

# CAPsule

## MISSED A BIRTHDAY!

**O** OOOOPS!!!! On the birthday list for April a very important line was missed. **Frank Parsons** celebrates a birthday on April 14, this Sunday. **HAPPY BIRTHDAY FRANK.** Have a great one!

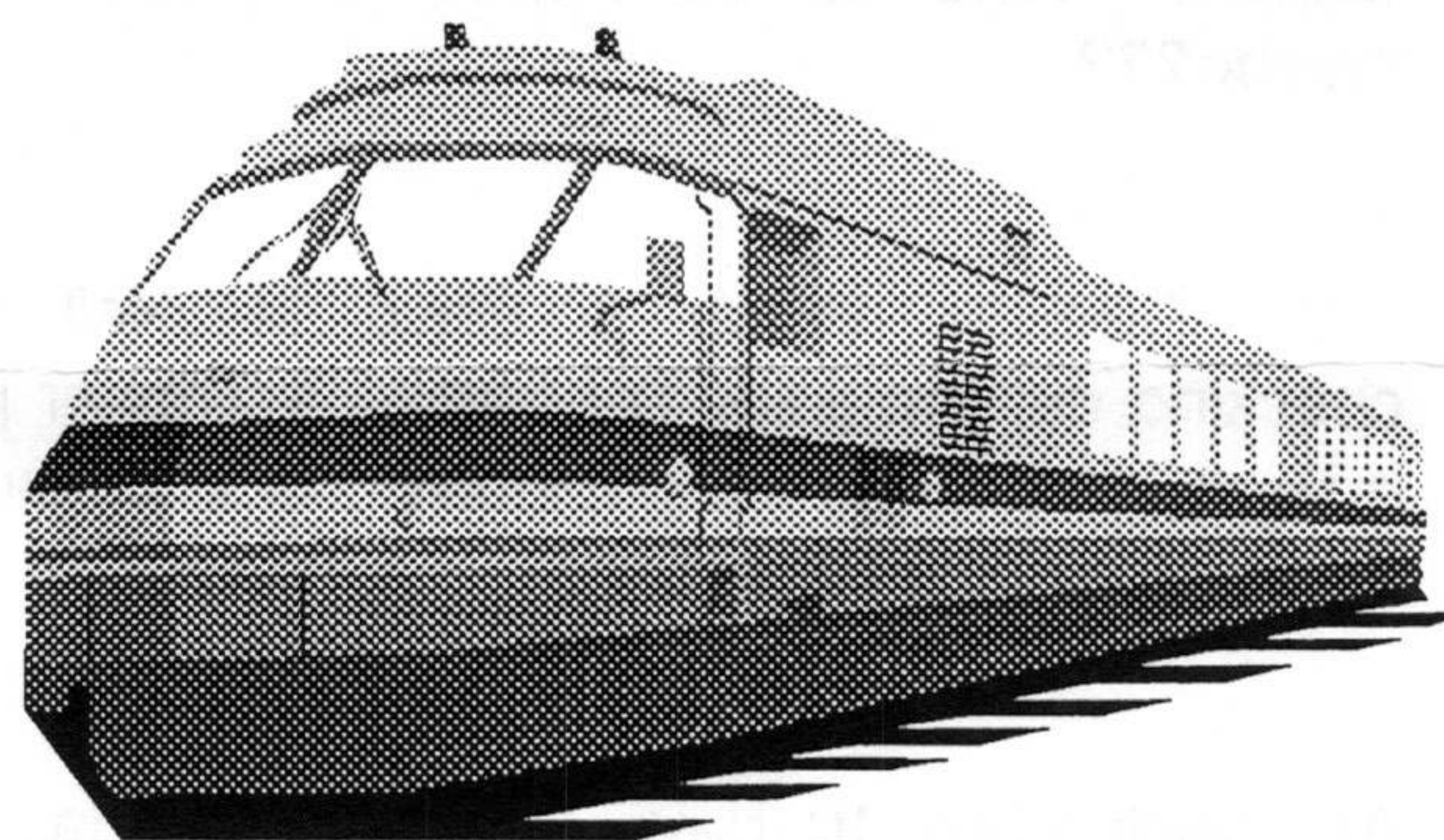
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## OUT AND ABOUT WITH SALES

The last little while has been a busy time for the Sales Department. We have several things on the go, **SKYCAM**, a new Client Newsletter, and the building of a database with the **ACTIONLINE** information.

The SKYCAM, will be installed on top of the Kings Towers and will provide 32 name exposures plus promo spots during the day and night on our various newscasts, Saturday AM, Canada AM, etc. KOOL FM will be the initial sponsor and the deal runs for three years.

A Client Newsletter is a concept we have been working on. The object of the Newsletter is to attract potential new advertisers and grab existing clients' attention with various ad concepts, special buys, etc. We hope to be ready to go prior to April 30th.



A reception for the winners of the Great Canadian Train Adventure was held at Sportsworld on Thursday, March 28/96 and the **Grand Prize Winner** was **Sandy Ecclestone**. This was a very successful project using the **ACTIONLINE** and attracted approximately 10,000 entries.

Peter

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## CAPsule Tidbits from News and Sports

**H**ope the Easter Bunny was good to everyone... mind you I wasn't too impressed with the **SNOW** that we got just after dinner!! Who do we blame for that... Tom maybe???

Chris Duncan, Hutch & Dave MacNeil are checking out the links this week... I wonder just how much golfing will get done... & how much **Jack** will get consumed!!!

Al's back from 10 days in sunny Florida.. all rested, tanned and ready to get back in the swing of things I'm sure!!

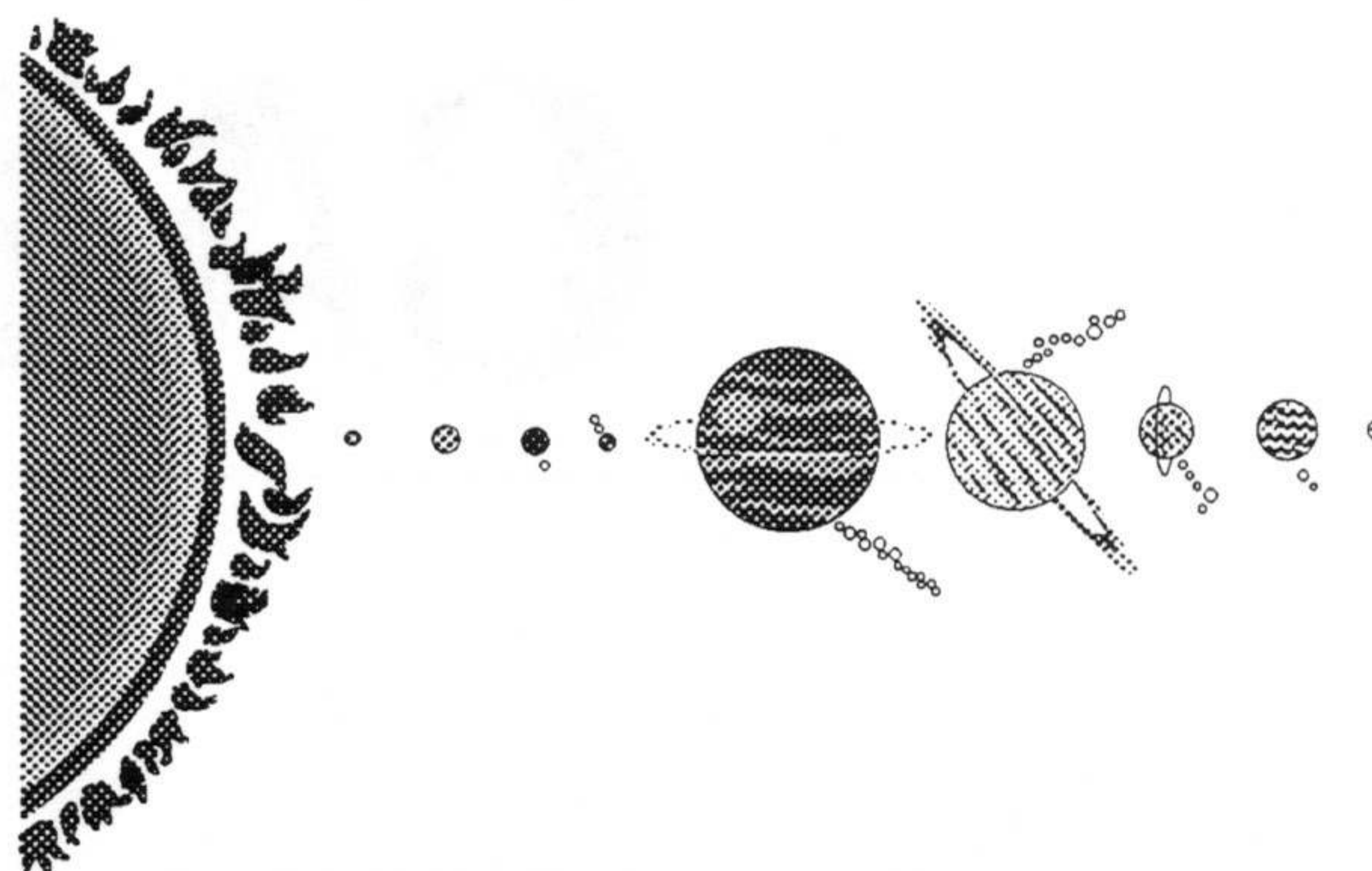
It's only a couple of weeks to go before Nancy & Matt Richards become parents... and I bet Nancy can hardly wait until it's over. It will probably be nice to be able to see your shoes again, right Nancy???

Also, on April 19th the "Day of Protest" in Kitchener... **Action News** will be going to Victoria Park with "LIVE HITS" during the Noon Newscast. This will be accomplished with the help of our Engineering Dept.

**That's it for this now, catch you next time !!!**

Kathy

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### Internet Update

Our Home Page at **ckco-tv.com** is now fully operational. Thanks to the MIS Department at Electrohome for allowing us to post our first edition on their server and for all of their help in getting things going. The old address now points to our new domain name at MGL Systems. The Newsroom has several mailboxes in place that are being used by viewers on a regular basis. Last week the **CKCO Home Page** was added under BBS's What's New section with a full link back to us. More mailboxes are being added as we speak for other departments within CKCO, more on that later.

Just a reminder that if anyone would like an Internet account at a reduced rate, forms are available from Chris in engineering. Comments seem to be quite favourable in MGL's favour as "experienced computer users" are happy with access and speed of MGL's connection to the Internet.

Changes are soon to come to our page design and layout.....Stay Tuned

Keep Surfing  
The Webguy

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### TIM HORTONS CAMP DAY '96

Tim Hortons outlets across Canada are gearing up for their annual **CAMP DAY CANADA** event on **Wednesday, May 15, 1996**, to raise funds for the Tim Horton Children's Foundation. All monies from coffee sales for this 24-hour period are donated by Tim Hortons store owners to the Foundation. The foundation operates summer camps for deserving children from communities throughout Canada.

"Last year's Camp Day raised over \$1,000,000. enabling us to expand our work with deserving kids in more and more communities everywhere in Canada", says Don Schroeder, President of the Tim Horton Children's Foundation. The Foundation currently operates summer camps in Ontario, Nova Scotia, Alberta and Quebec. Over 4,000 children chosen to attend the camps are given the added thrill of traveling to a part of Canada outside their home region, with all expenses paid by the Foundation.

**Many local celebrities and dignitaries will be participating in the May 15th Camp Day Canada** by pouring coffee and greeting customers throughout the day. **We would really like to see some CKCO celebrities involved!!** If you can spare an hour on May 15th, please contact **Ray Irwin at ext. 224** as soon as possible so that scheduling requests can be accommodated. If you don't help to pour coffee on May 15th, please plan to buy a cup to support a good cause.

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### BROWN BAG LUNCH WITH DENNIS

To date Dennis has scheduled Brown Bag Lunches with three staff members. If you would like to arrange one, call Ann at ext. 249.

### DATES TO REMEMBER

Sunday, April 28 - 18th Annual Great Ride-Walk to Beat Cancer. Pledge forms in Promotion.

Friday, May 24 - Steady Pour at the Polish Legion Hall on Wellington - tickets from Kathy Fedy or Marj.

**FROM PROMOTION**

### CKCO CLOTHING

We are in the process of setting up a new **"CKCO BOUTIQUE"**. Watch the bulletin board for details of the "Grand Opening Sale", and the new store hours.

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### OPERATIONS & PRODUCTION

From Henning comes this lovely thought:

### HUGS

There's something in a simple hug that always warms the heart. It welcomes us back home, and makes it easier to part. A hug's a way to share the joy and sad times we go through, or just a way for friends to say, they like you cos you're you. Hugs are meant for everyone for whom we really care. From Grandma to your neighbour or a cuddly teddy bear. A hug is an



amazing thing, it's just the perfect way, to show the love you're feeling, but can't find the words to say. It's funny how a little hug makes everyone feel good, in every place and language it is always understood. AND hugs don't need equipment, special batteries or parts, just open up your arms and open up your heart.

♥♥♥♥♥♥♥♥♥♥

#### OTHER STUFF:

WELCOME ABOARD to **Marie Adsett**, and **Tanya Burgoon**. Marie will be Production Co-ordinator, taking over from Katherine Dowling who is moving to Creative Services on a part-time basis. Tanya is working part-time for the Art Department in News Graphics and is a 2nd year Conestoga College student. Welcome back and welcome.

A reminder from Engineering: If you want to be included in the **staff e-mail directory**, call 500 and leave your name and e-mail address.

Henning received a letter of thanks to the staff of CKCO from the Breast Cancer Society. To quote "The professionalism and expertise exhibited by your staff, particularly **Eric Nixon**, did much to facilitate our objective of creating thought-provoking video spots on one of this nation's under-publicized issues - breast cancer". Way to go Eric and everyone involved. The letter in its entirety has been posted on the back bulletin board.

For the last while, Fridays have been designated **Casual Days** at CKCO. People participating in Casual Day are expected to make a contribution of \$2.00 toward a selected charity. Most departments have a jug for making your donation and there is also a jug in the Cafeteria. **IF YOU PARTICIPATE, PLEASE CONTRIBUTE**. Don't forget the contributions until May 17, are being used to defray some of the costs of Steady Pour.

The Rec Club outing to the Black Forest Inn on March 29/96 was a great success. The food was good and lots of it, and from the response of the CKCO group the entertainment was very entertaining. A good time was had by all. Several CKCO retirees were there including Don and Anne Willcox, Reg and Marianne Sellner, Norma and Harold Blake and of course Hoppy and Mrs. Hoppy. Nice to see everyone.

A letter from SAM (Seniors and Medication) Committee was received thanking Mike Yaworksi and "Buck" for the interview aired on Provincewide on March 7. And I quote "It is evident that they are both very skilled in their work etc.". The entire letter is on the back bulletin board. Well done guys!!

***TICKETS ARE NOW ON SALE FROM KATHY FEDY OR MARJ FOR STEADY POUR. \$10.00 PER PERSON. LOTS OF GREAT RAFFLE PRIZES.***

**Debbie Sue** and **Sam** are getting ready to move. A big thank you to everyone who has already volunteered to help. Janet tells me that some help will be needed next weekend (April 20 & 21). If you have a couple of hours please call **Janet at ext. 268** and sign up. (I have heard that there will be some great snacks and homemade baking on hand thanks to Marj and several CKCO staffers.)

I understand from various news reports that Warton Willie is in protective custody some where after several threats on his life were received by the OPP. It does finally look as if the March winds are over and the April showers have arrived, maybe spring is here.

Have a good weekend.

Ann



# CAPsule



## A BIG THANK YOU

**T**his is just a note to say "thank you" to the many people who have congratulated me on winning two awards at this year's K-W Sales and Ad Club Advertiser of The Year Awards.

Although the spotlight is on me as writer/producer, I would also like to thank the following individuals who helped me to create the award winning commercials:

**John Arajs**, whose expertise behind the camera created the "old fashioned" look so admired in the Hoffmeyer's Planing Mill commercial.

**Peter McCallum**, whose creativity with the camera on the golf course gave the M & T Insta-Print commercial the novel

approach which made it such a success.

**Alex Spiridonov**, for his usual masterful touch in the edit suite.

**Ray Irwin and Kate Ingram**, for signing up two great clients who gave us free reign to "be creative".

And to everyone in the **Art Department, Operations and Production** who worked on the commercials.

Creating a television commercial is a collaborative effort, and without your invaluable help, CKCO would not have won these awards.

Once again, many thanks!

Fred Martinovic



Welcome to **Sophie Beatrice Richards** and congratulations to Mom (Nancy) and Dad (Matt). For Sophie's arrive time and other particulars see Tidbits From News.

## ACTIONLINE UPDATE

**N**ow That's Interacting with viewers...

If anyone out there isn't convinced that the **ACTIONLINE** has become

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an important way that we interact with our viewers consider these recent activities: The **ACTIONLINE** got 2,641 calls to our "Day of Protest" news poll. 37% of callers told us that they supported the protest action; 61% told us they didn't support the action and 2% said they just don't care.

Over the course of the last weekend (Friday-Sunday) we had over 9,000 calls to the **ACTIONLINE** for such things as the news poll, lottery numbers and news, weather, and sports.

Credit to the News and Sports Department: they continue to work hard to ensure that we have up-to-date news, sports and Lottery numbers. Credit to Pam Sahli and Marie Adsett for their work on our *Inside Entertainment Line*.

We're always exploring new features for the **ACTIONLINE**. Look for Horoscopes, and a Dining Guide on the **ACTIONLINE** soon. If you've got ideas don't keep them to yourself - give me a call at extension 423.

Cameron

*Press 1 to go to the next item in CAPsule...*

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### CAPsule Tidbits from News

**IT'S A GIRL !!!!** Congratulations to Nancy & Matt Richards on the arrival of Sophie Beatrice. At 7 pound, 2 ounce Sophie made her entrance to the world... at home... at 1:52 a.m. on Friday,

April 19th (what a day of protest !!) Nancy was exhausted after 24 hours of labour but everyone is doing fine!!

And speaking of the "**DAY OF PROTEST**". All the weeks of planning and organizing certainly paid off. We looked great !! Congratulations to all involved.

And a big **WAY TO GO !!!** Great pics on the tornado last weekend !!! Considering it was a weekend with a skeleton amount of staff... you did a great job. Talk about "**Action News**"!!!

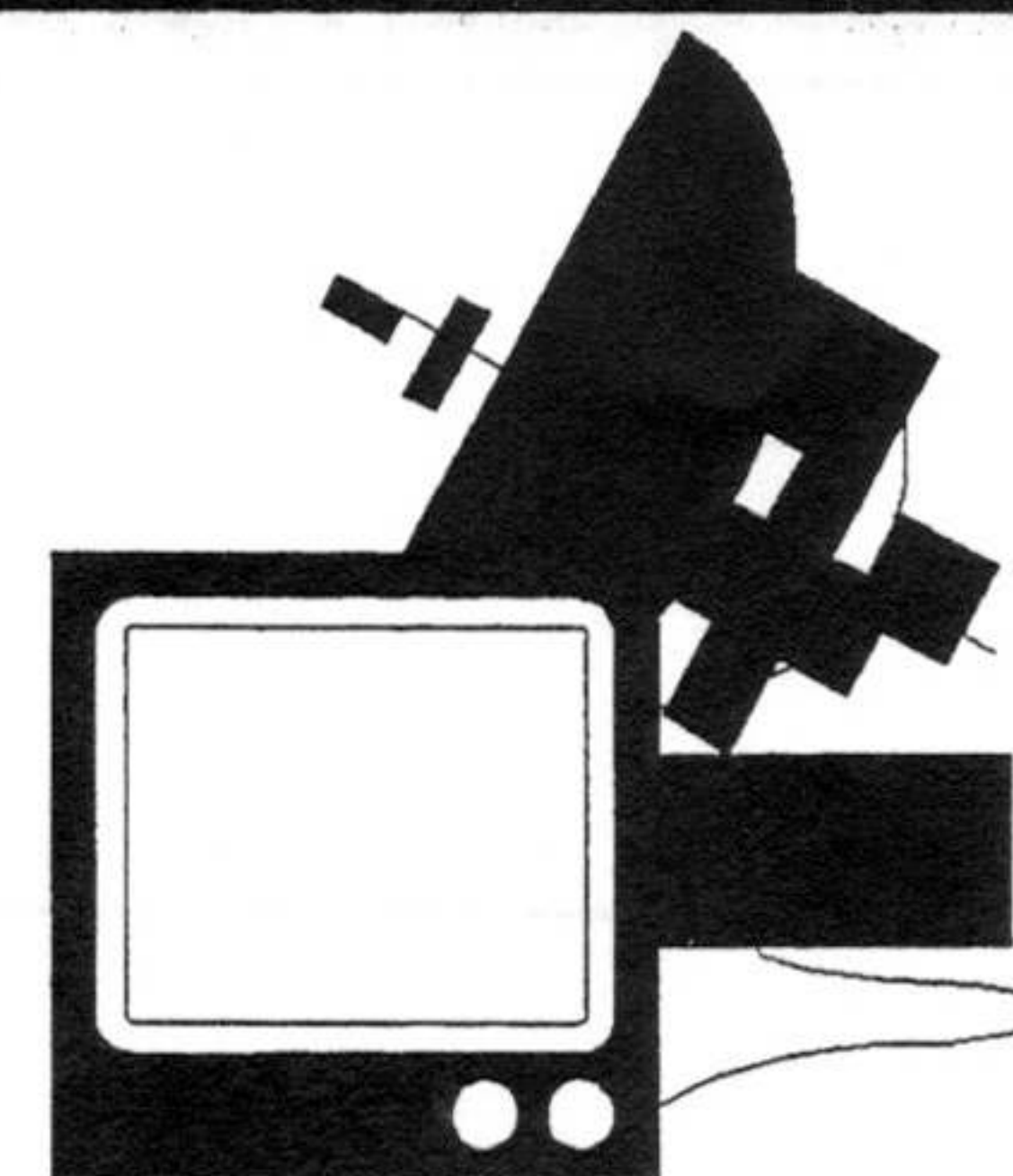
Just to let you know, Saturday, May 18th, 1996 will be the last day for the "**Saturday Morning**" News hour. A quote from Ron.. "a lot of people have put a great amount of time and effort into making 'Saturday Morning' a top notch production.. but this change is due to the entire Saturday morning line-up being 'shuffled', as a result of network and 'barter' program commitments".

**A STEADY POUR !!!** Just a reminder... don't forget to get your tickets for the evening of May 24th. Bring along your family & friends... it'll be a great night out and it's for a good cause!!!

**That's it for now, catch you next time !!!**

Kathy

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### MODUS OPERANDI

Hey...The birds are singing, the grass is getting greener, and smiles are appearing on peoples' faces. It can only mean one thing...Modus Operandi is back. Of course it could also be Spring that's doing it...maybe!

They may have shut down part of the city but they sure didn't shut CKCO down. I'm talking about the "Day of Protest" that hit the streets of the tri-cities last week. CKCO was *everywhere*. (Sorry CITY-TV.) We had eight 'live' locations. It all came together with kudos to all involved. Some of you may not know this, but we even used CFPL's microwave truck for one of the feeds!

The technical facilities of CKCO were also host to many outside broadcasters including TVO, and CTV. They all left with smiles on their faces and liked the courtesy and friendliness of our staff.

Not only does CKCO receive CTV's signal via satellite, but we also have a microwave link with them. (The big tower on top of King's Towers is where the microwave dish is located.) Well, this microwave link was invaluable last Friday in getting a feed of "Unsolved Mysteries" to us in time for air. 'Why couldn't we use satellite?' you may ask.....well, you might. You see, there wasn't any

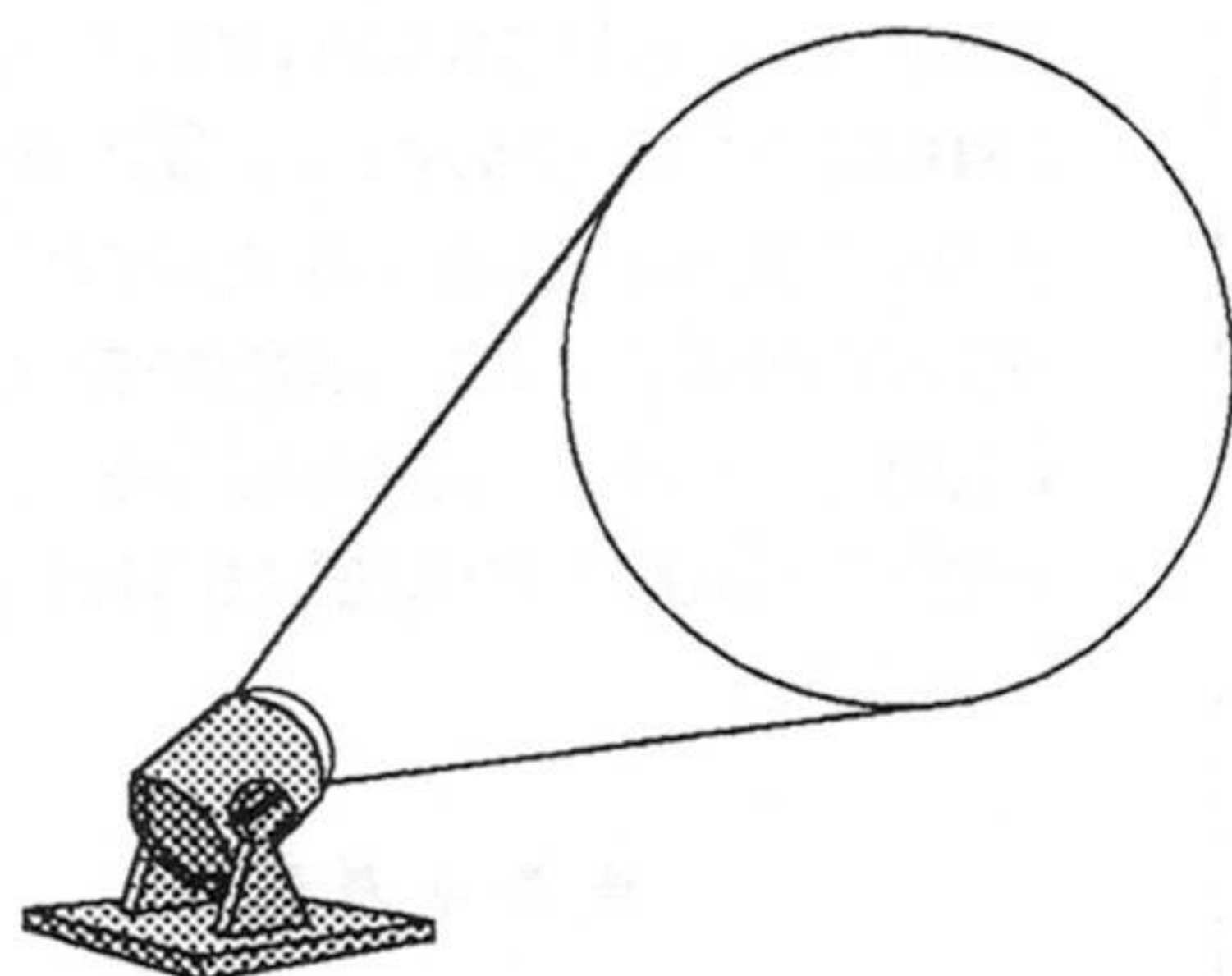


satellite space available due to the partial loss of the ANIK E1 satellite last month. We can also use this microwave system to send news items to CTV. The items that CTV reporter Peter Murphy did were sent out this way on the "Day of Protest." By the way, CTV set up a mini edit suite in the Art Department prep area to edit the stories. We then used the Beta machine in master (another machine that is becoming invaluable) to send the items to CTV.

By the way, a belated welcome to our new part-timers; Lynda and David.

That's all for this episode. AJM

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### SPOTLIGHT ON CKCO ADVERTISERS

In the market for some new furniture, planning a party and need decorations, a theme, invitations etc. or looking for a night out to celebrate an anniversary, birthday or need a gift. The following advertisers on CKCO can help.

Your Country Home in Guelph, next door to Leather by Mann, has furniture and accessories that promote the country look. The Paper Factory on Victoria Street has everything you need for a birthday, cocktail or welcome to spring party. The Centre in the Square has something for everyone,

opera, drama, comedy, contemporary music, etc.

These advertisers help support us. Whenever possible, we should try and support them.

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### Notes from Engineering:

Engineering would like to thank everyone for their patience and understanding during the lead up and coverage of the Kitchener day of protest. I am sure that operations never wants to hear another "Beep Beep" come out of the intercom again.

At this years NAB in Las Vegas IBM and Microsoft both had huge booths encouraging broadcasters to use the Internet. Intel was advertising that the "Pentium Pro" was the perfect match for real time video delivery. Newstar has a product that converts news scripts into Internet pages. Virtual Sets were again the top high end graphics applications at the show.

Voice mail box "500" is still open for any new Network Surfers. To share your "Email" address with other staff dial extension 702 for express messaging, voice mail Sally will say "Express messaging to mail box?" enter "500#" and follow the instruction.

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### ATTITUDE

*"The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts.*

*Is it more important than the past, than education, than money, than circumstances, than failures, than success,*

*than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company . . . a church . . . a home.*

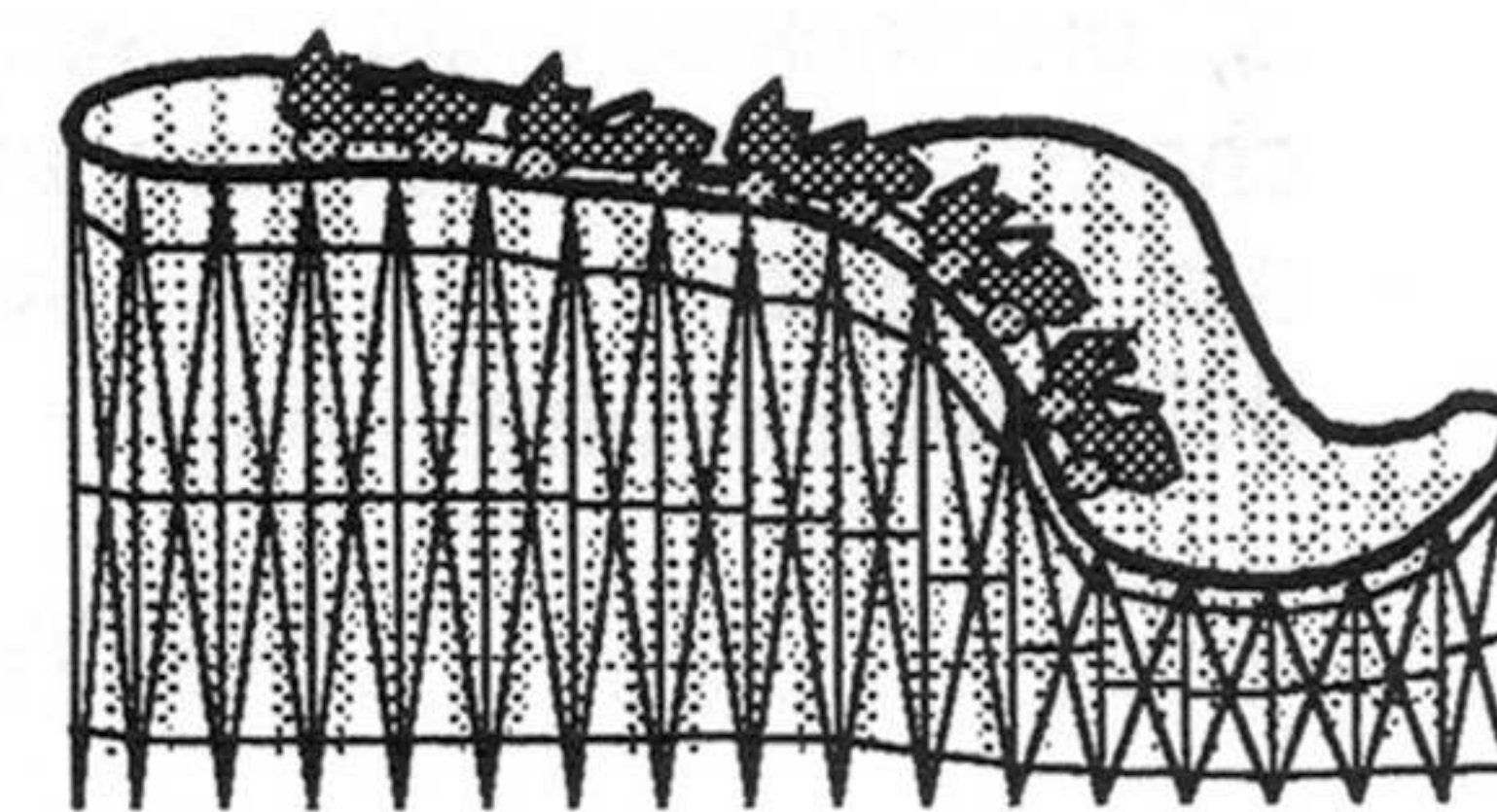
*The remarkable thing is we have a choice everyday regarding the attitude we will embrace for that day. We cannot change our past . . . we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the string we have, and that is our attitude . .*

*I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you . . . we are in charge of our Attitudes."*

Charles Swindoll

Submitted by Wanda Love.

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### CANADA'S WONDERLAND!

Once again CKCO is pleased to offer all staff the opportunity to purchase Paramount Canada's Wonderland Pay-One-Price Passport. These are one day passes valid on one 1996 operating day. The passes are priced as follows:

Child 3 to 6	\$16.00
Adult 7 to 59	\$25.00
Adult 60+	\$16.00



The passes include unlimited use of all 50 regular rides and 10 shows, 20 acre heated water park, a castle play ground and for all you Trekkies, STAR TREK ALIENS.

The passes **exclude**, Kingswood Music Theatre, food, games, parking, merchandise and any special attractions.

For tickets and or additional information call Chris Uhrig at ext. 317.

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From Janet Taylor:

Debbie Sue has asked me to pass along her thanks to all the staff and their family members who came out to help in the move. She was overwhelmed and very grateful for the support received from everyone who pitched in to help set up her new home with Sam and her mom.

There were many volunteers who painted, stripped, (wallpaper that is), and tackled other household chores. Thanks for all the treats that were donated --- they were delicious and appreciated.

Janet Taylor.

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#### OTHER STUFF:

Letters of thanks, congratulations etc. received at the station this week include a letter and picture from the Waterloo Cougars thanking Wayne Kooyman, Jeff Hutcheson and CKCO for their involvement, a letter from St. Andrews to Phil Maaers and Cal Shaver for the great work

by the crews on the Good Friday and Easter Sunday church services and a letter thanking Willa and Bob McLean from the K-W Symphony.

Congratulations to all. The letters are posted on the main floor bulletin board.

The Sales Department has developed a news letter called "Sales Line". The first edition, posted on the main floor bulletin board, will be going out at the end of the month to all our advertisers with their invoices. The sales reps will also be giving them out to prospective clients. This monthly newsletter will go out to exiting clients and prospective clients with an eye to attracting increased and new business.

The wait goes on re the Strategic Alliance. There have been several meetings between Baton and CKCO re programming, the finance people, sales and Dennis and Ted Eadinger. Hopefully the CRTC will announce their decision in 60 days or less.

Tom Keller celebrated the big 40 on Tuesday and arrived to find his office full of red balloons - did you count them Tom?

Welcome to **Bill Majuery** a Co-Op student who will be working in Operations. Bill is a Grade 12 student at Monsignor Doyle Collegiate in Cambridge. Welcome to CKCO Bill!

Have a great weekend.

Ann

#### DATES TO MAKE NOTE OF!

**Sunday, April 28.96** - 18th Annual Ride-Walk to Beat Cancer.

**Wednesday, May 15/96** - Tim Hortons Camp Day '96. If you are not volunteering to pour coffee, please plan on buying a cup or two to support a great cause. Many thanks to **Crista** for being the first to sign up.

**Friday, May 24/96** - Steady Pour at the Polish Legion. I hear via the grapevine the renowned **Power of Shuh** had a rehearsal this past week and apparently even impressed themselves. Should be a great night. Don't forget to get your tickets.

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A little bird says the name for Eastco will be "**South West Ontario Television Inc.**"

Dennis