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**End of the line for Rex Loring**

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# CBC Radio's morning news man all set to sign off after 22 years

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Staff Reporter

For many Canadians the cruel shock of morning is routinely transfigured by the familiar voice of Rex Loring.

Sadly, that routine will be disrupted on Friday, August 17, when Loring permanently signs off after 22 years as anchor of CBC Radio's *World Report*, retiring from a broadcast journalism career that has spanned 42 years.

"I think anyone who retires experiences mixed feelings," says Loring, 64, who has lived in Mississauga with wife Shirley since 1978. "It's the feeling anyone has when they enter a new stage of life — part exciting and part scary."

A former World War II pilot for the British Army, Loring left his native England in 1947 for Canada with hopes of climbing its young entertainment ladder. In England, Loring had performed as an actor with the London Studio Theatre, Army Stock Theatre, and was working as a production assistant



at the Drury Lane Theatre when he decided to emigrate.

After a brief period as a recording engineer with the National Film Board in Ottawa, Loring got his first Canadian on-air job in 1948 with CHEX in Peterborough, a job

he followed with positions at CKOY in Ottawa, CFCF in Montreal and CHML in Hamilton. He joined the CBC in 1955, and was associated with television's *Tabloid*, *Close-Up*, *On the Scene*, and *Mr. Fixit*. On radio, his voice was heard on *Sound of Britain*, *Postmark UK*, *Family Favorites*, *Sunday Magazine* and *CBC Stage*. He has anchored the morning *World Report* (formerly *The World at Eight*) for 22 years.

"It has all been highly satisfying work — not too many people can look back and feel that they got paid for just doing their hobby.

"When it comes to news, I think last year has probably had more than its fair share of impact considering the changes in Europe and the Soviet Union. More probably happened this year than in all the years since World War II."

Has radio journalism changed since Loring came into the business?

"There are a lot more minorities in broadcast than there used to be," he says. "Women have always been in the business, but they used to do only women's programs, like cooking shows and household advice. Now they are involved with all aspects of the news.

"I'm quite happy about the number of women in broadcast journalism, and I think most journalists from my era feel the same way, just as long as it isn't tokenism."

The advent of television has reduced people's dependence on radio as a news source in the evening, says Loring, but he believes radio has prevailed for morning news and is increasing its daytime popularity.

Loring admits that as a radio announcer in Peterborough at the age of 24 he did not anticipate staying in the business for another 40 years.

"I don't think anyone at that age thinks that far ahead. Retirement seemed like a hundred years away," he laughs.

Now that retirement is here for Loring, he will have time to pursue some of his hobbies such as travelling, model railroading and music. The authoritative sound of his voice will occasionally fill in for his friends at the CBC, and he has not ruled out more freelance journalism assignments in the future.

Although Loring will be off the airwaves, his daughter Gloria remains on-air as a reporter for Global television, and other daughter Carolyn can occasionally be seen on TV Ontario's *Polka Dot Door*.