



The 2nd Quarter 1995 Report has now been distributed to all Team Co-ordinators at CFRN and CKCO along with the request the report be made available for staff to review.

A new format for Synergy reporting will be out within the next week. A monthly newsletter based on both station's General Manager's Synergy Report to Profit Centre will be issued to all staff members.

Another area Synergy is proving to be beneficial is between CKCO and CHCH. The News Department continues to work closely with CHCH. Discussions have been held on sharing leadership coverage during the provincial election campaign. We will also be using CHCH material during the Paul Bernardo trail.

Bob Ireland provided us with Queen's Park coverage while **GUY LEPAGE** celebrated being a proud new father.

That's it for Synergy this time.

Peter Jackman

teleVISION

FOR OUR FUTURE

MARCH

The Selection Committee is pleased to announce **LISA LACKENBAUER** is employee of the month for March. She was nominated for her "organizational skills and dedication" to her job as well as "making the news room work". Congratulations Lisa!

APRIL

The Selection Committee is pleased to announce **DON WILLCOX** is the employee of the month for April. Don was nominated for "being a great person to work for and with. He is a people person. Because of his open-mindedness and open door policy, we have all been able to benefit from his 30+ years of broadcast experience. For this we say - Thanks, Don!". Congratulations Don! Don very graciously donated his \$50.00 prize to the **Ric Waurechen Fund**.

The Vision Committee would also like to thank all who took the time to nominate a fellow employee. Every nomination had it's merits, making the job of the Selection Team a difficult one. **KEEP YOUR SUBMISSIONS COMING!!!!**

Sometimes when we are working with clients (whatever we do), we might think . . . **DO THEY REALLY CARE WHAT I DO??**

The following letter was posted on the bulletin board however, in case you missed it, I felt it should be seen by everyone . . . just to let you know **YOU ARE NOTICED**. . .

Reg FY 1



CHIEF ADMINISTRATORS OFFICE

REGIONAL MUNICIPALITY OF WATERLOO

150 Frederick Street, Kitchener, Ontario N2G 4L3

Telephone: (519) 575-

Fax: (519) 575-4440

APR 27 1995

April 25, 1995

Mr. Don Willcox,
CKCO-TV
864 King Street,
Kitchener, Ontario,
N2G 4E9

Dear Mr. Willcox,

The staff of the Water Services Department and I would like to commend your staff. They did a wonderful job in producing a series of water commercials which won the Silver Award in the recent Sales and Ad Club's "Advertiser of the Year Awards". We were overwhelmed by the honour. After all, it is rare for governments to be congratulated for anything.

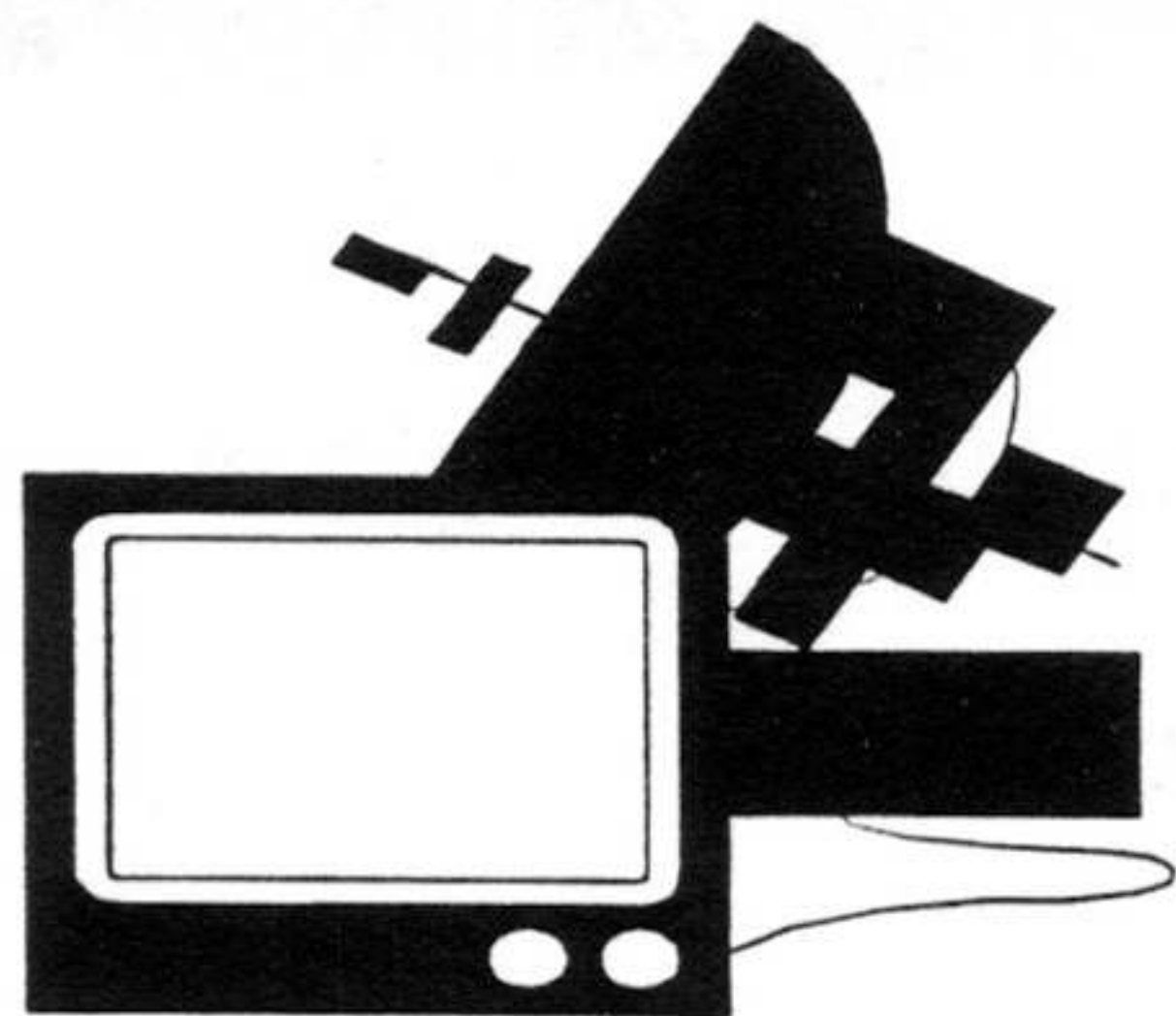
Your staff was very helpful. From the germ of the scripts which we had written, they were able to produce three exceptionally creative ads. Doug Daum, sold us a package which reached our market successfully. Frances Russell and Phil Meighan read the ads with proper sonority. Capable and creative direction was provided by Dale Parsons and Fred Martinovic. Alex Spiridonov worked wonders with the new editing technology and John Arajas provided the steady hand on the camera. There are probably many others in the graphics division and other areas who participated in the production but whom we did not meet. We are grateful to them all.

It is especially helpful for us to be able to use the creative staff of CKCO directly to produce an ad which is comparable or better than the ads produced by more expensive agencies. A dollar saved in our pocket is a dollar saved in the taxpayer's pocket.

Yours truly,

A handwritten signature in cursive script, reading "Marcia J. Shortreed".

Marcia J. Shortreed,
Communications Officer



MODUS OPERANDI

Some of the happenings in the Ops Department:

One of our crew is on the mend after having surgery to his knee. **PHIL MOLTO** underwent the procedure late last month and we hope to see him back here soon. We are also looking forward to seeing **JOHN ARAJS** back soon.

Congratulations go out to one of our new part-timers. **LISA BRISBIN** recently attended her college's (Niagara) awards banquet and brought one back! Lisa's documentary "Eric" won a Graffiti award.

The new production control room is progressing. It is starting to get it's "internal organs" as the new audio console and switcher are installed.

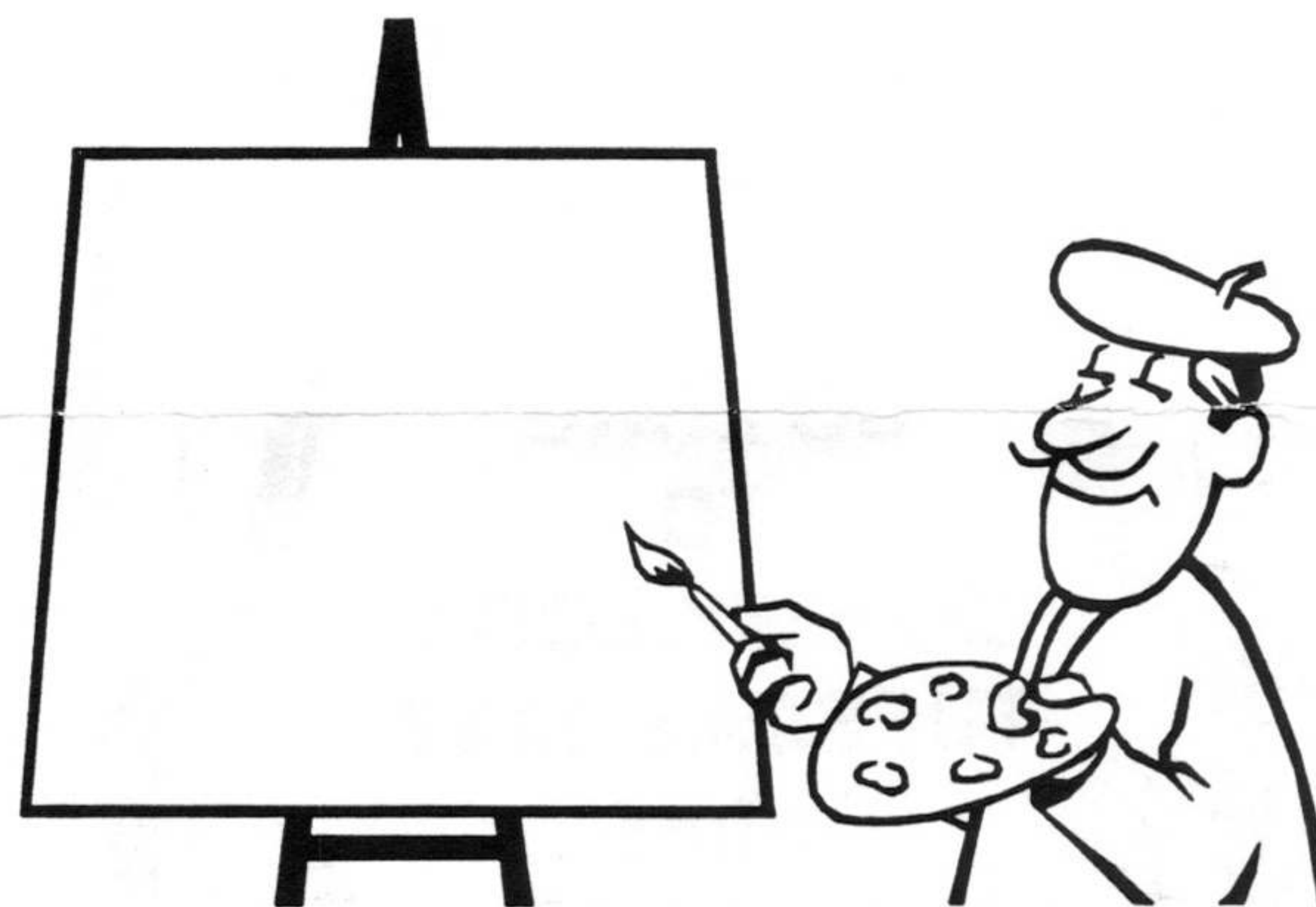
Cut to black until next time.

Alan Merritt

MANAGEMENT MEETING

The CKCO-TV Management Team spent two days off site for their annual conference. Joining the CKCO folks were C.O.O. **BRUCE COWIE**, CFRN VP and General Manager **FRED FILTHAUT** and newly appointed VP and General Manager **DENNIS WATSON**. **DON WILLCOX** presided over the sessions that covered many subjects, from an overview of the industry from **BRUCE COWIE** to a **SYNERGY** report that introduced a new newsletter that will keep everyone informed

of **SYNERGY** activity on a more timely basis. **FRED FILTHAUT** was able to provide valuable input on projects of mutual interest. More details will follow in our next edition of CAPsule. . . . Stay tuned.



"PAINT THE TOWN"

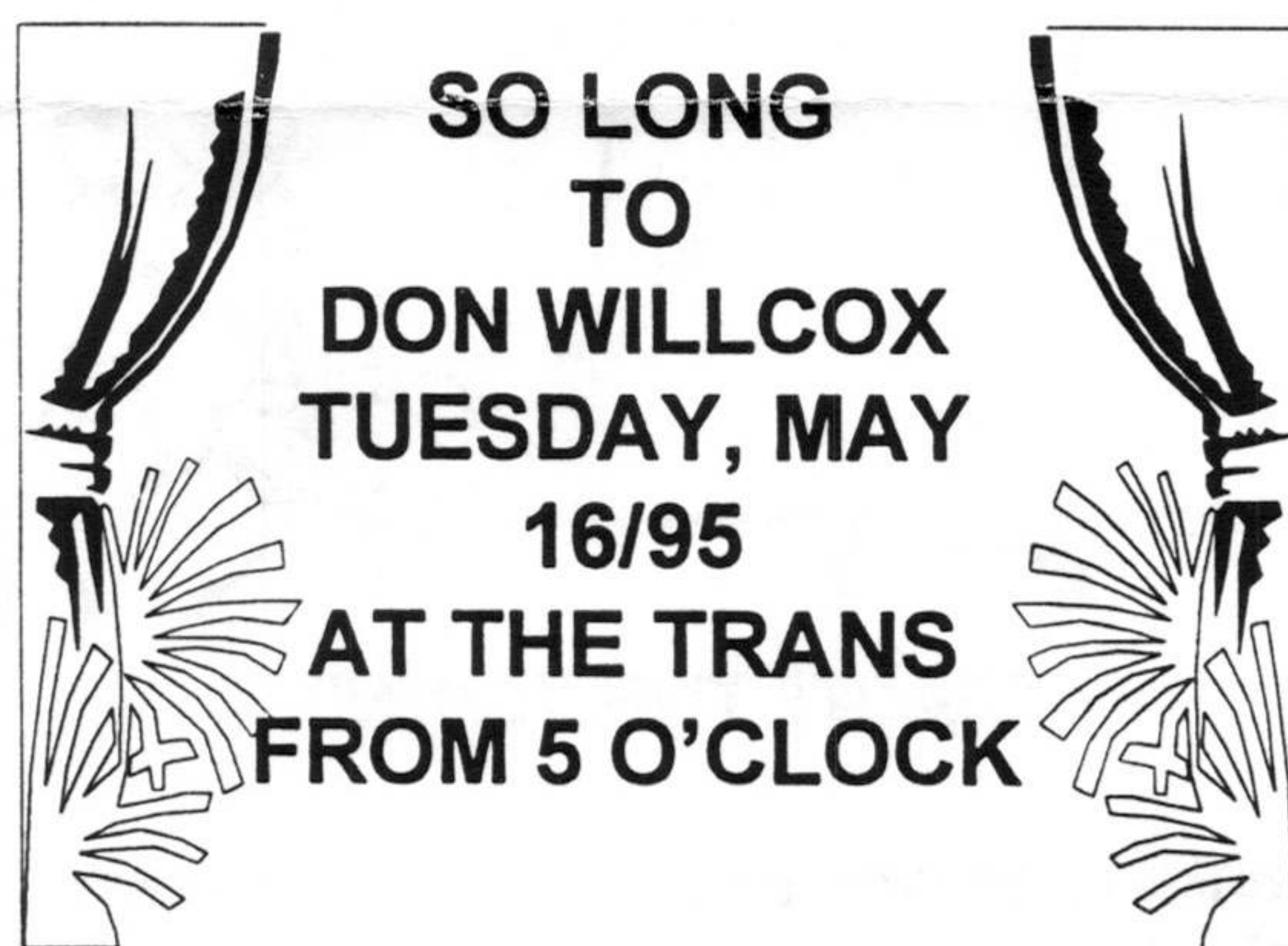
Thanks to all who took part in last Friday's "Paint the Town" Party!! Nothing but great comments have emanated as a result of the night, and everybody appeared to be having a real good time! There were so many people that helped, I dare not name them for fear of leaving anyone out!

We had a great raffle table, and those who were there should be reminded that every single item on that table was donated for this cause. A lot of you have asked me about the money raised. At this point, I can honestly say I don't know the exact figure. We still have some donations to come in and some bills to reconcile, and I wouldn't like to give a figure, even a ball park one, until everything is finished. But here is a hint. . . It is a big number!

Once again the CKCO-TV family has come front and centre, but then, was there ever any question about that!! Hopefully, by the middle of next week, we can post a number in the cafeteria about the money raised.

On behalf of the "PAINT THE TOWN" committee . . a heartfelt thanks to all who helped and attended.

HUTCH.



Reg says he will even buy a couple of drinks!! (really).

OTHER STUFF:

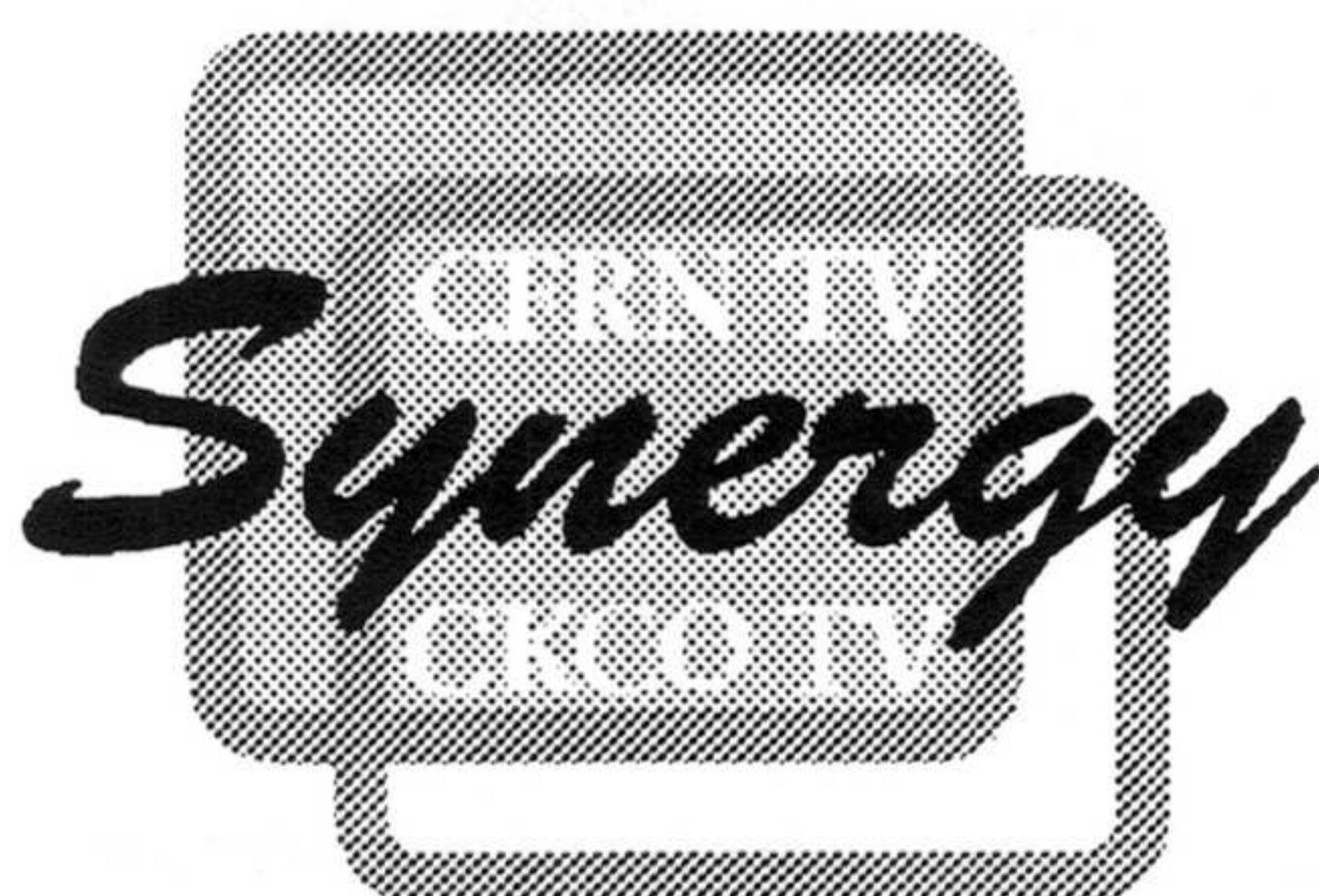
To all who helped put together the PAINT THE TOWN night for **Ric Waurechen** 'GREAT JOB EVERYBODY' It is nice to know that people care. Incoming VP and General Manager, **DENNIS WATSON**, has been in the building for the past few days meeting as many as possible. He will assume his position effective June 1st.

Sad to report Gar Lewis' father passed away on May 10th. Our thoughts are with you Gar.

Don't forget Tuesday night at the Trans.

Keep in touch. . . .

Reg Sellner



I was in Edmonton on May 18 & 19, 1995 to attend the April Profit Centre Meeting. At the same time a Synergy meeting was held and the revised Synergy Directory and the Synergy Newsletter were distributed. (CKCO staff will receive their Directory and Newsletter May 26/95.) I also delivered our station tour video and must tell you it was received with great enthusiasm and acclaim. Thanks to **Reg Sellner, Buck Dunseith, Pete McCallum, Ken Elliott, Joe Ulmer** and **Jeff Hutcheson** for a job extremely well done.

Synergy continues to be a priority at **CKCO** and **CFRN**. We also continue our Synergy activities with **CHCH**, mainly News and Sports.

That's it for Synergy for now.

Peter Jackman

RETAIL SALES UPDATE

by John Spragge

I would like to take this opportunity to introduce **B.A.R.B.** to **CKCO-TV**.

Two summers ago, **CKCO** carried a story about a boating death on Lake Muskoka. I saw the story and realized that perhaps the time was right for someone to mount a Public Service campaign on the theme of

'responsible boating'. Who better to do it than **CKCO-TV**? And so **B.A.R.B.**, an acronym for "**Be A Responsible Boater**", was born.

The idea was taken to the Muskoka Regional government and received enthusiastic support. It was then taken to the OPP Marine Unit in Orillia where it received a huge endorsement as being long overdue and much needed. We were not in time to get started last summer, but, we quietly worked through the year and beginning mid-June you will see airing on **CKCO-TV** a series of eight, 30 second and 15 second messages with the responsible boating theme. The spots will display the logos of our partners in this venture, **Mustang Survival Gear, Fox 40 Safety Whistles, The Ministry of the Attorney General, Molson Take Care, Yamaha Marine, the OPP** and the **Canadian Power & Sail Squadron**.

As well, posters displaying the same logos and the official **B.A.R.B.** and **CKCO-TV** logos will appear in marinas and other interested retail outlets.

This is not a sales campaign. **CKCO-TV** is donating the airtime and production facilities to this initiative. Watch for **B.A.R.B.** on **CKCO-TV** this summer.

NABET/CEP NOTICE

NABET/CEP are pleased to announce the results of nominations for the positions of Recording Secretary and Vice-President:

Vice President	Ron Molland
Recording Secretary	Chris Urhig

The positions are for two years beginning July 1/95 and were filled by acclamation.

DON WILLCOX SAYS FAREWELL AFTER 35 YEARS

Amid a flurry of dinners, luncheons and receptions, **DON WILLCOX** was officially turned over to his grandchildren last Friday and begins what we all hope will be a long and happy retirement. **DON** and **ANNE** always regarded everyone at CAP as a member of the family, and it was a rare situation when they were not both present for any occasion that involved staff. Don was generous in his thanks and praise for the efforts put forth by everyone during his tenure as GM and throughout his entire career here at CAP. Well, enough blathering for now, all we really want to say here is thanks, have fun, lots of luck, wear grunge, sleep in, whatever **JUST DO IT!**

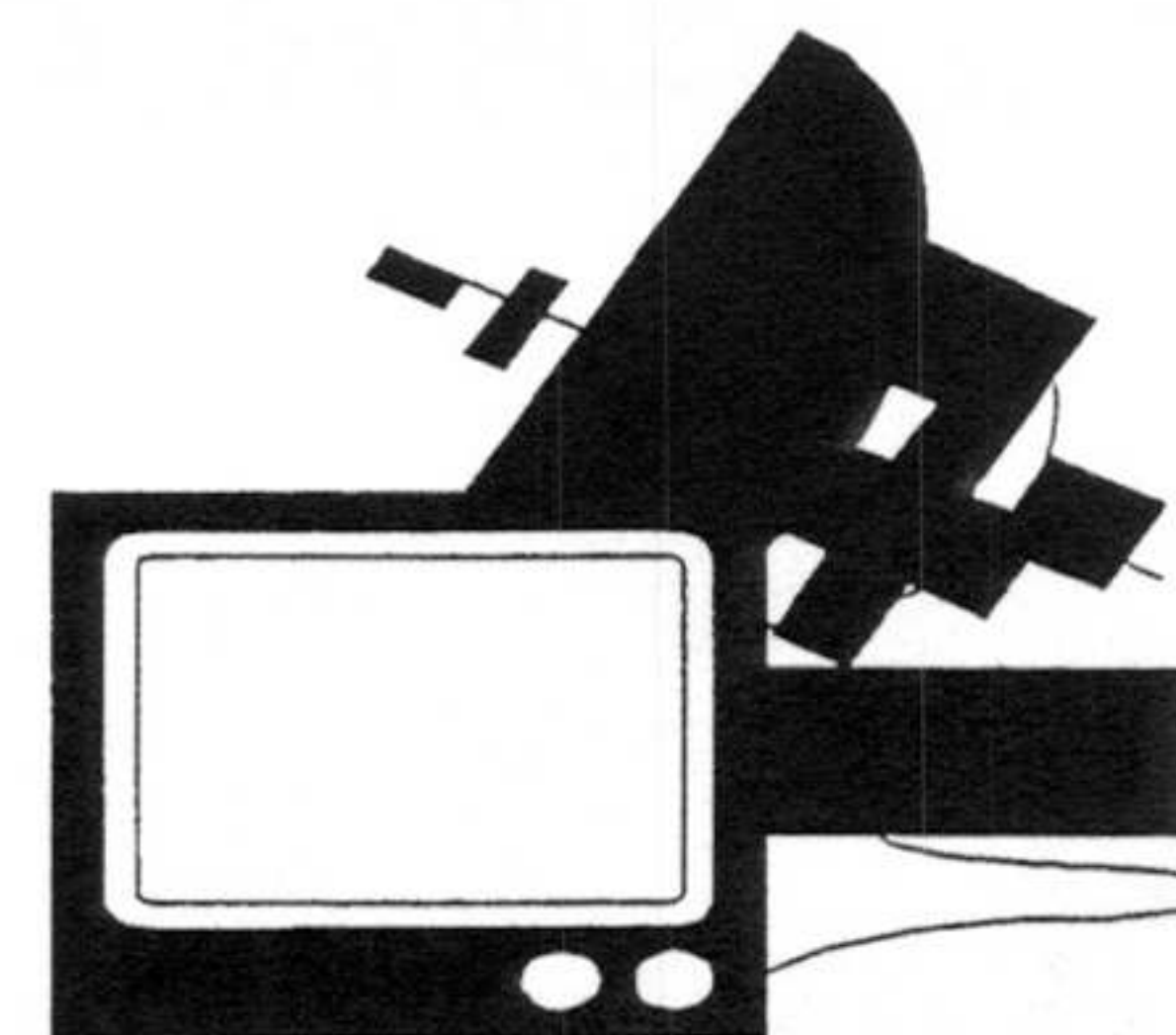
ELECTROHOME PRESS RELEASE

Earlier this month Electrohome issued a press release regarding the purchase of the assets of Display Technologies, Inc. of Elgin Illinois.

Display Technologies Inc. (DTI) is a world leader in the manufacture of high-resolution, monochromatic displays as well as participating in the low to medium resolution colour field.

The acquisition of DTI will complement Electrohome's present strength in the low-to-medium resolution monochromatic and colour display monitor market according to John Pollock.

Price of the acquisition was not announced. Closing is expected by early June.



MODUS OPERANDI

To paraphrase a line from the movie "Poltergeist", ***It's h-e-r-e!!*** The station's microwave truck arrived here last week. It was in the parking lot for a few moments before being whisked away to the Batcave. . . er warehouse . . . for some equipment fittings and touch-ups. You may also notice a new tower going up on the roof of the King's Towers. This is for the microwave receiver to route the signals from the truck to the station. If you watch the CHCH Newshour from Hamilton, (shame, shame) and you see the way they use their "Newslink" truck, you will have an idea of what we will be able to do.

We are all pleased to see Phil "Steve Austin" Molto back at ops. His knee operation obviously went smoothly. Hope to see John Arajs back soon as well.

The floors, they are a'changing'. New computer flooring is being installed in TV Master around the racks at the far end. This will make installation of the new racks for our new production control room much easier. We'll have to duck our heads going into the back room in Master as the new floor has decreased the headroom there by about 10 cm.

Paraphrasing another line from "Poltergeist" - ***This column is clear.***

See ya next time.

AJM
