

**LIS**TEN****



# A New Radio Station For Toronto



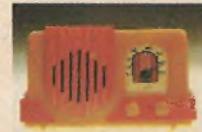
A lot of people in the broadcast business talk about how the dials on their listeners' radios are glued to their station. But quite a few of us in the last few years have been doing quite a bit of dial twisting. We grew out of the station we listened to as kids, but we never quite grew into the station we'd listen to for life.



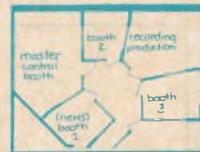
We're a brand new radio station. A year ago, our call letters, our studios, our staff, didn't exist. But our audience did. They were all those people in Toronto who had a feeling they were sort of settling for the station they were listening to.

Till something better came along...

## Metro 1430 CJCL



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But Up  
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"Dateline:  
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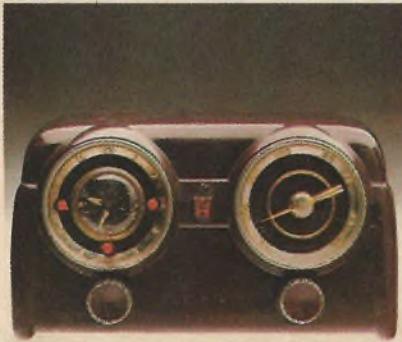


Lend Us  
Your Ears  
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# A Little About Our Name

Ever since crystal sets, radio stations have had call letters. Ours are CJCL, and we'll wear them proudly. But when you listen, you'll hear us most of the time calling ourselves Metro 1430.





There's a reason.

We're first and foremost a **Toronto** radio station serving a Metro audience. Not that you're not welcome to tell your country cousin about us. But it's this city, Toronto's styles and tastes, that we'll be most wanting to serve. The 1430 of course, is our address on the AM dial. Oh, the 'Fi' might be higher on FM, but there's an immediacy, and urgency to AM radio that we wanted to be a part of.

So that's where you'll find us —

**At 1430 on**



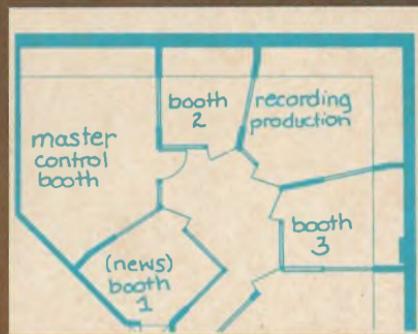
**the AM dial**



# Nowhere To Go But Up

What makes Metro 1430 so exciting for us, and what we think will make it so satisfying to you, is the chance to re-think everything everybody else has been doing for years. Frankly, it's more fun thinking up ways to win new listeners rather than worrying about how not to lose your old ones. That's the challenge that's brought so many bright voices to Metro 1430.

This is Andy Barrie. He left Canada's largest radio station because he wanted to be part of Canada's newest radio station.



The studio he's standing in here has been finished since we took this shot a few months ago. But we wanted you to see it this way because it shows you just what we mean when we say we've built CJCL from the ground up.

We'll build our audience that way, too. With loyalties only to them, and to the future.

# Baseball

The only way to have a beer when the Blue Jays play is to have one with us. Metro 1430's broadcast booth sits right over home plate. In it, Tom Cheek, Jerry Howarth and Early Wynn follow the play-by-play game-by-game, all season long. And when the team's on the road, so are we. Baseball with the Blue Jays, on CJCL.

# Hockey

Remember when the only way you ever got to a hockey game was hearing it over the radio? You still can, every one of 'em, on Metro 1430. Toronto's terrific hockey fans have stuck with their Leafs through thick and thin, and no one sticks closer than Ron Hewat and Dale Tallon. Where ever the Leafs are, at home or away, Ron and Dale will be there. And so will you.



# Chewing the Fat

Mark Hebscher's Metro 1430 Sportsline is not a spectator sport. It understands that the word fan comes from the word fanatic, and that for the real rooter the game's not over till it's been talked over. Love sports? Talk it over with Mark Hebscher on Metro 1430 Sportsline, five nights a week on Metro 1430.



# Hear Here!



Most radio stations are mostly music. With a little bit of talk.

At Metro 1430, it'll be the other way around. So, when we do choose music, we'll want to

make sure that every piece is worth playing.

This is Connie Sinclair. She does the choosing. Connie's the third generation of a famous Canadian broadcast family, and her mastery of what we call the "music mix" is something special. If your eyes are up to it, you can try to read the edges of the albums to see just what kind of music she's mixing up. Or better yet, next time you're looking for something to tap a foot to, give her list a listen!





HAIR - JOHN MARTIN OF JASON KEARNS HAIR

# "Dateline: Cabbagetown"

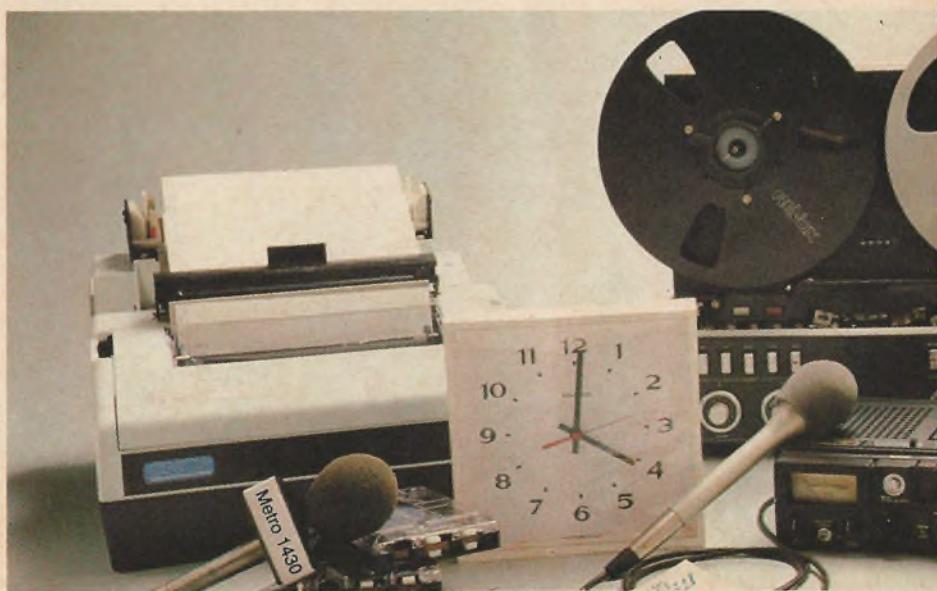
Ask a hundred people how they learned about the biggest news event of their lives and most of them will tell you they heard it on the radio.

Nothing has the immediacy of radio.

That's why Metro 1430 has built one of the country's most modern newsrooms and peopled it with a staff of energetic, competent reporters, writers and editors. It's their job to collect together the news of the world and present it to you fifteen minutes before anyone else, at quarter-to and quarter-after every hour. Here in Toronto, our

Metro 1430 News Mobiles will let us cover this city like a blanket. And when the news moves from Cabbagetown to Casablanca, we'll move with it — through the resources of the Telemedia International News Network, United Press International, The American Broadcasting Company, Broadcast News and Canadian Press.

News Director Larry Silver is in charge of making Toronto's newest newsroom the city's best. And he'll do it, by making sure that in any story we cover, you'll always know whose side we're on: The side of clarity, conviction and concern.



# Lend Us Your Ears

Everybody's heard of the Ratings. They tell advertisers how many people are listening to which stations. We weren't in the ratings the last time they were taken. But you were — listening to someone else.

Now that we're on the air, we'd like to move you from Their column into Ours. The only way we can do this is by giving you a radio station more worth listening to than the one your dial's tuned to now. That's the only job we have to do, and we'll be doing it twenty-four hours a day.





So give your dial a twist and give us a listen. Give us a button in your car radio, and push that button the next time you're looking for some good company. We think we'll grow on you.

To all of our listeners-to-be, we'd like you to know what a great adventure it is to be a part of Toronto's newest voice. We'll grow and improve over the years, make a few mistakes, sure, and learn from them.

But this is the ground floor. And we'd like you to join us on it.

# Metro 1430 CJCL

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