

TELEVISION COMES TO P. E. I. CFCY--TV

580 Ft. Tower Becomes Landmark In Maritimes

Commencement of operation by CFCY-TV on Channel 13 marks another milestone in the entertainment history of Prince Edward Island.

Owned and operated by the Island Radio Broadcasting Co. Ltd., CFCY-TV, Canada's newest Television Station telecasts with an authorized power output of 79,000 Watts Video and 39,500 Watts Audio.

The ultra-modern transmitter building and antenna are located at Strathgartney, approximately 13 miles west of Charlottetown. The site, selected has proven to be ideal, being about 325 feet above sea level on a terrain that is otherwise low and undulating. At this location, the antenna is virtually a landmark towering almost 600 feet above the ground and well over 900 feet above sea level.

The transmitting building is approximately 30 by 60 feet and was designed by Charlottetown Architect Keith Pickard. The exterior is "trafford tile", while the interior is "theremocrete block." The basement, foundation and floors throughout are all concrete. Open web steel joists support the steel roof deck and a sound proof glass wall partition separates the 30 by 60 foot "live" broadcasting studio from the transmitting and control

room facilities.

AMPLE ROOM

The height of the studio is about twenty feet and there is ample room for four or five "live" sets around the walls. A large over-hanging door faces the south side of the studio, and, if the occasion arises, vehicles such as automobiles may be brought in for broadcasts.

On the main floor of the transmitter room is located the television transmitter and auxiliary equipment racks, and the telephone area where film programs originate. Adjoining this section is the studio control room where the video and audio control equipment is located. Above this is the transmitting supervision desk and off camera announcing studio, all of which are so situated to afford the best observation of the studio where the "live" broadcasts originate.

When a "live" broadcast is on, the studio camera and microphones transmit the vision and sound to the control room where they are checked by operators. The video is again checked at the transmission supervision desk before being channelled into the main transmitting facilities.

From the transmitter it goes to the tower and the antenna at the top through a 700 foot coaxial

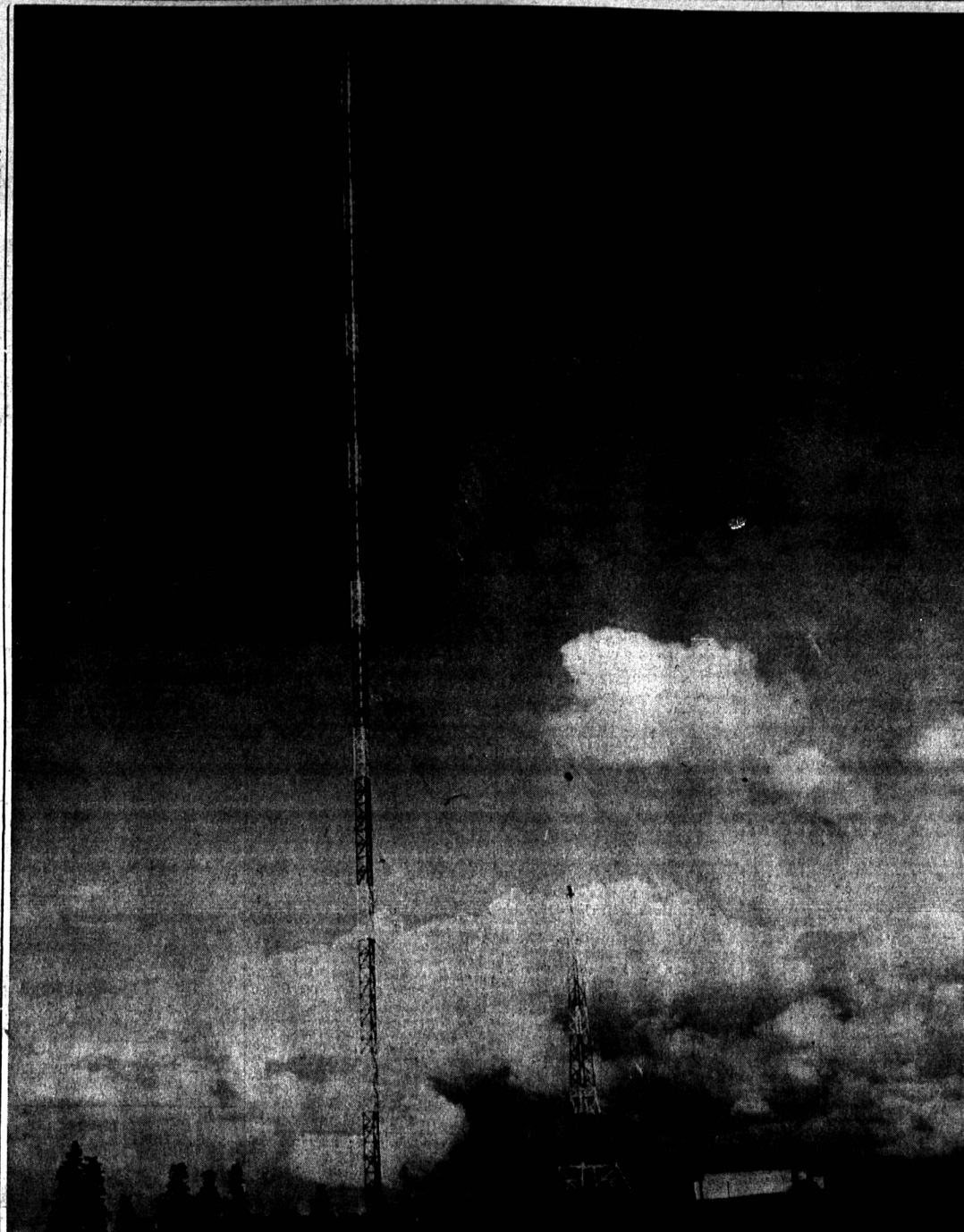
transmission line. This cable is approximately three and a half inches in diameter. When the video reaches the antenna, its power is amplified to 79,000 Watts, almost sixteen times as great as it was on leaving the transmitter.

POWER AMPLIFIED
Due to the location of the Channel 13 Television Station, it is not expected that anything other than simple indoor antennas will be required within a forty mile radius for instance. The actual coverage, however, will not be determined for some time as numerous exhaustive tests have yet to be made.

A rather unique feature of the transmitter building is that the hot air from the transmitter is used to augment the heating facilities of the oil fired furnace in the basement. Provision has also been made in the basement for a staff lounge, sleeping quarters and rest rooms.

Television did not come to Prince Edward Island overnight. It is a matter that has been carefully considered for years.

Already, the quarter of a million dollar investment on the part of the Island Radio Broadcasting Co. Ltd., has resulted in a substantial increase in the company's staff and provided greater employment possibilities in the future.



REACHING INTO THE SKY --- AT CHURCHILL

Late Founder CFCY Pioneer In Field

Radio Station CFCY was licensed 32 years ago in Charlottetown as a commercial broadcasting station by the late Colonel K.S. Rogers, one of Canada's leading pioneers in the broadcasting industry, whose untimely death occurred in 1954 when plans for CFCY-TV were being formulated.

It is worth noting that from early records of the station, it would appear that the inspiration to institute an experimental radio station about 1912 was the result of Colonel Rogers endeavouring to supply local broadcasting service when reception from distant American stations was not satisfactory.

It was from these early experimental broadcasts that CFCY was founded as a private commercial broadcasting station in 1924 with a power of 50 watts.

In 1927, during the Jubilee celebration of Canadian Confederation CFCY originated a broadcast from Charlottetown to one of the first Canadian networks. Five years later CFCY became a member of the Canadian Radio Broadcasting Commission network, operating with a power output of 500 watts.

Up until 1935, the operation of the station had been from within Charlottetown's city limits, but during this year a new transmitter and transmitting towers

were erected at a site outside Charlottetown, with a power of 1,000 watts and a broadcast schedule of sixteen hours per day. During this period the Canadian Radio Broadcasting Commission was superseded by the Canadian Broadcasting Corporation.

In 1942 CFCY moved its broadcasting studios from Queen Street to 85 Kent Street which is the present site of the Island Radio Broadcasting Co. Ltd.'s offices and studios.

When permission was given in 1943 for private broadcasting stations across Canada to increase their power output from 1000 to 5000 watts, CFCY was the first station in the Maritime Provinces to effect the increase.

In 1950 the station built a completely new transmitting plant at North River, P.E.I., utilizing a directional antenna, a new 5000 watt transmitter, a 500 watt stand-by transmitter, and a diesel electric generating plant to insure uninterrupted service to the public.

From an operation that involved Colonel Rogers and only one assistant in 1924 when it was licensed, CFCY has grown until now it has about thirty-five people on the regular staff.

Mrs. Keith Rogers succeeded her husband as President of the Company.

Actual Planning Of Station Underway For Only A Year

The actual planning of CFCY-TV got underway barely over a year ago. From the early Spring of 1955 through to the end of September, endless hours were spent in consultations with the many different electronic manufacturers regarding the most suitable equipment for CFCY-TV. Numerous consultations were also conducted with the representatives of various manufacturers in order to ensure the best possible system.

Visits were made to other installations to gain the benefit of their experience. In one week alone last fall, Mr. Large visited Canadian General Electric in Toronto, Canadian Westinghouse in Hamilton, a TV manufacturer in Newark, New Jersey; inspected the TV installation on top of the Empire State Building and visited RCA Victor in Montreal before returning to Charlottetown.

However, towards the end of September last year, it was decided to arrange a contract with Canadian General Electric. This decision was reached, chiefly because CFCY is well acquainted with GE equipment and considers it the finest that can be obtained anywhere.

The complete television station for CFCY was installed by Mr. B. M. Read, Mr. L. Stratton and Mr. H. Cox, Field Engineers for the Canadian General Electric Company, Toronto. Mr. A. Lorne Finley, CFCY Technical Supervisor, and members of the CFCY staff, were on hand during the installation by the General Electric engineers, to become familiar with

the operation of the equipment. In relation to the Company's radio operation, CFCY, "The Friendly Voice of the Maritimes," will continue to expand and develop as it has in past years to assure listeners of the best in listening pleasure. The public can be assured that there will be no interruption or change in the operation of CFCY radio.

"Instant Transmission" Expected Next Fall

At the present time, CFCY-TV is not able to bring the fights from Madison Square Gardens, to viewers on Prince Edward Island the same time as they take place. By the fall of next year, however, the station will be able to provide "instant transmission" by means of a microwave set-up, and coast-to-coast picture transmission will likely follow in 1958. Here is how this will be accomplished.

Suppose a TV program starts

in Toronto, with the network studios where a television program is being put on in front of the cameras in much the same way as CFCY-TV puts on a program in their own studios. However, this program is not only fed to one transmitter, but also through long coaxial cables laid far underground, to the central offices of the Canadian National Telegraphs and the Bell Telephone Co. There, company technicians

(Continued on page 2)

Event Big Occasion For Station Manager

1956 will be remembered by Station Manager, "Bob" Large for two reasons. First, it marks the institution of television on Prince Edward Island, and secondly, it is Mr. Large's 20th anniversary in the broadcasting industry.

Bob joined the staff of CFCY in 1936 as an announcer and operator. The following year, he moved out to the transmitter at the old Malpeque Road site as an operator and the station began broadcasting on a sixteen-hour daily basis.

In 1939 he joined the staff of the CBC as a broadcast operator at CBA Sackville, and it is interesting to note, that he was one of the original CBC staffers at that time.

Two years later, he returned to CFCY as Chief Engineer and supervised the installation of all the station's equipment when it moved to the present site on Kent Street.

From 1941, he successively filled the following positions at CFCY, Chief Engineer, Production Manager, Program Manager and finally, Station Manager.

Has 14 Years With CFCY

A. Lorne Finley, Technical Supervisor of the station, has fourteen years experience with CFCY, having started as a transmitter operator at the old Malpeque Road installation.

During his time with the station, he has participated in the increasing of power output at the Malpeque Road site to 5000 watts, the installation of the new radio

transmitting facilities at North River, and the more recent installation of modern equipment at CFCY's studios on Kent Street.

When asked at the TV transmitter if it would be safe to say there were about 700 tubes involved in the transmitting facilities, Lorne replied, "You would be safe in saying that, because there will be that many around here before we're through."

We Take Pleasure In Announcing
COMMENCEMENT OF OPERATIONS

CFCY-TV

CHANNEL
13
79,000 Watts

CHANNEL
13
79,000 Watts

SEE THESE FAMOUS TELEVISION PROGRAMS ON CFCY-TV

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|-------------------------|-----------------------------|--------------------------|-----------------------------------|
| Our Miss Brooks | Pick The Stars | Disney Land | Profile |
| Climax | Father Knows Best | Show Time | Serenade For Strings |
| Howdy Doody | The Ernie Kovacs Show | Roy Rogers | Adventures Of Robin Hood |
| The Jackie Gleason Show | Star Stage | Studio One | Circus Boy |
| The Lone Ranger | Big Town | The Chevy Show | Who's The Guest |
| General Motors Theatre | The Millionaire | Kraft Television Theatre | Rendezvous With Maurice Chevalier |
| The Barris Beat | Lassie | Dragnet | Fun Time |
| Maggie Muggins | Holiday Ranch | Burns And Allen | Stu Davis |
| Perspective | Cross Canada Hit Parade | I Love Lucy | Terry And Me |
| The Ed Sullivan Show | Boxing | Junior Magazine | Country Hoedown |
| Faith For Today | Promenade Symphony Concerts | Wrestling | |

THE ISLAND RADIO BROADCASTING COMPANY LIMITED