

Happy New Year

May you keep all your resolutions, take off all the pounds, and remember to put 1995 on all your mail.

Now that the holidays are over it didn't take very long to get back into the swing of things. Attendance was good at the monthly staff meeting which took place first thing on Tuesday the 3rd.

PETER JACKMAN, handling the meeting for a vacationing DON WILCOX, brought us up to date on what's happening.

Synergy

Both CFRN and CKCO will be putting together a station video. The object is to put faces to the names in the SYNERGY directory. This is not intended to be a remake of BEN HUR but rather on the scale of UNDERGROUND or LAST MINUTE PRODUCTIONS. It can be a lot of fun, and it will be a chance to become more familiar with the people and their surroundings in their respective stations. More on this epic soon . . .

Business Plan

The business plan continues to move ahead, on time, on schedule. All those who took the time to fill in their comments and suggestions will be contacted for further discussion and participation. Most questionnaires returned, reflect a very positive attitude and support for the plan. The next informal BULL SESSION takes place at the Trans from 5 to 8 on February 23 . . . This is the place to get answers to your concerns and to have your suggestions heard, and answered.

Because of activity with the BUSINESS PLAN, advertisers are reacting favourably in these early stages . . .

* Chrysler Dealers Association have bought a year sponsorship for our 6:00 P.M. Sports . . .

* Sears has returned, with significant strength after a lengthy absence.

Loyalty Marketing

We have just completed 2 successful contests:

* A Valentine Cruise in conjunction with Paul Sadlon Motors, Thomas Cook and Marlin Travel.

* A draw for an automobile at London White Oaks Mall on Dec. 23.

* Also underway, is a contest with Mount St. Louis Moonstone with some really great prizes. Since staff cannot enter the contest the people at Mount St. Louis have come up with a bonus for us, FREE SKIING! See Human Resources for the details . . .

SARAH KONG and ART BAUMUNK were the monthly draw winners . . .

David Imrie . . . Employee of the Month

DAVID IMRIE has been named Employee of the Month for November 1994. David graduated from the University of Guelph in 1977 with his B.Sc., AGR., and came to work with CKCO TV on August 27th, 1977, (on the same day JEFF HUTCHESON started on a full time basis) replacing ROY MAXWELL. He has been covering the agricultural scene since. Dave is a 15 year member of the National Farm Writers Federation, and a former Canadian Director for Eastern Canada. He is an eight year member of the National Association of Farm Broadcasters. In the fall of last year, David presented the dedication for GEORGE ATKINS, as he was admitted to the Ontario Agricultural Hall of Fame. Dr. Atkins is a fellow member of both associations. A recipient of many awards over the years, Dave has received citations from the Farm Safety Association and the Ploughmen's Association. FARM (as he is known to all of us) has two children. . . Christopher 5 and Heather 3 months . . . You'll be hearing a lot more from FARM as this year's Plowing Match takes place just outside of town in Ayr this September . . . Congratulations, a very well deserved honour . . . KING OF THE FURROW.

Staff of CKCO Receives Prestigious Award

Dianne Moser, Executive Director of K-W and area Big Sisters has informed us that the staff of CKCO TV is 1994's recipient of the MURRAY HAASE AWARD.

Each year, the Board of Directors of K-W and Area Big Sisters select a person or group to receive this award for their exceptional contribution and unsurpassed willingness to assist the agency financially and/or other ways over the years.

The Staff at CKCO TV have truly been exemplary in their contributions over the years covering stories, committee participation, editing newsletters, selling ornaments, donating money and giving toys to name a few. In the citation Ms. Moser says "It is encouraging to see that the relations which BETTY THOMPSON fostered continues to grow".

A formal presentation will take place on February 16 . . .

CONGRATULATIONS to all . . . for being caring members of this community . . .

Other stuff

Sales Rep. STEVE LOWE of the London office looked good presenting the car to the winner of the WHITE OAKS MALL contest on the 23rd. The promo showing the presentation was turned around and on the air in a day. Good Stuff . . . CKCO vehicles now sporting new license plates that read CKCO 1-2 3 - etc. the letters S L W denote Sarnia, London, Windsor etc. all handled by DEB ROBERTSON and HENNING GRUMME . . . JEFF HUTCHESON is still looking for volunteers for the Special Olympics coming to town soon . . . see Hutch for all the dope . . . sales department has moved into their new offices on the top floor along with research and SU MCKILLOP . . . Programming, Promotion and Creative are scheduled to move in three weeks. Final touches to accounting are also in progress. CAPSULE will now be published every payday . . . If you would like anything included pass it on . . . Have a great '95! . . . Reg. Sellner

RIC WAURECHEN

The entire staff at CKCO TV is deeply saddened with the passing of Art Director RIC WAURECHEN. RIC has just passed the 20 year mark of service with the company. As Father Sheridan said at Ric's Funeral Mass "Ric could find humor in any situation" . . . We who worked with him knew this well . . . We will miss that optimism, that smile, that talent . . . We will miss him very much . . . Our sympathy is extended to Judy, Cris, Trevor, Corey . . . and his entire family . . . DON WILLCOX, summed up the thoughts of many of us in the following letter to Ric's wife, Judy . . .

Dear Judy,

Both Anne and I were shocked when informed of Ric's death while we were travelling in Europe on vacation last week. Death at any age is a tragedy but when the loved one is so young the only question one can ask is-Why? All of us who knew and loved Ric have asked that question and there is no answer. To fill the void we all each remember what Ric meant to us and how he touched our lives.

For those of us who worked with Ric at CKCO-TV, we remember the consummate professional who faced each business challenge with a warm smile and a willingness to complete the task at hand without complaint. We have indeed lost a fellow employee who represented all the good qualities in a person.

Ric's abilities as an artist gives all of us the opportunity to remember and be a part of Ric wherever his work is displayed. He has left a living legacy and a positive, tangible reminder of the talents he shared with all of us.

To Anne and I, UNCLE HANS will always remind us of Ric. That impish, fun-loving, representative of good times, good friends, good thoughts was Ric's creation and an ongoing, living reminder of his creator—a person we will all miss very much!!

Last Friday, Anne and I visited Fatima in Portugal where the wonderful miracle of Fatima occurred earlier this century. I said a prayer for

Ric while visiting the cathedral. Our prayers are with you and your family. All of us at CKCO-TV support you and you know we're there if you need us!

Don Willcox

BBM

The Fall BBM results are in. CKCO TV remains the dominant station in the Kitchener-London market. Our overall reach increased slightly to just over 2.7 million, however hours tuned was down marginally, which means the same number of people are watching for less time. The Spring rating period is right on our heels at the end of February, and you'll see some adjustments in the schedule . . . Monday night has a new comedy at 8:30 with a WHOLE NEW BALL GAME . . . as of Jan. 23 INSIDE EDITION moves to 4:00 . . . ROSEANNE to 4:30 and the happy hour is back with CHEERS going into the 5:00 to 6:00 slot. A weather break will be added at 7:57 (3 way split) . . . and the LONELY CHEF from CFRN is now on the air weekdays at 10:00 a.m. (I think it's a cooking show?)

ELECTROHOME QUARTERLY MEETING

Electrohome Chairman and C.E.O. John Pollock, President of the Electronics Group, Dave Lowater, and VP and Chief Financial Officer Dan Wright presented a duplication of the annual meeting in presenting the first quarter results to a rather sparse CKCO staff meeting. Mr. Pollock gave an overview, Dave Lowater brought us up to date on some very exciting happenings in the Electrone Division, and Dan Wright (filling in for Bruce Cowie who was in Ottawa,) spoke on behalf of the Broadcast Group. The entire package was complimented with the use of Electrohome's new liquid crystal display (LCD) based ShowStar projector.

Following are some highlights of the Quarterly News Release issued by Electrohome . . .

Financial results for the quarter ended November 30, 1995 were announced to shareholders of Electrohome Limited at the company's Annual Meeting. Revenues and pre-tax earnings were well ahead of the same quarter last year in both the Electronics and Broadcast Groups. After-tax earnings were down from last year largely because the tax loss carryforward shelter has been exhausted.

Both the Projection and Display divisions of the Electronics Group experienced higher revenues and earnings on the strength of continued export market demand. The new liquid crystal display (LCD) based ShowStar™ projector has been enthusiastically received and complemented the continuing strong demand for the CRT-based models. First quarter demand for display monitors was strong, particularly in the financial services and process control sectors.

Driven by improvements in the Canadian economy and good cost control, both national and local revenues in the Broadcast Group were well ahead of last year with positive earnings results at both CFRN-TV and at CKCO-TV.

Chairman and C.E.O. John A. Pollock said that "The second quarter continues to show strength and we expect the balance of the year to remain strong. Encouraging improvements in the Canadian economy should impact favourably on the Broadcast Group and the Electronics Group should continue to see positive response to its growing line of products."

Mr. Pollock also informed shareholders that Electrohome has decided to double its current annual dividend rate by changing from semi-annual to quarterly dividends. Shareholders of record on February 15, 1995 will receive \$0.05 on Class X shares and \$0.055 on Class Y shares, payable on March 1, 1995.

ON THE MOVE

The building renovations on the top floor are progressing well. Personnel were moved into the new sales area during the last week of December . . . sliding doors, windows, etc., the works . . . looks great. The Program/Promotion/Creative area is just about completed and the people will move in this weekend. Finally Promotion will move back into the main building . . . no more braving the elements on a daily basis. The Production folk will be moved in mid February when the rear portion of the building is completed. The changes in Human Resources are complete. Accounting will be completed over the next several months. Work has started in traffic and the Traffic Dept. will be temporarily moved into the present Creative Services space until all construction is completed in the new Production Control area . . . which is where traffic is now located. Work in the News Room will be concurrent with that of Traffic, and the news department is hard at work cleaning up so the work can begin on that lower level . . .

The Channel 42 transmitter replacement is proceeding . . . and Joe Brenner expects the change-over to the new transmitter will be early in February . . .

OTHER STUFF

CONGRATULATIONS to KARIN AND ZELJKO ZUGAJ on the birth of a 7 pound 6 oz. baby boy on January 10 . . . Both Karin and Zachary are both doing nicely, thank you . . . REBECCA WHATMORE is training as JANET TAYLOR'S maternity leave replacement in the Program/Promotion Dept. . . . Say Hi . . . when you're passing by . . . Top selling CKCO TV VIDEO IS "GRAND RIVER ADVENTURE" followed by MUSKOKA MEMORIES . . . according to Happy Hennings Discount Dept. . . . The ANNUAL KINSMEN TV AUCTION . . . NUMBER 40 is scheduled for Saturday, Feb. 4th. This could quite likely be the longest running annual show in the country . . . RANDY STIENMAN is settling

nicely into Kitchener . . . His house in Chatham is still up for sale . . . RANDY completed the sports yearender and his special "IRISH EYES" . . . He is now working on a special for the SPECIAL OLYMPICS . . . "WINTER WINNERS . . . ONTARIO'S SPECIAL OLYMPIANS" to air on Feb. 19th. Great efforts, RANDY . . . JUST SPORTS are running a contest the week of Jan. 16th in conjunction with the Kitchener Auditorium to help promote the visit of the HARLEM GLOBETROTTERS. The winners . . . one boy and one girl, will sit on the TROTTERS' bench and will be named honorary ballboy (girl) . . . CERN did a good job of covering the Canadian win at the World Jr. Hockey Championships for us and their coverage always included OHL players for our coverage area . . . a good piece of SYNERGY . . . Sorry to report that ANN GEBHART'S Father, Mr. Donald Sheppard, passed away Jan. 11th . . . our deepest sympathy, Ann . . . Reg. Sellner

WINTER RETAIL SALES CONFERENCE

The Retail Sales Team, gathered this week for their winter sales conference at Elmhurst Inn, in Ingersoll. Besides our 13 local/regional reps, many of our sales support team were present including Sandy Clarke, Mike Walloschek, Cameron Crassweller, Su McKillop, Brian McKague, Cathy Parise, Andy Adams (TVB), Peter Jackman and John Spragge.

In closing the conference, John Spragge read to the group an article by Brian Austin, titled "TEN TIPS FOR SUCCESS". Perhaps they would apply equally to everyone working at CKCO.

TEN TIPS FOR SUCCESS

1. ADVICE IS CHEAP—Remember, opinions are like elbows . . . everyone has at least two. Accept advice from those you respect, those who know what they are talking about, from those who understand your plans and have your interests at heart.

2. DELIVER WHAT THE CUSTOMER WANTS, NOT WHAT YOU WANT—We must always operate CKCO with our customers' needs first . . . and . . . we must remember that not all of us have outside customers . . . remember to treat those you work with inside with enthusiasm, respect and courtesy.

3. STAY CURRENT—It's easier to keep up than to catch up. At CKCO we must focus on the business plan and our part in it. Two and a half years will fly by . . . but think of the exhilaration when we hit our target.

4. STUDY YOUR BUSINESS—Review the past, so that you can improve the future. Know what the competition is doing, keep up with new trends, and always ask "is there a way to do this better"? Always be open to new ideas.

5. MANAGE YOUR MONEY WISELY—Cash flows in and cash flows out, but the name on the trophy says . . . Profit. In sales, the loop is not closed until the money is in the bank.

6. ENCOURAGE EMPLOYEES—Successful companies employ successfully people. Everyone at CKCO has the right to be successful, whatever your definition of success is.

7. BELIEVE IN YOUR BUSINESS—Once we have set the course, it is incumbent upon you to believe in it, and encourage everyone else to believe as well.

8. BUILD EQUITY IN YOUR BUSINESS—Equity is defined as your own personal investment in CKCO. That doesn't mean buying Electrohome stock . . . it means investing your mind, your effort, your talent, to help build CKCO into a relevant television station for the future.

9. REMEMBER, YOU WORK FOR YOURSELF—Most people think they work for their employer, but in truth we are all self employed. We work for our own personal goals and to achieve our own personal lifestyle. Set your own goals and work hard to achieve them.

10. HAVE FUN, ENJOY YOURSELF—Successful people take time to enjoy themselves. Successful companies not only mourn their losses, they celebrate their victories.