

March 14, 1997



# Welcome to CKCO!

Monday, March 17 marks the arrival of our new Local Sales Manager, Michael Tierney. Michael originally began a career in teaching, but succumbed to the lure of advertising sales and marketing. He has experience in a variety of media, including magazine, outdoor, radio and television.

For the past five years he has been employed by Power Broadcasting in Kingston, Ontario, as Vice President of Sales. His responsibilities there included managing the sales staff of their radio stations as well as CKWS Television.

He was also responsible for their traffic department which is on the Columbine system, which will undoubtedly make the trials and tribulations of the Traffic department's conversion and adjustment somewhat easier.

We look forward to having Mike join us. Please take a moment to introduce yourself when you see him cruising the halls.

## Columbine Conversion Update

Check out the bags under the eyes of the traffic department staff!!

They are continuing to cruise on the conversion trail, and the final countdown is on.

Next week we will see Gordon Smith from Columbine, and Anne McAllister from Baton scurrying around trying to begin the automation process.

The week of March 24th we will see Michelle's smiling face back in the building preparing for the live log date of March 31st.

Thank you to everyone for their patience and effort.... we're almost there!!

Su McKillop

Okay, put on your best "Andy Rooney" voice, and ponder for a moment...

### What If .....

If you could have stopped aging at any point in your life up to the present, how old would you want to remain?

If you were to have one famous person alive or from history stranded with you on an island forevermore, who would you want it to be?

If you could have said one sentence to Hitler while he was alive, what would you have said?

If you were given one hour to spend an unlimited amount of money in any store in the world, where would it be?

If you could have the mind of someone from history and remain in your own body, whose would you choose?

STATION  
BREAK



# Birthdays & Anniversaries

## Celebrating Birthdays In The Next Two Weeks...

"Beware the ides of March"....for it brought forth Vaughn Boegel (that's on March 15th for those who are not Shakespeare fans!). Mike Lorentz and Paul Moser share March 18th as their birthdate, followed by Tom Otto on the 19th. Steve Lowe's big day is on March 20th, and Todd Lozon shares his with the Spring equinox on March 21st. Mike Hastie marks his birthday on March 22nd. Faye Bechtel's finishes this edition of "Station Break" with her 'party day' on March 27th,

## & Anniversaries....

March 15 - Annemarie Raines - 15 years  
March 20 - Lisa Schmuck - 1 year  
March 23 - Jim Alexander - 16 years  
March 24 - Wayne Kooyman - 22 years  
March 25 - Art Baumunk - 19 years  
March 26 - Linda Kearns - 13 years  
March 27 - Ken Grist - 8 years

## Top 20 TV Programs

1. ER CTV 3,437,000
2. Asteroid CTV 2,581,000
3. Naked Truth CTV 1,805,000
4. America's Funniest Home Videos CTV 1,714,000
5. Spin City CTV 1,676,000
6. Wind At My Back CBC 1,473,000
7. Cybill CTV 1,391,000
8. The Magical World of Disney CBC 1,352,000
9. CTV News CTV 1,323,000
10. Elvis Stojko Special CBC 1,269,000
11. This Hour Has 22 Minutes CBC 1,213,000
12. Roseanne CTV 1,173,000
13. Royal Canadian Air Farce CBC 1,134,000
14. High Incident CTV 1,113,000
15. Murphy Brown CTV 1,095,000
16. CBC Sunday News Report CBC 1,040,000
17. Fifth Estate CBC 1,012,000
18. Hockey Night in Canada CBC 998,000
19. National News CBC 956,000
20. Comics CBC 923,000

Most Watched TV programs week of February 10 - 16, 1997, estimated by Nielsen Media Research



March 31, 1997

# STATION BREAK



Farewell Lloyd!

Welcome Back Steve!

The recent announcement of the Baton/Chum exchange brings about more changes for the CKCO Sales Department. Effective April 1, 1997, the London and Kitchener sales teams will stop selling the stations jointly. The CFPL and CKCO sales departments will once again operate separately, with Michael Tierney heading the CKCO team, and Colleen Jones leading the CFPL force. Joint selling of the two stations is currently under review, and a decision will be made in the near future. This change in selling procedures requires that Lloyd Mercey return to the CFPL office, and Steve Lowe will once again be under the CKCO 'wing'.

All the best to Lloyd as he returns to his duties with CFPL. It was a pleasure having him join us at CKCO for the past few months.

As for Steve Lowe - it's great to have you back!



## Columbine Conversion Update

Today's the big day - the first "live" log on the Columbine system!

The traffic department has run their **last** BIAS log, and their **first** Columbine log. (It's kind of like seeing your child leave home for their first day of kindergarten, isn't it?)

The big news is that the Sales staff have finally received computers, and will begin the process of finding their way around the Columbine system.

The next phase of the conversion will start immediately with the Accounting staff involved in the billing side of the operation.

Last Wednesday marked a special day for Michelle, one of the trainers from Columbine - Momma Marj showed her usual hospitality, and helped Michelle celebrate her birthday with enough chocolate cake for the whole building! Thanks Marj!

Thus ends the saga of the Columbine Conversion... our journey continues, but the toughest part of the road is behind us now.

- Su McKillop



## The Great Rhine River Adventure A Success!

The CKCO spring promotion, "The Great Rhine River Adventure" proved very successful with excellent viewer response.

The grand prize winner of a cruise down the Rhine, will be selected tonight. For those of you in the building this evening, you may see our contest finalists here for the reception and final draw. Please make them feel welcome. Thanks to everyone who assisted in putting this promotion together.



# Birthdays & Anniversaries

## Celebrating Birthdays In The Next Two Weeks...

Chris Duncan celebrated on March 29th, and Paula Murphy's birthday is today, Monday, March 31st. Dan Foster is the April fool, with his birthday on April 1st. Lisa Schmuck's big day is April 3rd, and Frank Parson's fall on April 6th.

## & Anniversaries....

March 29 - Angela Borges - 3 years

March 30 - Kelvin Mazik - 3 years

April 1 - Steve Parr - 16 years

April 6 - Alan Merritt - 10 years

April 10 - Lisa Brisbin - 2 years

That's all for the next two weeks!

## Career Opportunities with BBS

### **Marketing Coordinator** - (Six month contract)

Baton Broadcast Sales, 2 Bloor Street West, Toronto

Responsibilities: Coordinate the development and execution of marketing programs and sponsorships. Participate in presentations to clients.

Deadline: April 4, 1997

### **Traffic Coordinator** - (Four positions available)

Baton Broadcast Sales, 2 Bloor Street West, Toronto

Responsibilities: Varied duties as required by the Traffic Department, which may include inventory, scheduling, programming and on-line functions. Will also be required to file and maintain archives.

Deadline: April 4, 1997

### **News Reporter / Cameraperson** - (Temporary position)

South West Ontario Television Inc. - CFPL TV, London

Responsibilities: Duties include live and taped reporting, writing and rewriting news material, some camera work and tape editing required.

Deadline: April 4, 1997

*For details on these postings and other opportunities, please see the bulletin board, or contact the Human Resources department.*