

Radio personality's liking Mississauga

By STEPHEN O'KEEFE

Sometimes following the wrong path will lead you in the right direction. Such is the case for radio personality Jim Paulson who recently became a Mississauga resident.

After graduating from high school Jim joined Famous Players Theatres to begin a career in advertising. To Jim's chagrin, the position at best only allowed him to dabble in advertising. His main task was "being in charge of the hiring and firing of the candy girls," said Paulson.

While working at Famous Players, Jim became familiar with radio announcing. "I had the voice . . . I got interested in that field and that is where I am now," he said.

Today, Paulson is one of Canada's most renowned and sought-after radio personalities.

Born in Edmonton, he has run the Canadian geographical gamut on his odyssey to the front ranks of Canadian broadcasters.

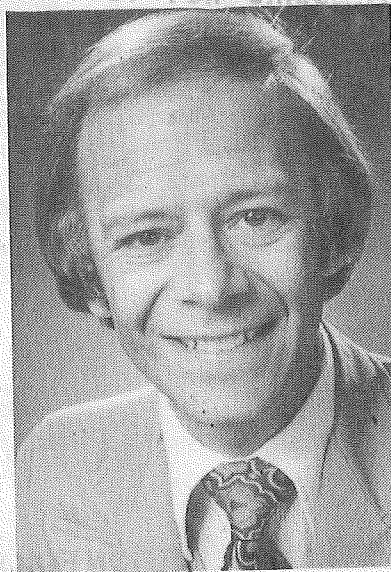
After beginning his radio career on the prairies, Paulson navigated his way to Vancouver and eventually backtracked to become the morning man at CKEY in Toronto.

NOT READY

Being a westerner, he did not possess a strong affinity for Ontario and was hesitant about trekking eastward when offered the position at CKEY. "I really wasn't ready to consider the move," he said.

His doubts were unfounded and the social transition went smoothly. "You find that people are basically the same everywhere," said Paulson.

Having settled in Toronto, he



JIM PAULSON

spent nine years at CKEY, followed by three years at CHFI and for the last six months has been doing the 6 a.m. to noon show at FM 108 in Burlington.

Well known for his feature segments on CTV's Wide World of Sports in such areas as arm-wrestling, Paulson does radio commercial work for Eaton's, ManuLife Insurance and Bell Canada.

Always active, he is the annual host of the Miss Toronto beauty pageant and is the "voice" of Mosport auto racing.

To complete his timetable, Paulson does voice-over work for CHCH television, freelances for CKO on Fridays and works weekends for CKQT in Oshawa.

The impetus behind his assiduous

nature is Kitty Meredith Palmer Productions. "She has me running around all over the place but freelance commercials is where the money is today," he said.

BEHIND THE WHEEL

Besides being the voice of Mosport, Paulson has been behind the steering wheel many times. From the days of burning rubber, and street-rod racing in Edmonton to conquering the corners in a Formula Ford at Mosport, he has been fascinated by the sport of racing.

Time and middle age have led him away from such activities. "As you get older you tend to get away from this type of sport," said Paulson.

"My insurance company finally said you cannot do that anymore. In auto racing your regular insurance company does not cover you. You are only covered by the track for \$5,000 which basically only covers burial costs," he said.

As the years passed, Paulson has found squash and tennis more conducive to his present lifestyle.

On a more sedate level he is a collector of *Time* magazine covers. He sends away his magazine covers to have them personally autographed by the person depicted on the front.

Since taking up residence in Mississauga, just six months ago, he has been impressed with the community spirit in Mississauga.

"There is more community spirit out here in Mississauga and the difference may be . . . Mississauga Mayor Hazel McCallion," he said.

"I enjoy living in Mississauga and through being with the media I have got to know Hazel and she is really a fun lady," commented Paulson.