



CAP *Style*

March 1991



Blue Jays Night At Lulu's

"Another CKCO-Blue Jays Success At Lulu's"

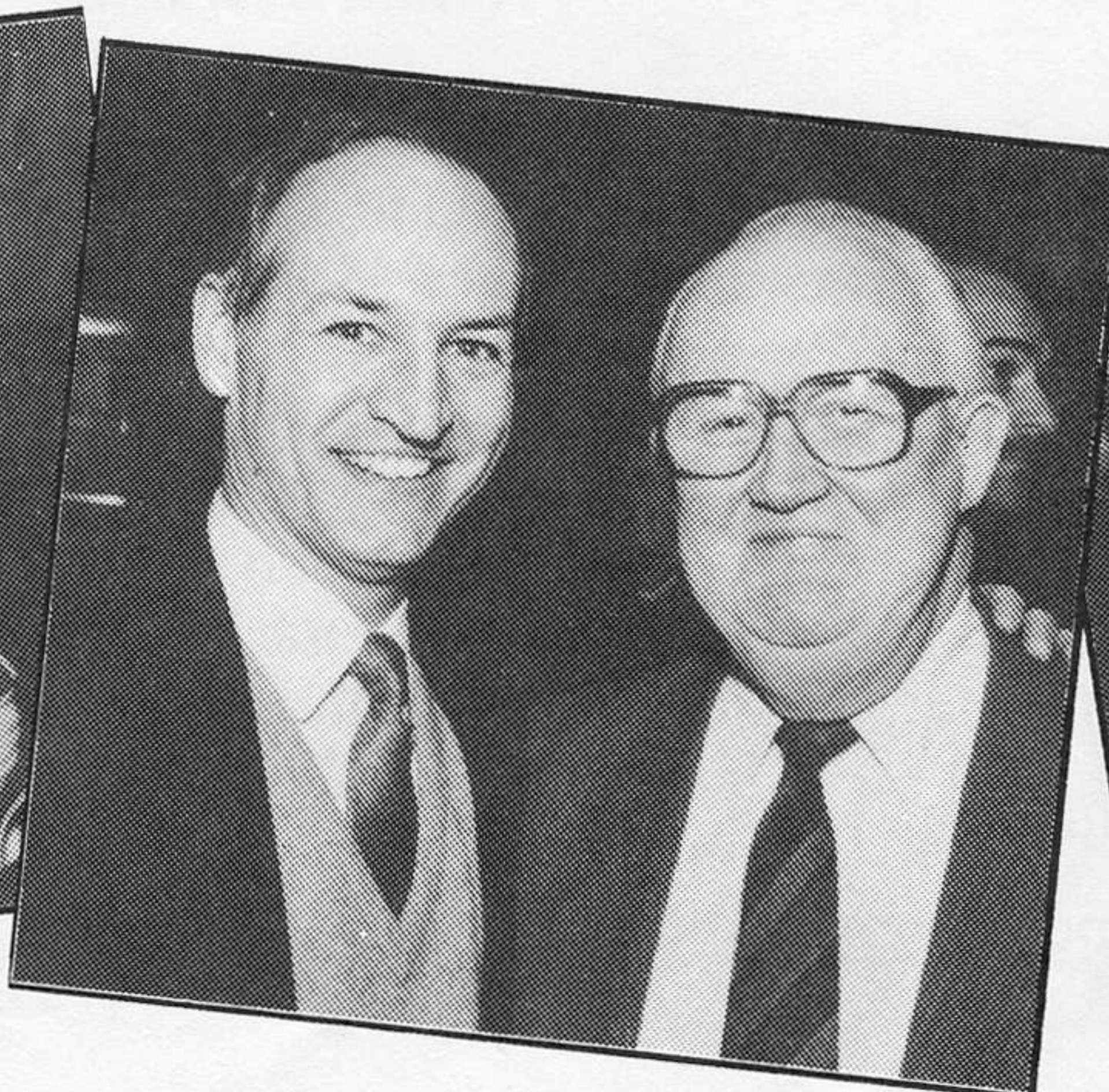
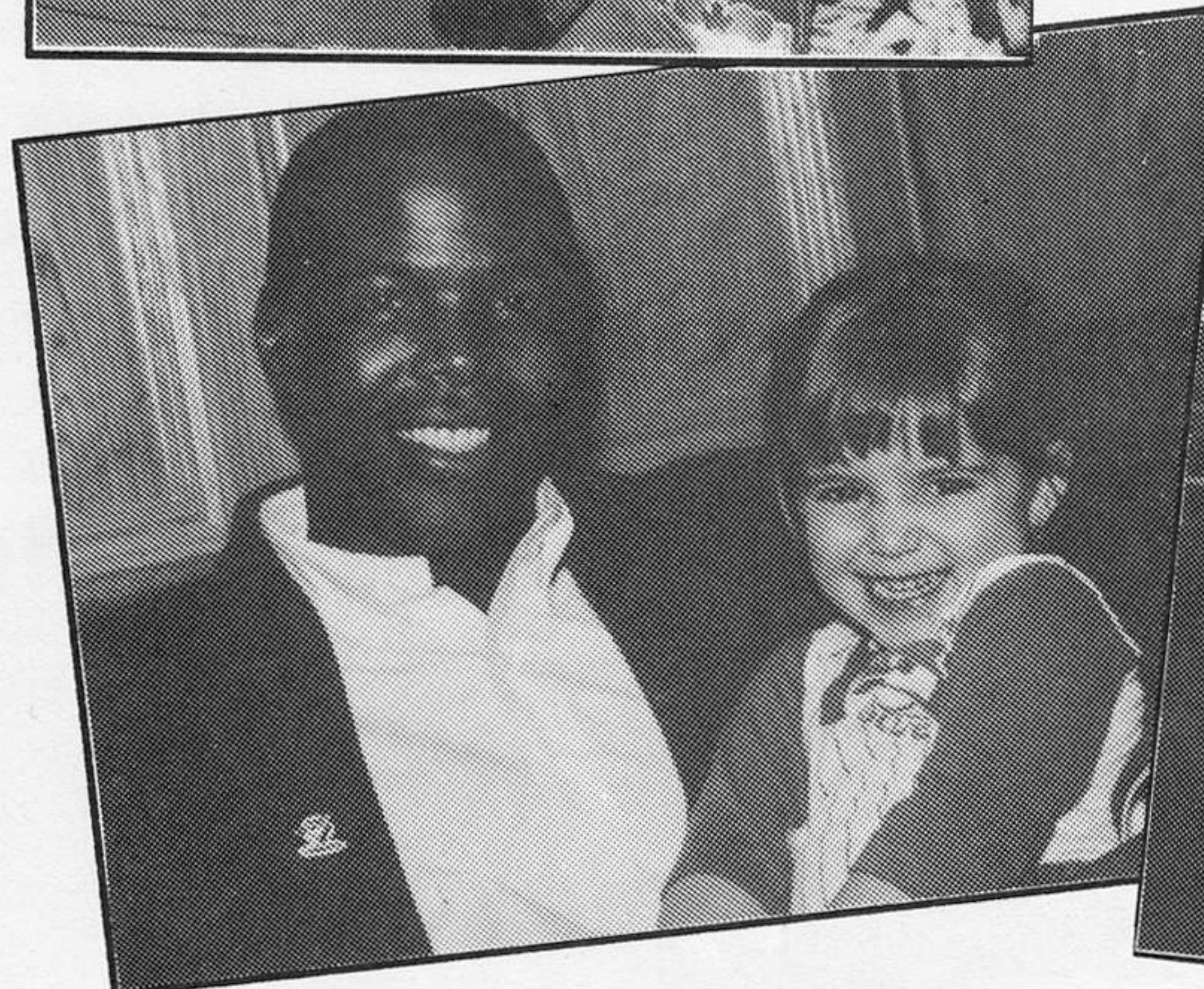
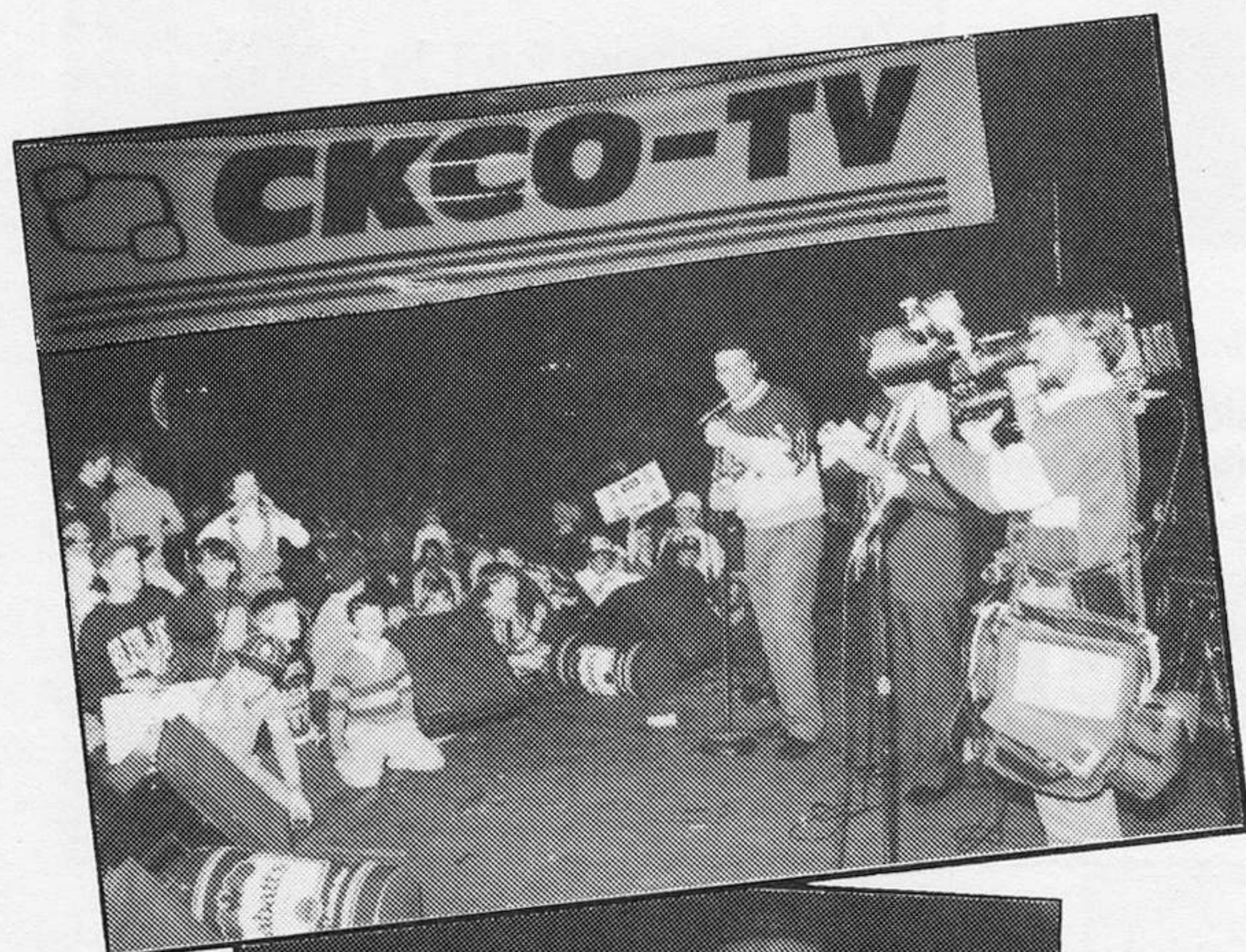
Tuesday, January 16th marked the third CKCO-TV/Labatt's Blue Jays night at Lulu's...and the old roadhouse was rockin' again this year! Blue Jays Manager, Cito Gaston, and players David Wells, Glenallen Hill and Pat Tabler were greeted by almost 2000 faithful Jays followers. The Beirido Brothers got things going at 6 p.m. and they played their own brand of music until 7 when the show got underway. Toronto mascot Blue Jay Birdie was also on hand to rev things up. Jays radio play-by-play broadcaster Jerry Howarth and CKCO's Bill Inkol quizzed the players about the upcoming season, and then questions from the audience rounded out the night.

The night was also a dream come true for five lucky contest winners. A TV contest was held giving five lucky kids a chance to spend the day with the Blue Jays. The winners went to a press conference at Rafter's Restaurant in the afternoon, and then ate dinner with the Jays at Lulu's that night. Each winner got to sit with a player, and the players were just great because they really took a liking to the winners, and treated them like a million bucks! Pictures and autographs were the order of the day for these lucky winners, and all have contacted us to tell us it was a day they'll never forget.

Our thanks to CFCA, AM 109, Labatt's, Lulu's and Sportsworld, and to the Toronto Blue Jays, who provided some great door prizes for the night. And a special thanks to all the CAP volunteers who came out and helped with crowd control...thanks to Chris Uhrig, Kathy Fedy, Bruce Emmerson, Wooly and to winner chaperone Sue Mondoux.

See you again next year at Lulu's...(Maybe to welcome World Series winners!)

A reminder..CKCO's Blue Jay Banter begins its 10th season this spring and this season you'll see 60 televised games...



CFCA-FM 105.3 and AM-109 took a positive approach to the G.S.T. and turned it into a very successful winter promotion.

The arrival of the New Year traditionally heralds a feeling of optimism and hope of things to come, however for Canadians, the arrival of 1991 brings one thing to mind...the newly imposed "Goods and Services Tax".

CFCA-FM 105.3 and AM-109 in Kitchener, Ontario launched a promotion to help ease the strain of the G.S.T. on consumers, whereby they could "Win Free Your G.S.T."

From haircuts to houses, candy to cars, all entries qualified to "Win Free Your G.S.T."! Consumers were invited to send a copy of their bill of sale, showing G.S.T. to CFCA-FM 105.3 or AM-109. Weekly draws were made on each station, and the winners won the cash amount of the Goods and Services Tax shown on their bill of sale. If the winners were listening to the radio stations at the time their names were selected, they had a limited amount of time to call in to the station to win DOUBLE the amount.

Local retailers and service agents supported this promotion by displaying 'point-of-purchase' materials informing consumers of their chance to win back the seven-percent tax.

WIN FREE YOUR G.S.T.

Send a copy or fax of your bill of sale, showing G.S.T. to:

G.S.T.
864 King Street West
Kitchener, Ontario
N2G 4E9
Fax: (519) 743-0364

Please include your name, address and phone number.

You could receive free your G.S.T., and if you are listening you could win double the amount!



Listen to
Soft & Easy Favourites
CFCA-FM 105.3

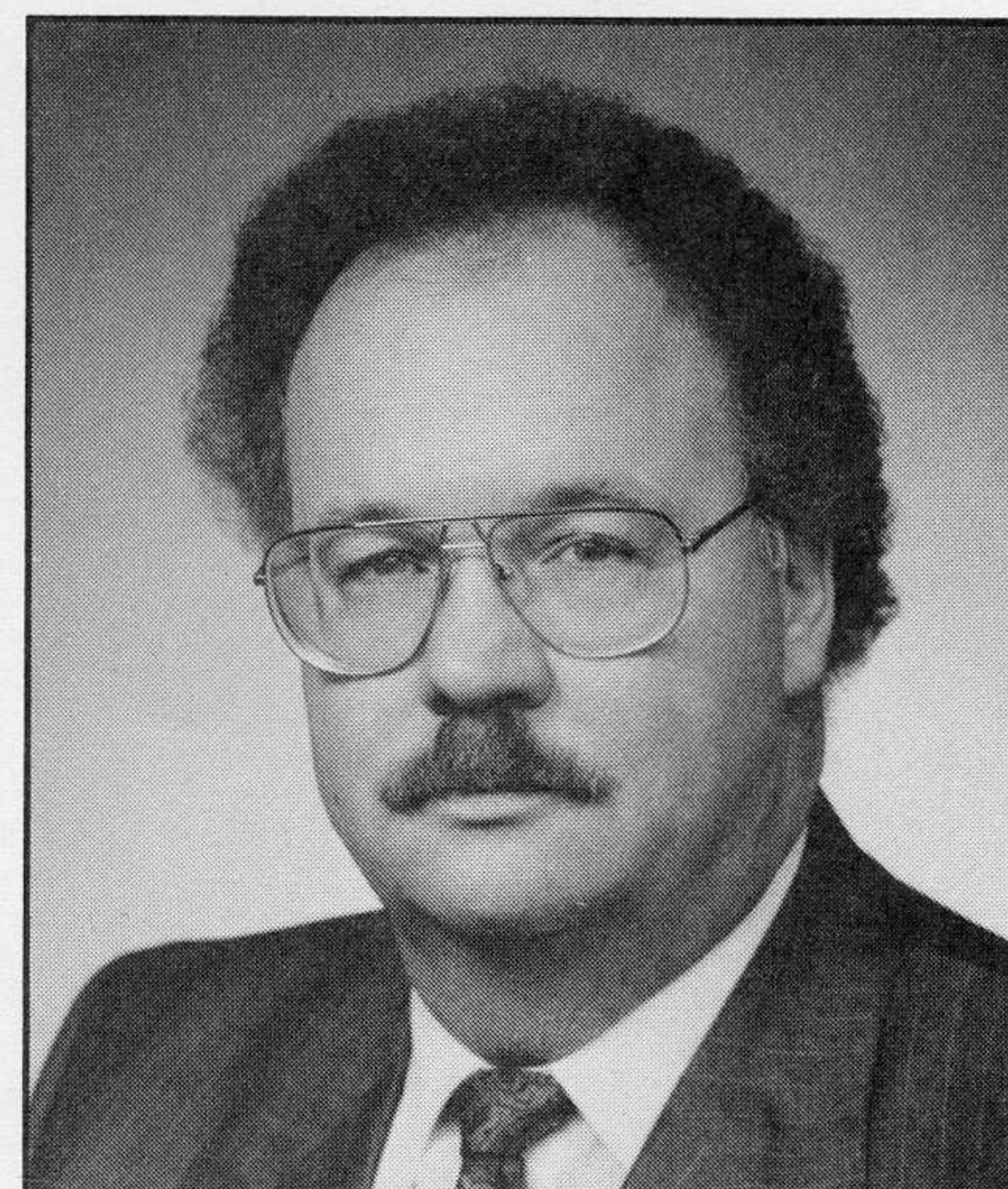
This contest may be withdrawn at any time without notice. Withdrawal shall not affect the validity of entries received or post-marked prior to date of withdrawal.

New Appointments

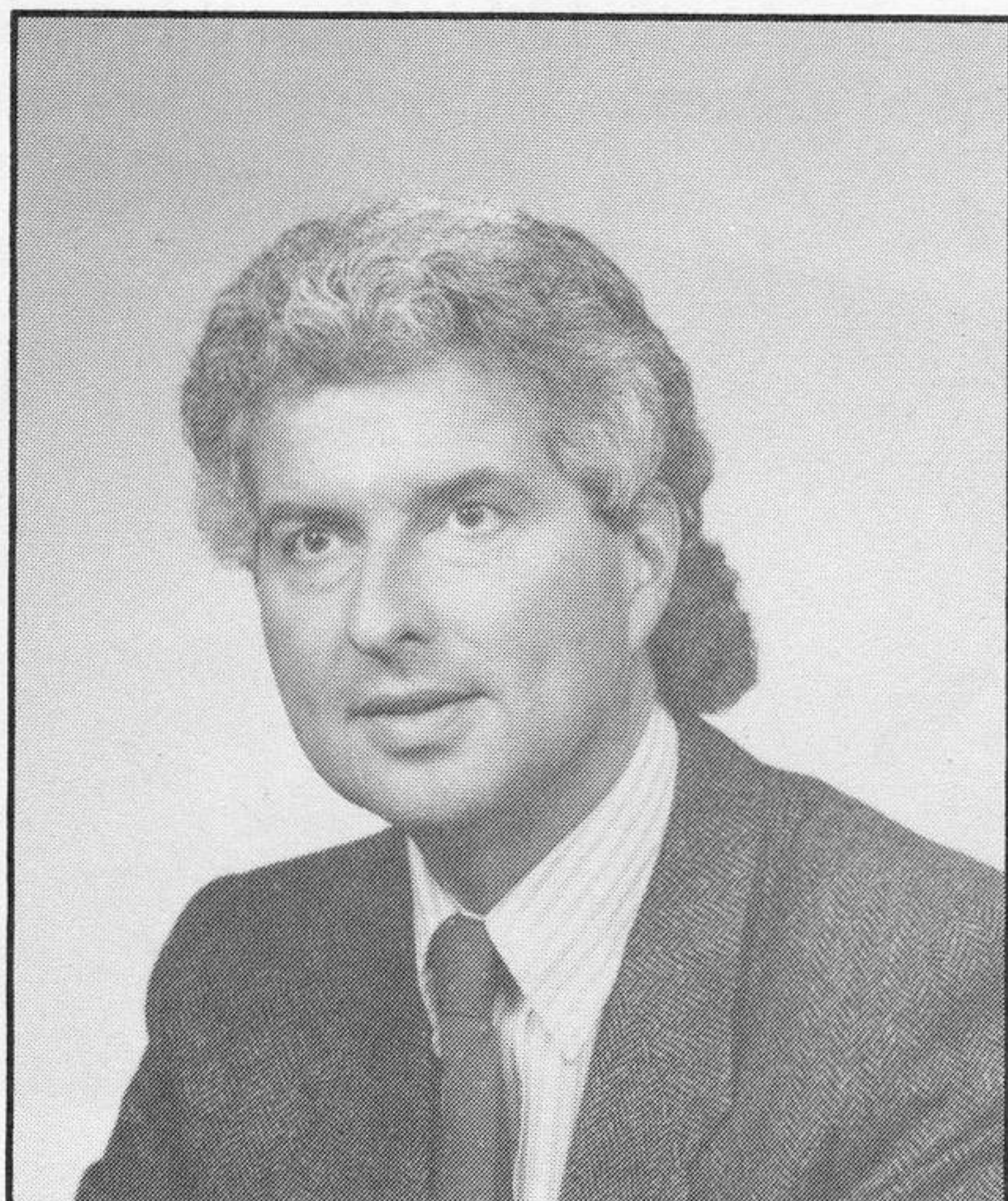
Peter Jackman Manager and General Sales manager of CKCO-TV has appointed **Pat Fitzgerald**, Manager Operations and Production and **Henning Grumme** Supervisor Operations and Production. Henning will report to Pat and Pat in return will report to the Manager Television. The appointments were made to coincide with the retirement of **Eric Sutherland** and **George Moskal**. George has agreed, with the short remainder of time till his actual retirement date, to assume the role of handling special projects and play the role of advisor to Pat in his new position



Pat Fitzgerald



Henning Grumme



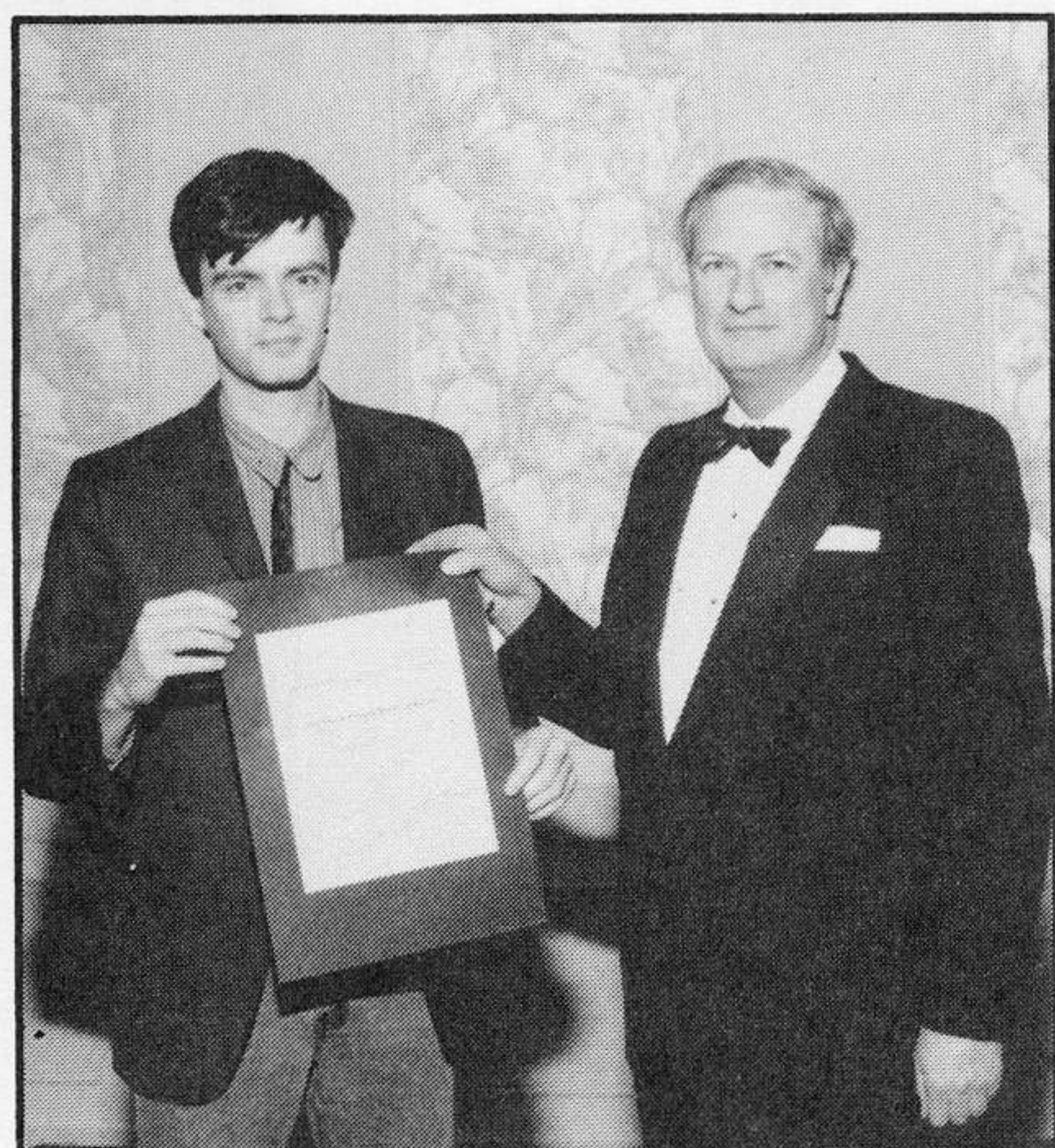
Rick Moss

John Spragge, Radio Manager of C A P Communications, is pleased to announce the appointment of **Richard Moss** to the position of Program Director, AM-109 Kitchener.

Mr. Moss brings an eighteen year background in announcing, marketing and programming with CFPL-AM and FM, and most recently with CFOS-AM and CIXK-FM in Owen Sound. This appointment is effective immediately.

Conestoga College Awards Presentations

Twelve students and recent graduates of Conestoga College's Broadcasting - Radio and Television program received nearly \$3,000 in awards, and two broadcasting professionals were honoured at the annual Broadcasting - Radio and Television awards dinner, attended by 150 on January 16 at the Waterloo Inn.



The Carl A. Pollock Memorial Award, awarded to the student entering the programs final year with the highest academic standing, was presented to Steven Cottrell by **John Pollock**, President and CEO, Electrohome Limited.



The Broadcaster Of The Year award, sponsored by C A P Communications was presented to Cliff Rawnsley by **W.D. McGregor**, President, Electrohome Communications...the Award recognizes talent and ability as demonstrated by product and performance in both radio and television.



Guild Shields were presented to winners at the program level in the Conestoga College Mastercraft Award competition...to Maureen Berry Kroetsch, Karen McCall-McLaughlin and Cliff Rawnsley...The presenter was Program Co-ordinator **Larry McIntyre**.



Central Canada Broadcasters Assn. Awards for outstanding achievement in radio, television and broadcast journalism went to Ellen Fraser (Radio); Karen McCall-McLaughlin (Television); and Valerie Cole (Broadcaster Journalism). All were presented by **John Spragge**.

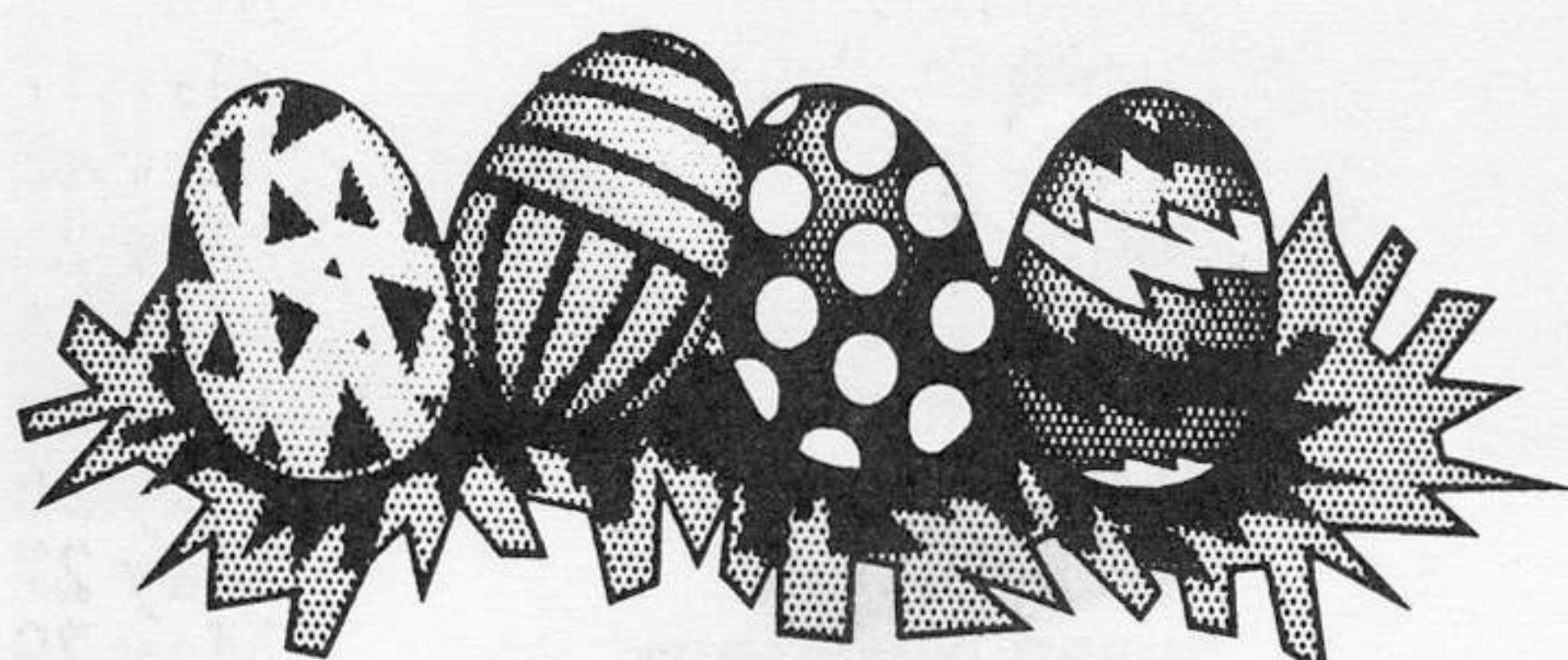


The Award for Excellence was presented to H.J. "Bert" Allen, Manager, Ontario Region Community Relations of CBC Toronto. This award recognizes the achievements of a career broadcaster distinguished by excellence as nominated by Alumni and Associations of B/RT Conestoga. Five past winners of CBC Telefest, the Ontario wide contest that Bert has worked on over the past ten years (L-R) Mike Sayk, Kathryn Von Bezold, Jean Trudel, Rob Cirroe, Bert Allen and Dan Bailey.

New Employee

Elizabeth Kieswetter ...AM 109 Sales

Graduate Wilfrid Laurier University. Worked in product management and merchandising with Loblaws in Toronto and Knechtels....

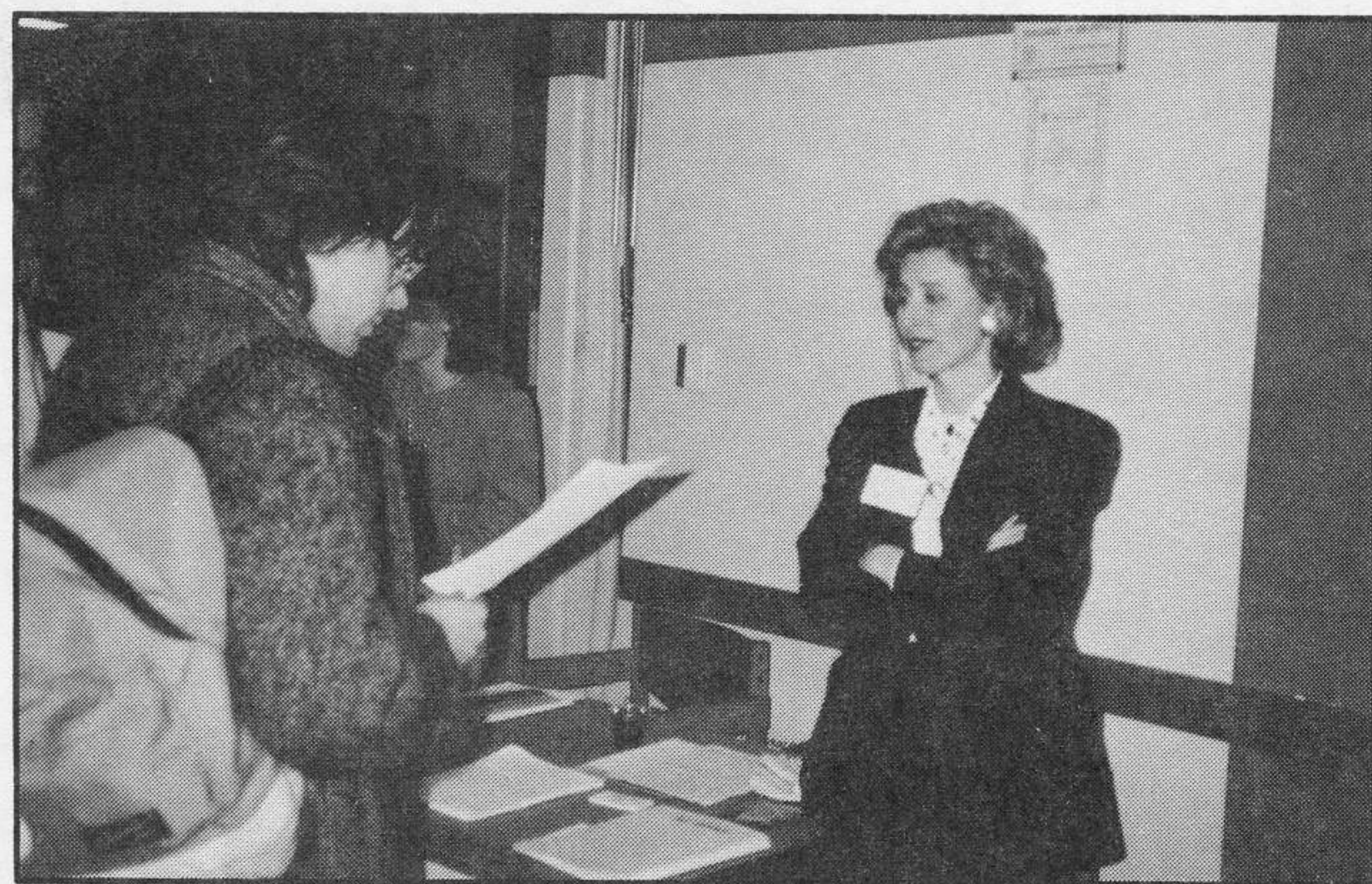


Don't Know Much About History...

Who says a university education won't get you a job in the REAL world? Some C A P employees recently returned to their alma mater, Wilfrid Laurier University, to share their experiences at a student Career Fair.

Wanda Love told students she is putting her English degree to good use as the Promotions Manager of AM-109/CFCA-FM. . . Meanwhile, PROVINCE-WIDE Producer, **Daiene Vernile** proved you don't have to work in a museum with a History degree.

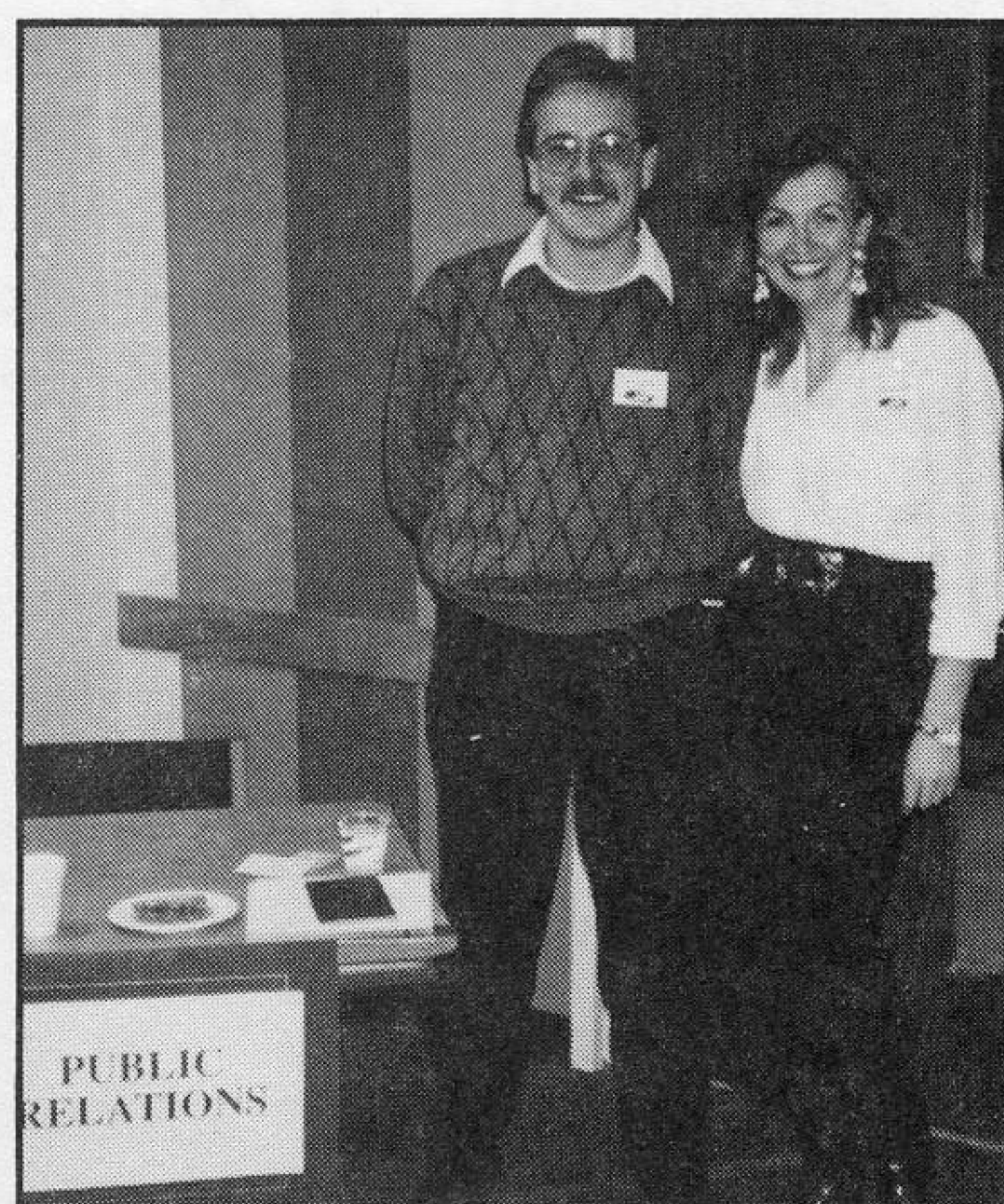
Most often asked questions of the night: "Are there any jobs available in broadcasting?" Well, you know the answer to that one. And of course, the often asked, "How much money do you make?"



You want a job in broadcasting? UH...Try the CBC!



...and then he jumped in a pit of manure. And then he found and ate an apple. Honest, it was one of my ideas....Yup! My education is serving me well!



Mark says: "Hi! I don't have a university degree, but do you know where I can buy one?"

MARCH 1991 RED CROSS MONTH

March 3 - Juno Awards - Vancouver
March 11 - BBM - Radio - to April 28
March 14 - 1923 - Pete Parker voiced the world's first play by play radio broadcast of a pro-hockey game. Carried by CKCK Regina, the game between Regina & Edmonton was won by Edmonton (1-0).
March 17 - St. Patrick's Day
March 23-26 - Canpro - Trois Rivières
March 29 - Good Friday
March 30 - Passover
March 31 - Easter Sunday

APRIL 1991

April 3 - BBM - TV Ends (Started Feb. 21)
April 3 - Lulu's Roadhouse opened in 1984
April 10-13 - Vicom '91 - Toronto Convention Centre
April 14-16 - Radiovision '91 - Harbour Castle Westin - Toronto (RBC)
April 15-18 - NAB Convention - Las Vegas
April 20 - 1939 - RCA Victor broadcast first commercial TV program
April 21 - Earth Day
April 25 - The 1991 Bessies - Sheraton - Toronto

MAY 1991 ARTHRITIS MONTH

May 1 - CAB - "Taking The Lead" - Royal York - Toronto
May 12 - Mother's Day
May 20 - Victoria Day
May 21 - XWA - Montreal - Broadcast the first regularly scheduled program in North America
May 27 - Memorial Day (U.S.A.)



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Publications Editor
Reg Sellner

Contributors

Joe Torbay John Spragge
Jeff Hutcheson Wanda Love
Faye BechtelMike DuBoulay
Lisa Lackenbauer

Next Capsule Deadline June 1, 1991

CAP Communications Birthday List

Harold Zister	March 1
Ruth Walker	March 4
Richard C.C. Smith	March 5
Joan Mueller	March 6
Janine Sharp	March 6
Joseph Langel	March 7
Alan Merritt	March 8
Joseph Ulmer	March 8
Patrick Fitzgerald	March 11
Ingrid Flannigan	March 12
Brent Hanson	March 13
T. Andrew Nageleisen	March 13
Joanne Palmer	March 13
Douglas Newman	March 14
Andrey Phypers	March 14
Vaughn Boegel	March 15
Michael Lorentz	March 18
Paul Moser	March 18
Joe Brenner	March 19
Patrick M. Lobzun	March 19
Steven J. Lowe	March 20
Luba Bury	March 23
Craig Smith	March 23
Erwin Nikel	March 26
Paul Scott	March 26
Faye Bechtel	March 27
Christopher Duncan	March 29
John Vethaak	March 29
Archie Ferrie	March 31
Paula Murphy	March 31
Dan Foster	April 1
Cliff Rawnsley	April 2
John Hogben	April 3
Greg Sloan	April 3
Art Baumunk	April 6
Tony Luciani	April 9
Dale Molnar	April 11
Paul Turchan	April 11
Edmund Lindsay	April 12
Frank Parsons	April 14
Olaf Heinzl	April 15
Jeffrey Hutcheson	April 15
Donald Cameron	April 16
Rick Smith	April 16
Sandy Clarke	April 18
Jeff Taylor	April 18
Sandra Jeffery	April 21
Franck Kocis	April 21
Donna Baxter	April 22
Tom Keller	April 23
Regina Ertel	April 24
Pamela Sahli	April 24
Daniel Sherman	April 27
John Liddle	April 28
Danial Sloane	April 28
Stephen Sobczuk	April 28
Debbie O'Driscoll	April 29
Dale Parsons	April 29
Ric Waurechen	April 29
Kirk Blake-Dickson	May 1
Joseph McIntyre	May 1
J. Daniel Fish	May 7
Norma McDonald	May 8
Royden Jarvis	May 11
Debbie McCrudden	May 11
Kerry McKee-Pat	May 13
Jack L. Alexander	May 15
Cynthia Hill	May 15
Colleen Walsh	May 15
Thomas J. Farwell	May 17
John Grant	May 17
Kenneth Grist	May 17
Peggy Merritt	May 18
Penny Jolly	May 23
John Donahue	May 24
John Smith	May 24
Patricia Taylor	May 26
Daniel Bailey	May 27
Susan Mondoux	May 29