

## INTER OFFICE MEMO CKCO-TV BUSINESS PLAN

On November 18, 1994, we presented our revised CKCO-TV BUSINESS PLAN to Electrohome which outlines the business activity for CKCO-TV through to, and including, the 1997 fiscal year.

This PLAN was created by the CKCO-TV management team and addresses the business challenges confronting us during the remainder of this fiscal year, plus the following two years. We feel this PLAN can be accomplished and we have confirmed that position with Electrohome.

However, in order to happen, our PLAN requires the support of every CKCO-TV employee, full-time and part-time. With that in mind, we have scheduled two meetings to present this PLAN to all employees. The meetings will take place in STUDIO #3

**Tuesday DECEMBER 6, 1994**  
**10:00 a.m. and 2:00 p.m.**

(Our regularly scheduled monthly General Staff Meeting at 2:00 is pre-empted for this special meeting).

I urge each of you to attend one of the two meetings. This PLAN addresses our mutual future and your input and support is vital.

If you have any questions, please contact DON WILLCOX at your convenience.

## EMPLOYEE of the MONTH

Traffic Supervisor CATHY PARISE was chosen as the first Employee of the Month. Congratulations Cathy! Cathy was chosen for her effort in placing national and local spots on a daily basis, when the station was running in a near capacity position. She did this in a courteous and pleasant manor, with time at a premium. She also maintained a sense

of calm with the traffic department with a balance of good will to all the staff. The employee of the month award was established by the VISION committee.

## COWIE HEADS CAB

At the recent CAB meetings in Winnipeg . . . Mr. BRUCE COWIE was named Chairman of the CAB. Bruce was also appointed Co-Chairman along with CHARLES BELANGER of CFCF Montreal of a working group on Canadian programming and private television.

## NOTES FROM NEWS

\* The municipal election was held on Monday. A very special thanks to everyone for their extra efforts. The show was a success. However, a new system of returns will have to be developed for future election programs.

\* Our fall sweeps news continues. This week we are running a five-parter from our African team of RICK GAMBLE and CHRIS MATLOCK. A half hour show on Ontario relief efforts in Africa will air on Dec 26.

\* STEVE PARR has been transferred to Kitchener. Congratulations to Steve and DAVE PETTITT for outstanding work on the safety of OPP radar traps. The two of them were with the OPP last week doing a story on highway speeders. The camera was rolling as an accident took place on the 401. The story was picked up on the wires and CTV network. It prompted the Cambridge OPP to change their procedures.

\* VICKI GOUGH will be covering news out of London. Vicki still has a home to sell in Midland and she is living with her parents in Waterloo, so she will be commuting for a while. She starts next week and this will fill a big hole in that part of our coverage area.

\* ROSS MACINTOSH is leaving to

go to CTV in Toronto. The position of Newsroom Editor has been filled by MIKE LOCKSTON.

## FRANK PARSONS NAMED TO CAB 25 YEAR CLUB

FRANK PARSONS was inducted into the CAB 25 Year Club at the recent annual meeting in Winnipeg.

Frank started his career at VPCM as a part time operator in 1961 at \$37.50 a week.

Frank's career trail goes through CFRB . . . CHFI (where he worked with former CKCO staffer RON TURNPENNY) . . . he returned to the rock in 1967 on a contract job for NASA . . . from there to CTV . . . CBC . . . Sault St. Marie and to CKCO TV where he has applied his master construction skills to almost every system that CKCO has. He has built radio control rooms, rebuilt the Mobile at least once, constructed all of the audio systems for our Master Control and written the software that maintains our 3500 part inventory. Frank joins other CKCO members of the CAB 25 year Club . . . DON WILLCOX, JOHN SPRAGGE, REG. SELLNER and PETER JACKMAN.

## CAPTAIN HUTCH

The Ontario Special Olympics are coming to Kitchener-Waterloo in late February. CKCO-TV will play a part in bringing this heartwarming and inspiring event to the Twin Cities. Sports Director JEFF HUTCHESON has been named the honorary captain of the games, while Waterloo Regional Police Chief LARRY GRAVILLE is the honorary coach. Watch for posters and billboards with the coach and captain and a very special athlete coming your way soon. In addition, CKCO sports will produce a half hour special on the games to run prior to their commencement.



## CONESTOGA COLLEGE AWARDS and GRADUATION DINNER

CKCO was involved in the in the CONESTOGA COLLEGE awards dinner with three presentations . . . THE BETTY THOMPSON CKCO TV award for the Broadcaster of the Year . . . The CARL A. POLLOCK AWARD . . . for academic excellence and for the first time this year, the PAT FITZGERALD award. Ops Manager HENNING GRUMME did the dedication and presented the award as follows:

Pat passed away in the summer of '93. He was a friend, co-worker and as the saying goes, "an all around nice guy". Pat started his broadcast career in the spring of 1967 at CKCO TV and worked his way up the corporate ladder during those 27 years. Pat had a very good understanding with his staff and also the people that he dealt with outside of the station which gave him the respect he had in the industry. In his honour the staff members of CKCO TV got together and created the "PAT FITZGERALD AWARD" which we are very proud of to keep the memories of his achievements for years to come. JASON RUBY, whom we had the pleasure of working with this past September, is the first time recipient of the PAT FITZGERALD AWARD.

VP AND GM DON WILLCOX presented the CARL A. POLLOCK award for Academic Excellence to GABRIELLA CURRIE.

TAMMY CRANE was the winner of the BETTY THOMPSON CKCO award and we would like to share her letter of thanks with you . . .

Dear Mr. Sellner,

I would like to thank you for considering my contributions worthy of the Betty Thompson Broadcaster of the Year Award.

I only hope that I could achieve half of what Betty has achieved and do so with the charm, wit, and grace

she brought to many at CKCO. I didn't get the honour to meet Betty, but from what I heard it was my loss. Betty is admired within the community and here at Conestoga College. The best thing about winning the Broadcaster of the Year Award is not the money, it's the fact that I'm one step closer in becoming someone who is admired and well liked in their job and the community. I have my work cut out for me.

Broadcasting is a team effort and no job is less worthy than the other and Betty Thompson's career speaks for itself.

Thank you. I am grateful and honoured in being named Broadcaster of the Year.

Sincerely,

Tammy Crane

## LIFE AFTER RETIREMENT

Received a note from former Chatham Bureau Chief . . . JOHN HASLIP . . . John writes . . . "thought you and CKCO employees would like to know there is life after retirement". John has been retained by Dover Township to film the area's attractions. Dover Reeve Gary Cummings said Haslip will videotape 24 projects in the township. John is currently filming a documentary in the region. Haslip is currently living in Pain Court and is thoroughly enjoying what he calls . . . His Hobby . . .

## OTHER STUFF

First program casualty of the new season is BLUE SKIES . . . cancelled by ABC . . . The Windsor Santa Claus Parade goes December 3 for same day playback on Channel 42 only at 5:00. Sponsored by Devonshire Mall. BOB MCLEAN and JENNIFER GATES are the hosts . . . One of the longest running (if not the longest running ) shows in Canada . . . the Annual KINSMEN AUCTION Scheduled for Feb 4 . . . FAMILY PORTRAITS, the "Year of the Family" CFRN/CKCO co-production

special is scheduled for Dec. 27 at 8:00 p.m.

Repeat of the 40th. Anniversary show is scheduled for Jan. 1 at 8 p.m. CASSETTES of the Show are available at HAPPY HENNINGS BARGAIN BASEMENT DISCOUNT DEPOT. . . ON THE LOWER LEVEL . . . Shop now for specials and information about the schnapps bar at the Christmas Party which goes on Dec. 10 at the Transylvania Club . . . JOE BRENNER says the renovations on the top floor are going as scheduled . . . looks like a late November finish . . . and move in before Christmas.

Reg. Sellner

## WALKING LIKE a DORK

The following piece is from Dave Barry's latest book . . . "Dave Barry Turns 40 . . ."

Walking like a dork has become very popular among older people who used to jog for their health but could no longer afford the orthopedic surgery. The object of dork walking is to make a simple, everyday act performed by millions of people every day, namely walking, look as complex and strenuous as olympic pole vaulting. To do this, you need to wear a special outfit, including high-tech color coordinated shorts and sweat-clothes and headbands and wristbands and a visor and a Sony walkperson tape player, little useless weights for your hands and special dork walking shoes that cost as much per pair as roundtrip air fare to London. But the most important thing is your walking technique. You have to make your arms and legs as stiff as possible and swing them violently forward and back in an awkward, vaguely Richard Nixon-like manner. It helps a lot to have an enormous butt waving around back there like the Fuji Blimp in a tornado. You know your doing it right when passing motorists laugh so hard they drive into trees . . .





## A Christmas Message To All Staff

It's Christmas time again!! Where has the year gone! Where will I find the time to do all the things I have to do before the big day! Where will we find the extra money to make sure the kids have a great Christmas! These are the comments we hear and make as Christmas Day draws ever closer. Some people look forward to the season while others have personal reservations for a number of reasons both real and imagined. However I think we would all agree that the festive and religious season represented by Christmas provides an opportunity for all of us to take stock of our personal, and yes, our business relationships and strive to make right what we feel is wrong with this old world of ours.

Each day my desk is deluged with paper; some of it important; most of it simply the unnecessary destruction of trees! However there is one publication which arrives throughout the year that is one of the finest newsletters produced to-day by the business community. That publication is the Royal Bank Letter and the latest edition talks about **The Spirit of Christmas**. I would like to take the liberty of quoting from this newsletter because it says it all so well. To quote:

"Perhaps what Christmas is all about is to help us rediscover the child in all of us, the fact that we have hearts and are capable of loving," said Jean Vanier, the saintly Canadian founder of L'Arche movement for mentally disabled people. Certainly it is a time when we tend to revive childhood memories, and when grown-up "children" feel a longing to be with their parents and siblings. Just as it is a time of renewal in the cycle of the sun, it is a time of renewal and confirmation of family ties."

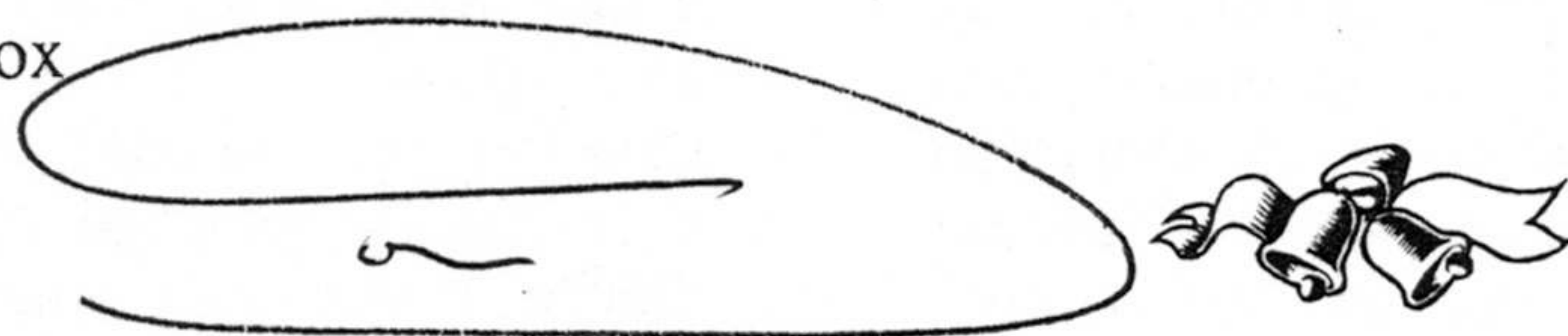
"The strife-torn history of the world shows that Christians have a disgraceful record as followers of the figure whose birth was heralded by the words, "and on earth, peace, good will towards men." Up to this very day, there has never been enough good will among Christians themselves, or between Christians and other believers. And because there was not enough good will, there has not been enough peace."

"**The Spirit of Christmas**, by which people of any religion can abide, is a compound of kindness, generosity and understanding. Criticize the institution as we may, there is only one thing essentially wrong with it. And that is that everyone does not have the Christmas spirit all year round."

These quotes from the Royal Bank Letter really sums up the value of Christmas. Anne and I would like to take this opportunity to wish each of you a very Merry Christmas and a Happy New Year!!

Don Willcox

11/30/94





## "WE ARE AT CKCO-TV" "EVERYDAY" THE BUSINESS PLAN

Over 70% of staff attended two meetings held on December 6th, in Studio #3 to get their first look at the business plan that will take us through to 1997. It's a positive plan, one that answers a lot of questions and ends much speculation...Comments were invited on all facets of the proposal, through a questionnaire to all, and a special three hour session (or more if necessary) where the management team will be on hand to listen to all comments, and answer questions. It is quite a detailed document, almost ten months in the making, to the day, since Bruce Cowie facilitated the seminar for management personnel in February, culminating on Tuesdays Presentation by Don Willcox, Peter Jackman and Ron Johnston. Capsule will keep you abreast of developments as they happen, through reports from Ron Johnston and Peter Jackman who headed up the two teams responsible for the formulation of the plan..In summary the plan is:

### GOAL

THROUGH OUR BUSINESS PLAN CKCO-TV IS MAKING A COMMITMENT TO ACHIEVE A MINIMUM 20% D.P.C. DURING THE CURRENT STRATEGIC PLAN (1994-1997).

### OBJECTIVES:

- TO REPOSITION CKCO-TV AS THE DOMINANT STATION IN THE FOURTH LARGEST MARKET IN CANADA GENERATING \$3.0-\$3.5 MILLION IN ADDITIONAL REVENUES

- TO BECOME "ON THE STREET WHERE YOU LIVE TELEVISION" IN THE KITCHENER-LONDON EM, WHILE REDUCING COSTS AS

THE FOCUS IS BROUGHT TO THE CORE MARKET AND TO EFFECTIVELY SUPPORT THE MARKETING PLAN OF CKCO-TV

Our goal is to re-energize CKCO as an exciting Local/Regional Television station in Canada's 4th largest market - Kitchener-London!

CKCO-TV will be the television station people turn to for News and Special Event Programming!

CKCO-TV will become an integral part of the daily lives of people all across Southwestern and Central Ontario.

As the folks on the NIKE commercial say...Let's "DO IT"

### COMPANY SECURITY

The security at CKCO is important to ensure the safety of all CKCO-TV employees! Therefore, it is essential that all visitors enter the building via the front entrance, which is controlled by the Switchboard Operator.

The rear entrance is for employees only. Access is granted by the use of a security card. Security cards are obtained from the Human Resource Department. Please treat this card the same as you would a bank or credit card. If you lose it, please report its loss to the Human Resource Department immediately. There will be a replacement fee of \$25.00.

#### 1. Visitors Procedure

All visitors must sign in at reception and will receive a visitor's tag to wear while in the building. Visitors must be received at reception and escorted back to reception when they leave. Specific outside maintenance personnel will be admitted free access to the building.

#### 2. Advance Notification

Please notify the Switchboard Operator in advance of sched-

uled appointments so that visitors may be greeted in a more personal manner. The Switchboard Operator will notify the person or department involved upon the arrival of a visitor who will be directed to wait, in the front reception area.

### OTHER STUFF

It's a busy week here at ol 864... with special meetings to announce an exciting new business plan...the Kids Christmas Party last Sunday and the staff Christmas Party coming up on Saturday Night, and we add just a tad more excitement with the first significant snowfall of the season on Wednesday, to remind us to get the shopping done, put on the snow tires etc etc...SYNERGY takes the forefront next week when FRED VOS and HEATHER CROSBIE of CFRN pay us a visit so we may exchange some ideas and information...Special thanks to JANET TAYLOR and her group for a most enjoyable Christmas Party at the IBEW hall...cool Santa Janet...WINNIE HABEL and the Rec Club promise a great XMAS Celebration tomorrow nite...and CHRIS MATLOCK and his group are gluing together the final touches for the CHRISTMAS FILM...My thanks to the News Department and programming for providing the toys for the ST. AGATHA kids party (while we are on the subject of kids...go home and hug your own) Programming has a super holiday schedule planned...and we look forward to a guy who cooks a lot of garlic and beans...as CFRN's LONELY CHEF moves into the CKCO lineup Weekday mornings at 10 starting Jan 3...Remember, bring a donation of food for the foodbank when you come to the Xmas party Saturday Night...Be generous...no more space this time....  
Reg Sellner



**WASN'T THAT A PARTY!**

WINNIE HABEL and all the members of the Rec Club Exec put on a great Christmas party for staff and friends on the 10th. at the Transylvania Club

... Many commented favourably on the round tables, the music and of course the ever lovable schnapps bar, plus the food ... a good time had by all.

The annual Christmas Film ... displayed a new and innovative use for the Kitchener Transit equipment ... CHRIS MATLOCK headed Underground Productions (or Last Minute Productions as it is also known) with assistance from JANET TAYLOR, JOE ULMER, KEVIN DOERR, PHIL MOLTO and CHRIS UHRIG ... JOHN POLLOCK was on hand to bring Christmas Greetings ... and service awards were presented to 21 employees. Receiving **20 year pins**—DAVE MELSE, FAYE BECHTEL, REG SELLNER, and RIC WAURECHEN **15 years**—TOM KELLER, JOHN GRANT, RANDY RICKETTS, RICK SMITH, KEN ELLIOTT, and DON CAMERON **10 years**—KEVIN DOERR, LINDA KEARNS, CHRIS DUNCAN, HOWARD FRARRACCI and DALE PARSONS ... CONGRATULATIONS to all ...

**BUSINESS PLAN**

BULL SESSIONS ... if you missed the last one ... mark FEBRUARY 23 on your calendar RIGHT NOW, cause session number two takes place at the Trans from 5 p.m. to 8 p.m. Those attending and management felt that session number one was extremely productive and should be held on a regular basis.



After the presentation of the business plan, over forty filled out the questionnaire ... and numerous supportive comments were received by management with the hope that many of the comments and suggestions may be implemented. All managers will receive a copy of THE FEEDBACK FILE. This is an OPEN FILE and you may add to it at any time through the suggestion box, a memo to any manager, or bring your concerns or suggestions to the next BULL SESSION. In addition to presenting updates on the BUSINESS PLAN at regular staff meetings ... the BULL SESSIONS will further update events as they are happening. As of this date, everything is on schedule. BROWN BAG SEMINARS were strongly suggested ... What do you want to hear about ... Basics of Business? Television Sales? Some employees want to know about other functions right in the building.

**NEWSROOM**

NEWS DIRECTOR AL GIBSON is busier than Santa Claus this December with many things on the go ... AL just returned from a week long Frank N. Magid seminar in Cedar Rapids, Iowa ... Al says it was a great opportunity to meet with our consultants and be brought up to speed on the latest news trends. Subjects covered were; The Future Of News, Building a Good Newscast and How People Watch Newscasts ... Work is progressing on Christmas feature programming. A one hour year-in-review news special will air on January 1st. \*AFTER RAWANDA, ONTARIO'S HELPING HAND will air on December 26th, at 6:30 p.m. This half hour special is a result of RICK GAMBLE and CHRIS MATLOCKS' visit to Africa. AL and STEVE HALINDA have been SYNERGIZING ... exchanging tapes of news-

casts ... to see how new changes look, on our own stations and other area outlets as well ... CHUCK HARRIS AND MIKE KRIZANC from CHCH paid a visit to CKCO TV a couple of weeks ago. AL is working with the people at CH on further co-operation ... We are now doing station sign offs for each other ... VICKI GOUGH is now officially our London reporter. Vicki is still commuting but will move to London in the New Year. Al also says everyone in the newsroom is happy with the HOLIDAY shifts ... and to add to his busy schedule ... He is moving into a new house just five days before CHRISTMAS ... Don't worry Al we have forwarded your new address to the income tax people and to Santa ... he is bringing you a new pair of Mud Boots ... Have a happy home ...

**BUSINESS HOURS**  
**December 23 and**  
**December 30, 1994**

Because Christmas Day and New Year's Day both fall on Sunday this year, our business office will remain open until 4:00 p.m. on December 23, and 5:00 p.m. on December 30th.

**CKCO-TV KITCHENER**  
**MAILING ADDRESS**

It has come to our attention that mail is being returned to senders marked incorrect address. Resulting from the method by which the Post Office equipment reads addresses it is important our mailing address be written as follows:

**CKCO-TV**  
**P.O. Box 91026, Stn. C**  
**Kitchener, Ontario**  
**N2G 4E9**





The postal code N2G 4E9 is for our P.O. Box number not our street address. Since we do not receive mail delivery service to our street address, anything addressed to 864 King Street West will probably be returned to sender. If you have any questions please contact DEB ROBERTSON at extension 316.

## OTHER STUFF

After doing a story on his sportscast re: The Special Olympics, Jeff Hutcheson (who, incidently is the honorary Captain) received a cheque from a London viewer to the tune of \$500 in support of the cause. You will also see spots on the air promoting the games . . . See the Hatcher if you would like to volunteer some of your time . . . If you didn't receive a CKCO TV EVERYDAY Tee Shirt at one of the Business Plan meetings talk to SANDY CLARKE in the Promotion Dept. . . and speaking of Promotion . . . TOM KELLER moved into his new position of Promotion Producer on the 19th . . . he will be joined by another former director-turned-producer, DAVE MacNEIL on January 3rd. Best of luck to both of you. I'm sure that GREAT THINGS WILL BE HAPPENING in the Promo Dept . . . The first of the great things that will happen will be the move from the Little House on the Corner to the main building which will occur about the middle of JANUARY . . . Sales and Research move into their new digs over the Christmas Holiday period. Looks mighty pretty up there on the third floor . . . The next meeting of the OFC CLUB is January 10th, at ZEKES . . . 12 noon . . . all are welcome . . . Till next time . . . I hope you and yours have the Merriest Christmas ever . . . and when the curtain goes up on January First . . . REMEMBER . . . THIS IS NOT A DRESS REHEARSAL . . . Have a Happy New Year . . . Reg. Sellner

## CHRISTMAS / NEW YEAR'S SPECIAL PROGRAMMING '94

- Sat. Dec. 24** 1:00 pm—MOVIE: NIGHT THEY SAVED CHRISTMAS  
6:30 pm—INSIDE ENTERTAINMENT/CHRISTMAS EVE SPECIAL  
7:00 pm—MOVIE: CHRISTMAS COMES TO WILLOW CREEK  
11:45 pm—CHURCH SERVICE  
1:00 am—MOVIE: CAROUSEL
- Sun. Dec. 25** 8:00 am—CHRISTMAS IS (animated-Lutheran Ministries)  
8:30 am—THE LITTLE BROWN BURRO (animated)  
9:00 am—THE TEDDY BEARS CHRISTMAS - CTV network sales  
9:30 am—HARK THE GLAD SOUND (Menno Singers)  
10:00 am—A CHRISTMAS SYMPHONY (K-W Symphony)  
11:00 am—CHURCH SERVICE  
12:00—MOVIE: MUPPETS TAKE MANHATTEN  
2:00 pm—MOVIE: WHO FRAMED ROGER RABBIT  
4:00 pm—MOVIE: JETSONS (animated)  
5:30 pm—TUKIKI AND HIS SEARCH FOR A MERRY CHRISTMAS (animated)  
6:30 pm—BOYS ARE BACK/CHRISTMAS EPISODE  
8:00 pm—A HOLLYWOOD FANTASY CHRISTMAS  
11:45 pm—MOVIE: DEAD POETS SOCIETY
- Mon. Dec. 26** 6:30 pm—CKCO-TV NEWS SPECIAL (AFRICA)
- Tues. Dec 27** 8:00 pm—"FAMILY PORTRAITS" (a one hour 'Special' CKCO/CFRN co-production on the Year of the Family)
- Sun. Jan. 1** 8:00 am—YEAR IN REVIEW/NEWS  
9:00 am—YEAR IN REVIEW/SPORTS  
12:00—MOVIE: LUCY & DESI: BEFORE THE LAUGHTER  
2:00 pm—MOVIE: ONCE UPON A FAMILY  
4:00 pm—MOVIE: ON GOLDEN POND (to 6:15 pm)  
6:30 pm—CKCO-TV SPORTS SPECIAL: IRISH EYES  
8:00 pm—WE CAN'T BELIEVE YOU'RE 40:CKCO!
- Mon. Jan. 2** 11:00 am—ROSE BOWL PARADE  
1:30 pm—SPECIAL: WHAT CAN YOU EXPECT FROM RETIREMENT?  
5:00 pm—ROSE BOWL GAME

