

September 26, 1997

# Station Break

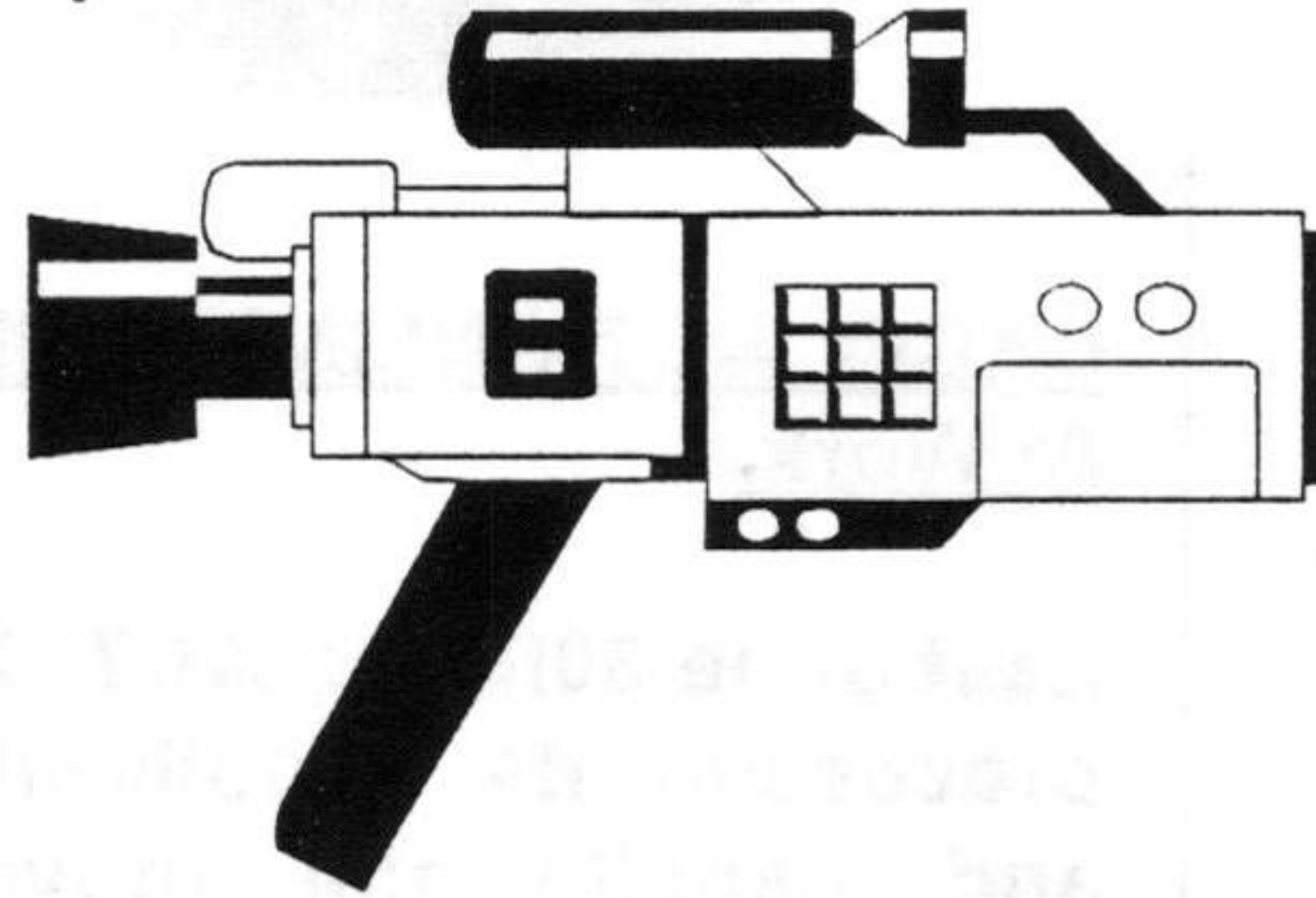


**GREAT JOB!!!**

Thank you to everyone who gave up a day off to help out on another very successful Open House. Once again we estimate that the crowds were in excess of 3,000 people. The totals were down a little for this year 1700 lbs of food and \$1800 in cash still great totals for a couple of hours on a Saturday. This year we were able to get everyone through our building with a revised format change around 1:30pm (free for all). As a result we have yet to receive any negative feedback. After the event a number of volunteers met for a brief brainstorming while ideas and memories were fresh and we have come up with several great ideas for our 3rd Annual Open House slated for early fall 98. If you have any ideas or suggestion please feel free to drop me a line or better yet stop by my office. Once again to everyone who took part in this years event, my sincere thanks for a job well done.

Dave MacNeil

Tidbits from News & Sports.....



It's been awhile since the last Station Break (Aug. 29th I'm told) so there have been a few things going on in the news/sports departments since then.

Here we go..... Chris Duncan left to join another CKCO alumni Jim Haskins at the new A-Channel in Edmonton. Brent Hanson replaced Chris as Assistant News Director. Part time videographer Ian Carter followed Chris to Edmonton.. we then hired John Bell to replace Ian. Marie Adsett will be rejoining the newsroom starting on September 27th as a part-time reporter/announcer. PHEW !!

Saturday, September 20th at 6:30 p.m. was the launch of a new half hour public affairs show called "The Final Round" hosted by Mike Yaworski. In addition to this new show, Mike will continue to co-anchor Action News at 6:00 as well as be a regular contributor on Provincewide.

Sunday AM has been revamped a bit... it is now an hour-long

show, airing on Sundays from 9:30 - 10:30 a.m.

Janine Grespan is anchoring on weekends and reporting 3 days a week; Daiene Vernile has returned as co-anchor on the Noon News with Brent Hanson and will continue to host Provincewide; Crista Mechlinski is co-anchoring with Mike Yaworski on Action News at 6:00 as well as anchoring the Late Pak and Julie-Marie Innes will continue to do "The Beat". A couple of new baby girls in editing.... Andrew & Katharine Heubner had Elyse Gabrielle on Aug. 5th and Dan & Maria Foster had Leah Danielle on Sept. 4th. Congratulations to all !!

An update on Wayne Kooyman... at the time of me writing this, Wayne was scheduled to have major bypass surgery on Thursday, Sept. 25th at London's University Hospital. Check the main floor bulletin board for any further updates. They will be posted as we get new information. I will start to collect money around the building (next week) to send him a gift at his home when he gets out of the hospital. Cards can be sent to his home at any time: 61 Trailview Drive, Kitchener, Ont. N2N 1P7. Please no phone calls or visits. That's it for now..... catch you next time.

Kathy Fedy.





### The Rumor Guy!

The following column is meant to provide erroneous information which may be construed as fact but in reality is based on truth that was heard throughout the hallways of life. No offense is met. The Rumor Guy is back! It's just amazing how a bout of sickness can stop you dead in your tracks! My apologies to all of CKCO and the nurses at Grand River! I'm already sensing some movement here at the station both in personal and office space. Who's goin' where are how much can you rent rooms for? There's been some chatter about a CKCO hockey team . . . I wonder if Jean Belliveau was invited to play! Babies, babies and more babies . . . Mr. MacNeil insists that twins are out of the question . . . I think he should talk to his wife Sue about that one . . . and can somebody explain to me why anyone wants more than four kids! Figure that one out! The Final Round is a knockout and there are whispers that a big time celebrity will be appearing on the show . . . remember you heard it here first! See ya next time!



### CKCO ACTIONLINE Still Hard At Work.

Last June 30th the **ACTIONLINE** processed its 1 millionth call and despite the move this September to a local only phone number the **ACTIONLINE** continues to be a part of how we communicate with our viewers.



### Excerpts from CKCO's Client Newsletter: Primetime

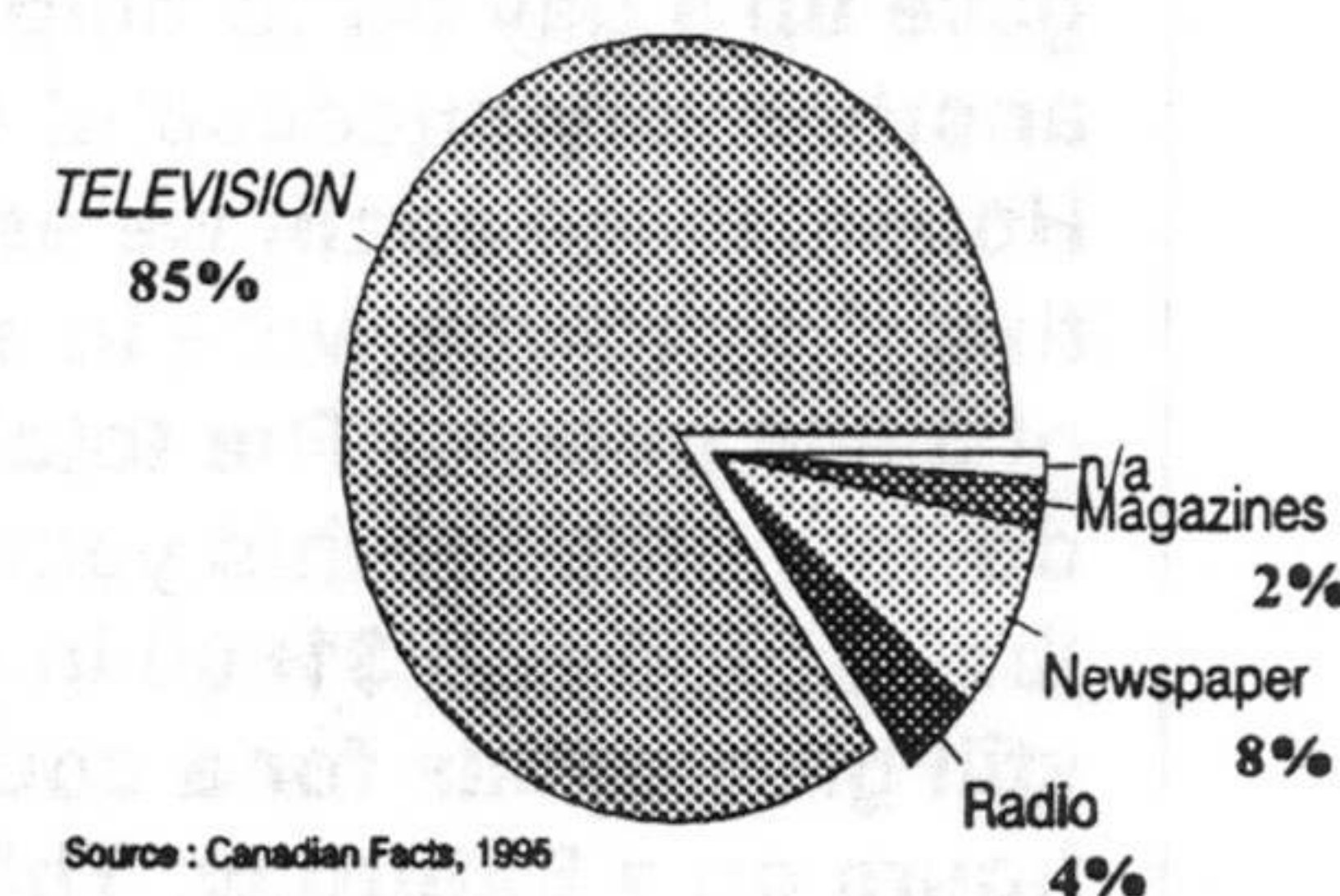
#### Why TV Works

It's not often that we step back and ask ourselves what makes advertising work. Television's effectiveness lies in its ability to provide many of the key components required for effective communication,

retention and impact. We learn through our senses and by stimulating more than one sense we enhance communication and retention. TV has the ability to demonstrate products and develop a brand image. Television has become central to our lives reaching virtually every home. In a 1995 Canadian survey television was ranked as the most authoritative, believable and influential media.

For television, the answer lies, to a great extent, in the expression *sight, sound, motion and emotion.*

### TV: Our Most Influential Ad Media



### Happy Birthday!

To everyone who celebrated a birthday this month.

Steve Woodford  
 Tony Gratl  
 Lisa Lackenbauer  
 Elaine Economoff  
 Brian Dunsieith  
 Wolf Urschel  
 Nancy Richards  
 Paul Nyhout  
 Ray Irwin  
 Julie-Marie Innes  
 Brenda Spencer  
 Jeff Slotysiak  
 Alan Fraser  
 Wayne Kooyman  
 Su McKillop  
 Ron Mullan