

April 25, 1997



Prize Proliferation!

CKCO has been kept busy lately picking up a proliferation of prizes at various awards presentations. On Monday, April 21, CKCO dominated the television advertising category at the KW Sales and Ad Club's Annual "Advertiser of the Year Awards".

Our prize winners included:
Bronze Award for "Keleher's Saddlery"
Silver Award for "Talisman Mountain Resort"
Gold Award for "S&V Towing"

CKCO was also honoured with a silver award in the "Media Self-Promotion" category for the "CKCO Open House" promo.

Congratulations and thank you to each and every staff member who assisted in these projects. It is wonderful to be rewarded with this type of award which recognizes the talent, creativity and dedication of our staff.

Thank you to everyone for their continued effort and achievements.

Dave MacNeil



There's No Business Like Show Business....

CKCO will once again be a major sponsor for the 1997 season of the Drayton Festival Theatre. This year's line-up includes:
The Sunshine Boys - May 13 - June 21
Run For Your Wife - June 25 - July 26
Romance/Romance - July 29 - Aug. 23
A Flea In Her Ear - August 26 - Sept. 27
(All shows listed above will be presented at the Drayton Festival Theatre)

Another Drayton Festival Theatre
Production for 1997 is
Forever Plaid - June 4 - December 31
presented at St. Jacobs Schoolhouse Theatre

We Were There!

Many of our CKCO staff are constantly out and involved in the community, lending their support to countless agencies and organizations.

We would like to initiate a new column in "Station Break", which informs our staff that
"We Were There!"

If you are involved personally or professionally in the community, we would like to know.

Whether it's coaching little league, volunteering with the Cancer Society, participating in a fundraising run or bike ride, or reading to a grade school class, whatever it is, please let us know.

Please contact Dave MacNeil at extension 414, and let him know about your pet projects.

STATION BREAK

Birthdays & Anniversaries

Celebrating Birthdays In The Next Two Weeks...

Birthday wishes are extended today, April 25th, to John Matlock! Dan Sloane celebrates on April 28th, and John Lay starts of the month of May with his birthday on the 1st. Steve Langan breaks out the birthday bubbly on May 3rd.

& Anniversaries....

April 25 - Elaine Economoff - 31 years

April 28 - Mike Radcliffe - 4 years

April 30 - Dave Loughlean - 7 years

May 2 - Ruth Walker - 14 years

May 3 - Gerry Morrow - 13 years

May 4 - Warren Letson - 10 years

May 4 - Paul Moser - 10 years

May 6 - Brenda Spencer - 2 years

May 8 - Alan Fraser - 8 years

Help! I'm Trapped In Voice-Mail Hell!

Voice mail, ah that wonderful tool that we all love to hate. I think that most people recognize that voice mail can be of valuable assistance to them, but we also recognize that it can really annoy people.

I had a call from a viewer last week, who had a minor concern, but after going through our voice-mail system she had become quite irate and asked to speak to me. It appears that whoever she tried to contact had forwarded their phone to an associate and that person's phone was forwarded back to the original staff member. So imagine, if you will, somebody calling in, getting your voice mail, and being told that if you want immediate assistance to push zero and then they end up back at your voice mail message. It is an internal link that can't be broken without disconnecting and calling back.

Voice mail is there to help us, but in a situation such as this, it could hurt us. I would urge you all to review your voice mail procedures, and if you currently have your phone forwarded to somebody who takes the same break time or meal periods that you do, kindly change it. I believe we would all be better off to have our voice mail instruct the caller just to leave a message rather than forward them into an endless loop. So please take a moment, review your voice mail message and how you have your phone forwarded so that we can avoid annoying any more of our viewers or customers.

Thanks for your co-operation.

Dennis Watson

