



# CAP *sule*

April 1986

CAN  PRO 86

## CKCO-TV WINS GOLD

CKCO-TV won awards in 2 Market A categories  
Series - Quiz and Game Shows/CKCO-TV - Trivia Company  
Specials - Performing Arts/CKCO-TV - Music Just For You

The best of Programming and Promotion produced by privately owned Canadian Television Stations was honoured at the CanPro Festival. Over 250 Broadcasters from across the country attended, the 13th annual CanPro Festival, at Kitchener's Valhalla Inn from Saturday, March 22nd through Tuesday, March 25th.

CKND-TV, Winnipeg, won the Programming Award for Excellence for its production, "Tramp at the Door" and CITY-TV, Toronto took top Promotion Honours for its "Community Projects" campaign. The TV Guide/TV Hebdo Gold Award for best production by an Educational institution was won by Centennial College for "Media Literacy".

The awards ceremony was held at the University of Waterloo's Humanities Theatre. Lloyd Robertson of CTV and Marguerite Blais of CFTM-TV, Montreal were the hosts.

The Honourable Ed Fulton, Ontario Minister of Transportation and Communications ad-

ressed the delegates at the Tuesday luncheon to announce Ontario's willingness to work with Broadcasters on co-productions. Dr. John Twomey of Ryerson Polytechnical Institute announced the formation of a Programming and Promotion Library at Ryerson for access by all Canadian Television Stations.

During the four day festival screenings were held of over 400 Programming and Promotion entries. Workshops focused on such areas as Research, Music and Animation, Cost Effective Production, Archives and Stress Management.

For the first time, all workshops and speeches, as well as the awards presentation were fed by Telsat via satellite to all Television Stations in Canada.

Next year CanPro will be held in Edmonton . . . . Don Willcox will take over the chairmanship of CanPro after acting as convention chairman this year, and Reg. Sellner has been elected as Chairman of the CanPro Promotion Committee for the Edmonton Proceedings.

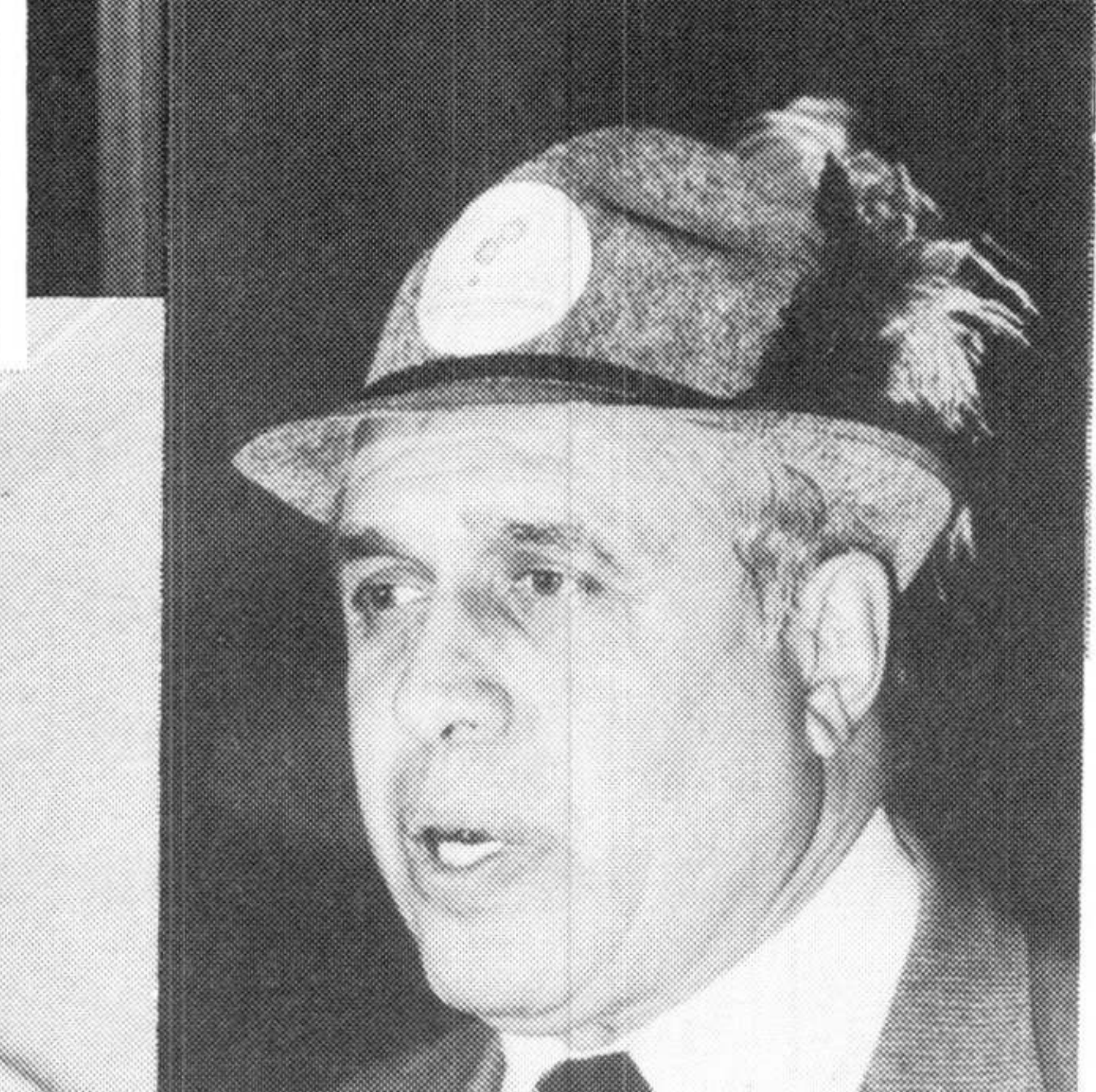




## CanPro '86

The CanPro meetings which have just concluded were an opportunity for everyone to demonstrate the quality of our people and the hospitality for which we are known. These opportunities only come once in a while and I am delighted to commend everyone for their participation and support through a challenging, 'fun' time! It was successful, memorable and a credit to all.

W. D. McGregor  
President





## CFCA Stereo Stuff

WOW! CFCA's "12 Gifts of Christmas", valued at more than \$3,000, were won by RUTH WEEKS of Listowel. The week before Christmas, Bill Inkol pulled Ruth's letter from the CFCA CONTEST DRUM (i.e. cardboard box) and announced her as the winner on Phil's morning show.

This was year number three for the "12 Gifts". John Yost looked after the sales/promotion project this time round, with lots of help from account exec cohorts Bob Smith, Doug McLaughlin and Joanne Palmer. John says the 1985 effort was truly the biggest and best yet, with a whopping 13,000 entries received. John adds that the CFCA sponsors who donated the "12 Gifts" were delighted with the contest, and look forward to getting involved next December!

Another CFCA Christmas goodie: the Canadian Brass with the K-W Philharmonic Choir at the Centre in the Square December 18th. The show was sold out three weeks in advance!

By the way, CFCA sponsored the Piano Series at the Centre in the Square, featuring Frank Mills February 27th and Ferrante and Teicher March 15th. Also at the Centre, was "Brigadoon" March 12th and 13th. Yep, another CFCA Presentation!



Singer/songwriter Ann Mortifee from Vancouver put on one terrific show January 18th at the UW Humanities Theatre. The day before this CFCA Presentation, Ann spent half-hour with Phil on the morning show chatting about her life and music.

A fascinating lady and an exciting performer . . . here's hoping she comes back soon!

Wading ankle-deep in pancakes and maple syrup, Fred Merritt once again spent Shrove Tuesday broadcasting live from the Valhalla Inn lobby. Hotel staff served free pancakes and syrup to all comers, with Fred smacking anyone who took too many!

Say, what is that noise? Sound like a fire-alarm . . .

Overheard in the halls . . .

Q: "How come CFCA doesn't have swell jingles like those solid gold guys?"

A: "We're workin' on it! We're workin' on it!"

Ask Marie Jones about her show business aspirations. (Don't give up your day job, Marie!)

## Singing Talent Contest

CFCA's first ever Singing Talent Contest was held during the month of March, utilizing new technology called The Singing Machine.

The machine allows anyone to sing and add their voice to a professionally recorded music bed.

Of the more than 70 contestants, there were seven winners. They were honoured at a recent get-together at the Library Lounge of the Charcoal Steakhouse.

The grand prize winner of a weekend for two at Toronto's Ramada Renaissance is Juan Carlos Miranda.

Congratulations to all that entered.

## Waxing Wisely

After a frustrating day trying to track down the Orbiter magazine, Heidi Toffolo dropped this missive on my desk. It bears sharing.

If you break it, admit it.

If you can't fix it, call someone who can.

If you borrow it, return it.

If you value it, take care of it.

If you make a mess, clean it up.

If you move it, put it back.

If it belongs to someone else and you want to use it . . . get permission.

If you don't know how to use it, leave it alone.

If it will brighten someone's day . . . say it!!!!!!



## Who Works?

### Stop Fiddlin' Around

The population of Canada is 22 million, but there are 7 million over 65 years of age leaving 15 million to do the work. People under 21 total 10 million leaving 5 million to do the work. 2 million government employees leave 3 million to do the work. Five hundred thousand in the armed forces leave 2,500,000 workers. Deduct 1,250,000 provincial, municipal and city employees which leaves 1,000,000 to do the work. But 700,000 of these are unemployed and 200,000 are on welfare or won't work, so that leaves 100,000 to do the work. Now it may interest you to know that there are 80,000 people out of the country at any one time and 19,998 people in jail so that leaves just two people to do all the work. And that is you and me, Brother, and I'm getting tired of doing everything by myself!



## FORE!

The time is quickly drawing near for the 4th Annual CAP Communications Golf Tournament. As we go to press, the golf committee is still looking at a couple of locations for the event, but the date has been set as Thursday June 19. We are also looking at two tee off times, one in the early afternoon, and one around 4 or 4:30. Paul "Boomer" Reekie will be out to defend his championship title, and the golf committee hopes you can be there too! Friends are welcome.



## Solid Gold with the Rangers

Solid Gold CKKW was high profile at the closing banquet for the Kitchener Rangers at the auditorium on April 2nd. The season ended too soon for the Rangers but as "they" say, "there's always next year" and it should be promising since the Rangers lose only four players from this year's roster.

For the closing night Don Cameron, CKKW's voice of the Rangers, acted as MC and guest speaker. Cameron noted the positive sides of the Kitchener franchise. Did you know the Kitchener Rangers have the most graduates in the NHL of all junior teams in Canada? Now you know.

Besides Cameron, Wes Lillie, the co-host on the broadcasts was there and so was CKKW's sales sports co-ordinator Don Egle, who, despite bad pipes, still was able to speak and, more importantly, present the Rangers players plus the training staff a radio each. (keep in on CKKW).

Shawn Burr grabbed the bulk of awards, four in all including the coveted Don Cameron Trophy for scoring fifty or more goals in a season. Brett MacDonald, Jeff Noble, Peter Lisy, Mike Wolak, Mike Morrison and Ron Sanko also won awards. David Latta was named the Rangers top player in the playoffs but he wasn't available since he was recalled by Quebec of the NHL. Egle, in his brief remarks, wished the Rangers well in the future and said he wanted CKKW to be part of that future.

The night ended with many goodbyes and a lot of best wishes to the graduating players—Burr, Morrison, Sanko and MacDonald and the promise NEXT YEAR WILL BE BETTER. And, and, once more Wes Lillie has put off retirement to join the CKKW crew for next year.





# Gentleman Farmers Bob Farrow Apples Are A Way of Life

Listening to those dulcet night-time tones on CFCA, it's hard to believe that the guy behind that marvellous voice just wants to be a country boy again! But it's true.

Within a year or two, CFCA's veteran evening announcer Bob Farrow could have himself a farm, one that's been in his family and producing apples since grandpa's day. Bob grew up on the farm, and now two uncles who've worked the land for years are ready to pass it on to the next generation of Farrows.

Even though Bob's 20-odd years in broadcasting have taken him through Cambridge, London, Brantford and Kitchener; he's always maintained contact with the folks back on the farm. Now it looks like Bob will be taking control of the operation. To help prepare himself, Bob has recently become more involved

in the day-to-day life of the farm, putting in three or four mornings a week with his hard-working uncles. "I've got a lot to learn," says Bob.

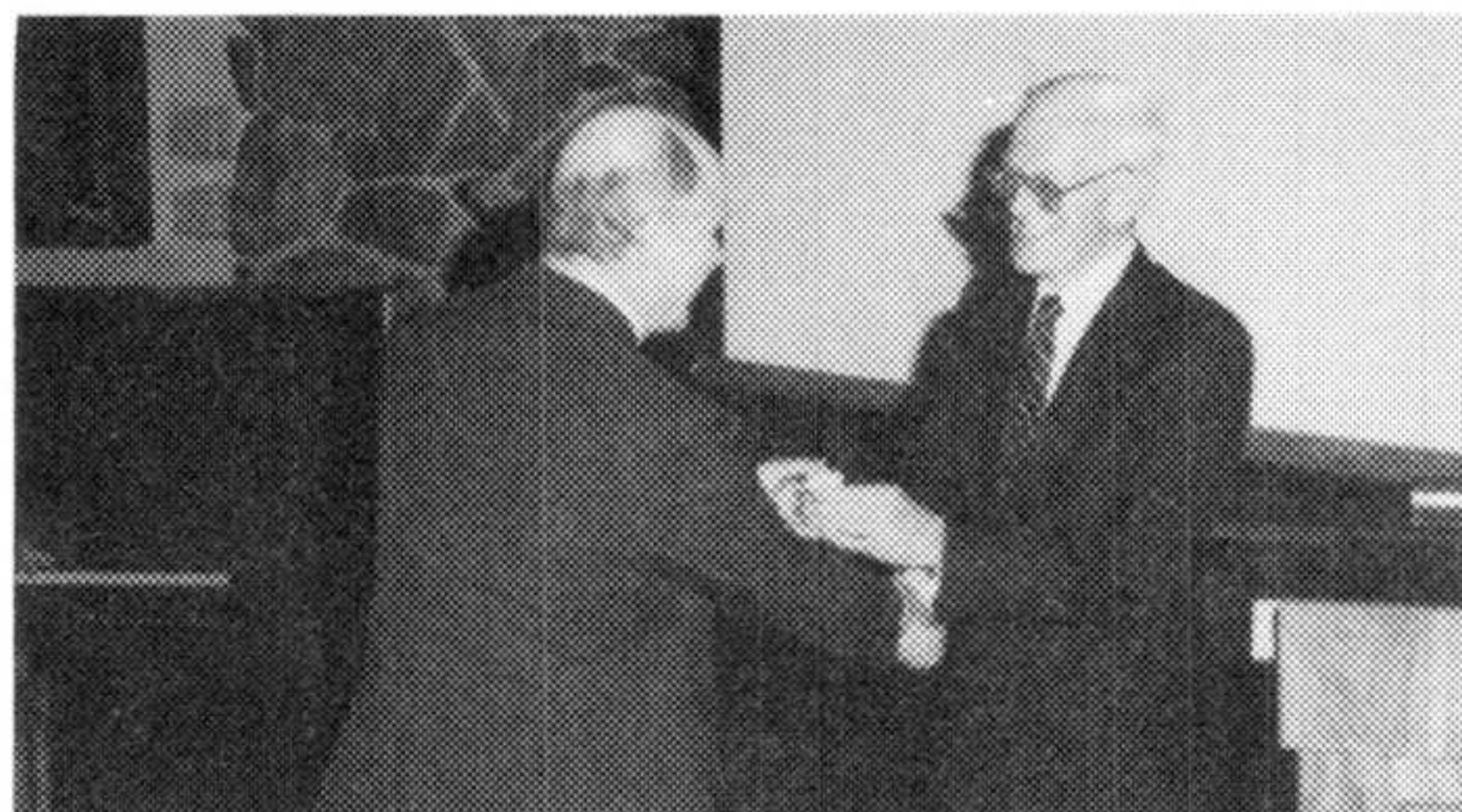
The Farrow's farm business does well. Apples are sold at the front gate, at the Cambridge Farmers' Market and to cider and apple butter plants in Wellesley. But Bob envisions new markets for those juicy macs, spys, courtlands and delicious apples. "The coffee-and-doughnut shops are really getting into apple fritters in a big way," says Bob, "and that could be big for us." Bob is also considering the purchase of a cider mill, to make that tasty beverage right on the farm. And peaches, pears, plums and cherries may be an important part of the farm's harvest someday.

Bob stresses, however, that he doesn't want to get too sophisticated about the

business of selling fruit. He still has a lot of fun helping his uncles with apple sales early in the morning at the Galt Farmers' Market in Cambridge. You might see him there sometime!

By the way, don't fret about Bob forsaking "Adventure in Music", "Champagne and Crystal" and "Weekend Concert" for a farmer's life. Bob is confident he can handle both the farm and his duties at CFCA.

And you might be wondering what Bob's better half, Karen, thinks of all this. "She's all for it," says Bob. "If I'm a country boy, then Karen's a country girl!" Yes, it's true, Karen was also raised on a farm. Her parents owned a place near Hespeler in Cambridge. So Bob and Karen will be happy together (as the song goes) "in apple blossom time"!



## The Greying of the Tube Gang

It's not often that a combined experience of long time employees outstrips the electronic spectrum. It did at the annual Christmas party, when W. D. McGregor handed out long service pins to a number of employees with 30 years at the "Mother House". Actually some of the recipients have worked longer than three decades. Some have been here as long as CKCO TV has been in business. Others, like George Moskal, have been in the Electrohome family before the TV station hit the air. George worked for C. A. Pollack at CFCA when it was in the Dunker building, as an operator.

Bob McKeown hosted a live country and western show, when he wasn't busy selling. Eric Sutherland was part of the crew way back when he sported a lush head of curly hair that made Dolly Parton look bald. Marvin Stroh was one of the originals when the first station ident slide flashed to viewers who managed to scrape up enough money to buy a black and white TV set. Even though television as a whole has changed, it's comforting to know that some things remain as they were more than 30 years ago . . . a little ragged around the edges and slightly shopworn perhaps . . . but still a part of the history of the company.

## C.A.P. Christmas for Kids

Of all the social functions that make up the party circuit at CAP, the Christmas soirees for adults and kids are the favorites.

Judging an overworked Santa Claus, the kids party has to be one of anticipation for over 100 youngsters and their parents. This count is increasing each year, which may or not be an indication that the birth rate is on a definite upswing. One thing was for sure . . . the gifts, grub and entertainment was first rate.





# CAPsule Comments



Lisa Pellar joined TV Traffic on January 20th, replacing Mitzi Nanasi on logs.

## The "China" Syndrome

About 8 years ago, a friend showed Dennis Connolly a collector's plate he had been given as a gift. This particular plate was a scene from the "Gone With the Wind" series. Dennis and his wife Mary expressed some interest in this particular plate, so their friend decided to send their name to the company who offers this type of plates for sale, through the mail. Once the brochures and order forms started arriving, a new hobby began.

One of the companies offering these plates, the Bradford Exchange, offers many different series throughout the year. Some of the series include "Norman Rockwell", "The King and I", "Gone With the Wind" "Oklahoma" and many others, with one or two plates from each series being offered each year. A large series can run over a course of 10 years or more, from the first selection to the final edition. Some imported selections are available also. Limited quantities of each place are produced with each plate bearing an issue number and date of firing.

Collections can be considered a long-term investment, as the value does

increase over a period of time. Occasionally, due to circumstances, a particular plate or series will soar in value very quickly. (An example would be the "King and I Series" featuring Yul Brenner, which increased in value after the actor's death.) To maintain the plates in mint condition and preserve their investment value, they must be kept in a controlled environment. The ceramic surface is porous, so a dust free, moisture free, cabinet to display the plates is required. Currently the near 100 plates in Dennis' collection are stored in their original packaging. He is planning to build a display cabinet eventually, and will perhaps show one series at a time.

While there is an investment value in a plate collection, the true pleasure is in simply enjoying them, like any other artwork. Such collections gather sentimental value, that can be passed on from generation to generation.

Now Dennis can only wait and hope that a series will be produced featuring Andy Donato's best work!

CFCA INVADES GUELPH! CFCA listeners Beatrix and John Hofstee of Listowel were the lucky winners of the "Royal Treatment in the Royal City" contest. Joanne Palmer, the CFCA account exec who whipped up the "Royal Treatment" promotion, says that

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Send contributions to the Editor.

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aside from being a nice Valentine's present for the Hofstees, "Royal Treatment" was a dramatic way of demonstrating the effectiveness of CFCA to participating sponsors and potential sponsors in Guelph. Joanne figures "Royal Treatment" drew close to 400 entries. The "Royal Treatment" weekend included two nights at the College Inn, dinner at La Maison Restaurant, dinner-theatre at the College Inn, a \$50 gift certificate from Robert K. Smith Fashions and a lovely send-off breakfast Sunday morning. The Hofstees had a splendid time, and the sponsors involved were suitably impressed with CFCA!

## A Wee Bit of A Word Search By D. G. Parsons

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