

it's
about
time

AM 740
prime time radio

Thank you for listening to CHWO // AM740
"prime time radio", Toronto, Ontario, Canada

This QSL is confirmation of your
reception report of: MAY 25, 2001

Brian Smith Brian Smith Date JUNE 11, 2001
QSL Manager / Ontario DX Association

TIME	MONDAY-FRIDAY
5:30am - 9:00am	The Morning Show with Tom Fulton
9:00am - 2:00pm	The Mid-day Show with Barry Morden
2:00pm - 7:00pm	The Afternoon Show with Norm Edwards
7:00pm - midnight	The Spotlight Tonight with Jim Paulson (Monday-Thursday)
7:00pm - midnight	Swing It (Friday) with Bob Sprott
midnight - 5:30am	Music Through the Night

TIME	SATURDAY
8:00am - 10:00am	The Art Drysdale Home & Garden Show
10:00am - 2:00pm	The Mid-day Show
2:00pm - 6:00pm	Flashback with Brian Peroff
6:00pm - 7:00pm	Applause with Michael Englebert
7:00pm - midnight	Big Band Saturday Night with George Jonescu

TIME	SUNDAY
7:00am - 7:30am	Cruise Quest with Bob Kerby and Eva D.
7:30am - 8:00am	The Prime Time Money Show with Richard Infantino
8:00am - 12:00 noon	The Earl Warren Show
12:00 noon - 4:00pm	The Mid-day Show with Jim Paulson
4:00pm - 8:00pm	British Isles Link A Little Breath of Scotland with Denis Snowdon Radio Erin with Frankie Benson Calling All Britons with Colin Hoare
8:00pm - midnight	Big Band Panorama with Bob Sprott

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Station A, Toronto
Ontario, Canada M5W 4K6

CHWO Changes It's Stripes

When CBC Radio One left the *AM dial in search of on FM* home, a local Peel/Halton station saw an *opportunity too good to pass up*

By LINDA PRUESSEN

Radio listeners in the Toronto area may notice a few changes as they flip around the AM and FM dials.

Those familiar with the 'adult standards' format of CHWO 1250 might be surprised to tune in and find that the popular Peel/Halton station known as Radio to Remember has been reincarnated as CJYE and is now carrying a slate of Christian programming. Meanwhile, 1320, which used to air a mix of Christian and ethnic programming, is expanding its ethnic content to round-the-clock play. So what happened to Radio to Remember? Don't panic, station manager Michael Caine is quick to tell listeners. It's still out there - bigger and better and now known as AM740, Prime Time Radio.

Caine admits that it may sound confusing. But as manager of all three stations, he knows each move was part of one master plan. It all started, he explains, when CBC Radio One decided to abandon the AM dial in search of a home on the FM band. "My parents started CHWO in 1956," he says by way of background. "We'd always been what's known as a middle-of-the-road station. It's been called different things over the years - easy listening, adult standards. We played everything from the big band era through the monster hits of the '50s - Sinatra, Clooney, Mathis - into the softer '60s stuff - the Beatles, Streisand, Neil Diamond - and into the '70s with Billy Joel, the Carpenters. You'd even hear Whitney Houston now and again. It was a nice mix, but really eclectic. It was also a mix that appealed to the aging population. Not too much talk, not too much rock, not all sports all the time. "What we found, especially over the last 10 years, was that virtually every other station in the Golden Horseshoe region that had that format dropped it in search of a younger demographic," Caine continues. "This left us in the enviable position of being the only station catering to a mature audience. The ratings were climbing nicely, but we were getting some complaints about reception, especially at night."

Combined with the increased listenership, these complaints presented Caine with a challenge. How could he expand on CHWO's success? Research had shown that 1250's frequency couldn't be improved, so Caine started looking for another home. He tried for 99.1 FM, only to lose out to the CBC.

When the CBC's former home - AM 740 - became available, Caine decided to go for it. "740 is what's known as a clear-channel," Caine explains. "It's got a 50,000 watt frequency, which means the range and quality are both excellent." In a two-week test broadcast period that took place before the newly relocated CHWO officially went on the air, Caine received more than 2,000 calls. "Most were from the Toronto and Golden Horseshoe area," he says, but some came from as far away as St. Petersburg, Florida, both of the Virginias, the New England states, Winnipeg, North Bay and Montreal. By and large there have been no negative reports.

With literally no more AM or FM frequencies available in the Toronto area, Caine knew his pitch to the Canadian Radio Television Commission (CRTC) would have to be perfect. First he did his research. "We discovered that a quarter of Toronto's population is over 50. That works out to more than 1.4 million people. Out of all the radio services in Toronto, not one is targeted specifically to that 50-plus market. This is a very significant demographic that, had been totally abandoned by Toronto radio."

Statistics in hand, Caine then put together a proposal that would appeal to the CRTC's concerns about diversity - hence the shuffling around with CJYE and 1320. "We were very strong in our presentation," says Caine, noting that the CHWO team went before the commission with more than 7,000 letters of support from listeners. "When 7,000 people are willing to pick up a pen, buy a stamp and send a letter to Ottawa, you know you've got support. The CRTC awarded 740 to the Caine family last June and AM 740 - Prime Time Radio went on the air on Jan. 8. Thrilled with the feedback thus far, Caine has been concentrating on improving what's already a winning format.

"We've gone out and hired a few good personalities, including George Jonescu. He did the Big Band Saturday Night program on Barrie's CHAY FM for a number of years. When they let him go, he landed in our laps. Now Big Band Saturday Night is on, 740. That's what it really comes down to. The most important thing is the music."