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A local dream dies

Television station started by Pembroke residents 50 years ago

Posted By **STEPHEN UHLER, STAFF WRITER**

Posted 6 days ago

Pembroke Mayor Ed Jacyno says cutbacks of the local 'A' channel is a bitter pill to swallow.

"It is regrettable a television station that had its humble beginnings because of a dream a few local individuals from the city of Pembroke had 50 years ago now faces its swan song," he told council. "It is unfortunate to see such a historic media establishment go down the tubes."

The mayor was reacting to the announcement of cutbacks to a number of 'A' channel stations across the country as a cost-saving measure, resulting in the loss of 118 jobs.

The Ottawa 'A' cut 24 jobs, with 10 others being lost at the station's studio in Pembroke, leaving behind only two employees here.

The Ottawa channel wasted no time cutting its 6 p. m. and 11 p. m. newscasts, both of which were absent the day of the announcement. The weekend newscast is also being dropped. An extended morning show is the replacement.

The television station in Pembroke went through a number of changes over the years, from CHOY TV to CHRO, and then The A Channel before becoming 'A' a year ago.

Mayor Jacyno said the news of the station's closure came as a shock to the community.

"It will be missed," he said. "We the council of the city of Pembroke extend our sincerest regrets to those employees who have lost their jobs during this time of economic instability."

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