



CAP *sule*

June 1990

Channel 42 Edition of Morning Magazine . . . Under Way in the Great Southwest . . .

Channel 42 Morning Magazine Host Bob McLean hosted a "Let's Get To Know You" reception at the Relax Inn Plaza in Windsor . . . Morning Magazine (Channel 42 Edition) has been taping their shows at Windsor's Devonshire Mall . . . and as the show progresses it will move to other

locations in Chatham and Sarnia. Bob and Willa McLean have been busy making themselves known in the area . . . and as a result have attracted many of the area's most outstanding and entertaining personalities. The Channel 42 edition of Morning Magazine airs at

11:00 a.m. five days a week . . . at the same time on Channels 13, 11 and 2 . . . Betty Thompson is the host. Betty will be in Muskoka, and other northern areas in July . . . where she will entertain some regulars and new faces that contribute to her edition of Morning Magazine . . .



From the Top Floor *by John Spragge*

You could be forgiven if you thought the third floor boardroom smelled like Little Caesar's Pizza parlor. It was the radio folks celebrating the results of the recently completed Spring BBM ratings. In a nutshell:

- AM109 increased its audience 27% from a year ago
- AM109 remained even with their audience of the Fall
- CFCA increased its audience 25% from Spring a year ago
- CFCA increased its audience 4% from last Fall

At the same time, CHYM remained even with last Fall, and CKGL dropped 8%. AM109's audience in the tri-cities area is now equal to the audience of Q107.

Earlier in the month, the CRTC handed down rulings affecting both of our radio stations. First, they gave approval to CFCA to amend its Programme format to allow it to play 75% vocals between 6AM-6PM and in a second decision, turned down all applicants for the new FM station in Kitchener, stating that economic conditions in the marketplace did not warrant the licence. Pass the Pizza, and hold the anchovies!!!

Wanda Love and Paul Scott are sporting vacation tans. Wanda accompanied our AM109 trip winners for a week in the sun of Bahamas and Paul was forced to spend seven days in Barbados hosting the CFCA trip winners. On the day ratings ended, having given away four trips on AM109 courtesy of Thomson Vacations, and five trips on CFCA courtesy of Odyssey Airlines, both carriers went into receivership! Luckily for us we have national sales reps like Irv

Skinner of Major Market Broadcasters and helpful people like **Lillian Day** on our team. Irv, Lillian and Wanda worked all weekend long, making countless telephone calls, and Irv even stepped up to the counter and signed a personal cheque to pay for replacement tickets and our winners were on their way. And that's the way CAP does business.

Speaking of going above and beyond, ask **Don Cameron** and **Wes Lilley** if they have ever heard of overtime! In the Memorial Cup, both the final round robin and the Championship games, between the Kitchener Rangers and the Oshawa Generals went into **double overtime!** And to make it heartbreaking, the Generals took both games. And who was back on the air early next morning in both cases, you got it... way to go Don.... that's dedication.

MOTION IN THE BACKFIELD: Our two co-op school students from Cameron Heights Collegiate, **Jennifer Brown** and **Julie Marshall** are finished their stint with us. Jennifer will spend the summer with us and then is off to Conestoga College to take RTV. Last year's student **Kim Maukonen** went on to Conestoga and is finished first year and continues to work in our Library part time. **Debbie Nahlik** another high school student is spending some time this summer on a co-op programme. All of this activity is coordinated by **Rych Mills**.

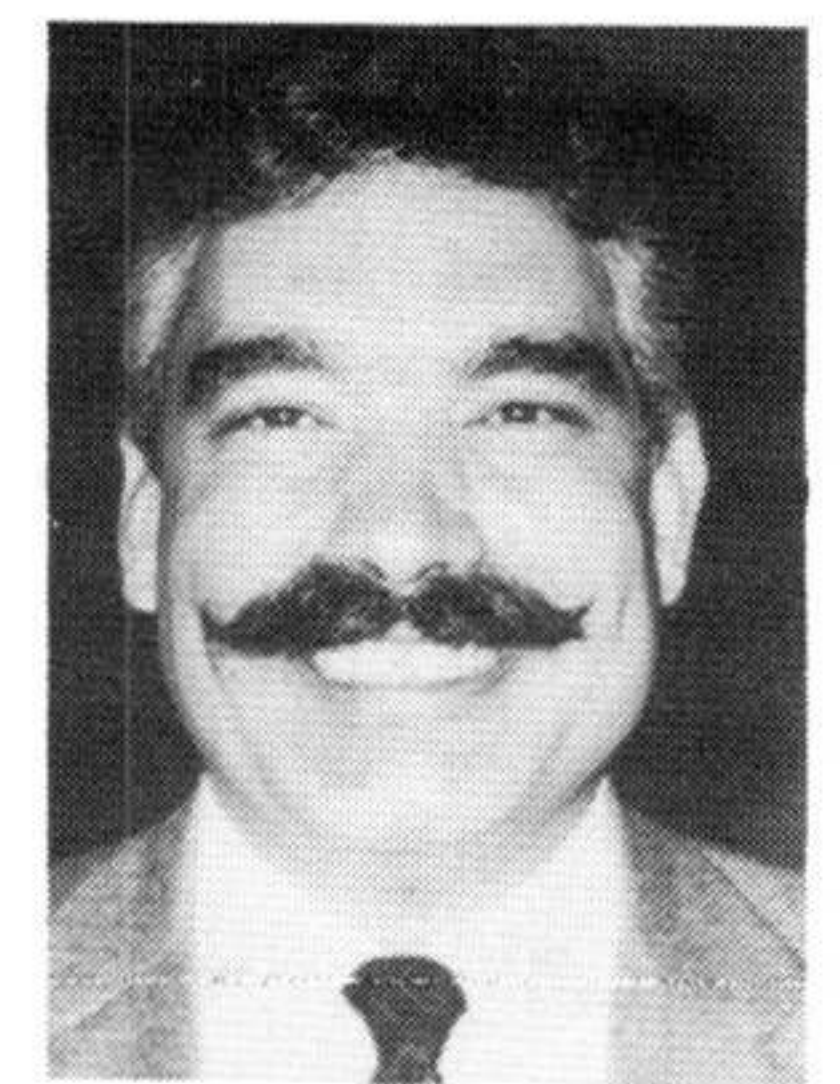
On May 7th, 100 staffers from radio and TV participated in our second staff development session. Led by **Gerry Tabio** from Tulsa Oklahoma, the day was dedicated to Creative Problem Solving. According to the evaluation sheets, a great time was had by all. Coming directly out of the session, the radio floor has

instituted a number of initiatives:

- \$100 for the best idea of the month. All ideas must be useable and are on public file in the radio office. Our first winner(s) were Steve Ingle and Derek Botten who split the prize for suggesting we change the signage in the building from CKKW to AM109. 'twil be done in a couple of weeks.
- Ontario Northland and Smitty's Fine Furniture were clever enough to listen to John Yost and purchase sponsorship of this feature.
- someone from radio will accompany Paul Scott, Brian Currie and Wanda Love to the NAB radio conference in Boston this fall.
- six staff members went to see Dr. Wayne Dyer (Your Erroneous Zones) at the Centre in the Square, their ticket price shared by CAP.
- we have begun weekly creative problem solving sessions in the radio boardroom with great results. If you feel like coming, ask when the next session takes place, and bring your lunch. Not only is it useful, but it's fun.

On the Victoria Day weekend CFCA began a new programme — a series of daily reports from the Heffner Toyota 4Runner. Doing the reporting are **Heidi Baechler** and WLU student **Jaquie Nelson**. At the same time, filling in for Heidi in the office, we welcome McMaster grad **Sairoz (Shy-Rose) Virani**.

Until next month, remember what your doctor says... **GET SOME EXERCISE... VISIT THE TOP FLOOR AT LEAST ONCE A DAY!**



Gerry Tabio

ELECTROHOME'S NEW SHOW BIZ STYLE?

M&C



"... THANK YOU, THANK YOU — AND WELCOME TO A REALLY GOOD LOOKING GROUP OF PEOPLE AT THE ELECTROHOME STOCKHOLDERS' MEETING IN THE ROUND."

The Company will reimburse 100% of the cost of tuition, examination fees and required texts for any course or program which is deemed by the Department Head and the Personnel Department to be of mutual benefit to both the employee and the Company. Reimbursement will be made upon submission of proof of the attainment of a "pass" grade and evidence of payment of the fees, and will be processed through the payroll.

Effective the first of the third month following employment any person who is a full time employee of CAP Communications for the duration of the course for which reimbursement is requested shall be eligible.

“Thanks Mom” Event A Big Success Thanks To C A P Involvement

Betty Thompson of CKCO’s “Morning Magazine” has done it again!! As one of K-W’s most spirited charity fundraisers, Betty and her team of dedicated Best Friends volunteers have raised more than 10,000 dollars for K-W and area Big Sisters through “Thanks Mom.” This Mother’s Day variety show was Betty’s brainchild, and featured singer Dinah Christie and friends in a two-hour entertainment packed event.

A big thanks to CAP Communications for its continued support of the event. And a special mention to CFCA-FM for staging a gratis remote broadcast from the Waterloo Stockyard Farmers’ Market to promote “Thanks Mom.” Many local dignitaries stopped by to give their support. Big Sisters is thrilled with the awareness generated by CFCA!! Some other Best Friends members from C A P include Daiene Vernile, Winnie Webb, Madonna Tassi, Goldie Listar, and Linda Brooks.



Posing at the kick-off media party. Who’s that guy on the end?



Ken Seiling says: “So Herb, I hear you and Jeff Huteson are “Best Friends?!”



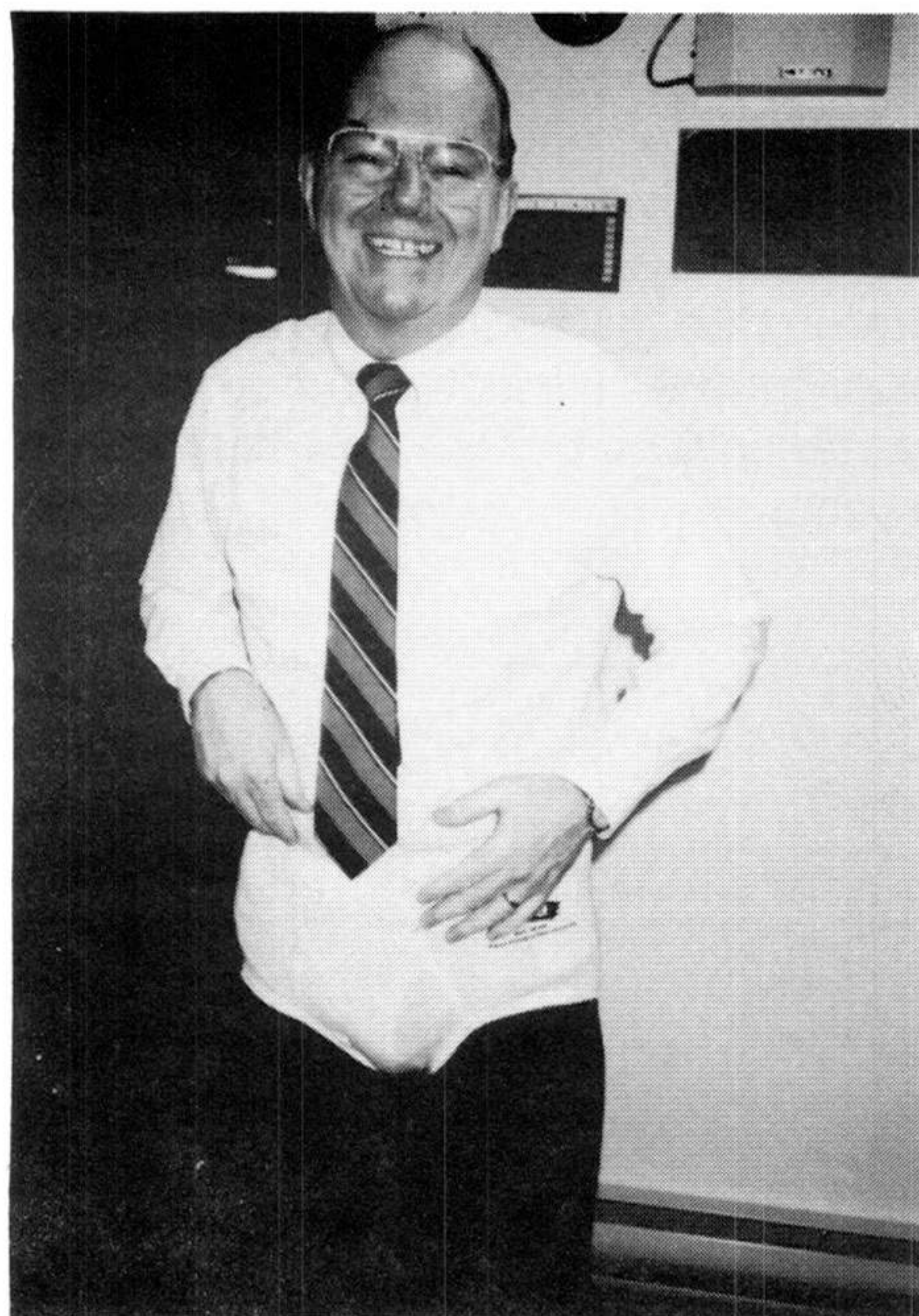
SIMON CROUCH has been Regional Bureau Newsman, taking over from John Haslip, effective June 4, 1990. Simon has lived in the Chatham area for the past 9 years. He’s been working part time in the Chatham bureau for 4 years, prior to that he was the morning newscaster on CFCO Radio in Chatham for 5 years.

JULY 1990

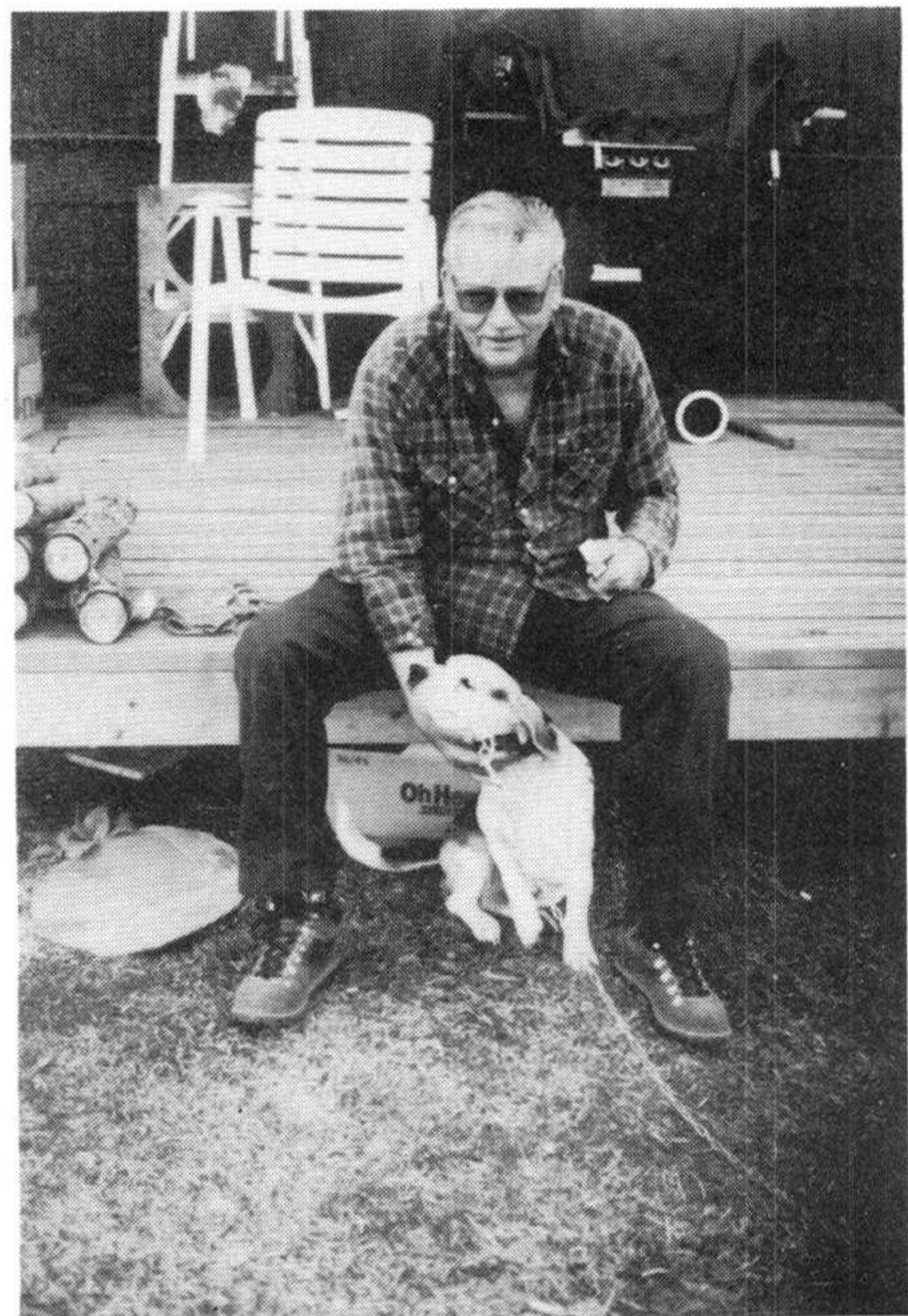
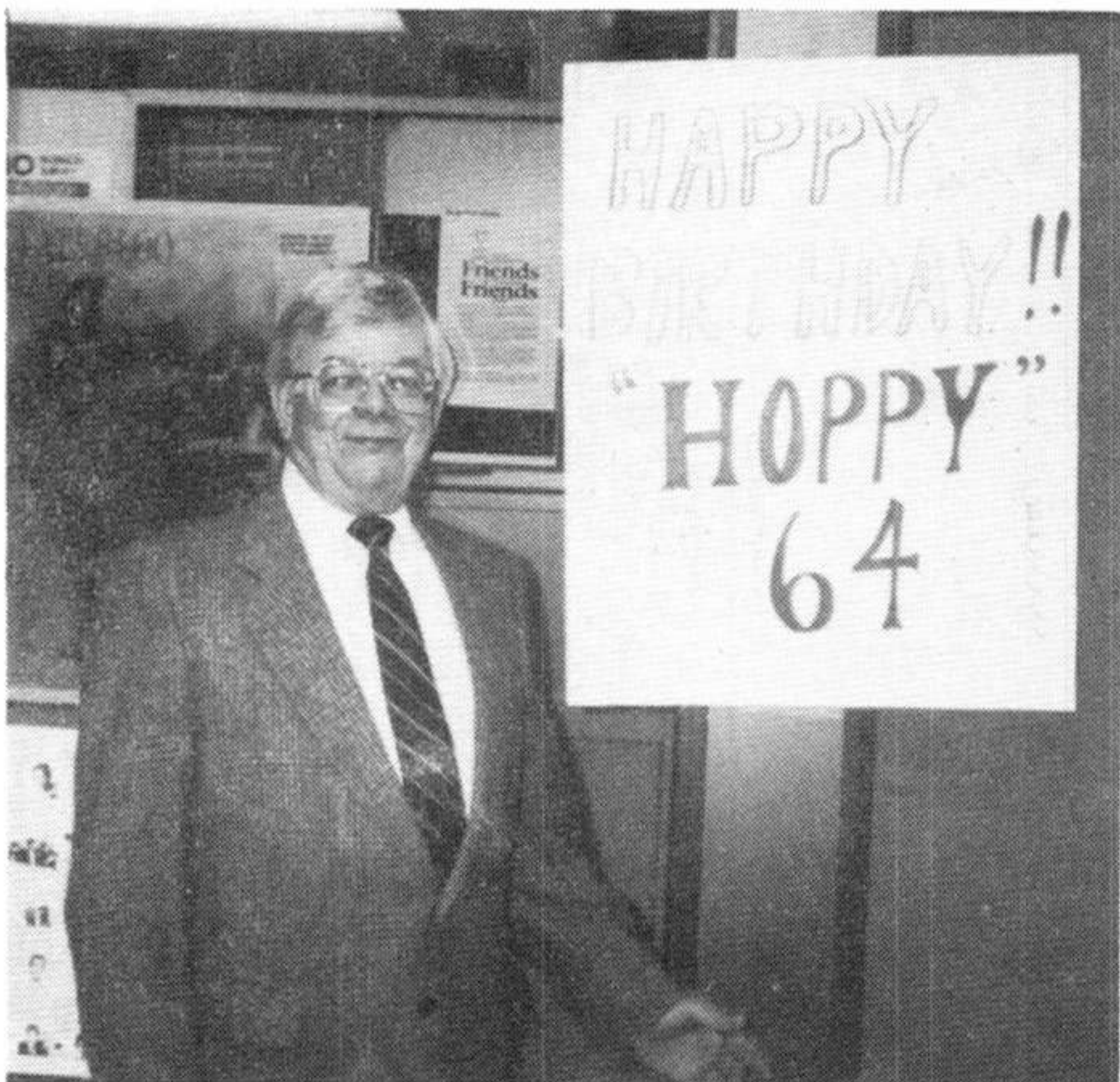
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 CANADA DAY 1-7—SAFE BOATING WEEK	2 MULTICULTURAL FESTIVAL/AM109 VICTORIA PARK	3	4	5	6	7
8	9	10 AM109 BINGEMAN'S 30TH BIRTHDAY	11 AM109 PRESENTS BLUE RODEO FED. HALL	12	13 AM109 PRESENTS STEPPENWOLF HIGHLANDS	14
15	16	17	18	19	20	21
22 FARM SAFETY WEEK	23	24	25	26	27	28
29	30	31				

AUGUST 1990

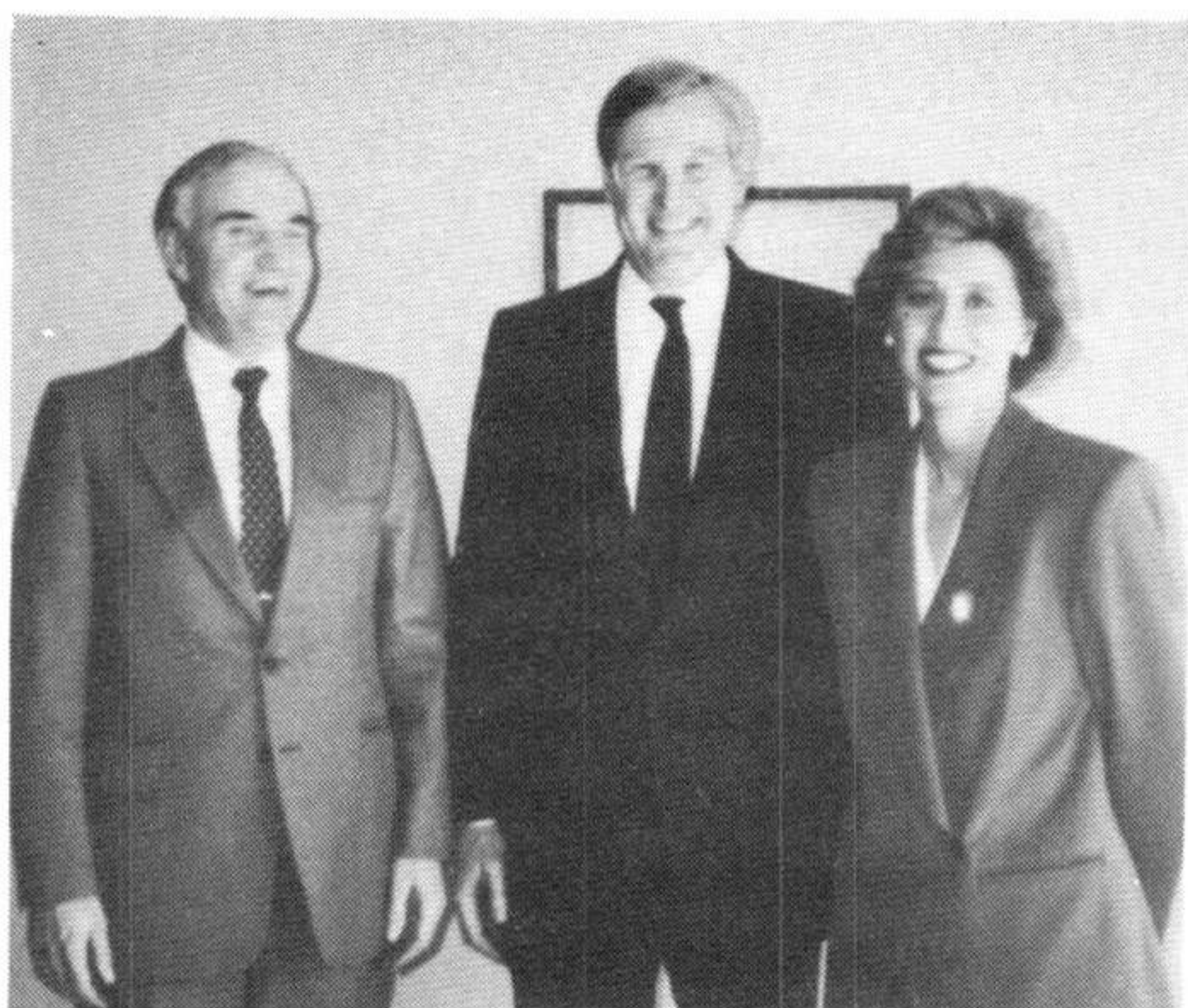
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6 CIVIC HOLIDAY	7	8	9	10	11 AM109 AT SPORTSWORLD
12	13	14	15 CNE STARTS	16	17	18 AM109 PRESENTS SINGLES PARTY BINGEMAN PARK
19	20	21	22	23	24	25
26	27	28	29	30	31	



A belated happy 1990 from John Spragge



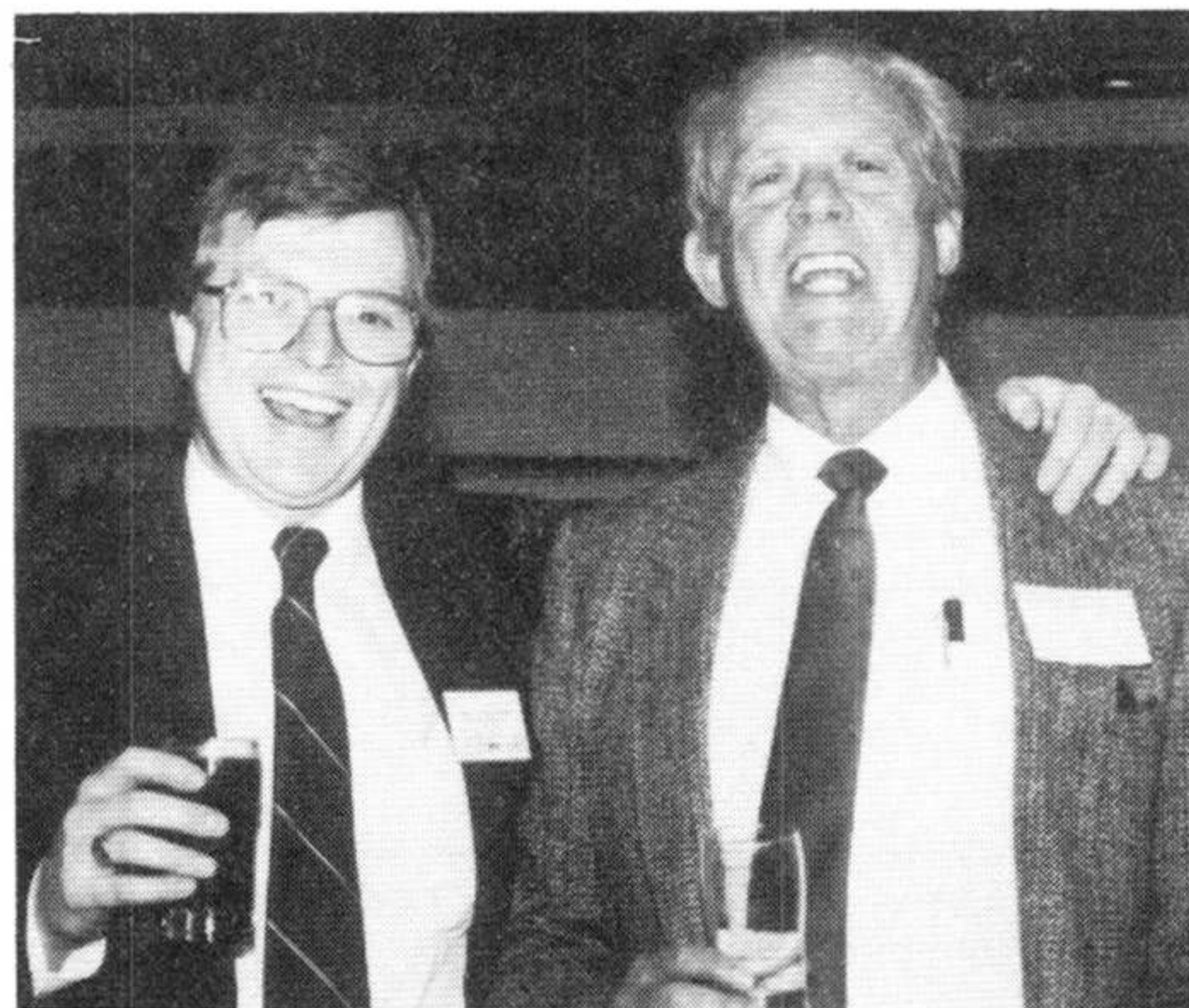
OL Macdonald has a farm (luv your new secretary)



DAIENE AND ME AND THE GST (McLaren's pleased with the plan?)



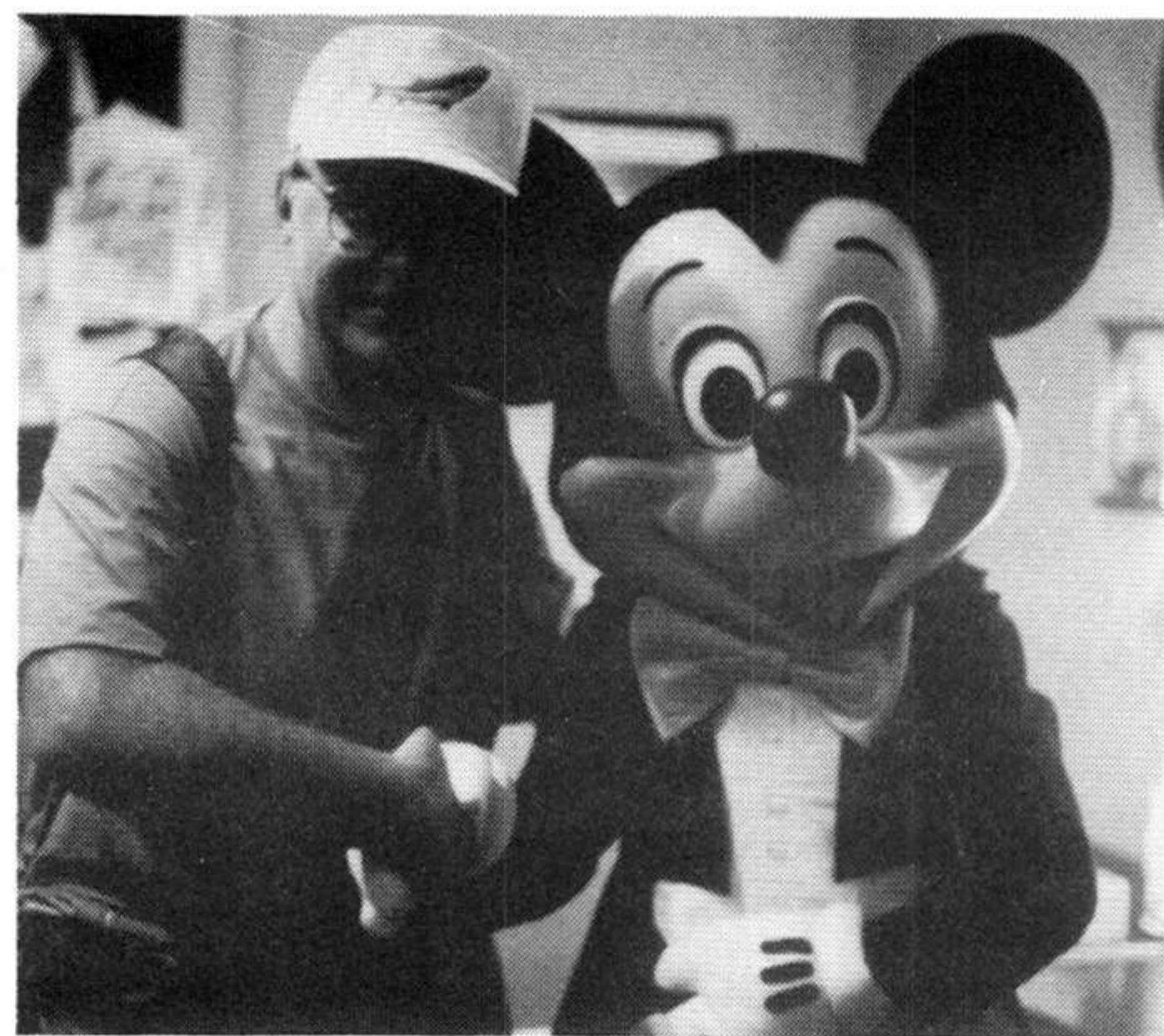
GOLDIE LISTAR our makeup expert welcomes Audrey McLaughlin



Canada's top BAJUN BOOSTER IRV SKINNER OF MAJOR MARKETS teaches CFCA's PAUL SCOTT the fine art of enjoying rum punch before Paul leaves for Barbados...



RAY IRWIN (left) and GREG ATTRIDGE OF TV Sales are the hosts at the CKCO TV CHANNEL 11 booth in Bracebridge during the Muskoka business exhibition...



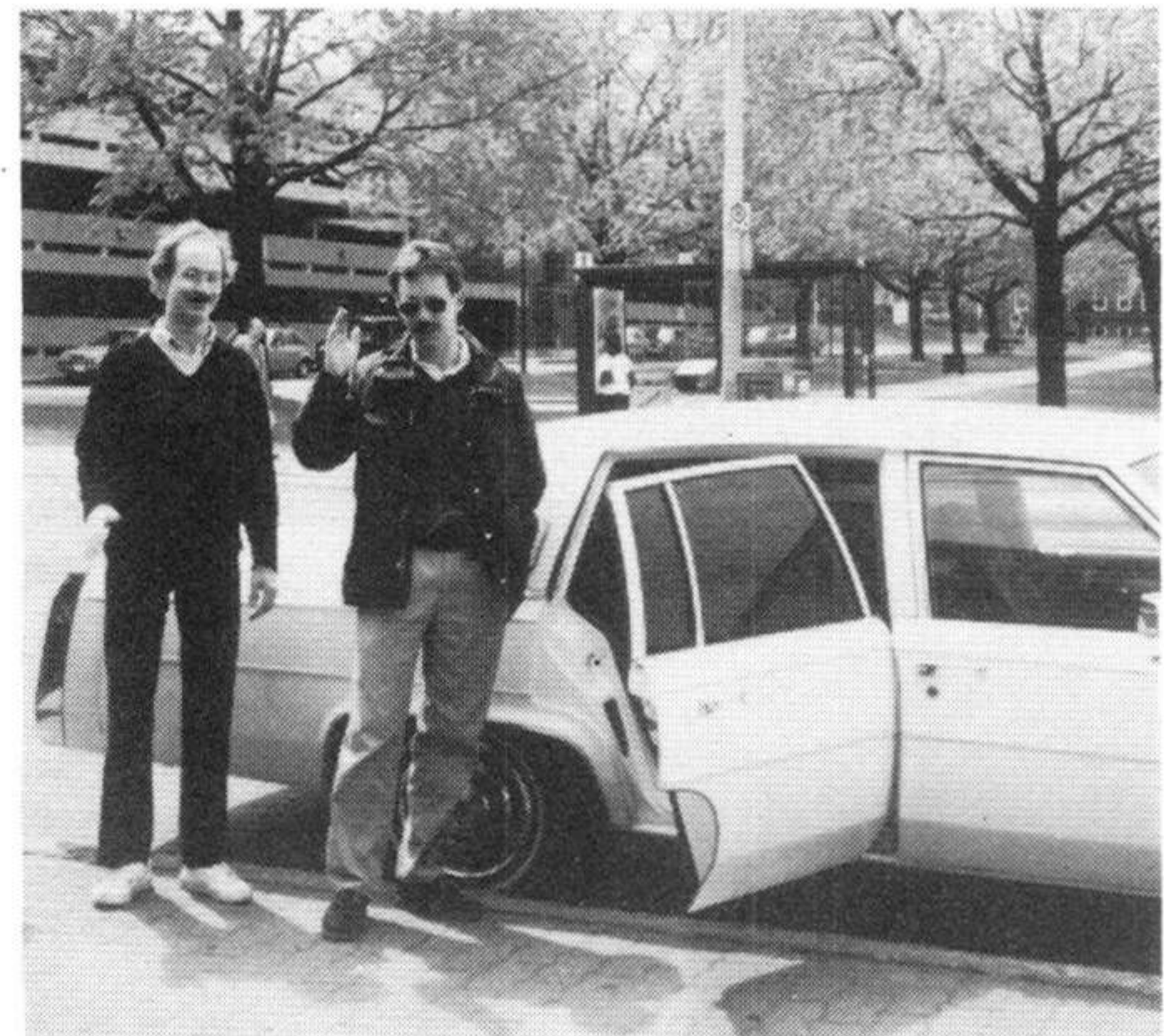
HAROLD ZISTER AND FRIEND... Part of our new fall lineup for the 90's



Finally... Faye can vote...



WOLFGANG STUTZ of European Pastries visits Betty Thompson's Morning Magazine



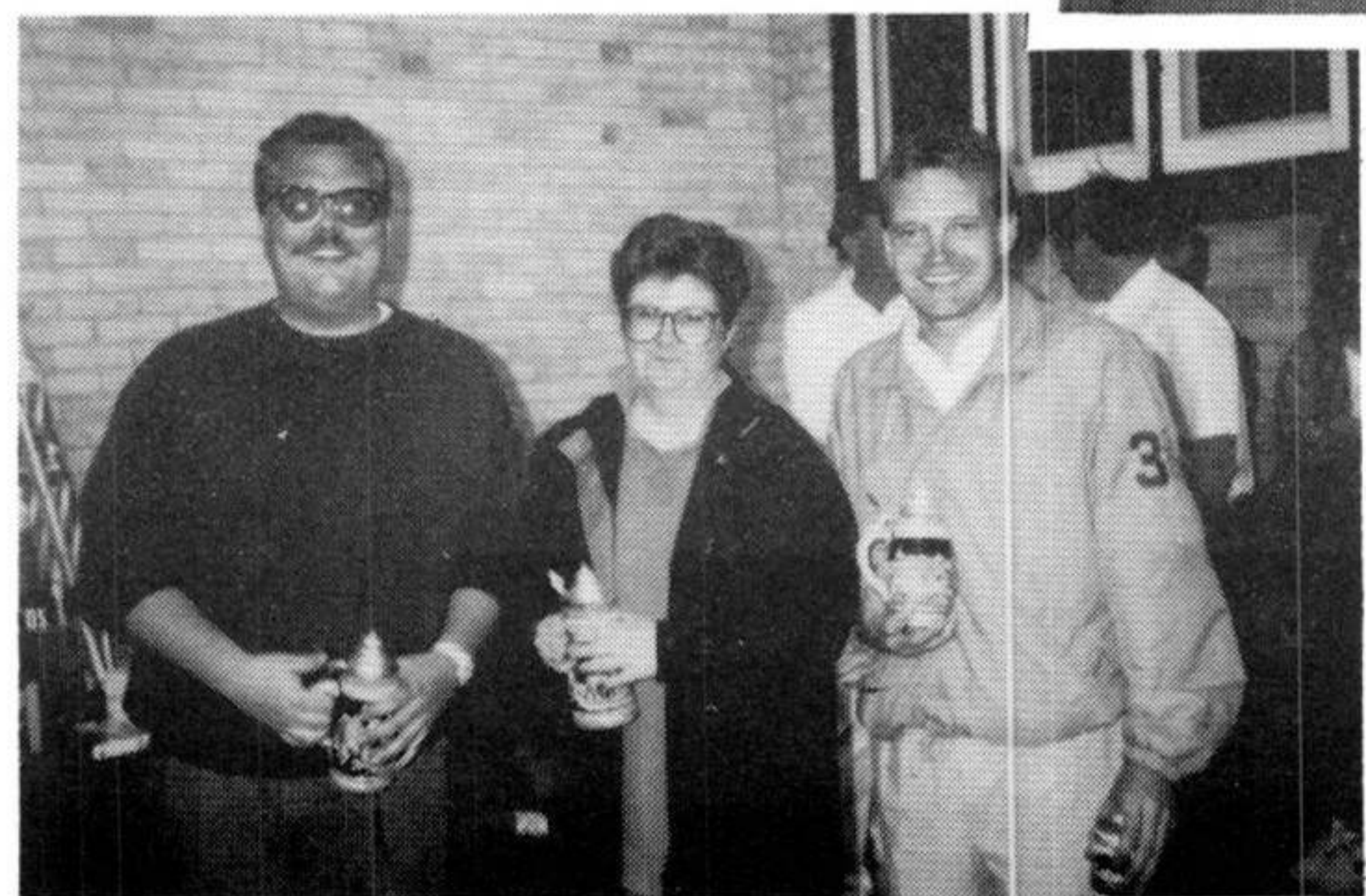
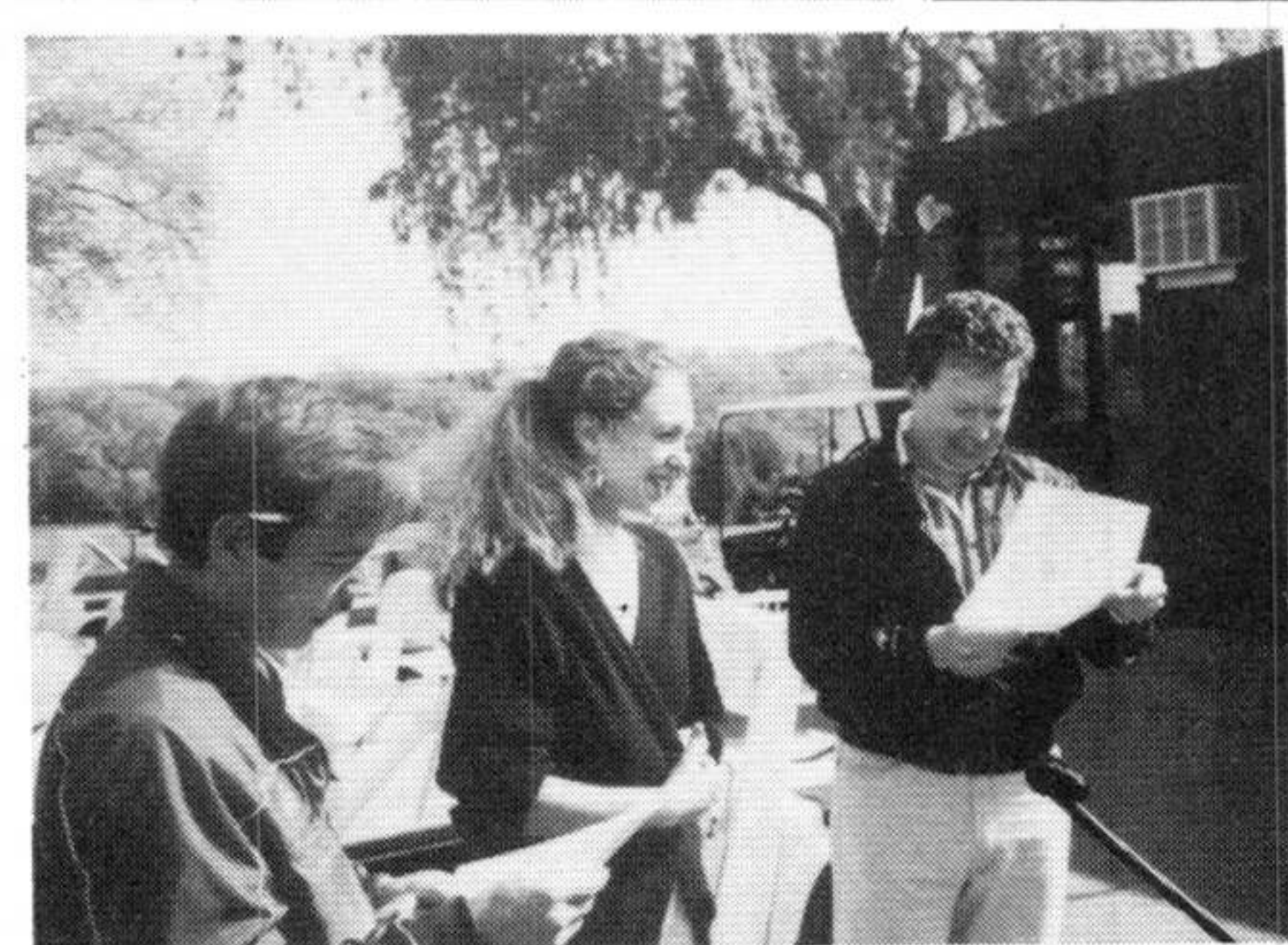
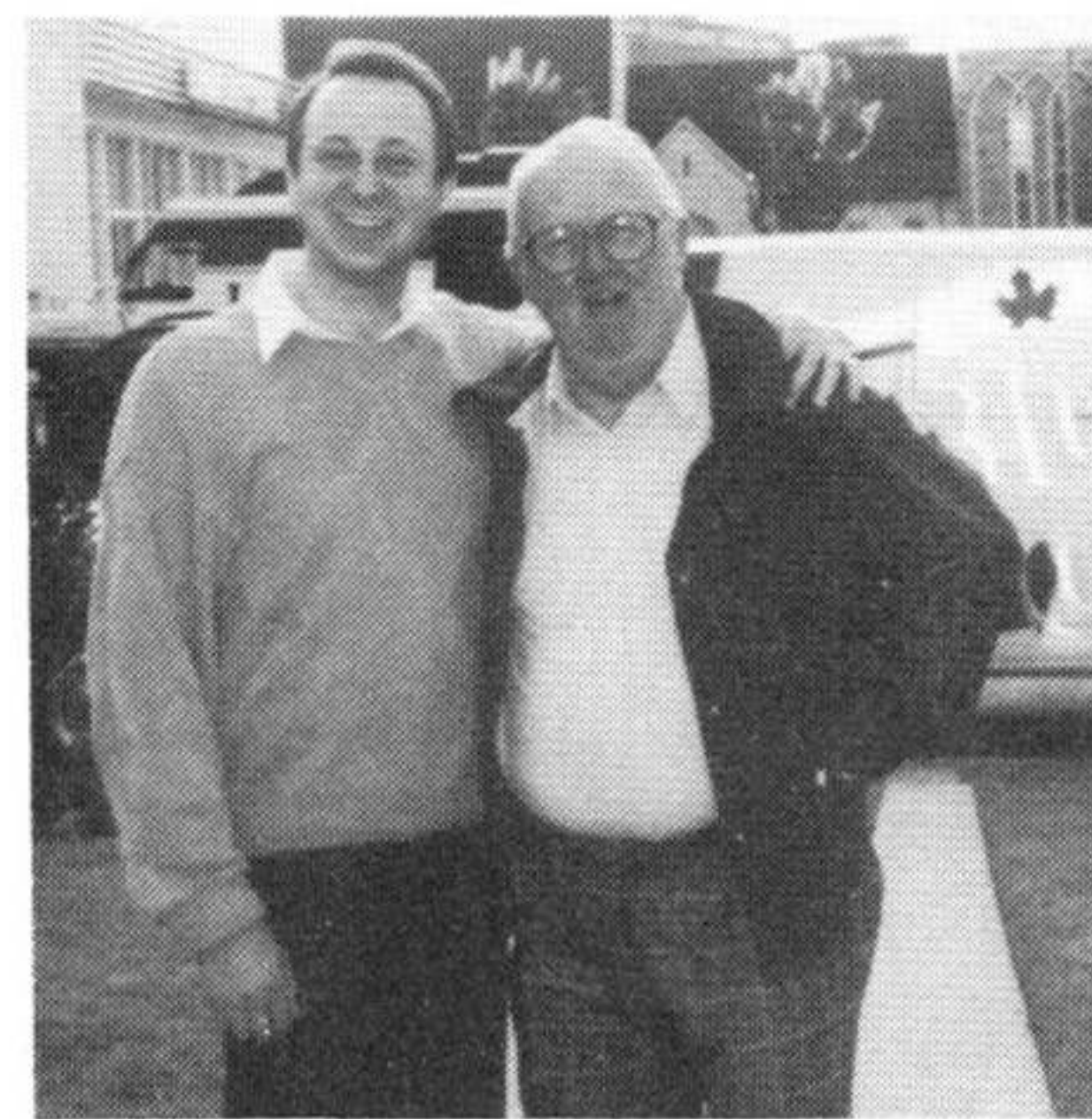
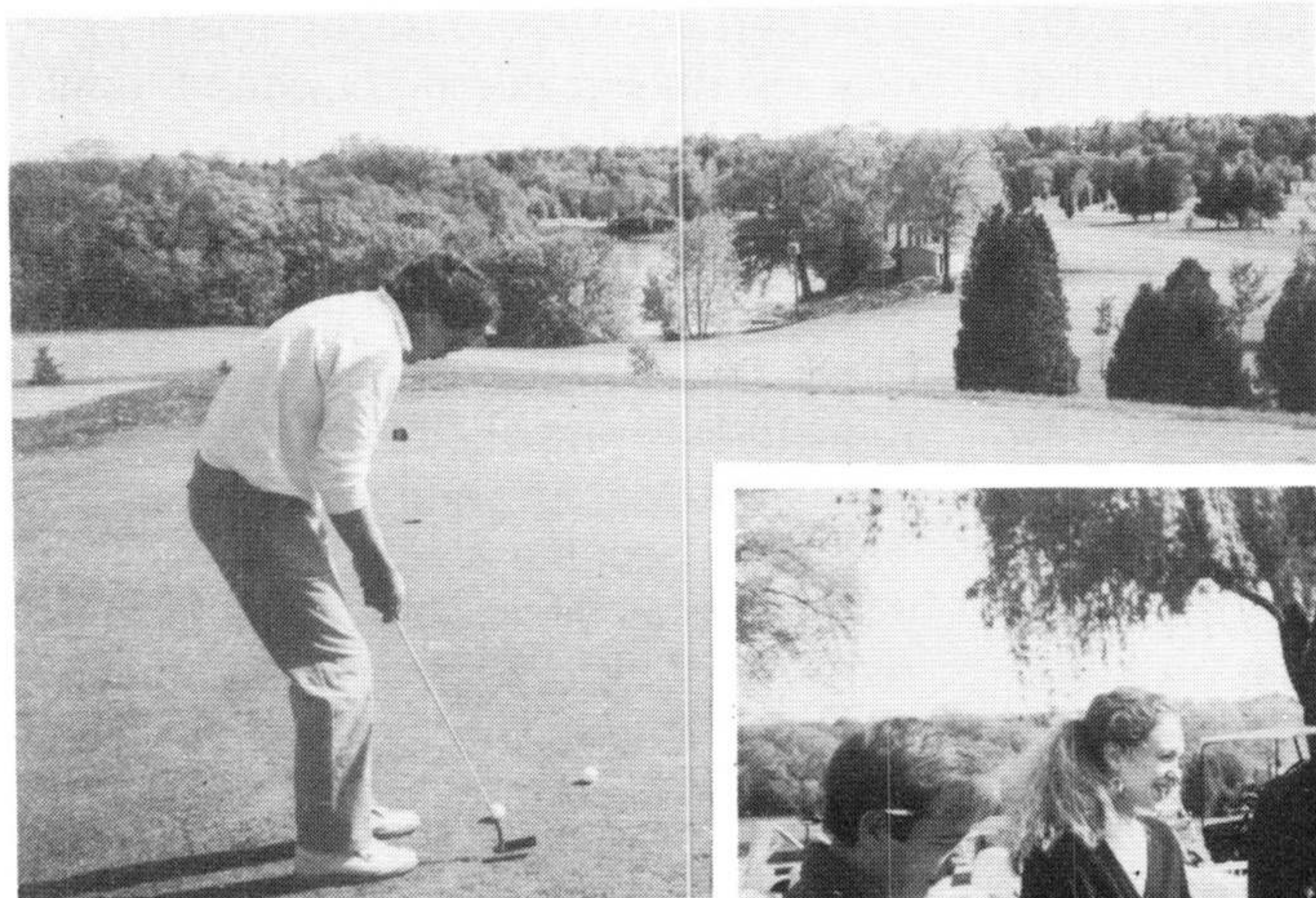
JIM SWITZER — News... (waving) and his brother... off to Ye Olde English Parlour in the Galaxy Limo to enjoy lunch. Staff members were chosen by draw to enjoy the experience courtesy of the aforementioned...

C A P GOLF *by Hutch*

The 8th Annual C A P Golf Tournament was another resounding success! Eighty-one golfers, comprising of employees, their guests and sponsors, teed it up at Doon Valley Golf Club on May 22nd. This year we returned to the "Play Your Own Ball" format after dabbling in some team scrambles the past couple of years. Our overall winner was determined by using a unique handicap system that makes it possible for anyone to win, no matter what they shoot. Just ask this year's winner . . . Jeff Soltysiak, the News Assignment Editor. Jeff sizzled around the Doon layout with a total of 126 . . . but after the pars were counted and the numbers were crunched, he finished with a net 65 to win the symbolic Oktoberfest mug, emblematic of "C A P" golf supremacy. Winning our low gross award was Randy Steinman, the Chatham Sports Reporter, who shot 77, no handi-

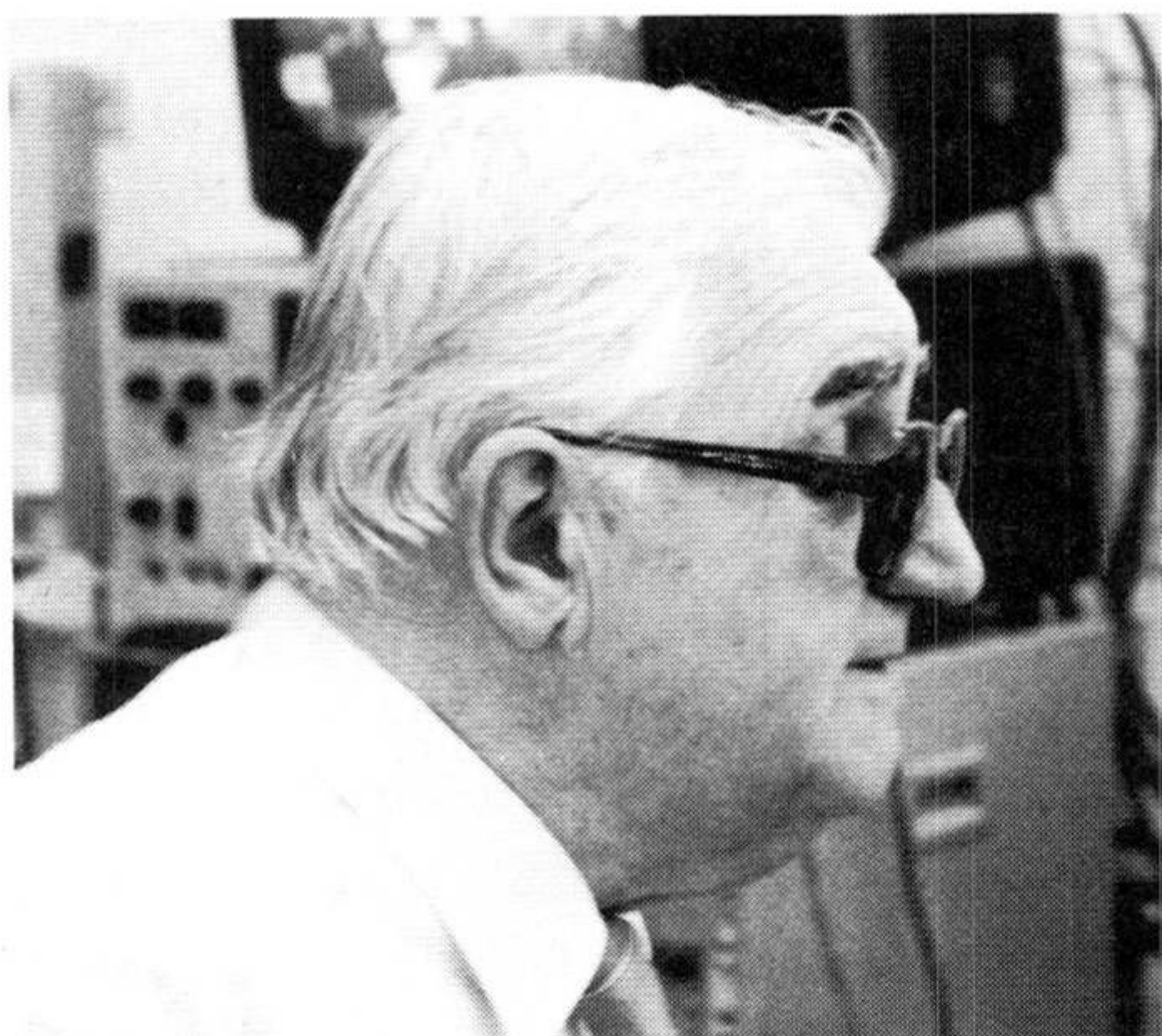
cap involved. Our third winner was Faye Bechtel, our top, low net lady. Special thanks to Owen Lackenbauer from Uniroyal-Goodrich. For the eighth straight year, they helped out with the tournament and without their support, the golf committee would not be able to offer what we do for the low, low price of \$25. Thanks also to Ernie Bezaire of Labatt's. For the fourth year, we returned to the Kuntz House at the Brewery in Waterloo where Ernie supplied the beverages. Again, without co-operation like this, our day would not be complete. And let's not forget our own Reg Sellner and the C A P Promotion Department. Reg supplied the "C A P" golf hats for almost every golfer . . . (sorry about that for those who didn't get one) and the caps were certainly the talk of the course . . . that's what pink does! But let's not stop there, thanks also to C A P for the donation of the CD player, and the

additional prizes added to the golf table . . . Incidentally, congratulations to Paul (Boomer) Reekie who won not only the draw for the Blue Jays tickets, but also won the CD player!! Thanks also to Dave MacNeil and Nabet Local 712 for their support again this year. And thanks to Bruce Emmerson and the "C A P" Rec Club for their support again . . . also, the whole world thanks Peter Kent for not bitching about anything this year! And lest we forget Lloyd Justice from Hitachi. Not only did he golf with Peter, but he also supplied a great number of prizes . . . kudo's to Roger Moser from Kitchener Beverages, Dave Simon from Hiram Walker and all the sponsors who helped out. And my thanks to Pat Fitzgerald who collected and counted all the money, and did some great arm twisting to help make our prize table what it was. Let's do it again next year!!



JOHN HASLIP of our Chatham News Bureau is retiring at the end of June. He'll be 64 in a few weeks and plans to take it easy for awhile, working part time in the bureau. John has seen a lot of changes over the years and I asked him to put down some thoughts for CAPsule readers. Here's what he's come up with.

rj



A lifetime of television

by *John Haslip*

Television is almost as natural as breathing for most of today's generation. For most people today, changing technology does not come as a new revelation. For many of us older folk, the pace of the change sometimes seems mind boggling. I am as old as television itself. I have experienced almost all of the changes first hand.

Television was developed in the early 1930's, believe it or not, in England. The American public got its first glimpse of the new electronic marvel at the 1939 New York World's Fair. The cameras were big, bulky things set on movie camera tripods, and equipped with three lenses. About 200 television sets were able to receive the black and white images broadcast live from the fairgrounds. Video tape did not exist. World War Two put the mass production of television receivers for the home market on hold. All electronic production was diverted to the war effort producing radio equipment, and radar.

My professional career in television began in 1948. I worked briefly for an appliance dealer, installing television antennas. An eight inch Admiral set cost 300 dollars. The average worker was earning 50 dollars a week.

Channel 4 Detroit came on the air at 4:00 p.m., and you had to wait until then to make sure the antenna was pointed in

the right direction. Most stations went off the air at 11:00 p.m.; no late movies in those days. A picture was acceptable unless the snow was so bad you couldn't make out what was being broadcast. Live programmes were later copied on film, a process known as kinescope. The quality was poor but thanks to kinescope many productions now considered classics of early television were preserved.

TV news was shot on black and white film. Only the Studio Cameras were electronic, using vacuum tubes.

In the late 1960's I started working as a stringer for CFPL using a spring wound Bolex 16 mm hand held film camera. A light metre was a must. I still have 2 Bolex 16 mm cameras in the "Haslip Museum". In the mid 1970's, CFPL started using 16 mm colour film, improving the quality and clarity over the old black and white.

In 1975 I joined CKCO-TV as the first and only bureau chief for Channel 42 area. Technology was on its ever changing course. My next camera was a used, company issue Scoopic 16, complete with automatic exposure, so the light metre could be left at home.

News gathering in those days, meant shooting the visuals, putting the film on the bus, and then phoning in the information. The news format had the anchor voicing all the news stories. (Radio with pictures.) Audio tape recorders were introduced to improve our field reporting. Now we could get comments from individuals. Telephone quality was no longer acceptable; the voicer, on audio tape, went along with the film, by bus to Kitchener. Late breaking news had to be driven to Kitchener to make that day's cast.

1978 was notable for two events. On April 13 I underwent quadruple bypass surgery. Thank God medical technology has been moving ahead along with the electronics industry. Then in late 1978 CKCO moved into the video age. The bureaus didn't. I inherited a CP 16 sound film camera, and began learning the techniques of doing on camera interviews. Film cost 25 dollars per 100 foot roll.

The Chatham Bureau got its first video camera in 1979, to cover the International Ploughing Match. We thought it was the electronics marvel of the 20th century. The camera and recorder together weighed somewhat over 30 pounds, and the JVC 4800 recorder had a bad habit of shutting down during Kent County's humid summers. We solved that problem by placing the recorder in the car, with the heater running full blast in 30

Celsius weather. The tapes, like the film that preceded them, were bussed to Kitchener for editing.

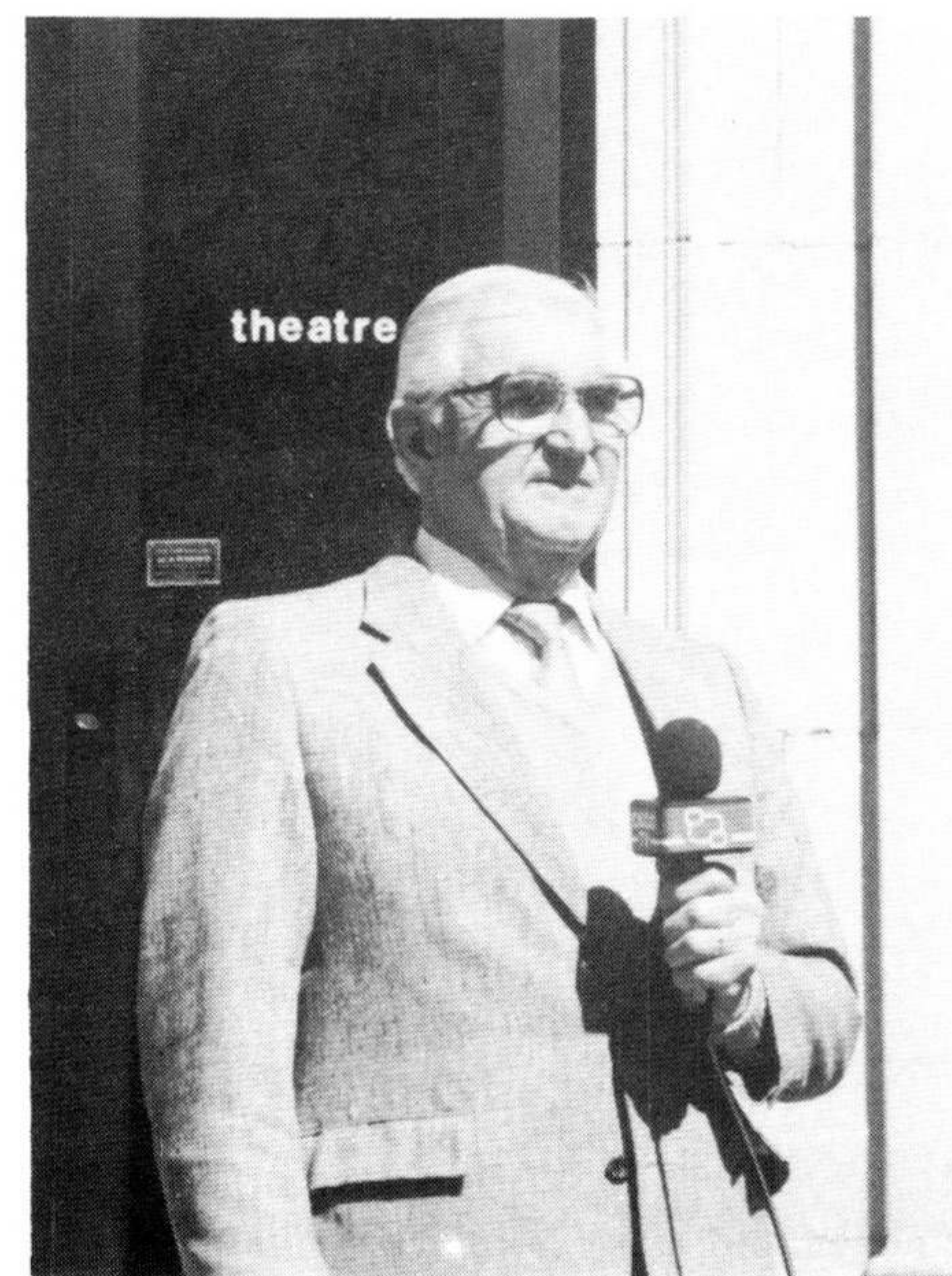
The first microwave link at London meant we didn't have to ship the tapes as far, or drive as far to get late breaking stories in. When Sarnia was hooked into the system, it meant we only had a 45 minute drive, each way, every day, to file our stories.

Now of course, we have our own microwave, laptop computer, and cellular phone. We can be in constant touch with anyone.

Technology keeps changing, and CKCO will keep changing with it to keep up with the demands of the public. I believe that in the future we will see microwave equipped trucks and helicopters as part of our news gathering system, not just the big American stations. Eventually we will get camcorders without moving parts. The tape will be replaced by a microchip. Will we then be able to dispense with the microwaves, and feed the "viz" over the phone, the way we do our computer scripts now? Probably. How about a miniature camera so small Chris Duncan can walk into any company manager's office without him being aware he is on camera? "Saturday Night Live" has a segment with a tv reporter wearing a helmet equipped with a miniature camera and microwave dish. This may become a reality sooner than we think, as technology continues to make everything smaller, faster, lighter.

The real challenge for management will be to use the technology to deliver the news rather than the technology determining what the news will be.

John Haslip, Chatham Bureau



RANGERS

To say this past season was a success for the Kitchener Rangers would be the classic understatement. It was a huge success and, but for the bounce of a puck, the Rangers could be Memorial Cup Champions. That didn't happen as they lost in double overtime to Oshawa in the final before a sellout crowd of more than 17,000 in Hamilton. But the positives far outweighed the negatives: second place in the Emms Division in the regular season, champs in the playoffs, a heart-breaking seven game series loss to Oshawa for the OHL title and a great showing in the Memorial Cup.

No, the Rangers weren't losers, they just didn't win. Maybe it was Oshawa's turn, maybe they were a team of destiny or they had good luck or a combination of both. I'll still take the Rangers' season. It was a damn good one. (Toronto style writing) There was a little bit of everything. A lot of great hockey, fun in the stands, fun outside (remember the bomb

scare?) and, for the media, fun on the road.

The Auditorium became the place to be on Friday nights. More than 130,000 fans watched the 33-regular season home games and another 45,000 were at the nine home playoff games. A success on and off the ice. There's always something happening during the games. (Save me from those lucky numbers.) But win — a sub, a pizza, flowers, money, gas, a car, name it and they drew for it. Carnival atmosphere. Great fun.

The team will change next year. As many as ten could be gone but some will return as overagers. But this team will be missed — I rate it right there with the 1982 Cup Champions. This squad had character and characters. Hopefully they'll go on to bigger and better things in hockey or whatever they choose to do. Remember, new players are on their way, and, in time, they'll be just as good.

CAP Communications was part of

the success of the Ranger season. AM-109 played the major role with play-by-play of the road games and the Memorial Cup games plus live reports from the home games. Combined with Zehrs there was the booster section in the south end. A dangerous place for stray pucks but a fun place.

CFCA kept close tabs on the Rangers and the rest of the OHL as did CKCO TV. In fact CKCO TV had highlights of most home games plus highlights from London, Windsor, Owen Sound and all the Memorial Cup games and activities. And the Rec Club purchased season tickets and made them available to the staff. Maybe next year the Club could go as a group. (Wow — what fun). This was year 25 for the Rangers and the 10th straight year for AM-109 (CKKW) with the play-by-play. Hopefully we can all work together again next year and have just as much fun.

Betty Thompson's Dinner



March 24, 1990. It was a night to remember!

Almost a thousand friends and associates of Betty Thompson assembled at Bingeman Park to pay tribute to her years of selfless dedication and service in Kitchener-Waterloo.

The evening was a joint effort by the St. John's Kitchen, and the Working Centre which collected \$35,000 dollars before the night was over. It was truly a special night for Betty. Radio's Neil

Aitchison was his usual sardonic self as he hosted and roasted Betty, as did Joyce Stankiewicz and Don Sanderson. The star speaker, Bob Robertson of CBC radio's "Double Exposure" comedy show had 'em rolling in the aisles with his side splitting political humour.

The highlight of the evening for Betty was the presentation of the esteemed Rotary Paul Harris Fellow award, presented by CAP General Manager Don Willcox, and Betty's hubby Ken Bauman both past Rotary Presidents. There wasn't a dry eye in the place! A deserving honour to an ever giving lady.

Betty says a huge "THANKS" to all CAP supporters who attended, and to Stephanie and Joe Mancini who organized this special event.

Recycling Volunteers Required

The fine paper recycling throughout the building is doing great. We now average over 800 pounds of office paper per month. The newsprint now averages three blue boxes full per week, and we fill about 1½ blue containers with pop cans and bottles. All this is far more than organizers planned so now we need input from everyone interested. We wish to increase the number of containers for fine paper stuffs. Please let us know

where you could use one and we'll try to get a container to fit it.

We need people to slug the paper out to Tri-Tech (takes about one hour) and to place blue boxes out at the curb for Friday mornings.

For more information or to volunteer please leave a note in my mailbox in Master Control.

Thank you for your support in this endeavour. **Scott Takacs**

1990 Charlie Awards



Frances Russell did the honours for CKCO TV again this year in presenting the CHARLIE AWARDS... emblematic of the best videos produced in the Waterloo County High Schools... as part of the annual English Awards nite.

Frances (left, next to teacher) presented the Charlie Award for their production of "ZODIAK"... to Bill Kocher, Rachel Bartels, Kim Laramie, Sean Land and Iain Stewart...; other winners were "LUNE" and "UNPREDICTABLE CIRCUMSTANCES"... All presentations are shown annually at the Princess Theatre in Waterloo, and are featured on various programmes... Congratulations!

REC Club ... Party, Party, Party

The Adult Rec Club Summer Party will once again be held at the Uniroyal Goodrich Foreman's Club on Friday, June 22. As in the past, buses will be provided to and from the festivities. They will leave C A P at 6:00, 7:00, and 8:00, and return at midnight, 1:00 and 2:00 a.m.

Please remember that you don't have to drive home, you can still call a taxi from the station, and pick your car up in the morning. The sign up deadline is **June 15**. Please don't arrive unexpected, as the

food and beverages have been ordered based on the sign up list.

On Saturday, July 21, the Children's Summer Party will be held at Bingeman Park. More details, and a sign up sheet will be provided next week.

Unfortunately, we will not have a Blue Jays trip this year due to ticket availability. Hopefully, this event will return next year. We are planning a Fall Party, to be held in September, with a new theme, more on this later.



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Send Contributions to the Editor.

Publications Editor:

Reg Sellner

Next Capsule Deadline

August 3, 1990

Contributors

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Sandy Clarke

Wooly

Wanda Love

Don Pankiw

Hutch

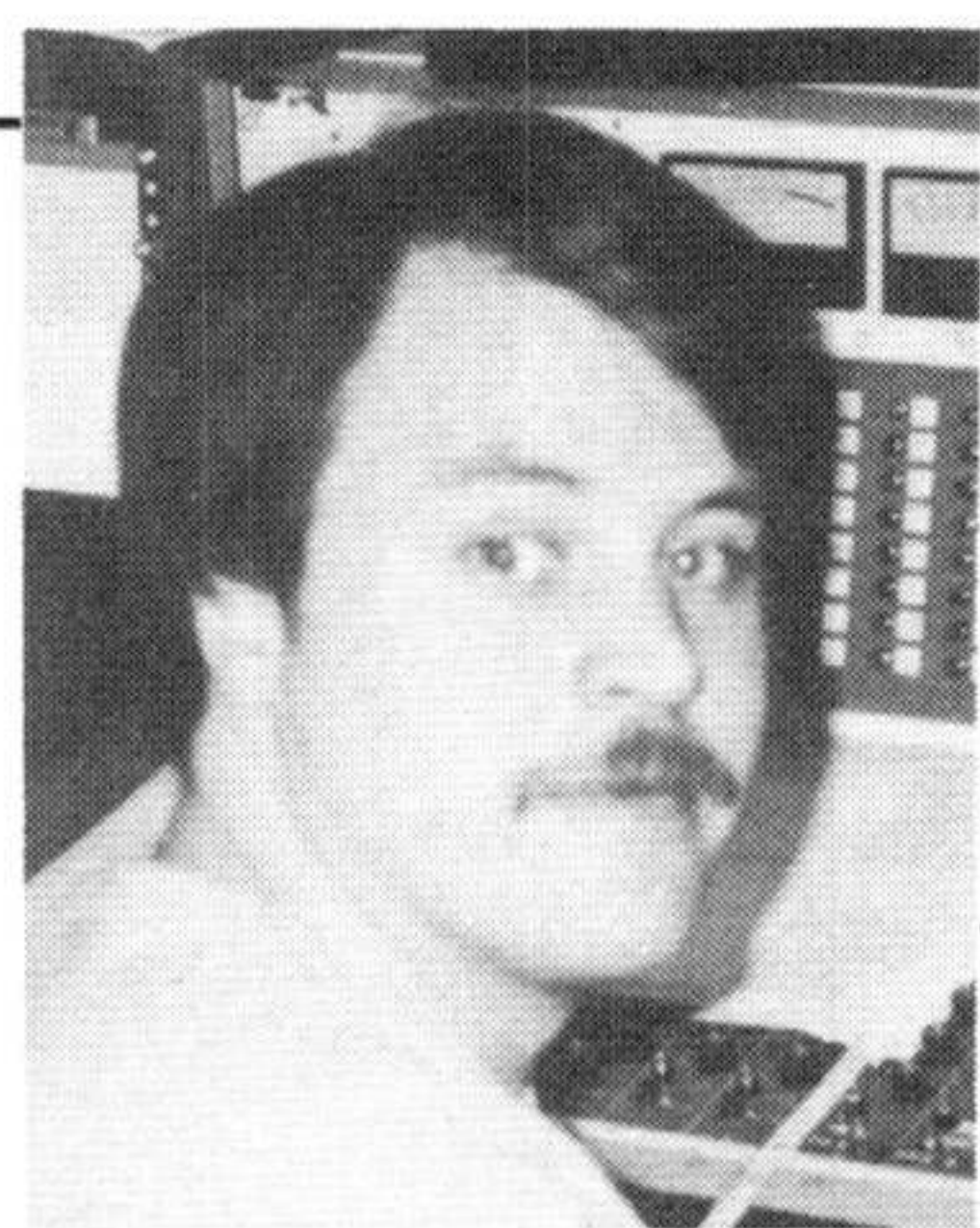
Don Cameron

Scott Takacs

John Spragge

John Haslip

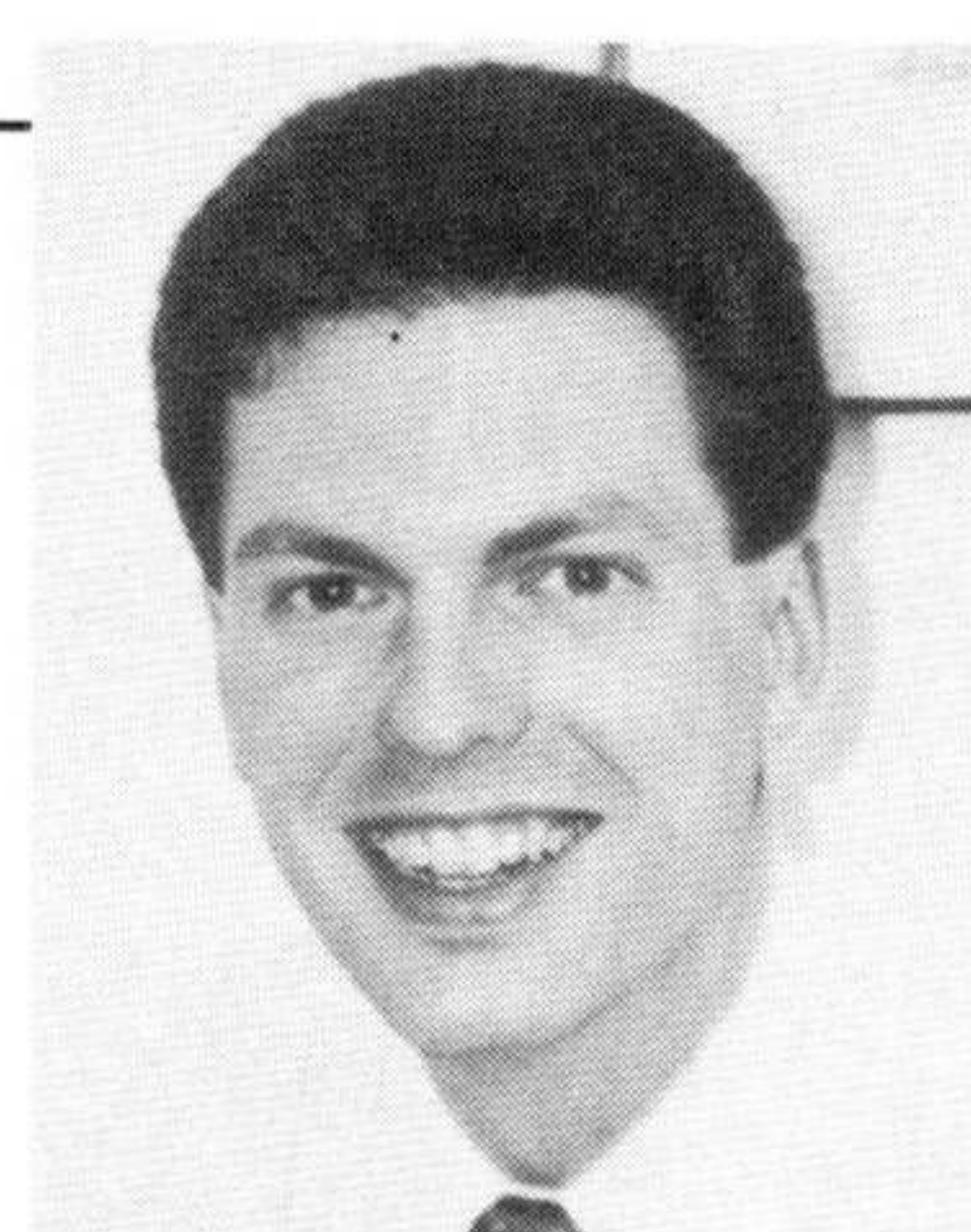
NOW PLAYING AT C A P ... Joining The Cast Are:



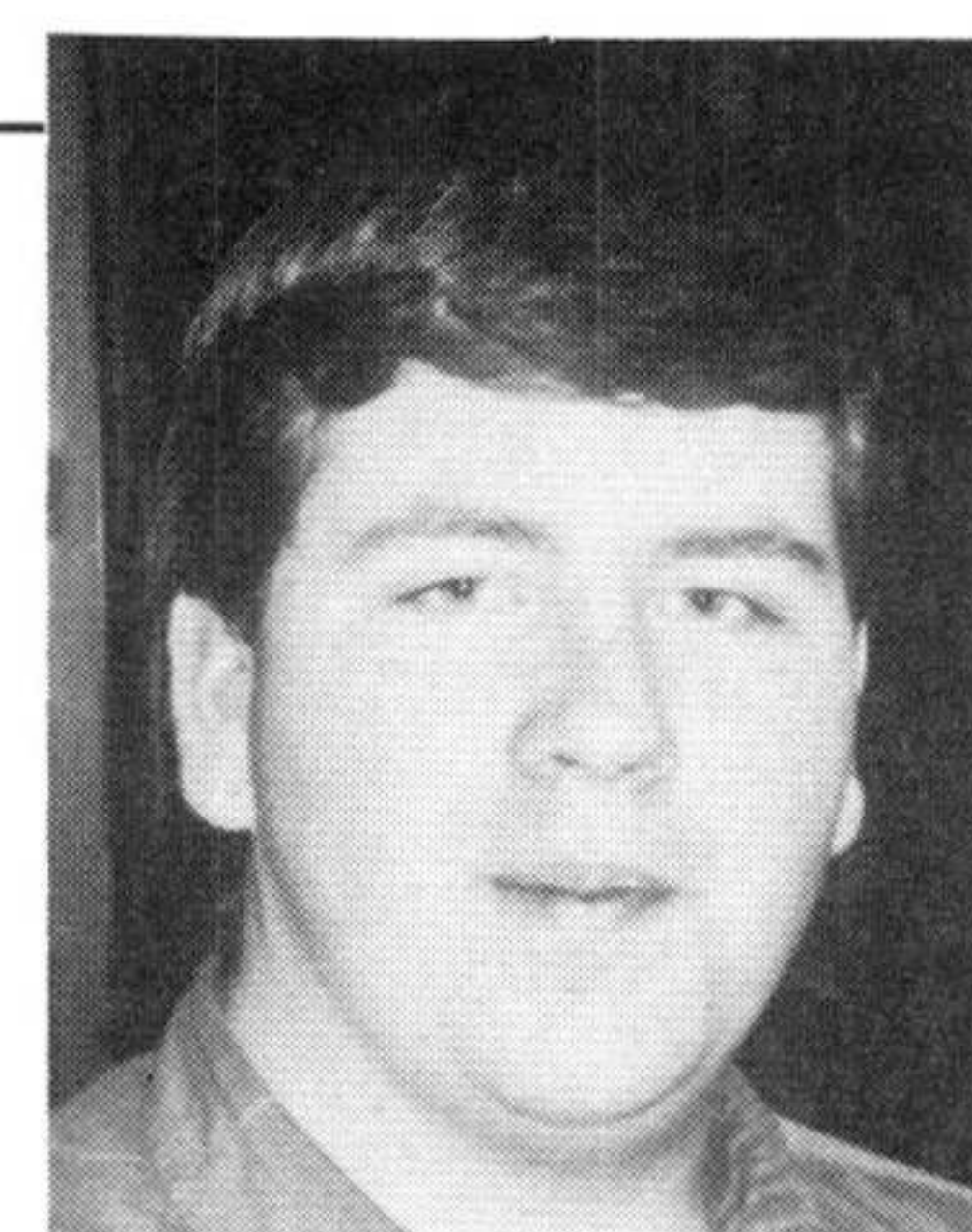
Dave Loughlean ... from Cambridge ... from Fanshawe College in London and CKNX Wingham ... Detroit Tiger Fan.



Rob McKay ... Graduate B.A. Wilfrid Laurier — Accounting Department.



Greg Tombs ... originally from Hamilton ... employed formerly at Advance Business Centre ... Father of 3 — Radio Sales.



Michael Radcliffe ... from Los Angeles ... and CKNX Wingham — Operations.

C A P Communications Birthday List



Employee Name	Birthday	Employee Name	Birthday	Employee Name	Birthday
George Moskal	June 1	Tino Monte	June 25	Linda Brooks	July 16
William D. McGregor	June 3	Laverne Atkinson	June 26	Donald Egley	July 17
Robert MacKay	June 6	Peter Kent	June 26	Gary McLaren	July 20
Howard Fraracci	June 7	Tonya Rehder	June 26	Linda Richards	July 21
Simon Crouch	June 8	Winnifred Webb	June 26	Pamela Small	July 21
Sean Jasmins	June 10	Warren Letson	June 28	Zeljko Zugaj	July 21
Donald Willcox	June 10	Michael McDonald	June 28	Carmen Vera	July 22
Jane Dobson	June 13	David Pettitt	June 28	John Arais	July 24
Kathy Fedy	June 13	Stefan Frahm	June 29	Lisa Laflamme	July 25
Richard Howe	June 13	Philip Meighan	June 30	James Alexander	July 26
Brian French	June 18	Daiene Vernile	July 1	Marilyn Chir	July 26
Gregory Attridge	June 19	Rych Mills	July 6	Randy Steinman	July 27
C. Martin Ferguson	June 19	Eric Nixon	July 7	Linda Kearns	July 29
Debbie Sue Bohnert	June 24	Chris Matlock	July 8	D. Neil Aitchison	July 30
Philip Molto	June 24	Ross Poll	July 13	Peter Graham	July 31
		Larry Ernewein	July 15		