

# CAP *Style*

December 1990

The year beginning a brand new decade is now almost history - and what a year it has been! Events from around the world; events here at home; and events in this business called broadcasting have all come to-gether to make 1990 a year that will long be remembered as a year that journalists often dream about but rarely experience.

The sum result of many of these events have left us all with the feeling that there must be better days ahead! Recession and the impending GST tax means that 1991 will not be a year of opportunity in Canada's business community and because of that very fact - our business - the broadcasting business - will feel the effect of cautious advertisers who must continue to sell goods and services in an environment where the consumer has decided to reduce spending. Usually this kind of scenario means that advertising budgets are reduced or eliminated and our main source of income begins to erode.

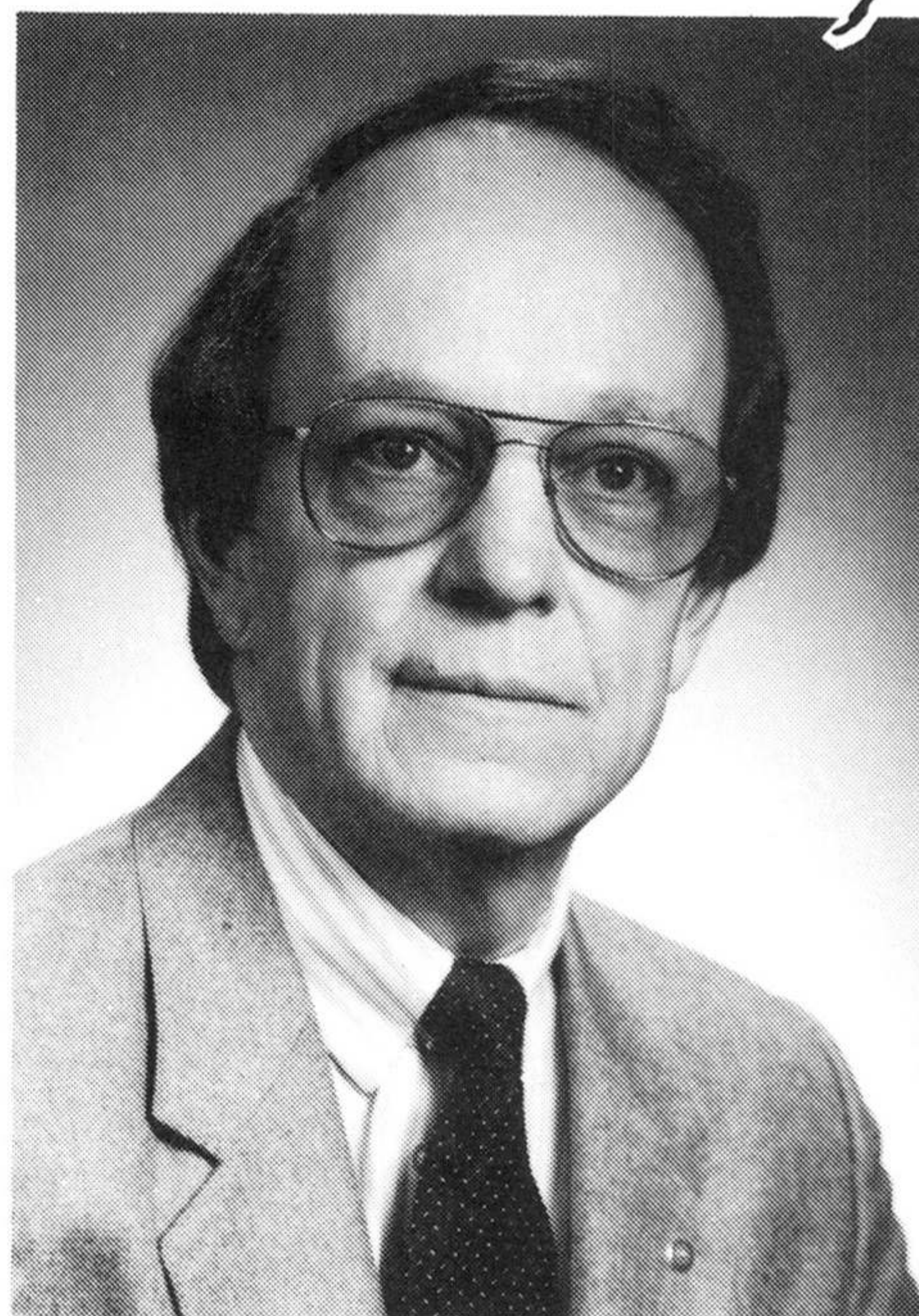
I've not painted a very pretty picture of a year that began with so much promise before finally evaporating into a year-end which begs many questions from all walks of life!

The Christmas season is upon us - the time of year when Christians celebrate the birth of Christ - the Prince of Peace - and this year is a special year when Peace is so important. Events in the Middle East have again created a situation where millions of dollars are being spent to mobilize the military might of the world. Thousands of young people have again answered the call to pick up arms and defend a political position which has been determined by governments deciding their way is the right way! And for the first time in many years, Canada is part of this ugly scenario where humans are prepared to take the lives of other humans to prove a point!

This particular holiday season will not be as joyous as others have been. We all have to search our hearts and determine if this world is really ever going to find a way to live in peace and harmony.

May we all take a moment during this particular time of the year to determine for ourselves that we do have a responsibility to each other; that peace and prosperity are only going to happen if we really want them to happen. The ball is in our court and perhaps we'll have to start spending more time protecting the rights and freedoms that others fought for in years gone by so that we could all believe in the phrase - "PEACE ON EARTH, GOODWILL TO ALL PEOPLE".

From our home to your home - may 1991 bring each of you a sense of ongoing commitment to this great business called broadcasting and may each of us find some precious time to reach out a helping hand to someone who needs us!



Keep communicating,

A stylized, handwritten signature of Don Willcox, enclosed within a hand-drawn oval.

Don Willcox, General Manager



## W.D. McGregor Elected to Broadcast Hall of Fame

THE PRESS RELEASE FROM CAB READS AS FOLLOWS:



"William D. (Bill) McGregor, president of Electrohome Communications and chairman of CTV's board, was Central Canada's Broadcaster of the Year in 1971. He received the Canada Medal in 1972, and in 1977 was presented the Central Canada Broadcasters, Association (CCBA) Howard Caine Award.

McGregor started with CFRB, Toronto in 1947 and moved to CKFH, Toronto three years later. In 1953, he joined Central Ontario Television Limited, Kitchener (later CAP Communications, which became a division of Electrohome) and became Company President in 1972.

McGregor is a past president of both the CAB and CCBA . . . . . At the presentation at the CAB annual meeting in Edmonton testimonials were offered by Murray Chercover and John Cassaday of CTV, Pierre Juneau, Henri Audet former CAB chairmen, Keith Staebler, Kitchener Businessman, and John Pollock Chairman and President of Electrohome. The entire staff of CAP join in congratulating Bill on his induction into the Hall of Fame . . . . .

## AM109 Hosts Second Annual "Ten Grand Challenge"!



Hits Radio AM109 in Kitchener, Ontario held their second annual "TEN GRAND CHALLENGE" where they ask their listeners "what would you do for \$10,000?"

To qualify for the contest, people were required to call into AM109 to tell us what they would do for \$10,000 cash...and then perform their stunt live! Each qualifier could choose the time and place for their event, and AM109 would then have it videotaped. All contestants who completed their stunts became finalists in the "TEN GRAND CHALLENGE".

On Monday, November 5th the videos were screened before a live audience at a Kitchener Nightclub, "STAGES". A panel of judges selected four finalists, determined in part by audience response.

Robb Martin from Elmira, Ontario was selected as the winner of the grand prize cash stash of \$10,000.

Robb's stunt was based on the basics of everyday life - bathing, eating and sleeping - with a few unusual and rather disgusting twists. Martin jumped into a bathtub full of chicken innards, from which he retrieved a container of lime jello and sardines. After dining on this delicacy, he retired to the manure pile to complete his exercise regimen of fifty push-ups. Robb was awarded \$10,000 for his efforts, which he claims he will spend establishing a "shelter for battered mushrooms".

The three runners-up each received a trip for two to Mexico, courtesy of Canadian



Left to Right Luba Bury, Kevin Kelly, Rob Martin(Winner) Ross Poll, Mark Burly, Larry Fine

Airlines. These contestants completed a variety of bizarre activities to win their 'place in the sun'. Donna Egerdeen crawled on her hands and knees, pushing a walnut up King Street, the main street of Kitchener-Waterloo.

Egerdeen capitalized on the opportunity to take pledges, and raised over \$700 for local charity.

Shawn Baird and Tom Hutchison also chose to showcase their talent on King Street. They dressed in diapers and baby bonnets, and pulled one another up

the street on a toilet! (So much for the little red wagon.) After they completed their five kilometre trek, they completed their journey with a dip in a baby pool filled with pablum.

Debbie Rooney and nine friends performed a cheerleading routine on the ice surface of the Kitchener-Waterloo Auditorium immediately prior to an Edmonton Oilers vs. Toronto Maple Leafs game. The highlight of their cheer was having them spell out "AM109 Rocks" on their back ends.



## Sunday AM Under Water

It's not every day you get to dive with a Canadian Navy submarine in Lake Ontario . . . in fact there has never been a Canadian Submarine in Lake Ontario before, that is until **HMCS OKANAGAN** sailed in earlier this month.



The cruise was to introduce Ontario to this special branch of the Canadian Forces.

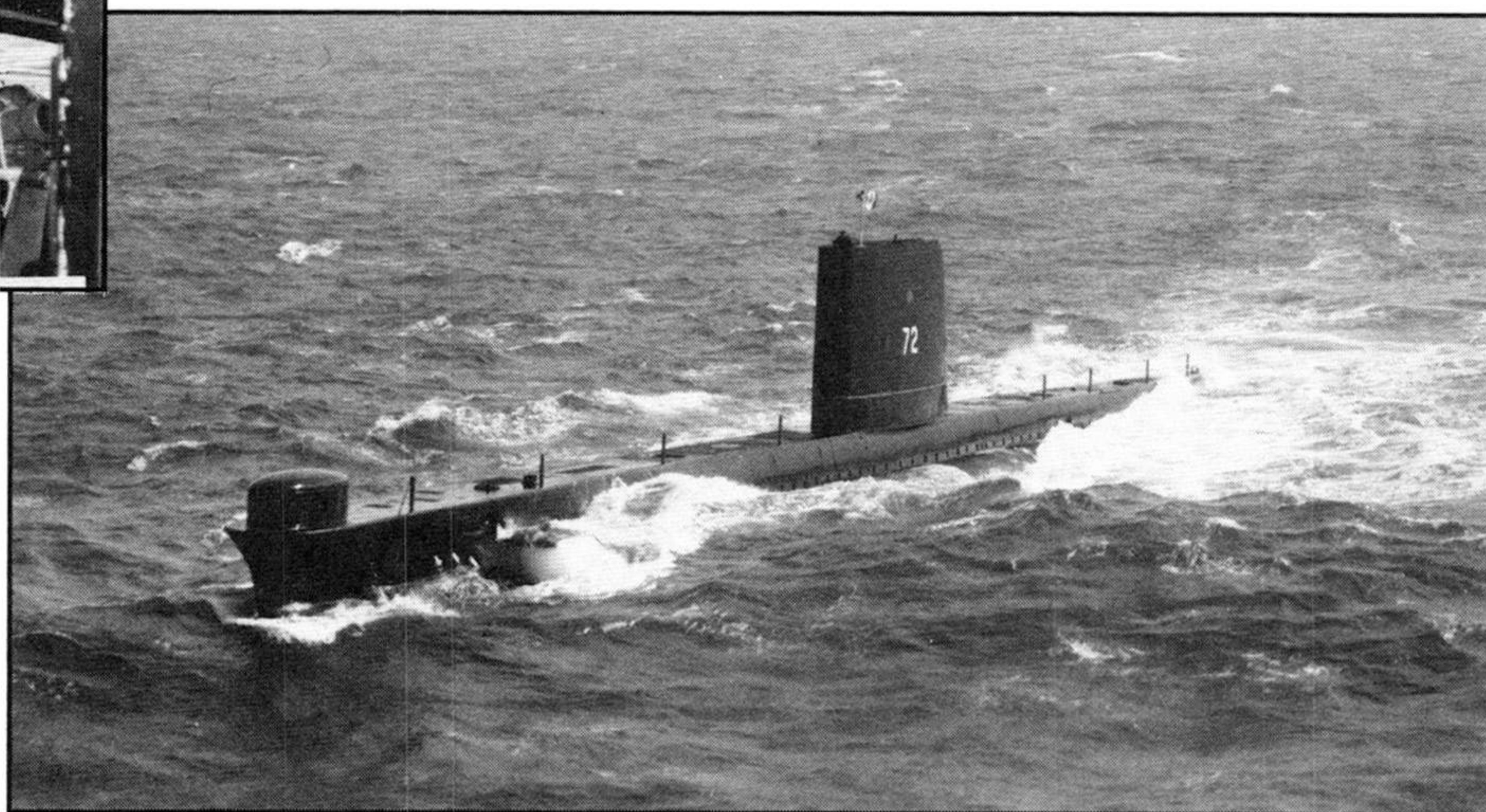
The Navy invited "**Sunday AM**" to sail and dive for some first hand experience. **Gary McLaren** was under the weather and wanted to keep his head above water so sent **Jack Carpenter** and **John Araj**s. The feature went to air so they survived.

Something about the sub; did you know there are only three submarines in the Canadian Navy? They are all the same Oberon class, the **OKANAGAN** is the latest at 22 years old, still going strong and considered a capable sub by the 67 crew. It has recently had a refit and upgrade with the latest sonar equipment and a very sophisticated torpedo, a million dollar baby that is controlled by wire attached to the sub, fired from one of six torpedo tubes. The sub is 295 feet long,

scales in at 2000 tonnes. Can stay on patrol for up to 70 days, and submerge for three days, this depends on the batteries which are charged by two on board diesels. The sub can navigate from under water, even search for aircraft and has a high quality 'voice' radio system.

If you are thinking of taking a cruise everything is in close proximity, and there are no showers. You can take a bird bath, (use your imagination) there is ample fresh water and air conditioning.

Best part of the trip was when **Arajs** wanted to step outside for a smoke . . . no problem like TV you can smoke in the cafeteria where the sign reads 'smoking is dangerous to your



health' and some sailor added 'so are submarines.'

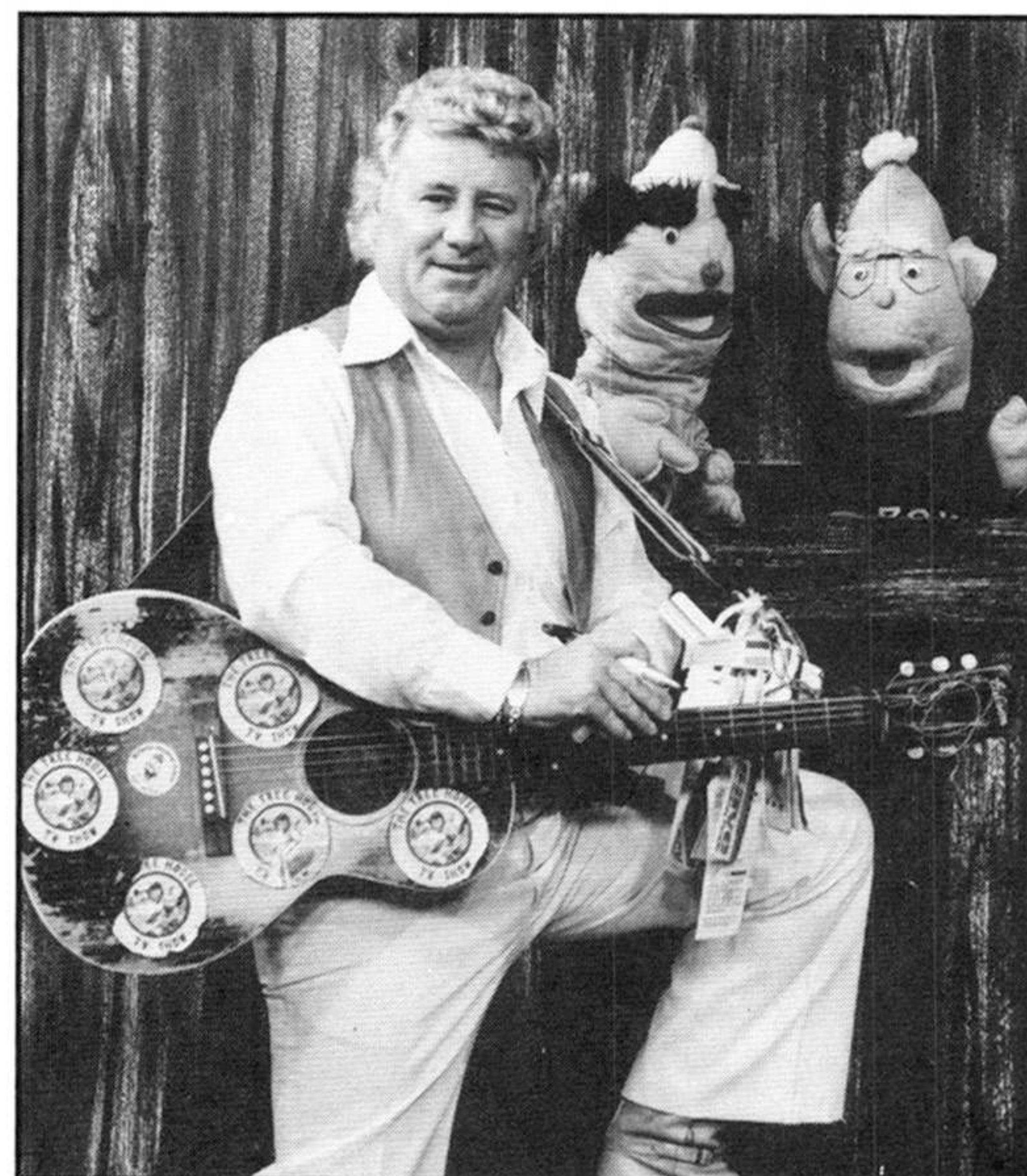
They were a great bunch, competent and proud of their service and a pleasure to work with. We would go back anytime.

## In Memoriam Danny Coughlan

*Funeral services were held in Stratford on November 21st, for **DANNY COUGHLAN**, the host of CKCO-TV's **TREE HOUSE SHOW** for the past 19 years.. **Danny** died November 18th, at University Hospital in London at age 57.*

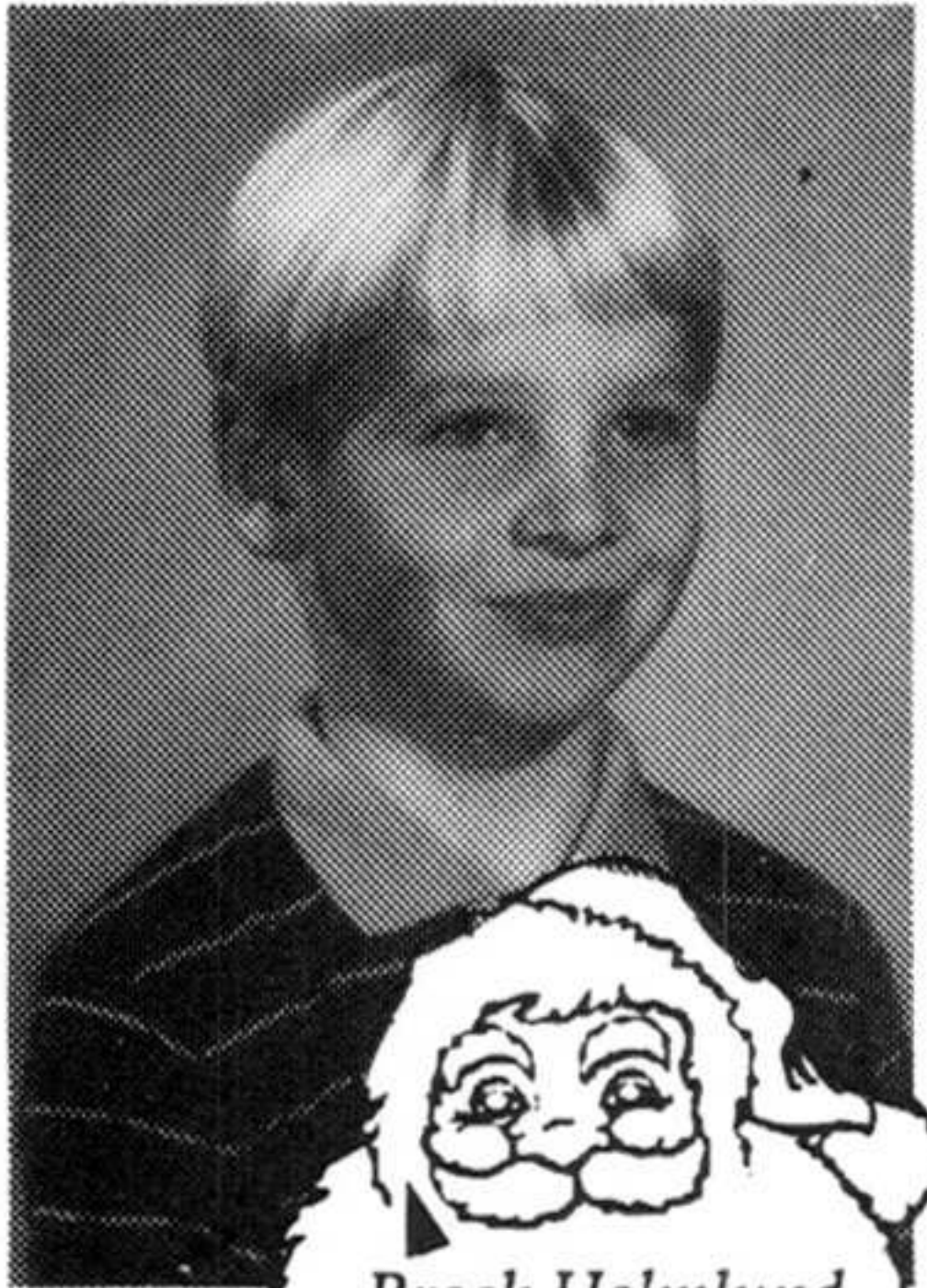
*A diabetic, he underwent an operation in September, but his condition worsened according to **Danny's** producer **Ted Rooney**, Tree House was syndicated in many markets and is now in re-runs.*

*Early in his career, **Danny** appeared on CKCO TV's Canadian Bandstand with **Wally Crouter** and **Reg Sellner**, as well as doing night club work. He produced three albums of childrens songs and resided in Stratford. He was predeceased by his wife, who died two years ago. Surviving are four children . . . . .*

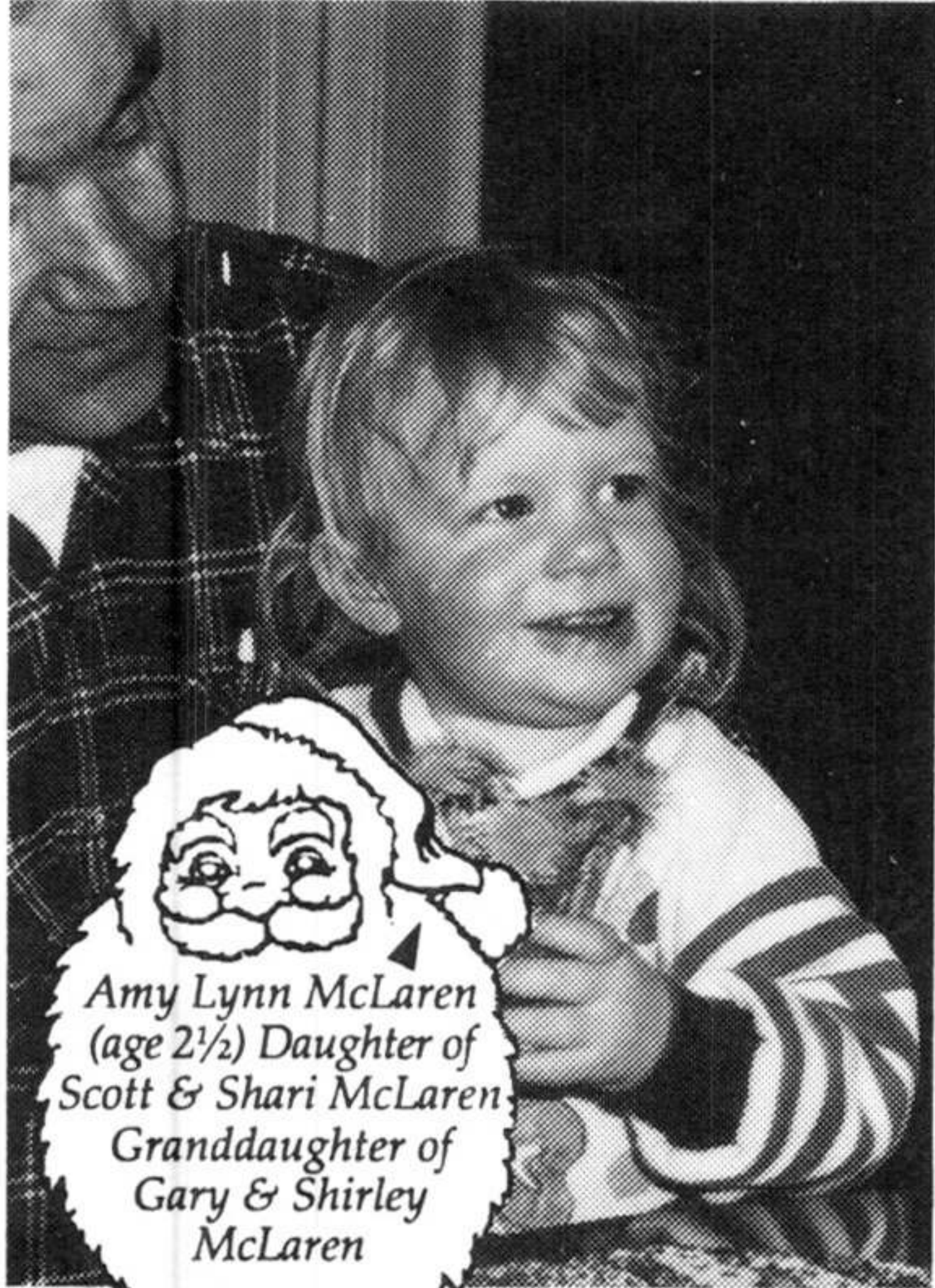




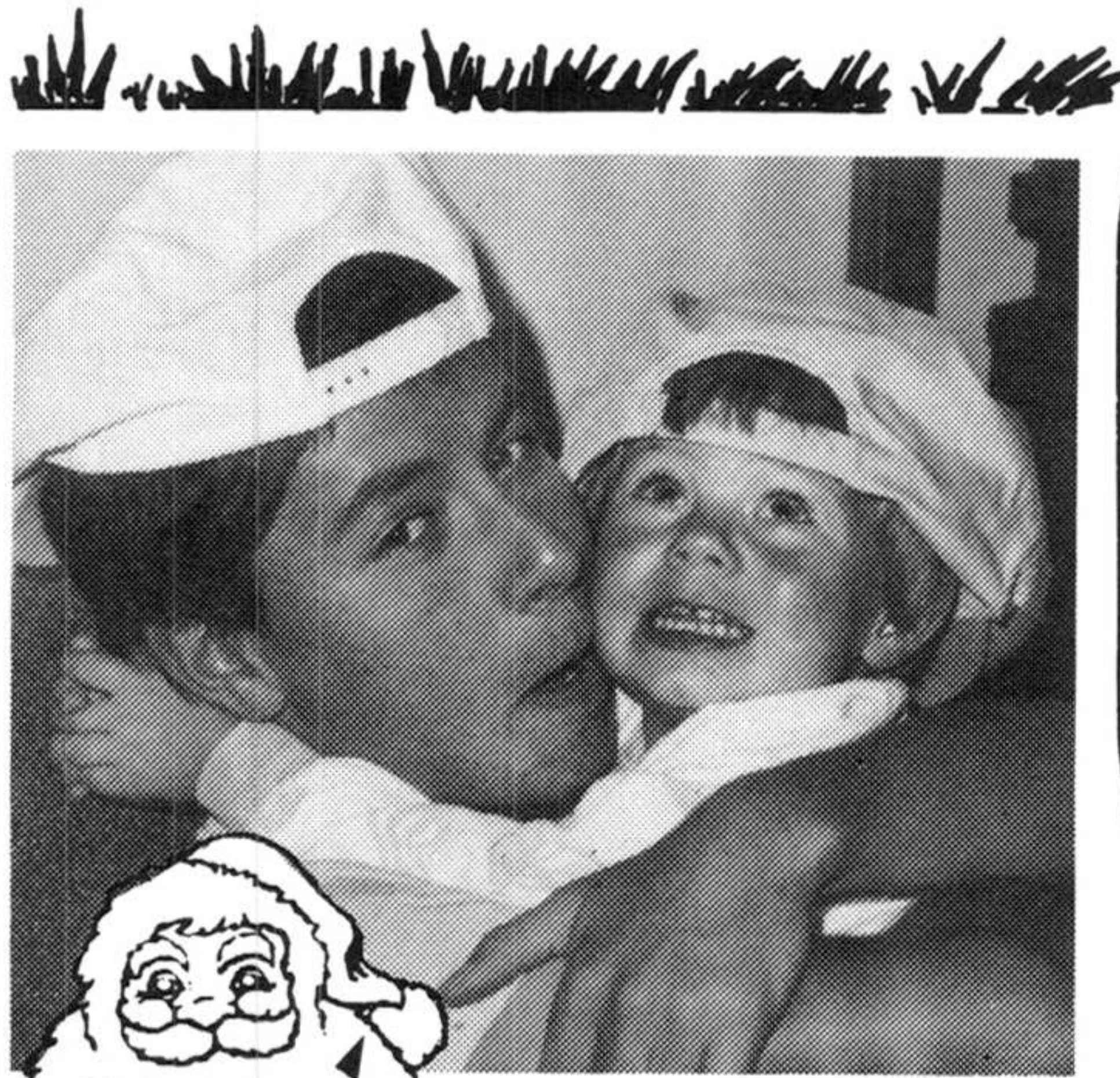
# Sea Green ...from



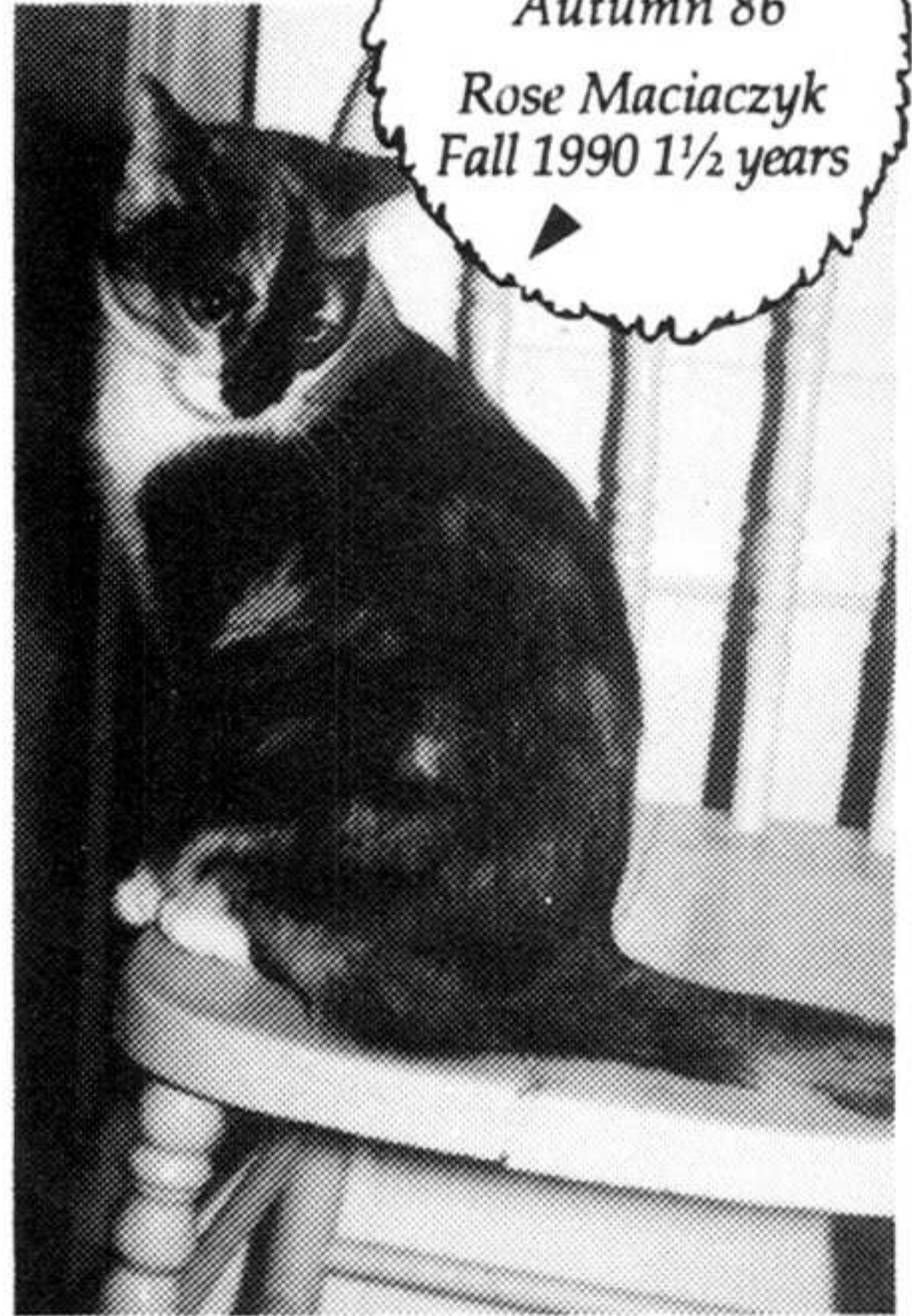
Brook Holmlund  
Autumn 86  
Rose Maciaczyk  
Fall 1990 1½ years



Amy Lynn McLaren  
(age 2½) Daughter of  
Scott & Shari McLaren  
Granddaughter of  
Gary & Shirley  
McLaren



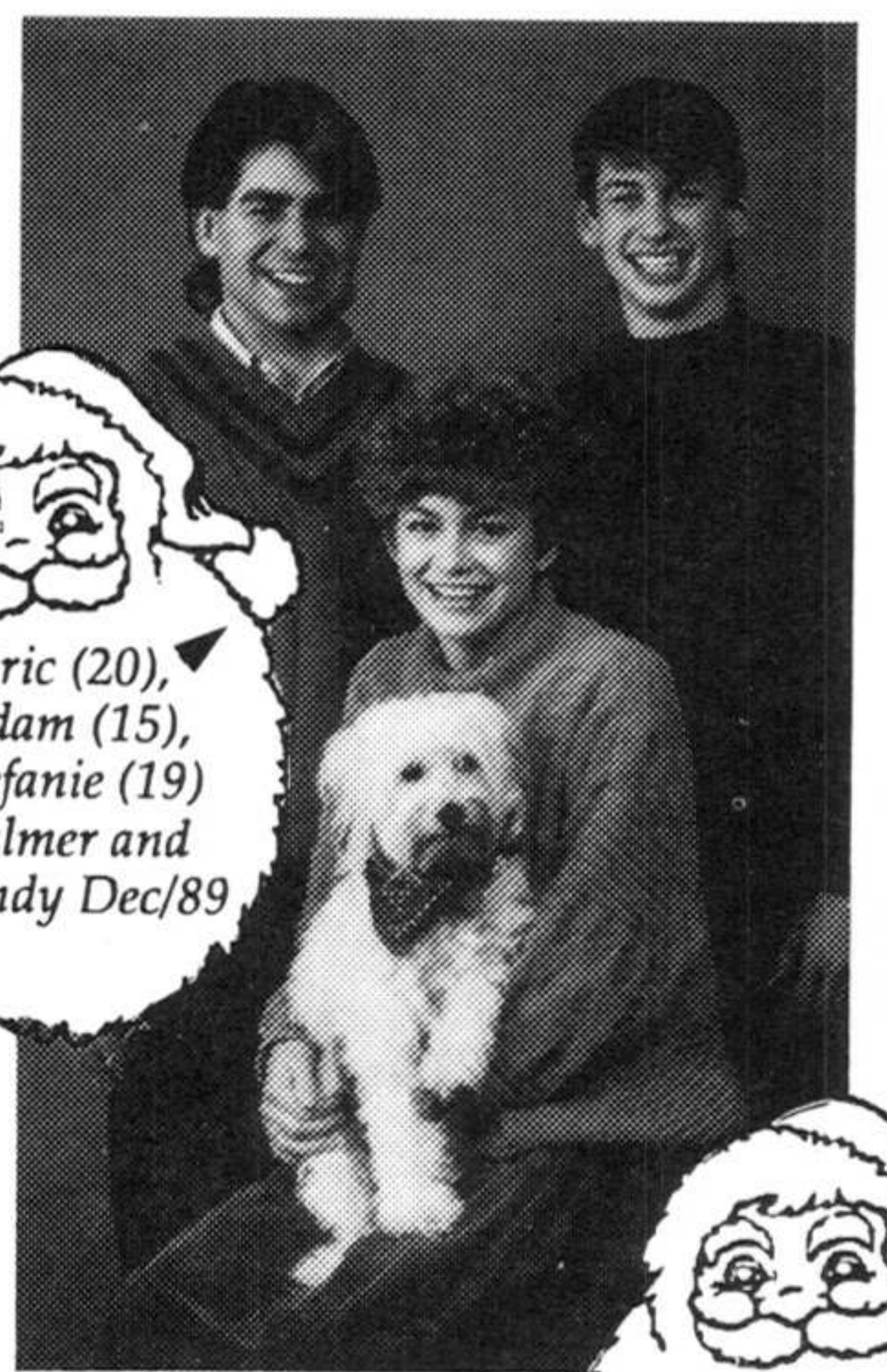
Chris & Caitlin  
Dunseith  
Sept/90  
Jackie Kuntz  
Age 7



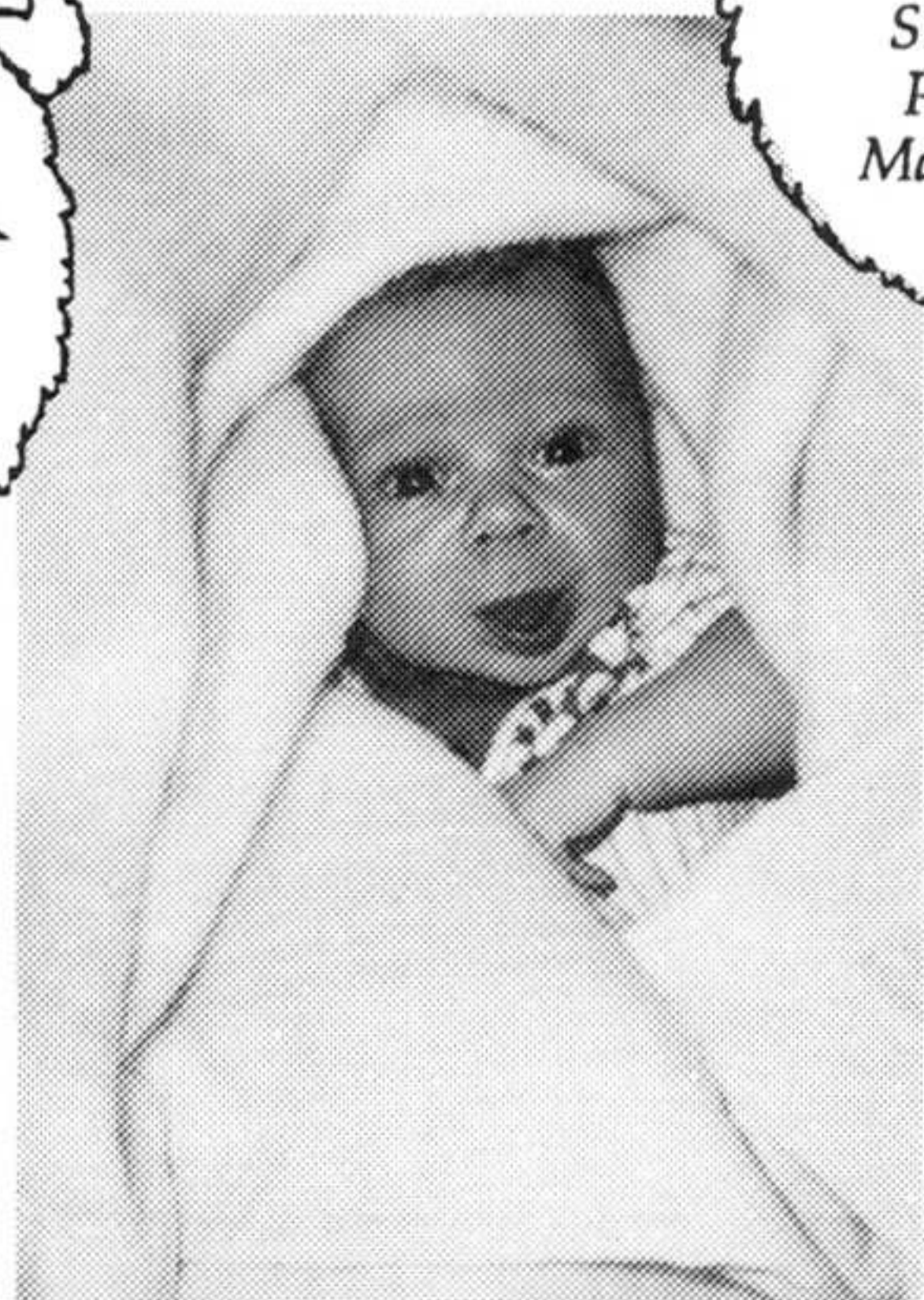
Chris (L) &  
Mike (R)  
Torbay July /89  
"Spike" Torbay  
Aug 8/90



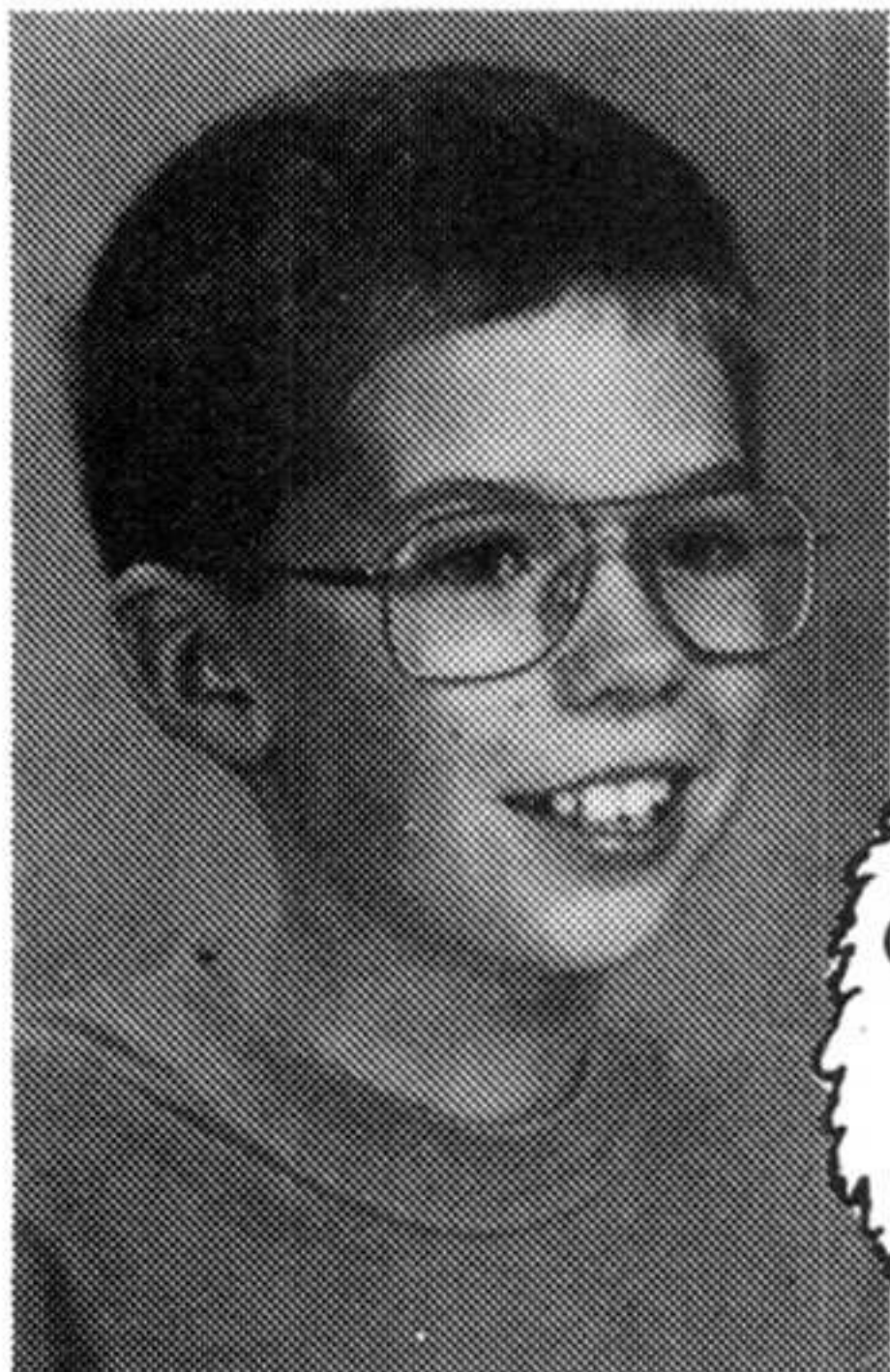
Pat Taylor's  
nephew  
Taylor Steele  
(age 1 month)



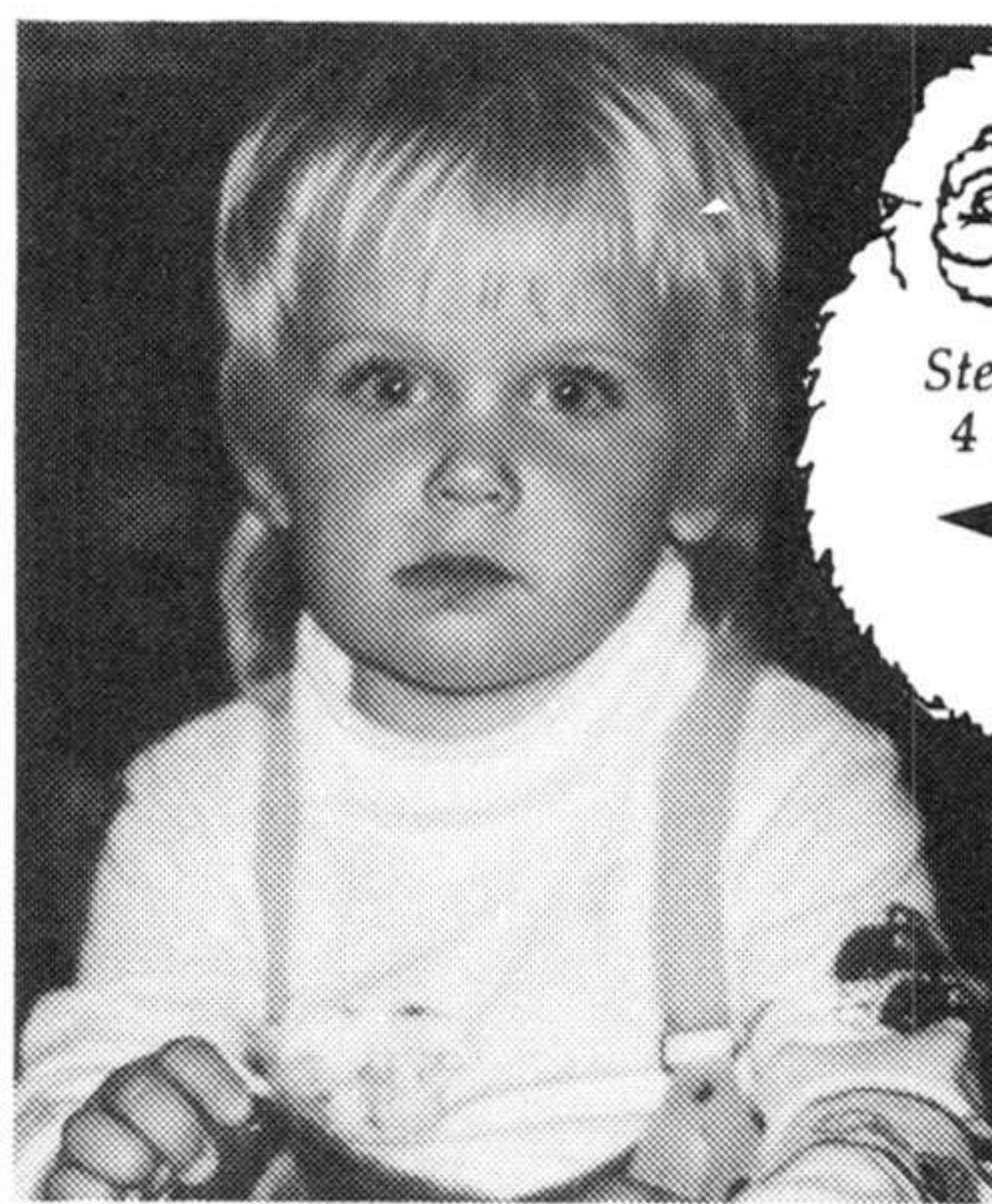
Eric (20),  
Adam (15),  
Stefanie (19)  
Palmer and  
Mandy Dec/89



Chris (L) 9,  
David (R) 4  
Arajs  
Ben Holmlund  
Autumn 86



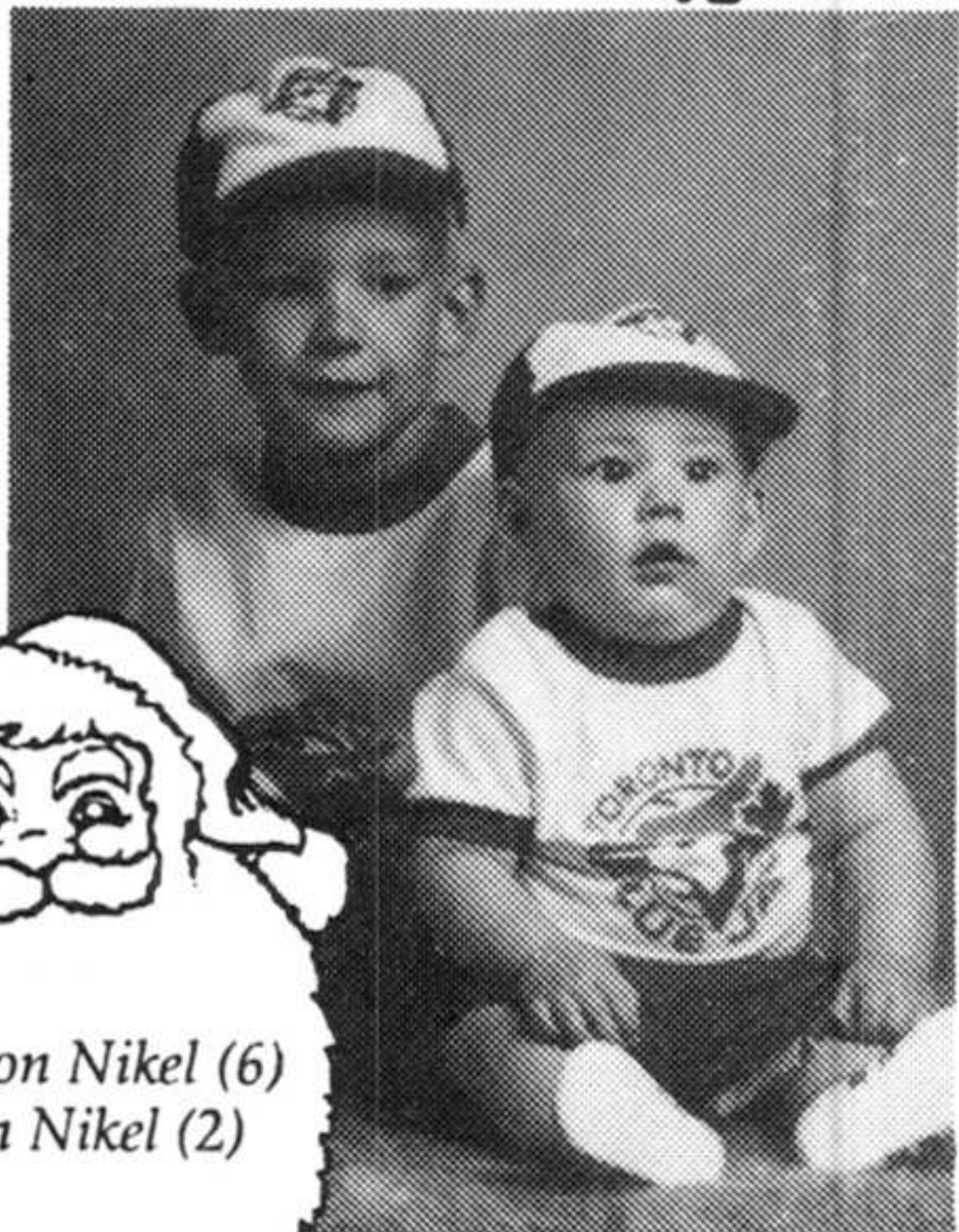
Christopher Coleman  
Age 10  
Nov. 1990



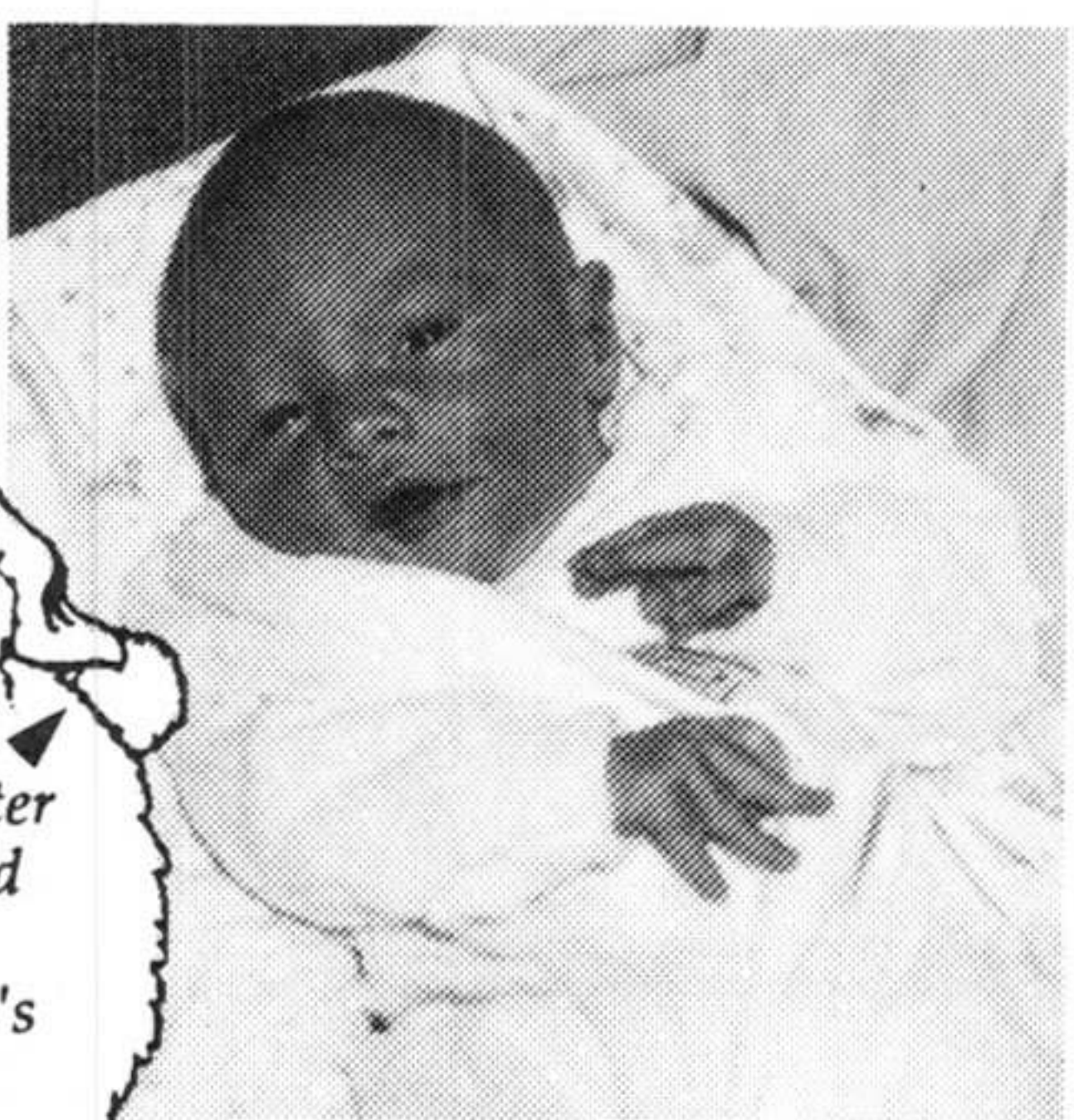
Steven Egley  
4 years old



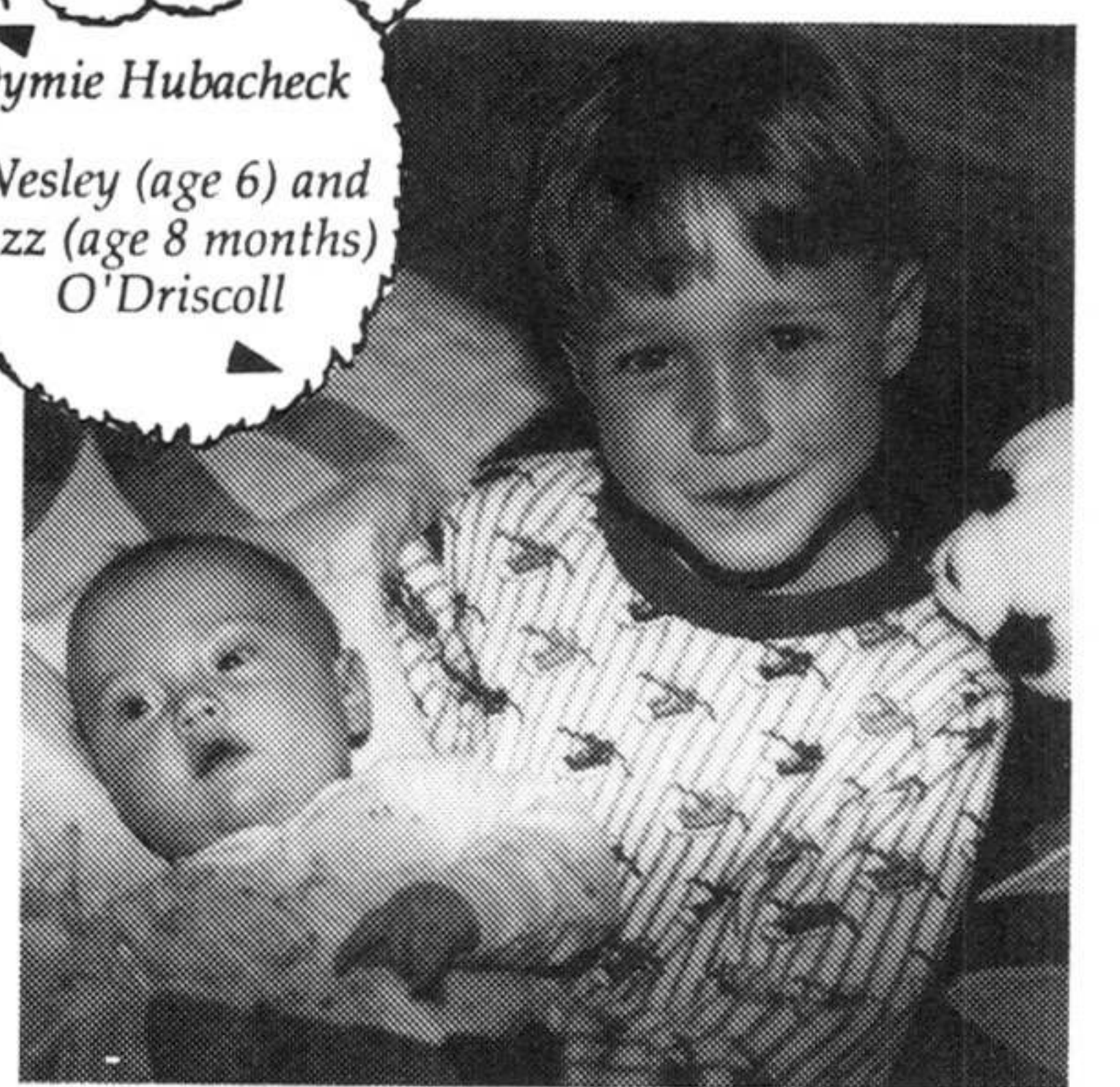
Dymie Hubacheck  
Wesley (age 6) and  
Jazz (age 8 months)  
O'Driscoll



Brandon Nikel (6)  
Colin Nikel (2)

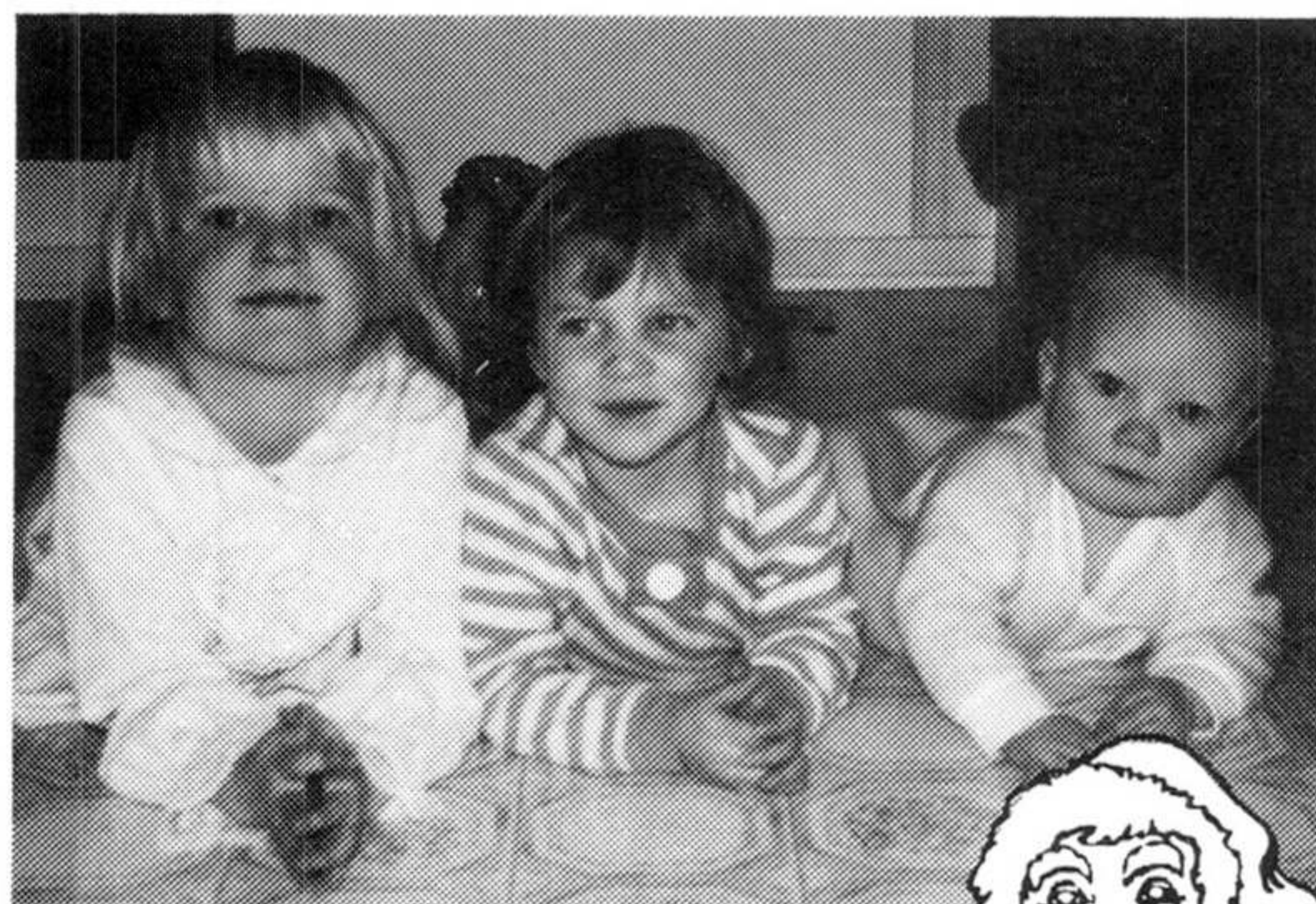


Graham Peter  
McDonald  
Norma  
McDonald's  
Grandson

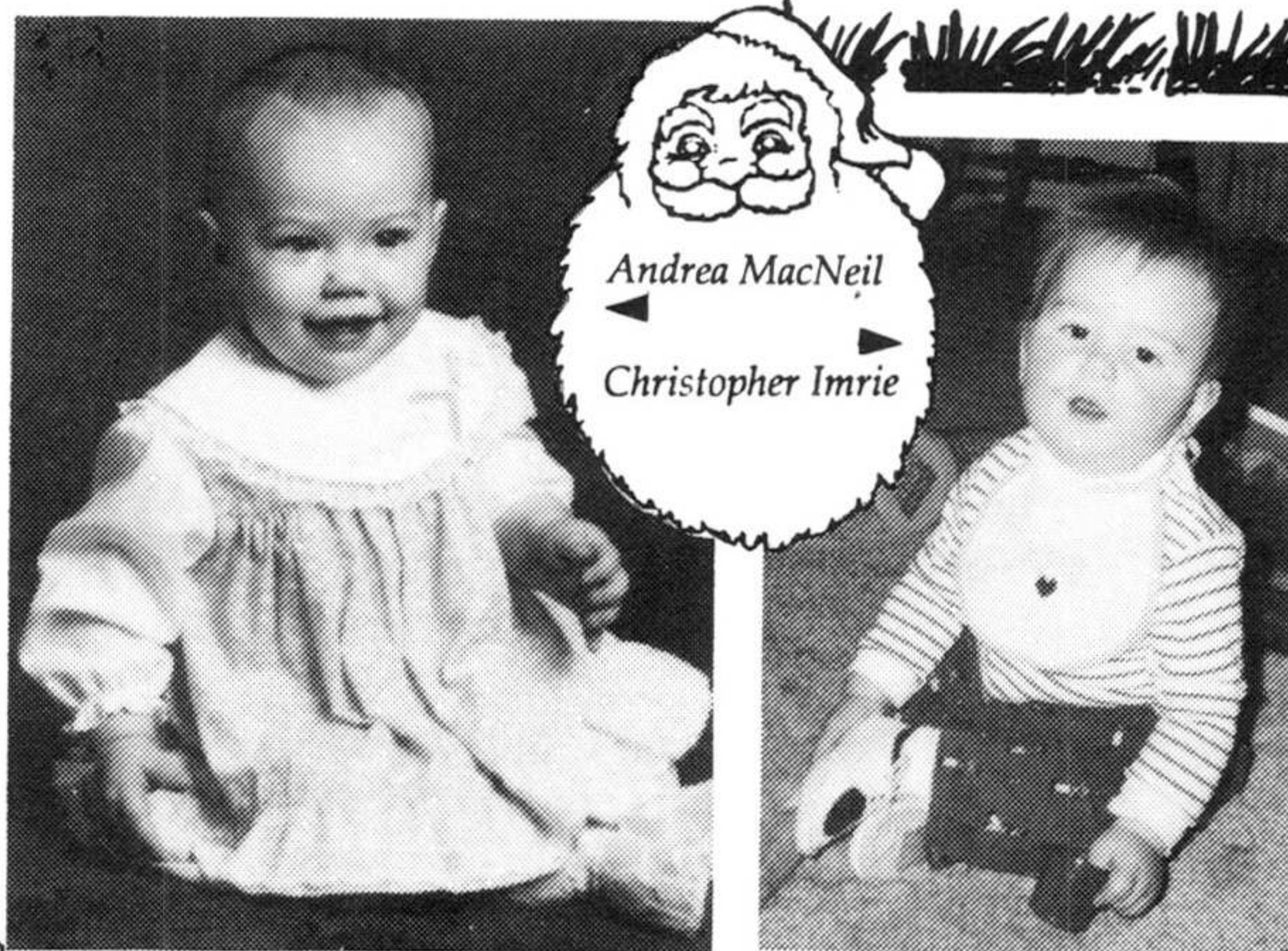




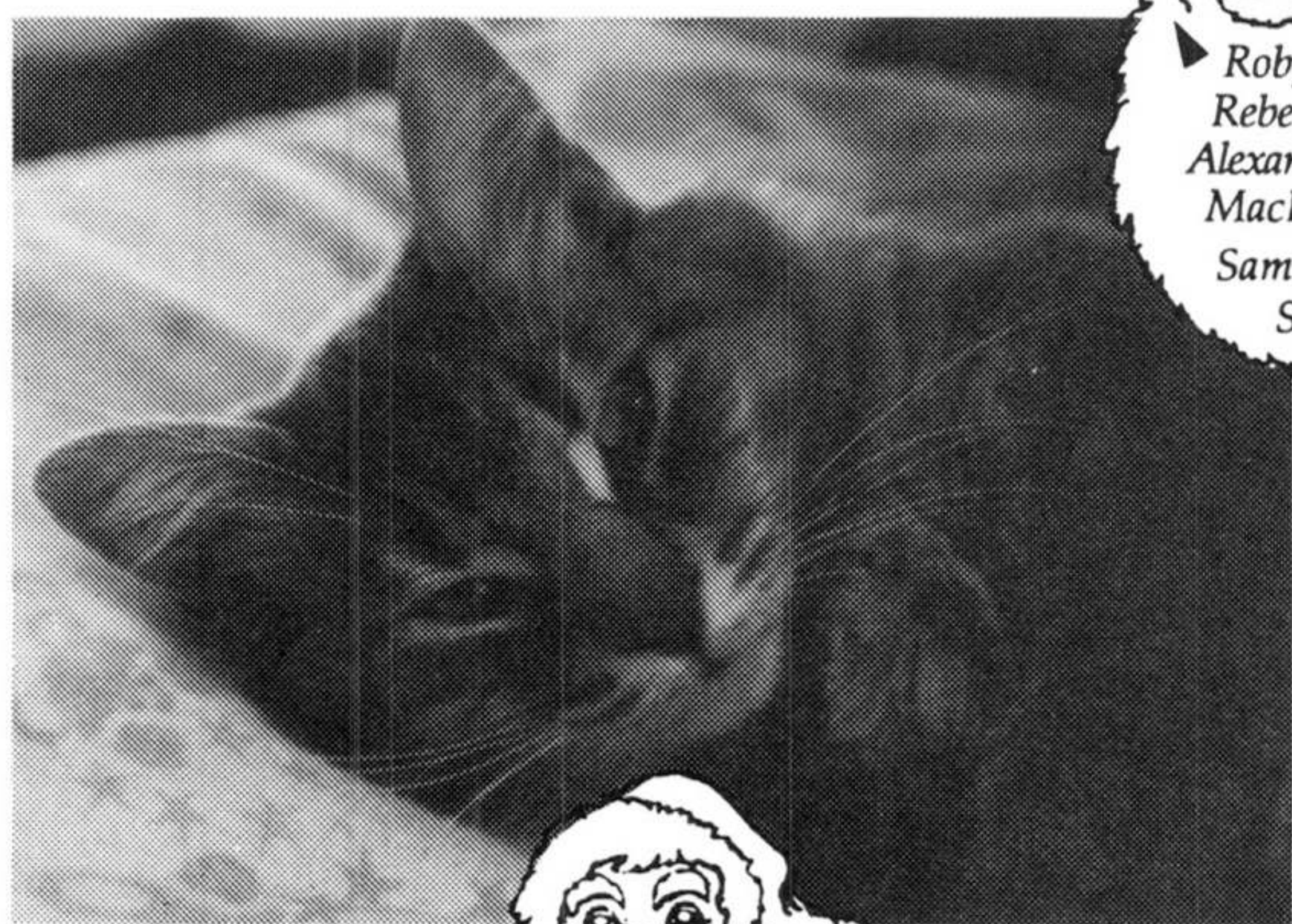
# son's etings all of us



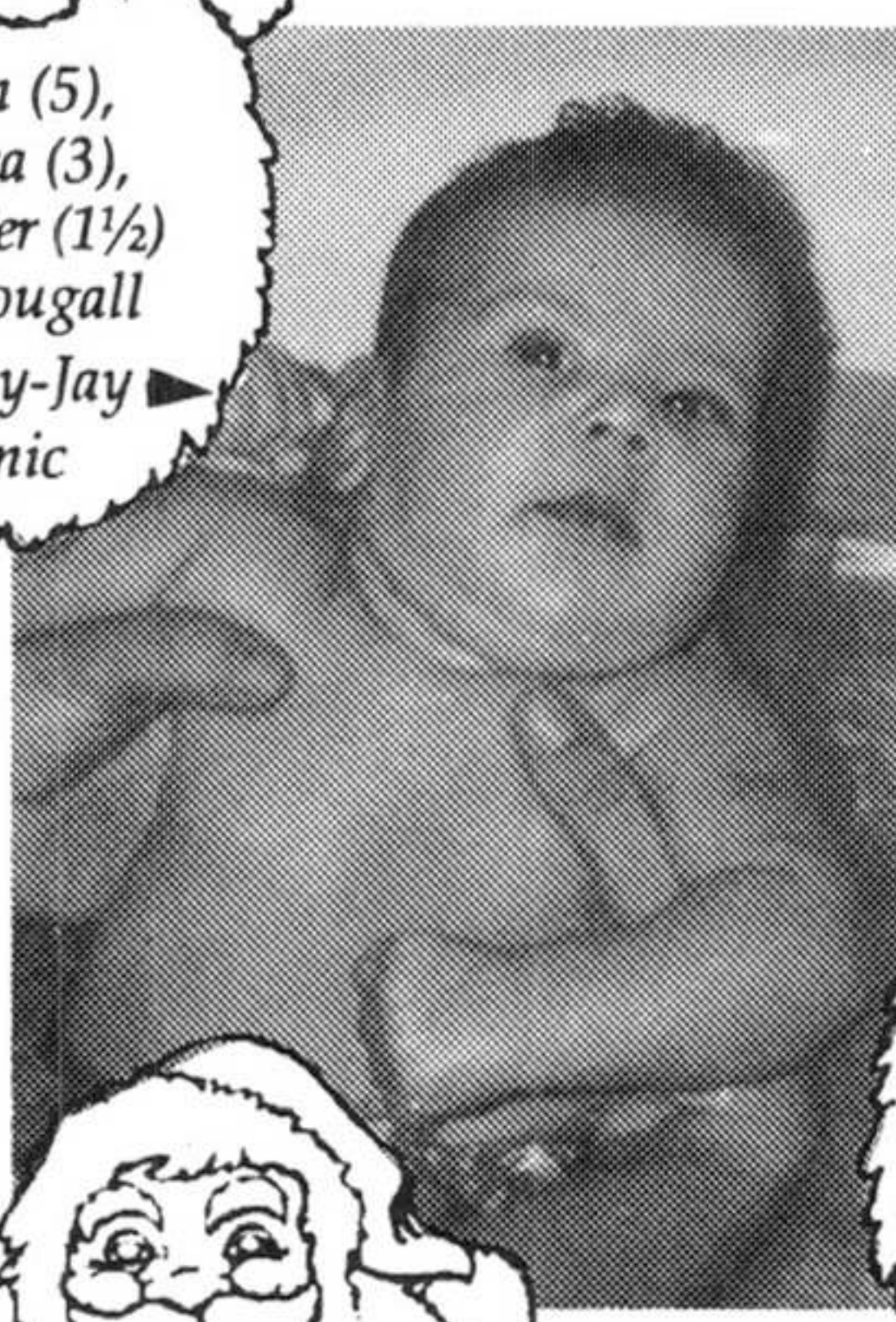
Robyn (5),  
Rebecca (3),  
Alexander (1½)  
MacDougall  
Sammy-Jay  
Simic



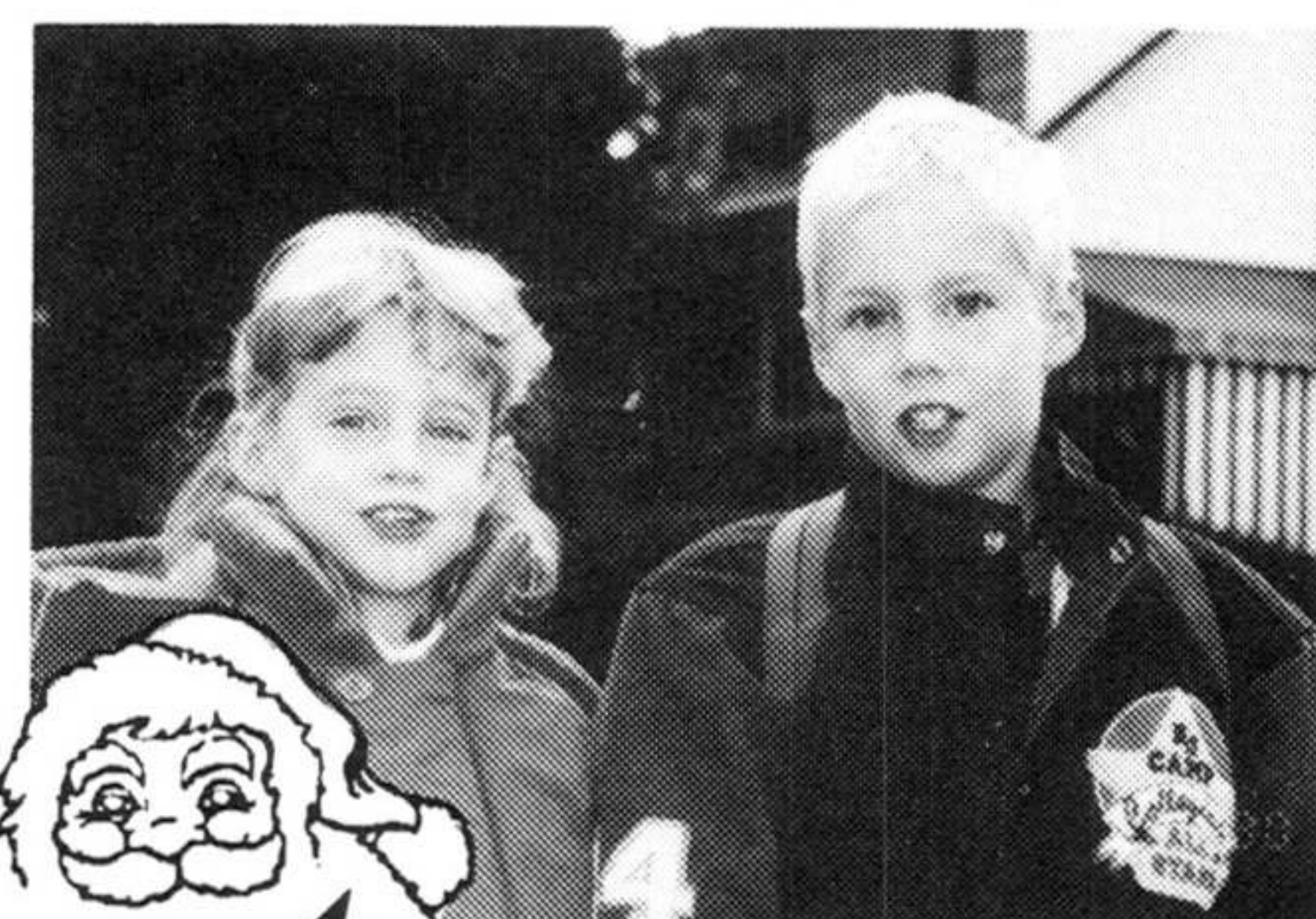
Andrea MacNeil  
Christopher Imrie



Peaches Aarjs  
Jacob Rothenberg  
Hal & Maries first  
grandson Nov. 2/90



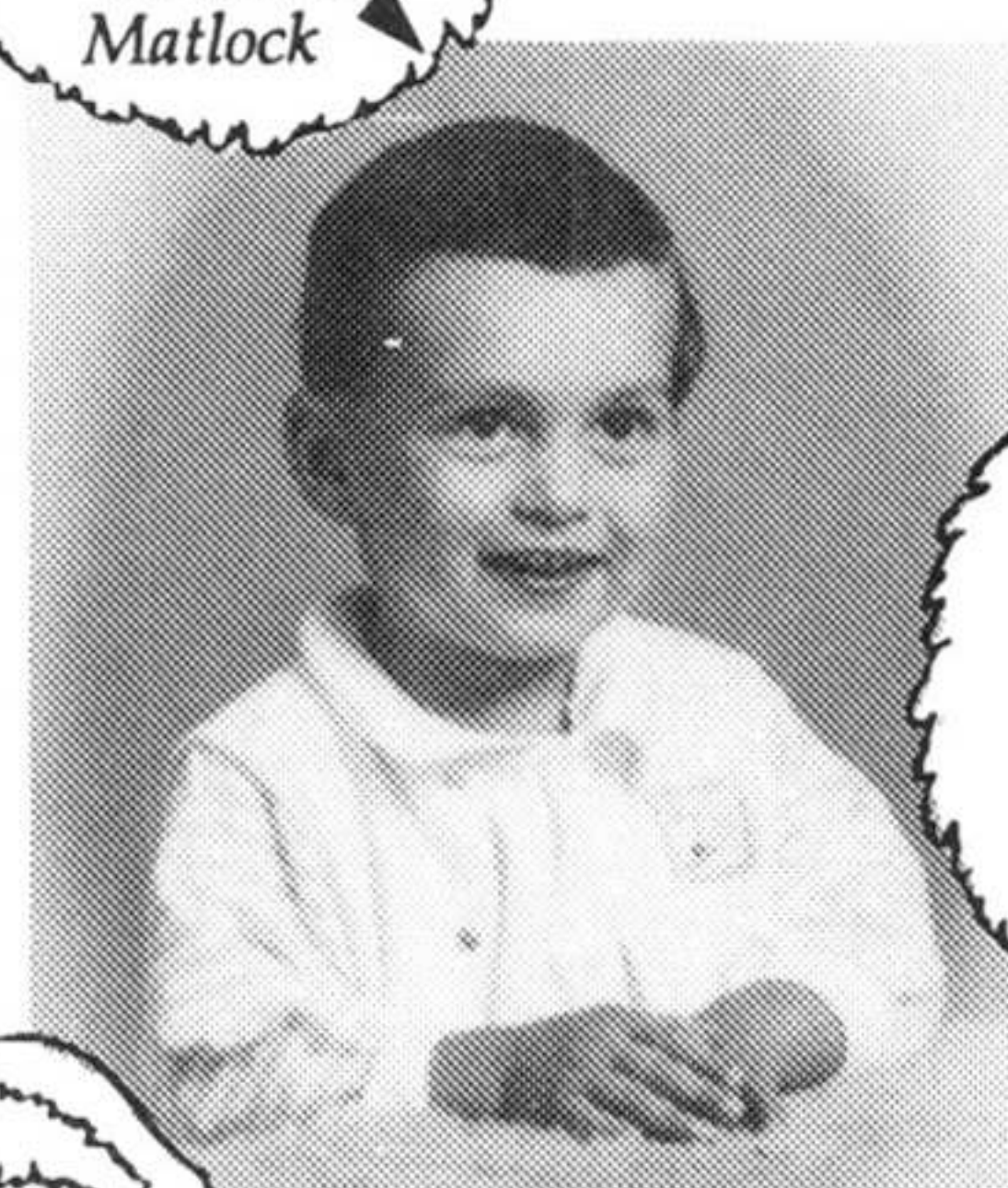
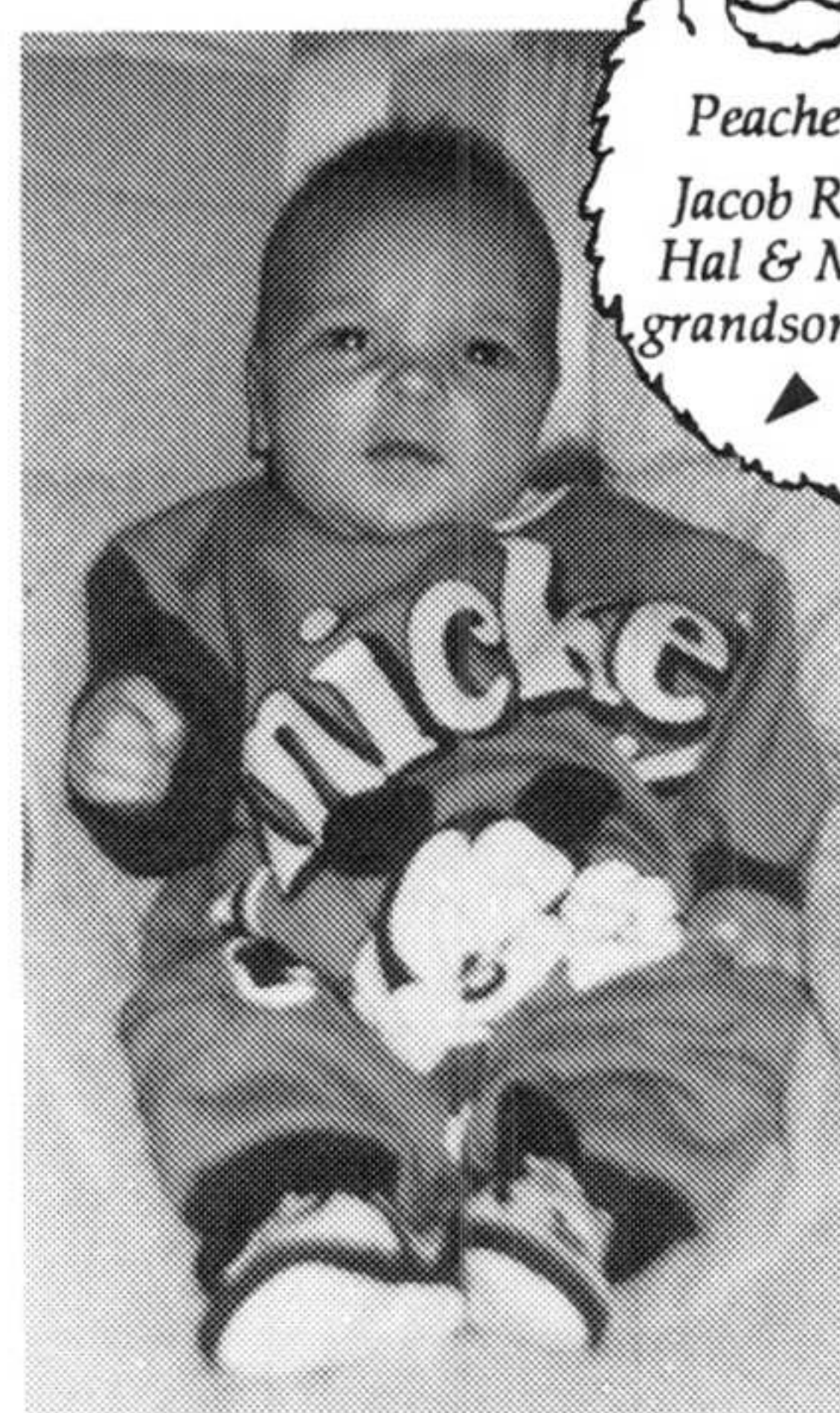
The Tombs Kids  
Adam (6)  
Kathryn (4)  
Jessica (6 months)  
Andrew  
Matlock



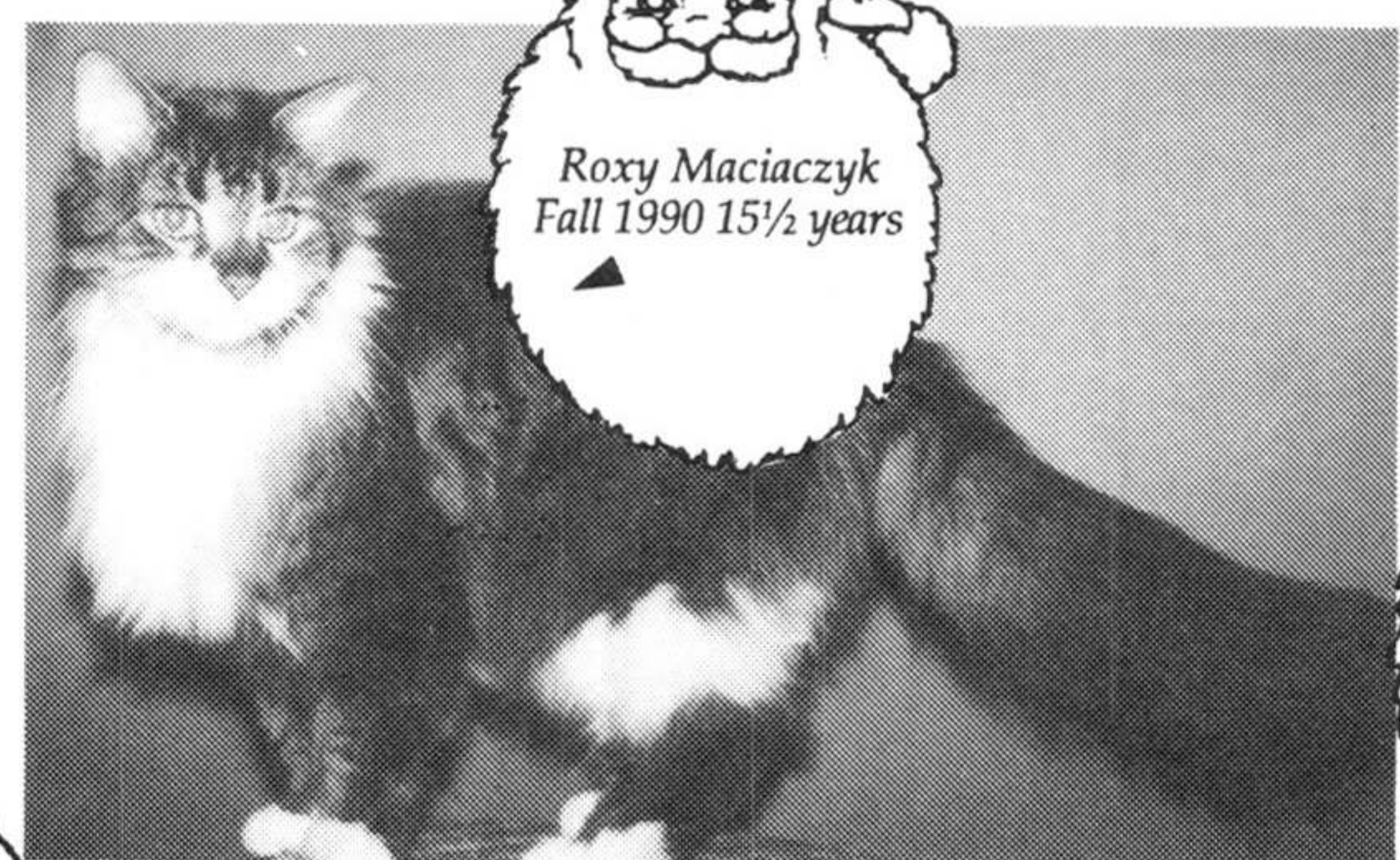
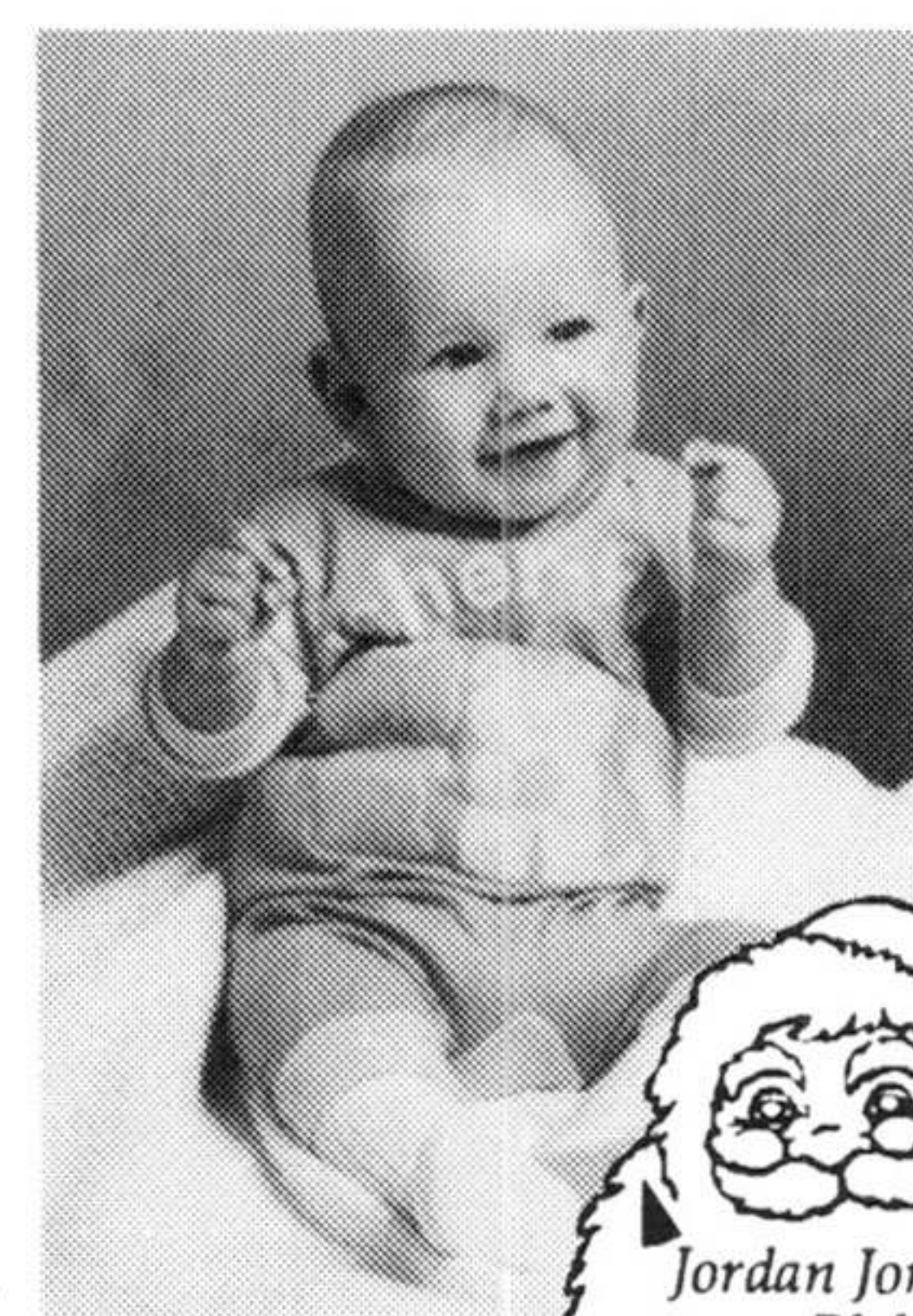
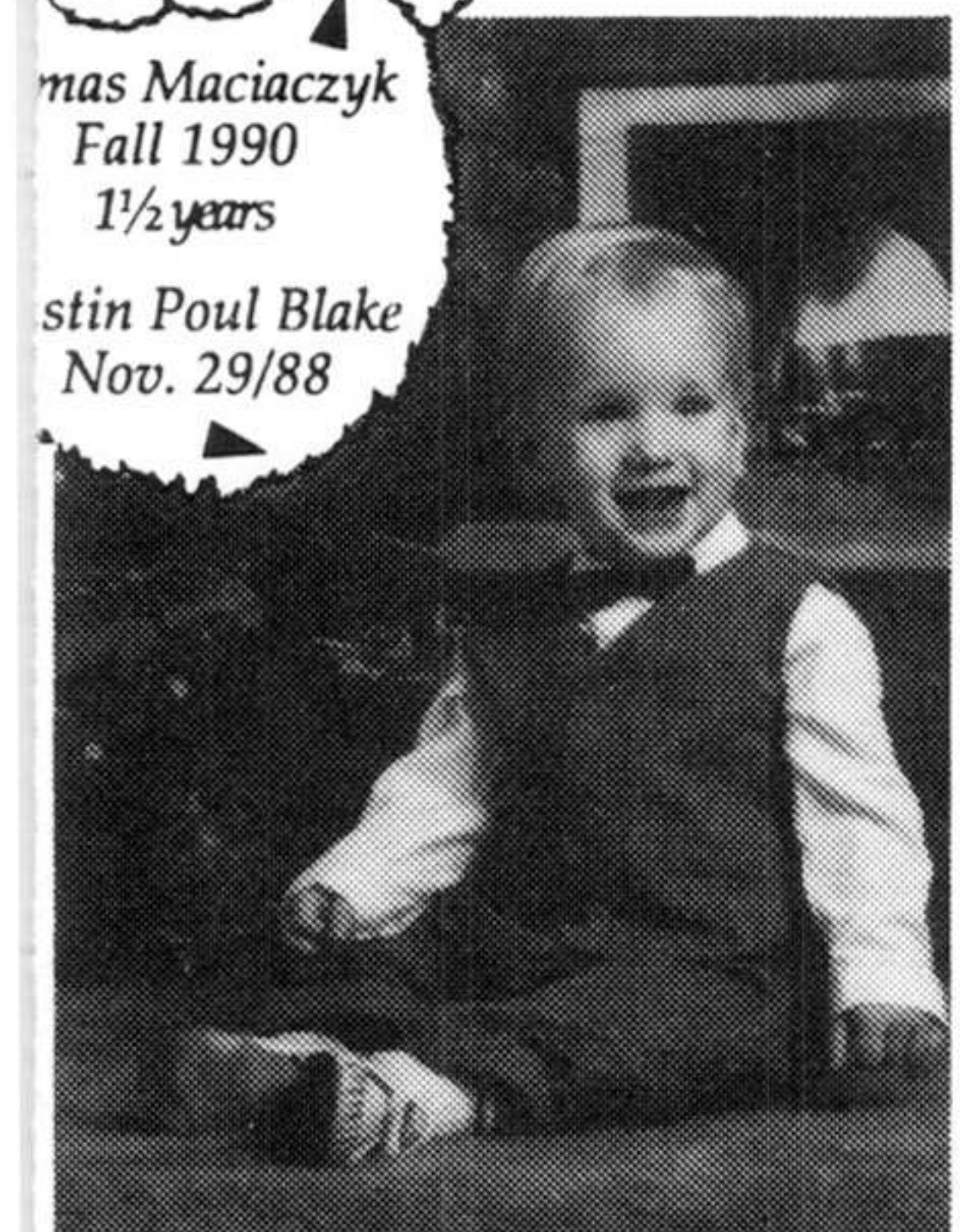
Christina &  
Steven Tiffin  
Otis owned by  
Debbie Bohnert



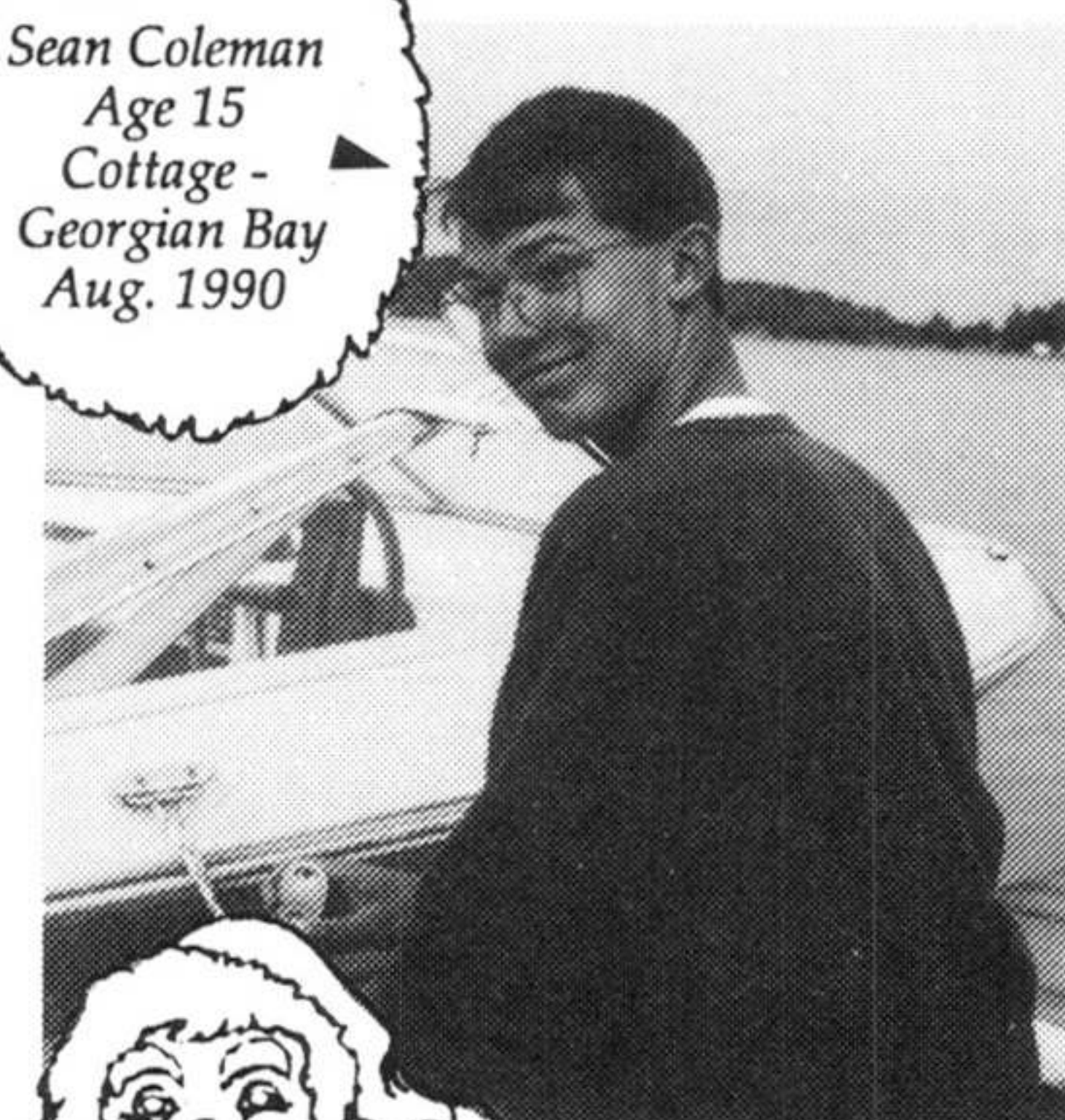
mas Maciaczyk  
Fall 1990  
1½ years  
stin Poul Blake  
Nov. 29/88



Sean Coleman  
Age 15  
Cottage -  
Georgian Bay  
Aug. 1990



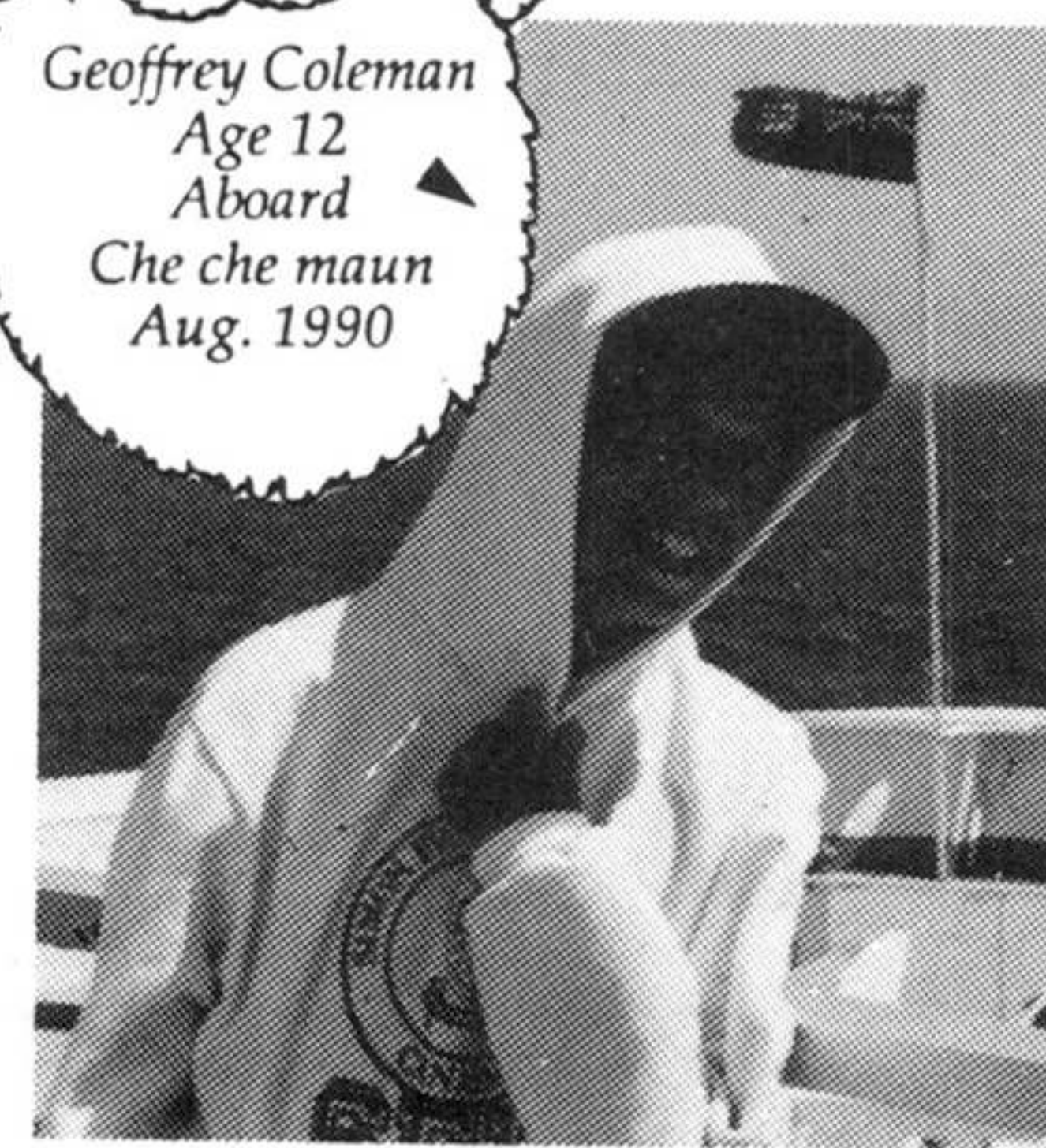
Roxy Maciaczyk  
Fall 1990 15½ years



Geoffrey Coleman  
Age 12  
Aboard  
Che che maun  
Aug. 1990



Jordan Jonathan  
Blake  
(3½ months)  
Aug. 6/90







## National Association of Broadcast Employees and Technicians Association Nationale des Employes et Techniciens en Radiodiffusions

Once again I find myself sitting at the wordprocessor trying to think of something for **NABET** to contribute to the **CAPsule**. The time of year dictates that Christmas be the topic.

Everything on television and radio seems to be suggesting we buy the best gift for that someone special. But, working in the media, I've had almost all I can take of Christmas because of all the programs and commercials we've produced since October. I'm sure you know what I mean.

When Jason (my first) was born, Christmas was reborn in me. Now there are five, and this has to be the best time of year around our place. The kids see ALL the ads. The toy being advertised is exactly what they want until the next 30 second spot is aired. Then that toy is better and maybe he/she can have both. Obliging, Therese or I say that of course Santa will bring whatever it is.

The youngest can't wait for the snow, because of course "HO-HO" will then be coming soon. Maybe we should put out the wooden Santa and his sleigh so he knows where to go. We can't build a fire in the fireplace without always explaining that "HO-HO" won't be coming tonight. Maybe we should go out and get a "HO-HO" tree. We have to have one you know.

But now Christmas is more than that. At our house 25 years ago, we didn't ask for Christmas presents. My father was an invalid in a wheel chair.

I'll always remember those years. I remember my brother literally shaking with excitement when he received a pair of used skates. I remember Grand-pa getting us a racing car set. The reveillons (french tradition) where we went to mass and then pigged-out all night. I remember one time after midnight

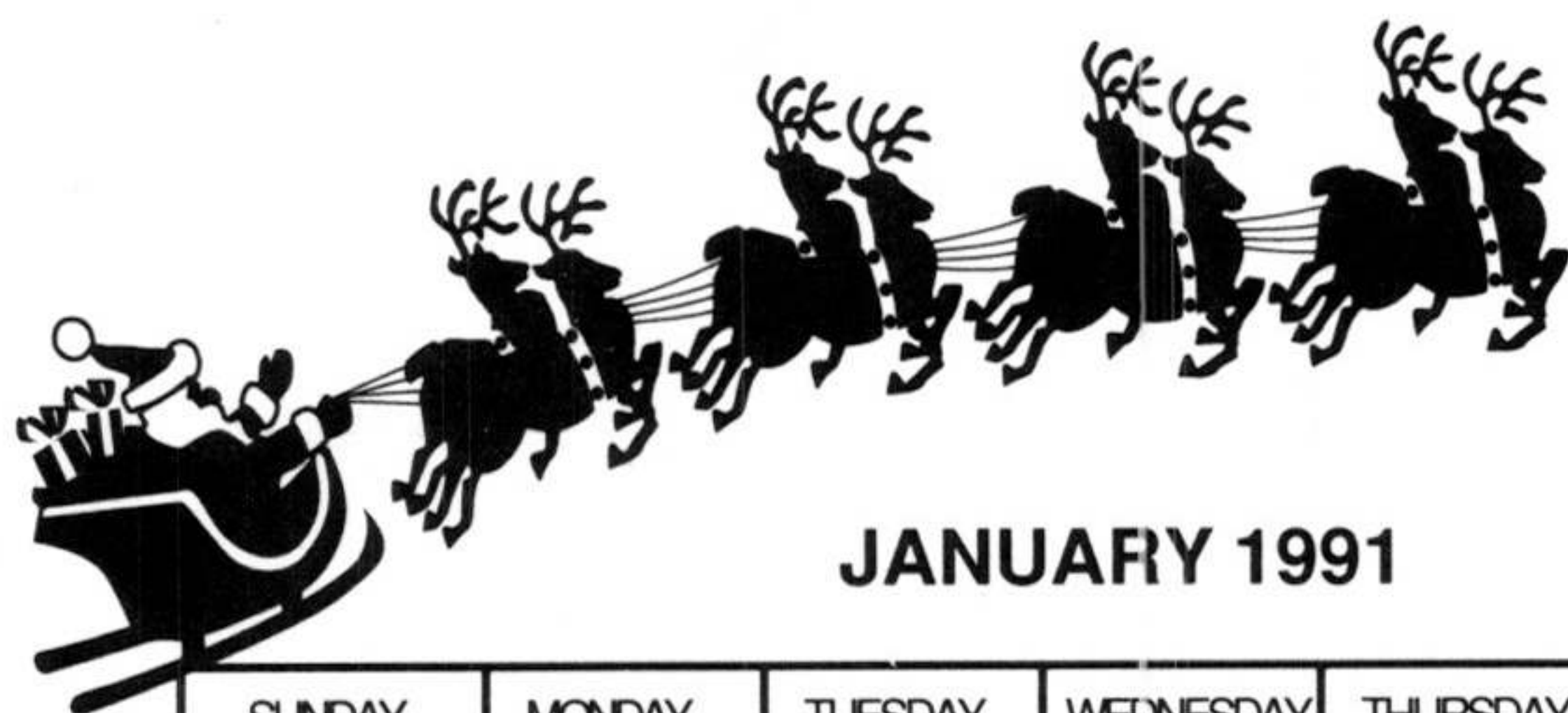
mass, my brother and I were pulling my mother sliding down a hill and we all fell into a snowbank we started a snowball fight in the house thereafter. Taking my dad to church, slipping on some ice, and he and his chair fell backwards and me falling forward, we met face to face with a painful crunch on the sidewalk. We couldn't get back up because we were laughing so hard. The first year I found out where Santa came from. Sitting in front of the fire at my aunt's place and wondering why everyone sat frozen staring into the flames. The first time I put the star on the tree. The first time I was able to buy gifts. The first time we put out milk and cookies and then finding the milk gone and nothing but crumbs left. Sitting and waiting while my father always gave out the gifts under the tree. And one year when my father came out of the hospital on Christmas Eve when it seemed there would not be a Christmas otherwise.

Today, Christmas seems to start when we begin the drive to Timmins to be with our family for Christmas and all the memories come flooding back. Every year new memories are added to the old.

For me this only reinforces in my mind that the birth of the Child in a manger that we celebrate every year is truly a celebration of family and friends.

On behalf of the local's executive, Deborah Hopkins, Calvin Shaver, Ken Grist, Larry Ernewein, and Jamie Niven, to you and your family, may your memories be pleasant and we wish you lots of family and friendship at the holiest time of year.

Vaughn Boegel  
President  
NABET local 712



**JANUARY 1991**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 NEW YEARS DAY	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**FEBRUARY 1991**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		HEART MONTH			1 SMPTE TV CONF. WESTIN-DETROIT	2
3	4	5	6	7	8	9
10	11	12 CRTC HEARINGS VANCOUVER HALIFAX	13	14 ST. VALENTINE'S DAY	15	16
17	18	19	20	21	22	23
24	25	26	27	28		



## Hits Radio AM109 Presents "Oktoberfest Getaway Giveaway"

Kitchener-Waterloo plays host to the largest annual Bavarian Festival outside of Munich, Germany.

The local Oktoberfest celebration is held over a nine day period, and celebrated at over twenty festhalls, and through numerous cultural events.

Hits Radio AM109 in Kitchener got into the spirit of Oktoberfest by hosting a variety of parties at the local halls, and by holding an on-air contest, the "Oktoberfest Getaway Giveaway".

AM109 listeners were given the chance to qualify for a trip for two to their choice of London, Amsterdam, Paris, Copenhagen, and of course, Munich. Their trip package included air fare, accommodation, car rental, and entertainment tickets for events in the city of their choice.

Listeners were required to listen for their 'cue to call', which was a Bavarian welcome by Oktoberfest characters, Hans and Franz. One hundred and nine qualifiers were taken in total.

Each of the qualifiers and a guest were invited to attend a special AM109 Oktoberfest party held at one of the most popular 'festhalls', the Transylvania Club. The evening featured German food and entertainment, including the band 'SCHONACH' from Germany's Black Forest.

The grand prize winner was drawn at the party. Victor Crowther of Kitchener was awarded the trip for two, selecting Copenhagen as his city of choice.

Oktoberfest is "wunderbar" with Hits Radio, AM109!

## Briefs

Thanks to everyone who helped with the ROTARY luncheon on Nov. 16th . . . an informative good time had by all . . .

Four members of CAP were admitted to the 25 year club at the CAB convention last month . . . **JOHN SPRAGGE** . . . GM . . . AM 109 AND CFCA FM . . . **HAL ROTHENBERG** . . . NEWS DEPT. . . . **BETTY THOMPSON** . . . and **REG SELLNER** . . .

**RICK HUTT** . . . The composer of many of CAP's musical works over the years, recently received a platinum album as producer of The Northern Pikes current hit "Snow in June" . . . Congratulations **Rick** . . .

People at CAP having a lot of fun with the new MERIDIAN phone system . . . everyone went to PHONE SCHOOL and it shows . . .

CAP presented with a neat picture from DUCKS UNLIMITED . . . for PS over the year . . . on display in the WHITE HOUSE . . . **Rita McNeils** biggest fan **BOB BAMBURY** coming along nicely after recent setback . . .

Apologies to **WINNIE WEBB** . . . Supervisor, Office Services . . . Missed your promotion in the last issue . . . That should read **GRAND MA WINNIE WEBB** . . .

HAVE A NICE HOLIDAY SEASON . . . . .

Reg

## Hockey Dance . . . The Shuh Fits



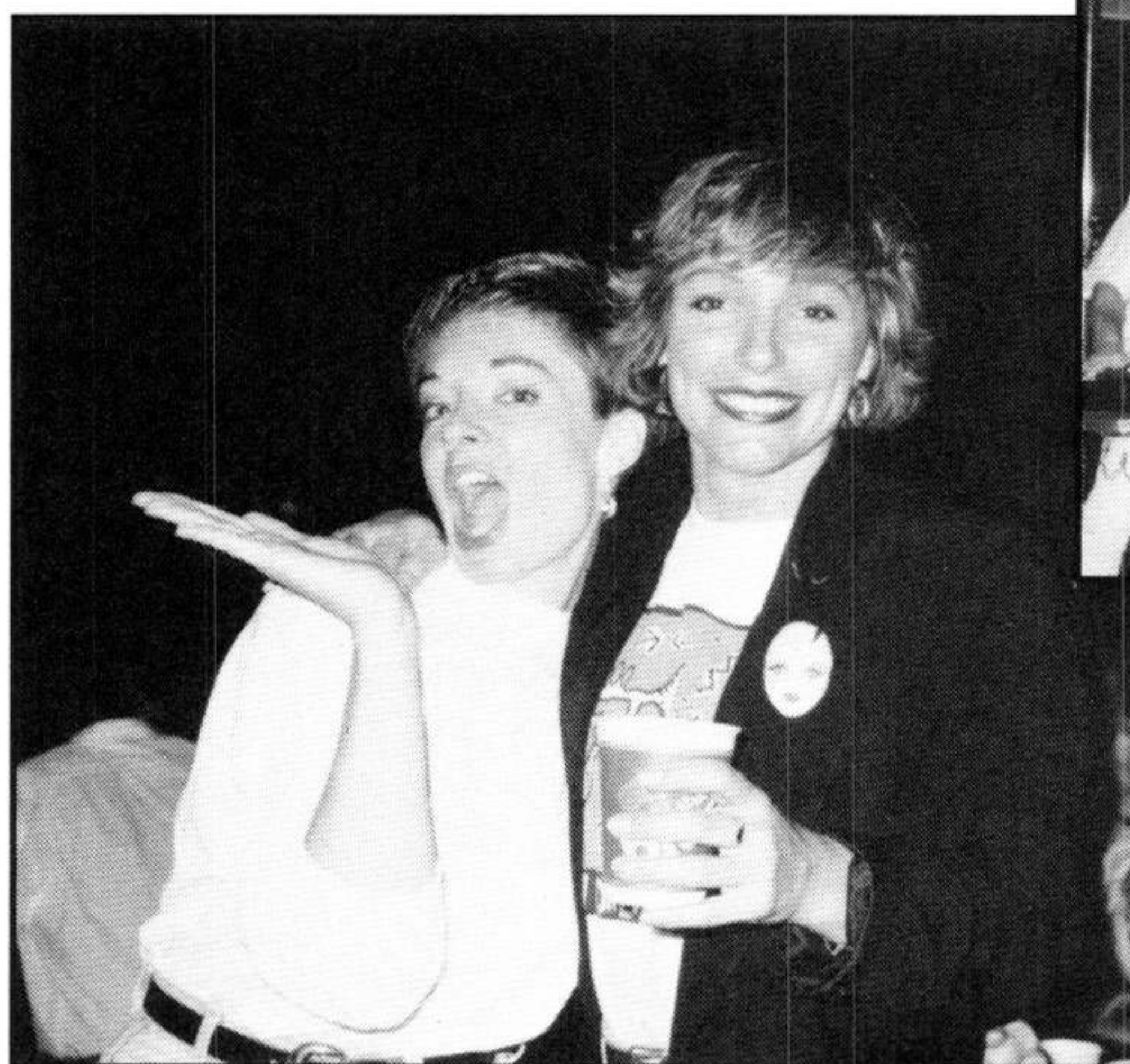
The first Cap Communications Hockey Dance was a huge success Nov. 2nd at the Pioneer Park Community Centre in Kitchener. The 20 guys in the station who play hockey on Tuesday nights got together and staged a benefit to raise money to buy new hockey sweaters and socks.

The night was a resounding success. Over 200 grooved to the premiere engagement of the power of Shuh . . (as in shoe).

The band, featuring five cappers and a former capper (see the picture with the caption!) got down and dirty with party music all night long!

A good time was had by all, in fact we ran out of beer at 11:45! (we promise it won't happen again!).

And those Hockey Studs look pretty dapper draped in their new garb! Thanks to those who came out and supported the dance and the band, and hopefully the "shuh" will fit again in time to cure those February Blahs!



Nancy McKeller & Colleen Walsh

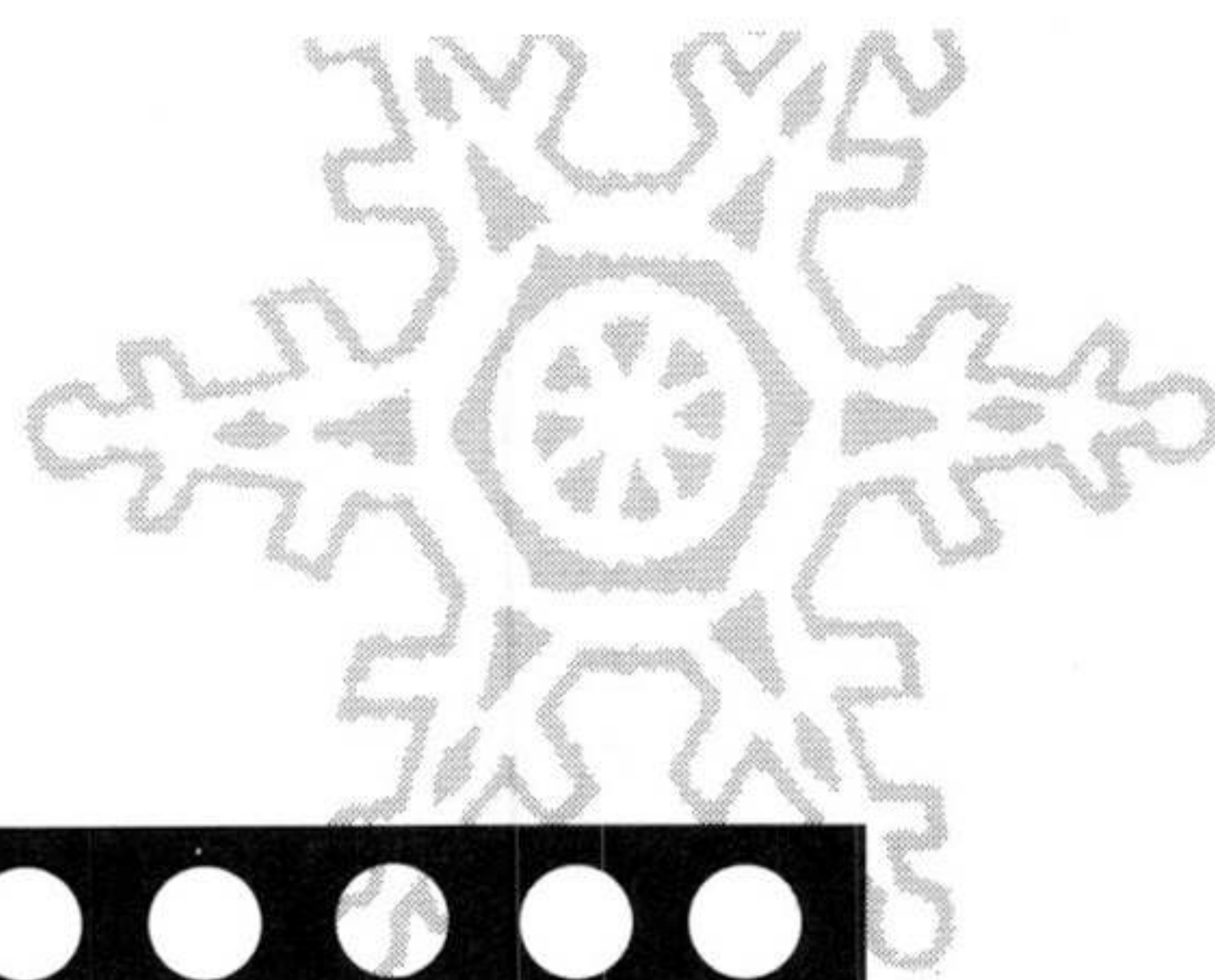


Left to Right Dan Bailey, Hutch (on drums), Dave Poll, Lisa Laflamme, Pete McCallum, Paul Francescutti

Paul Moser  
Grooves  
to the Band







## NOW PLA YING AT C A P...

### JOINING THE CAST IS:

Part Time: Robert Cooke - Transmitter Operator

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

*February 1st. 1991*

#### Contributors

*Faye Bechtel*

*Vaughn Boegel*

*Sandy Clarke*

*Wanda Love*

*Jack Carpenter*

*Jeff Hutcheson*



## 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>
Calvin Shaver	January 4	Lora Cousineau	January 21	Frank Lynn	February 13
John Spragge	January 4	Kimberley Maukonen	January 21	Bruce Emmerson	February 14
Jacqueline Barlow	January 6	Jacqueline Nelson	January 21	Lia Rosekat	February 15
Corrina Dajko	January 7	James Haskins	January 26	Charles Rosenberg	February 16
Matthew Richards	January 7	Mark Burley	January 27	Frederick Merritt	February 17
Dave MacNeil	January 8	David Rowden	January 27	J. Scott Jensen	February 18
Steve Hooper	January 9	Kellie Habacheck	January 28	D. Jamie Niven	February 19
Laverne Heisz	January 13	Peter Shannon	January 28	Gregory Shaughnessy	February 19
Reza Honari	January 13	Michael Walloschek	January 28	Heather Daley	February 21
Michael Laverty	January 13	John German	February 1	Brian Clemens	February 23
Douglas Daum	January 14	Michael Strickland	February 2	Robert Shiry	February 23
Cheryl Lewis-Stringer	January 15	Angela Farrell	February 4	Janet Taylor	February 23
Robert Tiffin	January 15	Jeff Turner	February 5	John Yost	February 24
Bryan Oliver	January 16	Leon Korbee	February 6	Cory McCrindle	February 27
Lana Malcolm	January 19	David G. Loughlean	February 6	Scott Takacs	February 28
Fred Martinovic	January 19	Deborah Hopkins	February 11		