

SOURCES

**A Directory of Contacts
for Editors and Reporters in Canada**

It's a cliché that every story has two sides. An untrue cliché. Most have several. The reporter's challenge is digging out all sides. *SOURCES* can help. Under deadline pressure or during in-depth research, from molybdenum to museums, from human rights to housing, use *SOURCES* to help you dig.

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Canada's National News Media Magazine

SEMI-ANNUAL DIRECTORY EDITION

August 1978 Number 88 \$4.50

**SPECIAL EDITORIAL
SECTION, PP. 25-31**

**212 ORGANIZATIONS LISTED — 35 NEW IN THIS EDITION
MORE THAN 600 INDIVIDUAL CONTACTS**

How to use SOURCES

1) ALPHABETICALLY:

Do you know the name of the company, association, or government body you want to reach? Listings are published alphabetically by organization name, starting on page 10.

Or consult the index, **Organizations A-Z**



2) BY SUBJECT:

The subject or organization of your interest may not be listed in this edition of *SOURCES*. That is because some organizations are not yet aware of *SOURCES*; others decided not to purchase a listing. Nevertheless, the **Subject Guide**, which begins on page 5, can direct you to a deep well of information.

For instance:

- Under **Oil/Gas** you'll find companies involved in oil or gas exploration, pipelines, petrochemical production and the retailing of petroleum products. You'll find Petro-Canada (which wanted Husky) and Alberta Gas Trunk Line Co. Ltd (which got a big piece of Husky). There's also the Sun Oil Company Limited, which, through a sister company (see listing, pg. 51), is hard at work in the Athabasca tar sands.
- If the energy scene generally interests you, check out **Energy** in the Subject Guide. You'll be directed to informed sources in all areas, from nuclear to solar. There's the small

research and policy group Energy Probe and the large federal department, Energy Mines and Resources Canada, to name but two.

- If the international arena is your area, check the headings **International**, **International Affairs**, **International Development** and **International Education**. Here you'll find directions to a variety of experts, including Dr. Robin Ranger, and expert on the SALT talks, who St. Francis Xavier University lists on page 47.

The Subject Guide is designed to be useful and specific and is an integral part of SOURCES.

ORGANIZATIONS A to Z

Addiction Research Foundation	14
Advertising Standards Council	14
Agriculture Canada	14
Alberta Federation of Labour	14
Alberta Gas Trunk Line Company Limited	14
Alberta Union of Provincial Employees	15
Alberta Weekly Newspapers Association	15
Alcan Aluminium Limited	15
Alcan Canada Products Limited	15
Allergy Information Association	15
<i>Alternatives</i>	15
Amnesty International	15
Archives of Ontario	15
Association of Canadian Advertisers, Incorporated	15
Association of Student Councils (Canada)	16
Atomic Energy of Canada Limited	16
Banff Centre For Continuing Education	16
Bechtel Canada	16
Bedford Institute of Oceanography	16
Bell Canada	16
Better Business Bureau of Canada	16
Book and Periodical Development Council	16
Brascan Limited	16
British Airways	17
British Leyland Motors Canada Limited	17
CAE Industries Ltd.	17
Calgary Stampede and Exhibition	17
Canada Council	17
Canada Jaycees	17
Canada Post	18
Canada Steamship Lines (1975) Limited	18
Canada's Conklin Shows	18
Canadian Advertising Advisory Board	18
Canadian Artists' Representation	18
Canadian Association of Music Libraries	18
Canadian Association of Recycling Industries	18
Canadian Association in Support of the Native Peoples	18
Canadian Association of University Teachers	19
Canadian Bankers' Association	19
Canadian Bar Association	19
Canadian Book Information Centre	19
Canadian Book Publishers' Council	19
Canadian Broadcasting Corporation	19
Canadian Brotherhood of Railway, Transport and General Workers	20
Canadian Bureau for International Education	20
Canadian Communications Research Information Centre	20
Canadian Community Newspapers Association	20
Canadian Conference of the Arts	20
Canadian Conference of Catholic Bishops	20
Canadian Construction Association	20
Canadian Council on Smoking and Health	21
Canadian Crafts Council	21
Canadian Daily Newspaper Publishers Association	21
Canadian Executive Service Overseas	21
Canadian Farm and Industrial Equipment Institute	21
Canadian Film Awards	21
Canadian Government Office of Tourism	21
Canadian Grocery Distributors' Institute	21
Canadian Importers Association Inc.	21
Canadian Institute of International Affairs	21
Canadian Institute of Steel Construction	22
Canadian International Paper Company	22
Canadian Labour Congress	22
Canadian Life Insurance Association	22
Canadian Manufacturers' Association	22
Canadian Medical Association	22
Canadian National Railways (CN)	22
Canadian News Synthesis Project	22
Canadian Nuclear Association	23
Canadian Pacific Limited	23
Canadian Paperworkers Union	23
Canadian Periodical Publishers' Association	23
Canadian Recording Industry Association	24
Canadian Telecommunications Carriers Association	24
Canadian Union of Public Employees	24
Canadian University Service Overseas	24
Canadore College of Applied Arts and Technology	24
CN Marine	24
Committee for an Independent Canada	24
Conestoga College of Applied Arts and Technology	33
Confederation College of Applied Arts and Technology	33

<i>Content, Canada's National News Media Magazine</i>	33
Control Data Canada Limited	33
Cooperative Union of Canada	33
Council for Business and the Arts in Canada	33
Council of Canadian Filmmakers	33
Crown Zellerbach Canada Limited	33
Dance in Canada Association	34
Dominion Foundries and Steel, Limited	34
Dominion Textile Limited	34
Energy, Mines and Resources Canada	34
Energy Probe	34
Export Development Corporation	34
Fisheries and Environment Canada	35
Ford Motor Company of Canada, Limited	35
Gay Alliance Toward Equality	35
George Brown College of Applied Arts and Technology	35
B.F. Goodrich Canada Limited	35
Guaranty Trust Company of Canada	35
Gulf Oil Canada Limited	36
Harding Carpets Limited	36
Hawker Siddley Canada Ltd	36
H.J. Heinz Company of Canada Limited	36
Housing and Urban Development Association of Canada	36
Hudson Bay Mining and Smelting Co., Limited	37
Hydro-Quebec	37
Imasco Limited	37
Independent Insurance Agents & Brokers of Ontario	37
Insurance Bureau of Canada	37
International Development Research Centre	37
International Joint Commission	37
Inuit Tapirisat of Canada	38
John Howard Society of Ontario	38
The Kindness Club	38
John Labatt Limited	38
Labour Canada	38
Lake Ontario Cement Limited	38
A.E. LePage Limited	38
Lutheran Council in Canada	38
Macleon-Hunter Limited	38
Matthews' CATV	39
Matthews' List	39
McMaster University	39
Metric Commission Canada	39
Ministry of State for Urban Affairs	39
Mobil Oil Canada, Ltd	39
Mohawk College of Applied Arts and Technology	39
Molson Companies Limited	39

Mutual Life Assurance Company of Canada	40
National Anti-Poverty Organization	40
National Association of Friendship Centres	40
National Gay Rights Coalition	40
National Library of Canada	40
National Parole Board	40
National and Provincial Parks Association of Canada	40
National Union of Provincial Government Employees	40
<i>The Native Perspective</i> magazine	41
NCR Canada Ltd	41
Newfoundland and Labrador Hydro	41
Newfoundland Telephone	42
Noranda Mines Limited	42
Northern Quebec Inuit Association	42
Northern Telecom Limited	42
Ombudsman of Ontario	42
Ontario Chamber of Commerce	42
Ontario Confederation of University Faculty Associations	43
Ontario Crafts Council	43
Ontario Educational Communications Authority/TVOntario	43
Ontario Hydro	43
Ontario Ministry of Culture and Recreation: Citizens' Inquiry Branch	43
Ontario Ministry of Culture and Recreation: Communications Branch	43
Ontario Ministry of Education	43
Ontario Ministry of Energy	43
Ontario Ministry of the Environment	44
Ontario Ministry of Health	44
Ontario Ministry of Housing	44
Ontario Ministry of Industry and Tourism	44
Ontario Ministry of Labour	44
Ontario Ministry of Natural Resources	45
Ontario Ministry of Transportation and Communications	45
Ontario Ministry of Treasury, Economics and Intergovernmental Affairs	45
Ontario Science Centre	45
Ontario Secondary School Teachers' Federation	45
Ortho Pharmaceutical (Canada) Ltd.	45
Parks Canada	45
Periodical Writers Association of Canada	46
Petro-Canada	46
Petrosar Limited	46
Pharmaceutical Manufacturers Association of Canada	46
Polar Gas Project	46
<i>The Presbyterian Record</i>	46
"Renewable Alternatives," Solar Energy Society of Canada 1978 conference	46
Retail Council of Canada	46
Rio Algom Limited	46
Roads and Transportation Association of Canada	46
Royal Bank of Canada	47
Royal Trust Company	47
Ryerson Polytechnical Institute	47
St. Francis Xavier University	47
Saskatchewan Federation of Agriculture	48
Saskatchewan Government Information Services	48
Saskatchewan Wheat Pool	48
Science Council of Canada	48
Social Sciences and Humanities Research Council	48
Société d'Énergie de la Baie James	48
Southwestern British Columbia Tourist Association	48
Spar Aerospace Products Ltd.	50
The Steel Company of Canada (STELCO)	50
STOP (Society to Overcome Pollution)	50
Sun Oil Company Limited	51
Teleglobe Canada	51
Tisdall Clark Lesly & Partners Ltd	51
Toronto Arts Productions	51
Toronto City Cycling Committee	51
Toronto Dominion Bank	51
Torstar Corporation	51
TransCanada Telephone System	52
Trent University	52
United Auto Workers Union	52
United Church of Canada	52
United Nations Association in Canada	52
United Steelworkers of America	53
University of Toronto	53
University of Western Ontario	53
Village Historique Acadien	54
Visual Arts Ontario	54
Winnipeg Chamber of Commerce	54
Workmen's Compensation Board	54
Writers' Federation of Nova Scotia	54
Writers' Union of Canada	54
Xerox of Canada, Limited	54
York University	54



SUBJECT GUIDE
PP. 5 - 13

LISTINGS
PP. 14-24, 33-54

EDITORIAL SECTION
PP. 25-31

Another
satisfied
reader.



Willie Filler, above, really gets into *Content* every month. That's because he's a reporter in the Great Canadian Newsroom, and the main character in an exclusive comic strip in Canada's national news media magazine.

But Willie's ego-gratification is not the only reason he reads *Content*, and thinks all journalists should read *Content*. See page 32 of this issue for more reasons and information on how to subscribe today.

What's in a listing?

Check page 53, column 2 and you'll discover you can get, free, an outstanding publication called **Academedia**.

Academedia lists two hundred and eighty-nine faculty members at The University of Western Ontario willing to talk to reporters on **five hundred and fifty-eight subjects** from abortion through animal learning and asthma, criminal behavior, fitness, history of the Middle Ages, meteors, privacy and computers, solar heating and cooling, Canadian theatre, winds/effects of, to women/achievement motivation in, and finally your standard zoology.

Academedia also lists the sources by faculty/subject, and alphabetically by name.

SOURCES also lists contacts at Canadore, Conestoga, Confederation, George Brown and Mohawk colleges of applied arts and technology; Ryerson Polytechnical Institute and McMaster, St. Francis Xavier, Trent, Toronto and York universities.

What's in a listing?

You've got to use **SOURCES** to find the full answer to that question.

content

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Write for complete information on how to be listed in *Sources*.

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SUBJECT GUIDE TO SOURCES

Addictions	
Addiction Research Foundation	14
Canadian Council on Smoking and Health	21
Advertising	
Advertising Standards Council	14
Association of Canadian Advertisers, Incorporated	15
Canadian Advertising Advisory Board	18
Tisdall Clark Lesly & Partners, Ltd	51
Aerospace	
CAE Industries Ltd.	17
Spar Aerospace Products Limited	50
United Autoworkers Union	52
Agriculture/Food (see also Fertilizers)	
Agriculture Canada	14
Canadian Farm and Industrial Equipment Institute	21
Canadian Grocery Distributors' Institute	21
H. J. Heinz Company of Canada Ltd (food products)	36
Imasco Limited (food products)	37
John Labatt Limited (food products)	38
Saskatchewan Federation of Agriculture	48
Saskatchewan Wheat Pool	48
Airlines	
British Airways	17
Canadian Pacific Limited	23
Allergies	
Allergy Information Association	15
Aluminum	
Alcan Aluminium Ltd.	15
Alcan Canada Products Limited	15
Amusements	
Canada's Conklin Shows	18
Archaeology	
St. Francis Xavier University	47
Archives (see Libraries/Archives)	
Art Education	
Toronto Arts Productions	51
Visual Arts Ontario	54
Arts, The (see also Arts Production Companies; Business/Arts; Crafts; Dance; Film/Film Production; Music; Visual Arts; Writers' Organizations)	
Banff Centre For Continuing Education	16
Canada Council	17
Canadian Artists' Representation	18
Canadian Conference of the Arts	20
Arts Administration	
Banff Centre for Continuing Education	16
Arts Production Companies	
Toronto Arts Productions	51
Athabasca Oil Sands	
Sun Oil Company Limited	51
Automobile Testing	
British Leyland Motors Canada Ltd.	17
Automobiles	
British Leyland Motors Canada Ltd	17
Ford Motor Company of Canada, Limited	35
Insurance Bureau of Canada	37
Ontario Ministry of Transportation and Communications	45
St. Francis Xavier University	47
United Autoworkers Union	52
Automotive Supplies	
British Leyland Motors Canada Ltd.	17
B. F. Goodrich Canada Limited	35
Hudson Bay Mining and Smelting Co., Limited	37
Baby Food	
H. J. Heinz Company of Canada Ltd	36
Banks	
Canadian Bankers' Association	19
The Royal Bank of Canada	47
Toronto Dominion Bank	51
Bauxite	
Alcan Aluminium Ltd.	15
Beauty Aids	
Imasco Limited	37
Beer/Lager/Ale	
John Labatt Limited	38
Molson Companies Limited	39
Beverages, alcoholic	
Addiction Research Foundation	14
John Labatt Limited	38
Molson Companies Limited	39
Book Publishing	
Book and Periodical Development Council	16
Canadian Book Information Centre	19
Canadian Book Publishers' Council	19
Maclean-Hunter Limited	38
Torstar Corporation	51
Broadcasting	
Canadian Broadcasting Corporation	19
Canadian Union of Public Employees	24
Maclean-Hunter Limited	38
Ontario Educational Communications Authority/TVOntario	43
Ryerson Polytechnical Institute (radio and TV education)	47
Teleglobe Canada (radio/television signal transmission)	51
Buses	
Canada Steamship Lines (1975) Limited	18
Canadian Brotherhood of Railway, Transport, & General Workers	20
Canadian National Railways	22
Business/Arts	
Council for Business and the Arts in Canada	33
Business Associations	
Better Business Bureau of Canada	16
Canadian Construction Association	20
Canadian Manufacturers' Association	22
Ontario Chamber of Commerce	42
Retail Council of Canada	46
Winnipeg Chamber of Commerce	54
Business Equipment	
NCR Canada Ltd	41
Xerox of Canada Limited	54
Business/Government (see Business Associations)	
Business/Management Education	
Mohawk Collage	39
Ryerson Polytechnical Institute	47
St. Francis Xavier University	47
University of Western Ontario	53
Business/Trade Press	
Maclean-Hunter Limited	38

Continued

Cable Television	
Maclean-Hunter Limited	38
Matthews' CATV	39
Cables (see Wire and Cables)	
Canadian Studies	
Trent University	52
Canadiana	
Archives of Ontario	15
National Library of Canada	40
Candy	
John Labatt Limited	38
CanLit	
Writers' Federation of Nova Scotia	54
Writers' Union of Canada	54
Carpets	
Harding Carpets Limited	36
Castings	
Hawker Siddeley Canada Ltd	36
Cement	
Lake Ontario Cement Limited	38
Chambers of Commerce (see Business Associations)	
Chemicals	
B. F. Goodrich Canada Limited	35
Hudson Bay Mining and Smelting Co., Limited	37
Noranda Mines Limited	42
United Steelworkers of America	53
Coal	
Energy, Mines & Resources Canada	34
Commercial Printing/Business Forms	
Maclean-Hunter Limited	38
Molson Companies Limited	39
Torstar Corporation	51
Communications (see also Advertising; Book Publishing; Broadcasting; Cable Television; Film/Film Production; Information Processing; Magazine Publishing; Postal; Public Relations; Recording Industry; Telecommunications; Writers, freelance)	
Canadian Communications Research Information Centre	20
Maclean-Hunter Limited	38
Ontario Ministry of Transportation and Communications	45
Torstar Corporation	51
Communications Structures	
Hawker Siddeley Canada Ltd	36
Community Colleges	
Canadore College	24
Conestoga College	33
Confederation College	33
George Brown College	35
Mohawk College	39
Community Planning	
Ont. Ministry of Housing	44
Community Services Education	
Ryerson Polytechnical Institute	47
Computers/Computer Supplies/Computer Services	
Control Data Canada, Ltd	33
NCR Canada Ltd	41
The Royal Trust Company	47
Computer-related Equipment	
Xerox of Canada Limited	54
Concrete	
Lake Ontario Cement Limited	38
United Steelworkers Of America	53
Conferences	
Banff Centre for Continuing Education	16

Construction	
Canadian Construction Association	20
Canadian Institute of Steel Construction	22
Construction Equipment Distribution	
CAE Industries Ltd.	17
Continuing Education	
Banff Centre For Continuing Education	16
Contraception	
Ortho Pharmaceutical (Canada) Ltd	45
Co-operatives	
Cooperative Union of Canada	33
Copper	
Noranda Mines Limited	42
Rio Algom Limited	46
Copyright	
Writers' Union of Canada	54
Crafts	
Canadian Crafts Council	21
Ontario Crafts Council	43
Credit Unions	
Cooperative Union of Canada	33
Crime Reduction	
John Howard Society of Ontario	38
Culture	
Banff Centre for Continuing Education	16
Ontario Ministry of Culture and Recreation: Communications Branch	43
Current Events Analysis	
Canadian News Synthesis Project	22
Customs & Excise	
Canadian Farm & Industrial Equipment Insitute	21
Cycling	
Toronto City Cycling Committee	51
Dance	
Dance in Canada Association	34
Diversified Companies	
Canadian Pacific Limited	23
Imasco Limited	37
Maclean-Hunter Limited (communications)	38
Molson Companies Limited	39
Noranda Mines Limited	42
Torstar Corporation (communications)	51
Earth Physics/Earthquakes	
Energy, Mines & Resources Canada	34
Ecology, marine	
Bedford Institute of Oceanography	16
Ecology, watershed	
Trent University	52
Economic Policy	
Ontario Ministry of Treasury, Economics and Intergovernmental Affairs	45
Education (see also Art Education; Community Colleges; Continuing Education; International Education; Polytechnics; Teachers; Textbooks; Universities)	
National Library of Canada	40
Ontario Educational Communications Authority/TVOntario	43
Ontario Ministry of Education	43
Electric Utilities	
Brascan Limited	17
Hydro-Québec	37
Newfoundland and Labrador Hydro	41
Ontario Hydro	43
Electronics	
CAE Industries Ltd.	17
Spar Aerospace Products Ltd	50
United Steelworkers of America	53

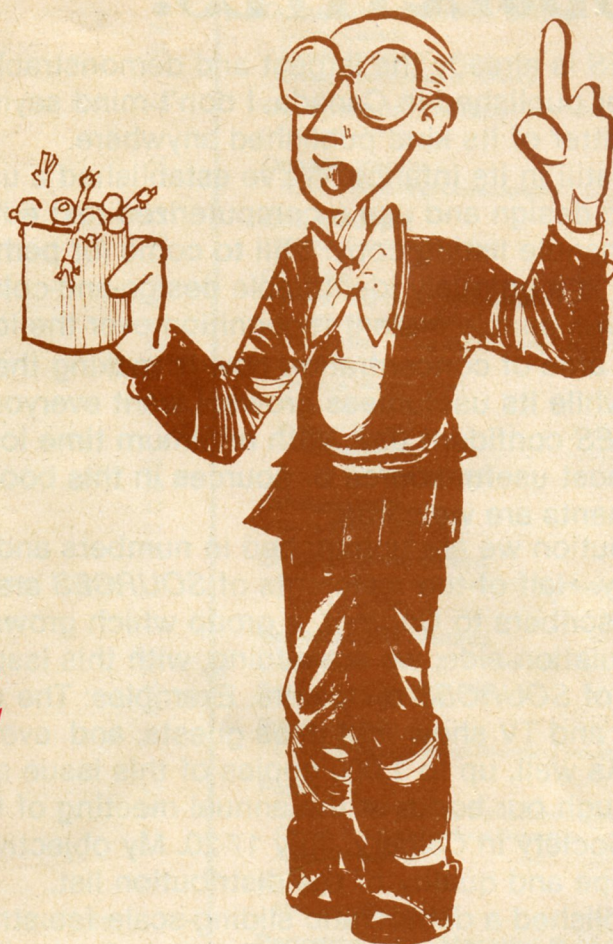
Energy (see also Coal; Electric Utilities; Energy Conservation; Oil/Gas; Hydroelectric Power; James Bay project; Nuclear Energy; Solar Energy)	
<i>Alternatives</i>	15
Energy, Mines & Resources Canada	34
Energy Probe	34
Hudson Bay Mining and Smelting Co., Limited	37
Ontario Ministry of Energy	43
Energy Conservation	
Canadian Farm & Industrial Equipment Institute	21
Energy Probe	34
Ontario Ministry of Energy	43
"Renewable Alternatives" Solar Energy Society of Canada Inc. 1978 conference	46
Engineering/Construction	
Bechtel Canada	16
Canadian Construction Association	20
Canadian Farm & Industrial Equipment Institute	21
United Steelworkers of America (industrial)	53
University of Western Ontario	53
Environment (see also Ecology; Energy; Natural Resources; Parks; Pollution; Research; Water)	
<i>Alternatives</i>	15
Banff Centre for Continuing Education	16
Fisheries and Environment Canada	35
<i>The Native Perspective</i>	41
Ontario Ministry of the Environment	44
Estate Planning	
Mutual Life Assurance Company of Canada	40
Explosives Regulations	
Energy, Mines & Resources Canada	34
Export Trade	
Export Development Corporation	34
Fabrics	
Dominion Textile Limited	34
Facsimile Devices	
Xerox of Canada Limited	54
Facsimile Services	
Teleglobe Canada	51
Fasteners	
Steel Company of Canada (STELCO)	50
Farm Equipment	
Canadian Farm & Industrial Equipment Institute	21
United Auto Workers Union	52
Farm Policy	
Agriculture Canada	14
Saskatchewan Federation of Agriculture	48
Saskatchewan Wheat Pool	48
Farmers' Organizations	
Saskatchewan Federation of Agriculture	48
Ferries/ Costal Vessels	
Canadian National Railways	22
CN Marine Corp.	24
Fertilizers	
Hudson Bay Mining and Smelting Co., Limited	37
Noranda Mines Limited	42
Saskatchewan Wheat Pool	48
Film/Film Production	
Canadian Film Awards	21
Council of Canadian Filmmakers	33
Torstar Corporation	51
Financial Services	
Brascan Limited	17
Canadian Pacific Limited	23
Guaranty Trust Company of Canada	35
The Royal Trust Company	47
Fisheries/Fishermen	
Canadian Brotherhood of Railway, Transport & General Workers	20
Fisheries and Environment Canada	35
St. Francis Xavier University	47

Food Products	
H. J. Heinz Company of Canada Ltd.	36
Imasco Limited	37
John Labatt Limited	38
Foreign Aid	
Canadian Executive Service Overseas	21
Foreign Investment/ Ownership	
Committee for an Independent Canada	24
Forest Products (see also Pulp & Paper)	
Crown Zellerbach Canada Limited	33
Molson Companies Limited (lumber)	39
Noranda Mines Limited	42
Forestry Equipment	
CAE Industries Ltd. (distribution)	17
Hawker Siddeley Canada Ltd.	36
French-Canadian Literature, translations	
St. Francis Xavier University	47
Furniture	
Molson Companies Limited	39
United Steelworkers of America	53
Gas (see Oil/ Gas)	
Gas Turbines	
Hawker Siddeley Canada Ltd.	36
Gay Rights	
Gay Alliance Toward Equality	35
National Gay Rights Coalition	40
Gifts and Sundries	
Imasco Limited	37
Grain Handling and Inspection	
Agriculture Canada	14
Saskatchewan Wheat Pool (handling)	48
Grants	
Canada Council	17
Ontario Ministry of Culture and Recreation: Communications Branch	43
Social Sciences and Humanities Research Council	48
Graphics Design	
Tisdall Clark Lesly & Partners Ltd.	51
Groceries	
Canadian Grocery Distributors' Institute	21
Handicapped	
St. Francis Xavier University	47
Hardware	
Molson Companies Limited	39
Health Aids	
Imasco Limited	37
Heavy Manufacturing	
Hawker Siddeley Canada Ltd.	36
Heritage Routes	
Parks Canada	45
Highways (see Roads)	
Historical Sites	
Parks Canada	45
Village Historique Acadien	54
Homes for the Aged, employees of	
Canadian Union of Public Employees	24
Hospitals/ Nursing Homes	
Canadian Brotherhood of Railway, Transport & General Workers	20
Canadian Medical Association	22
Canadian Union of Public Employees	24
Ontario Ministry of Health	44
Hotels	
Canadian Brotherhood of Railway, Transport & General Workers	20
Canadian National Railways	22
Canadian Pacific Limited	23

Continued

Housing			
Housing and Urban Development Association of Canada	36	Canadian Labour Congress	22
A.E. LePage Limited	38	Canadian Paperworkers Union	23
Ontario Ministry of Housing	44	Canadian Union of Public Employees	24
		Labour Canada	38
Human Rights		National Union of Provincial Government Employees	40
Amnesty International	15	Ontario Ministry of Labour	44
Gay Alliance Toward Equality	35	United Auto Workers Union	52
National Gay Rights Coalition	40	United Steelworkers of America	53
Ontario Ministry of Labour	44		
		Law Enforcement	
Humanities		Canadian Union of Public Employees	24
Social Sciences and Humanities Research Council	48		
		Leadership Development	
Hydroelectric Power		Canada Jaycees	17
Hydro-Québec	37		
Newfoundland and Labrador Hydro	41	Learning Materials	
Ontario Hydro	43	Torstar Corporation	51
La Société d'Énergie de la Baie James	48	Xerox of Canada Limited	54
Imports		Legal/Courts	
Canadian Importers Association Inc.	21	Canadian Bar Association	19
		John Howard Society of Ontario	38
Income Redistribution		National Parole Board	40
National Anti-Poverty Organization	40	University of Western Ontario (education)	53
Industrial Supplies		Libraries/ Archives	
B.F. Goodrich Canada Limited	35	Archives of Ontario	15
		Canadian Association of Music Libraries	18
Industrial Equipment/ Products		National Library of Canada	40
CAE Industries Ltd.	17		
Canadian Farm & Industrial Equipment Institute	21	Library Employees	
		Canadian Union of Public Employees	24
Industry			
Ontario Ministry of Industry and Tourism	44	Magazine Publishing	
		Book and Periodical Development Council	16
Information Processing		Canadian Periodical Publishers' Association	23
Xerox of Canada Limited	54	Maclean-Hunter Limited	38
		Torstar Corporation	51
Information Science			
University of Western Ontario	48	Magazine/ Paperback Distribution	
		Canadian Periodical Publishers' Association	23
Insurance		Maclean-Hunter Limited	38
Canadian Life Insurance Association	22		
Independent Insurance Agents and Brokers of Ontario	37	Manufacturing (see also specific headings, such as: Aluminum, Carpets, Computers, Heavy Manufacturing, Pharmaceuticals, Steel, etc., etc.)	
Insurance Bureau of Canada	37	Canadian Manufacturers' Association	22
Mutual Life Assurance Company of Canada	40		
Ontario Ministry of Health	44	Manuscript Collecting	
		Archives of Ontario	15
Intergovernmental Affairs			
Ontario Ministry of Treasury, Economics and Intergovernmental Affairs	45	Maps	
		Energy, Mines & Resources Canada	34
International			
International Joint Commission	37	Media Indexes	
United Nations Association in Canada	52	Matthews' CATV	39
		Matthews' List	39
International Affairs			
Canadian Institute of International Affairs	21	Medical Education	
St. Francis Xavier University (Cdn-Polish and Cdn-Soviet relations, SALT talks)	47	McMaster University	39
		University of Western Ontario	53
International Development			
Canadian Executive Service Overseas	21	Medical/ Health	
Canadian University Service Overseas	24	Addiction Research Foundation	14
International Development Research Centre	37	Allergy Information Association	15
		Canadian Council on Smoking and Health	21
International Education		Canadian Medical Association	22
Association of Student Councils (Canada)	16	Ontario Ministry of Health	44
Canadian Bureau for International Education	20	Ortho Pharmaceutical (Canada) Ltd.	45
		Pharmaceutical Manufacturers Association of Canada	46
James Bay Project			
Northern Quebec Inuit Association	42	Merchandising	
La Société d'Énergie de la Baie James	48	Retail Council of Canada	46
Journalism, print and broadcast		Metal, scrap	
Content, Canada's National News Media Magazine	33	Canadian Association of Recycling Industries	18
Journalism Education		Metal Products	
Ryerson Polytechnical Institute	47	CAE Industries Ltd.	17
University of Western Ontario	53		
		Metric Conversion	
Kindness		Canadian Farm & Industrial Equipment Institute	21
The Kindness Club	38	Metric Commission Canada	39
Labour		Milk, industrial	
Alberta Federation of Labour	14	John Labatt Limited	38
Alberta Union of Provincial Employees	15		
Canadian Brotherhood of Railway, Transport & General Workers	20		

Continued



WILLIE FILLER SAYS:

You'll be a long time — a very long time — looking before you find a better media contact directory than *SOURCES*. In the meantime, keep this one handy and put it to work. It's a working aid for Canada's working journalists. And it does work. When you call, write or visit the contacts listed here, please tell them you found them here, in *SOURCES*.

MY OBJECTIVES:

SOURCES is already the largest and demonstrably the best directory of its kind ever published in Canada. I don't mind saying it: we haven't seen anything better of its kind published anywhere.

But it is still in its infancy. We've established a useful and attractive typographic design and use a computerized text editing and typesetting system to handle listing copy. Still to come (or perhaps we've done it with this issue) is a uniquely identifiable design-and-color combination for the cover that will enable instant recognition over the long term.

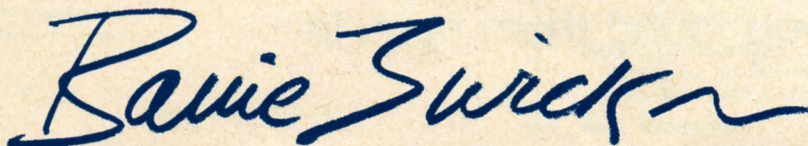
My main area of concentration now is making the directory easier to use, even while its usefulness grows. I want everyone to be able to reach for *SOURCES* confident that, with minimum time lost, he or she can home in on the most useful source or sources in this book on any given subject. Your comments are welcome.

In distribution we are unmatched in numbers and quality in our field in this country. Half of the recipients of *SOURCES* are the regular and loyal paying subscribers to *Content*, a group which grows daily. On the controlled circulation side, we are adding, with this issue, some new categories of *SOURCES* recipients. Examples: The producers and staffs of every radio and TV show that uses guests, and every radio hotline show producer. As well, up to 1,000 copies of this issue are earmarked for distribution through our booth at the annual meeting of the Canadian Public Relations Society in Calgary, July 17-20. My objective: To continue improving the scope and quality of the distribution list.

We established a democratic sliding-scale fee structure as the most appropriate revenue base for this directory. Such a schedule—based on the total annual income of the organization listed—enables organizations from the largest multinational corporation to the smallest local volunteer group to put themselves before the news media community. My promise: That this principle will be maintained, with the objective of moving toward the largest possible number of listings and therefore an ever-increasing number of subjects which a reporter can learn about through using the directory.

My objectives are to help you, the users, reach your objectives. And as a personal favor I would ask that when you contact someone through using *SOURCES*, tell them.

Sincerely,

A handwritten signature in blue ink that reads "Barrie Zwicker". The signature is written in a cursive, flowing style with a long horizontal flourish at the end.

Barrie Zwicker, Editor and Publisher, *Content/Sources*.

Minerals/ Mining	
Alcan Aluminium Ltd.	15
Energy, Mines & Resources Canada	34
Hawker Siddeley Canada Ltd. (mining equipment)	36
Hudson Bay Mining and Smelting Co., Limited	37
Noranda Mines Limited	42
Ontario Ministry of Natural Resources	45
Rio Algom Limited	46
Steel Company of Canada (STELCO)	50
United Steelworkers of America	53
Molybdenum	
Rio Algom Limited	46
Mortgages	
Ontario Ministry of Housing	44
Museums/ Exhibitions	
Calgary Stampede & Exhibition	17
Canada's Conklin Shows	18
Maclean-Hunter Limited	38
National Library of Canada	40
Ontario Crafts Council	43
Ontario Science Centre	45
Ortho Pharmaceutical (Canada) Ltd.	45
Visual Arts Ontario	54
Music	
Banff Centre for Continuing Education	16
Canadian Association of Music Libraries	18
Canadian Recording Industry Association	24
Mohawk College	39
St. Francis Xavier University	47
Toronto Arts Productions	51
University of Western Ontario	53
Native Land Claims (see Native Organizations; Native People Support)	
Native Organizations	
Inuit Tapirisat of Canada	38
National Association of Friendship Centres	40
Northern Quebec Inuit Association	42
Native People Support (see also Native Organizations)	
Canadian Association in Support of the Native Peoples	18
Canadian Executive Service Overseas	21
<i>The Native Perspective</i>	41
Native Studies	
Trent University	52
Natural Resources (see also Energy; Forest Products; Minerals/ Mining; Parks; Pulp & Paper; Water)	
Brascan Limited	17
Canadian Pacific Limited	23
Energy, Mines & Resources Canada	34
Hudson Bay Mining and Smelting Co., Limited	37
Ontario Ministry of Natural Resources	45
Natural Sciences	
Bedford Institute of Oceanography	16
Newspapers, analysis of content	
Canadian News Synthesis Project	22
<i>Content, Canada's National News Media Magazine</i>	33
Newspapers, community	
Alberta Weekly Newspapers Association	15
Canadian Community Newspapers Association	20
Torstar Corporation	51
Newspapers, daily	
Canadian Daily Newspaper Publishers Association	21
Torstar Corporation	51
Newsprint (see Pulp & Paper)	
Non-graded Schools	
St. Francis Xavier University	47
Nova Scotia History	
St. Francis Xavier University	47
Nuclear Energy	
Atomic Energy of Canada Limited	16

Canadian Nuclear Association	23
Energy, Mines & Resources Canada	34
Energy Probe	34
Ontario Hydro	43
Nursing	
University of Western Ontario	53
Occupational Health/ Safety	
Labour Canada	38
Ontario Ministry of Labour	44
United Steelworkers of America	53
Occupational Therapy	
Mohawk College	39
Oceanography	
Bedford Institute of Oceanography	16
Office Supply	
Molson Companies Limited	39
Oil/ Gas	
Alberta Gas Trunk Line Company Limited	14
Gulf Oil Canada Limited	36
Hudson Bay Mining and Smelting Co., Limited	37
Mobil Oil Canada, Ltd.	39
Noranda Mines Limited	42
Petro-Canada	46
Petrosar Limited	46
Polar Gas Project	46
Sun Oil Company Limited	51
Ombudsmen	
Ombudsman of Ontario	42
Ontario Government	
Ontario Ministry of Culture and Recreation: Citizens' Inquiry Branch	43
Other Ministries	43-5
Organization Studies	
Tisdall, Clark, Lesly & Partners, Ltd	51
Paper (see Pulp & Paper)	
Paper, scrap	
Canadian Association of Recycling Industries	18
Parks	
National and Provincial Parks Association	40
Ontario Ministry of Natural Resources	45
Parks Canada	45
Parole	
National Parole Board	40
Periodicals (see Magazine Publishing; Magazine/ Paperback Distribution)	
Petrochemicals	
Petrosar Limited	46
Sun Oil Company Limited	51
Pharmaceuticals	
Imasco Limited	37
Ortho Pharmaceutical (Canada) Limited	45
Pharmaceutical Manufacturers Association of Canada	46
Photo-copying	
Xerox of Canada Limited	54
Physiotherapy	
Mohawk College	39
Pipelines	
Alberta Gas Trunk Line Company Limited	14
Polar Gas Project	46
Steel Company of Canada (STELCO)	50
Plastics	
B. F. Goodrich Canada Limited	35
Noranda Mines Limited	42
United Steelworkers of America	53
Police Forces	
Canadian Union of Public Employees	24

Continued

Pollution	
Fisheries and Environment Canada	35
STOP	50
Polytechnics	
Ryerson Polytechnical Institute	47
Postal	
Canada Post	18
Poverty	
National Anti-Poverty Organization	40
Professionals' Associations	
Canadian Association of University Teachers	19
Canadian Bar Association	19
Canadian Medical Association	22
Ontario Confederation of University Faculty Associations	43
Ontario Secondary School Teachers Federation	45
Periodical Writers Association of Canada	46
Property Management	
A. E. LePage Limited	38
Public Affairs Programs	
Toronto Arts Productions	36
Public Employees	
Alberta Union of Provincial Employees	15
Canadian Union of Public Employees	24
National Union of Provincial Government Employees	40
Public Opinion Research	
Tisdall Clark Lesly & Partners Ltd	51
Public Relations	
Tisdall Clark Lesly & Partners Ltd	51
Public Transit Equipment	
Hawker Siddeley Canada Ltd	36
Spar Aerospace Products Ltd.	50
Publishing; (see Book Publishing; Magazine Publishing; Newspapers, daily; Newspapers, community; Textbooks)	
Pulp & Paper	
Canadian International Paper Company	22
Canadian Paperworkers Union	23
Crown Zellerbach Canada Limited	33
Noranda Mines Limited	42
United Steelworkers of America	53
Quarrying	
Canada Steamship Lines (1975) Limited	18
Radio (see Broadcasting)	
Radio-TV Education	
Ryerson Polytechnical Institute	47
Railways	
Canadian Brotherhood of Railway, Transport & General Workers	20
Canadian National Railways	22
Canadian Pacific Limited	23
Real Estate	
Brascan Limited	17
Canadian Pacific Limited	23
Guaranty Trust Company of Canada	35
Housing and Urban Development Association of Canada	36
A. E. LePage Limited	38
The Royal Trust Company	47
Recording Industry	
Canadian Recording Industry Association	24
Recreation	
Ontario Ministry of Culture and Recreation: Communications Branch	43
Recycling	
Canadian Association of Recycling Industries	18
Reference books	
Xerox of Canada Limited	54
Regional Economic Development	
Ontario Ministry of Treasury, Economics and Intergovernmental Affairs	45

Rehabilitation	
Workmen's Compensation Board (Ont.)	54
Release of Prisoners	
Amnesty International	15
National Parole Board	40
Religion	
Canadian Conference of Catholic Bishops	20
Luthern Council in Canada	38
<i>The Presbyterian Record</i>	46
United Church of Canada	52
Renewable Energy	
Energy Probe	34
"Renewable Alternatives:" Solar Energy Society of Canada Inc. 1978 Conference	46
Rent Supplements	
Ontario Ministry of Housing	44
Research	
Agriculture Canada	14
<i>Alternatives (environmental research)</i>	15
Bedford Institute of Oceanography	16
Canadian Communications Research Information Centre	20
Engery, Mines & Resources Canada (geological research)	34
International Development Research Centre	37
St. Francis Xavier University (environmental research, unemployment/employment research)	47
Social Sciences and Humanities Research Council	48
United Steelworkers of America (economic research)	53
University of Western Ontario	53
Workmen's Compensation Board (industrial illness, safety training) ..	54
Retailing (see Merchandising)	
Roads	
Ontario Ministry of Transportation and Communications	45
Roads and Transportation Association of Canada	46
Rubber Products	
B. F. Goodrich Canada Limited	35
Safety	
Ontario Ministry of Transportation and Communications	45
Toronto City Cycling Committee	51
Workmen's Compensation Board (Ont.)	54
Saskatchewan Government	
Saskatchewan Government Information Services	48
Satellite / Airborne Remote Sensing	
Energy, Mines and Resources Canada	34
Spar Aerospace Products Ltd.	50
Sawmill Equipment	
Hawker Siddeley Canada Ltd	36
Science Policy	
Science Council of Canada	48
Science / Technology	
Ontario Science Centre	45
Science Council of Canada	48
University of Western Ontario	53
Shelter (see Housing)	
Ship Building / Repairs	
Canada Steamship Lines (1975) Limited	18
CN Marine Corp.	24
Hawker Siddeley Canada Ltd	36
Shipping	
Canada Steamship Lines (1975) Limited	18
Canadian Brotherhood of Railway, Transport & General Workers	20
Canadian Pacific Limited	23
CN Marine Corp.	24
Smoking	
Canadian Council on Smoking and Health	21
Social Sciences	
Social Sciences and Humanities Research Council	48
University of Western Ontario	53

Solar Energy	
"Renewable Alternatives": Solar Energy Society of Canada Inc. 1978 Conference	46
Sporting Goods	
Imasco Limited	37
Sports	
St. Francis Xavier University	47
Spruce Budworm Studies	
St. Francis Xavier University	47
Steel	
Canadian Institute of Steel Construction	22
Dominion Foundries and Steel, Limited	34
Rio Algom Limited	46
Steel Company of Canada (STELCO)	50
United Steelworkers of America	53
Students	
Association of Student Councils (Canada)	16
Sulphur	
Mobil Oil Canada, Ltd	39
Surveying/ Mapping	
Energy, Mines & Resources Canada	34
Taxation	
Ontario Ministry of Treasury, Economics and Intergovernmental Affairs	45
Teachers	
Canadian Association of University Teachers	19
Ontario Confederation of University Faculty Associations	43
Ontario Secondary School Teachers' Federation	45
Telecommunications	
Bell Canada	16
Canadian National Railways	22
Canadian Telecommunications Carriers Association	24
Newfoundland Telephone	42
Northern Telecom Limited	42
Ontario Ministry of Transportation and Communications	45
Spar Aerospace Products Ltd.	50
Teleglobe Canada	51
TransCanada Telephone System	52
Telecommunications Equipment	
Canadian Telecommunications Carriers Association	24
Northern Telecom Limited	42
Telephone/ Telex/ Telegraph (see Telecommunications)	
Television (see Broadcasting; Cable Television)	
Textbooks	
Canadian Book Publishers' Council	19
Xerox of Canada Limited	54
Textiles	
Dominion Textile Limited	24
Mohawk College (textile engineering technology)	39
Theatre	
Toronto Arts Productions	51
Tires	
B. F. Goodrich Canada Limited	36
Tobacco	
Canadian Council on Smoking and Health	21
Imasco Limited	37
Tomato Products	
H. J. Heinz Company of Canada Ltd	36
Tourism (see Travel/Tourism)	
Trade	
Canadian Importers Association Inc.	31
Export Development Corporation	34
Transportation (see also Airlines; Automobiles; Cycling; Railways; Shipping; Trucking)	
Ontario Ministry of Transportation and Communications	45
Roads and Transportation Association of Canada	46

Travel/Tourism	
Association of Student Councils (Canada)	16
Calgary Stampede & Exhibition	17
Canadian Government Office of Tourism	21
Ontario Ministry of Industry and Tourism	44
Southwestern British Columbia Tourist Association	48
Village Historique Acadien	54
Trucking	
Canada Steamship Lines (1975) Limited	18
Canadian Brotherhood of Railway, Transport & General Workers	20
Canadian National Railways	22
Hawker Siddeley Canada Ltd (highway tailors)	26
Trust Companies	
Guaranty Trust Company of Canada	35
The Royal Trust Company	47
United Nations	
United Nations Association in Canada	52
Universities	
Canadian Union of Public Employees	24
McMaster University	39
St. Francis Xavier University	47
Trent University	52
University of Toronto	53
University of Western Ontario	53
York University	54
Uranium (see also Nuclear Energy)	
Energy, Mines & Resources Canada	34
Rio Algom Limited	46
Urban Development	
Housing and Urban Development Association of Canada	36
A. E. LePage Limited	38
Ministry of State for Urban Affairs (policy)	39
Visual Arts	
Banff Centre for Continuing Education	16
Canadian Artists' Representation	38
Visual Arts Ontario	54
Waste Management	
Ontario Ministry of the Environment	44
Water	
International Joint Commission	37
Ontario Ministry of the Environment	44
Wheat Pools	
Cooperative Union of Canada	33
Wine	
John Labatt Limited	38
Wire and Cables	
Noranda Mines Limited	42
Wintario Grants	
Ontario Ministry of Culture and Recreation: Communications Branch	43
Women's Rights	
Ontario Ministry of Labour	44
Workmen's Compensation	
Workmen's Compensation Board (Ont.)	54
Writers, freelance	
Periodical Writers Association of Canada	46
Writers Organizations	
Periodical Writers Association of Canada	46
Writers' Federation of Nova Scotia	54
Writers' Union of Canada	54
Xeroradiographic Products	
Xerox of Canada Limited	54
X-ray Pictures	
Xerox of Canada Limited	54
Young Adults	
Canada Jaycees	17
Zinc	
Noranda Mines Limited	42

SOURCES

To find all listed contacts on a given subject, consult the Subject Guide, pp. 5 - 13

A

ADDICTION RESEARCH FOUNDATION

33 Russell Street
Toronto, Ontario M5S 2S1

The Addiction Research Foundation of Ontario operates specialized research, educational, clinical, and service development programs aimed at conducting research into the nature, frequency, effects, and treatment of problems associated with the use of alcohol and other drugs; and disseminates information respecting the recognition, prevention, and treatment of alcoholism and addiction.

Contact:

Barbara Spencer, Media Relations Officer
Office: (416) 595-6054

ADVERTISING STANDARDS COUNCIL

1240 Bay Street, Suite 302
Toronto, Ontario M5R 2A7

Administers advertising industry codes of standards, dealing with public, business and government on complaints under these codes. Maintains liaison with business and govern-

ment on current concerns in the area of advertising ethics. (See Canadian Advertising Advisory Board.)

Contact:

Evelyn Crandell, Associate Director
Office: (416) 961-6311
After-hours: (416) 923-9530

AGRICULTURE CANADA

930 Carling Avenue
Ottawa, Ontario K1A 0C7

The department is responsible for federal policies, programs and regulations relating to agriculture, including food grading and inspection; seed certification; regulations on pesticides and fertilizers; grain inspection and handling; diagnostic and veterinarian services for animals; market outlooks and reports; scientific research; international liaison; and dissemination of information.

Contact:

Information Division
Office: (613) 994-5533

ALBERTA FEDERATION OF LABOUR

306 - 11010 142nd Street
Edmonton, Alberta T5N 2R1

The Alberta Federation of Labour represents about 110,000 trade union members in Alberta and is a chartered body of the Cana-

dian Labour Congress. It acts as the voice of organized labour in Alberta and almost all trade unions are affiliated to it. The federation is involved in: making representation to government on a wide range of issues; the education of trade union members through a variety of seminars and conferences covering various topics; the development of a written history of the Alberta labour movement; encouraging working people to take part in the political process.

Contacts:

Office phone for all below: (403) 451-0810

Harry Kostiuik, President
Gene Mitchell, Executive Secretary
Ernie Clarke, Asst. Executive Secretary
Warren Caragata, Public Relations Director
After-hours: (403) 433-2656
Winston Gereluk, General Services Director

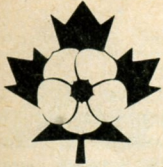
THE ALBERTA GAS TRUNK LINE COMPANY LIMITED

P.O. Box 2535
Calgary, Alberta T2P 2N6

Natural gas transmission pipeline in Province of Alberta; participation in projects for frontier gas; subsidiary company operations which include petrochemicals, manufacturing, gas sales, service and development.

Contact:

Dianne I. Narvik,
Vice President, Administration
Office: (403) 231-9148



THE ALBERTA UNION OF PROVINCIAL EMPLOYEES

10975 - 124 Street
Edmonton, Alberta T5M 0J2

A union representing employees in the provincial public sector and in the Alberta component of the National Union of Provincial Government Employees.

Contacts:

John Booth, President

Office: (403) 452-0333

Bill Finn, Public Relations Officer,

Office: (403) 452-0333

After-hours: (403) 482-2030



ALBERTA WEEKLY NEWSPAPERS ASSOCIATION

11460 40th Avenue, Suite 307
Edmonton, Alberta T6J 0R5

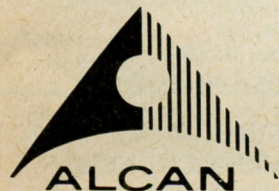
The AWNA is the provincial trade association representing community newspapers in Alberta. Its 75 member papers serve almost 40% of Alberta's population which constitutes a \$3 1/2-billion market. Weekly newspapers have an average 85.9% penetration of this rich Alberta market where disposable incomes are among the highest in Canada. Complete details on market areas, industries and advertising rates are available on request.

Contact:

Bill Draayer, Secretary/Manager

Office: (403) 436-1405

After-hours: (403) 435-7444



ALCAN ALUMINIUM LIMITED

Box 6090,
Montreal, Quebec, H3C 3H2

Alcan Aluminium Limited, a Canadian company, was formed in 1928. Through its subsidiaries and investments in related companies in over 30 countries worldwide, it is engaged in all phases of the aluminum business from bauxite mining to manufactur-

ing of finished aluminum products.

Contact:

Terry A. Kirkman,

Public Relations Officer

Office: (514) 877-3150

Alcan Canada Products Limited



ALCAN CANADA PRODUCTS LIMITED

Box 269, Toronto-Dominion Centre
Toronto, Ontario M5K 1K1

Alcan Canada Products Limited is the sales and manufacturing arm of Alcan Canada, responsible for operating 27 manufacturing plants and 23 distribution centres across Canada. It is the largest supplier of semi-fabricated and finished aluminum products, and of ingot, to the Canadian domestic market. Products include sheet, plate and foil; extrusions; bare, covered and insulated wire & cable, cable accessories; siding and other building products; welded pipe; boats, household & specialty products.

Contacts:

J.A. Angus,

Manager, Advertising and Public Relations

Office: (416) 366-7211

L. Holroyd,

Manager, Western Region Public Relations

2609 Granville Street, Suite 460

Vancouver, British Columbia V6H 3H3

Office: (604) 732-3377

ALLERGY INFORMATION ASSOCIATION

25 Poynter Drive, Room 7
Weston, Ontario M9R 1K8

The dissemination of recipes and practical information for management of allergic disease. This non-profit organization successfully lobbied the government to have legislation passed for mandatory ingredient listings on all processed foods. Quarterly newsletters keep members informed about latest research on allergies.

Contact:

Kathleen Miller

Office: (416) 244-9312

ALTERNATIVES

PERSPECTIVES ON SOCIETY AND ENVIRONMENT

ALTERNATIVES: PERSPECTIVES ON SOCIETY AND ENVIRONMENT

Trent University
Peterborough, Ontario K9J 7B8

Alternatives, an international environmental quarterly now in its seventh year of publication, looks at the political and social implications of environmental issues and *vice versa*.

Alternatives also co-ordinates research projects (most recently on energy policy and on persistent pollutants), sponsors confer-

ences (like a Science and Politics conference in November, 1977) and maintains an extensive reference library.

Contact:

Ted Schrecker, Editor

Phone: (705) 748-1471 (Peterborough);

(416) 661-2219 (Toronto).

AMNESTY INTERNATIONAL CANADA/AMNISTIE INTERNATIONALE CANADA

Box 6033 - 2101 Algonquin Ave.
Ottawa, Ontario K1A 1T1

Amnesty International, an independent, non-governmental organization, works for the release of those imprisoned for religious, political or other conscientiously held beliefs or their ethnic origin, colour or language, provided by have neither used nor advocated violence. Amnesty International also works to abolish all torture and cruel treatment of all prisoners.

Contact:

Sue Nichols, Co-ordinator

Office: (613) 722-1988

ARCHIVES OF ONTARIO

77 Grenville Street,
Toronto, Ontario, M7A 2R9

The Ontario Archives acquires or copies for permanent preservation, non-published documentary material and early newspapers relating to Ontario History. The Archives is interested particularly in obtaining, by donation or purchase, significant letters, diaries, municipal, church or business records, photographs or maps. The Archives welcomes information on the location of historical material.

Contact:

Hugh P. MacMillan, Field Liaison Officer

Office: (416) 965-4039

After-hours: (519) 856-4757

D.R. Russell

Supervisor, Private Manuscripts

Office: (416) 965-4039

ASSOCIATION OF CANADIAN ADVERTISERS, INCORPORATED/ ASSOCIATION CANADIENNE DES ANNONCEURS INCORPORÉE

159 Bay Street, Suite 620
Toronto, Ontario M5J 1J7

An Association of corporations whose products or services are advertised extensively. Organized in 1914, incorporated in 1917. Objectives include: preserving freedoms of commercial speech; educating and informing advertisers about truth in advertising, laws affecting advertisers; expanding understanding of and information about advertising; improving advertising effectiveness in marketers' and consumers' interest.

Contact:

Tom Blakely, President

Office: (416) 363-8046



ASSOCIATION OF STUDENT COUNCILS (CANADA)

44 St. George Street,
Toronto, Ontario M5S 2E4

The Association of Student Councils (Canada) is a non-profit student service organization having as members, approximately 400,000 Canadian post secondary students. The activities of the Association include the operation of Canadian Universities Travel Service Limited which is recognized by the International Student Travel Conference as Canada's official National Student Travel Bureau. The Association publishes the *Canadian Student Traveller* (twice yearly) and the *National Student Discount Handbook* (annually).

Contact:

Toronto (Head Office):

J. Rodney Hurd, Executive Director

Office: (416) 979-2604

After-hours: (416) 489-9366

Vancouver:

Trenor Tilley, Assistant Director

Office: (604) 224-0111

Ottawa:

Peter Gruer, Manager

Office: (613) 238-8222

ATOMIC ENERGY OF CANADA LIMITED

275 Slater Street
Ottawa, Ontario K1A 0S4

Atomic Energy of Canada Limited is a Crown company incorporated in 1952. It is responsible for research into and development of peaceful uses of atomic energy, in particular the development of nuclear power systems to meet Canadian needs and improved applications of radioisotopes and radiation.

Contacts:

Ottawa:

Mike Martin, Media Relations Co-ordinator

Office: (613) 237-3270

Toronto:

David Turnbull, Media Relations Officer

Office: (416) 826-9531 or 823-9040, ext. 352

B

THE BANFF CENTRE FOR CONTINUING EDUCATION

Box 1020
Banff, Alberta T0L 0C0

The Banff Centre, School of Fine Arts is

world recognized as a major training ground in all arts disciplines. The School of Management offers year-round seminars in all aspects of management and administration. Cultural Resources Management offers seminars in arts administration. The School of the Environment offers courses in environmental management and conservation. Two fully equipped theatres. Modern conference facilities through The Conference Division.

Contacts:

Dr. David S. R. Leighton, Director

Neil M. Armstrong, Manager, Fine Arts

Jorie Adams, Manager, Music Programs

Robert Alexander, Manager, Visual Arts

E.M. (Ted) Mills,

Manager, School of Management

Norbert Meier, Management Studies

Garth Henderson,

Cultural Resources Management

John Amatt,

School of the Environment

Laslo L. Funtek, Manager, Theatres

Catherine Hardie,

Manager, Conference Division

E. Douglas Hughes,

Manager, Communications

Office phone for all above: (403) 762-3391

Extensions to all departments.

BECHTEL CANADA

250 Bloor E.

Toronto, Ontario M4W 3K5

One of the principal Canadian organizations in engineering/construction and related project management.

Une des principales compagnies d'ingénierie, de construction et de gestion de projets au Canada.

Head Office/Siège Social — Toronto; principal offices/bureau principaux — Montreal, Edmonton, Vancouver, Calgary.

Contacts/Renseignements:

Bruce Findlay

Office: (416) 928-1786

After-hours: (416) 649-2581

Lily Corewyn

Office: (416) 928-1785

After-hours: (416) 925-1005

Edmonton:

Robert F. Reinhard

Office: (403) 429-6541

BEDFORD INSTITUTE OF OCEANOGRAPHY

Box 1006

Dartmouth, Nova Scotia B2Y 4A2

BIO, one of the largest centres of marine studies in the world, is the home of several laboratories and groups engaged in diverse but highly inter-related activities aimed at furthering our knowledge of the oceans. It is administered by the departments of Fisheries and the Oceans; Environment; and Energy, Mines and Resources.

Contact:

C. Edmund Murray,

Public Relations Manager, OAS, Atlantic

Office: (902) 426-3251

After-hours: (902) 861-1184

BELL CANADA

1050 Beaver Hall Hill
Montreal, Quebec H3C 3G4

Bell Canada is the largest supplier of telecommunications services in Canada. The company was established in 1880 to provide telephone service. Today its network carries communications of all types — voice, visual and data — in the provinces of Ontario and Quebec, and parts of the Arctic.

With corporate headquarters in Montreal, it is structured into two operating regions — Ontario Region centered in Toronto, and Quebec Region based in Montreal. Its Computer Communications Group is located in Ottawa.

Contacts:

Headquarters:

David H. Orr, Director, Information

Office: (613) 239-2005

After-hours: (514) 695-6700

Ontario Region:

Mel V. James, Director, Information

Office: (416) 599-6568

After-hours: (416) 962-3331

Quebec Region:

R.J. Parenteau, Director, Public Relations

Office: (514) 870-7345

After-hours: (514) 697-1369

Computer Communications Group:

John G. Caplan, Public Relations Manager

Office: (613) 239-4254

After-hours: (613) 824-1926

BETTER BUSINESS BUREAU OF CANADA

76 St. Clair Avenue West
Toronto, Ontario M4V 1N2

BBB/Canada is national headquarters and licensing authority for the BBB system in Canada. It directs network policies covering Bureaus operating locally coast-to-coast and speaks for the BBB system nationally. BBB/Canada is funded by national corporate memberships and license fees from the constituent Bureaus.

Contact:

Ray B. Collett, President

Office: (416) 925-3141

After-hours: (416) 881-0557

Information Officer (to be named)

BOOK & PERIODICAL DEVELOPMENT COUNCIL

86 Bloor Street West, Suite 215
Toronto, Ontario M5S 1M5

Set up in February 1975 by publishers, booksellers, writers and librarians, the BPDC now includes distributors and works to provide better access to Canadian books and periodicals and to ensure that the major segment of the publishing industry in Canada is owned by Canadians.

Contacts:

Sheila Kieran, Executive Director

Office: (416) 964-2655

Beth Marcilio,

Assistant to the Executive Director
Office: (416) 964-2757
Tom McMillan, Chairman
P.O. Box 1055
Peterborough, Ontario K9J 7A9

Brascan
LIMITED

BRASCAN LIMITED
Box 48, Commerce Court West
Toronto, Ontario M5L 1B7

Brascan Limited is a Canadian investment management company with interests in Brazil and Canada including: electric utilities, natural resources, financial services, consumer goods and services and real estate development.

Contacts:

Victor Koby, Director, Public Affairs
Wendy M. Cecil-Stuart, Communications Manager
Office Phone: (416) 363-9491

BRITISH AIRWAYS

One Dundas St. W., Suite 2500
Toronto, Ontario M5G 2B2

British Airways, born April 1, 1972 through merger of BOAC (British Overseas Airways Corp.) and BEA (British European Airways) flies to more than 150 cities in 80 countries. From Montreal and Toronto has direct passenger and cargo services to London, Glasgow and Manchester with onward connections to almost 90 cities in Britain and Europe, as well as to the Middle East, Africa, the Asian Subcontinent, the Far East and Australasia. Fleet size is 208 ranging from helicopters to Concorde.

Contacts:

John Dawe,
Public Relations Manager, Canada
Office: (416) 595-2561
After-hours: (416) 967-3332

Regional Public Relations/Administration Offices:

Toronto:

Steve Howe,
Public Relations Officer, Central Canada
Office: (416) 595-2562
After-hours: (416) 966-5165

Montreal:

Marie Bernier,
Public Relations Officer, Eastern Canada
(incl. Atlantic Provinces and Ottawa region)
Office: (514) 874-4071
After-hours: (514) 935-7830

Winnipeg:

Dick Green,
District Manager, Manitoba and
Saskatchewan
Office: (204) 944-0705

Calgary:

Jim Russell,
District Manager, Southern Alberta
Office: (403) 262-1724

Edmonton:

Dave Savage,
District Manager, Northern Alberta
Office: (403) 425-8888

Vancouver:

Harry Liedtke,
District Sales Manager, British Columbia
Office: (604) 687-7373



SAAB

BRITISH LEYLAND MOTORS CANADA LTD.

4445 Fairview Street
Burlington, Ontario L7R 4A3

Automobile importer providing after-sales support in Canada for Mini, Austin, MG, Triumph, Rover, Land-Rover, Jaguar and Saab. Although a subsidiary of British Leyland's auto-making subsidiary, BL Cars, the Canadian company is unique in that it is also national distributor for Swedish-built Saab luxury sports-sedans. BL Canada is also actively expanding its import and export of auto parts and accessories under the brand-names Unipart, Leyland-ST, Saab Sport and Rally and Cosmic. Burlington, Ontario head offices serve in winter as staging base for BL cars' international cold-climate vehicle test activities, almost all of which are carried out in Northern Ontario.

Contacts:

Max Wickens, Public Relations Manager
Office: (416) 632-3040
After-hours: (416) 634-3041
Home: (416) 634-7631
Gail Parker, Public Relations Assistant
Office: (416) 632-3040
After-hours: (416) 528-9602

C



CAE INDUSTRIES LTD.

Suite 3060, P.O. Box 30, Royal Bank Plaza
Toronto, Ontario M5J 2J1

CAE Industries Ltd. is a Canadian holding and management company employing 3,500 people in diverse industries across Canada and in West Germany. Principal fields of endeavour are electronics, aerospace, metal products manufacturing; machine tool, industrial products and forestry and construction equipment distribution.

Contact:

F.C. Fraser,
Vice President, Corporate Relations
Office: (416) 865-0070

Coming in Content
journalists in politics



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CALGARY STAMPEDE & EXHIBITION

Box 1060,
Calgary, Alberta T2P 2K8

July 7-16, 1978

The Calgary Exhibition and Stampede is a completely self-supporting entertainment organization, operated by approximately 700 volunteers and 175 permanent employees. Although the world-famous Stampede highlights activities, as many as 2,500 events are held in Stampede Park each year.

Contacts:

Les Blackburn, President
Wm. Pratt, General Manager
Paul Maffey,
Advertising and Publicity Manager
Office phone for all above: (403) 261-0101

CANADA COUNCIL/CONSEIL DES ARTS DU CANADA

255 Albert Street
(P.O. Box 1047)
Ottawa, Ont. K1P 5V8

The Canada Council is a corporation created by an Act of Parliament in 1957 "to foster and promote the study and enjoyment of, and the production of works in the arts." It offers a broad range of grants and provides certain services to individuals and organizations in the arts. It is also responsible for maintaining the Canadian Commission for Unesco.

Contacts:

Mario Lavoie, Chief, Information Service
Barbara Klante, Information Officer
Louise Beaulne, Information Officer
Office phone for all above: (613) 237-3400

Atlantic Regional Representative:

Ron Irving
Confederation Centre, Box 848
Charlottetown, P.E.I. C1A 7L9
Office: (902) 892-8223

Prairies Regional Representative:

Cal Abrahamson
Saskatoon, Saskatchewan



THE CANADA JAYCEES/ JAYCEES DU CANADA

39 Leacock Way
Kanata, Ontario K2K 1T1

The Canada Jaycees is an organization of young people between the ages of 18 and 40. The aim of the Canada Jaycees is to provide

Listings appear alphabetically by organization name.

leadership development through community service. There are 200 units across Canada with a total membership of 6,000. The Canada Jaycees are members of Jaycees International.

Contact:

W. Daniel Lamey, Executive Director

Office: (613) 592-2450

CANADA POST

Public Affairs Branch
Confederation Heights
Ottawa, Ontario K1A 0B1

Head Office of Canada Post is in Ottawa. Regional offices of Public Affairs are located in Halifax, Montreal, Toronto and Vancouver. District offices are located in most major cities within each region.

Contacts:

Head, Media Relations: (613) 998-8305

Regional Directors of Public Affairs:

Atlantic Postal Region: **G. Ferguson**

Office: (902) 426-2246

Quebec Postal Region: **J. Filtreau**

Office: (514) 283-4435

Ontario Postal Region: **E. Roworth**

Office: (416) 369-3155

Western Postal Region: **L.D. Saul**

Office: (604) 666-1146



CANADA STEAMSHIP LINES

CANADA STEAMSHIP LINES (1975) LIMITED

759 Victoria Square
Montreal, Quebec H2Y 2K3

Canada Steamship Lines (1975) Limited, a wholly owned subsidiary of Power Corporation of Canada, Limited, manages on behalf of its parent firm: Canada Steamship Lines (div. of PCC), Canadian Shipbuilding and Engineering Ltd., John N. Brocklesby Transport Ltd., Kingsway Transports Ltd., Voyageur Enterprises Ltd., Quebec Tugs Ltd., Steamships Forwarding Co. Ltd., and Superior Shipping Co. Ltd., in addition to others.

Contact:

C. Ingham,

Corporate Communications & Public Affairs

Office: (514) 288-0231

Our challenge: Send us a copy of a contact directory for use by the media which is better than this one and we'll send you a free \$10 subscription to the Content package.



Canada's Conklin Shows

CANADA'S CONKLIN SHOWS

(owned and operated by Conklin & Garrett Limited)

Head Office:

P.O. Box 31,

Brantford, Canada N3T 5M3

Largest outdoor amusement company in Canada with rides, games and attractions touring throughout Ontario and the Western Provinces, in conjunction with agricultural societies, major fairs and charitable organizations. Offices in Brantford and Toronto, Ontario and Calgary, Alberta. Conklin Amusements Inc., also owned and operated by Conklin & Garrett Limited, tour the United States under the name of Deggeller The Magic Midway, and also as an independent unit with offices in Stuart, Florida and Rockport, Texas.

Contacts:

Sheila C. McKinnon,

Director of Marketing (Toronto office)

Office: (416) 366-5474

Colin Forbes,

General Manager, Western Division (Calgary office)

Office: (403) 264-8074

Robert Negus, Executive Representative,

Deggeller The Magic Midway (Florida office)

Office: (305) 287-5355

CANADIAN ADVERTISING ADVISORY BOARD

1240 Bay Street, Suite 302

Toronto, Ontario M5R 2A7

An all-industry advertising body, voluntarily supported by advertisers, advertising agencies and the media. Represents the combined interests of the advertising community in the areas of education, research, government liaison and public awareness of the advertising function. Directly responsible for advertising industry's self-regulation program. (See Advertising Standards Council.)

Contacts:

Robert E. Oliver, President

Office: (416) 961-6311

After-hours: (416) 444-0816

Suzanne Keeler, Administrative Manager

Office: (416) 961-6311

After-hours: (416) 264-4863

CANADIAN ARTISTS' REPRESENTATION (CAR/ FAC) LE FRONT DES ARTISTES CANADIENS

44 - 221 McDermot Avenue
Winnipeg, Manitoba R3B 0S2

Canadian Artists' Representation (CAR/FAC) is an association of professional artists practicing in the visual arts. CAR/FAC acts on behalf of these artists to deal with all aspects and issues in the profession, to solve

problems by a collective and democratic mode of action. The association serves to present the demands and proposals of the membership to individuals and institutions in the public and private sectors. CAR/FAC does not adhere or subscribe to any political party or belief. CAR/FAC is a non-profit organization.

Contacts:

Dale Amundson, National Representative

Office: (204) 943-5948 (9am-1pm, M-F)

After-hours: (204) 956-2391

Linda Freed Shiels,

Secretary & Asst. Editor of *CAR/FAC NEWS*

Office: (204) 943-5948 (9am-1pm, M-F)

CANADIAN ASSOCIATION OF MUSIC LIBRARIES/ ASSOCIATION CANADIENNE DES BIBLIOTHÈQUES MUSICALES

c/o Music Division

National Library of Canada

Ottawa, Ontario K1A 0N4

A non-profit organization of librarians, scholars and institutions interested in the establishment, growth and use of music libraries and, in general, in fostering the preservation and dissemination of music materials. Established in 1971 as the Canadian branch of the International Association of Music Libraries, it participates in national and international projects and issues a quarterly Newsletter.

Contact:

Maria Calderisi, President

Office: (613) 996-3377

After-hours: (613) 236-2542

CANADIAN ASSOCIATION OF RECYCLING INDUSTRIES

5799 Yonge St., Suite 1101

Willowdale, Ontario M2M 3V3

The Canadian Association of Recycling Industries (CARI) is a non-profit association of approximately 300 companies. The members primarily process scrap metal and paper for use by refining mills. CARI works to ensure the continued viability of the scrap industry by education, promoting internal communications, and liaising with external institutions.

Contact:

Stan Parker, Commodities Director

Office: (416) 221-1191

CANADIAN ASSOCIATION IN SUPPORT OF THE NATIVE PEOPLES

National Office:

251 Laurier Avenue West, Suite 904

Ottawa, Ontario K1P 5J6

Library and Information Centre:

16 Spadina Road, Suite 201

Toronto, Ontario M5R 2S7

National citizens' support group which has two roles: education of the public in Native issues and aspirations; and support upon request of Native activities. Involved in training of Native groups in management and

communications skills. Maintains information service and library; develops school curriculum materials; co-ordinates Native speakers banks; and works with its local membership to develop community interest in Native issues. Has a media/communications program which provides background information, contacts, graphics, training, and resource people upon request.

Contact:

Joanne Hoople, Executive Director

Office: (613) 236-7489

Sylvia Maracle, Communications Director

Office: (416) 964-0169

CANADIAN ASSOCIATION OF UNIVERSITY TEACHERS

75 Albert Street, Suite 1001

Ottawa, Ontario K1P 5E7

To promote the interests of teachers and researchers in Canadian Universities and Colleges, to advance the standards of their profession, and to seek to improve the quality of higher education in Canada. The Association is a federation of provincial associations of faculty associations and unions from degree granting institutions of higher education in Canada.

Contact:

Israel Cinman,

Information and Publications Officer

Office: (613) 237-6885

CANADIAN BANKERS' ASSOCIATION

Box 282, Toronto Dominion Centre

Toronto, Ontario M5K 1K2

The Canadian Bankers' Association serves the chartered banks of Canada in matters of concern to the whole industry. Its main activities are in the fields of legislation, education, publications, public relations, information, foreign exchange, inter-bank clearing, research and bank security.

Contacts:

Toronto:

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Mike Gausden, Director of Public Relations

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Irv Whynot, Chief of Information Services

After-hours: (416) 444-6955

Dave Rogers, Chief of Broadcast Services

After-hours: (416) 889-6070

Hugh Wyers, Information Officer

After-hours: (416) 282-5164

Sandy Bruchovsky, Information Officer

After-hours: (416) 534-8100

Montreal:

Larry Ouellette,

Regional Director of Public Relations

1801 McGill College Ave., Suite 720

Montreal, Quebec H3A 2N4

Office: (514) 282-9480

After-hours: (514) 627-0805

Stephane Moissan, Information Officer

Office: (514) 282-9480

After-hours: (514) 332-4669

THE CANADIAN BAR ASSOCIATION / L'ASSOCIATION DU BARREAU CANADIEN

130 Albert Street, Suite 1700

Ottawa, Ontario K1P 5G4

The Canadian Bar Association represents more than 23,000 lawyers and law students from across Canada. It is dedicated to improvement in the law, the administration of justice and the learning and skills of the individual lawyer. The Bar has branches in each province and a full time staff of 18 in Ottawa.

Contact:

Stephen Hanson,

Director of Communications

Office: (613) 237-2925

CANADIAN BOOK INFORMATION CENTRE

70 The Esplanade

Toronto, Ontario M5E 1A6

CBIC is a non-profit national association representing 105 Canadian-owned publishing houses. The association was established in March 1975 for the purpose of promoting Canadian books, authors and publishers to libraries, schools and the public. It also provides promotional leads to the publishers, and attends over 150 displays a year.

Contacts:

Angela Rebeiro, Project Manager

Liz Carsley, Media Co-ordinator

Ann Trites McArthur,

Displays Co-ordinator

Office phone for all above: (416) 362-6555

Vancouver:

Paulette Kerr, Displays Co-ordinator,

1622 West 7th Avenue

Vancouver, B.C. V6J 1E5

Office: (604) 734-2011

CANADIAN BOOK PUBLISHERS' COUNCIL

45 Charles Street East, Suite 701

Toronto, Ontario M4Y 1S2

The Canadian Book Publishers' Council, established in 1910, is a trade association which represents the interests of 50 English-language publishing firms, the majority of which are Canadian-owned. Its members publish the major portion of the English-language Canadian trade, text, and non-book materials. Many also act as agents and distributors for foreign books.

Contact:

Jacqueline Nestmann, Executive Director

Marilyn Mint, Associate Director

Office: (416) 964-7231

Coming in Content
A year of
all news



CANADIAN BROADCASTING CORPORATION

The CBC is a public broadcasting service that is distinctively Canadian. The CBC is a balanced service of information, enlightenment and entertainment; extended to all parts of Canada; in English and French serving the special needs of geographical regions, a tribute to the development of national unity.

Contacts:

Head Office/Siège Social:

1500 Bronson Avenue

Ottawa, Ontario K1G 3J5

Peter Meggs, Vice-President,

Audience and Public Relations

Office: (613) 731-3111

Ottawa Area (CBO, CBOF, CBO-FM,

CBOF-FM, CBOT-TV, CBOFT-TV)

250 Lanark

Box 3220, Station C

Ottawa, Ontario K1Y 1E4

Paul Parent, Director of Public Relations

Office: (613) 725-3511, ext 266

English Services Division:

1255 Bay Street

P.O. Box 500, Station A

Toronto, Ontario M5W 1E6

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Acting Director of Public Relations, ESD

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Cec Smith, Asst. Dir. of Public Relations

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Norm Guilfoyle,

Extension of Coverage P.R. Officer

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After-hours: (416) 929-0442

David Horton, Asst. to the Director of P.R.

Office: (416) 925-3311, ext. 2645

After-hours: (416) 922-5397

French Services Division:

1400, est Dorchester

Case Postale 6000

Montréal, Québec H3C 3A8

Laurent Duval, Director of Public Relations

Wilfred Sauvé, Public Relations Officer

Pierre Dallaire, Public Relations Officer

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Jean-Louis Tanguay,

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Montréal, Québec H3C 3A8

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250 Lanark

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Charles Kirkman, Public Relations Officer
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Alberta:
Sandy Wright (Edmonton)
Office: (403) 469-2321

Prairies:
Norm Cowan (Winnipeg)
Office: (204) 774-2541

Ontario:
Barry Stewart (Toronto)
Office: (416) 925-3311
Jean-Michel Papirchuk
(Toronto, French Services)
Office: (416) 925-3311

Québec:
Louis Fortin (Québec City)
Office: (418) 656-9440
Herbert Steinhouse (Montreal, English Services)
Office: (514) 285-2348

Maritimes:
Gordon Smith (Halifax)
Office: (902) 422-8311

Newfoundland:
Don Nicolle (St. John's)
Office: (709) 753-1300

Other contacts:
Local CBC Managers

**CANADIAN BROTHERHOOD
OF RAILWAY, TRANSPORT
AND GENERAL WORKERS**

2300 Carling Avenue
Ottawa, Ontario K2B 7G1

Formed in 1908, the CBRT&GW is Canada's oldest national union. More than half its 40,000 members are railway workers. The others include truck and bus drivers, hotel and hospital workers, sailors and fishermen. Its monthly journal, *Canadian Transport*, has a circulation of nearly 50,000.

Contact:
Ed Finn,
Director of Publications & Information
Office (613) 725-3361

**CANADIAN BUREAU FOR
INTERNATIONAL EDUCATION**

151 Slater Street, Suite 408,
Ottawa, Ontario K1P 5H3

National organization which acts as a resource centre for educational institutions, organizations and individuals concerned with international education in Canada and abroad. Works in three areas: Educational Travel for Canadians in Canada and abroad, and Foreign Student Affairs, and placement of foreign students in educational institutions.

Members include universities, colleges, organizations and interested individuals.

Contacts:
James R. McBride, Executive Director
Office: (613) 237-4820

Re foreign students in Canada:
John Helliwell,
Foreign Student Affairs Co-ordinator
Office: (613) 237-4820
After-hours: (613) 232-4332

Re educational travel for Canadians:
Ivan Hale, Co-ordinator of Programming
Office: (613) 237-4822

**CANADIAN
COMMUNICATIONS
RESEARCH INFORMATION
CENTRE/CENTRE CANADIEN
D'INFORMATION SUR LA
RECHERCHE EN
COMMUNICATION**

Box 1047
Ottawa, Ontario K1P 5V8
Established in 1974, CCRIC's objectives are: "To create a national clearing house for the collection of information on communications activities, innovations, policy, research and resources; to provide access to existing information resources; to disseminate information and to exchange information with similar centres abroad." The Centre is a referral and consulting service rather than a research library or documentation source.

Contacts:
Ash K. Prakash, Executive Director
Office: (613) 237-3400, ext 411, 493
Aline Forget, Research Assistant
Office: (613) 237-3400, ext 411, 493

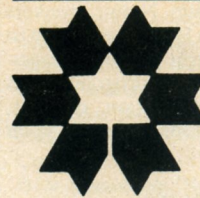


**CANADIAN COMMUNITY
NEWSPAPERS ASSOCIATION
(CCNA)**

12 Shuter Street, Suite 201,
Toronto, Ontario M5B 1A2

CCNA is a federated organization representing the organizations of all provincial weekly and community newspapers' associations. CCNA represents community newspapers' interests to governments and the advertising community. CCNA produces an interesting monthly, *CCNA Publisher*, for community publishers, which is available to others. Media inquiries will be answered or directed to best alternate source.

Contact:
Peter Brouwer, Executive Director
Office: (416) 366-4277



**CANADIAN CONFERENCE OF
THE ARTS/CONFÉRENCE
CANADIENNE DES ARTS**

3 Church Street, Suite 47
Toronto, Ontario M5E 1M2

A non-profit national association linking together over 440 organizations, as well as over 700 artists and arts supporters, from across Canada. Established in 1945, CCA's objectives are: "to promote public interest and concern for the arts; to foster a sense of community within the arts; to encourage cultural policies and programs; to ensure adequate levels of support for the arts." Individual membership available for \$20, organizational for \$35, \$70 and \$100.

Contact:
John Hobday, National Director
Office: (416) 364-6351

**CANADIAN CONFERENCE OF
CATHOLIC BISHOPS/
CONFÉRENCE DES ÉVÊQUES
CATHOLIQUES DU CANADA**

90 Parent Avenue
Ottawa, Ontario K1N 7B1

The national association of Catholic Bishops of Canada. Permanent secretariat is the co-ordination centre for national and international activities in which the Catholic bishops participate. Research and consultations are the main activities of the full time staff of priests, sisters and lay persons.

Contact:
Bonnie Brennan, Information Director
Office: (613) 236-9461
After-hours: (613) 234-3038



1918 - 1978

**CANADIAN CONSTRUCTION
ASSOCIATION/
L'ASSOCIATION CANADIENNE
DE LA CONSTRUCTION**

85 Albert Street
Ottawa, Ontario K1P 6A4

CCA is the national voice of one of Canada's largest industries, employing 650,000 people on projects worth more than \$30-billion last year. Through direct members and more than 100 affiliated associations, CCA represents all sectors of the industry. It is staffed by specialists who touch industrial strategy, commercial policy, competition, la-

bour relations, law, taxation, transportation – the whole industry.

Contact:

Royal Galipeau,

Director of Communications

Office: (613) 236-9455

After-hours: (613) 235-1515

CANADIAN COUNCIL ON SMOKING AND HEALTH

725 Churchill Avenue

Ottawa, Ontario K1Z 5G7

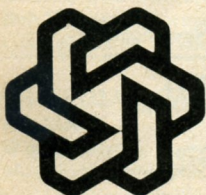
A non-profit national co-ordinating agency consisting primarily of national voluntary and professional health associations and provincial councils on smoking and health. Its objectives are to promote the elimination of health hazards of smoking, to provide consultative services to governments and health organizations, and to sponsor educational campaigns and research projects.

Contact:

Kurt Baumgartner, Executive Director

Office: (613) 722-3419

After-hours: (613) 828-4576



CANADIAN CRAFTS COUNCIL/ CONSEIL CANADIEN DE L'ARTISANAT

46 Elgin Street, Suite 16

Ottawa, Ontario K1P 5K6

A non-profit national federation of craft associations representing more than 26,000 craftsmen in Canada. It is recognised by the World Crafts Council through which it maintains international contacts. The CCC acts on behalf of craftsmen on all matters involving the federal government. Publishes *Artisan* bi-monthly by subscription.

Contact:

Peter Weinrich, Executive Director

Office: (613) 235-8200

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION

321 Bloor Street East, Suite 214

Toronto, Ontario M4W 1E7

CDNPA is a non-profit association of the vast majority of dailies in Canada. They represent 90 per cent of the total daily newspaper circulation in Canada. The association provides support services to its members in research, technology, circulation, editorial and Newspaper in Education.

Contacts:

To reach all: (416) 923-3567

John Foy, General Manager

David Hunter, Secretary

Dick MacDonald, Editorial Services

Harry Templar, Technical Services

Arnold Acton, Research

Diane MacLean, Newspaper in Education



CANADIAN EXECUTIVE SERVICE OVERSEAS

1130 Sherbrooke West, Suite 350

Montreal, Quebec H3A 2M8

Chartered by the Federal Government in 1967, Canadian Executive Service Overseas (CESO) provides a type of foreign-aid that has proved uniquely successful. It recruits retired executives and technologists from across Canada to serve as unsalaried consultants to business and industry in developing Third World countries and with our Indian Bands from coast to coast.

Contacts:

Rupert Mee, Public Relations Director

Romney H. Lowry, President

F.W. Leslie, Secretary

Marcelle Jones, Secretary to Mr. Mee

Office phone for all above: (514) 282-0556

CANADIAN FARM & INDUSTRIAL EQUIPMENT INSTITUTE

1243 Islington Avenue, Suite 715

Toronto, Ontario M8X 1Y9

CFIEI is a non-profit national trade association of manufacturers of farm and industrial equipment marketed in Canada; members achieve a majority of annual industry sales. A strong committee structure maintains industry interests in customs and excise, engineering/safety, metric conversion, energy conservation, legislation, marketing, parts distribution and traffic matters.

Contact:

Robert W. Kelly, General Manager

Office: (416) 236-2431

CANADIAN FILM AWARDS

Toronto Harbour Castle Hotel

1 Harbour Square, Suite 517S

Toronto, Ontario M5J 1A6

The Canadian Film Awards is an annual competition held in the fall. Its purpose is to stimulate artistic creativity and technical excellence among Canadian filmmakers. Films are entered according to category by producers, distributors or craftsmen. Awards are given to films by category and to individuals for craft achievements.

Contact:

S. Wayne Clarkson, Executive Director

Office: (416) 367-9599

CANADIAN GOVERNMENT OFFICE OF TOURISM/OFFICE DE TOURISME DU CANADA

235 Queen Street

Ottawa, Ontario K1A 0H6

To promote the orderly growth of tourism to and within Canada.

Contact:

Bryan Goodyer,

Manager, Information Services.

Office: (613) 995-0001

After-hours: (613) 749-3920

CANADIAN GROCERY DISTRIBUTORS' INSTITUTE/ INSTITUT CANADIEN DE LA DISTRIBUTION ALIMENTAIRE

6000 E. Metropolitan, Suite 107

Montreal, Quebec H1S 1B2

The Canadian Grocery Distributors' Institute was originally established as Canadian Wholesale Grocers Association in 1919. The Institute is a national organization with its membership from manufacturers, processors, brokers, wholesalers, distributors and retailers representing approximately 90% of total grocery product distribution in Canada. The Institute works closely with grocery industry associations in dealing with Government and other industry related issues. The Institute holds Annual and Midwinter conferences, and provides educational services through regular bulletins and seminars.

Contact:

Raymond C. Bertrand, President

Office: (514) 259-2527

After-hours: (514) 334-8019



CANADIAN IMPORTERS ASSOCIATION INC./ ASSOCIATION DES IMPORTATEURS CANADIENS INC.

World Trade Centre

60 Harbour Street

Toronto, Ontario M5J 1B7

Established in 1932, federally incorporated as a non-profit trade Association in 1936. National voice for all sectors of Canada's import trade.

Contacts:

Keith G. Dixon, President

Peter J. Dawes,

Director of Foreign Trade

Office: (416) 862-0002

CANADIAN INSTITUTE OF INTERNATIONAL AFFAIRS

15 King's College Circle

Toronto, Ontario M5S 2V9

The Institute's purpose is to encourage knowledge and understanding of international affairs and Canadian foreign policy. It is non-partisan and does not express opinions but it is in touch with experts on all international issues. It has branch programmes in 20 cities, publications in English and French, and a reference library.

Contact:

Robert W. Reford, Executive Director
Office: (416) 979-1851
After-hours: (416) 967-5830



CANADIAN INSTITUTE OF STEEL CONSTRUCTION

201 Consumers Road, Suite 300
Willowdale, Ontario M2J 4G8

The Canadian Instituté of Steel Construction is the national trade association representing the structural steel industries in Canada. These industries produce about 500,000 tons of fabricated steel each year and employ upwards of 15,000 persons. The Institute also has Canada's leading steel-producing mills as Associate Members.

Contact:

Ron Richardson,
Public Relations Consultant
Richardson Communications
1560 Bayview Avenue, Suite 302A
Toronto, Ontario M4G 3B8
Office: (416) 491-4552, 487-3569
After-hours: (416) 421-5276



CANADIAN INTERNATIONAL PAPER COMPANY

Sun Life Building, Dominion Square
Montreal, Quebec H3B 2X1

Canadian International Paper Company is one of the largest pulp and paper companies in Canada. Employing 12,500 Canadians, it operates mills manufacturing units, sales outlets and warehouses from coast to coast.

Its products include newsprint, wood pulps, containerboard, corrugating medium shipping sacks, corrugated boxes, milk cartons and many other paper products.

Contact:

Bernard Leclair, Manager, Public Relations
Office: (514) 878-5059



CANADIAN LABOUR CONGRESS

2841 Riverside Drive
Ottawa, Ontario K1V 8X7

The CLC is the major labour federation in Canada, representing some 2.3 million organized workers in more than 100 affiliated national and international unions and 10

provincial federations. Its major purpose is to represent the interests of Canadian workers in all matters of national or federal nature.

Contacts:

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John Clark,
Assistant Director, Public Relations
After-hours: (613) 521-8261
Mary Kehoe, Assistant Editor

THE CANADIAN LIFE INSURANCE ASSOCIATION

55 University Avenue, Suite 1400
Toronto, Ontario M5J 2K7

The trade association for 130 life companies: information sources for statistics, material on life insurance. The Life Insurance Information Centre provides a free answering service for consumer questions or complaints: in English, 1-800-261-8663. In French, 1-800-361-8070. (From British Columbia, phone 112-800-261-8336.)

Contacts:

Bruce Powe, Director of Public Relations
Office: (416) 364-6295
After-hours: (416) 483-9714
Marcel Theoret,
Director of Public Relations (Montreal)
Office: (514) 845-6173

THE CANADIAN MANUFACTURERS' ASSOCIATION

One Yonge Street,
Toronto, Ontario M5E 1J9

The Canadian Manufacturers' Association is a national association of manufacturers of every size and kind. Through its staff of over 100 in nine offices across Canada, the Association provides expert information to its members and co-ordinates responses to matters of common concern.

Contact:

Gord Haugh, Manager Public Affairs
Office (416) 363-7261
After 5p.m.: (416) 363-7263
Residence: (416) 457-3070



THE CANADIAN MEDICAL ASSOCIATION

Box 8650
Ottawa, Ontario K1G 0G8

A voluntary professional association.

To promote: improved medical and hospital services; the medical and related arts and sciences; the interests of its 32,000 physician members.

To serve as the public voice of Canadian physicians.

Contact:

D.A. Geekie, Director of Communications
Office: (613) 731-9331
After-hours: (613) 820-7986



CANADIAN NATIONAL RAILWAYS (CN)

935 LaGauchetiere Street West
Montreal, Quebec H3C 3N4

CN is Canada's largest railway. The company also operates a chain of hotels, an extensive telecommunications network, trucking and bus lines, a fleet of ferries and coastal vessels and provides a wide range of national and international consulting services. Canadian National is the country's most visible corporate presence and its annual gross revenues are now around \$2.7-billion.

Contacts:

Dave Todd, Manager, News Services
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After-hours: (514) 487-2013
Donald Macintyre, News Editor
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After-hours: (514) 672-2795

Regional Offices:

St. John's, Nfld. (709) 726-0220
Moncton, N.B. (506) 382-0551
Quebec City, Que. (418) 694-2868
Montreal, Que. (514) 877-5414
Ottawa, Ont. (613) 232-6431
Toronto, Ont. (416) 365-3266
Winnipeg, Man. (204) 946-2444
Edmonton, Alta. (403) 429-8390
Vancouver, B.C. (604) 665-4225
London, England 01-930-2150

CANADIAN NEWS SYNTHESIS PROJECT

P.O. Box 6300, Station A,
Toronto, Ont., M5W 1P7

The Canadian News Synthesis Project is a non-profit, volunteer group working to provide an analysis of political, economic and cultural events in Canada. CNSP publishes a monthly magazine which distills information from thirteen newspapers across Canada, organizes it in a consistent framework, and analyses developing trends in Canada. Sample copies of our magazine *Synthesis* are available without charge.

Contact:

Norah McMurtry, Outreach Co-ordinator
Office: (416) 368-0022

If there is an organization you think should be listed here, please let us know.

CNA**CANADIAN NUCLEAR ASSOCIATION**65 Queen Street West, Suite 1120
Toronto, Ontario M5H 2M5

The Canadian Nuclear Association coordinates and represents the interests of utilities, consulting firms, producers of essential materials, manufacturing firms, transportation companies, financial institutions, labor organizations, educational institutions, government and individuals who are, or expect to be, engaged in some phase of development and/or utilization of nuclear energy.

Contacts:

J.A. Weller, General Manager**Michael W. Lewis**,

Director, Information Services

Bob Delaney, Information Officer

Office phone for all above: (416) 363-6433

CANADIAN PACIFIC LIMITED

Head Office

Windsor Station

Montreal, Quebec H3C 3E4

Canadian Pacific is a widely diversified company with nearly \$8 billion worth of assets in land, sea and air transportation, telecommunications, natural resource development, hotels, real estate, manufacturing and financial services. The company employs approximately 90,000 people in Canada and abroad.

Contacts:

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Assistant General Manager, Public Relations

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After-hours: (514) 697-5426

B.C. Scott,

Manager, Public Relations

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After hours: (514) 935-1300

F.T. Draper,

Director, News Services

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After hours: (514) 465-2987

Regional Offices:*Toronto, Ont.:***W.J. Berry**,

Regional Manager, Public Relations

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Office: (416) 366-7411

After-hours: (416) 233-2515

*Winnipeg, Man.:***A.G. Smellie**,

Regional Manager, Public Relations

318 - 181 Higgins Ave.

Office: (204) 946-6662

After-hours: (204) 284-1179

*Calgary, Alta.:***E.E. Olson**,

Regional Manager, Public Relations

400 - 125-9th Ave. S.E.

Office: (403) 266-9232

After-hours: (403) 255-8697

*Vancouver, B.C.:***R.A. Ferguson**,

Regional Manager, Public Relations

1000 - 200 Granville St.

Office: (604) 665-2488

After-hours: (604) 738-9837

*Ottawa, Ont.:***E.P. Jolicoeur**, Executive Assistant

119 Blackburn Bldg.

85 Sparks St.

Office: (613) 232-3794

After-hours: (613) 728-8334

*London, England:***T.J. Sheppard**,

Manager, Public Relations,

Europe & the Middle East

50 Finsbury Square

Office: 01-638-5555

After-hours: 0342-22954

**CANADIAN PAPERWORKERS UNION/SYNDICAT CANADIEN DES TRAVAILLEURS DU PAPIER**

1155 Sherbrooke St. W., Suite 1501

Montreal, Quebec H3A 2N3

A national labour union representing 55,000 workers in the pulp and paper manufacturing industry. Membership is grouped in 215 local unions in four regions — Atlantic (New Brunswick, Nova Scotia, Newfoundland, Gaspé of Quebec), Quebec, Central (Ontario, Manitoba) and Western (Saskatchewan, Alberta, British Columbia).

National office, Montreal. Regional offices; Dalhousie, N.B., Montreal, Toronto, Vancouver.

Contacts:

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Director of Public Relations

Office: (514) 842-8931

After-hours: (514) 931-7236

Marc Lord,

Assistant Director, Public Relations

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After-hours: (514) 669-4918

CANADIAN PERIODICAL PUBLISHERS' ASSOCIATION

3 Church St., Suite 407

Toronto, Ontario M5E 1M2

CPA represents 200 Canadian magazines from small literary/scholarly journals to national consumer magazines; publishes a monthly newsletter; produces and distributes subscription catalogues; acts as a distributor to

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We're The Canadian Life Insurance Association. We represent life insurance companies. And we're the authoritative source of information about life insurance in Canada.

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In English, call Bruce Powe or Wendy Barnes, collect, at 1-416-364-6295.

In French, call Marcel Theoret, collect, at 1-514-845-6173.

And if you have consumer questions or complaints, call the Life Insurance Information Centre "hot line." It's toll free from anywhere in Canada. In English: 1-800-261-8663. In French: 1-800-361-8070.

The Canadian Life Insurance Association

55 University Avenue,
Suite 1400,
Toronto, Ontario M5J 2K7

Listings appear alphabetically by organization name.

retail stores; represents members with governments, other organizations, and with the public.

Contact:

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Executive Co-ordinator

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After-hours: (416) 868-0608

**CANADIAN RECORDING
INDUSTRY ASSOCIATION**

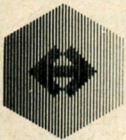
245 Davenport Road
Toronto, Ontario M5R 1K1

To promote and further the interest of manufacturers, producers and distributors of phonograph records, tapes and other contrivances by means of which sounds may be mechanically reproduced.

Contact:

Brian Robertson, President

Office: (416) 967-7272



Canadian
Telecommunications
Carriers Association

**CANADIAN
TELECOMMUNICATIONS
CARRIERS ASSOCIATION**

1 Nicholas Street, Suite 700
Ottawa, Ontario K1N 7B7

The Association represents, both nationally and internationally, 21 of Canada's major telecommunications carriers. Among them, and supporting coast-to-coast services, the carriers have invested some \$15 billion in telecommunications plant — an investment that increases at about \$2 billion a year — and employs some 103,500 Canadians.

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After-hours: (613) 749-9190

Bonni Kilbrick-Evans, Supervisor
Information

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**CANADIAN UNION OF PUBLIC
EMPLOYEES/SYNDICAT
CANADIEN DE LA FONCTION
PUBLIQUE**

233 Gilmour Street, 8th Floor
Ottawa, Ontario K2P 0P5

CUPE is a trade union representing employees in municipal governments, crown corporations, municipalities, boards and commissions, public utilities, universities, hospitals, nursing homes, homes for the aged, penal institutions, libraries, police forces, the CBC and other public employees.

Contacts:

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Fred Tabachnick,

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Marc Bélanger, Public Relations Officer

After-hours: (613) 737-3446



**CANADIAN UNIVERSITY
SERVICE OVERSEAS (CUSO)**

151 Slater Street
Ottawa, Ontario K1P 5H5

CUSO is an independent, non-governmental development agency which is the anglophone section of CUSO/SUCO. Established in 1961, CUSO recruits and sends skilled Canadians to Third World nations to assist in their development; supports specific projects initiated and directed by Third World governments, groups or individuals; seeks to promote activities in Canada leading to understanding of and action on the cause of inequitable development.

Contact:

Sharon Capeling, Director, Public Affairs

Office: (613) 563-3649



**CANADORE COLLEGE OF
APPLIED ARTS AND
TECHNOLOGY**

Box 5001
North Bay, Ontario P1B 8K9

Canadore College is located in North Bay, the Gateway to the North. Canadore is the community college for the District of Nipissing and serves many students from across northern Ontario. Its thirty programs and superb learning environment atop the North Bay escarpment provide Canadore students with a distinctive career education.

Contact:

Don Stone, Assistant to the President

Office: (705) 474-7600, ext. 2265

After-hours: (705) 476-2854



CN Marine

CN MARINE CORP.

100 Cameron Street, Suite 400,
Moncton, New Brunswick E1C 5Y6

CN Marine operates the largest ferry fleet in Eastern Canada with annual carryings in excess of two million passengers. That fleet includes vessels ranging from 95-foot, high-

speed craft to a 486-foot ship capable of carrying 39 railway freight cars. CN Marine operates ships between 15 main terminals and 100 Newfoundland and Labrador outposts. The corporation's Newfoundland Dockyard in St. John's worked on 226 domestic and foreign ships last year.

Contact:

Roger Cameron,
Manager, Public Relations

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After-hours: (506) 386-8772

Bob Scott,

Public Relations Representative

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After-hours: (506) 386-1243

Ted Bartlett,

Public Relations Representative

Office: (709) 726-0249

After-hours: (709) 579-1535

**COMMITTEE FOR AN
INDEPENDENT CANADA**

National Office:

46 Elgin Street, Suite 48

Ottawa, Ontario K1P 5K6

Thousands of Canadians who have come together to achieve a more united, prosperous and independent Canada. Main purpose is to provide an organizational focal point for representation to politicians and government officials on a "pro-Canada" philosophy. Professional and substantial research on public policy issues is also undertaken on a regular basis.

Contacts:

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After hours: (416) 488-5196

Stuart Wright,

Deputy Chairman, B.C.

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Bruce Davis,

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Office: (306) 242-7747

Don Rogers,

Deputy Chairman, Ontario

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David Callan,

Deputy Chairman, Atlantic

Office: (902) 634-9146

Oli Cosgrove, Communications Chairman

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**LISTINGS
CONTINUE
ON
PAGE 33**



Content

Canada's National News Media Magazine
August 1978
Number 88

P.R. VERSUS NEWS MEDIA: RUMPLED IN THE MORNING

By BARRIE ZWICKER

"RESOLVED: That the news media could not survive without public relations people."

That was the focus of a lively May debate, the last and best-attended in a series sponsored by the Toronto Press Club.

The question was not resolved. To this observer, however, the debate proved:

- That most public relations people are trying to climb into bed with news media people, using "We're both in the same business because I define it as 'simply communicating,'" as their cover.

- That most news media people place great stock in claiming and believing that they sleep alone, no matter how rumpled they are in the morning.

An area of agreement was that p.r. people are firing off fewer press releases than they used to. But *Toronto Star* city editor Mel Morris, a scourge of p.r. people ("They're the enemy"), got his share of laughs by reading from a four-inch stack of press releases he'd received in about the previous 24 hours. "Here's one from the International Society for the Promotion of Insanity — every p.r. person in the world should be a member because they drive me insane."

Morris castigated the public relations person's "ability to disappear into the woodwork whenever your clients get into trouble," a charge that wasn't taken up by any of the almost 200 present.

A similar point was made by Barbara Yaffe, a *Globe and Mail* social services reporter who had been assigned to Queen's Park the day before. "I can't



An ambivalence about the role of p.r. people, expressed at a Toronto Press Club debate on public relations vs. the media, is reflected in the face of *Toronto Star* city editor Mel Morris as he contemplates one day's stack of press releases. "... p.r. people drive me insane," he told the audience, but later admitted: "There's one release in here I'm interested in."

tell you how often a p.r. person has told me "I'm just not in a position to comment on that."

She cited a case in which Abbott Laboratories Ltd. sent a press kit about cyclamates to *G&M* consumer reporter Ellen Roseman. The p.r. person who produced the kit "forgot to mention that cyclamates can cause testicular atrophy," Yaffe said. "Ellen called the p.r. person. The p.r. person said..." —

with incredible swiftness someone in the audience squeaked loudly, "I can't answer that," bringing the house down.

The newsmen's side could not bring itself to assign more than a sliver of positive value to news releases or p.r. practitioners' media relations work. "There's one of these releases I'm interested in, but I wasn't going to admit that," Morris admitted jocularly, however, after the panel was over. He

CP News Picture of the Month



Photographer: Fred Chartrand.
News Agency: *The Canadian Press*, Ottawa.

Situation: From the far side of a chain-link fence at the Ottawa airport, and using a telephoto lens, Chartrand was able to capture four-year-old Sacha Trudeau's joy on his father's

May 31 return from the NATO summit.

Technical Data: Motor-driven Nikon F2 with 180-mm lens at f2.8 and $1/250$ th of a second. Tri-X film rated at 800 ASA.

Award: *The Canadian Press*, "News Picture of the Month," May, 1978.

Congratulations: This space is contributed regularly in recognition of excellence in photo-journalism by the Canadian Life Insurance Association, representing the life insurance companies of Canada.

had apparently deliberately taken a somewhat provocative stand to match the occasion; press club debates have to be entertaining so's to keep the racket from the bar gaining the upper hand.

Ruth Hammond, an energetic p.r. practitioner, criticized news media people for "choosing the pieces of the mosaic that sparkle the brightest. They're not serving the public well because they lack the whole picture."

Global TV supertime news anchorman Rae Corelli agreed, "We do not present the facts as they are. (But) we try to give the reader or listener a fairly balanced idea of what the hell happened, within the pressures of time, space and money.

"Public relations people, I think, recognize more than anyone else this disability that we suffer in the news media

and it's the constant pursuit of advantage because of this disability that enables them to do as well as they do..."

Jim Etherington, manager of public relations services for the Royal Bank of Canada and like many if not most p.r. people, a former news person, said a surprisingly large number of reporters are just lazy. After, he said, he tells Royal Bank executives to be ready for "spirited questions" from the media, he's embarrassed by their absence. He's reduced to telling reporters: "If you were to ask me so-and-so, I would tell you such-and-such."

The idea of p.r. people and news media people being partners was taken by the news media representatives as being the most dangerous of the evening.

A relatively independent management consultant who deals with p.r. people and the media, said: "If the spark of conflict dies, everybody in this room is in trouble."

But the last word was had by longtime p.r. person Cathy Smythe, currently working to raise \$44-million for the Royal Ontario Museum. "It's a 50-50 street; I need you and you need me and that's the way it is," she stated with certainty, as if she hadn't heard a thing that was said.

"I will give you the information and I know that you will help us."

News media people deny it, but very often that *is* the way it is. And is that all bad?

In other words, "Move over, I want to sleep with you even if you won't admit it in the morning."

Lede Copy

MTL PRESS CLUB V. GLOBE WRITER

A six-month suspension from the Montreal Press Club has been imposed on *Globe and Mail* Montreal bureau chief Richard Cleroux for openly contravening a club instruction that remarks of a guest speaker be off the record.

The main effect of the suspension is that Cleroux for six months will not be served at the bar, "so it is really no punishment."

He is seriously upset, however, at the thinking behind the club directors' stand.

The censure arose from a visit by Premier Rene Levesque to the club June 2. A press release inviting reporters and photographers and others to attend had been distributed. About 250 turned out.

Levesque mainly attacked alleged unfairness in the English-language media. About half way through, according to Cleroux, the premier said his remarks were off the record but he kept talking.

Club house committee chairman Rob Bull, editor in charge of *CBC Radio News*, Montreal, took the microphone to tell the assembly the premier's remarks must not be reported. Later Cleroux was warned by several club members and personally by Bull ("He's a good friend, by the way") that if he wrote "a single word" that Levesque said, he would be barred from the club.

Cleroux openly took notes and his story appeared in the final Toronto edition of the June 3 *Globe*, on page 12, under the head: "Has lost 'a lot of respect' for press, Levesque says."

Bull, stressing to *Content* that he was speaking strictly as a club officer and not in any way for *CBC*, said it is "one of the basic rules of the club" that comments of guests are off the record.

"I'd be prepared to hear what Cleroux has to say. I'd really be interested, in fact," Bull said.

Cleroux received notice of his being censured on June 16, a couple of days before leaving for England. The letter said he could contest the ruling at the club's next meeting on July 4.

"It angers me that a group of largely Anglophone journalists would try to prevent a story about criticism of Anglophone media being told. I wonder if they would have punished me if he had praised them instead..."

"I'll see them as soon as I can after my return July 9," Cleroux said.

"Off the record, for me, does exist," he added. "It's not to be used lightly. It's between a journalist and his contact as in a civil servant telling a person from the press

that his boss is embezzling funds.

"But if a premier speaks to 250 people, journalists at that... Numbers do make a difference, especially when (the people) were invited by press release." — B.Z.

SUNDAY PAPER TO BE NATIONAL

OTTAWA — A group of Ottawa-based journalists is ready to challenge the *Globe and Mail's* self-proclaimed title of "Canada's National Newspaper."

On July 23, a new weekly broadsheet was scheduled to make its debut. The paper called *Sunday Post of Canada* is the brainchild of Colin Alexander, former owner of the *News of the North*.

According to Mel Jones, managing editor of the new paper, it will be a national weekly, with heavy emphasis on international news. Local news will not be covered.

Initial plans called for *Sunday Post* to be distributed across the country, with home delivery available in Ottawa and Montreal. It should hit the streets around 8 a.m. and will sell for 40 cents.

The paper is to have 32 pages and concentrate on features, columns and arts reviews. Jones has lined up a large number of freelancers and stringers in Canada and in other nations.

The failure of Ottawa's last newspaper, *Ottawa Today*, has caused many advertisers to take a "wait and see" attitude towards *Sunday Post*.

Jones does not view the Sunday editions of the *Toronto Sun* and *Star* as competition.

"They're just seventh day extensions of the daily editions. We're going to carry on as a Sunday paper," he said.

If the paper is successful, the management will consider adding supplements, such as a magazine, the managing editor said. — Paul Park.

GUILD, JOURNAL AT ODDS IN OTT.

OTTAWA — The Newspaper Guild thought it had achieved a breakthrough at the strike-bound *Ottawa Journal*, but that breakthrough was short-lived.

At a vote taken in early June, the 49 circulation department employees turned out to decide whether to decertify the Guild as bargaining agent for them.

Although only 17 employees were Guild members, all 49 were eligible to vote. Final tally was 24 for retention of the Guild, 23 against and two blank ballots.

The Guild thought that was the end of it, but the company responded by filing an intervention with the Labour Board.

Journal publisher Lou Lalonde said the union used misleading campaign material prior to the vote.

"The Guild's false charges may have influenced the vote," he said.

Guild president Katie FitzRandolph was unhappy that the newspaper was continuing a battle which started over a year and a half ago when five unions struck the paper.

"I was hopeful we could close an ugly chapter with the *Journal*. . . I'm disappointed to be before the labour board again."

The Guild became the fourth union to return to the *Journal* earlier this year, following a 16-month walkout.

The ITU is still on the picket line. — Paul Park.

Paul Park is a freelance journalist and Content's contributing editor for Ottawa.

INVESTIG. BODY GAINING GROUND

MONTREAL — The second meeting of the founding advisory board of the Centre for Investigative Journalism was held in Montreal June 2 and 3. The Centre has been organized by a group of journalists from across the country who see a need to promote and finance investigative or research journalism.

A membership drive will be conducted this summer to seek support from both journalists and interested individuals. A brochure which outlines the Centre's aims and objectives has been sent to news organizations across the country. Membership inquiries should be directed to Graham Fraser, 327 Victoria Ave., Montreal H3Z 2N1 (514-486-0274).

The Centre is also mounting a fund-raising drive to finance the research grants which the Centre hopes to begin awarding at the end of the year. Funds will be sought from foundations and interested individuals. The advisory board of the Centre has decided not to approach governments or special interest groups for funds. Fund raising activities will be co-ordinated by Ellen Roseman, 530 Dovercourt Road, Toronto M6H 2W4 (416-533-5941).

The Centre is setting up an information file to enable members to use each other's special talents and knowledge. Contact Nick Fillmore, 116 Pembroke St., Apt. 2, Toronto, Ontario M51 2N8 (416-929-3042).

The Centre is planning a membership convention for late fall. Highlights of the meeting will be workshops on investigative techniques. Elections to the board of directors will also take place. It is hoped the convention can be held in Ottawa/Hull. Contact John Sawatsky, 333 Chapel St., Apt 705, Ottawa K1N 8Y8 (613-234-2161).

Requests for information about the Centre should be directed to Jock Ferguson, 18 Park Ave., Toronto M4E 1B6 (416-699-0450). — Jock Ferguson.

Jock Ferguson is with CBC-TV News, Toronto, and is active in the Centre for Investigative Journalism.

30

Letters

FORMER TODAY NEWS ED. TELLS OWNERS' STORY

I read with great interest Bill Bean's account of the life and death of *Ottawa Today* in the June issue of *Content*. I was an original at the paper and worked there as news editor until about a month before it closed. Bill, along with Eleanor Dunn, Phil Gibson and Bob Jutras formed a loyal news desk cadre which inspired great admiration and affection in me.

Although Bill, and many other younger people at *Today* might not realize it, the death of a newspaper is traditionally a time of bitterness and recrimination. In that respect, Bill's piece in *Content* is about what one might have expected. Simple fairness, however, dictates that something more be said on behalf of Daisons Press, the final owner of *Today*. This is a task which I've assigned to myself, without any consultation with or permission from Daisons, just because I think it ought to be done.

Starting a newspaper and making a success of it is hardly a project for the faint-hearted. It takes the toughest kind of business practices and it inevitably requires decisions which those in charge seldom enjoy. It's axiomatic that everyone applauds the birth of a newspaper and condemns what must be done to keep it alive.

In the beginning, *Ottawa Today* was hopelessly underfinanced. I've been told the entire paper was floated on \$250,000, all of which was gone by mid-October. That's not too surprising, given the lavish launch by the original owners. The paper took almost a full floor in the downtown Capital Square building and paid a premium rent for it. All company executives received leased cars. Executive and newsroom furniture was bought new.

It was in the wake of this — and considerably more free-spending — that the Daisons group arrived to begin what I consider a really valiant effort to keep *Today* alive. Daisons and its agent, Robert A. Essery, fought the same desperate two-front war which confronts any failing newspaper. On one side the need to cut costs, on the other the need to retain public confidence and keep the bottom from falling out of ad revenue.

Like many of those quoted in Bill's piece for *Content*, I too disagreed with some of the things done by Bob Essery and Daisons Press. On the whole, however, I believe the Daisons group did the only thing it could have done, short of closing the doors at Thanksgiving.

It is hardly surprising that many members of the reporting staff, hired in an almost giddy atmosphere of imminent business bonanza, were dismayed to learn they were working for a company that was straining back from the edge of bankruptcy.

Many left because of this and because they found they simply did not want to work for a popular tabloid newspaper. This news policy

was actively developed by Daisons and it was during that period the paper looked its best, in my view. It isn't surprising that some didn't like it and left because of it. I respect them for having the conviction to do so.

Apparently others were able to insulate themselves from the truth. As the news staff diminished through attrition, many who stayed behind were not prepared to pick up the slack. At least two refused assignments. One was fired, a decision which I supported.

These are some of the things which I remember about *Ottawa Today* which I think tend to balance the picture given in the Bean report. I really regret that Bill chose to assess blame for so many things which are inevitable on the death of a newspaper. I wish that he had said that Daisons tried damn hard to give Canada another daily newspaper against very difficult odds. I wish he had said that sometimes some staff members didn't seem to care much if *Today* succeeded.

Ted Stuebing, Vice-President,
News and Public Affairs,
CFTO-TV,
Toronto, Ont.

WOMEN MUST SPEAK OUT — REPORTER

I thoroughly enjoyed your May issue concerning women in the media, particularly because I have been a reporter for the past three years and have recently been feeling some very uncomfortable twinges about my own position in the business.

While the media are far less discriminatory than many other professions, it's certainly

not as liberated as it first appears. After several years of secretarial and waitressing jobs, I was astounded at the freedom in a newsroom, but I'm learning this freedom is fairly superficial.

To look around my own organization you would think women are on at least an equal footing with men. There are 12 people at the newspaper where I work, including all departments; seven of us are women. Sounds good until you realize two key people, the publisher and the editor, are men. Men, as usual, hold the "power" jobs with the corresponding salaries.

There are two reporters on staff, one male and me. Although my educational qualifications and work experience and seniority are far greater than this man's, we make approximately the same salary.

The editor, however, makes half again my salary despite the fact that we do essentially the same job. And he has the added advantage of absolute veto power.

I could relate my present situation, as well as past situations, to many of the things touched upon in your May issue. The only criticism I could possibly come up with is that it was not enough. I feel it is very important for women to speak out about their individual grievances in hopes of coming up with a collective solution or at least suggestions on how to deal with discrimination within the media while still focusing on the importance of being successful newswomen.

Please put me on your circulation list so I can keep informed on future issues of this nature.

Donna Vallieres,
Terrace, B.C.

30

Inside Content

With this issue we introduce two names to the masthead. Barry Wilson now is serving as our contributing editor for Saskatchewan, Paul Park for Ottawa.

Wilson, 29, grew up on a farm in Quebec's Gatineau Hills and received a B.A. (political science) and B.J. from Carleton. He worked for the Saint John *Telegraph Journal/Evening Times Globe, Oshawa Times, Saskatoon Star-Phoenix* and Saskatoon's *Radio CJWW* before last year joining *The Western Producer*, where he is a general reporter covering Prairie and national farm organizations and issues. 234 of The Newspaper Guild at the S-P in 1975, a founding member of the Saskatchewan Journalists' Association and editor of its substantial periodical, *The Saskatchewan Journalist, 1977-78*. He freelances



Park

for *The Globe and Mail, Financial Post* and *CBC*.

Park, 22, began his career as a political and labor reporter with *CKCU-FM* in Ottawa, a rock station which has recently been having difficulties with the CRTC. After a short stint with the ratings-ailing *CKO* radio network, he started freelancing, mainly for the now defunct *Ottawa Today*. His reputation as a journalistic Hindenburg was not known to the editors of *Content* when they offered him his present position.



Wilson

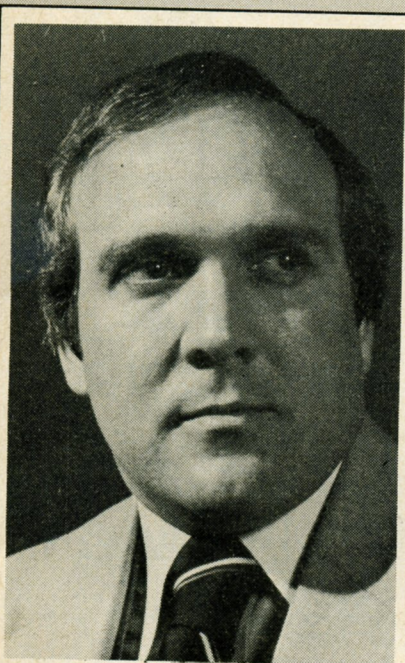
Park has written for *This Magazine* and *The Citizen* in Ottawa and done broadcast work with *Radio-Canada International*. He is a member of the Parliamentary Press Gallery and "once met Roger Mudd of *CBS News*."

Omnium-Gatherum

Peter Brouwer resigned June 22 as executive director of the Canadian Community Newspapers Association, effective Sept. 1. He will become publisher of a new daily being planned for the Kitchener-Waterloo and Cambridge area. Also leaving CCNA Sept. 1 will be projects co-ordinator **Steven Dills** who is negotiating a position with a weekly newspaper operation in B.C. or Alberta.

Future directions for CCNA are very likely to be vigorously debated at the association's annual convention Aug. 13-16 in Vancouver (see details in Notice Board).

* * *



DAVID KNAPP

The appointment of **David Knapp, 34**, as Manager of the Ottawa Bureau of CBC National Television News was announced recently by **Cliff Lonsdale**, Chief News Editor of CBC-TV's English Network News Service.

Knapp began his journalism career in 1960 as a reporter for radio station CFOX in Montreal. He later became news director. In 1966 he joined CBC Montreal's CBMT News as municipal affairs reporter, also doing field production for CBC-TV National News during Expo '67 and other major events. In 1968 he was appointed assignment editor for CBMT News and two years later, executive producer.

As executive producer, he co-ordinated news coverage of the Quebec Crisis of 1970, and later, two provincial election programs. In 1976, his role was expanded to include the whole of the Montreal supper-hour information program, not just the news portion.

As Manager of the Ottawa Bureau of CBC National Television News, he succeeds **Ian Glenday**, who has been appointed Manager, Resource Development for CBC National Television News, based in Toronto.

Knapp is immediate past president of the Radio-Television News Directors' Association.



"It has all the makings of a disaster," commented **Toronto Sun** editor-in-chief **Peter Worthington**, when advised by **Bob Crichton** of plans for the first official **Toronto Telegram Reunion** this Oct. 27-28.

"Nothing made the old *Tely* newsroom click better than handling a disaster," comments **Crichton**, who seems to be some sort of ringleader.

The get-together will centre at the **Toronto Press Club**, 73 Richmond Street West. Former *Tely* education writer **Jack Hutton** will round up his old musical group and **Gordon Donaldson** is responsible for rounding up a print of a *CBC* documentary created at the time the *Tely* died, seven years ago the end of October. Fifteen years ago this Thanksgiving the *Tely* moved to 440 Front Street West from Bay and Melinda streets.

If you have ideas to contribute or want more information right away (more will be published in *Content*) call **Carolyn Purden** (*Canadian Churchman*, 924-9192), **Larry Reid** (*Toronto Star*, 367-2351), **Peter Marucci** (*Star*, 367-2000), **Hutton** (Ontario Secondary School Teachers' Federation, 751-8300), **Donaldson** (487-9109) or **Crichton** (Ontario Hydro, 592-3328).

The "Charlie" Award, highest for spot news reporting given by the Radio-Television News Directors Association of Canada, has gone to *CFRB*, Toronto, for coverage of the seige by a gunman at the Banque Canadienne Nationale in downtown Toronto March 21-22, 1977. During the seige *RB* news commentator **Charles Doering** was briefly a hostage when he agreed to help police negotiate with the gunman.

* * *

CBOT-TV news director **Tim Knight** has resigned. **Ab Douglas**, anchorman of the Ottawa station's evening newscast, submitted his resignation earlier but was persuaded to remain.

* * *

The Association des relationnistes du Québec (public relations officers' association) held its sixth annual meeting in April, electing **Hubert Potvin**, of Canatom Ltd., president. The association's emphasis this year is to help young p.r. practitioners by organizing meetings bringing them together with professional colleagues.

* * *

Alan R. Capon is new district editor of the *Kingston Whig-Standard*, replacing **J.W. (Bill) Fittell**, who held the post more than 12 years. Fittell will launch a new column, "People."

* * *

Southam Fellowships for the coming year have been awarded to **Agnes McFarlane**, head librarian at *The Gazette*, Montreal; **Baik Kirby**, *Globe and Mail* critic; **Dan**

Proudfoot, *Toronto Sun* feature writer; **Jenni Martin**, legislative bureau chief for the *Winnipeg Tribune* and **John Skinner**, a deputy editor at *The Vancouver Sun*.

* * *

Edna Jaques, whose books have sold 250,000 copies (she published her first one in 1932) was honored by the Women's Press Club of Toronto June 13 at an imaginative and amusing dinner program, featuring readings from her works. "The tiny lady who has become a great Canadian institution" just published her autobiography, *Uphill All the Way*.



Jaques

* * *

Algonquin College of Applied Arts and Technology in Ottawa may be the only one in the country to offer a trade unionism course to journalism students. It will be taught in the Sept.-Dec. semester by journalism instructor **Roy LaBerge**, former editor of *Canadian Labour*.

* * *

A. Roy Megarry, 41, becomes publisher of *The Globe and Mail* Sept. 1. He will succeed **Richard S. Malone, 68**. Malone will continue as chairman of the board of FP Publications Ltd., which owns *The Globe*. Megarry, an Irish-born communications executive, is vice-president of corporate development for

Notice Board

Aug. 5-16: World Association for Christian Communication Central Committee meeting, UBC Conference Centre, Vancouver. For further information: **Dr. Frank Brisbin**, (416) 925-5931.

Aug. 13-16: Canadian Community Newspaper Association annual convention, Vancouver Hotel, Vancouver. Theme: The Pacific and Arctic Regions and the Conservation of Energy. For further information: **Allan Black**, (604) 271-6789.

Sept. 7-10: First nationwide video conference/festival. Seminars on distribution, cable and broadcasting, government communications, etc. Write **The Fifth Network**, 85 St. Nicholas St., Toronto or call (416) 964-8726.

Sept. 15, 16 and 18: Meetings of the Commonwealth Press Union, Hyatt-Regency Hotel, Toronto. Press accreditation can be arranged through **Tom McCarthy**, assistant to the publisher, *The Spectator*, 44 Frid Street, Hamilton, Ont. LBN 3G3. Phone (416) 526-3333. Direct line from Toronto, 925-2881. For general information on the meetings, the Vancouver-Halifax CPU study tour, or the Union generally, contact **Michael Davies**, chairman, Canadian section, CPU, c/o *The Whig-Standard*, Kingston, Ont. K7L 4Z7. Phone (613) 544-5000.

Sept. 19-21: CDNPA editorial seminar (Ont.), law, graphics, Windsor, Ont. For more information call editorial division, CDNPA, (416) 923-3567.

Omnium

Torstar Corp. and played a large part in Torstar's recent fiscally successful diversification program.

Three new members have been named to the Canadian News Hall of Fame: **Roger Lemelin**, president and publisher of Montreal's *La Presse*; the late **Charles Jennings**, a pioneering broadcaster, and **Phyl Griffiths**, a veteran with the *Toronto Telegram*.

Andrea Thiel has become story editor for CBO Ottawa's morning radio program, replacing **John McGrath**.

Louis-Georges Gervais is interim president of the Quebec Press Council, which held its annual meeting in Montreal June 15. Establishing a firm financial base is the biggest challenge facing the council, entering its sixth year. A \$1-million public subscription campaign will be launched in the Fall.

Tom Riley, a freelancer who has worked mainly in the freedom-of-information area, has left for England, where he plans to continue in the same field. He was honored at a small dinner in the Nova Scotia Room of the Royal York Hotel in Toronto on July 5, organized by **Dick MacDonald** of CDNPA.

Ad revenue for Canadian consumer magazines in 1977 was up a remarkable 33.3 per cent from the previous year, according to

Facts About Newspapers, published annually by the American Newspaper Publishers Association. Ad revenue was up 5.8 per cent for Canadian dailies, 13.3 per cent for TV and 10.8 for radio. Weeklies were up 9.3 per cent, business press 8.7 and farm press 20. Weekend supplements lost 8.5 per cent. ANPA used Maclean-Hunter Research Bureau and CDNPA as its sources.

WILHE FILLER



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Ottawa's *CKOY*, recently purchased by *CKEY* in Toronto, reports changes: news director **Bob Staton** is to cover public affairs and will be replaced by **Paul Taylor**, ME of Newsradio. **Barbara Freeman** has been named municipal affairs reporter for Ontario and **Brian Goff**, **Ed Aderst** and **Andy Sparling** have been hired.

* * *

The Canadian Grocery Distributors Institute and its national magazine, *Canadian Grocer*, are to establish a national press awards program in which journalists who write the best articles each year about the food industry will be honored. The publisher and editor of *Canadian Grocer*, **George H. Condon**, said it is hoped the awards will encourage research and accurate writing on the Canadian food industry.

* * *

Changes at *The Windsor Star*: Queen's Park bureau reporter **Cam Norton** moves to *The Toronto Sun* and is replaced by city hall reporter **Joe Fox**. Labour reporter **Gord Henderson** goes city-side and is replaced by education reporter **Kevin MacIntosh**. Slotman **Garth Wilton** moves to *The Toronto Star* and **Lloyd Kemp** takes his place. Reporter **Paul Patterson** has gone to *CBET-TV*.

* * *

A steering committee is looking into possible creation of a Communication Association of Canada that would affiliate with the Learned Societies. Proposed also is affiliation by the *Canadian Journal of Communication* (formerly *Media Probe*) which has just completed four years of publication. The committee was formed at a meeting in Windsor May 25-27 attended by about 50 persons from universities, government and industry as well as interested students.

* * *

Correction: Last month's story on the first National Magazine Awards referred to a "multi-million-dollar libel suit" being brought by federal transport minister **Otto Lang** against *The Canadian*. In fact, no claim for damages has been entered in the suit.

Omnium Errata: **Victor Malarek** of *The Globe and Mail* was referred to last month as Canada's only environmental reporter. This is incorrect and a slight to *The Toronto Star* and its productive environmental, energy and resources reporter of the past two years, **Ross Howard**.

Pauline O'Connor, **Doug Junke** and **Ken Fidlin**, as reported here last month, joined a paper. It is the *Ottawa Journal*.

Squirmers

"Diplomatic sources said they believed the man was lined up before a firing squad and executed on Monday," said the *Reuter* story.

Sorry, but a single person just cannot be lined up. Neither can two. It's all a matter of geometry. A line is defined by two points. To line up a person is impossible; to line up two is inevitable.

So, the minimum number of persons who can be lined up, before a firing squad or in more agreeable circumstances, is three.

CP Feature Picture of the Month



Photographer: Blaise Edwards.

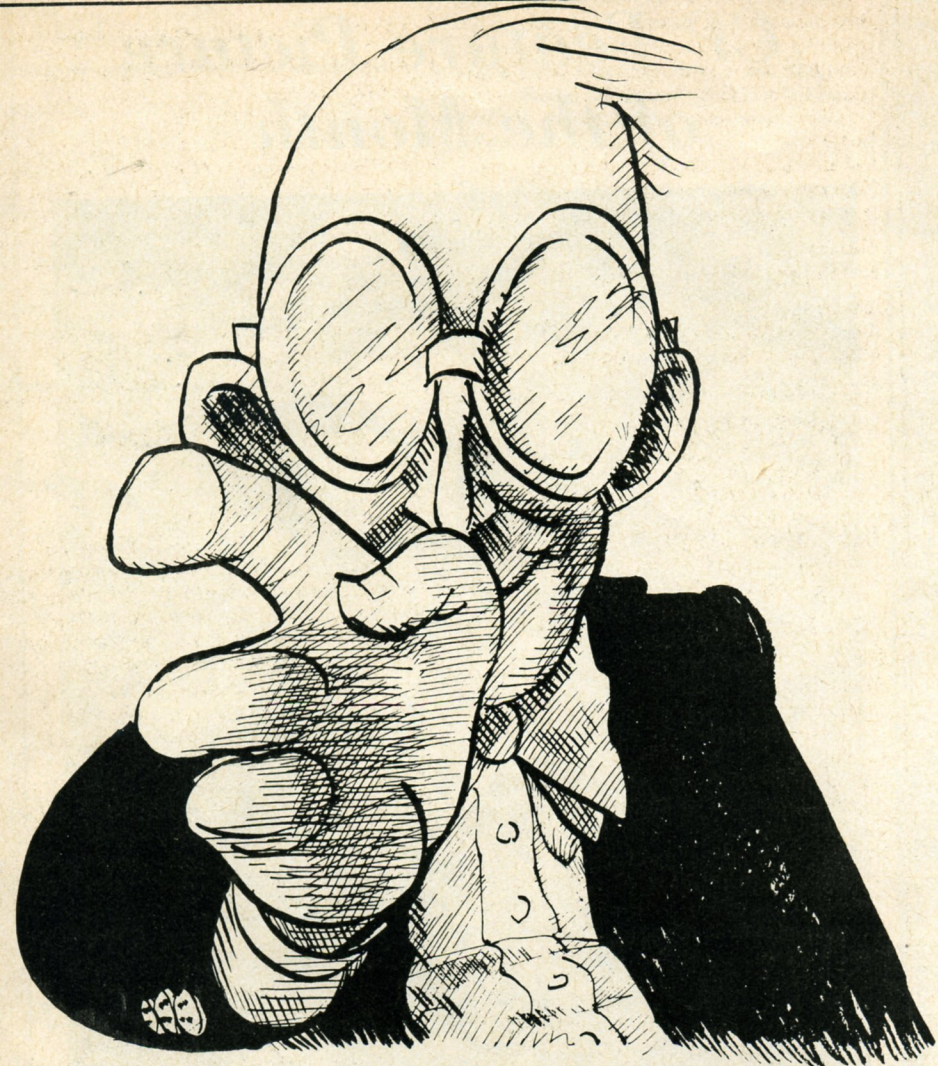
Media Outlet: *The Canadian Press*.

Situation: Edwards, a *CP Toronto* darkroom technician, was eating peanuts in the photographers' dugout before the May 23 Toronto Blue Jays-Boston Red Sox game when wild ducks from Lake Ontario landed near him. He kept feeding them peanuts. Outfielder **Tommy Hutton** headed for the dugout and the ducks flew.

Technical Data: Nikon FM with 85-mm lens at f5.6 and 1/500th of a second with Tri-X film rated at 1600 ASA.

Award: *The Canadian Press*, "Feature Picture of the Month," May, 1978.

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In 1978, *Content* subscribers will receive three editions of *Carleton Journalism Review*. Meaty, *CJR* features top-flight analyses and research on the state of the art in Canada today. By special arrangement with *CJR*, *Content* exclusively distributes the new, high-quality tabloid to its subscribers. *CJR* isn't on the newsstands, and can't be ordered separately, but every issue is yours through a *Content* subscription.

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Office: (514) 283-4670

Halifax, N.S.: **Terry Tremayne**

Office: (902) 426-6141

Atmospheric Environment Service

(Climatic and weather forecasts, air pollution monitoring)

Downsview, Ont.: **Paul Wagner**

Office: (416) 667-4723

Fisheries and Marine Service

(Fisheries, oceanography, marine pollution)

Ottawa, Ont.: **Fernand Renault**

Office: (613) 995-2041



FORD MOTOR COMPANY OF CANADA, LIMITED

The Canadian Road

Oakville, Ontario L6J 5E4

Ford of Canada, established on August 17, 1904, is Canada's oldest existing automotive concern. Its Central Office is located in Oakville, Ont., with plants in Oakville, St. Thomas, Windsor and Niagara Falls. A national parts distribution centre is in Brampton, Ont., with regional sales and parts distribution offices in Burnaby, B.C., Edmonton, Winnipeg, Pointe Claire, Que., Halifax.

Contacts:

Tony Fredo, Public Relations Manager

Office: (416) 845-2511

After-hours: (416) 639-5213

G

GAY ALLIANCE TOWARD EQUALITY (GATE)

Box 156, Station P

Toronto, Ontario M5S 2S7

Serve Toronto's gay community especially through public political action to win full civil and human rights for gay men and women and end discrimination against them; help build the gay liberation movement through activity in the Coalition for Gay Rights in Ontario and the National Gay Rights Coalition.

Contacts:

Brian R. Mossop, President

Office: (416) 966-8131

After-hours: (416) 465-4469, 964-0148

Tom Warner,

Coalition for Gay Rights in Ont.

Office: (416) 978-6598

After-hours: (416) 929-5728, 964-0148

GEORGE BROWN COLLEGE OF APPLIED ARTS AND TECHNOLOGY

Box 1015, Station B

Toronto, Ontario M5T 2T9

Located in the heart of the City of Toronto, George Brown College was established to serve the needs of the area. It was founded in 1968 as part of the Ontario Government's plan to extend the availability of post-secondary education to a larger number of students graduating from secondary schools.

Contact:

Judy Birch, Public Relations Officer

Office: (416) 967-1212, Ext. 222

BF Goodrich

B.F. GOODRICH CANADA LIMITED

Executive Offices

Kitchener, Ontario N2G 4J5

Manufacture and sale of rubber and plastics goods: tires, industrial and automotive rubber supplies, Canada's largest manufacturer of polyvinyl chloride (PVC) resins and compounds. Five plants, six branch offices and 24 retail outlets across the country. 3000 employees.

Contact:

Owen Lackenbauer,

Manager, Public Relations

Office: (519) 742-3641 ext. 229

After-hours: (519) 576-6161

Beverly Pierce,

Communications Co-ordinator, Public Relations

Office: (519) 742-3641 ext. 495

After-hours: (519) 885-0819



GUARANTY TRUST COMPANY OF CANADA

Head Office:

366 Bay Street,

Toronto, Ontario M5H 2W5

Guaranty Trust Company of Canada - well into its second half-century - is a major Canadian company with assets over \$2 billion.

Guaranty Trust offers a full range of financial services in its 47 savings branches across the country, with a stock transfer system that is second to none.

Guaranty Trust Realtor offers a fully comprehensive real estate service in their 23 offices throughout Ontario and the Prairie provinces.

Contact:

Diane J. McPherson,

Manager - Marketing Services

Office: (416) 863-5099

GULF OIL CANADA LIMITED

800 Bay Street
Toronto, Ontario M5S 1Y8

Gulf Oil Canada is Canada's second largest oil company in terms of assets, total sales and earnings. Founded as British American Oil Company Limited at Toronto in 1906, it has grown to total assets of \$2.1 billion. A fully integrated company, it is Canada's third largest producer of crude oil and natural gas.

Contacts:

Robert Vallance,
Manager, Public Relations Dept.
800 Bay Street
Toronto, Ontario M5S 1Y8
Office: (416) 924-4141
After-hours: (416) 923-4812

J.D. Cottreau,
PR Manager, Eastern Canada
2020 University St.
Montreal, Que. H3A 2L4
Office: (514) 284-7732, 284-5111
After-hours: (514) 683-9487

B.G. Hammond,
PR Manager, Western Canada
707 - 7th Ave., S.W., P.O. Box 130
Calgary, Alta. T2P 2H7
Office: (403) 268-1743, 268-1110
After-hours: (403) 244-6709

D. Reynolds, PR Advisor, B.C.
1075 West Georgia St.
Vancouver, B.C. V3H 3E1
Office: (604) 684-9424
After-hours: (604) 943-3140

H

HARDING CARPETS LIMITED

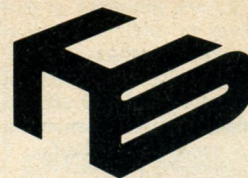
60 Yonge Street
Toronto, Ontario M5E 1H5

Harding Carpets Limited is the largest carpet manufacturer in Canada, with manufacturing plants in Ontario and Quebec and distribution centres at major cities across Canada. A Canadian-owned company, it exports to the United States, Europe, Middle East and Australia. Product brands are Harding Carpets, Seneca Carpets and Venture Carpets.

Stanley R. Peszat, President
Norman J. Bell, Vice-President,
Administration

Colin K. Thompson, Vice-President,
Industrial Relations and Personnel
Office phone for all above: (416) 868-0489

Michael S. Shaw,
Public Relations Consultant
Office: (416) 364-5213, 920-5593



HAWKER SIDDELEY CANADA LTD.

7 King Street East
Toronto, Ontario M5C 1A3

A large, diversified heavy manufacturing company. Principal products include passenger and freight railway cars; railway wheels and axles; highway trailers; ship repair; power and communications structures; industrial gas turbines; castings; forestry, sawmill and mining equipment.

Head office in Toronto. Principal operations in Nova Scotia, Quebec, Ontario and British Columbia.

Contact:

J.F.A. Painter, Director of Public Relations
Office: (416) 362-2941
After-hours: (416) 791-7119

H.J. HEINZ COMPANY OF CANADA LTD.

250 Bloor Street East
Toronto, Ontario M4W 1G1

Manufacturers of pure food products. Largest manufacturers of baby food and tomato products in Canada. Corporate headquarters - Toronto. Manufacturing operations - Leamington, Ontario.

Contact:

W.E. Gunn,
General Manager, Public Affairs
Office: (416) 964-7057
After-hours: (416) 625-8040

HOUSING AND URBAN DEVELOPMENT ASSOCIATION OF CANADA (HUDAC)

15 Toronto Street, 10th Floor,
Toronto, Ontario M5C 2E3

HUDAC is the voice of Canada's Residential Construction Industry with some 6,000 members in 77 affiliated associations across the country.

Its members' interests are represented in areas such as:

1. Legislation
2. Education
3. Research
4. Promotion
5. Consumer Relations

Members include: Builders, land developers, sub-contractors, apartment owners, manufacturers, suppliers, utility reps, mortgage lenders, realtors, architects and other engaged in the shelter industry.

Contacts:

M.R. MacQuarrie, Director of
Communications
Office: (416) 364-4135
After-hours: (416) 881-4158

J.M. Nelligan,
Assistant Director of Communications
Office: (416) 364-4135

"If all mankind minus one were of one opinion, and only one person were of the contrary opinion, mankind would be no more justified in silencing that one person, than he, if he had the power, would be justified in silencing mankind."

Mill, *On Liberty*, II



Imasco Limited

4 Westmount Square Montreal

Public Relations Department, Tel. (514) 937-9111

HUDSON BAY MINING AND SMELTING CO., LIMITED

P.O. Box 28, Toronto-Dominion Centre
Toronto, Ontario M5K 1B8

Hudson Bay Mining is a diversified Canadian natural-resource company with interests in base metals, oil and natural gas, fertilizers, secondary manufacturing and industrial chemicals and is associated with Anglo American Corporation of Canada Limited, a Canadian mining-finance company with various interests in the natural-resource field.

Contact:

Alvin Epp, Manager, Public Relations

Office: (416) 362-2192

After-hours: (416) 221-1449



Hydro-Québec

HYDRO-QUÉBEC

75 Dorchester Blvd. West
Montréal, Québec H2Z 1A4

Hydro-Québec is a state-owned utility, owns 80 per cent of Québec's electrical generating facilities and serves more than two million residential, commercial and industrial customers with an available capacity exceeding 17 million kilowatts.

It ranks among the world's major electric utilities, but is unique in that 99.8 per cent of its production is hydroelectric.

Contacts:

André Saindon, Head of Press Relations

Office: (514) 285-1711, ext. 8722

Francine Charest, Information Officer

Office: (514) 285-1711, ext. 8723

François Lord, Information Officer

Office: (514) 285-1711, ext. 8726

Doris Demers, Information Officer

Office: (514) 285-1711, ext. 8724

Maurice Hébert, Information Officer

Office: (514) 285-1711, ext. 8725

After-hours for all above: (514) 381-8431

I



Imasco Limited Imasco Limitée

IMASCO LIMITED

4 Westmount Square
Montreal, Quebec H3Z 2S8

Imasco Limited is a Canadian-managed corporation manufacturing consumer products and supplying consumer services in Canada and the United States. Manufactured products include a complete range of tobacco products and a wide variety of food products. Services consist of retail outlets specializing in

tobacco products, health and beauty aids, prescription drugs, sporting goods, gifts and sundries.

The operations of the company are grouped in two divisions, Imperial Tobacco and Imasco Associated Products. Direction and guidance of the operations of the company are provided by a head office group comprising approximately 40 persons at the company's headquarters in Montréal.

Contacts:

Office phone for all the following is:

(514) 937-9111:

Norman A. Dann,

Vice-President, Public Relations

After-hours: (514) 637-5094

Victor M. Drury, Asst. to the Vice-Pres., PR

After-hours: (514) 731-1912

Louise Rousseau, Public Relations

After-hours: (514) 935-6750

Imperial Tobacco Limited:

Michel Descôteaux,

Manager, Public Relations

Office: (514) 932-6161

After-hours: (514) 364-1104

INDEPENDENT INSURANCE AGENTS & BROKERS OF ONTARIO

67 Yonge Street, Suite 633
Toronto, Ontario M5E 1J8

The Association represents 3,600 independent insurance agents and brokers. These professionals are in the business of arranging insurance protection of all types, including insurance on homes, public buildings, cars, boats, personal belongings and commercial enterprises. Independent agents do not represent just one company. The Association can provide information to news media directly or suggest other information sources.

Contact:

Herb F. Baker, General Manager

Office: (416) 364-4475



Insurance Bureau of Canada Bureau d'assurance du Canada

INSURANCE BUREAU OF CANADA

181 University Avenue, Suite 1300
Toronto, Ontario M5H 3M7

The major association of Automobile, Casualty and Property Insurance Companies transacting business in the Canadian market.

Contacts:

Head Office:

John Cranford,

Director of Communications

Office: (416) 362-2031

Residence: (416) 233-8661

Dick Wright, Public Relations Officer

Office: (416) 362-2031

Residence: (416) 457-9139

Branches:

Halifax:

1505 Barrington Street, 12th floor

Halifax, Nova Scotia B3J 3K5

G.M. Walsh, Manager

Office: (902) 429-2730

Montreal:

1080 Beaver Hall Hill

Montreal, Quebec H2Z 1S8

C.E. Moreau, Manager

Office: (514) 866-9801

Edmonton:

10080 Jasper Avenue, Suite 1105

Edmonton, Alberta T5J 1V9

R.A.S. Cooper, Manager

Office: (403) 423-2212

Vancouver:

409 Granville Street

Vancouver, B.C. V6C 1W9

K.F.V. Malthouse, Manager

Office: (604) 684-3635



CANADA

INTERNATIONAL DEVELOPMENT RESEARCH CENTRE

P.O. Box 8500

Ottawa, Ontario K1G 3H9

The International Development Research Centre was established by the Canadian Parliament in 1970, to support development-oriented research by developing country professionals in their own countries or regions. IDRC-supported research falls within four areas: Agriculture, Food, and Nutritional Sciences; Health Sciences; Information Sciences; Social Sciences and Human Resources; and Publications.

Contact:

Ernest Corea,

Director, Publications Division

Office: (613) 996-2321, ext. 188

INTERNATIONAL JOINT COMMISSION

100 Metcalfe Street, 18th Floor
Ottawa, Ontario K1A 0N2

A permanent, unitary body set up pursuant to the Boundary Waters Treaty of 1909. Consists of three Canadian Commissioners, three American, with a Canadian co-chairman and American co-chairman. Headquarters Ottawa and Washington plus regional office in Windsor to assist Commission with responsibilities under Great Lakes Water Quality Agreement.

Contacts:

Walter A. Sargent, Information Officer

Office: (613) 995-2984

After-hours: (613) 733-6130

Windsor, Ontario:

Pat Bonner, Information Officer

Office: (519) 256-7821

Washington, D.C.:

W.A. Bullard, Secretary

Office: (202) 296-2142

INUIT TAPIRISAT OF CANADA

176 Gloucester, 3rd Floor,
Ottawa, Ontario K2P 0A6

Inuit Tapirisat (Eskimo Brotherhood) is a national non-political, non-profit organization representing the interests of more than 22,000 Inuit in the Northwest Territories, Northern Quebec and Labrador. Major projects include working for settlement of land claims and helping Inuit achieve full participation in Canadian society.

Contact:

Annie Lock, Information Officer

Diane Vogel,

Consultant to Information Services

Office phone for the above: (613) 238-8181

J,K

JOHN HOWARD SOCIETY OF ONTARIO

980 Yonge Street, Suite 407
Toronto, Ontario M4W 2J5

A non-profit, non-governmental community organization dedicated to the reduction of crime in the community through the resocialization of the offender, the education of the community, the involvement of citizens in the criminal justice system and constructive and progressive reform of the criminal justice process. Crime is a community problem and must be solved in the community.

Contact:

Gordon MacFarlane

Office: (416) 925-2205



THE KINDNESS CLUB

252 Waterloo Row
Fredericton, New Brunswick E3B 1Z3

The Kindness Club is hoping to bring its message of kindness and conservation to the children in every home and every school in Canada. Members invited. Publicity welcome. Contact:

Aida Flemming, President

Phone: (506) 455-6186

L

JOHN LABATT LIMITED

451 Ridout Street, North
London, Ontario N6A 4M3

John Labatt Limited is a broadly based food and beverage company known for Labatt's "Blue" and "50" the largest selling lager and ale in Canada. Other interests include Laura Second, Catelli, Ogilvie flour and Chateau Gai wines, as well as food service operations in Canada and the U.S., wheat starch and gluten, feeds and industrial milk production.

Contact:

Frances H. Carmichael,

Manager, Investor & Public Relations

Office: (519) 673-5136

LABOUR CANADA

Ottawa, Ontario
K1A 0J2

Labour Canada is the federal government department with responsibility for labour affairs, comprising such areas as labour standards, occupational safety and health and labour relations. It administers the Canada Labour Code which applies to federal jurisdiction enterprises. Regional offices are located in Moncton, Montreal, Toronto, Winnipeg and Vancouver.

Contact:

Ronald Woltman, Media Relations Officer

Office: (819) 997-2636

After hours: (613) 224-8361

LAKE ONTARIO CEMENT LIMITED

2 Carlton Street
Toronto, Ontario M5B 1J6

Lake Ontario Cement Limited is a major Canadian-owned producer of cement and concrete products, with manufacturing plants at Picton, Ontario, and Essexville, Michigan. The Company division Premier Concrete Products markets ready mix concrete and concrete blocks in Ontario. A subsidiary, Primeau Argo Block Co. Limited of Rexdale, Ontario, manufactures and markets concrete blocks and bricks. Rochester Portland Cement Corp., of Rochester, N.Y., and Aetna Cement Corporation of Essexville also are subsidiaries. Contact:

Jake D. Fowler, Executive Vice-President

Office: (416) 863-0611

Denis R.T. White, Vice-President,

Administration and Finance and Secretary

Office: (416) 863-0611

Michael S. Shaw, Public Relations

Consultant

Office: (416) 364-5213, 920-5593



A.E. LePAGE LIMITED

50 Holly St.
Toronto, Ontario M4S 2G1

A.E. LePage Limited is Canada's largest Realtor currently employing over 3,000 people in 167 offices and divisions in Quebec, Ontario, Prairie Provinces and British Columbia.

Real Estate Services include Appraisal & Consulting; Corporate & Individual Relocation; Commercial Development, Sales & Development Management; Complete Advertising Services; Downtown Sales & Land Assembly; Industrial Sales & Leasing; Investment & Property Sales; Mortgage Financing; Office Leasing; Property Management; Recreation & Out of Town Properties; Research, Planning & Feasibility Studies; Residential, Retail Leasing; Shopping Centre Development Leasing & Management.

Contact:

Clifford L. Bowman,

Director, Marketing and Public Relations Services

Office: (416) 481-4233

Night Line: (416) 481-2724

Home: (416) 698-9035

LUTHERAN COUNCIL IN CANADA

365 Hargrave Street, Suite 500
Winnipeg, Manitoba R3B 2K3

A co-operative agency for the three major Lutheran church bodies; The Evangelical Lutheran Church of Canada; Lutheran Church in America - Canada Section and Lutheran Church - Canada (LC-MS); through which Lutherans work together where co-ordination or joint activity is deemed desirable, currently in theological study, mission planning, social and campus ministry, communication.

Contact:

Walter A. Schultz, Executive Director

Office: (204) 942-0096

M

MACLEAN-HUNTER LIMITED

481 University Avenue
Toronto, Ontario M5W 1A7

Maclean-Hunter Limited is a Canadian-controlled communications company. It is the leading publisher of Canadian national periodicals, including *The Financial Post*, *Maclean's*, *Chatelaine*, and 88 business publications. The company is also engaged, directly or through subsidiaries, in broadcasting, cable television, business forms, book publishing, trade shows and commercial printing.

Contacts:

Corporate Affairs:
Donald G. Campbell,
Chairman and Chief Executive Officer
Office: (416) 595-1811
Frederick T. Metcalf,
President and Chief Operating Officer
Office: (416) 595-1811

Business Publications:
Robert W. Robertson, Vice-President
Office: (416) 595-1811

The Financial Post:
Paul S. Deacon, Publisher
Office: (416) 595-1811

Consumer Magazines:
Lloyd M. Hodgkinson, Vice-President
Office: (416) 595-1811

Book Publishing:
George W. Gilmour, President
Macmillan Company of Canada Limited
Office: (416) 595-1811

International Operations:
George W. Gilmour, Vice-President
Office: (416) 595-1811

Book Distribution:
George Harwood, President
Co-operative Book Centre of Canada,
Limited
Office: (416) 751-3530

Broadcasting:
Herbert G. Marshall, Vice-President
Office: (416) 595-1811

Cable Television:
J. Barry Gage, Executive Vice-President
Maclean-Hunter Cable TV Limited
Office: (416) 675-5930

Printing and Business Forms:
Edward Nymark, Vice-President
Office: (416) 221-1131

Trade Shows Division:
Robert M. Gowdy, General Manager
Office: (416) 252-7791

Research Bureau:
Robert G. Scott
Office: (416) 595-1811

MATTHEWS' CATV
Matthews' & Partners Limited
Publicorp Communications Incorporated
Box/CP 1029,
Pointe Claire, Québec H9S 4H9

Canada's most authoritative and extensive cablevision index, covers 500+ licencees who reach 52% of the nation's households. Includes delivery and mailing addresses, executives, community programming, facilities, detailed channel lists. Each outlet listed in language of choice. 100+ pages. Completely revised three times per year. By annual subscription only: \$30.00.

Contacts:
Robbie Oakley, President/MATTHEWS'
Neil M. Oakley, Chairman/PUBLICORP
Office: (514) 695-0289

MATTHEWS' LIST

Matthews' & Partners Limited
Publicorp Communications Incorporated
Box/CP 1029,
Pointe Claire, Québec H9S 4H9

Canada's communications bible includes news deadlines, station formats, frequencies, channel listings, delivery and mailing addresses, executives, staff and facilities, etc., for 1000+ media outlets. Each operation listed in language of choice. Three complete revisions yearly. 250+ pages. By annual subscription only: \$80.00. With MATTHEWS' CATV: \$100.00. Regional editions: \$62.00.

Contacts:
Robbie Oakley, President/MATTHEWS'
Neil M. Oakley, Chairman/PUBLICORP
Office: (514) 695-0289

McMASTER UNIVERSITY

1280 Main Street West
Hamilton, Ontario L8S 4L9

An educational institution teaching undergraduate and graduate students from around the world and carrying on research in all disciplines. McMaster receives the highest per capita government grants for research in engineering, physical sciences and life sciences among a surveyed group of Canadian universities. Current student enrolment is 10,500.

Contact:
Gil Murray, Information Officer
Department of Information
C.N.H. 111, McMaster University
Office: (416) 525-9140, ext 4571
After-hours: (416) 632-7885

McMaster University Faculty of Health Sciences:

Mrs. Marjorie Baskin
Mrs. Janet Cochran
Office: (416) 525-9140, ext. 2169

METRIC COMMISSION CANADA

240 Sparks Street
01 East
Ottawa, Ontario K1A 0H5

Established in 1971, advises the Minister of Industry, Trade and Commerce on plans for conversion to the metric system and may, for such purpose, prepare conversion plans and disseminate information. It includes over 100 sector committees covering the whole Canadian economy, each developing a conversion plan for the industries involved.

Contact:
Ron Wood, Manager, Media Relations
Office: (613) 593-6800
After-hours: (613) 235-3863

MINISTRY OF STATE FOR URBAN AFFAIRS

CMHC Building South Annex
Montreal Road,
Ottawa, Ontario K1A 0P6

Established in 1971, the Ministry determines how the federal government can have a beneficial influence on the urbanization process, by integrating urban policy with other federal programs and policies and by fostering cooperative relationships in urban

affairs with the provinces and, through them, their municipalities, the public and private organizations.

Contact:
Roger Nadeau,
Acting Director of Communications
Office: (613) 993-0771

MOBIL OIL CANADA, LTD.

330 - 5th Avenue S.W.
Calgary, Alberta T2P 0L4

A major producer of crude oil, natural gas, natural gas liquids, and sulphur. Has exploration interests in all prospective areas of Canada.

Head office is in Calgary. Area offices are at Edmonton, Drayton Valley, Alberta; Swift Current, Saskatchewan and Dartmouth, N.S.

Contact:
Lorne Frame, Public Relations
Office: (403) 268-7334
After-hours: (403) 281-6780



MOHAWK COLLEGE OF APPLIED ARTS AND TECHNOLOGY

Box 2034
Hamilton, Ontario L8N 3T2

One of the larger community colleges in Ontario, Mohawk College provides post-secondary education in Applied Arts and Business, Applied Science and Technology and Health Sciences. The college also has courses in adult retraining, apprenticeship courses and a variety of offerings in Continuing Education. Unique programs at the college are Textile Engineering Technology, Physiotherapy, Occupational Therapy and Applied Music.

Contacts:
Charles T. McNair,
Director of Information Services
Office: (416) 389-4461 ext. 320
Ms. Janet Klinck, Information Officer
Office: (416) 389-4461 ext. 318

THE MOLSON COMPANIES LIMITED

P.O. Box 6015
Toronto A.M.F., Ontario L5P 1B8

Molson is a group of companies, marketing thousands of products and services and employing some 11,000 people in over 400 Canadian communities. Best known for its beer, other Molson companies include: Beaver Lumber, Aikenhead Hardware, Saveway, Bennett Pump, Anthes Business Forms, Anthes Equipment, Deluxe Upholstering, John Wood, Moyer Vico, Seaway/Midwest, Vilas, and Willson Office Speciality.

Contact:
Tim Taylor, Manager,
Communications Services
Office: (416) 675-5500



THE MUTUAL LIFE ASSURANCE COMPANY OF CANADA

227 King Street South
Waterloo, Ontario, N2J 4C5

Mutual Life of Canada issued its first life insurance policies in 1870 and operates only in Canada. In addition to 79 branch offices across Canada for individual insurance sales and service, the company has offices for group sales, estate planning, property investment and group claims.

Contact:
Mary McLaughlin, Public Affairs Officer
Office: (519) 888-2586
Karl Wahl, Public Relations Executive
Office: (519) 888-2265

N, O



NAPONAP
NATIONAL ANTI-POVERTY ORGANIZATION
ORGANISATION NATIONALE D'ANTI-PAUVRETE
196 BRONSON AVE. STE 300 OTTAWA, ONTARIO K1R6H3 TEL 238-6311

NATIONAL ANTI-POVERTY ORGANIZATION (NAP0)

196 Bronson Avenue, Suite 300,
Ottawa, Ontario K1R 6H3

A non-profit national federation of 1800 local anti-poverty organizations throughout Canada whose members live in poverty. NAP0 seeks to eliminate poverty through implementation of its program which includes promotion of self-help concepts in economic development, improved housing, counselling and advocacy, and support for better income redistribution.

Contact:
Marjorie Hartling, Executive Director
Office: (613) 238-6311, 238-6312
After-hours: (613) 741-6563

NATIONAL ASSOCIATION OF FRIENDSHIP CENTRES

200 Cooper Street, Suite 3,
Ottawa, Ontario K2P 0G1

The national representative of over seventy friendship centres across Canada which have developed in urban communities in response to the resulting problems of rising migration by Native people.

The member centres carry out programs and referrals to help alleviate the numerous difficulties of adjustment to an alien environment and culture.

Contacts:
Ed Buller, National Executive Director
Office: (613)232-1761
Cliff Gaze, Public Relations Officer
Office: (613)232-1761
After-hours: (613)235-0052

NATIONAL GAY RIGHTS COALITION/COALITION NATIONALE POUR LES DROITS DES GAI(E)S

Box 2919, Station D
Ottawa, Ontario K1P 5W9

NGRC is a civil rights organization whose primary objectives are: 1) the removal of all federal legislation which permits, condones, or encourages discrimination against homosexuals and 2) the implementation of legislatively guaranteed civil rights for gay people.

Contacts:
John Duggan,
Office: (613) 993-1996
After-hours: (613) 235-0835
Co-ordinating office: (613) 233-0152
Paul-François Sylvestre
Office: (613) 995-7813
After-hours: (613) 236-4729
Co-ordinating office: (613) 233-0152

NATIONAL LIBRARY OF CANADA

395 Wellington Street
Ottawa, Ontario K1A 0N4

Houses a collection of almost 1,000,000 volumes in the fields of Canadiana, social sciences and humanities. Offers a wide range of services to researchers, including assistance in location of books and documents and in compiling bibliographies. Also operates an ongoing program of exhibitions and displays, and distributes numerous publications.

Contacts:
Judy Wingham, Public Relations Officer/
Head, Displays Section
Office: (613) 995-7969
Gynette Lacasse, Publications Division
Office: (613) 996-3945
Gwyneth Evans, Head, General Reference and Bibliography Section
Office: (613) 995-9481

NATIONAL PAROLE BOARD

340 Laurier Avenue West
Ottawa, Ontario K1A 0R1

Subject to the Parole Act, the Penitentiary Act, the Prisons and Reformatories Act, the Board has the exclusive jurisdiction and absolute discretion to grant or refuse an unescorted temporary absence, to grant, refuse or revoke a day parole or full parole, and to revoke mandatory supervision to anyone in a federal or provincial prison serving a sentence under federal law, except someone sentenced for delinquency or in custody serving an intermittent sentence. The Board has 26 members, appointed by Governor in Council, and has its headquarters in Ottawa and offices in five regions of Canada.

Contacts:

Douglas Parkinson, Information Officer
Office: (613) 992-2818
After-hours: (613) 238-7998

Moncton:

Ervin Williams, Regional Secretary
Office: (506) 858-3051

Montréal:

Yves Leveillé, Secrétaire régional
Bureau: (514) 283-4275

Kingston:

John Nugent, Regional Secretary
Office: (613) 549-3800

Saskatoon:

Norman Fagnou, Regional Secretary
Office: (306) 665-5045

Vancouver:

W.D. MacGregor, Regional Secretary
Office: (604) 666-2121

NATIONAL AND PROVINCIAL PARKS ASSOCIATION OF CANADA

47 Colborne Street, Suite 308
Toronto, Ontario M5E 1E3

The National and Provincial Parks Association of Canada is a charitable educational citizens' organization which works to promote the values and ensure the preservation of Canada's national and provincial parks. The Association has a national membership and active chapters in Calgary, Edmonton, Ottawa, Prime Albert, Toronto and Victoria.

Contact:
Administrative Officer
Office: (416) 366-3494



NATIONAL UNION OF PROVINCIAL GOVERNMENT EMPLOYEES

265 Carling Avenue, Suite 200
Ottawa, Ontario K1S 2E1

Canadian Labour Congress affiliate for provincial employee unions. Composed of British Columbia Government Employees Union, Alberta Union of Provincial Employees, Saskatchewan Government Employees Association, Manitoba Government Employees Association, Ontario Liquor Boards' Employees' Union, Nova Scotia Government Employees Association, Prince Edward Island Public Service Association and Newfoundland Public Employees Association. NUPGE has 123,000 members.

Contact:
Richard Carver, Education and Public Relations Director
Office: (613) 563-0701
After-hours: (613) 235-3429
Bill Broad, President
After-hours: (613) 224-3057

W.C. (Bill) Reid, Secretary-Treasurer
After-hours: (613) 225-2090

THE NATIVE PERSPECTIVE

200 Cooper Street, Suite 2
Ottawa, Ontario K2P 0G1

A magazine for and about today's Native people, covering current issues of concern to all Canadians.

Published by the National Association of Friendship Centres, the magazine reports objectively on topics like land claims, the environment, political developments in Canada and abroad and is complemented with humor and fictional items.

Contact:

Cliff Gaze, Editor

Office: (613)232-1761

After-hours: (613)235-0052



NCR CANADA LTD

6865 Century Avenue
Mississauga, Ontario L5N 2E2

NCR CANADA LTD is primarily engaged in development, manufacturing, marketing and servicing of business equipment. NCR products include computers, point-of-service terminals, other types of terminals and data entry equipment, free-standing business machines, forms and supplies used with NCR systems, and a network of data processing centers.

Contact:

Les Friedman,

Advertising and Public Relations Manager

Office: (416) 826-9000

NEWFOUNDLAND AND LABRADOR HYDRO

Box 9100, Philip Place

St. John's, Newfoundland A1A 2X8

"To develop the use of power on an economic and efficient basis."

"To engage in the Province and elsewhere in the development, generation, production, transmission, distribution — and use of power from water, steam, gas, coal, oil or other products used or useful in the production of power, and

"To supply power at rates consistent with sound financial administration, for domestic, commercial, industrial or other uses in the Province and outside the Province."

Contact:

Charles W. Burse,

Director of Public Relations

Office: (709)753-8990

After-hours: (709)579-3564

Attention all those whose responsibility is media relations, public relations or information:

If information is your game, *SOURCES* should have your name. Put forward condensed information about your organization in the newsrooms of the nation and onto the desks of the country's most conscientious reporters and editors. You do this when you place your organization in this directory.

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M6C 2K7

Telephone: (416) 651-7799; if busy, 651-7733

Our challenge: Find five typographical errors in the listings section. We'll correct our data base and send you a free book.



Newfoundland Telephone

NEWFOUNDLAND TELEPHONE

P.O. Box 2110

St. John's, Newfoundland A1C 5H6

Newfoundland Telephone owns and operates the principal telephone system in Newfoundland and Labrador, serving approximately 70 percent of the province's 550,000 residents. The Company is a member of the TransCanada Telephone System, a consortium of 10 leading telecommunication companies providing a cross-country network serving the needs of most Canadians.

Contacts:

Darlene M. Kruesel,

Manager, Public Relations and Advertising
Public Relations Department
348 Duckworth Street

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Office: (709) 778-2348

After-hours: (709) 726-5826

Harold R. Connors,

Supervisor, Media Relations

Office: (709) 778-2318

After-hours: (709) 722-6967

Emily B. Strong,

Supervisor, Advertising and Public Affairs

Office: (709) 778-2349

After-hours: (709) 753-5188

Sandra Noseworthy,

Supervisor, Employee Information

Office: (709) 778-2351

After-hours: (709) 834-2252

noranda

NORANDA MINES LIMITED

P.O. Box 45, Commerce Court West

Toronto, Ontario M5L 1B6

Noranda Mines is an international group of more than forty companies operating some twenty mines, six refineries and reduction plants, and fifty-plus manufacturing operations in Canada and abroad. This Canadian-owned corporation is the largest producer of pulp and wood products in B.C. and an important producer in N.B. Collectively, the group produces about \$1.5 billion annually in primary and fabricated metals, plastics, fertilizers and wood products. Employment: about 30,800 Canadian, 9,000 abroad.

Contacts:

Toronto:

Len Marquis, Director, Public Relations

Office: (416) 867-7086

Home: (416) 291-1565

Peter McPherson, Manager, Public Relations

Office: (416) 867-7091

Donna Douglas,

Public Relations Representative

Office: (416) 867-7090

Thunder Bay:

Jim Pirie,

Regional Manager, Corporate Relations

Office: (807) 344-0794

Vancouver:

Betty O'Keefe,

Supervisor, Public Relations - B.C.

Office: (604) 684-9246

NORTHERN QUEBEC INUIT ASSOCIATION / ASSOCIATION DES INUIT DU NOUVEAU-QUÉBEC

Southern office:

505 Dorchester Blvd. W., Suite 1500

Montréal, Québec H2Z 1A8

Head Office:

Box 179, Fort Chimo, Quebec J0M 1C0

The Northern Quebec Inuit (Eskimo) Association was one of the parties that negotiated the James Bay and Northern Quebec Agreement. The Association is now in the process of implementing the many provisions of the massive agreement. Basically N.Q.I.A. is a not-for-profit native association that attempts to represent the interests of all the Northern Quebec Inuit.

Contact:

Michael McGoldrick, Information Officer

Office: (819) 964-2925 (This number cannot be direct-dialed. Dial 0 and give number, which is routed through Ottawa operator).



NORTHERN TELECOM LIMITED

1600 Dorchester Boulevard West

P.O. Box 6123, Station A

Montreal, Quebec H3C 3J5

Northern Telecom Limited, formerly known as Northern Electric Co., Ltd., is the largest manufacturer of telecommunications equipment in Canada, the second largest in North America and ranks among the top five worldwide. It operates 45 manufacturing plants and employs 27,000 in Canada, United States, Brazil, Eire, Turkey and Malaysia. Its annual sales exceed \$1.3-billion. The company's shares are listed on the Montreal, New York, Toronto and Vancouver stock exchanges.

Worldwide corporate relations are directed by Northern Telecom Limited headquartered in Montreal, Que. Media relations in Canada are supervised by Northern Telecom Canada Limited, Toronto, Ont.

Contacts:

Roy T. Cottier,

Vice-President, Corporate Relations

Office: (514) 931-5711, ext. 5161

After-hours: (514) 932-6893

Richard W. Wertheim,

Manager, Investor Services

Office: (514) 931-5711, ext. 5615

After-hours: (514) 626-5410

Ottawa:

R. Brian O'Regan,

Assistant Vice-President, Public Affairs

255 Albert Street

Ottawa, Ontario K1P 6A9

Office: (613) 563-0336, ext. 268

After-hours: (613) 225-7435

Northern Telecom Canada Limited

302 The East Mall

Islington, Ontario M9B 6C7

Phone: (416) 236-2641, ext. 252

Montreal:

John M. Benet,

Director, Public Relations, Eastern Canada

Office: (514) 931-5711, ext. 5325

After-hours: (514) 653-4304

Calgary:

Brian A. Kilgore,

Director, Public Relations, Western Canada

8825 51st Avenue

P.O. Box 2023

Edmonton, Alberta T5J 2P4

Office: (403) 482-4110

After-hours: (403) 489-5940



THE OMBUDSMAN OF ONTARIO

65 Queen Street West,

Toronto, Ontario M5H 2M5

The Office of the Ombudsman of Ontario was established (Ont. Bill 86, 1975) as an agency of the Legislative Assembly to: "Investigate administrative decisions and acts of officials of the Government of Ontario and its agencies."

The Officer, Arthur Maloney, Q.C., is an independent official who reports to the Legislature through the Speaker, and his reports are considered by the Select (all-party) Committee on the Ombudsman.

Office hours at the Queen Street headquarters are from 9:00am to 5:00pm (with 24-hour telephone service) where the public can contact the office by mail, telephone or in person, and there are regular, publicized hearings held throughout Ontario to make the Ombudsman's services available to the public.

Contact:

Ken Cavanagh, Director of Communications

Alice Murray, Communications Assistant

Glenn Hailey, Executive Assistant to The

Office of The Ombudsman

General office phone: (416) 869-4000

Information: (416) 869-4030, 869-4032

ONTARIO CHAMBER OF COMMERCE

2464 Yonge Street

Toronto, Ontario M4P 2H5

A provincial association of 1500 Ontario corporations and 200 community Chambers of Commerce promoting sound economic development and effective communication between business and government at the local

and provincial level in Ontario. Chamber membership is open to all segments of business and its policies reflect democratic principles.

Contacts:

J.G. Carnegie, General Manager

Office: (416) 482-5222

V.J. Godin, Assistant General Manager

Office: (416) 482-5222

ONTARIO CONFEDERATION OF UNIVERSITY FACULTY ASSOCIATIONS

40 Sussex Avenue

Toronto, Ontario M5S 1J7

A confederation of faculty associations at all Ontario universities representing some 10,000 members. The confederation is mandated to express the views of university professors to the government and the public, to seek to maintain the quality of higher education in Ontario, to advance the standards of teachers and researchers in Ontario universities.

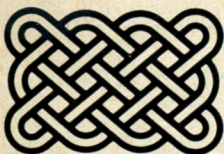
Contacts:

Professor David Inman, Chairman

Office: (416) 979-2117

Sam Barber, Information Officer

Office: (416) 979-2117



ONTARIO CRAFTS COUNCIL

346 Dundas Street West

Toronto, Ontario M5T 1G5

A non-profit organization of more than 3,000 members promoting the development of Canadian crafts and craftsmen in Ontario. Programs include the Guild Shop; 140 Cumberland Street, Toronto; a Craft Resource Centre and reference library; monthly publications, *Craftsman* and *CraftNews*; six regional conferences; a Craft Gallery and exhibitions program including travelling shows, and an awards and bursary program.

Contact:

Paul Bennett, Executive Director

Office: (416) 366-3551

After-hours: (416) 925-5403

ONTARIO EDUCATIONAL COMMUNICATIONS AUTHORITY/TVOntario

2180 Yonge Street

P.O. Box 200, Station Q

Toronto, Ontario M4T 2T1

The OECA is an autonomous provincial Crown corporation which administers educational broadcasting in Ontario. Currently OECA operates an educational television network, TVOntario, with outlets in Toronto (Channel 19), Ottawa (Channel 24), Kitchener (Channel 28), London (Channel 18), Chatham (Channel 59), Windsor (Channel 32), Sudbury (Channel 19), Thunder Bay (Channel 9), Sault Ste. Marie (Channel 20).

TVOntario also serves part of northern Ontario via a microwave cable link. The broadcast day extends for 16 hours with programs aimed at pre-school, in-school, teachers and adults (open sector) learners. The Authority also operates the Provincial Broadcast Service for 2-3 hours using the facilities of the CBC, its affiliates and private stations across Ontario, provides a cable package for viewers in communities not reached by the TVOntario network and provides video and audio tapes through its VIPS distribution systems.

Contacts:

T.R. Ide, Chairman of the Board

David M. Walker, Executive Director

Leo Lacroix,

General Manager, French Division

Ron Keast,

General Manager, Educational Media Division

Peter G. Bowers,

General Manager of Operations

Don Brookes,

General Manager of Finance

Sandra Birkenmayer,

General Manager, Corporate Relations

Dr. Lewis Miller,

General Manager, Research & Planning

Pat Annesley,

Director of Information Services

Kevin Holen,

Director of Technical Services

Chris Johnson, Network Manager

Office phone for all above: (416) 484-2600

Telex: 06-23547

ONTARIO HYDRO

700 University Avenue

Toronto, Ontario M5G 1X6

Ontario Hydro is Canada's largest electric utility and the second largest on the continent. Within its 250-thousand square miles service area, it serves almost 3 million customers directly or through the Province's 323 municipally-owned utilities.

Contacts:

Media Relations Editors:

Bob Crichton,

Grant Elliot,

Cecil Morris,

Britt Nichols,

Bill Killough, Editorial Services Manager,

Media Relations

Office: (416) 592-3328-38-39-40

After-hours: (416) 592-5111

ONTARIO MINISTRY OF CULTURE AND RECREATION: CITIZENS' INQUIRY BRANCH

77 Bloor Street West, 6th Fl.

Toronto, Ontario M7A 2R9

Citizens' Inquiry Branch, Ministry of Culture and Recreation, provides information about, or referral to all Ontario Government programs. It is a resource for other government ministries, Members of Provincial Parliament (MPPs), community or private organizations and the public. The Branch refers the inquirer to the appropriate information source or coordinates information and services for those unable to do so.

Contacts:

Inquiry Officers

Office: (416) 965-3535

P. David Carmichael, Director

Office: (416) 965-4900

Mrs. Linda Church, Supervisor

Office: (416) 965-3535

ONTARIO MINISTRY OF CULTURE AND RECREATION: COMMUNICATIONS BRANCH

77 Bloor Street West, 6th Fl.

Toronto, Ontario M7A 2R9

The Communications branch of the Ministry of Culture and Recreation answers public and media inquiries about the ministry.

The branch also issues a wide range of information about the ministry and its programs; most of this is in the form of news releases, radio broadcasts, magazine articles, posters, pamphlets and other publications.

The branch researches and writes material for speeches by the minister and other officials.

Among its further duties are: consultation with other staff on communications needs, media monitoring for issues related to the ministry, technical assistance with all publications, seminars or conferences involving the ministry, and providing information requested by members of the legislature.

A special responsibility of this branch is to publicize the Wintario grants program, including the issuing of all news releases on Wintario grants.

Contacts:

David Carmichael, Acting Director

Office: (416) 965-0615

ONTARIO MINISTRY OF EDUCATION

Communications Services Branch

14th Floor, Mowat Block

Queen's Park

Toronto, Ontario M7A 1L2

Contact:

John Gillies

Office: (416) 965-1139

After-hours: (416) 278-1355



Ministry of
Energy

ONTARIO MINISTRY OF ENERGY

56 Wellesley Street West, 12th Fl.

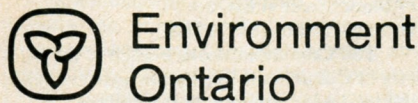
Toronto, Ontario M7A 2B7

The Ontario Ministry of Energy is responsible for:

- Reviewing energy matters.
- Promoting energy conservation
- Advising the Government on matters of energy policy.
- Co-ordinating the energy-related activities of the Government, including,
- providing policy direction to Ontario Hydro;
- lending technical support to the Ontario Energy Board;

- assisting the development of renewable energy.

Contacts:
Tom Coleman, Communications Co-ordinator
 Office: (416) 965-3041
 After Hours: (416) 694-2337
Marcia Dorfman, Information Officer,
 Energy Conservation and Renewable Energy
 Office: (416) 965-3246



Environment Ontario
ONTARIO MINISTRY OF THE ENVIRONMENT

135 St. Clair Avenue West
 Toronto, Ontario M4V 1P5
 The Ontario Ministry of the Environment is responsible for environmental protection and management. Its programs and policies are directed toward four major long-term objectives:

- To control contaminant emission;
- To establish environmental safeguards;
- To manage Ontario's water resources and to manage waste;
- To develop and maintain measures to restore and enhance the natural environment.

Contacts:
R.J. Frewin, Director,
 Information Services Branch
 Office: (416) 965-1658
David Helliwell, Assistant Director,
 Information Services Branch
 Office: (416) 965-7117
Anson Raymond, Media Relations Officer
 Office: (416) 965-7117

Providing media liaison and public information services for Ministry programs, policies and activities:
William Dodds,
 Senior Information Officer
John Steele, Information Officer
D.H. Nagata, Information Officer
 Office phone for the above: (416) 965-7117

Providing consultation on and execution of public information programs for Ministry regional and district offices:
M.F. Cheetham,
 Co-ordinator, Regional Information
 Office: (416) 965-1658

Providing audio-visual and graphics consultation and services:
Hans Eijsenck,
 Manager, Creative Services
 Ron Johnson, Senior Photographer
 Office phone for the above: (416) 965-7895

Providing environmental education liaison with academic institutions:
Jane Watson,
 Co-ordinator, Educational Resources
 Office: (416) 965-7117



Ontario

Ministry of Health
ONTARIO MINISTRY OF HEALTH

Hepburn Block
 80 Grosvenor Street
 Toronto, Ontario M4H 1A9
 The Ministry is responsible for:

- Institutional Health Services including psychiatric hospitals, laboratory services, ambulance services, public and private hospitals
- Community and Personal Health Services including area planning co-ordinators consulting services, health protection branch, clinical services and health promotion
- Administration and Health Insurance including Ontario Health Insurance Plan, and drugs and therapeutics

Contacts, Communications Branch:
Michael O'Bwyer, Acting Director
 Office: (416) 965-4220

Diane Rimstead,
 Manager, Information Services
 Office: (416) 965-5167

Douglas Enright,
 Media Relations Officer
 Office: (416) 965-5167

Jean Love,
 Public Information Officer
 Office: (416) 965-3101

ONTARIO MINISTRY OF HOUSING

56 Wellesley St. W.
 Toronto, Ontario M7A 2K4

Ontario's Ministry of Housing co-ordinates provincial efforts to meet the housing needs of Ontario residents. The ministry consists of Ontario Housing Corporation which manages socially assisted and senior housing; Ontario Mortgage Corporation; the community planning wing responsible for planning, new towns and community renewal; the community development wing which assists municipalities in developing family and seniors housing, rent supplement, rural, private assisted and community sponsored housing.

Contacts:
Richard Snell, Director of Communications
 Office: (416) 965-9780
 After-hours: (416) 481-8432

Bob Adams,
 Asst. Dir. of Communications
 Office: (416) 965-9784
 After-hours: (416) 444-1253

Ray Tuokko, Manager, Communications
 New Communities
 Office: (416) 965-9168
 After-hours: (416) 292-1501

Bob Nykor, Co-ordinator, Communications
 Community Planning
 Office: (416) 965-9780
 After-hours: (416) 889-9601

Grant Maxwell, Co-ordinator,
 Communications
 Community Development
 Office: (416) 965-9780
 After-hours: (416) 252-6571

John Franke, Co-ordinator,
 News and Publications
 Office: (416) 965-9784
 After-hours: (416) 920-8566



Ministry of Industry and Tourism

Ontario

ONTARIO MINISTRY OF INDUSTRY AND TOURISM

Communications Division, 900 Bay Street
 Hearst Block, Queen's Park
 Toronto, Ontario M7A 2E3

Contacts:
 Inquiries: (416) 965-5466
Fred Marshall,
 Director of Communications Services Branch
G. Cam McDonald,
 Executive Director Communications Division
 Office: (416) 965-1615



Ontario Ministry of Labour

ONTARIO MINISTRY OF LABOUR

400 University Avenue
 Toronto, Ontario M7A 1T7

- The Ministry is responsible for:
- Ontario Labour Relations Board
 - Labour-management relations including conciliation and mediation services
 - Ontario Human Rights Commission
 - Employment Standards
 - The Women's Bureau
 - Occupational Health and Safety

Contacts:
William Preiner,
 Director, Information Services Branch
 Office: (416) 965-7941
Scott Tyrer, Senior Media Relations Officer
 Office: (416) 965-7941
 After-hours: (416) 769-2134
 Pager: (416) 245-5544 (V1203)



Ministry of
Natural
Resources

**ONTARIO MINISTRY OF
NATURAL RESOURCES**

Whitney Block, Queen's Park
Toronto, Ontario M7A 1W3

The Ministry of Natural Resources provides opportunities for outdoor recreation and resource development for the continuous social and economic benefit of the people of Ontario and administers, protects and conserves public lands and waters.

Contacts:

Frank Moritsugu,
Director, Information Services Branch
Office: (416) 965-3315

Office phone for all below: (416) 965-2756

Bob Keir,
Supervisor, Information & Liaison
After-hours: (416) 884-7797
Grant Mulholland, Information Officer
Wayne Mutton, Information Officer
Paddy McKay, Information Officer
Jim Tiller, Information Officer
Bob Defries, Information Officer
Janis Poppenk, Information Officer



Ministry of
Transportation and
Communications

Ontario

**ONTARIO MINISTRY OF
TRANSPORTATION AND
COMMUNICATIONS**

1201 Wilson Ave.,
Downsview, Ontario M3M 1J8

MTC is responsible for the engineering, design, construction and maintenance of provincial highways, the regulation and licensing of vehicles and drivers, safety standards, driver classification, licensing and inspection of commercial vehicles, promotion of safety on the road. Communications division active in northern telephone and radio communications systems, far-northern airports.

Contacts:

Fred Cederberg,
Director, Public and Safety Information Branch
Ory Harron,
Manager, Public and Safety Information Branch
Office: (416) 248-3501

Our challenge: Tell us where you can find the names, addresses, telephone numbers and other relevant information provided in SOURCES, faster than you can find them in SOURCES.



Ministry of Treasury,
Economics and
Intergovernmental Affairs

Ontario

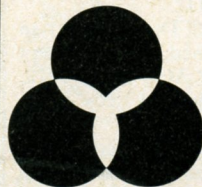
**ONTARIO MINISTRY OF
TREASURY, ECONOMICS AND
INTERGOVERNMENTAL
AFFAIRS**

Communications Group, Frost Bldg. South,
Queen's Park, Toronto M7A 1Y7

Within the Ontario government, the Ministry of Treasury, Economics and Intergovernmental Affairs recommends fiscal, economic, regional and intergovernmental policies. TEIA is the province's chief contact with Ontario local governments. Work is done on taxation and fiscal policy (including development of the provincial Budget) economic policy and analysis; regional economic development; relations with the federal government, other provinces and external governments and agencies; provincial borrowing and accounting; and statistical information.

Contact:

Marion Dempsey,
Manager, Communications Group
Office: (416) 965-7171



ONTARIO SCIENCE CENTRE

770 Don Mills Road,
Don Mills, Ontario M3C 1T3

Involvement and interaction with exhibits, demonstrations, workshops, films and special exhibits, stimulate interest in science and technology and illustrate how the application of science and technology affects daily living.

Contact:

Moira C. Egan, Public Relations Manager
Office: (416) 429-4100
After-hours: (416) 921-2313

**ONTARIO SECONDARY
SCHOOL TEACHERS'
FEDERATION**

60 Mobile Drive
Toronto, Ontario M4A 2P3

OSSTF, founded in 1919, is the professional organization representing 36,000 secondary school teachers in Ontario. Its headquarters are in northeast Metro on the Don Valley ravine.

A communications office staffed by two former newsmen is available to assist the media in queries ranging from negotiations to classroom developments and professional research.

Contacts:

Jack Hutton, Communications Director
Mark Barry, Asst. Communications Director

Michael Crawford, FORUM editor
Office phone for the above: (416) 751-8300

**ORTHO PHARMACEUTICAL
(CANADA) LTD.**

19 Green Belt Drive
Don Mills, Ontario M3C 1L9

Ortho Pharmaceutical (Canada) Ltd. is the largest manufacturer of contraceptive products and laboratory diagnostic reagents in Canada.

Extensive research is done on the premises. Professionals are welcome to see the only known museum on contraception.

Contacts:

Frank Potter, Consultant, Public Affairs
Office: (416) 444-4461
After-hours: (416) 921-2013
Heather Bennett, Secretary
Office: (416) 444-4461
After-hours: (416) 444-7202

P

PARKS CANADA

Information Division
10 Wellington Street
28th floor, North Tower
Le Terrasses de la Chaudière
Hull, Québec K1A 0H4

In a world of constant change, Parks Canada exists to preserve the natural heritage of this country, to help Canadians everywhere to enjoy the beauty of our land and the achievements of its founders. We operate national parks, historic sites and heritage routes on behalf of the people of Canada.

Contacts:

Jim Shearon, Chief, Information Division
Office: (613) 995-2884
After-hours: (613) 592-4453

Regional offices:

Halifax:

Ms. Carla Laufer, Information Advisor
Historic Properties
Upper Water Street
Office: (902) 426-3457
After-hours: (902) 455-3961

Ste-Foy, Que:

Michel de Courval, Information Advisor
1141 Route de l'Eglise
Office: (418) 694-4177
After-hours: (418) 522-6724

Cornwall, Ont.:

Al Kaiser, Information Advisor
132 Second Street East
Office: (613) 933-7951
After-hours: (613) 534-2496

Winnipeg:

Mrs. J. McCrea, Information Advisor
114 Garry Street
Office: (204) 949-2110
After-hours: (204) 475-5038

Calgary:

Ken Preston, Information Advisor
134 - 11th Avenue SE
Office: (403) 231-4745
After-hours: (403) 243-7990

PERIODICAL WRITERS ASSOCIATION OF CANADA

86 Bloor Street West, Suite 514
Toronto, Ontario M5S 1M5

A non-profit national organization of freelance writers. Goals include: circulating to writers news, information and market data on the industry; promoting the interests and development of professional freelancers in Canada; and instituting the use of a formal code of ethics and standard written contract throughout the industry.

Contact:
Sheila McIntyre, Executive Director
Office: (416) 961-8665

PETRO-CANADA

P.O. Box 2844
Calgary, Alberta T2P 2M7

Petro-Canada is a Federal Crown Corporation established by Act of Parliament in 1975 to assure a continuity of supply of hydrocarbons for the needs of Canada by exploration and development of hydrocarbons in Canada and by research and development projects.

Contact:
Bob Foulkes, Media contact
Office: (403) 264-7015
After-hours: (403) 283-3438

PETROSAR LIMITED

P.O. Box 7000
785 Hill Street
Corunna, Ontario N0N 1G0

Petrosar, a world-scale petrochemical refinery, processes Canadian crude oil to produce 2.7 billion pounds of primary petrochemicals per year plus some fuel co-products. Located in Sarnia's Chemical Valley, construction began at incorporation in April, 1974. The plant was officially opened in June, 1978. 100% capacity is expected by 1980.

Contact:
Thomas J. Royal
Director of Public Relations
Office: (519) 362-0220

PHARMACEUTICAL MANUFACTURERS ASSOCIATION OF CANADA/ L'ASSOCIATION CANADIENNE DE L'INDUSTRIE DU MÉDICAMENT

141 Laurier Avenue West
Ottawa, Ontario K1P 5J3

PMAC is a national, voluntary association representing 63 manufacturers/distributors of ethical and prescription pharmaceutical products in Canada. Membership comprises both domestic and international firms. Objectives include the encouragement of Canadian manufacturing and research, high standards of product quality and safety,

and the wide availability and ethical marketing of pharmaceuticals.

Contacts:
Gordon Postlewaite,
Director of Communications
Maj.-Gen. W. M. Garton (retired),
President
Guy Beauchemin,
Executive Vice-President
Office phone for the above: (613) 236-9993

POLAR GAS PROJECT

P.O. Box 90, Commerce Court West
Toronto, Ontario M5L 1H3

Polar Gas proposes a transmission system to connect frontier gas reserves to southern markets. The Project's main purpose is to ensure that significant gas reserves of the Arctic Islands are connected to southern markets when they are needed. Applications to build a natural gas pipeline were filed in late 1977.

Contact:
Brian J. McCutcheon,
Public Affairs Manager
Office: (416) 869-2640
After-hours: (416) 823-1188

THE PRESBYTERIAN RECORD

50 Wynford Drive
Don Mills, Ontario, M3C 1J7

National Magazine of The Presbyterian Church in Canada. Published monthly except August. Circulation as of May issue, 1978: 88,429. Annual subscription \$3.50, single copy 40¢.

Query re feature articles or photos. Sample magazine sent on request. Advertising deadline, three days before the first of the previous month of publication.

Contacts:
Office phone for all below: (416) 441-1111
James Ross Dickey, Editor
After-hours: (416) 292-7890
Mary Visser, Assistant Editor
Leila M. MacInnes, Circ. & Advertising

R

"RENEWABLE ALTERNATIVES"

SOLAR ENERGY SOCIETY OF CANADA INC. 1978 CONFERENCE

P.O. Box 2220, Station "A",
London, Ontario N6A 4E3

Renewable Alternatives SESCO 1978 conference. University of Western Ontario, London, August 20 to 24 will include technical papers presented in poster sessions, theme lectures, panel discussions, commercial exhibits and public programs. All solar enthusiasts welcome. Fees: SESCO members \$50, non-members \$60, students with I.D. \$25, guest program \$30.

Contact:
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London, Ontario N6A 5B9
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RETAIL COUNCIL OF CANADA

Suite 525, 74 Victoria Street
Toronto, Ontario M5C 2A5

Retail Council of Canada is a national trade association representing the major chain stores in both food and general merchandise categories plus a growing number of independent merchants. Council keeps the retail viewpoint before government, issues regular publications including the *Canadian Retailer* and provides educational material through workshops and seminars.

Contact:
Shirley Taylor, Manager/Communications
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After-hours: (416) 925-6119

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Distribution of specialty metals in Canada, U.S., U.K., Australia and elsewhere.

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Manager, Corporate Relations
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After-hours: (416) 598-4533
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1765 St. Laurent Boulevard
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Dr. Ron Nash (902) 867-2254

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Dr. A. A. MacDonald, Spruce Budworm Task Force (902) 867-2129

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Office: (416) 961-8665

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Calgary, Alberta T2P 2M7

Petro-Canada is a Federal Crown Corporation established by Act of Parliament in 1975 to assure a continuity of supply of hydrocarbons for the needs of Canada by exploration and development of hydrocarbons in Canada and by research and development projects.
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President
Guy Beauchemin,
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Office phone for the above: (613) 236-9993

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THE PRESBYTERIAN RECORD
50 Wynford Drive
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National Magazine of The Presbyterian Church in Canada. Published monthly except August. Circulation as of May issue, 1978: 88,429. Annual subscription \$3.50, single copy 40¢.
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**"RENEWABLE
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SOLAR ENERGY SOCIETY OF
CANADA INC. 1978
CONFERENCE**

P.O. Box 2220, Station "A",
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Renewable Alternatives SESCO 1978 conference. University of Western Ontario, London, August 20 to 24 will include technical papers presented in poster sessions, theme lectures, panel discussions, commercial exhibits and public programs. All solar enthusiasts welcome. Fees: SESCO members \$50, non-members \$60, students with I.D. \$25, guest program \$30.

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RETAIL COUNCIL OF CANADA
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Retail Council of Canada is a national trade association representing the major chain stores in both food and general merchandise categories plus a growing number of independent merchants. Council keeps the retail viewpoint before government, issues regular publications including the *Canadian Retailer* and provides educational material through workshops and seminars.
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Shirley Taylor, Manager/Communications
Office: (416) 363-8507
After-hours: (416) 925-6119

RIO ALGOM LIMITED
120 Adelaide Street West, Suite 2600
Toronto, Ontario M5H 1W5

Mining
Production of: uranium concentrate at mines at Elliot Lake, Ont., and Moab, Utah; copper and molybdenum concentrate at Lornex, near Logan Lake, B.C.
Steel
Production through Atlas Steels of stainless and other specialty steels at plants in Welland, Ont., and Tracy, Que.
Distribution of specialty metals in Canada, U.S., U.K., Australia and elsewhere.
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The purpose of the SFA, a non-profit farm policy organization, is to advance the well-being of Saskatchewan agriculture by recommending policies to governments that would enable farmers to more fully share in, and benefit from, the social and economic conditions enjoyed by the majority of Canadians.

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Poultry and eggs:
Harold Crossman
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**SASKATCHEWAN
GOVERNMENT INFORMATION
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Saskatchewan Government Information Services is the central co-ordinating unit for information from all government departments and agencies.

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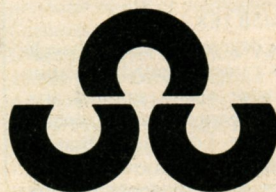


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The Science Council is a national advisory body consisting of senior scientific and technical people from industry and the universities. Its objective is to advise Canadians on the management of our scientific and technological resources. Recent subjects have included the conservator society, technological sovereignty and industrial strategy, and Canada's scientific manpower.

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Aurele Ouimet, Chief, Information Division
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800 de Maisonneuve Blvd East
Montréal, Québec H2L 4M8

La Société d'énergie de la Baie James is the managing body responsible for the hydro-electric development of rivers on the eastern coast of James Bay. SEBJ is a wholly owned subsidiary of Hydro-Québec, a non-subsidized crown corporation charged with production, distribution and sales of electricity in Québec.

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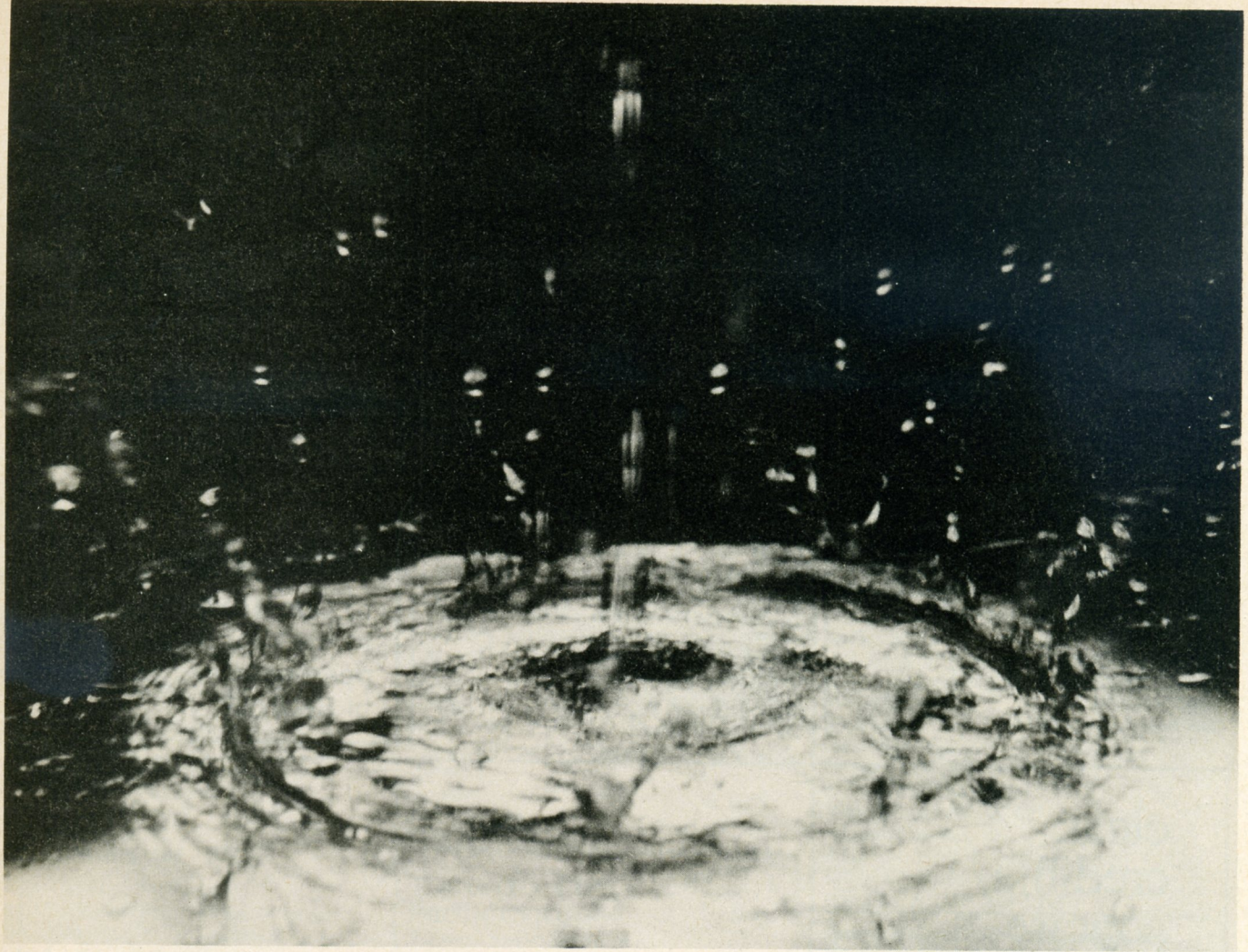
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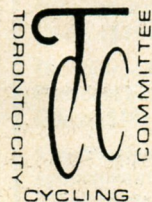


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3 Church Street, 3rd Floor
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We are a non-profit arts production company. We provide the bulk of the programs which take place at the St. Lawrence Centre including the winter theatre season, Music at the Centre, and public affairs forums. TAP also produces the Theatre Hour Company, a small professional touring company providing live theatre and workshops to Ontario high schools.

Contacts:
Linda Zwicker, Administrative Director
Office: (416) 366-1656



THE TORONTO CITY CYCLING COMMITTEE

c/o Ina Thompson,
City Clerks Department,
City Hall,
Toronto, Ontario M5H 2N2

The Toronto City Cycling Committee is a citizens' committee of Council that is responsi-

ble for advising Council on matters about urban cycling, and for initiating and advocating programs which facilitate and support greater and safer use of the bicycle in the city. Participation in the CCC is open to all.

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Office: (416) 367-7034

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Brian Conway, Organizer
Office: (416) 367-7913

Joan Doiron, Founding Member
Res: (416) 929-5483

Alderman David White, Member
Office: (416) 367-7903

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TORSTAR CORPORATION

One Yonge Street
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U

UNITED AUTO WORKERS UNION

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Willowdale, Ontario M2H 3H9

The UAW is one of the largest industrial unions in Canada, representing about 125,000 workers primarily in the auto, aerospace and agricultural implement industries. Membership includes production, office, technical and professional workers. Bob White, UAW International Vice-President and Director for Canada, is a leading spokesman for organized labour.

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L' EGLISE UNIE DU CANADA

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ASSOCIATION IN CANADA

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The UNA in Canada is a national organization operating through its branches across Canada. Its aims are mainly to study possible courses of action and seeking public and governmental support for those policies advocated by the UNA and to furnish information, educational programmes and the stimulation of public interest in the United Nations and its Specialized Agencies.

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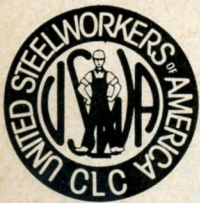
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UNITED STEELWORKERS OF AMERICA

National Office

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The largest industrial union in Canada with over 197,000 members in every territory and province in Canada.

The union's membership in Canada includes a wide variety of occupations including mining, basic steel, metal manufacturing, chemicals, electronics, plastics, paper, furniture, concrete and other industries. In addition, thousands work in offices, technical and other white collar occupations protected by steelworker contracts.

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Information Services communicates the activities and achievements of Canada's largest university to the on-campus community, the alumni and the general public. Co-ordinates with media, providing background information, visual materials and liaison with faculty and staff. Produces a weekly internal newspaper, a quarterly alumni tabloid and general campus publications.

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V, W

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VISUAL ARTS ONTARIO

8 York Street, 7th Floor
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The largest association of visual artists in Canada, Visual Arts Ontario represents over 4,500 individuals. Through professional seminars, workshops, international symposia, exhibitions, various publications including *art-views* magazine, and numerous programmes for its individual and group members, this non-profit organization endeavours to expand the role of the visual arts in the cultural life of Ontario. Visual Arts Ontario, a federation of professional art organizations, serves as a major visual arts resource centre.

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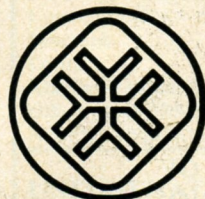


THE WINNIPEG CHAMBER OF COMMERCE

700 - 177 Lombard Avenue
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The Winnipeg Chamber of Commerce is an association of approximately 3000 business and professional people. Its objectives are to present the views and concerns of Winnipeg's business community to the local, provincial and federal governments, and to provide information about business and the competitive enterprise system to the public.

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WORKMEN'S COMPENSATION BOARD

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The Workmen's Compensation Board in Ontario is responsible for claims adjudication and payment of benefits to workers injured on the job. It also administers and pays for their medical and vocational rehabilitation, and finances research into industrial illnesses and safety training. The Board is funded through employer assessments.

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WRITERS' FEDERATION OF NOVA SCOTIA

Box 3608, Halifax South P.O.,
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To promote and develop Canadian literature in Nova Scotia through provision of programs to writers resident in the province. These include: annual awards for professional, developing and school-age writers; book and periodical promotion; writers' tours; writers-in-the-schools and a writer-in-residence; community writing courses, workshops, clubs; a monthly newsletter and markets magazine.

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THE WRITERS' UNION OF CANADA

86 Bloor Street West, Suite 514
Toronto, Ontario M5S 1M5

Unites Canadian prose writers and advances common interests: fostering writing in Canada; relations with publishers; information exchange among members; good relations with other writers and their organizations worldwide. Current activities: reading tours; members' book; initiated high school CanLit Guides; work on Canadian Copyright Act; many others.

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