

Six after go-ahead for new radio

by Adriano LaCivita

Six companies are vying for the right to establish a new FM radio station to serve the residents of Simcoe County, all of them wishing to transmit their broadcasts from the Barrie area.

Appearing before a CRTC Board at Toronto's Metro Convention Centre Dec. 7, representatives of Kempenfelt Broadcasting, Generation Broadcasting, Rock 95 Broadcasting, Playland Broadcasting, Barrie Broadcasting, and station CIJM submitted applications and outlined reasons why they should be granted a broadcasting licence for frequency 95.7 MHz.



Charles Connors

Kempenfelt representatives said their proposed station, K-95 would be targeted at the 75 to 54-year-old age group. Its format would consist of 60 per cent soft pop rock and 40 per cent hard rock. They said listeners would be encouraged to phone-in their song requests during the week.

News coverage would include all of Simcoe Coun-

ty. An emphasis would be placed on relating news events to implications for the county. Reports concerning marine, ski, campsite, traffic and road conditions would also be included.

The station would also sponsor an annual talent contest featuring Canadian musicians.



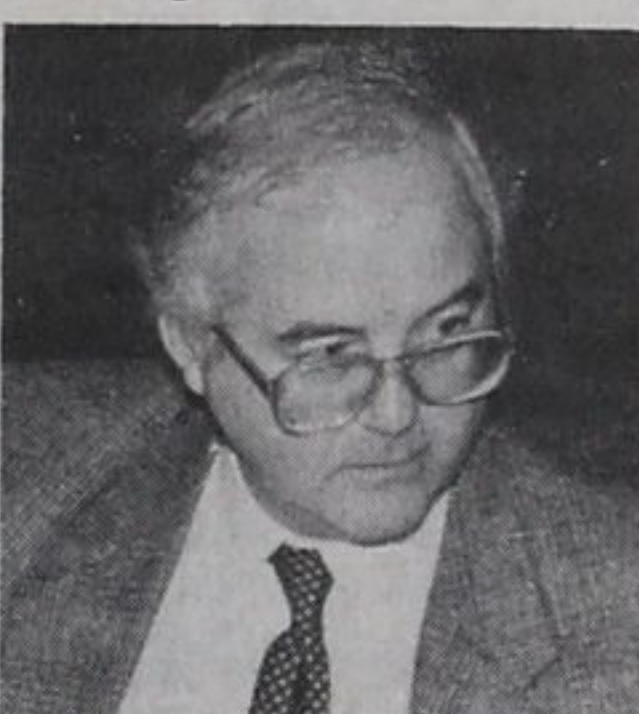
Kim Noel

Spokesmen for Generation Broadcasting said their station CJGO, would cater to the 15 to 34-year-old age group. They stated an album-oriented format is needed to lure Simcoe County residents away from Toronto-based stations.

CJGO will acquire its news information through direct contact with city officials in the various municipalities.

Program segments will include G.O. Journal, consisting of news and weather, What's Going On, 90-second segments described as the community billboard, and a program run by Georgian College students concerning pertinent information.

In its first year of operation CJGO will devote \$16,000 towards promoting Canadian talent.



W. Howard

Should it be granted a broadcasting licence, radio station Rock 95 will try to repatriate listeners by adhering to a hard rock format. Programming is described as "youth oriented."

Rock 95 will have an hour long native program devoted to Ojibwa Indians. Other initiatives include airing local live music, and a Battle of the Bands contest featured twice yearly. Station spokesmen said \$48,000 has been set aside for the development of Canadian artists.

To acquire its news information Rock 95 will have reporters strategically placed throughout Simcoe County.

Another radio station choosing to play 'middle of the road' pop music is Playland Broadcasting's CJMY. This station's target group is the 20 to 49-year-olds. Classical music segments will be aired five

nights a week as well as some cross-over country music.



Bob Bowland

Spot news will be broadcast on the hour seven days a week. The broadcasting of sports, agriculture and tourism information is considered important by the station.



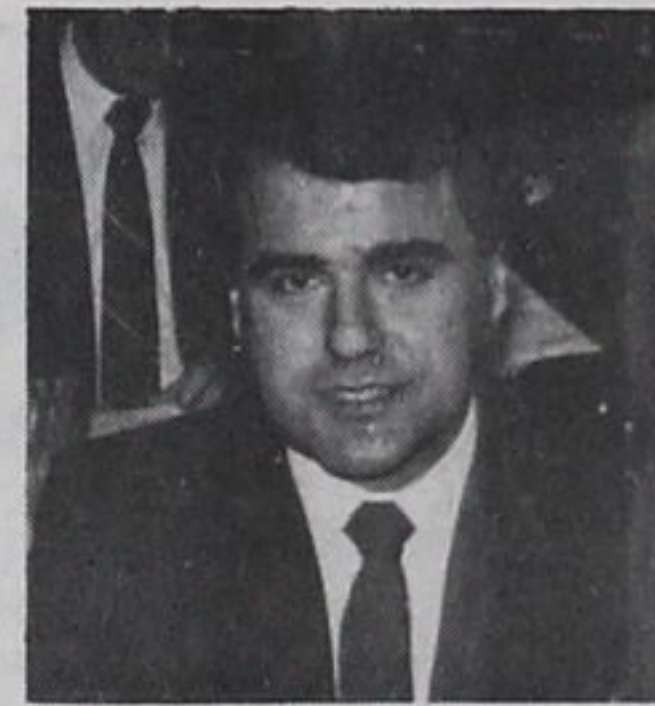
Donald Lawrie

CJMY will air four hours of religious music Sunday mornings.

Twice daily seven days a week, CJMY will present Country Chronicle, a half-hour public affairs program. As well, Forensic Psychiatrist Dr. Elliot Barker of Midland has been asked to produce a series of 90-second items dealing with child abuse.

Barrie Broadcasting hopes to provide country music fans with their own station with the introduction of CICS. French-Canadian music will also be highlighted along with the airing of the syndicated Opry North country music program.

CICS will be emphasizing weather and local sports as well as running a series of programs each week on the history of Simcoe County. Country Newsweek Magazine will be broadcast twice every Sunday and will examine effects on the county of local, provincial and national events.



Jerry Chomyn

Arguing the case for radio station CIJM, General Manager, Jerry Chomyn said the difference between his station and those in Toronto is that his "talks about Simcoe County and Toronto stations don't," Chomyn said he wants to bring 25 to 34 year old listeners back to the local area.

CIJM will have news bureaus in Barrie, Orillia

and Midland with access to satellites.

Feature segments will include The Gold Show, highlighting Canadian music from the past and Music File, providing an update on what's going on in the music industry.

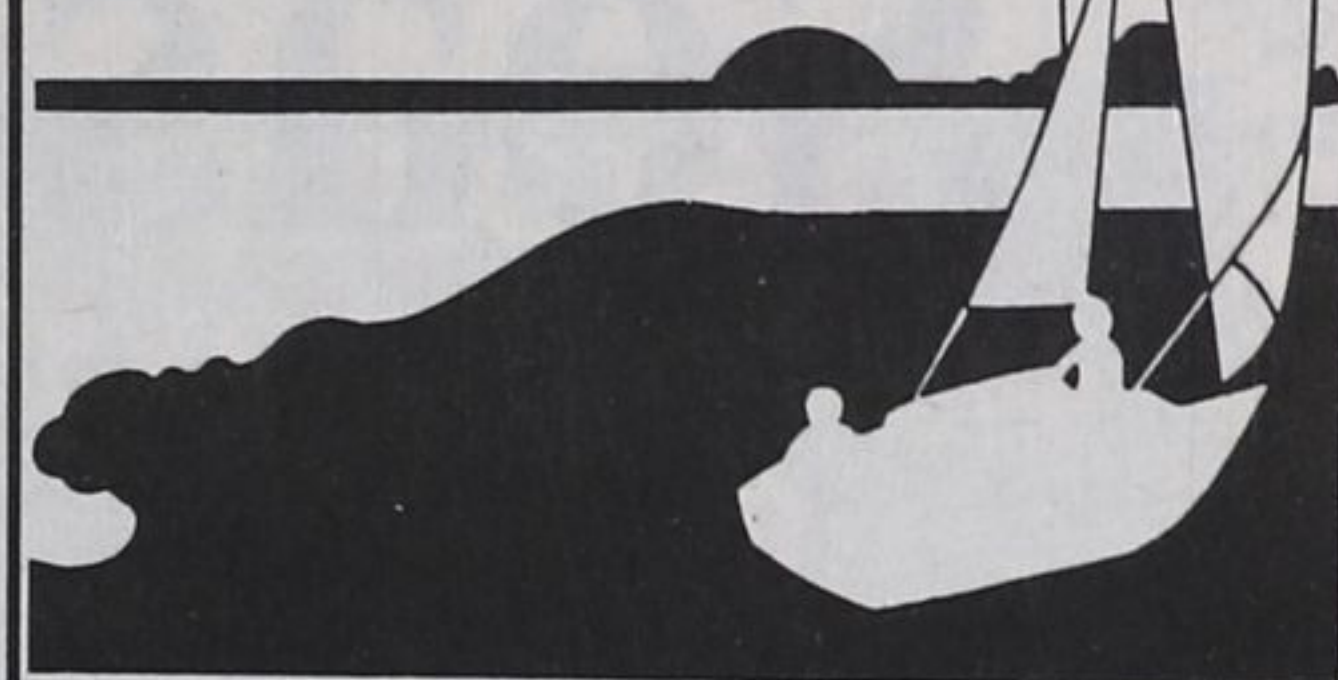
Chomyn said CIJM would have a network of correspondents throughout Simcoe County filing news

stories. He added that 25 per cent of news covered will be from Barrie, Midland and Orillia.

The CRTC Board stopped hearing applications for available FM frequencies on Dec. 10. The board's decision as to which company is awarded the broadcasting licence will be known within approximately three months.

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