

July 7, 1995

# CAPsule

Volume 1.19



A BELATED HAPPY CANADA DAY TO ALL!

## CHANGES

As we head into the heart of the summer, we approach our year end and of course that means a new year and a new beginning loom ahead. With the new year come the "winds of change" and change always causes **ACTION**.

Shortly the Sales Department will launch our newest marketing initiative - the **CKCO ACTION LINE**. The interactive phone system will allow us to reach out and touch both our viewers and our advertisers in a way that will hopefully create new revenue for us. If you would like to know more call Cameron Crassweller, he will be pleased to show you how to take **ACTION**.

For some time now, you have heard the rumours about a *new* look and a *new* logo for CKCO. I am pleased to report the rumours are true. We have just approved the design of the *new* logo. It has been sent out for computer animation and artist renderings for print applications. Soon it will be back and ready for **ACTION**.

Many thanks to all those in on-air promotions who laboured so hard to try to please so many, you did good!!! I know everyone will be happy with the *new*, fresh CKCO look. I will not attempt to describe it to you, (my writing skills are not that good), instead, I will invite you to see it at our next

staff meeting on August 15, although you may start to see some changes on our News vehicles as they spring into **ACTION**.

Speaking of News changes, as you know we have a new set being built as we speak (or read). It should be in-house by the time of our next staff meeting so you can get a good look at it before it goes into **ACTION**.

We have also decided to rename our News shows. For the sake of brevity I will not go into all the reasons why at this time, but suffice to say, as we continue to solidify and intensify our efforts to be on all the streets in our coverage area we will have to increase our **ACTION**.

Certainly, our *new* look, our *new* line and our *new* live eye will help us achieve our goal of being the best source for local News and information, but without **YOU** there just would not be any **ACTION**.

Dennis.

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**JULY IS HERE, SCHOOL IS OUT AND  
SUMMER IS WELL UNDER WAY.**



Staff birthdays for July are:

Daiene Vernile (Canada Day), Eric Nixon on July 7, Chris Matlock (presently on the Dark Continent) July 8, Mike Radcliffe on the 9th, Trevor Buckle on the 14 and Larry Ernewein is celebrating on the 15th of July. Zeljko Zugaj has a birthday on July 21, Deb Simic (back after some time at home with the babies) July 23, and John Arais



celebrates on July 24. Lisa LaFlamme and Deborah Robertson share the 25th, Jim Alexander is on the 26th, Rick Gamble and Linda Kearns were born on July 27th and Pam Church and Peter Graham end the month on the 31st.

Happy birthday all and we hope the coming year brings you only the best.

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### MODUS OPERANDI

We finally had an election in this province and the winner was CKCO-TV!! From all accounts this was our best election coverage ever. The operations department & everyone else did a great job with the presentation. We even got to use our new microwave truck!! All involved are to be congratulated.

It was "Invasion of the Shriners" at Woodstock. No, it's not a new movie, it was the Shriners parade that we covered in Woodstock on June 10. The intrepid crew, myself included, set out for what some of us thought would be a rain-soaked day. As it turned out, Woodstock was just about the only area that day that had bright sunshine!! The parade was broadcast a week later on the 17th. See the ending of the show for a brilliant piece of editing by **Bob Tiffin**.

A belated mention in this column to **Tom Farewell** in welcoming him to the full-time ranks in operations. Congratulations Tom.

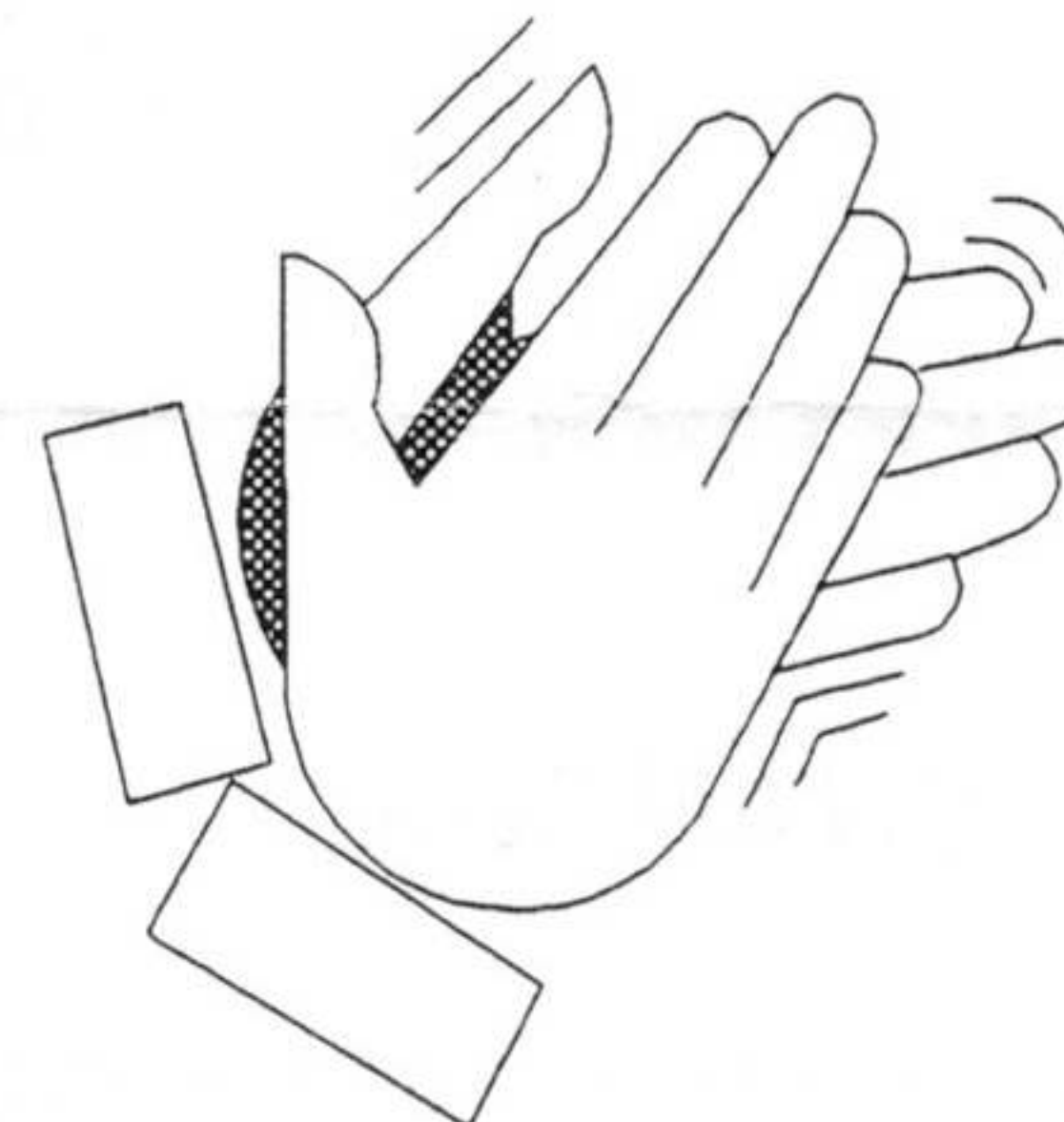
Construction is happening at great pace in the new production control. The audio

control room is being worked on first. Lots of wires and stuff are going in as you read this. Construction in Master Control is being suspended while this gets done.

Squeeze zoom to black until next time.

AJM

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### HAPPY ANNIVERSARY FOR THE MONTH OF JULY

The following are the people celebrating anniversary's at CKCO during July. Leading the month off is Cal Shaver who started with CKCO 20 years ago on July 21, 1995. Next is Wooly who has completed 19 years and started on July 5/76. The others celebrating anniversaries in July are:

Pete McCallum	July 17/78 - 17 years
John Grant	July 3/79 - 16 years
Ray Irwin	July 6/81 - 14 years
Jamie Niven	July 6/81 - 14 years
Ann King	July 29/81- 14 years
Chris Duncan	July 30/84- 11 years
Nancy MacDougall	July 28/86- 9 years
Chris Gothard	July 31/87- 8 years

and three Photog/Reporters who all started the same day July 31, 1989 have six years in Dave Pettitt, Shane Roberts and Jeff Taylor.

Congratulations all!!

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**HATS! HATS! HATS!**

**(THE BARGAIN OF THE YEAR)**

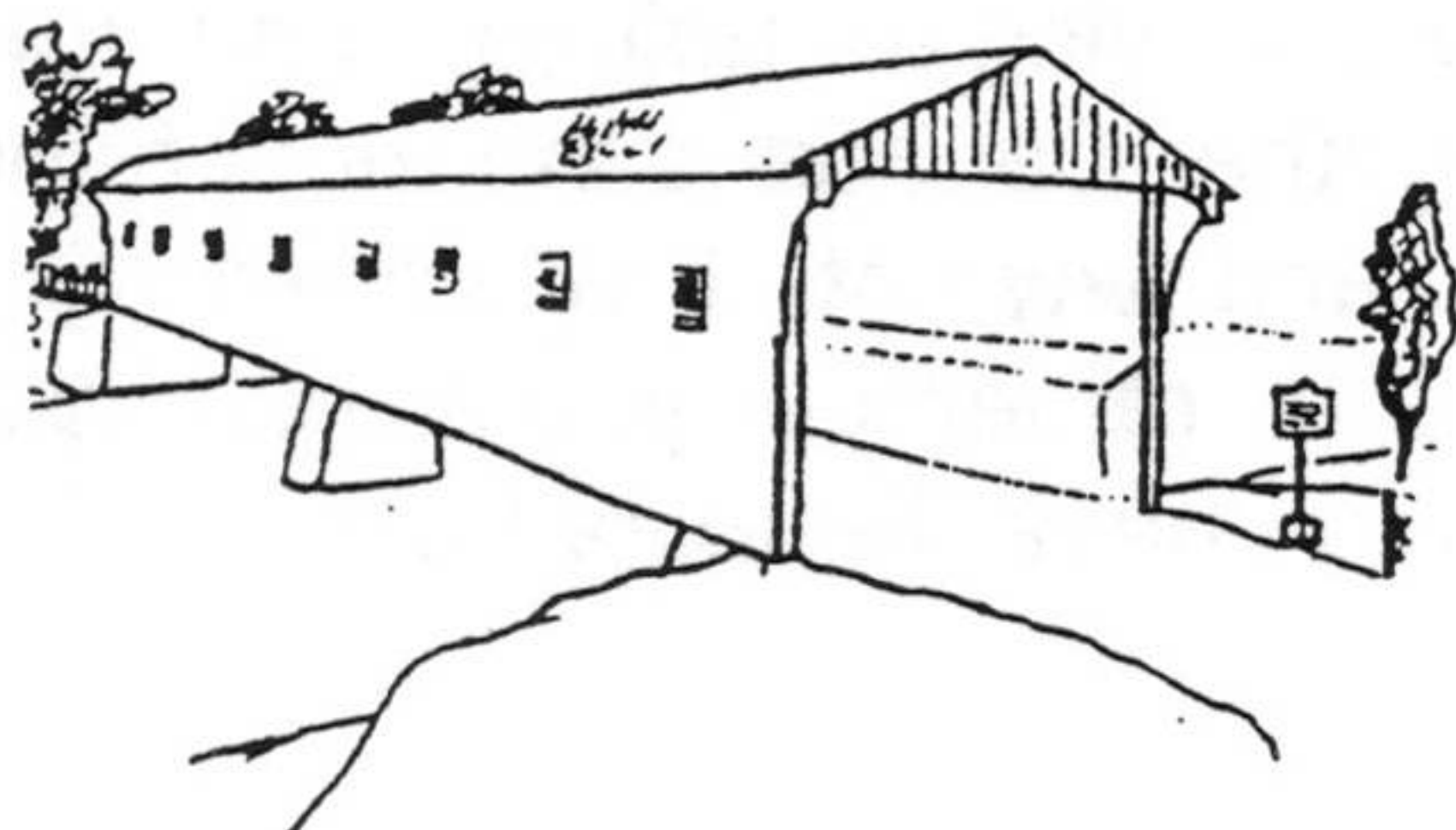
National Sales as a part of the Kitchener market repositioning (Strategic Plan) had a promotion involving Biltmore Stetson and their crushable golf hats. (Very Greg Norman, although according to one of CKCO's resident golf experts a much superior hat!)

These hats are being made available to the staff at the station's cost through the promotion department and a memo has been posted accordingly. The hats cost \$25.00 each, tax included. The normal retail is \$43.00 plus taxes for a total of \$49.45. The deadline for ordering is July 17/95.

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**WEDDING BELLS WILL BE RINGING  
FOR CKCO STAFFER WARREN  
LETSON IN AUGUST.**

*Ruth & Warren*  
AUGUST 19, '95



**CONGRATULATIONS WARREN &  
RUTH!**

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## RIC WAURECHEN UPDATE

It took 7 weeks of waiting for bills to come in and making sure that all the "t's" were crossed and all the "i's" were dotted, but the "Paint the Town" Committee has finally turned over the proceeds of the night for Ric held back on May 5/95. Larry Ernewein and Anne King of our Art Department recently presented Judy with a cheque for \$8,415.00 on behalf of the staff at CKCO Television. In addition, we presented Judy with the photo of Ric we had framed and used the night of "Paint the Town" among the display of Ric's work. Forde Studios did the framing for us at a cost of \$86.25, and that represented their cost.

If you get a chance, Judy wrote a wonderful letter to the staff, and it is currently on display on the bulletin board near the back door.

On behalf of the "Paint the Town" Committee, thanks for your support in this event . . . you have done it again!

**Hutch.**

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## **ELECTROHOME LIMITED NEWS FROM WELLINGTON STREET**

In our May 26 issue we featured a press release regarding the acquisition of Display Technologies. The following is a follow up to that.

Electrohome Limited has completed the acquisition of Display Technologies, Inc., of Elgin, Illinois, a privately held manufacturer of high-resolution monochrome displays. The acquisition is expected to result in product and distribution synergies, allowing Electrohome to leverage technologies into new products for greater market penetration and expansion.

The acquisition is expected to add an estimated \$30 million (\$40 million



Canadian) to Electrohome's revenues during the first year following the acquisition. Although the company expects acquisition costs to have a small negative impact on net earnings for the fiscal year ending August 31, 1995 the effect on FY 1996 is expected to be favourable with significant improvement in subsequent years.

"With the addition of DTI, Electrohome and our customer base will have access to high-resolution display technology. Strategically, this move allows Electrohome the opportunity to enter a new niche in the document imaging market," said John Pollock, Chairman and C.E.O. of Electrohome.

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### LINDA KEARNS . . . EMPLOYEE OF THE MONTH

Linda Kearns has been named Employee of the Month for June, 1995. On the nomination form it was noted the "Linda is a true team player. In order to do our 1994 Employment Equity report there was preliminary input required. She helped to figure out how WE would set up the information system to enable to get the information out that was required. Linda is always willing to help to ensure work gets done. She is a wonderful person to work with." Congratulations LINDA!

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### "ASK THE BOSS"

It has been decided that questions for this column can be submitted via the Suggestion Box. Please mark your questions "Ask the Boss" to ensure they are sent to Ann Gebhart.

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Just Dennis . . . has made some **FREE TICKETS** to Marineland available to the Rec Club. If you are interested contact **WINNIE HABEL** at ext. 416. First Come First Served.

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### OTHER STUFF

Comings and goings in the News Department . . **SANDY FILTEAU** has joined us as a part-time editor.

**SANDY** has an extensive background in editing and recently worked as an editor/producer at Hemisphere Television in Toronto, Edicom Inc. and the CBC.

Sorry to see that **JENNIFER GATES** will be leaving effective to-day. **JENNIFER** joined our reporting staff in Windsor a few years ago and has contributed immensely to our southwest coverage. She has decided to pursue her career with the CBC in Windsor.

**ALYSIA STANTE FRICKER** has arrived on the scene . . . Mother **LINDA** gave birth on Tuesday, June 27/95. **ALYSIA** weighed 8 lbs. 1 1/2 ozs. Mom, Dad and baby doing well. . . **PASSING QUESTION**. . . Why is it when new babies arrive they ignore the metric system . . . same as when someone asks me how tall a person is ????

Our sincere condolences to **KEVIN DOERR**. Kevin's father, **Mr. George Doerr** passed away in Mitchell last week.

Many are leaving for holidays and from what I gather Canada is the most popular spot. . . and why not. If you are driving, do it carefully, remember you are on holidays . . . You do have the extra time.

Keep in touch

Reg.



## NEGOTIATION NEWS!

The Company is pleased to report the Memorandum of Agreement and amending letter were ratified by the members of Local 712-M on July 17, 1995. We have a contract!

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## ERROR!! ERROR!! ERROR!!

Well, first time out of the gate on the birthdays and guess what - not only did someone get left off, **Randy "always left out" Steinman** but Linda Kearns' birthday was the **wrong** day. Apologies to both and here is the correct information.

**Randy Steinman** celebrates his birthday on July 27 (same as Rick Gamble) and **Linda Kearns** celebrates on July 29 not July 27.

Again, apologies to Randy and Linda.

AG

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## CKCO IS ABOUT TO LAUNCH CANADA'S FIRST LOYALTY MARKETING PROGRAMME FOR TELEVISION!

**ACTIONLINE**



This programme involves the supply, installation and set-up of a truly inter-active phone system. From this system CKCO will be able to build a substantial data base of viewer/consumer information.

At the present time Cameron Crassweller is working on the installation and Peter Jackman is working on the marketing to obtain sponsorship of this innovative marketing concept.

There is no doubt this is the way of the future for television. There are numerous selling points for this project with two of the main reasons as follow. One, it encourages viewers to interact with the sponsors, and two, it gives the advertiser the ability to get directly in touch with the viewer. This information can then be used by the advertiser to determine consumer wants and or needs in relation to the advertiser's product(s). This particular tool has proven to be extremely successful at television stations in North America and we look forward to the same kind of success at CKCO.

We are almost ready to go and very soon you will be able to call 310-CKCO to access a diverse range of information.

Stay tuned for more information on the **CKCO ACTIONLINE**.

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## HELP WANTED

The **UNITED WAY** campaign will be taking place again this fall. Last year CKCO participated on a very active basis. This was the first year we were not included in **ELECTROHOME** totals and we did ourselves proud. We are currently looking for an employee to act as **UNITED WAY CAMPAIGN CO-ORDINATOR** for CKCO's Fall Campaign. If you are interested and would like more details see Reg.

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### H.R. HUDDLE

The question has been asked "What is Employment Equity?". What follows is the explanation.

"Employment Equity means fair treatment for everyone. Properly implemented and maintained, employment equity will result in more equitable workplaces for all present and future employees. While it identifies and eliminates direct and indirect barriers to employment and in the workplace faced by all people, it focuses on barriers faced by members of four designated groups" *CCH Canada Ltd.*

The four designated groups are:

- (1) Women
- (2) Members of Visible Minorities
- (3) Aboriginal Peoples
- (4) Persons with Disabilities

"Employment Equity does not mean choosing unqualified people or that anyone will lose their job to accommodate members of designated groups." *The Employment Equity Manual, Carswell*

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### DO YOU KNOW THE ANSWER??

This time you have 15 matches. Take away six so that you have ten left.

And the winner is ????????

Submit your entry to Reg Sellner and the first correct answer receives a Biltmore Stetson crushable golf hat.

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**Just Dennis** and family have closed their house deal in Kitchener and Lance Kagel is busy painting the premises. Dennis and family are anxious to finish the move and settle in.

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### FROM THE REC CLUB

The Rec Club Summer Party on June 24 was a huge success! It was held at the African Lion Safari complete with barbecue, train and boat rides, water playground, petting zoo, bird show and of course the safari itself. African Lion Safari even provided an elephant tug-of-war! I can't believe we lost!

Special thanks goes to the Promotion Department (we're just giving ourselves a pat on the back) for all the give-aways and help with the barbecue. A special thanks goes to **CHRIS UHRIG** and the **REC CLUB EXECUTIVE** for all their help.

Just a reminder - don't take the baboon trail at African Lion Safari - it can prove hazardous to your car's health. I speak from personal experience with six feet of window moulding flapping from my van!

Tom Keller

**Keep watching for the next Rec Club event!**

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FROM THE NEWSROOM



**AL GIBSON** reports that **JACK VEETHAAK** has declined the transfer to London and has decided to leave CKCO. The Photog/Reporter position for London was posted and there are 6 applicants for the position. A decision should be made in the next little while. **RICK WALKER** has moved to the London Bureau from Windsor.

**STEPHANIE LUDLAM** is now Regional Bureau Newsperson in Windsor. See **OTHER STUFF** for more info on Stephanie.

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#### OTHER STUFF

Engineering Department has posted a sign on the door of the new Production Control Room - **UNDER CONSTRUCTION**. If you haven't passed by, Engineering has promised the new control room for August 10th. News from the News Department is that **STEPHANIE LUDLAM** is now Regional Bureau Newsperson in Windsor. Stephanie has spent the past 6 years working as a television and radio journalist, most recently part-time in our Windsor Bureau. Stephanie has experience reporting and anchoring at MCTV in Timmins and Sudbury and was Bureau Chief in Kirkland Lake for MCTV. Stephanie also worked radio news at CKLY in Lindsay and CBC Windsor. Welcome aboard Stephanie.

Please welcome **MIKE FARWELL** to our staff as a part-timer. Mike is replacing **ANDREW TINNING** who has moved on to a full time job at TSN. Good Luck Andrew.

Congratulations are in order to **RICHARD** and **MORAG THOMAS** on the birth of their baby boy **FINN**. Born July 7/95 just after 4:00 a.m. The lad checks in at 8 lbs. 5.5 oz. and everyone's just fine.

**LAST CALL** for tickets to the premiere **STAG EVENT OF THE YEAR**. **PAUL (BOOMER) REEKIE** is tying the knot (as appeared in the June 9th CAPsule) and a traditional evening of mourning is being held on Saturday, July 29. All **MALE** employees are invited to pick up tickets from **BOB TIFFIN** or **DAVE MCNEIL**. The ticket gets you in the door, all the pool you can muster as well as darts and some form of edible products. The event will take place at **DIAMONDS CAFE AND BILLIARDS** in the back room from 8:00 p.m. to 3 a.m. **DON'T FORGET TO BRING AN UGLY NECKTIE.**

Keep in touch.

Reg