



CAP *sule*

April 1989

Five CAP Employees are Winners of Conestoga B/RT Awards



Left to Right: Rob Currie, of Kitchener, B/RT '88; Don MacDonald, General Manager, Radio, CAP Communications; Carol Ann Whalen, Kitchener, B/RT '88; Phil Maeers, Kitchener, B/RT '88.

Currie, Whalen, and Maeers, all employees now of CAP Communications, were recognized by Central Canada Broadcasters for achievement, respectively, in Radio, Television and Broadcast Journalism.

Don MacDonald, representing the CCBA, as chairman of its Education Committee, presented the Awards.

Currie, Whalen and Maeers, as a trio, were winners of a Jeffrey Renaud Award, a national competition for student production of television commercials, presented as part of the 25th anniversary Bessie Awards.

Five employees of CAP Communications, graduates and undergraduates of Conestoga College Broadcasting/Radio and Television Program, were among Award recipients honoured January 18th at the 15th Annual B/RT Awards Presentations. Some were multiple winners of major national awards.



Left to Right: Rob Currie, Kitchener, co-winner, TV Producer of the Year Award.

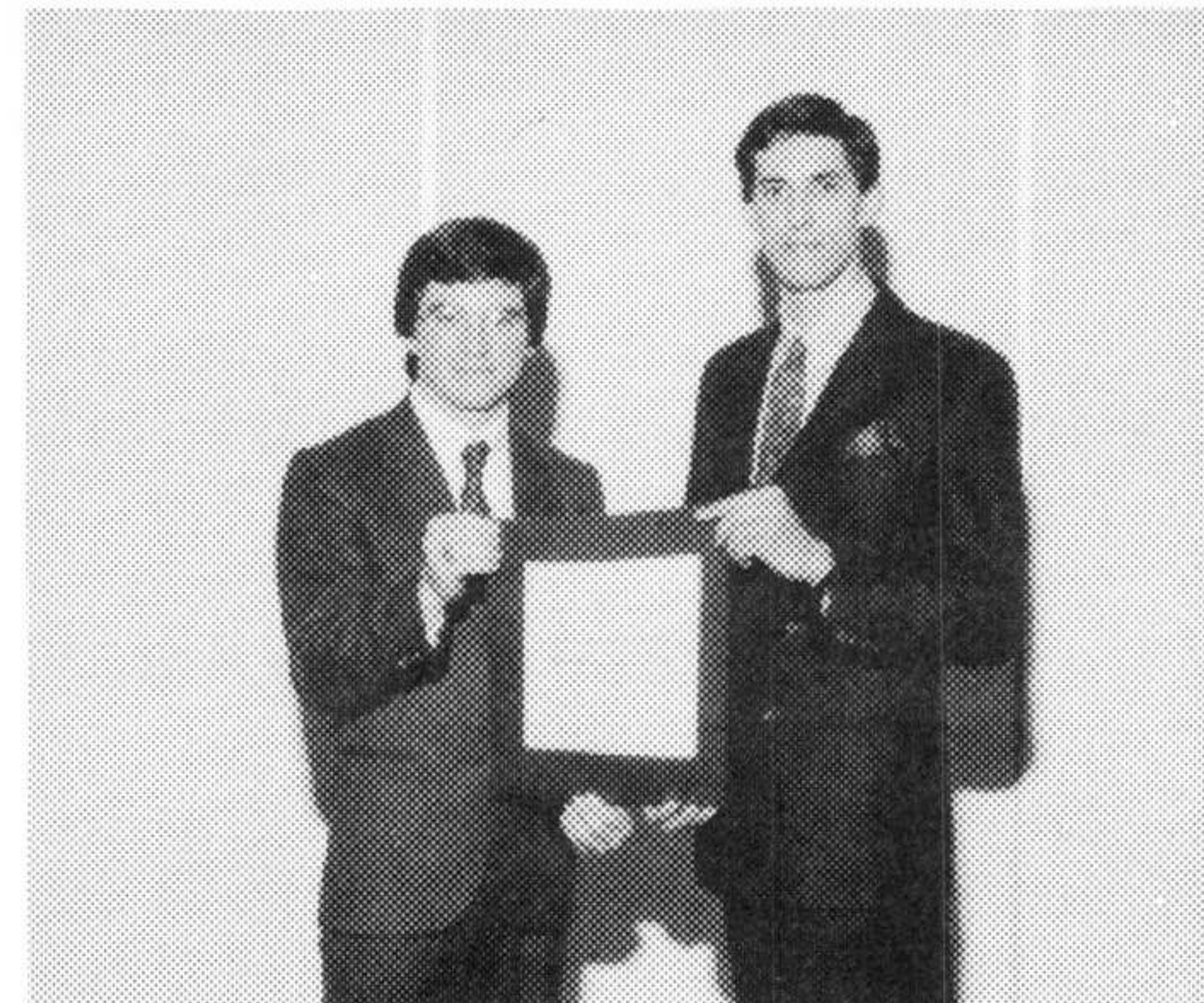
Don Willcox, General Manager, CAP Communications presenter of the Award.

Carol Ann Whalen, Kitchener, co-winner, TV Producer of the Year Award.

The Award is funded as the result of a Central Canada Broadcasters Award for Television Production made to Conestoga College in 1976 and again in 1980.

Both Currie and Whalen, graduates in the class of '88 are both employees of CAP Communications.

Rob, son of Bob Currie, formerly of CKCO-TV was also winner this year of the CBC Telefest Award in Non-Documentary production; Carol was also winner of Conestoga College's Mastercraft Award, and both, with Phil Maeers, now also an employee of CAP, were winners of a Jeffrey Renaud Award, a national competition for student commercial production, presented as one of the 25th anniversary Bessie Awards in 1988.



Left to Right: Phil Molto, a graduate in the class of '88, now an employee of CAP Communications, winner of both the K. A. MacKenzie Memorial Award for Innovative Use of Technology in Program Production, and the CJCS/ Telemedia Award for Commercial Production.

John Matlock, Producer, CKCO-TV News, presenter of the K. A. MacKenzie Award, and ten years ago, the first recipient of the Award, in his years as a student in the B/RT Program at Conestoga.



Left to Right: Chris Gothard, of Kitchener, part-time employee of CAP Communications, in his graduating year, winner of the Carl A. Pollock Memorial Award for Academic Standing.

John Pollock, Chairman of the Board, CEO, Electrohome, presenter of the Award.

The Award was inaugurated by the late Mr. Pollock to recognize the student entering the graduating year with highest academic standing. It has been continued as a memorial to the late Mr. Pollock by CAP Communications.



Left to Right: Jim Webb, General Manager, CHYM and CKGL, presenting Announcer of the Year Award; David Callander, of Cambridge, recipient of both Announcer of the Year Award, and Broadcaster of the Year Award; W. D. McGregor president Electrohome Communications, presenting the Broadcaster of the Year Award.

Callander, now in his graduating year, is an announcer part-time with AM-96, Cambridge.



Don Willcox

The month of March is certainly a historical one for CAP Communications. On March 1, 1954 CKCO-TV signed-on for the very first time beginning a very successful 35 year broadcasting history. In those early days, the company was known as **Central Ontario Television Limited** and has grown over the years from a company operating a television station to one including two radio stations. **CKKW** was purchased in 1963, and **CFCA** first signed-on in 1967. I would like to take this opportunity to congratulate all employees - **past and present** - who have made the past 35 years very successful for all of us.

It is interesting to note that we still have one original employee who was there on March 1, 1954. Our Company President, W. D. (Bill) McGregor, who has been the architect and the guiding light for our company's success and because of his ongoing efforts there will be more broadcasting opportunities in the future. Again, Happy Birthday to Everyone!

Since our last edition of CAPsule, many exciting things have happened at CAP. A quick review of some of those projects include a power increase application to the CRTC for our Channel 11 transmitter. This action has been brought about because many of our viewers in the Muskoka area have some difficulty receiving our signal; especially south and west of Huntsville. Also, ongoing discussions continue with the Windsor Cable Company and hopefully Channel 42 will be receiving cable substitution in the very near future in Windsor.

Our new Ampex ACR 225 Automatic Spot Player was to leave California in Mid-March. We hope to have this new machinery in-house no later than the end of the month. Hopefully we will have it in operation soon. The Engineering Department has also ordered a new television routing switcher and installation of this equipment will begin very soon as well.

Excitement is the order of the day in the Radio Division these days. CKKW has become AM 109 and that means lots of activity with respect to on-air sound, promotion and audience growth. The Company certainly appreciates all the hard work and effort that the staff is generating to the revitalization of our AM radio station. Increased air time sales—especially national sales—is a result of that effort, which will continue in the months ahead. Our objective, of course; to be number one. CFCA continues to be the

dominant FM signal in our coverage area and congratulations are in order for everyone connected with FM for the solid effort that goes into this particular station month after month.

I would assume that some of the items I have mentioned will receive coverage elsewhere in CAPsule. There are also a few other activities I would like to briefly comment on. I appreciate the wonderful turn-out at our first staff meeting which took place on January 31, 1989. You indicated that you would like these meetings to be held on a quarterly basis and with that thought in mind, our next meeting is scheduled for April 18, 1989 at 2:00 p.m. in the new television studio. I have been assured that there will be chairs for everyone at that particular meeting!!

Leon Korbbe and the News Department are to be congratulated on a very professional news special dealing with the environment which aired recently. It was a first-class effort and proves that when it comes to television journalism our News Department does not have to take a back seat to anyone! I might also add that we opened a brand new Windsor office on March 1, 1989. It is located in the same building as our previous office but at ground level, giving us better access to the general public.

The baseball season is almost here. Bill Inkol, Jeff Hutcheson and John Arais are on their annual trip to Florida covering the Bluejays as they embark on yet another season of producing Bluejay Banter for Labatts and CKCO-TV. This particular program series gets terrific exposure on most CTV stations. Speaking of the Bluejays, I would like to congratulate everyone involved with the recent evening at Lulu's when baseball fans young and old had the opportunity to meet some of the Bluejays who were travelling throughout Ontario promoting the coming season. The attendance was terrific! Thanks Promotion!!

February, March and April are very important months for all three stations here at CAP Communications. Radio and television ratings are the order of the day. Your efforts are appreciated!

Keep communicating!!
Don Willcox, General Manager



It was good to see so many show up for Don Willcox's first staff meeting on January 31 . . . Plans are to make it a regular event . . .

Changing the Way You See the News *by John Matlock*

Many of the visual and musical elements of our newscasts have changed during the past year. The long openings with calypso sounding music are gone. Also gone is the bright gold anchor desk with the horizontal lines that seemed to flicker on television. (That desk now serves the Conestoga College Broadcasting Program). And gone are the famous red jackets that viewers either grew to identify with CKCO, or found unappealing before turning the channel.

In reviewing our television identity, it was clear we needed to retool for the upcoming 1990's. Local news and public affairs programming have become the main vehicle for a station to assert its image in the competitive television market place. These programs help to establish a posture in the community promoting concern and involvement. And in an age where people zap through thirty-five channels to find their favourite programs, viewers can still remain loyal to a specific station for news. The primary instrument for increasing that audience is the reporting of local news, weather and sports information which is relevant to their lives. A secondary task is "how" we present that news, and that is where I become involved as the station's News Producer.

We should assume that viewers today are extremely sophisticated in the ways of television. (Even my eighteen month old son knows how to operate the television remote control). Jaded viewers have grown to expect flawless delivery of information on the CBS Evening News, but also enjoy some improvised mayhem on "Late Night with David Letterman". They will watch the glib V.J.'s on Much Music for a few minutes, but will also zap their convertors and tune in the stuffy "National" on CBC. They are bombarded with the slick effects and glitter on "Entertainment Tonight", but don't think twice about the technical satellite hook-ups on "Nightline". When you stop and think about all of these programming choices and styles of presentation it becomes obvious that viewers not only like a variety of topics, but also rate the program's professionalism and success based on its "look". Most people cannot articulate that association, they just seem to know what looks cheap and what looks sophisticated.

The aim of reworking our music, animations, and set design was to make



sure our "look" would remain competitive and sophisticated. Each note, graphic and camera shot must work in concert to create a professional image worthy of our viewer's attention and be able to endure their loyalty over many years. The essence of this new image can be summarized in three words:

- 1. Identity** Reinforcing the station call letters so that viewers can find us on the dial.
- 2. Authority** The reason people should tune us in and watch the local news, weather and sports.
- 3. Speed** The feeling that we are on top of developing stories and communicate them quickly.

To underscore our station call letters, the "C-K-C-O-T-V-NEWS" logo animates as noble gold letters and is accompanied with a regal french horn fanfare. The dramatic marble map and a 'military' music beat provide a formal and authoritative background. Lastly, the speedy world of electronic news gathering is symbolized by the animated computer cursors and printer effects which type on the name of each program.

The more significant studio changes were designed to make our set more editorially flexible. The new positions of the anchors, advent screens, chroma-key drops, and background walls, is much more functional to photograph and accommodates different program formats such as "Provincewide" and news specials. It was finished with blue/gray combinations and polished surfaces which projects more authority than warmer earth tones. Marble and gold elements were also injected to reinforce the total "look".

Despite a seemingly complex collection of fanfares, animations, and studio angles, we must remember that viewers watch us primarily to get the news, weather and sports information relevant in their lives from people they can trust. "Packaging" will never replace comprehensive coverage, in-depth reporting, and knowledgeable anchors who earn the public's respect.

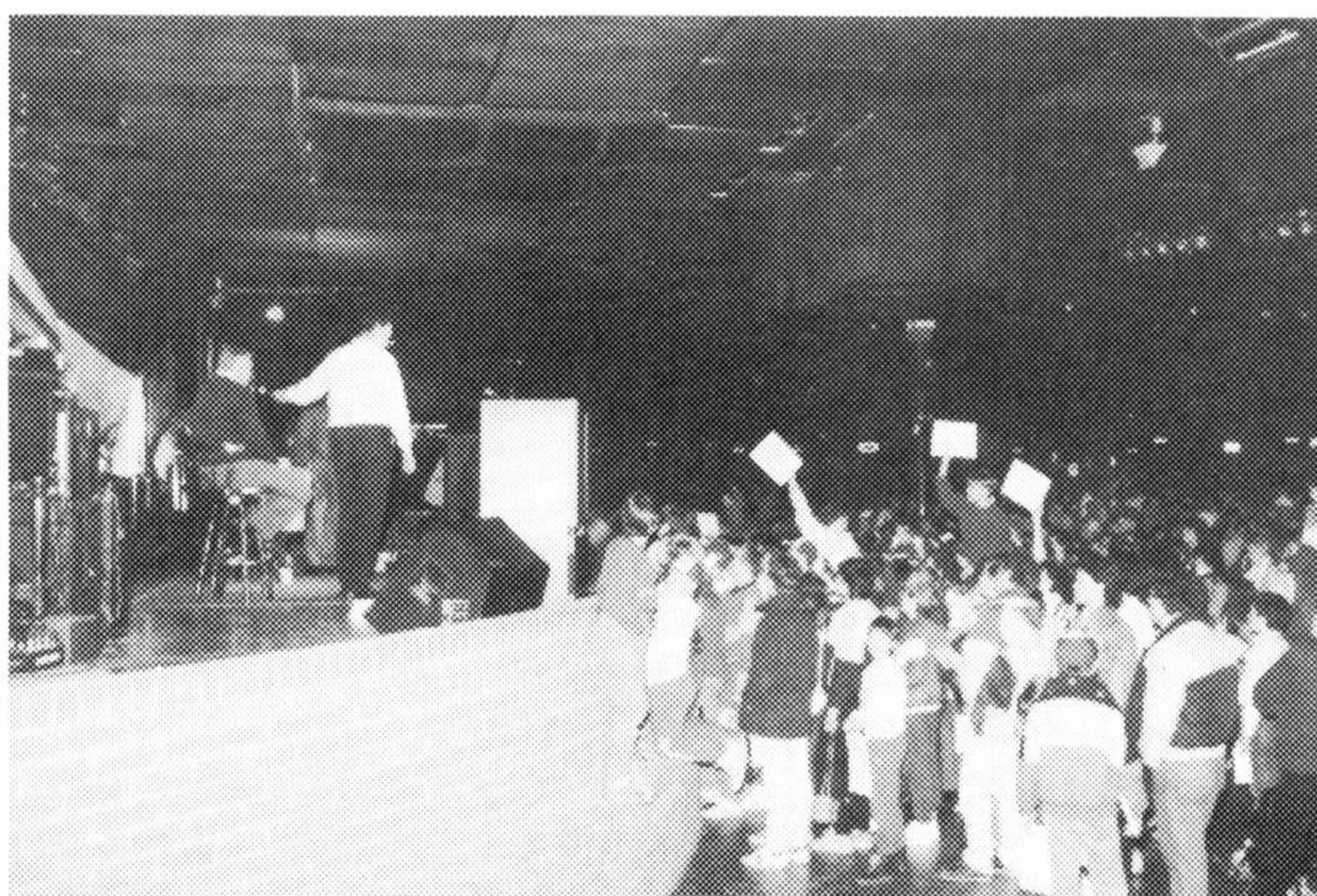
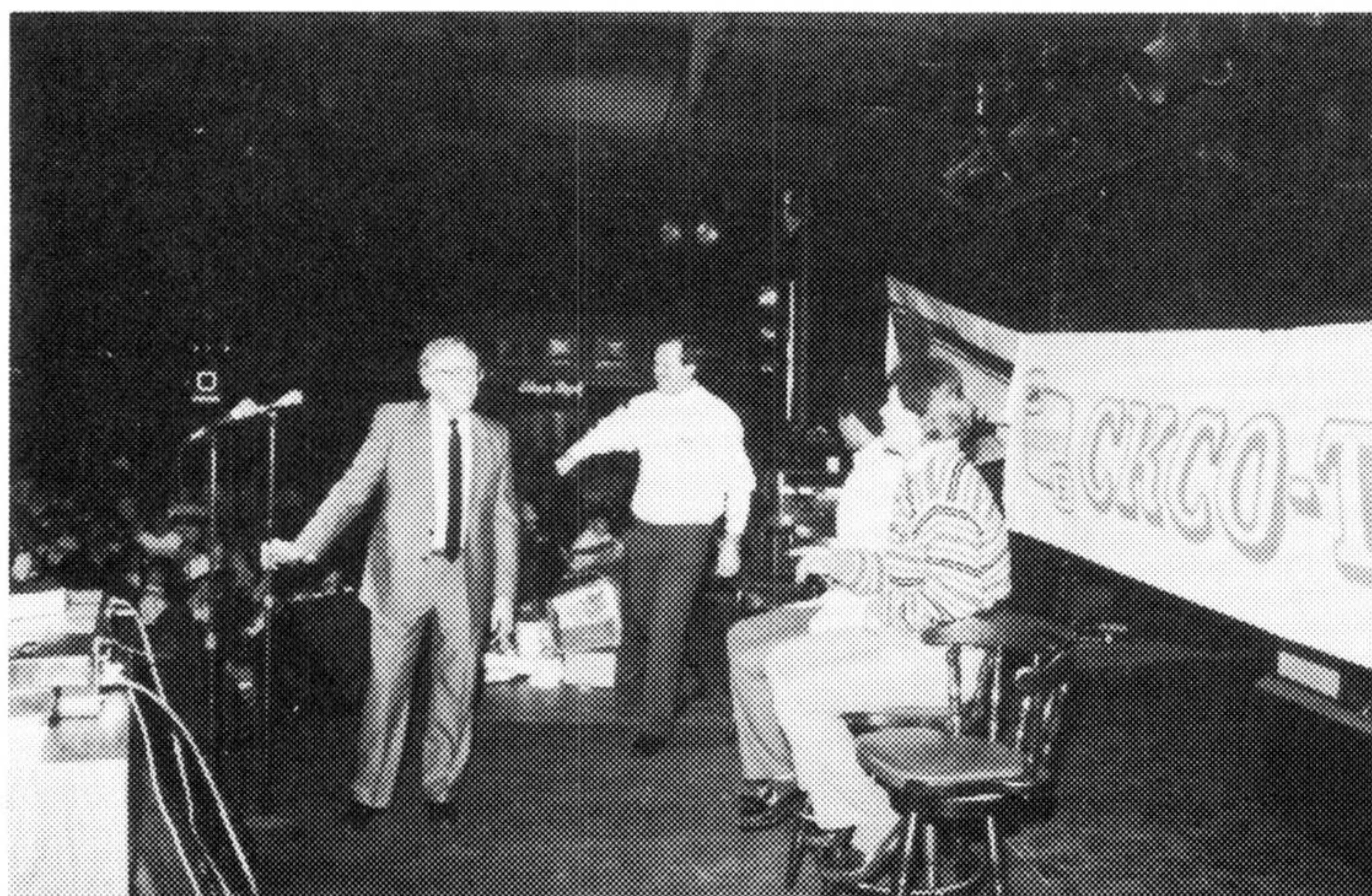
The visual and musical tools I have outlined simply enhance the overall presentation of information. They help instill a sense of identity, authority and speed which, in turn, reinforce's CKCO's concern and involvement with the communities it serves.

“Take Me Out to the BallGame”

BLUE JAYS BANTER kicked off a new season on January 25th . . . with a real barn burner of a rally at LULU's . . . Over 3000 were in attendance . . . and the lineup ran from the front door to the Highway . . . A big thank you to Ernie Bezaire of Labatts and his staff . . . and a special thanks to Ink and Hutch . . . and to many C A P staffers who came to help . . . and pitched in on their own to make it such a big night . . . The Jay's organization was knocked out with the event and we'll probably do it all again next year . . .



L to R: Ernie Whitt . . . John Sullivan . . . Kelly Gruber . . . Rob Ducey . . . Cito Gaston and Tom Cheek . . . with their rendition of
TAKE ME OUT TO THE BALL GAME . . . Don't give up your day time job . .



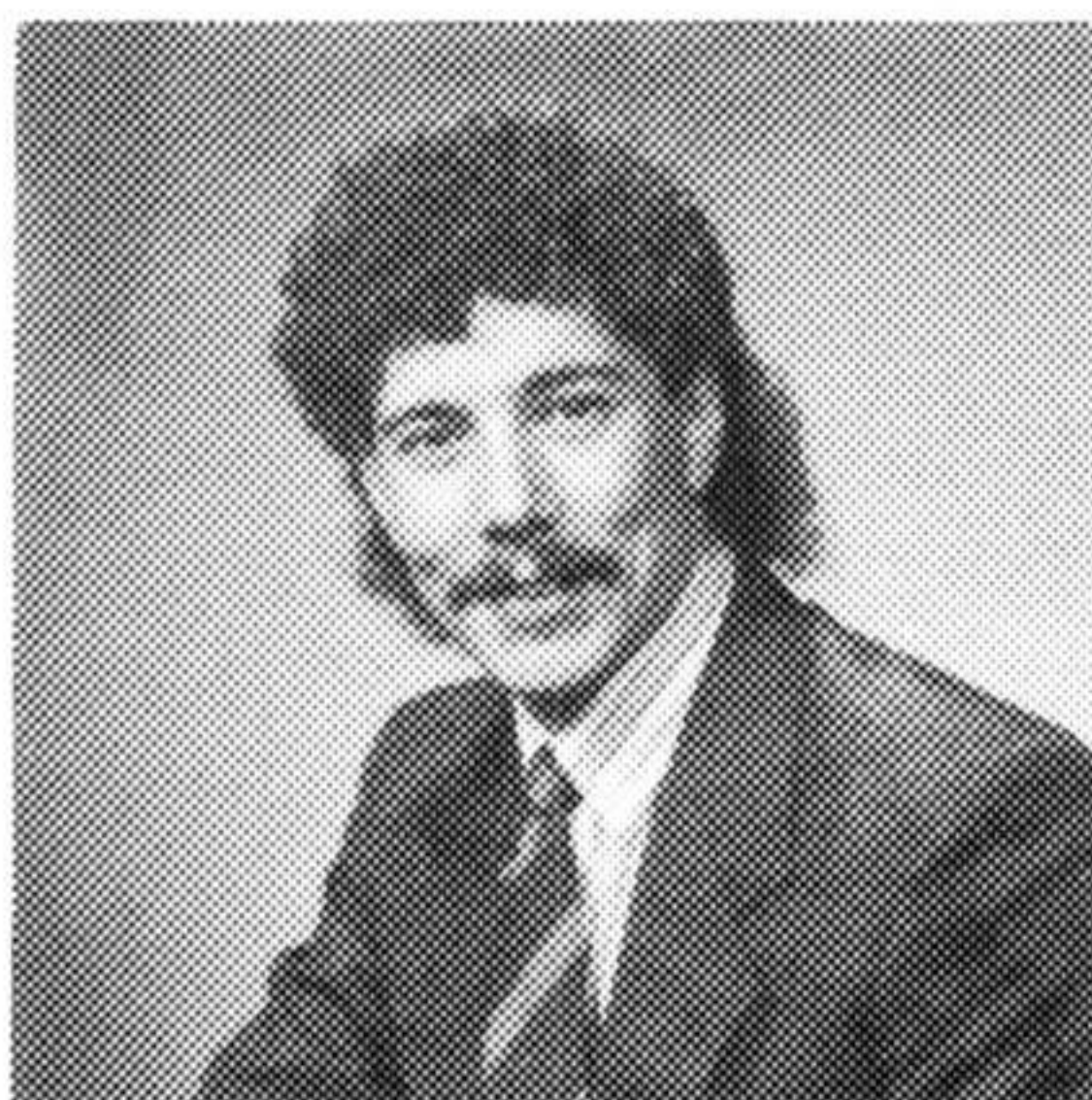


Watching the Secretary Treasurer of CAP pour . . . reminded us of the following R. S. Sullivan bit from *The Wall Street Journal* . . .

*Remember the bookkeeper
Perched on his stool,
Green eyeshade tilted,
Quill for a tool?
He wasn't too fast,
But nowhere in town
Did you hear the excuse
Our computer is down.*



Thanks a lot Peter . . . we asked for LANA Turner.



Derek Botten, *The Hitman*



Wanda Love . . . Promotion Manager, Radio.



Hi there! This is your new room.



The other side of Pam MacKenzie.



Here's "SPARK" Floyd (Sartorial Sales) Cummings.



Brian Currie . . . Program Director, AM 109.



It's Quarter to Three . . . there's no one in the place cept baby and me.



"On A Roll"



ART
forms
1 9 8 9
6 April – 14 May

Presented by



Art Forms 1989 is the seventeenth annual juried exhibition presented by the Kitchener-Waterloo Art Gallery. Open to Ontario residents, this year's competition attracted hundreds of entries. The jurors Glen Cumming, Director of the Art Gallery of Hamilton, Mary Misner, Director of The Library/Gallery, Cambridge, and Devona Paquette, an artist from Ayr, Ontario, faced a difficult task, however, the results from their selection is an exciting one. It includes a great variety of media and artistic expression and more importantly, it demonstrates the vitality of Ontario's visual arts community. The gallery extends its thanks to all the artists who submitted work to Art Forms 1989 and to CFCA FM Stereo for its generous sponsorship of the exhibition.

APRIL 1989

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			CANCER MONTH DENTAL HEALTH MONTH			1 ELMIRA MAPLE SYRUP FESTIVAL CFCA-FM
2 DAYLIGHT SAVINGS TIME STARTS	3 JAYS OPENER CKCO-TV	4 EXPO'S OPENER CKCO-TV	5 BBA-TV ENDS	6 ART FORMS EXHIBITION K-W ART GALLERY TO MAY 14	7	8 CAN-PRO SUDBURY
9 NATIONAL WILDLIFE WEEK TO — 15TH CAN-PRO	10 CAN-PRO	11 CAN-PRO	12	13	14	15 CFCA-FM CANCER DAY
16	17	18 REC. CLUB RACE TRACK	19	20 JEWISH PASSOVER TO — 27TH	21	22
23 PROF. SECRETARIES WK. TO 29TH ST. GEORGE'S DAY BBM RADIO ENDS 30	24	25	26 SECRETARIES DAY CAB-FORUM KING EDWARD —TORONTO	27 BESSIES SHERATON —TORONTO	28	29 NAB LAS VEGAS TO MAY 2

MAY 1989

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
CYSTIC FIBROSIS MONTH HEARING AWARENESS MONTH	1 SALVATION ARMY APPEAL WK. MS CAMPAIGN TO 31ST	2 SPINAL HEALTH WK. NAT. FOREST WK. MENTAL HEALTH WK. CHILD SAFETY WK.	3	4	5	6
7	8 WORLD RED CROSS DAY	9	10	11	12 SMPTE MINI-CONFERENCE SKYLINE—OTTAWA	13
14 MOTHER'S DAY	15	16	17 ELECTROHOME ANNUAL MTG AT CAP	18	19 CANADIAN CITIZENSHIP DAY	20
21	22 VICTORIA DAY	23	24	25	26 CANADA'S FIT WEEK TO JUNE 4	27
28	29	30	31			



NOW PLAYING AT CAP . . .

JOINING THE CAST ARE:

Part-timers: Stephen Sobczuk—AM 109
 Stacey Zorian—General Administration
 Penny Jolly—News Dept.
 Nelson Tom—Master Control (Technical Operations)
 Mike Kelly—Master Control (Technical Operations)
 Matt Karley—General Administration

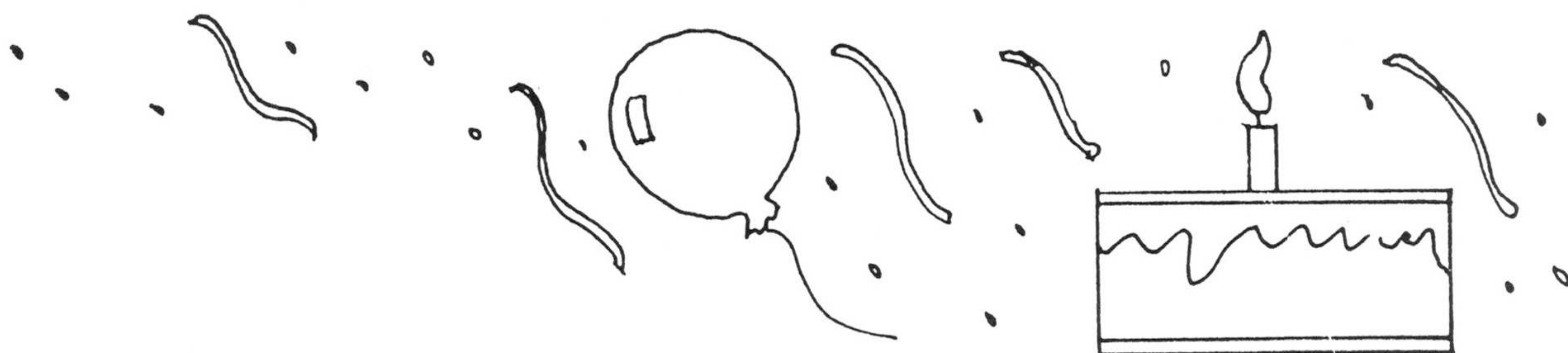
Full-timers: Joan Brooks—Accounting
 Laura Scaife—Radio
 Regina Ertel—Accounting

Published by the Public Relations &
 Promotion Department of
CAP Communications
 a division of Electrohome Limited.
 Send Contributions to the Editor.

Publications Editor:
Reg Sellner

Next Capsule Deadline
 May 2, 1989

Contributors
Reg Sellner
John Matlock
Wanda Love
Wooly
Sandy Clarke



CAP Communications Birthday List

<i>Employee's Name</i>	<i>Your Birthday</i>				
Harold Zister	March 1	Erwin Nikel	March 26	Rick Smith	April 16
Ruth Walker	March 4	Paul Scott	March 26	Sandy Clarke	April 18
Janine Grespan	March 6	Faye Bechtel	March 27	Jeff Taylor	April 18
Joan Brooks	March 6	Christopher Duncan	March 29	Donna Baxter	April 22
J. Graham Veale	March 6	Sandra Vanos	March 29	Donald MacDonald	April 22
Joseph Langel	March 7	John Vethaak	March 29	Tom Keller	April 23
Alan Merritt	March 8	Archie Ferrie	March 31	Robert McKeown	April 23
Joseph Ulmer	March 8	Paula Murphy	March 31	Valerie Quinn	April 24
Patrick Fitzgerald	March 11	Dan Foster	April 1	Regina Ertel	April 24
Ingrid Flannigan	March 12	Cliff Rawnsley	April 2	Pamela Sahli	April 24
Brent Hanson	March 13	John Hogben	April 3	John Matlock	April 25
Joanne Palmer	March 13	Greg Sloan	April 3	Daniel Sherman	April 27
Douglas Newman	March 14	Sean Minnick	April 3	Stacey Zorian	April 27
Nelson Tom	March 14	Art Baumunk	April 6	John Liddle	April 28
Audrey Phypers	March 14	Tony Luciani	April 9	Stephen Sobczuk	April 28
Vaughn Boegel	March 15	Paul Turchan	April 11	Danial Sloane	April 28
Michael Lorentz	March 18	Donald Prestwich	April 12	Dale Parsons	April 29
Laura Scaife	March 18	Janice Walker	April 12	Debbie Shiry	April 29
Paul Moser	March 18	Frank Parsons	April 14	Ric Waurechen	April 29
Joe Brenner	March 19	Jeffrey Hutcheson	April 15		
Luba Bury	March 23	Donald Cameron	April 16		