

BROADCAST + TECHNOLOGY

COMPLETE COVERAGE OF CANADA'S BROADCASTING INDUSTRY

NOVEMBER/DECEMBER 1989 — VOLUME 15, NUMBER 3



ANCHOR JULIE SANDILAND IN CFPL-TV LONDON NEWSROOM

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CRTC ATTACHES STRINGS TO TAKEOVER OF SELKIRK

The Canadian Radio-television and Telecommunications Commission has approved the takeover of Selkirk Communications Ltd. by Maclean Hunter Ltd., but with some strings attached.

One of those strings was the CRTC's ruling that Maclean Hunter must ante up another \$21.1 million for the privilege of buying and breaking up Selkirk.

The other strings were the rejection by the commission of some of Maclean Hunter's plans to resell some of the Selkirk properties and of a Selkirk purchase of two Montreal radio stations.

Commission vice-chairman Bud Sherman told a news conference that the \$21.2 million was the size of the financial gain Maclean Hunter was making on the purchase and breakup, "and we are not prepared to permit that to happen in these circumstances."

Sherman, chairman of the public hearing into the deals, reiterated that the CRTC did not think that Maclean Hunter had engaged in so-called "licence trafficking", despite the fact it was making the media conglomerate hand over the profit it calculated Maclean Hunter had made on the deal.

The money is to be invested in a capital fund to be used to strengthen and improve Canadian broadcasting.

In a later interview, Sherman warned broadcasters not to take the CRTC's decision in the Maclean Hunter-Selkirk case as a precedent.

Maclean Hunter's takeover of Selkirk began late in 1988 and was worth more than \$600 million. Maclean Hunter subsequently struck deals worth more than \$310 million to sell off chunks of Selkirk to three other companies — Toronto-based Rogers Communications Inc., WIC Western International Communications Ltd. of Vancouver, and Blackburn Group Inc. of London, Ont.

But the CRTC nixed several parts of the dismembering of Selkirk by Maclean Hunter — the proposed sale for about \$60 million of CHCH-TV Hamilton to Blackburn Group; the proposed sale of CJCA/CIRK-FM Edmonton to WIC — and a related purchase by Selkirk of CKVL/CKOI-FM Montreal from Radio Futura Ltee.

The CRTC's decision allowed Maclean Hunter to keep the key Selkirk properties in Canada it wanted — CFNY-FM Toronto and Ottawa Cablevision Ltd., Selkirk's single most

valuable asset.

The commission gave Maclean Hunter six months to decide to either keep CHCH or to ask permission to sell it. If Maclean Hunter decides to keep the station it must put together a business plan and spending package for commission approval.

The CRTC said it ruled against the deal for CHCH-TV because the business plan provided by Blackburn's broadcasting subsidiary, CFPL Broadcasting Co. Ltd., was inadequate, and because CFPL had not proposed a sufficient improvement in the amount of Canadian programming CHCH carries, which the CRTC feels is already inadequate.

It wasn't immediately clear if Blackburn would try to put together a new deal that the commission would find acceptable. And Maclean Hunter said it would take several months to decide on what to do with CHCH.

Maclean Hunter also was given six months to come up with an acceptable offer for the two Selkirk radio stations in Edmonton, where it already owns a station. WIC said it planned to put together a new offer for the stations.

The commission's decision allowed WIC to complete the purchase of \$190 million of the \$270 million worth of Selkirk properties it wanted to buy — CFAC-TV Calgary and Lethbridge, and the 50 per cent of Okanagan Valley Television Co. Ltd. of Kelowna and the 36.9 per cent of British Columbia Broadcasting Co. Ltd. that it did not already own.

Rogers Broadcasting Ltd. will complete its \$24.5 million purchase of 11 Selkirk radio stations in B.C. and Alberta.

CBC GETS TWO TO FILL PRESIDENT'S OLD SHOES

After months of waiting, the CBC has its new leader — only this time the top slot is shared by two appointees.

Patrick Watson, 59, one of Canada's most accomplished broadcasters, was appointed a member of the CBC board of directors and chairman-designate of the corporation.

Gerard Veilleux, 47, who was secretary of the Treasury Board, will become president and chief executive officer responsible for getting the CBC trimmed down to fit its smaller resources.

Both appointments were to take effect Nov. 1, although Watson's position will not be formally created until a new broadcasting act is passed by Parliament. Until then he was to head a sub-committee of CBC directors on

strategic issues and planning.

The responsibilities of the chairman and the president formerly were combined in the job of CBC president. The new division of responsibilities also awaits the new broadcast legislation. But Veilleux and Watson said they have reached an agreement on their respective roles and would work as a team.

Under the new act, their terms would be for five years.

Watson, as chairman, will be responsible for long-term strategies and the future of the CBC and for dealing with Parliament and the public. Veilleux will be responsible for day-to-day management.

Friends say Watson accepted the job after long and difficult negotiations because, they said, he is determined to restore Canadian enthusiasm of a decade ago for public broadcasting. He has expressed the view that the CBC should lop off some of its schedule and concentrate on excellence.

Watson said he never would have accepted the appointment with the "absolute, personal, direct and explicit" guarantee of the government to see that the CBC could fulfil its mandate. And he said Veilleux had also received a direct and explicit commitment that "the CBC is a central component of our national life and future." He pronounced himself optimistic "about the possibilities".

For Veilleux, operational management of the CBC fits in nicely with his previous job — where he was in charge of the CBC's budget at Treasury Board. He is said to have been a natural choice, a manager without political ties who has had experience in downsizing government departments.

In announcing the appointments, Prime Minister Brian Mulroney said he viewed Watson "as one of the most accomplished Canadian broadcasters

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and someone who has a very elevated vision of what broadcasting should be in Canada and what it should seek to represent."

The prime minister described Veilleux as one of "the finest managers we have in the public service."

Mulroney said: "We were looking for someone with very clear management skills to run a very large corporation, manage a huge budget and do so in a proper and effective way."

GLOBAL OWNERSHIP TO BE AUCTIONED

A Manitoba court has ruled that ownership of Global Communications Ltd. will be decided by an auction between the two warring shareholder camps.

The Manitoba Court of Queen's Bench, after 63 days of testimony, ruled that the feuding former partners of the television network should go through a corporate divorce.

I.H. (Izzy) Asper is Global's biggest shareholder, controlling 62 per cent of Global shares directly and indirectly through CanWest Communications Corp. and Global Ventures Western Ltd. Global president Paul Morton and Seymour Epstein are minority operating partners who together control 38 per cent of the shares.

There is no guarantee which side will end up with Global at auction. Industry estimates put Global's worth at anywhere from \$220 million to \$500 million.

The two sides were countering each other on several fronts. The major dispute was a deal involving shares of CanWest Communications, 100 per cent owned by Asper, which holds 60 per cent of Global shares. The deal would have seen Asper sell his CanWest Communications shares to CanWest Broadcasting, in which he is the majority shareholder and Morton and

Epstein are 27 per cent minority shareholders. The share sale and transfer would have raised the equity position of Morton and Epstein in CanWest Broadcasting to 44 per cent, although it would not increase their stake in Global.

Asper maintained the deal was a letter of intent; his partners maintain it was a formal agreement and that Asper wrongfully backed out.

The Manitoba court sided with Asper that a corporate divorce was necessary and ordered the auction. Asper had maintained that a divorce was justified by the business behavior of his former partners and also wanted Morton fired as Global president.

The decision can be appealed by Morton and Epstein.

The court laid out only the broadest terms of the auction in its ruling. It will be conducted by a court official and only the three partners will be entitled to bid, with the prize going to the highest bidder.

CRTC SAYS AM STATIONS HAVEN'T ABUSED COMMERCIAL FREEDOM

Canadian AM radio stations have not abused the freedom to run more commercials since federal limits on advertisements were lifted in 1986, a recently released study shows.

But the survey by the CRTC showed some stations are running a high number of commercials at peak audience times.

The commission expressed concern over "the considerable amount of hourly commercial content that is aired by many AM stations" in peak-audience time slots like the 6 a.m.-to-10-a.m. period.

And it said that while new federal limits are not needed, the Canadian Association of Broadcasters should outline for its members what constitutes too many commercials.

AM stations had been restricted to 250 minutes of commercials a day, or 1,500 a week. But the CRTC dropped those limits because it was concerned many AM stations could not make a go of it under those conditions.

More flexibility, the commission thought, would allow stations that were marginally profitable to increase revenues. In turn, it hoped, the stations would devote more money to the development of Canadian musical talent and the production of high-quality programming.

The CRTC felt market demands —

the reaction of audiences and competition for advertising revenues — would keep radio stations from abusing their new freedom. In response, the CAB amended its code of ethics to limit stations to 1,750 minutes of commercials a week.

The survey — of 117 stations, done in the first week of May, 1988 — showed commercial content well below both the Code of Ethics limits and the old federal regulation. Stations broadcast on average 896.2 minutes of commercials a week. Only two ran more than 1,500 minutes of ads, and even those were below the 1,750 limit.

Only nine per cent of the stations exceeded the previous daily limit of 250 minutes in one or more days of the survey week.

But 27 per cent of the stations ran more than 15 minutes of commercials an hour at peak-audience times. Some exceeded 20 minutes an hour; one broadcast an average of 30 minutes of commercials an hour in one time slot.

The commission said some broadcasters are not honoring their association's code of ethics, which states that time allocated to commercial messages "should not be excessive at any period during the broadcast day." But it noted that "excessive" is not defined and urged the CAB to revise the code to close the loophole.

FM REVIEW ACTION PLAN LAUNCHED

The CAB has launched an industry-wide action plan to build private radio's case for the CRTC's FM Policy Review. A public hearing on the policy review is expected next June, with a final policy in the Fall of 1990.

Most FM licences due to expire in 1990 will be renewed for two years as a result of the review.

A five-member committee headed by Radio Board Chair Liette Champagne is spearheading the CAB project.

Michel Tremblay, CAB's senior vice-president for radio, said that the CRTC wants any policy revisions to ensure the continued vitality of both AM and FM.

He said the CAB will be seeking its members advice on policy changes that might help sustain FM's growth, while ensuring "complementarity" between radio services in each market.

The CAB also asked for input on the potential impact for further deregulation on AM, and the extent to which technological advances such as digital radio should be considered if the new policy is to have a long life.

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stations in the news

OKANAGAN SKEENA CONTINUES TO EXPAND

Okanagan Skeena Group Ltd. of Kelowna, B.C. is bidding to increase its stake in Okanagan Radio Ltd. from 52.5 per cent to 93.2 per cent.

Okanagan Skeena said the acquisition of the shares from Okanagan Radio's major shareholders, Ken Davis and Davis Communications Ltd. of Penticton, is subject to CRTC approval.

Okanagan Radio owns and operates radio stations in Penticton, Oliver/Osoyoos and Summerland.

Okanagan Skeena has radio, television and cable interests in the Terrace-Kitimat-Prince Rupert areas of B.C., and recently purchased CIGF Vernon and agreed to acquire a 26.8 per cent interest in CKIQ Kelowna and the Kootenay Broadcast System.

REDMOND SELLING CHSC ST. CATHARINES

Redmond Communications Ltd. is selling its St. Catharines, Ont. AM radio station CHSC to concentrate on its FM operations.

The company is selling CHSC to Stet-

co Inc., controlled by St. Catharines advertising executive Douglas Setterington. No purchase price was disclosed.

The sale requires the approval of the CRTC.

Company president Robert Redmond, whose company has owned the station since it went on the air in 1967, said his company plans to concentrate on the FM radio market. The company also owns CHRE-FM St. Catharines and has FM stations in Calgary and Toronto and hopes to open new stations in Ottawa and Vancouver.

STATION AIMS NEW FORMAT AND SOUND AT VANCOUVER MARKET

A newly-named and formatted AM stereo radio station serving the Greater Vancouver and the Lower Mainland of B.C. hopes to win an audience with a format aimed at a young, upscale market.

CKST, part of the Western World Communications group, is headed by Harvey Gold, one-time president of the Jim Pattison Broadcast Group. The station most recently had operated as CJUP Langley and served the central

Fraser Valley area.

Western World spent approximately \$1.5-million on new equipment and \$500,000 on an eight-week TV and bus-side ad campaign in its bid to attract "upwardly mobile 24- to 35-year-olds" who aren't into hard rock.

CJRT-FM LISTENERS LEND HELPING HAND

More than three thousand listeners pledged a record \$186,710 dollars to Toronto radio station CJRT-FM during its recent on-air fundraising campaign.

CJRT-FM has raised a significant portion of its annual operating revenue from listeners and the business community since 1975. The non-commercial, educational station must raise \$1 million, 44 per cent of its total operating revenue, during the current fiscal year.

The on-air fundraising campaign exceeded its \$185,000 goal.

NEW TVO TRANSMITTER FOR KENORA AREA

TVOntario has launched its long-awaited English-language transmitter in the Kenora region of Ontario, increasing available off-air signals to the area's uncabled households from two to three. Approximately half of the households in the area only had access to CBC Winnipeg and CTV Kenora.

The TVOntario transmitter can be received on UHF channel 44. Based at McCallum Point, it will serve more than 12,000 residents in Kenora, Keewatin, Norman, Rat Portage and Jaffray-Melick. TVO is still available in the area on basic cable.

CRTC NEWS

• An application by **Kings County Broadcasting Corp.** for a licence for an English-language FM station at Montague, PEI has been denied.

The commission said the applicant had seriously overestimated the market's revenue potential and had not provided evidence of a market for a commercial FM station in the community 40 kilometers southeast of Charlottetown. The commission said that the application would "be more realistic in the context of a non-profit community radio operation." It also noted that the proposed utilization of the frequency 92.1 MHz (channel 221) could pose interference problems to existing communications services at the Charlottetown airport.

• Applications by the **CBC** approved

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by the commission will result in four new FM stations, and six less AM stations, in B.C.

New FMs were approved at Christina Lake (88.5 MHz, channel 203A, 103 watts) and Phoenix (97.9 MHz, channel 250B, 296 watts), to rebroadcast CBU Vancouver; and at McBride (92.1 MHz, channel 221A, 850 watts) and Valemount (90.3 MHz, channel 212A1, 180 watts) to rebroadcast CBYG-FM Prince George. As a result of the decisions, CBC will shut down CBRI Christina Lake, CBRJ Grand Forks, CBRO Greenwood, CBXS Midway, CBXM McBride and CBKI Valemount within 12 months of the new FM transmitters becoming operational.

- CBC also received approval for two new Ontario FM stations.

The commission approved the application for FM stations at Haliburton (92.3 MHz, channel 222LP, 50 watts) to rebroadcast programming from CBL Toronto and at Dubreuilville (97.9 MHz, channel 250LP, 50 watts) to rebroadcast French-language AM programming originating from CBON-FM Sudbury.

In both cases, CBC will shut down AM transmitters shortly after the new

FM transmitters become operational.

- The sale of three Ontario radio stations will be among applications before the commission at public hearings scheduled to begin November 21.

The commission will be asked to consider the sale of **CHAY-FM Barrie** to Shaw Cablesystems Ltd.; sale **CING-FM Burlington** from its 20 shareholders to Regional Broadcasting Inc.; and sale of **CHSC St. Catharines** by Redmond Communications Ltd. to Douglas S. K. Setterington.

The November 21 hearings will also consider the restructuring of Northern Cable Services Ltd. and its sale of the radio holdings of Mid-Canada Communications.

And the commission also will hear arguments into an application for licences to carry on national audio networks for the blind and visually-impaired in English and in French. The networks would be relayed by satellite to cable television and FM stations for distribution on their SCMO channels.

- Radio stations in Nova Scotia and Quebec have had their licences renewed only until August 31, 1992

so the commission can monitor their performances.

CKPE-FM Sydney, N.S. was given the three-year renewal because of problems with its music format and shortfalls in foreground programming and special interest music.

And **CIPC Port-Cartier's** was only renewed for three years as a result of failing to meeting minimum required levels of French-language vocal selections.

- Seven radio stations in Nova Scotia, Quebec, Manitoba and British Columbia have had their licenses renewed for the full five-year term.

Licenses for **CKDH Amherst**, **CKRS Jonquiere**, **CJOB Winnipeg**, **CFRY Portage la Prairie**, **SILK-FM Kelowna** and **CKOV** and **CKLZ-FM Kelowna** were all renewed to August 31, 1994.

However, the commission wants to know within 60 days details of CKRS Jonquiere's proposed public affairs programs and of the stations plans to support and develop local and regional musical talent.

And the commission cautioned CRY that it would monitor the station's Canadian content performance. →

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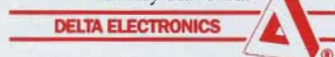
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Unique Radio Station Is Born



Staff of CFJO-FM pose outside their new Victoriaville facilities. — photos by Jean-Francois Nolin

by Jean-Francois Nolin

A unique radio station was born July 15 — in two cities 70 miles apart.

CFJO-FM operates out of studios located in the Quebec communities of Victoriaville and Thetford Mines. The Reseau des Appalaches-owned station shares facilities with its sister AM stations, CFDA Victoriaville and CKLD Thetford-Mines.

Programming originates for seven hours a day from Victoriaville and 15 hours a day from Thetford Mines. CFJO's unusual dual studio facility was deliberate — to enable it to serve all of the region already served by Appalache's AM



Francois Labbe, president of Reseau des Appalaches and CFJO-FM Victoriaville.

network. As part of that philosophy, the station is identified on-air as "CFJO Amiante Bois-Francs", for the two regions it covers, not as CFJO Victoriaville or CFJO Thetford-Mines.

CFJO broadcasts at 103.3 MHz with a power of 50,000 watts. It has a 2,660 watt transmitter at Nantes, near Lac Megantic, which rebroadcasts its programs on 101.7 MHz. Broadcast Electronic transmitters, with the new BE exciter, are at the transmitting sites, using Shively antennas — eight bays for the 50 Kw and two bays for the 2 kw. Computerized switching of the Moseley STLs is from Gentner, with Orban optimods at each studio.

The studios feature McCurdy "S" series consoles, Technics SP-25 turntables, Sennheiser Md-421-U microphones, Broadcast Electronics 21 cartridge machines, Revox PR49 Mk3 reel-to-reel tape machines, Revox B77 Mk2 loggers, Yamaha CDX-420 compact disc players, Yamaha NS-10M monitors, 4x400U tape decks, Oracle weather stations, McCurdy distribution amps, Henry Engineering phono and tape interfaces, Audiopak AA-4 carts, TFT 884 FM modulation and stereo monitors, McCurdy furnishings.

The station receives NTR audio service — the French-language equivalent of Broadcast News — by satellite from Montreal as well as The Canadian Press wire service.

Jean-Francois Nolin is news director and technical advisor for the Appalaches Network and CFJO-FM and is a previous contributor to BT.

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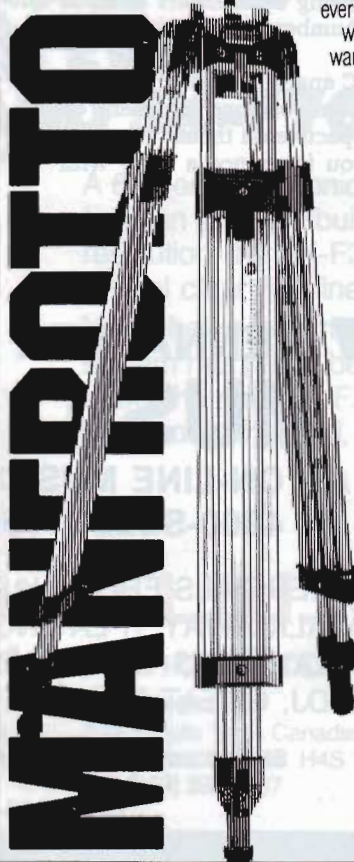


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treasurer (and past president), **John Empey**.

The next fall meeting will be held in Swift Current. Preferably without snow.

From Here & There . . .

CHQT Edmonton has been purchased, subject to CRTC approval, by Monarch Broadcasting of Medicine Hat, Red Deer, Lethbridge and Vancouver. (Uncle) **Lew Roskin** is still in charge... At CFAC-TV Calgary, ND **Ted Arnold** is excited about coming growth following CRTC approval of WIC's purchase of the station. CFAC-TV will be first in Western Canada to have an SNG truck. It will also, like CFCN-TV Calgary, open an Edmonton bureau... **Brenda Finley** has returned to CFAC-TV after a year studying drama at the Royal Academy of Arts in London, England. She'll anchor the 10 p.m. news Monday to Friday... **Steve Abrams** left for a co-anchoring job in Miami... Former Selkirk sister station CFAC is now owned by Rogers. There, former ND **Gene Lehto** has gone on long-term disability following his aneurism last year. I hear he's positive about the change and wants to open a business with his wife. He's been replaced by **Wayne Nelson** from CJAY-FM Calgary...

John Brenner, former ND at CFCN Calgary, has gone to CHUM's 980 AM Montreal... Some changes, too, at CFCN-TV: **Murray Cunningham**, assignment editor, has also taken on the title news director; **Dale O'Hara**, director of news and public affairs, has brought **Tammi Christopher** back from San Francisco as sports anchor/reporter; **Linda Olsen** is anchoring weekday mornings... At CKRY-FM Calgary, **Greg Haraldson** has assumed the PD job. He was formerly at CHQR Calgary. CKRY-FM has added a sixth news person in **Steve Hanon** from CFAC. **Gary Freeman** will be doing both news and foreground writing...

There are some strong newsrooms in Calgary with competitive NDs, not surprising in that it's a well-educated, white-collar community. Every time I visit, I hear rumors that someone is about to go to news/talk... I spent much of my last visit listening to claims about the superiority of Calgary over Edmonton, where I live. All I can say is that Calgarians are still trying to prove they're as good as they used to wish they were. It's wonderful to have the last word in writing...

Did you hear about the bunch of Calgarians so naive they tried to sign up for riding lessons at the Mustang Ranch in Nevada?...

At CKX Brandon, **Troy Nott** has taken over as PD from **Glen Hildebrand** who now concentrates on the morning show... CJXX Grande Prairie has put Grande Prairie's favorite son, **Willie de Wit** on air doing tag-team morning sports with sports director **Paul Thomas**. Says ND **Eryn Brooks**, Willie can read, has spontaneity and a sense of humor and there's been great response... There was also great response to a pyjama party CJXX put on from a house that was a prize in a promotion. From the mismatched PJs worn by the morning crew, it was obvious not many wear them... Eryn's famous in print now, as well as on air. The local newspaper featured her as a successful woman radio executive. (But no picture of her in whatever she wears to go to bed)...

I told you CISN-FM Edmonton would be the first radio station in North America with a mobile studio with satellite delivery system. It's now in operation, a sleek beast of a van, with CISN's **Scott Phillips** broadcasting live weekdays from communities around Edmonton. I love the huge lips on the dish — CISN's trademark. Before I kiss them, I still want to know if former president **Bob McCord** modelled for them. Or maybe the new lips belong to Shaw Radio President **Rod Stephen**. In either case, I won't... Another country station, CJWW Saskatoon, promoted itself with a wonderful hot-air balloon — a white stetson six storeys high and 34 metres long, flying over Saskatoon in August during the Canada summer games... Comic **Dave Gerry** was host for the evening in Vancouver when CKVU-TV presented *Tribute '89*, the 9th annual West Coast Music Awards. Rocker **Colin James** was big winner of the night, picking up seven of the awards presented by the Canadian Academy of Recording Arts and Sciences (CARAS). His awards included artist of the year, album of the year and song of the year. Country singer **k.d. lang** won for international achievement, female vocalist of the year, country female vocalist and live performer...

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Atlantic Airwaves...by

Sandra Porteous



Halifax all-news station CKO-FM has been boasting about their popularity lately, and with good reason. General Manager Steve Warner announced that the station has doubled the number of listeners from the previous fall ratings and that they are up a third over their spring numbers. The information station appears to be building a steady audience, many of whom want to hear the facts no matter what time of day or night.

Something Else, a children's program from MITV — the region's newest network — has been picked up for syndication by the Global Network and the Family Channel in the U.S. The young station is delighted to produce the first show in the region to go into syndication. As Maritimers will remember, host Stan Johnson was let go by the CBC with little fanfare and went public with complaints about his firing. He subsequently went to the new station on the block, MITV, with an idea for another children's show — and now every week goes up against the show he once hosted.

Paul Kennedy of CHFX-FM Halifax was named Music Director Of The Year at the recent Canadian Country Music Association's award ceremonies in Ottawa. Kennedy, a Dartmouth resident, handles the music director's job at the station. Another Maritimer, Howard Sheppard, was a big winner at the award ceremonies. He was a contestant in the National Amateur Talent Contest and was sponsored by CHFX. He won over 21 other contestants to collect the \$10,000 prize.

CKBW general manager Bob MacLaren reports that CKBW is gaining a good deal of attention for some wonderful TV commercials currently airing in the area. The commercials show what a positive force CKBW is in the three areas it covers — Bridgewater, Liverpool and Shelburne. The station provides residents of the South Shore with a popular mix of programs. CKBW, recently sold to New Brunswick Broadcasting, went on the air in 1947. MacLaren has been with the station for 37 years, 28 of them as program director, a post now held by Gary Richards.

Moncton's CJMO-FM Rock 103 won top prize in the Atlan-

tic Canadian Radio Awards for their clever 30-second commercial for Tim Horton Donuts by Peter Post. Second place went to CHNS/CHFX-FM Halifax for their 30-second spot for Bremner's Plumbing by Barbara Dunbar. The third-place prize went to CJCH/C100-FM Halifax and Rob Davidson for a 60-second Midas Muffler spot. The awards, presented for the first time, were handed out by the AAB board of directors.

The big news in this area this month was CBC's dropping of its Halifax AM service. The move was long expected and came after the CRTC ordered CBC to stop duplicating the same service on both AM and FM. As of October 1, CBC radio service is available only on the FM band.

After 45 years on AM, the news will take some listeners time to absorb. A similar situation has just occurred in Saint John, N.B. Liz Ness of the CBC is concerned that those who listened to CBC-AM will be disappointed when they find they can't get the station on a car radio. The CBC has fought back with radio ads and a flyer campaign. The station also held an open house for the public as another way of keeping their listeners informed.

MITV turned one this month, and the station decided it was time to switch from a 7 o'clock news show to a 6 o'clock slot. The regional TV station hoped they could hook viewers into the later news slot, giving them time to eat and relax before catching up on the news of the day.

The station wasn't happy with the results, thus the change. The move means that the Global part of the package has been dropped at 6 o'clock. Donald Verge, station manager since MITV went on the air, says the station has made some positive changes with the addition of transmitters in Wolfville, Truro and Bridgewater.

CBC Halifax held an Open House for the new program, Street Cents. The show will be shot at the Halifax studio and is the first consumer show aimed at children. The Open House was a co-ordinated effort between the Canadian Bankers' Association, the provinces of N.S., New Brunswick and P.E.I., and the CBC.

Radio Station CJCH Halifax has received rave reviews for its morning and afternoon financial commentary. Mike Himmelman is a broker/broadcaster who provides the information, which is aimed at the business/investment audience. Seems many find the 7:20 a.m. and 4:50 p.m. analysis of the market a useful service, and the feature draws regular listeners to CJCH.

The Atlantic Film Festival brought many well-known film producers to Halifax, and the six-day festival was successful in promoting local directors and producers.

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THE PHIL STONE REPORT

Sruki Switzer — Going Strong After 35 Years

Over the years, a name that has been pre-eminent in the field of broadcasting/cable TV engineering has been that of Israel (Sruki) Switzer.

The Calgary-born electronics expert has carved a memorable niche in the history of Canadian and international communications. Yet, he told us when we visited him at the Toronto office of Cablecasting Ltd., it had been an "accident" that brought him into the field.

"I had," Sruki said, "been working in the petroleum geophysics industry; I was a seismologist. The company I worked for gave me a choice: I could be transferred either to New Guinea or to Libya, and neither one appealed to me. So I was looking about and I read in a magazine article — that was in 1954 — about cable TV.

"At that time television was just starting on the Canadian prairies. The first TV stations were being built in Saskatchewan and a friend of mine was doing some civil engineering on a new tower that was being built for CFQC (Saskatoon). He was looking for something new to do and I was looking for a change from petroleum geophysics."

Sruki went to the library, "got out the article about cable TV, and my friend and I decided to go into the cable TV business. So I got into cable in 1954."

Originally Sruki helped build and operate cable TV systems on the Prairies — in Prince Albert, Estevan, Weyburn, Lethbridge and Medicine Hat.

"In 1967," Sruki told us, "I came to Toronto as Maclean Hunter's first employee in cable TV. They had decided to get into that field and got Fred Metcalfe to head up that division; Fred hired me and brought me out from Lethbridge in the summer of '67."

It wasn't until 1970 that Sruki got involved in broadcasting.

"I got involved in it," he said, "as the result of experience with what was then new — local programming on cable TV on Maclean Hunter's systems. It became evident to me that the best way to do local programming in as big an area as Metropolitan Toronto was to broadcast it.

"I then thought that the television

station didn't have to be very big or have a powerful transmitter because cable was growing rapidly in the greater Toronto area so that a UHF station could be a technical success. That is, it would be carried on cable and look exactly like a powerful VHF station.

"So I sat down one evening after work — actually in a cocktail bar of the Valhalla Inn out by the airport — and I explained all of this to my wife and really laid out the foundations for what is now CITY-TV.

"She said, 'That's a good idea!' And I said, 'Okay, you do it.'

"I am not a doer of things, I couldn't organize my way (as they say) out of a paper bag. But Phyllis took that through into CITY-TV, which went on the air in the fall of '72.

"So I became involved in broadcast-

ing — and then, a few years later, had a similar experience in starting up CKO Radio."

Sruki said that the CRTC had announced that it would accept applications for "new FM radio stations in quite a few markets, and a friend came and asked if I would do the technical brief for an FM application for Toronto.

"I pointed out that working on a single radio station isn't much fun. Why not a radio network? And the only logical base for a network of O-and-O (owned-and-operated) stations is all-news. That suggestion became what is now CKO Radio.

"So those are the roots of my involvement with broadcasting, but I have not been involved with line responsibilities with any of those broadcast undertakings — at most, some sort of

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'grey eminence' during their formative years. Most of my direct work during the last 10 years or so has been in cable TV."

"It was a very happy accident that brought me into television."

Strange as it seems, Sruki doesn't consider himself a top engineer.

"I consider," he said, "that I am not a very good engineer, in that my response to an engineering problem is usually at first intuitive, and then I look for an engineering rationale to back it up. I like to think that if I don't find one, I will abandon my intuitive original response. However, I think I have had some of the most interesting projects — here, in the States and worldwide — in cable television.

"So I assume that since all of them have worked well, and they have been particularly interesting and unique projects, that they came my way because I was able to do them."

We asked Sruki to name some of the places where he had worked.

"I put together cable systems in Atlanta and suburbs, Los Angeles, Chicago, and one of the major suburbs

of Washington, D.C. That (Washington) system I am particularly proud of, it is a 120-channel system, covering an area of about 400 square miles. It now serves 160,000 subscribers and a few years ago was ranked by *Consumer Reports* as the best cable system in the U.S. "I've also done cable systems in London, England — the biggest part of the western, greater London area, half-a-million homes or so, was one of my major achievements. I spent three years on design for Hong Kong, and it turned out that that particular franchise application was rejected by the Hong Kong government in favor of a higher financial bid. We were out-bid financially, not out-engineered."

At the time of our interview Sruki was designing cable TV systems for some suburbs of Tokyo. He also did a multi-channel UHF over-the-air subscription service for Bogota, Colombia, three years ago.

It is obvious then that Sruki's reputation spreads far and wide, and we wondered what his forte was, what was it that he does for people that seek his services.

"I think," he replied, "that it is an imaginative approach to the architect-

ture of broadcast systems, particularly multi-channel distribution systems. They haven't all been cable, because it turns out that when you go to Third World countries cable is not the best way to provide television distribution. The reasons include the fact that cable is capital intensive. Colombia was an example: Bogota is a very large city, but the areas of people who could afford cable are scattered throughout the city.

"Although the whole UHF spectrum in Colombia is allocated to television, there wasn't a single TV transmitter on the air. So we applied to the government for as many as 12 UHF channels to be used at low power — about a kilowatt ERP — for a subscription service. The company is now operating four of them, and we'll expand it when they expand their subscriber base.

"I came to a similar conclusion for New Zealand," Sruki said. "For various reasons cable is not the best way to provide multi-channel distribution in that country, and it will probably go similarly to a multi-channel low-power UHF distribution system."

"I wasn't looking for a lifetime occupation, but it turned out that way."

Back in 1954, when Sruki and his friend decided to get into that new thing called cable TV, they thought "it just looked like a good business, at least for the short term. Well, we were very pleasantly surprised. It has occupied me for 35 years. I wasn't looking for a lifetime occupation, but it turned out that way. I'm pleased to say that it hasn't been work — it has been an enjoyable way to make a living."

"Sruki has certainly made a significant living since the days in his native Calgary, where he went to high school, and then to the university in Edmonton where he obtained a B.Sc in physics. "I was educated as a physicist," he said, "and later qualified as a Professional Engineer, then as a Consulting Engineer."

Sruki has no regrets about leaving the petroleum industry for cable and television. "It was a very happy accident that brought me into television."

What does he think about today's television programming? While Sruki is not a programmer, he could not be oblivious to what has gone on in that area.

"I could answer that question by saying I'm a plumber — I put these pipes together and I don't care what people flush down them. I think every person has a hand and every television

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television they want.

"If people weren't watching these particular programs and these particular channels, they wouldn't be there. I have no argument of any significance with the television programming system that exists today either here or in the U.S."

Looking down the road at the future of cable, Sruki thinks that it will just "be more of the same."

"The main long-term issue in cable," he said, "is a convergence with telephone technology, and there will someday be a single optical fibre that runs into the home and brings television and telephone and data and every telecommunications function. I think here is no doubt that in the long run that will happen."

"In the long term," as Keynes said, 'we are all dead.' And I think that it will take so long a time, that many of us literally won't be alive for that particular day.

"For the foreseeable future," Sruki added, "cable and television communications technologies are quite separate."

"I'm a plumber — I put these pipes together and I don't care what people flush down them."

"I've recently had to design systems that do both — where a single system has to provide both telecommunications functions and television distribution functions. The way I've had to do them is with two separate networks — one based mostly on coaxial cable with some fibre for television, and a network based on optical fibre and some copper wire for telecommunications. We call it an overlay; they share a common trench, common ducts, but they are physically and electrically separate networks."

"It is a minimum of 10 years before we begin seeing a truly unified single conductor systems. And it will be 15 to 20 years before that kind of system is in common use."

Looking at the people being trained for and coming into the engineering side today, Sruki first turned back the clock.

"When I came into cable — and that's 35 years ago — for the first 10 or 15 years there were practically no professionals or university graduates in cable television at all. Technicians came out of television repair shops, whatever qualifications those people had. That's really all that was needed then."

"But as systems grew bigger, investments grew bigger and technology became more sophisticated, we began to attract more university graduates, mostly in engineering. But even 10 years ago, when I was chief engineer at Maclean Hunter, when we wanted new graduates to staff our engineering department, we had trouble getting them."

"I went one day to Waterloo University on their Recruiting Day and hardly anyone was interested in going into cable. They wanted to work for Bell

Northern or, if they were interested in television, they wanted to go to CBC engineering, or something like that. It was then considered a non-glamorous, not very interesting field to go into, and it was difficult to recruit people for cable. Certainly, the top of the class had no time for you at all.

"More recently, I must confess, I haven't been close to the recruiting issue because in consulting work I just say 'Let there be this or let there be that' and there is then a client who has an administrative staff who looks after

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doing it. So I really don't know what the recruiting situation is now for cable or broadcasting."

We talked with Sruki about the importance of satellites.

"I would say it was a very welcome development," Sruki said. "It's a natural evolution in broadcasting. In television the VHF spectrum was used up, and thus UHF was brought into use; but it had technical problems and what were considered as limitations in the beginning. People then learned to use UHF in the best way possible.

"And satellite is just another extension of the broadcasting principle. The operating frequency has been moved up from hundreds of megahertz to thousands. The EHAAT — Effective Height Above Average Terrain — is no longer limited to towers of a thousand feet or so; with the satellite, it is now 25,000 miles. The B contour, instead of 100 km, is now 5,000 km. It's just a natural and, I would say, welcome development to have the satellite in broadcast technology."

When it comes to the evolution of equipment, Sruki recalls that the change from tubes to transistors "was like the change in airliners from propellers to jets. That was certainly

the most radical and important change in distribution equipment in cable TV.

"I guess we are still using high-power tubes in FM and TV transmitters, although I understand transistorization is well underway in AM transmitters. Studio equipment is out of my line, but I am interested in High Definition TV, not so much as a production tool but as a potentially very valuable service to television viewers."

Sruki agreed that Japan is leading the way in HDTV.

"...foreign countries are now the frontiers of cable TV technology."

"They started experimental high definition transmissions by satellite. The number of actual TV sets are, I understand, still very limited, with only about 90 locations in Japan receiving high definition service at the present time.

"The VSLT chip sets that they need are just now coming into production and I think we will see the first generation of high definition sets being produced in Japan in 1990. And I see it growing, but slowly. It's still going

to be very expensive and for the first few years I think only the well-to-do will be able to afford high definition sets.

"I don't think that conventional broadcasters will be involved in high definition for some years to come — probably 10 years or so. Production equipment is going to be expensive, the problem of compatible transmission will be serious and not easily overcome, and it's going to be a long time before a worthwhile viewer base builds up.

"I think, though, that the really venturesome television broadcaster would stake some claim in high definition by leasing a satellite transponder, not worrying about compatibility, and starting a Japanese-style high definition service as soon as he can. Even if there's only two TV sets, one in the station manager's office and one in the chairman's home, at least it's a start. FM radio started similarly — the broadcasters who pioneered FM by being willing to make that investment in the first FM services wound up doing very well."

After 35 years does Sruki intend to continue his communications role?

"I am," he said, "continuing to do

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consulting work, mostly overseas — in Scotland, doing a cable project in suburban Glasgow; in London, as I mentioned earlier; and now in Japan. These foreign countries are now the frontiers of cable TV technology.

"I don't believe that there will be any radical changes in cable TV technology in this country or in the States for 10 years or more. American MSOs (Multiple System Operators) — the Ted Rogers, so to speak, of the States — don't believe that expansion of system capacity or the introduction of radically new services are really money-makers. They can make more money, in fact, by actually reducing the channel capacity of cable TV systems, creating, one could say, an artificial spectrum shortage. Similarly in Canada, the business is so heavily regulated by the CRTC that there really isn't much motivation in radical technology changes. So what we see is the rebuilding of systems as they get too costly to maintain or need extra channel capacity.

"Some cable TV systems are looking to significant increases in channel capacity in the more distant future — a likely doubling of the present capacity. But that is not really a radical change; it is really just more of the same. We've been steadily increasing cable systems' channel capacity. My first cable system had a five-channel capacity and operated only one channel! That was in Prince Albert in 1955. So we've worked our way up through the number of channels.

"But," Sruki said, "the basic cable system architecture has changed very little. We are now starting to use some fibre optics in a support role for what we call transportation trunking. It's nice to see a new technology like fibre optics come into cable, but it's not making a radical change. It's just a better way to do what we've been doing before. You see some fibre optics going in to replace microwave, and into improved transmission quality and reliability.

"That's how it is today, 35 years after I came into the field, and my interest hasn't waned."

As to the future?

"I intend to stress the design of large systems," Sruki said. "I'm not very interested in rebuild — I'm interested in new systems. And all the new systems to be done are overseas."

So he has gone from Calgary to Colombia, from Toronto to Tokyo, taking his skill and his consummate talent for electronic communications.

With Phyllis gone, there are two other members of Sruki's family who

are in television — neither in engineering, per se. Son Jay is director of programming at CITY-TV, and daughter Chiara is at CTV in audience research.

Sruki said that in high school Jay was interested in science "and, in fact, won the grand prize in the Ontario Science Fair. But he went on to take commerce at the University of Toronto and then got an MBA from Western. From there he went to CITY-TV."

So while no young Switzers will inherit Sruki's engineering cloak some

day, they can glow in the knowledge that their father has been a symbol of excellence in the field of electronic communications, of cable and television. **BT**

Phil Stone is a well-known broadcaster, writer and educator whose Phil Stone Report and Broadcast Beat are regular features of Broadcast Technology. Phil can be reached at 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6, phone (416) 492-8115.

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Upgraded Computer Star In TV Newsroom



Jennifer Reid of CFPL-TV News works at a Newstar Zentec Terminal.

— photo by Keith Risler

by Keith E. Risler

Every business has its rising stars, but at CFPL-TV London, Ont., one of the biggest is the station's newly-upgraded Newstar newsroom computer system. Originally installed in a then brand-new newsroom in its earlier 1985 incarnation, TV London's Dynatech Newstar Version 4.2 remains among the best and brightest in the world of newsroom computers.

Discussing Newstar 4.2 while seated deep in the background of TV London's working newsroom set during a noon-hour newscast, Assistant News Director John Macdonald explains that CFPL upgraded its original 14-terminal, Zentec-based dedicated Newstar system in order to meet the newsroom demands of an independent television operation.

"Unlike some other stations, such as BCTV in Vancouver, reporters don't have desks and editors don't have desks. There are workstations. We started out with 14 of the Zentecs and we are completely on the Zentec terminal system," says Macdonald in retracing TV London's original involvement with Newstar.

"Last summer, when we were going independent, we were increasing our staff and the amount of news that we produce, so we added five more terminals, four in the newsroom and one in the bureau in Toronto which we share with CHCH-TV (Hamilton)."

CFPL has expended some \$225,000 on Newstar to date; while repair, upgrade and mandatory research and development fees are running \$7,000-\$8,000 a year.

The move to independence — CFPL-TV had been a CBC affiliate — imposed organizational strains on TV London, resulting in a decision to delay its Newstar software upgrade until the spring of 1989. Although Macdonald stresses that the upgrade was acquired, in part, to give the station the ability to do closed captioning, he says the main advantage in the new system is its multifaceted automation potential.

"The ultimate benefit is that it will interface with everything else," he says. "As newscasts become more and more complex, machines can keep up where human beings lag behind."

It's a point on which Ron Johnston,

News Director at CKCO-TV Kitchener, Ont. agrees. CKCO-TV installed Newstar in the spring of 1987 and operates 28 in-house terminals, 10 remote terminals and numerous field-based Zenith laptop computers on its system:

"The biggest advantage of the computer has to be in the way you can produce your broadcasts," says Johnston in explaining why CKCO sprang for what was then Version 4.0 of Newstar's Advanced Performance Software, which later evolved into the current Version 4.2.

"It just makes producing all aspects of the newscast so much easier, including the timing. You can see at a glance as you are inputting your rundown together whether you are over or under. There's a continual clock that keeps track of the length of each story. It will let you know if you need 30 seconds more or if you've got two minutes too much material."

Johnston says Newstar is "a system that will streamline the news-gathering process and the production of your news programs, plus it does all of these other things. It will run your Beta cart machine, or the ACR 225. It will run character generators and do election programs for you."

Newstar gained the capability to update all information displayed at various points in the system with Version 4.0, says Johnston, and it was this capability that was one of the primary selling points for CKCO.

Instant updating is important in any newsroom system, since a common core of data — often in the form of news program scripts, TelePrompter data and so forth — is often routed, in whole or in part, to various technological devices. Earlier versions of Newstar required that when a change in a news anchor's script was made in the main script, for example, the altered script data would have to be re-transmitted to the TelePrompter. Newstar now handles such updating automatically; updates are virtually instantaneous in the case of a TelePrompter.

Newstar is much more than a newscast automation system. The system provides a varied array of human informational aids as well.

"First of all," says Johnston, "it handles all of the news wires. It sorts through the categories that are assigned to each story by the wire ser-



CFPL-TV's Brian Fox points to Newstar system co-processor cards, each of which handles two Zentec terminals. — Photo by Keith Risler

vices. The computer is programmed to sort all weather information and dump it into one file, all sports information into another file, all business news into another file, all world news into another file, and finally what they call their local file would be the equivalent of the Ontario regional file from Broadcast News."

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handling may not seem immediately obvious, but as Johnston succinctly notes, the drawbacks of manually culled wire services often impede reporters' enthusiasm for even getting near conventional wire service machines.

"The old machine, which sat in the corner of the room spewing out reams of paper that people would shy away from because they would have to clear it and sort it and put it on pegs, is gone. Now people can sit at their desks. And everybody can read whatever they want to off the wire at any time."

Newstar incorporates keyword search capabilities permitting wire copy to be culled on the basis of specific search words, or "keywords", appearing in the text of given stories. Searches do not have to be limited to incoming wire copy, but may include archived scripts logged onto the system by the station itself, scripts of logged programs at the station, and stored wire copy in addition to incoming wire stories. All or any portion of the stored data may be scanned at the user's option.

"If they're covering a story on a specific subject matter they can scan the wires and pull out some background info before they go out and do their story, rather than having it dictated to them over the phone or faxed," says Johnston. "It's right there at their own fingertips."

Newstar employs a text search approach, scanning the actual text of stories and other stored material for matches based on the keywords given. This varies from the approach used by Columbine, for example, in that Columbine can search data based on a limited universe of keywords under which data is filed. This theoretically reduces the search time for data in a system such as Columbine, because there is less physical text to search.

Still, Newstar scanned two years worth of story data in TV-London's files, and took about eight seconds to locate 99 news stories mentioning London mayor Tom Gosnell and roads of one kind or another. The selected search keys were "Gosnell" and "road," with the system generating a catalog of all stories containing both of the inputted keywords.

Actual search times in any computer system will vary based on the amount of data to be scanned, system CPU speed, the type of computer hardware and software used, and other variables. In measuring the speed or efficiency of a system relative to the particular needs of a television station, systems should be tested under conditions that closely match those of the buyer's own operation.

The Assignment function, says Johnston, is another area where Newstar shines brightly.

"It revolutionizes the assignment desk. You no longer have to have a huge day book and a large paper file. As you get tips on stories you just file it in to the system on an advanced basis and any given day you can pull up any stories that have been filed for that day."

It's a benefit appreciated only in terms of the way people work, not computers. As Johnston points out, reviewing stories in progress or on the horizon lets reporters match their interest and skills to the work at hand. Says Johnston: "That also allows the reporters to come in, and on a Monday they might look at some files for the rest of the week and see something that they have a particular interest in that they might want to cover on a Thursday."

The automation capabilities of Newstar Version 4.2 make the software side of the system competi-

tive with other products, including the BASYS and Columbine offerings, as well as a host of PC-based products now appearing. Newstar, in fact, is now available as software provided with IBM desktop computer technology.

Although Dynatech is now an authorized IBM agent in the U.S. and sells IBM hardware as Newstar's new hardware platform, the system is claimed to run on both IBM's current MS-DOS compatible PS/2-class desktop computers and the earlier IBM

desktop hardware no longer sold by IBM.

These machines are said to include IBM AT and compatibles (based on the Intel 80286 chip), and 80386-based personal computers. IBM itself produces computers using the Intel 80386 CPU only as part of its PS/2 line of computers. Although currently backward compatible with MS-DOS software and the AT data bus, IBM's 80386 machines employ IBM's new proprietary data bus, known as the MCA (for Micro-Channel Architec-

ture).

Newstar's discrete functions include: electronic mail (used by CFPL to distribute a popular internal newsletter); a reference section for storing miscellaneous data; wires; assignment; production (on-line script handling and on-air program control); and on-line archives containing story data. Also new in Version 4.2 is the ability to enter story material while within each discrete function, with the story automatically being filed in the proper area.

Both CKCO-TV and CFPL-TV run Newstar on Dynatech's original dedicated "Zentec" hardware, consisting of a proprietary room-filling CPU unit and dedicated Zentec terminals.

As TV London's Brian Fox explains, the Zentec system provides a real advantage to users of the dedicated hardware. A system of co-processor cards housed in the main CPU enclosure only borrow CPU time from the main system when any one of the intelligent Zentec terminals queries the main system for data. Each terminal does much of its own data processing. The result is that Zentec hardware can support tiers of additional terminals with little or no overall degradation in system performance.

The main CPU unit, which controls the overall system functions at CFPL, occupies a whole room in the station's basement. It's a huge machine, occupying many times the space of IBM's current AS/400 minicomputers and rivalling a modern mainframe in bulk.

The PC-based Newstar was chosen by Toronto's CFTO-TV in its recent Newstar acquisition. Dynatech's shifting to the PC as a hardware platform for Newstar hasn't surprised either Johnston or Macdonald, who both see benefits in using PCs to support newsroom computers.

Macdonald is quick to point out that while the station's Zentec-based Newstar platform was the only option when purchased several years ago, it works only with Newstar. With Newstar on a PC, he says, you can simply do more for less.

"Quite frankly, when you have one of those Zentec terminals in an office, all it can do is let you into Newstar. It doesn't have the versatility to be able to write a letter, and do budgeting, and do appointments as well as do the newsroom functions. Whereas, with the PC, you can go from one to the other."

The PC-based Newstar thus offers the best of both worlds to those just now acquiring the system. →

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At TV London one of the station's own engineers set up an archive search function designed in-house. It scans Newstar data on an IBM AT-class computer — to which Newstar data has been downloaded — more efficiently than Newstar itself, in terms of CFPL-TV's own requirements.

"I would like to move to the PC-based system, it's just a matter of timing," says CKCO's Johnston. "There's nothing wrong with the Zentec terminals we have now. If we get to a point where the terminals are dropping dead every other day or you lose a couple of terminals a week even, I think then we'd look pretty long and hard at going the PC route."

"It revolutionizes the assignment desk."

Hardware cost effectiveness is an obvious factor, Johnston concludes, "because you can get a decent PC for a couple of thousand dollars. It just makes a lot of sense then that you can look after your problems yourself."

"There are some operations that I'm aware of that if something goes wrong with a terminal they have to ship the terminal back to Toronto or back to the States, and have another one replace it," muses Johnston. "You could be down for a day or two while the transit is taking place."

In terms of functionality Newstar has been keeping pace with the best. Newstar and competitor BASYS are often considered among the two top contenders in the newsroom computer field in Canada. Yet growing competition from other vendors, including Columbine and PC-based systems such as Mediacom, have heated up the market just as Canadian television is moving into newsroom computers on a large scale.

In this increasingly competitive atmosphere, one weakness of Newstar's current incarnation is a perceived inadequacy in system documentation.

Macdonald feels Dynatech needs to provide manuals for the current Newstar that are as good as those provided with its older software.

"They [Dynatech] do have some manuals," cautions Johnston, "but they readily admit — in fact they did at the most recent users meeting in Kansas City just a couple of weeks ago — they haven't been keeping up with their documentation as well as they should and they are working on that. And they will have out shortly a complete start-to-finish manual for someone who can come in and basically sit



CKCO-TV's Ron Johnston

down with the book at a terminal and just sail right through. They do admit that they have been a little lax in that area, but it's something they are working on." Newstar, in day-to-day use, is reliable and user-accessible. It can be employed by news staff with relative ease, says Johnston, even without manuals: "I've found with new reporters coming in you sit them down and give them the basics and then just let them play with it and ask questions and really there's no problem."

Back at TV London, Macdonald feels Newstar's approach of flying station

staff down to Wisconsin for training, and the cost of training in the absence of manuals, is a drawback that some competitors seem to be improving on, despite the overall workability of Newstar.

"Newspapers were into computers 15 years ago, maybe longer," concludes Ron Johnston. "It's really just in the past five or six years that computerized systems for television newsrooms have really come on stream."

TV London's John Macdonald reiterates that the market for newsroom computer systems is becoming hotly competitive, with more and more systems becoming available all the time. "We could replace this system with something like Mediacom for about \$110,000, which is really cheap," concludes Macdonald.

CFPL-TV has a significant investment in Newstar, and Dynatech's system remains the most cost-effective option for the station in the near-term.

Keith E. Risler is a freelance writer/photographer based in London, Ont. He can be contacted at 80 Adelaide Street South, London, N5Z 3K5, phone (519) 439-5413.

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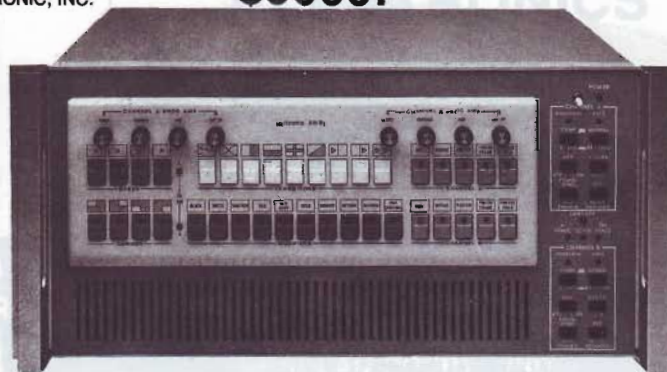
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BROADCAST BEAT

by Phil Stone

Great tribute to **Rolf Hougen**, who founded Canadian Satellite Communications Inc. (Cancom), after a distinguished career in cable TV and broadcasting. He was elected chairman of the Canadian Chamber of Commerce... Some CKO news: **Peter Jackman** resigns as president to become gm of CKCO-TV Kitchener; **Jim Morris**, who'd been Toronto news director, is now with CFTR/CHFI-FM as a police reporter; After a long bout with cancer, newsman **George Franks** died at age 55... Now running on CHCH-TV is *Dayscene* with host **Wendy Brunelle**, a veteran of magazine shows... She doesn't look or act it, but **Barbara Walters** turned 58 this fall... We know two **Gordon Atkinsons** in broadcasting. We worked with the first one at CHUM before he went to work for the late **Frank Ryan** in Ottawa and became gm of CFMO, from which he is now retired. The other Gordon Atkinson, taller and older, was involved in Montreal radio and today is a member of the Quebec National Assembly as a member of the new Equality Party... According to **William Lutz**, author of *Doublespeak*, the most popular words in TV commercials are new, improved, better, extra, fresh, clean, beautiful, free, good, great, light, helps, virtually, acts, works and fast... After having her second child, writer **Kathy Kastner** joined Global as back-up entertainment reporter to **Bob McAdorey**... **Katherine Butler** of CTV was elected president of the Broadcast Research Council of Canada. **Gary Greenway**, CBC, is a director, as is **Bill Wels** of the TvB... **John Coleman**, after 22 years with CTV, became president and CEO of the Canadian Advertising Foundation... **Knowlton Nash** said it: "Journalism is glue that holds a democratic

society together."... Note to CITY-TV's **Brona Brown**: Terrific PR rates terrific plug... Odd fact about new CBC president Girard Veilleux. A long-time civil servant, his first job in Ottawa was in the Department of Finance. His boss? Al Johnson, who later became CBC president... According to a *Toronto Star* story on Toronto radio morning men, CFRB's **Wally Crouter** is reported to be earning between \$300,000 and \$400,000 a year... It is said that the spots played by Toronto radio stations are worth \$100 million a year... Some may remember **Anne Harding**, the former CBC journalist. Her most recent effort has been to publish a book titled *Select Spas: In Canada, the United States and Mexico*... **Bob McCown's** CJCL phone-in show, *Talking of Sports*, has been cancelled and he is hosting a new program called *Prime Time Sports*...

Sheila Cleman was appointed senior publicist for CTV. She had worked for the net previously before spending some time with The Martin Group... **Brian Bethel**, formerly with CKPG Radio and TV, Prince George, B.C., where he was director of engineering, joined MSC Electronics as regional sm, Alberta and B.C.... **Bernard Ostry**, chairman and CEO of TVOntario, has urged UNESCO to press for an international agreement through which public broadcasters can find ways to finance cultural development in all their countries and in the developing world through television broadcasting and communications... **Robert Brignell**, earlier with Rogers Cable TV in Hamilton and Kitchener, became manager of public relations and promotions at CHCH-TV... Canada's first-ever national audio information service for the blind is scheduled to begin early next year. The National Broadcast Reading Service (NBRBS) advised that it has set a January target date for the launch of the English-language service through cable systems across Canada. A similar Quebec-based French-language service, in operation for four years, also will be delivered nationally... Regular readers of *BT* may recall the items we have written about KWXV Palm Springs, owned and operated by **Glen Barnett**. He wrote to let us know that his station is celebrating its 25th anniversary. During its first 25 years the station's power went from one kw to 50 kw and it became a leading broadcast operation in its market. One of the many nice people we have met at KWXV and KWXV-FM over the years we have been wintering in Palm Springs has been **Estelle Layton**, who was office manager and now, we're happy to hear, has been promoted to vice-president and assistant manager... Memo to old friend **Bev Martin**, director of marketing at CKO: Thanks for the kind note and I'm happy this column is helping you catch up on some of the happenings in broadcasting since your return to the business... **Jim Shaw**, president, Shaw Cablesystems Ltd., is serving as president for the 1990 Canadian Cable Television Association convention June 3-6 at the Edmonton Convention Centre... **Theresa Holst**, formerly with Rogers Communications, joined Ellis Enterprises as international sales manager...

Jools Holland and CBC-TV's *Night Music* have parted company... One of the early popular TV shows was *Life With Riley*. We recently learned that in the initial shows Riley was played by **Jackie Gleason**... Once again CBC is running major national radio competitions — the biennial amateur choirs competition and the biennial competition for young composers. The final rounds of both will be aired on CBC-FM... **Kevin Newman**, who worked for Global TV and CTV as a parliamentary reporter, is now with CBC's *The National*

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as Western Canada correspondent. In other CBC moves, **Sass Petricic** was named national reporter in Manitoba, replacing **Paul Adams**, now in Toronto as CBC's labor specialist... *Sound Source*, the network radio division of Standard Broadcasting, appointed **Paul Wm. Sedit** as senior account executive. He had been with Paul Mulvihill Ltd... The NAB's first Marconi Awards saw **Paul Harvey** named network/syndicated radio personality of the year... The team for Global's telecasts of *Molson Leaf Hockey* includes Dave Hodge, Joe Bowen, Harry Neale and Scotty Bowman, as it did last NHL season... **Stan Thomas**, vp programming for CanWest, moves his office from Winnipeg to Vancouver... **Barbara Tamburino**, co-host of CFMT-TV Toronto's *Diretta Sport*, in which she does a weekly feature on sports in schools and the community, is a colorful, talented person. She graduated from the University of Toronto with a B.A. in Italian and French language and literature. In her spare time she brushes up on her piano skills, does flower arrangements and designs women's clothing... **Robert Payne**, the former CKEY Toronto newscaster, is the new chairman of the Ontario Film Review Board, an interesting post in view of the censorship role of the board...

Old broadcasters never die — they just turn to writing? In a recent issue of *Today's Seniors*, **Gord Atkinson** wrote a tribute to the late Mel Blanc; **Ray Sonin** recalled books of yesteryear; **Glen Cochrane** wrote about family field day; **Don Crossley** profiled Frankie Laine and Englebert Humperdinck; and **Laddie Dennis** wrote about our native Scotland... One Saturday morning in early 1990 there will be an unprecedented venture when an all-star half-hour cartoon special aimed at fighting drugs will be aired simultaneously on CBC, CTV, Global Television, NBC, CBS and ABC, along with independent stations... **Katherine Ashenburg**, most recently a producer on CBC radio's *The Arts Tonight*, was named the Globe and Mail's features editor... W5 reporter **Genevieve Westcott** has returned to New Zealand, where she became an award-winning TV personality after a broadcasting career in her native Canada. She is now with TV-3, the first private TV network in New Zealand... The upscale status of expatriate Canadian **Peter Jennings** was emphasized when he was the subject of a full-length cover story in the major U.S. magazine *Esquire*... The real name of **Peter Graves** of *Mission Impossible* is **Peter Arness**. He is the brother of another famed TV star, **James Arness**... **Alan Brooks**, with whom we had many a companionable chat at CAB and CCBA conventions, retired from his post as president of CKWS Radio and Television, Kingston, Ont. He leaves behind a record of outstanding

broadcast achievement... Now covering Parliament Hill for CTV is **Diana Bishop**, former Quebec National Assembly reporter... After a 20-year career with CJAD Montreal, where he was widely known for his air work, **Len Rowcliffe** has joined C-FAX Victoria, B.C. and is hosting a nightly feature, *Sentimental Journey*... Note to Catherine Macleod, Canadian Auto Workers union communications department: Sorry, but we were out of town and could not attend the Canadian premiere presentation of *Good Medicine*, the music video written and directed by JUNO award-winning recording artist **Lorraine Segato**... **Peter Gzowski** signed another three-year contract with CBC radio... Once with CFOX Montreal, **Jane Williams** was promoted to VP, director of client services at Young et Rubicam, Montreal...

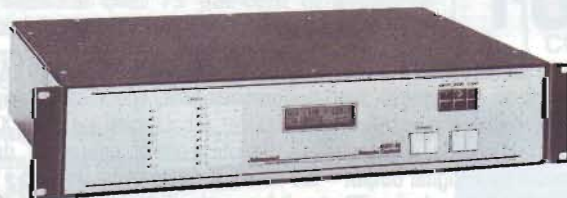
When we found out via BN that **Clayton Moore**, who played the *Lone Ranger* on TV for many years, had turned 75, we remembered when we met him in the mid-50s while being taken on a tour of the Warner Bros. lot where we also interviewed such people as Rock Hudson and Eve Arden. Clay, a former radio announcer with a Lorne Greene-type voice, came to Toronto a few years later on a personal appearance promotion and we got together with him at a press party in his honor. He also was appearing on the stage of the Imperial Theatre (now again called the Pantages) in Toronto, and we took our children Jay and Doug to see him. They were great fans of the *Lone Ranger* and when the PR man took them backstage to meet Clay they were truly thrilled. After a long while the PR man took me aside and whispered, "Get the kids out of here, he is dying for a smoke." It turned out that Clay's contract forbade him from smoking in front of children... Youngest son **Glen**, who has been an anchor for CKO Radio for a number of years, was promoted to assistant managing editor - national assignments for Newsradio/CKO. He will continue to air his popular *Science File* feature. On a more personal note, someone at Humber College who didn't know Glen was my son asked him to be a guest lecturer for the Radio Broadcasting students. It's quite a thing that he should have that role in a course we founded and ran for several years before leaving for other vistas... Note to **Nancy Cathers**, publicist at CKVR-TV Barrie: Kindly send releases to the address at the bottom of this column... **BT**

Phil Stone welcomes your news for Broadcast Beat. Write c/o 2350 Bridletowne Circle, #1601, Scarborough, Ont., M1W 3E6. Please address information for other departments and staff at Broadcast Technology to P.O. Box 420, Bolton, ON, L7E 5T3.

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COMLINK TO SUPPLY NEW BN SATELLITE DELIVERY SYSTEM

Comlink Systems Inc., of Oshawa, Ont., has been selected to supply a new Canadian satellite audio and data network. The multi-million dollar order from Novanet Communications calls for a redundant uplink, low profile antennas, and addressable satellite receivers to serve more than 500 radio stations and newspapers across Canada.

Novanet, a new Canadian satellite communications company based in Mississauga, Ont., is providing a satellite communications system for distribution of the data and audio products of The Canadian Press and Broadcast News Ltd. The 10-year project is valued at \$25 million.

The system replaces the Cancom satellite delivery system now used by CP-BN, which uses a combination of 140 three-meter satellite dishes and terrestrial circuits. The Novanet system will use two-meter dishes and its 17 channels will be capable of distributing audio — both 15 kHz digital stereo quality as well as 7.5 kHz analogue quality — and high-speed data.

System installation begins Nov. 15 and the system is scheduled to be turned up Jan. 30. Novanet will use Telesat's Anik D-2 satellite to distribute the network.

Comlink will supply Novanet with Wegener Communications 1800 FM2 subcarrier products, network operating software and RSI antennas. The main uplink equipment will be installed at Telesat's Toronto Teleport.

TELESAT PURCHASES SONY EQUIPMENT FOR ADVANCED TV TEST

Telesat purchased approximately \$3 million worth of high definition video production equipment from Sony of Canada as part of its two-year advanced television field trial. The trial began in October.

The Sony products will be used in the first Canadian multi-camera advanced television (ATV) production mobile. The equipment includes two high definition video cameras, two digital video tape recorders, a production switcher and several HDTV color monitors.

The two-year field trial is intended to promote development of satellite-

based ATV applications and provide producers, broadcasters, and closed-circuit television programmers with experience in advanced television video formats. It will also provide Telesat with further knowledge about the practical applications of satellite-delivered advanced or High Definition Television (HDTV), as it is more commonly known.

Linda Rankin, vice-president of business development for Telesat, said the primary goal of the two-year field trial "is to put advanced television production tools into the hands of potential users."

MAGNETIC NORTH EXPANDS FACILITIES

Toronto post-production facility Magnetic North has installed close to \$2 million worth of advanced technology systems to create a "Magic Room". The new suite will offer Harry, Encore and Rainbow software packages, the first HarrySound installation in Canada, and a Paintbox system, all from Quantel.

In addition to the new equipment, Magnetic North has refurbished and upgraded more \$20 million worth of existing equipment. As part of the expansion of the six-year-old facility, Magnetic North has hired two freelancers from London, a video effects specialist and a colorist.

Arlene Lehman, Magnetic North vice-president of marketing, said the "Magic Room" was based on Quantel hardware, linking its Rank Cintel 4:2:2 scanner to a Sony D-1 machine, then directly into Harry.

NEW FM ATLAS' NOW AVAILABLE

The second edition of the *European FM Handbook* is now available. It lists over 20,000 stations and includes information on FM stations of the Near East and North Africa.

It can be ordered from Timo Leponiemi, Tukkitie 18 D 42, SF-00760, Helsinki Finland for 120 Finnish Markkas.

Also available now is the 12th edition of the *FM Atlas and Station Directory*, which covers more than 6,500 FM stations across the U.S., Canada and Mexico. Price is \$9.95 (US) a copy, plus \$1.05 for shipping from: **FM Atlas, Box 336, Esko MN 55733-0336**. Canadians are asked to pay by postal money order.

Other Business News

- Quebec's **Pathonic Television Network** and **Quebec-Telephone** have concluded a \$1.8-million agreement for bidirectional transmission through fibre optics of Pathonic's signal between Quebec City and Rimouski. The fibre-optic link allows CFER-TV Rimouski to transmit news reports and program segments simultaneously to stations in Quebec City, Sherbrooke, Trois-Rivieres and Montreal 24-hours a day.
- **CBC** purchased its third Odetics TCS2000 cart machine for use as a library management system. The unit will be used at CBNT-TV St. John's, Nfld. Other Odetic units currently in use are at CBVT-TV Quebec City and CBKT-TV Regina. The 280-cart library management system in the Beta-SP format for CBNT will be nearly identical to the unit in Regina. The sale was negotiated by MSC Video, Ontario division.
- **Studer Revox Canada** has delivered five Studer 904 mixing consoles to CBC Engineering for use by Radio-Canada.
- **National Show Systems** and **Westbury Sound & Lighting Ltd.** have merged to become Canada's leading staging sound and lighting company specializing in sales, rentals, service and installations. Each company will retain its respective name and operate from 36 Malley Road, Toronto, Ont., M1L 2E2, phone (416) 752-1371 or Fax (416) 752-1382.
- **Ross Video** has appointed Wackid Radio its exclusive dealer in Ottawa and eastern Ontario for its line of production switchers. Ross said the appointment of Wackid will ensure comprehensive after-sales service capability for its products in the area.
- **Chyron Corporation** and **Midwest Communications Corp.** are exploring a merger that would create a company with over 100 products and annual revenues of over \$200 million (US). The Chyron Group — Chyron, DSC, CMX and Aurora — designs, manufactures and markets digital electronic graphics equipment and systems; computer-assisted video, film and audio editing systems; special effects equipment; and paint and animation systems for TV and video production and post-production.

Ann-Imation Video Special Effects — **Bob Allward** appointed executive producer of the Toronto shop.

Apex Communications — **Frank Hilliard** joined the London, Ont., company as manager of a new video division.

All-Canada Radio — **Hedy Bouthillier** appointed national sales rep.

Baker Lovick Advertising — **Don Smith** appointed senior vice-president and **Kathy Watts** vice-president.

Broadcast Research Council of Canada — **Katherine Butler** of CTV elected president; **Gary Greenway** of CBC and **Bill Weis** of TvB elected to executive.

Canadian Advertising Foundation — **John Coleman**, formerly of CTV, named president and CEO.

Canadian Association of Broadcasters — **Emmanuelle Gattuso** has been appointed senior vice-president, public affairs.

CanWest — **Stan Thomas**, vice-president programming, has relocated from Winnipeg to the Vancouver offices of the company.

CBC — **Marcel Labelle** appointed acting vice-president, communications.

CBC Newsworld — **Jean-Paul Desbiens** appointed to the board of management of the all-news channel.

CBC-TV Ottawa — **Nancy Cooper** and **Peter Van Dusen** co-anchor the supperhour news show, *Newsday*.

CFMX-FM Toronto — **Michael Forrester** named manager, arts accounts/corporate sponsorship and executive producer, CFMX Syndication; and **Monica Tynan** promotion director.

CFRN/KEY 100.3-FM Edmonton — **L.G. (Gord) Williams** appointed general sales manager.

CHCH-TV Hamilton — **Robert Brignell** appointed manager, promotion and public relations.

CHRX/CJRR-FM Vancouver — **John Beaudoin** appointed pd for CJRR-FM replacing **Frank Callaghan**, who remains as morning show host; **Lea Carpenter** manager, CJRR-FM marketing & promotions; and **Mark Wilson** regional sales manager.

CIDC-FM Orangeville, Ont. — **Owen Smart** appointed news director replacing **Glenn Wilkens**, who has joined CFTR Toronto.

CJEZ-FM Toronto — **Peter Shurman** appointed general manager replacing **Jay Jackson**, who becomes executive vice-president, Central Ontario, Redmond Broadcasting Group; **Bill Ballantine** named operations manager and assistant gm; and **Connie Cole** production manager.

CKEY Toronto — **Mike Cooper** joins as morning man.

CKVU-TV Vancouver — **Dave Randorf** appointed one of the hosts of *Sports Page*.

Cubicomp Corp. — **Allan J. Behr** named president.

ECG Canada Inc. — **Murray Noble** appointed district sales manager, Ontario region.

Microdyne Corp. — **Charles Brewer** named vice-president, corporate sales.

National Film Board — **Joan Pennefather** appointed chairman and government film commissioner.

Rogers Broadcasting Ltd. — **Tony Viner** appointed president & COO; **James Sward** remains CEO despite his appointment as president & COO of Rogers Cantel Inc.

Ross Video Ltd. — **Daniel Beaton** appointed vice-president of manufacturing and administration.

Scientific-Atlanta, Inc. — **Raymond D. Lucas** appointed senior vice-president, strategic operations and chief strategic officer, a new position.

Societe Radio-Canada — **Margaret McNally**, **William B. Alexander**

and **Michael B. Reade** appointed representatives national selective sales (French Television) - Toronto.

Standard Broadcast News — **Connie Watson** named SBN Ottawa bureau chief.

Studer Editech Corp. — **Lee Cochran** named president and CEO of the newly-acquired company, formerly Integrated Media Systems.

Sunwapta Broadcasting — **Bruce Hogle** appointed general manager, radio as well as a member of the executive committee and station manager of CFRN-AM.

Telefilm Canada — **Robert Armstrong** named associate director, planning and policies; **Ian Birnie** named manager project development at Toronto succeeding **Bill Niven**, recently named planning consultant at Telefilm's Paris office; **Pierre Lampron** appointed director of the Paris office replacing **Roland Ladouceur**, now working at Montreal head office.

Telemedia Broadcasting Systems — **Dani Eisler** named network manager, entertainment and information properties; **Allan Davis** network manager, sports properties; **Vicki McKee** marketing/promotions manager; **Leslie Nelson** station relations manager; **Nick Andrews** program co-ordinator; **Ailsa Muirhead** traffic manager.

TVOntario Marketing — **Valerie Wint-Bauer** appointed Canadian sales executive.

The Sports Network — **Jake Scudamore** appointed vice-president, marketing. ✓BT

In Memoriam

William Thomas Valentine, a veteran of radio sales in four cities, passed away suddenly of a heart attack on April 22, 1989, at the age of 73. He began his career in the '30s as an announcer, first at CKSO Sudbury, then in his hometown of Winnipeg at CJRC (later CKRC). During World War II, he served overseas in the Canadian Army entertainment unit. After the war he married Iris Davies in Vancouver and returned to CKRC, where he began his career in sales. He moved to Toronto in 1948 — the first rep to join sales manager Waldo Holdon at CFRB. After 12 years he returned to CKRC, this time as sales manager. He joined CJAD Montreal in 1962, and in 1964 became GSM at CKKW/CFCA-FM Kitchener, where he remained until his retirement. He leaves his wife, Iris, of Elmira, Ontario; a daughter, Ginny; and three grandchildren.

APPOINTMENT CAP COMMUNICATIONS



Peter Jackman

Mr. Don Wilcox, General Manager, CAP Communications, is pleased to announce the appointment of Peter Jackman as Station Manager and General Sales Manager of CKCO-TV in Kitchener.

Mr. Jackman comes to CKCO-TV from CKO Incorporated, where he served since 1985 as General Manager; Vancouver, Vice President; Western Region, Executive Vice President, and finally President and General Manager since February 1988 in Toronto. Prior to joining CKO, Peter was associated with Video-Q in Toronto, and previous to that spent fifteen years in national sales based in Toronto with Paul Mulvihill Limited and as a Vice President and General Manager of Stephens & Towndrow Ltd. The appointment is effective immediately.

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