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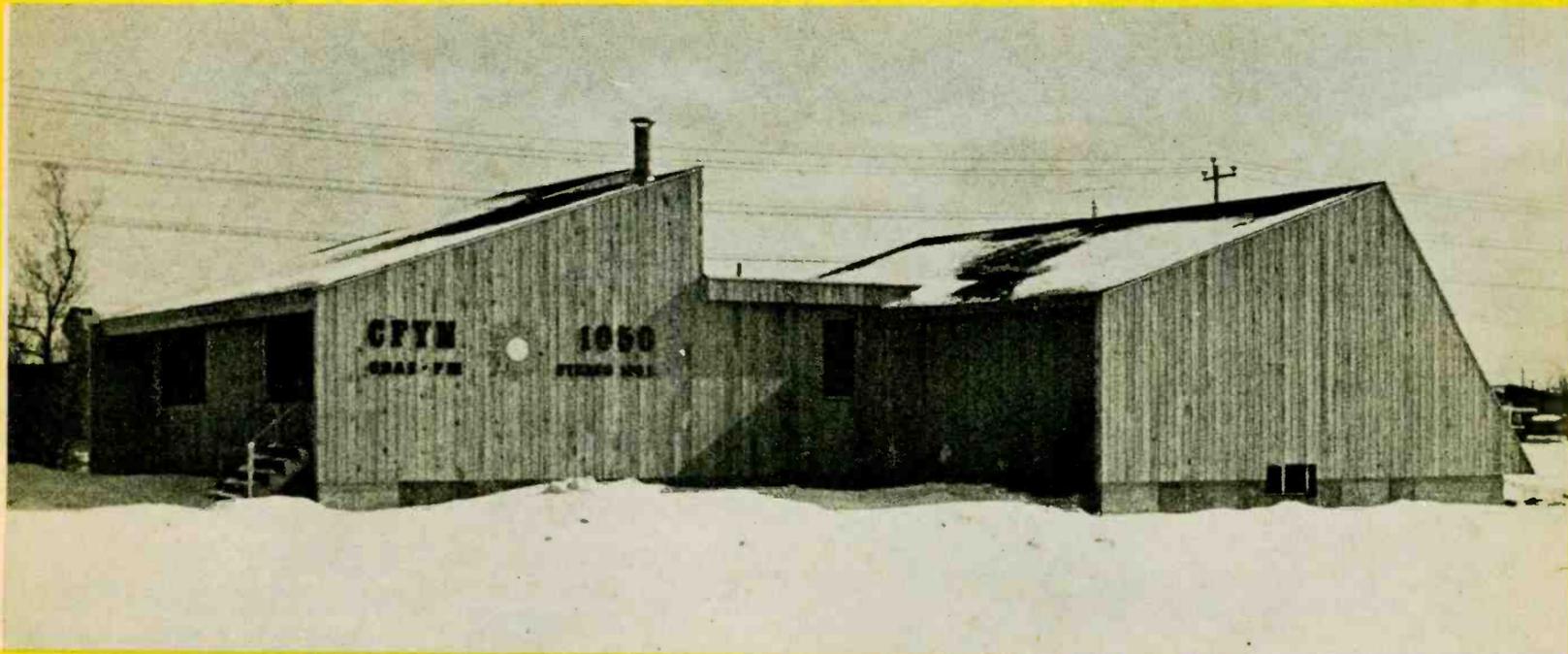
Volume 1 Number 2

GILDER BROADCASTING LIMITED

P.O. Box 1050, Sault Ste. Marie, Ont. P6A 5N5, Ph: 942-1050



# SUN SHINES "ON-THE-HILL!"



## A BEAUTIFUL NEW HOME BUILT BY G. PORTER CONST. LTD. FOR GILDER BROADCASTING

'Who was that masked man?' Remember that old expression? It could be stretched a little (or a lot) to fit the anxiety Gilder Broadcasting felt, during the three years it was housed at 254 Queen Street East. Last February 1st, the company vowed to be in a new home by its next anniversary, and a year later, plus 7 days, it moved lock-stock-and-barrel, to the new address, to escape an identity permeating the old location, which was the former home of another radio station in town.

Radio Stations CFYN and CHAS-FM have had their share of the "confusion" in the minds of some listeners who "thought" another radio station, everytime they visualized where we were.

Moving to "THE HILL" at 426 Bruce Street, provided the means whereby the two Gilder Broadcasting Radio Stations could develop distinctive identities, without fear of our audiences conjuring up assumptions that we "used to be something else", and allow listeners to begin thinking strictly in terms of who we are, for ourselves.

The General Contractor, G. Porter, has been a life-long close friend of Russ Hilderley, President & General Manager of Gilder Broadcasting Limited. Mr. Porter was commissioned last year, to examine the site at 426 Bruce Street, and design a building that met Mr. Hilderley's specifications from a broadcasting viewpoint, and create a functional, yet distinctively different and attractive building.

Mr. Porter's creation "On-the-Hill", reveals his love for preservation of natural surroundings. Where previous owners of the 'ravine' property sought to 'fill

the ravine in", Mr. Porter saw it as an asset in the design and location of the Radio Station's new quarters. The one acre site along the Bruce Street ravine's edge, is wide open and free from other structures on its' south, west and north exposures. Little development can take place along those three flanks, to "crowd it", in the foreseeable future. A building that would utilize the open surroundings and the tree-line background for the south side, was the goal.

Mr. Porter, an architectural technologist graduate of Ryerson in Toronto with more than 15 years experience in the field, and the past 7 years as a builder, gave the project an innovative and imaginative profile.

"Not many new Radio Station buildings are built in a person's life time," he said, "and the rare experience of sharing in this exciting venture, was an honour!" Most radio stations choose leased quarters, in communities where all or most of their clients are in a downtown location. In Sault Ste. Marie, there are several shopping centres, located in the four corners of the city, and the Bruce-Pim Street-McNabb area is geographically in the centre of everything. The unique site at the ravine, allowed a lot of flexibility in design, and construction.

Construction began in late September and was basically completed, except for the ground floor (basement) by February 1st 1980...an amazing four months, during the wet autumn and cold winter building period.

The sub-trades worked seven days a week, and in some cases, 24 hours around the clock, to finish the project by the Radio Station's third anniversary day.



**G. PORTER**

"CONSERVATION"... means more than just savings. It means preserving what we have, and utilizing alternatives.

Gerry Porter, a 42 year old Sault native, and General Contractor for the past seven years, believes in blending "man-made", with "nature's-made", surroundings.

Porter resided in San Francisco's Green Brae area for several years and as a sales executive for a large world wide organization, he travelled extensively throughout the State of California. The variety of designs in homes and buildings in the mountain streaked corridor between Los Angeles and San Francisco,

always intrigued him. The terrain, dictated, but did not restrict, the "cliff-hanging" type of development along the coastline. Porter's own home at 419 MacDonalld Ave. here in the Sault, is a prime example of using Mother Nature's framework, to feature the only type of home that would fit, on that particular piece of property. A foot bridge, spans the ravine there, linking the hilltop with the top floor of his home. The unique design, and the weathering of the pine vertical siding, has made his home almost invisible amidst the trees.

The new building for Gilder Broadcasting's AM-FM Radio Stations was to be a labour of love

for Porter and the tradesmen who built it. It had to be energy efficient, and be constructed for tomorrow's needs as well as today's conventions. The twin modules, allow for easy expansion of the facility, by simply adding more modules to the South and East, as the need arises. Each module will line up along the brow of the ravine, opening up to the South, and sealing off the North-West exposures. The Roof design, is at a pitch ideally suited to SOLAR ENERGY heating in the future. The roof slopes at an angle of 54 degrees, for a maximum face against the southern sun. The South facade faces just west of South, according

to the guidelines for optimum exposure to the Sun. The West and Northwest walls are unbroken, except for one narrow window, thereby minimizing wind penetration and heat loss. The entire ceiling on the Broadcast module, southside, is heavily insulated, and the ceiling above the reception area in the administration module, is lined with 4 inches of high density styrofoam. The "open concept" lobby, boasts a high ceiling, and loft windows above the large blackened roof trusses, accenting the natural pine rough plank finish.

The interior, is bathed in natural light, reflected from the strategically located thermal windows,

## MANAGEMENT AND STAFF ECSTATIC IN NEW QUARTERS 426 BRUCE STREET

"In our previous location", Russ Hilderley states, "our staff was spread on two floors above a furniture store." "The upstairs staff, seldom rubbed elbows with the downstairs staff." "This", he said, "made communications amongst employees difficult."

The new building not only has everybody on one floor, the open expanses in the administration, areas, and the very large 'picture' window control room studios, overlooking a scenic valley and pine forest, gives the people working in that environment, warm feelings, a bright, cheerful disposition, and a sense of pride.

Anyone who has listened to the stations, either CFYN or CHAS-FM since our move to "THE HILL"... must surely have noticed the delight our announcers are having, in their new spacious control rooms and studios. "Just being able to look out a window and see trees and open fields, is a major improvement" say all staff members, "over our old location. Without exception, every client who has come to the station remarks on how enjoyable it is to walk into these new surroundings, and that feeling seems to rub off on all our visitors."



**RUSS HILDERLEY**



**GERRY PENNY**

onto white, Spanish-style stucco walls.

The South windows, provide a very picturesque view of the little valley and pine treeline at the rear. The roof juts out, protecting the studios from the summer sun's rays and heat, as it travels high across the July and August skies. The winter sun, however, crossing much lower in the southern sky, is allowed to penetrate through, under the overhanging soffit.

The building's two modules each have independent heating, cooling, humidifying and air-cleaning systems. Each module's system is time-controlled, and automatically regulates temperatures in winter to 55 degrees during off hours, thereby conserving energy.

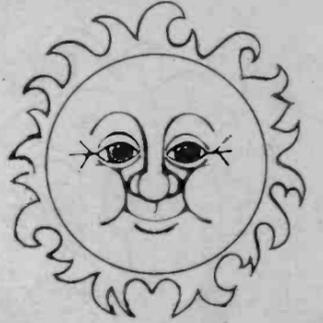
The ground floor, or basement is well insulated, and corridors on both floors are lined by air-locking doorways with large glass panels, to

"open" up the interior of the building. The studios are joined by very large, slanted picture windows, permitting the feeling of expansiveness, and visual communication.

The Radio Station's symbol is the Sun, and the slogan "Sunshine" Radio, fits well with the design and concept of the building, and the feeling of warmth and cheerfulness, will undoubtedly come through the programming originating from it.



## WARM WELCOME AT RECEPTION AREA



The sun shines through the roofline windows above the huge wooden trusses over the main reception area, most of the day. The stuccoed walls, glow with a variety of reflected colours bouncing from the earthtones in the deep rich carpeting. Numerous ferns and hanging plants, and wood pine planking on the south wall, add visual harmony to the work areas. The welcoming area is set in the fashion of a living room, making guests, visitors, clients and staff feel relaxed and amongst friends. The large wooden beams draw the view up to the ceiling, exposing the natural rough pine-planked roof interior. The beams have been "beaten" with chains to give them texture and character.

The inner administration area is not directly in the visitors range of view-

ing. All that guests in the reception area see, is the lobby itself, and a pine-planked wall that leads into a different part of the building. A few more steps however, to the archway, suddenly reveals the depth and expansiveness of the Script Dept., Accounting, and Sales areas.

The broadcasting studios are connected to the front administration zone, by glass doors. A visitor standing at our reception desk, can see from one end of the building to the other, and through the master control room window of CHAS-FM, onto the tree lined ravine beyond.

The atmosphere has been designed to put our visitors and clients in a relaxed mood, where we can sit and talk about new ideas and promotions for their business or organization.

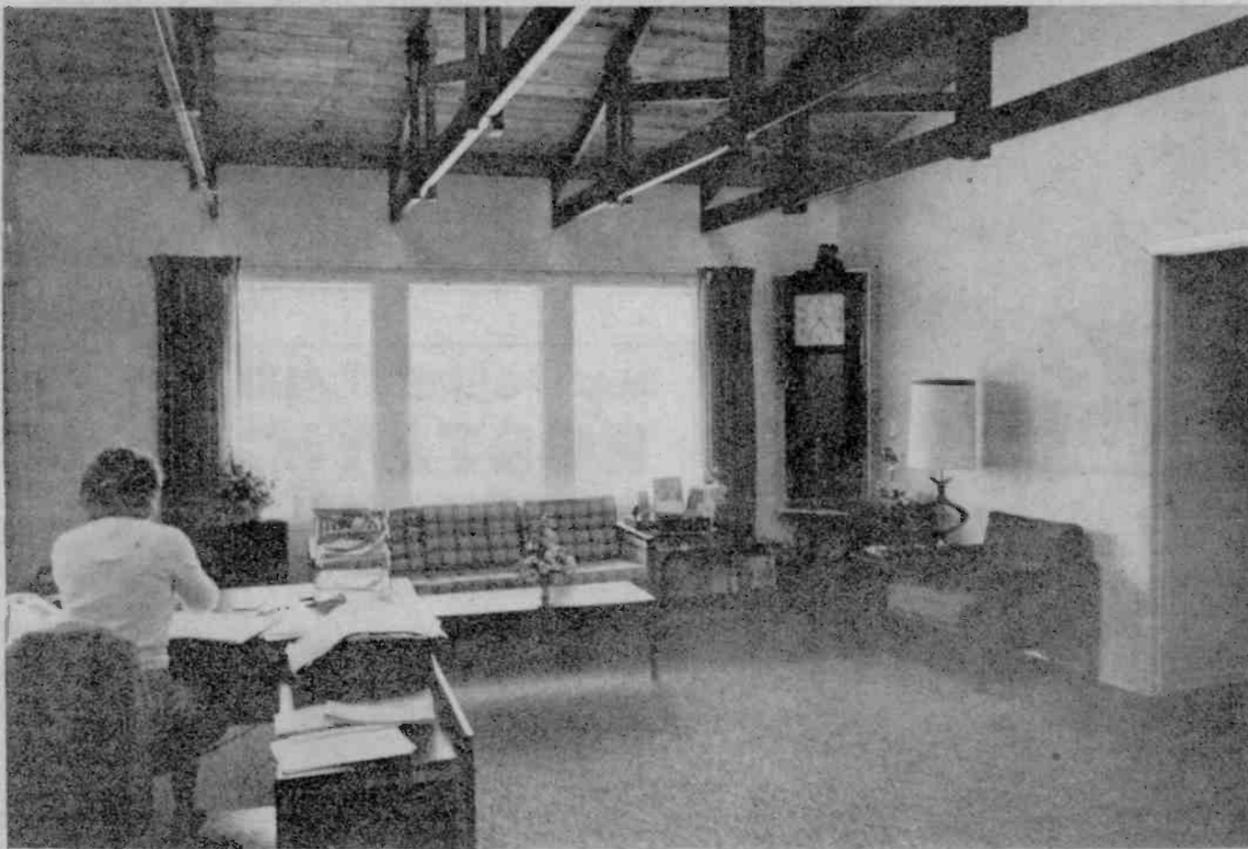
## A DEBT OF GRATITUDE TO THE TRADESMEN

It's a tremendous joy to watch skilled craftsmen perform their works of art. Each contractor on the site, added his specialized talent to the overall finished work. The group performed their tasks with the harmony of a well conducted orchestra. Several craftsmen were particularly intrigued by the building's concept. One such man, Aulis Martinen, devoted more than just his skill to the project. He fashioned, laboured, created...and poured his heart into his work. The clock meant little to him, during the final month of construction. His growing camaraderie with the staff of CFYN and CHAS-FM, made him all the more determined to finish the job on time, and to do it well. Employees helped out as best they could, visiting the site during construction and lending a hand wherever it was needed.

It was a thrilling exper-

ience, watching each craftsman perform his task. The electrical contractor Brian Polari became so engrossed in the business of putting the radio stations on the air from the new building, he gave up many nights of relaxation, to help the engineers in the actual move of equipment and the specialized wiring required to accomplish what management would gladly call a minor miracle...that is, get the radio stations operating from their new studios, without a noticeable downtime on the air.

...For their efforts, beyond the normal, and for the gusto and enthusiasm displayed by each of the contractors, during the four, trying, fall and winter months of construction, the Management and Staff of Gilder Broadcasting Limited, extended their warmest thanks to all, who worked so well together, giving us such a beautiful new home!



## SOME OF THE COMPANIES AND PEOPLE WHO PUT THE PROJECT TOGETHER!

### EXCAVATIONS:

**Nick Acciavatti & Sons Ltd.**  
134 Moluch St. 256-5631

### FOUNDATIONS:

**Piemonte Contracting**  
271 Prentice Ave. 253-8221

### FRAMEWORK:

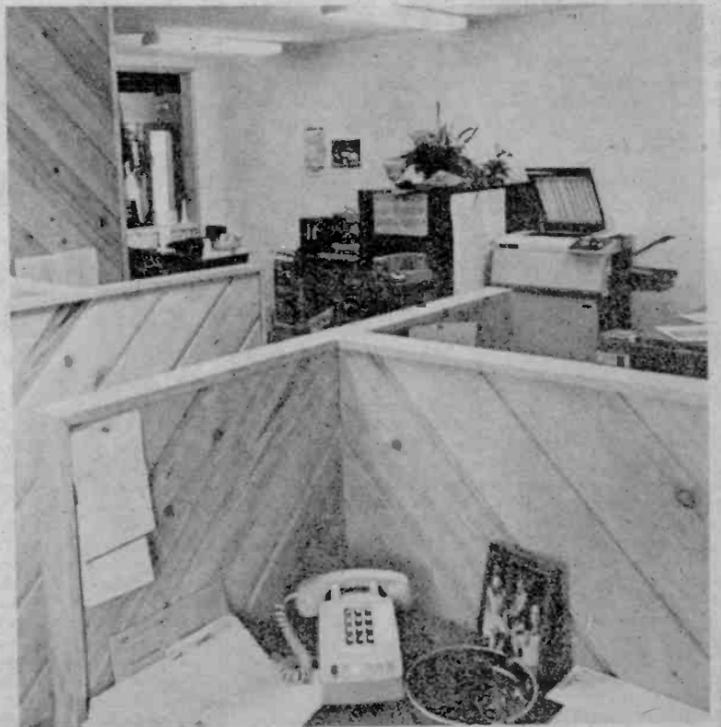
**A. Martinen Contracting**  
721 Pine St. 253-6174

### PLUMBING:

**A-1 Enterprise**  
48 Wallace Terrace 254-5519

### ELECTRICAL!

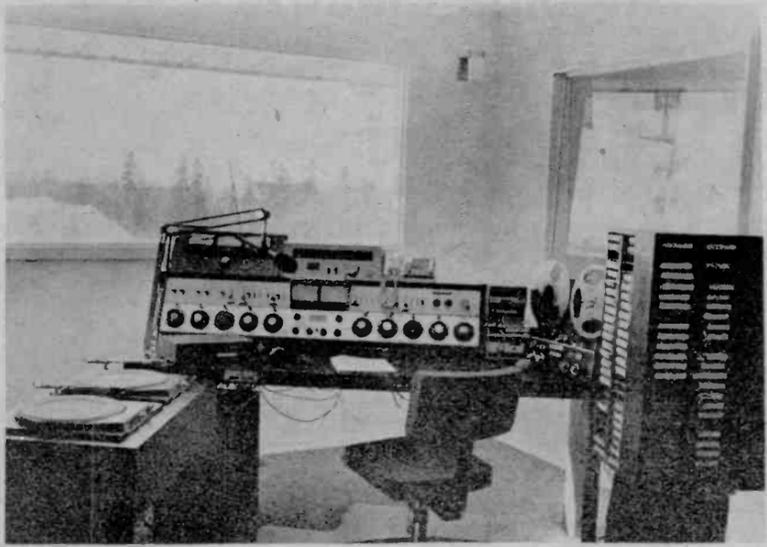
**B & H Electrical**  
239 Gloucester 949-3346



## SALES & ADMINISTRATION OFFICES

Well lighted and attractively appointed, the expansive sales and script areas, provide comfortable surroundings for both the employee and the client. The rich, warm pine planking, diagonally installed, compliment the textured stuccoed administration area. This combination of wood and stucco is mixed with earth tones throughout the administration module, and the instant feeling you gain from it all, is comfort, and friendliness.

# A Pictorial Tour Of Our New Home. . .



## CHAS-FM MASTER CONTROL

The Sault's Beautiful music station, boasts of modern stereo equipment, and the natural setting of the valley and pine trees seen through the large windows, opening the control room up to the scenery of the outdoors. Not shown in this photo, but behind the photographer, are over 5,000 LP's, shelved along the side and rear walls of the studio. The FM staff is surrounded by some of the world's greatest and most beautiful music.



## COMMERCIAL PRODUCTION & TAPING STUDIOS

CFYN & CHAS-FM both utilize these recording facilities to tape either monaural or stereo commercials and documentaries. It is equipped with some of the most modern recording devices and quality products from top ranking manufacturers in the U.S., Canada, The Netherlands, Great Britain and Japan.



## NEWS DEPARTMENT

This compact functional studio, places every tool required at the fingertips of the News and Sports information gathering dept. lead by John Campbell, seen here receiving an update on a story from Ottawa.



## TALK STUDIO

The program "Reaching Out" originates from this studio. Up to 4 guests can comfortably sit around the table and the view greeting them to the south, is again, the valley and tree line, visible through the large patio doors that will open onto a sun-deck and patio jutting out to the ravine's edge.



## CFYN MASTER CONTROL

CFYN programs, originate from this studio. It's cockpit layout, gives the announcer, the maximum versatility. His music, is housed at his fingertips just to the right of the main console. Over 1,200 recordings dating from the early 1950's to the present, are shelved by category, tempo and playlist. The panoramic view of the valley below, provides an ever changing portrait of the seasons.

## PAINTING:

### L&A Painting & Decorating

1241 Wellington E.

Tel: 949-4855

## DRYWALL:

### W.A. Prouse Ltd.

80 White Oak Dr.

Tel: 942-2422

## WINDOWS:

### Zoellner Windows Ltd.

64 Industrial Park Cres.

Tel: 253-1137

## FLOOR COVERINGS:

### Lemay Tile

5 Wellington West

Tel: 256-7414

# GENERAL OFFICES...



## GENERAL MANAGER'S OFFICE

Clients and businessmen have ready access to the management team of Russ Hilderley & Gerry Penny. Both offices are directly off the Radio Station's main public reception area.

# 1050 CFYN

*Your Sunshine Station!*



## CHAS-FM STEREO 100

## CARPENTRY

**A. Marttinen**

721 Pine St. Tel. 253-6174

## CONCRETE

**Downey Building**

244 Bruce St. Tel. 256-5688

## DESIGN

**G. Porter**

419 MacDonald Ave. Te. 949-2044

## HEATING

**McAuley Fuels**

216 2nd Line W. Tel. 256-8491

## LIGHTING

**O'Connor & Soltys Ltd.**

173 Gore St. Tel. 256-8476

## SPECIAL LIGHTS

**Algoma Electric**

531 2nd Line E. Tel. 949-7190

## SIDING

**N. ELLIOTT**

Goulais River, Ont. Tel. 649-2717

## PLUMBING FIXTURES

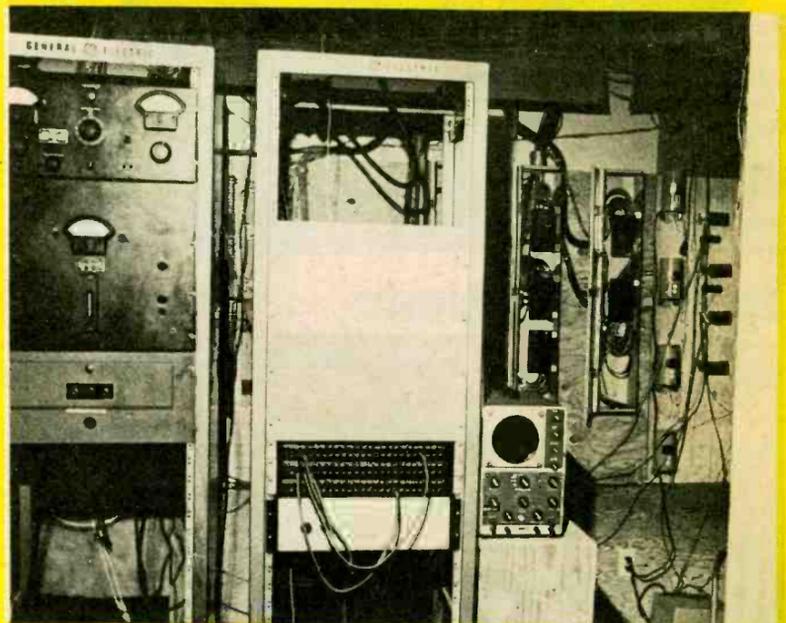
**The Plumbing Mart**

543 Trunk Rd. Tel. 942-2106



## SALES OFFICE

Vice-President & Sales Manager Gerry Penny's office is appointed comfortably, including a livingroom section, for client conferences and sales idea seminars.



## EQUIPMENT ROOM

This area houses the interface terminals where our broadcast facilities connect with Bell Canada's cable system, linking our studios to the transmitter sites on Black Road and at the CNCP Tower building on Oakland Ave.



# G. PORTER Construction Limited

## GENERAL CONTRACTOR

949-2044

419 MacDonald Ave., Soo, Ontario