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CTV SALES CONFERENCE

CTV held its annual Sales Conference this past week (Oct 15-18). The conference was held at The Blue Mountain Inn in Collingwood and included sales and sales support staff from all across Canada, the National Sales office and the specialty channels. Despite such a diverse group **Mike Tiernay** and his volunteers put together an excellent agenda of speakers and facilitators.

One of the highlights of the conference is the presentation of Retail Sales awards. For each station there are two awards: an award for the Sales Executive that performed the best as a percentage of their budget and an award for the rep who generated the most new business. Here at CKCO **Gary O'Neil** won the awards for overall performance by finishing 16% ahead of his budget. Our new business award went to **Kate Ingram** who generated \$197,000 in new advertising last year. Congratulations to both of them.

One other award of note: CFCN Calgary won the award for top station (measured by sales compared to budget). Congratulations to everyone in Calgary.

What did we take away from the conference (besides the excellent training)?

We want CKCO to come away from next year's conference as CTV's top local station! That's our goal for all of us here at CKCO this year.

Cameron Crassweller
Sales Manager

A Note To All Staff....

"Just make up your mind at the very outset that your work is going to stand for quality ... that you are going to stamp a superior quality upon everything that goes out of your hands, that whatever you do shall bear the hall-mark of excellence."

Orison Swett Marden

Has anyone seen this guy around the building the last few months? While I can not begin to shape my words to thank each and everyone of you for the extra efforts put forth, please rest assured your efforts do not go unnoticed and are very much appreciated.

To put it into some perspective here are a few things we accomplished through out September and the first few weeks of October:

1. Brought Creative Options on board as a new production client.
2. Supplied crew to ESPN for the Canadian Open.
3. Produced a Town Hall special for news.
4. Wrapped up a promotion for Knechtels.
5. Two 1-hour Equestrian events for TSN.
6. Started the ratings production machine.
7. Produced the Oktoberfest Pageant.
8. Produced the Opening Ceremonies for Oktoberfest.
9. Produced the Oktoberfest Parade for CTV.
10. Launched Good Morning Canada in September- a 2 hour morning show for the CTV Network.

All the while producing our quality news programming and maintaining our creative production for clients. We were stretched at times and perhaps stretched the envelope a bit too tight on occasion, but in true CKCO fashion we made it all happen. While a number of people were involved in each and every event, the people left to run the shop when they are gone also deserve recognition. It is a testament to our entire team and the dedication of each and every one of you that enables us to make this all happen. From the entire management team THANKS for a job well done!

To quote Orison Swett Marden once again:

"It is just the little difference between the good and the best that makes the difference between the artist and the artisan. It is just the little touches after the average man would quit that makes the master's frame."

Thanks for making a difference!

Dave MacNeil
Operations Manager

IF IT'S NEWS TO YOU....



**IT'S
NEWS
TO US!**

Submitted by David Imrie

The Newsroom continues to be a beehive of activity with all hands on deck. Even **Julie Marie Innes** (currently on Mat Leave) was pressed into service helping out with the Oktoberfest coverage... working hand in hand with **Hutch** to host our parade coverage.

And feature season is now here...already underway with **Andrew Heubner's** excellent production of "OKTOWATCH" ... **Vicki Gough** has brought us "WORKPLACE PAIN"... and still to come "THE WEB" with **Darryl Konynenbelt** ... **Art Baumunk** ... "COPS"**Amanda Singroy** brings us "CHEATERS" ... **Aphrodite Sahlas** examines the "HEALTH SYSTEM" and **Brent Hanson** will deal with "EMERGENCIES".

In the midst of all of this the Walkerton Judicial Inquiry has started...that coverage is demanding some long hours and hard work from **Aphrodite** and **Paul Smith**...along with support staff from the station. **Dave Carswell** is juggling his regular duties with planning for

the upcoming Municipal Election (Nov 13th)... that's expected to be an all hands on deck day as we cover local faces and local races. Adding to the "excitement" of all of this is early preps for a Federal vote.

The fall promises to be a hectic one as news keeps up with day to day coverage of our community, while packing in these extras. Fortunately Christmas and New Year's season is looming...but this time offering little calm....unlike the Millennium maelstrom we experienced a year ago.

And in a blast from the recent past ... where are they now...former anchor **Mike Yaworski** reports from New York City:

"....I'm working for an ABC program called "Business Now" in which I'm one of their correspondents. Hard to believe, but I'm actually on air in New York, Chicago, San Francisco, Washington and a couple of other markets. The work is quite intense....and extremely challenging because it's all about emerging technologies."

CKCO Alumni

Now that Oktoberfest is over for another year, the CKCO 25-Year Club will meet on the second Tuesday of each month at the Concordia Club. Next lunch meeting is Tuesday, November 14th at 12:00 pm. See you there!

CKCO DRESS CODE POLICY

As part of an agreement made by the company and the union in a previous negotiation settlement, the commitment to form a committee to work together on a new dress code policy was made. We would like to proceed with drafting a new policy and have recruited a joint employee union and non-union committee to take up the challenge.

To ensure that the concerns of all employees are represented the committee members selected to tackle the responsibility are a good cross section, taking into account departmental, gender, union and company concerns. As both the company and the union wish to make this a productive and efficient process we limited the number of committee members to a group of 5 five employees. Based on experience we felt it would be a reasonable and manageable number of members entrusted to work through this task expediently. We would like to stress that the committee's focus will be to draft a policy that is sensible and takes into account practical attire that is appropriate and relates to the duties of the various jobs in the company.

To ensure that all employees are given an opportunity to provide input to the committee with respect to this subject matter, I encourage any employee that would like to contribute their thoughts to email me by October 24th. I will pass the information on to the committee members to assist them with their task.

We would like to thank the following employees accepting to help out by serving on the committee: **Bill Miner** - Sales, **Joan Mueller** - Administration, **Andrew Heubner** - Operations, **Zeljko Zugaj** - Engineering, and **Chris Uhrig** - Information Systems.

ANNOUNCING...

Cameron Crassweller is pleased to announce that **Ute Neugebauer** has been promoted to the position of Traffic Supervisor. In her expanded role she will help in effectively managing our sales inventory.

Ute has been with CKCO forever (ok – 19 years) and has consistently demonstrated her ability to work with, and support, the sales team. She proved her abilities this past winter/spring when she took on many of the duties in her new responsibilities while Su McKillop was in Toronto working with the Business Process Re-engineering project.

Congratulations Ute!

Please join Dave MacNeil in congratulating **Steve Woodford** who has accepted a full-time position as a Technical Operator in Operations effective October 23, 2000.

Steve has worked at CKCO as a part-time Technical Operator since June of 1997. During his tenure as a part-time employee he has proven to be a very knowledgeable and positive team member. Prior to working for CKCO Steve worked as an audio engineer for Cedartree Studios. The experience he gained at Cedartree will be a definite asset to Steve in his position at CKCO.

Congratulations Steve and we wish you every success in your new position.



Julie Marie Innes recently stopped by the station to show off her newest bundle of joy ... **Maggie Lee MacDonald**, born September 11th.

NEW FACES



PATRICIA CARDY, CHYRON

Warren Letson is pleased to announce that **Patricia Cardy** is the Art Department's newest part-time Chyron Operator.

Patricia is a first-year student in the Broadcasting Program at Conestoga College.

If you see her in the halls, or in production, stop and say "Hi!"

Tidbits from the CTV National Sales Conference

(these comments aren't attributed to anyone specifically)

- Conference...Really...Where was it any way?
- Some people can talk very quickly, and still make sense.
- When someone knocks on the door, why does the dog always get there first....it's never for him/her.
- There are always going to be changes. We just don't know what they are yet.
- Does anyone have a question? Don't ask it.
- People are a company's best and most important asset....treat them right. (But we knew that)
- CTV Research can produce anything we need, the way we need it, and almost as fast as we want it. They will even be "creative" when necessary.
- Did you know that half the people in the world have never made a phone call?
- TV sales reps will someday figure out what Sympatico-Lycos is.
- To save time...did you know there is a program to delete banners and buttons?
- Buzzwords?????, "drill down", "wrap around", "sticky". No, they are not thought starters for a country song.
- Did you know that the average person receives 247 ad messages a day? CKCO alone pumps out over 500.
- We are ALL salespeople.....YES that includes YOU.
- If you ever have the chance to see comedian James Cunningham, do so.
- Avoid hypnotists at all costs, especially if you are pregnant.
- Wisdom is about letting go of some of the things we think we know.
- Krispy Kreme makes a better donut. Ask anybody.
- 84% of the programs in the top three markets generate 2 rating points or less.
- It's like magic with a fuzzy wuzzy feeling.
- TV sales reps will figure out interactive TV..... someday.
- Marble speech lessons are mandatory for news anchors before going on air. Is that like using the washroom, before jumping in the pool?
- Everyone wants to be the kind of person that their dog thinks they are.
- Yes you do.

The Rec Club



Sip, Swish, Savour, Swallow

Wine, Niagara-on-the-Lake, Plush Bus What more can I say?

The Rec Club's Niagara-on-the-Lake trip September 23rd was a great success!

We arrived in N.O.T.L. before lunchtime. Thankfully, there weren't many tourists at that time. After a bit of window-shopping and browsing through countless boutiques, everyone chose their eatery of choice for lunch... Homestyle, Chinese, liquid, elegant, etc. And let me tell you, \$15 for lunch does not go far in N.O.T.L.

We arrived at Hillebrand mid-afternoon. Wine tasting at the house bar was packed. You could try a variety of Hillebrand's wines for free, and we did!

At 3:30, we had our own private tour and wine tasting in the cellar. We all looked like we knew what we were doing too!

In my opinion, it was a well-rounded outing and luckily, the rain held off until the ride home.



Cheers!
Lynda Lynch

HAPPY BIRTHDAY

Neil Griffett	Nov 1
Tracy Jasmins	Nov 7
Dennis Watson	Nov 12
Robert Cooke	Nov 14
Adele Newton	Nov 14
Linda Fricker	Nov 14
Jennifer Cipriano	Nov 20
Jim Troyak	Nov 21
Mike Lockston	Nov 23
Kate Ingram	Nov 24
Alex Spiradonov	Nov 26
Paul Smith	Nov 28

HAPPY ANNIVERSARY

Janine Grespan	Nov 9 (13 yrs)
Linda Fricker	Nov 11 (15 yrs)
Dave Carswell	Nov 15 (18 yrs)
Robert Cooke	Nov 19 (10 yrs)
John Arais	Nov 20 (34 yrs)
Richard Bon	Nov 22 (2 yrs)
Rachelle Fox	Nov 22 (1 yr)
Fred Martinovic	Nov 25 (19 yrs)
John Smith	Nov 27 (28 yrs)
Tom Otto	Nov 29 (4 yrs)
Darryl Konynenbelt	Nov 29 (1 yr)

THE CHILDREN'S CHRISTMAS PARTY

Santa Claus is coming to town:
**Saturday December 16th at
The YMCA OUTDOOR CENTRE IN
ST. CLEMENTS.**

We would like to remind all REC CLUB members with children 12 and under to have your CHILDREN'S WISH LIST in to Linda Fricker in Creative Services by FRIDAY, OCTOBER 27th. If you need a sheet call Linda at extension 446.

We are also looking for helpers 13 years and older to assist the younger children with crafts, etc. If you have teens that are interested give Linda Fricker a call!