

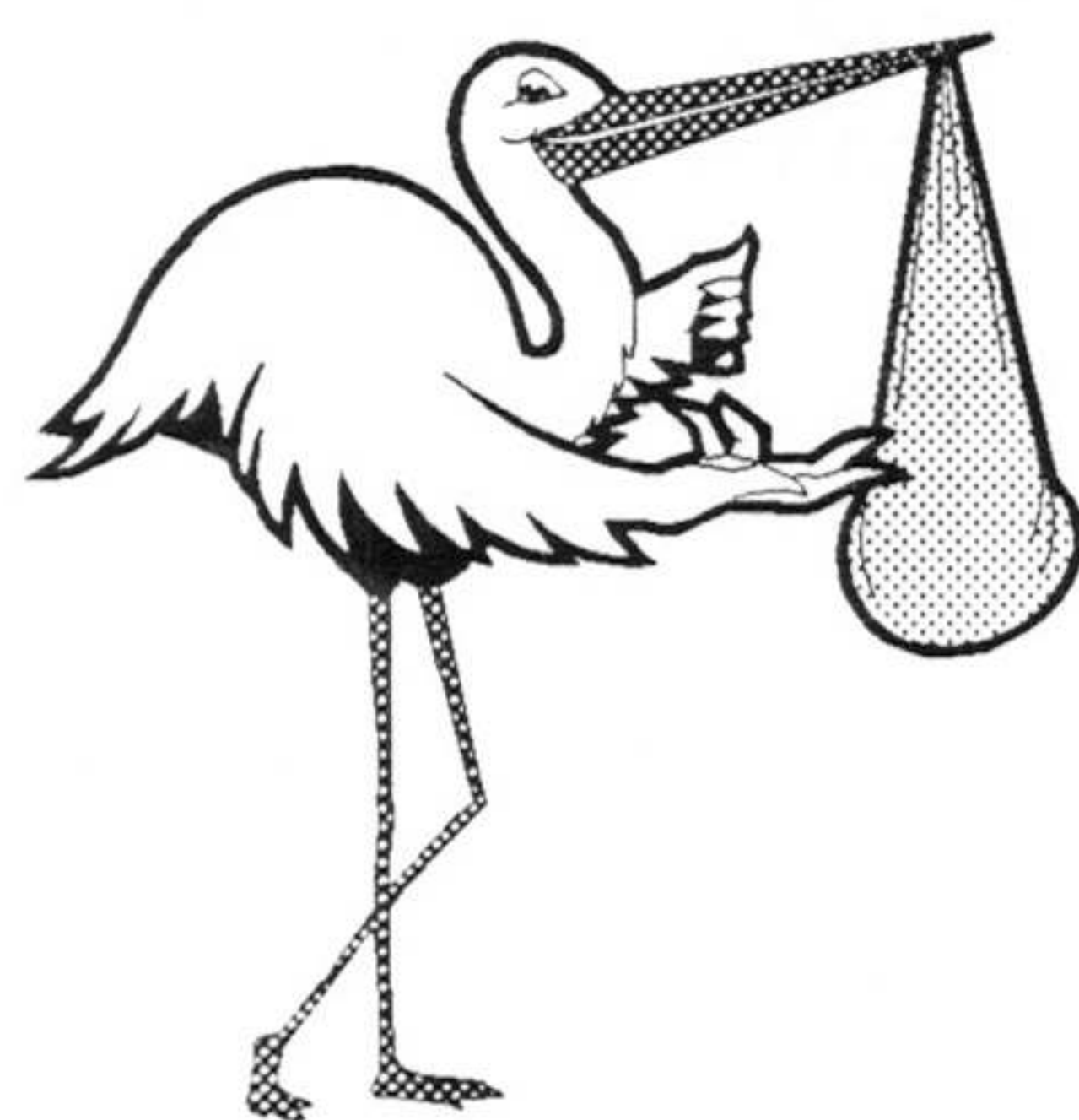
CAPsule

STEADY POUR & CASUAL DAYS

Just a reminder to everyone! **CASUAL DAY** proceeds until May 17/96 will be used to pay the cost of the hall rental and the obligatory bartender. Any money left will be used to defray the cost of the "refreshments".

Remember your looney counts and is needed!!

Don't forget your tickets for "Steady Pour". Available from Kathy Fedy or in the cafeteria from Marj.



ITS A GIRL!!!!

Congratulations to Franck and Shelly Kocis who became the

proud parents of Francesca Amelia on April 25th. Francesca weighed in at 7 lbs., 7 oz. and everyone is fine.



A lot of activity for the Sales Department during May. Our interactive consultant, David Wolfe did a presentation for Baton Broadcast Sales on May 1, 1996. David then did a presentation to our Retail Account Executives in Kitchener. Even though David was not here for a long time,

some client calls were made and the presentations were well received.

On May 8, 1996, Yves Ameline made a presentation to the CKCO Account Executives and several clients in Studio 2. The subject was *GETTING THE MOST OUT OF TELEVISION ADVERTISING*. Mr. Ameline was with Proctor & Gamble for many years and was responsible for the successful introduction of numerous products. His presentation was informative, and full of many useful suggestions. A day well spent.

The first "Sales Line" has been distributed to all our existing clients with the monthly invoices and the Account Executives are handing out copies to all prospective clients.

This past week I spent Monday, Tuesday, and Thursday at the Baton Broadcast Sales Conference. Dennis was there for Wednesday evening and the Thursday sessions. It was an excellent week, with a lot of good

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meetings, and a lot of positive information on the strategies for the coming year. Baton was very appreciative and positive about the CKCO input.

Peter Jackman

CRUNCH, CRUNCH

The Spring BBM survey was released this week and overall the results are encouraging. Here are some highlights:

- despite weekly reach levels in our primary market areas that remained stable, hours viewing to CKCO did increase; this translated in to some stronger audience numbers
- CKCO's share of total viewing increased to 20% in the Kitchener extended market (EM) and to 13% in the London EM; we continue to attract the largest share of viewing in the combined Kitchener-London EM
- our primetime share of audience in the Kitchener-London extended market (EM) grew by 2 percentage points to a 13% share, tied with Global and 3 share points ahead of CFPL
- ACTION NEWS continues to perform well; our 6:00 PM newscast audience dropped off from the high of last fall but it remains above last spring and we continue to develop the younger audience; our weekend 6:00 PM and the Noon newscast also reported higher audiences
- in off prime, some of the programs reporting growing

audiences include Travel, Travel, Homeworks, The Price Is Right, Montel Williams, Ricki Lake and Baywatch; our top primetime program was the Academy Awards show with an adult 18+ rating of 21 and a women 25-54 rating of 28 (Kit-Lon EM).

Don't hesitate to stop by with any specific questions about the survey. Until next time...crunch...crunch...crunch...crunch...



BIRTHDAYS IN MAY

John Lay, CKCO's Channel 2 and 11 Account Executive celebrated a birthday on May 1. Cameron Crassweller adds another year to-day, May 10. Debbie McCrudden will party on May 11, while John Grant, Katherine Dowling, Tom Farwell and Ken Grist will all celebrate on May 17. John Smith adds a year on May 24th. Pat Taylor celebrates on May 26 and Susan Mondoux has her natal day on May 29th. Closing out the month of May is Lisa Brisbin whose birthday in May 30th.

Happy Birthday to all of you and have a great year!!

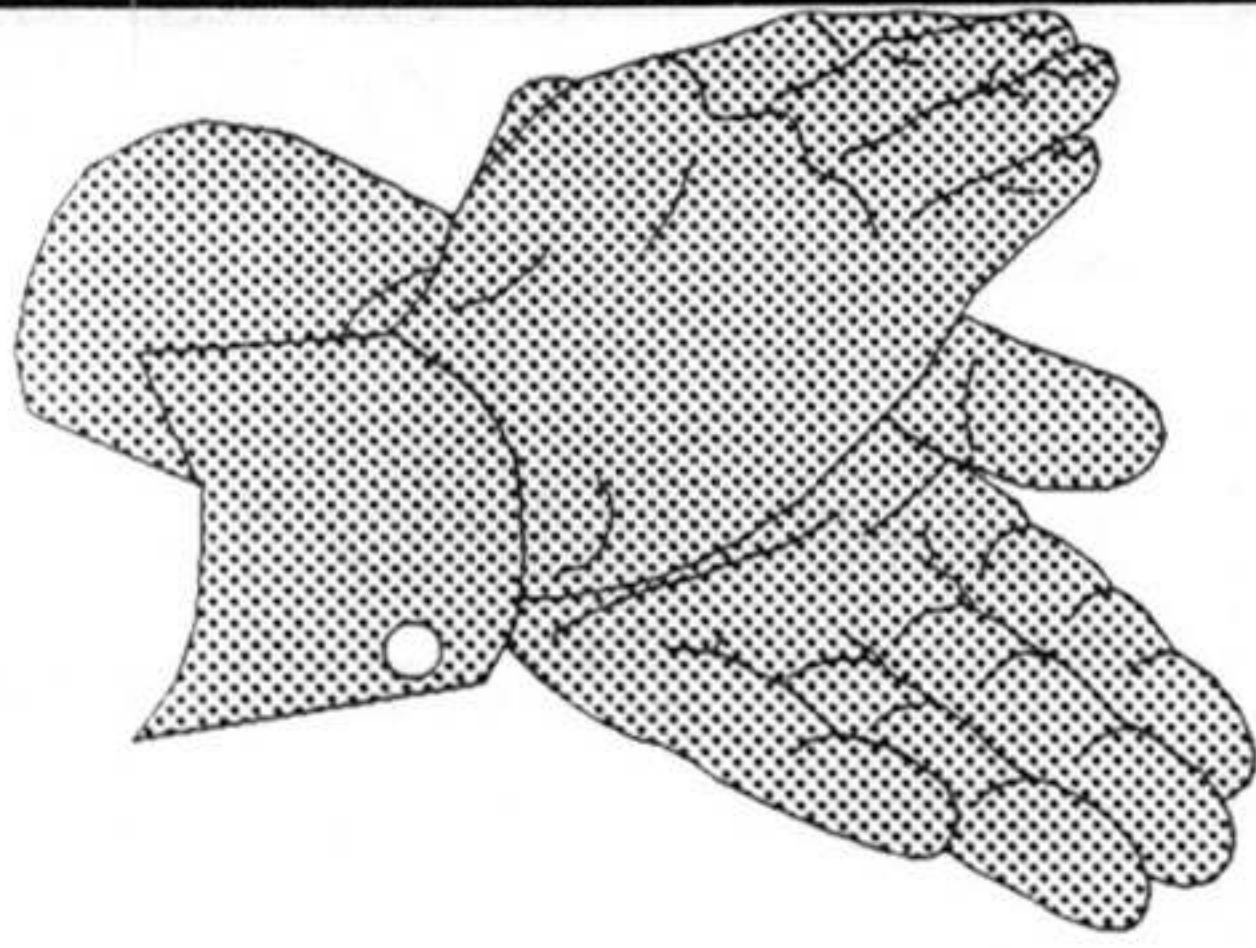
CAB QUARTER CENTURY CLUB

The CAB is accepting nominations to the Quarter Century Club until May 15, 1996. For eligibility rules and application forms see Linda or Deb in Human Resources. The eligibility criteria is also posted on the main floor bulletin board.

ELECTROHOME & TEXAS INSTRUMENTS SIGN PRODUCTION AGREEMENT.

On April 30/96, Electrohome Limited and Texas Instruments signed a production agreement. This agreement will allow Electrohome to manufacture a line of high-brightness projection systems based on a Texas Instrument Digital Light Processing™, (DLP™), subsystem technology. This agreement is a first for the high-end professional display market.

For the full details see the main floor bulletin board.



HAPPY ANNIVERSARY

Leading off the May anniversaries is Henning "Grump" Grumme who started at the station 29 years ago on May 14, 1967. Next is Kandi Heisz who joined CKCO on May 16, 1971 - twenty-five years ago. Bob Tiffin started on May 26, 1980 and Jeff Soltysiak entered the News Room on May 31, 1982. Other May anniversaries are:

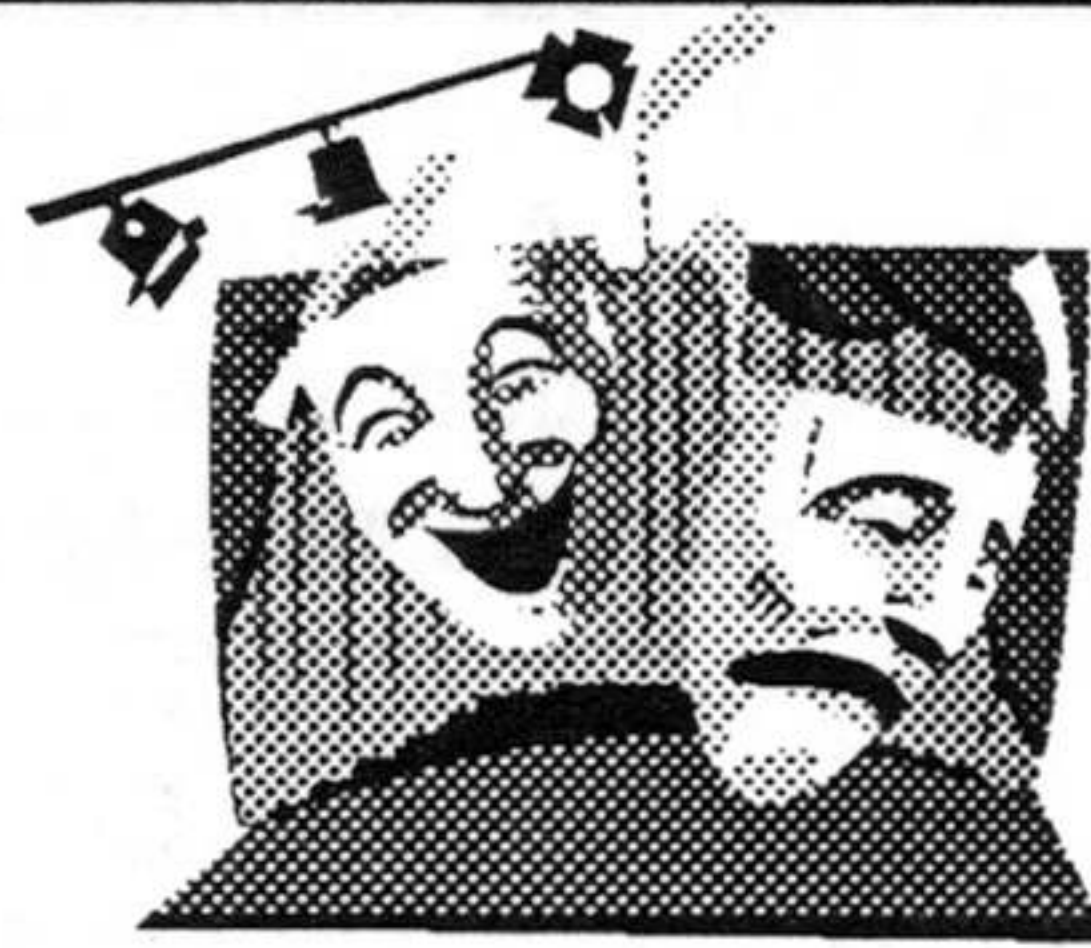
Ruth Walker	May 02/83
Gerry Morrow	May 03/84
Vaughn Boegel	May 13/85
Joe Langel	May 20/85
Zeljko Zugaj	May 20/85
Warren Letson	May 04/87
Paul Moser	May 04/87
Alan Fraser	May 08/89
Christine Roenspiess	May 25/94
Al Gibson	May 30/94
Marjorie Tinklin	May 02/95
Brenda Spencer	May 06/95
Tom Farwell	May 15/95

Happy anniversary to all.

STATION TOUR

Please note that on May 14, 1996, at 9:00 a.m. CKCO will be hosting a station tour for Electrohome's corporate bankers.

Smile everybody!



PROGRAMMING NOTES

"DIANNE", a one hour Canadian drama by Kitchener film maker Ron Repke will "premier" at Waterloo's PRINCESS THEATRE May 29 and 30. Repke is the President of Eyelight Inc., a company involved in Creative Services and commercial production and now independent films as well. After rejection by the Ontario Film Development Commission, Telefilm Canada, the National Film Board and the CBC, Ron approached CKCO's Alan Brooks in 1992 for advice. After seeing the script Alan offered \$5,000.00 from the CKCO script/pilot development fund and directed Ron to other sources of development money to help get the project rolling.

Now four and one half years later, the film is completed and ready for audiences. Shot in Kitchener-Waterloo, Honey Harbour, Gravenhurst and Mount Ste.-Anne the film has another CKCO connection. One of the stars is former part-time maintenance worker TRENT MCMULLEN. Mireille Dumont, Gina Flaicher, Mark Tyler, Josh Montgomery and Caroline Dumont round out the cast and most will be in attendance at the premier on

May 29. CKCO's INSIDE ENTERTAINMENT will also be on had to interview the stars and prepare a special "The Making of Dianne" which will "wraparound" the film when it makes its' television debut in early July. Watch for it!

Ron Johnston

FROM PROMOTION

The following was received this past week.

THE CKCO-CHARLIE STUDENT FILM AWARDS

The 24th annual CKCO Charlie High School Student Film Awards were held April 25 at the Princess Cinema in Waterloo. "CHARLIE" is short for Charlie Chaplin and the other key part of the title is the inclusion of CKCO. The local station has sponsored these student film awards for over a decade. This includes a new trophy, featuring the bust of Chaplin, that was purchased three years ago. CKCO also gives generous financial support each year to provide prize money for the film makers and to pay for the judges' meals during the day.

This year's entries were from most of the high schools in both the public and separate boards in Waterloo County. Principles by Karen Geier of Eastwood C.I. won the prize for best film. The Babe Wore Red by Aaron Lewis of K.C.I. and Respect by Steve Kurske of Eastwood C.I. were runners up. John Aarjs of CKCO was one of three judges. John has been a judge for more than a decade and his insightful remarks have helped hundreds of young film makers over the years. So the CKCO Charlie Awards are looking forward to next year's 25TH Anniversary and many more years to come.

Paul Strangways
Chairperson of the
CKCO Charlie Awards.

A special "thank you" to John for giving generously his time, knowledge and experience, and representing CKCO so professionally in our community. WAY TO GO JOHN!

OTHER STUFF:

Another two weeks and more letters of thanks from the communities we serve. From the Kitchener-Waterloo Track and Field Association thanks to CKCO and Wayne Kooyman. Dave Carswell and the News Department get a thank you from the Canadian Federation of University Women, Kitchener-Waterloo for the coverage of the 32nd Annual Used Book Sale and

the Food Bank of Waterloo Region. A Certificate of Appreciation was received from the Cambridge Humane Society for CKCO's support of ON THE ROOF CAMP-AIGN FOR THE ANIMALS. Thanks also from the Fergus and District Chamber of Commerce to Peter Jackman for speaking to their Advertising Seminar. To Paul Franciscutti, Crista and all involved thanks from Bob Russell of Thompson Minwax for the interview re National Woodworking Month.

WELCOME ABOARD!
Several new faces around the station. **Sue Dahmer** is in the Traffic Department to cover Kellie's maternity leave. **Bonnie Rollo** has been in the News Department from May 1 learning how the news is produced. Bonnie is a Media and English teacher at Cameron Heights Collegiate and will be with us until May 10/96. **Dino Roumel** will be joining the Sports Department on a part-time basis. Dino is a graduate of the Conestoga Broadcasting program and has been with MAGIC FM 106.1/ CJOY AM in Gulph. Dino has also done some TV with McLean Hunter Cable.

WELCOME BACK to **Tracy Willcox**. Tracy is back at CKCO on May 27 in Operations.

Just a reminder, Tim Hortons Camp Day is Wednesday, May 15. Support a great cause and buy a coffee or two.

Friday, May 24/96 is Steady Pour, don't forget to get your

tickets from Kathy Fedy or Marj.

Tuesday, May 14
Electrohome's corporate bankers are touring the station.

Last but not least a big thank you to Henning and crew for all the help setting up and taking down for the Yves Amelin Seminar on May 8. Couldn't have done it without you.

That's it for this week.

Ann

FROM OPERATIONS COME THESE WORDS OF WISDOM!

As we travel down life's highway,
We find treasures great and small,
But friends we make along the way,
Are treasured most of all.
And so the friend's we've gathered,
The true ones and sincere.
Will always be the treasures,
We treasure more each year.

Henning.

CAPsule

Our new "summer clothing line" has now arrived and is on display in Janet Taylor's area. Please drop by the Promotion Department and check out the shorts, tank tops, t-shirts, jackets, hats and more!

Everyone in the Promotion Department - Janet, Tom, Dave, Wooly and Sandy can help interested shoppers and we will try to accommodate everyone as they drop by. **HOWEVER**, if there is a sign posted on the door to the clothing area that says "Store Temporarily Closed", please respect the situation. We all have deadlines to meet. Just come back later. If your shift makes it difficult for you to drop by during regular business hours, phone Janet at ext. 268 to set up an appointment that is convenient for both and we will be sure that someone from the



Promotion Department is available to help you.

PRICING:

White CKCO T-shirts	9.00
Color T-shirts (with TV screen)	10.00
Baseball style hats	9.00
Shorts	10.00
Tank Tops (Mens and Ladies)	9.00
Beige sweatshirts* (Plaid letters)	15.00
Golf Shirts (Mens and Ladies) Stock only	30.00
Spring Jackets*	30.00

The above prices include all taxes.

* = These items have to be ordered.

OPERATIONS

From Henning these words of wisdom:

ANY CENTS LEFT?

Plumbers are known to drill holes in pennies in a pinch and use them as washers writes Arthur Hirsch in The Baltimore Sun. People who run landfills say they find cents by the thousands in the trash every year. Some folks spot a penny on the sidewalk and don't even bother to pick it up.

Imagine!!
Henning.

INSIDE

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- 4 REC CLUB MEETING

QUARTER CENTURY CLUB DINNER

On Tuesday, June 18, 1996 the Quarter Century Club Dinner will be held at the University Club at the University of Waterloo. I understand the invitations have all been sent with an R.S.V.P. date of June 5/96. If you are in this select group make a note of the date.

NOISE IN THE HALLS

It has been brought to the attention of management that lots of us are forgetting that taping and live news shows are in progress in the studios. It seems the noise level is a problem. We are probably all guilty of this at one time or another. Dennis admits to being an offender on occasion. Try and keep it down when you are travelling past Studio 2 and 3.

Thanks.

IN CANADA IT IS QUALITY NOT QUANTITY WHEN IT COMES TO SEX

In a global sex survey conducted by condom manufacturer Julius Schmid of Canada Ltd. Canadians take first prize as the most

considerate lovers. Fifty-one percent (51%) of Canadians put their partner's satisfaction over their own. The Americans were the world's most selfish lovers, with 61% placing their own satisfaction first.

The most sexually active country - the Americans, having sex an average of 135 times per year, Russians averaged 133, Germans 128 and Britons 124. Canada placed 10th averaging 102 times per year. The global average is 109 or once every 3.3 days. Below average eh!

The world's greatest lovers category was determined by a country's placement in the following categories: quality of sex (partner's satisfaction), safer sex (wearing condoms during casual sex) and frequency of sex. And the winner is - the French took first place, Britain second and the U.S. third, Canada came tenth.

The French were also voted the world's sexiest nationality with 51% of respondents voting for them, Italians were second with 44%, and the Americans placed 3rd at 37%. In this category Canada had 15% of the votes.

Madonna took top honours as the world's sexiest

woman and Mel Gibson was touted as the world's sexiest man.

The bad part of the survey showed that somewhere along the line, Canadians are missing the message. Canadians did not fare very well in the safe sex department. It seems only 25% of Canadians always use a condom when having sex with a casual partner putting us 14th in the world. Not to smart.

Once again Canadians prove to be a thoughtful, considerate group even though not the most active or careful.



SPORTSWORLD POWER PASSPORTS

This year the Rec. Club has SportsWorld Power Passports - valid any day from June 1/96 to September 2/96 as follows:

Adults 12 -64 years	\$15.00
Child/Senior 5-12 and 65+	\$13.00

Toddlers 2-4 years \$7.00

Some of the new attractions for 1996 are Exotic Animal Petting Zoo, Midway Rides and Canada's tallest Rock Climbing Wall. New additions to the waterpark include Flash Flood - 75 gallons of water that "jump start" your ride down the waterslides and the Turtle Pond - a bright colourful play pond for tots.

See Chris Uhrig for tickets and any additional information.



PROGRAMMING NOTES

CKCO'S TOP TEN LIST SPRING '96 BBM

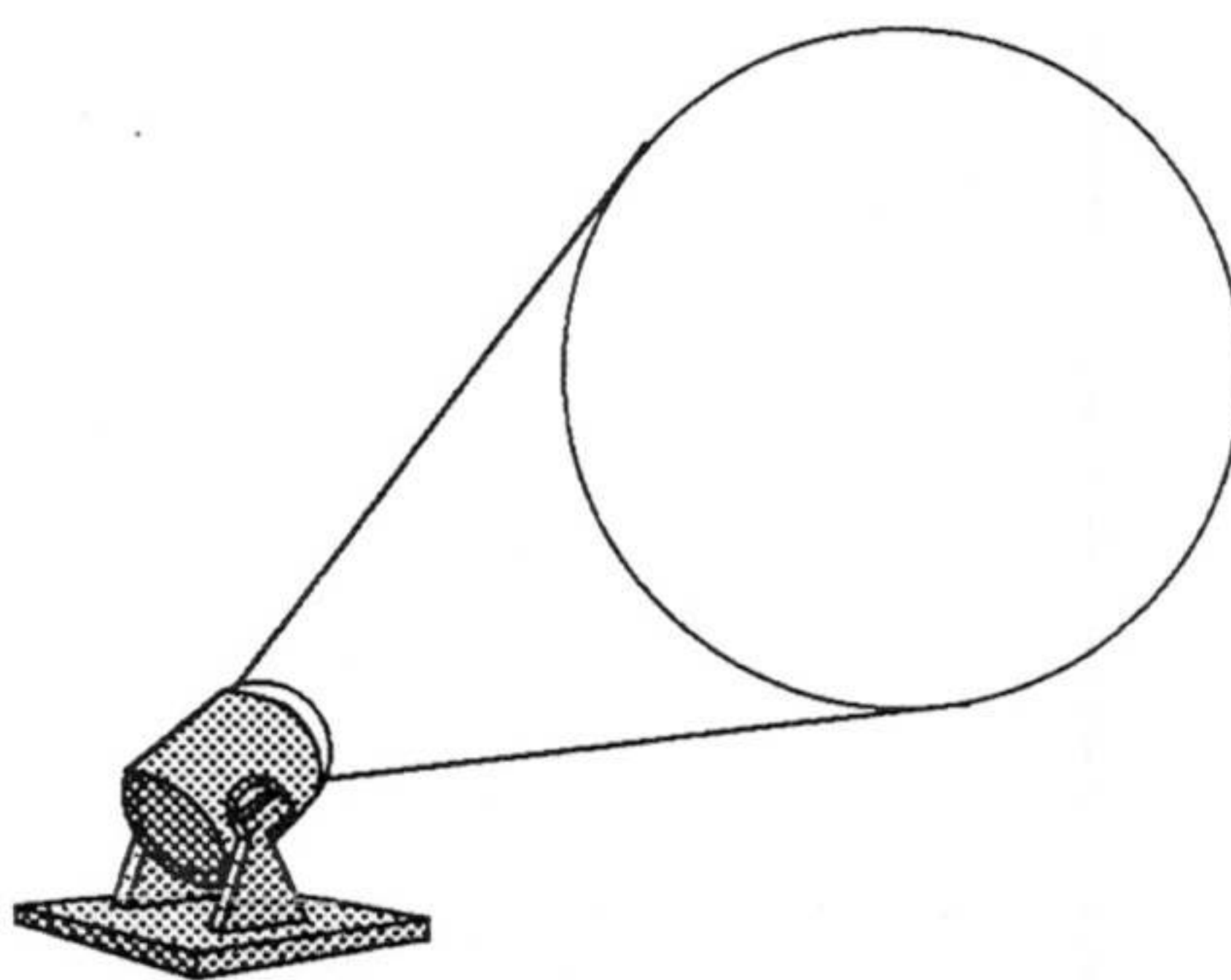
1. Academy Awards 829,000
2. World Figure Sktg 375,000
3. Funniest Videos 329,000
4. Barbara Walters 312,000
5. E.R. 292,000
6. Sunday Aftn Movie 189,000
Bridge on the River Kwai
7. Action News @ 6 188,000
8. CTV Sunday Night
Movie 167,000
(A Husband, A Wife, A Lover)
9. Roseanne 166,000
10. Baywatch 153,000

Local Programming:

1. Action News @ 6 188,000
2. Actions News (6)
Weekend 156,000

3. Provincewide 122,000
All of the above are up
4. Inside Entertmt. 100,000
Remained the same
5. Sunday AM 74,000
Up
6. Action News @
11:30 - 65,000
Remained the same
7. Action News @ Noon
Up slightly 59,000
8. Saturday Morning 12,000
Down slightly
9. McLean & Co. 8,000
Down slightly

In addition three of our daytime programmes took Emmy's at the Daytime Television Emmy Awards - Montel, The Price is Right and Another World.



SPOTLIGHT ON CKCO ADVERTISERS

Looking for something to do with the kids on a Sunday afternoon or the visitors from out of town? The following CKCO advertisers offer some interesting ways to spend a day or a few hours, Santa's Village in Bracebridge, African Lion Safari and of course Kitchener's own Sportsworld.

If you wear out your shoes with all the walking stop at the Shoe-Per Store in Guelph to get a great deal. If it's the car that is wearing out give the dealers from the Listowel Car City group a call.

Please try and support our advertisers when you are in the market for something.

Sales Line will be going out to our advertisers for the second month. This time we are highlighting the summer packages, ActionLine, The Drayton Festival and Tips from The Yves Ameline Seminar on Effective Sale and Special Event Advertising. We are generating some interest with this feature and expect it will continue and increase.

OTHER STUFF:

Another great letter thanking Wayne Kooyman and CKCO. This one from the Ontario Women's Interuniversity Athletic Association for support and coverage of women's university sports. Way to go Wayne!

A General Staff Meeting was held on Thursday, May 23/96 in Studio 2. Several items were discussed including the Strategic Alliance. In the case of the Strategic Alliance Dennis advised if the CRTC decision was announced prior to June 20 the deal would close on June 30/96. Anything

later and the deal will close on July 10/96.

All employee suggestions submitted to date were dealt with and the Employee of the Month plaques were given out for the months of March and April. Phil Molto and Brian Clemens respectively.

Joe Brenner detailed the updates that are planned for the cafeteria. Won't be the same without that orange. The new chairs will be a soft gray, the walls an off white and the table tops will be a green/gray formica. Sounds quite grand. Joe did say this work would be done over the next couple of months.

The winners of the draw for African Lion Safari Family Passes were Jeff Soltysiak, Doug Daum and Mike Hastie. Enjoy!

That's it till next time.

Ann

LOST AND FOUND

Last year a seminar on Back Care was done and a tape was made of the seminar. The tape has been in circulation and has not returned to H.R. If you have the tape please return it to H.R. Someone is waiting to view it. Thanks.

**REC CLUB MEETING
MONDAY, MAY 27/96**

@ 12:30 P.M.

**LOWER BOARD ROOM
(SUMMER PARTY)**

**EVERYONE WELCOME
BRING YOUR SUGGESTIONS**

"STEADY POUR"

TONIGHT

**AT THE POLISH
LEGION HALL ON
WELLINGTON
STREET.**

GREAT FOOD

**GREAT
ENTERTAINMENT**

**GREAT
PARTY!!**

SEE YOU THERE.