



## 1998: AM96 signs off to become The Zone

JIM QUANTRELL, AT A GLANCE

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*Cambridge archivist Jim Quantrell takes our readers back for a glance at events which occurred 10, 15 and 20 years ago.*

### EVENTS FROM 20 YEARS AGO

#### *First week of June 1988*

The Eventide Home closed its doors permanently after the last residents in the seniors' nursing home were relocated. The Salvation Army, owners of the home, had discussed a plan to build a new \$6 million home beside the Eventide Home but had dropped the idea after it proved to be economically unfeasible. The primary reason for closing the home had been the lack of available funding coupled with increased costs and much needed renovations. When the Eventide Home originally opened 30 years previously it was classified under provincial legislation as a residence home rather than a nursing home. As a result the home was not funded as a nursing home. As residents grew older and required nursing care that care was provided but government funding was not available to help cover the costs. The final economic blow leading to the closure was an arbitrator's award that gave unionized workers increases ranging from 86 cents to \$2.45 an hour. The staff had been underpaid by industry standards and the raises were not unreasonable but the home's administration did not have the money and the Eventide Home was forced to close.

The report of an investigator sent by the Ministry of Health to look at the deficit-financing situation at the Cambridge Memorial Hospital suggested that management practices had contributed in no small way to the deficit. The report noted: "The approach to date has been to make additional appointments, provide access to more hospital facilities, to respond to utilization demands, approve expenditures to meet those demands and then ask the government for help in funding deficits. In contrast, other Ontario hospitals identify community needs, submit requests through district health councils to Ministry of Health officials and hire new employees only after programs have been approved." The hospital had projected a deficit of \$3 million for the then current fiscal year. Following the release of the report and discussions with Health Ministry officials, a statement released by the chairperson of the hospital's board of directors declared: "Cambridge Memorial Hospital is co-operating fully with the Ontario Ministry of Health and has submitted a 1988-1989 budget without a deficit". It was unclear whether the major adjustments needed to balance the budget came from increased revenues or reduced services.

### EVENTS FROM 15 YEARS AGO

#### *First week of June 1993*

It was announced that the province's budget reduction initiatives could cost the regional institutions about \$85 million, a shortfall that was sure to result in a loss of jobs and a reduction in service levels. The Waterloo County Board of Education was the hardest hit of the local institutions suffering an estimated shortfall of \$19 million. Next hardest hit was the government of the Region of Waterloo where a shortfall of \$10 million was expected. The Waterloo Region Separate School Board anticipated a shortfall of \$6.3 million while the City of Cambridge and the Cambridge Memorial Hospital both faced losses of \$2.5 million in grants and social contract costs.

## EVENTS FROM 10 YEARS AGO

### *First week of June 1998*

It was reported that 600 participants had already registered for the inaugural Cambridge Tour de Grand bicycle ride and organizers expected an additional 100 entrants by the time the event started the following Sunday. The event was geared to recreational riders of all ages and although it was also open to competitive riders it was not considered a competition. It was, rather, a recreational bike ride along 25, 50 and 100 kilometre routes through the city and the surrounding countryside. Cost for the event was set at \$10 per person or \$20 for a family of four. The organizers were ready to go but there was a cloud on the horizon that could affect the event. The morning of the tour threatened thunderstorms and even the possibility of tornados. In the end, about 450 of the registrants showed up despite the bad weather.

The city said goodbye to AM96 as the local radio station moved to 92.9 on the FM dial and was reborn as "The Zone". The new format targeted listeners in the 18-49 age range as well as what was referred to as "tomorrow's audience", the so-called MOPE's - Managers, Owners, Professionals and Entrepreneurs.

Local families were invited to preserve their precious memories for future generations as part of an ambitious \$1-million fundraising project at the Cambridge Memorial Hospital. For a \$250 donation local residents could purchase a space in a vault that was to be constructed for the project. The time capsules were to be buried on December 31, 1999.

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