



CAP *sule*

December 1985

MERRY MERRY MERRY Christmas



Longevity Merrit's a mention— Fred's more than a pretty face

In the radio business, it's "here today and gone tomorrow" for many announcer-types, as they bounce from station to station looking for greener pastures. It's mind-boggling, therefore, to note the service record of Fred Merritt and Bob Farrow at CFCA. Together, they've racked up some 34 years of on-air time on our FM station. This has allowed the two of them to create a special and intimate rapport with their listeners across southwestern Ontario.

Born and raised in Toronto, Fred Merritt developed those booming pipes of his at high school and church sock hops, and he realized back then that his future lay in radio. (Apparently, it was also at this time that Fred began his love affair with exotic after-shave lotions!)

After firing off letters of application to several Ontario radio stations, Fred was hired in 1960 at CKPT in Peterborough. His duties there included general news reporting, production and other off-the-air odd jobs. In 1962, Fred finally got behind a microphone at CFOR in Orillia for a morning show. When new owners with a number of broadcast holdings took over CFOR, Fred was transferred to another of the company's stations, CFCO in Chatham. It was none other than Dan Fisher, at that time the Program Director for CKKW, who tuned Fred in while on a talent search. Dan says when he heard Fred on CFCO, he just had to have him!

So, in June 1966, Fred Merritt introduced himself to CKKW listeners. When CFCA-FM was launched in April 1967, Fred switched studios and embarked on his remarkable career with Stereo 105.3 as the host of "MERRITT IN



STEREO" and "NIGHT FLIGHT".

More than just a voice on the radio (and a laugh in the hallways!), Fred has become a well-known and respected member of and friend to the community. The Red Cross loves to see Fred show up for one of its blood-donor clinics. He's already been "pinned" for donating 50 pints, and he's shooting for 75. (There's no truth to the rumour that Fred gives two pints each visit!!)

Radio isn't Big Fred's whole life, of course. Shortly after he moved to the Twin Cities, he met and fell for JoAnne Jones. They were married in 1970, and then "adopted" their beloved pooch Rusty.

A good time for the Merritts means keeping in close touch with family and friends, puttering in the kitchen (often the inspiration for "Recipe Corner" on Fred's show), and travel, travel, travel. "Mr. CFCA" is approaching his 20th anniversary with CAP and with any luck at all, we'll get another 20 years out of this radio veteran!

In the next issue of the CAPSULE, the life and times of CFCA's local-boy-making-good, Bob Farrow.

When I'm Calling YOOOOUUUU— Telephone Trials and Tribulations—

Lilly Tomlin's Ernestine is not the prototype telephone receptionist. Elaine Economoff is. She is months shy of the 20 year mark as the company receptionist, all of that answering calls and routing them to the proper people and departments. When she walked in for an interview with the late Peter Eakins, she wasn't quite sure she could handle the job. She hadn't any experience in that line, having worked for several years with an insurance company. She hung in, and over 500,000 calls later, she is still on the job. In spite of the belief that Elaine's favorite way of answering an incoming call is, "What the hell do you want?" The job is more difficult that most people imagine. It's not so much the volume of calls that keeps her moving all day, it's the content of queries. It's not uncommon to incur the wrath of some people who wonder why you don't know what program is on a Toronto station at that precise time. She has had to deal with that. When the Pope was shot, she had to patiently explain why the regularly scheduled soaper was pre-empted for a special on the assassination attempt. "I'm sure the Pope didn't intend to get shot at this time" she purred to an irate viewer who was obviously not a Catholic. Elaine also had to deal with another kind of problem . . . a male whacko who kept calling her at various intervals and spouted obscenities. On one occasion



while he spewed a stream of four letter words, Elaine stopped him in mid sentence with a suggestion of what he could do. With some prodding by police, the harrassment stopped and it has not surfaced since. But over the years, the polite callers, the complimentary calls have far outweighed the bad, otherwise not even she would be doing what she is doing for two decades. I don't even mind it when she barks "where have you been" or "it must be nice having a 3 hour lunch". She could ask me, "what the hell do you want." That could be a quick chill.

Elaine is one of the best dressed receptionists in the Twin Cities and the reason for an extensive wardrobe is not an unlimited budget. She has taken up dressmaking with a vengeance, and now you know the reason why.

Ruminating Round Radio

The CKKW Radio staff has a couple new additions. One of them is Jo Anne Scott who was born in St. Catharines, grew up in Kitchener, attended St. Marys High School and took design at Conestogo College. Her hobby is oil painting and she is a rarity in her family circle. Jo Anne is the first member of the Scott clan to NOT work at St. Marys Hospital where her father and a sister are x-ray technicians while a second sister is a nurse. Her big ambition is to be rich and famous.

Not so for her counterpart Doug Dahm who spent 14 years at the K-W Record before he decided to mend the error of his ways and opt for a career change in radio. Said Doug, "I wanted a new outlook on life." Married with two children ages 8 and 3, he aspires to a management post in the future and judging from some of his philosophical gems, he could make it to the upper room. Example . . . "integrity can't be bought but it can be rented." Anything is possible since Marcel Marceau got his start in radio.

Fitter Faster Lunch Bunch Witness Fitness, and Feast on Results

There is a trend among some leading companies that is leading to more productivity and a fitter, more alert work force. Mutual Life has been part of it for years and the results are gratifying to say the least. I refer to the physical fitness kick and more importantly facilities that are made available to employees, for noon hour workouts in addition to after work hours, as well. Studies have shown that those who take advantage of the facilities can cope better with job stress and have the ability to produce for longer periods of time at a much higher level of competency. A number of CAP people have suggested that we need something like the Mutual facility, going as far as to suggest that one of the dressing rooms be set aside with some exercise equipment for use during the lunch hour. Not a bad idea really. The idea is planted . . . let's see if it germinates. Then again are we ready for a gaggle of Arnold Schwarzenegers?

Fecund is best in nether reaches of newsroom Baby boom shatters quiet

Ever since the guys in the newsroom found out the feds actually dole out money each month in the form of baby bonus, the race has been on to cash in. Within the span of what seems days, Sue and Art Baumunk increased their brood with the addition of a baby girl. Not to be outdone, Cheryl and Jeff Soltysiak matched them with a little girl of their own. The whole thing began when Connie and Jim Alexander brought forth a little lady, and from washroom gossipers little whispers that a couple more newshounds wives are infanticipating. Must have been a helluva party.

Editors Note:

Whenever something like the CAPsule comes into being, enthusiasm runs rampant. People volunteer to supply information and write articles and the most often asked question is "when is the next edition coming out?" But, human nature very seldom alters its course and the interest of the writers and contributors wanes. That's where I underestimated the quantity of zeal. I thought it wouldn't happen until after the first year, at least. It has set in, after only three editions. Only three people have volunteered articles or information, and that's bad. This project was never intended to be a one or two person endeavor. Surely there are enough people who would like to try their hand at playing newspaper. Even if you can't write, let someone know about things that would be interesting to all of us. We'll put it to print.

Stereo Scuttlebutt

Bob Farrow played a big part in launching TRIVIA FUN at the Charcoal Steakhouse Library Lounge. Bob, along with pianist Lionel Vachon, held sway Tuesday and Wednesday evenings, testing the musical knowledge of lounge patrons. Lots of trivia fun, and some nice prizes too!

Phil Meighan joined a gang of radio types from several Ontario stations for a junket to Vancouver during the first weekend in November. The guys were guests of Expo '86 and the Ontario government, which is building a spectacular pavilion on the Expo site. With the opening of the World Exposition just 6 months away, Expo folks want we Easterners to know what's about to happen on their side of the Rockies. And, bless their hearts, they figure the radio guys can help spread the Expo gospel. The lads were given a good look at the Canada Pavilion (the one with the sails on top), the Expo grounds and Vancouver itself. Phil says the fellows were so pooped after all the sightseeing, they had no energy left to savour Vancouver's exotic nightlife. And if you believe that, Phil figures you'll be interested in some swamp land that's for sale in Cambridge!

Coming up on the CFCA Calendar . . .

The Canadian Brass for Christmas December 18th at the Centre in the

Square in Kitchener. This CFCA presentation also features the K-W Philharmonic Choir.

It's New Year's Eve with CFCA at the Waterloo Motor Inn featuring the Rainbow Gardens Jazz Orchestra.

CFCA presents the piano concert series at the Centre in the Square starting in February 1986. Frank Mills, Marvin Hamlish, Victor Borge and Ferrante & Teicher will be featured in four different performances.

And don't forget Kloset Komiks at the University of Waterloo's Humanities Theatre January 21st 1986. CFCA and CKCO give aspiring comedians a chance to strut their stuff for live and broadcast audiences.

A Licence to be noticed

The latest vanity license plate craze has moved into the CAP parking lot. Some of the plates spotted are not new of course, Don Willcox sports TEEVEE plates . . . HLZ markers belong to Harold Zister . . . WOOLY identifies the wheels of Gary Holmlund . . . TORBAY naturally follows Joe . . . ALW 1 belongs to Aubrey Walters . . . BLUR represents an investment by Irwin Nikel and I take it as an oblique reference to the speed at which he moves . . . surely he jests . . . Ron Johnston's car is the one with ARE JAY plates and Elaine Economoff is getting EE 1. That presents some interesting combinations for future plate watching . . . BIG MAC for W.D. or MAN-URE for David Imrie . . . THE BIRD for Kelly Crowe and my fave TINKER BELL for Arch Ferrie.



Don Cameron hosted CKKW's "Meet The Rangers" reception Tuesday, November 5th . . . an evening for sponsors of the station's radio broadcasts to meet, and talk with, players and Executive members of the 1985-86 Kitchener Ranger Hockey Club.

Baking Powder Twins Cook Up A Storm - I'm Cooking As Fast As I Can

Wanted: Someone who can cook, mend, sew on buttons and administer first aid treatment.

If you met all those requirements, you would qualify to join Yvonne Pomeroy and Francis Tabor in CAP's answer to haute cuisine. Habitués of the coffee bar have at one time or another been fed, had buttons sewn on, aspirins dispensed, rips mended, and reassurances given, sometimes all in the same day. It didn't start out that way. The extra amenities were somehow added to the job of serving coffee and the other goodies that are dished up day in and day out. Both Yvonne and Frankie are well qualified too. Yvonne worked 11 years at Smitty's Tavern in Waterloo as a preparation cook. She also worked 6 years as an auto trimmer. So if you get a bowl of chili with a border of ric rac, it is simply because old habits are hard to break. Frankie was a salad chef at the Conestogo Inn. Both have to do the cooking at home when they pack it up for the day. Frankie spends Sundays baking for her brood. Actually there is another dimension to their work. For instance, they have developed the ability to determine how much food to prepare each day with a minimum amount of leftovers. Most of the time, the guess is right on. When they run short, diners go for the favorites . . . omelettes and banana layer cake. The omelettes present a problem, if there is a run on the hen fruit. The grill, first used on the ark, is too small, and when folks are hungry, they don't want to wait. Yvonne, who filled in on a part time basis, prior to going full time, took over from her mother in law, Mildred Pomeroy. She had to pledge to continue a long standing tradition of serving missesti and liver and onions, at least once a week, until the end of time. If those gourmet goodies don't exactly tickle your fancy, their muffins do. So does the coffee. On an average day, they'll brew and dispense 25 pots of brewage . . . some 250 cups in all. That's a lot of coffee. Sales though have taken a drastic slump since Peter Ferguson left. Fergie was good for 15 or 20 cups a day. Business may never be the same again. There's another uncanny and perceptive side to the ladies of the coffee urn. With 100% accuracy, Yvonne and Frankie have been able to determine those who are pregnant, before those

with child are ready to tell anyone interested in knowing. There's no telling how far reaching this talent is. I wonder what they can tell about guys?



Can I Put The Bite On You?

Is it Andy McNabb whispering sweet nothings to his "live in" Boa? Could it be the newest thing in submarine sandwiches . . . or is it some crazy, mixed up fool who doesn't know the difference between a microphone or a silly serpent? We're not interested in the snakey one . . . what we'd like to get is the identity of the guy in the fruit of the looms. Do you know who he is. Yep, he works in the building . . . at least I think it's a he. We reveal all, in the next issue of CAPsule.





Back in the dark ages when the company was young and the natives foolish, some of the jock types actually thought they could play hockey . . . like the Toronto Maple Leafs of today. You may be able to pick out some of the "athletes" such as Jack Liddle, George Moskal, Reg Sellner, Bob McKeown, Harold Zister, the late Peter Eakins and the "Big Ragout" himself, W.D.



The Way We Were

Honestly now . . . does this picture of uncertain vintage really bear any resemblance to the Hoppy we've come to know and admire through the years? It is hard to believe that he was once this young. Even he can't remember how old he was. What's more frightening is the fact that his youngest son looks exactly like the old man. And here we thought Hoppy was one of a kind.

Food For Thought

One of the tragedies of business is the number of employees, at all levels, who have "mentally" retired. They're resting on their laurels, just along for the ride they aren't looking for new challenges, not interested in ways of doing things different or better, no longer much concerned about the competition or the customer.

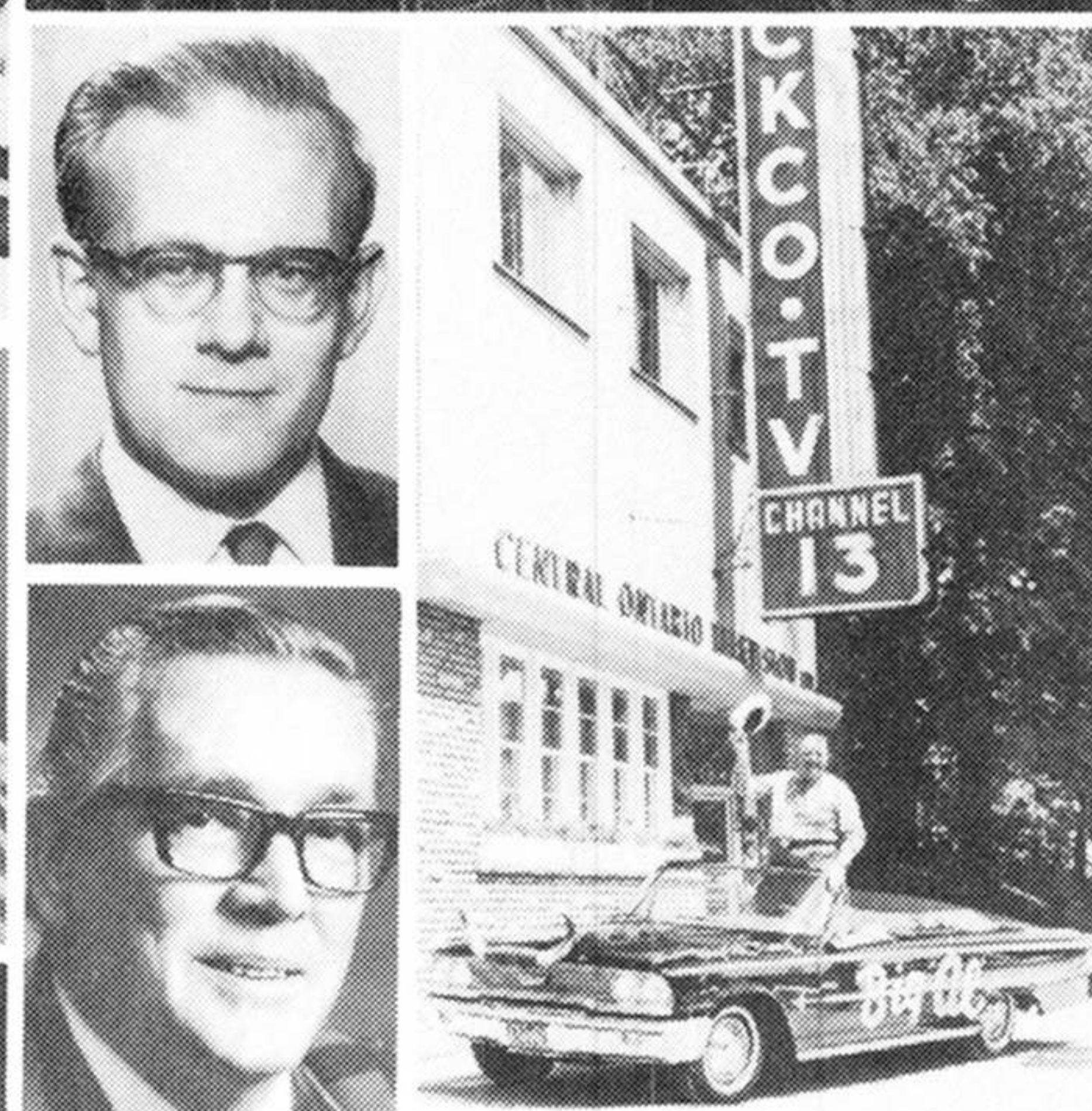
Like anyone who coasts, there's only one place for them to go — downhill. Keep alive, keep challenging yourself until the day you quit.

When growth stops, decay begins.

5th Annual Rollerama

The Association for Children with Learning Disabilities held their 5th Annual Rollerama on October 23rd, 1985. Over \$8,200.00 was raised for the Association of which \$1,028.00 was collected by Elaine from employees of CAP (and anybody else who happened to walk past the back door). This is more than double last year's pledges.

Sue would like to remind employees that she is trying to collect Zehrs tapes for A.C.L.D.



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Send contributions to the Editor.

Publications Editor
Reg. Sellner

Capsule Editor:
Bill Inkol

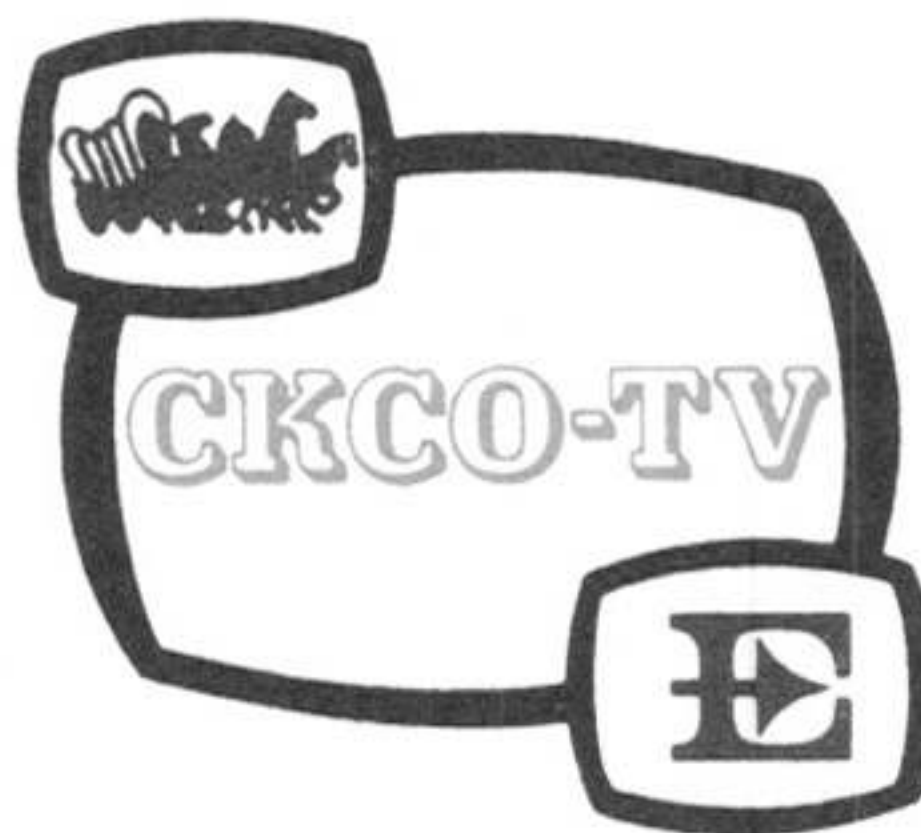
Contributors:
Phil Meighan
Hoppy
Sandy Clark

Anniversaries October and November

15 YEARS
BRUCE JOHNSTON

10 YEARS
JOHN JOHNSTON
JOHN HASLIP
PETER GRAHAM

December 16, 1985



"NO THANKS, I'M DRIVING"

In an attempt to keep our highways safe from the hazards of drinking and driving, "C A P Communications Limited" (consisting of CKCO-TV, CKKW-AM radio, and CFCA-FM) is proud to launch a new public awareness campaign.

"NO THANKS, I'M DRIVING" buttons are being distributed by licensed establishments in the Kitchener-Waterloo area, to 'designated drivers', who will receive non-alcoholic beverages FREE in order to drive their friends home safely.

The campaign has also been well-received by the Waterloo Regional Police Force, who will distribute the pins to help promote their own 'RIDE' program.

On Sunday, December 29th., 7:00-8:00 p.m., CKCO-TV has scheduled a powerful one-hour drama, "One Too Many" --- a program that focuses on a confused high school senior with a drinking problem. It's tragic conclusion ultimately drives home the point that 'even a few' can be ONE TOO MANY.

Through this community-wide effort, and a publicity campaign to inform all Ontario residents, "C A P Communications Limited" hopes that more people will say, with pride: **"NO THANKS, I'M DRIVING"**.

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For further information, contact:

Promotion Dept.
C A P Communications Ltd.
(519) 578-1313