

# Business

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Photo by Barrie Erskine

**OAKVILLE HYDRO EXPANSION:** Oakville Hydro has begun construction on the final phase of consolidating its head office and operations centre at Redwood Square. The new 52,000 sq. ft. addition should be completed by mid-2000. The \$5-million cost of the structure is being funded through the sale of surplus hydro property. Those on hand for the official groundbreaking last week included: (l to r) Neil Sanford, Managing Director of Electrical Services, Oakville Hydro, Vice-Chairman Marshall Snowball, Chairman Sean Weir, Mayor Ann Mulvale, Commissioner John Hinkley, Commissioner John Rankin, and Managing Director of Business Services, Joe McAuley.

## CHWO eyeing AM 740 to crack Metro market

By Wilma Blokhuis  
OAKVILLE BEAVER STAFF

CHWO Radio 1250, in its continuing quest to penetrate the Toronto market, has filed an application with the Canadian Radio-Television and Telecommunications Commission (CRTC) for AM 740, one of two frequencies vacated by the CBC. The other is .93.5, a low power FM signal.

The Oakville radio station's application is on the agenda for a CRTC public hearing to be held Jan. 31, 2000, at the Triumph Howard Johnson Plaza-Hotel at 2737 Keele St., Toronto. Caine anticipates the CRTC may issue two licences.

If successful, the new venture will be known as AM 740 Prime Time Radio.

The Oakville radio station, the only broadcaster in Southern Ontario catering to the 50-plus listener, had previously applied for three FM frequencies in the past. The last one, FM 99.1, was awarded to the CBC in 1997.

At that time, CHWO received about 6,000 letters of support.

This time, explains president Michael Caine, the station is vying for the AM signal, as it the more powerful of the two, and would meet his goal of being able to penetrate Toronto with a strong signal.

And, similar to that last proposal, CHWO 1250 would continue as a family oriented station playing contemporary Christian music; and CJMR 1320, currently broadcasting a mix of Christian music and ethnic programming, would become a fully ethnic operation.

The new station would broadcast CHWO's mix of "big band" music of the 1950s to the "hit parade" music of the 1970s, and would feature Bob McLean, Bill McVean, Jim Paulson and Earl Warren - all well-known radio personalities.

The AM frequency "which is better suited for us... has one of the biggest footprints of any signal in North America, from Kingston to Windsor and reaching north of Parry Sound. It's one of the last few clear channels left in Canada." The available FM frequency, on the other hand, covers the GTA only.

Plus, said Caine, "the audience we're seeking are traditional AM listeners. The younger demographic tends to prefer listening to FM radio."

Caine's financial backers for this application include Ken Harrigan, retired Ford president and board chair; George Patton, president and chief executive officer of LeBlanc & Royle; Peter Gilgan, president of Mattamy Homes; and Terry Patterson, president of Halton Caird Insurance.

In addition to garnering support from investors, Caine is organizing an advisory committee for the new station and has already received conformation from CTV News anchor Lloyd Robertson; Dr. David Foot, author of 'Boom, Bust & Echo'; and David Crombie, former Toronto mayor and chair of Toronto's Olympics bid committee.

In recent years, CHWO has experienced unprecedented growth, with more than an average weekly 2 million hours tuned, thanks to an aging population wanting to hear "hit parade" music of the 1950s to 1970s on the radio. This growth comes despite the technical inability of the 1250 AM frequency to penetrate across the Greater Toronto Area, "especially at night," said Caine.

"The 50-plus population has increased to over 1.2 million in the GTA," said Caine. "It is the single largest demographic group in the GTA, yet they have been completely disenfranchised by Toronto radio." The 50-plus market represents almost 25% of Toronto's total population, and accounts for 80% of its individual wealth and prosperity, said Caine.

"It is still our goal, like last time, to provide a station dedicated to the interests and musical tastes of the 50-plus population. All of the Toronto stations have abandoned the 50-plus market in favour of the younger demographics."

Interventions, to be considered as part of this application, must be filed with the CRTC by Jan. 10th. Original written submissions, with proof that a copy has been sent to CHWO - 284 Church St., Oakville, ON, L6J 7N2 - can be sent to the Secretary General, CRTC, Ottawa, ON, K1A 0N2. It can also be emailed to the CRTC at procedure@crtc.gc.ca



A Monthly Update  
About Your Chamber

## Promoting & Ensuring a Healthy Business

For many years, owners and managers have been keeping their businesses healthy by judicious attention to the bottom line; by maintaining adequate cash flow, and by other tactics designed to ensure long-term success and even survival. This approach sometimes fails to realize that it is the people within their organizations that really drive their businesses. Successful businesses recognize that the health and overall wellness of each employee involving mind, body, and spirit translates into a happy, well-adjusted, socially connected, and successful staff member. This can only benefit their business as a whole.

Successful businesses who cultivate personal and professional wellness among their employees benefit from greater attendance, higher concentration, fewer injuries, enhanced motivation and stamina, and a level of interest in their work that promotes overall corporate well-being and success. In short - healthier, happier, and more productive employees.

The importance of personal and corporate wellness is magnified as we approach the new millennium with its possible adversities, its burdens, its large promise and potentially poor performance. This has created a level of stress within the workforce unprecedented in recent times. To deal with the anxiety, people eat more, exercise less, and experience symptoms such as insomnia, back pain and headaches. The condition is exacerbated

by the upcoming holiday season, where the added burden of family pressures makes for one of the most stressful periods of the year.

Recognizing this trend, the Oakville Chamber of Commerce, in this past year has formed a new Wellness Committee made up of members who specialize in all aspects of personal and professional well-being such as stress, weight wellness, exercise and fitness, meditation and relaxation, alternative health strategies including complementary medicine, nutrition, and smoking cessation. Their mission is to support the total health and well-being of Chamber members and to ultimately improve business productivity by educating and improving the health and wellness awareness among Oakville business' greatest asset... its people.

To this end, the Wellness Committee has scheduled a series of "learn for health" sessions conducted by professionals associated with the Committee. More information can be obtained by calling the Chamber at (905) 845-6613 Ext. 28. In addition, a Wellness Fair, is planned for Saturday, May 13th, 2000. Details to follow in the New Year.

This column was written by Bill Weis, President of The HRD Group and a member of the Chamber's Marketing Committee, with input from Lisa Gribowski of the Oakville Chamber's Wellness Committee.

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