

## ...RATINGS FEATURES

by John Matlock

In addition to breaking stories and local news ... "features" offer viewers another unique reason to stay with CKCO News. And the feature machine is in full gear.

Just in time for Valentines Day you'll see **"Looking for Love!"** Find out where local singles hang out...why matchmaking services are so popular...and what people really want in a mate!

**"Gizmo"** shows hot new technologies that will really change your life.

**"Fast Food Wars"** examines the ultra competitive fast food business. We all eat donuts, pizza and burgers...so you may as well know where to find the best. Blind taste tests, chefs and hidden cameras show you the answers!

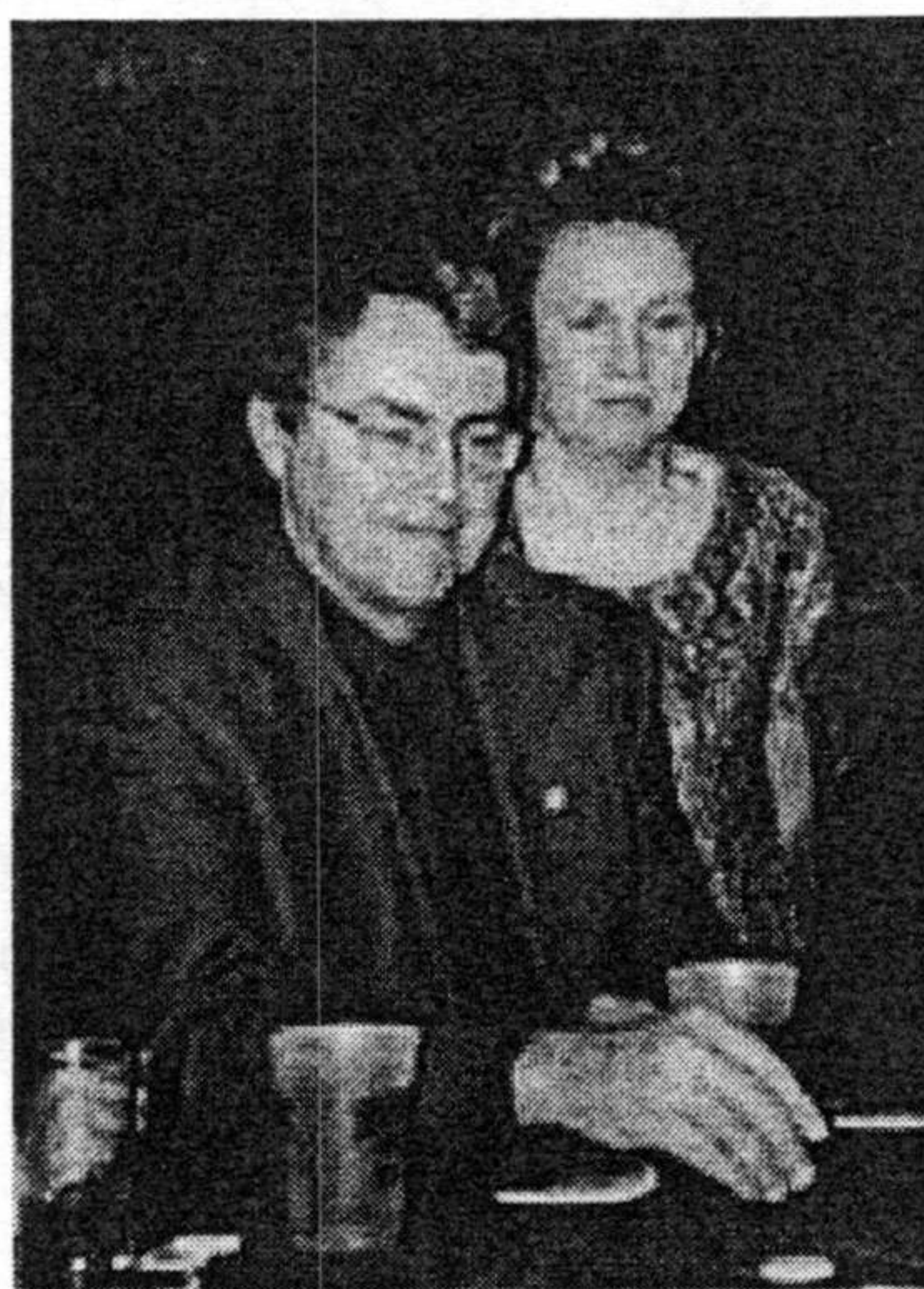
On the **Nooner**, you'll see special segments to **"Beat the Blahs"** and **"Decorating Week"**, plus **Provincewide** and **The Final Round** continue to crank out the facts and fun!

In March...more great series about **Gangs, Babies** and **Theft in the Workplace**.

Ratings last from February 8th to March 28<sup>th</sup> ... so it's a very busy time! If you've ever thought about buying a coffee for someone in the Newsroom...NOW is a good time!

Keep watching... and tell us what you think!

# Winter Gala Winners



Congratulations to our  
Grand Prize Winners  
**Bob and Donna Tiffin.**

The Tiffins will try their  
luck in Las Vegas!!!

Congratulations to  
**Richele Black** and her  
fiancé, who will enjoy a  
romantic getaway to  
Deerhurst Resort in  
Huntsville!!



Congratulations to **Cheryl and Jeff Soltysiak**  
who will enjoy a relaxing, romantic weekend at  
the Millcroft Inn!



## IF IT'S NEWS TO YOU....



**IT'S  
NEWS  
TO US!**

*Submitted by David Imrie*

Ready, Set, Go! It's upon us now; that time of year when we present all sorts of neat little features. John Matlock and his team are in the midst of preparing informative and enlightening reports that will be part of the newscasts over the next eight weeks or so.

We've been kept busy this winter with lots of exciting stories to cover. Phase one of the Walkerton inquiry has ended, but we've stayed in that area recently with Warton Willie. The Merkley triplets and their mother are home in Stratford. The Mooregate inquest is over. We've had the municipal budget debates and local salary hikes for politicians. These stories have all taxed our resources. But in the end, with a lot of hard work on gathering the information, and packaging it with graphics and visuals, we've been able to get a great product to air. Thanks to the entire team from the newsroom through editing to the art department and upstairs to production and master.

The website is up and running helping CKCO tap another opportunity of news and information presentation and gathering. It's taking the efforts of several people to keep it current. It's just one more thing to do in a busy day, but it's also a way of gaining assessment of

what the CKCO audience is interested in and what they have to say about some important topics.

The web poll is proving to be another interesting addition to our news presentation which allows us to gauge what people think about a particular issue.

We've had a few changes in the newsroom lately. Congratulations to Aphrodite Sahlas on her appointment to the full time staff. We also extend our best wishes to two people we've worked with who are moving on in the industry, Cindy Csordas and Norm James have accepted the opportunity of full time employment elsewhere. Good Luck guys!

Speaking of luck...on a personal note I'd like to extend congratulations to Bob and Donna Tiffin. They'll be heading off soon to Las Vegas after having a winning hand pick their ballot at the Winter Gala. They'll be following in Wendy and my footsteps by using this trip to celebrate their 20<sup>th</sup> wedding anniversary. Have a great time and we hope you come back with some extra cash.

## *Out of Retirement...*

The CKCO retirees meet regularly on the **second Tuesday of each month at 12:00 noon** at the **Concordia Club** (if they're not vacationing in the sunny south!).

Anyone who would like to join them for lunch is welcome.

## COMING SOON...

### The Annual Kinsmen Auction

CKCO will be broadcasting the Kinsmen Auction live from St. Andrew's Church from Noon to 5:00pm on **Saturday, February 24<sup>th</sup>**.

*If you don't have your snowblower yet...now may be the time to get one and help a great cause!!*

## HARDY HEARTS HEALTH WALK



Spring is just around the corner (hopefully) and so is the "Hardy Hearts Health Walk".

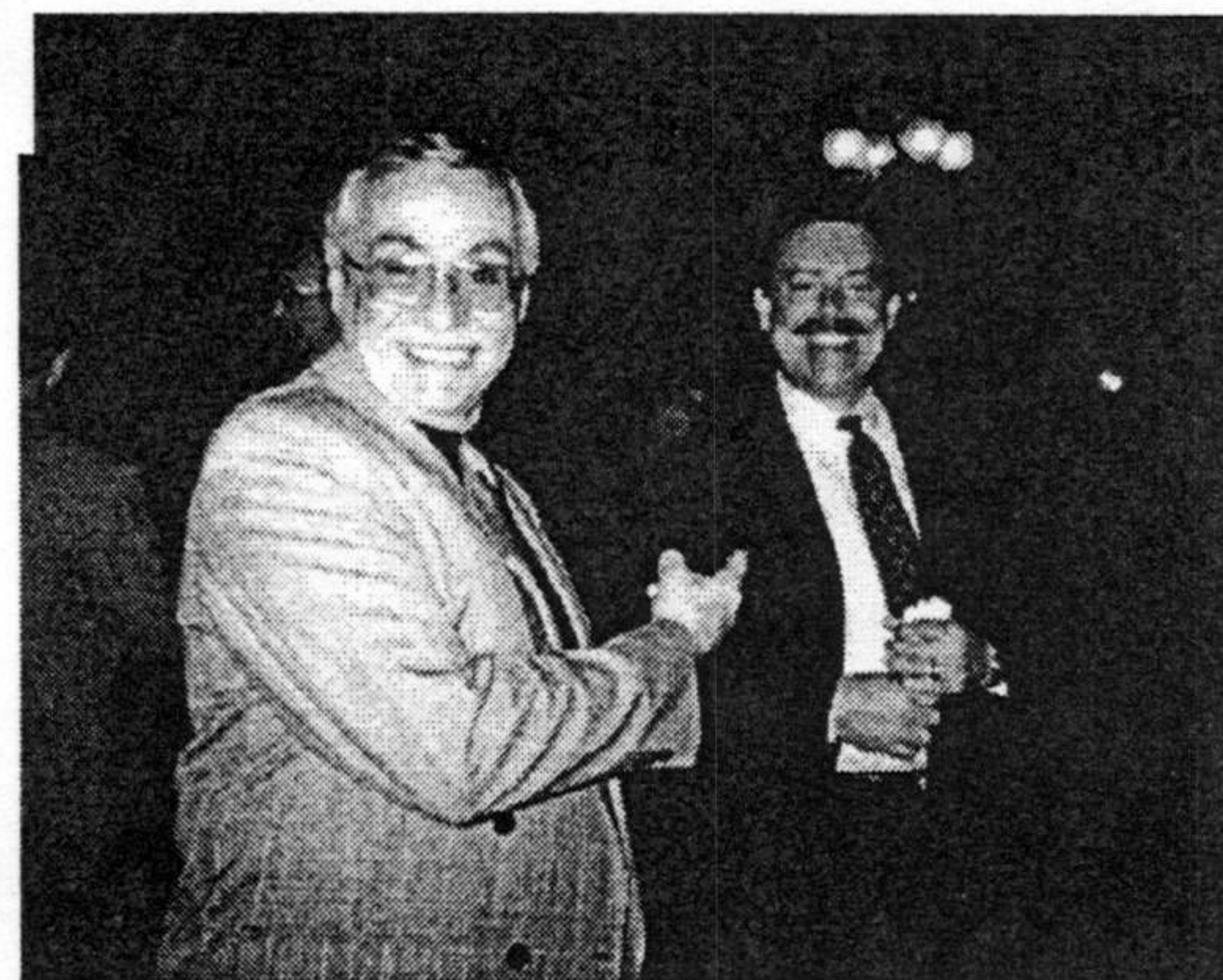
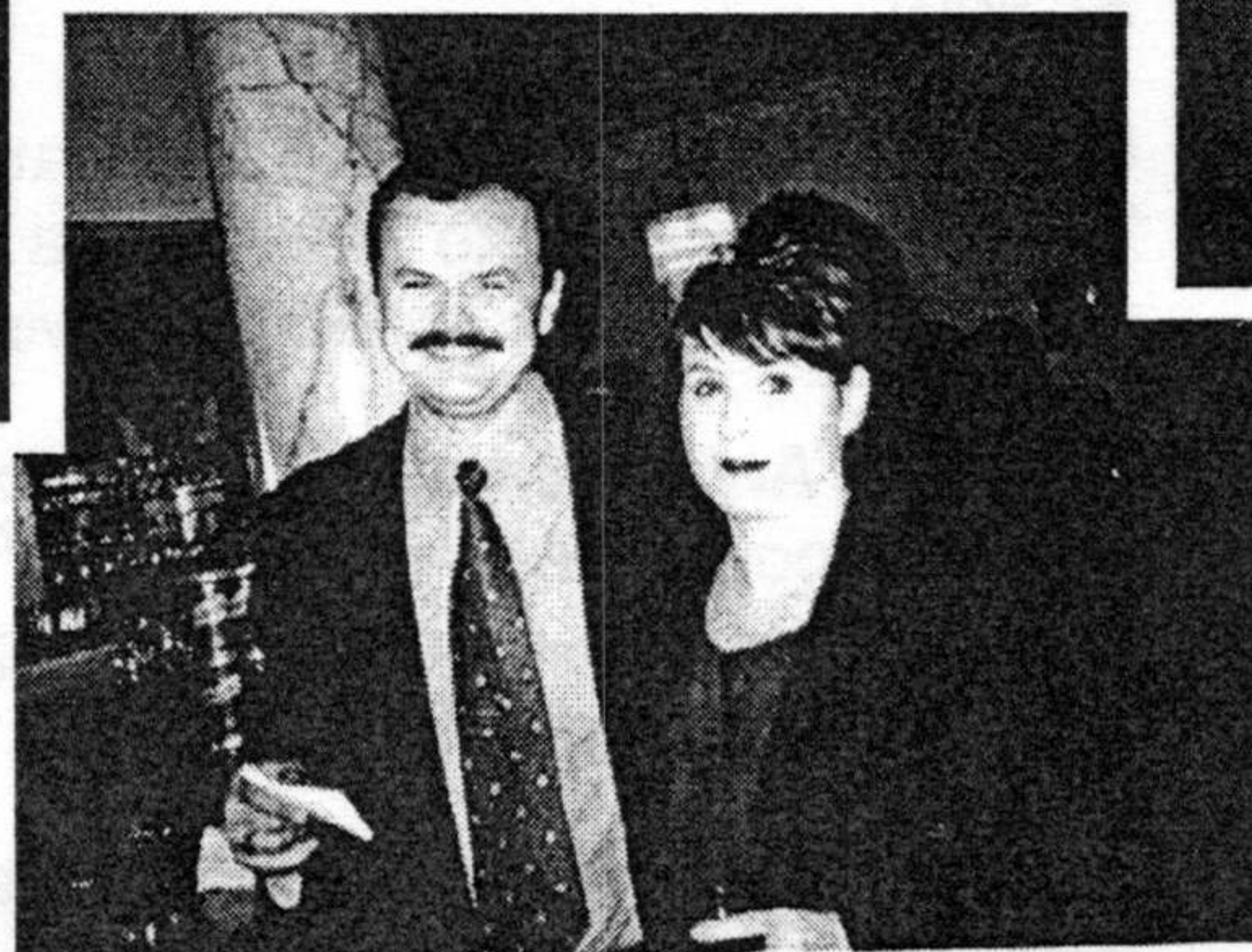
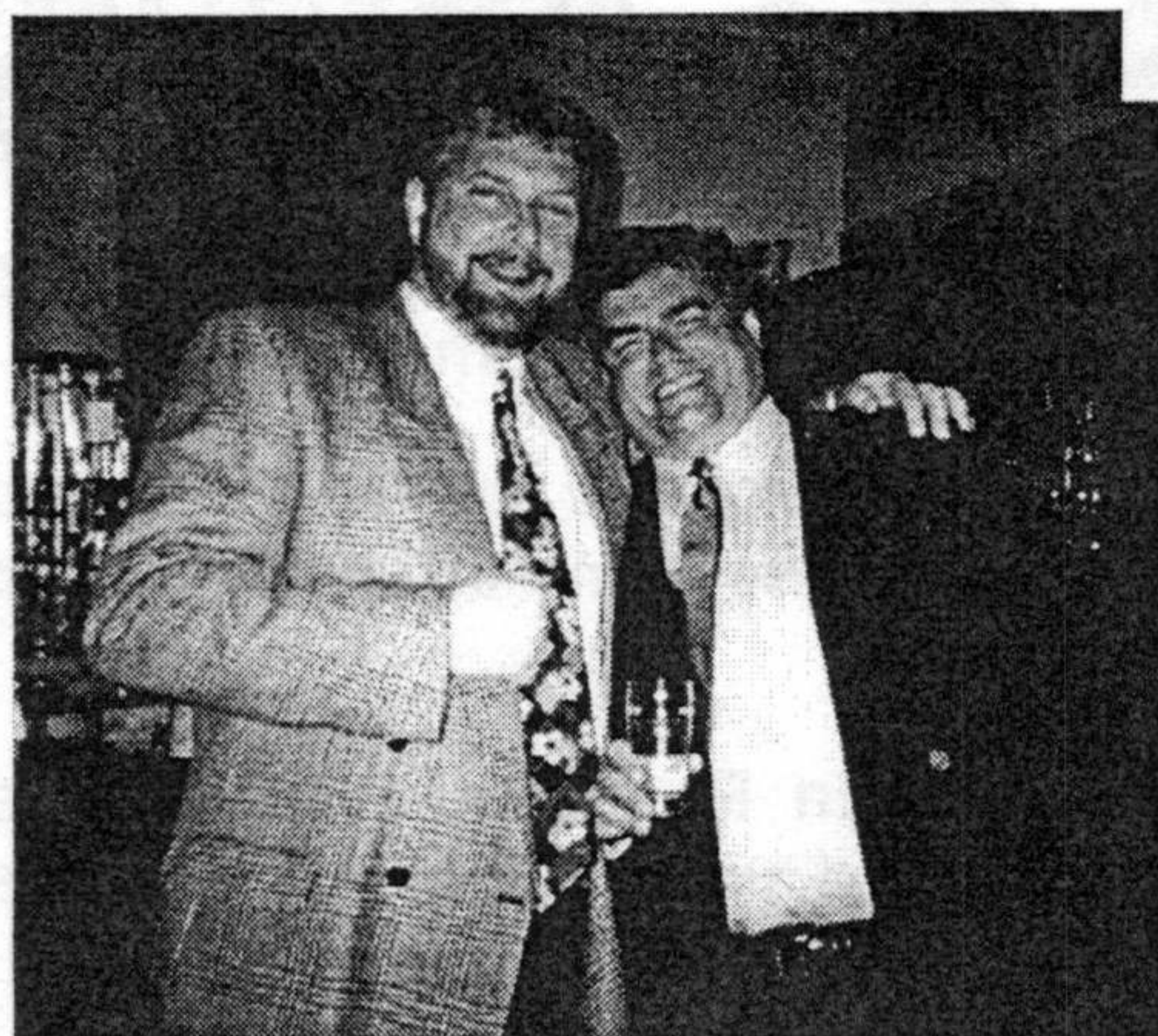
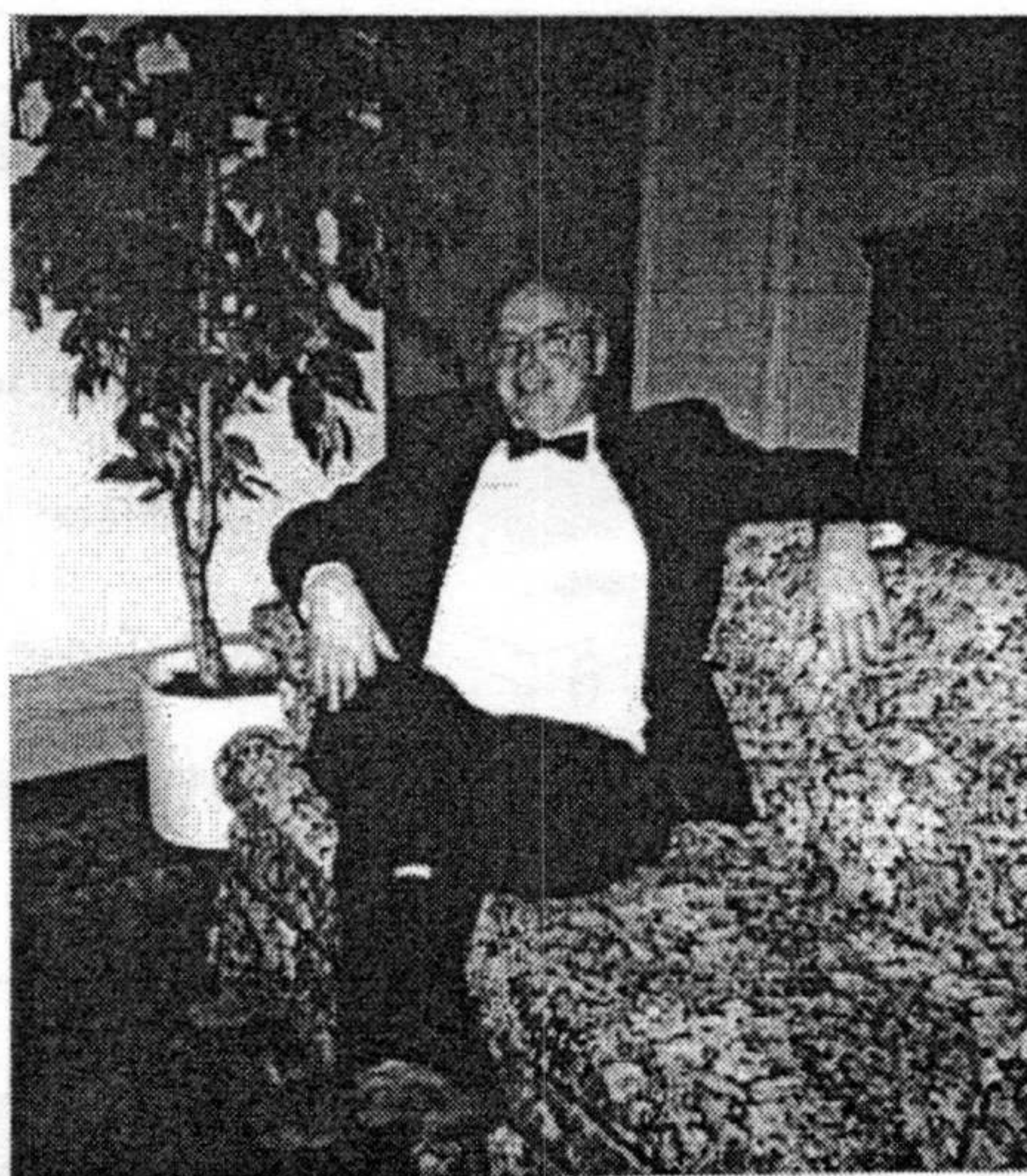
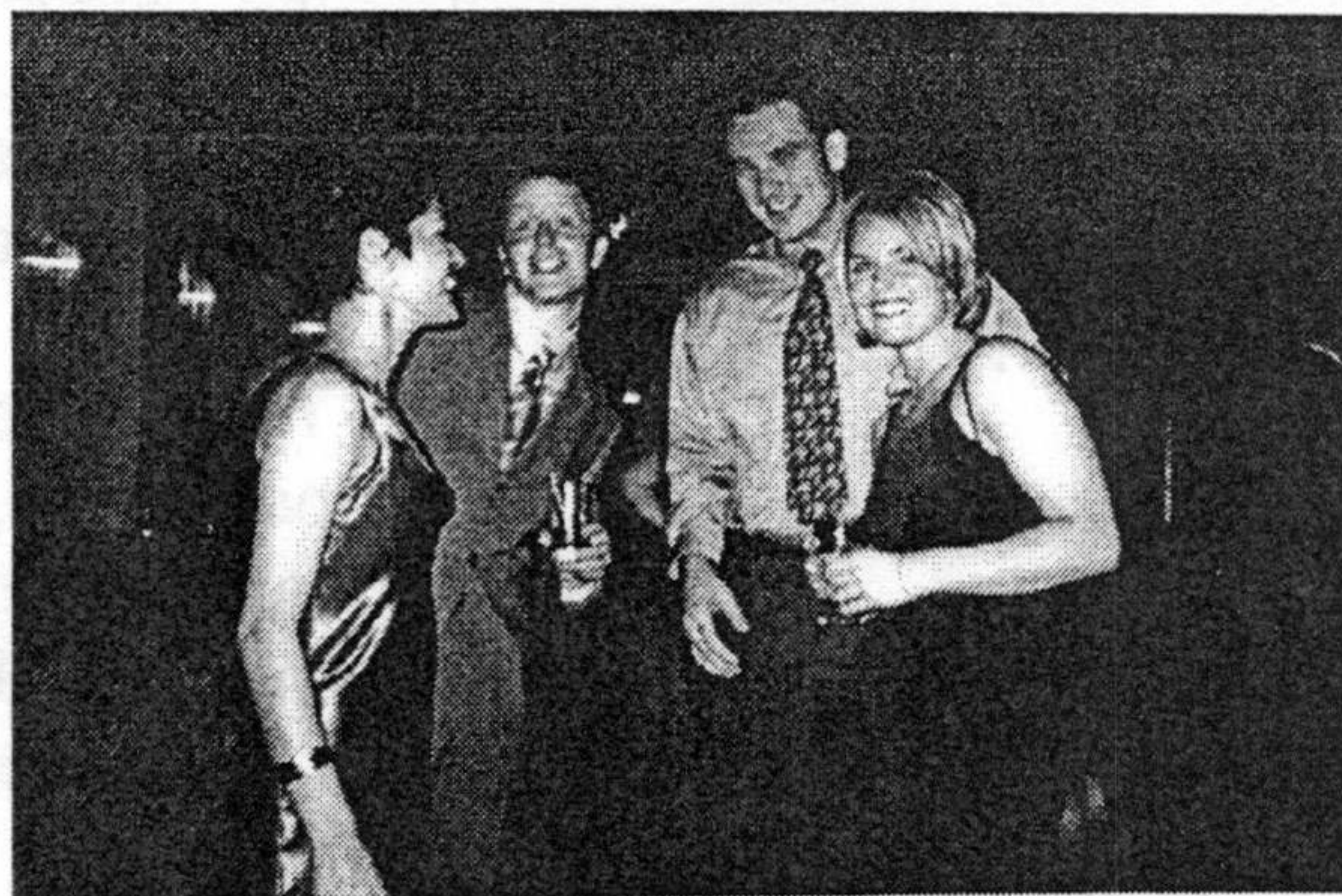
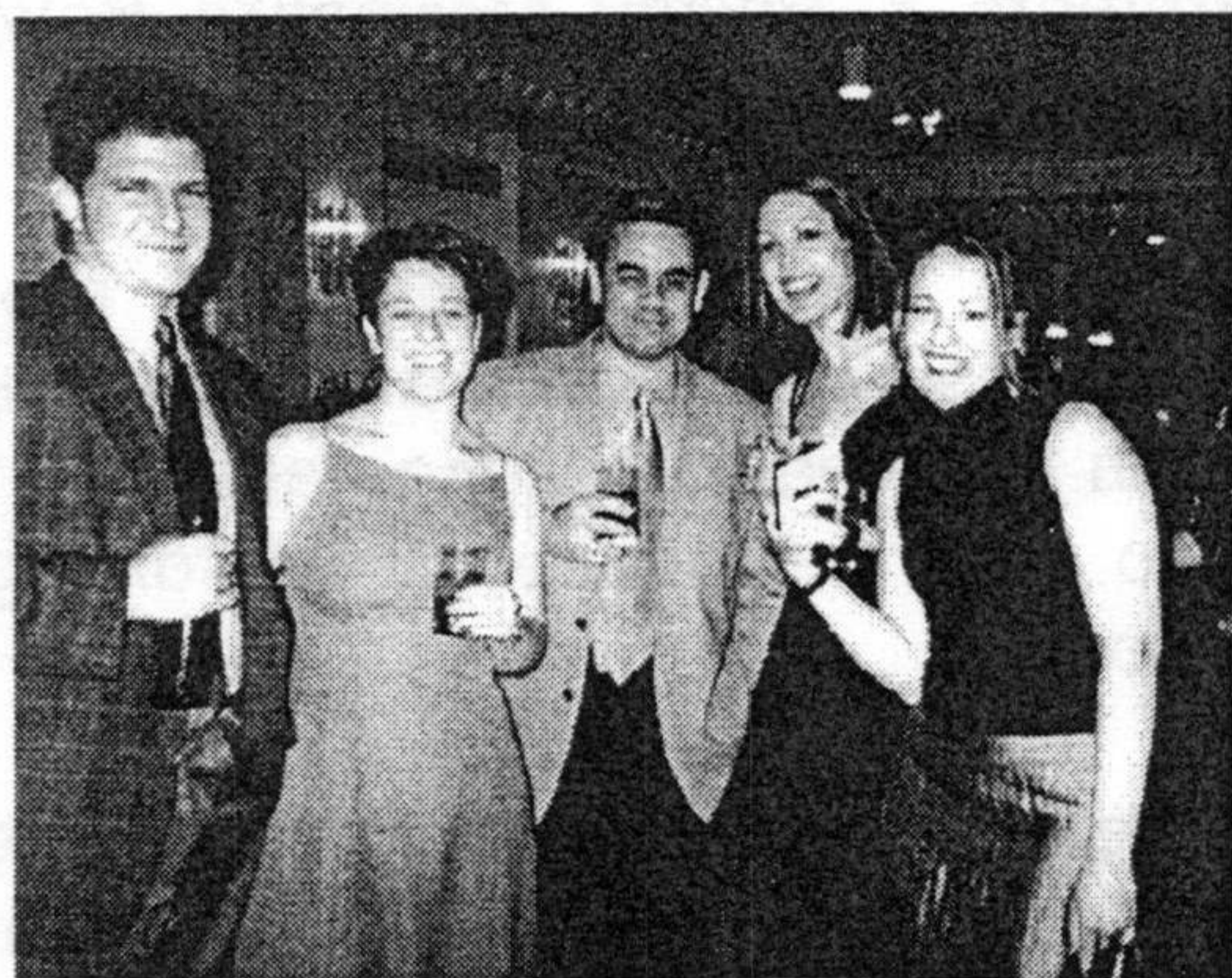
This year we are looking for CKCO employees to help us by participating in the walk on Saturday, May 5<sup>th</sup>.

Pledge sheets will be available next month. More details as they become available.

Thanks  
Bob Coleman



# Winter Gala





## HAPPY ANNIVERSARY

|                  |        |          |
|------------------|--------|----------|
| Joan Mueller     | Feb 1  | (12 yrs) |
| Emanuel Zalevich | Feb 5  | ( 1 yr)  |
| Earl Pierson     | Feb 7  | (30 yrs) |
| Glenn Toner      | Feb 12 | (34 yrs) |
| Peter Kent       | Feb 19 | (26 yrs) |
| Gwen Brenner     | Feb 20 | ( 6 yrs) |

### CORRECTION NOTICE:

It has come to our attention that there was an error in last month's Anniversary section....

Paul Nyhout actually celebrated his 29<sup>th</sup> year with CKCO (not 19<sup>th</sup>).

## HAPPY BIRTHDAY

|                   |        |
|-------------------|--------|
| Tammy Boegel      | Feb 9  |
| Vicki Gough       | Feb 10 |
| Larry Rose        | Feb 12 |
| Elizabeth Godelie | Feb 13 |
| Frank Lynn        | Feb 13 |
| Jamie Niven       | Feb 19 |
| Stephanie Watson  | Feb 21 |
| Janet Taylor      | Feb 23 |
| Jennifer Wagner   | Feb 27 |

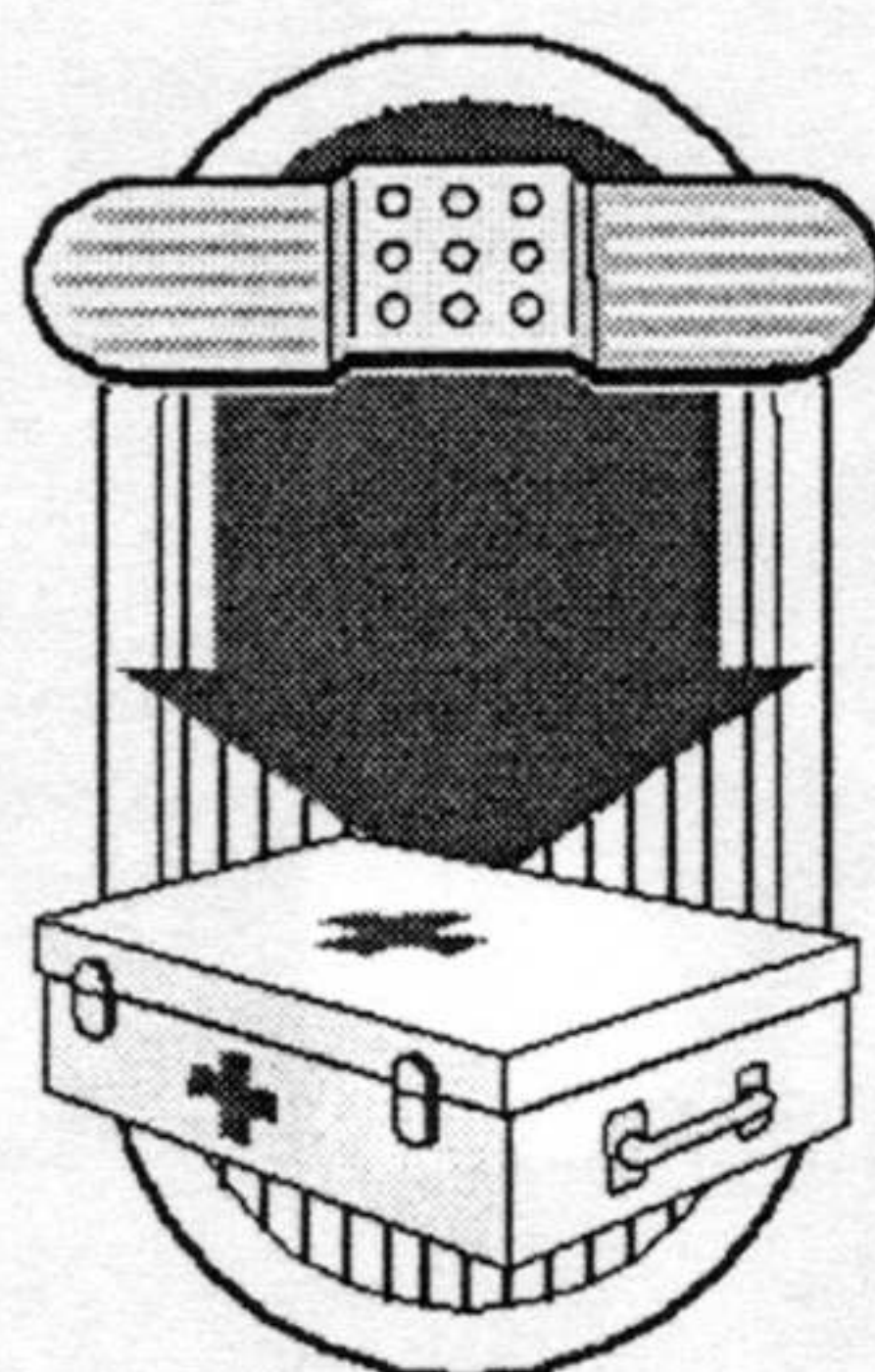
**DON'T FORGET**  
**Feb 14 ~**  
**Valentines**  
**Day**

## CKCO Bowls for "Kids Sake"

On Wednesday, January 31<sup>st</sup>, Randy Steinman, Janine Grespan, Tom Keller and Janet Taylor represented CKCO at this year's "Big Brothers & Philthy McNasty's Bowl for Kids Sake" Media Challenge.

The Kitchener Rangers challenged all local media, local politicians, emergency response teams and other local sports teams to participate in the media challenge and throughout the month of February to continually raise money for Big Brothers of Kitchener-Waterloo.

Although the CKCO team didn't win any of the major categories ... we won big in helping to raise \$4,000 for the K-W big Brothers! This is \$1,400 more than last year.



### LOOKING FOR A BUILDING FIRST AID KIT?

They are located in the following areas:

Top Floor - by Cathy Parise's Desk- Sales area

Main Floor - HR & Studio 3

Bottom Floor - Crew Chief office & First Aid Room

## Promotions & Contests

January was a busy month with many exciting contests....we teamed up with several clients to create a number of successful promotions!

CKCO & the OFSC ran a *Watch & Win* contest for 3-weeks and awarded a Polaris Snowmobile to a lucky viewer in Arthur (valued at \$7,500).

CKCO teamed up with **Talisman Mountain Resort** to give away a Weekend Getaway to Talisman, a snowboard and a pair of downhill skis (\$2,000 value). Our grand prize winner was from Waterloo.

CKCO & **Argo** worked together to promote the **Harlem Globetrotters**, with a shoot out event on Feb 10<sup>th</sup>. The Shoot Out winner will advance to shoot at halftime of the Globetrotters game for their chance to win an Argo ATV (valued at \$10,000).

As these promotions wrap up, we are gearing up to Roll Into Spring with **Knechtels** for another year. This promotion starts February 12<sup>th</sup>!