

## "JUST CALL ME DENNIS"

A number of staff members were asking me how they should address the new boss, and his answer was "JUST CALL ME DENNIS".

**DENNIS** and his wife **BEVERLY** have bought a house in Waterloo and will be moving in around August 1st with their three children. The oldest is **GREGORY** who will be entering second year university, next **STEPHANIE** who will be starting her second year of high school and last but not least eleven year old **ROBERT**. The **WATSON'S** are a many talented family, **BEVERLY** is an accomplished painter, and **STEPHANIE** is pursuing music and drama. **DENNIS** is also a music lover, both as a listener to a broad range of stuff from Guns and Roses to Tony Bennett, and a recipient of a couple of gold records for which he handled the marketing.

Just so everyone knows all the pertinent info . . . read on. . . .

### DENNIS A. WATSON

Upon graduation in Marketing Administration from Seneca College, Dennis joined the CHUM organization as a Retail Sales Representative at CKVR-TV in Barrie. He progressed through their sales group eventually becoming General Sales Manager.

Dennis was appointed General Sales Manager of CITY-TV shortly after the CHUM Company acquired ownership. Subsequently, he became Vice-President, General Manager of the Marketing Services Division for CHUM Group Television. In September of 1985 he joined the Television Bureau of Canada as Vice-President, Retail and Local Advertising.

In 1989 Dennis and his partner, Bill Weis launched Watson Weis & Associates Inc., a company specialising in marketing consulting for the commercial broadcast industry. Their Canadian clients included companies such as Western Broadcast Sales, Saskatchewan Television Network, Canadian Broadcasting Corporation, Middlesex Lambton Communications Corporation, Television Bureau of Canada, CFPL-TV, CKWS-TV, CHML/CKDS Radio, CFCN-TV, CFRN-TV, CHEK-TV etc. In addition they had several clients in the United States.

In 1992 after nearly eight years of non-stop travel, Dennis joined Power Broadcasting Inc. as Executive Vice-President and General Manager of CHEX Television, CKRU AM Radio and CKWF FM Radio in Peterborough.

Dennis is active in various associations and clubs including the Advertising & Sales Club of Peterborough, Trent University Advisory Committee, and he is one of a few Canadians to have ever held a Directorship of the Chicago based Retail Advertising and Marketing Association. Dennis is one of the founders of Toronto's Retail Ad Club and is the immediate past President. Dennis is also a past Chairman of the Seneca College Marketing Advisory Committee.

Dennis has also taught both Marketing and Consumer Behaviour at the post-secondary school level and has spoken on Advertising and Marketing to numerous groups and associations in both Canada and the United States.

Dennis adds ... "the only thing between me and a career in music is - TALENT"

Say Hi to Dennis when you see him around.

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## teleVISION

FOR OUR FUTURE

The Vision committee has named **JEFF HUTCHESON** employee of the month for May, 1995.

Those who nominated **HUTCH** mentioned among his other fine qualities his friendly and personable attitude toward other employees and also the way he willingly helps people and organizations within the community. They indicated **Jeff's** attitude was good for morale in the workplace and that he gave a very positive image of CKCO-TV in our market area.

Way to go **HUTCH**, well deserved!

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## REG RETIRES

After much consideration, I have chosen to take early retirement from CKCO-TV.

I first came to CKCO-TV in 1955, and it has been a rewarding experience to be part of and to witness the growth of a very exciting business from it's infancy.

I was afforded the opportunity to participate in most phases of the operation under the stewardship of Bill McGregor for which I am most grateful.

My thanks too, to the Pollock family and Don Willcox for their many considerations.

Thanks to all of the many I have worked with over the years here at CKCO-TV, CKKW and CFCA. . . the greatest people I know.

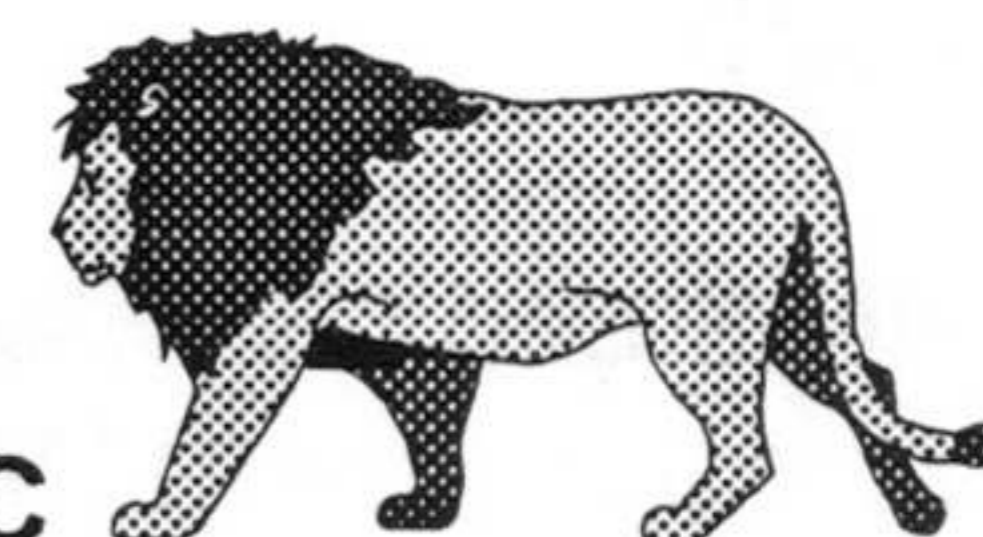
Dennis Watson, the new VP and GM has asked me to stay on until the end of the fiscal year which I will gladly do. With unused vacation and holiday credits, my last day on the job will be August 25, 1995.

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## FROM THE REC CLUB

Two items of interest for the staff from the Rec Club.



### 1. CKCO-TV PICNIC

The picnic, to be held this year at African Lion Safari on June 24/95 is a combined Adult and Kid's Summer Party. (Rain date is July 8/95)

A \$25.00 deposit is required per family to Deb Robertson by Wednesday, June 14/95.

There will be lots of give-aways from the Promotion Department, Free Boogie Bags for kids under 10, Prize draws for kids, Grand Prize draw of a CD Player. The only extra cost for this event is if you take the Safari Bus through the Game Reserve. Lunch and soft drinks are included.

See the poster in the cafeteria for more details. See you there!!

**REMEMBER - THIS IS AN EVENT FOR EVERYONE, MARRIED, SINGLE, FAMILY OR WHATEVER.**

### 2. SPORTSWORLD POWER PASSPORTS

SportsWorld Power Passports: One Day Passes - Valid June 4th to September 5/95 as follows:

Adult Power Passports (12 yrs and up)  
\$15.00 (save \$6.00)

Child Power Passports (5 - 11 years)  
\$13.00 (save \$4.00)

Toddler Power Passports (2-4 years)  
\$7.00 (save \$1.00)

Passports include, unlimited use of the waterpark, midway rides and mini-golf, PLUS one lap on the go-karts, 20 minutes on the driving range and one token for the batting cages. Please note some attractions may not be included.

Please see Chris Uhrig for tickets or more information.

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### POPCORN TUESDAY!!!!

CKCO-TV IS STILL INVOLVED WITH POPCORN TUESDAY . . . AND WE ARE LOOKING FOR VOLUNTEERS TO HELP OUT BETWEEN THE HOURS OF 12 TO 2, ON TUESDAY, JUNE 13/95. ALL THE ACTION WILL AGAIN TAKE PLACE OUT FRONT OF THE BUILDING AND IT WOULD BE NICE TO BE REPRESENTED ALONG WITH ALL OF OUR FRIENDS FROM OLDIES 1090 AND KOOL FM. LET REG SELLNER KNOW (EXT. 405) IF YOU WANT TO PARTICIPATE. THANKS.

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### WORSHIPFUL WOOLY!

You may or may not have noticed the Shrine Emblem on the back of WOOLY's car. You may not be aware of it, but you must be a Mason before you can join the Shrine and to that end, this little tidbit. Over the past eight years, WOOLY has been progressing through the various offices (or chairs) in his Masonic Lodge. On Tuesday, June 13, 1995, WOOLY will be installed as **WORSHIPFUL MASTER OF THE GRAND RIVER LODGE #151**. Congratulations WOOLY, that is quite an accomplishment.

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### NEWS FROM ELECTROHOME.

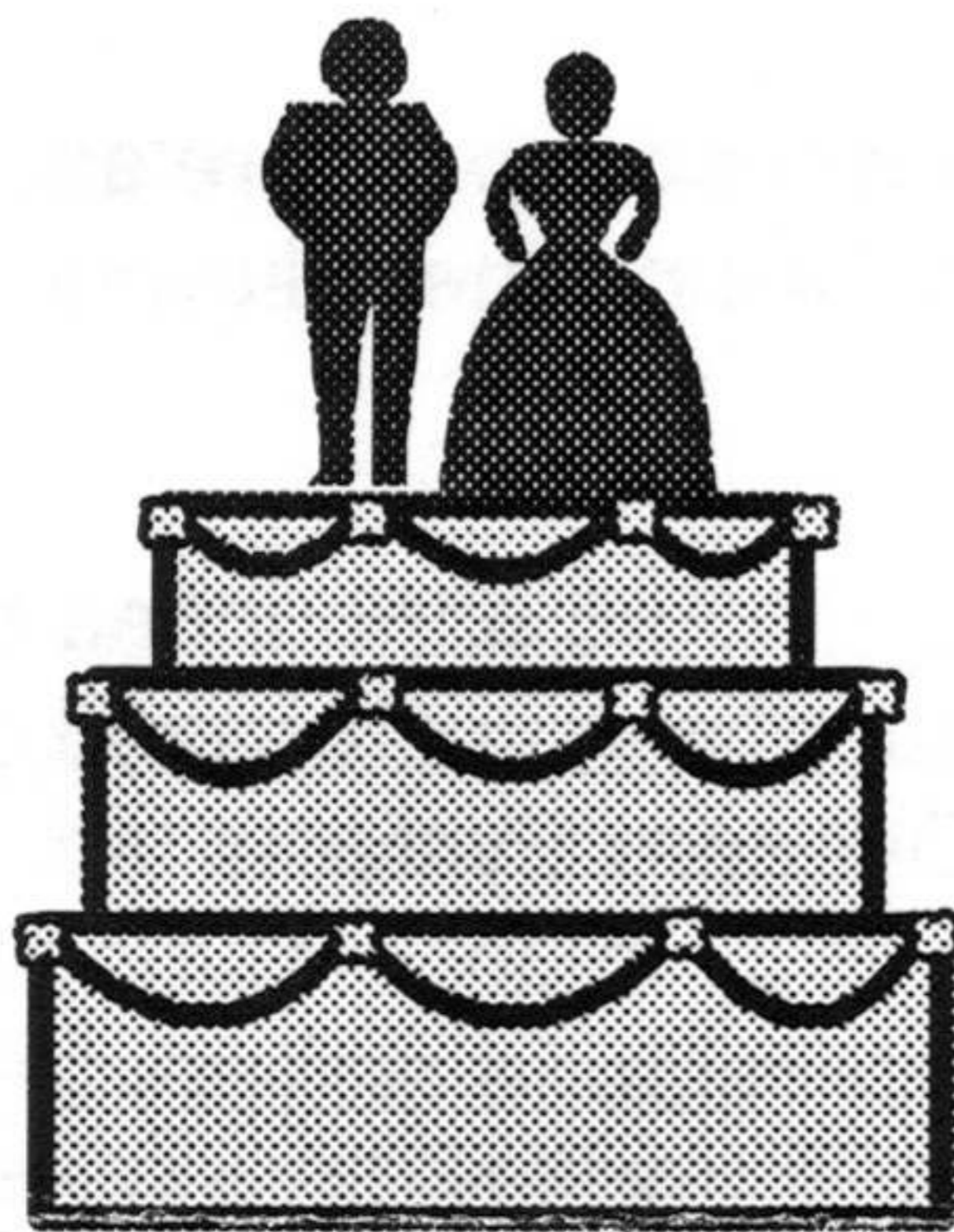
Electrohome issued a press release on Tuesday announcing the following:

"Electrohome Limited announced today that it will begin supplying customized display monitors to Dynapro Systems Inc. of New Westminster, B.C. in July. Dynapro has successfully developed and produced specialized operator interface technology which, together with their touch-screen product, is designed to help companies manage process and information. Electrohome's Display Systems division will supply display monitors for installation in these Dynapro systems, which are currently sourced offshore. First year revenues are estimated at \$3 million with potential for significant growth.

John A. Pollock, Electrohome Chairman and CEO attributed this development to aggressive efforts by Electrohome over the past year to broaden the customer base of its Display Systems Division. Dynapro recently introduced a line of kiosks for use as restaurant and other point-of-sale preview stations. Electrohome might in the future, have a role to play in that product area as well.

At the same time Electrohome announced it now expects final delivery of current display monitor products to its customer Bloomberg L.P. to occur by December, 1995. Service and refurbishing work for Bloomberg are expected to continue indefinitely. This follows Electrohome's announcement on May 5 that Bloomberg was reassessing its future display monitor needs.

## OTHER STUFF



I DO, I DO . . . . Wedding congratulations are in order for two staffers . . . KELLIE HUBACHEK and BRAD DEMING tied the knot in PARIS, (Ontario that is) on Saturday, June 3/95 and are presently on a GRECIAN Honeymoon. From all reports the weather co-operated and it was a wonderful day.

A mixed marriage is coming up with our own PAUL REEKIE and SANDRA SLOAN of CKNX TV. PAUL and SANDRA will be going to the alter on August 19. PAUL is a Director at CKCO and SANDRA is a writer in WINGHAM. . . she will be leaving her job.

Sure was great to see JOHN ARAJS wheeling a CKCO production vehicle onto Pine Street Wednesday, back at full steam after a by-pass operation. GOOD ON YOU JOHN.

The fifth annual meeting of the QUARTER CENTURY CLUB will be held on Monday, June 19th. The OLD FARTS CLUB meets at ZEKE's on Tuesday the 13th at noon.

Keep in touch . . . . .

Reg Sellner

**AND NOW A BRIEF WORD FROM  
THE NEW VP & GENERAL  
MANAGER:**

Hello all:

The Vision Committee has made it known that the loss of the main floor photocopier has been a bit of a problem for some people. Hopefully, we will be able to rectify the situation shortly.

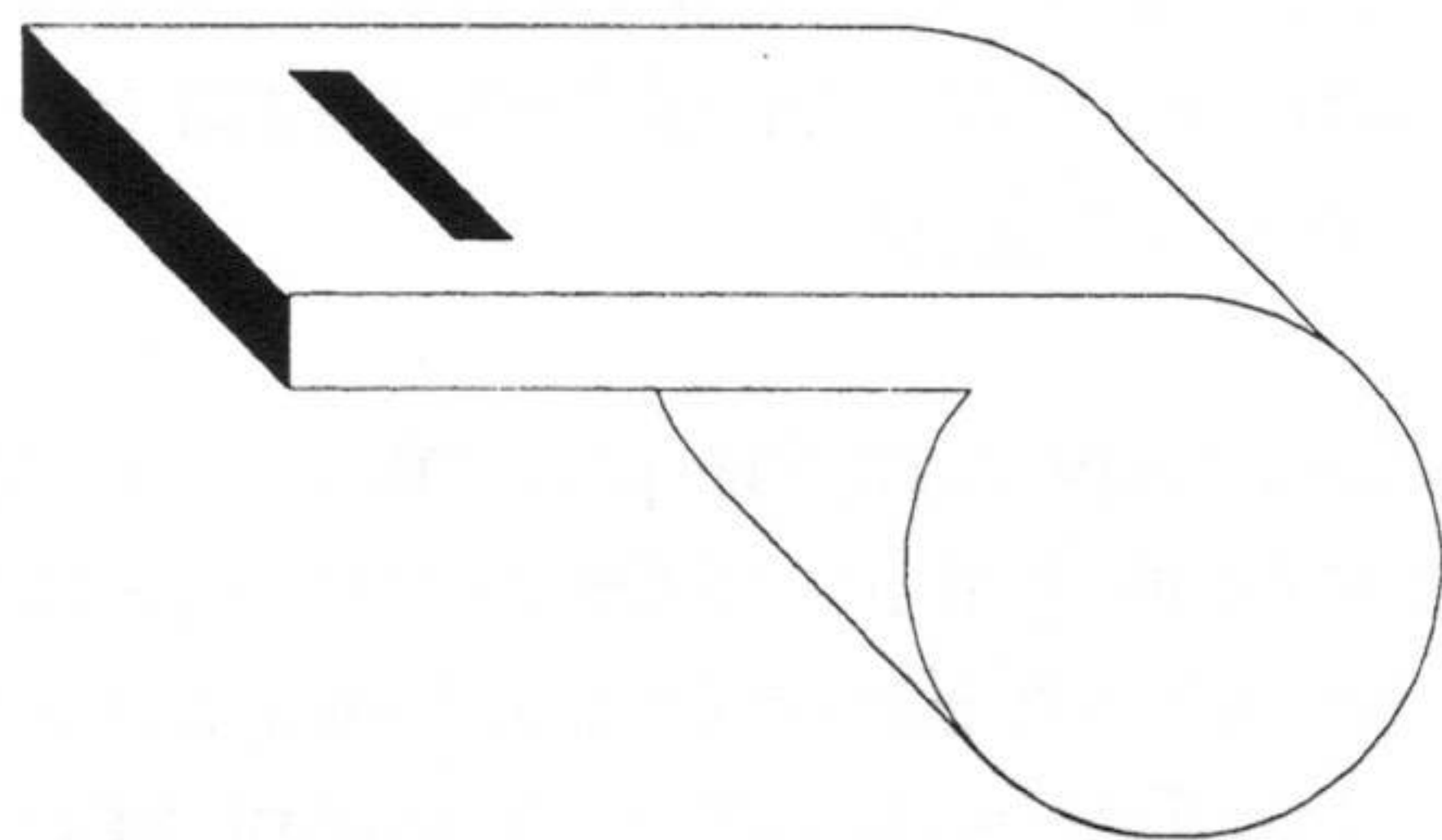
I would like to clarify the status of the situation for everyone.

In 1990 we leased 3 photocopiers on a 5 year term (we now know we should have only taken a 3 year term). As you have no doubt noticed, they are all wearing out and in particular the one on the main floor, which was sent away for repairs. The cost of the repairs is quite high. In fact, so high we had to question ourselves as to whether or not to fix it or replace it with a smaller unit.

To help us make that decision Xerox will be here next week to study our photocopier needs and help us determine what equipment we should get in order to meet our operational needs on all floors.

Until we have their recommendations and can make an informed decision, I hope those of you on the first floor will put up with the inconvenience of having to travel to make copies. Help is on the way but till then try to think of the trip as an opportunity to see some of your friends on the other floors.

Dennis



## B.A.R.B. (Be A Responsible Boater)

The past two weeks at a series of press conferences in Collingwood, Barrie, Windsor, Sarnia and Gravenhurst, CKCO-TV kicked off a summertime public service campaign aimed at more responsible use of Ontario's waterway. Called B.A.R.B., the campaign has three main components.

1. CKCO is producing 8 x 30 second PSA's on various aspects of responsible boating. The first three began on air this week and the on-air campaign will continue until the Thanksgiving weekend in the fall. CKCO is donating the airtime.
2. A poster promoting B.A.R.B. has been produced, and will begin appearing soon in marinas, marine outfitters and others interested in boating safety.
3. This summer, the OPP marine unit in the province will hand out FOX40 safety whistles emblazoned with the B.A.R.B. and CKCO logos as well as the logo of one of our corporate partners. **FOX40 would like everyone on staff to have one of the whistles as a reminder of the campaign.** (See this weeks pay.)

Our partners in this campaign are Mustang Survival, FOX 40 Whistles, Yamaha Marine, Molson Breweries, the OPP and the Ontario Ministry of the Attorney General.

John Spragge

This appeared on the bulletin board and it was felt it should be a part of CAPsule:

## CKCO

As you probably know by now, I am now back at work full time. The successful and total recovery from my recent adventure with medical surgery was in no small part due to the support and encouragement I received from all members of management and staff of CKCO-TV. For this I shall be forever grateful.

You people will never fully understand how much that kind of support means to someone who was in my position. The dozens of cards, letters, phone calls and faxes received during my hospitalization and recovery were truly inspiring. I also got enough fruit from the Rec Club to start an Italian corner store. It was all very much appreciated.

In particular, I would like to thank Henning, Randy, the members of the crew and the on-air staff for their patience and understanding while they tolerated my stint in the studio for a few weeks earlier this year. I now have a deeper understanding and a whole lot more respect for the work they do day in and day out.

I have always suspected that CKCO-TV harboured some of the greatest people in the world . . . . I have now confirmed that suspicion and believe me, I will never forget.

You are the greatest!

Thank you.

*John Arajs*  
John Arajs

## NEWS FROM ELECTROHOME

There were two announcements from Electrohome since the last CAPsule. Lots going on.

### **Electrohome Projection Systems Expands Its Flagship Projector Series**

Breakthrough Brightness, Image Sharpness  
and Picture Uniformity Distinguish  
Electrohome's New Marquee Projectors

Electrohome Projection Systems has introduced four new projectors into its existing Marquee line. The Marquee 8500, 8500-LC, 9500-LC and 8110 continue the Marquee tradition of market leading reliability, functionality and overall price/performance while delivering a host of new features and unparalleled performance enhancements.

"The Marquee line has been re-engineered from the ground up", said Bill Speer, product manager, CRT products. "The Marquee line now offers higher brightness, improved contrast and sharper focus, contributing to overall image quality. " Additional features offered include multi-language (English, French, German, Italian and Spanish), capability, image shifting, edge blending and contrast modulation.

In addition, Electrohome has upgraded its patented automatic convergence (ACON) capabilities - a hallmark of Marquee projectors.

In another development, Electrohome announced an alliance with Texas Instruments. Electrohome announced it has developed a relationship with Texas Instruments (TI) Incorporated whereby Electrohome will evaluate TI's Digital Micro-mirror screen, professional and other display markets. Further details of the agreement have not been disclosed.

"The DLP's image quality represents a significant improvement over other emerging projection technologies," said Gerry Remers, Director of Marketing for Electrohome Limited.

"DLP technology has the potential to help us make significant inroads in the markets we will serve with Electrohome projectors, including the fields of entertainment and high-brightness," Remers added. "In particular, we are excited about the applications that the DLP technology will have for the emerging multimedia market".

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### **AND FROM THE VP & GENERAL MANAGER:**

I thought I would take advantage of CAPsule to dialogue with everyone.

I have decided to take up residence in the house next door rather than spend my nights in a hotel. This saves me driving time and we can save a few dollars on hotel bills.

Last week I attended the CFRNTV Management meeting in Edmonton. Synergy was one of the items discussed. Over all it was a good visit. I met several of the staff and was able to see how things are done out there.

Kendall Gibson, Manager of Operations for CFRN was in Kitchener this past Wednesday morning for a brief visit with Henning and Fred Filthaut was in town to attend the Profit Centre Meeting at Electrohome on the same day.

I think that's it for this time, except to say that if you have any questions or concerns I hope you will bring them to my attention. I am at ext. 400 if you need me.

Dennis

**AND FROM THE REC CLUB****CANADA'S WONDERLAND PAY-ONE-PRICE PASSPORTS**

The Rec Club has obtained One day passes valid any one operating day for Paramount Canada's Wonderland. The passes include unlimited use of all regular rides and shows. They exclude special attractions, Kingswood music theatre, food, games, parking and merchandise. There are 50 thrilling rides, 10 fantastic shows, 10 acre heated water park, STAR TREK aliens, over 20 rides just for kids and a castle playland.

The prices are as follows:

ADULTS (7 years and up)  
\$24.00 (save \$9.59)

SENIORS (60 yrs and up)  
CHILD (3 to 6 yrs)  
\$15.00 (save \$1.53)

Please see Chris Uhrig for tickets or more information.

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**OTHER STUFF**

KUDO's came in from all sides on the great job done on the Provincial Elections June 8th. Well deserved praise for a lot of hard work that paid off. **DAVE McNEIL** put together another "**ON THE STREET WHERE YOU LIVE**" piece at Kitchener City Hall last Friday for the M & M Bar B.Q. kick-off. All departments worked together to produce a good piece of television.

CKCO was the recipient of two awards last week . . . The K-W HOSPITAL CENTENNIAL COMMITTEE presented the station with a citation acknowledging the contribution made over the years for which

we thank them. (Incidentally, take a look at the Hospital display in our front window). The Red Cross also presented us with a very interesting display depicting various CKCO personnel covering RED CROSS stories over the past year or so. Take a look, it's in the lunch room.

Our best wishes to **WARREN LETSON** on his appointment as **ART DIRECTOR**. Presentations were made to retirees **DON WILLCOX** and **REG SELLNER** last Monday night at the annual Quarter Century Club dinner at Westmount by **C.O.O. BRUCE COWIE**. Never saw so many people so eager to come to work this past week . . . rushing through the doors and giving a great sigh of relief from the 30 plus heat . .

Keep in touch . . . .

Reg Sellner

**COMING SOON TO A CAPsule NEAR YOU A - NEW FEATURE****"ASK THE BOSS"**

We will be starting a new column beginning with the next CAPsule. It will be called "**Ask the Boss**". Questions can be submitted to Ann Gebhart, they will be given to Dennis without names and he will try to answer.



**SUMMER'S HERE!!!!**

**Don't forget the sunscreen.**