said that if the TV industry is to "compete against new unregulated services like the Fox Network, we need access to new services, new revenues and new business opportunities." McCabe also renewed CAB's position that the cable industry should be required to compensate TV stations for the use of their signals. The association noted that private stations capture more than half the television audience in Canada.

**V-CHIP ZAPS VIOLENCE**

A sidelight of the recent Rogers-MH hearing was the demonstration of the V-chip — a device that enables viewers to block out violent TV programs. Information rating the degree of violence would be inserted into TV programs carried via cable; viewers would set the desired level and programs or scenes exceeding that level would be blocked out. Shaw Communications is currently testing the V-chip in Edmonton. CRTC Chairman Keith Spicer said the device has great potential.

**NO REGS FOR TELESAT DVC FEES**

The CRTC will not regulate the fees charged by Telesat Canada for digital video compression. The Commission concluded that the DVC market is competitive enough that detailed regulation

of Telesat's DVC service is not warranted.

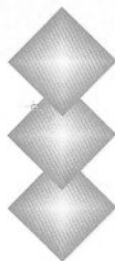
**NETWORKS + STATIONS**

**CKVR-TV TO GO INDEPENDENT**

In an effort to avoid further deficits while maintaining its regional service, CHUM Ltd.'s **CKVR-TV Barrie** will disaffiliate from the CBC network and go independent. Despite reorganization and layoffs, CHUM projects a plus-\$5 million loss at CKVR during the period 1990 to 1995. It estimated that ad revenues will increase by \$3.5 million by the fourth year of independent operation, as a result of the sale of time now reserved for CBC programs and a 25% increase in audience in the Toronto market. Some 17 hrs./week of CITY-TV Toronto programming will also be aired on CKVR. To replace the coverage provided by CKVR, the CRTC approved three new **CBC** rebroadcasters at Barrie (180 kW on ch. 16), Huntsville (43 kW on ch. 8) and Parry Sound (50w on ch. 18)... Also approved: Two new rebroadcasters for **CFTO-TV Toronto**, at Orillia (207.6 kW on ch. 21) and Peterborough (223.2 kW on ch. 54).

*Other CRTC Decisions:* The transfer of **CFBK-FM Huntsville** from the Duchesne family to Ian Byers was approved. The price was \$750,000... **CFJP Riviere-du-Loup** was licensed to move to 103.7 FM, with 60 kW ERP... Power increases were approved for Radio Nord stations **CHOT-TV Hull**, to 498 kW, and **CFGS-TV Hull** to 467.4 kW... **CBF-FM-2 Sherbrooke** will increase power from 678w on 89.7 to 25 kW on 90.7 MHz.... Transfer of **CIDC-FM Orangeville** to CKMW Radio Ltd., owners of **CIAO Brampton**, was approved by CRTC Letter of Authority (no hearing). Residents of Dufferin and Caledon, the

*continued on page 34*



**OUR REPUTATION SPEAKS FOR ITSELF . . .**

**1994 BROADCAST EQUIPMENT SURVEY**

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## PEOPLE

**Bob Culbert**, 48, has been appointed executive director of news current affairs and Newsworld. He succeeded **Tim Kotcheff**, who resigned in June...Yet another honor for CHIN Radio/TV president **Johnny Lombardi**: he was invested as an officer Brother in the Order of St. John in a ceremony at Christ Church Cathedral in Ottawa on Oct. 21st...After two years as GM at MITV, based in Dartmouth, N.S., **Ted Billo** resigned after CanWest Global bought the network and left as of Sept. 28th...Recent appointments at Power Broadcasting's Quebec stations include **Bertrand Bellavance** as VP/GM at CFLP/CIKI-FM Rimouski; **Danny Gravel** to regional manager, finance/administration, based in Rimouski where he will supervise centralized accounting and traffic for all of Power's Quebec stations; **Pierre Harvey** to VP/regional director for Quebec; and Ms. **Trevlyn Holdridge** to director of programming and marketing...Western International Communications named **Frank W. Griffiths** and **Harold Roozen** as co-chairmen. The post of chairman was held by the late **Frank A. Griffiths**, who died in April...Magnetic North has named **David McGhie** as Harry artist and **Lisa Kisch** as scheduler... After 29 years in baseball broadcasting **Tony Kubek**, 58, has retired. He was Blue Jays announcer from 1977-1988 and analyst on the Yankees games for the past five years.

**Louise Tremblay** has joined the CBC as senior vice-president, Resources, which includes finance and administration, human resources, engineering, internal audit and management information systems. She was previously an executive with CanCom... **Brian Cousins**, regional director for CBC Saskatchewan, has also assumed interim responsibility for Manitoba during the suspension of **Merv Terhoch**... At CIGO in Port Hawkesbury, NS, newsman **Mike Stackhouse** has returned to the station and **Darren Burton** has joined CIGO as engineer... CKVU-TV Vancouver has named **Suzette Meyers** as co-anchor with **Russ Froese** of *U. News at Six*. **Tamara Stanners** has resigned from U. TV's newsroom to spend more time with her family... At M.S.C. Electronics Ltd., Richmond Hill, ON, **Anthony (Tony) Sharpe** has been named president and general manager. A 16-year veteran of the firm, he had been VP, Sales & Marketing, for the past five years. **David Lafrenais** continues as chairman and CEO... A former president of Standard Broadcasting's radio division, **Peter Shurman**, 46, was recently profiled in "The Entrepreneurs" — a Globe and Mail feature. Now president of Universal TeleResponse Corp. of Toronto, Shurman has seen sales grow fivefold since he bought control of the company in 1990...

## In Memoriam

**Peter Bessent**, a well-known tower installer, died as the result of a fall on August 20, 1994. A resident of Waterloo Region, he was 53 years of age. Peter had worked on many tower and antenna installations for broadcast stations, especially in Ontario, often in collaboration with Renz Communications Inc. He was highly regarded for his hard work, integrity and generosity. Ironically, he had worked on a 1400-ft. tower in Western Canada only days before his death, which resulted in a fall from a 50-ft. tower which he was helping a neighbor to install.

**Gene J. Smith (Gene Kirby)** died suddenly on September 10 in Picton, Ontario, in his 64th year. Born in New York City, he had lived in Canada since 1951 and spent 40 years in radio broadcasting, primarily at CKEY and CFRB Toronto. The last few years were spent in retirement at Picton. He is survived by four sons, two daughters and eight grandchildren.

**Robin Norton**, 48, a longtime employee of TVOntario, died after a lengthy illness on August 31, 1994. The son of Bob Norton of Applied Electronics and his wife Joyce, Robin is also survived by his brother John and sisters Darlene and Victoria. (BT joins the industry in extending condolences to Bob Norton and his family on the loss of Robin.)

**Toby David**, 79, died in Mesa, Arizona, after collapsing while entertaining other residents at a seniors' complex. Born in Massachusetts, he joined CKLW Windsor in the 1930s and became *Captain Jolly*, a popular childrens program personality, when CKLW-TV went on the air in 1954.

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# THE PHIL STONE REPORT

## Meet CHCH-TV's Jim Macdonald

Following *The Phil Stone Report* tradition of interviewing broadcast industry leaders, we got together with Jim Macdonald, the man who succeeded Steve Harris as president and CEO of CHCH-TV Hamilton — both to meet him and to mark the station's 40th anniversary.

For Jim, it is now some 20 years since he entered the entertainment industry. His career began in the recording sector, where he worked as a promotion representative with London Records. This led to the positions of Ontario promotion manager at Capitol Records EMI Canada Ltd., then general manager of Arista Records.

He entered the broadcasting world as manager of Special Projects and New Business Development for Rogers Broadcasting Ltd. His head office responsibilities included the company's Leamington and Sarnia, Ontario, radio stations. He also spent five years as general manager of Rogers Broadcast Productions and was vice-president of Sales and Regulatory Affairs at CFMT-TV Toronto before leaving Rogers to assume his leadership position at CHCH-TV.

### CHCH "Regroups" Under New Ownership

A major TV station now owned by Western International Communications, CHCH-TV has always operated in the shadow of the Toronto market. Jim has formed his corporate philo-

sophy to meet the challenge of today's difficult economic climate. "What you have to remember," Jim said, "is that Hamilton is available right across Toronto through cable, and we have 98 per cent penetration in Toronto households. The biggest problem we've had with CHCH over the last ten years has been the ownership limbo during that time; a lot of quality programming eroded, taken by other broadcasters.

"What we're trying to do now is regroup, especially now that we have stable ownership with WIC. I think we have done that as we set out to recognize what our position is in the market and aggressively go out after new programming. We are acting to get the schedule back to a competitive level. I honestly don't think it is going to be the immediate ability of CHCH to get to the market dominance it had in the '70s and '80s. But clearly in 1994 we have purchased a much more competitive schedule. We didn't just get what was left over — we got what we wanted."

Jim said that CHCH "also worked creatively with some unlikely partners. As an example, *Monday Night NFL Football* we bought from Global. *Unsolved Mysteries* and *Rescue 911* we bought from our friends at Baton. On a number of occasions, we have been running CTV programming. All that I've mentioned has focussed in on the American programming. The other 19 hours that we're really focussing in on is our news. I think it is fair to say that over the last number of years 'CH has gone through a number of metamorphoses in terms of trying to develop a news identity."

Jim feels that CHCH has tried to position itself as a Toronto station (Hamilton is 43 miles west of Toronto) when it comes to news. "I believe that people for the most part watch programs, they don't watch stations. That's unlike our days in radio, when people definitely listened to stations and the personalities. But when it comes to TV news and public affairs programming, they very definitely watch the station and watch their favorite personalities, their favorite anchors."

It is Jim's opinion that CHCH in the past had slipped away from its core audience, the Hamilton-Niagara area, and had started to broadcast more and more towards a Toronto audience. "Today we have gone back to our roots in that respect and now, in this 40th anniversary year, we are producing a very local newscast at 5:30pm, and then our national *Canada Tonight* at 6:30. So all of those things are going to help focus us and reposition us in the market."

### Community-Based Strategy

The station, he adds, "has also taken on a very direct community-based strategy in tandem with news. It is all designed to get us back into the community, into the coverage area."

Jim realizes that while news identity is an important factor, station identity is also a major consideration. "Identities are created in so many different ways. You have an identity with your staff. You have an identity with your advertisers. You have an identity with your viewers." At the time of our interview, CHCH was working on the fall launch for its advertisers. "What we are really trying to do is to show them that we have significantly changed the way we are approaching the market. We have developed an integrated marketing services group to access the marketing strategy at an earlier level, at the planning stages.

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"We tried to position the station with a broader demographic balance than we have in the past. We had skewed to an older demographic than the advertising community wants to buy. What we have tried to do is balance that, without losing the good shows that appeal to an older audience. What we aim to do is augment them with younger shows."

Jim doesn't feel that there was a major adjustment for him moving from the recording industry to the television world. "I think that it has been a natural progression, since I've always loved the entertainment business. The record business is very much a young person's game. It was something that gave me a grounding in the entertainment field. More than anything else, I learned it was a business before it was entertainment. I learned a lot in those early years and build a relationship with radio stations, which — as you know — is most important.

When I joined Rogers, I went through many lives with my old friend Jim Sward. I spent 15 years at Rogers, initially with Jim and then working for Tony Viner. The end result was that the transition to television was a very natural one."

Jim's expertise takes on many sides. He is, he said, "a very people-oriented person. I work closely with the staff wherever I am. I think that perhaps my major strengths are in sales and marketing, particularly in the strategic areas as opposed to day-to-day business. I have great people alongside me, like Mike Siverns and Cheryl Heaney. I think it is very important to have dialogue equation between the programming and sales side. Mike is our sales and Cheryl our programming VP. To succeed, they obviously have to talk the same language."



Jim Macdonald

CHCH-TV was licensed in 1953 to a consortium made up of the legendary Ken Soble's Maple Leaf Broadcasting (CHML), Wentworth Broadcasting (CKOC) and the Hamilton Spectator; they were soon joined by Theatre Properties Hamilton, and the station went on the air on June 7, 1954. Later it was owned by Selkirk Communications, then by Maclean Hunter. Since January 1993 it has been owned by Western International Communications.

Channel 11 continues to make use of the unlikely setting where it began: a stately 1840s mansion. "This old Southam house is a beautiful facility," Jim observes. Early programming originated from a garage — located behind the house — which was turned into a TV studio, a theatre and, on occasion, the Hamilton Forum. In 1984, a large high-tech facility consolidated operations under one roof. "It includes a very modern studio complex and also houses two large 40-foot mobiles... we are looking at an addition to the facility," adds Jim.

As he looks at his leadership role at CHCH, Jim has an eye on the future: "We definitely have a view of where we can take the station."

That includes going back to the roots that Ken Soble planted. "Community" was of paramount importance to that broadcasting giant. "Community", Jim Macdonald makes clear, "will be very much a part of CHCH-TV's strategic plan."

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

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area the station was licensed to serve, are concerned about reports that the new owners plan to move the station to Brampton... The CRTC denied a bid by Radio Glendon (a campus of York U.), Toronto, to move its carrier current operation to 106.3 FM with 200w ERP. Toronto already has three campus FMs...

"Worst nightmare" dep't. — Bob MacEachern's **CIGO Port Hawkesbury**, N.S., was off the air for nearly six days in September after a modulation transformer blew, taking out other elements in the transmitter. (See Jacque's *Ad Lib!* for more details.) Only nice thing about it, says Bob, is how supportive both fellow broadcasters and the listening audience were... Merv Russell, the president of **Maritime Broadcasting**, heads the group that applied to take over the Maritime stations as part of the Rogers-MH deal. Plans include \$450,000 over five years to establish the Maritime News Network... A ruling by the Ontario region Broadcast Standards Council says that a TV spot for **CHUM-FM Toronto** is not in bad taste. Using the slogan, "It's all you need to put on," the spot shows a fellow in the buff (except for a discretely positioned briefcase) walking along a street and waiting for a bus while listening to CHUM-FM on headphones. However the Council said that the stations could have been more attentive in scheduling the spots outside of childrens' viewing times... **CBC Newsworld** has joined the Television Bureau of Canada — the first specialty channel to do so. President Cam Fellman says TVB has recently expanded a number of databases, sharing information with the U.S. TvB and MediaCentre... **CHVR Pembroke** PD Mike Thumell reports that the station broadcast 72 hours live from this fall's International Plowing Match. The 4-day event attracted over 125,000 people to the Ottawa Valley...

## CABLE + SATELLITE

An October CRTC hearing in Toronto heard the application by **Chamcook Communications** to drop U.S. signals from **Cancom**. Chamcook says it can import U.S. network signals into the Atlantic region from Maine at a cost of \$2.9 million, to replace the Cancom signals from Detroit that cost \$8.1 million a year. The Maine stations, argues Chamcook, are more relevant, and the savings would both reduce cable rates and help pay for the cost of adding the newly-licensed specialty channels The Chamcook plan would have the signals relayed to Fredericton by Fundy Cable at a cost of \$125,000 a year; then Telesat would uplink the signals using digital compression at a cost of \$1.973 million a year. In addition, a fund of about \$300,000 would provide decoding equipment for the smallest systems in the Chamcook cooperative and \$250,000 a year would go to a new Atlantic Cable Program Development Fund.

At the same hearing, Cancom told the CRTC that its monopoly must be continued for the next two years if services are to be expanded and prices reduced. Cancom president Alain Gourd said a third of the company's cable TV volume could be lost to rapidly-growing fiber optic networks. Cancom plans to expand its satellite package from four Canadian + four U.S. signals to eight Canadian + five U.S. signals. The Detroit signals would be replaced by Seattle (for BC, AB) and Minneapolis (for SK, MB).

**Correction:** In the October article about KLZ Innovations Ltd. and its Prompter Newsroom installation at the BBS Saskatchewan group of stations, Bob Dushinsky's name was incorrect. Bt regrets the error.

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