

June 1985

Zister on the Orient Express

Recently Harold Zister, the Assistant Secretary-Treasurer and his wife Carolyn took a trip to China to see how the other half of the world lives. Were they surprised? You bet. The following is a diary-sharing insight of what Harold and Carolyn experienced.

CHINA REFLECTIONS

Peking (Beijing) Arrival in China is a memorable experience. Flying at night in unpressurized planes (8 - 12,000 ft.) one lands on a runway that the lights are illuminated almost as the aircraft touches the runway. In terminal buildings security is tight and hallways are lit as you enter and lights extinguished after you pass through. Vehicles travel at night with no headlights and flash their lights if they feel an obstacle is ahead signalling their approach and without reducing speed seem to miss, vehicles, pedestrians, oxcarts, bicycles, etc. by inches. Peking gives the impression that the entire city has been levelled and urban renewal will take place all at once. There are 8 million people in Peking.

Our first mingling with the native people was at the Forbidden City, originally built in 1420, twice restored, 9,000 rooms. When departing our bus, literally thousands of people stopped to stare at the "foreigners." Glasses are seldom seen on the Chinese people and they will approach within inches to get the view through your glasses. Prior to 1900, commoners entering the Forbidden City were on a one-way passage to certain death. Walls and floors were built with bricks, fifteen feet thick as a security precaution.

Main thoroughfares are closed to vehicular traffic to accommodate the thousands of cyclists and pedestrians going to and from work. There are few private motor cars. Groups of a few or dozens of people do their exercises daily along motor routes. Former kamikazee pilots are now bus drivers, full speed ahead at any cost.

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Winners of the Executive Pin-Up Contest

When the Executive Pin-up Contest was first suggested for our inaugural edition of CAPSULE, we thought it would be fun and easy. Fun it was, but easy . . . not so. Of all the people who took time to return their guesses, only two sharp eyed sleuths managed to correctly identify and match up the names and faces. Elaine Econamoff, switchboard and Phil Meighan, CFCA's intrepid morning man, were the winners.

Each receives a suitable prize that serves as a reminder of their acuitive abilities.



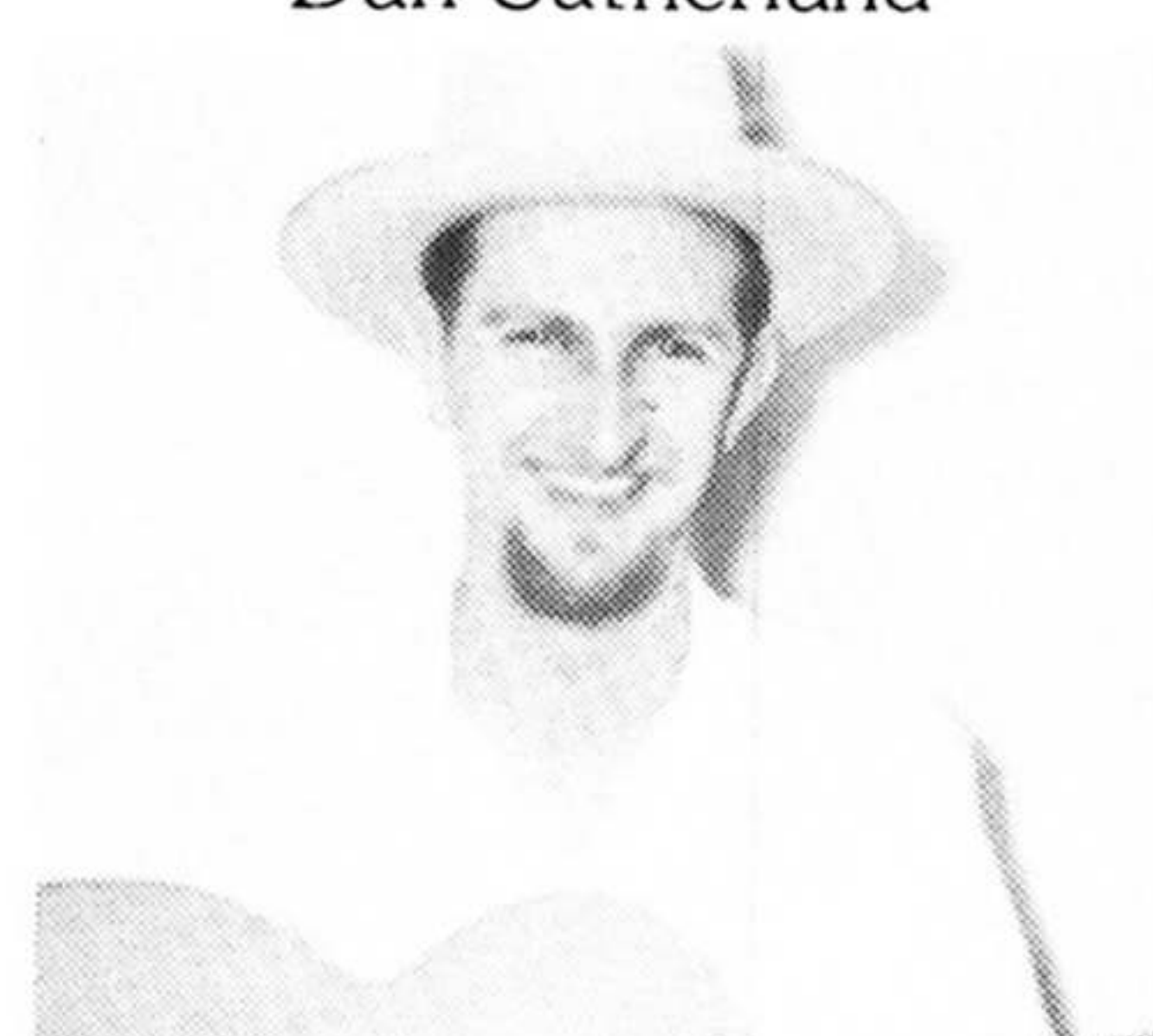
John Pollock



Dan Sutherland



Don MacDonald



Bob McKeown



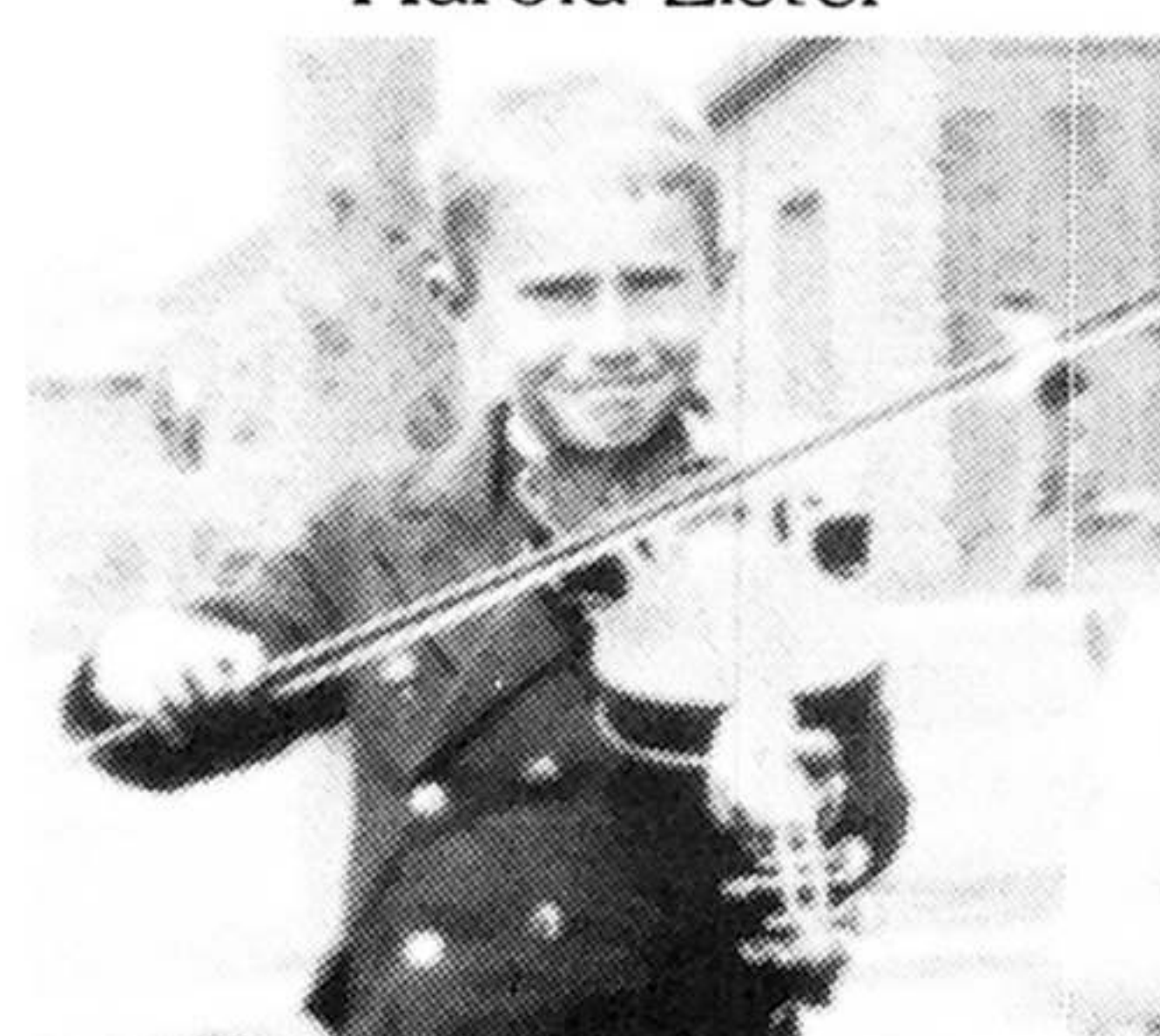
Don Willcox



Harold Zister



Reg Sellner



Paul Turchan

Hoppy goes Steelhead fishing in Michigan

First of all, for those not in the know, let me explain what a Steelhead is. While these fish are languishing in Lake Michigan they are Rainbow Trout.

In the fall and winter when they move into the rivers they are called Steelhead. Why this is, has not been satisfactorily explained. The smaller ones that are caught in the river (average weight 6 to 8 pounds) are called Skippers. The larger fish (up to 15 and 16 pounds) and the Skippers have a silver skin with strips of colour running lengthwise. The length of time that a Steelhead has been in the river can be determined by their colour. The newer arrivals are silver, as I mentioned and the ones that have been in the river for sometime are usually a grey muddy colour.

Last winter (1984) was my first introduction to Steelhead fishing in Michigan. I enjoyed it so much, I decided to try it again.

The Mainstee River was our fishing territory and a little town called Wellston was our base of operations.

Wellston is about a six hour drive from Kitchener by way of the 401 and 403 to Sarnia and I-75 North toward the Mackinac Straits — four lane most of the way. The exact location of Wellston (some wag had added ED on the sign) is about 100 miles from the Mackinac Straits in the lower peninsula of Michigan.

Our registered guide — Doug Samsal — is originally from Ohio. He farms in Ohio during the summer and has a permanent home in Wellston. His mother is a former resident of Kenora, Ontario.

For his fishing expeditions he uses a fifteen foot aluminum boat that can accommodate three people including the guide. The boat is powered by a 25 HP Mercury. Some guides now use drift boats without a motor. However, these are not as manouverable as a boat and motor.

There are primarily two ways of fishing for Steelhead. One way is casting with spinning reels and using spawn bags for bait. Wooden bobbers are used by most fishermen because it's very easy to get snagged on sunken logs without them. The Manistee River is very swift

so you have to cast upriver and let your bobber float downstream. You also have to be very alert, keeping a close eye on your bobber at all times. As soon as your bobber goes down you'd better be ready to set the hook or the fish will take off.

The other way to fish for Steelhead is using lures. Our boat was equipped with five rodholders but legally you can fish two rods at a time per person. This method isn't as interesting as casting once you have your lines set. However, you still have to be alert because with five lures in action you almost need eyes in the back of your head. The lures have triple hooks so it's not likely they will get away once they strike. The big problem is keeping the lines untangled. When the fish strikes we quickly try to reel in the other lines. It's really a ball when two or more strikes occur at the same time - which does happen.

When you do get a good sized fish, it usually takes up to ten minutes to land it.

Once you have landed a mighty Steelhead you might want to try eating it. Preparing the fish for the table is another story. If you would like more info, contact **your ole buddy, Hoppy.**

So long fer now naybor!



Jamaica Jamaica

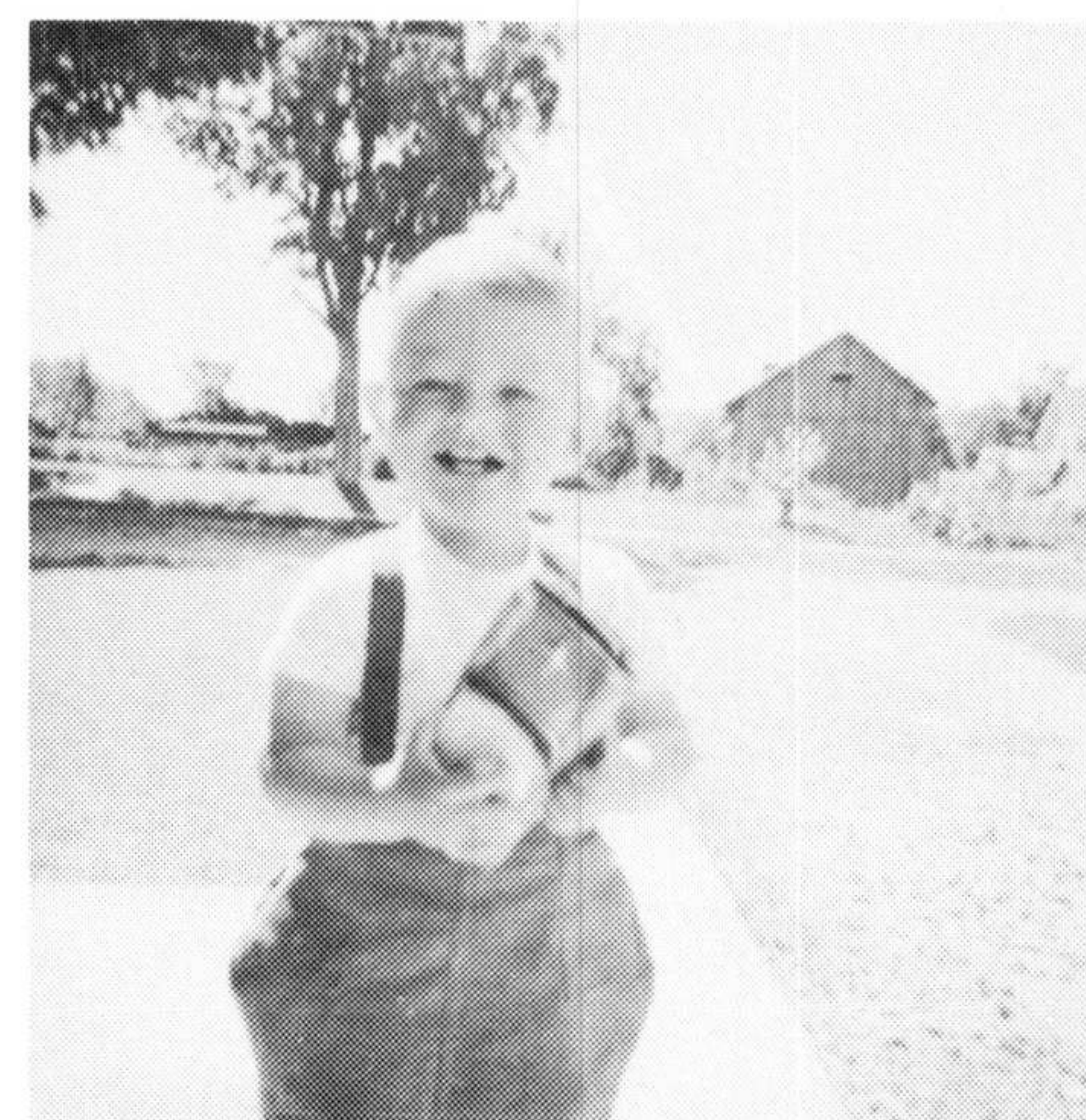
CKKW put together the Jamaica, Jamaica Winter Beach Party in April. It took place on the 11th. It couldn't have been better! Forty couples turned out in outrageous costumes to try and steal the judges' hearts and win the trips to Jamaica. Three grand prizes were awarded for trips for two for one week's accommodation at Runaway Bay in Jamaica.

Winners were Barry Todd, Mickey Poulin, and Ron Pole all of Kitchener.



Do You Know Me?

Can you identify this CAP employee? We can tell you that American Express hasn't asked him to do a commercial yet, although that would be an experience to remember. He's big in the business of communications, a veritable "Double Dipper". If those clues don't help you in putting a name on him, you'll have to wait until the next edition of CAPSULE to find out who he is.



Orient Express . . .



One marvels at the magnificence of the Great Wall of China but can't help wondering WHY! Mountains stretch for miles and being above sea level, it would be an incredible feat for any army to invade via this route.

Shanghai Largest city in the world at 12 million, we encountered more people in blocks than all of K-W. Shanghai has one of the busiest harbours in the world and is the export trading centre of China.

The ivory, jade and carpet factories work 24 hrs. daily and a 12 x 12 oriental carpet can be purchased from \$600.00 U.S. The Friendship Stores (for foreigners, with set prices) sport bargains in embroidered goods, cashmere sweaters (from \$17.00) cloisonne, carvings, racks and racks of bengal tiger coats (from \$600.00 U.S.) and leopard coats (\$300.00 U.S.). One realizes why they are almost extinct species. One can bargain with the native shopkeepers next to the Friendship Stores and obtain similar items at more reasonable prices.

Guilin (Kwelin) The most spectacular scenery in China is in the Guilin area and is like a journey back in time. Villages are 400 years old, 1300 year old banyan trees, and the mountains along the Li River are pictured on most china wall hangings. Accommodations in Guilin are minimal as no hotels have been built since 1938. Great effort is being made to rectify this problem.

Canton (Guangzhou) 1500 people inhabited the vegetable commune we visited. The commune had their own medical clinic, school, winery, etc. Vegetables supply major cities and human excrement is used as fertilizer, necessitating great care in what you consume and drink. China is now feeding her people and rice production is so efficient that they are exporting rice. Within a few years they will be exporting much that until now they have had to import.

One feels redevelopment of China is all being done at once. Cities have been torn down and everything is being rebuilt at once, including roads, factories, schools, hotels, subways, tourist attractions. They work three shifts, seven days a week. Apartments are replacing the communes (some ten stories with no elevators) and the elderly remain in the slums, being unable to adjust to the new ways. Annual average wage is \$150.00 and once assigned a job one has no chance of changing or upgrading unless directed by the government.

New Career on the Horizon

In addition to his job as TV Sales Representative, Bill Manning has been busy with his hobby of painting. This hobby has been both enjoyable and profitable, as his pen and ink sketches of Mennonite scenes have been turned into "Hasty Notes", packaged and sold in stores locally. These notes have travelled far and wide, judging by the responses Bill has had, from people as far away as South Africa, England and the United States. This summer Bill plans to vacation in the area of Lancaster, Pennsylvania, where there is a large population of Mennonite people. The trip should result in many more ideas for future "Hasty Notes".

Bill also does oil paintings, from photographs, usually of animals. Many people have requested portraits of their pet dog or cat, which Bill creates after taking the pet's photo, which can be a tricky job. When the preliminary work is done, the client's approval is obtained, and the finishing touches are added, the portrait is framed and sold.

This will become a full-time occupation for Bill when he retires from TV Sales. How many people plan a new career when they retire from their original job!

CAP Ink-lings by the Editor

In the words of the late "Big Al" . . . "keep those cards and letters coming in." Actually we did not get either, but it is a pretty neat way of slippin in "thank you" to the many people who doled out countless words of praise following the publication of the first issue of the CAPSULE. We liked it so much, we decided to put out another edition. This sort of thing could go on forever . . .

Paul Reekie was the surprise winner of the Golf Tournament. I say surprised when perhaps the better word would be amazed. "Boomer" won the low net, top prize, after a very involved arithmetical formula was invoked . . . whereby Henning Grumme's shoe size, the collective waist sizes of everyone using the men's washroom in a single day, plus

Gary McLaren's age were all brought into play . . . **Monica Schmidt** who operates the board for the Dan Fisher Show on CKKW in the early morning, came in as the first runner-up in the Miss K-W Beauty Pageant. In addition to being a part time CAP employee, she attends Conestoga College in the Radio and TV course, is a very accomplished violinist, talented, intelligent and attractive young lady. She was sponsored by, who else, CKKW . . . **Peggy Meritt** is the radio sales secretary, replacing **Jane Cellini** who has decided on a career change in real estate . . . among the band of intrepid world travellers travelling to far away places with strange sounding names were **Betty Thompson** who travelled to Scandinavia and

the Soviet Union with her husband and a group of K-W and area people. There is absolutely no truth to the rumor that the Soviets decided never to invade Canada after listening to Betty's non stop barrage of verbiage. "Nyet" said the comrades after being told that she was a token quiet canuck . . . **Phil Meighan** spent two weeks in England and Scotland where he honed his cockney accent and Scottish burr. While in England he did the usual things tourists do . . . quaffed a pint or two with Prince Charles, ate fish and chips with gravy and watched the changing of the guard. Phil got his luggage intact . . . Betty had her's go astray; souvenirs and mementoes included.

Video-Q Marketplace Television is on the move!

Recently, Video-Q has participated in major industry events to bring the Video-Q concept to major clients.

The Metro Toronto Convention Centre was the scene of the National Sales and Marketing Conference from April 23-25. Video-Q participated with a booth which featured samples of the Video-Q in-store advertising program.

The booth was manned throughout the show by Video-Q personnel.

Good comments were received by those attending the show and a number of potential new clients are being visited as a result.

In June, General Manager Barry Stranks spoke to the Broadcast Research Council on the Video-Q test program. It was developed exclusively for Video-Q by A. C. Nielsen Market Research.

Barry's presentation featured CAP produced video plus a computerized slide presentation developed for Video-Q by Electrohome. The entire presentation was well received by these industry research experts.

In other news, Bill Perkins has left the Video-Q office in Toronto. Our new man in Toronto is Brian Case. Brian comes to Video-Q with an extensive sales and media background. He is excited about the many sales opportunities available with Video-Q. We know you will welcome Brian to our CAP family.

We also welcome Sandy Clarke to Video-Q. We regret that Jewel Hendry decided to leave but we wish her well.



Glad You Asked

Some one has enquired about the room next to the cafeteria, that is slowly gathering up pieces of equipment, monitors, et al. When it is completed, it will house a master editing suite that will allow producers and editors to produce a finished program, commercial or whatever, replete with effects, graphics and all the other bells and whistles without going through the production control phase on the main floor. We can hardly wait until it's finished.

Big Deal

Joe Ulmer and Pat Fitzgerald watched Ute Neugebauer deal from the bottom of the deck at C A P's recent Casino Night at the Transylvania Club



Baby Boom

A number of co-productions involving people of the CAP family are worthy of note. Paul Francescutti and Mary Jane are bragging about daughter Carla . . . Michelle Stanfel, front reception is thrilled with the arrival of a 6 lb. 1 oz. daughter . . . Dave Carswell, Radio News popped some buttons while describing the newest addition to the Carswell clan, a young lady called Katy.

I Do, I Do, I Do

The sounds of wedding bells will be or have been heard by Jewel Hendry, secretary to the TV Manager who moves to Thunder Bay where her husband is working. Sandy Clark takes over Jewel's responsibilities as Bob McKeowan's girl Friday.

Jane Cellini, a former sales secretary in radio is also getting married in September while CKKW Jack Craig Angles has already deserted the ranks of bachelorhood.

DID YOU KNOW

. . . that CKCO-TV's signal covers 37,036 square miles

. . . that the coffee bar was once the main bar of the Concordia Club

. . . that the field behind the station was the city dump

. . . that CKKW was started by former CKCO-TV news director Alan Hodge

SAY YOU SAW IT ON CKCO-TV

SAY YOU HEARD IT ON CKKW
OR CFCA

Kitchener Ranger Awards Night



The Voice of The Rangers, Don Cameron and Wes Lillie were presented with gifts at the annual Kitchener Rangers Awards Night held at the windup of the season.



Don was also the M.C. and doubled as guest speaker, but apparently was at a loss for words . . . Can't understand why he received a standing ovation. (No kidding).

Aird on the Air



Lieutenant-Governor of Ontario, the Honourable John Aird, guest on CFCA-FM, receives gift of appreciation.

Being the guest on Jack Carpenter's Sunday evening radio show 'Music Hall' on CFCA, and selecting the music is a sure-fire way of getting some informative and entertaining conversation as well as enlightening insight to the personality through their choice of music. The Lieutenant-Governor was no exception.

What does His Honour enjoy? For a start he is a fan of Frank Sinatra and swings with the Big Band Miller sound.

No royal salute. He went along with 'Chattanooga Choo Choo' (knows all the words) 'Mack the Knife', 'String of Pearls' 'Play it again Sam' and 'True Love'.

He seemed very much at ease with Jack as he reminisced, with a few chuckles, between the musical selections, about his introduction to the big bands standing in front of the bandstand in Toronto. His war service in the navy, and his introduction to the big band sound of the Central Band of the Canadian Forces. His term as chancellor of Wilfrid Laurier, which ends this year, and his attachment to this part of the province. Especially about his pleasure meeting the people as Lieutenant-Governor and a very honest and affectionate reference to his wife Jane.

Carpenter presented on air, a gift of appreciation from the people in the broadcast area. A "thank you" for five years of dedicated service, and the effective way he had involved his office with the people.

The gift, an engraved ships' bell mounted on a brass plate complete with his personal crest, was made and assembled in the area. Along with the 'In Appreciation' inscription went the legend of the gold-covered woven leather toggle.

From the toggle a little gold wears off each time its touched.

Until only the worn leather is left.

So in time.

You have have no gold, but you will be rich, for you will know how many friends you have.

By tradition, the Lieutenant-Governor is appointed and serves at Her Majesty's pleasure. By the same tradition John Aird's term will end in September this year. What does he do after retirement? He said he would like to go back to a modified form of law and do some teaching. We don't all get to meet him personally but Carpenter spoke for us when he succinctly said 'Thank You'.

And the winner of the OHA Media Recognition Award is . . .

The sports department continues to pile up awards. Hot on the heels of the department's second Can Pro Award, the Ontario Hockey Association has recognized the sports team for its outstanding contribution towards the support of Amateur Hockey in Ontario. Recognition came through CKCO-TV's Hockey Talk Show, which showcased the OHL, Junior "B" hockey players, minor hockey features and young female hockey players. The honour was announced June 15th by OHA President Brent Ladds, at the association's annual meeting in Toronto. CAP sports joins some pretty exclusive and select company with this second award for television stations in the province. Only the London Free Press has managed to win twice. So if you see Bill Inkol, Wayne Kooyman, Jeff Hutcheson or Don Cameron walking around with a plaque slung about their necks, be indulgent. They are trying to play it cool.

CKKW Essay Contest Winner

Lorna Muller of Kitchener was the grand prize winner of CKKW's Essay Contest, and was presented with a trip to France this summer as well as other gifts.

Marne Goodyear and Amy Wilson were the runners-up and each received diamond jewellery from Ostrandens. The contest was open to all high school students in the Region of Waterloo, and was sponsored by Wilfrid Laurier University, The Dominion Life Assurance Company and CKKW. . . .



Charlie Awards

John Arais (rt) presents the CKCO-TV Charlie Award for Best Film to Thomas Kelp of Eastwood Collegiate in Kitchener. The title of Kelp's film is "Life Is Funky" and was classified in the animation category.

The Charlie Awards (named for Charlie Chaplin) are presented each year for the best films submitted by high school students in the Region of Waterloo. A new class will be added next year for video's.

CKCO-TV has sponsored the competition since it's inception 5 years ago. . . .



Recognize Anybody?



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Happy Anniversary!

5 YEARS

ROBERT TIFFIN

Operations

May 26, 1980

FRANK PARSONS

Engineering

June 16, 1980

10 YEARS

CALVIN SHAVER

Operations

July 21, 1975

15 YEARS

ROBERT FARROW

CFCA Announcer

May 31, 1970