



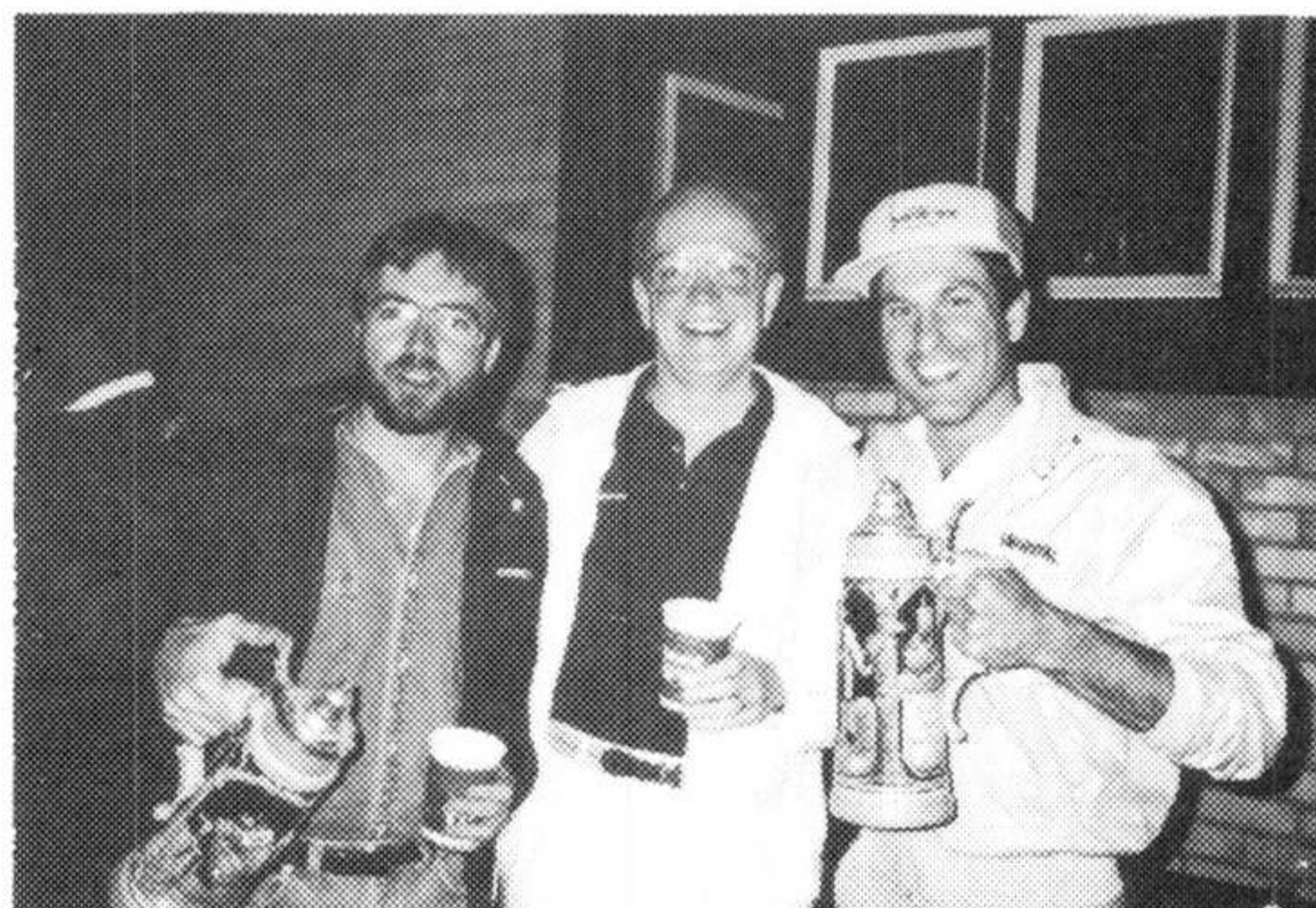
CAP *sule*

August 1989

Golf Tournament: A Good Time For All *by Hutch*

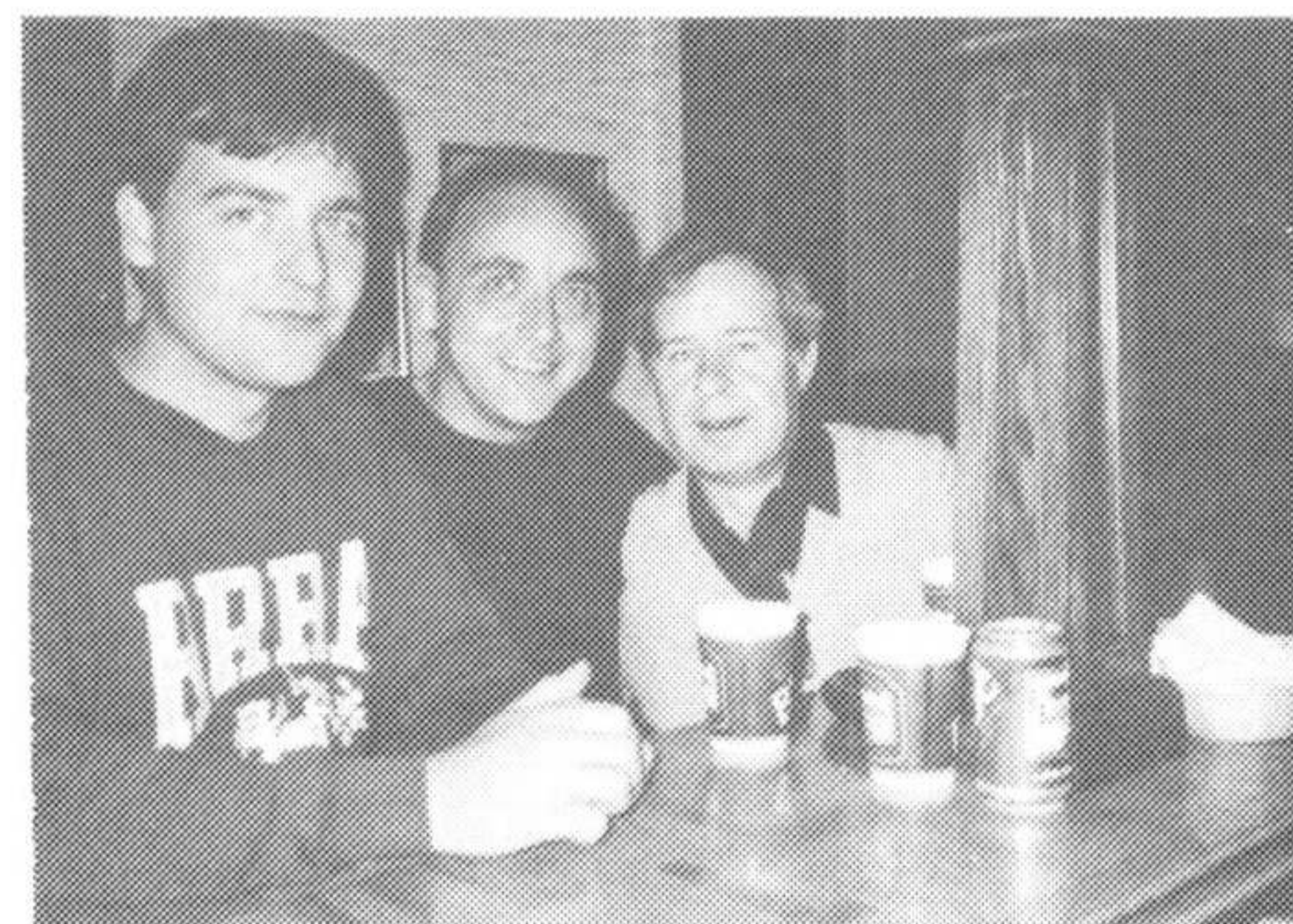
The 7th Annual C A P Communications Golf Tournament was the biggest yet and another resounding success. Play was held June 16th at the Beavertdale Golf Club outside Cambridge and refreshments, a roast beef dinner and prizes followed at the Labatt's Kuntz House. A total of 88 teed it up this year, that's 18 more than a year ago, including 53 employees, 26 sponsor guests and 9 friends or significant others. The winners of the Scotch Two-Man Best Ball event ... the name alone confused half the field ... were Buck Dunseith and Pete McCallum, and finishing in second place was the duo of Joe Ulmer and Ken Elliott ... as in the past, a handicap system is used to give anyone in the field a shot at winning ... and as evidenced by this year's winners, the system obviously works!

The C A P Tournament has grown from a scant 17 players our first year, to this year's record turnout. Generous sponsor support came from our friends at Uniroyal-Goodrich, and a special thanks to Owen Lackenbauer and Barry Bartlett, and also our friends at Labatt's. Thanks there to Ernie Bezaire, who makes the Kuntz House available and supplies everyone with free beer for the night. Also the Golf committee would like to thank the C A P Recreation Club and President Bruce Emmerson and Nabet Local 712 and President Dave MacNeil for their continuing support ... other sponsors who played and/or helped us greatly include Roger Moser at Kitchener Beverages, Joe Paracelli from Ampex Canada, Dennis Yanke from Oktoberfest who has donated our winners mugs since year one, Bell Canada, Personna Canada, Wes Lillie, the Matlocks, Panasonic Canada, Dave "Jingles" Simon of Hiram Walker, Leslie at Sportsworld, Gil Zurbrigg at Sam the Record Man in Kitchener, Stanley Park Mall, Glen Stewart and Glen Stewart Insurance, Dan Randall and Randall Motors and of course thanks to Reg and Wanda for their help with the prizes from



THE WINNERS!

Buck Dunseith and Pete McCallum with General Manager Don Willcox who promises (threatens?) to play next year.



Don, Tom, Bob, Dave, Paul, Alex, Buck, Peter, Paul and Ken.

SURVIVORS OF C A P GOLF #7!

CKCO-TV, AM 109 and CFCA FM 105 ... sorry to anyone I've missed.

Because of the numbers in the Tournament, and our expected higher numbers next year, the Golf committee is announcing the time and place of next year's Tournament now! The 8th Annual C A P Golf experience will be Thursday, June 28th at Doon Valley Golf Club and the tee off times will run for three hours starting at 10:30 a.m. ... please make your plans around this day, be it an off day, stat, or holiday for you, and remember the date come February 1st next year when you are letting your manager know what holiday's, etc. you want ... hopefully moving it from a Friday back to a Thursday helps sort out some of the problems, albeit minor ones, we had this year.

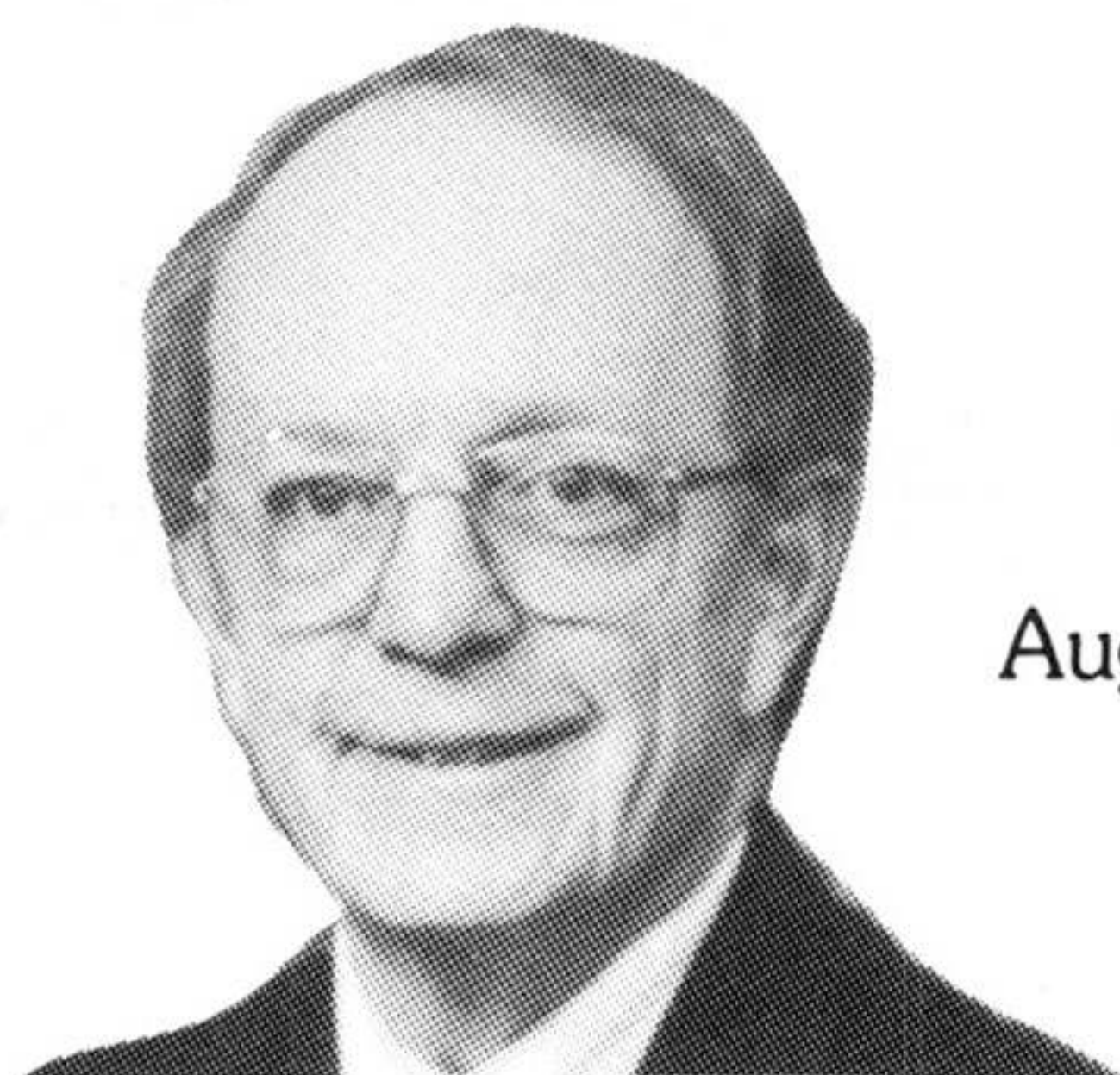


Gord Smeaton of Labatt's and Hutch laughing at the scores!

As in the past the Golf committee is always open to suggestions from anybody but Peter Kent. The tentative format for next year is a two man scramble, as opposed to this year's Scotch Two Man Best Ball, as opposed to the Four Man Scramble two years ago and the Free For All the year before that ... so if you didn't like your partner this year, now is the time to tell him or her that someone else has already asked you to partner up.

I would also like to thank Pat Fitzgerald for his help in organizing and being the official treasurer, and we also intend to hold Don Willcox to his statement that he would like to play in our next event!! However, for the safety of the other golfers we will not team Don together with Harold Zister!

CAPSULE Comments from the General Manager



August 4, 1989

Here it is, the half-way point of another lazy, hazy, warm summer. I trust that vacation time has been good to all of you—a time required by all of us to recharge those creative batteries.

In reviewing many of the trade magazines and periodicals which cross my desk on a daily basis, I had the opportunity of reading an annual publication which is published each year by Clarkson-Gordon - Woods-Gordon. This publication is called "Tomorrow's Customers" and the experts at Clarkson-Gordon forecast what we can expect in the near future. I thought I would take the opportunity to share with you in CAPSule some of the comments made by the marketing and economics group at Clarkson-Gordon.

According to these experts, over the next decade the North American consumer will provide only slow growth for those products and services which meet basic needs such as food, shelter and clothing. The excitement and growth will be largely in products and services that enhance life-styles and image. Soon it will be the "two everything" family. Our viewers and listeners are not only more affluent but they are also better educated, traveled, read and more demanding. Style and uniqueness are becoming the important product characteristics.

Many of tomorrow's successful products will be home oriented. People spend a lot of their leisure time at home and are upgrading their homes to enhance life-styles.

In the area of home entertainment, a new generation of products is being developed which will be to the 90's what radio and television were to the 30's, 40's and 50's. Worldwide sales of CD players and a new generation of digital and audio tape players will grow through the 1990's as they replace the current generation of record and tape decks.

Television, the corner-stone of home entertainment, has been complemented recently with stereo sound and VCR's.

The next wave of TV related products will replace the current TV set itself. These products will be as superior to current TV's as colour TV was to black and white. High definition TV sets with far superior picture quality should become available in the early 1990's with U.S. consumers expected to spend 20 to 25 billion dollars per year on them by the late 90's. Canada's spending will probably lag by a year or two. High definition TV is typical of the trade-up quality we will see in many consumer goods markets.

Technology will make TV sets more sophisticated. Inter-active television technology will allow viewers to determine the conclusion of TV shows and select camera angles when watching sports events and other shows. Already available, and expected to increase in popularity, are televisions which display multiple screens. This will be a boon for sports fans and new parents who can monitor sleeping children on closed circuit while watching television in another room. Expect more 3-D broadcasts like the 1989 Super Bowl half-time show.

Portable TV's with built-in VCR's could become as popular as Walk-Man's. Video tapes and discs reduced to fit these units are already being produced. Expect TV's to emerge in new places like the back of airplane seats, health club exercise bikes and maybe even in cars.

Consumers will also buy other electronic products now more readily accessible such as home security systems.

Business purchases can provide early indication of new growth products for consumer markets. VCR's were first bought by companies. Today's hot business products—cellular phones, fax machines and PC's are finding rapidly growing consumer demand.

During the next ten years the service sector will also grow. Child daycare, whether in homes, office complexes, shopping centers or elsewhere, will become more common. So will day centers for the elderly.

Extra service vendors will be more in demand in the coming decade. Home delivery laundry and grocery services, walk-in health and dental clinics offering extended hours, and of course, house-keeping services will be in high demand.

People are also looking for excitement and adventure because leisure time is so valuable and because many consumers want to try new experiences. Special

vacation packages are becoming increasingly popular.

If you think airports are congested now, just wait. It's only going to get worse. The market for air travelers could become more segmented. Business and pleasure travelers may find themselves traveling through different airports—downtown ones for business travelers, and more remote ones for travelers with more time and tighter budgets.

People will spend more money on products which either protect against health risks or which monitor or detect problems. Tomorrow's customers will expect science and business to provide them with products and services to fight the aging process on every front.

The above is just a short overview of how a professional business firm such as Clarkson-Gordon picture the consumer, our listeners and our viewers over the next ten years and what they'll be up to and what will be available for them. These speculations, of course, are very important to us because our customers are, in fact, the consumers. We must respond to what they want, what they do and how they go about doing it. To say the least, interesting days are ahead of us.

Since our last issue of CAPSule a number of important events have taken place. We've said goodbye to Bob McKeown, Pamela McKenzie and Paul Brent. We wish them all well as they face a new dimension in their particular life-styles. They have been valued employees of C A P Communications and their contributions will be missed.

At the time of writing, we are still waiting for a decision from the CRTC on our application for a power increase for channel 11. We continue our Equal Pay For Work Of Equal Value project and again, I thank all of you for your very valuable contributions.

The summer season is almost over. It will soon be time for our fall launch of the new television season and it will soon be time for another radio rating period. And guess what? It will soon be time to start doing your Christmas shopping. Time does fly when you're having fun.



Keep Communicating!
Don Willcox, General Manager

Monday, May 29th - May 31st

Season of the Stratford Festival

The Festival opened with a performance of the double bill "Titus Andronicus" and "Comedy of Errors". Among the honoured guests was her excellency Jeanne Sauve, Governor General of Canada and CFCA Stereo 105.3, with host Bob Farrow.

For the seventh consecutive year, CFCA was invited to be the Exclusive Broadcast Station for opening night. This year's production, sponsored by The Waterloo Inn, was enhanced by a series of pre-taped interviews with members of The Festival Company. This series was originally put together for CKCO's "Arts Album" by Frances Russell and Dan Donaldson and CFCA was able to use the audio track.

A traditional opening night "Live" interview is done with the Festival's Artistic Director. This year marks current director, John Neville's final year with the Festival. We wish him every success in his future endeavours. He has left the Festival in better financial condition than ever, with record-breaking pre-season ticket sales. Most importantly he has been a good friend to CFCA, a relationship that we will try to maintain.

Bob Smith, CFCA-FM



Equal Pay for Work of Equal Value

Bill Roy (a consultant from Wright, Mogg & Associates), and I are translating those completed questionnaires into job descriptions, following the same format. The purpose of this is to clarify and perhaps combine similar jobs. **Is this a fun job or what!**

They will be reviewed by employees and supervisors to be certain that we have captured correctly, the essence of the job.

Once this has been completed, the next step is the choosing and training of

the "Evaluation Committee" who will then proceed to evaluate the job descriptions.

From these evaluations, **all** positions **within** the company will be compared. Remember, this will be done within the company only, but it will be a comparison of each and every position, not just the ones in your area.

Stay tuned to CAPSULE for further updates.

Faye Bechtel

"A Provincial Elegance"

On Electrohome's 75th Anniversary (May '82) each employee was given a copy of an extremely interesting book—"A Provincial Elegance". Since that time "antique dealers" have purchased several hundred additional copies.

The remaining books (450) are now being offered to employees (if desired) on a first-come-first-served basis.

Please contact Janet Taylor with orders at extension 305.

Thanks

TV Manager Bob McKeown Retires

FAREWELL "BOBBY BOSS"

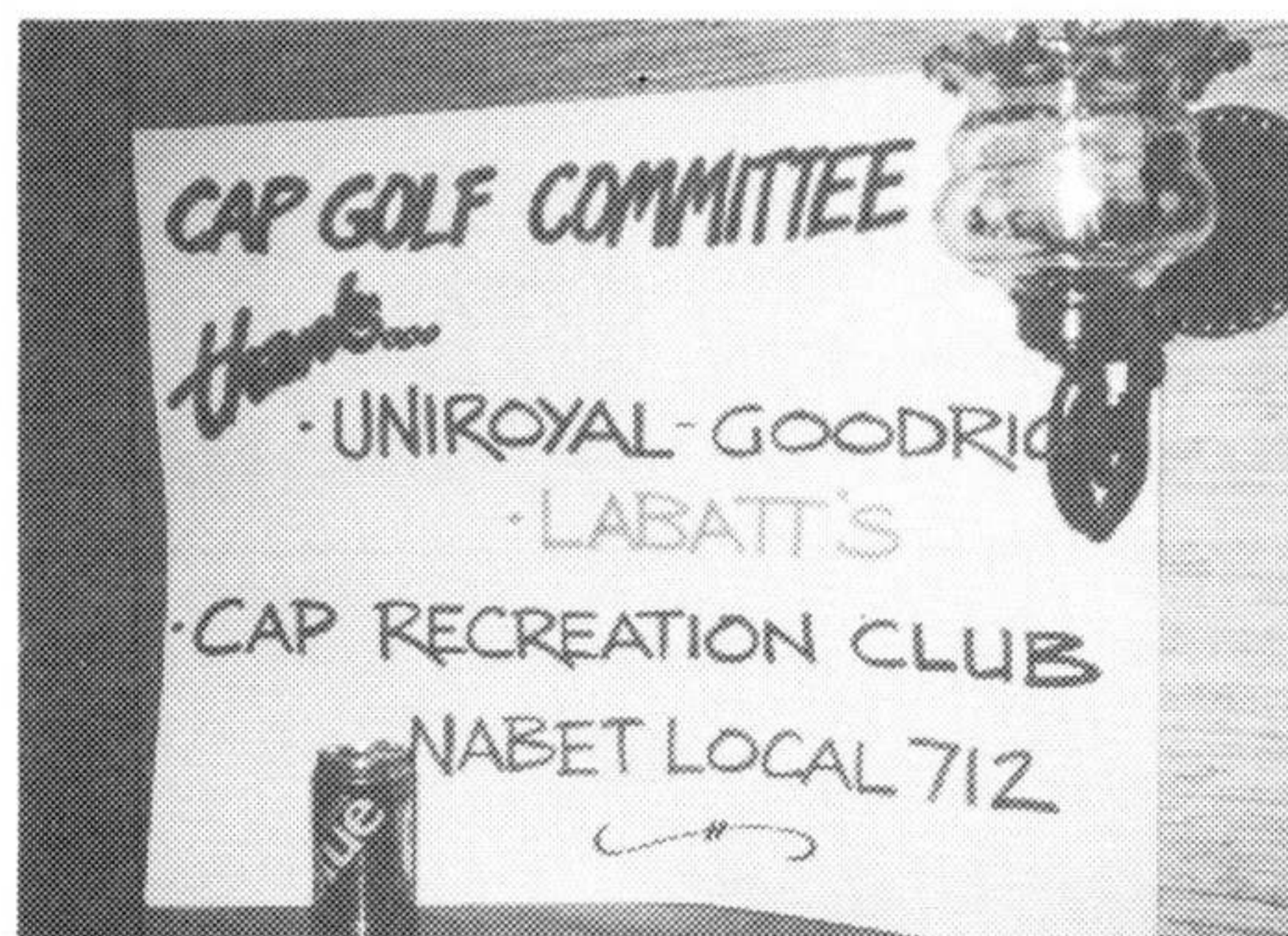
All the best, from all of us.
It's been **our** pleasure for the past 35

Many Thanks, for many good memories . . .

Have a good long run . . .



GOLF TOURNAMENT



Peter Kent shows Mike Walloschek his new tools!



Ken and Joe finish 2nd! Miracles **do** happen!



Dennis, Gary and Jack listen as Hutch explains the handicap system.



CAPsule Comments from the News Department...

Colleen Walsh joins the Scan Newshour 6:00 TEAM on September 18. Colleen comes from ATV Halifax where she's been anchoring, reporting and interviewing for the past few years. Colleen (that's her smiling face) grew up in Etobicoke and went to school for a year at the University of Waterloo (Phys. Ed.) and got her B.A. from the University of Western Ontario in London. She began her television career in Cable (Mississauga) after a brief stint in 'print' (gee that rhymes!!) and moved on to Thunder Bay Television where she first began anchoring. She's a terrific person and I'm looking forward to working with her at the anchor desk!!! While visiting Halifax to meet Colleen, I ran into a couple of our former University of Waterloo co-op students, **Kelly Smith-Tremblay** (she's directing ATV's 1:00 afternoon newscast as well as their "Live at 5" program) and **Paul Bowen**, our very first co-op student (he's in the ATV Promotion department). Both are doing well, enjoying their work and life in the Maritimes. Kelly's a working mom and don't go out for a drink with Paul . . . Nova Scotia bars don't close 'til 3!!!



Laverne Atkinson has joined us as part-time Noon Report weatherperson and Entertainment segment reporter. Laverne grew up in Kitchener, went to the University of Waterloo and has been doing a specialty program on channel 47 with News and interviews from the black community. With Laverne taking on those duties, **Janine Grespan** has the opportunity to get out and do some field reporting as well as anchoring the Canada AM inserts and the Noon Report.

Diana Ottosen is moving off the weekends to anchor the weeknight Ontario Report (as we establish distinct 'teams' for each newscast). As of this writing her replacement on weekends hasn't been determined. Diana will also be responsible for producing a weekly half hour News program for the channel 42 viewing area.

Paul Brent Assistant News Director for the past 4 years and News department employee for almost 13 years sur-

prised us all in early August when he announced he was moving to CJOH Ottawa as Assignment Editor. We'll all miss his dedication and expertise but wish Paul, Joann, Christopher, Lindsay and Allison all the best in the Nation's Capital (besides the kids can be spoiled even more by their grandparents who also live in Ottawa). It seems as if our 'sister station' status with CJOH is becoming a little too friendly (verging on incestuous) with numerous former staffers forming a CKCO alumni club on Merrivale Road.

Southwest Bureaus increased staff over the summer with the addition of full time photographer/reporters **Shane Roberts** in Windsor, **David Pettitt** in Sarnia, **Marc Haslip** in Chatham and **Jeff Taylor** in London.

There will likely be more staff additions as we 'beef up' separate programming to channel 42 in light of our recent licence renewal allowing more commercial flexibility on 42.

Southern Georgian Bay Chili cook-off was held in July with yours truly (AREJAY) and our northern correspondents **Richard Thomas**, **Vicki Gough**, **Jim Armstrong** and **Dave Gross** participating. We managed to lose that ugly "golden chili pot" award but our chili was **Hot Stuff!!!** It was nice to see so many viewers from across the entire broadcast area dropping by our booth (which looked like a TV set thanks to **Paul Hollingsworth** of the Art dept.). **Wanda Love** from our radio promotion department also spent some time with us.

Jim and Sandra Haskins have a new baby girl, Hilary Alexandra . . . Jim got the call at 6:15 and the baby was born at 8:31 (good timing). Paula Sinclair (Murphy) was still expecting as of this writing but she's off on maternity leave until September. **Ross MacLeod's** wife is also still expecting, and it was recently announced that **David and Wendy Imrie** are expecting their first child in mid-February . . . we'll keep you posted on the stork patrol.

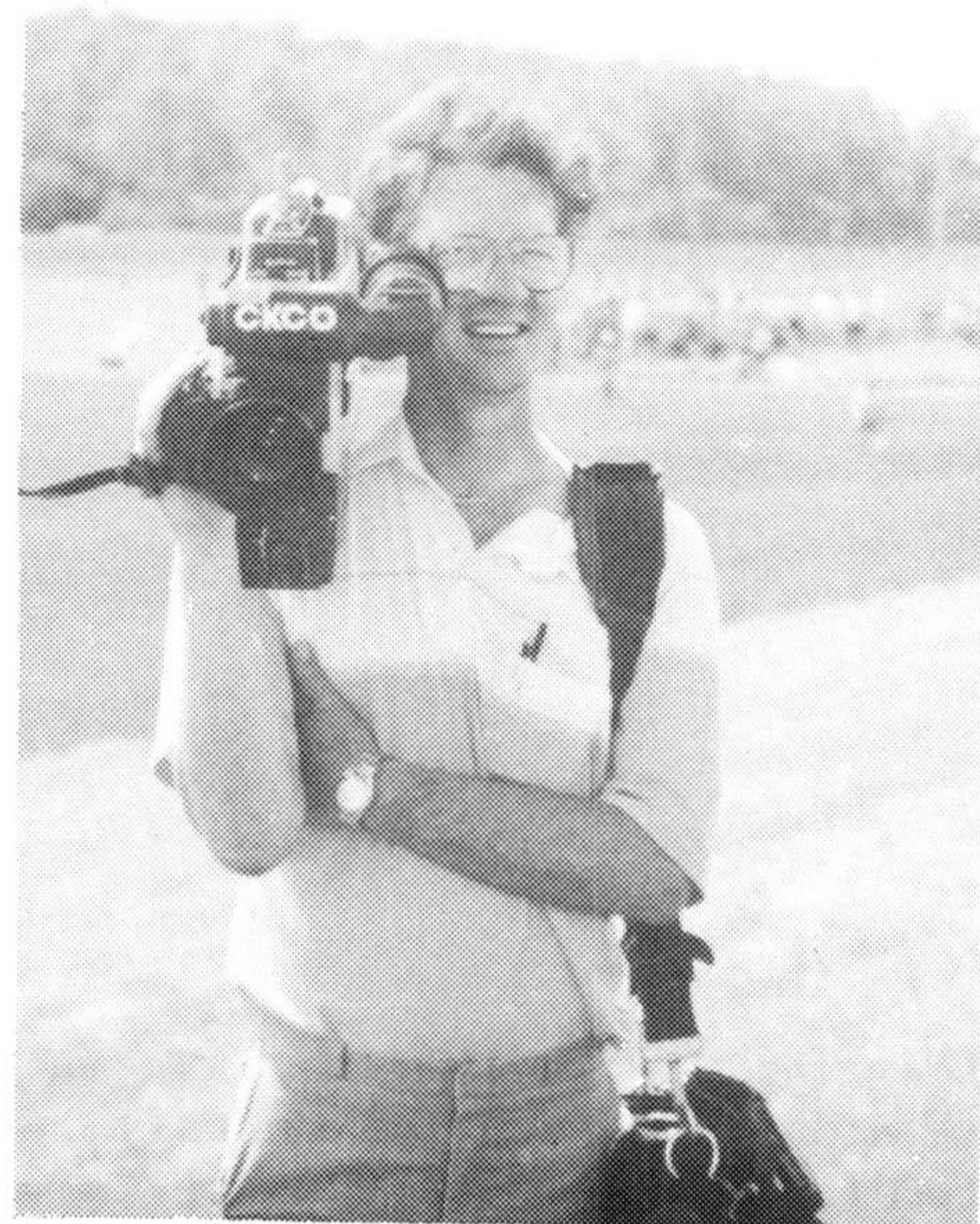
There's probably so much more that has happened between this writing and the time you'll receive it (that's the trouble with 'print' it's always outdated) but for now, that's it from NEWS!!!



CFCA-FM participates in the London Hot Air Balloon Fiesta August 3-7, in Harris Park.

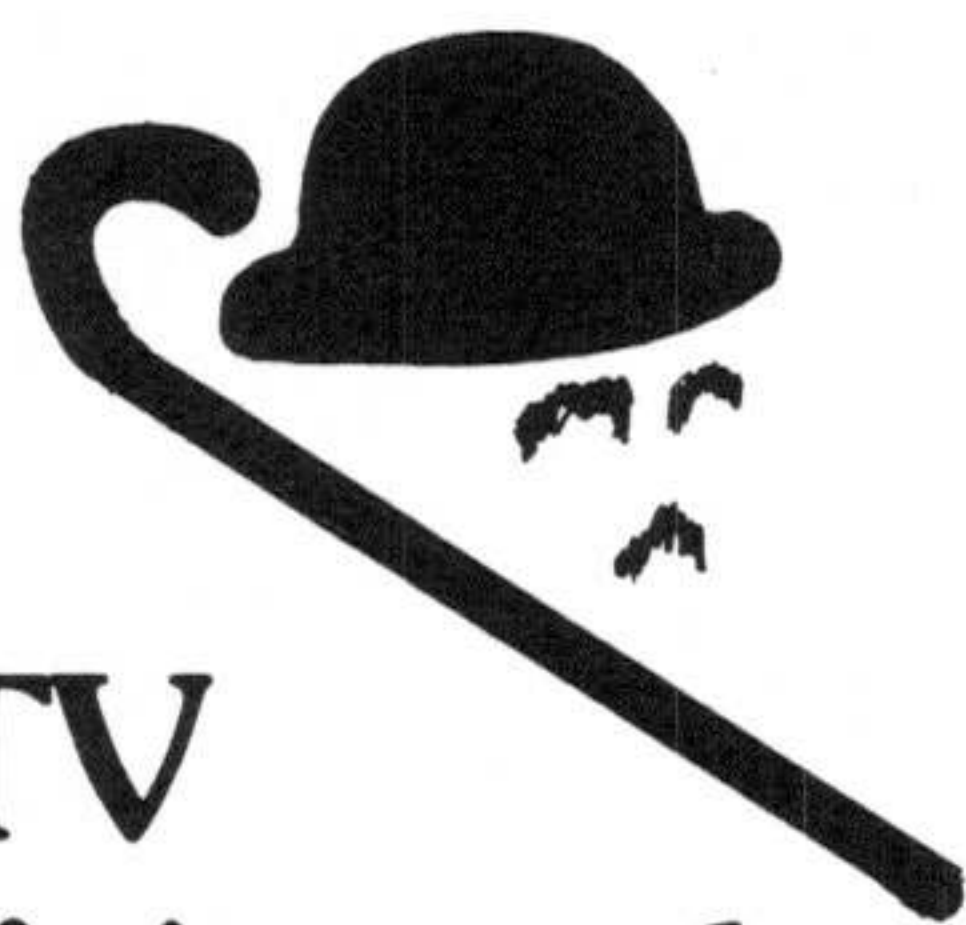


AM 109 on location in Victoria Park for the 1989 Multicultural Festival, July 1st and 2nd.



Jerry Morrow, from our Sarnia Bureau.

CKCO-TV "Charlie" Awards



At the Waterloo County High School English Awards Banquet on May 10, 1989, the CKCO-TV "Charlie" Awards were once again presented to students for excellence in the production of video.

The three winning entries included "Ed Grimley's Yearbook Adventure" by John Ridley, Forest Heights Collegiate; "Girl," by David Dias and Peter Shannon, Kitchener-Waterloo Collegiate; and "One Hump Deserves Another" by Rachel Bartels, Rikki Burak, Jay Conley, Clint Eckhardt, Iain Stewart, Kitchener-Waterloo Collegiate.

The best overall film was "Girl" co-directed by David Dias and Peter Shannon.

Judges included John Arais, CKCO-TV; John Tutt, Princess Cinema; and Peter Starr, National Film Board of Canada. Presenter of the "Charlie" Awards was Frances Russell, CKCO-TV.



David Dias, Kitchener-Waterloo Collegiate, Director of "Girl", overall winner of the CKCO-TV "Charlie" Awards and Frances Russell, CKCO-TV.



AM 109: FUTURE ROCK Competition

The finals for "FUTURE ROCK" were held August 15th at the Highlands, wrapping up a six-week program with them.

The winning band was "DIZZY MAROON", with honourable mention going to "CHERRY SMASH".

Thanks to everyone who came out to

see our "FUTURE ROCK" contest, in particular those who judged, and Linda Brooks for acting as emcee.

A special thanks to Paul Moser, Chris Matlock, and Daiene Vernile for taking a special interest in this from the television side!

NOTES FROM NABET



President

Dave MacNeil

TV Operations Ext. 257
or 742-2058

Vice-President

Vaughn Boegel

TV Operations Ext. 257
or 742-6899

Secretary

Deborah Hopkins

Radio Creative Services

Treasurer

Calvin Shaver

Television Production
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Mike O'Drowsky
Jamie Niven
Bob Coleman
Tony Luciani

Ron Molland
Paul Nyhout
Steve Hooper
Kevin Doerr
Brian Clemens

Erwin Nikel
Kathy Fedy
Steve Simic
Matt Richards
Rick Smith

SAFETY COMMITTEE

Ken Elliott
Ruth Walker
John Grant

Chairman

TV Operations Ext. 257
TV Talent Ext. 329
Engineering Ext. 317

GRIEVANCE COMMITTEE

Deborah Hopkins
Vaughn Boegel
Paul Reekie
Dave MacNeil

Chairman

Radio Creative Services
TV Operations
TV Production
TV Operations

MEMBERSHIP:

Larry Ernewein

Art Dept. Ext. 217

SEPTEMBER 1989

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		ARTHRITIS MONTH			1	2 AM109 SUMMER SIZZLE PARTY AT SPORTSWORLD
3	4 LABOUR DAY	5	6	7	8	9
10 CORPORATE CHALLENGE	11	12	13 NAB RADIO '89 NEW ORLEANS RTNDA KANSAS CITY	14	15	16
17 ANNUAL TERRY FOX RUN	18 BBM-RADIO TO OCT. 22ND NIELSON-TV TO OCT. 1	19 PLOUGHING MATCH OPENS TO 23RD	20	21	22	23
24	25	26	27 TVB SALES ADVISORY CONF. QUEBEC CITY	28	29	30 JEWISH NEW YEAR WELLESLEY APPLE BUTTER FESTIVAL

OCTOBER 1989

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 UNICEF MONTH	2	3 CRTC VANCOUVER	4	5 OKTOBERFEST PAGEANT	6 OKTOBERFEST TO THE 14TH	7
8 FIRE PREVENTION WEEK	9 OKTOBERFEST PARADE THANKSGIVING DAY YOM KIPPUR NIELSON TV TO 15TH	10	11	12	13	14
15	16	17 WABE REGINA 17-19	18	19	20	21
22 SMALL BUSINESS WEEK	23 NIELSON TV TO 29TH	24 CRTC TORONTO	25	26	27	28
29	30 OCTA TORONTO CONSTELLATION TO NOV. 1ST NIELSON TV TO NOV. 19TH	31 HALLOWEEN				

NOW PLAYING AT C A P . . .

JOINING THE CAST ARE:

Full Time: David Rowden—TV Sales (Windsor Area)
Brian Elmslie—AM Radio Sales

Part Time TO Full Time: Dave Pettitt (Sarnia Bureau)
PHOTOGRAPHER/ Shane Roberts (Windsor Bureau)
REPORTER Marc Haslip (Chatham Bureau)
Jeff Taylor (London Bureau)

Part Time: Sean Jasmins—TV Technical Operator—Master Control
Trent McMullen—Custodian
Kimberley Maukonen—Record Library
Carmen Vera—Accounting



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Send Contributions to the Editor.

Publications Editor:
Reg Sellner

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September 22, 1989

Contributors
Jeff Hutcheson
Don Willcox
Bob Smith
Faye Bechtel
Ron Johnston
Frances Russell
Sandy Clarke
Wooly
Wanda Love

C A P Communications Birthday List



<i>Employee Name</i>	<i>Birthday</i>	<i>Employee Name</i>	<i>Birthday</i>
Brian Bourke	August 25	Paul Nyhout	September 18
William Manning	August 29	Raymond Irwin	September 19
Richard Walker	August 29	Julie-Marie Innes	September 20
Kevin Doerr	August 30	Ronald Johnston	September 21
Henning Grumme	September 2	Jeff Soltysiak	September 24
Michele Stewart	September 3	Robert Smith	September 25
Cathy Maciaczyk	September 4	Alan Fraser	September 26
Lisa Lackenbauer	September 5	Wayne Kooyman	September 26
Steven Simic	September 6	Susan McKillop	September 26
Ken Elliott	September 7	Mary Lynn Meiklejohn	September 27
Floyd Cummings	September 8	Ronald Molland	September 27
Elaine Economoff	September 8	Harold Rothenberg	September 28
Brian Dunseith	September 11	J. Eric Sutherland	September 28
Wolfgang Urschel	September 15		

C A P Employees are Interested

The following employees have successfully completed the requirements of the Industrial Emergency Care Standard Level course which was recently held at C A P Communications.

It was gratifying to see so many C A P employees taking an interest in this project.

John Grant	John "Hoppy" Hogben	Zeljko Zugaj
Pamela Small	John Arais	Matthew Richards
Frank Parsons	Ross MacIntosh	Bill Anderson
Ingrid Flannigan	Donna Baxter	Phil Molto
"Wooly" Holmlund	Laura Scaife	Vaughn Boegel
Howard Fraracci	John Donahue	Harold Zister
Steve Simic	Janine Grespan	
Linda Richards	Alan Merritt	

For someone born before 1945, and there are a few of us left around the men's wear trade, there have been some dramatic changes over the last several years. Not only can we remember the \$1.50 tie, but we can remember when:

- "FAX" was the explanation our parents wanted when we came in late.
- "Snow" was something you shovelled in winter.
- "Grass" was mowed in the summer.
- "Coke" was the pause that refreshes.
- "AIDS" helped the nurses in the hospital.
- "Chips" were something that you ate with fish.
- "Pot" was a utensil that you cooked in.
- "Coming Out" was something for debutantes.
- "Gay" meant happy or colourful.
- "Rabbits" were furry little animals.
- "Bunnies" were small rabbits.

Reg Sellner