



CAP *Style*

SEPTEMBER 1992

THE CHALLENGE OF CHANGE

Question:

What do **John Smith; Rita Arais; Sandy Clarke; Elizabeth Gennings; Joan Mueller; Bruce Johnston; Lianne Poloz; Alan Merritt; Jeff Soltysiak; Wooly; Phil Molto; Randy Rickets; Jamie Niven; Anne Gebhart; Cathy Parise; Kellie Hubackeck** - have in common?

Answer:

Like so many of you, they all wear a "**Challenge of Change**" button to work - the thing they have in common is that they have all been awarded \$40 Golf Steak House gift certificates while on shift.

On July 28th at two staff meetings held in our studios, I introduced to you, our Challenge of Change programme. Built on the simple truism, that our business and the way we conduct it is continually going to change, this programme helps all of us set our sails towards five stated goals.

1. To make every department at CKCO quality conscious.
2. To make every single employee at CKCO service oriented.
3. To make CKCO as a team more responsive to the needs of our viewers and advertisers.
4. To make all of us much faster at innovation.
5. To make CKCO a user of highly trained, flexible people.

Step one was to ask everyone to wear a Challenge of Change button to work everyday. By so doing, you are making a commitment to accept the challenge of change. By wearing this button you make a statement, that you want a say in your future, and that of your company. The response has been overwhelming. We have already stopped the above named employees and awarded them surprises and that will continue -- so keep wearing the badge.

The second step was to produce a Challenge of Change book and put it in the lunchroom for everyone to read. This has been done and it is updated weekly. Pick it up and read how other corporate groups are challenging change where they work.

Step three is now underway and that is the designing of an in house programme that will allow everyone to come forward with ideas that will help make CKCO more responsive to change, in fact to improve CKCO and the way we do things. We are designing a reward programme to go along with this third stage. We are also examining several programmes for employee training and development.

Change starts at the top and when all is said and done this Challenge is not for any single employee or manager, it is for all of us ... The responsibility for continuous quality improvement lies with all of us, and we will all share the rewards and results. Thanks to everyone for accepting the Challenge of Change.



Ron Johnston, CKCO-TV News Director, is pleased to announce the re-assignment of **Janine Grespan** to co-anchor of the **CKCO-TV Newshour** at 6:00 p.m. and sole anchor of the 11:30 p.m. News (Monday through Friday) effective September 14, 1992.

As a graduate of the Radio Television Arts program at Ryerson Polytechnical Institute, Janine has worked for CFRB Radio and CITY-TV (Toronto) prior to joining us as a part-time radio newscaster in 1986. A native of Kitchener-Waterloo, Janine was promoted to full time announcer/reporter status in 1987 and has been the sole weekend anchor of **CKCO-TV News** since 1989.

CKCO-TV News viewers are comfortable with Janine, and she will be an asset to our news programs.

Also, our best wishes and thanks to **Colleen Walsh** for the professionalism she has brought to her duties over the past three years and continued success on an exciting new career path with Global Television in Toronto.

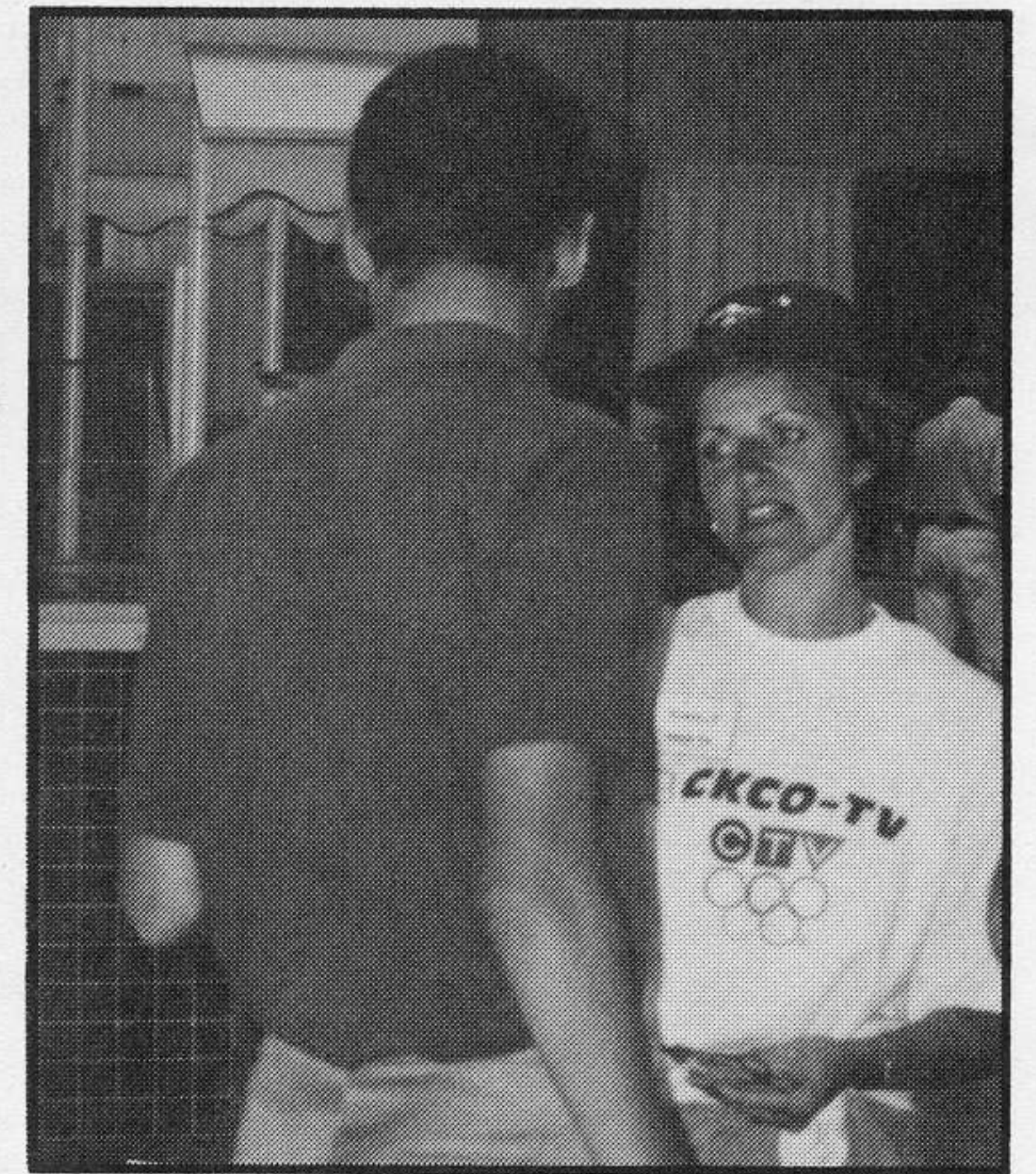
CKCO-TV NIGHT AT THE C.O.E. SETS ALL-TIME RECORDS

A new one day attendance record was set Tuesday, July 7th at the C.O.E. as over 15,000 attended opening day.

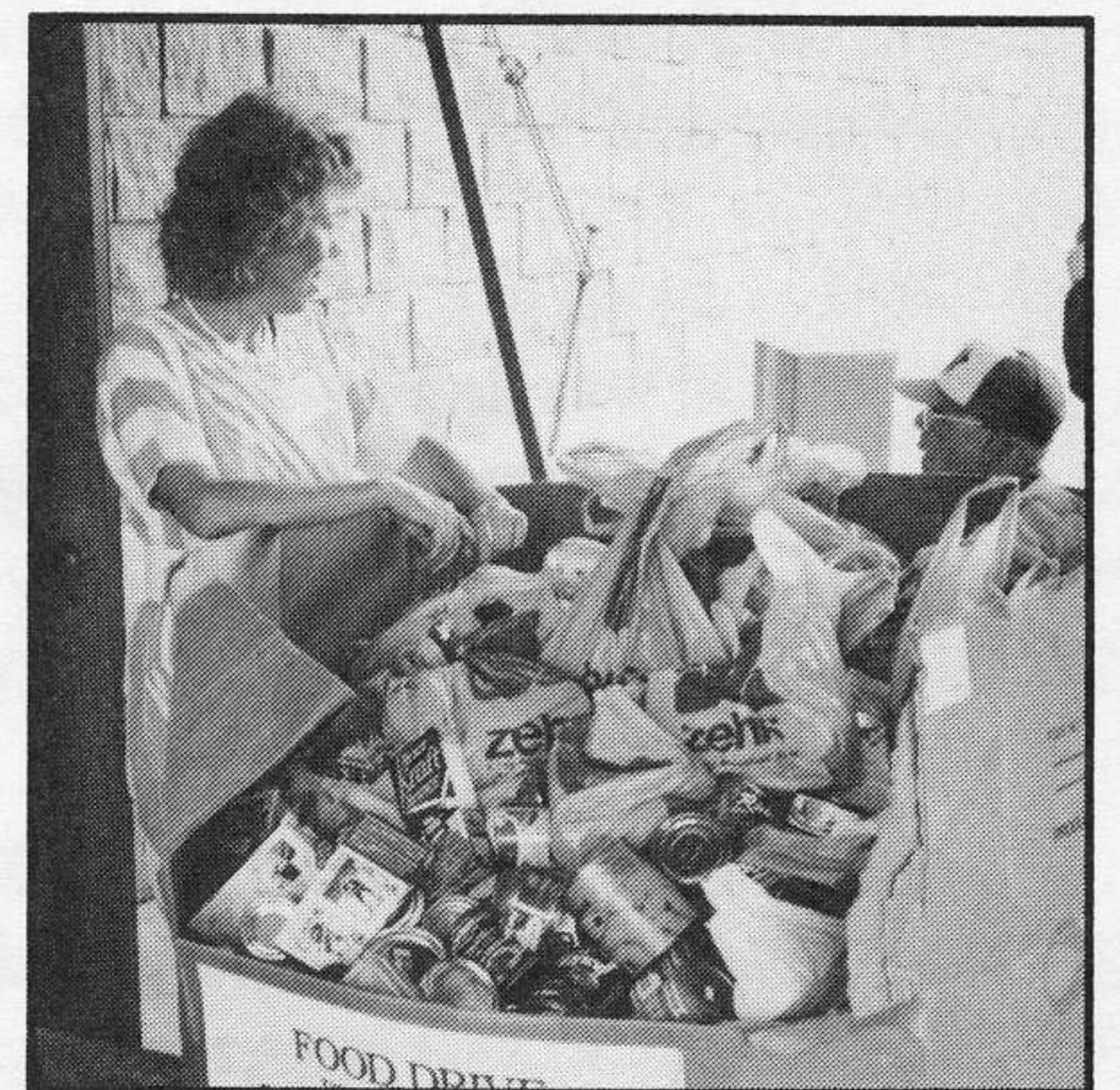
Admission was a donation to the K-W Food Bank, and over 20,000 pounds of food (slightly over 10 tonnes) was left at the turnstiles.

This is the largest single day event, and most donations in the history of the Food Bank.

The winner of the CKCO Television set was S. Wright of Waterloo.

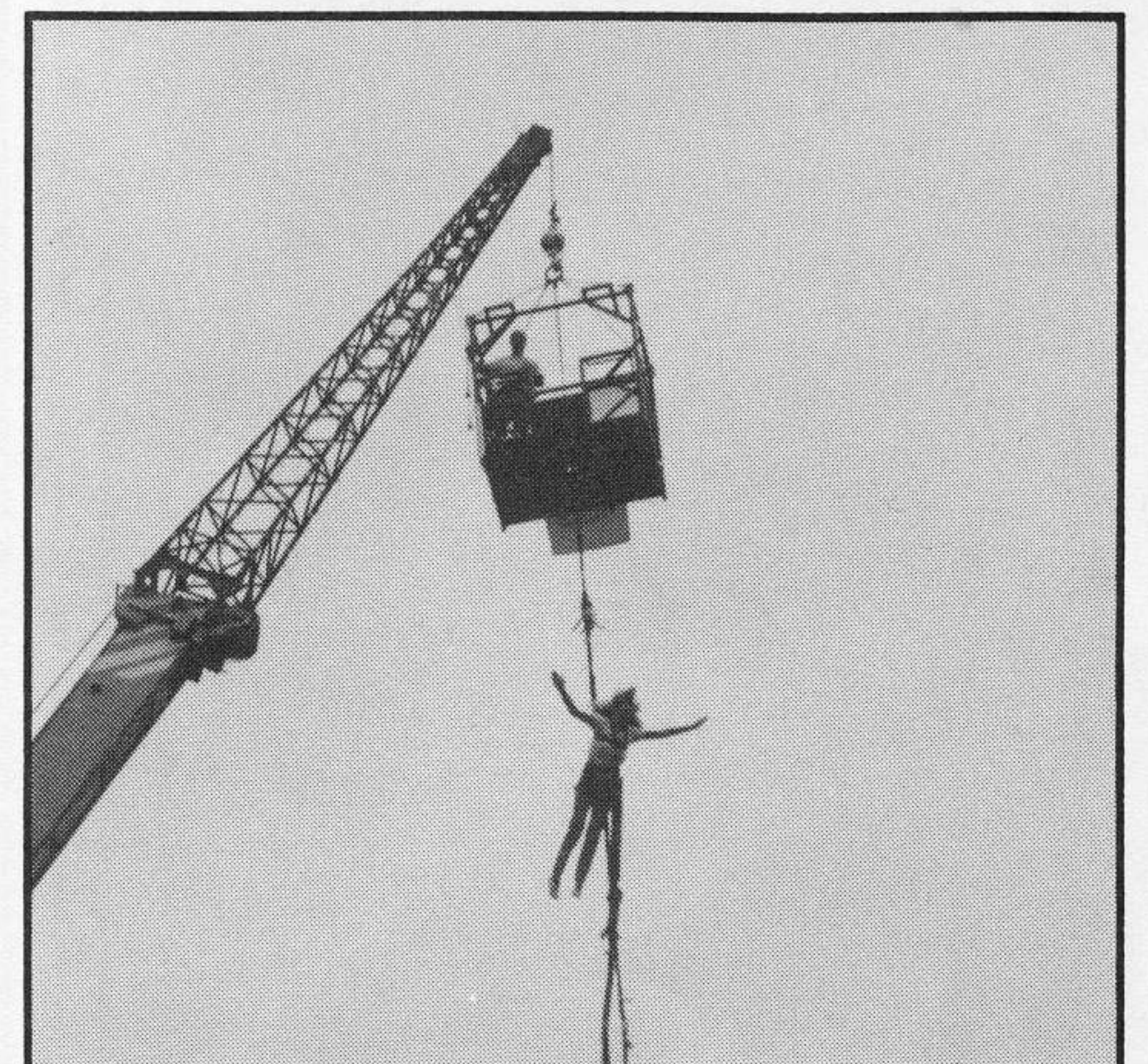


Everyone attending received our "I watch CKCO-TV" badge, that made them eligible to win one of the 75 CKCO-TV Watches . . . which were presented at random by CKCO personalities. Staff volunteers manned the gates, booths, and the grounds handing out badges and helping with the donations that for exceeded all expectations. Thanks go out to all for a great effort.



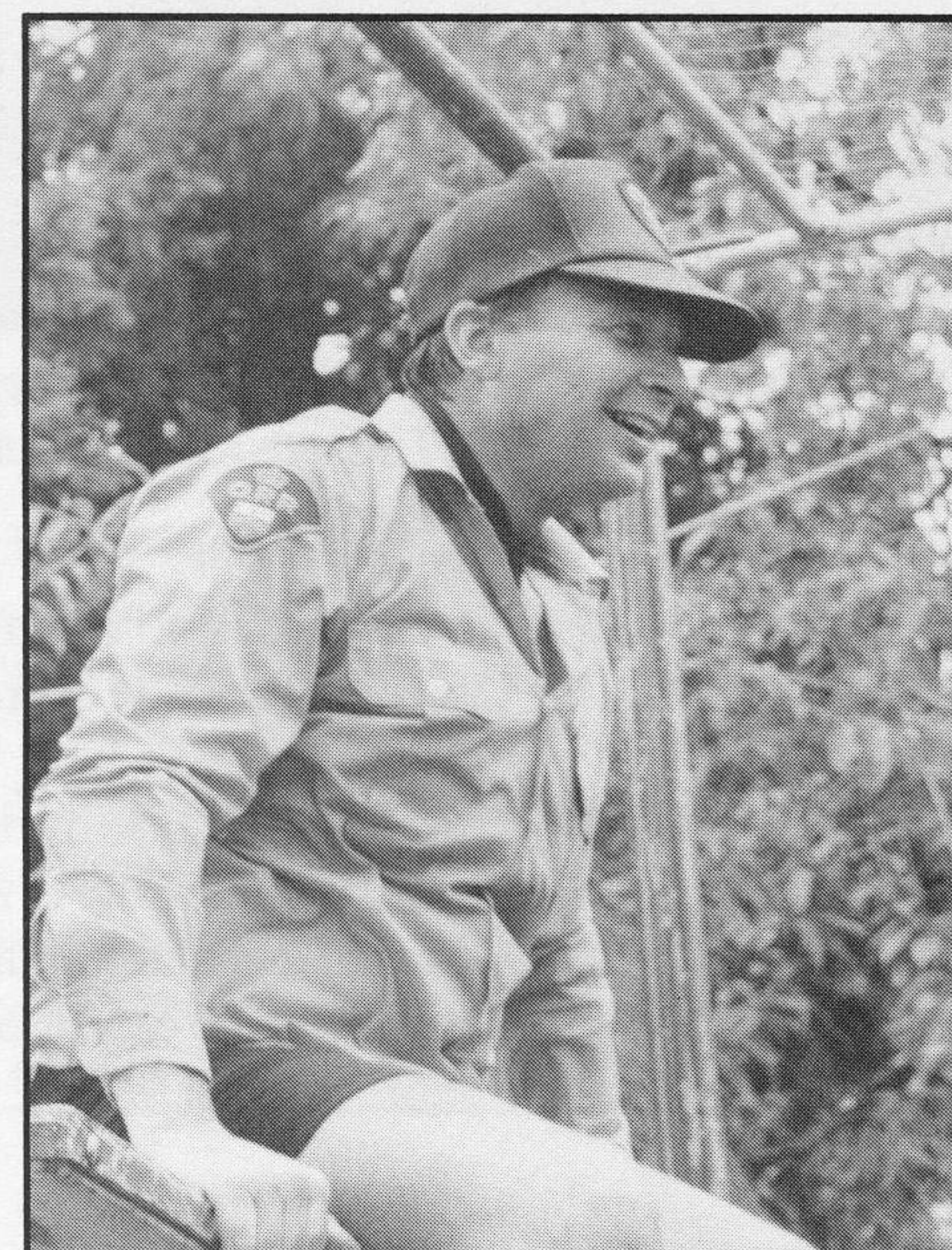
CAP RADIO PROMOTION MANAGER TAKES A DIVE!

Wanda Love celebrated the opening day of the Pioneer Sports World by trying out their Bungee Jump . . . (Wanda's jeans are now four inches too short)



Muskoka Garden Party

CKCO-TV was in evidence for a second year at the **Huntsville Hospital Garden Party** at Muskoka's Grandview Inn, who were co-sponsors as well. Over \$15,000 was raised in aid of the Huntsville Hospital Foundation. Crowds were on hand all day from the Pancake Breakfast at dockside, where Physicians from the hospital displayed their culinary skills, to the Gala evening featuring the Peter Appleyard Quartet. An outstanding musical programme was provided with Phil Nimmons headlining the activities. **Joyce Beaton** did an outstanding job of organizing all the volunteers of which there were many, along with **CKCO-TV's Betty Thompson** . . . A Great Day! . . . And, believe it or not, the weather man threw in one of his better days of '92 in aid of the cause. Our thanks, particularly to Grandview Inn and all the volunteers who made the entire event possible.



DEVELOPING NEWS . . .

As we've all heard by now, the sale of **CKKW** and **CFCA-FM** to **Jack Schoone** and **Irving Zucker** has been approved by the CRTC . . . Further information will be forthcoming and will be posted as soon as possible.

At the time of this writing, **Joe Brenner** and the Engineering Department are busy installing the new switcher that will enable us to facilitate splits to our Channels 2, 11, and 42 areas. We will feature a report on the installation in our next CAPsule. Stay tuned, film at eleven!

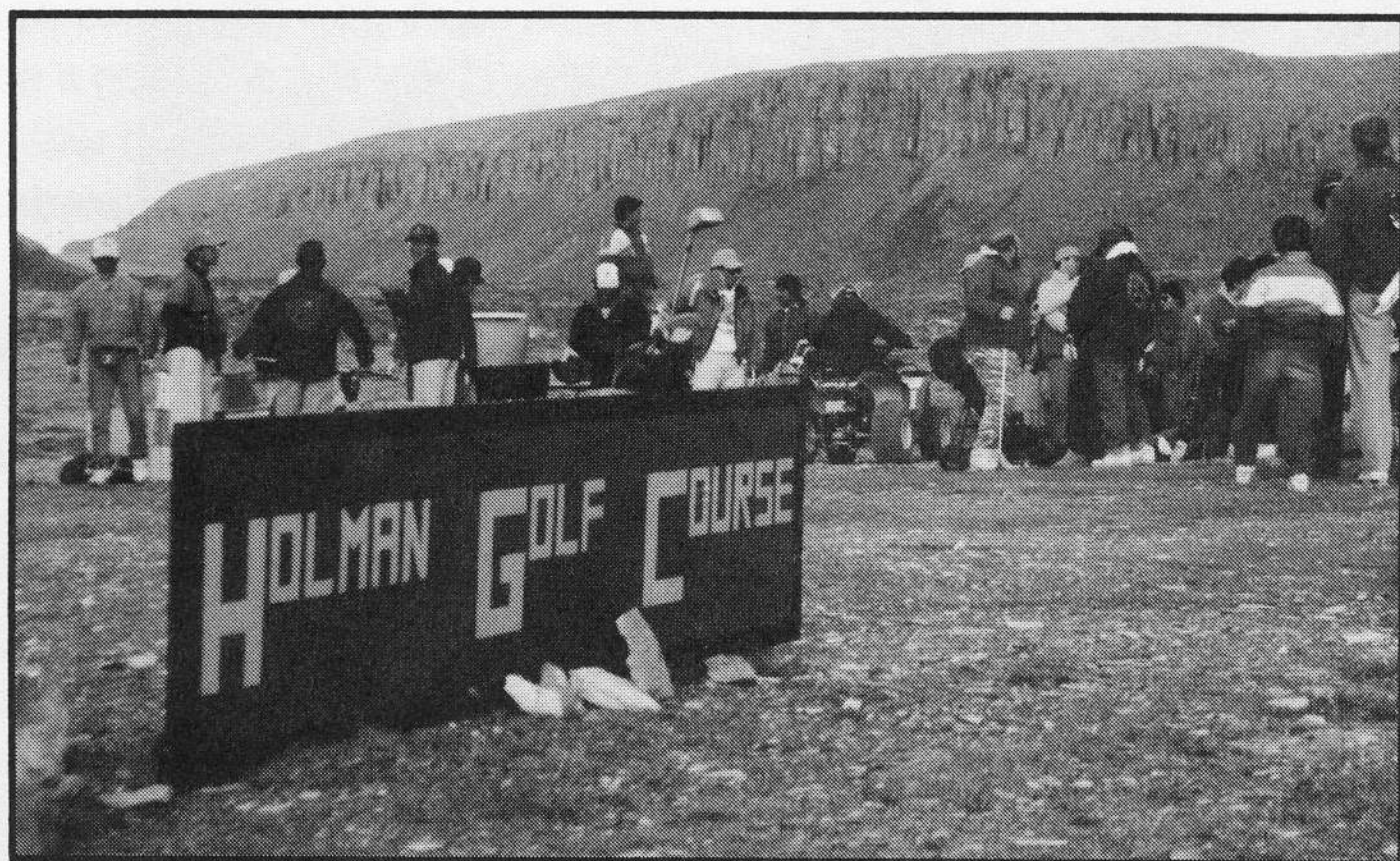


To The Community of Holman, N.W.T. August 7-10th, 1992

By Gary McLaren

The idea of golfing in the Arctic sounds a little ludicrous. After all, even in the summertime, its supposed to be too chilly up there for a game such as golf. And how would they grow grass for the fairways and greens?

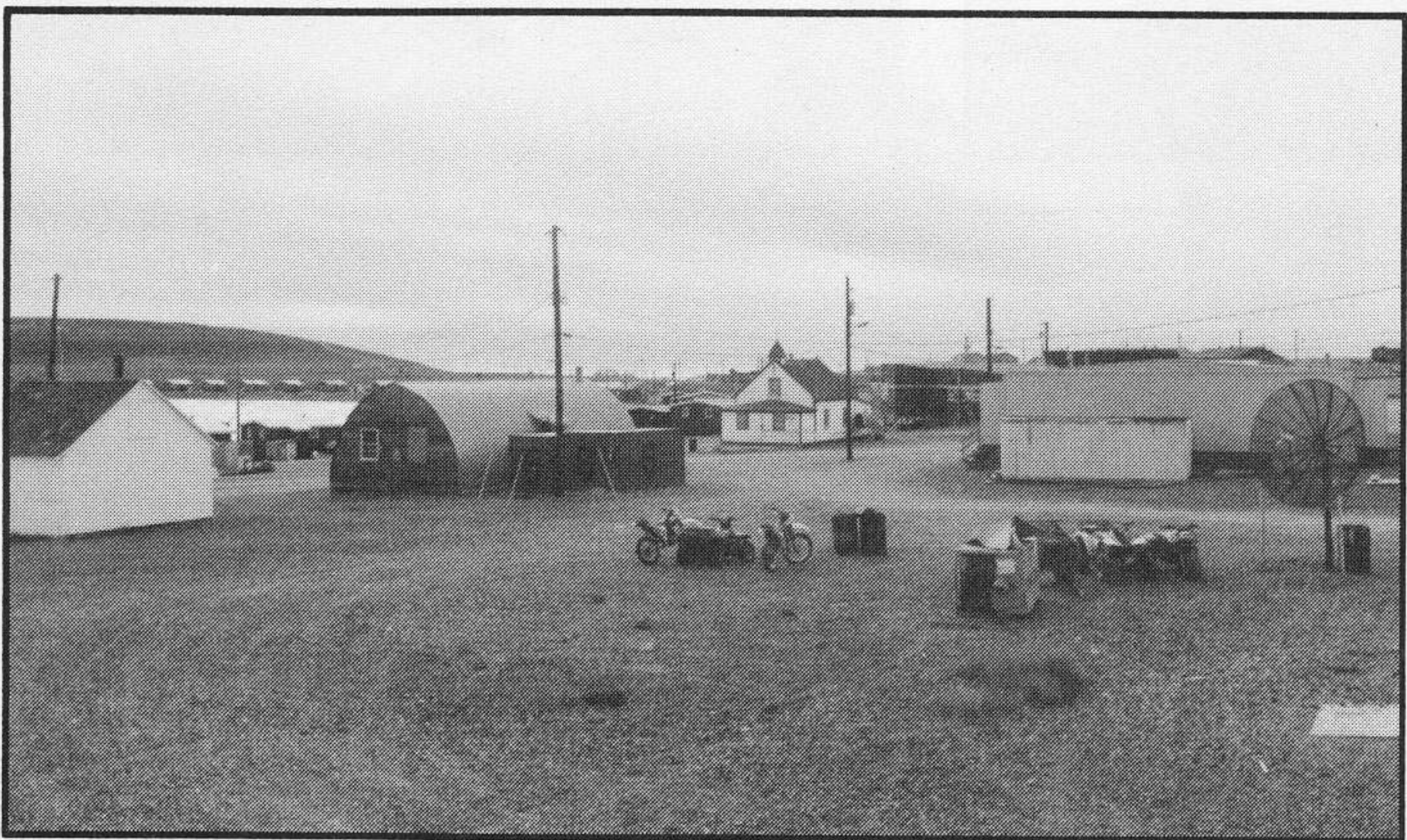
Well it turns out they don't worry about grass or the cold for the Northernmost annual golf tournament in the world, which offers a total of \$2,500.00 in prize money.



Just this sign indicates the location of the Holman Golf Course. There is no clubhouse. This was the scene at the first Tee just before the golf tournament started.

It is held at Holman, a small Inuit community on the west side of Victoria Island in the Canadian Arctic, 1100 miles north of Edmonton.

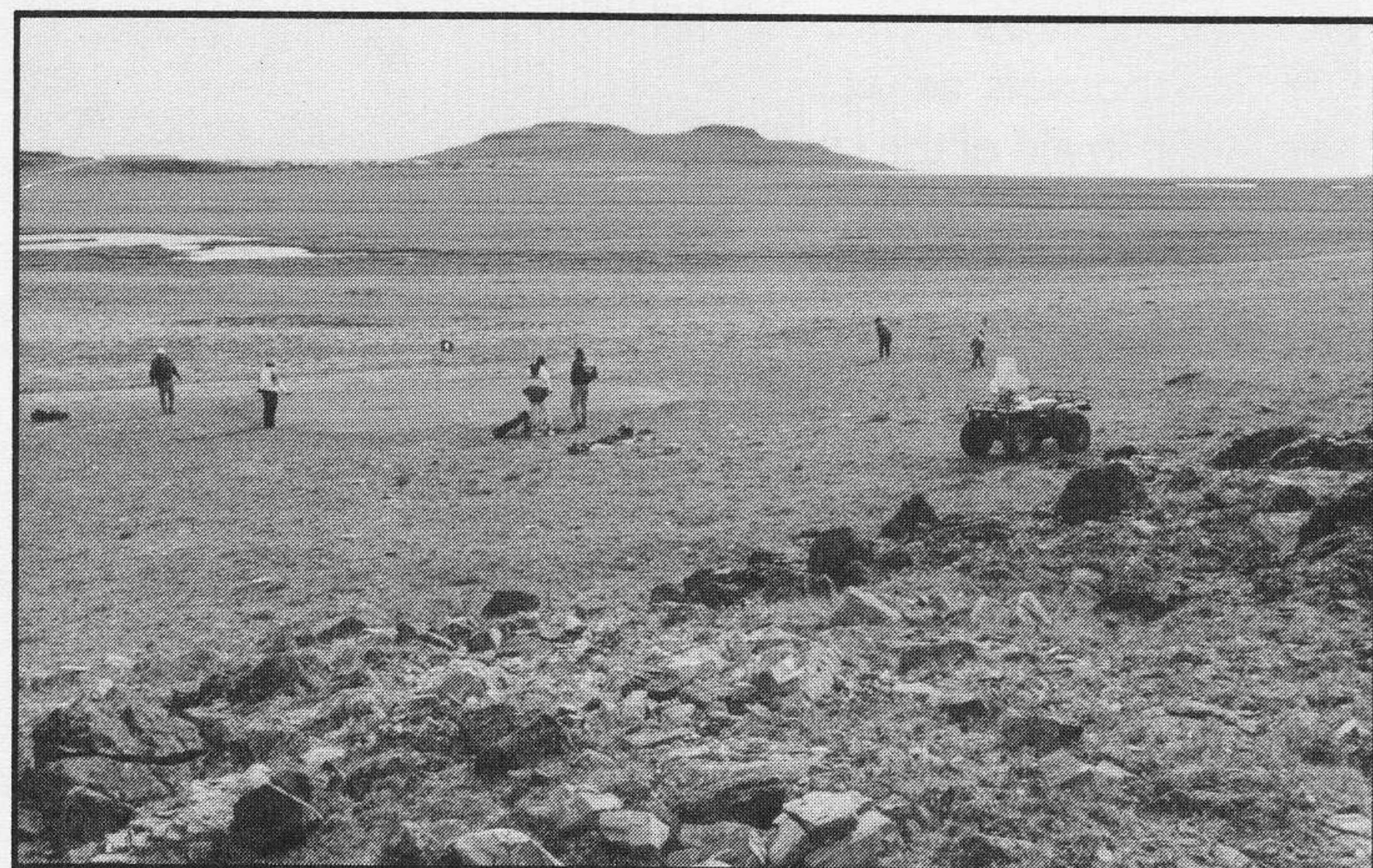
I was invited up there this year to play in the tournament as a visiting "celebrity". So, thanks to the generosity of Air Canada, Northwest Territorial Airways and First Air, cameraman **John Arais** and I set off on what turned out to be quite a pleasant adventure.



A photo of a part of the Hamlet of Holman, taken around 10 P.M.

Holman has a 9 hole golf course, par 32, about half a mile out of town. There is no clubhouse, just a sign saying "Holman Golf Course". There are no annual membership dues and no green fees!

The 9 holes are laid out on the tundra, between a range of hills to the east ... and rock strewn ridges to the west.



A group on a Holman Golf Course fairway. The rocky area in the foreground constitutes the "rough".

Greens are not grass but sand, oiled sand. And tiny ... about 30 to 35 feet in diameter.

One of the visitors was Randy Gregg, NHL defenceman with Edmonton and Vancouver. He's played in the tournament 2 years before. The experience paid off ... for he won top prize with a 10 over par total of 106, setting a one round course record of 33 in the process. He won \$800.00 and a trophy. Second and third places also went to visitors from Edmonton. But all three donated their prize money to school and recreational activities in Holman. Fourth and fifth places went to golfers from Holman and Coppermine, and the ladies winner was a young Holman woman who picked up \$400.00.

The only really good shot I hit in the entire tournament came in the closest to the hole competition ... just over 11 feet from the pin on a 147 yard par hole. That was sufficient to win first prize which consisted of 2 complimentary return airline tickets from First Air, from Holman to Yellowknife.

Nice prize, but not of much use to me. So on the advise of tournament director Rene Bornowsky (who is also the Community Recreation Co-ordinator), I donated the tickets to a young Holman man, and a golfer, Colin Okheena. His wife had left a few days earlier for Yellowknife, in preparation for giving birth to their third child. Colin had not been able to afford to accompany her and really wanted to see the birth of one child.

Needless to say, the young man was not only surprised but extremely grateful. This was at the closing awards ceremonies and banquet on Sunday night. I suggested he fly down with us Monday afternoon and surprise her. But he was so excited that he phoned her late Sunday night with the good news.

Well ... you can guess what happened. She had the baby, a boy at 7 o'clock Monday morning. So he didn't get to see the birth after all. Instead, he told me, they planned to go down to Yellowknife in December for some Christmas shopping.

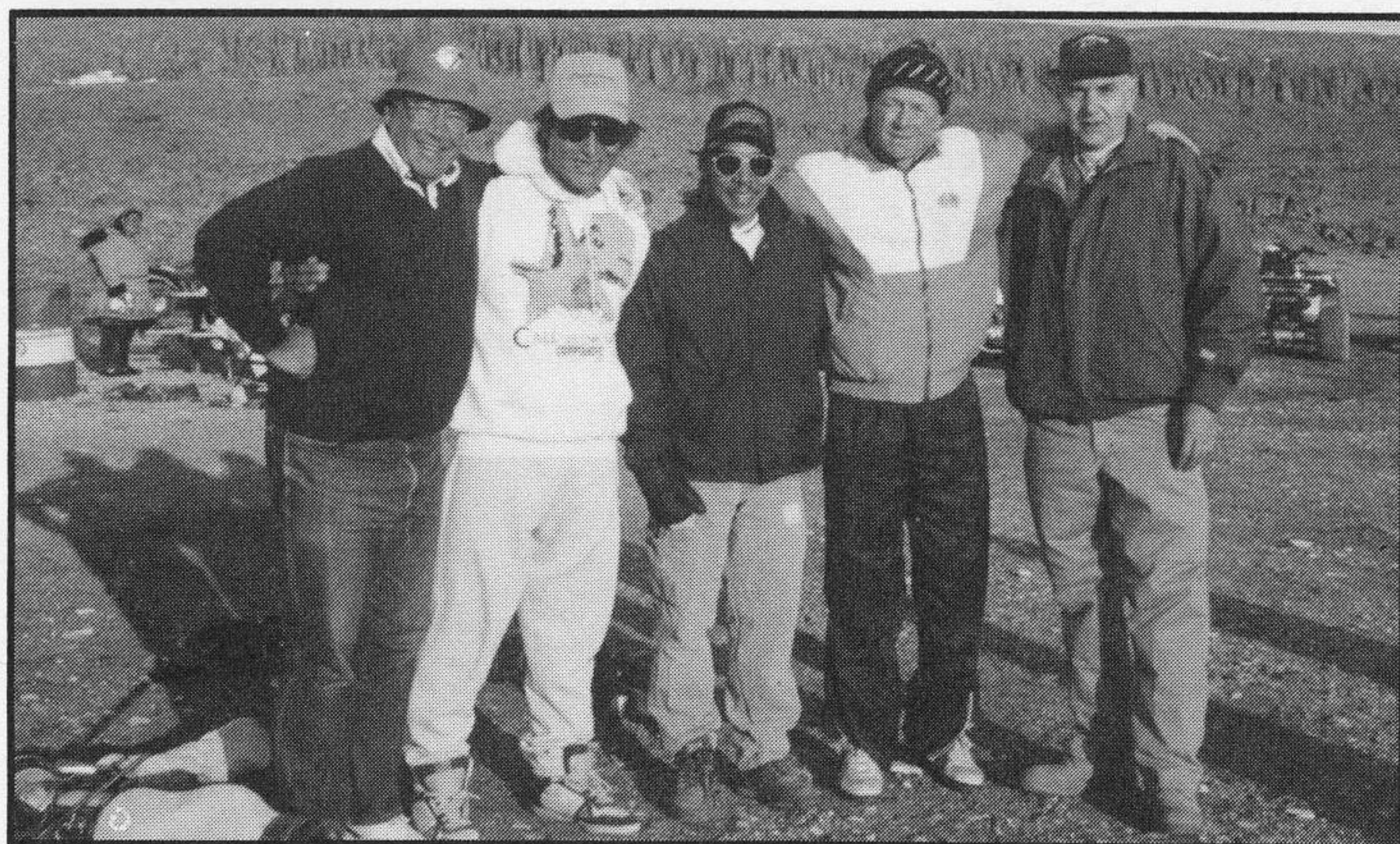


One of the local Inuit children, with a typical fur trimmed parka. Most of the younger children are shy with strangers.

The people, the Inuit, are friendly and hospitable. Many spend a lot of time on the land, winter and summer, hunting and fishing.

We dined on muskox and caribou steaks, Arctic char and lake trout at the golf banquets, and all in all had a most enjoyable time.

I prepared three "Sunday A.M." features from our trip ... one on the golf tournament; another was a look at the life and activities of the Hamlet of Holman itself; and the third focused on the arts and crafts produced in the community, soapstone and muskox horn carvings, limited edition original prints, clothing, mukluks and various other craft items which are sold in the co-op store and throughout Canada and the world.



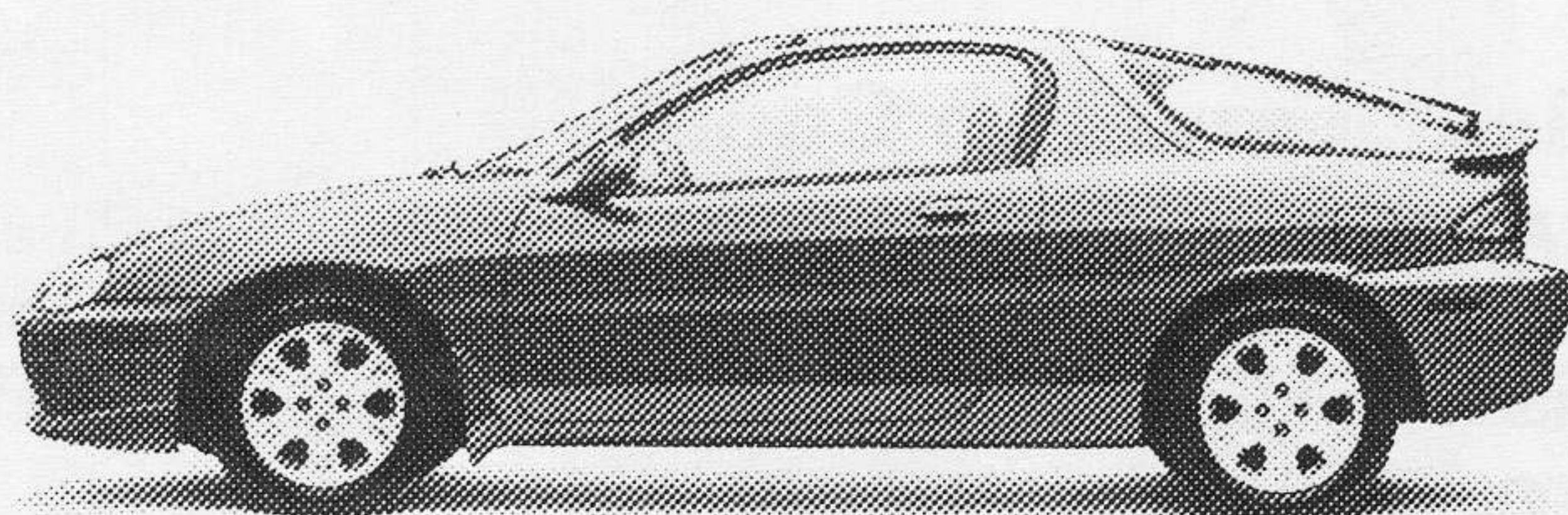
Our "Fivesome" for the opening round of the Holman Golf Tourney. John Arajs, Joe Allen from Coppermine, Fred - From Holman, and Tim Young from Edmonton.



AM 109 and **CFCA FM** are both gearing up for the fall BBM period now with exciting stuff happening! **CFCA** will be hosting 'Breakfast in Barbados', which is immensely popular with their audience!

FAST CARS... FAST FOOD CONTEST!

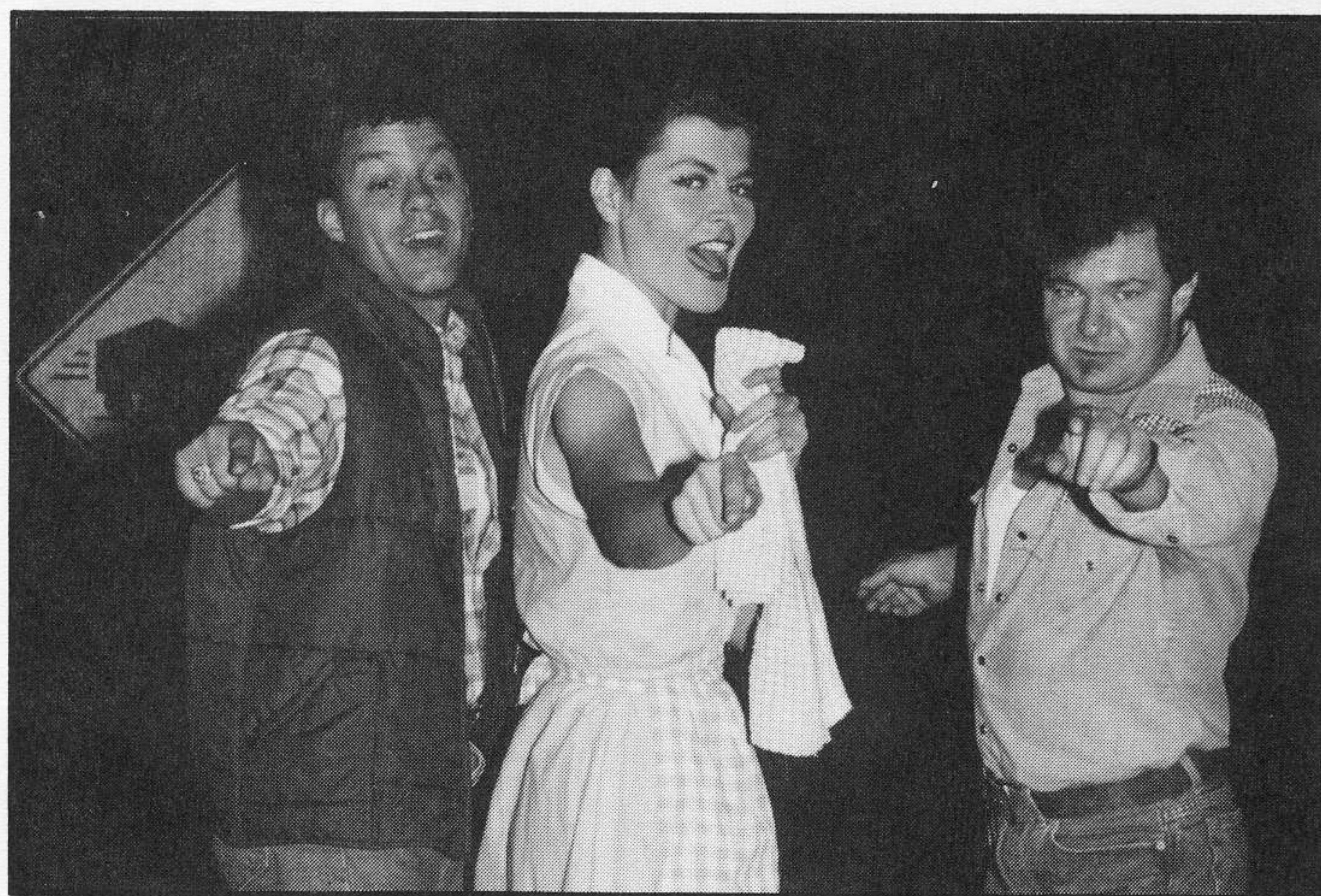
AM 109 will be awarding a 1993 Mazda Precidia, courtesy of Guelph City Mazda, and Little Caesar's Pizza! The contest involves completing ballots at the participating sponsors, and then listening for their name to be called on the air. If they call in within the time limit, they will receive one of 109 keys....one of which will start the car! The grand prize will be awarded at Guelph City Mazda on October 25th.



Muskoka Festival

The new artistic director of the Muskoka Festival **Ron Ulrich** promised that the '92 season would be a fun place to be ... and he delivered in the **CKCO-TV** sponsored opener on July 1st - **18 Wheels** - 18 Wheels is a Canadian musical by John Gray, that gives us a look at people, places, and events through the eyes of a truck driver. The play presents many moods, and takes the audience right with it. A clever piece of shtick by Jim White as Lloyd was a real knee slapper in what looked like a combination of Marcel Marceau and Jerry Lewis as he tried to find a wayward lady friend.

CKCO-TV is pleased to be associated with this years festival.



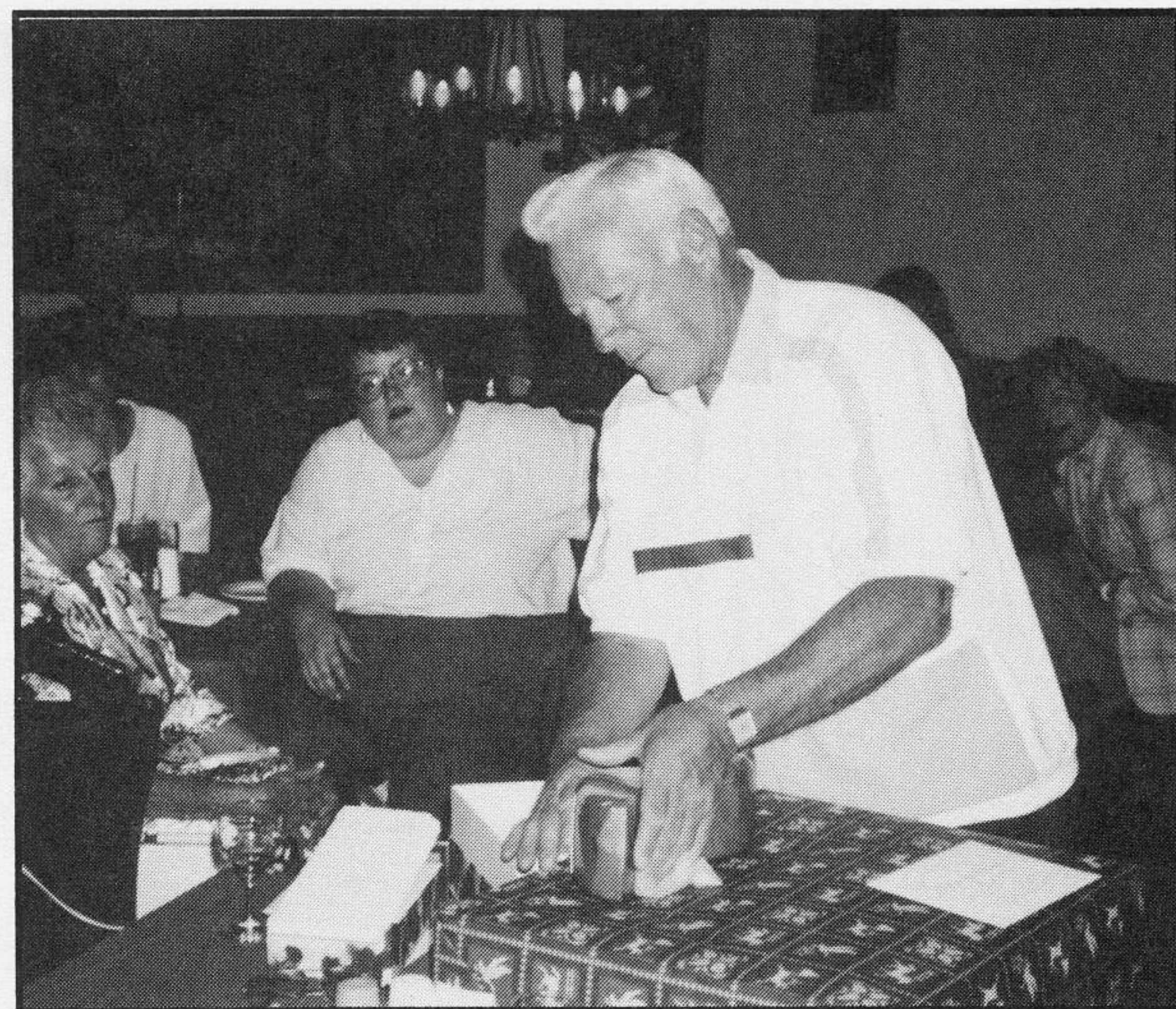
Shown left to right Bruce Tubbe (Jim); Suzanne Bennett (Sadie); Jim White (Lloyd).
Photo: Fred Schulz

Joe McIntyre Retires

On September 29, 1958, a Golden Glove Featherweight came out of the Maritimes via Kingston to join the engineering staff at CKCO-TV. Over the years Joe became somewhat of a heavyweight in the industry, as well as being responsible for many innovations and, yes, inventions, in the development of CKCO-TV.

Joe was also active in industry related organizations such as the CCBA Engineering Group where he served on the executive and as president.

Many of the staff and people who worked with Joe over the years, along with Joe's family were present for at least three receptions to wish him well. Gifts were presented by Joe's engineering staff, the Rec Club, and CAP who thought it may be a good idea to send Joe and Audrey to Vegas where he just might lay down a few bucks on the next fight on the books ... Good luck Joe, and stay on the fairway.



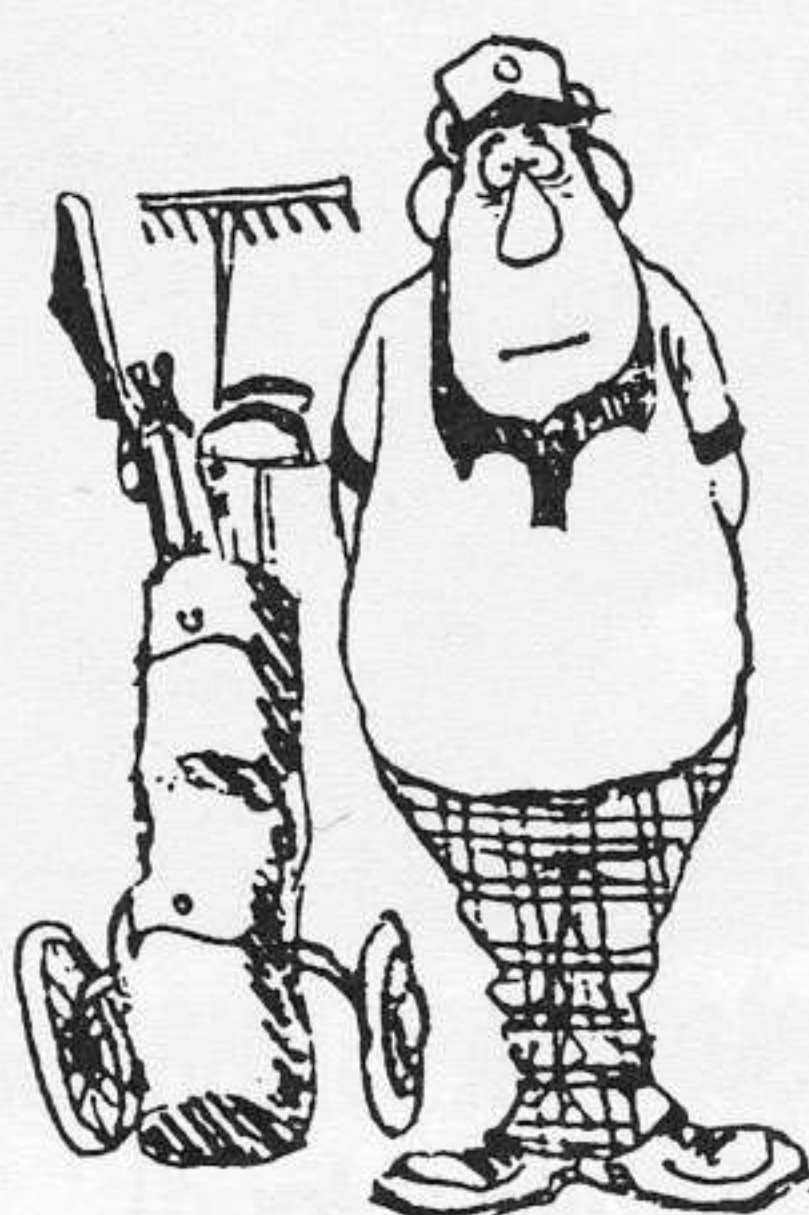
Chicken and Rib Cook Off

CFA FM made their mark this summer at the annual **Chicken and Rib Cook Off** in Uptown Waterloo! **Craig Smith** worked his usual magic by hosting a 50's/60's dance, which was broadcast live on CFA. The dance was very popular, with the best attendance of any of the events for the Chicken and Rib weekend! Special thanks to **John Yost** for his work on this project, and to **Susan Cook-Scheerer** and **Scott Jensen** for their work as 'co-hosts'!

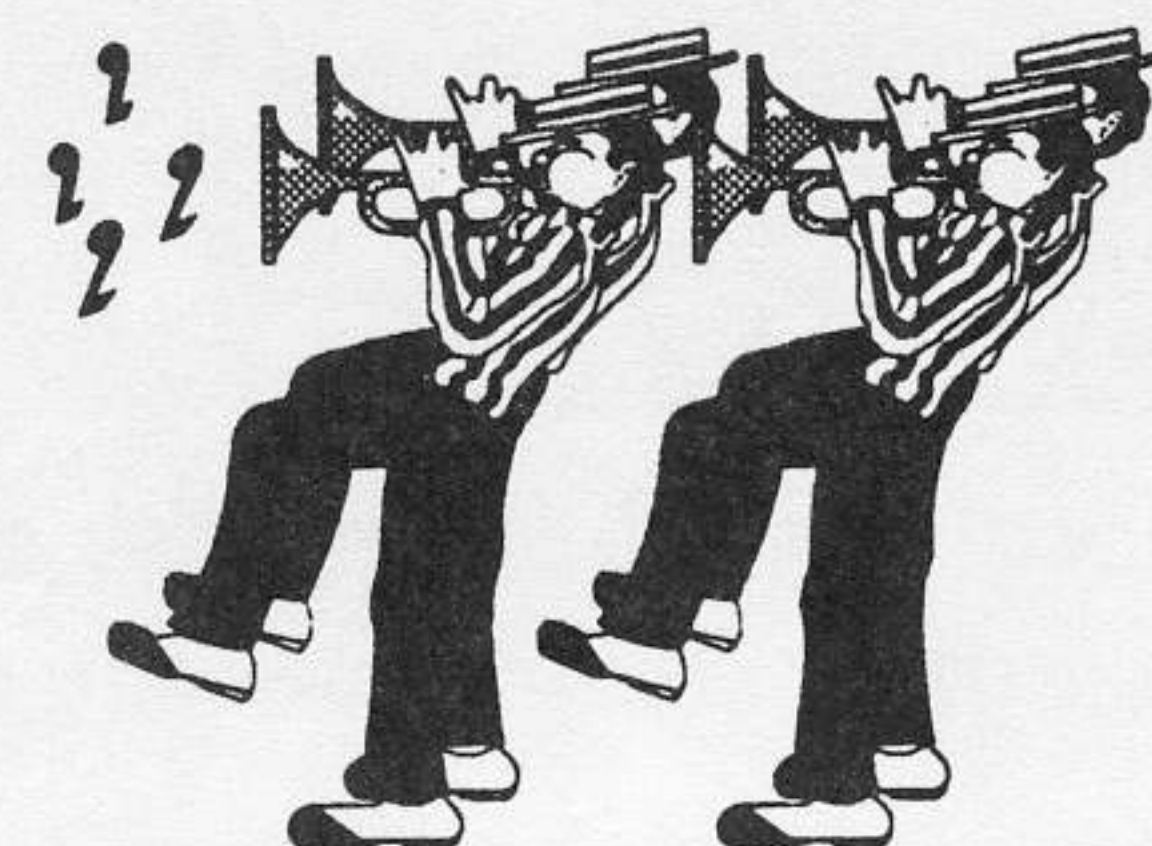


Golf Challenge

AM 109 and Formosa Springs hosted a **Golf Challenge** over the summer, involving listeners being invited to play golf with **Paul Hill** and **Don Cameron**, at a different golf course each week. The final wrap-up tournament was held on Tuesday, August 11 at the Dundee Golf & Country Club, with special guest, Bobby Hull. There were sixty golfers participating, including listeners, sponsors, clients and staff.



"WAKING UP THE NEIGHBOURS"



AM 109 took their Morning Show Live! to homes of our winners, in the AM 109 / Coca-Cola 'Waking Up the Neighbours' promotion!

The prize package included concert tickets for the Bryan Adams concert at Molson Park in Barrie, a CD library of Adams music, a CD player, and....the **AM 109 Brew Crew** at your home...."Waking Up the Neighbours"!!

The **StarCruiser** would show up in your driveway, at broadcast live from 6:00 am until 9:00 am! All the neighbours received an invitation in their mail box to join us, and free coffee and doughnuts were served! **Luba** stole the show one morning, when she showed up in the Hits Patrol, ready to do traffic, still dressed in her pyjamas, bathrobe and fuzzy slippers!



OCTOBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 1962 CTV NETWORK BEGAN OPERATION. 8 STATIONS 10 HRS. A WEEK	2	3
4	5	6	7 YOM KIPPUR	8 OKTOBERFEST PAGEANT (TELEVISED)	9 OKTOBERFEST OPENING (TELEVISED)	10
11 1952 - CBFT MONTREAL - 1ST HOCKEY TELECAST IN CANADA - MONT. vs DET	12 THANKSGIVING OKTOBERFEST PARADE (TELEVISED)	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29 BBM FALL SURVEY BEGINS	30	31 HALLOWEEN

NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 CAB VANCOUVER	2 CAB	3 CAB	4	5	6	7
8	9	10	11 REMEMBRANCE DAY	12	13	14
15	16	17	18	19	20 NEXT CAPSULE DEADLINE	21
22	23	24	25 BBM FALL SURVEY CONCLUDES	26 THANKSGIVING U.S.A.	27	28
29	30					

DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 SAFE DRIVING WEEK	2	3	4	5
6 CHILDREN'S XMAS PARTY (STUDIOS)	7	8	9	10	11	12 XMAS PARTY TRANSYLVANIA CLUB
13	14	15	16	17	18	19
20	21	22	23	24	25 CHRISTMAS	26 BOXING DAY
27	28	29	30	31		

Birthdays

Donald Pankiw	October 1
Mark Rehkopf	October 1
Reginald Sellner	October 1
Steve Parr	October 6
Lynda Gevaert	October 7
Paul Reekie	October 7
Jackie Jeffery	October 8
Philip Maeers	October 11
Doug McLaughlin	October 11
Shane Roberts	October 13
Glenn Toner	October 13
William White	October 13
Douglas Daum	October 14
Merv Morris	October 15
Jason Nijhuis	October 15
William Anderson	October 16
Anne King	October 18
Donna MacKinnon	October 18
Robert Coleman	October 24
Patricia Kreig	October 24
David Melse	October 25
Peter Badenhorst	October 28
Earl Pierson	October 28
Gregg Roth	October 28
Ross MacIntosh	October 29
Elizabeth Kieswetter	October 31
Nancy MacDougall	October 31
Frances Russel	November 5
Tracy Willcox	November 7
Garry Holmlund	November 8
Robert F. Cooke	November 14
Linda Stante-Fricker	November 14
Christopher Gothard	November 15
James S. Troyak	November 21
Bruce Johnston	November 23
Michael Lockston	November 23
Lance Kagel	November 24
Monica McCann	November 24
Alex Spiridonov	November 26
Andrew MacNeil	November 30
Gail Gortmaker	December 1
David Wood	December 1
Michael Yaworski	December 1
Andrew Tinning	December 6
Douglas Biggs	December 8
James Switzer	December 8
Gregory Tombs	December 8
Gerald Morrow	December 12
Jennifer Brown	December 13
Anne Gebhart	December 14
Ute Neugebauer	December 14
David Gross	December 15
William Inkol	December 16
Ed Fox	December 18
Brian McKague	December 19
Christine Uhrig	December 20
Gordon Hatton	December 22
Alan Brooks	December 29
Betty Thompson	December 29
Tracy Walsh	December 30

POPCORN TUESDAY

The third annual **Popcorn Tuesday** fundraiser was held on Tuesday, June 16.... and was the most successful ever!

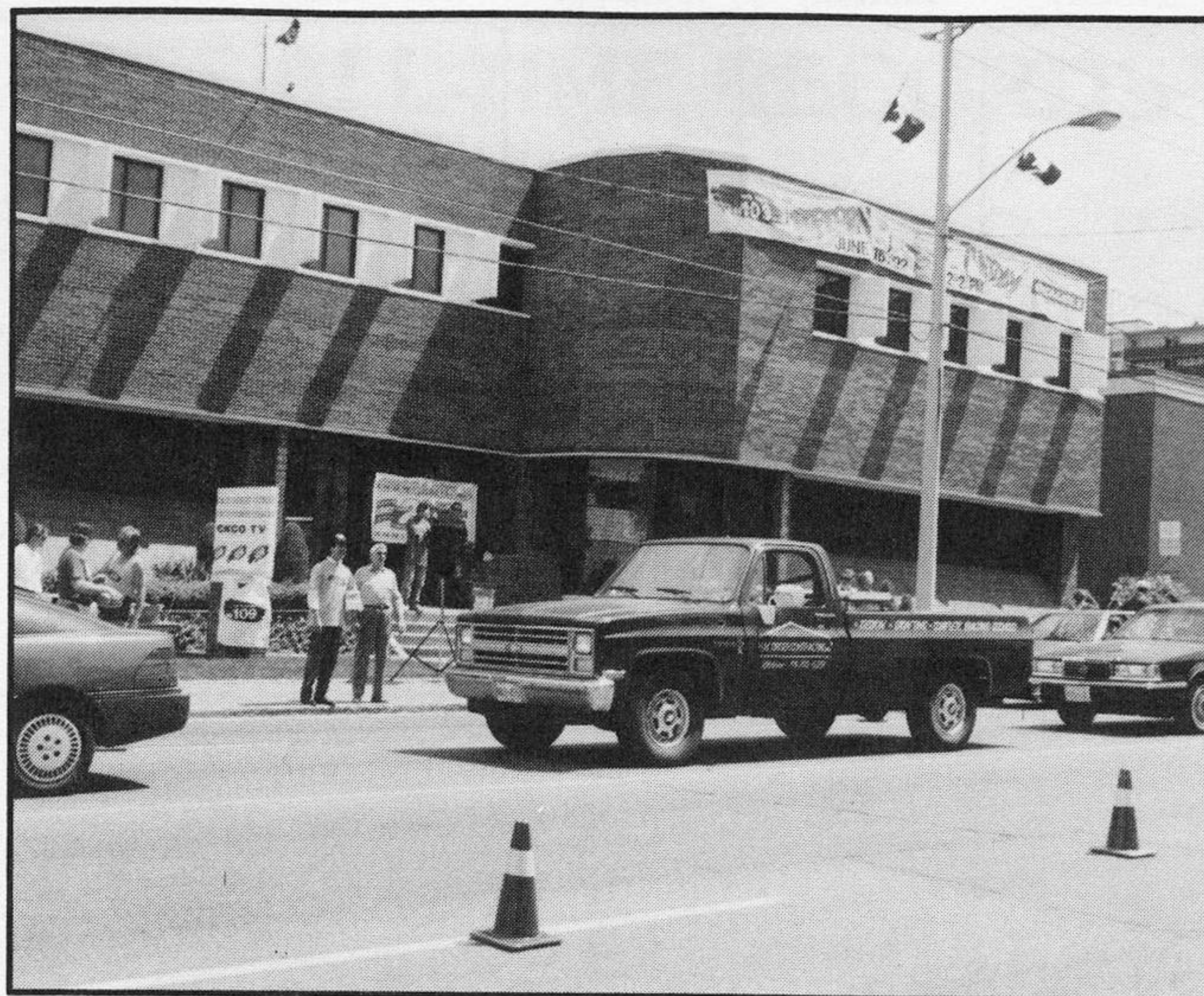
Over 70,000 bags of popcorn were sold this year, raising more than \$35,000 for the Kitchener-Waterloo Hospital Foundation. The hospital is raising money for dialysis equipment for their new facilities.



Dive In Movie

AM 109 hosted the third annual **Dive In Movie**....the original date was set for June 17th, but oddly enough was rained out, not to mention it was cold enough that day we could have just made it into a skating party!

Our second date of August 7th turned out to be a beautiful day, warm and sunny (you may remember it, since it was the only day like that this summer), and we had record attendance for our screening of "**Wayne's World**"! Over 1,150 people showed up for free waterpark admission, and the movie!



Headstart 92



AM 109 hosted the finals for **Headstart 92**, a 'battle of the bands' contest for local talent. Twenty-seven entries were received, with the finalists competing on stage at the Twist on Wednesday, June 24.

The winning band was Listen Close, a band who have been together just two years, and have already recorded an 'independent' album in February of this year. Their prize package included:

- A 15 hour demo recording session
- Band logo design
- Photo shoot, including hair and makeup artist
- Business cards
- Gift certificates for music and instrument supplies
- Playing engagement at a local nightclub and more!

The event was deemed a success by all sponsors, so we hope to be hosting the second annual Headstart contest in the Spring of 93!



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