



CAPsule

October 1985

Phil's Fans Fancy His F.M. Finesse

In the past radio spawned a breed of early morning jocks who had to chatter on incessantly, more often, not making sense, and generally becoming a colossal pain in the gluteous maximus with their feigned "Happy Jack" humor. Then more and more people found the F.M. style of announcer, more to their liking when they rolled out of bed. This is not to say that A.M. jocks are electronic lepers, but the "Laid back" approach does offer an alternative. That's one reason why Phil Meighan, the wake up guy on CFCA has cultivated a legion of loyal listeners. He's laid back, unflappable and a swell fox trotter. The ideal FM prototype. When Phil left Thomson Collegiate in Toronto to attend Ryerson in 1965, being a FM morning announcer was the last thing in his mind. In 1968, diploma in hand, he got his first show biz job at CFGM, Toronto's country music station, which shows you how Catholic his music tastes are. After developing chronic saddle sores, "Laverne" as he is affectionately known to a tight circle of close friends, headed for CKWS where he plunged headlong into contemporary radio and television. In September of 1972, he followed closely on the heels of class mate Bruce Johnston, and inflicted himself upon the listeners and viewers of CKKW-CKCO-TV. After a stint as a general news reporter, it suddenly dawned upon Phil that he should improve his stature in the industry, not to mention his knowledge and general well being, by moving into the sports department. He was suitably impressed by his sports heroes and caught up in the excitement of the glamorous world of play, doing an admirable job. For reasons best known to himself, he left to return home to Toronto where he joined CFRB's sister FM station CKFM. Succumbing to the siren song of television, he joined CFTO TV as a lineup editor and

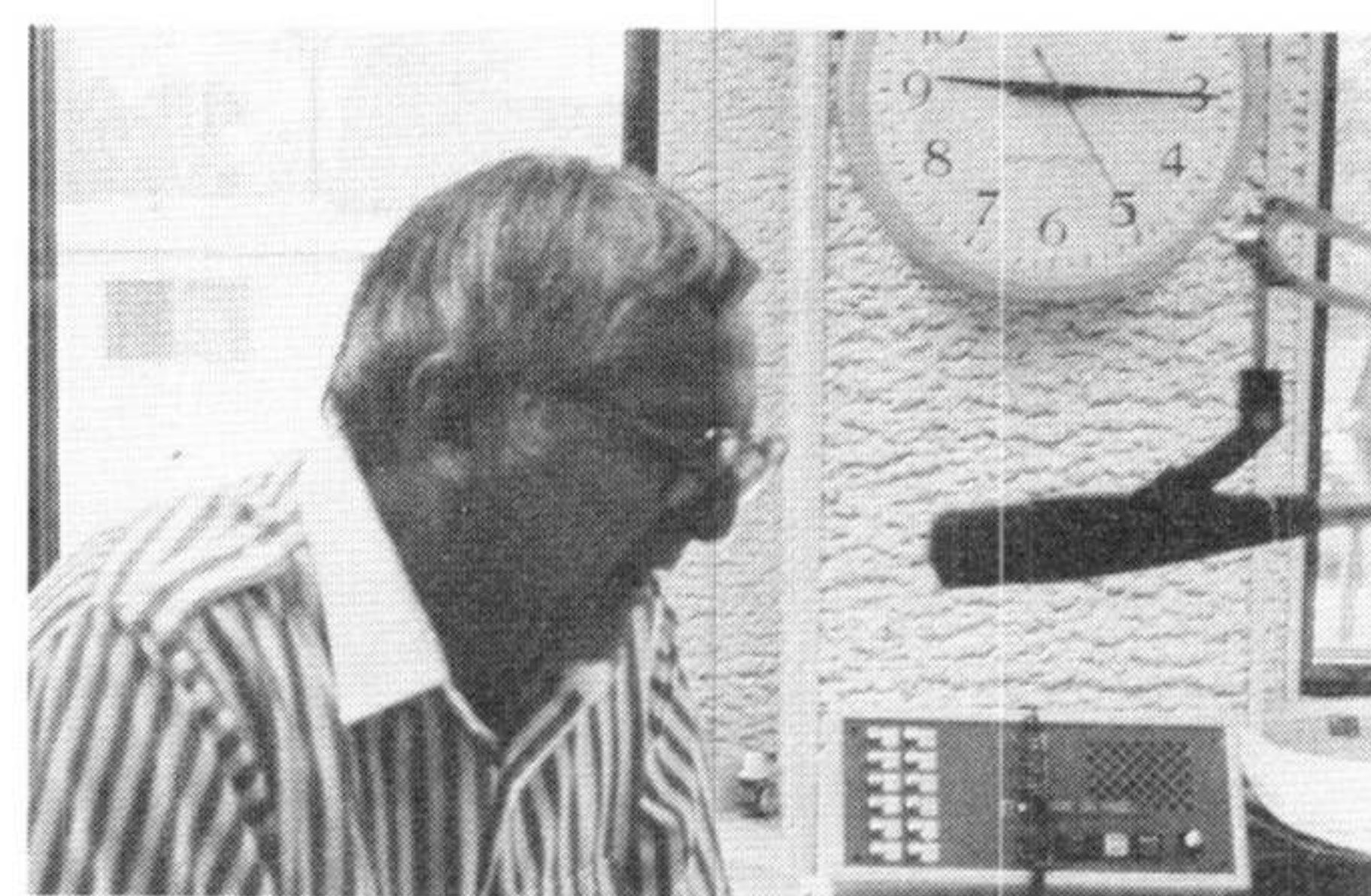
mentor of Pat Marsden. That's when he decided to indeed come home . . . since he had never really left. He commuted from his Cambridge home to Toronto, daily, missing only one shift because of weather. That's the day of the big blow a few years ago, when nobody moved out of the house. Offered the CFCA wake-up show, Phil's career took a new twist, not to mention his personal life. Basically a night owl, Meighan did a 180 and became an early riser, dragging his 6'4" frame out of bed each morning at 3:30, so that he could begin his shift at 5 until 10 a.m. The rest is history . . . his fans are many, his audience appreciative of the different features he authored . . . touching on the nostalgic and stroking his groupies with an easy going style.

He developed a penchant for messing up on the Friday trivia portion of his immensely popular sports and weather feature with Bill Inkol. It was another Meighan ploy to engender pity from his listeners.

Off the air, Phil has a community involvement that he tries to hide. When his daughter Annie attended the Christopher House Day Care Center in Cambridge, he found out that the center was in need of male volunteers, so that youngsters from one parent families could identify with a father figure, a phrase he abhors. He still devotes an afternoon a week, becoming one of the longest serving volunteers at the center. As a result of that and his other qualities, he was accorded the Bernice Adams Award for Community Service. If the guy sounds like he's ready for beatification, forget it. Anyone who reveres Fergy Oliver as his patron saint, has to have a flaw in his thinking.

Fish and Quips, A Morning Fair That's Pleasant

After 29 plus years in radio, you would think Dan Fisher's enthusiasm for the business would be diminishing. "Not so", says CKKW's morning man for the past 4 years. "I'm still having fun, doing an air shift that begins at 5 a.m. and ends at 9." While his air stint begins at an hour that most people consider ungodly, Dan is in the office long before that. A self confessed early morning person, he is out of bed at 2:45 a.m. and in the building by 3:15 where he pours over morning papers and periodicals until he steps into the studio while the 5 o'clock news is on the air. That's one reason why his program has that fresh, current sound. It is the approach he's used since he began his career in radio almost 30 years ago in Pembroke at CHOV. From there he moved to CFNB, Fredericton, New Brunswick before he found his way back to Upper Canada and CKKW. With KW, Dan worked a DJ shift during the day and then accompanied play by play an-



nouncers Ron Reusch and Mike Nolan who followed the pro Kitchener Beavers and in the early 60's the Junior Kitchener Rangers. Fisher hosted a between period hot stove discussion with hockey scouts and whomever else he could collar at the auditorium. When Electrohome bought CKKW from a group of Kitchener investors, Dan was part of the package. He hosted a talk show that managed to endure for 15 years . . . a modest record of sorts in today's radio wars and is now in his 25th year, part of which was spent as program director of the station.

Does he sleep in on the weekend? Not really. Dan Fisher is at the farmers market at 5 a.m. on a Saturday, even before some of the vendors have arrived. Although some people relish the idea, it is highly unlikely that this grandfather of 3 will die in bed, simply

because he is up and at the world when most normal people are still pounding the pillow. His one passion is sailing aboard his 25 foot sailboat berthed at Wiarton. The ideal combination for Dan, would have him stretched out on his boat, doing his radio show.

While he mused over that ideal scenario, Fisher wistfully recalled the "old days" of radio. "We didn't make much money, but we sure had a lot of fun", he added, "today, it's big business that is highly competitive, with too much emphasis put on specialization. Those entering the profession today, take it much too seriously . . . and they miss the fun side of it." I suppose anyone who likes to leap out of bed at a time when some night crawlers are just getting in, has to have a sense of humor . . . since being a milkman is no longer a career alternative.

Farm Director Out Standing In His Field



When you strip away all the glamour and glitter of the wonderful world of farming, David Imrie is more than just a pretty face in the barnyard.

To the everyday viewer, Imrie, CAP's farm director is strictly show biz with a touch of compost . . . a radio and television pro.

To his intimates, he is just an ordinary good guy who loves to do farm work. And he does . . . feeding, and milking cows, cleaning out the barn, amid the pungent odours of cattle beasts not too concerned with the niceties of modern hygiene. He gathers eggs with the deft touch of a magician . . . works in the fields with the skill of his forefathers and is more than your basic apple picker. When he isn't sitting in front of a camera or in a radio studio, David enjoys a bout or two of home gardening. He endears his neighbours at least once each summer . . . not by

forcing veggies upon them, but by spreading fresh manure on his garden, thereby creating all the mystique of a farmers barn without a trip to the country. It is to say the least, the high point in his neighbours year, rivalled only by an opportunity to drive a "honey wagon".

That's where similarities with other farm directors end. Imrie devotes some of his leisure time, singing with the Twin Cities Harmonizers, a barber shop group. It's something he's been doing for the past 7 years. He was persuaded to join the group by radio sales manager Neil Aitcheson who has been carrying a note or two for more than 8 years. David by his own admission is no threat to Placido Domingo . . . "I sing, but I'm not great." A 1977 grad of the University of Guelph, or as he phrases it, "The U of Goo", majoring in agricultural economics, he has managed in the 8 years of employment at CAP, to acquire a wife Wendy, answer everything anyone ever wanted to know about bovine behavior and the mysteries surrounding the cross fertilization of the tze tze fly and been part of the International Ploughing Match where he represented his high school for 2 years as a competitor. In spite of all those credentials, he has yet to win a media award for ploughing. Says his plough is always rigged by organizers. Sure, David, sure . . . coming from a guy with a foot in the furrow, it somehow has a hollow ring.

Congratulations Ron

Ron Johnston has been appointed News Director of CAP Communications effective immediately.

Ron is a native of Southwestern Ontario (Born in London).

For the past nine years Ron has been the TV Anchor for CKCO and has acted as assistant news director for the past seven. . . .

Ron has been in the biz for 18 years . . . working in Sudbury, Peterborough, Stratford and London. . . .

Good luck in your new position Ron. . . .



Nobody Knows Me!

In the last issue of Capsule we asked if anyone could identify the person in the picture. No one came close to doing it. The "grew up" version of this picture is John Yost, erstwhile salesman for CFCA. Maybe the reason for the lack of correct guesses were the clues which may have been a bit obscure . . . things like "experience to remember" used on promotion spots for CFCA and double dipper which pointed towards stereo. Still doesn't tie in huh? Well, no one said it was going to be easy.



Harr There Billy This Diamond Digs A Dandy

When it comes to promotions, the one CKKW held at Long John Silvers recently was a jewel. A huge throng of 1090 listeners, turned out at the Cambridge location to watch 100 lucky listeners, whose names were drawn from ballots submitted at all Long John Silver stores in Kitchener, Cambridge, Guelph and Stratford, burrow in 80 tons of sand, dumped on the parking lot. Buried, in the fine tradition of all self respecting pirates and their treasurers, were over \$2,800.00 in diamonds, zirconias, albums and dinner plus a trip for two. Dan Fisher and Tino Monte, then sent 5 heats of 20 treasure seekers into the mountain of sand giving each group 20 seconds to dig up a prize. Jerry Warmington of Guelph, an avid CKKW listener, was one of the lucky ones. He dug up a 1.4 carat diamond, worth \$800.00. Another Guelph listener, Diane Tait also won a ¼ carat diamond in a special draw involving the appraisal of 51 stones, one of which was a diamond among zirconias. She spotted the real one. A portion of the net proceeds were donated to the Rotary Children's Centre.



Artfully Said

Everyone who's been working in the art department still is, as far as can be determined.

A new news-set is in the works. It is actually the old set revised in order not to resemble itself when completed. Except for some things which will look the same as before.

A new addition to the "Dubner family" is another storage cabinet which will hold more discs which, as yet, haven't arrived cause they come from the States and it takes forever to get here and are very expensive but are almost a necessity unless you didn't want to store anything done on the Dubner. Speaking of the Dubner, it still likes to "eat" the News and Weather Discs. On a "good" week, the sucker can gobble up 3 discs! Perhaps it's expressing a social comment on news and weather of today!

Some people in the art department are still working midnights. So chances are, if you don't see 'em during the day and they're not sick, or on holidays, or out on business, or hiding . . . , they're working midnights, possibly.

Feel free to wander up to our shop in the next little while and visit our toy

department. We have a wide array of toys for the toddler right up to teens! Browse through the many cartons strewn amongst the sawdust in our shop. Dawn a hard hat and venture beyond the "warning-line" that graces our shop floor. Ask our courteous staff for a demonstration. Marvel at the electronic wizardry employed in the many gadgets available for Christmas '85. (Toys courtesy Jack Little and friends at Hiway Market. Visa and Mastercharge accepted.)

Other tidbits of information include the following;

- Someone in the art dept. is thinking of getting a new car . . .
- Box lunches are accepted for storage in prop room from 8-5 only. (Not responsible for lost or stolen articles) . . .
- The missing screw driver has been found — it was kinda, sorta just misplaced!
- We do free-lance (Rate card available).

Well that just about covers all the important stuff for now. Next month, we'll draw some pretty pictures, cause that's what we're suppose to do in an art department.

CFCA Listeners Enjoy A "Touch of Class"

Good food, good wine and good company . . . not necessarily in that order, mind you, but a pretty good summation of CFCA's second gourmet get-together. About 45 gourmands gathered at Willow Wells to partake of such culinary delights as seafood appetizers of squid, oysters and cuttle fish, paté, Swedish meatballs, quiche avec crab, melon balls, beef Wellington, zucchini, peppers and tomatoes, a light, frothy desert of cream and cake soaked in coffee liquer and washed down with 3 different Inniskillin wines. It was to say the least, a three hour phantasmagoria of food, non paroleil, prepared under the discerning eye of Bruno of the Lafontana Restaurant in Guelph.

Guests included 7 CFCA listener couples, who had qualified by writing a letter explaining why they should be included in the get together.

The idea to hold a gourmet get-together, germinated on the highly popular "sports and weather together" segment on CFCA at 8:30 weekday mornings. Host Phil Meighan and Bill Inkol got around to the topic of food and it went from preparation to hosting some listeners at an informal gathering. From that point on, it steamrolled and before you could get the gastronomical juices flowing, Inniskillin wines, Kabel's Mens Wear, Household China and Gifts and the Lafontana Restaurant were on stream, to be joined this year by Cameron's Flowers. The event continues to gain favour, as a matter of fact, we already have a letter from a Guelph area couple for the 1986 gourmet get together. That missive came, a scant week after our latest culinary coup. I guess when it comes to good eating, some people will go to any lengths.

CAP Inklings By The Editor

For some, the song is ended and the melody still lingers on . . . **Dave Gerry** bade the newsroom bunch farewell and headed out to Vancouver, where he'll do the stuff he does so well, for CKVU-TV. **Gerry** has been hired as the humor expert on a live 2 hour entertainment vehicle . . . photographer **John Johnston** is now in the Toronto bureau covering Queens Park and any other thing that has to be covered. He replaces **Brian Magee**, who is now with the City Bureau in Ottawa . . . **Joy Malbon** who did the weekend weather on CKCO-TV while **Mary Pat Hannon** was on maternity leave, goes to Sault Ste Marie television where she sits in as a news anchor . . .

VIDEO-Q RECEIVES L.C.B.O. APPROVAL

Following a test conducted this summer, Video-Q Marketplace Television has received approval from the Liquor Control Board of Ontario to run advertising for breweries, distillers and vintners.

Although there are various restrictions as to the amount of advertising which may be carried, this decision opens a whole new field of revenue potential for Video-Q.

Video-Q will now be able to compete with other forms of out-of-home advertising (mall posters, ect.) for advertising dollars in the budgets of beverage alcohol manufacturers.

An important part of this decision, was the work done by CAP to demonstrate how this type of product could be advertised effectively on Video-Q. The advertising test was followed by a research program featuring interviews with shoppers in Video-Q stores. We learned much from these interviews including the fact that Video-Q has now achieved virtually complete shopper acceptance. In over 500 interviews, 98% of shoppers in Video-Q stores liked the system and wish it to remain in their favourite supermarket.

Welcome to a new Video-Q employee!

Rennie Doornekamp is the new voice on the phone at Video-Q in Toronto. Rennie replaces Cynthia Croll who has left to pursue other fields. We hope that you will welcome Rennie to the CAP family and will have the opportunity to meet her soon.

reporter **Mark Dailey** is now with the CBC in P.E.I. . . . **Rod Charles (Hoddle)** has left CKKW where he did a swing shift, for a career change in public relations, after 4 years with CAP and 19 in the business.

Record librarian **George Patton**, after 11 years has left with **Ted Lehman** of CHAM Hamilton taking his spot at the turn table.

That new lady in the CFCA sales office is **Joanne Palmer**, a sales lady from Guelph.

How come no one gets sick on Wednesdays? Another interesting query and answer. If you think the dead don't come back to life, you should be

CKKW Goes on Gold Standard

CKKW launched its SOLID GOLD format on September 9th and is now identified at SOLID GOLD — CKKW.

Reaction has been great! Within two days, some contest mail entries were showing up addressed to SOLID GOLD — CKKW.

The format is made up of top hits from 1955 to 1985, built to appeal to the 25 and over crowd. Every day the music team adds more SOLID GOLD hits to the lineup. If you want to make sure that your favorites are not overlooked, call 576-1090 anytime.

Also, Congratulations to Craig Angles who moves to the CKKW morning show 5-9 a.m. weekdays. Dan Fisher will now handle mid-day duties and some special news features.



L-R. Don MacDonald, John Koegh, Ted Lehman.

here at quitting time.

We have some new faces in Accounting. **Diann Helliwell** is replacing Winnie Webb as Harold Zister's Secretary. **Winnie** moved on to become systems co-ordinator for Manulife. **Barb Tabar** is replacing Valerie Cooper as the Accounts Payable/Accounts Receivable floater. **Valerie** replaced Annemarie Raines as Accounts Receivable for TV, who replaced Sandy Clark as TV Sales Secretary, who replaced **Jewel Hendry** as Secretary to the TV Manager who left to be married, and so the story goes.

KEGLING COME ON

WHAT: A Fun Night of 5-Pin Bowling!

WHO: Any CAP employee!

WHEN: Thursday Nights, 6:45 - 9 p.m.
October 24 - December 12
January 9 - February 7

COST: \$5.00 a night
\$4.25 for the bowling lanes
.75¢ for the end of season trophies/awards

WHERE: Twin City Bowl, Waterloo Square

HOW: Whoever shows up each night is picked from a hat to form teams. Each bowler already has a handicap, so the bowling is even (fun and competitive)!

CONTACT: Pam Sahli as soon as possible, as we're restricted to FOUR teams.

PS: If you work shifts, don't worry about it. We'll count two shift-bowlers as one. You bowl one week, the other bowls the next!



It was a great game!

"The Boomer" Tames Beaverdale— No Stutter in Reekies Putter

Saturday, June 1st marked the third CAP Communications Golf Tournament and our first one held on a weekend. This change of days, from mid week, allowed some of those who couldn't normally play to get on the course, and it allowed employees to play with spouses and friends. Forty-eight golfers teed it up at the Beaverdale Golf Course outside Cambridge. It wasn't what you would call an especially fast round of golf, but it was such a great day, spending five and half hours on a course you should finish in four didn't seem that bad. (Why some even had a beverage or two on the way around. . . an old golf tradition!)

Following play, it was off to the Transylvania for dinner and what a great spread we had there. (We also continued to indulge in those certain beverages!). After dinner it was time to give out prizes to those who golfed. The overall winner of our low net trophy, that is the person with the lowest score after going thru a special handicap system, was Paul "Boomer" Reekie out of Master Control . . . Paul zipped around the par 69 Beaverdale layout with a smooth 126, but, after his

figured, it came out a net 71!! He won our trophy, supplied courtesy of Hiram Walker and our winner's beer stein, courtesy of Dennis Yanke and his Oktoberfest Public Relations Committee. The stein itself was worth 100 dollars! The low gross winner, that is actual score, was Art Baumunk, the TV Assignment Editor. He came in at 71 and had his choice of the prize table and selected a beautiful table top gas bar-b-que. . . All of the 48 who teeded it up took a trip to the prize table, so everyone turned out to be a winner. And if you didn't play this year, the "Boomer" proved you don't have to be a great golfer to win the CAP event. . . Hope you join in the 4th annual next year. Watch CAPsule for details!!



Move over George of the jungle, here comes Mike: intrepid comptroller goes Venezuela

MIKE WALLOSCHEK, our resident comptroller, is leaving in January, for the deep, dark jungles of Venezuela. (only for 10 days)

Mike and seven of his friends wanted to go on an expedition into a jungle, but it had to be somewhere safe — Mike wants to be back in time for his birthday presents, so they decided on Venezuela.

Then fly to Caracas from Toronto, and spend the first day getting their equipment together and picking up their guide Kastor. Kastor is 43 years old and has been a guide for 31 years, so he really knows the jungle — at least that's what he said. His wife, Diane, is from Memphis, Tennessee. She took one of Kastor's trips 11 years ago and decided to stay. Now she sells souvenirs in the jungle.

Their destination, in the jungle, is Angel Falls. Because the heat of the jungle evaporates the water, they have to go in the rainy season, so there will be some water going over the falls. They will travel for 2 days into the jungle by canoe, before they reach the falls. The canoes are huge and come equipped with motors, for when they get tired. They will sleep in hammocks, under nets, to keep the bugs away although I don't think it will with the aligators . . . They spend 1 day at the falls and then head back to Caracas, where they will spend two days on a real beach, with real people.

The pictures and a more detailed story will come later, when and if Mike gets back. He heard that head-hunting is big business down there.

Mechanics of TV Traffic

To most people, the word "traffic" refers to vehicular movement. One dictionary also defines "traffic" as "the passage of messages through routes of communication." This is perhaps the simplest way to describe TV Traffic.

The job begins when a client wishing to advertise on TV contacts either an advertising agency (in the case of a national advertiser) or one of our salesmen. Paul Mulvihill Limited (Toronto, Montreal and Vancouver locations) is the National Representative for CKCO-TV, handling the majority of national advertising, both Canadian and American. National orders are usually telexed to us from Mulvihill, and local orders are written by the salesmen. Various prices, discounts and packages are available, depending on the client and the order itself. Agencies will supply the commercial tapes for national accounts, whereas most local bookings will involve production of a commercial, which is coordinated between the client, salesman and the copy department.

The written order information (dates, time periods, number of commercials, price) is entered into the computer system, which is specifically designed for the broadcast industry, and is based in Memphis, Tennessee. This initial order input does not guarantee that the client will get the dates and times requested. If time periods are sold out, then sales and order entry will communicate back and forth until suitable replacement times are agreed upon. Seasonal program changes and any "special" programming that occurs affects order entry. For example, sports specials, special movie presentations, mini-series etc. will usually cause some shifting of commercials.

The pre-log is the next stage in the process, which is a "preliminary run" of the complete log. (The log is the suggested schedule of **everything** that will be broadcast on a particular day. TV Programming ensures that the programs are input into the computer system, sales and traffic book the commercials). The pre-log is checked for product conflicts, such as scheduling Wendys and McDonalds, or Molsons and Labatts, in the same commercial break, and to be sure that commercials are running in the time

specifications ordered.

Another responsibility is to co-ordinate the CTV formats that are telexed to us to advise what time is available during certain commercial breaks and programs, and what CTV intends to air. These instructions must be checked for "product protected" programs, such as Molson sponsored tennis, or Carling sponsored hockey. The commercials CKCO intends to air must not conflict with these products. When traffic's portion of the pre-log is complete, it is sent to the Promotion Department to fill any available time with station promos.

National accounts usually supply their own commercial tapes. When the tapes are received at CKCO, Master Control dubs them onto our own tapes, and then scheduling assigns a code number that will identify each commercial. Specific instructions regarding rotation of the commercials, in the case of an advertiser who has more than one commercial to air, will now be entered into the computer using the code numbers assigned. Local scheduling is done according to the instructions of the salesman (per his client) and the copy department.

When all information has been compiled from order entry, scheduling, programming, promotion and film department, the final log is printed. The copies are distributed to the ACR Operator, Switcher, Film, Director, Audio and 2 copies retained in traffic.

Master Control airs what is scheduled according to the log and CTV formats. The switcher records the actual air times and mishaps, which will reflect in the billing to the client. One copy of the log showing the actual airtimes is required by the CRTC for monitoring. The day following, the accounting department prints a reduced version of the same log, called an edit list. This edit list is then compared to the actual air times written on the log, and the changes and confirmations of these times are entered into the computer. When this reconciliation is complete, the information is "posted", or finalized in the computer, so that when month-end arrives, invoices will be generated in accounting.

The intangible component in all of this activity is the efficiency and co-operation necessary to co-ordinate this sequence of events.



No Horseing Around With Jan

When the Elmira Raceway staged its annual media race against MS in June, the ultimate defence of television's honour was borne by Jan Sims of the news room. The race involves various media people who unwittingly are coerced into driving a standard bred horse while seated on a harness racing bike. Even though she had not even remotely considered moonlighting in the equine world, Jan agreed to do what had to be done. Smart girl... she made certain that she would have an idea of what to expect by arranging a few hours of practice. She did well too. In a matter of a few minutes Jan was whipping around the Elmira oval with

the panache of a sultry sulky star. With the cheers of the crowd ringing around Elmira, Jan Sims made racing history... she didn't injure herself, nor was she embarrassed by her racing expertise or lack thereof... she managed to stay on the sulky and she finished in show position. Not only that, but as the lone female among the drivers, Jan bested some of the news types who preferred to think of horse racing as solely a male predilection. As for pursuing a second career in the sport of kings, Jan Sims career aspirations will probably begin and end as a standard bred driver... thoroughbred racing just isn't ready for her.



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Employment Anniversaries

5 YEARS

JOHN HENDRY

August 11, 1980

ALISON LAVERTY

September 15, 1980

10 YEARS

BRIAN DUNSEITH (Buck)

August 29, 1975

BOB BAMBURY

August 20, 1975

15 YEARS

NEIL AITCHISON

September 20, 1970