

February 2, 1995

# CAPsule

Volume 1.8

## teleVISION FOR OUR FUTURE

### KANDI HEISZ CHAIRS VISION COMMITTEE

The VISION COMMITTEE has announced that KANDI HEISZ is the new chair of the Committee. She will assume her duties when RICK GAMBLE'S one year term finishes at the end of January. In handing over the gavel GAMBLE said "we appreciate KANDI'S willingness to serve, and trust the program will be well served under her leadership. Please extend to her the same support that has made my time both rewarding and productive. Gamble goes on ...

We've certainly had some growing pains this past year, but Vision is slowly taking hold. It will take time to change old attitudes and policies but I remain convinced the company is committed to the process. In the end, the program will only be as successful as we all make it. Keep the Faith. Keep the Vision.

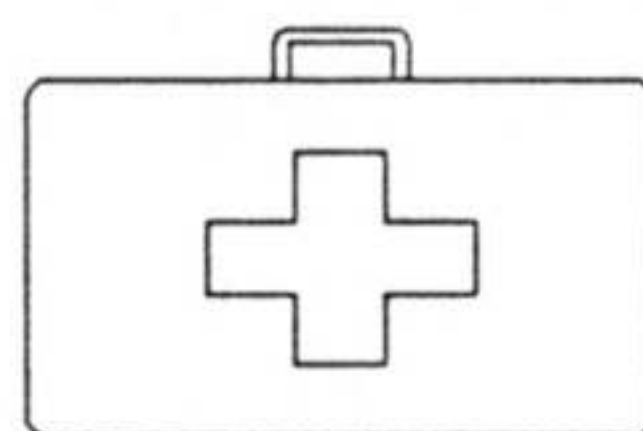
In the past year the committee has introduced many initiatives, one of which is recognizing the "EMPLOYEE OF THE MONTH". . . . A

plaque has been installed in the coffee bar to display the names of the recipients . . . AS CHOSEN BY THE MEMBERS OF THE STAFF OF CKCO TV . . .

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## HUMAN RESOURCES

### FIRST AID ALERT!



CKCO-TV will pay for you to attend a First Aid and/or CPR course. If you wish to take advantage of this offer please call DEBORAH ROBERTSON at extension 316 . . . DON'T MISS THIS OPPORTUNITY!

FREE!! FREE!! FREE!!

### Let's explore the WHAT WHY & HOW OF GRIEVING

Grief is a natural process of life! We all grieve when we lose someone or something significant to us. The management at CKCO-TV is offering a unique learning experience for people who are grieving the loss of a friend, a co-worker, or any other significant emotional loss. Our facilitator will be Marilyn Hollinger, M.S.W., M.T.S., who

is a bereavement counsellor and educator from the Edward R. Good Funeral Home. Please join Marilyn on one or all of the following dates. Do not hesitate to attend for only a few minutes.

Come with a bag lunch and join us on:

Monday, February 6/95  
Monday, February 13/95  
Monday, February 20/95

The meetings will be held in Studio 3 from 1-2 p.m. Coffee and juice will be provided.

If you have any questions, please contact the Human Resources Department.

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The 1st Quarter 1995 Synergy Report is finished and has been distributed to the Co-ordinators. The Co-ordinators have been asked to circulate the report in their departments. Any member of the staff who would like their own copy please contact Ann Gebhart, extension 216.



Peter Jackman would like to bring everyone up to date on Synergy activities with CHCH which for obvious reasons were not in the CKCO/CFRN report.

Chuck Harris and Mike Krizanc from CHCH visited CKCO. Discussions were held on further co-operation between the stations including doing station sign-offs for each other.

Guy LePage has been a great help to CHCH during Bob Ireland's absence. Bob is recovering from a heart attack.

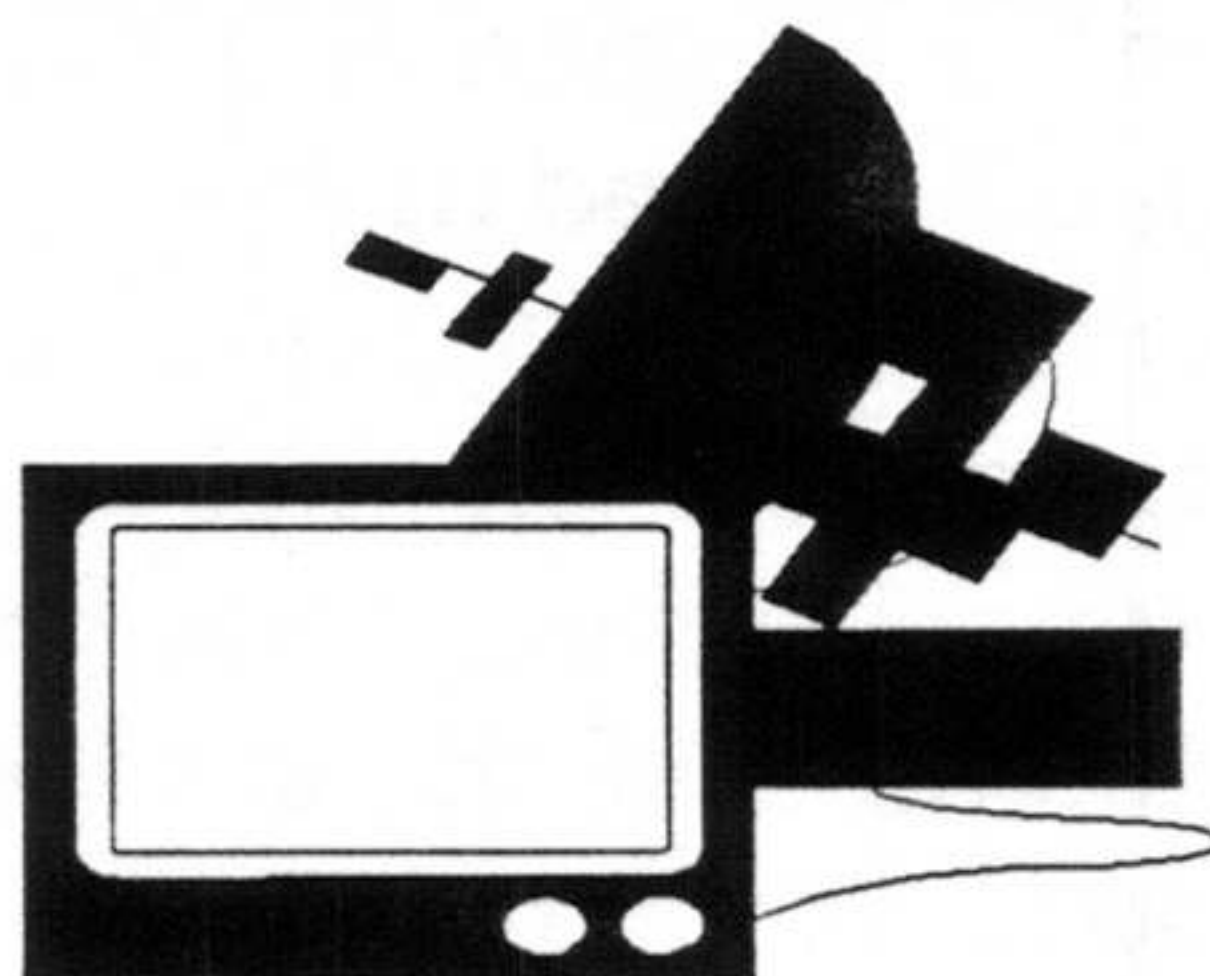
On the sports scene - CKCO will be covering the unveiling of the new RAPTORS uniforms in Toronto on Feb. 1/95 and sharing the coverage with CHCH. At the same time CHCH will be covering the Tiger Cat's Coaches Press Conference and sharing with CKCO.

Overall lots of good Synergy activity to report on. Lets keep the ideas flowing!

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And now a new and what we hope proves to be a regular monthly feature - a new column called

### MODUS OPERANDI



Just a few notes on what is happening in the Operations Department of CKCO.

The new switcher for the new television production control room has arrived. It is currently in a big box in engineering. The new control room will be located where TV Traffic is, or was, depending on when you read this! A new audio production console is also being ordered, as well as a new intercom system. We are hoping for a late spring opening of the new production area.

We are also eagerly awaiting our first microwave truck. This will enable us to do live news "hits" from quite a wide area. Recently we did a live hit in conjunction with CHCH in Hamilton. We used their microwave truck to get a live report from the courthouse to our studios. We also fed CHCH the microwave feed from their truck to the CHCH studios in Hamilton. Normally, the farthest they can get to is Guelph, but using our microwave facilities they were able to do their own live "hit".

The whole thing worked flawlessly and the people involved should be congratulated.

Look for more of these co-operative type deals in the future.

That's it for now from the technical side - see you next month.

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### CHRISTMAS CARDS

Over the past number of years . . . CKCO has, in lieu of sending out traditional Christmas greetings, made a donation to a charitable organization within our coverage area. This past year the donation was directed towards BETTY THOMPSON HOUSE.

I take this opportunity to share with you some of the feedback we have received from the Executive Director of Big Sisters, Dianne Moser.

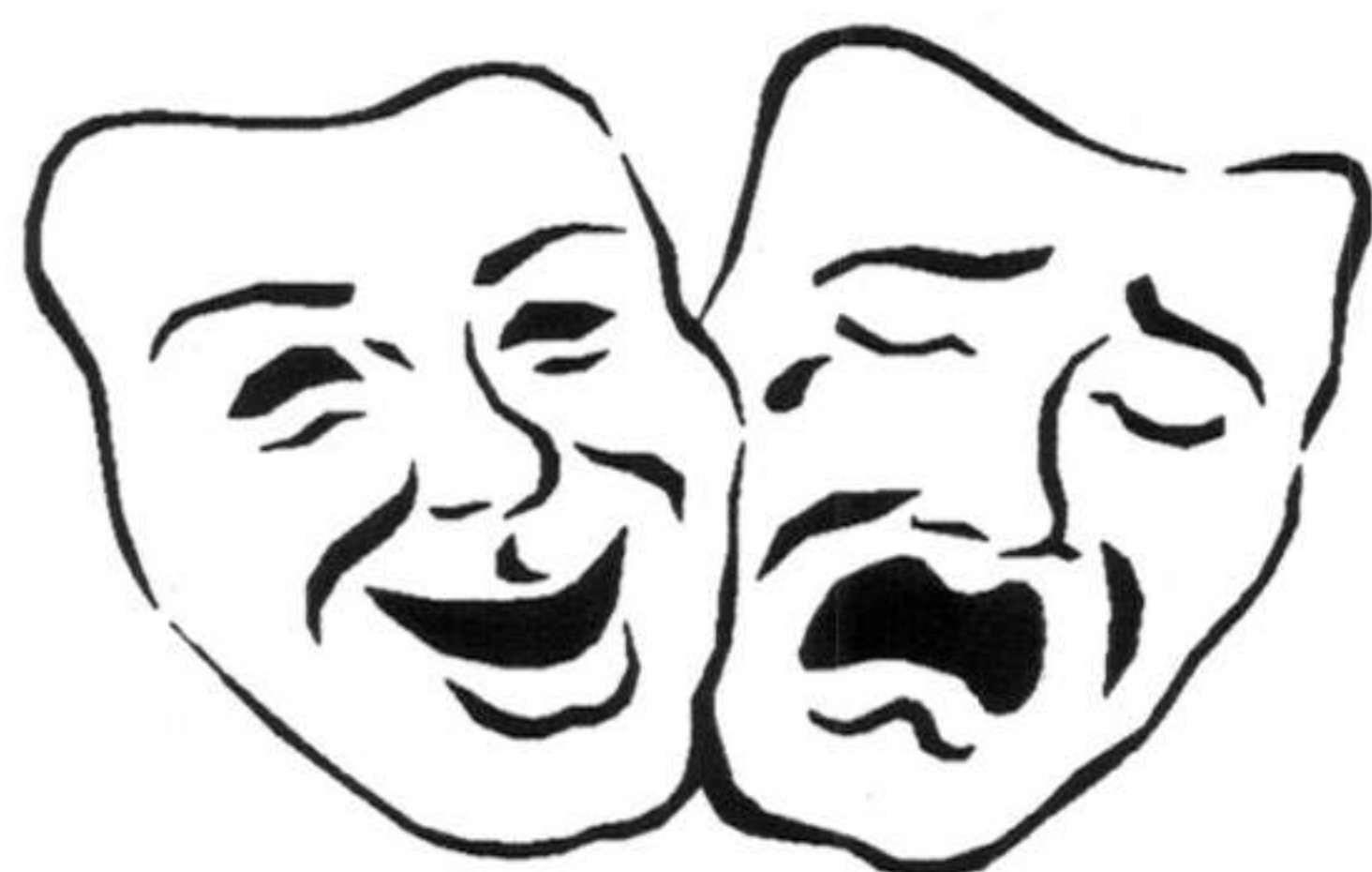
"On behalf of the BETTY THOMPSON CENTRE planning committee, I would like to express my sincere thanks to you and your fellow employees for your continued support and encouragement.

I know it may seem like we have been promising the opening of this centre for a long time but thanks to consistent, patient assistance from many community members like yourselves we know '95 will be a year of dreams come true.

Big Sisters has made an offer to purchase the St. Mary's Convent on Weber Street in Kitchener, contingent on Jobs Ontario funding, and you will be pleased to know this proposal looks very promising. In fact the Ministry advisors tell us we can expect to know their official decision in a few weeks. . ."

We all look forward to see BETTY THOMPSON HOUSE become a reality. . .





### PROGRAMMING

Ron Johnston attended the NATPE programming conference in Las Vegas last week and came back with "THE RICKI LAKE SHOW" for the fall schedule. We will be simulcasting the show with CHCH AT 4-5 pm. Ricki appeals to a younger audience than Oprah and is the fastest rising talk show in the States. She is shooting a movie in Toronto over the summer and will be available for promotional opportunities for both stations. Speaking of talk show, just about everybody has one now. At NATPE they unveiled CARNIS (Wilson of Wilson Phillips), TEMPEST (Bledsoe - former Cosby kid), GABRIELLE (Carteris of 90210), MARILLOU (Henner of Evening Shade), and even DANNY (Bonaduce of the Partridge Family!). There were others too . . . Mark Wahlber (not Marky Mark the rap singer, Stephanie Miller and George Hamilton who teamed up with his ex-wife Alana for a talk show.

NATPE is the forum for 'syndicated' and off network 'strip' programming distribution. We had previously acquired the rights to BAYWATCH stripping (it was

one of the hottest properties offered at NATPE) and we've expressed an interest in AMERICA'S FUNNIEST HOME VIDEOS which is available this fall for 5 nights a week stripping. VIDEOS by the way was the highest rated program on CKCO-TV in the Fall BBM's.

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### ODDS & ENDS

Just a reminder the February Staff Meeting will be on Wednesday, February 8 at 2:00 p.m. in Studio 3.

Another Staff Information Session on the Business Plan will be held on Tuesday, February 22/95. 5:00 p.m. at the Trans. See you there!

Don't forget - Valentine's Day is February 14th. - HUG SOMEBODY (preferably someone you like!)



### OTHER STUFF

CKCO-TV was the media sponsor of the VIENNA BOY'S CHOIR appearance at the CHRYSLER THEATRE in Windsor on Tuesday, January 31st. Close to a full house enjoyed the performance . . . CKCO will also be the media sponsor for the Windsor appearances of - LORETTA SWIT in Shirley Valentine on March 23, and CLEO LANE and JOHN DANKWORTH on April 9th.

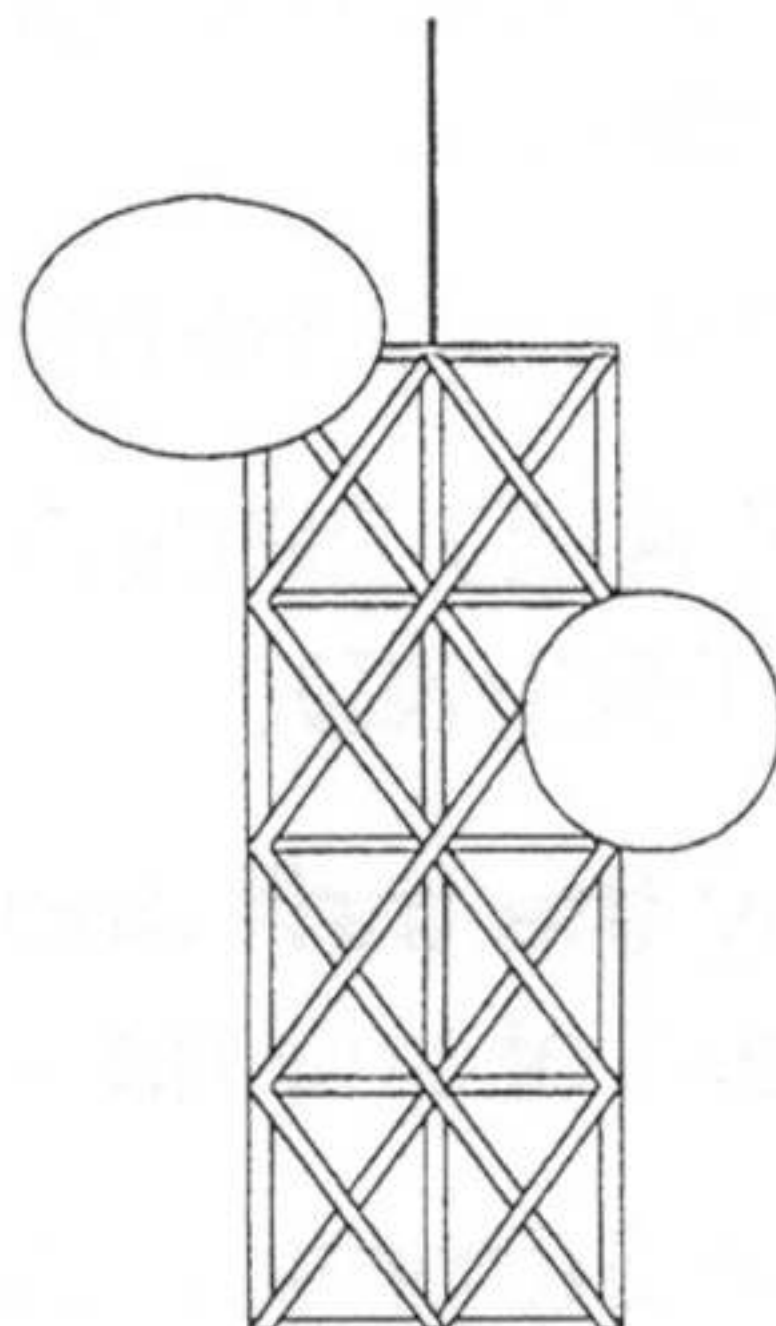
You will notice a new heading in today's CAPsule . . . MODUS OPERANDI. This is a contribution from Operations. . . put together by ALAN MERRITT and will be a regular part of this sheet. ALL CONTRIBUTIONS WELCOME.

Speaking of contributions . . . many thanks to Ann Gebhart who now is the person that makes a bunch of scruffy notes look like this issue of CAPsule.

Keep in touch . . . Reg Sellner



## LOOK WHAT'S NEW AT 42



### CHANNEL 42 TRANSMITTER REPLACEMENT

CKCO-TV has installed a new replacement transmitter for Channel 42, Oil Springs serving Lambton, Kent and Essex counties. The new transmitter replaces an aging system installed almost 20 years ago. During the past year CKCO-TV experienced service interruptions due to breakdowns of the original transmitter.

On March 1, 1995, CKCO-TV will sign on with a new transmitter. The IOX transmitter supplied by Comark Manufacturing is state of the art technology employing a new technique that reduces electrical power usage by 50%. The new transmitter is more reliable and simpler to operate. The system is adaptable to High Definition Television broadcasting which is expected in the next 5 to 10 years.

The new transmitter was part of over \$750,000. spent on renovations to the Channel 42 transmitter site. The completion

of this project will enable CKCO-TV to provide a much more reliable signal for its viewers as part of CKCO-TV's continuing commitment to better serve South-Western Ontario.

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### MODUS OPERANDI

Well, here we go again with another action packed episode of the M.O. column! For the fortieth year, the Kinsmen's TV Auction went on the air on Saturday, February 4, 1995. The auction went off without a hitch on the operations end of things and we can all be proud of an excellent presentation.

Comments of it being the "smoothest ever" were abound. By the way the auction took in almost double the amount of last year and we also sent the auction to all our coverage area instead of split programming our channels.

Traffic has moved downstairs (old creative area) to make room for . . . drum roll please . . . construction of the new television production control area! When the rooms are built,

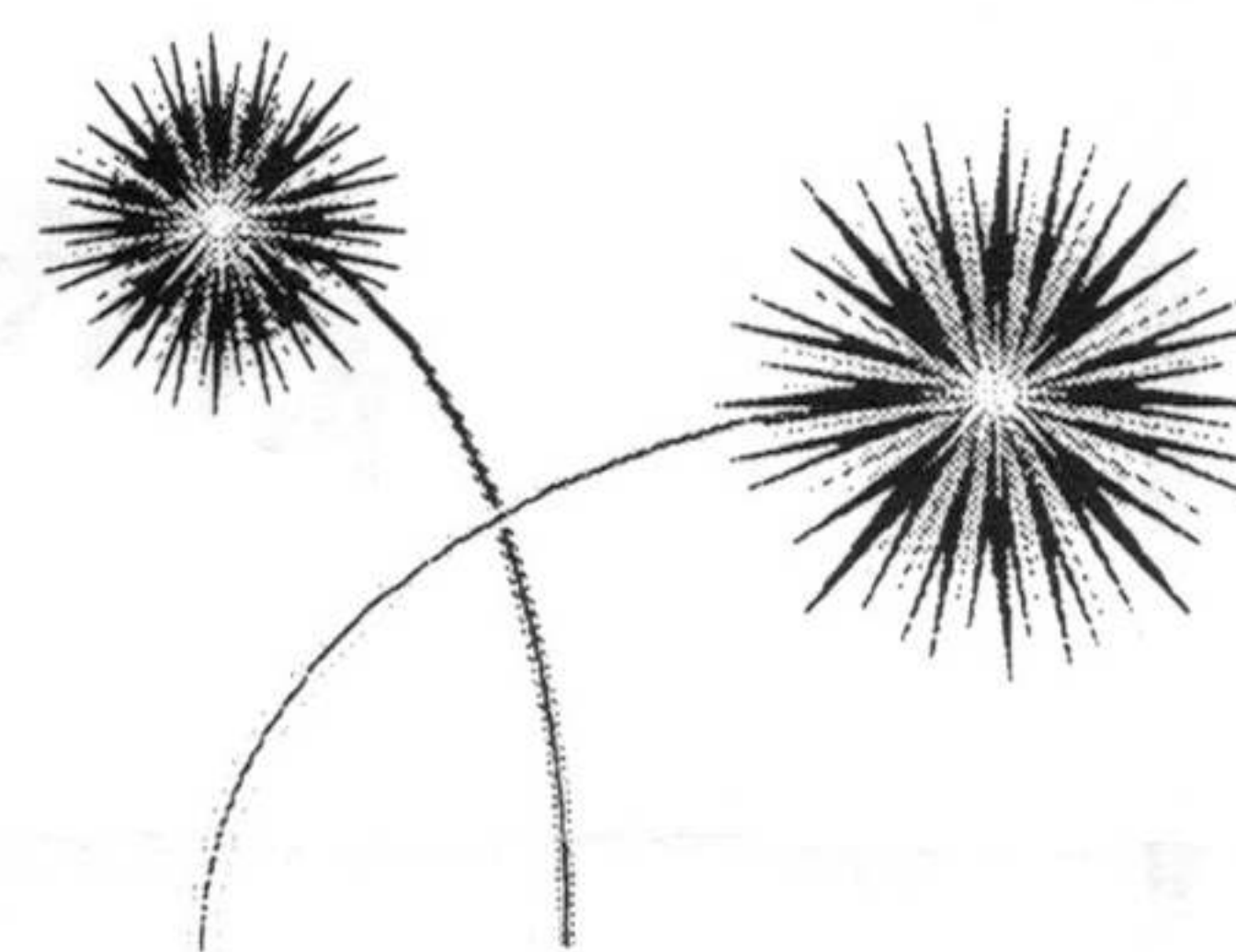
traffic will be moving back into the same area of the building. Also you may notice a big hole appeared in the wall in the TV Master Control area. This is to allow for a hallway between the production area and Master Control. Please use caution when traveling through Master Control for the next little while.

With all this talk of moving, we must congratulate Bill Anderson on moving into his new home. Hope the move went smooth. When's the housewarming party?!!

Also a belated welcome to the newest member of our part-time staff, Chris Dunseith. If the name sounds familiar, it is. Guess you could say he is a "chip off the ol' Buck".

Tune in next time.

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### PROMOTION

**CONGRATULATIONS TO CKCO TV!** A total of \$1,245.00 was raised in the Special Olympics/ Globetrotters Challenge for the Winter Games!

Special thanks to Dave MacNeil for suggesting the challenge and



following up with all the details to make it happen. Also, thanks to the entire Sports Department for their assistance in promoting the challenge. Extra thanks to Jeff Hutcheson for his participation in the Harlem Globetrotters event. Thanks to everyone at CKCO-TV for your help and your contributions.

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## IT'S PARTY TIME

HOPPY'S COUNTRY SHINDIG

Presented by the OFC

in conjunction with the

CAP REC CLUB

Featuring

THE ROCKING 'D' DANCERS  
FROM HANOVER

also

Your genial star of STAGE,  
SCREEN, TV AND RADIO AS

MC . . . YOUR OLE BUDDY  
HOPPY.

DATE: FRIDAY, MARCH 10/95

PLACE: TRANSYLVANNIA  
CLUB OR THE OLD  
CORRAL!

TIME: 9 PM TO WHENEVER

COME AND BRING A  
FRIEND!

Enjoy the thrill and  
excitement of line dancing!

Prizes and Surprises Galore!

Enjoy Beef off-the-Roast on  
a Bun - Country Style and all  
the trimmings!

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**ATTENTION!!**  
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**BULL SESSION**

**Wednesday, February 22, 1995**

**5:00 to 8:00 p.m.**

**TRANSYLVANNIA CLUB. . . . .**

**Bring along your questions and concerns . . . . This is  
the place to get the answers . . . .LIVE LIVE LIVE LIVE**

**Refreshments will be provided. . . . .**





### RETAIL SALES DEPARTMENT REPORT

At CKCO's recently completed Elm Hurst Sales Conference, JOHN SPRAGGE opened with the words of Lance Secretan. He retired at 40, after building a \$100 million company. Although John has not met Lance, he felt his words made sense and that the staff at CKCO may also. . . . .

#### "RECESSION? WHAT RECESSION?"

There has been no recession. We are not going through one or recovering from one. In fact, there probably never was one nor will there be one. I have learned an important lesson from leading CEO's and their teams: "the recession" is the invented excuse of the irrelevant.

Recessions have two major characteristics: (a) poor corporate performance, usually expressed as declining sales and profitability, and (b) a demoralizing increase in the number of people losing their jobs, paired with a stubborn absence of new job opportunities. The cause of

these corporate and personal hardships is clear: it is **irrelevance**.

Let's look at companies first. Industries are said to be afflicted by economic cycles. The auto industry is a good example - except Chrysler. Computers are another - except Compaq and Microsoft. The chemical industry is in trouble - except Cyanamid and so is the steel industry - except Westeel. The hospitality industry is in the dumper - except Movenpick and advertising agencies are crying the blues - except Cossette. Get the picture? The truth, which some corporate leaders cannot bring themselves to admit is that they have become irrelevant. They no longer run companies that inspire employees and excite their customers. They make products or provide services that are no longer relevant to the needs of customers. When these customers defect, the leaders of the irrelevant firms blame the recession, never pausing to question why more relevant companies flourish. Instead of overhauling the way they do business, these irrelevant leaders conduct yet another micro-analysis.

What about employees? Many have allowed their skills to become irrelevant. In an age of adrenaline-pumping, pulse-racing change, where adolescence is measured in weeks or months, not years, none of

us can expect to market irrelevant skills. In this climate the employee who has been doing the same job for 20 years should not be surprised to find his/her skills unmarketable. Many workers painstakingly maintained equipment over the years but failed to do the same for their own skills. Unemployment is the pay-off for an irrelevant skill-set. Why aren't there any unemployed computer programmers, biochemists, home security salespersons or multi-level marketers? In the knowledge era, constant learning (not training) is a season ticket to the game of life.

Leaders who listen to the needs of their customers and meet them, and employees who constantly refresh their skills will survive and grow, while many around them whine about the recession. As Darwin could have told them, the future belongs to them both."

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#### OTHER STUFF . . . .

We are pleased to report the business plan is proceeding on schedule. If you have any questions about it, make sure you attend the Bull Session next Wednesday . . . RON JOHNSTON tells us that we have picked up "EXTREME". He describes the show as "Baywatch meets Cliffhanger" . . . HUTCH has been a busy boy



as HONORARY COACH for the Special Olympics. Which incidentally kick off next Thursday. Caught him on a couple of radio interviews on the way to the office this week. WAYNE KOOYMAN will emcee the Closing Ceremonies. . . . Great Stuff for our SPORTS DEPARTMENT.

The KINSMEN AUCTION went off very well. . . for the

40th year in a row. If you drop into the DOM CARDILLO Arena . . . take note of the CKCO-TV signage. . seems like it is all over the place . . . (Funny, it doesn't show up on the Global Telecasts!)

Renovations and moving are just about done on the top floor. Just a little carpeting and painting to go. Meanwhile the old Traffic/

Sales department is being demolished in order to start construction on the new Production Control area.

Get the lawnmower sharpened . . . Easter Bunny time is only 8 weeks away. . .

Keep in touch.

Reg Sellner

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