

45 DEADLINES EVERY DAY...

That's how many times the 23 man newsteam in CKLW's bustling newsroom swings into action to bring listeners the latest, up-to-the-minute news. . . whether its happening in WINDSOR, WASHINGTON or WARSAW. All the major news wires are in action 24 hours a day connecting our newsroom with every key source of news origin — that means you get the news first and fast. CKLW is always on a NEWS ALERT condition where significant bulletins will be heard no matter what time of day or night.

CKLW's high calibre of reporting was recognized internationally in 1967 when the news coverage of the Detroit Riots was singled out as the outstanding achievement in spot news and received the North American Award for its superb presentation. This year CKLW was singled out again for exceptional spot reporting in the Canadian National News Awards and is in contention to repeat for North American Award honours for the superb coverage of the Port Huron Tunnel disaster.

With the birth of RADIO 94 a new dimension in radio reporting will cover the Windsor scene. The cream and green Newport cruisers will

prowl the streets searching out breaking news and following up continuing stories in depth from the four corners of the city.

Over the years CKLW has received hundreds of reliable news tips from the public themselves with the famous CK NEWS HOTLINE.

Daily in-depth reports on the Big 8 provide an opportunity for the CK newsmen to dig deeper into a current issue or topic. Managing the CKLW news room and directing the actions of the 23 man news gathering team is the responsibility of News Chief BYRON MCGREGOR. He himself is on the world-wide news beat getting first hand impressions of events such as Prime Minister Trudeau's visit to Russia last year.

SPORTS are BIG NEWS at CKLW. JOE DONOVAN is the reporter on the scene and is well known in the stadiums, dressing rooms and dugouts of all the Major League sports.

DAVE QUINN is Joe's counterpart on RADIO 94. He's on top of the national scene too but important to local sports fans he'll have thorough coverage of everything from high school basketball to the exciting play-by-play of the Spitfire Hockey games both home and away.



From now on Radio 94 News will be "where it happens" in Windsor



Headquarters for CKLW's 23 man newsteam



Your name in lights . . .

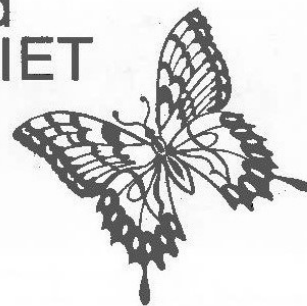
A distinctive approach compliments the handsome architecture of Windsor's new Broadcast House.

Acme Neon Signs

2490 CENTRAL

WINDSOR

**COLOURFUL
and
QUIET**



That beautiful carpeting you'll see throughout the whole CKLW Radio building is more than just a pretty accent . . . it was specially selected to help keep noise to a minimum . . . noise that could travel to the sound booths or sensitive audio equipment and become an unwelcome part of AM and FM transmission.

We are pleased we could be of service in supplying you with a floor covering that met both your requirements.

Good fortune to all of you at CKLW RADIO.

Advance

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