

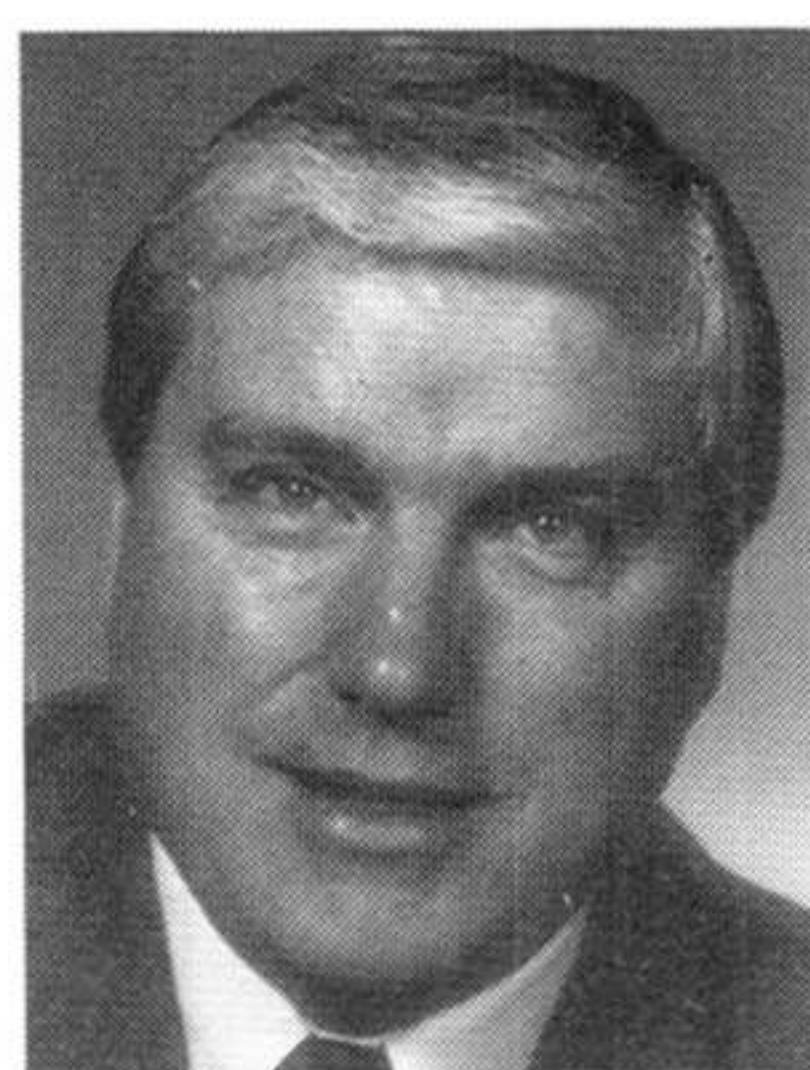


CAP *sule*

October 1989

WELCOME _____

Don Willcox, G.M. CAP Communications introduces **Peter Jackman** as Station Manager and General Sales Manager of CKCO-TV.



Peter Jackman

The appointment is effective October 16, 1989.

Peter comes to CAP Communications from CKO Incorporated where he served as President and General Manager. Peter joined CKO in 1985 and has served as General Manager, Vancouver before being named Vice-President, Western Region; then Executive Vice-President and finally President in February of 1988.

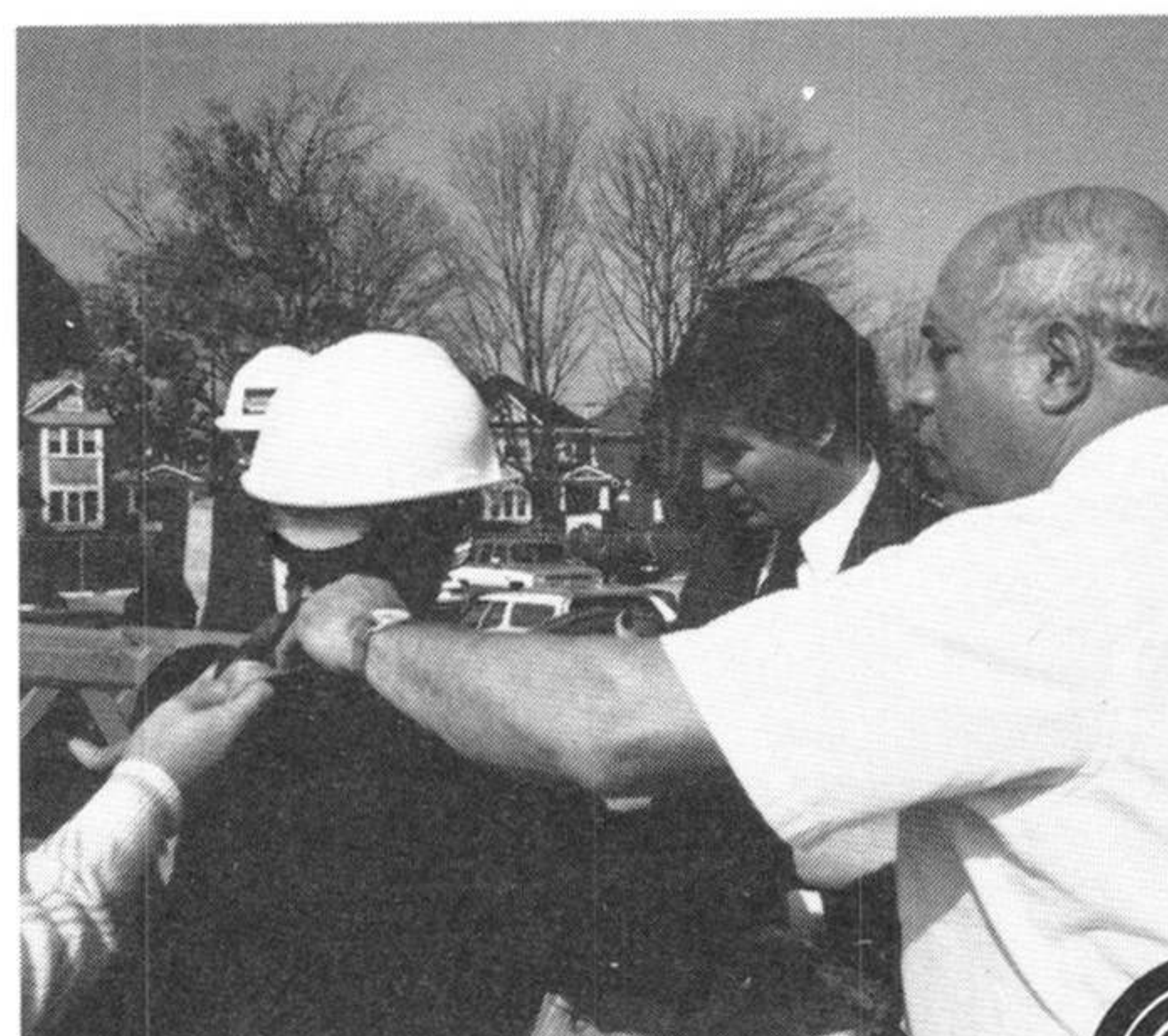
Prior to joining CKO, Peter worked for Video-Q in Toronto and before that spent fifteen (15) years in the national television sales representative business in Toronto — first with Paul Mulvihill Limited as an Account Executive and then as Vice-President and General Manager of Stephens and Towndrow Company Ltd.

Peter is married with one daughter and two sons and is currently living in Oakville.

Please join in welcoming Peter to his new responsibilities here at CAP.

CAP UP IN THE AIR FOR UNITED APPEAL

Kitchener Mayor Dom Cardillo led the parade as CAP management and staff took a ride aloft courtesy Lackie Brothers crane . . . to focus attention to the United Appeal currently under way . . .



————— “Now” . . . “New” . . . “Improved” . . . from that “New Station in Town” . . . AM 109. —————

CAPSULE Comments

from the General Manager



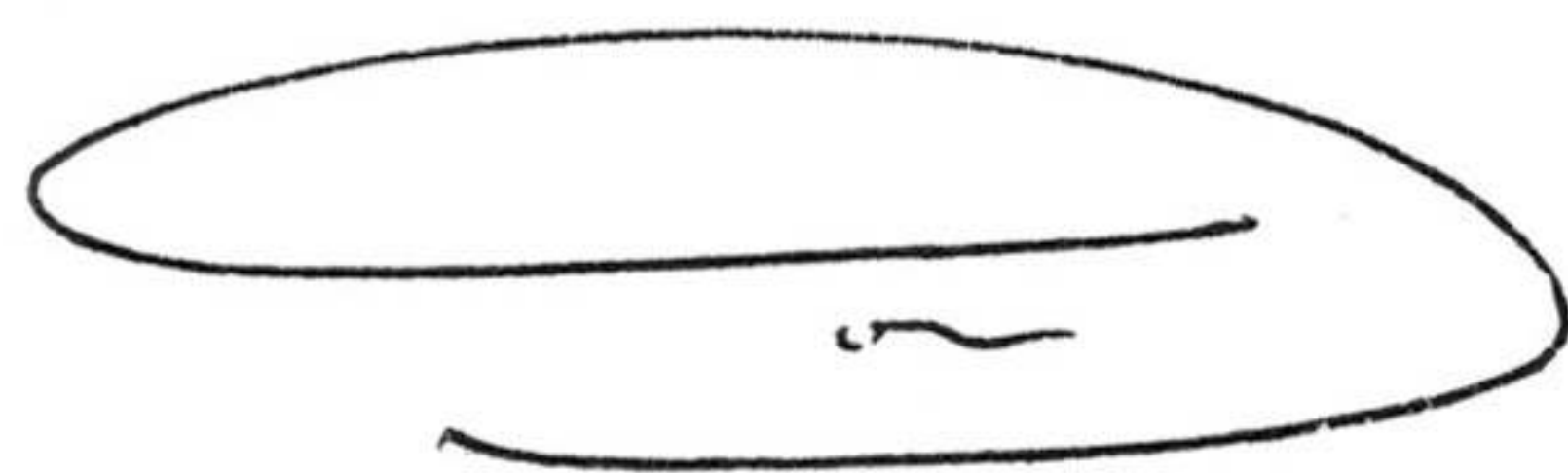
I would like to take a few minutes out of our very busy fall season to welcome **Peter Jackman** to our CAP family. Peter joins us as Station Manager and General Sales Manager of CKCO-TV and brings with him many years of television sales experience in the national sales area. Peter comes to us from CKO Radio where he was President and General Manager. I know you join with me in welcoming Peter to 864 King Street West.

While we welcome Peter to our staff we also say goodbye to **John Matlock** who has joined the family business. John's television creative experience certainly will be missed. We wish John well as he takes on new responsibilities.

The annual United Way Campaign is now underway and I would like to thank **Winnie Webb** and her dedicated committee for taking on the challenge of raising United Way funds within CAP. This kind of enthusiasm is certainly appreciated.

Work continues on our Equal Pay for Work of Equal Value project. The Review Committee is in place and will be spending considerable time and effort on this valuable exercise. Thanks to everyone involved!

This is always the busiest time of the year — television fall launch, Oktoberfest, and fall radio ratings. There never seems to be enough time, people, or equipment to accomplish everything that comes our way. But, the annual fall miracle always take place. We make it!! It just doesn't happen! **YOU** make it happen!! A big CAP thank you!!!



Keep communicating!
Don Willcox, General Manager

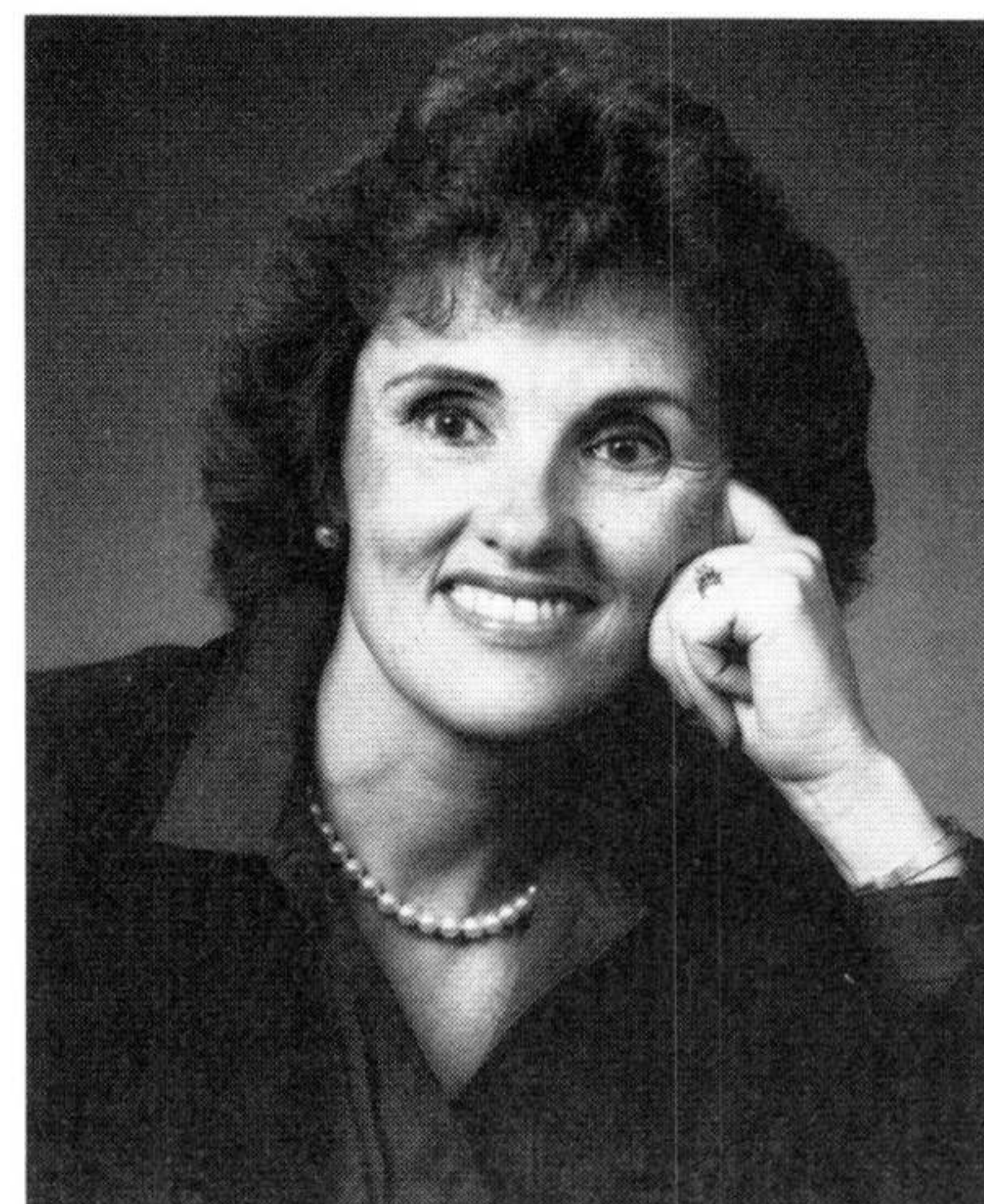
"Congratulations Betty"

The Third Annual Mayor's Dinner will be held on Saturday, March 24, and will honour Betty Thompson for her outstanding commitment to the community and for her extensive public service.

Mayor Cardillo is host of the dinner which will be held in the Ballroom at Bingeman Park. Each year the dinner is enhanced by the wit and humour of the guest entertainer. Past entertainers were Dave Broadfoot (Royal Canadian Air Farce) and Charlie Farquharson (Don Harro).

Tickets will be available. We'll keep you informed.

All proceeds from the dinner support the practical and effective services of the Working Centre.



CFCM 105.3

A NOTE FROM NEIL AITCHISON

In an attempt at developing new business for radio, the Sales Department has been involved in a week long program of: customer seminars, account consultation, sales training and eventual follow-up to round out the entire effort.

Many old theories have been solidly reinforced, new techniques developed and consequently many opportunities to serve have been identified. The results will be that we'll be able to "knock off" our necessary, ambitious budgets in order to achieve profitability on a consistent basis.

Anytime, anything as aggressive as all this comes about it takes a great deal of effort by talented people with spirit and willingness to pitch in and make things happen.

On Saturday (September 30th) in spite of a gorgeous fall day, a championship Blue Jay game, an Apple Butter Festival and any number of other great reasons not to participate we had a full day (some until 10:00 p.m.) in the office with training, creative and strategy sessions.

All the radio sales people were here, but also in attendance were **Fred Martinovic** and **Doug Newman** writing and producing and voicing spec tapes, **Ross Poll** and **Steve Bender**, agreed to record for us when they weren't required to be here. **Cliff Rawnsley** kept up with all our production needs, **Winnie Webb** came in with no notice to type presentations on her marvellous lazer printer.

Peggy Merritt was here all day Sunday typing the presentations and **Winnie** was back again to offer assistance.

This certainly demonstrates that the spirit of radio is very much alive and with little or no notice at all, a marvellous display of co-operation and creativity produced outstanding results for what I'm sure will be a bountiful harvest.

There is just no possible way we could have made the gains we made without all the above named people and their tremendous endeavours.

I am very much indebted and quite happy to praise in print, just for the record.

CAPsule Comments from the News Department . . .



It's been a busy time in the News department lately but after our summer departures I'm pleased to report all our newcomers are fitting in quite well.

Mike Yaworski joined us in early September as Noon Report co-anchor with **Julie Marie Innes** who became full time in September. Mike (for those who don't know) has worked at CFTO-TV, CKVR-TV, CHUM, CHUM-FM, CFTR and other stations in Winnipeg, Huntsville and Chatham . . . his wife works at a major ad agency in Toronto so they've moved to Mississauga (from downtown Toronto) and go in different directions each morning. Julie Marie has been with us as a part timer for a year after leaving CFPL-TV where she'd worked for 3 years. **David Imrie** is the veteran at Noon with his Agri-News segment (he was there when Fred, Barney, Wilma and Bam Bam were his lead-ins . . . then came Paul and Brenda, then Janine and Brent!!) **Laverne Atkinson** rounds out the Noon report 'team' with weather, while **Don Cameron** makes a pre-taped appearance with Sports. Laverne has the distinction of being on **ALL** of our weekday newscasts . . . with her entertainment segment that runs at 6:00 and is now repeated on the Ontario Report. In fact she's on 7 days a week with special entertainment features that run on the weekend late packages. **Paul Moser** continues to co-ordinate the entertainment segments which have become very popular with our viewers.

Jim Haskins is settling in quite well as Assistant News Director . . . he's already tackled many projects and is proving to be quite valuable in his new role. As Assistant N.D. Jim gave up his regular on-air duties . . . **Brent Hanson** took over the weekday 11:30 p.m. slot, joined by **Diana Ottosen**

who moved over from weekends. **Janine Grespan** has taken over the weekend 'casts and now gets the opportunity to report 3 days a week. With **Colleen Walsh** joining the 6:00 line-up, there's been a change in on-air personnel on every Newscast on the air. Let's hope things settle down for awhile!!!!

As you have read elsewhere, **Gary McLaren** did a little travelling this summer . . . to the Arctic!!! The feature segments are airing on Sunday A.M. Other trips planned include **Rick Walker** of our Windsor Bureau travelling with a delegation from the Mayor's office to the Soviet Union. Originally scheduled for mid-October, the trip has been postponed until the New Year.

Still in a 'travelling' mode . . . Chatham Bureau Chief **John Haslip** and his wife Jeanne were out west in Alberta over the summer (on vacation). They were visiting their son John who's based in Calgary with Shell Canada (he's in charge of their new \$6 million computer system). While playing 'tourists' John and Jeanne took a busman's holiday up to Edmonton and dropped in at CFRN where they're undergoing a major expansion and renovation program. John says it's quite a mess but should look good when done . . . and how about that western weather??? It snowed twice (in August) in Banff and Jasper.

On the stork patrol, John's other son **Marc Haslip** and his wife are expecting . . . so is **Linda Richards**. Since the last issue Paula (Sinclair) Murphy gave birth to a baby boy. She's been sleeping in the car some nights to get some peace and quiet!!!

'Tis all for now from the News department. See you next time.

Corporate Challenge '89

This year's 10-member CAP team was **drawn** from 17 entrants. Special thanks to all CAP employees who indicated an interest in participating and to Ingrid Flanagan (News) for jumping in to help in the skipping event.

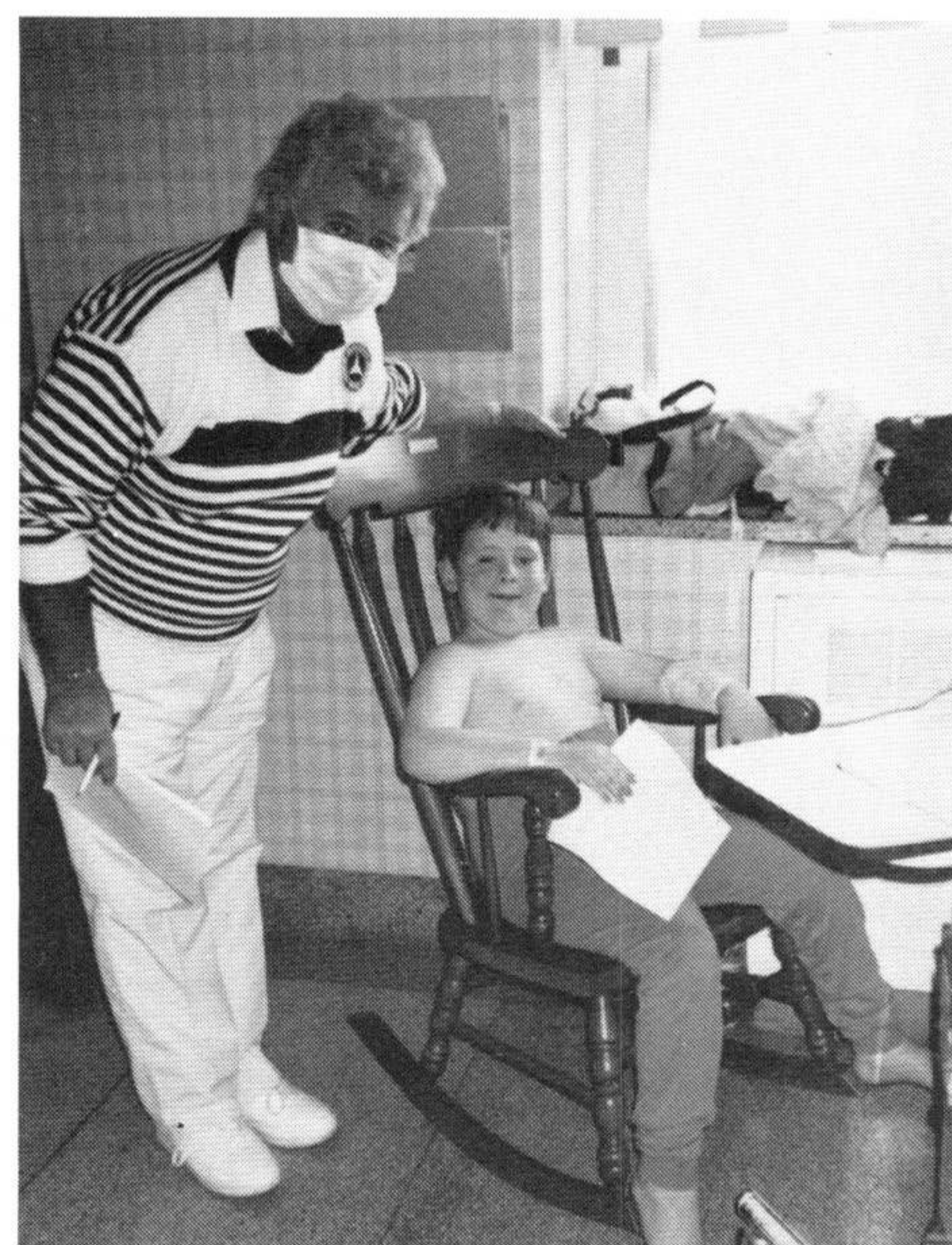
Co-captained once again by Don Cameron (Sports) and Bob Smith (CFCA), the team was one of 68 fielded by K-W companies in what was generally regarded as the best Corporate Challenge ever.

While there were no gold medals for CAP **this** year, a great time was enjoyed by all and we'll be back in 1990. Why not plan to sign up. Everyone stands an equal chance of being on the team.



Front Row (L to R): Janet Taylor, Lana Malcolm, Lynda Gevaert, Joe Hunter. 2nd Row (L to R): Brian Bourke, Chris Roenspiess, Linda Kearns. Back Row (L to R): Mike Lorentz, Bob Smith, Jim Alexander.

Not Shown: Don Cameron, Ingrid Flanagan.



Danny Coughlan of "Tree House" making one of his regular stops to the children's ward of K-W Hospital.



Christmas Is Coming Sooner Than You Think

Last year's Christmas issue featured pictures of children and pets of staff members and it was so popular . . . we're gonna do it again this year . . . If you want to be included (don't disappoint anyone) forward your picture to the promotion department by November 20 . . . All pictures will be returned . . . and yes . . . we will include grandchildren.

HITS RADIO AM109 "RAISES A FLAP" FOR THANKSGIVING



Hits Radio AM109 in Kitchener, Ontario treated residents of the area to a special Thanksgiving treat!

Reminiscent of "WKRP," AM109 and Labatt's Blue presented Kitchener-Waterloo's first "Turkey Drop." On Saturday, October 7th, 109 turkeys were released from a helicopter high above the parking lot of the Highland Hill Mall in Kitchener. Over 2,000 area residents were in attendance to witness the awesome spectacle of 109 turkeys in flying formation!

In the week prior to the "turkey drop," AM109 was flooded with phone calls from listeners concerned for the welfare of the turkeys. Since turkeys are not known as "birds of flight," there was a great deal of alarm that the turkeys would plummet to their death on the pavement below. The only reassurance they received from AM109 was **"a lot of turkeys don't make it through Thanksgiving."**

Complaints of the AM109 activity were received by the Humane Societies in Kitchener, Newmarket and Toronto. In response, the society contacted the radio station, requesting they **"stop the drop,"** or a court injunction would be issued.

On Saturday, October 7th, at precisely

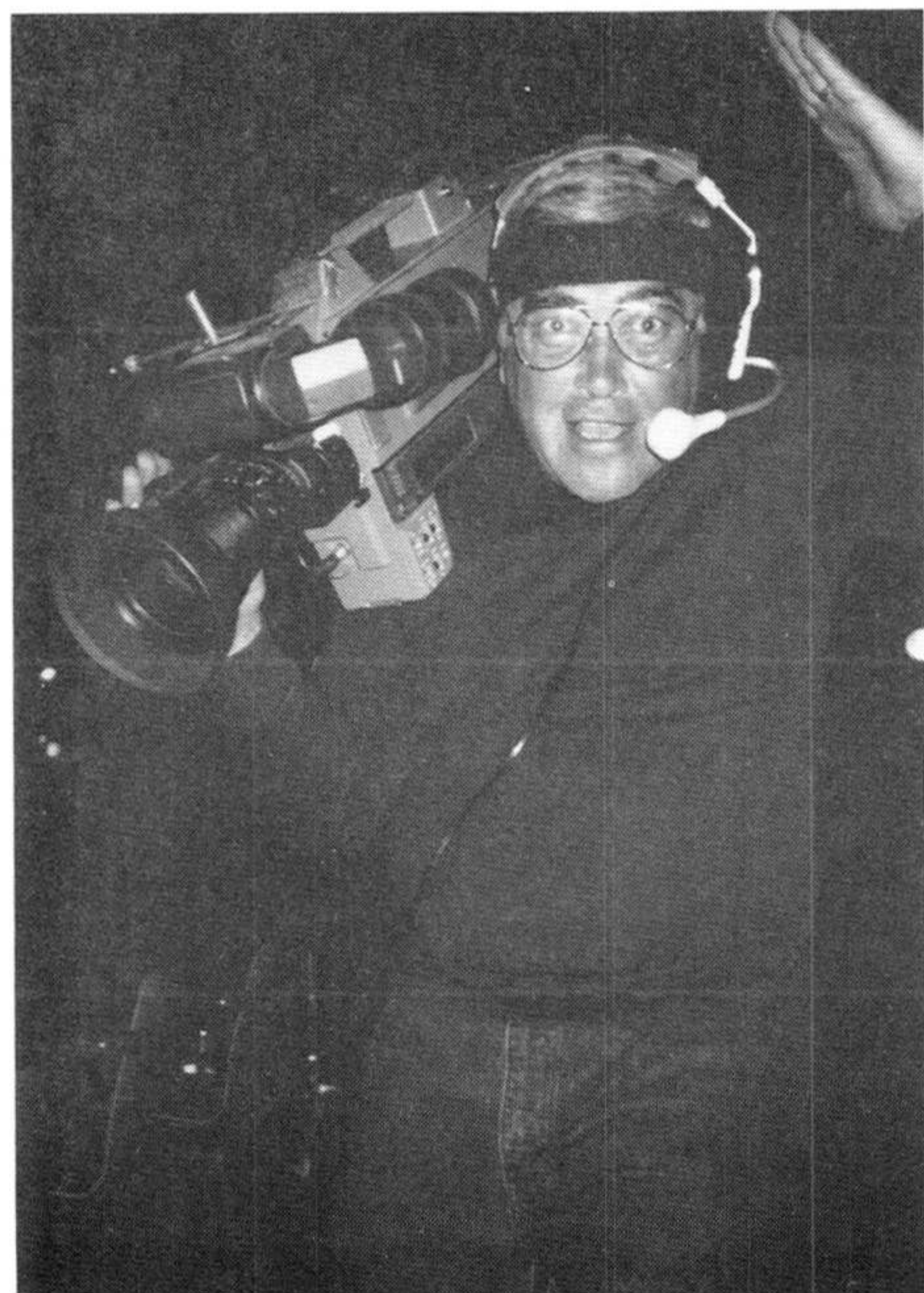


A crowd of 2,000 people gobbled up the fun at the AM109 "Turkey Drop."

2:30 p.m. the AM109 helicopter hovered fifty feet above the pavement and released 109 turkeys. Each bird floated harmlessly into the hands of the crowd below. The turkeys, a three-dimensional

paper creation contained a certificate inside entitling its owner to a variety of prizes ranging from turkey for Thanksgiving dinner, to concert tickets and movie passes.

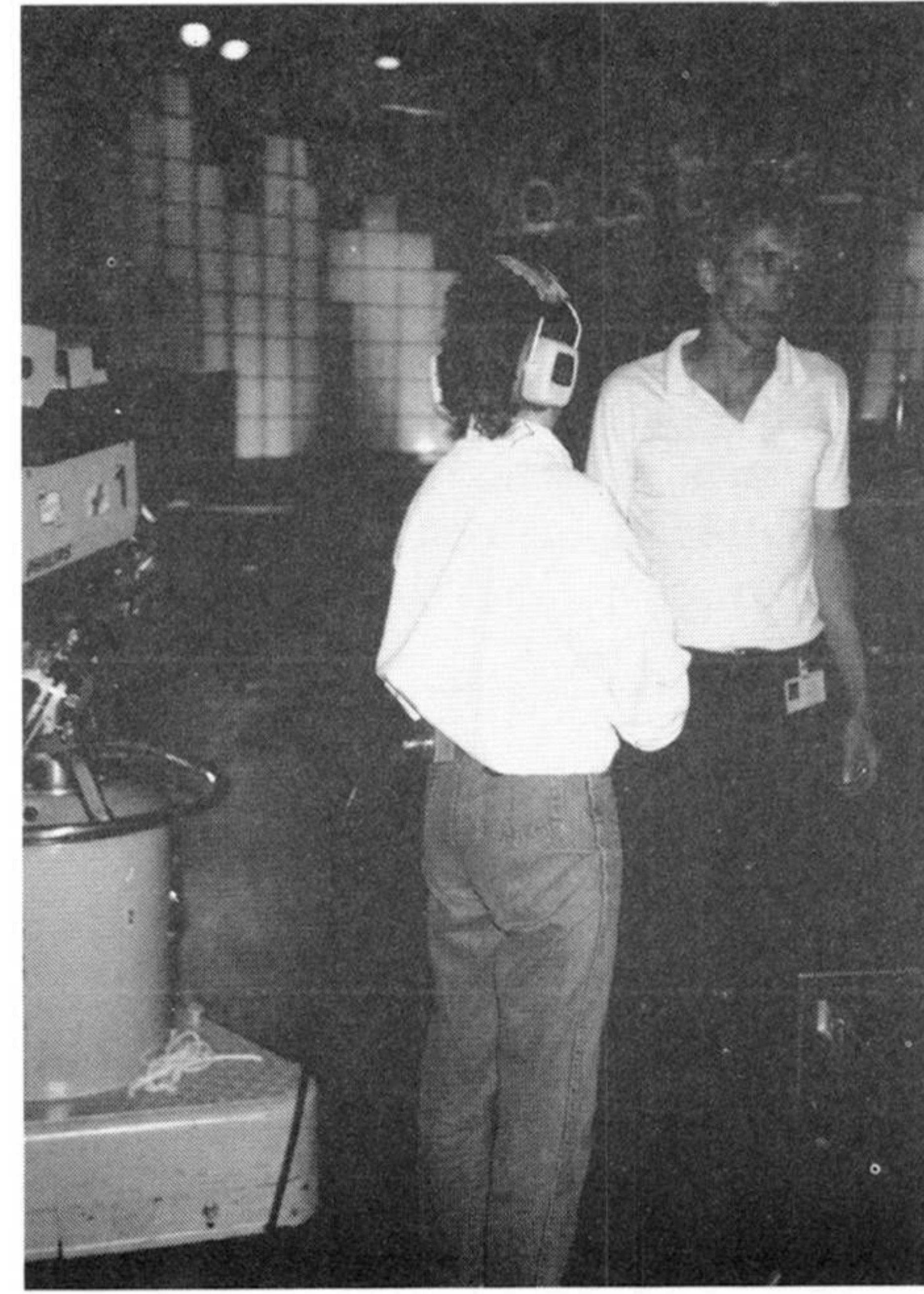
Studio Styles



John Arajs



Kevin Doerr



Peter Kent

NOVEMBER 1989

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8 TO 19 — ROYAL WINTER FAIR	9	10	11 REMEMBRANCE DAY
12 TO 14 — CAB/CCBE JOINT CONVENTION — MONTREAL	13	14	15	16	17	18 CFCA Presents "ME MYSELF MY MUSIC" BETH ANN COLE Humanities Theatre
19	20	21	22	23 U.S. THANKSGIVING	24	25
26	27	28	29	30 ST. ANDREWS DAY		

DECEMBER 1989

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 TO 7TH — AUTISTIC CHILDREN'S WEEK	2
3	4	5	6	7	8	9
10	11 CHILDREN'S PARTY MASONIC LODGE WATERLOO	12	13	14	15	16 CHRISTMAS PARTY Transylvania Club CFCA Presents "THE NUTCRACKER" Centre in the Square
17	18	19	20	21 1ST DAY OF WINTER	22	23 TO 30TH HANUKAH
24 31	25 CHRISTMAS	26 BOXING DAY	27	28	29	30

Plowing Match

We made it back! The muddy soils of Essex County have released their grip on the Country Convention team. Julie-Marie Innes and Hennings' crew provided first-rate assistance with the production of the busiest week of farm programming for the station. It was a week of hard work (and a little fun), with a few disappointments thrown in for good measure. But in the end, CKCO-TV News

had presented five half hour television programs from the International Plowing Match and Farm Machinery Show, the noon hour Agri News came from our tented city broadcast centre each day, and full reports for Scan and the Ontario Report were produced on-site. In addition, CFCA-FM had aired 22 match reports along with twice daily colour commentaries from your ole buddy

Hoppy. It was a week to remember and already we're looking forward to next year's match, which fortunately will be a little closer to home in Brant County, just north of Paris. So hang on to your rubber boots because as our gang found out this year, a plowing match isn't a plowing match, without a little mud.



"Nice Hat Gene."



"Nice Boots Dave."



"Nice Site Guys."



"More Nice Boots."

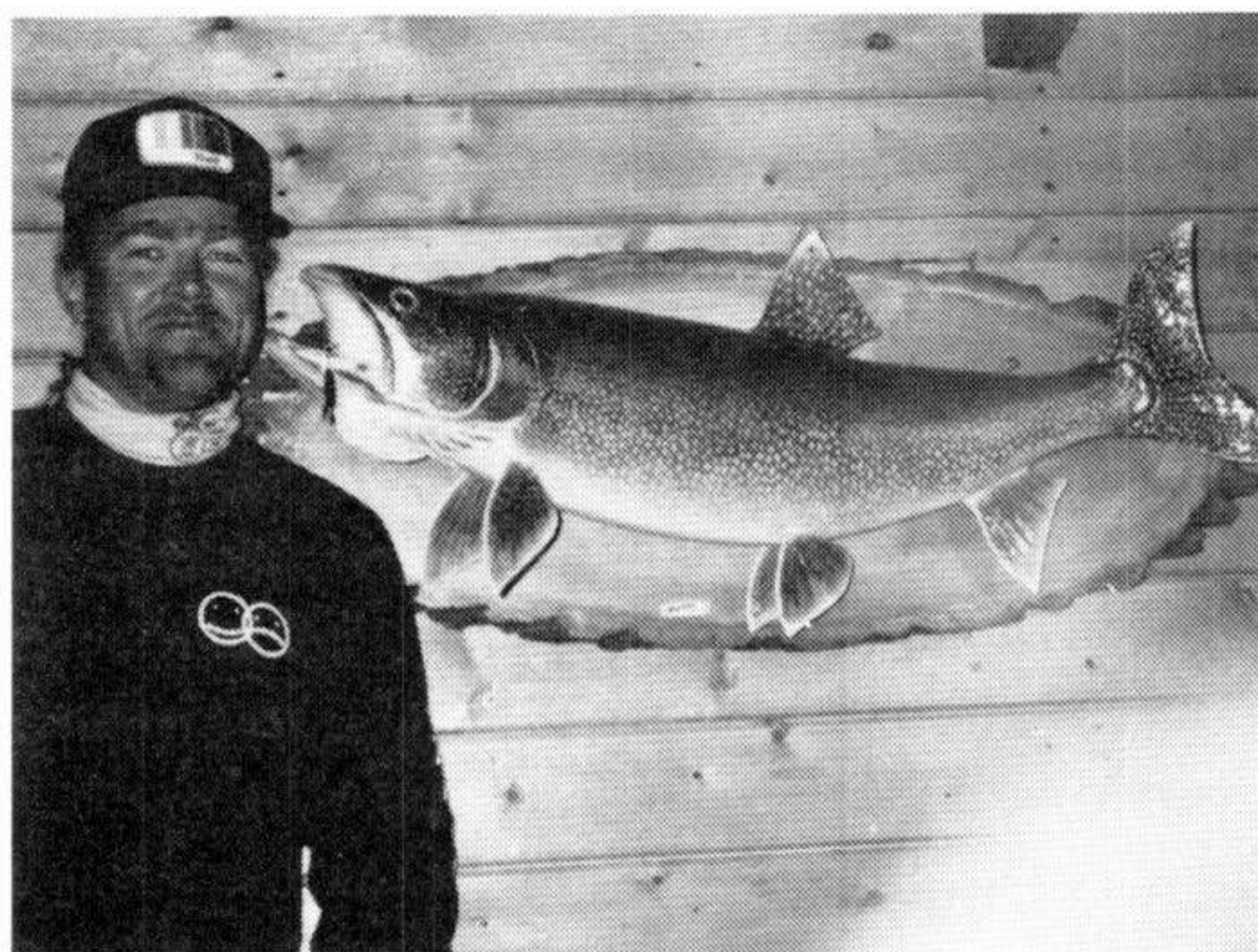


"Nice Idea."

Recently Acclaimed by "The Globe and Mail" as a Program of Quality and Substance . . .

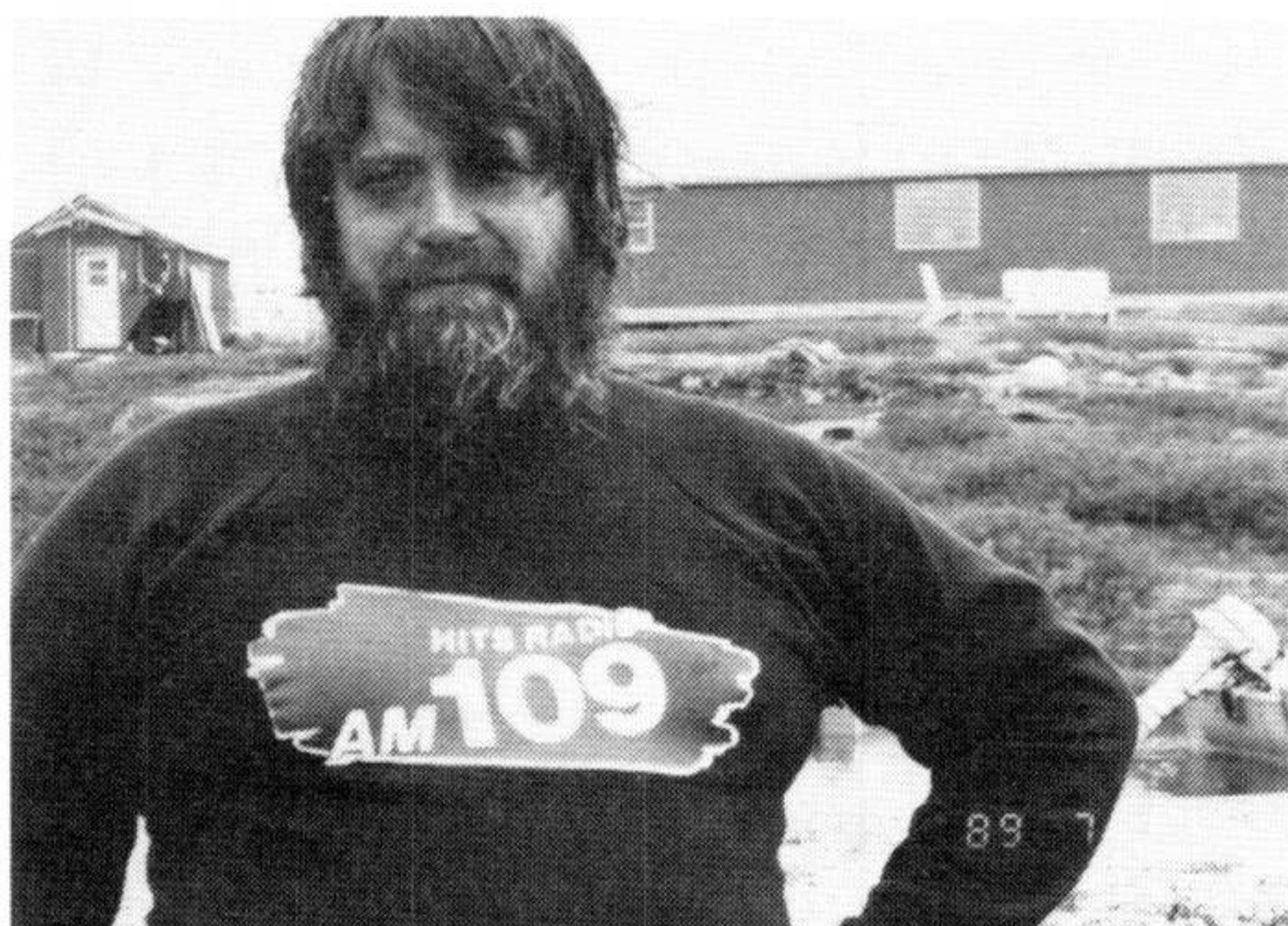
Gary McLaren's Sunday A.M. Features an Inside Look at Canada's North . . .

Dan Bailey and I went to Rankin Inlet, a mostly Inuit community on the northwest coast of Hudson Bay. From there . . . 150 miles west, inland, via Twin Otter, to a lodge on Ferguson Lake, known as "Ferguson Lake Lodge". It is owned and operated by Keith Sharp, a white man who has lived in Rankin Inlet for 20 years.



Dan Bailey and one of the big fish from Ferguson Lake, in the lodge lounge. Fishing was great.

This is the second year of operation for the lodge, which offers superb lake trout and grayling fishing, plus visits to old Inuit campsites in the vicinity of the lodge.



Keith Sharp, lodge owner, wearing one of our radio shirts.

Wildlife in the area includes caribou, muskox, wolf, fox, and a few grizzly bears. Although we didn't see any large herds of caribou, there were always a few roaming around the lake and the lodge.

Travel agencies categorize vacations in such remote locations as "Adventure Holidays", and this is one of the fastest growing segment these days in the travel business. There is quite a story on how Keith Sharp built the complex, including

a 450 mile winter journey from Churchill to haul in materials and equipment.



A group of Inuit we met and talked to at their old camp on Ferguson Lake, dressed in old traditional costumes.

This area was peopled by the Caribou Inuit, inland peoples who were first brought to the public's attention by Farley Mowat's book "People of the Deer". Many of the Inuit starved or died of disease during the late 1950's, and almost all of them were moved by the federal government into communities such as Rankin Inlet, Baker Lake, Chesterfield Inlet, etc.



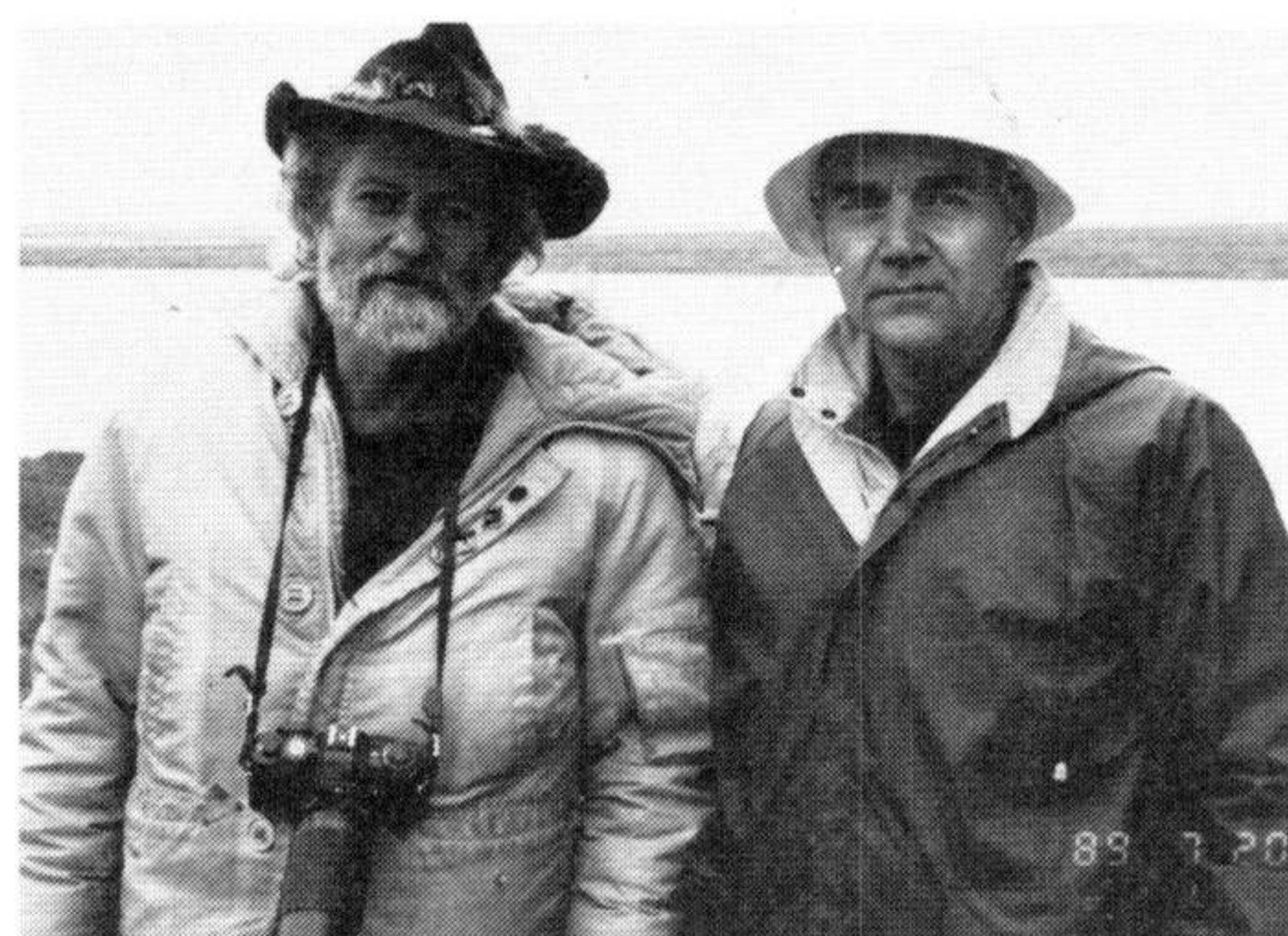
At lodge landing strip — "wind sock", NWT flag in pile of rocks and caribou antlers.

One of the last Inuit families to leave the land stayed out until 1968, when they were forced to move to Baker Lake. Their old camp . . . a collection of half a dozen buildings, still stands on the shore of Ferguson Lake, just as the family left it.



Shot of the lodge at Ferguson Lake, NWT.

A visit to that camp is part of the attractions offered by Ferguson Lake Lodge. This summer, while Dan and I were there, 12 members of the family came out to their old camp for a few days, some of the older people dressed in traditional Inuit costumes. A story on them, their history and recollections of camp life will also be prepared for airing on "Sunday A.M."



Artist Ken Kirkby, one of the people on the trip.

One of the more interesting people at the lodge is a Toronto artist, Ken Kirkby, a veteran Arctic traveller, who specializes in painting the Inukshuks, those stone monuments, or markers the Inuit used years ago, as location or direction indicators, to help direct caribou in certain directions, or to indicate good fishing spots on the lakes. Kirkby has explored the Ferguson Lake area extensively, finding even more Inukshuks, and old campsites, including one camping ground which contains more than 70 tent rings, evidence of an unusually large Inuit encampment. Kirkby will also be the subject of a Sunday A.M. feature.

NOW PLAYING AT C A P . . .

JOINING THE CAST ARE:

Full Time: Chris Uhrig—Production
Ric Smith—Custodian
Mike Yaworski—News
Colleen Walsh—News

Part Time: Laverne Atkinson—News
Shalini Babbar—News
Lori Tomas—AM 109
Craig Fox—AM 109



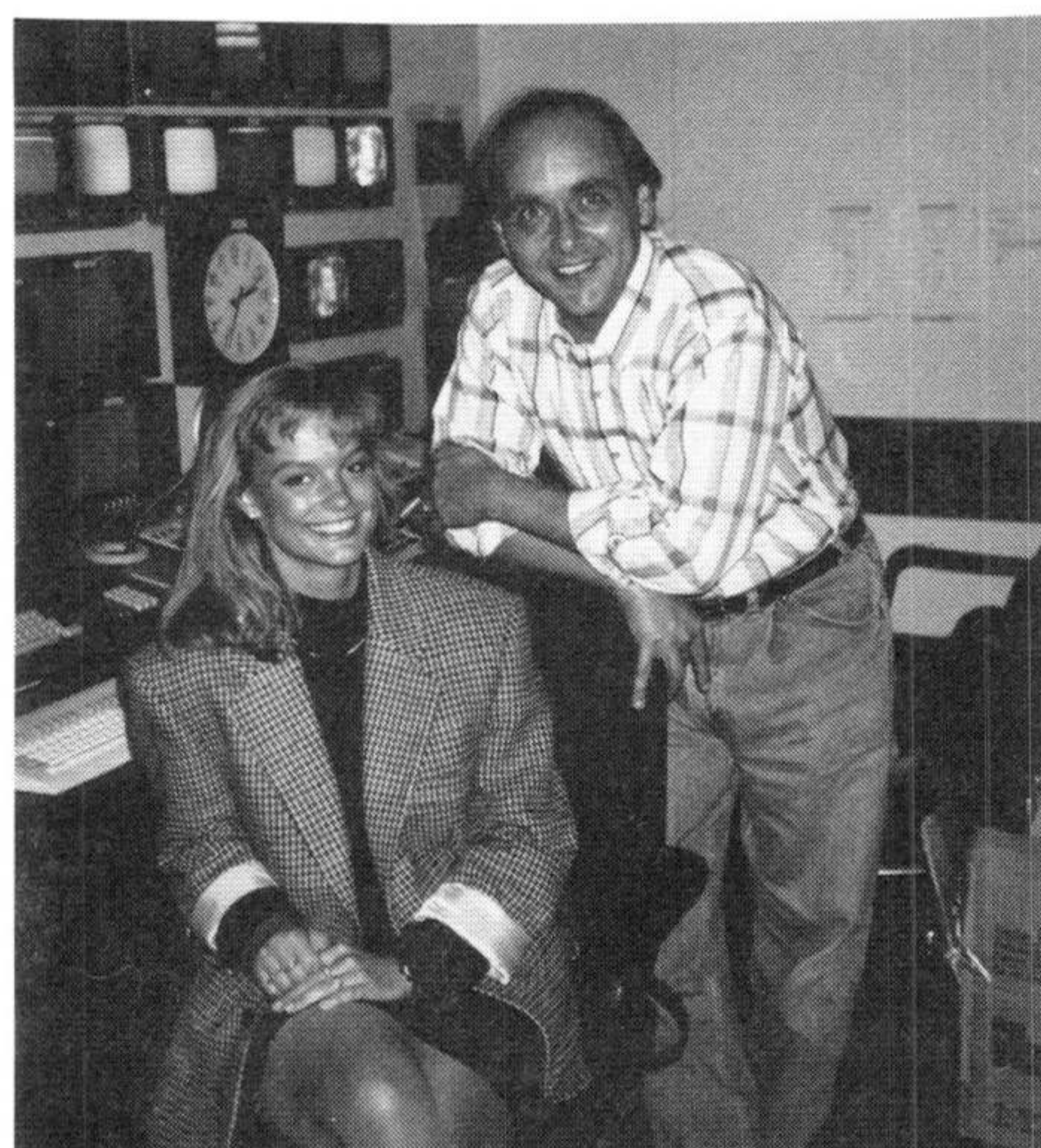
Published by the Public Relations & Promotion Department of C A P Communications a division of Electrohome Limited. Send Contributions to the Editor.

Publications Editor:
Reg Sellner

Next Capsule Deadline
November 20, 1989

Contributors

Don Willcox	Sandy Clarke
Bob Smith	Wooly
Faye Bechtel	Wanda Love
Ron Johnston	Neil Aitchison
David Imrie	Gary McLaren
Joe Torbay	



Gretchen Frenzel . . . CKCO-TV's entry in the Miss Canada Show says hello to Paul Francescutti in Production Control . . . Gretchen is also holder of the Miss K-W title . . . Good Luck Gretchen . . .



C A P Rec Club visits the Dome to see the Jays lose to Oakland.

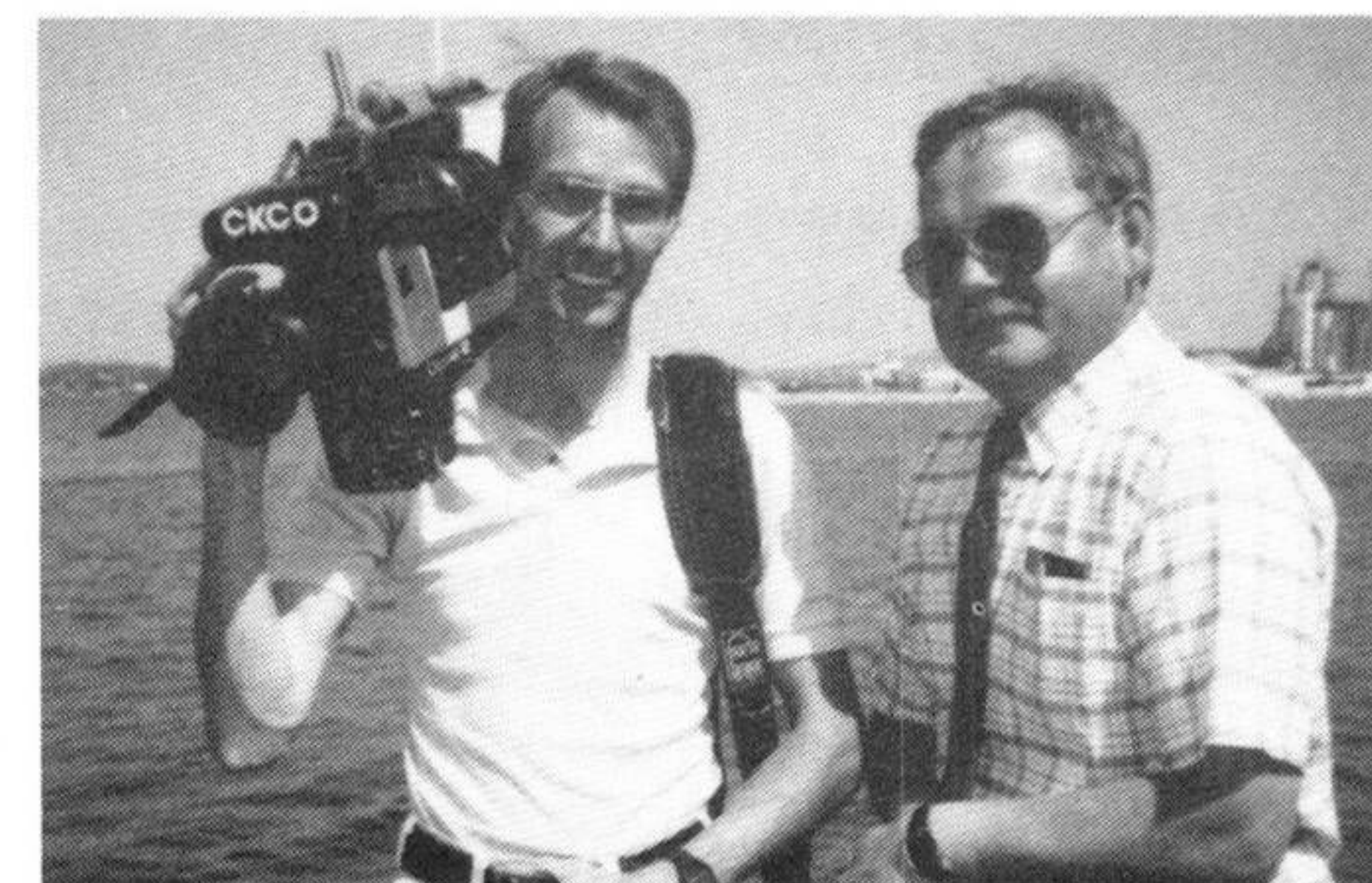
C A P Communications Birthday List



Employee Name	Birthday	Employee Name	Birthday
Don Pankiw	October 1	Dianne Engler	October 26
Mark Rehkopf	October 1	Carol Ann Whalen	October 26
Reg Sellner	October 1	Peter Badenhorst	October 28
Kevin Kelly	October 2	Earl Pierson	October 28
Ron Beatty	October 3	Ross MacIntosh	October 29
Steve Parr	October 6	Nancy MacDougall	October 31
Lynda Gevaert	October 7	Trent McMullen	November 1
Paul Reekie	October 7	Frances Russell	November 5
Philip Maeers	October 11	Robert Farrow	November 7
Doug McLaughlin	October 11	Garry Holmlund (Wooly)	November 8
Shane Roberts	October 13	Linda Stante-Fricker	November 14
Glenn Toner	October 13	Christopher Gothard	November 15
William White	October 13	William Moffatt	November 18
Ross MacLeod	October 15	James S. Troyak	November 21
Merv Morris	October 15	Bruce Johnston	November 23
William Anderson	October 16	Michael Lockston	November 23
Anne King	October 18	Andrea Imada	November 24
Robert Coleman	October 24	Monica Schmidt	November 24
Patricia Krieg	October 24	Alex Spiridonov	November 26
Gregory Dietrich	October 25	Paul Hollingsworth	November 28
David Melse	October 25		



Would you buy a used car from his man? (Gotcha Ed).



Dave Pettitt and Rick Smith of our Sarnia Bureau protecting our shore along the mighty St. Clair.