



CAP *Style*

June 1992

CCBA Awards

Two very familiar faces on CKCO-TV were winners at the 1992 Conference of the Central Canada Broadcasters Association held at the Nottawasaga Inn. **Betty Thompson** received the Howard Caine Memorial Award, and Lloyd Robertson

(CTV News) was the recipient of the CCBA Broadcaster of the Year Award. The Howard Caine Memorial Award is named after the president and founder of CHWO radio in Oakville, a past president of CCBA. It is presented each year to the broad-

caster from the Central Canada region who has most closely emulated the late Howard Caine by significant contribution to his or her community, province or country through public service apart from broadcasting, and encouraging broad-casters to become involved citizens of their communities.

Congratulation to both Betty and Lloyd!

caster from the Central Canada region who has most closely emulated the late Howard Caine by significant contribution to his or her community,



CKCO-TV Appointment



John Spragge, CKCO-TV Retail Sales Director, is pleased to announce the appointment of **Doug Pincoe** as advertising representative for CKCO-TV, Channel 11 Muskoka/Huntsville.

Doug has spent the last two years as sales manager of CFBK-FM 105 in Huntsville. Prior to that Doug was employed in the hospitality industry in the Muskoka Lakes area.



Canada AM



CKCO-TV Sports anchor **Jeff Hutcheson** is pulling up stakes this summer and heading for Toronto for morning duties on Canada AM. But don't worry, he'll be back! Hutch has been asked to fill in doing the sports and weather on the popular CTV morning show, carried weekday mornings from 6:30 to 9:00 am on CKCO-TV, while regular sports/weatherperson Dan Matheson is in Spain for CTV coverage of the Olympics.

After a week of training beginning July 6th Hutch will make his debut Friday, July 10th. After a week back at the station, he begins regular morning duties for four weeks commencing July 20th. Hutch says he is really looking forward to getting up everyday at 3:00 am and hopes there is enough make-up to make him look wide awake by 6:30 am!!!!

AM 109 Presents HEADSTART '92

AM 109 presented a live showcase of local bands on Wednesday, June 24 at the Twist.

Over the past six weeks, AM 109 has been soliciting entries from local unsigned bands to participate in HEADSTART '92 .. and the winning band will receive a HEADSTART in the business!

The first prize package includes

- a 15 hour demo recording session
- band logo design
- photo shoot
- business cards
- gift certificates for music and instrument supplies
- playing engagement at a local nightclub and more...

All entries underwent a preliminary judging to determine the eight bands which competed in the finals.

The AM 109 HEADSTART '92 finals were held on Wednesday, June 24 at the Twist in Waterloo.

AM 109 & Movie Premieres

AM 109 continues to bring movie premieres to Kitchener-Waterloo. On March 12, 1992 AM 109 presented the premiere of the movie "The Cutting Edge" at Kings College Cinemas. The movie was about a "Love/Skate" relationship between two skaters bound for the Olympics at Albertville. The movie featured several local skaters and two of Canada's own Olympic skaters attended the opening (Christine Hough and Doug Ledrat). A surprise visit by Eric Lindross on the arm of Christine made headlines all across Canada as the two announced that they were officially dating.

Borghese Service Station Closes

Since CKCO-TV went on the air in 1954, the cars of many staff members were serviced by a member of the Borghese family. First it was Bruno, who had the Shell station on the west side of the building,

then it was his son Bob who operated the business on the corner of King and Pine, and finally Bob's son Jeff was taking care of the store at the same location.

Finally Petro Canada, as part of their ever progressive philosophy, converted a flourishing business into a vacant corner lot.

We wish the Borghese's well at their new location on Allen Street in Waterloo.



Elmira Maple Syrup Festival & CFCA-FM

April 4, 1992 marked the annual Maple Syrup Festival in Elmira, and CFCA was there! In addition to a live broadcast from the traditional CFCA trailer, we featured a performance from some of the very talented performers from the Drayton Festival. As well, the Zonta Club was on hand to sell tickets on the very popular CFCA 25th Anniversary 1967 Mustang Convertible. Like other years, CFCA featured the badge promotion in conjunction with Travel Ventures. Mystery spotters were out looking for people wearing their badge and they won movie passes, \$10.53 or \$105.30!!! Not a surprise to everyone, the event was a tremendous success!!



Some of CFCA's winners!

CFCA's 25th Anniversary Year

The CFCA-FM staff have been very busy in the past several months with preparations and celebrations. There have been several coin promotions already, at Meadow Acres Nursery, Canadian Pools and Bedded Down. The coin promotion features a specially minted CFCA Anniversary coin, which can be bought at participating businesses for \$.50 and redeemed for \$1.00. More promotions to come ...

Also the 25th Anniversary Mustang has been an extremely popular part of our celebrations. In conjunction with Parkway Ford and the Zonta Club, we sold tickets on a 1967 Mustang to raise money for Big Sisters Housing for Kids, Betty Thompson House. And on May 9, 1992 at the Waterloo Inn, we held the Mustang Sally Dance, a 50's and 60's dance broadcast live on CFCA. There were limbo contests, spot dances, great costumes, and even an Elvis impersonator. The high point of the evening was the draw for the Mustang won by a listener in Guelph.



Double Pay Cash Giveaway on AM 109

During the Spring BBM period (March - April), AM 109 gave listeners a chance to play the Double Play Cash Giveaway promotion. Each morning at 8:15 am, **Paul Hill** played a song which would be the pay song for the day. Later in the day, the song was played again and the first caller to identify the pay song won \$109.00!!



Getting Even



From time to time in Broadcast Technology Magazine you see pictures of CAP personnel attending various broadcast related functions. The guy who writes about it and takes the candid pictures is Howard Christensen who we ran into at CCBA with **Rick Moss** and **Neil Aitchison**.

Theatre Of The Mind

The CAPsule camera happened to catch **John Yost** (CFCA-FM Account Executive) on top of the CAP building on King Street early in March. Obviously this is the secret



to CFCA's great showing in the spring book. John is taking a page out of the Stan Freeberg book ... because from this roof, (usually in secret) John directs his one man production crew in creating episodes of The Theatre Of The Mind. How he presents them on radio ... is the secret ... Congratulations John, keep it up!

JULY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1-7 SAFE BOATING WEEK	CKCO-TV PRESENTATION OF "18 WHEELS" OPENS AT MUSKOKA THEATRE GRAVENHURST CH-11		CANADA DAY 1  HAPPY 125th	2	3 CALGARY STAMPEDE BEGINS	4
5	6	7 COE OPENS KITCHENER CKCO-TV HOSTS OPENING DAY FREE WITH DONATION TO FOOD BANK	8	9	10	11
12	13	14	15	16 KLONDIKE DAYS EDMONTON TILL 25TH	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 CIVIC HOLIDAY	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					

SEPTEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 LABOUR DAY	8	9	10	11	12
13	14	15	16 CCBE OTTAWA TO 18TH	17	18	19
20	21	22	23	24	25	26
27	28 ROSH HASHANA	29	30			

Birthdays

Daiene Vernile	July 1
Richard Mills	July 6
Eric Nixon	July 7
Chris Matlock	July 8
Michael Radcliffe	July 9
Lianne Poloz	July 11
Ross Poll	July 13
Paul Rechsteiner	July 14
Larry Ernewein	July 15
Linda Boves	July 16
Donald Egley	July 17
Kenneth Silvester	July 17
Gary McLaren	July 20
Zeljko Zugaj	July 21
Carmen Vera	July 22
John Arais	July 24
Lisa LaFlamme	July 25
James Alexander	July 26
Rick Gamble	July 27
Randy Steinman	July 27
Linda Kearns	July 29
D. Neil Aitchison	July 30
Pamela Church	July 31
Peter Graham	July 31
Jennifer Maslanka	July 31
Mike Kelly	August 1
Shahina Khan	August 1
Catherine Parise	August 1
Elizabeth Gennings	August 2
Rita Arais	August 3
Marc Haslip	August 3
Gar Lewis	August 4
J. David Imrie	August 6
Peter McCallum	August 7
Gary McPherson	August 9
Paul Francescutti	August 10
Richard Thomas	August 11
Heidi Toffolo	August 13
Joseph Torbay	August 13
Robert Bambury	August 15
David Carswell	August 15
Wanda Love	August 16
Annemarie Raines	August 17
Peter Jackman	August 18
Randy Ricketts	August 19
Carolyn Tangney	August 19
Joan Polyzotis	August 21
Andrew Heubner	August 23
Brian Bourke	August 25
Richard Walker	August 29
Kevin Doerr	August 30
Henning Grumme	September 2
Cathy MacIaczyk	September 4
Lisa Lackenbauer	September 5
Steven Simic	September 6
Ken Elliott	September 7
Elaine Economoff	September 8
Brian Dunseith	September 11
Wolfgang Urschel	September 15
Nancy McKellar	September 16
Paul Nyhout	September 18
Raymond Irwin	September 19
Julie-Marie Innes	September 20
Ronald Johnston	September 21
Thomas C. Knowlton	September 23
Jeff Soltysiak	September 24
Robert Smith	September 25
Alan Fraser	September 26
Wayne Kooyman	September 26
Su McKillop	September 26
Ronald Molland	September 27
Hal Rothenberg	September 28
Michael O'Driscoll	September 30

CAP Golf

Mark your scorecard a success! The 10th Annual CAP Golf Tournament was another boffo event. Yes, it's been 10 years since the inception of this tournament and our numbers have grown from 17 the first year, to 109 in 1992!

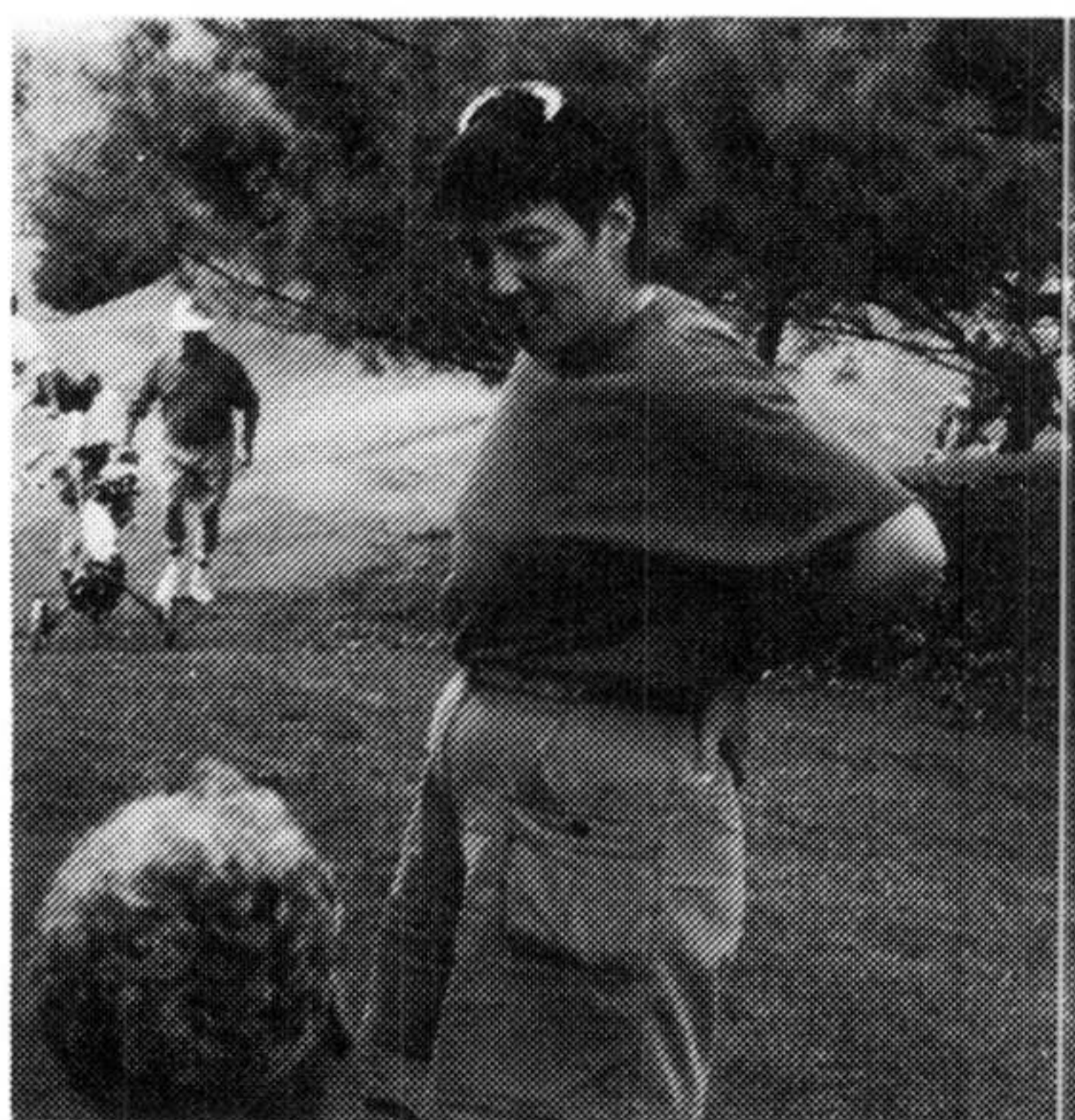
And the winner is ... using the very easy to understand peoria scoring system, well apparently nobody understands it but Hutch, the winner was **Linda Kearns**. Linda picked the golf cart supplied by the promotion department as her prize. Second place was **Howard Fraracci**, who recorded his best single round of golf, or as we pseudo golfers like to call it ... he fired his career round! And third place was yet another popular choice, **Bob Tiffin**..

The low round of the day was fired by our Labatt's host Ernie Bezaire .. with a blistering 29 on the back nine, his total was 62 ... that was some 88 shots better than our most honest round of the day, Ken Grist's mate Cathy!!

This tournament would not be possible without the sponsorship of our friends at Labatt's ... once again this year, with the rain falling, Ernie provided the Kuntz House and it's hospitality for our meal and prize presentation ... our thanks to Ernie and all the gang at Labatt's ... without their help, we would not be able to offer the deal we do.

Our thanks also to Owen Lackenbauer from Uniroyal-Goodrich, who have been a major sponsor player in the tournaments 10 year run ... and to his brother Doug who kicked off Uniroyal's help with our very first tournament ... more thanks go to NABET

AND THE WINNER IS LINDA KEARNS!



Local 712 and to the CAP Rec Club, to Roger Moser of Kitchener Beverages and to our friends at Hitachi, AMPEX and Maxell ... without their help, and the help of all our other sponsors, we would have to charge at least 50 dollars to make things go.

And the good news just keeps getting better ... **Peter Kent** did not win again this year, and the early line is 100-1 that he won't win next year either!!

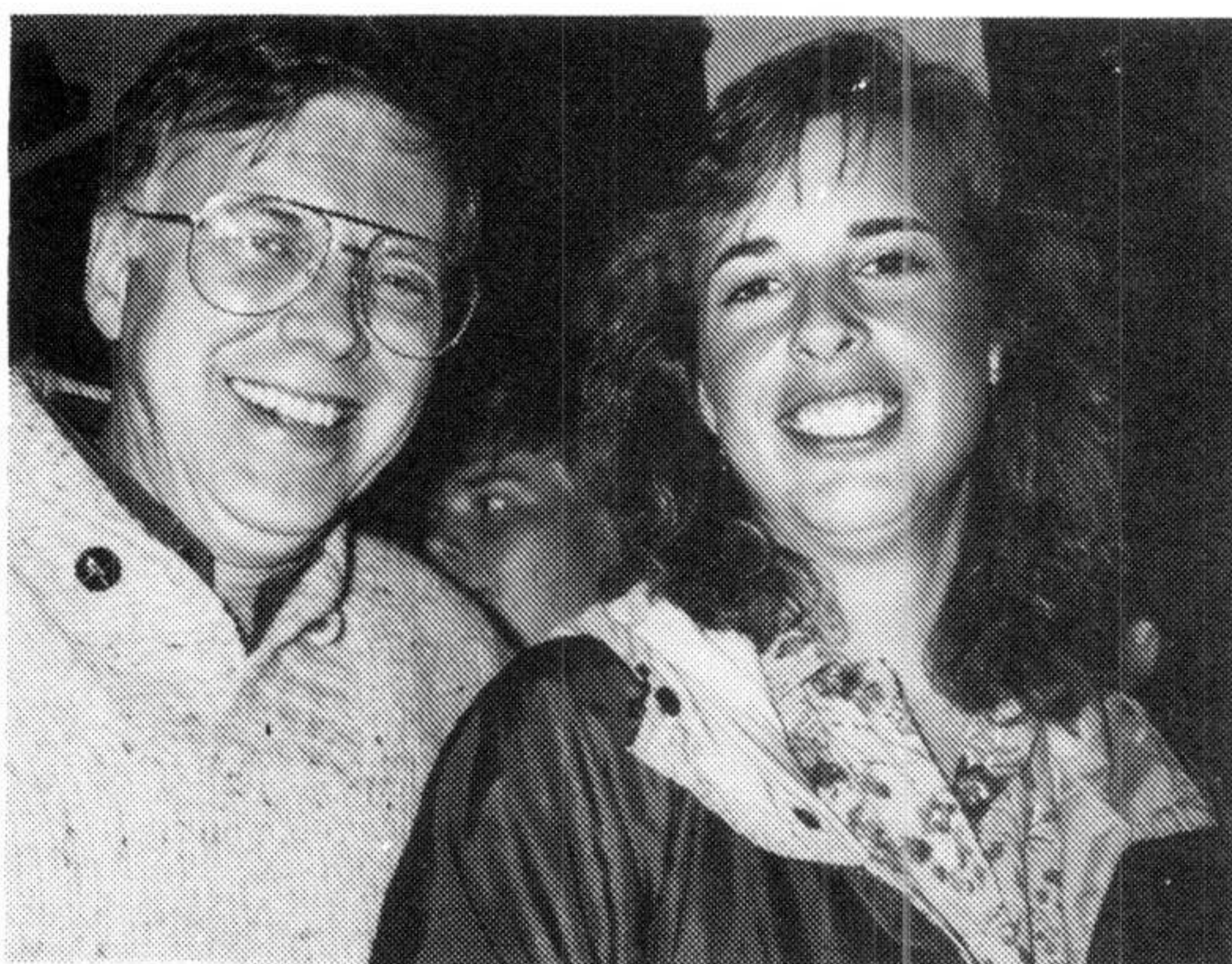
The day was a carbon copy of last year, except for one thing ... last year it started out hot and sunny and poured late in the day ... same thing this time only it got damn cold in

a hurry about 3 pm .. way to go **Winnie** and **Angela** for finishing their round.

And yes, there will be an 11th CAP Golf Tournament ... mark it down ...

The 11th CAP Golf Tournament
Saturday, May 29th, 1993
Merry Hill Golf Club

This is the Saturday after the long weekend ... May 24th falls on a Monday in 1993 .. and the golf committee plans a new wrinkle or two next year ... stay tuned and keep swinging!!



Warm Welcome

A warm welcome and congratulations to **Julie-Marie Innes** and her husband Larry MacDonald on the safe arrival of their precious daughter Joy Marie MacDonald who weighed in at 7lbs. 10 oz. on Saturday, May 2nd. Everyone is adjusting wonderfully. Mom and Joy, you look marvellous!!!



AM 109's Campus Rep Program

AM 109 ended the first successful year with the Campus Rep program. Each of the local high schools selected two students to represent their school in the program and each Monday evening, they met with **Wanda, Rick** and various other members of the staff to discuss upcoming events at their schools. In addition, they tested 10 new song selections, giving their opinions and rating. Each week, two students from each school would come in on Tuesday and Thursday evenings and spend a short time on the air with **Larry Fine**, discussing their school events. Overall it was very successful!! The kids have all expressed interest in continuing the program next year. It will be even bigger and better!!

It's True

Mr. & Mrs. **Garry Holmlund**
On Saturday, May 30, 1992
Pat Young and "**Wooly**"
were joined in Holy
Matrimony in the Chapel at
Doon Heritage Crossroads.
Our congratulations and very
best wishes!



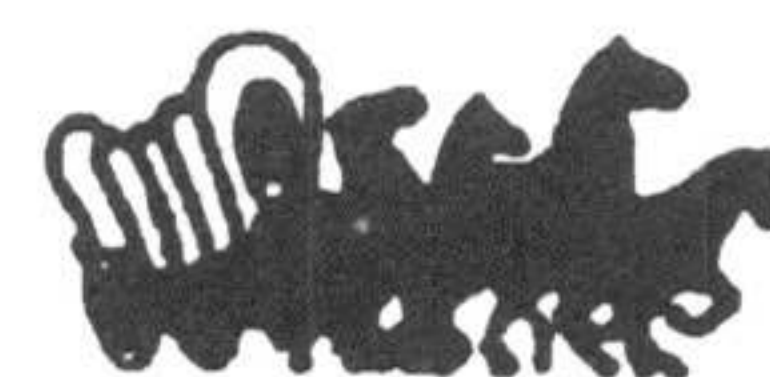
CONGRATULATIONS!!

**Among the 5 local stations
(AM 109, CHYM, CKGL, CIAM, CFCA)
in full coverage,**

CFCA #1 - 160,000 listeners Good Growth in
35 - 54 age group

AM 109 #1 - in average ¼ hours among men
and women 18 - 34 years!

(Spring 1992 BBM Results)



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

Publications Editor
Reg Sellner

Contributors
Wanda Love
Janet Taylor
John Spragge
Jeff Hutcheson
Faye Bechtel