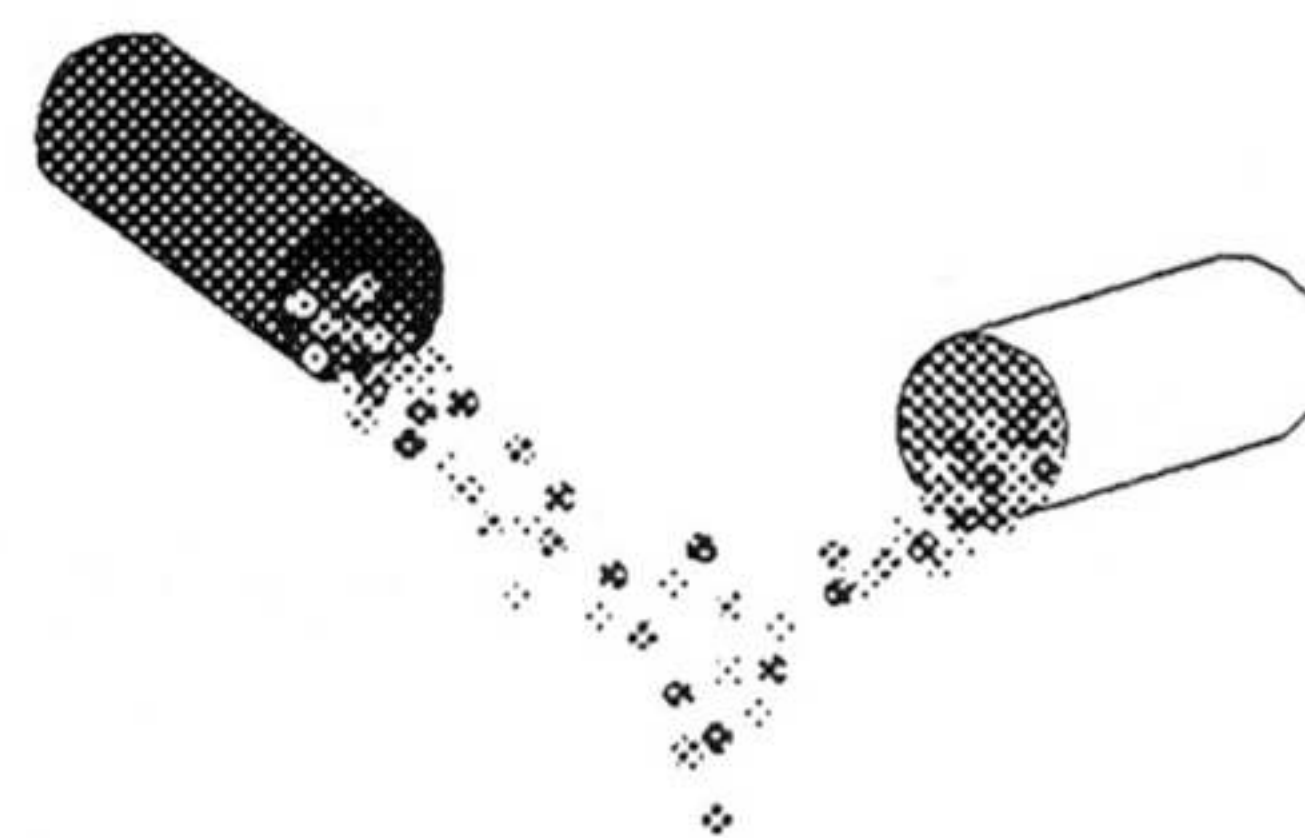


CAPSULE



January 19, 1996

Volume 2.12

On Monday, January 15, 1996 CKCO said good-bye to Ken Elliott who passed away at his home on January 11/96.

Ken was a kind and thoughtful person who always could find the humour in things, even the most ridiculous situations.

At Ken's funeral service on Monday, Randy Ricketts, Joe Ulmer and Jim Alexander each spoke briefly about the Ken they knew.

Randy pointed out that Ken had worked on almost every CKCO show done in the last 16 years., as well as the Calgary and Lillehammer Olympics and several golf tournaments with CTV. Randy also noted that Ken was CKCO's resident expert on cameras and lighting and "when you wanted something done right, you asked Ken Elliott." Ken was a perfectionist and his attention to detail is something that will be missed by all.

Randy also touched on Ken's keen sense of humour, and his fond memories of Ken's numerous bogus memos (well written too!)

Randy's closing anecdote illustrated Ken's ability to laugh and see the humour around us, Randy and Ken were in the coffee bar talking about finances and investing. Ken looked at Randy and said "You know, money says only one thing to me, ADIOS.

Joe Ulmer spoke of what being a friend of Ken's meant. He talked about their years of friendship beginning at Connestoga College where Joe became known as "Ken's crippled friend", working together at CKCO and sharing apartments, townhouses etc. How that friendship continued after Ken married Debbie Sue and Joe married Cathy. Both couples got dogs and had their first child the same year, one month apart. As Joe said, "Ken had a real knack for living his life well, but not taking it too seriously".

Jim Alexander spoke about Ken's involvement with the Union, all his hard work and effort on behalf of his co-workers. He too commented on Ken's wonderful sense of humour and his kind ways. Jim extended the condolences of Local 850 at CFRN, and in particular Terry Bartley and Nancy Wahl.

Jim assured Debbie Sue and Sammy that Local 712 would be there for them today, tomorrow and every day thereafter.

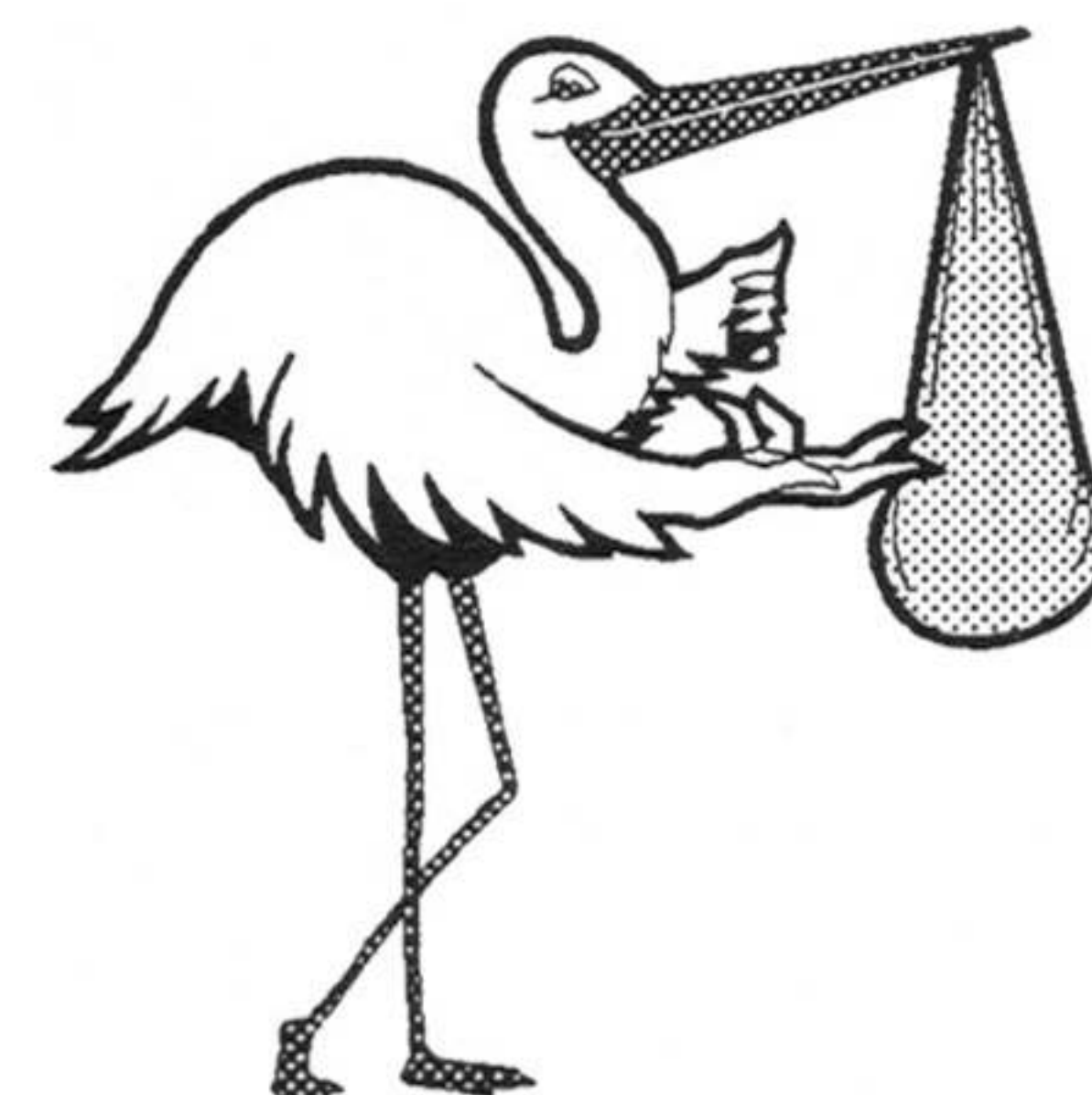
All of us at CKCO extend our deepest sympathy to Debbie Sue and Sam.



From Human Resources a couple of reminders.

Don't forget the "Heart Saver" session on January 13/96. Call Deb Robertson at ext. 316 for details and to sign up.

Again this year Mount St. Louis Moonstone has extended their offer to staff of CKCO Television to ski free of charge Monday to Friday. Please contact Deb Robertson at ext. 316 or Linda Kearns at ext. 283 to take advantage of this offer.



Congratulations to Joe and Cathy Ulmer on their new arrival. Julia Rose arrived on

January 6/96 at 7:12 a.m.
weighing in at 7 lbs. 7 oz.
Everyone is fine now, but Joe
had a rough time. Poor Joe.

ENGINEERING

PART I

CKCO has expanded its Recycling efforts. Blue Box containers for "Fine Paper" recycling have been distributed to most offices. Please place all fine paper including envelopes etc. in the box, plastics or carbon paper are not recyclable and can not be put in the blue box.

The delay in expanding the recycling effort was that B.F.I. had difficulty obtaining a sufficient number of office size Blue Boxes for us. We now have over 50 collection points throughout the building. When your local box is full please empty it into your local fine paper recycle depot as posted, typically a major collection depot in the photocopy and fax areas.

I estimate that we will be diverting about 40% of our waste from the landfill. This saves our environment and other operating costs.

Joe Brenner



A tip of the hat to the Vision committee for suggesting that we expand this area. B.F.I. is more than happy to work with us on this project and CKCO is now one of the larger fine paper recyclers in the Region. WAY TO GO VISION!!

PART II

A new back door intercom has been running for the last two weeks. When the button at the back door is pressed a call is sent to extension 420 in Master Control. Master control answers the call and clearly talk to the back door. By pressing the "6" button on the telephone key pad the outer building door is opened for a guest. Someone then walks to the back door and opens the inner doors with a key card. A call from the back door can transferred or conferenced anywhere in the building. A second telephone intercom has been installed on the pedestal of the parking gate. This intercom will ring switch board in the day and extension 420 at night. The only difference will be that the "6" key will open the gate instead of the outer back door.

The gate has returned from obedience school. It passed the final exam with an A+ average. Next Wednesday January 24, 1996 it will be lowered to begin a new chapter in parking lot security. The numeric code to open the gate will be included with the pay.

Just a reminder that there is a sand box at the back door for everyone's use. If you notice a patch of ice that someone might slip on spread the word and some sand.

Please keep the handicapped parking spots clear for someone who *needs* one. This point was driven home Wednesday afternoon when a van with the handicapped sticker had to park in the Live Eye spot because a station and a staff vehicle were parked in the two handicapped spots. One suggestion we had was to publish the licence plate numbers of cars parked in the handicapped spots. What do you think?

John Grant

FLYING SOUTH THIS WINTER??

A few tips on the sun, and how much is too much.

Remember to drink at least ten glasses of non-alcoholic liquids a day.

Start slowly and gradually increase your sunbathing day by day.

Limit your exposure to avoid burning. You can burn even in the shade, especially if there is little cloud cover.

The minimum strength sunscreen recommended by doctors is SPF 15. Reapply regularly especially after swimming.

Avoid over-exertion by gradually increasing your activity each day.

Over-exposure to the sun, especially if the skin does not tan easily, has been linked to the increased incidence of skin cancer. Always wear sunscreen.

Everybody tolerates the sun differently. Make educated decision based on the above information to have safe fun in the sun.¹

R.R.S.P.'s

It is that time of year again, R.R.S.P. season. This year we are being inundated with gloom and doom regarding the Canada

¹ Reprinted from TTI Travelling on Business, Winter 95/96.

Pension Plan and the universality of the Old Age Security program which is already being affected by the partial indexing limits. Thus it would appear the increasing responsibility for a comfortable retirement lies with the individual.

With this in mind, here is some information you may find useful.

When to start an R.R.S.P. The earlier the better. Easy to say, with mortgages, kids etc. However if you start early with a lower annual contribution you

are better off in the long run. Steal a page from The Wealthy Barber and look at it as if you are paying yourself.

It takes approximately \$10.00 in accumulated assets to purchase \$1. of annual pension. Therefore \$300,000. in an RRSP would produce an annual income of approximately \$30,000.

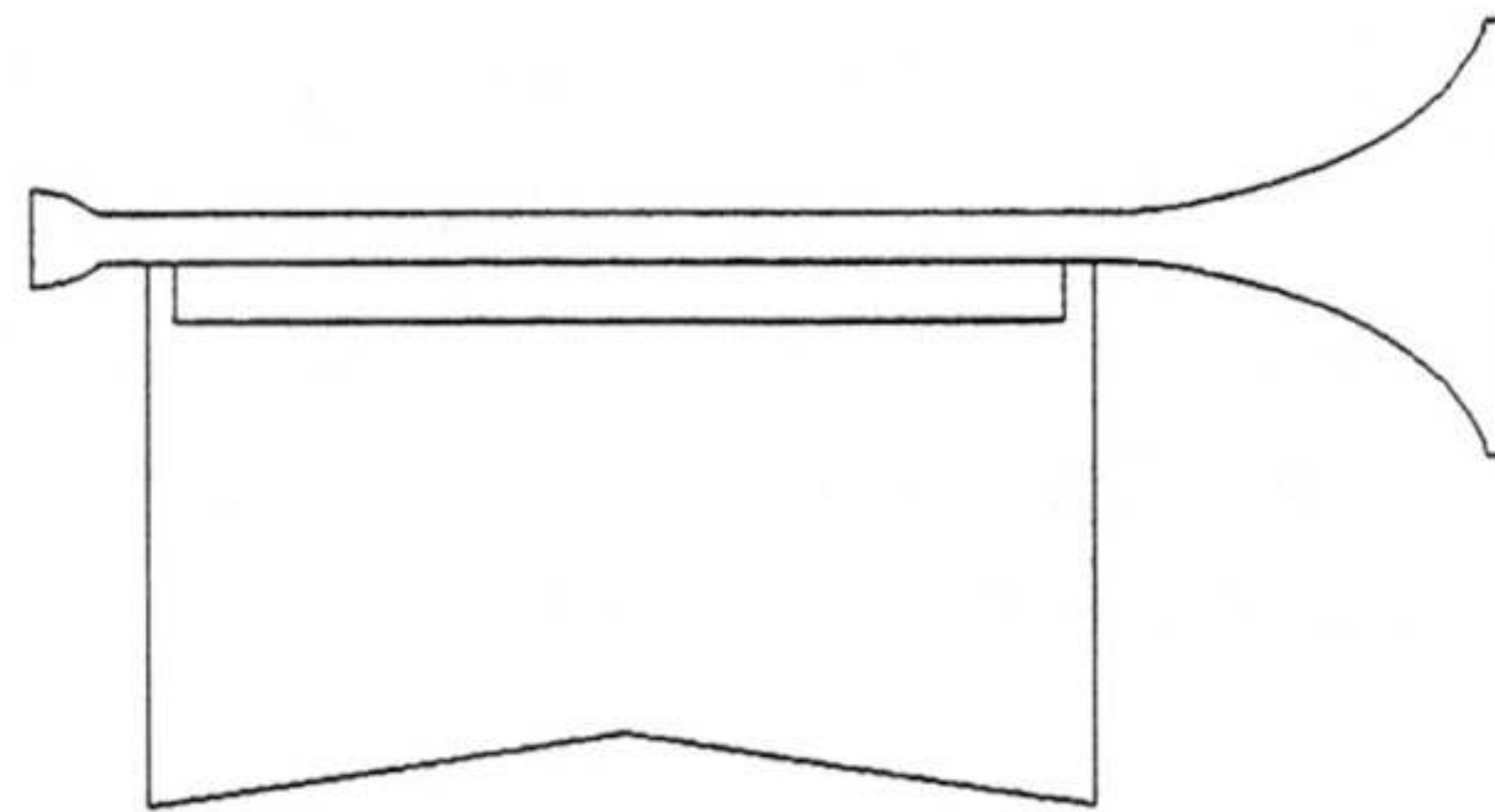
The following table indicates the percentage of income that must be contributed from age 30 to either age 60 or 65 to achieve a retirement income of approximately 70% of pre-retirement income, for a person currently earning \$30,000. and \$60,000.

| Annual income of \$30,000. | |
|----------------------------|----------------------------|
| Retirement Age | Target Annual Savings Rate |
| 65 | 7.3% to 9.0% |
| 60 | 13.0% to 14.2% |
| Annual income of \$60,000. | |
| 65 | 10.7% to 12.0% |
| 60 | 16.1% to 17.4% |

Source: The Report of the Canadian Institute of Actuaries Task Force on Retirement Savings.

The above illustrates the substantial increase in required savings for earlier retirement, a goal of many people.

This whole issue is complex and confusing. There is a lot of help out there, through your bank, local library, YMCA, investment counsellors and certainly no shortage of literature, books, pamphlets etc. Maybe it is time to get started or even change the format of an existing RRSP for a better return. Good luck.



GENERAL STAFF MEETING WEDNESDAY. JAN. 24/96 STUDIO 2

2:00 P.M.
TO
4:00 P.M.
SEE YOU THERE

TeleVISION

The Employee of the Month for December is non other than Bob Tiffin from Operations. The nomination read in part, "Bob goes way beyond his job function as a tape operator. His attention to detail has saved the

station from some embarrassing mistakes in the past.

Congratulations Bob.

SALES, SALES, SALES

The Sales Department had their annual January Sales Conference at the Waterloo Inn on January 16 & 17. The agenda was extremely busy and covered a wide range of topics. Andy Adams from the Television Bureau was here to make a presentation, a Question & Answer session was held on Tuesday afternoon with participation from Sales, Traffic, Production and Creative Services, presentations were made on Programming Value, New Business Development, Research for Sales and Lowering Account Attrition.

All in all a busy but productive session from the sounds of things.

RATINGS

**RATINGS
RATINGS!**

As promised here is a brief outline of how CKCO did in the Fall BBM Ratings.

A new name, a new set, a new format and lot of promotion! The goal: to revitalise our news coverage, reach a younger demographic and broaden our appeal to communities surrounding the Waterloo region. The result: it worked.

As most of you are aware, BBM released the Fall viewing survey on January 4 and the results

were impressive for CKCO's news. In total, time spent watching CKCO's daily newscasts rose by 15% over Fall 1994. Most of the growth was generated by adults 35-54 and while much came from the Waterloo Region, we also grew in the counties of Wellington, Brant, Perth, Grey and Norfolk.

Overall, our program schedule generated 5% more hours of viewing than the previous Fall and Spring Surveys and our reach levels remained stable at 2.7 million viewers per week. We continue to be the most watched television station in our primary market (Kitchener-London) and the 6:00 P.M. Newscast is once again the most watched news program.

In primetime Global continues to set the standards but our share of audience continues to outpace CFPL and has remained stable over the past three surveys. Our only weak time period appears to be Monday-Friday 4:00 PM to 6:00 PM where we are up against Global's The Young and the Restless and Baton's Home Improvement and Funniest Videos.

If you have specific questions I'd be happy to answer them.

Cameron, ext. 423.

OTHER STUFF:

Some nice viewer letters received this week. One from the Preston Chapter IODE thanks us for the coverage of

their Jolly Holly Festive Tour of Homes. They really felt the increased revenue was due to CKCO coverage. A letter from the K-W Food Bank was received acknowledging the in CKCO donation of 275 pounds of food contributed during the Christmas season.

The Kitchener-Waterloo Symphony Volunteer Committee also wrote thanking Bob McLean for his help with the Christmas Stocking draw held at Conestoga Mall on Friday December 8/95. Well done Bob.

Dennis held a Brown Bag Seminar on Thursday, January 18/96 on Goal Setting. Those who attended found the session well worth while. If you would be interested in hearing more give Dennis a call.

Dennis and Dave attended the Electrohome Annual Meeting in Toronto on Wednesday this week. According to all reports the presentations went well and CKCO's home page was introduced. For all you surfers of the net our address is [HTTP://WWW.ELECTRO.COM](http://WWW.ELECTRO.COM) CKCO. Have fun. Incidentally there are some copies of the Annual Report available. If you would like a copy drop by and pick one up from Dennis or me.

That's it for this time.

Ann

FINAL REMINDER

THE ELECTROHOME
FIRST QUARTER
COMMUNICATIONS MEETING
IS TODAY IN STUDIO #2
AT 11:00 A.M.

OPERATIONS, NEWS, ENGINEERING & ART DEPARTMENT STAFF

There will be a General Meeting of the Operations, News, Engineering and Art Department staff on Thursday, January 25/96 at 7:15 p.m. following the newscast in Studio 2.

Pizza and pop are on the menu.