

CAP *Style*



December 1991

Another year has almost passed into history and as we reflect back on 1991, we all can recall many events that will be recorded in history books for posterity.

This time last year the world was prepared for conflict in the Middle East. In early 1991, the war started and stopped within a week. Fortunately, the grisly results of war were minimum for the United Nations troops but the carnage suffered by Iraq continually remind all of us that the Prince of Peace didn't represent war - war which still rages between factions in Yugoslavia. I visited that country five short years ago. The beauty of the various areas plus the warmth of the many people we met make it difficult for me to accept the destruction and death that these same people are forcing on each other as the result of civil war. May everything represented in the Christian teachings, which we celebrate at this time of year, bring a lasting solution to this tragedy before many more people become war statistics.

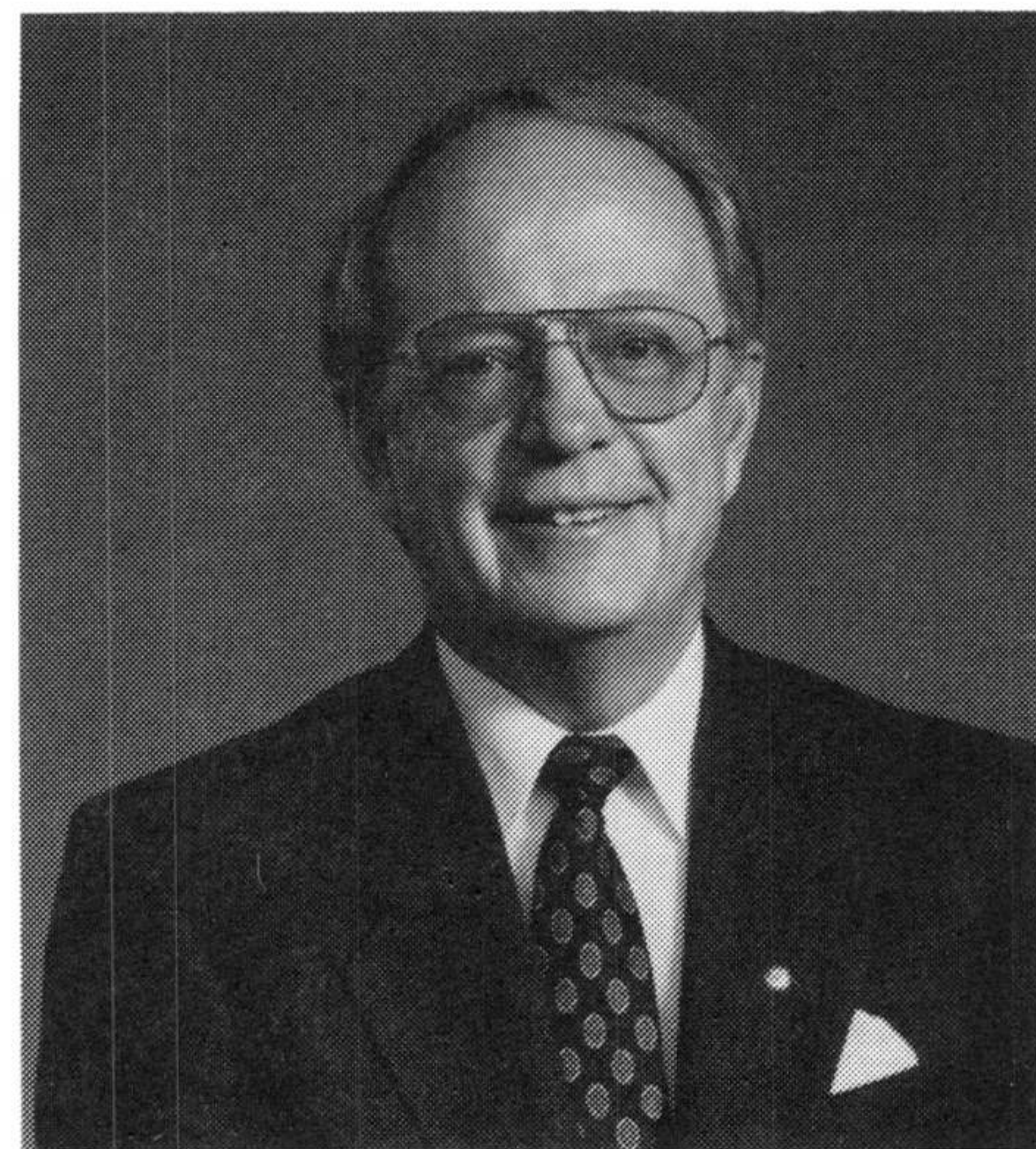
Here at home during 1991, the economy continued to stagger from one month to the next with many businesses and employees being caught up in the heart-break of plant closures and job losses. As Electrohome Limited continues to adjust to the changing economic climate, the staff at CAP is faced with the prospect during 1992 of seeing many of our close business and personal friends at CFCA and AM 109 leaving CAP to become involved with a new company - a company that, when it receives CRTC approval, will become responsible for the ownership and operations of both these radio stations. The days ahead will test all of us and I sincerely hope that the genuine warmth and compassion which we all share during the Festive Season will carry through some of the difficult days ahead.

We also pause and reflect at this time of year and remember those who were here last year, but will be missing at family gatherings this Christmas. In particular we think of the Ferguson and Turchan families and we hope that they take strength in knowing that everyone here at CAP sincerely care and support them as they face the future without loved ones.

I think we all have a responsibility to do whatever we can in 1992 to support Canadian Unity. The loss of Quebec would be a disaster for all of us. This country is too great, too wonderful, too beautiful, to allow it to splinter and break-up because of perceived differences. These differences must be resolved!!

For two-thousand years the wonderful Birth in that little stable in the tiny village of Bethlehem has been recognized and celebrated each year, and each year people around the world draw strength from what that Event represents. Christian teachings indicate that the Christ-child was brought into the world to save it from destruction. Two thousand years later, despite the mistakes that have been foisted on the world by its inhabitants, the strength represented in the teachings of Christ has allowed this world to survive. It all began during the first Christmas so long ago. Reflect on it - take strength from it - and remember that we mutually share the responsibility of our future.

Anne and I hope that each of you have a very Merry Christmas and hope that 1992 is a year that brings satisfaction to each of you!!



Keep communicating.

Don Willcox, General Manager



A Christmas Message

As part of this special edition of CAPsule, I want to take this opportunity to wish everyone a very Happy Holiday Season and a prosperous 1992. I would also like to say, thank you, to the many dedicated hard working men and women for their tremendous contribution this past year. Many have looked beyond themselves and come forward with a winning attitude that should let us all stand tall and be proud of what we have accomplished.

Peter Jackman
Manager Television



Hits Radio AM 109 Presents Kitchener-Waterloo Youth Oktoberfest!

Hits Radio AM 109 presented a Kitchener-Waterloo YOUTH OKTOBERFEST NIGHT for the highschool students in the Kitchener-Waterloo area on Wednesday, October 16th. The youth event was a sanctioned event of Oktoberfest.

The Youth Oktoberfest was targeted specifically for highschool students, with ticket sales through the student councils at participating secondary schools. Tickets included free bus transportation courtesy of Kitchener Transit.

The Kitchener-Waterloo Youth Oktoberfest Night was an opportunity for the high school students of the area to enjoy a taste of Gemutlichkeit with Hits Radio AM 109!

OKTOBERFEST Honours Betty Thompson and Henning Grumme

Oktoberfest President, Glen Walker presented the President's award to **Betty** and **Henning** at the annual invitational luncheon during this years celebrations.



In announcing the presentations Bill Renaud cited **Betty Thompson's** 17 year involvement in the festival. She was the first woman elected to the Board of Directors, was instrumental in forming the women's committee, has served as Chairman, and a member of many groups over the years.



Henning Grumme has served for 13 years as Chairman of the International Talent Committee, on the Board of Directors and the Executive Committee. The "Grump" has been responsible for establishing a high level of international talent at the event.

CAP salutes both for their efforts and their involvement in the community.

CFCA FM 105.3 and Hits Radio AM 109 Host The Knob Hill Oktoberfest Brunch!!



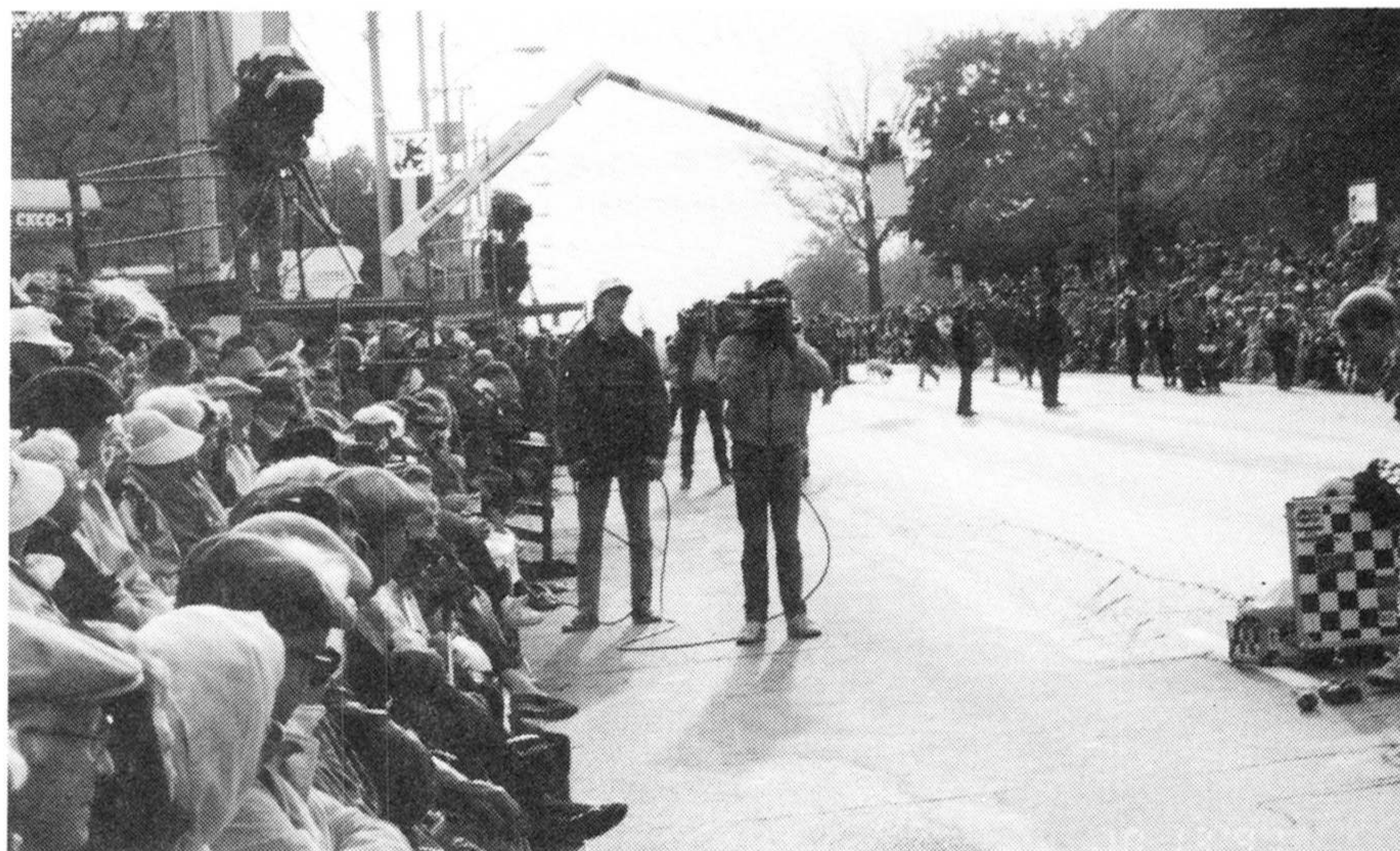
Radio stations CFCA FM and AM 109 issued an Oktoberfest welcome to the Knob Hill Farms Food Terminal, a newcomer to the Kitchener-Waterloo area.

On Saturday, October 12th, "Soft and Easy Favourites" CFCA FM and Hits Radio AM 109 hosted a free Oktoberfest Brunch at the new Knob Hill Farms Food Terminal in Cambridge. Radio listeners were invited to come out to Knob Hill Farms to enjoy the true spirit of Gemutlichkeit with free Oktoberfest sausage on a bun, coffee, and beverages. The sausages were cooked up and served by radio personalities from CFCA and AM 109. Over seven thousand sausages were served up during the four hour event!

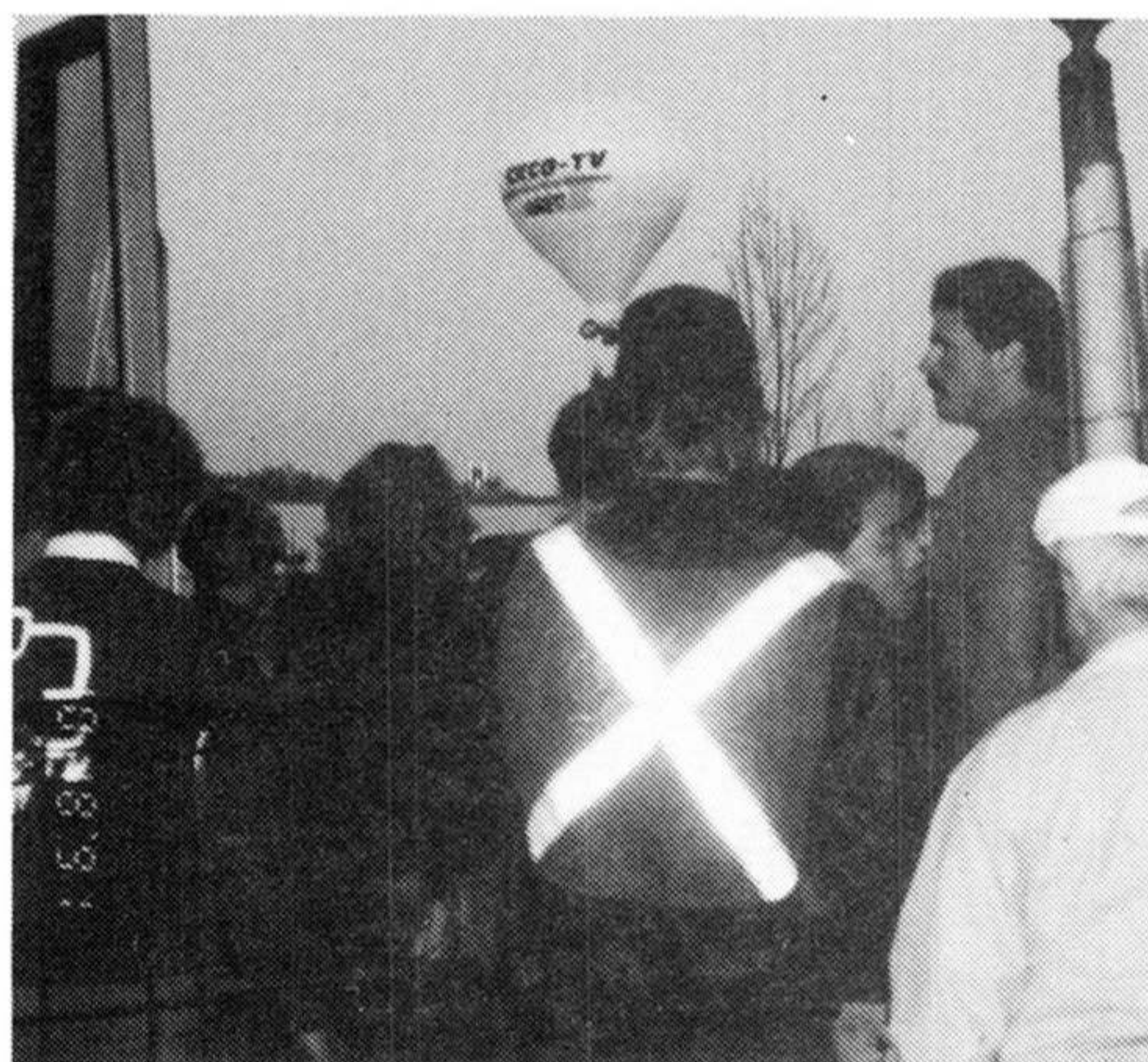
Walter Ostenak and his band entertained the crowds and Oktoberfest celebrities stopped by, including Uncle Hans!



OKTOBERFEST AT CAP



Again, this year OKTOBERFEST proved to be a busy time for all three stations CKCO-TV telecast the opening ceremonies ... the Oktoberfest Pageant ... and of course the Oktoberfest Parade on Thanksgiving ... there was a new twist to the celebrations this year in the BALLOONFEST ... AM 109 ... CFCA ... CKCO were very much in evidence to support this new venture ... and as usual there were the many other events and celebrations that surround the festival



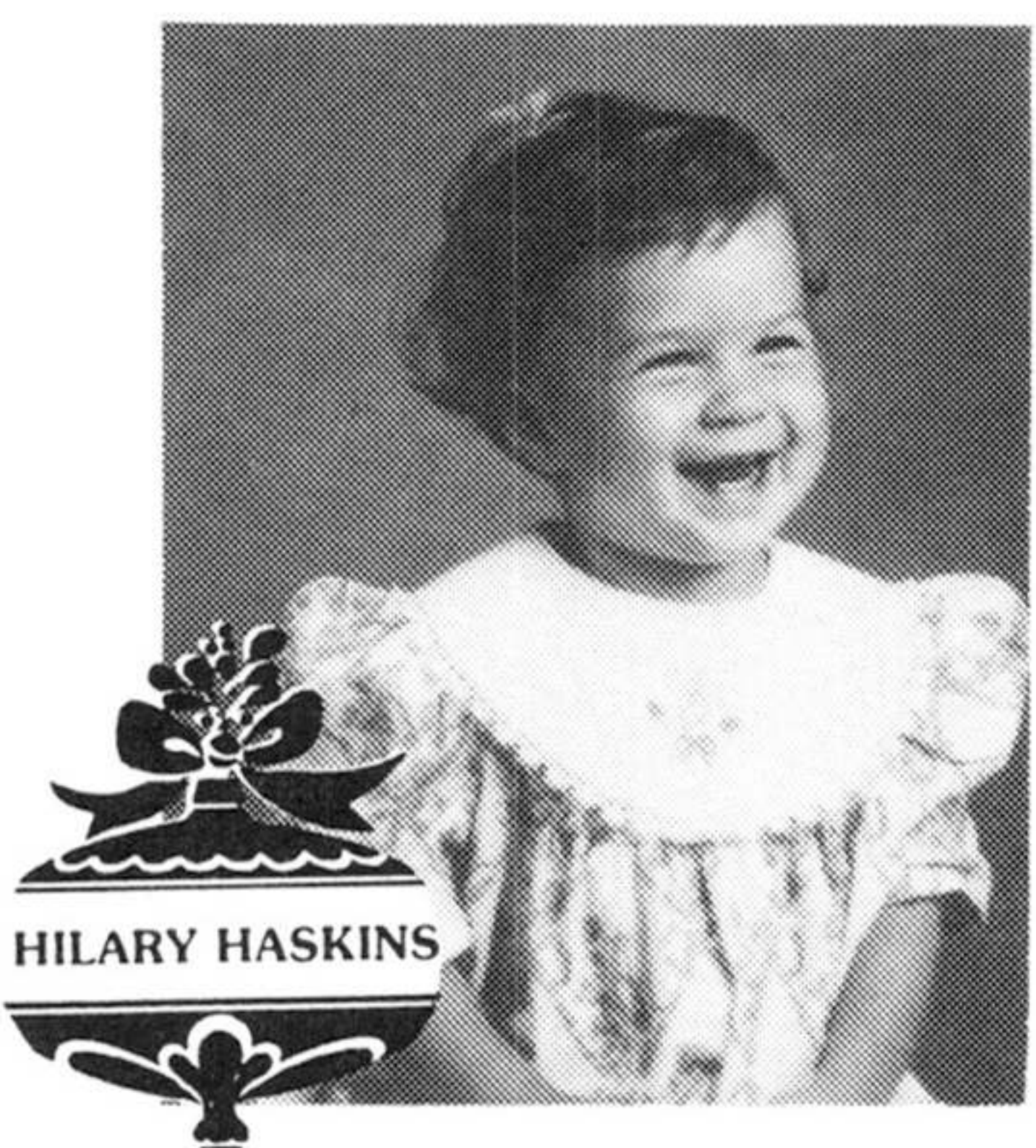
Soft & Easy Favourites CFCA-FM 105.3 presents "An Apple For The Teacher"



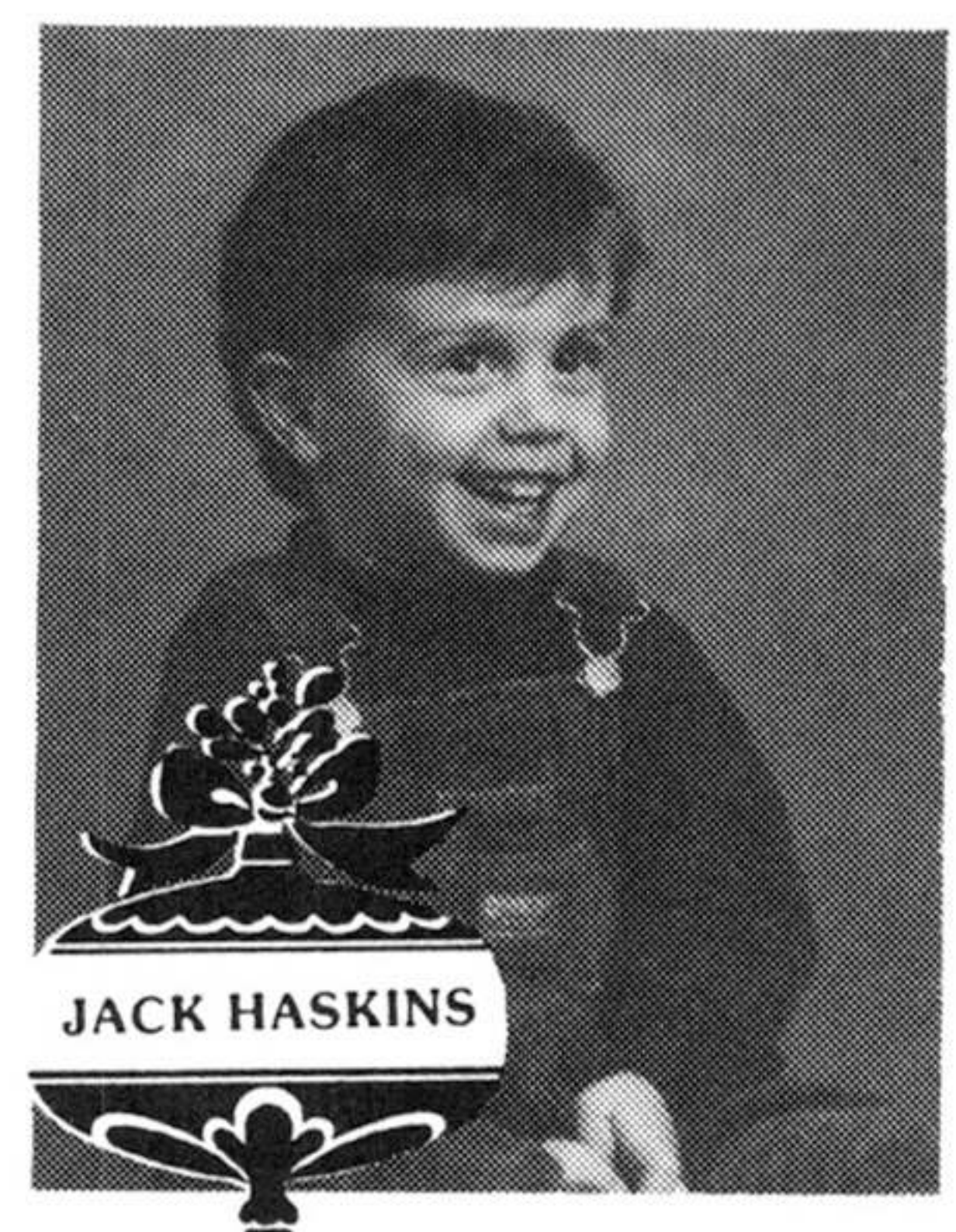
CFCA FM 105.3 hosted an on-air promotion "An Apple For The Teacher" to help promote the apple harvest season.

Each morning on the Dan Fisher show, young listeners were encouraged to call in and nominate their teacher to win CFCA's "An Apple For The Teacher". The children were asked why their teacher was the best, and why they deserved an apple.

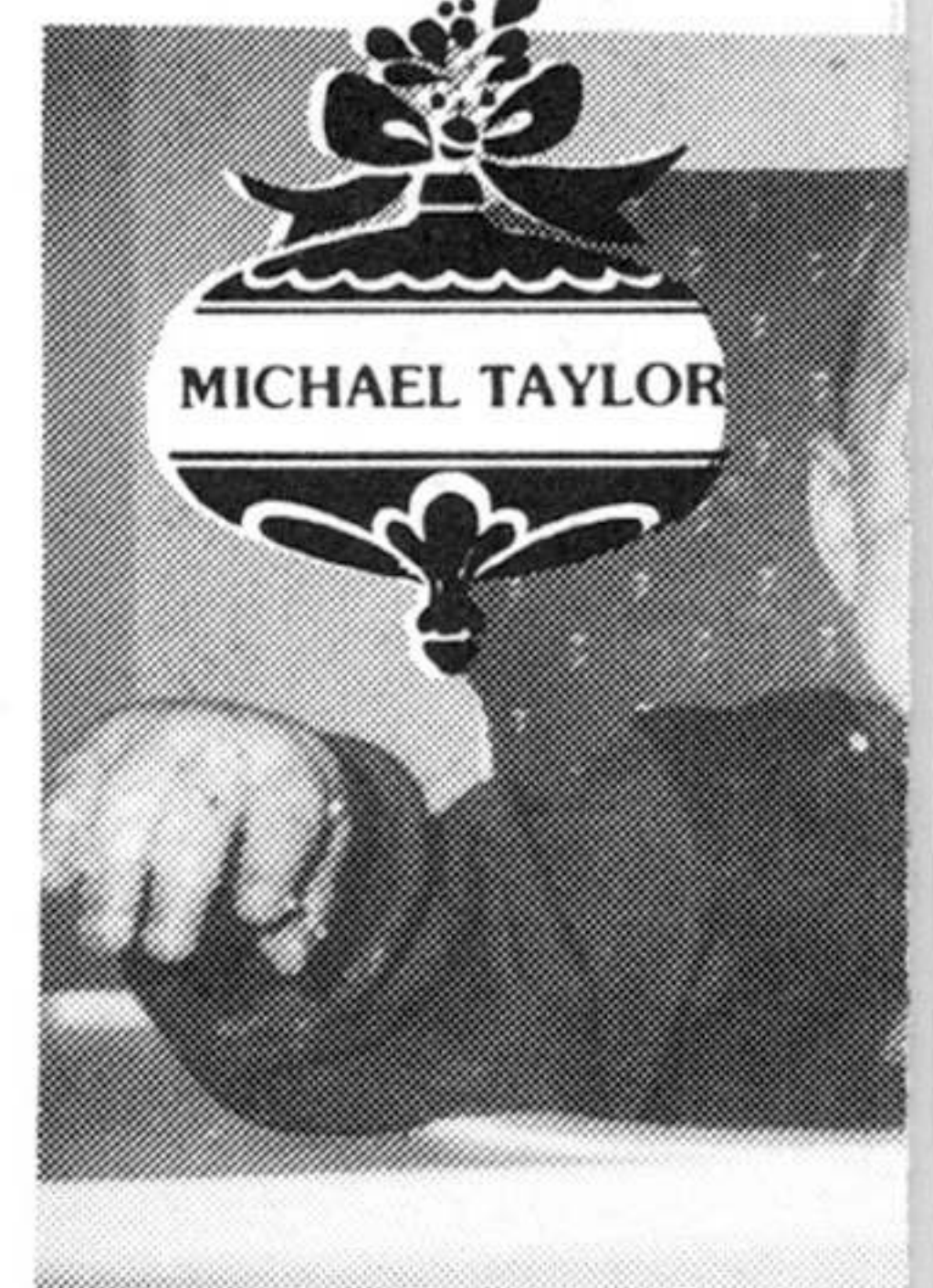
Each week, one teacher was chosen to receive a bushel of apples and a beautiful AM/FM cassette player for their school.



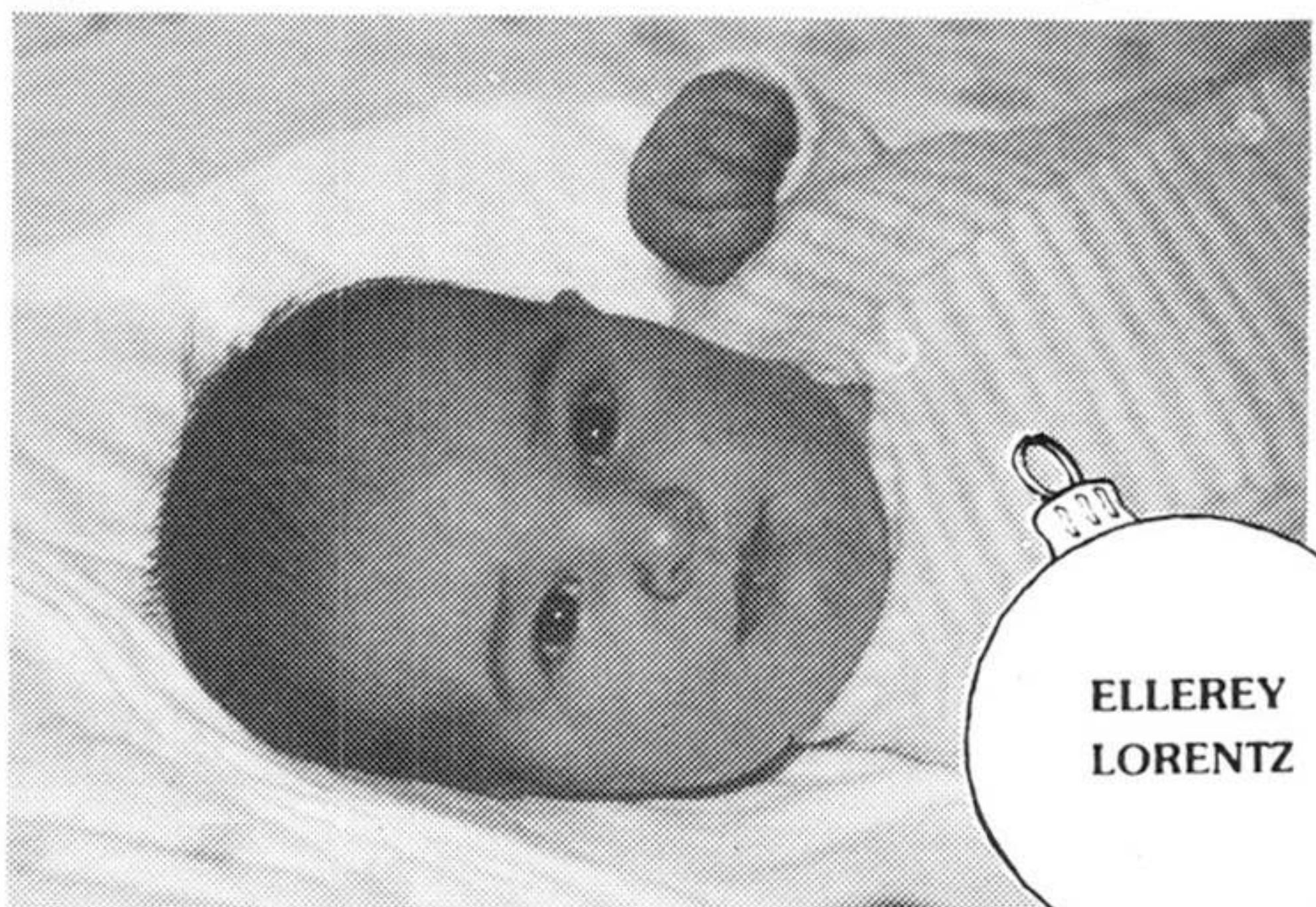
HILARY HASKINS



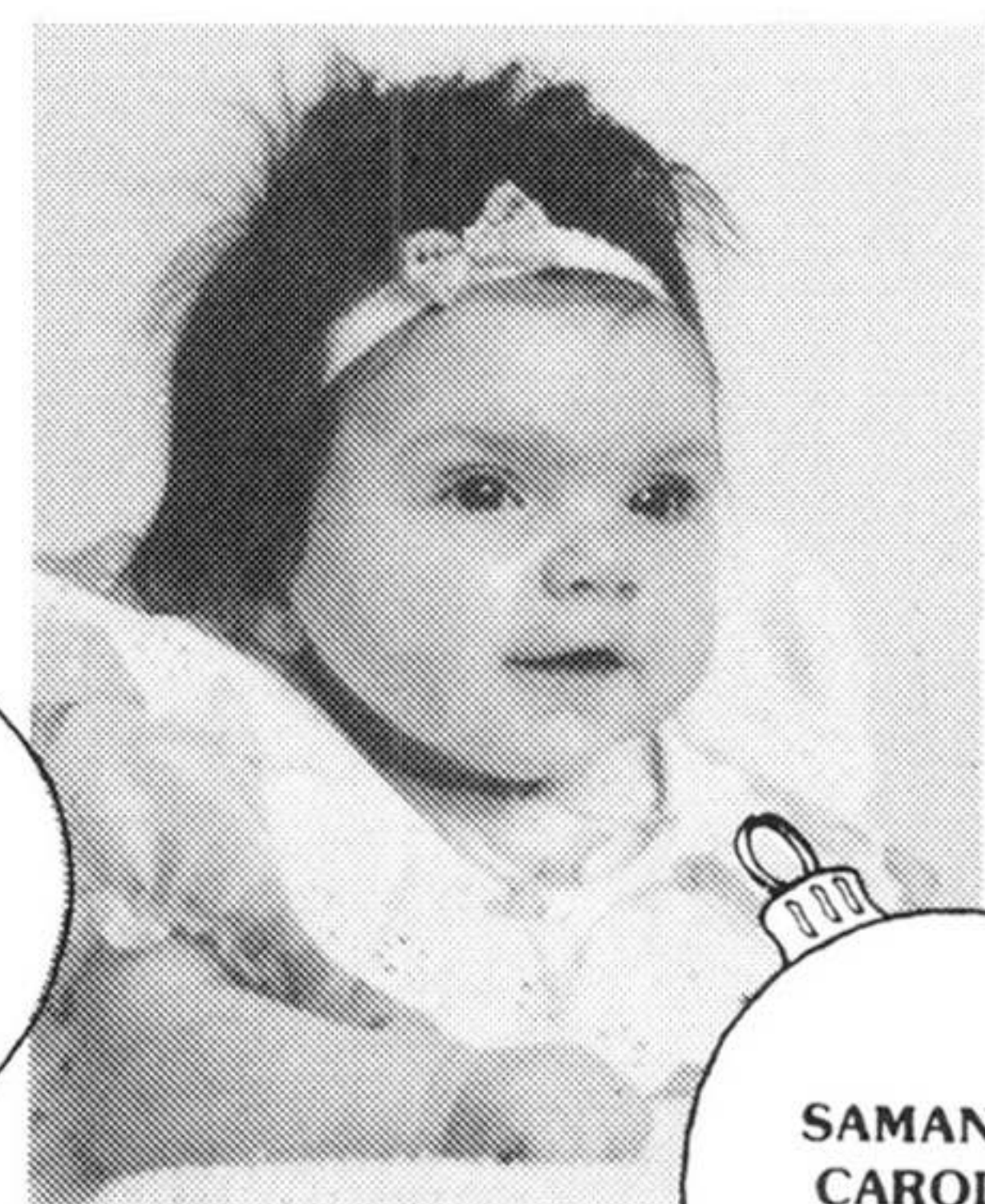
JACK HASKINS



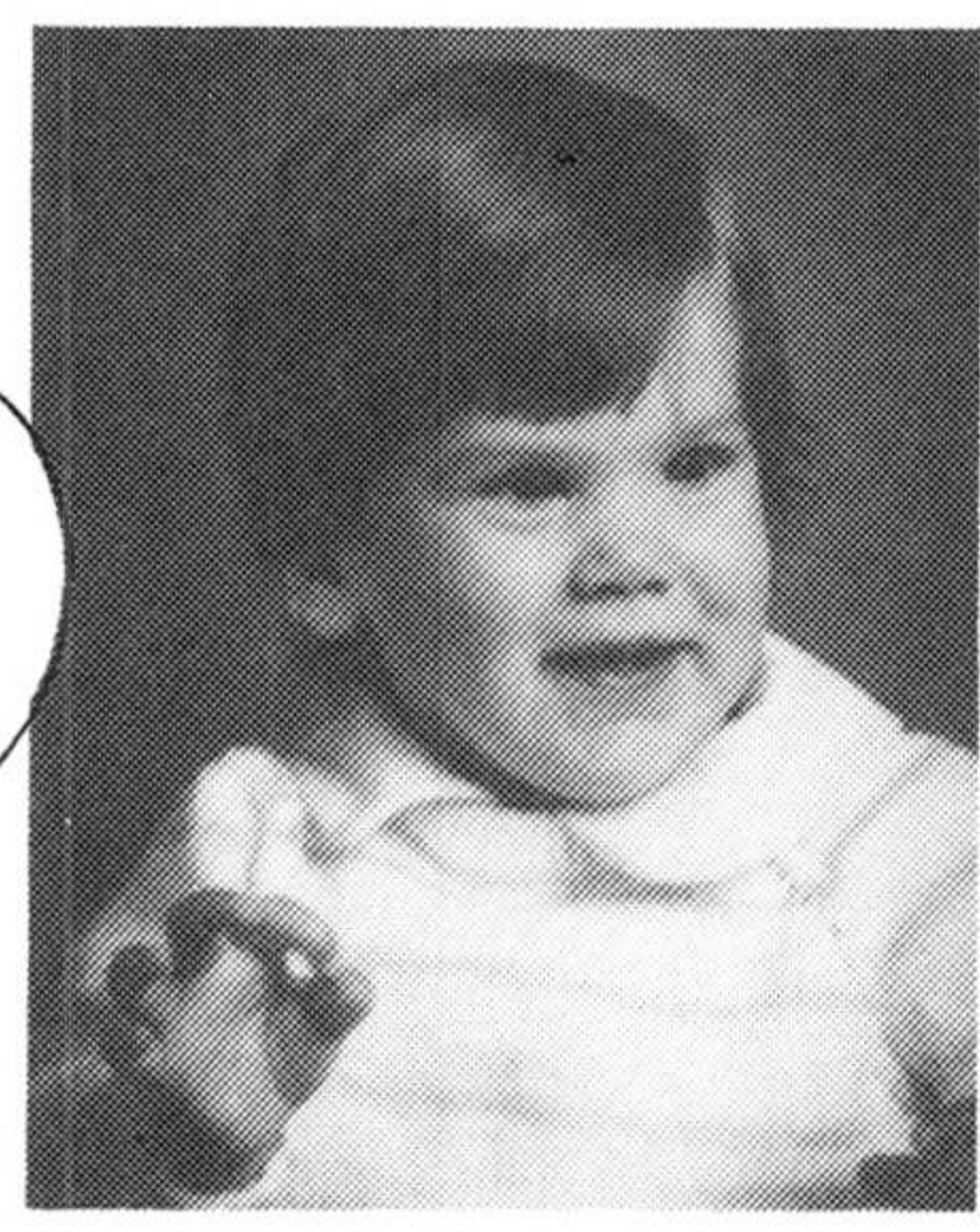
MICHAEL TAYLOR



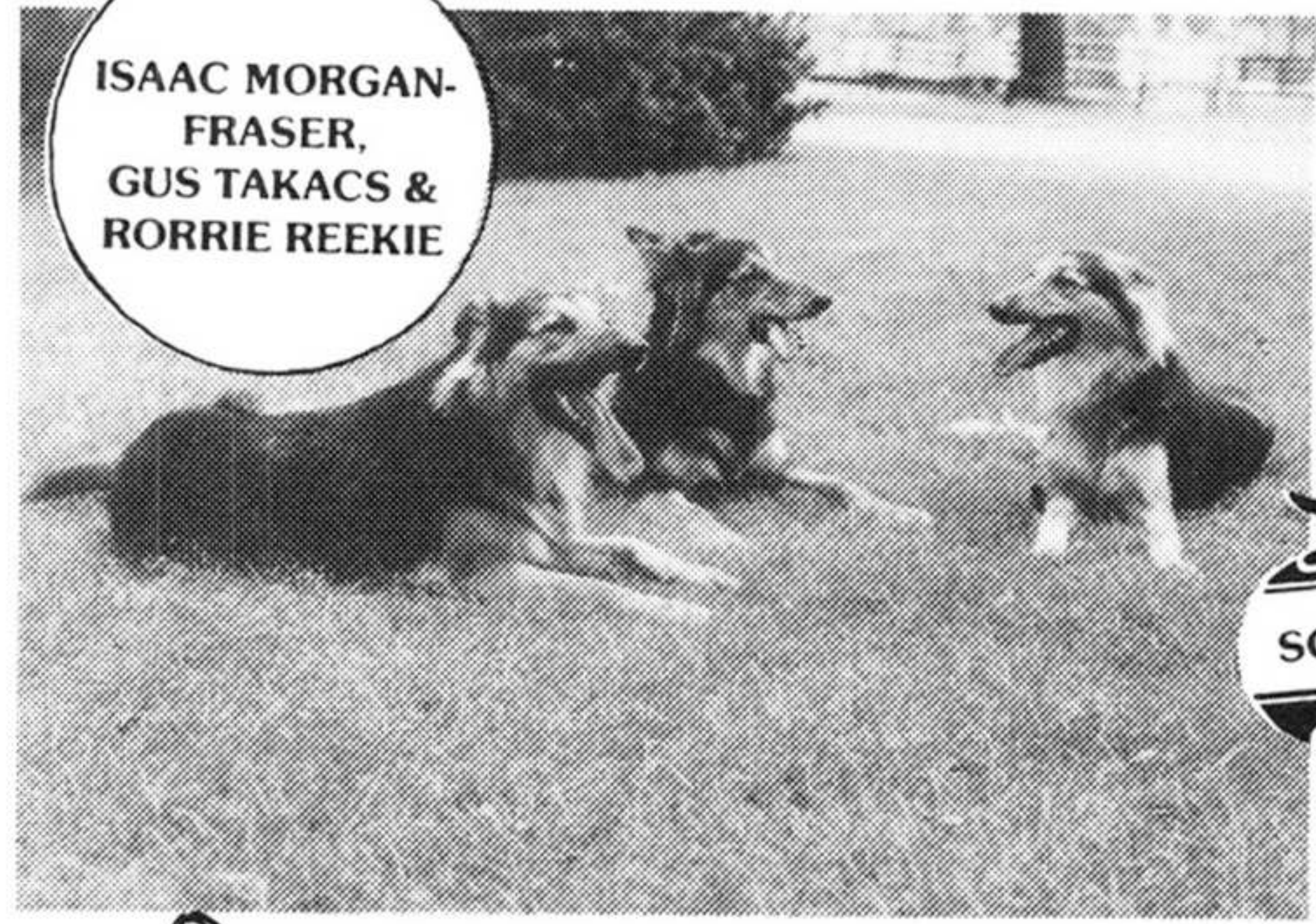
ELLEREY LORENTZ



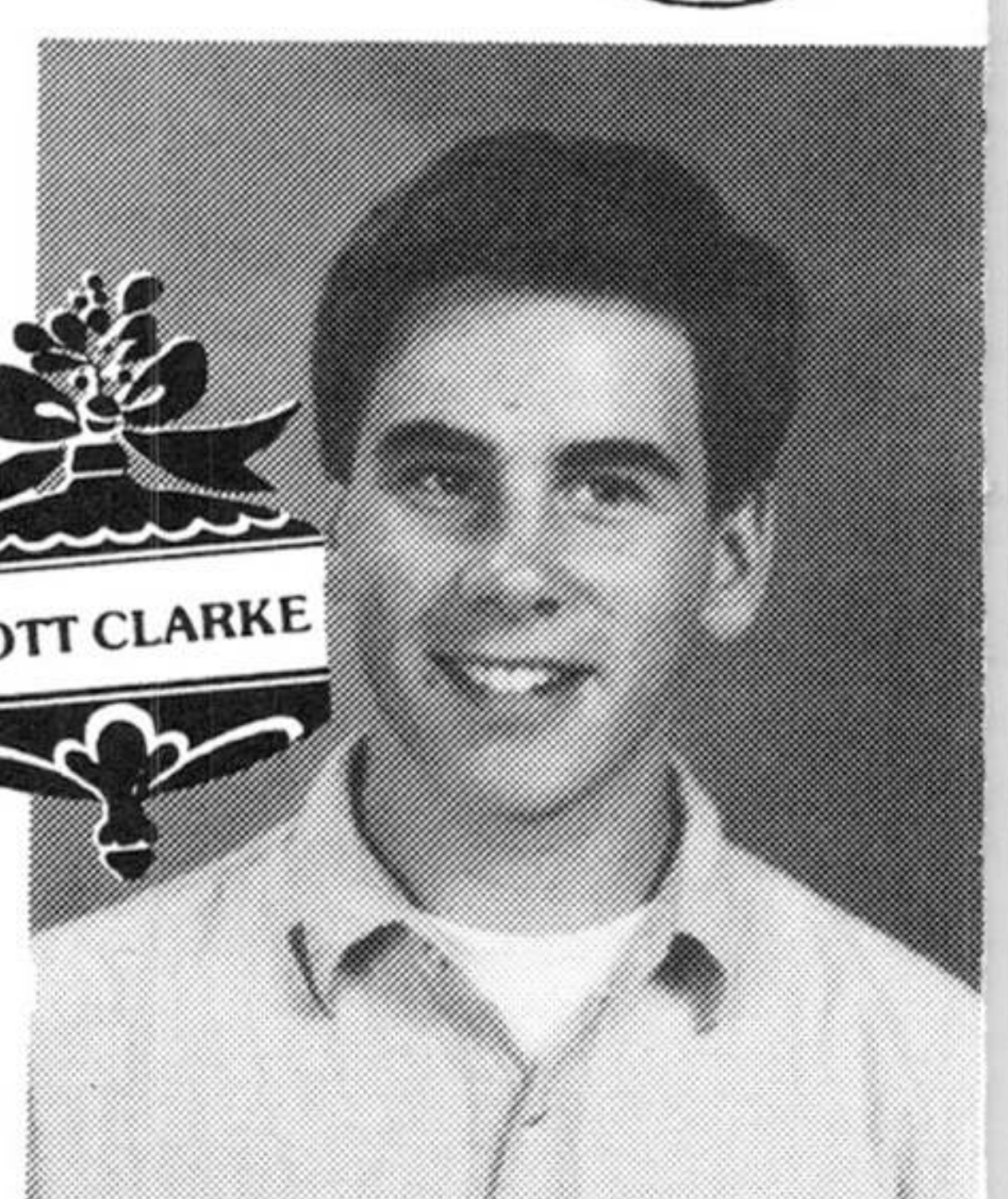
SAMANTHA CAROLINE WILLCOX



SAMANTHA SIMIC



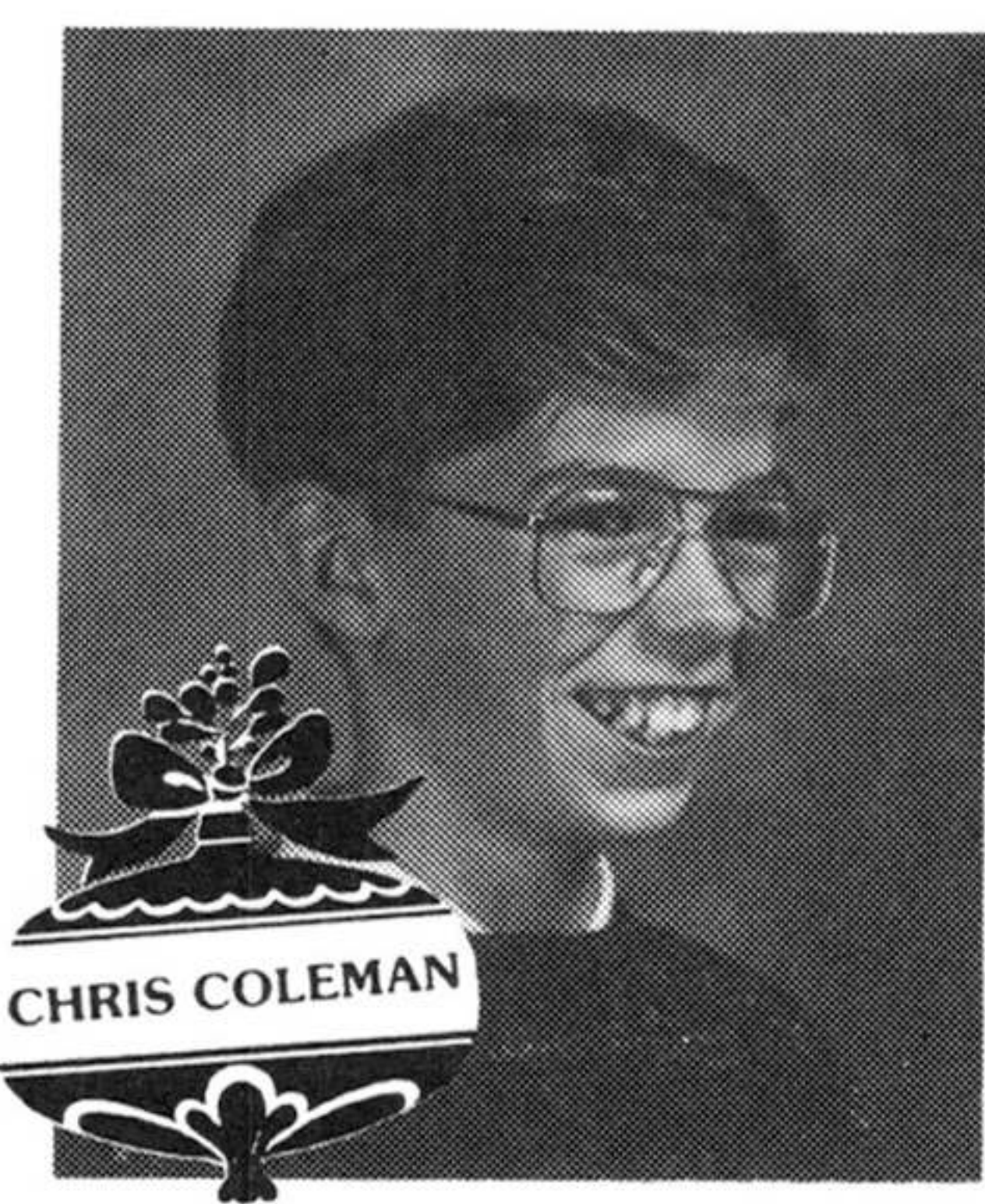
ISAAC MORGAN-FRASER, GUS TAKACS & RORRIE REEKIE



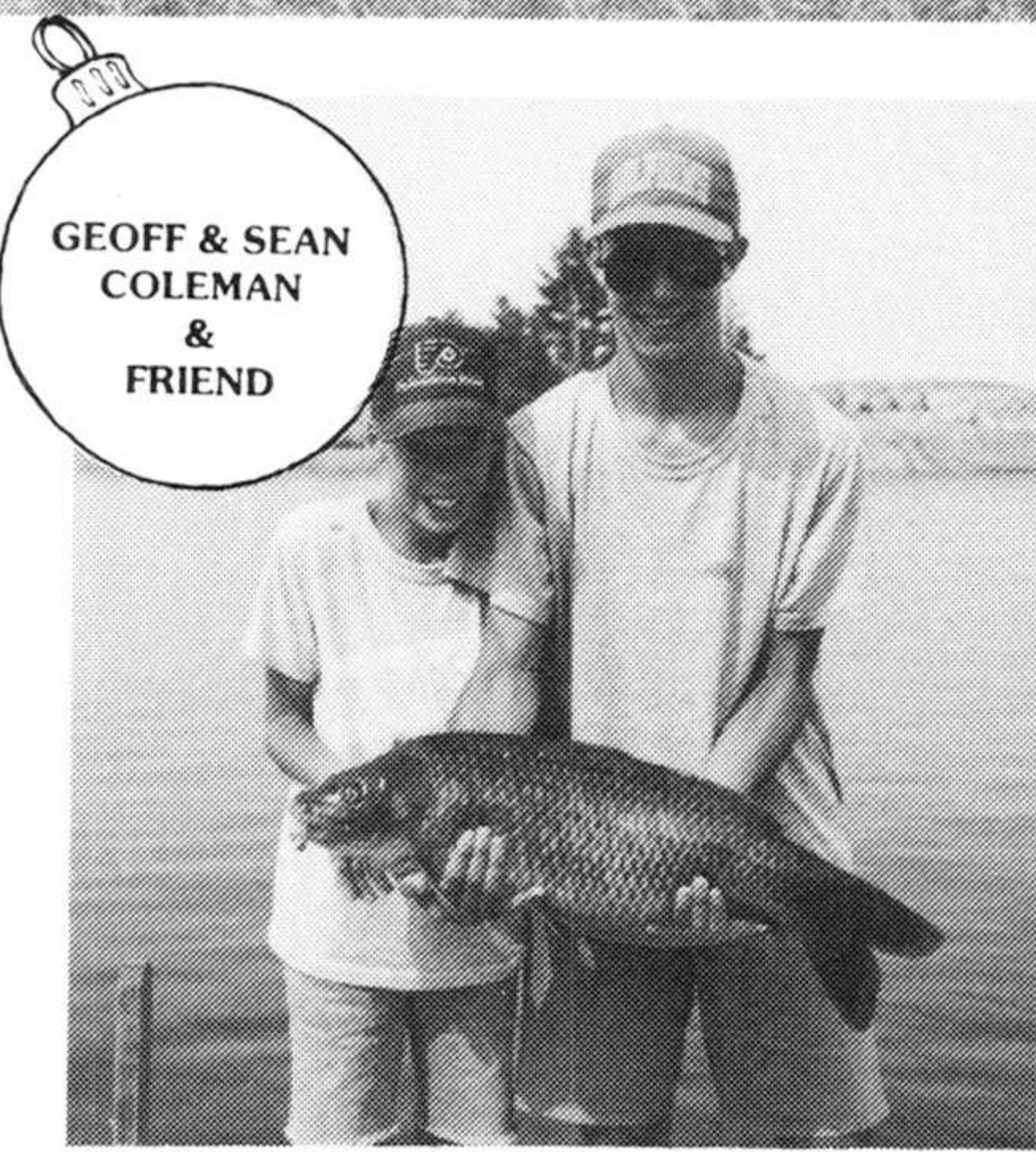
SCOTT CLARKE



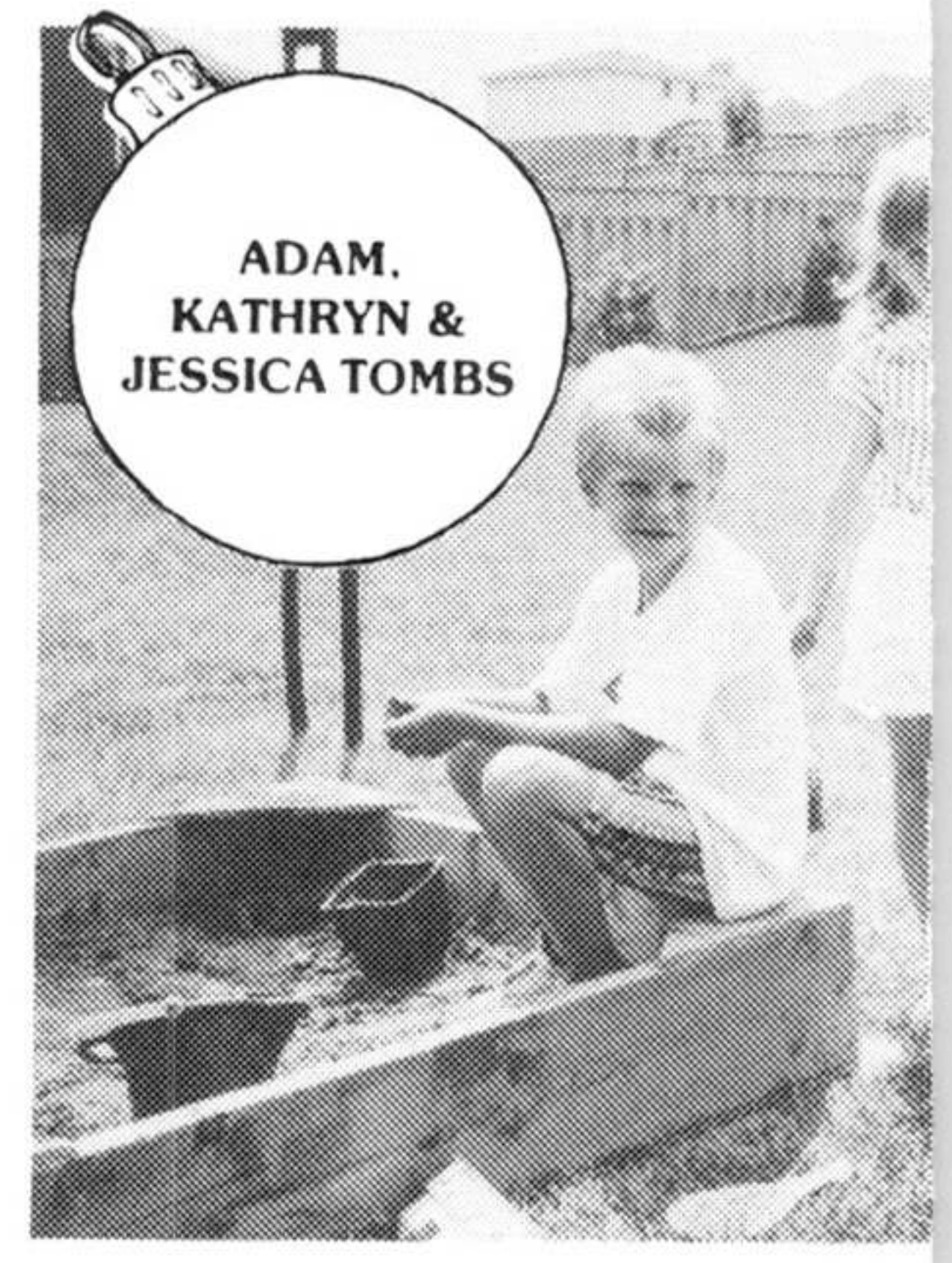
MICHAEL & CHRIS TORBAY WITH SPIKE



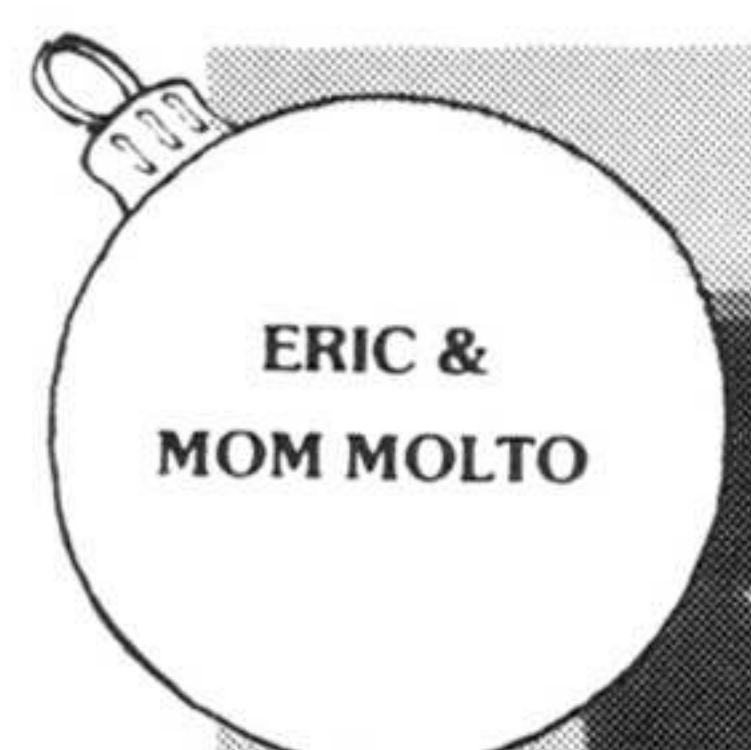
CHRIS COLEMAN



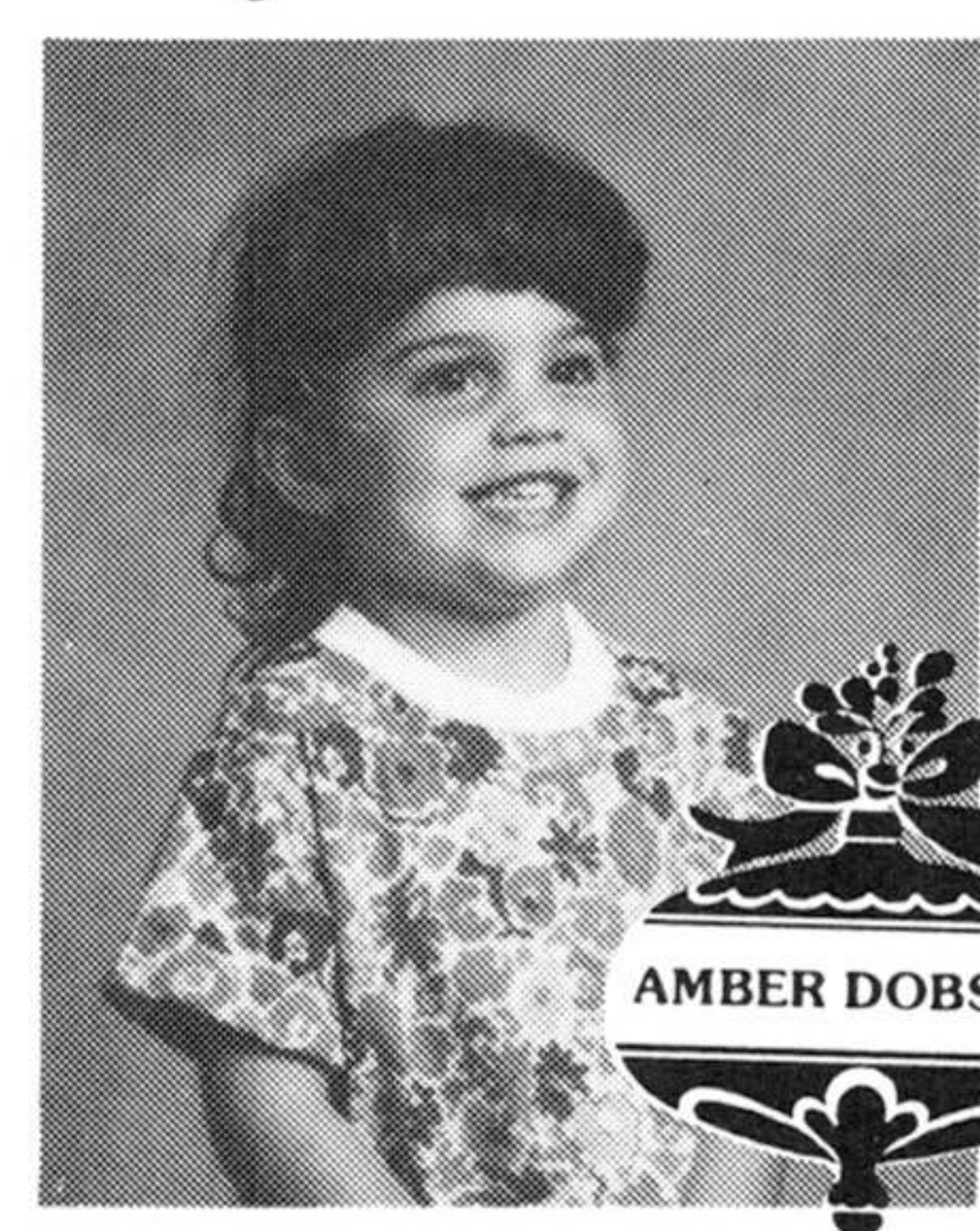
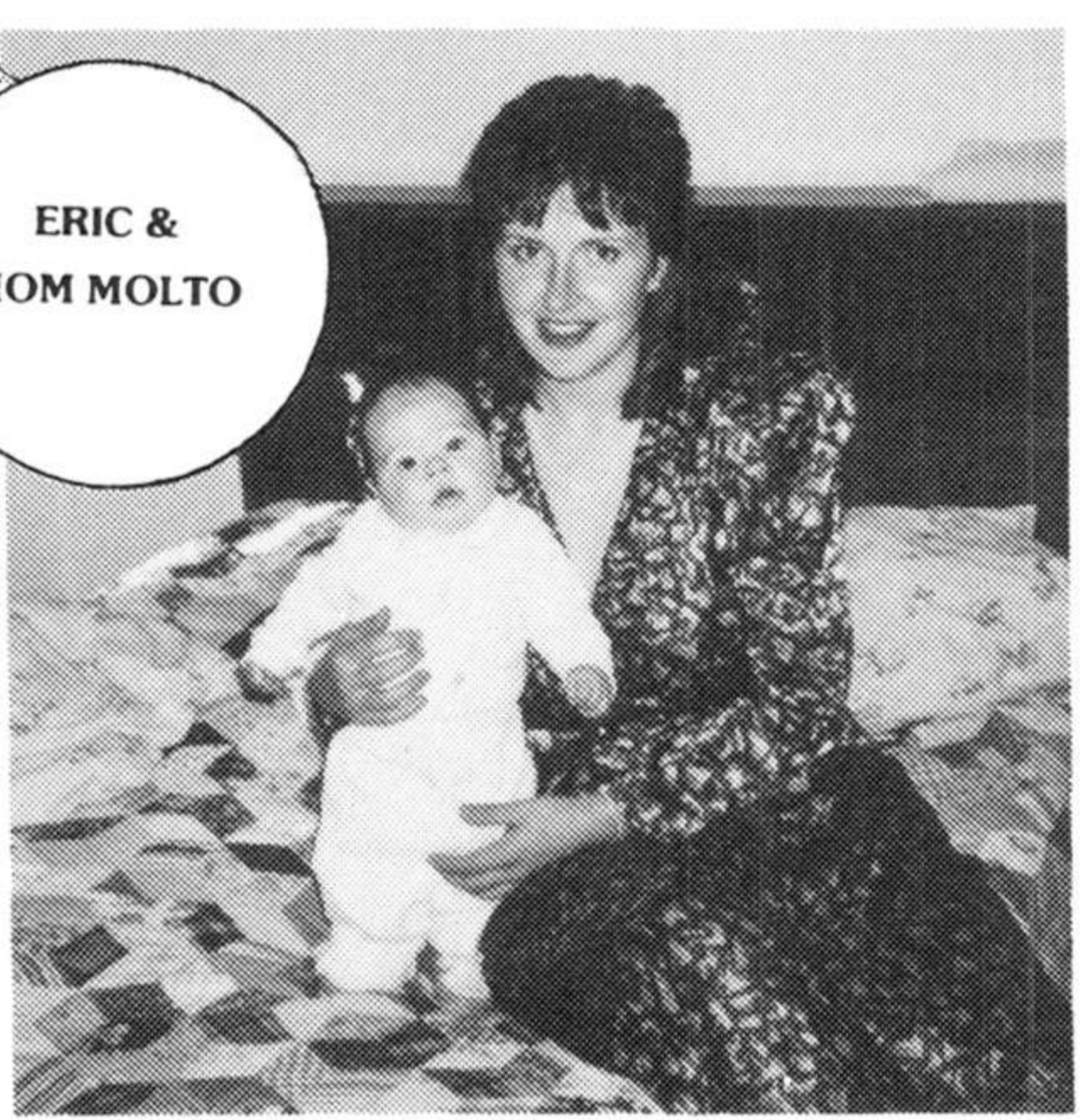
GEOFF & SEAN COLEMAN & FRIEND



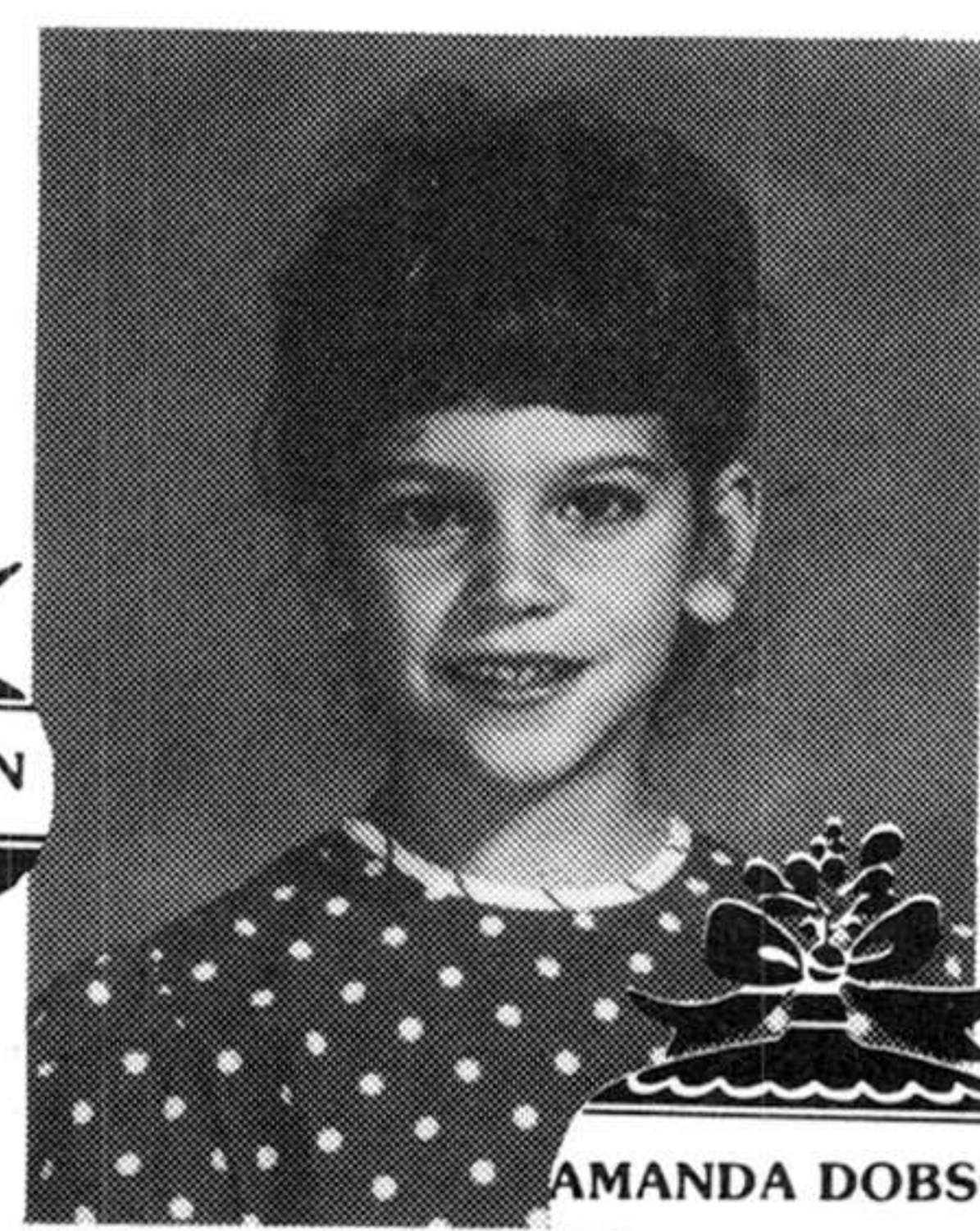
ADAM, KATHRYN & JESSICA TOMBS



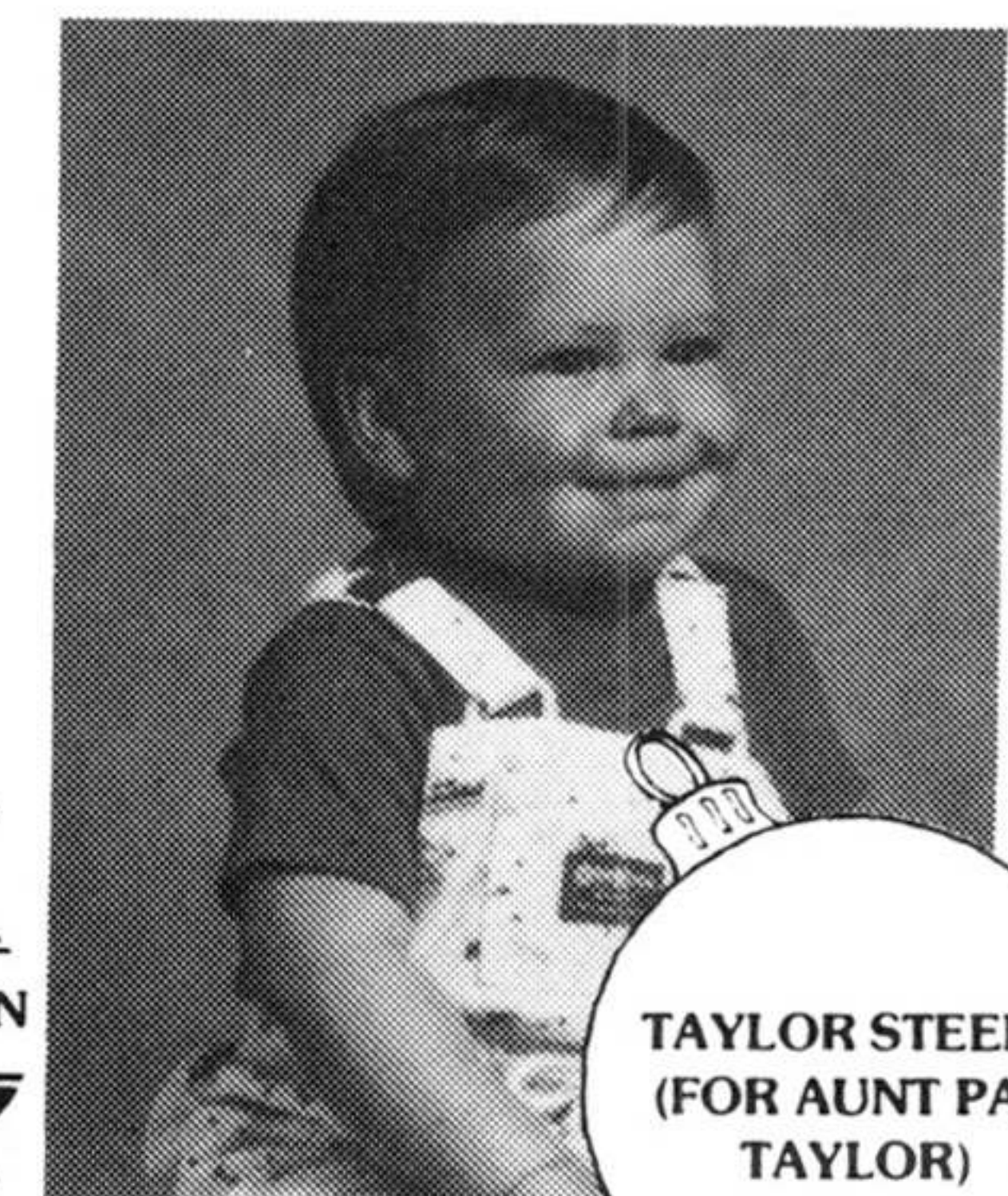
ERIC & MOM MOLTO



AMBER DOBSON



AMANDA DOBSON



TAYLOR STEELE (FOR AUNT PAT TAYLOR)

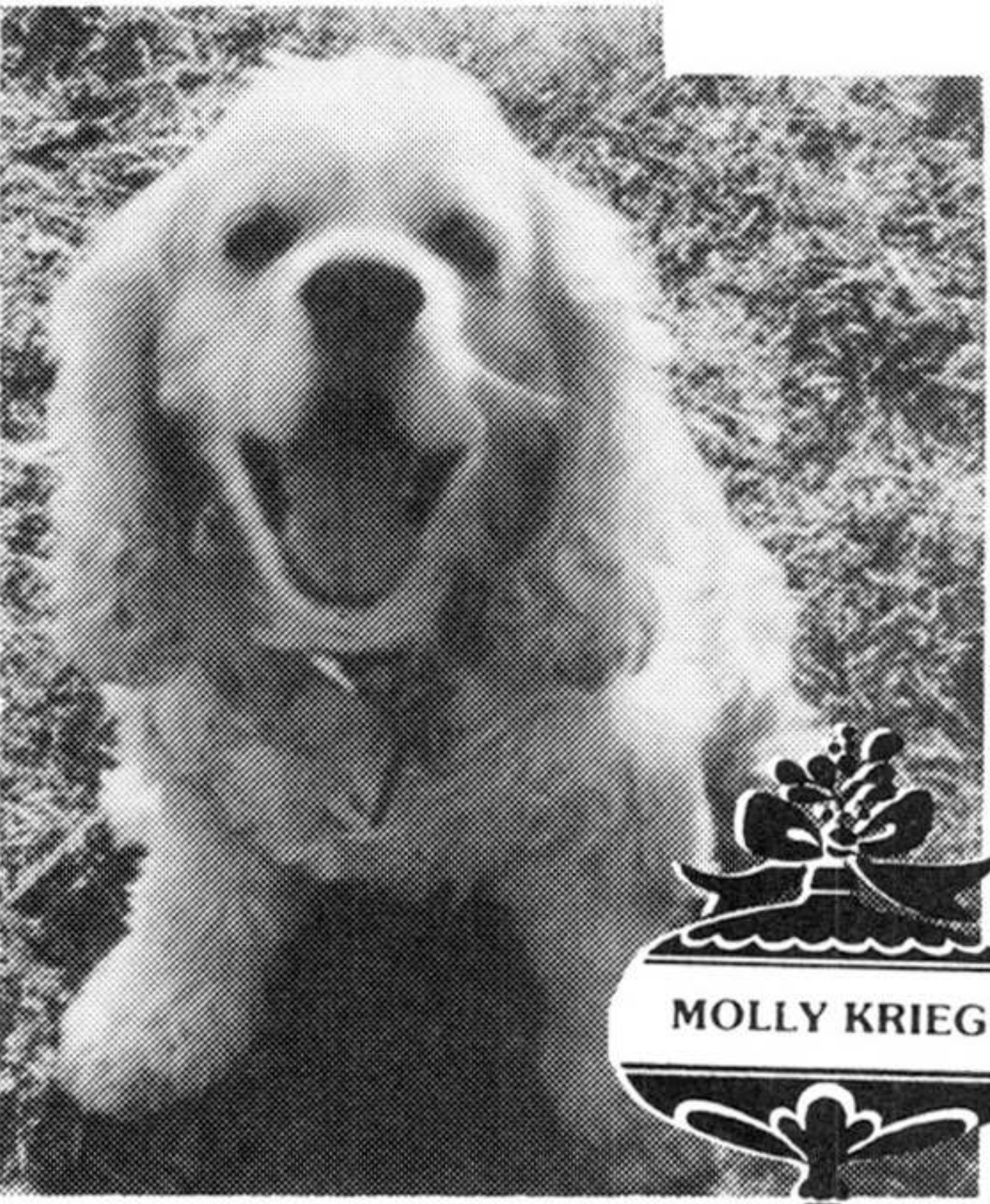




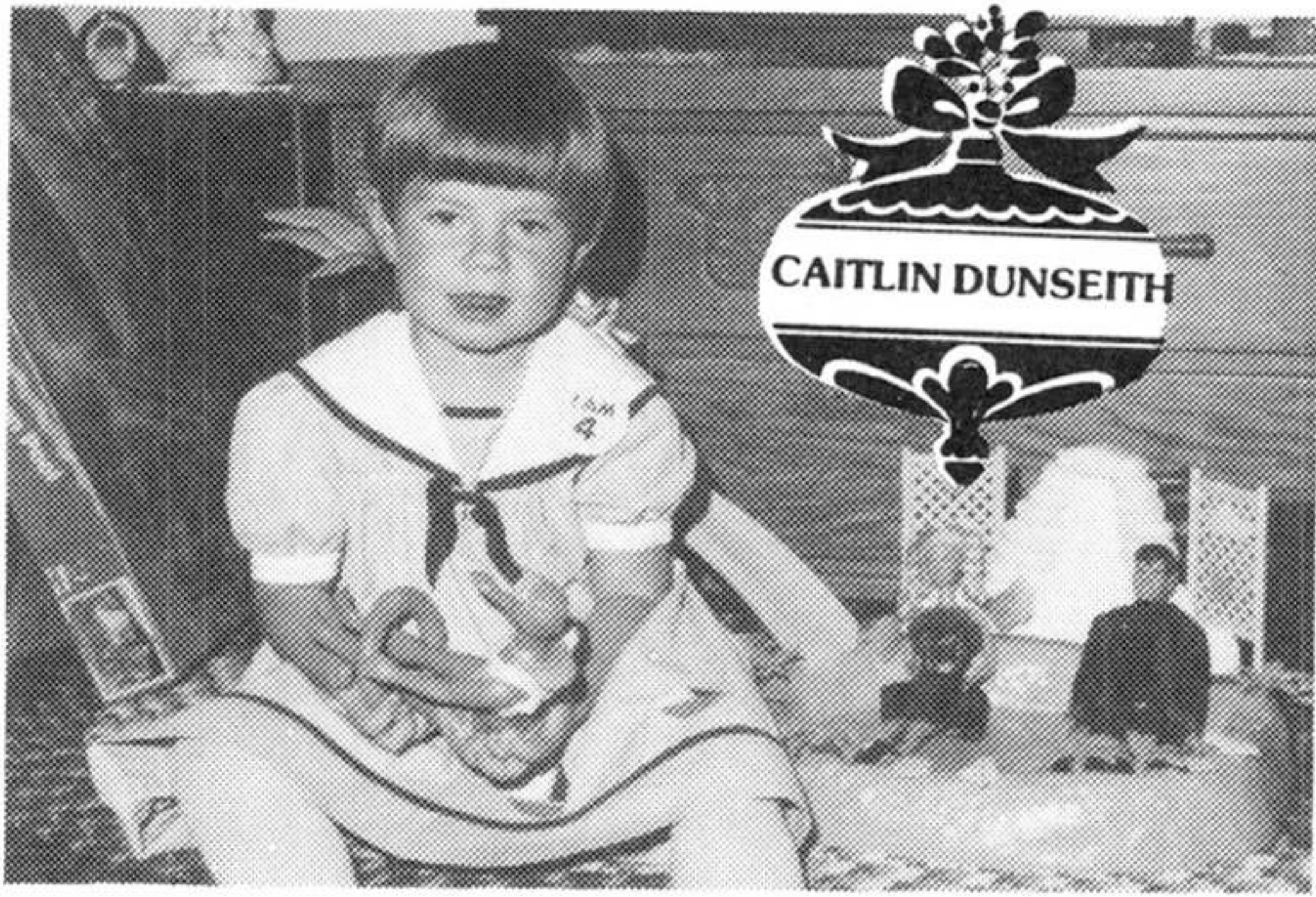
CHRIS DUNSEITH



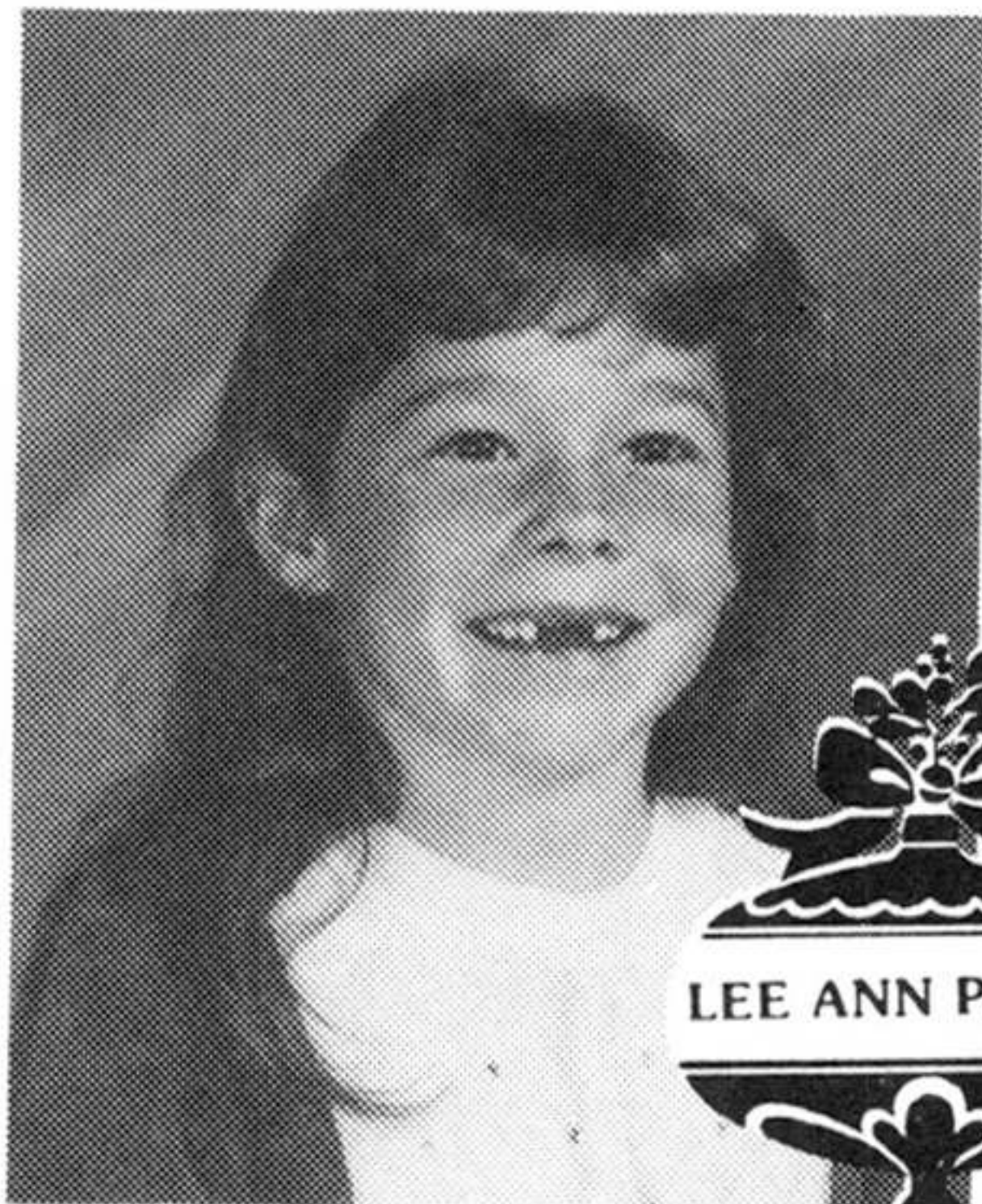
JACKIE KUUTZ



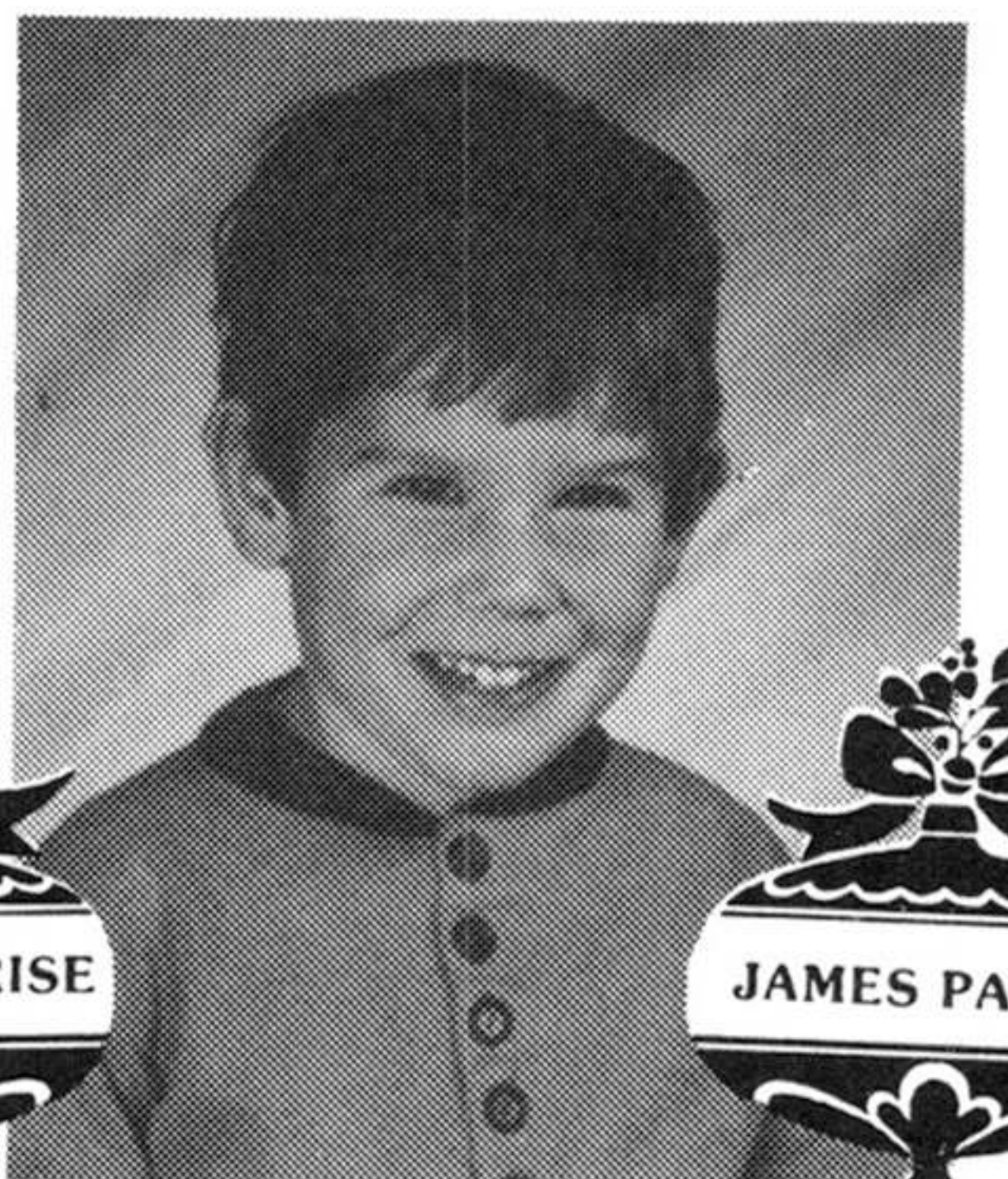
MOLLY KRIEG



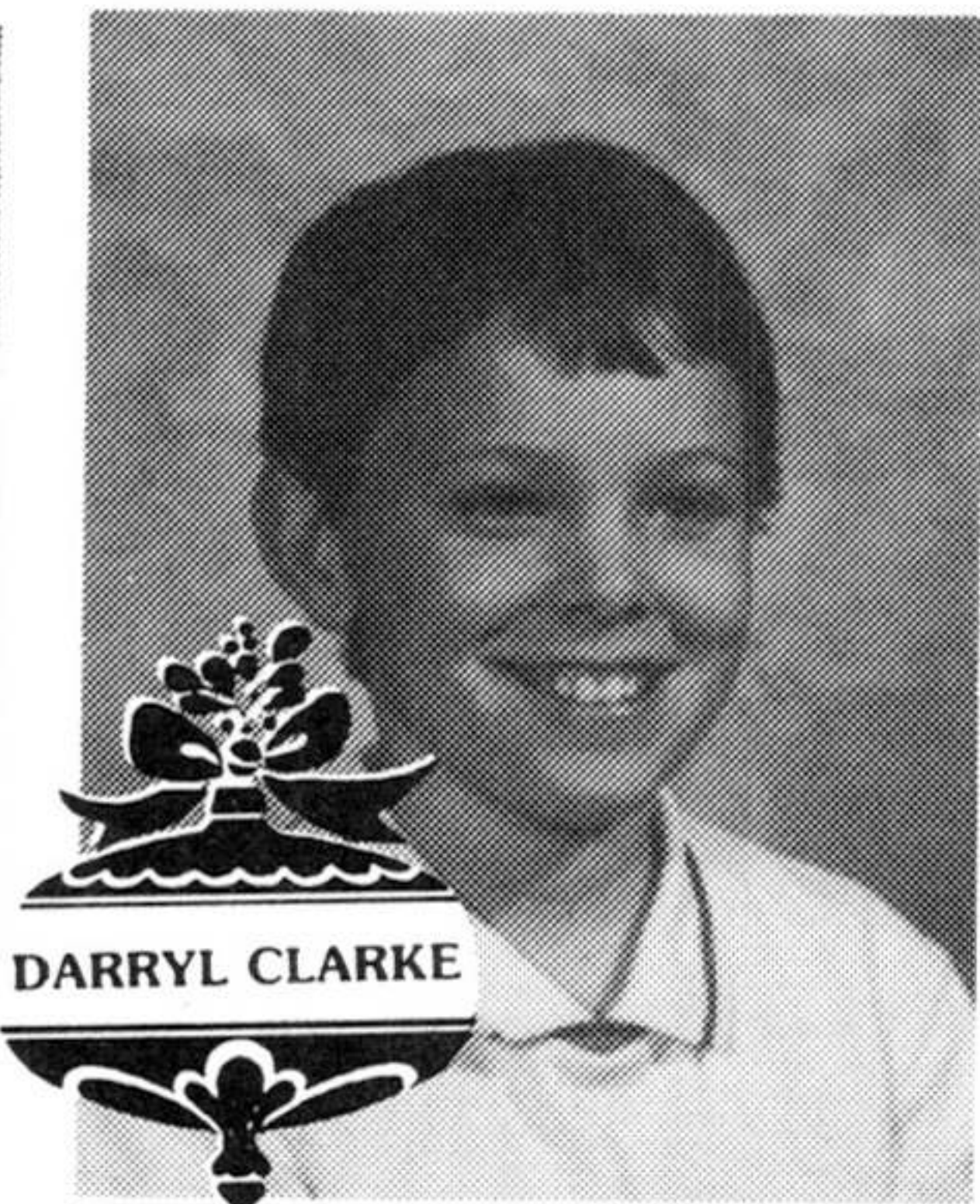
CAITLIN DUNSEITH



LEE ANN PARISE



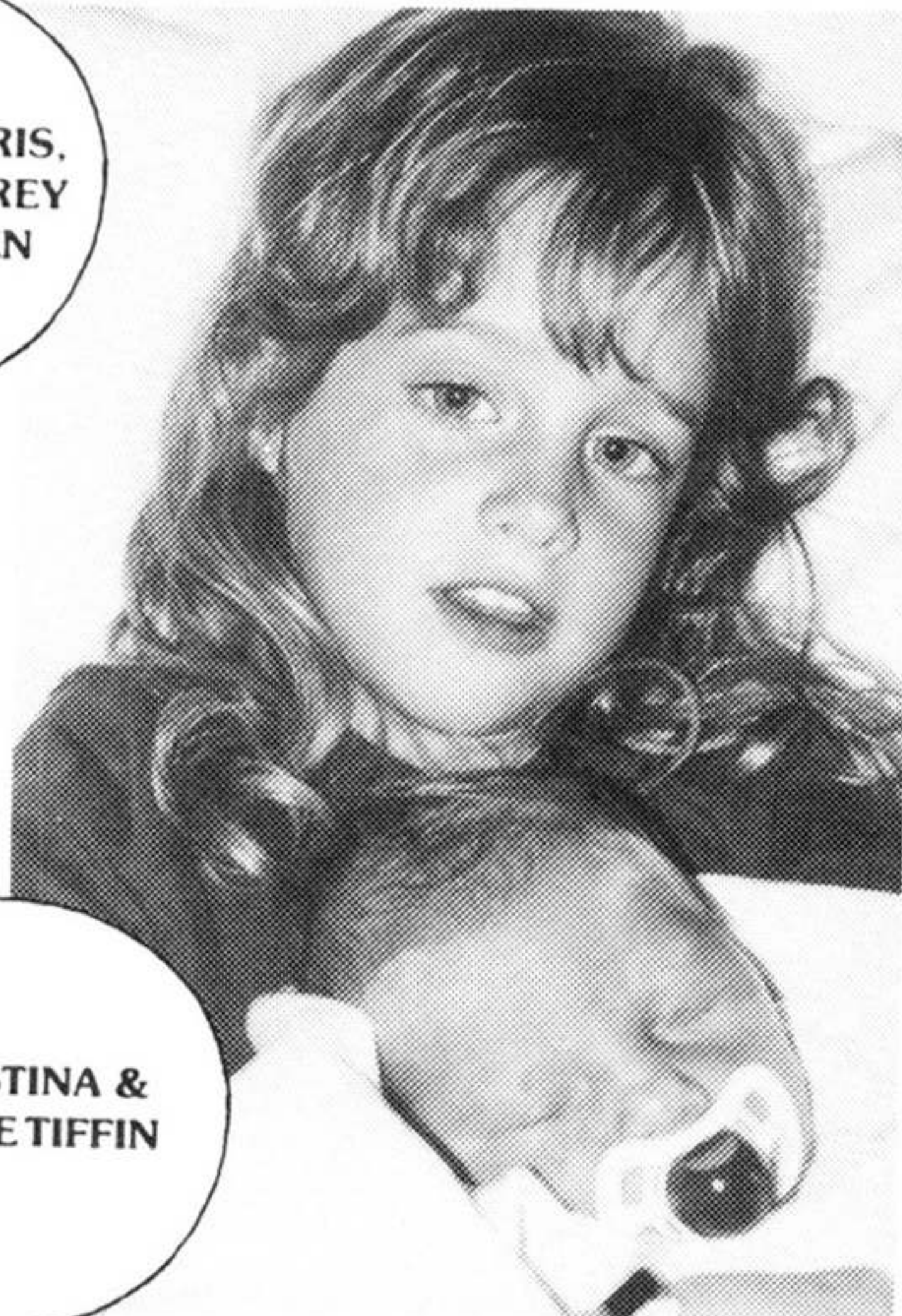
JAMES PARISE



DARRYL CLARKE



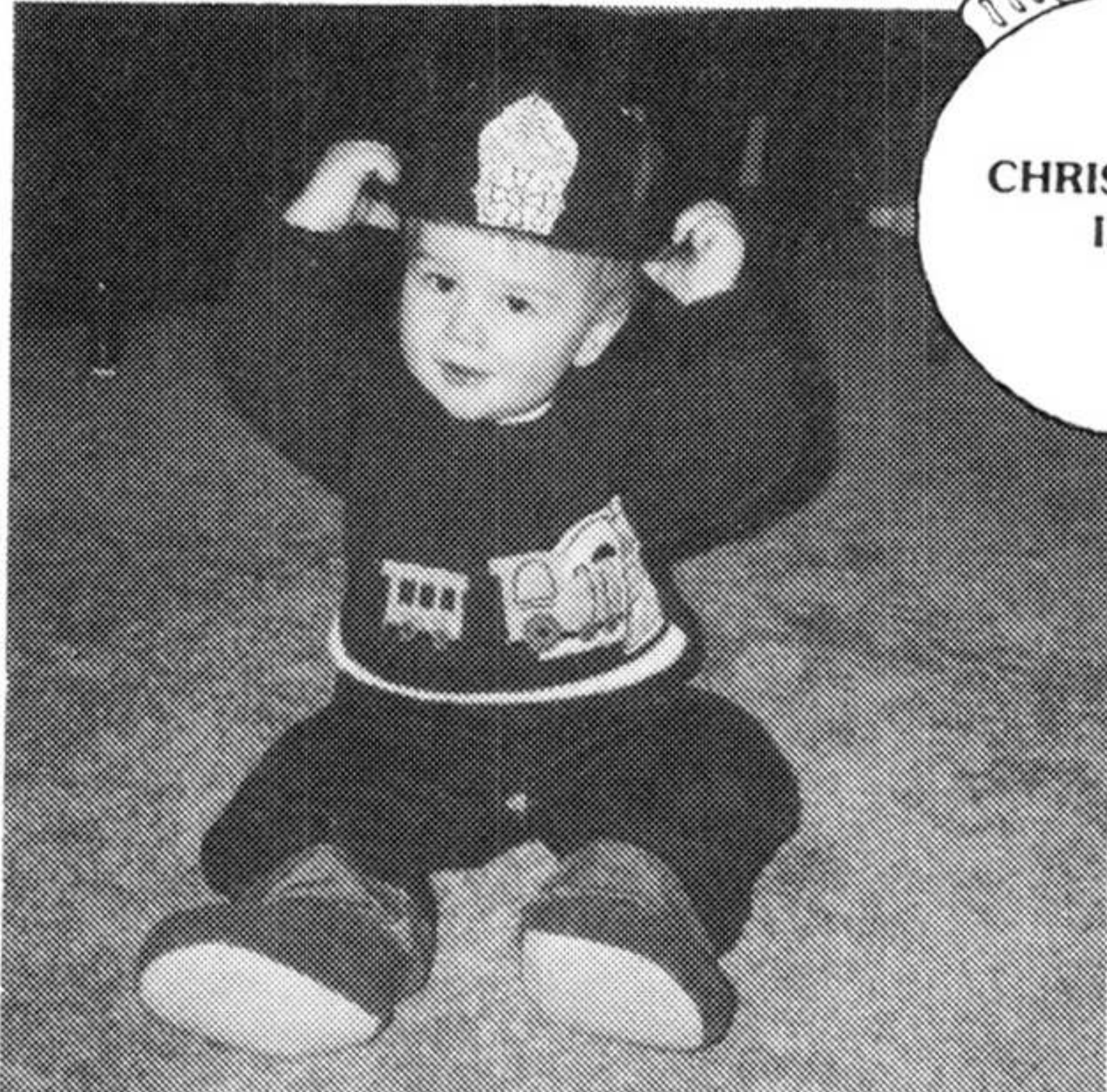
TREVOR, CHRIS, (JUDY) & COREY WAURECHEN



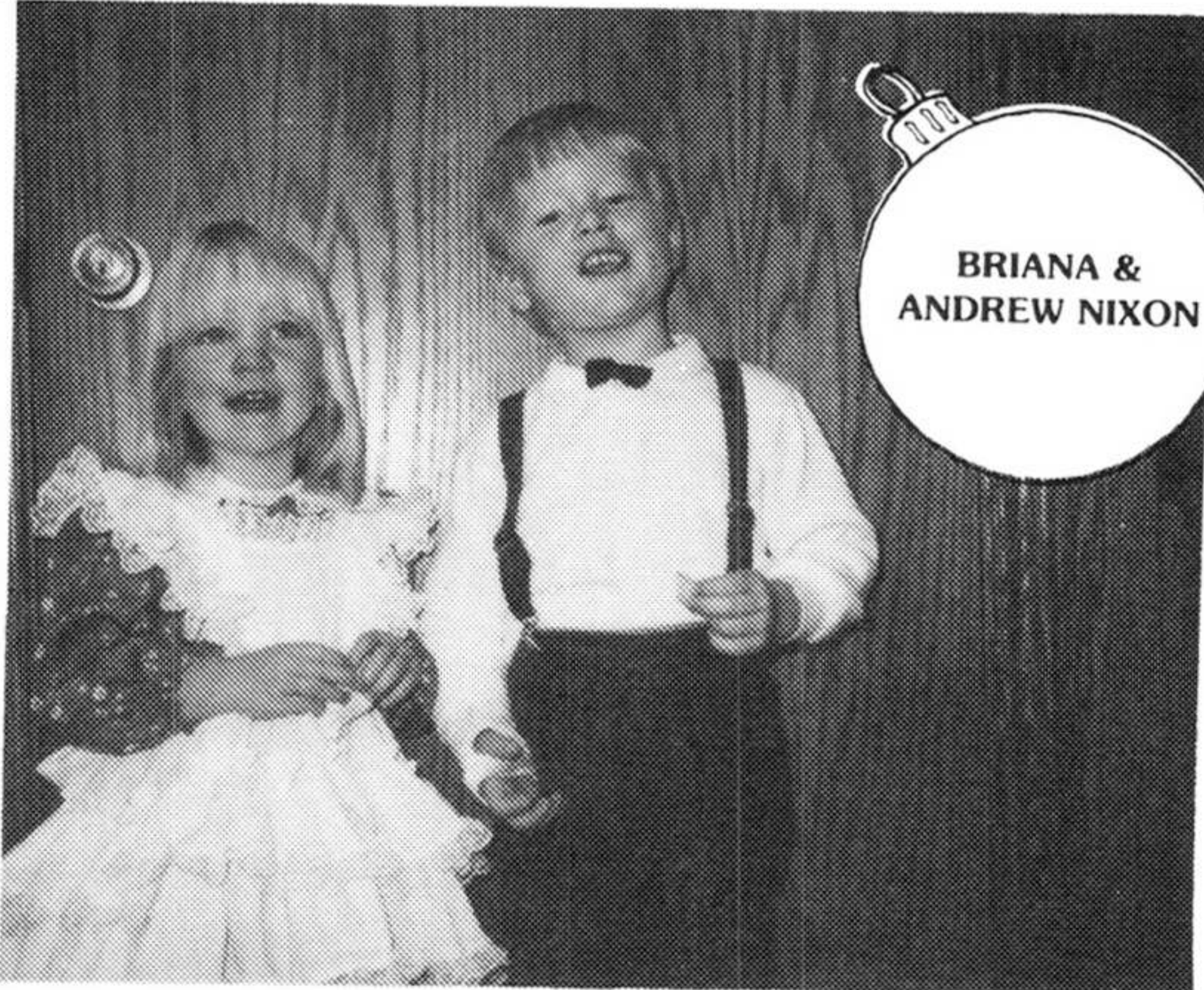
CHRISTINA & NICOLE TIFFIN



STEVEN & NICOLE TIFFIN



CHRISTOPHER IMRIE



BRIANA & ANDREW NIXON



CHRIS, SANTA & DAVID ARAJS



From The Personnel Office

Out-Of-Province Coverage

Eligible full time employees and retired employees **up to age 65** are covered for out-of-province emergency medical coverage and travel assistance for a temporary period of time (maximum 90 days). This coverage makes Blue Cross unnecessary. Make sure you take your Travel Assist Card with you when you travel. If you have lost yours, please contact the Payroll Department for a replacement.

The Travel Assist card is to be used in case of an emergency when larger than normal sums of money are required before the institution will either treat or release you, otherwise -

Keep all receipts, Doctors prescriptions, etc., submit those applicable to OHIP. Keep copies of bills and correspondence and upon receipt of OHIP payment submit the balance to Equitable Life as a Health Claim.

You should have recently received a copy of the actual coverage and a Travel Assist pamphlet. If you have any questions regarding either the coverage or claim procedures, please contact the Payroll/Personnel Department.

Sexual Harassment

With more and more in the news concerning Sexual Harassment, it seems timely to remind employees that CAP Communications has a Sexual Harassment Policy in force.

"Sexual Harassment" means any conduct, comment, gesture or contact of a sexual nature, that is likely to cause offense or humiliation to any employee or, that might on reasonable grounds, be perceived by the employee as placing a condition of a sexual nature on employment or on any opportunity for training or promotion.

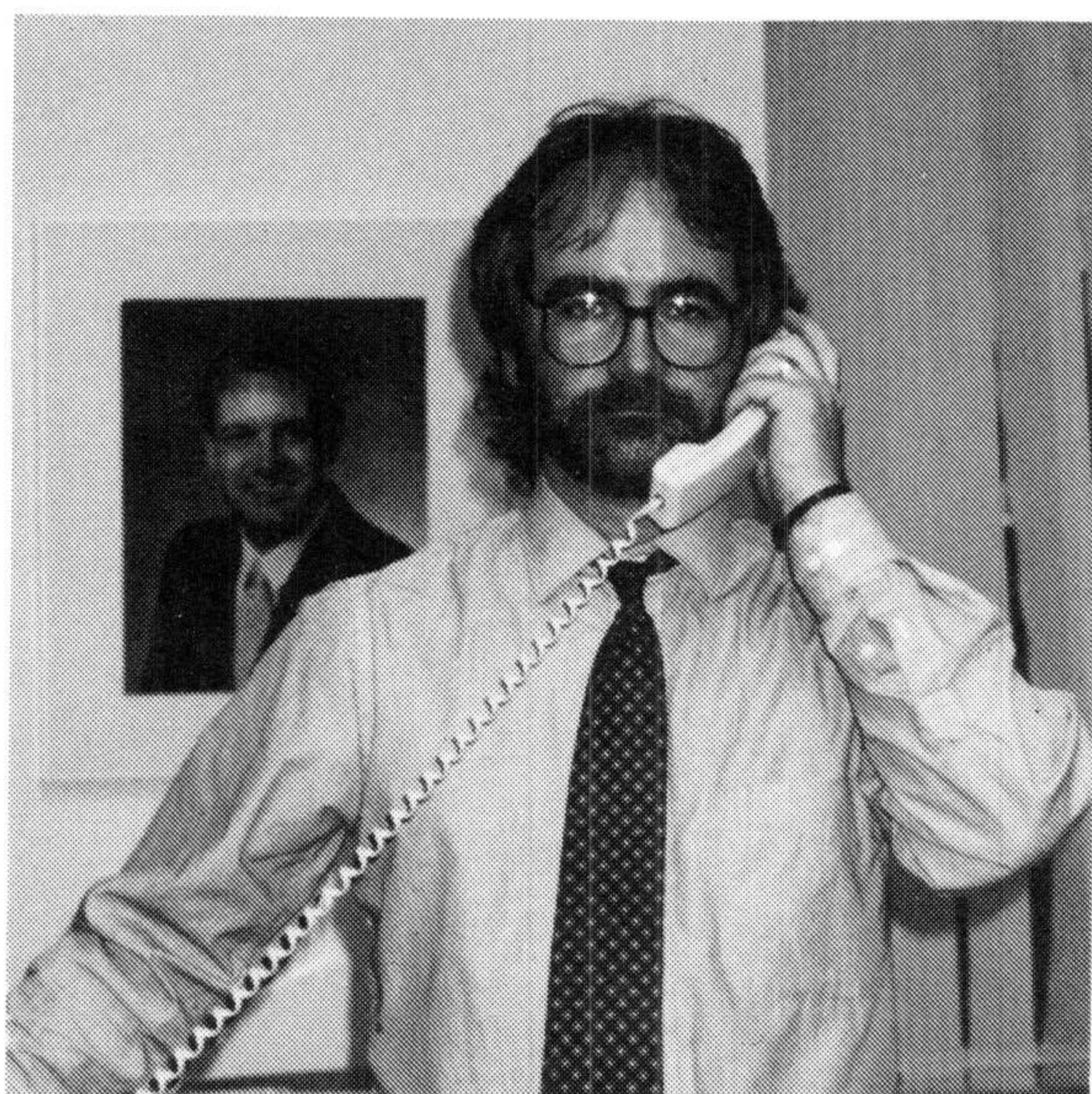
Every employee is entitled to employment free of sexual harassment and the Company will make every reasonable effort to ensure that no employee is subjected to such harassment.

The Company will take such disciplinary measures as it considers appropriate against any person under the direction of the Company who subjects any employee to sexual harassment.

To bring a complaint of sexual harassment to the attention of the Company, such complaint should be directed to the Payroll/Personnel Supervisor or the Secretary/Treasurer.

New Chatham Office

CKCO-TV recently held an open house at the location of their new sales and news offices in Chatham. Among those invited were Civic officials and dignitaries, sponsors and perspective sponsors as well as many other prominent Chatham and district guests. The open house was held in conjunction with other tenants in the new Riverview Place on Riverview Drive. Over 300 attended. Both CAP General Manager, **Don Willcox**, and TV Manager, **Peter Jackman**, noted that the new quarters will give Channel 42 a higher visibility in the area, and reinforces growing activity in the Southwest.



Marc Haslip co-ordinated the live insert with **Randy Stienman** looking on.



Among the many visitors was Mayor Bill Ericson, seen here with Morning Magazine Host **Bob McLean**, News Director, **Ron Johnston** and **Simon Crouch** of the Chatham Office.



Ron Johnston did a live hit from the new location for the SCAN Newshour.

ELECTROHOME SELLS RADIO STATIONS IN KITCHENER AND EDMONTON

On Wednesday, October 30, 1991 Electrohome Limited announced the sale of its AM & FM radio stations in Kitchener, Ontario and Edmonton, Alberta. The sale is subject to approval by the CRTC (Canadian Radio-Television and Telecommunications Commission).

J.A. Pollock, President and Chief Executive Officer at Electrohome said the Kitchener sale was to veteran radio broadcasters, Jack Schoone, Kitchener, and Irving Zucker, Hamilton. The Edmonton sale was to one of Canada's top radio groups, Standard Broadcasting Corporation Limited, Toronto. No purchase prices were announced.

The Ontario radio operations, CKKW-AM (AM-109) and CFCA-FM are part of the company's Kitchener broadcast arm, C A P Communications. In Alberta, the broadcast parent of CFRN-AM (AM-1260) and CJKE-FM is Sunwapta Broadcasting. The action is part of Electrohome's on-going restructuring, through rationalization and focusing of activities, to strengthen its balance sheet.

Mr. Pollock said he was pleased that both transactions were to well known, experienced radio groups that would grow the businesses in their respective marketplaces. These sales will also allow C A P and Sunwapta to place greater focus on the television broadcast side of their operations (CKCO-TV, Kitchener and CFRN-TV, Edmonton). "As television broadcasting continues to become increasingly sophisticated and specialized, we need to concentrate our resources in this area to ensure growth and success."

CRTC applications will be filed shortly and hearings are anticipated in early 1992, it was reported.

Bob Bambury - Animal Trainer



Ya see Dooley ... if yer right pawed ... it goes like this ...

Corporate Challenge

Co-Captains **Bob Smith** and **Don Cameron** led the CAP Corporate Challenge team to a smashing third place finish in a field of 74 in the annual K-W competition. The whole idea behind the challenge is to promote good relations within companies and get people to meet people from other companies....

Pictured (Frontrow L-R) **Winnie Habel, Linda Kearns, Nancy McDougall.** (Second row L-R) **Roberta Snyder (sub), Jennifer Maslanka, Lynda Gevaert, Tracey Willcox.** (Top Row L-R) **Mike Kelly, Joe Ulmer, Phil Snyder (sub), Don Cameron.** Overseer ... **Bob Smith**



Birthday List

Gail Gortmaker	December 1	Leon Korbee	February 6
David Wood	December 1	David Loughlean	February 6
Michael Yaworski	December 1	Charles Tryon	February 8
Wilma Bergsma	December 3	Vicki Gough	February 10
Andrew Tinning	December 6	Richard Moss	February 10
Douglas Biggs	December 8	Deborah Hopkins	February 11
James Switzer	December 8	Frank Lynn	February 13
Gregory Tombs	December 8	Bruce Emmerson	February 14
Kim Jorgensen	December 10	Frederick Merritt	February 17
Tracy Hallman	December 11	J. Scott Jensen	February 18
Gerald Morrow	December 12	D. Jamie Niven	February 19
Jennifer Brown	December 13	Gregory Shaughnessy	February 19
Ann Gebhart	December 14	Heather Daley	February 21
Ute Neugebauer	December 14	Brian Clemens	February 23
David Gross	December 15	Janet Taylor	February 23
William Inkol	December 16	John Yost	February 24
Christine Roenspiess	December 17	Cory McCrindle	February 27
Ed Fox	December 18	Scott Takacs	February 28
Brian McKague	December 19	Harold Zister	March 1
Christine Uhrig	December 20	Greg Sloan	March 4
Gordon Hatton	December 22	Ruth Walker	March 4
Julie Tauro	December 28	Richard C.C. Smith	March 5
Alan Brooks	December 29	Joan Mueller	March 6
Betty Thompson	December 29	Janine Sharp	March 6
Calvin Shaver	January 4	Joseph Langel	March 7
John Spragge	January 4	Alan Merritt	March 8
Jacqueline Barlow	January 6	Joseph Ulmer	March 8
Corrina Dajko	January 7	Patrick Fitzgerald	March 11
Matthew Richards	January 7	Brent Hanson	March 13
Dave MacNeil	January 8	T. Andrew Nageleisen	March 13
Steve Hooper	January 9	Joanne Palmer	March 13
Laverne Heisz	January 13	Douglas Newman	March 14
Reza Honari	January 13	Andrey Phypers	March 14
Robin Moss	January 13	Vaughn Boegel	March 15
Cheryl Lewis-Stringer	January 15	Michael Lorentz	March 18
Robert Tiffin	January 15	Paul Moser	March 18
Lana Malcolm	January 19	Joe Brenner	March 19
Fred Martinovic	January 19	Patrick M. Lobzun	March 19
Kimberley Maukonen	January 21	Steven J. Lowe	March 20
James Haskins	January 26	Luba Bury	March 23
Mark Burley	January 27	Craig Smith	March 23
David Rowden	January 27	Erwin Nikel	March 26
Kellie Hubacheck	January 28	Paul Scott	March 26
Peter Shannon	January 28	Faye Bechtel	March 27
Michael Walloschek	January 28	Christopher Duncan	March 29
John German	February 1	John Vethaak	March 29
Michael Strickland	February 2	Archie Ferrie	March 31
Angela Farrell	February 4	Paula Murphy	March 31



New Employees



A warm welcome to John Spragge's new secretary, **Joan Polyzotis**. She officially started on Monday, September 30, 1991. She is a former Canadian Swimming Champion, former Track & Field champion, has received two Crime Prevention Awards from the Ministry of Solicitor General and was in the first graduating class in the history of Peel Region to become a Peel Region Auxiliary Police Officer, having served two years. She resides in Fergus with her son.



Lena Lawrence is the newest addition to the Accounting Department. She has 25 years experience in the field of Credit and Collections. Lena looks forward to working with all departments in the organization and meeting the employees. She travels daily from Wingham!

Shop At Home For Christmas!

Radio stations CFCA-FM 105.3 and AM 109 are presenting a multi-media campaign, "Shop At Home For Christmas". This promotional initiative is designed to encourage shopping locally, in response to the increased cross-border shopping trends, as well as the tendency to travel to larger centres within Ontario.

"Shop At Home For Christmas" features point-of-purchase materials displayed at local participating retailers. The displays include ballots to be completed by shoppers, qualifying them to win one of many valuable prizes donated by the local businesses.

CFCA-FM 105.3 and Hits Radio AM 109 have designed and implemented the "Shop At Home For Christmas" promotional campaign as a show of support for the local business community.

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

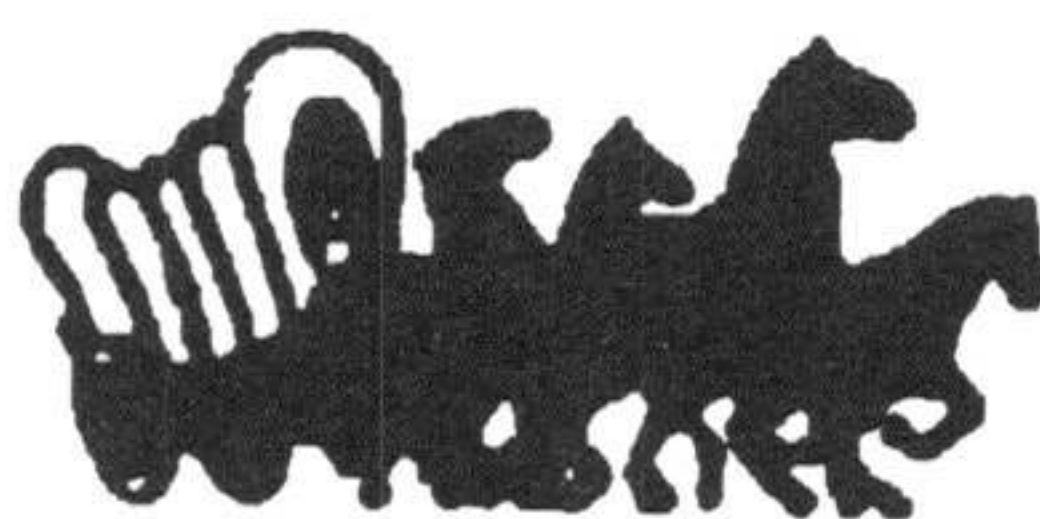
Contributors

Wanda Love Janet Taylor
Bob Smith Faye Bechtel
Sandy Clarke

My thanks to all who have contributed to CAPSULE during 1991 ... any my best wishes for this holiday season and in 1992 ... Keep those cards and letters coming.

Reg Sellner

Next Capsule deadline Feb. 28, 1992



Have A Safe Hallowe'en With Hits Radio AM 109!

Hits Radio AM 109 joined forces with Kitchener Transit and Cambridge Transit to promote Hallowe'en safety to the local children.

Hallowe'en safety stickers were printed on reflective orange paper, and distributed to local children as they boarded the local public transit buses. Safety stickers were also given to the local "Brownie" packs operating in Kitchener. A sheet with Hallowe'en safety tips accompanied the stickers.

On Hallowe'en night, Hits Radio AM 109 had their "HITS PATROL" out watching for children wearing these reflective patches on their costumes. Lucky children observed sporting their AM 109 safety sticker won a prize.

New Employees

Lena Lawrence	Supervisor Credit & Collections
Joan Polyzotis	Secretary to Radio Manager
Stephen Jones	AM announcer - pt
Angela Farrell	Maternity leave replacement for Debbie O'Driscoll

From The Top Floor

Because, we may not get another chance - and because we do things upstairs by consensus - we decided to let everyone have their say in this piece, by department alphabetically. The only rules were, keep it clean, clever, cogent, Christmasy and short.

ADMINISTRATION: We have to put up with a lot from you guys in radio..., hey but give us *credit* for something, we've taken up a *collection* and bought you this wish...to be delivered by the end of the month...Merry Christmas!

ANNOUNCERS: We couldn't come to an agreement on who should speak for all of us, so let us just say in 15 seconds, from both studios, "May your Holidays be soft, easy and a hit."

CREATIVE: Our greeting comes in fifteen/thirty/and sixty second versions. May your days be 'special' your office 'closed on holidays' and your parties open 'Thursday and Friday nights until 9:00'! TAG:- Have a merry one.

ENGINEERING: We would like to transmit this message. "Hoping you maintain full power and a great pattern in 1992."

FREE LANCE TALENT: "Hire more Greeks ... oh and what ever happened to Paul Scott?"

MUSIC: May your holidays be 30% CanCon.

NEWS: From where we sit in the basement, the top story is still the birth of a little child in the RELAX Hotel, cuz there was no room in the Inn across the street.

PROMOTION: Christmas - personally we think it's got promotional possibilities, especially if people would "Shop At Home".

PROGRAMMING: Our only concern is whether or not, we can get a clear feed from Santa's sleigh on cell phone, and will they let us put our logo on the side of the chimney!

SALES: It's all much too commercial. We don't think we should sell commercials - it just cheapens it!!! Let's commission a study ... commission...commission.??? Maybe we need to re-think this.

SPORTS: Thanks very much top floor, and Merry Christmas everyone - are we out of time?

TRAFFIC: We're 'biased' but the three of us hope (in equal rotation) that your season is merry and bright.

THE MANAGER: Sorry - he's in a meeting, but he dictated this memo which I pass on to all - from everyone on the top floor -

MAY THIS SEASON BE ALL THAT YOU WANT IT TO BE - AND MORE!

CHEERS!