



CAP *sule*

October 1990

Oktoberfest '90

CAP Communications not only plays a vital part in bringing the celebration of Oktoberfest to their regular listeners and viewers through CKCO-TV, CFCA-FM and AM 109, but they also carry the image throughout the entire country via the televising of the Miss Oktoberfest Pageant and the Opening Ceremonies. CKCO-TV also originates the Thanksgiving Oktoberfest Parade for the entire CTV Television Network. In addition, live television hits are on our feature newscasts from all four of the Friendly German Clubs during the week, plus many radio cut-ins and features throughout the festival, such as the AM 109 Oktoberfest night at the Karlsberg Haus at the Kitchener Auditorium which drew an overflow crowd. (Yes, overflow!!)

On Monday night, AM 109 had the final draw for the Hans and Frieda Oktoberfest Getaway Giveaway. AM 109 qualifiers and their guests were invited to an Oktoberfest Party, and the Grand Prize winner received a trip for two, his choice of Copenhagen,

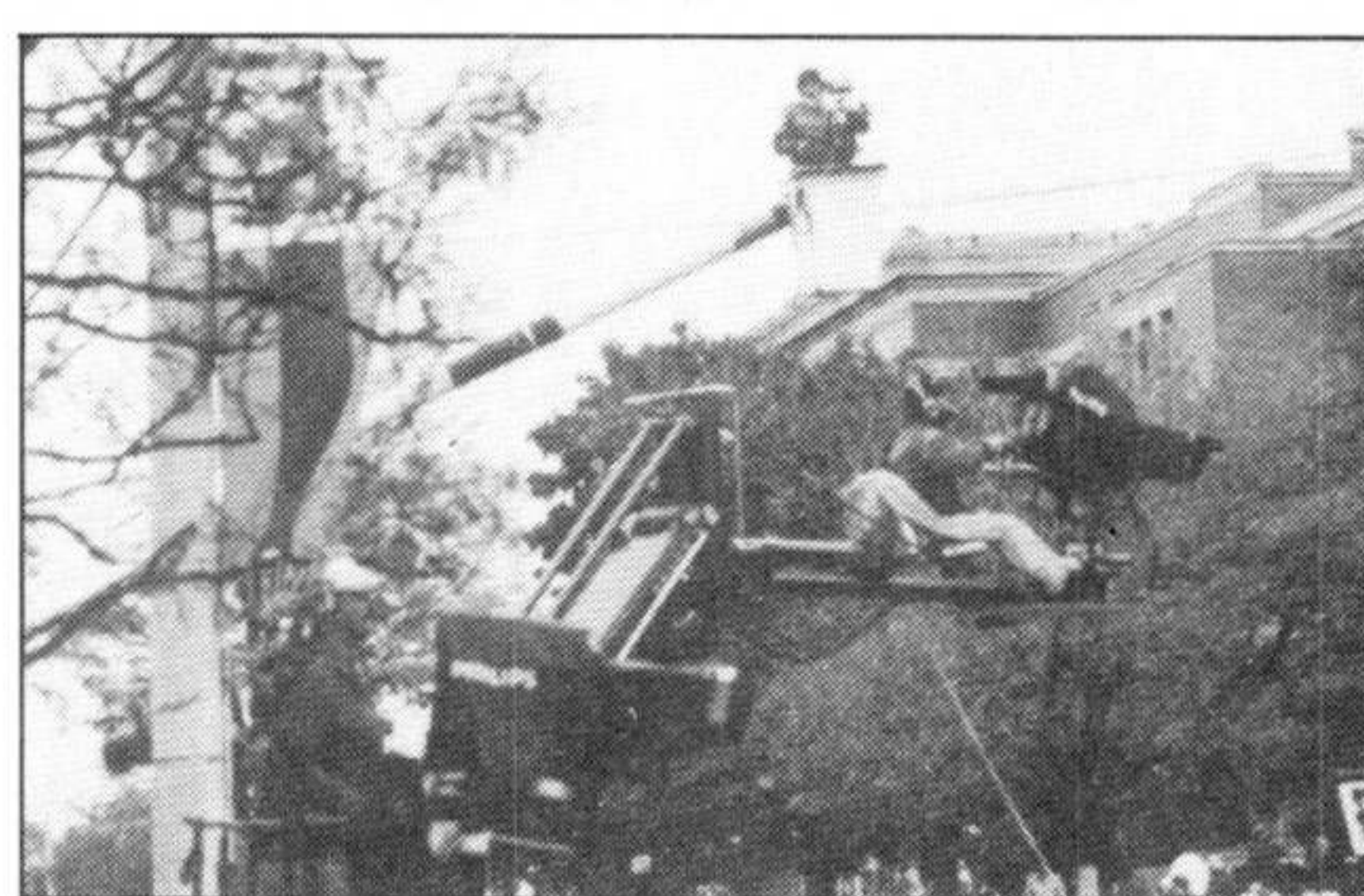
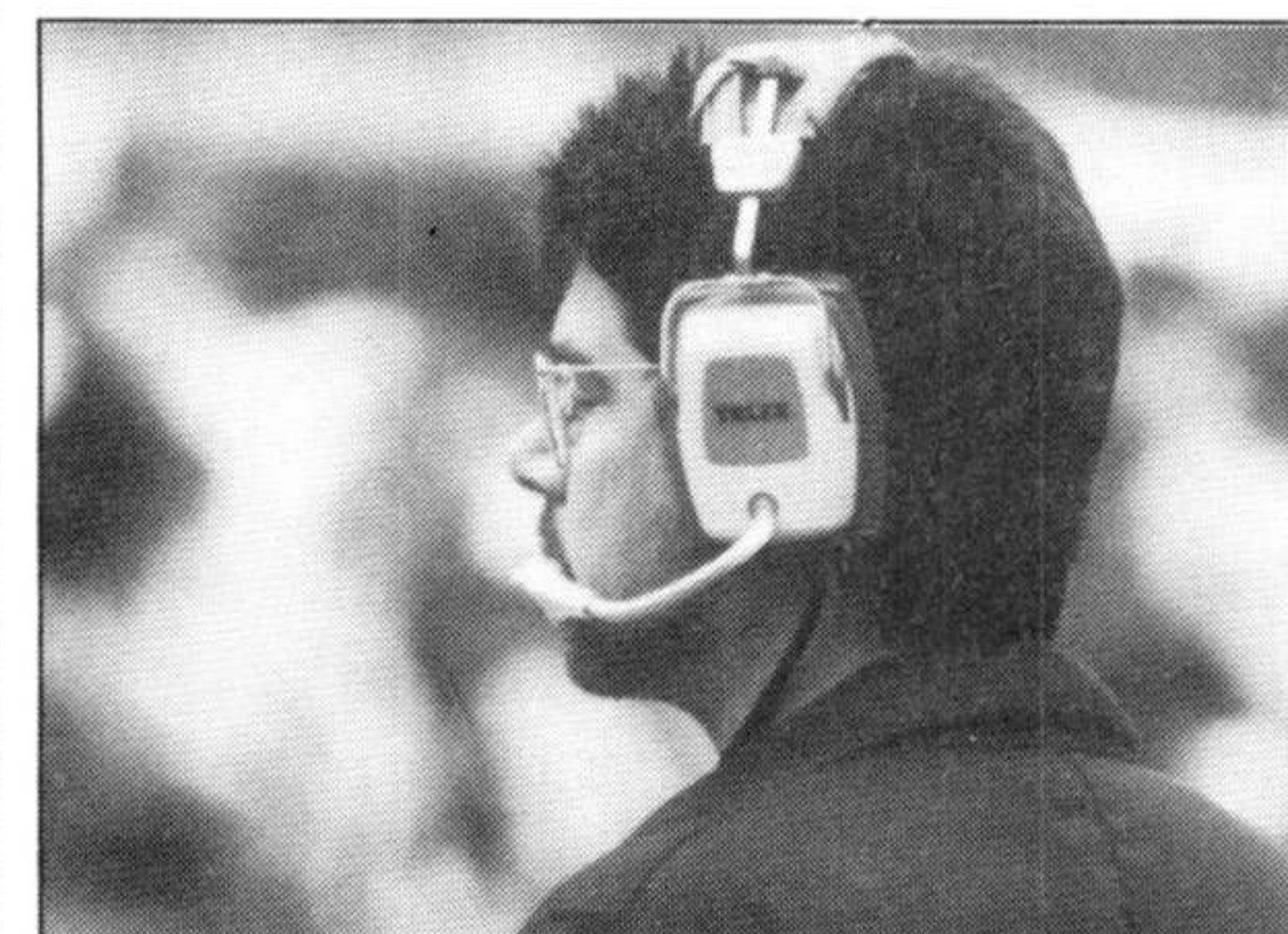
Munich, Amsterdam, London or Paris. The winner was Victor Crowther of Kitchener.

On Wednesday October 9th, AM 109 and CFCA played host to their representatives from Major Markets. Larry Lamb and his flock arrived to be brought up to date on radio happenings and take part in Oktoberfest activities.

The contribution to Oktoberfest is significant, requires many long hours, and calls upon the skills and expertise of most of the staff, not only in the execution of their duties for CAP, but as volunteers for the Festival as well. **Bob Smith** of CFCA is the Oktoberfest Advertising Chairman, and **Henning Grumme** of CAP is Chairman of the International Talent Committee. General Manager **Don Willcox** acts on the Advisory Council, as well as serving on the International Talent Committee with **Bruce Emmerson** of TV Traffic. **Garry Holmlund (Wooly)** of Promotion, **Lisa Lackenbauer** of News, **Ute Neugebauer** of TV Traffic,

Erwin Nikel of Radio Production, **Pat Taylor** of TV Programming, and many other help out throughout the various service clubs to which they belong. With all the dirndls and lederhosen around this place during Oktoberfest you would think the unification of Germany was taking place within these walls! Radio Manager **John Spragge**, who was enjoying his first Oktoberfest as part of the community, got right into the swing of things and invited his Rotary Club from Toronto to take part in the opening Presidents Luncheon (which was MC'd by **Neil Aitchison** of AM 109 and CFCA). (The last that we saw of John, he was on a non-chartered bus to Toledo!) I think TV Program Manager **Al Brooks** summed it up pretty well in a notice he posted on the bulletin boards, "It takes the extra effort of many individuals to achieve the terrific results we achieved this year."

Thanks and congratulations everyone!!
"PROSIT!"



Briefs



There are usually a few notes of interest that come our way between CAPSULE issues so we thought we'd include them in brief . . . If you'd like to add anything . . . drop a note or stop me in the hallway . . . or maybe on the street out front . . . as The Promotion Department will be moving to the little house on the prairie. Next door that is . . . on the corner. **Wanda Love** will remain in the main building with radio . . . new appointments . . . **Don Pankiw** . . . Producer-Promotion, . . . **Pat Taylor**, Co-ordinator Programme Services . . . **Su**

McKillop, Co-ordinator Sales Services . . . **Cathy Parise**, TV Traffic Supervisor . . . **Cameron Crassweller**, Research Administrator . . . **Steve Lowe**, TV Sales, London (more on Cameron and Steve elsewhere in this issue) . . . from CTV . . . **Gary Maavara** . . . Vice President of Corporate Affairs and Sports, announced the appointment of **Scott Moore** as Supervising Producer, 1992 Barcelona Olympic Unit. **Linda Hannah** of CTV Promotion is no longer with the net . . . we'll miss her many contributions to our station . . . **Lots of good comments re our Channel 11 power increase** . . . People particularly in the Orillia Area and Haliburton are very pleased . . . **Henning Grumme's** wife **Helen** presented with Presidents Award for her contribution to Oktoberfest . . . **Hal Rothenberg** passing out cigars and candy to celebrate the arrival of grandson **Jacob Jeffrey** . . . happy parents **Jeff** and **Rosie** of Brantford . . . on October 1st. **Neil**

Aitchison of CFCA-FM and AM 109 . . . (there you are Neil) did a great job at the Rotary Presidents Luncheon opening Oktoberfest . . . New Premier **Bob Rae** was the main target . . . the new man has a keen sense of humour . . . Happy to see **Betty Thompson** back after her brief absence . . . I was pleased to present the C A P award for Community Service on Betty's behalf during Oktoberfest . . . **EX CKCO-TV** employees **Jim Tracey** and **Bill Baker** now at CBET helped organize forum for U of **Windsor** students at Windsor Press Club, thanks for the invite . . . good nite . . . that's about it, don't forget that deadline for the **Christmas Issue** of **Capsule** is **November 23** . . . as usual, we'll be running pics of your favourite kids and pets . . . **Dan Baily** and **Alex Spiridonov** of **Underground Productions** . . . report Christmas Tape on Schedule . . . Cheers . . .

Reg . . .

Lights, Camera For Editor Halberstadt

Taken and reprinted from Business Windsor

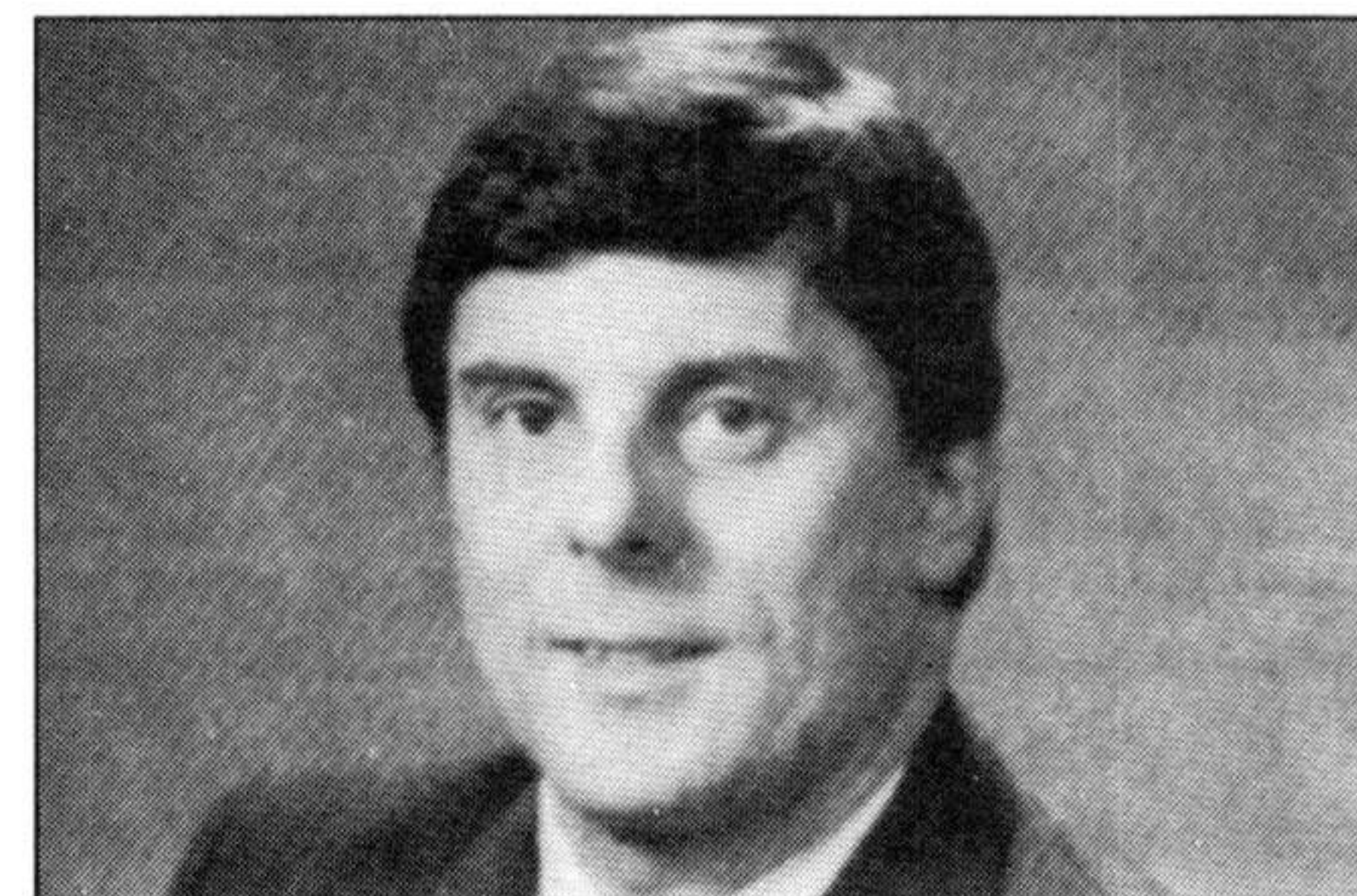
In Business Windsor editor **Alan Halberstadt** is a regular guest on a new "Entrepreneurs" program featured monthly on CKCO-TV's South West edition of Morning Magazine.

Entrepreneurs is a 30-minute segment hosted by veteran broadcaster and former Windsorite **Bob McLean**. Halberstadt leads off each show with a summary of

current articles in In Business, then brings on a second guest.

September's show, aired Sept. 12 at 11 a.m. on Channel 42 (Cable 13), featured **Ed Bernard**, president of the Windsor Association of Mould Makers (WAMM).

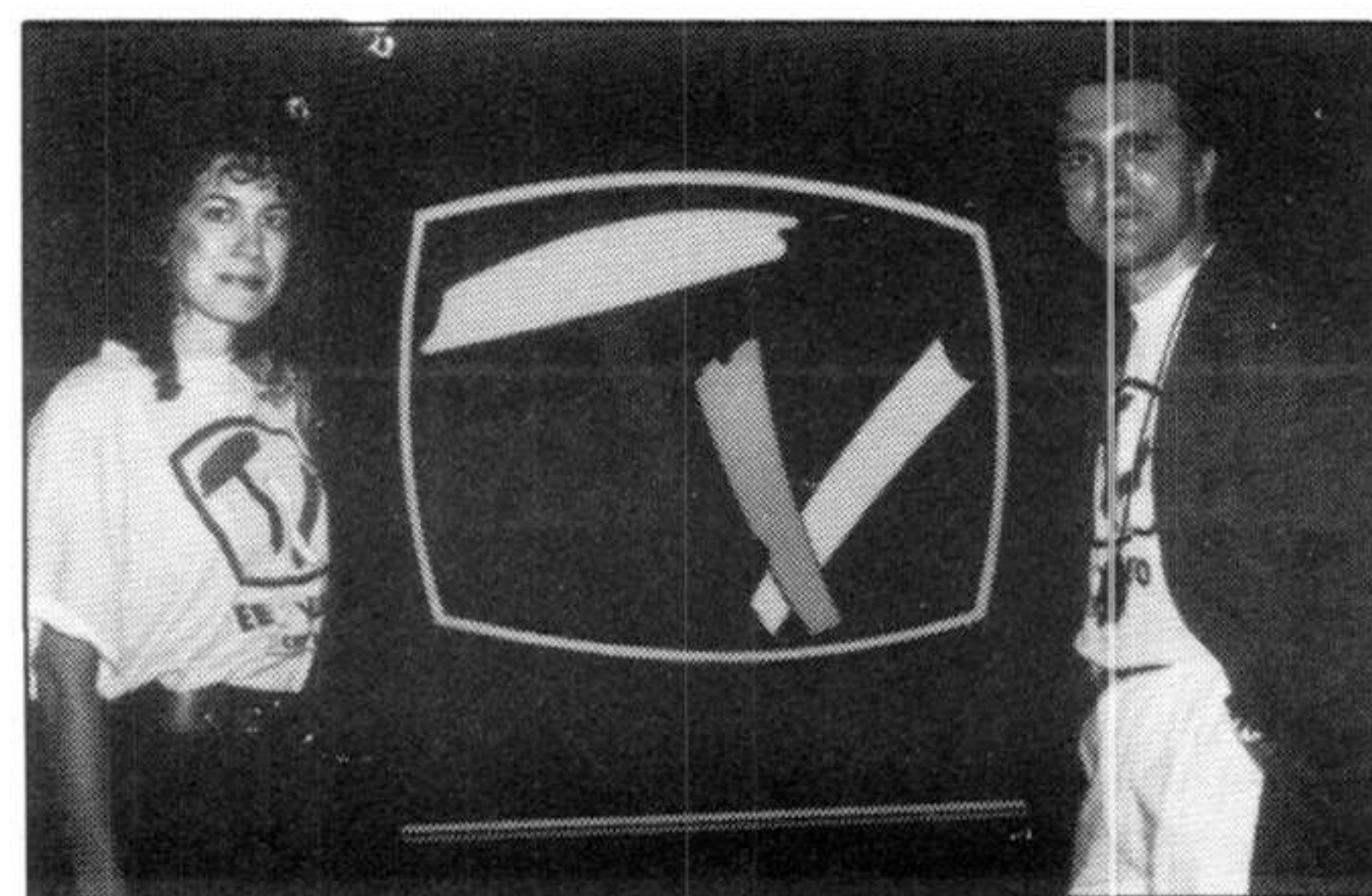
The show is taped in front of "The Bay" in Devonshire Mall, and is aired in CKCO's Southwestern Ontario area (Essex, Kent and Lambton Counties).



CKCO-TV Presents TEEN VIDEO

Teen Video with **Linda Brooks** and **Tino Monte** from AM109 made its debut this fall and received an excellent reception throughout the viewing area . . . The show features dance segments . . . artist interviews . . . entertainment news . . . and reviews . . . and some pretty hard hitting interviews on such subjects as goal setting . . . peer pressure . . . teen suicide and the environment, just to list a few . . .

Looks like a real winner . . . Saturdays at 11:30 . . .



From the Top Floor *by John Spragge*



As you all know, most public parking areas now provide special spaces for the handicapped. It has come to our attention that one of the top floor people has a handicapped licence plate, just so that Thursday night parking at Zehrs will be made simpler. As if that's not enough, this employee was seen dancing up a storm during Oktoberfest. Who is this cheat? Who is this person pulling the wool over the administration's eyes? Do you think that it's proper for people to act in this irresponsible manner?

Oktoberfest is over, but the aftertaste lingers on. On Wednesday the 10th, we hosted our annual Oktoberfest party for a busload of our Toronto radio reps and agency buyers. Forty of our guests arrived at the stations about 3:30 and were treated to a station presentation that positioned AM 109 and CFCA perfectly. Following a tour of our premises, we took everyone next door to the Trans, for a party they won't soon forget. Most, had never sampled the delights of Schnapps and didn't realize they went down so easily. I bet a couple of them wished, the next morning that the word Schnapps had never been invented. As everyone got on the bus, they were given a package that included Oktoberfest sausage, Mustard and Apple butter. Ein Prosit!!!! The highlight of the evening, while somewhat sad, was the fun presentation to **Irv Skinner** of a Sou'wester complete with jacket, pants and boots. We then presented Irv and Wendy with a

framed Peter Etril Snyder print, coasters and place mats. Irv who has been our radio supervisor with Major Market for the past several years is moving to Halifax to take over their office there. Irv will be missed by everyone who had dealings with him and we all wish Irv and Wendy well. **Peter Thompson** has taken over as our supervisor and we will look forward to another superb year nationally. A lot of our people were seen doing double takes on the Tuesday of Oktoberfest, as they tried to figure out who that dapper gentleman was in our offices. **Charlie Farquaharson** was appearing at the Trans for their dinner evening, and came in to spend a couple of hours with everyone at C A P. He has a new book hitting the stands for Christmas called "Ure Histery of the Unyverse". Makes as much sense as some things we've seen written by others around here.

As part of our presentation to our Toronto guests, we pointed out the fact that most of our employees have hidden personalities . . . at quitting time, most of us step into the mythical phone booth and change out of our radio clothes and put on another uniform that we use in our after hours activities. If you phone CAP at night, the voice answering the phone belongs to **Madonna Tassi**. This same charming mother of two, is the one who sings the CFCA musical jingles and some of the AM 109 indents also. She also sings "Breakfast in Barbados". **Joe Torbay's** job description says—record librarian—but every morning at 9:45 Joe visits **Dan Fisher** and hits the FM audience with the "Joke de Jour" Eg: "How many media buyers does it take to make a purchase on radio?—Two—one to make the buy and one to count up the contra"! Well we never promised you they were good!!!! **Kevin Kelly** wakes up the AM 109 audience, and then

coaches his favorite hockey team of 12 year olds—the Bauer Bruins. **Dan Fisher** is the incoming Commander of the K-W Power Squadron. **Doug Daum** when he is not selling, is the Vice Chairman of the Oktoberfest Atom International Hockey tournament. **Bob Smith** of CFCA sales fame, is a member of the Oktoberfest Board of Directors. (Cute shorts Bob!) **Erwin Nikel** was on Henning and Wooly's International talent committee and spent Oktoberfest squiring visiting performers around town including their favorite mealplace . . . Harvey's. And **Neil Aitchison** was the emcee of the Oktoberfest opening luncheon. His good natured shots at Ontario's new premier were well taken, and Mr. Rae more than held his own. **Paul Scott** has just been named to the Board of Directors of the K-W Symphony. **Wanda Love** spent a summer as crew on the winning 34 ft. sailing racer that won its' class on Lake Ontario. **Norma P&P Blake** is busy as ever doing fashion shows, judging women of the year contests and other Oktoberfest events.

These are but a few of the talented people who have very busy, productive lives both inside and outside the halls of AM 109 and CFCA.

When you're up and about say hello and congratulations to **Julie Rosenberg** the hard working promotion assistant to Wanda Love, **Luba Bury** on the announcement of her engagement . . . **Lana Malcolm** on her recent recognition by the Dale Carnegie course, and **Joanne Palmer** on her work with the upcoming Women in Networking conference.

Until next time remember as we say on the third floor . . . "You guys have a recession if you like, but WE'RE NOT PARTICIPATING." Get some exercise . . . climb up and see us sometime.

Globe trotting adventurer "Hoppy" displays some of his catch from a recent Georgian Bay trip. Also pictured are support staff Doug Newman (expedition guide), John Yost (personal valet) and Robert Smith (camp cook).



CAP Communications this year sponsored a group on young people attending the **Canadian National Junior Achievement Conference** . . . held at Wilfrid Laurier University in late August.

They are a great bunch and represented CAP very ably under the name tag, "**Brown House**". Our thanks to many of our staff who participated and gave of their own time to make our contribution such a success . . . I'm pleased to share their letter of thanks . . . they included in their final presentation. . . .



Dear Ladies and Gentlemen:

We as CANJAC delegates and members of the Brown House would like to extend our sincerest thanks and appreciation for your sponsorship. The members of our house who **originate** from all areas of the country feel that we have gained beneficial knowledge and insight from your participation.

All of the information that we have gathered from your staff, as our greatest resources, has aided us in

pursuing our task and answering the question "Is Canada a leader in a changing global environment?" We would also like to thank you for hosting our luncheon at the Transylvania club as well as conducting the tour of your facilities. The panel that you provided answered many of our questions, and were a great assistance to the preparation for our formal presentation.

We hope, too, that you enjoyed this week as much as we did.

Sincerely,

The members of the
Brown House



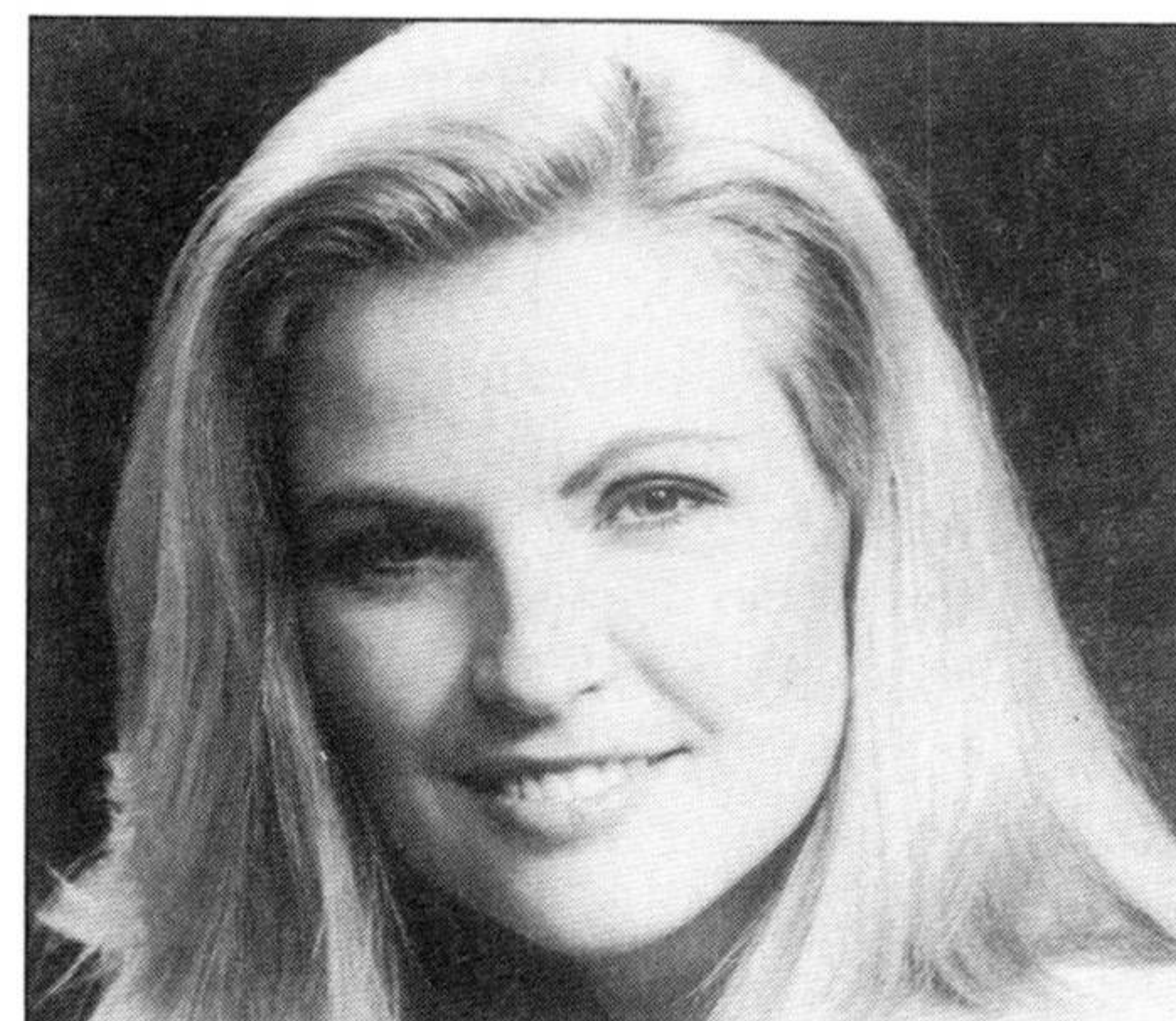
Inside Entertainment On CKCO-TV Saturdays, at 6:30 p.m.

CKCO-TV's weekly look at the entertainment industry, *Inside Entertainment*.

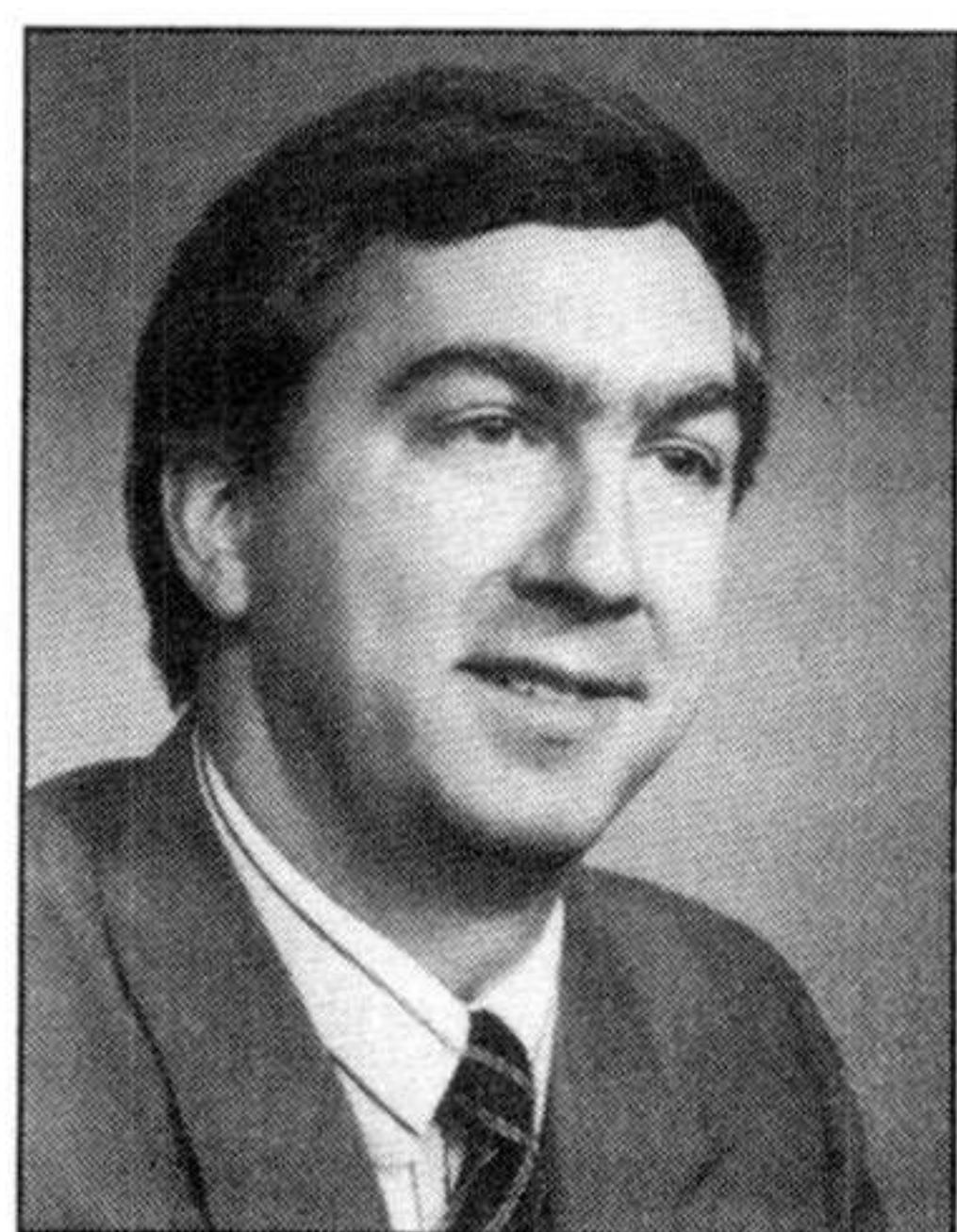
A unique blend of events and personalities in entertainment locally, nationally and internationally, *Inside Entertainment* promises to keep viewers in touch with the latest in television, movies, music and the arts, and a whole lot more.

Host-producer of *Inside Entertainment* is **Leah Hanes**. An effervescent personality and a dynamic interviewer Leah is probably most familiar to Canadians for her role as host and Executive Producer of *The Hanes Report*, a weekly program focusing on women in business.

Along with reviews and interviews, Leah and her associates on *Inside Entertainment* bring you close ups of celebrities and take you behind the scenes with your favourite stars and shows.



CAP Communications



Cameron
Crassweller

Mr. Don Willcox, General Manager CAP Communications is pleased to announce the appointment of **Mr. Cameron Crassweller** to the new position of Research Administrator for CAP Communications effective immediately.

Formerly Director of Research for

Media Buying Services, Cameron will be responsible for providing ongoing research support services to CKCO-TV, CFCA-FM and AM 109 Radio. He will also be heavily involved in the area of client services, working through sales to provide clients with market data to better enable them to deal with current and future planning . . .



Steve Lowe

Mr. Dennis Connolly Retail Sales Director, CKCO-TV is pleased to announce the appointment of **Mr. Steve Lowe** as Account Executive for CKCO-TV.

Steve began in broadcasting in news and for the past ten years has been involved in sales in both radio and television with CFPL in London, and later moved to the Television Bureau of Canada as Sales and Marketing executive. In this capacity he was involved in retail TV presentations, sales training and public relations.

Steve is Past President of the London Advertising and Sales Club and former of the London Executive Association.

The appointment is effective immediately . . . Steve will be based at CKCO-TV's London Office in City Centre.



Don't you wish everyone used Dial?

Our Corporate Challenge Team For 1990

Top Row, Left to Right:
Rob McKay, Bob Smith, Pat Krieg, Don
Cameron.

Middle Row, Left to Right:
Kevin Kelly, Daiene Vernile, Linda
Kearns.

Front Row, Left to Right:
Joe Ulmer, Winnie Webb, Joanne
Palmer, Lynda Gevaert, Jamie Niven.

Notes from Nabet

With negotiations in mind (our first meeting set for October 25) I'd like to share something I read in a magazine recently. Unfortunately, the author is unknown.

A Day Off

So you want a day off. Let's take a look at what you are asking for. There are 365 days per year available for work. There are 52 weeks per year in which you already have 2 days off per week. This leaves 261 days available for work. Since you spend 16 hours each day away from work, you have used up 170 days, leaving only 91 days available. You spend 30 minutes each day on coffee break. That accounts for 23 days each year, leaving only 68 days available and with a one hour lunch period each day, you use up another 48 days leaving only 22 days available for work. You normally spend 2 days per year on sick leave leaving only 20 days for work. We offer 5 days holiday per year so now you're down to 15 days. Of these 15 days, we generously give you 14 days vacation. That only leaves 1 day available for work and I'LL BE DAMNED IF YOU ARE GOING TO TAKE THAT DAY OFF!!!

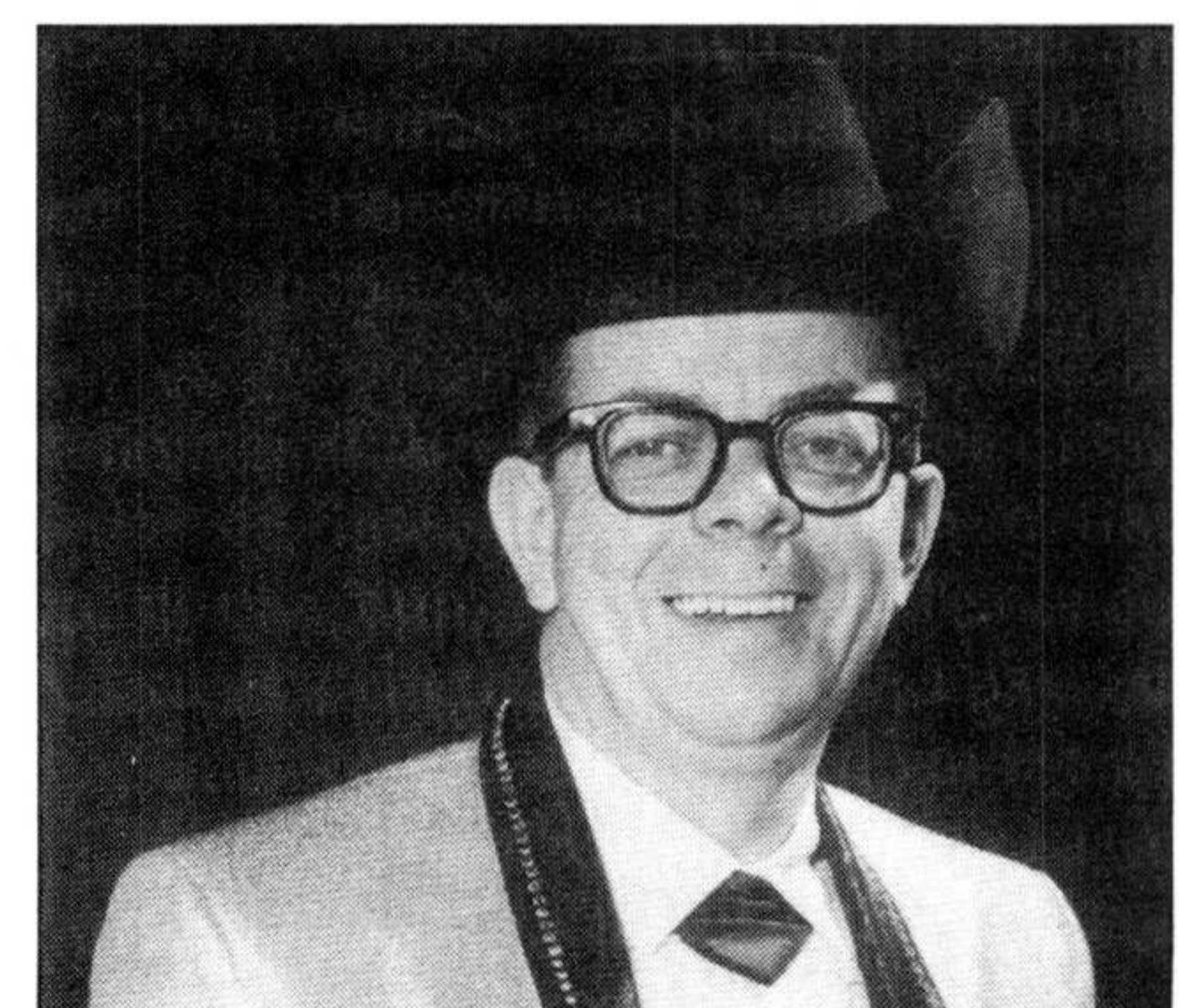
I hope you get a kick out of this as I did.
Vaughn Boegel, President, NABET 712



Ron and Daiene with What's 'is Name . . .

Beg Your Pardon Department and Omissions Section

In the last issue of CAPSULE we omitted the name of **John (Hoppy) Hodges**, in the caption of the picture of 25 year members. We apologize my friend, we tried to identify you but no one knew who you were out of uniform . . . I'm sure they'll recognize you from now on . . .



The REAL Hoppy

H.M.S. Brave



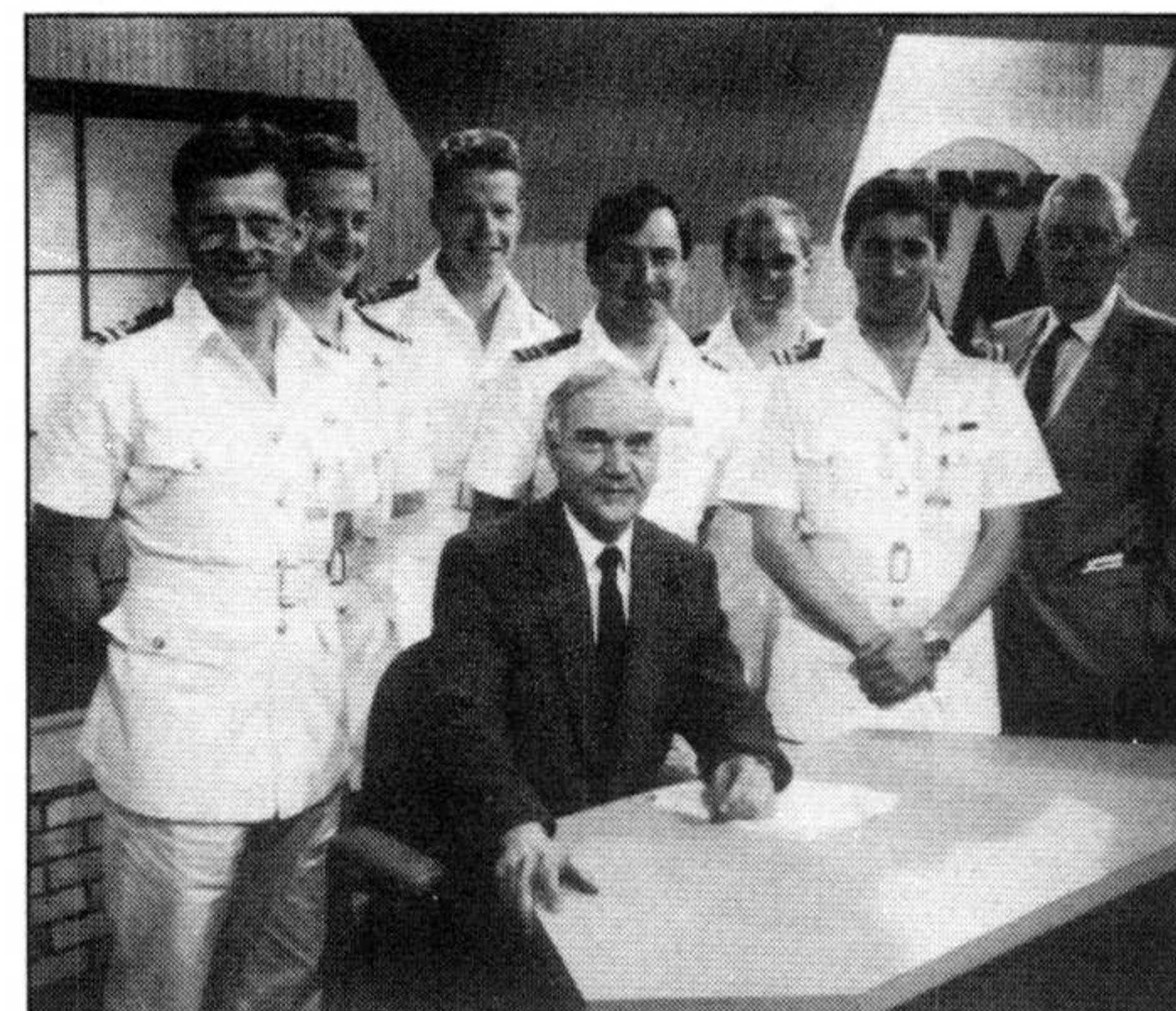
Gary McLaren ran a feature on **SUNDAY AM** about the Royal Navy Frigate **H.M.S. Brave**, as did **Jack Carpenter** on his 'Music Hall' program on **CFCA**, during the ships' friendly visit to Lake Ontario. In turn a group of Officers from the ship paid us a visit to tour the station and spend a day in Kitchener-Waterloo. As interesting as the men proved to be, it was the ship that was the star.

H.M.S. Brave is one of the newest ships to join the British fleet, where the

frigate is the mainstay of the modern, compact Royal Navy surface fleet. She is capable of defending herself and attacking targets above, on or below the sea.

H.M.S. Brave displaces 5,000 tonnes, is 150 metres long and has a crew of 260. The ship is powered by four gas turbine engines (similar to the Concorde), 2 Tyne for low power and 2 new Spey, all produced by Rolls-Royce. The power is transmitted through two shafts to controllable pitch propellers, all controlled by two levers, on the bridge or in the Ship Control Centre. The response from the power unit gives the ship the capability of going from a standing start to full speed of 30+ Knots in two minutes and from full speed to reverse in two and a half ship lengths.

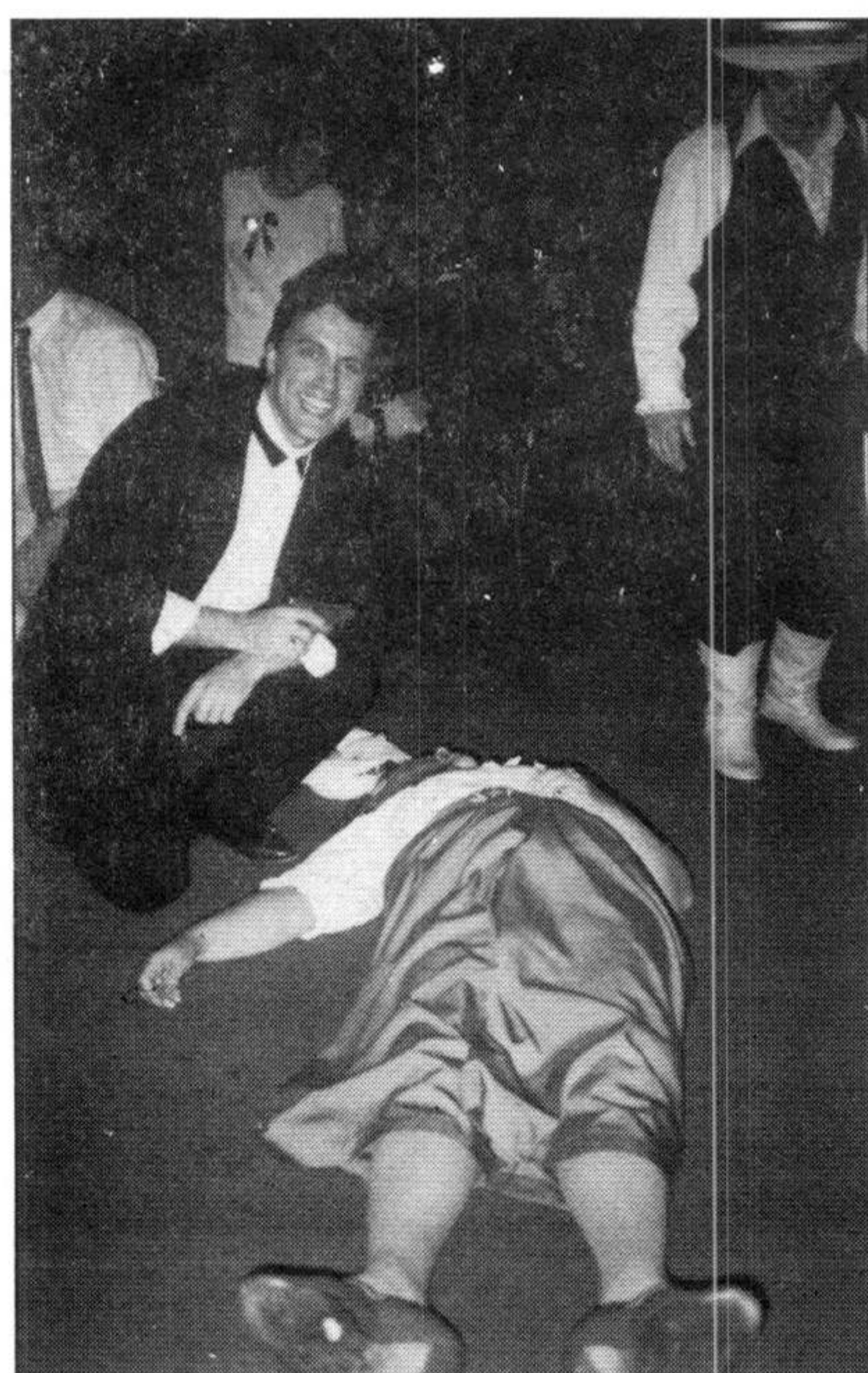
Besides a galaxy of 'state of the art' technology the computer plays a major role in the sophisticated sensor and weapon systems on the ship. Among its arsenal are 2x Triple Torpedo Tubes, 4 Exocet Missiles, and a Seawolf Anti-missile missile system with a muzzle



velocity close to Mach 3.

The **Brave** can carry two Lynx Helicopters, or one Sea King, as it did on this trip. Besides the obvious, the Sea King with its own sensors and weapons, including Sea Skua missiles and torpedos, can extend the ship's area of interest considerably.

The **Brave** is a new breed of naval vessel, and our visitors a new breed of sailor.



ABERFOYLE AM 109 MURDER MYSTERY NIGHT WITH TWO COUPLES

Tino was Doc Holliday trying to look innocent, September 28th.



FRED MERRITT entertains . . . at yet another very successful **GOURMET GET-TOGETHER** . . . PRESENTED BY **CFCA-FM** . . . who wined and dined the winners at Willow Wells . . .



Left Over From Last Year's Oktoberfest Opening Ceremonies

JANINE GRESPAN (right) with microphone, of **CKCO-TV**, **CFCA-FM** and **AM 109**, MC's opening of 1989 festival . . .

NOVEMBER 1990

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			BBM TV MONTH	1 AM 109 PRESENTS SAM KINISON AT LULU'S	2	3
4	5 AM 109 10 GRAND CHALLENGE FINALS	6	7 7TH-18TH ROYAL AGRICULTURAL WINTER FAIR — HADASSAU BAZAAR	8	9	10 TAPE KITCHENER AND LONDON SANTA CLAUS PARADES FOR CKCO-TV
11 REMEMBRANCE DAY	12	13	14 AM 109 PREMIERE OF "HOME ALONE"	15	16	17
18	19	20	21	22 U.S. THANKSGIVING	23	24
25	26	27	28	29 RADIO BBM BOOK	30 ST. ANDREW'S DAY	

DECEMBER 1990

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 SAFE DRIVING WEEK TO 7TH
2	3	4 NATIONAL AUTISTIC CHILDREN'S WEEK TO 10TH	5	6 K-W SYMPHONY TAPING FOR FOR CKCO-TV	7	8
9 CKCO-TV WILL TAPE WORLD CUP FIGURE SKATING AT AUDITORIUM — CHILDREN'S XMAS PARTY - MASONIC HALL, WATERLOO	10	11	12 HANUKAH TO 19TH	13	14 KITCHENER RANGERS WHITE GIFT NIGHT 109	15 AM 109 XMAS CONTEST AT THE TWIST — CHRISTMAS PARTY TRANSYLVANIA CLUB
16	17	18 CAP PRESENTS STARLITE EXPRESS TO 23RD—CENTRE IN THE SQUARE	19	20	21	22
23 30	24 31	25 CHRISTMAS	26 BOXING DAY	27	28	29

NOW PLAYING AT C A P . . .

JOINING THE CAST ARE:

Full Time: Beth Gennings—Don Willcox's Secretary
Steve Lowe—TV Sales
Cameron Crassweller—Research Administrator
Vicki Gough—Regional Correspondent
Gareth Lewis—Regional Correspondent
Ann Gebhart—Harold Zister's Secretary
Ken Silvester—CFCA

Part Time: Charles Tryon—Transmitter Operator
Dave Gross—Regional Correspondent
Dave Gravelle—Regional Correspondent
Gail Gortmaker—Regional Correspondent



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

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Reg Sellner

Next Capsule Deadline:
November 23, 1990

Contributors:

Faye Bechtel	Don Pankiw
Sandy Clarke	Hutch
Wanda Love	John Spragge
Tino Monte	Vaughn Boegel
Bob Smith	

WANTED

SNAPSHOTS OF YOUR KIDS OR FAVORITE PET FOR OUR ANNUAL CHRISTMAS ISSUE
... GRANDCHILDREN INCLUDED . . . SEND TO PROMOTION DEPARTMENT BY
NOVEMBER 23RD . . . ALL PICTURES WILL BE RETURNED . . . DON'T DEPRIVE YOUR
LOVED ONES OF THIS MOMENT OF FAME AND IMMORTALITY . . . RESPOND NOW
BEFORE THE GST SETTLES IN . . .

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>
Caroline Innes	October 1	Gregory Dietrich	October 25	David Wood	December 1
Donald Pankiw	October 1	David Melse	October 25	Michael Yaworski	December 1
Mark Rehkopf	October 1	Carol Ann Whalen	October 26	Andrew Tinning	December 6
Reginald Sellner	October 1	Peter Badenhorst	October 28	Kerry Ann Burke	December 7
Kevin Kelly	October 2	Earl Pierson	October 28	Douglas Biggs	December 8
Steve Parr	October 6	Ross MacIntosh	October 29	James Switzer	December 8
Lynda Gevaert	October 7	Nancy MacDougall	October 31	Gregory Tombs	December 8
Paul Reekie	October 7	Trent McMullen	November 1	Tracy Hallman	December 11
Jackie Jeffrey	October 8	Frances Russell	November 5	Tracy Playfair	December 11
Philip Maeers	October 11	Tracy Willcox	November 7	Gerald Morrow	December 12
Doug McLaughlin	October 11	Garry Holmlund (Wooly)	November 8	Jennifer Brown	December 13
Shane Roberts	October 13	Chris Mailloux	November 13	Ute Neugebauer	December 14
Glenn Toner	October 13	Linda Stante-Fricker	November 14	William Inkol	December 16
William White	October 13	Christopher Gothard	November 15	Ed Fox	December 18
Merv Morris	October 15	James S. Troyak	November 21	Brian McKague	December 19
Jason Nijhuis	October 15	Bruce Johnston	November 23	Christine Uhrig	December 20
William Anderson	October 16	Michael Lockston	November 23	Gordon Hatton	December 22
Anne King	October 18	Lance Kagel	November 24	Madonna Tassi	December 23
Robert Coleman	October 24	Monica McCann	November 24	Alan Brooks	December 29
Patricia Krieg	October 24	Alex Spiridonov	November 26	Betty Thompson	December 29
		Paul Hollingsworth	November 28		