

THE RADIO PEOPLE FOR THE CITY.

Metro 1430 is the radio station for the city. It's the fun and game of a **Jim Brady**. The inquisitive nature of an **Andy Barrie**. The easy going attitude of a **Mike Marshall**. The hard hitting news stories of a **Larry Silver & Grant Forsythe**. The sparkling nightlife of a **Daniel Richler**. And the refreshing wit of a **Gerry Forbes**.



WE'RE READY TORONTO!

THE SWITCH IS ON! TO METRO·1430 AM

Brady's switched to Metro 1430
The Andy Barrie Show, Toronto's best Interview Show.
A new news concept is catching on!
Leafs and Jays every game live!



**THE RADIO STATION
FOR THE CITY.**

**Name that tune and win
a trip to Greenland
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'BRADIO'

It's him! The original. The honest to goodness Brady in the morning, Toronto's most entertaining morning man.

The 1430 Jim Brady is just as zany, just as unpredictable, just as funny as the Jim Brady we all love and adore. He is now part of the most exciting radio to happen to Toronto in years. So sit down, and settle back, because you're going to have Brady like you've never had radio before.

It's pure entertainment every week-day morning, from 5:15 to 9:00 on Metro 1430. The radio station for the city.





INTERVIEW WERADIO

ANDY BARRIE AND INTERVIEWERADIO

(The man who asks the questions answers a few himself)

Q: Tell me how you got into broadcasting—I suppose you're going to say it all began at a small five hundred watt radio station...

Andy: Actually it was more like five watts, and it wasn't a radio station, it was a loudspeaker. When I was ten and going to summer camp, I got the job of waking up the place every morning by playing bugle calls. Off of a record. They gave me one of those old RCA record players with the fat spindle that only played 45's. Well, after a while, I started getting requests, so I'd play a few records and introduce them over the p.a. system. The "Naughty Lady of Shady Lane" was real big with Bunk 6.

Q: And now it's 50,000 watts...?

Andy: Right. And last week, you know what Metro 1430's music director added to our oldie collection?

Q: The Naughty La-

Andy: You've got it.

Q: Still, you've come a long way. Toronto Life just named your radio show the best in the city. They said it was "a delight to listen to".

Andy: That really was gratifying—still they got one small thing wrong. The category I was given first prize in was Best D.J....



Q: So?

Andy: Well, a disc jockey is really the host of a show that's mostly music with a little bit of talk. With my program, it's the other way around. I do between twenty and thirty interviews a week. It's talking to all of these people that's kept this business so interesting all of these years for me, and it's the interviews that listeners tell me makes the show so interesting for them.

Q: How do you choose your guests, your topics, the things you want to dig into?

Andy: My own curiosity—And of course, whether I think I can talk the audience into sharing it. It's tricky—You see, when you're reading the newspaper, and

you get to a long article that doesn't grab your interest, you just turn the page. In radio, turning the page means changing stations. So before I ask you to give up a half hour of your time to listen to me, I'd better be sure I'm interested in the subject in the first place. So I try not to do any topic that I don't think is fascinating, important, surprising or funny. Or all four when we're lucky.

Q: Any memorable moments you'd like to recall?

Andy: Thousands. Arguing with Rene Levesque. Putting through a condolence phone call to Clayton Moore, the original Lone Ranger, when Jay Silverheels, Tonto, died. Bringing together in the same studio an ex-RAF pilot and an ex-flyer for the Luftwaffe who had actually fought one another in the Battle of Britain. Talking to Ella Fitzgerald, Danny and the Juniors, & Anne Murray about their music. Sally Field about what Norma Rae meant to her. Talking to a table full of "Home Children", some in their nineties, who had been sent all alone as kids to Canada because their families couldn't care for them in Europe....

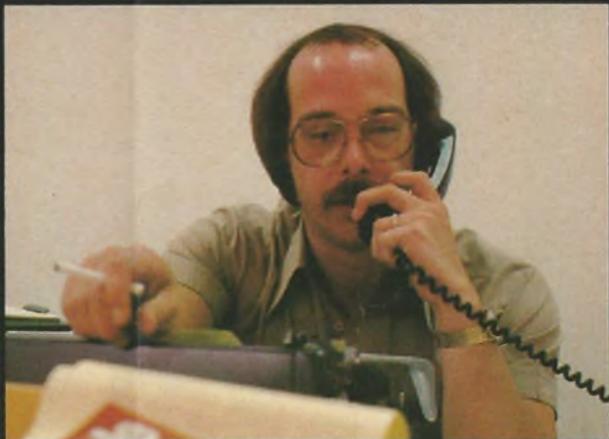
Q: Never a dull moment, hmm?

Andy: Well, I can't say that, but we try to keep them to a minimum. For instance, a regular on my show is Barbara Amiel. She's a woman with some very controversial opinions, which I argue with her a couple of times a week. All in all, the kind of radio I do is the kind I'd like to listen to myself. And I'd underline the word listen. It's not the kind of show you just sort of have on while you're doing something else. I sign off the show every day by thanking my listeners for keeping me company and letting me do the same for them. That's really what the show's all about. Good company.



NEWSCENTRE



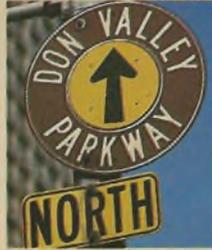


While the city sleeps, the pulse of the radio news network gears up for the day. The Telemedia Ontario News Network is the hub of it all. A complete news system backed by 17 professional journalists, to produce a complete news package to keep a city and a province informed.

It's 4:30 in the morning and the Telemedia Ontario News Network is ready. Larry Silver and Grant Forsythe, go to it early to bring you the news in a whole new news concept. Information a quarter to and a quarter after the hour. Fifteen minutes before anyone else. Metcalfe, Fallis, Ferguson, Werle, Chiotti and many more behind the scenes, are getting your day ready. So when you wake up and tune into Metro 1430 news, you've got everything to get a head start on your day. Metro 1430 News. A complete news network behind the scenes, to bring you comprehensive news stories fast and factual. Fifteen minutes before anyone else. While everyone else is making music, we're making news.



BIG NEWS STORY



The Metro 1430 5:15 Report. It's our biggest and most comprehensive news report of the day headed up by J. Michael Phillips and Paul Rogers. It starts at 5:15, just as you leave work and stays with you giving the most up to date reports for a full forty-five minutes.

Tune in for the first fifteen minutes 5:15-5:30 you'll get the news headlines, latest sports from Mark Hebscher; traffic problems on the city streets from

Pam Chiotti; the Dow Jones and gold trends from Wade Hampton and his Bay St. report; what's happening around town in entertainment with Daniel Richler; and the weather watch for the week. The Metro 1430 5:15 Report. Complete news and information to drive home with. Use it for all it's worth.

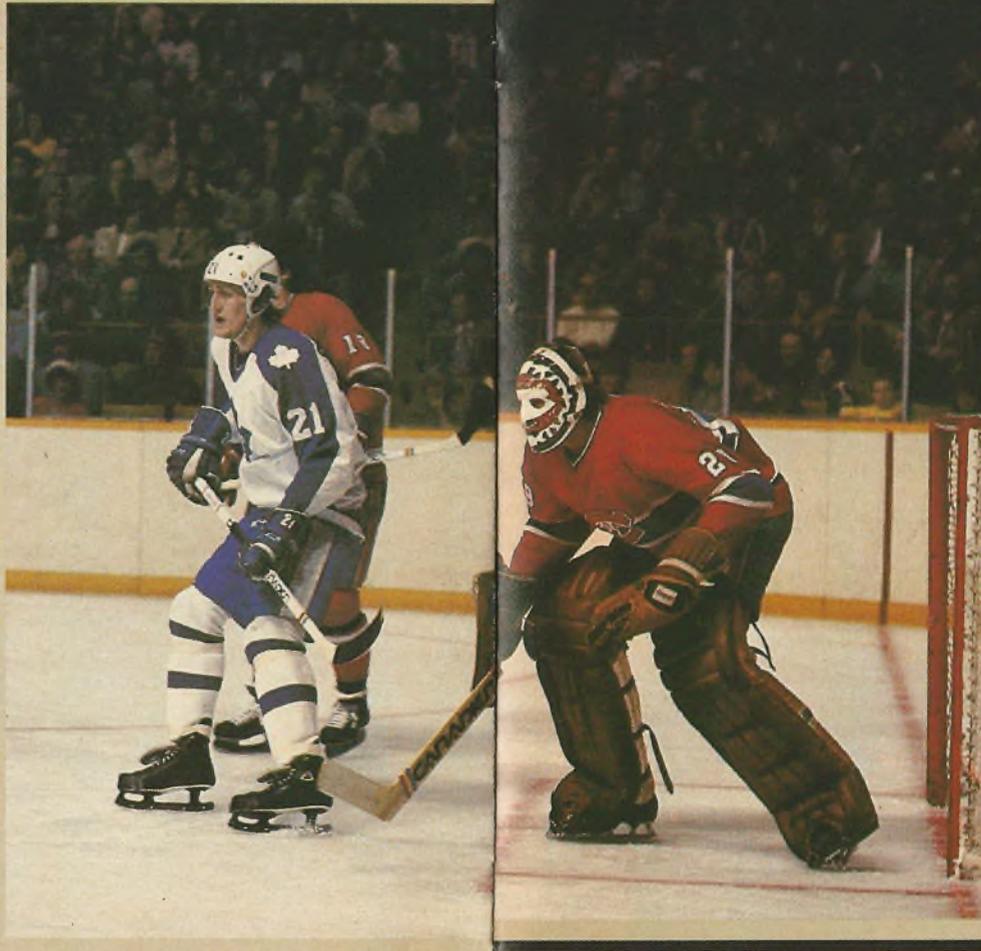
It's part of a whole new news idea that's really catching on!



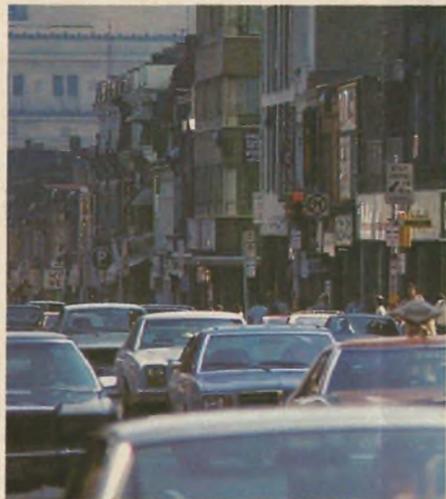
How do you get 32 players, two listeners, a referee, and 16,643 fans into a '57 Chevy? Just turn your AM dial to Metro 1430.

The Leafs live...home and away with Ron Hewat and Dale Talon doing the colour commentary. And it starts October 18th. Tom Cheek, Jerry Howarth and Early Wynn bring you the Jays live and in colour from across North America.

Mark Hebscher and Scott Ferguson give you a better view of the game with their insight and commentary. Tune your dial to Metro 1430 and you won't miss a score.



SPORTS SPECIALS



METRO·1430 AM

SCHEDULING WEEKDAYS

- 5:15- 9:00 AM **"Brady in the Morning"**
starring Jim Brady, with a cast of characters, news a quarter to and a quarter after each hour with Larry Silver & Grant Forsythe with full traffic, sports & weather reports.
- 9:00- 11:45 AM **"The Andy Barrie Show"**
top ranked interview show with guests from around the corner and around the world
- 11:45- 3:15 P.M. **"Mid-Days with Rob Cowan"**
easy going gold music, news & personality.
- 3:15- 6:30 P.M. **"Mike Marshall & Company"**
drive home with personality, news, sports & great music.
- 5:15- 6:00 P.M. **"5:15 Report"**
Forty-five minutes total news, weather, business, entertainment, traffic & sports hosted by J. Michael Phillips & Paul Rogers.
- 6:30- 8:00 P.M. **"Metro 1430 Sportsline"**
talk-show, phone in, all sports with Mark Hebscher
- 8:00- 11:15 P.M. **"Gerry Forbes Radio Show"**
mixed bag of tunes, fun and news with Donna Desrochers
- 11:15- 11:45 P.M. **"Metro 1430 Theatre"**
drama, comedy, spoken word entertainment
- 11:45- 5:15 A.M. **"Overnite with Oakley"**
John Oakley hosts nocturnal music & talk.

WEEKENDS

Saturday:

- 5:15- 9:15 A.M. **"The Allan Davis Show"**
a collection of easy talk & music.
- 9:15- 12:45 P.M. **"Mid Mornings with Al Kingdon"**
- 12:45- 4:15 P.M. **"Gerry Forbes Radio Show"**
mixed bag of tunes & fun
- 4:15- 7:15 P.M. **"Larry Le Blanc's Backstage Pass"**
a fun collection of eclectic music & talk.
- 7:15- **"Live Sports"**
hockey with Ron Hewat & Dale Talon
- 11:15- 11:45 P.M. **"Metro 1430 Theatre"**
drama, comedy, spoken word entertainment
- 11:45- 5:15 A.M. **"Music"**
urban sounds.

Sunday

- 5:15- 9:00 A.M. **"The Allan Davis Show"**
- 9:00- 11:00 A.M. **"Andy Barrie Sunday Show"**
the best of Andy Barrie
- 11:00- 1:00 P.M. **"Big Band Brunch"**
live from the Magic Pan, Eaton Centre with host Jack Cole
- 1:00- 4:00 P.M. **"Gerry Forbes Radio Show"**
- 4:00- 7:15 P.M. **"Larry Le Blanc's Backstage Pass"**
- 7:15- **"Live Sports"**
hockey with Ron Hewat & Dale Talon
- 11:15- 11:45 P.M. **"Metro 1430 Theatre"**
- 11:45- 5:15 A.M. **"Music"**
urban sounds

WHO PUT THE BOMP IN THE BOMP SHOO BOMP SHOO BOMP?

Test your musical knowledge and tell us the titles of the song lyrics listed. Mark down your answers and send them to us. And if you're right, you could win a trip for two to Greenland for one week. To help you get those tough ones, listen to Brady in the morning, every morning from 8:00 to 8:15,

starting October 5. He'll play one song a day during that time period, and you could get the answers you didn't know. Get in on the Metro 1430 Greenland Music Contest and listen to why more and more people are tuning their dials to Metro 1430.

- (1) They asked me how I knew
- (2) Someone left the cake out in the rain.
- (3) I saw a man and he danced with his wife.
- (4) Why she had to go I don't know.
- (5) OO, EE, OO, AH, AH, TING, TANG, WALLA, WALLA, BING, BANG.
- (6) You forget all your troubles, forget all your cares.
- (7) So kiss me and smile for me.
- (8) Tonight you're mine completely.
- (9) I'm not sleepy and there ain't no place I'm going to.
- (10) Hop in the bus, Gus, make a new plan, Stan.
- (11) Can't trust that day.
- (12) Where have you gone Joe Dimaggio?
- (13) You are the apple of my eye.
- (14) You don't sing me love songs.

Contest Rules

1. Listen to CJCL. Excerpts from 14 songs ("the Contest Songs") will be played on air on CJCL during the contest period October 5 to November 1, 1981. To become eligible to win, contestants must correctly identify the titles to each of the 14 contest songs.

2. When you think you have identified all 14 contest songs, print your answers and full name, address and telephone number on an official entry form and mail it to:

**Who put the...Contest
Metro 1430 AM**

464 Yonge Street, Toronto, Ontario M4Y 1W9

Eligible entries must contain the correct titles to all the contest songs and must be fully complete, mailed with sufficient postage and received at the above address by not later than 12:00 o'clock noon on the contest closing date December 1, 1981.

3. Prize: Return economy air fare for two persons between Toronto and Greenland; 7 nights hotel accommodation in Greenland (double occupancy). Trip must be co-ordinated through CJCL and taken on an available space basis before the end of 1982. (Approximate retail value \$2,000.00).

4. A selection will be made at random on January 5, 1982 from eligible entries received. The selected entrant, in order to win, must first correctly answer a time limited, skill-testing question which will be asked by telephone. As a condition of entry, CJCL reserves the right to publish and/or broadcast without payment the winners' names and photographs in any advertising or publicity. No prize substitutions. The winner must make his own arrangements for transportation to and from Toronto International Airport.

5. This contest is open to residents of Ontario, 16 years of age or over, except employees of CJCL and their immediate families, employees of Telemedia Ontario Inc. and its advertising and promotion agencies and the independent judging organisation. This contest is subject to all federal, provincial, and municipal laws. Decision of the independent judges are final.

(1) _____	(8) _____
(2) _____	(9) _____
(3) _____	(10) _____
(4) _____	(11) _____
(5) _____	(12) _____
(6) _____	(13) _____
(7) _____	(14) _____

Name _____

Address _____ Telephone _____

**WHO PUT THE...CONTEST
METRO 1430 AM**

464 YONGE STREET, TORONTO ONTARIO M4Y 1W9