

# CIMN AM 700 FM 102.3

## goes "fm" via cable



### CIMN'S head honcho

By Dave Doiron

Kenny Baker is the Manager of CIMN and it's his job to ensure that the Station is run smoothly.

Among his responsibilities are budgeting and making sure that the budget is strictly followed. Other responsibilities include equipment purchases, album purchases and ensuring that all CRCT (Canadian Radio-Television and Telecommunications Commission) guidelines are followed.

Baker is obliged to report to the CRCT regularly and has a liaison with the Student Union executive. He must be informed of all format changes and handles all the mail.

Baker feels that CIMN is ready for a cable F.M. audience and is confident it will be successful.

Kent Thompson is the operations director for the Radio Station. His responsibilities include music selection, scheduling, the overseeing of on-air format and on-air behavior.

Thompson said he's pleased with the recent change to Cable FM. He foresees an increase in the listening audience, as there are about 6,500 homes with Cable. Thompson's feelings for the Station, now that this change has taken place, are good. He feels there may be an increase in staff, parti-

cularly DJ's. The possibility of a 24 hour format is great if the interest and commitment are there.

Gus Hillstrom is the advertising manager for CIMN. He has the ever-important tasks of selling advertisement spots for the radio and scheduling commercials. Hillstrom said that advertising this year was difficult to sell. The main reason is that CIMN is not very well known to the non-university Community. However, since the station has expanded to Cable FM, the potential has increased dramatically. An increase in advertising means an increase in the quality of radio programming which, in turn, means another increase in advertising.

Although lots of advertising would be good financially for the Station, minimal advertising is the standard for CIMN. This, says Hillstrom, keeps CIMN from sounding like an AM Station that averages 14 minutes of advertising per hour and leaves about 30 minutes for music. CIMN runs about four commercials per hour (two minutes), which allows quite a bit more music.

Bob Stanley is news director. His job is to produce the news. This is done twice daily with emphasis on international, national

and local news, as well as campus news. The source of the international, national and local news is the Guardian. However, Campus news is gotten from "hot tips" and ideas from the general student body. The news is aired daily at 12:30 pm and 5:30 pm. At 5:30 there is an in-depth sports report by Staney.

Stanley feels the news is adequate for Cable FM, although things could be improved with more volume and more ideas from the University Community.

Just over 18 months ago a converter modulator was ordered from a small company in Mississauga. This company's promise was that the part was coming within a few weeks. It was fulfilled last May. Murphy of Island called this Company and informed that after a year's work, the modulator could not be built. Management was notified of this until August. At this point other modulators were considered. Finally, a Montreal firm was contacted and the part was ordered on August 15. The modulator finally arrived October 3 weeks late. Needless to say, the staff of CIMN waited after a year and a half.

## CIMN, now even better

By Gus Hillstrom

As the D.J. cursed into the microphone, he threw another Barry Manilow record behind his back onto the floor. Acid rock, rude comments in bizarre programming entertained the listening audience of probably only a half dozen, that night. This was the old Radio CIMN which was located in a decrepit little room on the 4th floor Main.

In 1982, the S.U. decided if they were going to pump money in a Radio Station, someone might as well listen to it. Victor Moore, V.P. External, along with the help of Malcom Reid, John Bentley, Gord Johnston and a handful of others, set out to build a totally new Radio Station for our little campus.

The new location, 3rd floor Barn, the cost \$25,000. Was it worth it?

After one year in operation the new CIMN has taken on not only the look, but also the sound of a well run, efficient, top 40 rock and roll station.

Operating with about 20 volunteers and five hired staff, CIMN has been pumping out easy listening, contemporary, and Rock & Roll all over campus. The station was sounding so good that CRTC has given CIMN a license to broadcast on FM cable, increasing the broadcast range from our little campus to anywhere Island Cable is hooked up. Many people feel, music-wise, CIMN is the best station on the Island, although program

variety is lacking.

If you want to get hooked up and listen to us at home, just call Island Cable Vision and they will hook you up for a small extra monthly charge. Then you can tune in your favorite music on 102.3 on your FM dial.

If you have any comments about CIMN please write to "Letters to the Editor" c/o The Netted Gem, or contact anyone of the managers or director at the station.

C100, watchout, we're comin' fast! P.S. Contrary to the front page article in last week's Netted Gem, not all of the staff at CIMN are "Crazy Idiots".

### GENTLEMAN JIM'S

\$2.99 STEAK  
SPECIAL IN THE  
LOUNGE 11AM-4PM

Video  
Show  
Why Just Listen To Music  
When You Can See It Too!

ALL THE LATEST  
RELEASES ON A  
GIANT 10 ft. SCREEN

HALF PRICE  
MONDAY AND  
TUESDAY NIGHT  
WEDNESDAY IS  
LADIES NIGHT

Kmart Plaza  
RESTAURANT, BAR AND LOUNGE