

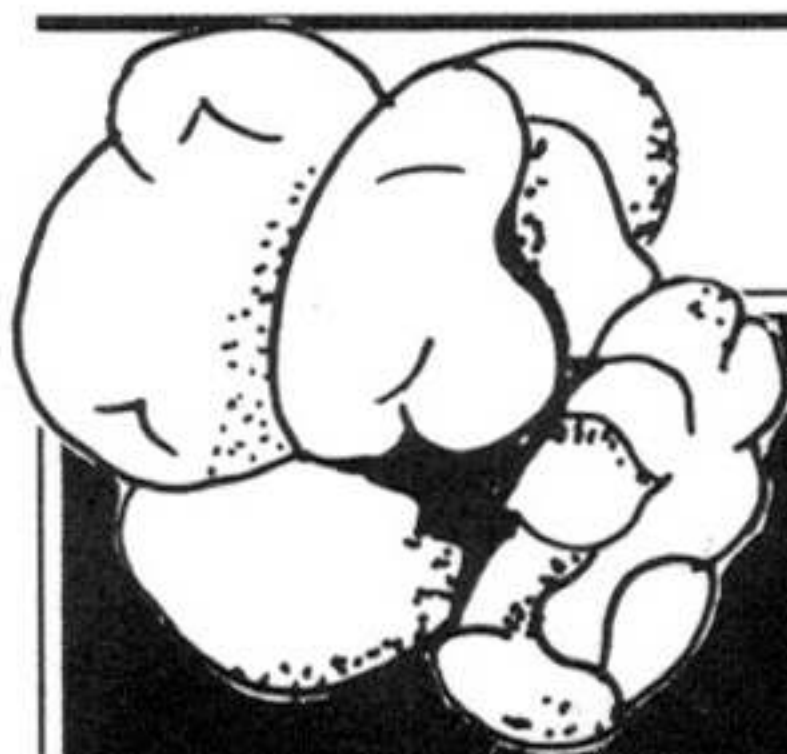


# CAP *sule*

August 1990

## POPCORN TUESDAY!

JUNE 26<sup>th</sup>, 1990



It all started innocently enough . . . a nice nurse by the name of Judy Ruetz, from the Kidney dialysis unit at K-W Hospital, visited our offices, to ask for some Public Service Announcements.

"We are selling bags of Microwave Popcorn for \$1.00. We keep 50¢ from each bag, and all our proceeds will help send our kidney dialysis patients to camp this summer at Dorset Ontario . . . we hope to sell 10,000 bags."

"Wow, that's a heck of a lot of popcorn . . . Sure you can have some PSA's on both of our radio stations, and TV too . . . when are the kids going to camp?" IN THREE WEEKS!!! **HOLY** (INSERT YOUR OWN FAVORITE PHRASE HERE)!!!

And so was born . . . **POPCORN TUESDAY.**

In just two short weeks, the staff at CAP, working with the nurses at K-W Hospital Kidney unit (dubbed the 'green kidney brigade') organized one whole day devoted to the helping of our neighbors across the street.

- Their worships the Mayors of Kitchener and Waterloo agreed to declare June 26th 'POPCORN TUESDAY'.

- We decided to sell popcorn on King Street, between CAP and the Hospital from noon-2 p.m.

- The Chief of the Waterloo Regional Police, and Kitchener Police offered to help us with traffic control.

- The University of Waterloo Marching band said they would donate their services that day.

- The Royal Bank said they would have a team on hand to count money.

- "The Brick" furniture warehouse donated two microwave ovens as prizes to some lucky buyers.

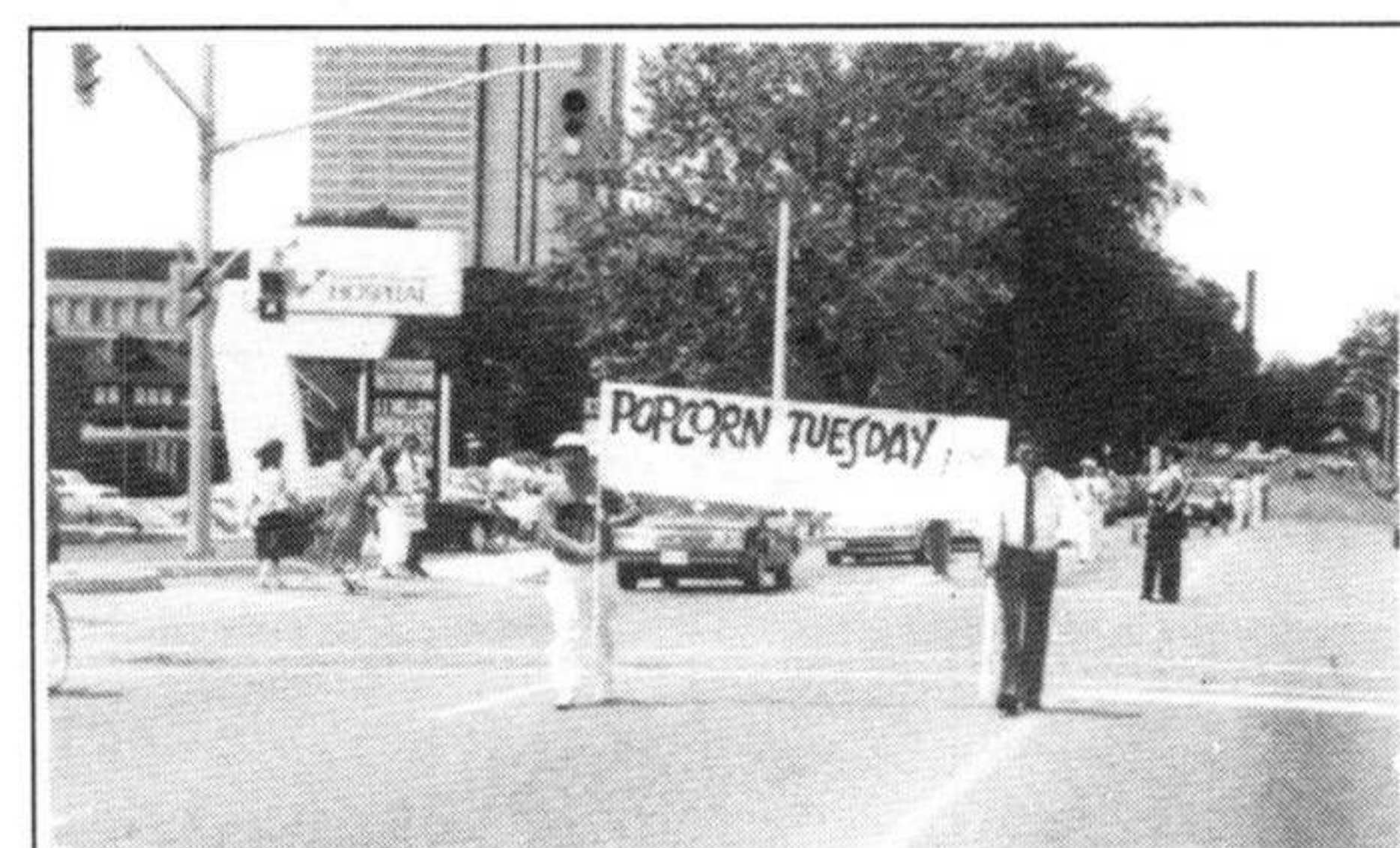
. . . then we went on the air and started to promote the event . . . and the response was immediate, and overwhelming.

- 120 local companies and/or individuals telephoned and wanted to buy one case or more of 24 bags . . .

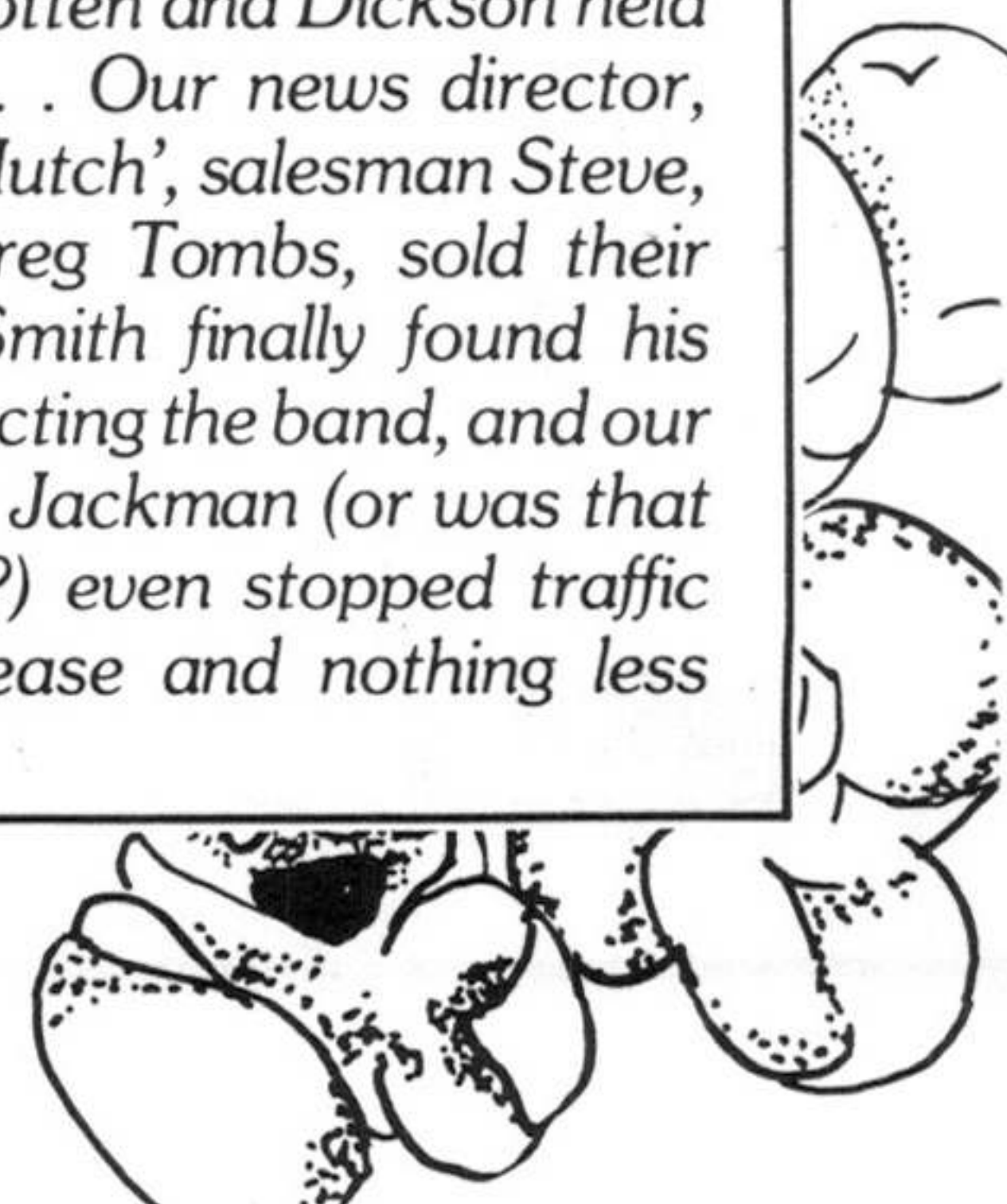
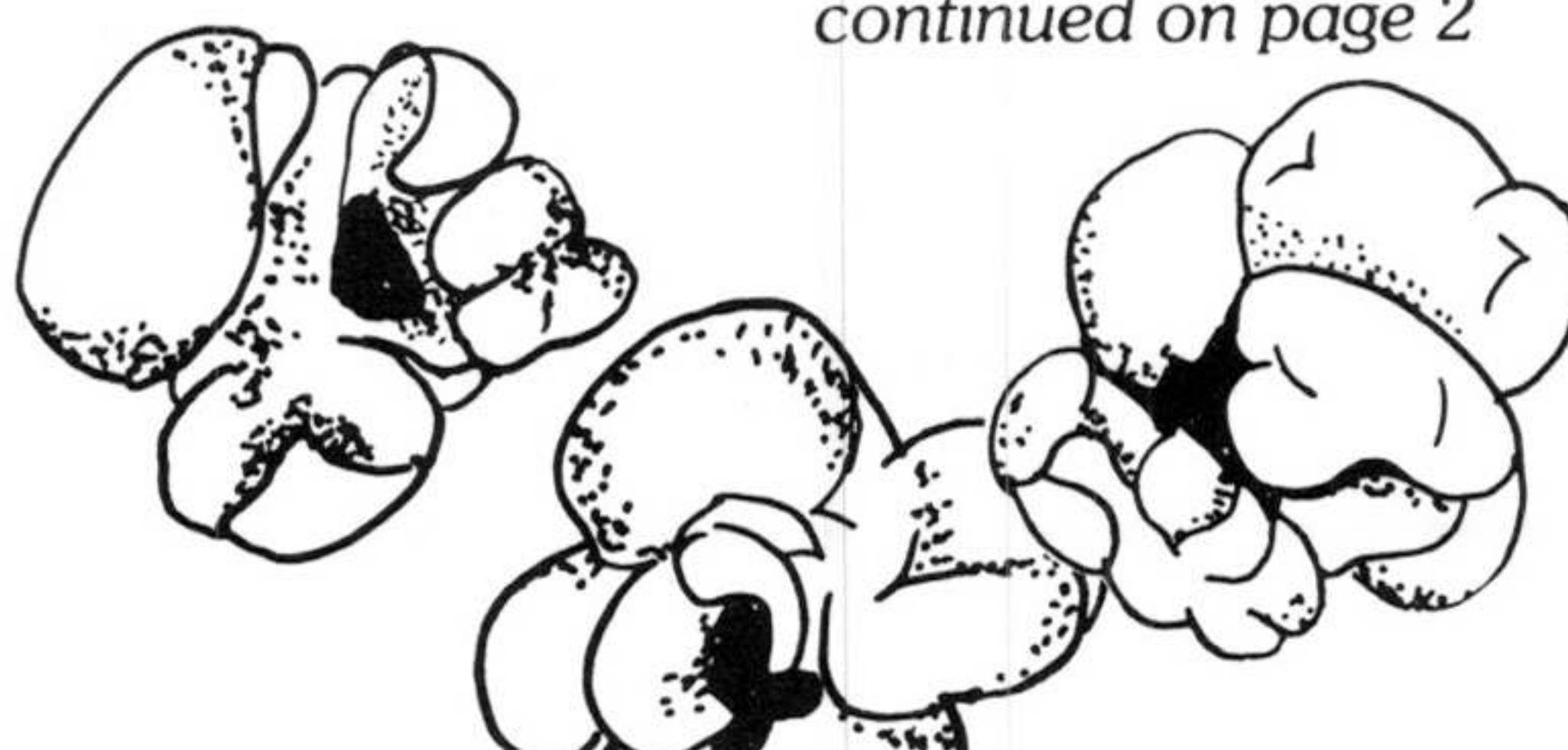
- By Monday June 25th at 5:00 p.m. we had sold 10,000 bags and had achieved the hospital's goal of \$5,000 . . . and the best was yet to come!

- On Popcorn Tuesday, the sun shone brightly, and both the AM and FM cruisers, along with several nurses were out before

*continued on page 2*



At noon, the entire staff of CAP Communications hit the street in front of our building to join the nurses, doctors, and even patients to sell popcorn to passing motorists . . . the police helped us slow traffic . . . Mayor Dom even showed up to act as his own 'bagman' . . . the AM 109 morning crew of Botten and Dickson held the banner high . . . Our news director, accompanied by 'Hutch', salesman Steve, and newcomer Greg Tombs, sold their hearts out, Bob Smith finally found his talent niche, conducting the band, and our TV Manager Peter Jackman (or was that Oopsie the clown?) even stopped traffic (only cadillac's please and nothing less than a case!).





## From the Top Floor *by John Spragge*

This is the time of year when everyone works a 4½ day week . . . the first half of Monday is spent catching up on everybody else's holidays. The Radio Division is no exception . . . we even took up a collection to send **Neil Aitchison** away somewhere . . . anywhere . . . Please!!! Just what do **Peggy** and **Norma** do at that trailer park anyhow? **Doug Newman** is still building that mythical cottage . . . **Cathy McIsyck** is paddling her own canoe, **Paul Scott** again went on the hunt of bears in Wilberforce, rumour has it that **Tino Monte** went to Algonquin Park, but we're having a hard time swallowing that one . . . roughing it to Tino is going two days without having

his Corvette polished . . . **Linda Brooks** spent her two weeks shopping . . . **Joe Torbay** was one of the few who returned from holidays on the Eastern Seaboard with goodies for the staff . . . thanks for the salt water taffy Joe . . . **Tracy** is afraid to leave for fear something will break in her new house . . . **Lana Malcolm** says her suntan comes from a week on the beach at Southampton . . . but we think it was actually those sun lamps in the bar at Grand Bend . . . **Greg Tombs** went away for a week, and no one noticed . . . **Bob Smith** doesn't actually pay for a holiday . . . he uses freebee tickets to all of his theatre sponsors, overnights at friends' cottages . . . and contra mentions

on the air from announcers . . . you oughta write a book . . . "Mooching around Ontario" . . . **Joanne Palmer** took a week away and no one knows where she went . . . hmmmmmmmm **Wanda Love** has the right idea, she packs enough into her weekends that she uses Mon.-Fri. to rest up and never charges anything to vacation . . . but the piece de resistance comes from **Dan Fisher** who took three weeks, but claims he didn't feel well the first two so now wants sick leave . . . to which we all say . . . \$%#&\*# . . . "actually every day is a holiday on the third floor . . . want to relax . . . c'mon up and visit us sometime."

## MUSKOKA FESTIVAL THEATRE

CKCO-TV was pleased to again take part in the 17th Season of the Muskoka Festival Theatre. This year CKCO-TV sponsored the **World Premiere** of "Colours in the Storm" by Canadian playwright **Jim Betts**. This brilliantly

crafted new musical about Tom Thomson, one of Canada's most famous painters, traces his emotional developments as a painter from his arrival in Algonquin Park in 1912 to his mysterious death there in 1917. **Michael Ayoub** who directed the play is also the artistic director of the Theatre . . . and seems to make a wonderful habit of bringing exciting seasons of theatre to Muskoka . . . year after year. It is indeed a pleasure to be associated with the Muskoka Theatre Mr. Ayoub, and co sponsor du Maurier Arts Ltd. . . .



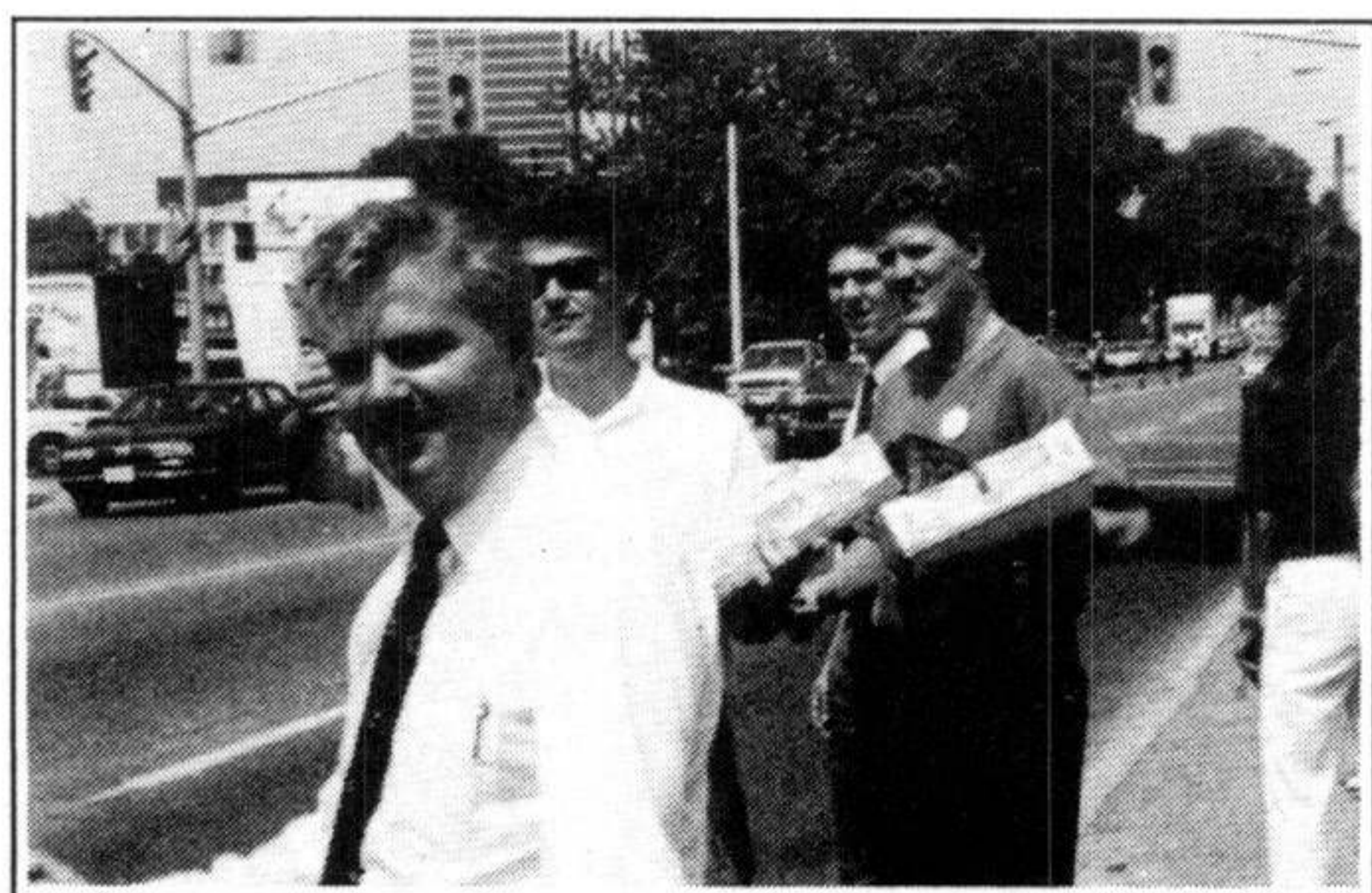
## Inaugural Quarter Century Club Meeting

C A P Communications held the first meeting of 25 year members in June at the University Club in Waterloo.

Current employees and retirees who have completed 25 years of service with the company were invited, and enjoyed an evening filled with nostalgia and some very tall tales. Eric Sutherland who will be retiring this year was presented with a gold watch to mark the occasion. The dinner will be held each year in June . . .



Left to right (Standing): Dan Fisher, George Moskal, Bob McKeown, Paul Turchan, Reg Sellner, Don Willcox, Jack Liddle, Eric Sutherland, Charlie Packham. Left to right (Seated): Marvin Stroh, Joe McIntyre, W. D. (Bill McGregor), Betty Thompson, Dennis Connolly, Jack Alexander, Harold Zister. (Front): Larry Ernewin, Gary McLaren. (Absent): Don MacDonald.



## POPCORN TUESDAY *continued*

breakfast to sell popcorn at the shift change at Uniroyal-Goodrich. And that was just the start. **THE FINAL SCORE . . .**

**26,000 BAGS SOLD!!!**

**EDITOR'S NOTE:** You will notice an absence of names in this rundown. We were afraid we would leave someone out. Everyone on CAP Communications staff helped out . . . from the rec club selling our staff popcorn, to the many

who answered phones, our announcers turned delivery truck drivers, the art department signs, and the total effort of everyone on the street . . . the nurses and doctors at the hospital entered the wacky world of showbiz, and still don't quite believe it . . . the people who donated their services . . . and everyone who bought popcorn . . . all 26,000 bags of it. To everyone who jumped in . . . from the Kidney Dialysis patients at Camp . . . a heartfelt . . . **THANKS**



## CKCO-TV Increases Coverage (Service) in Huntsville-Muskoka Region and Improves Signal Quality of Channel 13 Transmitter in Kitchener

In October of 1989 the CRTC (Canadian Radio and Television Commission) approved the application of CKCO-TV for a power increase for their Channel 11 transmitter, serving the Huntsville-

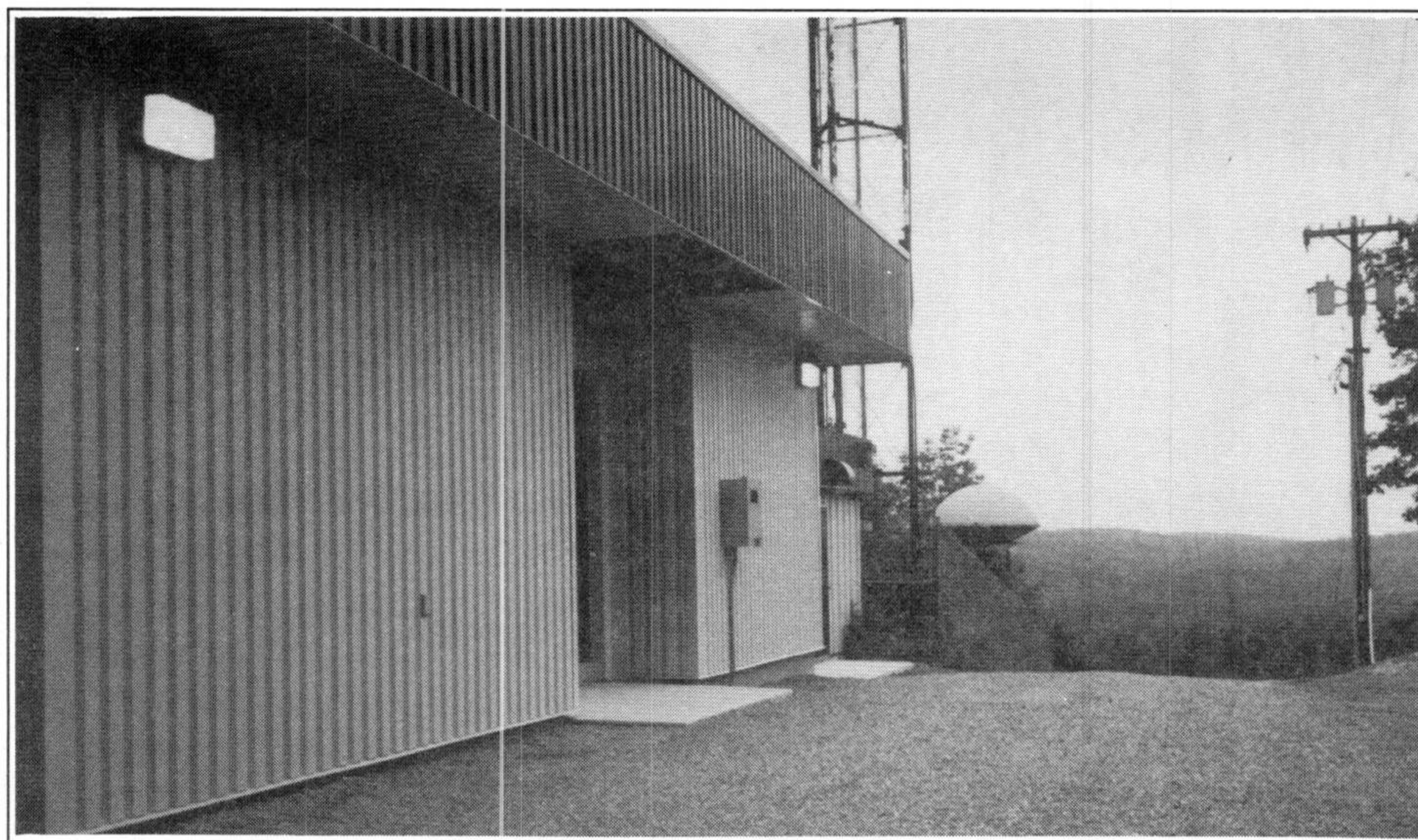
Muskoka area from Dwight Ontario. Extensive construction and renovations have now been completed at the Dwight location that now enables CKCO-TV to transmit a signal of 325,000 watts, the maximum allow-

able. This is eight (8) times more power than the previous signal.

As well as vastly improving the present service to the area, the new power will also extend coverage as far south as Lake Simcoe, beyond Sundridge in the north, west and southwest to Parry Sound and Victoria Harbour, and Whitney to the east.

In keeping with CKCO-TV's policy of constantly striving to improve service in all it's areas, the transmitter in Kitchener has also undergone considerable upgrading. To keep pace with the changing technology a 30 kilowatt, Larcan, solid state transmitter has been added at the Baden site for Channel 13 viewers to enjoy a more reliable and constant signal...

CKCO-TV has been serving the Huntsville-Muskoka area on Channel 11 since 1975 . . . and the South-western Ontario Region on Channel 13 since 1954.



*New Channel 11 transmitter building at Dwight.*

## CFCA FM Broadcasts Opening Nite Festivities at Stratford

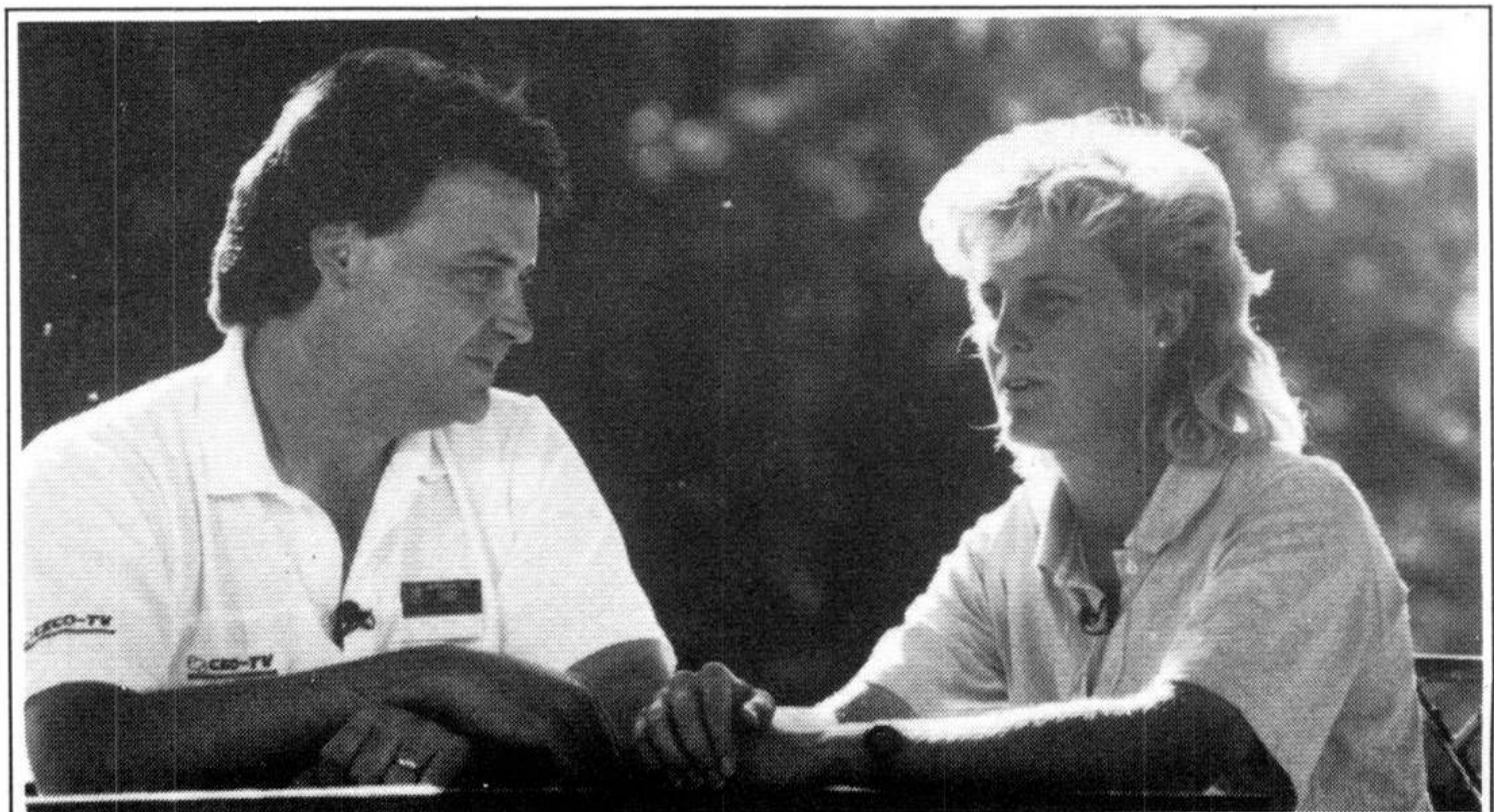
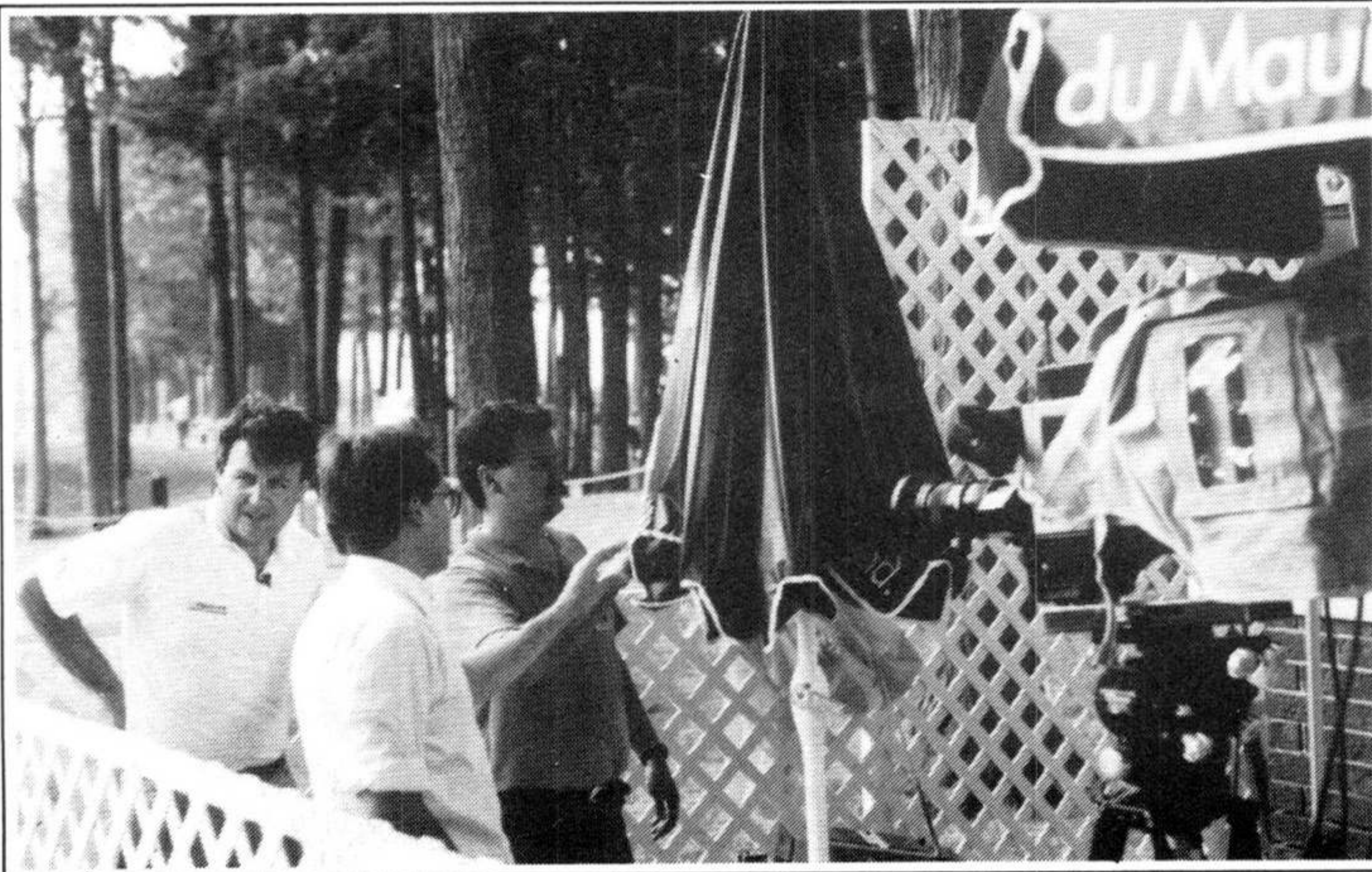
CFCA FM helped the Stratford Festival celebrate it's 39th anniversary season opening. BK Motors of Waterloo sponsored the broadcast and to make sure the crew arrived in style, provided 3 new white BMW's for their arrival, and Collins Formals made sure the guys took on a look of class.

CFCA's "Heidi" on site with the "Where In The World Are You Now Cruiser."

Phil Meighan with Artistic Director David William.









## "Classic" Coverage From CKCO-TV *by Jeff Hutcheson*

When the best lady golfers on the LPGA tour converged on Kitchener's Westmount Golf and Country Club the last weekend of June, so did CKCO-TV. The tournament, the du Maurier Ltd Classic, is one of four "major championship" events on the Ladies Pro Tour. CKCO jumped in head first with coverage and sponsorship. Back in February, meetings and planning began for what would be CKCO contributions in three major areas.

First, the CKCO-TV-Coca-Cola Golf Clinic. Undoubtedly, the biggest and most successful promotion of the week. This was held the Tuesday of Tournament Week with 300 lucky participants taking part, getting their instruction from 10 LPGA pros. Many of the golfers there had won their tickets on contests prior to the tournament on CKCO-TV and CFCA-FM. Each golfer got a special CKCO-TV-Coke towel and these soon became the prize souvenir of the week. I was the Master of Ceremonies for this event, and you may have heard that LPGA pro Jill Briles and I had a driving contest. Well, it's true she outdrove me. But you may have heard she beat me by driving the ball 275 yards while on her knees! That's just not true . . . I don't think she hit it anymore than 250!! At any rate, much behind the scenes work has to be attributed to Reg Sellner and his department for giving CKCO such high profile at this clinic.

Second, CKCO-TV produced a half hour special for the CTV network called "The Ladies." This was the first such show of its kind done for the network and the response was overwhelming. If CKCO and Producer Tom Keller don't win a Can Pro Award for this show, then they should stop giving out awards. If you saw it, you know how good it was . . . Bill Inkol travelled to Nashville a month before the Kitchener stop to talk to "The Ladies" of the tour. Messers Keller and Dunseith travelled later to Corning New York to get more footage for the show. Shooting was completed in Kitchener at Westmount with Tournament Chairman and former Canadian Golf Great Jocelyn Bourassa and yours truly.

Third, during Tournament Week, CKCO was front and centre with coverage "Live" from Westmount. From Wednesday thru Sunday, CKCO did the sports portion of the Scan Newshour live from the course. This was made possible by News Producer Paul Francescutti,

Technician Zeljko Zugaj and Cameraman Chris Matlock, along with the crew in Master and Production Control who were on duty those nights. CKCO had installed a microwave dish at Westmount, and with the help of some loaner patio furniture from John Hauser Ironworks, we set up shop behind the third tee. And did we get lucky! The plan was to get the leader on live each night, and each night, Cathy Johnson just kept coming back

and back again. When she joined our set after her first ever win on the tour, her first words were . . . "All right, I made it all four nights!" . . . and so did we!

With CTV televising the final two rounds of the tournament, CKCO-TV had coverage the likes of which the sponsors had never seen before . . . and likely won't see again, unless they return to Kitchener.

## Steinman Wins By A Nose

A reformed cigarette smoker took the early lead and cruised to an easy win in the second annual Lung Power Sulky Race at Hiawatha Horse Park in Sarnia . . . Mayor James Mason, who waved to fans down the stretch drive while his rival politicians cracked whips to hurry their steeds from the local media.

**Randy Steinman** of **CKCO-TV Channel 42** who pulled Mayor Mason 350 metres in a sizzling 55 seconds was something of a dark horse according to Paul Egan of the Sarnia Observer. Of the more than 3,000 bets placed on the race, the clear favorite was John Harada of The Fox, who pulled the NDP's Julie Foley to victory in 1989 but had to settle for second. "I heard that they shoot horses that don't win, and I'm too young to die," said Randy, who was an 800 metre runner in high school. "I got a little



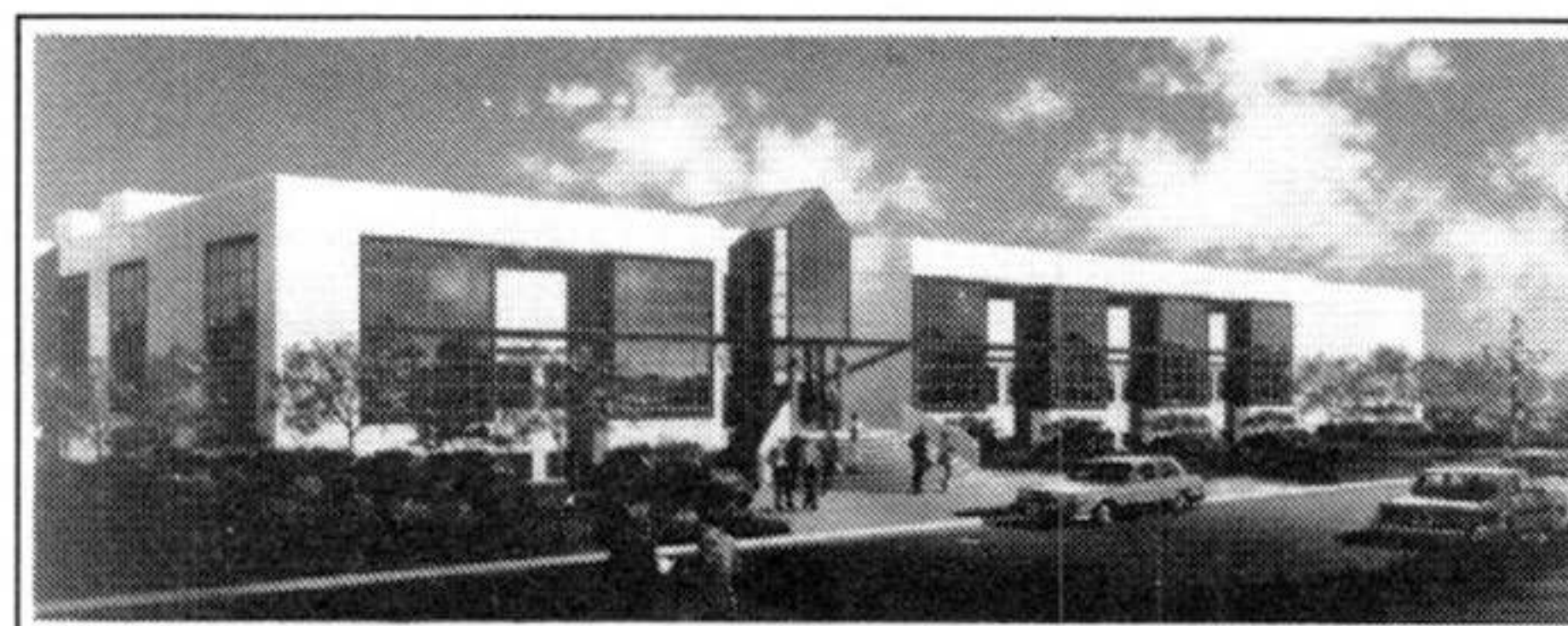
(From left to right): Randy, Clearwater Mayor Jim Mason, Miss Sarnia Mira Simrak, Herbert Crittenden of Lambton Lungs for Life, Bob Smith of Sarnia Professional Respiratory.

worried when I saw Jim Mason eat about nine hamburgers a half hour before the race, but he did a good job." The event was all for fun and to raise money for the Lambton Lung Association . . .

## Sunwapta Moves Into New Facility

The Grand Opening of the Sunwapta Broadcast Facility in Edmonton took place in June. This terminates two years of extensive renovations, but it's all worthwhile. AND no air time was lost. Congratulations to Sunwapta from the

staff of C A P have been extended, as many here will well remember a similar situation a few years back. The new building houses CFRN-TV, CJKE-FM AND CFRN RADIO . . .



Participating in the Totem Pole Dedications were W.D. McGregor (left), President, Electrohome Communications and J.A. Pollock (right) President and Chief Executive Officer, Electrohome. The Totem Pole and Sunwapta have been Edmonton landmarks for many years . . .

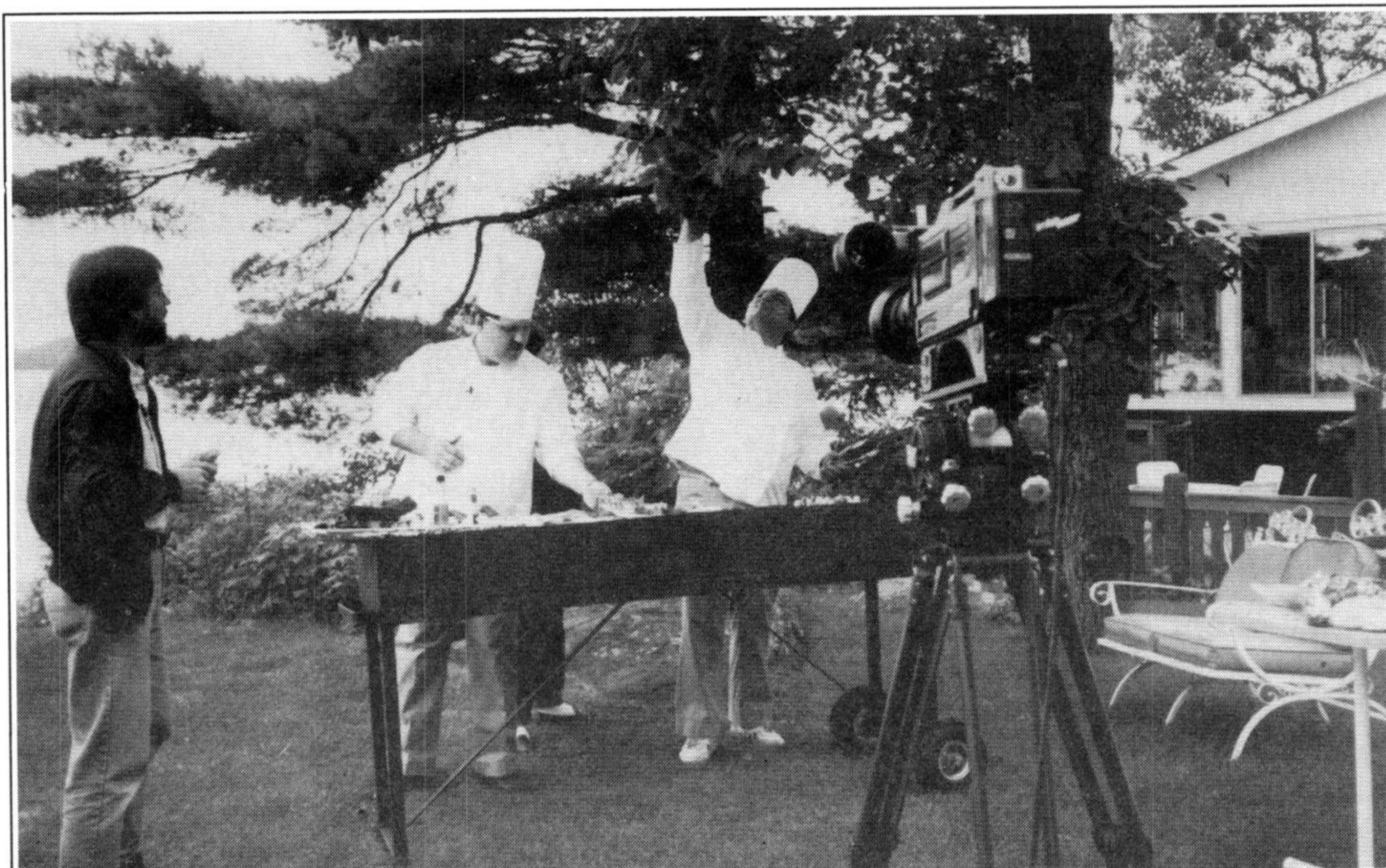




## Morning Magazine Does Shoot in Channel 11 Area

Betty Thompson and Brian Dunseith (Buck) travelled throughout the Channel 11 area recently shooting segments for **Morning Magazine**. Two press briefings were held, one at Grandview in Huntsville, and the other at the Stephen Leacock home in Orillia both of which were well attended by members of area media and representatives of Chambers of Commerce and other agencies.

Reg Sellner attended the briefings to talk about the power increases in the Channel 11 area. From all reports the signal is looking extremely good.



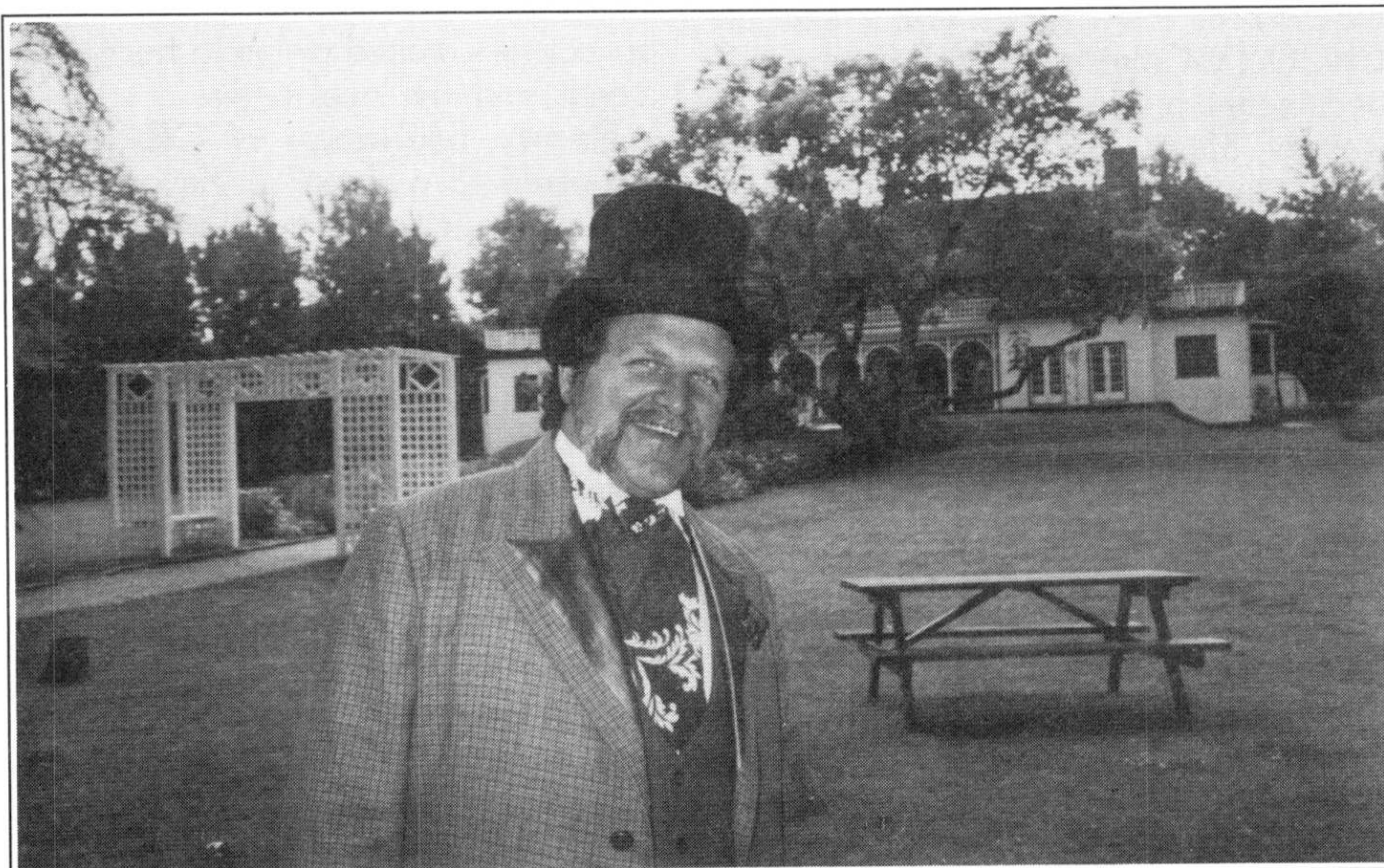
*Buck asked the Chef at Grandview to remove the branch from his shot.*



*Betty at breakfast briefing at Grandview.*



*In Orillia, Betty's guests showed up in period costume to talk about the Leacock home and history.*



*Doug Little, Mgr. of the downtown Orillia Mgt. board and Chairman of the Leacock Heritage festival . . . with the Leacock home in the background . . .*

## A Salute to Gordie Tapp . . .

Betty Thompson was again instrumental in bringing another all star show to the Centre In The Square recently, in a salute to Gordie Tapp to help raise funds for the Ontario Summer Games.

*Left to right: Dianne Vernile . . . Dave Graham, Chairman Ontario Summer Games, Neil Aitchison of CFCA . . . Peter Appleyard, Sherri Rowe of the Games Committee, Tommy Hunter, and Betty Thompson of CKCO-TV. (Front) Gordon Lightfoot and Gordie Tapp . . .*



*Foster Brooks and Neil Aitchison of CFCA provided a great deal of laughs for the nite . . . And you may find this hard to believe but they actually understood each other . . .*



# SEPTEMBER 1990

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
ARTHRITIS MONTH	BIG BROTHERS MONTH					<b>1</b> CFCA-FM MINI GOLF TOURNAMENT AT SPORTSWORLD
<b>2</b> AM 109 JANET JACKSON WINNERS AT C.N.E.	<b>3</b>  LABOUR DAY	<b>4</b> CFCA-FM DAN FISHER'S ADVENTURE CRUISE FROM TOBERMORY TO OWEN SOUND	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b> "STARLIGHT EXPRESS" TICKETS ON SALE PRESENTED BY ????
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>  NAB RADIO BOSTON TO 15TH	<b>13</b>	<b>14</b>	<b>15</b>
<b>16</b>	<b>17</b>  BBM RADIO STARTS TO OCT. 21ST	<b>18</b>  PLOUGHING MATCH IN PARIS TO 22ND	<b>19</b>	<b>20</b>  JEWISH NEW YEAR	<b>21</b>	<b>22</b>
<b>23</b>  <b>30</b>	<b>24</b>  RTNDA TO 27TH SAN JOSE	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>  YOM KIPPUR

# OCTOBER 1990

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
UNICEF MONTH	<b>1</b>  TVB'S SALES VANCOUVER	<b>2</b>  CCBE CONVENTION TO 4TH HAMILTON	<b>3</b>	<b>4</b>  OKTOBERFEST PAGEANT	<b>5</b>  OKTOBERFEST OPENING CEREMONIES <i>PROSIT</i>	<b>6</b>
<b>7</b>  FIRE PREVENTION WEEK TO 13TH	<b>8</b>  THANKSGIVING OKTOBERFEST PARADE	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
<b>14</b>  AM 109 OKTOBERFEST 10 KM ROAD RACE	<b>15</b>	<b>16</b>  WORLD FOOD DAY	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
<b>21</b>  BBM RADIO ENDS	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>  HALLOWEEN			



## NOW PLAYING AT C A P . . .

### JOINING THE CAST ARE:

#### Part Time:

Jennifer Brown—Radio Operations  
 Jason Nijhuis—Radio Operations  
 Franck Kocis—Maintenance  
 Michael Laverty—Maintenance  
 Caroline Innes—News  
 Kerry Anne Burke—News  
 Kerry Patt-McKee—News  
 Jeff Hodsdon—TV Operations  
 Andrew Gagnon—TV Operations (Windsor)  
 Ted Lindsay—TV Operations (Windsor)  
 Chris Mailloux—TV Operations (Windsor)  
 Pat Lobzun—TV Operations (Windsor)  
 Craig Michalowsky—Production

Jeff Turner—Production  
 Mark Bates—Production  
 Sandra Jeffrey—Chatham News Bureau  
 Cynthia Hill—Chatham News Bureau  
 Jackie Nelson—CFCA Announcer  
 Scott Farhood—AM 109 Announcer  
 Kelly Pfeiffer—TV Creative Services  
 Corrina Dajko—Switchboard  
 Lianne Poloz—TV Traffic

#### Full Time:

Larry Fine—AM 109 Announcer



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 Send Contributions to the Editor.

#### Publications Editor:

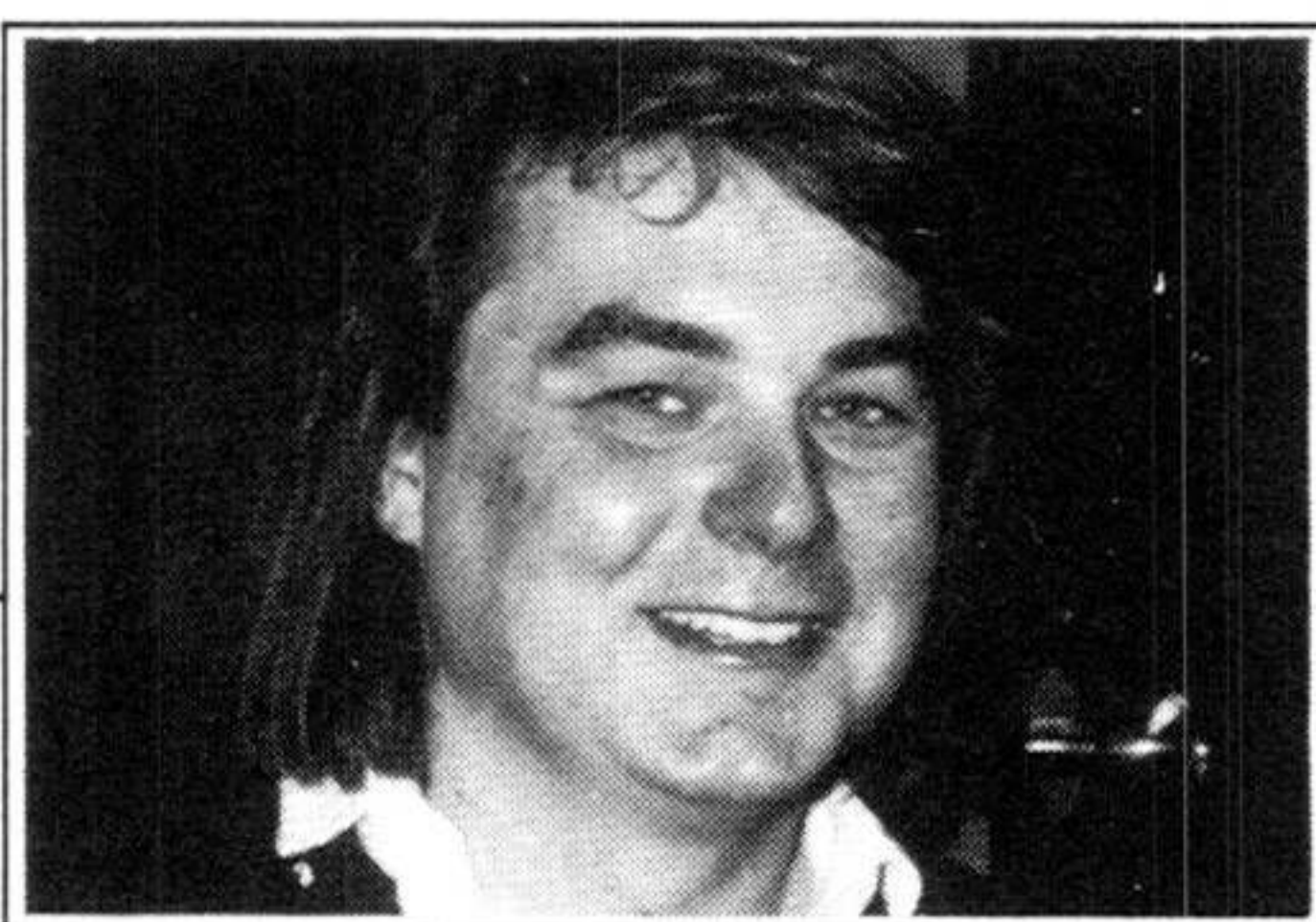
Reg Sellner

#### Next Capsule Deadline:

October 5, 1990

#### Contributors:

Faye Bechtel      Don Pankiw  
 Sandy Clarke      Hutch  
 Wanda Love      John Spragge



**Larry Fine**

Announcer . . . AM 109

*Larry's a Waterloo native . . . and  
 will work as a swing announcer . . .  
 Larry is nearing completion of his  
 studies at WLU . . .*

## REC CLUB

# "Fall Party"

**SEPTEMBER 21ST**

**"AT THE TRANS"**

WATCH BULLETIN BOARD FOR DETAILS

## C A P Communications Birthday List



<i>Employee Name</i>	<i>Birthday</i>	<i>Employee Name</i>	<i>Birthday</i>	<i>Employee Name</i>	<i>Birthday</i>
Mike Kelly	August 1	Peter Jackman	August 18	James Freeland	September 16
Shahina Khan	August 1	Randy Ricketts	August 19	Nancy McKellar	September 16
Catherine Parise	August 1	Steve Bender	August 20	Paul Nyhout	September 18
Rita Aarjs	August 3	Jeffrey Hodsdon	August 21	Raymond Irwin	September 19
Marc Haslip	August 3	Heidi Baechler	August 23	Julie-Marie Innes	September 20
J. David Imrie	August 6	Norma Blake	August 23	Ronald Johnston	September 21
Peter McCallum	August 7	Andrew Heubner	August 23	Wendi Reed	September 23
Dennis Connolly	August 9	Brian Bourke	August 25	Terry Doran	September 24
Andrew V. Gagnon	August 9	William Manning	August 29	Jeff Soltysiak	September 24
Gary McPherson	August 9	Richard Walker	August 29	Robert Smith	September 25
Paul Francescutti	August 10	Kevin Doerr	August 30	Alan Fraser	September 26
Heidi Toffolo	August 13	Craig Michalowsky	August 30	Wayne Kooyman	September 26
Joseph Torbay	August 13	Henning Grumme	September 2	Susan McKillop	September 26
Stephen Ingle	August 14	Cathy Maciaczyk	September 4	Mary Lynn Meiklejohn	September 27
Robert Bambury	August 15	Lisa Lackenbauer	September 5	Ronald Molland	September 27
David Carswell	August 15	Ken Elliott	September 7	Harold Rothenberg	September 28
Wanda Love	August 16	Elaine Economoff	September 8	J. Eric Sutherland	September 28
Annemarie Raines	August 17	Brian Dunseith (Buck)	September 11	Michael O'driscoll	September 30
		Wolfgang Urschel	September 15		