

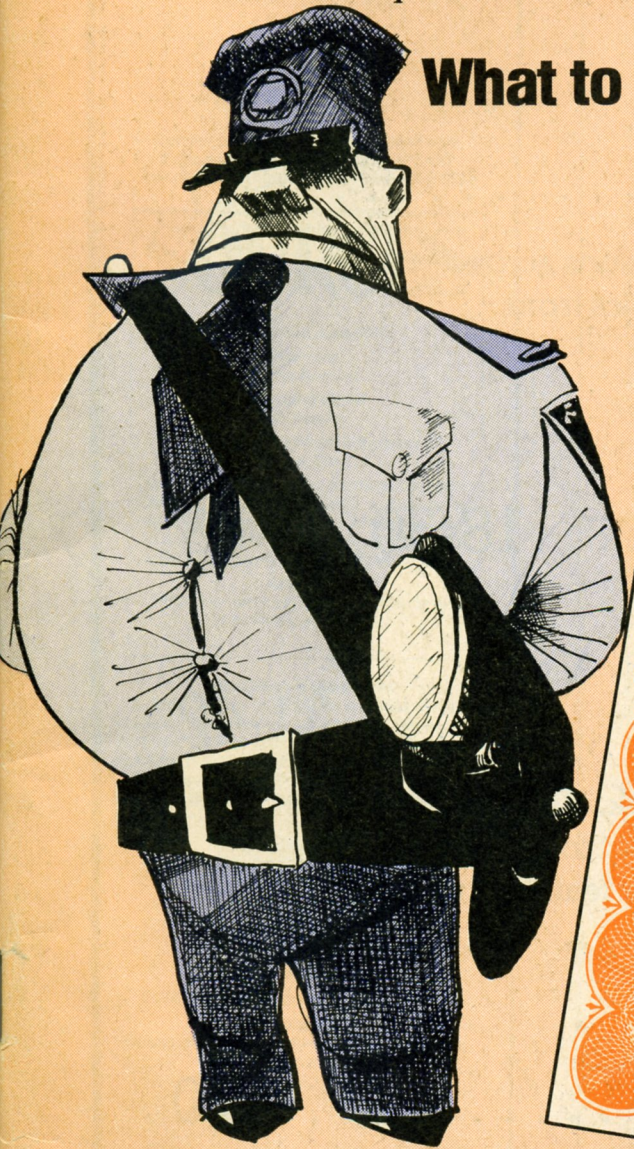
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# SOURCES DIRECTORY

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Canada's National News Media Magazine  
April 1979    Number 95    Directory Edition

**What to do when the cops  
drop into the newsroom  
See page 35**



**The  
SOURCES  
\$1,000  
CHALLENGE**  
THAT WE HAD PLANNED  
FULL DETAILS, PAGE 69

# SOURCES DIRECTORY

246 LISTINGS — 40 NEW

356 SUBJECT GUIDE HEADINGS

# In This Issue of **SOURCES**

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Your key to quickly reaching at least 802 persons across Canada who can help get information on topics from addictions to zinc.

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Established 1970

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## SOURCES

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Sources, a directory of contacts for journalists, is published twice a year as a special edition of Content and is included in a subscription to Content. Single copy price of Sources editions is \$4.50 each.

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

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# ***SOURCES Keeps Growing!***

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- Alberta Chamber of Commerce
- Alberta Government
- Association of Consulting Engineers of Canada
- Boy Scouts of Canada
- Canadian Amateur Radio Federation Inc.
- Canadian Association of Automotive Rustprotectors
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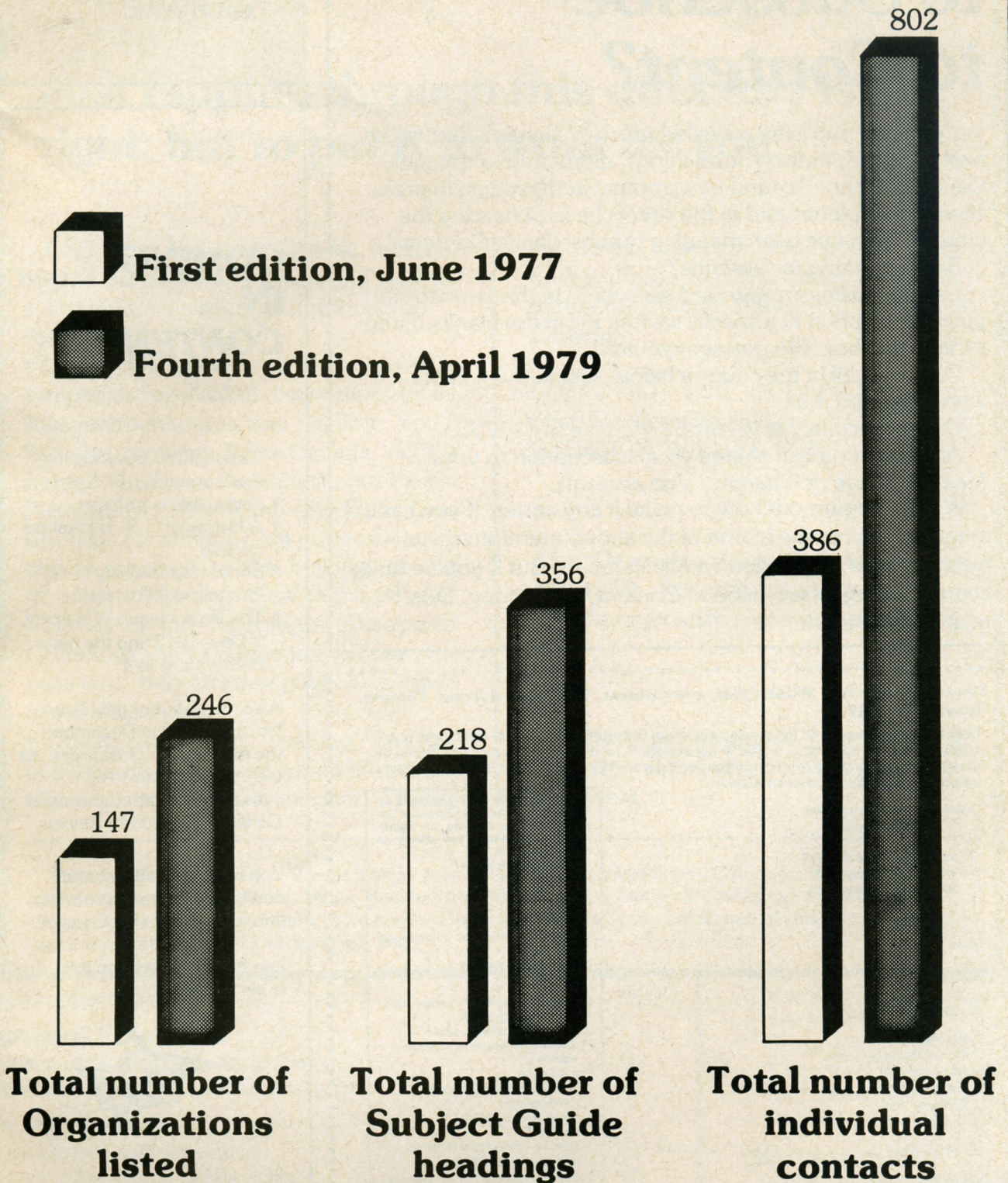
# ..... and Growing!



**First edition, June 1977**



**Fourth edition, April 1979**



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- A history of U.S. journalism reviews.
- Social responsibility in journalism. What is it?
- The Nazis invade Winnipeg! If Day, 1942 and the news media's role in it.

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Xerox of Canada Limited

# Just flipping through this directory is all right, but to put it to work for you . . .

...USE The **Subject Guide, which begins on page 8**. It alone can lead to a tremendous range of information.\*

For instance:

- Under **Oil/Gas** you'll find several companies involved in exploration, pipelines, petrochemicals and retailing. You'll find the growing Petro-Canada (which wanted Husky, but eventually got Pacific Petroleum). The Alberta Gas Trunk Line Co. Ltd. (which got a big piece of Husky and is involved in the building of the Yukon gas pipeline). New to this issue of *Sources* is the Petroleum Resources Communication Foundation, whose purpose is to help increase public awareness about the industry.

- Under the subject heading **Energy**, you'll be directed to informed sources in all areas, from solar to nuclear. There's

the small research and policy group Energy Probe and the large federal department, Energy, Mines and Resources Canada.

**LOOK TO THE SUBJECT GUIDE FIRST! FAMILIARIZE YOURSELF WITH IT. IT WILL PAY OFF.**

**The Organizations A-Z index, on page 70**, will point you directly to a specific organization you may be seeking.

**The listings, beginning on page 18**, appear in alphabetical order by organization name.

\* The subject or organization of your interest may not be listed in this edition of *Sources*. Some organizations are not yet aware of *Sources*; others decided not to purchase a listing. If you know an organization that belongs in these pages, let them or us know. The increased size (and usefulness) of this issue is partially a result of reporters and editors doing just that.

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A

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Box 855, Station "B"  
Ottawa, Ontario K1P 5P9

ACCESS exists to promote adoption of laws to ensure rights of access to public information at all levels of government and to ensure personal privacy. Individual memberships, including newsletter, \$5. Institutions and companies, \$25.

Contact:

**James Feeley**, President  
Office: (613) 725-7302

After hours: (613) 235-0119

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

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**Evelyn Crandell**, Associate Director  
Office: (416) 961-6311

After hours: (416) 923-9530

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930 Carling Avenue  
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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

## AIR CANADA

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Corporate Headquarters  
1 Place Ville Marie  
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**Barrie Wall**, Manager, News Services  
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**James Standing**, News Editor  
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Regional Public Affairs Director,  
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**Toronto:**

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**London, England:**

**Henry Thow**,  
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## ALBERTA CHAMBER OF COMMERCE

212, 10201 - 104 Street,  
Edmonton, Alberta T5J 1B2

The Alberta Chamber of Commerce is an association of 110 member Chambers representing approximately 14,000 businesses and businessmen. Two principal objectives are to be spokesman to all levels of government on behalf of its members and to bring to these members information on events affecting the competitive enterprise system.

Contact:

**Brigham Day**, General Manager  
Office: (403) 424-0531  
After hours: (403) 487-8197

## ALBERTA FEDERATION OF LABOUR

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

The Alberta Federation of Labour represents about 120,000 trade union members in Alberta and is a chartered body of the Canadian 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

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Contact:  
**Dianne I. Narvik**, Senior Vice President  
Office: (403) 231-9148

# Alberta

GOVERNMENT OF ALBERTA

## ALBERTA GOVERNMENT

Edmonton, Alberta

The Public Affairs Bureau is the centralized communications agency for the Alberta Government. The Bureau assigns professional communications staff to each department to develop and implement Government information programs.

Contacts:

### Public Affairs Bureau

9th Floor, Petroleum Plaza, North Tower  
9945 - 108th Street  
Edmonton, Alberta T5K 2G6

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**Ruth Ann Yardley**, Unit Director Group II

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**John A. Gibson**, Unit Director Group III

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After hours: (403) 452-5228

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Director, Communications Group Services

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After hours: (403) 454-6432

### Public Affairs Bureau, Calgary Office:

Room 204, J.J. Bowlen Building

620 - 7th Avenue, S.W.

Calgary, Alberta T2P 0Y8

Office: (403) 261-6321

### Advanced Education & Manpower

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### Agriculture

**John Andrew**, Director of Communications

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After hours: (403) 922-7079

### Attorney General

**Rosemary Penelhum**, Public Affairs Officer

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After hours: (403) 487-3524

**Maureen Payne**,

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Travel Alberta

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### Consumer & Corporate Affairs

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### Culture

**Mary Layman**, Director of Communications

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### Disaster Services

Office: (403) 427-2772

### Education

**Mary Ricard**, Public Affairs Officer

Office: (403) 427-2286

After hours: (403) 435-2671

### Energy & Natural Resources

**Roger Young**, Public Affairs Officer

Office: (403) 427-4393

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### Environment

**Joe Will**, Director of Communications

Office: (403) 427-6267

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### Hospitals & Medical Care

**Anjum Husain**, Director of Communications

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### Housing & Public Works

**Bill Rees**, Public Affairs Officer

Office: (403) 427-7634

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### Human Rights Commission

**Conrad Boyce**, Public Education Officer

Office: (403) 427-7661

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### Labour

**Michael Hartley**, Director of

Communications

Office: (403) 427-5585

After hours: (403) 489-4587

### Municipal Affairs

**Linda Stevenson**,

Director of Communications

Office: (403) 427-8862

### Personnel Administration and Treasury

**Gillian Garner**, Public Affairs Officer

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After hours: (403) 482-5212

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### Recreation, Parks & Wildlife

**Christine Smith**, Director of

Communications

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After hours: (403) 483-5415

### Social Services and Community Health

**Ursuala Wohlfarth**,

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Office: (403) 427-4801

After hours: (403) 433-0256

**Jeff Domansky**,

Public Affairs Officer (Calgary)

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After hours: (403) 281-6098

### Solicitor General

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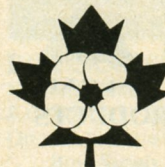
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### Utilities & Telephones

**Jon White**, Public Affairs Officer

Office: (403) 427-4807

After hours: (403) 454-6432



## THE ALBERTA UNION OF PROVINCIAL EMPLOYEES

10975 - 124 Street  
Edmonton, Alberta T5M 0J2

A union representing employees in the Alberta provincial public sector. Affiliated CLC, AFL, NUPGE.

Contacts:

**John Booth**, President

Office: (403) 452-0333

**Bill Finn**, Public Relations Officer,

Office: (403) 452-0333

After hours: (403) 422-6954

# ANNA

## ALBERTA WEEKLY NEWSPAPERS ASSOCIATION

11 Fairway Drive, No. 213  
Edmonton, Alberta T6J 2W4

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 manufacturing 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

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(continued)

Contact:

**Kathleen Miller**

Office: (416) 244-9312

## 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, language or sex provided they 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:

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Office: (416) 965-5317

**D.R. Russell**

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

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Founded in 1925 under federal charter the ACEC is the national voice of consulting engineers in Canada. Its 900 member-firms, all Canadian owned, work throughout Canada and around the world in more than seventy engineering specialties. ACEC is also a member of FIDIC, the international federation of consulting engineers.

Contact:

**Royal Galipeau**,

Director of Communications

Office: (613) 236-0569

After hours: (613) 749-7474



## 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 366-1640.

## B

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Manager, School of Management  
**Garth Henderson**,  
Cultural Resources Management  
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School of the Environment  
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**Lily Corewyn**

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**Edmonton:**

**Robert F. Reinhard**  
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### 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 government of Canada departments of Fisheries and the Oceans; 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: (613) 737-5600  
**Rod M. Doney**,  
Assistant Director - Information  
Office: (514) 870-4643  
After hours: (514) 695-3704

**Ontario Region:**

**Mel V. James**, Director, Information  
Office: (416) 599-6568  
After hours: (416) 962-3331

**Quebec Region:**

**P. Gadoury**, Public Relations Manager  
Office: (514) 870-7419  
After hours: (514) 279-0636

**Computer Communications Group:**

**John G. Caplan**, Public Relations Manager  
Office: (613) 239-4254  
After hours: (613) 824-1926

### BETTER BUSINESS BUREAU OF CANADA

2 Bloor St. E., Suite 3034  
Toronto, Ontario M4W 3J5

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

The BPDC is an umbrella organization made up of associations of sellers, publishers, distributors, librarians and writers in the book and magazine industries.

Contact:

Office: (416) 964-2655



### BOY SCOUTS OF CANADA

National Office  
P.O. Box 5151, Station "F"  
Ottawa, Ontario K2C 3G7

Boy Scouts of Canada is a non-profit organization offering five programs (Beavers, Cubs, Scouts, Venturers and Rovers) to boys and youth, aged five to twenty-three, through partnership with churches, service clubs and community groups. It has a membership of 282,540. *The Canadian Leader* magazine has ten issues a year.

Contact:

**Robert E. Milks**, Director of Public Relations  
Office: (613) 224-5131  
After hours: (613) 829-4203



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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.

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Contacts:

**John Dawe,**

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Office: (416) 595-2561

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#### **Regional Public Relations/Administration Offices:**

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**Marie Bernier,**

Public Relations Officer, Eastern Canada

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After hours: (514) 935-7830

*Winnipeg:*

**Dick Green,** District Manager

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Office: (204) 944-0705

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**Jim Russell,**

District Manager, Southern Alberta

Office: (403) 262-1724

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District Manager, Northern Alberta

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**Harry Liedtke,**

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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 activ-

ities, almost all of which are carried out in Northern Ontario.

Contacts:

**Janice Thomson,**

Communications & Public Affairs Co-ordinator

Office: (416) 632-3040

After hours: (416) 639-3719

**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 4,000 people in diverse industries across Canada and in West Germany. Principal fields of endeavour are electronics, aerospace and 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



### **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 282 domestic and foreign ships last year.

Contact:

**Roger Cameron,**

Manager, Public Relations

Office: (506) 858-3611

After hours: (506) 386-8772

**Bob Scott,**

Public Relations Representative

Office: (506) 858-3613

After hours: (506) 386-1243

**Ted Bartlett,**

Public Relations Representative

Office: (709) 726-0249

After hours: (709) 579-1535



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## CALGARY STAMPEDE & EXHIBITION

Box 1060,  
Calgary, Alberta T2P 2K8

July 6-15, 1979

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**

Century Place, 49 Pownal St.,

P.O. Box 2680

Charlottetown, P.E.I. C1A 8C3

Office: (902) 892-8223



## 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 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:

Office: (902) 426-2246

Quebec Postal Region: **J. Filteau**

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**,

Manager, Administrative Services

Office: (514) 288-0231

## CANADIAN ADVERTISING ADVISORY BOARD

1240 Bay Street, Suite 305  
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:

(continued)

**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 AMATEUR RADIO FEDERATION INC./

**FEDERATION DES RADIO**

**AMATEURS DU CANADA INC.**

General Offices:

P.O. Box 356

Kingston, Ontario K7L 4W2

The Canadian Amateur Radio Federation is the national body of Amateur Radio Operators dealing with administration, representation and education. We produce publications for people wishing to become Amateurs and will be happy to supply you with any information you may need about this challenging and rewarding pastime.

Contacts:

**Fred J. Robinson**, Public Relations  
Chairman

126 West 19th St.

Hamilton, Ontario L9C 4H6

Res. (416) 388-1976

*Directors:*

**Fred J. Robinson**

(address as above)

**Peter Driessen**

1946 York Ave. Apt. 203

Vancouver, B.C., V6J 1E3

**Stella Broughton**

Ellersleid, RR 3

South Edmonton, Alberta

**Jim McKenna**

P.O. Box 703

Ft. McLeod, Alberta T0L 0Z0

**Martha Pankratz**

1212 Temperance St.

Saskatoon, Saskatchewan S7N 0N9

**Nate Penny**

P.O. Box 10

Shoal Harbour, Newfoundland A0C 2L0

**Bob Rouleau**

1050 Churchill

Mount Royal, Quebec H3R 3B6

## 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 AUTOMOTIVE RUSTPROTECTORS

Suite 500, 2015 Peel Street

Montreal, Quebec H3A 1T8

The Canadian Association of Automotive Rustprotectors (CAAR) is a national organization of independent custom rustprotectors serving the automotive industry.

CAAR is dedicated to improving the standards of rustprotection of automotive vehicles, to providing consumers with excellent service and full protection, and to developing a strong industry.

Contact:

**Art Domingo**, Executive Director

Office: (514) 288-8290

After hours: (514) 489-1287

## CANADIAN ASSOCIATION FOR HUMANE TRAPPING

Box 934, Station "F"

Toronto, Ontario M4Y 2N9

Under Federal Charter since 1953, the Canadian Association for Humane Trapping (CAHT) is dedicated to bringing about the use of humane methods for trapping animals, through research and development, liaison work, education and legislation. The CAHT's primary concern is with Canadian fur-bearing animals.

Contact:

**D.C. Baillie**, President

**Marietta J.B. Lash**, Executive Secretary

Office: (416) 922-7030

## 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:

**Isabel Rose**, President

Office: (416) 928-5228

After hours: (416) 922-9255

## 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.

Contact:

**Joanne Hoople**, Executive Director

Office: (613) 236-7489

**Jenna Hofbauer**, Librarian

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:*

Office phone for Toronto contacts: (416) 362-6092

**Mike Gausden**, Director of Public Relations

After hours: (416) 852-3531

**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) 769-9489

*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 25,000 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

**KEEP SOURCES HANDY!**





## 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  
**Heather Wilcox**, Administrative Assistant  
**Ann Wallace**, 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



## 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  
**Andre Lamy**, Vice-President,  
Audience 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  
**Bill Wilkerson**,  
Director of Communication  
and Public Affairs, ESD  
Office: (416) 925-3311, ext. 2644

### Babs Pitt,

Associate Director of  
Communication and Public Affairs  
Office: (416) 925-3311, ext. 4414

### Cec Smith,

Director of Press Relations  
Office: (416) 925-3311, ext. 4661  
After hours: (416) 759-5923

### Norm Guilfoyle,

Extension of Coverage P.R. Officer  
Office: (416) 925-3311, ext. 2597  
After hours: (416) 929-0442

### French Services Division:

1400, est Dorchester  
Case Postale 6000  
Montréal, Québec H3C 3A8  
**Laurent Duval**, Director of Public Relations  
**Wilfred Sauvé**, Public Relations Officer  
Office phone for the above: (514) 285-2276  
**Jean-Louis Tanguay**,  
Extension of Coverage P.R. Officer  
Office: (514) 285-2653

### Radio-Canada International:

1400, est Dorchester  
Case Postale 6000  
Montréal, Québec H3C 3A8  
**Jean Erlewyn**, Public Relations Officer  
Office: (514) 285-2653

### Northern Service:

250 Lanark  
P.O. Box 3220, Station C  
Ottawa, Ontario K1Y 1E4  
**Gillian Godfrey**, Public Relations Officer  
Office: (613) 725-3511, ext. 645

### Engineering Headquarters:

7925 Côte Saint-Luc  
Montréal, Québec H4W 1R5  
**Charles Kirkman**, Public Relations Officer  
Office: (514) 488-2551, ext. 319

### Regional Public Relations Officers:

British Columbia:  
**Reg Jessup** (Vancouver)  
Office: (604) 665-6692

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 40,000.

Contact:

**Ed Finn**,  
Director of Publications & Information  
Office (613) 829-8764

## CANADIAN BUREAU FOR INTERNATIONAL EDUCATION

141 Laurier Ave. W., Suite 809  
Ottawa, Ontario K1P 5J3

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: Programming and educational exchanges, Foreign Student Affairs and Contracted Educational Services. 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 Director  
Office: (613) 237-4820  
After hours: (613) 232-4332

Re Programming and Educational Exchanges

**Ivan Hale**, Director of Programming  
Office: (613) 237-4822

To strive, to seek, to find, and not to yield. — Ulysses; Alfred, Lord Tennyson



## CANADIAN COALITION FOR NUCLEAR RESPONSIBILITY

2030 MacKay Street,  
Montréal, Québec H3G 2J1

A national coalition of citizen groups dedicated to the establishment by government of a public inquiry into all aspects of nuclear power. CCNR is calling for a moratorium on the construction of new nuclear facilities pending safe methods for storing radioactive waste, and is asking for a direct diversion of funds from nuclear construction into conservation and renewable energy.

Contacts:

**Lolly Golt**, Public Relations Officer

Phone: (514) 737-2253

**Jane Broderick**, Office Coordinator

Phone: (514) 486-6162

**Gordon Edwards**, Chairman

Phone: (514) 774-4832

**Dorothy Rosenberg**, National Coordinator

Phone: (514) 738-3663 or 738-0487

**Kjel Oslund**, Citizen's Council Coordinator

Phone: (204) 284-2984



## CANADIAN COMMUNITY NEWSPAPERS ASSOCIATION (CCNA)

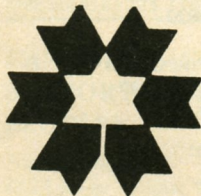
12 Shuter Street, Suite 201,  
Toronto, Ontario M5B 1A2

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:

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 480 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



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

85 Albert Street  
Ottawa, Ontario K1P 6A4

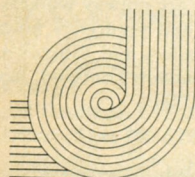
CCA is the national voice of one of Canada's largest industries, employing 700,000 people on projects worth more than \$35-billion last year. Through direct members and more than 100 affiliated associations, CCA represents all sectors of the industry. It is staffed by specialists who touch industrial strategy, commercial policy, competition, labour relations, law, taxation, transportation – the whole industry.

Contact:

**Maureen Crowe**, Public Relations Officer

Office: (613) 236-9455

After hours: (613) 592-1380



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

Box 1047

Ottawa, Ontario K1P 5V8

Established in 1974, under the sponsorship of the Canada Council, the Canadian Commission for UNESCO, the CBC, the CRTC, the Department of Communications, the Ontario Educational Communications Authority and the Saskatchewan Educational Communications Commission, 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 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.

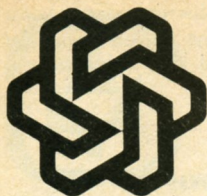
Contact:

**Kurt Baumgartner**, Executive Director

Office: (613) 722-3419

After hours: (613) 828-4576

**THE SUBJECT GUIDE: PAGES 8 TO 17**



## 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 30,000 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 \$20 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 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:

**Brent M. Hamre**, General Manager  
Office: (416) 236-2431

## CANADIAN FEDERATION OF AGRICULTURE

111 Sparks Street,  
Ottawa, Ontario K1P 5B5

The Canadian Federation of Agriculture is a national federation of provincial, regional and national farm and co-operative organizations united to speak for the farm people of Canada. The CFA Secretariat also acts on behalf of Dairy Farmers of Canada, the Canadian Pork Council and the Canadian Egg Producers' Council.

Contact:

**Paul McLoughlin**, Information Officer  
Office: (613) 236-3633

## CANADIAN FILM AWARDS

Toronto Harbour Castle Hotel  
1 Harbour Square, Suite 5175  
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. Metropolitain, 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

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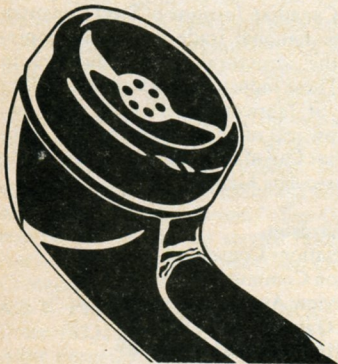
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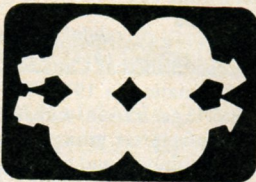
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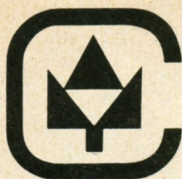
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# Content

Canada's National News Media Magazine

April 1979

Number 95

## Lede Copy

### N. B. PRESS WANTS ACCESS TO COURT DOPE

**SAINT JOHN** — The reaction of New Brunswick justice minister Rodman Logan to a brief from journalists has raised hopes that court reporters may soon have access to information necessary for proper reporting of court cases.

The brief, presented to Logan Jan. 31, was supported by 22 N.B. journalists, including members of Media Club of Canada (MCC) whose N.B. branch acted as sponsor.

The brief pointed out six needs:

- Informations and dispositions of cases, particularly needed by small weeklies;
- Access to documents, once they have been tendered to the courts;
- Access to exhibits, once they have been tendered to the courts;
- Advance notice of decisions that are expected to be handed down;
- Immediate access to decisions when they are handed down;
- Police and RCMP co-operation.

The brief grew out of a "Media and the Law" seminar sponsored in April 1977 by MCC's New Brunswick branch in co-operation with the New Brunswick branch of the Canadian Bar Association.

At that time, some journalists told lawyers they were often unable to get information on charges that had been dealt with in the courts; others said that during some trials they could not see exhibits or documents that had been submitted to the courts; still others said that journalists based outside of Fredericton had difficulty in getting copies of judgements while what was contained in the judgements was still news.

At present, the Registrar's office posts daily notices in Fredericton of judgements as they are handed down. But journalists based elsewhere in the province must rely on informal sources for information on these judgements.

Some of the problems outlined in the brief fall within the jurisdiction of the federal government rather than that of the province, Logan told a delegation of journalists. He said he didn't know some N.B. journalists were having trouble getting information ostensibly in the public domain.

He recommended they meet with other officials: the provincial police commissioner, chief provincial court judge, N.B. Supreme

Court registrar, RCMP, and the province's chief trial judge.

This sent the delegation's six journalists scurrying in all directions to arrange the meetings. Logan also said that, in the meantime, he would talk with some of these same officials. All of which is expected to lead to more meetings between Logan and the journalists. — Esther Crandall.

*Esther Crandall is a Saint John freelance journalist and MCC officer.*

### Notice Board

**Planning a workshop, reunion, conference, other event? Why keep it a secret? For free insertion in Notice Board, mail or phone copy to: Notice Board, c/o Content, 91 Flaglan Ave., Toronto, Ont. M6C 2K7 (416) 651-7799.**

**March 21: Resolved: that the print medium fails to tell its own story. News forum, 8 P.M., at the Toronto Press Club, 73 Richmond Street West, 3rd floor, Toronto. For further information, call Carolyn Purden at 924-9192, ext. 307.**

**March 31: Deadline for National Press Club Scholarship. Three scholarships, worth a minimum of \$500, are open to journalism students in final year or students in one-year program. Send applications to Bill Wilson, National Press Club, 150 Wellington Street, Ottawa.**

**April 1: Deadline for submission of papers to be read at the annual convention of the Association for Education in Journalism. Submit four copies to Prof. Peter Johansen, School of Journalism, Carleton University, Ottawa, Ont. K1S 5B6 (613) 234-5530.**

### TIPS ON HOW TO MAKE APRIL LESS TAXING

**OTTAWA** — April is the month that probably does more for national unity than any other. Because it is on April 30 — Income Tax Day — that Canadians everywhere turn to the capital to scream, "Dammit, what am I? Made of money?"

It is possible to render unto Caesar a little less than he would like, but new rules have limited some options available in earlier years.

Take incorporation, for example. In the past you could form a company, pay yourself a smaller salary and pay out the balance as dividends. But after the budget last November, that advantage has been restricted. If more than two-thirds of your income is from one source, incorporation is out of the question. This loophole was closed to prevent certain professionals, such as doctors and lawyers, from paying less tax than wage-earners.

But if less than two-thirds of your salary comes from one employer (a condition which

describes most freelancers for example), you could easily continue to use this set-up.

Before you do anything rash, consult a tax lawyer and keep in mind that an income of \$20,000 is considered the minimum needed for incorporation.

If you haven't formed a corporation or if you formed one after the budget, the new rules will take effect next year. Already established corporations have been given one year's grace.

But even if it isn't worth your while to form a company, there are other ways to save on taxes. Revenue Canada's Form T2032 will help determine what is and isn't acceptable.

And don't forget legitimate deductions. For instance:

**Private library:** The price of new books related to research, plus 20 per cent depreciation on already-owned material has to be considered. And don't overlook subscriptions, or even newsstand purchases, of newspapers and magazines.

**Travel:** Travel expenses necessary for work, maintenance of your car and two annual convention trips may all be claimed at tax time.

**Rent:** Office rent and a portion of your home rent, if you lease rather than own, can be claimed. And remember to deduct incidentals, such as phone, hydro, office expenses, film, etc.

**Equipment:** Depreciation can be claimed for essential tools of the trade like typewriters, cameras, tape recorders. If you need it for your work, deduct it.

**Foreign sales:** If taxes are deducted for a paycheck from outside Canada, a foreign tax credit is allowed.

If this is your first time filing as a freelancer, set a non-calendar business year. (See *Content* No. 84, April 1978, p. 10) By using a non-calendar year, you can defer taxes for months at a time. But remember: Once you choose your fiscal year, you're stuck with it until kingdom come.

See about an interest-free loan from your employer. Revenue Canada determines financial benefit from a prescribed rate of interest.

Let's say your boss loans you \$10,000. Using the eight per cent benefit calculation, Revenue would decide that the loan was worth \$800. But the credit for such a loan is \$500. Therefore you'd end up paying taxes on \$300.

Remember to file your tax return by April 30 and don't throw away receipts. The feds have up to four years to audit you.

Armed with a good tax guide and a knowledge of the system, you could find this year's taxes don't sting as much as they could have. — Paul Park.

---

*Paul Park, Content's contributing editor for Ottawa, is an unincorporated freelancer who does his most creative writing on his tax return.* (50)

## CP Feature Picture of the Month



**Photographer:** Jude Dillon.

**Newspaper:** *The Albertan*,  
Calgary.

**Situation:** Calgary city worker  
Dennis Szigagy puts finishing  
touches to concrete on the side of a  
sewer.

**Technical Data:** Nikon FM and  
180-mm lens at 1/1000th of a  
second and f8.

**Award:** The *Canadian Press*  
Feature Picture of the Month,  
January, 1979.

**Congratulations:** As a tribute to

the art of feature photo-journalism, CAE Industries Ltd. is pleased to regularly sponsor this space.



# Who's to block "pipeline" journalism?

By BARRY WILSON

**IN THE MURKY WORLD of journalism ethics, little attention has been paid to the difficult issue of what journalists can do with their own time.**

Do media managers have the right to deny employees' rights, as citizens, to become involved in the groups and causes of their choice? Do working journalists have an ethical obligation to avoid associations in private life which could, or could appear to, compromise their professional credibility?

These are questions with no easy answers. But they deserve serious debate if journalism is to be taken seriously in this country.

The potential for a conflict of interest, or the appearance of one, is obvious and widespread:

- In his book on Joe Clark, *Globe and*

*Mail* Ottawa bureau chief David Humphreys says he worked with Clark on several occasions including the 1976 PC leadership campaign, when he was *Ottawa Journal* managing editor and in charge of issuing a daily Clark campaign newspaper;

- In Winnipeg, a daily newspaper reporter and agriculture graduate sits with delegates during the first day of the 1979 annual Manitoba Farm Bureau convention and takes part in the debate as a delegate. The next day, she is at the press table, covering the convention;

- In Saskatoon, a *Star-Phoenix* reporter who is also a member of the Saskatchewan Wildlife Federation provides extensive coverage of the SWF of the newspaper;

- In Edmonton in 1978, the provincial

farm organization, Uniform, approves a resolution allowing members of the media to become associate members so they can take advantage of the group's pension plan. Several do, claiming they can see no conflict of interest in covering an organization to which they also belong;

- In Calgary, a *Herald* reporter proudly reports in a column that he has co-operated with the RCMP in doing some basic "gumshoe work" during a trip to the Soviet Union "because I am a Canadian."

In all these cases, the reporter has left himself open to manipulation or being perceived as a person on the side of those being covered.

*(continued in next page)*

**R.E.B.**

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There are other candidates: the local Newspaper Guild official covering labour affairs or the managing editor or editor involved in the chamber of commerce or some other community booster club.

Most of these groups consider a media person on the board as a pipeline into the newsroom. Why shouldn't they?

Yet it is not a question media outlets or journalists have seemed too concerned about, at least in their public actions.

Some news companies, such as *The Calgary Herald*, have prepared a policy regulating the acceptance of gifts by their staffs.

The *Herald* policy, effective Sept. 1, 1978, put its finger on the basic problem — credibility: "The test is — will any gift as seen through the eyes of a *Herald* reader who has no personal knowledge

of the integrity of either donor or recipient, look suspect, cosy or otherwise diminish the respect that reader has for *The Herald*?"

The same test could be applied to journalists' private affiliations and associations, but it was not. The only indirect reference comes where the policy says *Herald* reporters should not freelance material or receive benefits from organizations they cover.

The Saskatchewan Journalists' Association, which disbanded in 1978, tried to deal with the problem through a code of ethics which stated: "Journalists should avoid secondary employment, political or community involvement which relates, or appears to relate, to their journalistic activities."

The policy won approval only after much dissent.

The problem is clearly controversial and possibly unsolvable.

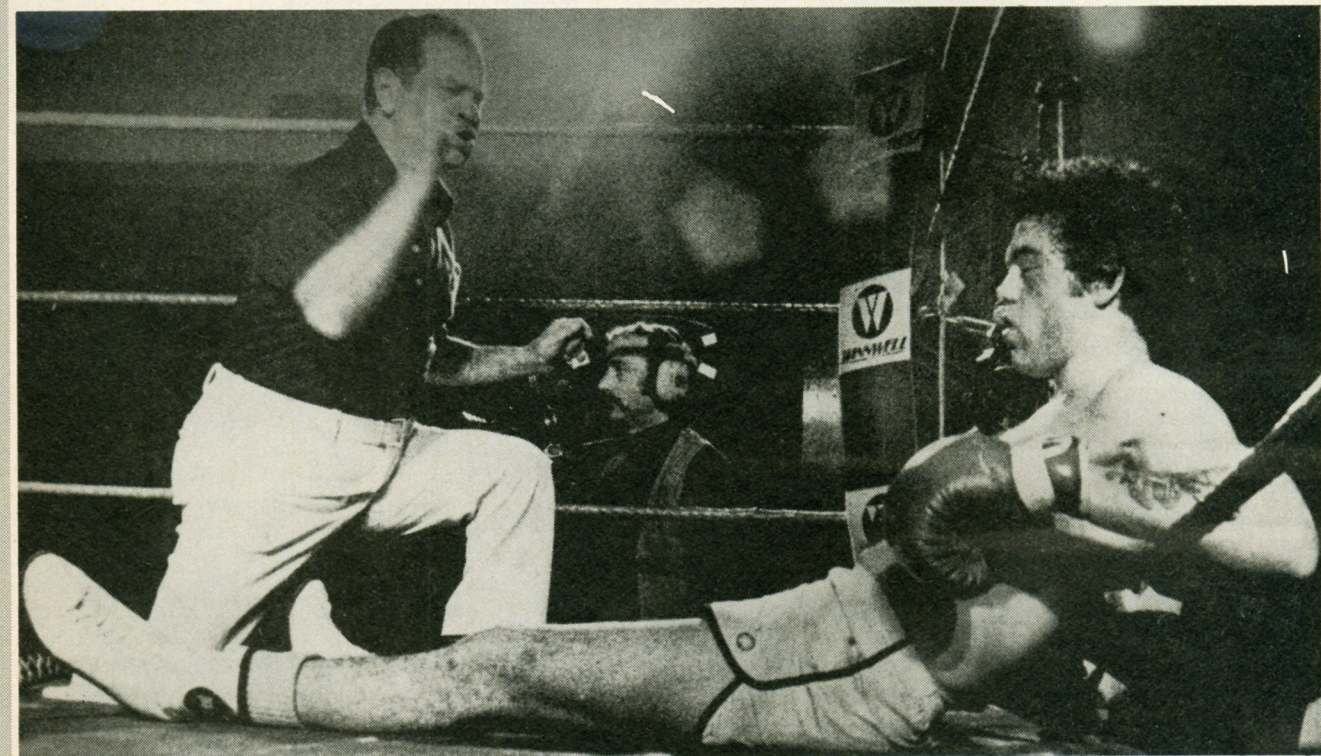
But it is one the business should tackle, through management and employee groups, unions, newsroom policies and wide-ranging debate.

Perhaps such involvements should be declared or abolished; perhaps respect for civil rights dictates they should be free from control.

If journalism is to develop national standards and credibility based on the appearance and reality of integrity, it must begin to face up to some of the complex and unsavory skeletons in its closet. The news-consuming public has a right to expect it.

*Barry Wilson is The Financial Post's Saskatoon correspondent and Content's contributing editor for Saskatchewan. (30)*

## CP Sports Picture of the Month



**Photographer:** Doug Griffith.  
**Newspaper:** *Toronto Star*.  
**Situation:** John Scott went one round in an amateur boxing tournament held in Toronto.  
**Technical Data:** Nikon with 28-

mm lens at 1/250th of a second and f2.  
**Award:** The *Canadian Press* Sports Picture of the Month, January, 1979.  
**Congratulations:** This space is

contributed regularly in recognition of excellence in photojournalism by the Canadian Life Insurance Association, representing the life insurance companies of Canada.

# What should we do when the COPS arrive?

BY HAROLD J. LEVY

**FREEDOM OF EXPRESSION** in Canada is being subverted on many fronts. Nowhere is the trend more evident than in the area of freedom of the press, both print and broadcast.

In the United States, a similar tendency toward subversion of a free press has occasioned an intense, concerned and often acrimonious debate.

But in Canada all is peaceful. True, the press is agonizing, but more over the latest Margaret Trudeau escapade or Joe Clark gaffe than over its own freedom.

And Canadians blithely coast along, apparently unconcerned or unaware that Canadian journalists have never had those rights which their U.S. counterparts are so distraught about losing.

**FACT:** Canadian journalists have always been compellable witnesses. No legal privilege has ever been recognized between journalists and their sources, just as no legal privilege attaches to communications between members of Parliament and their constituents, doctors and their patients, or even priests and their parishioners. And that's always been the law.

**FACT:** Parliament has not built into the search warrant process special protections to be applied when a news service is the object of the search.

The same provisions of the Criminal Code apply, whether the place sought to be searched is a newspaper or an out-house.

Unfortunately, under Canadian law, all that stands between the government and the confidential sources of the reporter is a justice of the peace issuing a search warrant — and that's not much protection at all.

The only concern of the justice of the peace who issues the warrant is whether there is reasonable ground to believe that the search will yield evidence with respect to the commission of an offence.

Those experienced with the system suspect that the justice of the peace often acts as a "rubber stamp" for the police, issuing warrants in a routine fashion on the skimpiest of evidence and without a hearing.

**FACTS:** There is no requirement in law whatsoever, where the object of the search is a newspaper or a newsroom, that prior notice and a hearing be given in connection with the issuance of search warrants. Nor is there any requirement, where the newspaper is not suspected of a crime, that the state restrict itself to the subpoena process.

Such requirements would eliminate raids by the police on the offices of the media and would allow the courts to make the decision on the relevance and admissibility of the materials desired.

**FACT:** Police and government officials can legally tap journalists' telephones.

They are not limited to searching for or subpoenaing the long-distance telephone records of reporters and news organizations. In Canada's wire-tap legislation, The Protection of Privacy Act — better described as The Invasion of Privacy Act — there are no special provisions protecting the press. And under the Official Secrets Act, the federal solicitor-general can entirely by-pass the judicial process and on his own unreviewable authority order the interception of a journalist's communications. Although the number of interceptions carried out under the act must be disclosed, there is no way to know whether

the communications of journalists have been intercepted by executive order.

**FACT:** The federal government is expected to reintroduce legislation, which died with the last session of Parliament, giving its solicitor-general the power to intercept anyone's mail, including mail to or from journalists, on his own order and without application to the courts.

IN SUM, by failing to recognize the very special role of the press in a democratic society, successive Canadian governments have given their own investigators and law enforcement officials vast powers which make it easy to investigate, inhibit, discourage and disrupt the press, while at the same time, by intimidating sources and creating an "iron curtain" of secrecy under the Official Secrets Act, making it difficult for the press to investigate the government.

If you think that these powers have not been widely used or are not being used more and more frequently or likely will not be used against you, then have a look at our Dossier Noir on page 38 and keep in mind that this is just a partial list of offences against the press.

If you're still not convinced, then ask somebody with the Fredericton *Daily Gleaner* or Montreal's *Québec-Press* or *Radio-Canada* or *The Toronto Sun* or the *CBC* or *Global* television or *The London Free Press* or *The Vancouver Sun* or the *Trail, B.C. Times*. They've all experienced police raids.

With such raids becoming ever more frequent, you might well ask what you can do to protect your independence. If so, turn to the next two pages and find out what you can do when the police arrive in your newsroom.

## 1/ Ask to see the warrant.

BEFORE THE POLICE come to your door, they will have obtained a search warrant from a justice of the peace, authorizing a search of the specified documents, to be conducted within a particular time period.

The officers are obligated by law to produce the warrant upon request and may only execute it by day unless the justice authorizes execution by night.

## 2/ Check the warrant for defects.

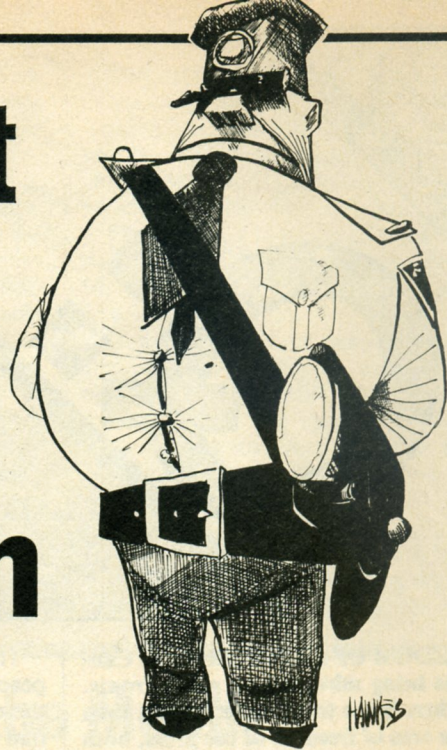
IT IS DIFFICULT for a layperson to make a decision on whether a search warrant is legally valid — and it is risky as well. Even an experienced lawyer might well be unable to predict whether a court would, at a subsequent date, declare a warrant to be valid in law or not.

In an interview for this article, *The Vancouver Sun's* Allan Fotheringham, whose newspaper is very experienced in such matters, said that, when the police arrive, they should be told to “get the hell out” until a lawyer can be summoned to determine the validity of the warrant.

He recognizes, however, that not all publications have the services of a lawyer at hand and that employees of the paper might find themselves in a dilemma if the police politely refuse and insist on entering to conduct their search.

Nonetheless, it can be worthwhile to examine the warrant for obvious defects. If the warrant appears patently defective in that (1) it does not name or describe the premises to be searched or (2) does not contain a time limit within which the search is to be conducted or (3) does not detail the offence which the search is expected to reveal or (4) does not give details of the grounds on which the warrant was sought, you can stall the police by threatening to expose the defectiveness of the warrant to legal counsel and to instruct counsel to take steps against the police.

# What to do when the police arrive



## 3/ Let them search.

IF THE WARRANT appears a lawful one, those on the premises are obliged to stand aside and permit the search.

If you do not permit the police to enter in a voluntary manner, they are authorized to use reasonable force to effect an entry in order to conduct the search.

If you use force to impede their entry, you could be charged with obstructing the police.

Although the Criminal Code contains a procedure which requires the prosecution to make available copies of the material seized, it may well be advisable to seek permission to list the various items being removed or to photocopy on the premises prior to removal.

## 4/ Say as little as possible.

THERE IS NO obligation whatsoever on any person in the premises to speak

to the police or answer any questions put by the police during the course of the search. This was well understood by *Toronto Sun* editor Peter Worthington when RCMP officers visited him in search of a letter known to be in his possession and addressed to a high-ranking officer of the Security Service.

Worthington's comments, made in an interview for *Content*, are most instructive in regards to handling the police when they are searching for a single item.

The Mounties initially asked me to co-operate by voluntarily furnishing the letter to them, so that they would not have to obtain a search warrant. I refused to co-operate and, in fact, they had a search warrant with them all the time...It is well-known that newspaper offices are not the neatest places in the world. They looked everywhere — under pictures and behind desks. Finally, four or five hours later, they got around to the top drawer of my desk and almost missed the letter. It was a very confusing scene. I think it was Bob Johnson, then with the CBC, who said, “I don't know if they will find a letter in this mess — but they may lose a Mountie.”

## 5/ Protect sensitive material.

WHERE THE POLICE have in fact entered the premises and are intent on seizing an easily locatable item which may contain names or information of a confidential nature, an effective technique is to insist that the item be placed in an envelope which is then to be sealed and marked for the attention of either the justice of the peace who issued the warrant or the sheriff of the county in which the premises are located.

The value of this tactic is that the information must be kept confidential, beyond the scrutiny of the police, until a hearing can be held as to its admissibility in evidence at a future date.

## 6/ Use cooperation to your own advantage.

ACCORDING TO Toronto lawyer Clayton C. Ruby, who is counsel to a television network, it is quite common for the police to request the co-operation of the station being searched.

In his view, there is little to lose in co-operating with regard to film which has been aired.

He has, however, advised his network to refuse to co-operate with regard to the outs. To co-operate puts the station in the position of acting as agents of the state in enforcing the law, a role inconsistent with the independence of a free press.

In Ruby's experience, the purpose of the police in obtaining the outs is usually to assist in identifying individuals who participated in a particular demonstration or disturbance.

Needless to state, where the network co-operates by turning over film that has been aired, it should be duplicated so that the police will not have the only copy.

Clayton Ruby cautions that, although there is no obligation imposed upon anyone to answer questions posed by the police or to assist in any way, this is not to say that total non-cooperation is advisable — only that it is important that the media should make their own decisions about co-operating.

## What to do before the police arrive

### Safeguard notes and outs.

EVERY JOURNALIST must have a personal solution for safeguarding crucial notes.

Clayton Ruby cautions that it is necessary to retain outs and reporters' notes in case of libel suits or allegations of inaccuracy and, therefore, does not advise his clients to destroy these materials. He cautions as well that, if you destroy material which you have been notified may be evidence in legal proceedings, you may be committing the crime of obstructing the course of justice.

However, in Ruby's view, "It is foolish for the TV stations and the newspapers to keep their 'outs' and reporters' notes in such a way that any fool with a search warrant can walk in and find them. Such material should be filed in ways which suit the convenience of the newspapers or TV stations, as opposed to the police."

In the long run, however, prudence and common sense rather than paranoia is called for.

### Learn about the law.

RUBY ALSO RECOMMENDS that the press and other media should retain counsel to hold meetings with staff on the subject of the rights and obligations of journalists so that they can evaluate situations as they arise and can react in an informed way.

### Protect your subscribers.

ONE OF THE WORST features of the 1977 raid conducted by the police on the offices of the Pink Triangle Press was the seizure of a list of subscribers to *The Body Politic*.

Such evidence could have little value in a prosecution for mailing indecent matter, since all that is required to evidence the mailing of a periodical is a standard form from Canada Post and a copy of the issue in question. And, in fact, none of the material seized in the raid was introduced at trial.

The police could find pretexts for conducting raids on all sorts of publications expressing views differing from those of the majority, thus exposing the subscribers to political harassment.

An effective method of protecting the subscription list involved the keeping of circulation documents off the premises with the use of a "fulfillment" house which utilizes computers equipped with magnetic tapes.

According to the Rolf Brauch, the president of Brauch-Neville Associates Ltd., a fulfillment house is not a Japanese brothel — it is rather a service which assists the publisher by maintaining the circulation list and preparing the labels which are usually then affixed at the printers and mailed. The two principle concerns identified by Brauch are those of continuity and confidentiality.

Continuity is easily assured by maintaining a back-up tape containing the names of the subscribers. Thus, even if the police raided the fulfillment house and were able to identify

a tape or a portion of a tape and seize it, the publisher would be left with a back-up tape and would thus be assured that the next issue could be readily mailed.

In order to ensure confidentiality, Brauch suggests that the customer be recorded in the firm's records under a pseudonym such as **Garden-Club News**.

The police would be confronted by a forest of racks containing hundreds of magnetic reels each containing between 300,000 and 600,000 names.

This method works because there is no obligation in law requiring anyone to assist the police by telling them where the original circulation documents are located or on which tape the subscription list is to be found.

An advantage of the system suggested by Brauch, is that not only are continuity and security preserved, but there is no extra cost to the customer.

What really boggles the mind is that it should be necessary in a free society for the media to have to indulge in such subterfuge in order to counter the unwarranted and unjustifiable intrusion of the state.

### Fight fire with fire.

THE MEDIA HAVE a great advantage in that they can use their own facilities to report incidents of harassment by the police.

Back in 1972, when the *Times of Trail*, B.C. was visited by RCMP officers who questioned company employees about a series of articles describing routine activities of the local RCMP detachment, ME Herb Legg called upon the federal solicitor-general and provincial attorney-general to investigate whether members of the RCMP would return and highlighted the harassment on the front page.

There are numerous examples of such selective police harassment, but few are as odious as the actions of former Kitchener police chief Sidney Brown, who denied reporters with the Kitchener-Waterloo **Record** access to the Waterloo Regional Police Headquarters and access to further investigation information after photographs were published in the newspaper showing members of the force's tactical squad standing guard over a group of Henchmen Motorcycle Club members after a raid on their clubhouse. One of the pictures showed cyclists kneeling with their hands cuffed behind their backs under the waiting fangs of an angry-looking German shepherd.

Because of the intensive public pressure generated by the newspaper and the support of other media, the police chief had to retreat and the threatened criminal charges against employees of the paper in connection with the photographs were not pursued.

The lesson stemming from all of these incidents and so many others, is that the media must make the facts known whenever such harassment occurs.

# DOSSIER NOIR: News Media — State Intrusions

1969

Investigators from the Combines Investigation Branch of the federal Ministry of Consumer and Corporate Affairs search the offices of New Brunswick Publishing, Montreal Publishing, University Press, K. C. Irving Ltd. and the homes of the publisher of The Daily Gleaner and of Ralph Costello, a prominent broadcasting figure.

**JUNE** Plainclothesmen from the Quebec Provincial Police, claiming to be journalists, obtain press accreditation to the convention of the Union Nationale in Quebec City.

**NOVEMBER** The RCMP investigates the Montreal newroom of Radio-Canada and its CMTV-affiliated journalists' union. The union president, Michel Vourdon, is later fired from his job.

1970

**MARCH** The Victoria police department imposes a 30-day embargo on all department news for radio station CFMY and withdraws from the station the privilege of scrutinizing police bulletins and access to police comment.

**OCTOBER** The Proclamation of the War Measures Act permits the federal government to ban publication of the FLO's manifesto. Copies of the Guelph University Ontario are seized by Guelph police, who also take the plates. Pressure is placed on the St. Mary's University Journal in Halifax and The McGill Daily is warned by police not to run any more editorials against the Act. The Lethbridge University Memorialist is threatened with seizure and the arrest and dismissal of its editor from the university if the manifesto is printed. The University of Regina Carillon prints the manifesto; the Regina police chief threatens the student editors with arrest, but the province's attorney-general overrules him.

1971

**MAY** Federal solicitor-general Jean-Pierre Côté authorizes an RCMP operation to intercept telephone communications against the Agence de Press Libre du Québec.

**JUNE** The offices of James, Lewis and Samuel Publishing Co. of Toronto are burglarized. The company has just published The Unauthorized History of the RCMP.

**DECEMBER** The Markham, Ont. police chief sets "visiting hours" during which the press may see police occurrence sheets and says no calls from the

1976

**FEBRUARY** There are two separate burglaries at 1212 Panet Street in Montreal. The building is the home of the Fédération Professionnelle des Journalistes du Québec and social policy research groups.

**MARCH** The RCMP searches the home of Regina Leader-Post reporter Tom Cusack after his story on alleged RCMP brutality runs in the Leader-Post and the CBC's As It Happens.

**MAY** Robert Coyette, a reporter for The Montreal Star, meets Cpl. Jean Yves Tremblay of the Quebec Provincial Police, who offers to pay him "well" if Coyette "co-operates" with the police. The police are looking for information on unions and left-wing organizations.

1977

**JANUARY** RCMP executes two search warrants on Pacific Press in Vancouver, seizing paper, handwritten notes, a reporter's private contact book, filled with names of sources and other materials—effectively disrupting the operation of the Vancouver Sun.

Both warrants are later quashed by the courts.

**JULY** Freelance photographer Alex Kalnins claims he was roughed up by police as he was trying to take photos of a patient being admitted to Missisquoi General Hospital. Police say Kalnins became belligerent and resisted arrest. He is convicted and fined \$1500.

1978

**MARCH** Plainclothes members of the Quebec Provincial Police seize 157 negatives from the photo department of The London Free Press as part of an investigation into incidents at Fleck Manufacturing Ltd. involving the injury of two persons in a pocket line scuffle. The photo supervisor refuses to surrender the negatives when police first appear, without a warrant, but they later return with a warrant.

**MARCH** The RCMP seizes tapes from the CBC's As It Happens containing interviews with Toronto Sun editor Peter Worthington. Colin McLeod, head of CBC radio current affairs, is served with an Official Secrets Act warrant, but does not give up his tape outs. The RCMP seizes the outs from CTV's interview with MP Tom Cossitt, using search-and-seizure warrants. The RCMP later return sealed film cans containing un-used footage of a press conference held by Cossitt. The cans had been seized from CTV's television news program and

were returned, apparently unopened, when the government decided not to prosecute Cossitt.

**JUNE** Two television networks, CBC and Global, defy police search-and-seizure warrants and refuse to hand over film shot at a demonstration outside the Ontario ministry of labour; police want the film as evidence to support charges they've laid against demonstrators.

**JUNE** Reporters from the Kitchener-Waterloo (Ont.) Record are banned from Waterloo Regional Police headquarters and are threatened with trespassing charges if they enter the premises. The ban is in connection with a dispute between the paper and the police over two photographs printed by the paper of a police raid on a bikers' club; police charge the Record with possession of stolen property and alleged that photos are from police files, following an uproar, criminal charges are not pursued.

**AUGUST** Global Television refuses to give Ontario Provincial Police out of film of demonstrations at the Fleck labour dispute. Police enter Global offices with search-and-seizure warrants and also search the offices of The London Free Press on the same case, seizing photo negatives of Fleck demonstrators.

**FEBRUARY** Powell River Town Crier editor Wendy Fitzgibbons refuses to tell a B.C. arbitration board her sources for a story and is subpoenaed to testify at the board's hearings. Told she may face a jail term or a fine, she still refuses.

**FEBRUARY** Two students at Seneca College violating the Ontario Liquor Licence Act because their college paper carried their story on how easy it is to fraudulently obtain an age-of-majority card. The charges are later dropped.

**FEBRUARY** Following the acquittal of Pink Triangle Press in provincial court in Ontario, federal minister of justice Marc Lalonde announces he wants to hasten the proposed amendments to the Criminal Code broadening the definition of obscenity to read: "a dominant characteristic of the matter or thing is the undue exploitation of sex, violence, crime or cruelty or the undue degradation of the human person." Later, the acquittal of the Press is appealed.

# Press Freedom: Does anyone care?

AFTER DISCUSSING THIS QUESTION with many civil libertarians and media people, I regret to have to report a negative conclusion.

According to *Toronto Sun* editor Peter Worthington, Canadians would let freedom of the press go down the drain without a murmur and "the press in Canada would protest mildly."

It is a sad fact that, except in Quebec, Canadian publishers and other media people have failed to act together in their common interest and in that of the public.

In April, 1970, the Fédération Professionnelle des Journalistes du Québec urged the Special Senate Committee on Mass Media to entrench in law the right of journalists not to reveal sources who provide information under a pledge of confidence. The FPJQ also asked that journalists be permitted to refuse to testify when their testimony is required for placing in evidence unpublished journalistic material such as notebooks, edited film and unused tapes. The federation argued that this would defeat the purpose of the seizures of such material, which are commonplace after mass demonstrations in Montreal.

As our Dossier Noir indicates, events in the following years have demonstrated an even greater need for protection than existed before.

Outside of Quebec, concerted media protest is weak indeed.

The Canadian Daily Newspaper Publishers Association is currently approaching the 10 provincial governments in an attempt to have libel and slander acts amended so as to reverse the effect of a recent Saskatchewan court ruling (*Chernesky v. Armadale Publishers*) on

the publication of letters to the editor. But there is certainly a great more which can and must be done.

We have clearly entered an era in which journalists face an increasing risk of prosecution. It is now apparent that wealthier publications and broadcast stations must assist their financially weaker colleagues in contesting search warrants and subpoenas.

The time has come for the Canadian media to unite in order to lobby for necessary legislative change and to form a common defence fund to assist every publication, big or small, and every writer, staff or freelancer, in contesting coercive proceedings brought by the state where these involve search and subpoena processes and prosecutions under federal and provincial statutes and municipal bylaws.

As *Toronto Sun* editor Worthington notes, if every paper joined in, there is no way the federal government could succeed in harassing the media or in annexing them to the state. Its position would only be compounded by the laying of contempt charges against other publications.

Freedom of the press is only one of the fundamental freedoms currently under attack in Canada. If our media are slowly emasculated, we will find ourselves less able to prevent the loss of other liberties.

*Harold J. Levy is a practicing criminal lawyer, executive editor of Canadian Lawyer, editor of the Criminal Lawyers' Association journal and a former contributing editor for Maclean's magazine.*

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## A program for legislative reform

A COMPLETE LONGTERM strategy for protecting the independence of news-gathering organizations would include lobbying by newspaper and broadcast associations for the following legislative changes:

### A. Subpoenas, not warrants

Legislation is needed which would preclude surprise raids on newsrooms by requiring the use of a subpoena, rather than a search warrant, where the person or organization in possession of the documents being sought is not a criminal suspect.

### B. Hearings for evidence

If the use of search warrants is not abolished, the Criminal Code must be amended to require a justice of the peace, before issuing a search warrant against a news-gathering organization, (1) to give notice to the journalist or organization concerned that a warrant is being sought and (2) to hold a hearing, during which evidence is heard in the presence of the journalist or organization, to determine whether the warrant should be issued.

### C. Alternative Source

If the use of search warrants is not abolished, the Criminal Code must be amended to require that no search warrant be issued unless there is placed before the justice of the peace evidence (1) that reasonable steps have been taken to secure the needed information from an alternative source or (2) that no reasonable alternative source is available.

### D. Legal privilege

The Canada Evidence Act must be amended to provide that a journalist may not be required by a court to reveal a source unless it can be established that the information the journalist possesses is (1) relevant to a specific violation of the law, (2) not available elsewhere and (3) of sufficient compelling interest to override the protection provided by Section 1F of the Bill of Rights.

### E. Disclosure of wire-tapping

The Protection of Privacy Act must be amended to require disclosure by the police to the justice from whom the order is sought of the fact that conversations to or from a journalist are to be intercepted and to require the government to indicate in its annual report whether interceptions were of conversations to or from journalists.

### F. No arbitrary interception of conversations

The Official Secrets Act must be amended so that the federal solicitor-general may not, on his own mandate, order the interception of conversations to or from a journalist.

### G. No arbitrary interception of mail

The proposed legislation on the interception of postal communications must not permit the interception of mail to or from journalists by the solicitor-general without court intervention and must require disclosure in the government's annual report of interceptions of mail to or from journalists.

### FOR YOUR LAWYERS

A companion piece by Harold Levy on the need for remedial legislation to deal with government harassment of news-gathering organizations and journalists has been scheduled for the May issue of *Canadian Lawyer*.

### ACKNOWLEDGEMENT

Thanks to Val Ross and the Political Action Committee of the Periodical Writers' Association of Canada for their assistance in compiling our Dossier Noir on state interference in news-gathering.

# Letters

## MORE REPORTERS' MILITANCY FORESEEN AS RESULT OF CIJ MEETING

What can be made of the enthusiasm for investigative reporting manifested at the recent founding convention of the Centre for Investigative Journalism?

Obviously, the interest is widespread; all varieties of print and electronic media were represented, and the 350 or so participants came from all the provinces and the territories. While some may have gone to Montreal with naive visions of learning overnight the magic formulas for success, there was no doubt that the vast majority were there because of a genuine concern about the quality of reporting in this country.

The term "investigative," Jock Ferguson, one of the organizers of the convention, explained, was chosen only for its overall convenience, not its glamour. What was at issue — and nearly every speaker agreed — was a perceived need to upgrade the profession; not merely to enhance reporters' prestige, but to provide the public with more, and better-researched, well-reasoned, in-depth news reports.

Morton Mintz, of *The Washington Post*, the keynote speaker at the opening session, defined the problem well. The media, like all institutions where decisions affecting public interest are made, exercise real power, he said, and every journalist should realize this. What is covered or omitted, or where and how it is played up, are decisions which are real exercises of power. If the public is not made aware of an issue, it simply does not exist.

Reporters, however, do not in the main make the decisions about these things, nor even about their own working conditions. They are employees, often of large corporations, and the "real power" to which Mintz referred continues to be exercised by management.

When an enlightened management shares or delegates its power, as does happen, reporters are provided with the time, space, materials and encouragement necessary to achieve excellence. Unfortunately, from the point of view of the participants at the con-

vention, this does not happen often enough.

Management's main concern seems to be to increase readership, or to maximize profits, not necessarily to promote excellence. This can lead to what one observer has called "Goldfarbization" of journalistic practices; that is, the use of market surveys to tailor the "product" to the perceived tastes of the readership or audience. The result, many have said, has been articles and programming geared to the lowest common denominator. (One could, of course, interrupt at this point to say that you can't ram quality down the public's collective throat; that you have to provide that which sells or get out of the business. But the argument is not an either-or one — one can both entertain and inform.)

The real problem, it seems, is the expense. After all, it is much cheaper to fill news columns or air time with syndicated or wire service material than to pay a reporter three or more weeks' salary to produce 30 or 40 inches of copy. And this is not even taking into consideration the time inevitably lost on dead ends and false leads. If cost-effectiveness is any standard of measure, then in-depth reporting obviously does not pay. This is a genuine consideration and cannot be dismissed lightly, although many of the participants at the convention were from "big media" institutions which could, perhaps, afford more than they do spend on achieving excellence.

Where the organizers of the convention went wrong, perhaps, was in not managing to convince more management personnel to attend to discuss these issues. One suspects that if more persistent overtures had been made, something might have come of it and there could have been a golden opportunity to promote dialogue and perhaps forestall inevitable conflicts. For while reporters can do much unilaterally to promote excellence — by exchanging information, toning down egos, etc. — much of the success of the fledgeling organization will depend on how management responds. At the least, one hopes that now that a duly elected

executive body has been formed, the kind of aforementioned dialogue with management will ensue.

What can be foreseen is more militancy on the part of reporters, more attempts to entrench journalists' rights in Guild contracts and more professional associations, such as the Centre and the *Fédération professionnelle des journalistes du Québec*. Management will have to take into account that reporters are setting their sights high. They want to be more than employees; not merely for reasons of social respectability, but because only as professionals can they argue for their perceived fair share of the power exercised by the media.

And unless I miss my guess, they are willing to work to achieve that end. As the final day's panel on the "how to" of investigative reporting made clear, there are no short cuts to excellence — only hard work.

Enn Raudsepp, Assistant Professor,  
Concordia Journalism Program,  
Montreal, Que.

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## ENERGY

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OMNIUM (From page 42)  
tenses, were hired by *The Toronto Sun* for one-week internships. The charges against the two have been dropped.

## The West

The Regina *Leader-Post* has launched a new news management structure: dual news editors. **John Swan** and **Lin Moody** will be sharing news editor duties on the desk, while the former news editor and veteran reporter **Foster Barnsley** returns to the agriculture beat after an absence of some years.

Former agriculture reporter **Paul Brettle** has been assigned to the legislative bureau. On the way in, he passed **Bob Cheshire**, who left the L-P legislative bureau for the lures of Winnipeg journalism, and recently assigned bureau chief **Ed Owen**, who went to the *Ottawa Journal*.

Back in the city room, **Amanda Touche**, who directed the community pages, has left.

The Church of Scientology has dropped a \$1.1 million lawsuit against Edmonton radio station *CHED* and its commentator, **Eddie Keen**. Two church missions were suing for defamation over a broadcast aired in June, 1976.

At radio station *CJWW* in Saskatoon, news director **Dave Erickson** has been replaced by **Jack Sandberg**. Part-time news reader **Linda Thompson** has also left the station.

At the Saskatoon *Star-Phoenix*, deskper-son **Joan Ramsay** left for a desk job on *The Winnipeg Tribune*. **Joe Rubin** moved to the *Winnipeg Free Press* as a feature writer.

## B.C.

**Brenda Dalglish** has joined *Goldstream Gazette*, in Victoria, B.C., as a reporter. She replaces **Abby Day**, who has left the paper to freelance.

An out-of-court settlement has been reached in a libel action brought against *The Vancouver Sun* and columnist **Allan Fotheringham** by **Mary Southin**, former head of the Law Society of British Columbia. Fotheringham and the *Sun* apologized in court for claiming that Southin had violated legal ethics by billing judge **Les Bewley** for representing him before the B.C. Judicial Council. It is not usual for a member of the bar who appears before the Council to be billed by counsel. Bewley had insisted on being billed.

## Miscellaneous

U.K. publisher **Lord Barnetson** will retire as chairman of *Reuters* news agency in June. Barnetson will become chairman of Thames Television, a major producer of British commercial television. (30)

## Classified

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FREE. *Press Ethics and Freebies*, a 54-page exploration of the question "Should newspapers or their employees accept free services and gifts?" Published Oct. 1978 by the Ontario Press Council following a public forum on the subject. Write the council at 151 Slater St., Suite 708, Ottawa, Ont. K1P 5H3 or call (613) 235-3847. 79-96

INDISPENSIBLE — Monthly update on solar, wind, wood technologies, policies, lifestyles: *Canadian Renewable Energy News*, 12 issues \$7.50 (corporations/institutions \$15), P.O. Box 4869, Station E, Ottawa, Ont. K1S 5B4 87-96

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## Otherum

SF/Fantasy-Canada: are you interested? All visual (B&W) or literary submissions to 10 pages considered. Double spaced, RSVP in Canadian. Enclosed self-addressed stamped envelope, deadline Jan 31, 1979. Editors: Chronosapere Magazine, 401-2639 Fifth St., Victoria, B.C. V8T 4X6.

Wanted: Documents, reflections, descriptions of groups or work re native rights. To be abstracted and published in *Connexions*, 121 Avenue Rd, Toronto M5R 2G3. 83-95

ACCESS: A Canadian Committee for the Right to Public Information exists to promote adoption of laws to ensure rights of access to public information at all levels of government and to ensure personal privacy. Individual memberships, including newsletter, \$5. Institutions and companies, \$25. Write Access, Box 855, Station B, Ottawa K1P 5P9. 82-95

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The Chairman,  
Department of Creative Writing,  
University of Victoria,  
Box 1700,  
Victoria, B.C.  
V8W 2Y2

# Omnium-Gatherum

## Atlantic

Frank Withers, editor of the Woodstock, N.B., *Bugle*, has been elected chairman of the Media Club of Canada's New Brunswick branch.

\* \* \*

Spring will see the birth of a new outlet for Atlantic writers. Freelancer Harry Bruce is turning publisher and will start a new magazine to be called *Atlantic Insight*.

\* \* \*

Ron England has been named ME of the Summerside, P.E.I. *Journal-Pioneer*. England has been in the daily's newsroom since 1961.

## Quebec

Still without a publisher since Claude Ryan left last year, *Le Devoir* has made a few changes; editor-in-chief Michel Roy has named Jean Francoeur news editor and Lise Bissonnette op/ed page editor.

\* \* \*

In the wake of last year's prolonged strike, *Radio-Québec* is planning to include more news and analysis in its programming. Plans include a weekly talkshow, hosted by Keith Spicer, which will deal with political, social and cultural issues.

The *Montreal Star* returned to the stands Feb. 12 after striking employees ratified a new contract giving them increases over three years amounting to about 33 per cent.

The paper's reappearance has been marked by a fierce battle for circulation between the *Star* and Montreal's other English-language daily, *The Gazette*. The *Star*, an afternoon paper, has started publishing a morning edition to compete with *The Gazette* and the *Gazette* has taken aim at the *Star* with an afternoon edition.

\* \* \*

The Quebec Press Council has criticized the magazine *Ici-Québec* for publishing articles on the Middle East which the council found to be anti-Jewish.

## Ontario

The *Clarion*, Toronto's newspaper for social change, is going to a biweekly publishing schedule. The tabloid has been a monthly.

\* \* \*

Reporters Dennis Hanagan and Sara-Jane Bourgon have joined *The Toronto Sun*. Hanagan comes to the tabloid from the Niagara Falls *Review* and Bourgon arrives from the Etobicoke *Guardian*.

\* \* \*

Quebec City's *Le Soleil* has moved Richard Daignault to its Ottawa bureau.

\* \* \*

Ottawa radio station *CFGO* has hired former local politician Pat Nicol as a municipal commentator.

\* \* \*

Brian Currie, formerly a researcher for *CBC-TV* in Halifax, has been appointed editor of *The Alliston Herald*, replacing Sheila Roberts.

\* \* \*

Two Seneca College students, Janice Bell and Cathy Perry, who were charged with violating Ontario's Liquor Licence Act after they published a story in the college newspaper revealing they were able to easily obtain an age-of-majority card under false pre-  
(See OMNIUM, page 41)

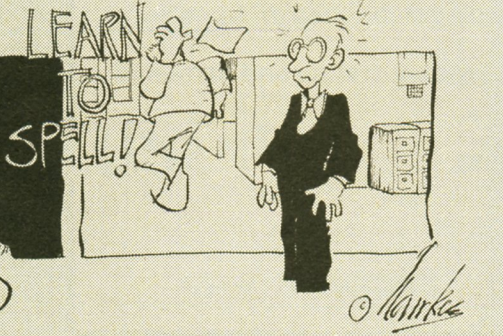
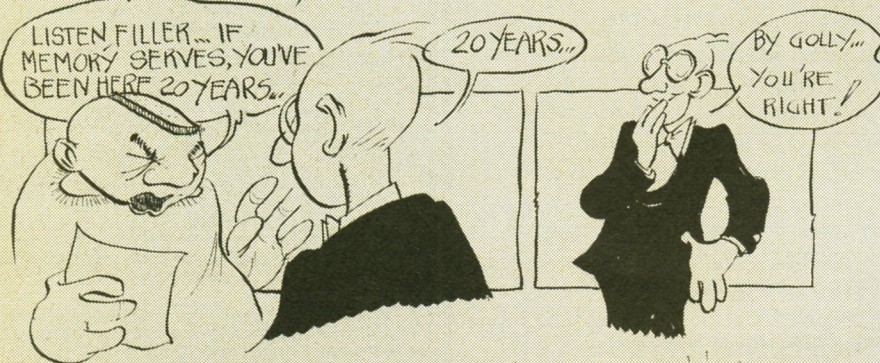
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## Squirmers

"We've decided that we should concentrate on the problem of editorial communication. Communication in the broadest sense of the term..." (From *The Editors' Exchange*, December 1978, published monthly by the U.S. Newspaper Readership Council).

It may be helpful to "concentrate on the problem of editorial communication," that is, to narrow the scope of attention. But to lapse then into a cliched afterthought which specifies "communication in the broadest sense of the term" is contradictory. A case of one foot on the dock and one foot on the ferry.

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

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## CANADIAN PHYSIOTHERAPY ASSOCIATION

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The Canadian Physiotherapy Association (CPA) is the national organization of physiotherapists, responsible for setting and maintaining standards of education and practice for the profession. It is the official voice of the profession in Canada and internationally, and is a participating member of the World Confederation for Physical Therapy.

Contact:  
**Marion Leslie (Miss M.J.)**, Executive Director  
**Joan Pape (Miss J.)**, Assistant Executive Director  
Office: (416) 485-1139  
After hours: (416) 925-0642



## THE CANADIAN PUBLIC RELATIONS SOCIETY/LA SOCIETE CANADIENNE DES RELATIONS PUBLIQUES

220 Laurier Avenue West, Suite 640  
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CPRS is a voluntary organization of men and women engaged full time in the practice of public relations in Canada and abroad. It works to maintain high standards in public relations and to advance the knowledge, skill and status of those engaged in this field.

Membership in CPRS is restricted to individuals (not firms) who are engaged in the practice of public relations full time.

The national organization comprises a federation of eleven regional Societies located in major cities across Canada, plus a number of "Individual Members" located in areas at a distance from any Member Society, or resident abroad.

There is a national Council to which each Member Society elects representatives on a per capita formula, and from which National officers are elected annually. Councillors are the policy makers, and as such form the governing body of the National Society.

The National office is the pivotal organization, which links the Member Societies and Individual Members into a cohesive body. It has a full-time staff of three persons; responsibility is vested in an Executive Director.

Further details on the requirements for membership in CPRS are contained in the official application forms of the Society. These forms are available in English or French.

Application should be made, with the exception of Individual Members, through a Member Society. Individual members should apply through the National Office.

Contact:  
**Patrick H. Macleod APR**, Executive Director  
Office: (613) 232-1222

The following Societies have their own secretariat:

**The Canadian Public Relations Society (Toronto) Inc.**  
185 Bay Street, Suite 708  
Toronto, Ontario M5J 1K6  
Phone: (416) 364-4666

**The Canadian Public Relations Society (Quebec) Inc.**  
640 Cathcart Street, Suite 204  
Montreal, Quebec H3B 1M3  
Office: (514) 866-1798

**The Canadian Public Relations Society (Ottawa) Inc.**  
220 Laurier Avenue West, Suite 640  
Ottawa, Ontario K1P 5Z9  
Office: (613) 232-7014

Other Member Societies are located in Vancouver, Calgary, Edmonton, Regina, Winnipeg, Moncton, Halifax and St. John's. Information about Regional Societies may be obtained by writing to the National Office.

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Contact:  
**Brian Robertson**, President  
Office: (416) 967-7272



Canadian  
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After hours: (613) 234-8528

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Contact:  
**Don Rubin**, Editor  
Office: (416) 667-3768, 667-6284  
After hours: (416) 881-8156  
**Lynn McFadgen**, Business Manager  
Office: (416) 667-3768, 667-6284

## 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:  
Office phone for all below: (613) 237-1590  
**Norman Simon**, Public Relations Director  
After hours: (613) 829-1885  
**Fred Tabachnick**, Assistant Director, Public Relations  
After hours: (613) 828-9817  
**Marc Bélanger**, Public Relations Officer  
After hours: (613) 737-3446



## CANADIAN UNIVERSITY SERVICE OVERSEAS (CUSO)

151 Slater Street  
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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:  
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**Anthony L. Acker**, Media Co-ordinator  
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Twice yearly, *Content* is published as *Sources*, the directory you are looking at. It is helpful when users of *Sources* tell contacts reached through these pages that this is where they found them.

*Content* subscribers also receive quarterly issues of *Carleton Journalism Review* as free bonus supplements, through an exclusive distribution arrangement.

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# the co-operators

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**Norman Vigar**  
Priory Square  
Guelpf, Ontario N1H 6P8  
Office: (519) 824-4400

## THE COUNCIL FOR BUSINESS AND THE ARTS IN CANADA

Box 64, Toronto-Dominion Centre,  
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CBAC's aim is to encourage and stimulate business support of the arts but it does not provide grants or solicit funds for arts groups. CBAC functions as a liaison in fund-raising and corporate sponsorship activities for the arts, and as a counselling and information service for its 93 corporate members.

Contacts:  
**Arnold Edinborough**, President & C.E.O.  
**Eileen Love**, Assistant to the President  
Office phone for all above: (416) 869-3016

## COUNCIL OF CANADIAN FILMMAKERS

Box 1003, Station A  
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The Council of Canadian Filmmakers is an umbrella organization of professional associations and unions in the English Canadian film and television production industry. It represents 14,000 directors, writers, actors, technicians and production personnel through its member organizations: ACTRA; Directors' Guild of Canada; Canadian Film Editors' Guild; Canadian Society of Cinematographers; NABET; IATSE 644; IATSE 873; Canadian Filmmakers' Distribution Centre; SGCT-ONF (NFB Union); British Columbia Film Industry Association.

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After hours: (604) 985-1046  
**Alan Stubbs**, Information Services Manager  
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**Bob Porter**, Institutional Services Manager  
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# D

## DANCE IN CANADA ASSOCIATION

100 Richmond Street East, Suite 401  
Toronto, Ontario M5C 2P9

This national service organization's membership includes professional dance companies; dancers; educators; administrators and interested individuals. The Association may be contacted both for general or specific information on events and developments in dance in Canada. Publications: *Dance in Canada Magazine* (quarterly); newsletter (monthly); *Dance Ontario* newspaper (quarterly).

Contact:  
**Nikki Abraham**, Business Manager  
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**Brian Robinson**, Co-ordinator  
*Dance Ontario* newspaper  
Office: (416) 961-0050

**Michael Crabb**, Editor,  
*Dance in Canada Magazine*  
Office: (416) 368-4793  
Home: (416) 844-3026

## DEAN MILLER COMPANY LIMITED

Suite 1005 - 207 West Hastings Street  
Vancouver, B.C. V6B 1H7

Dean Miller Company Limited and its sister company, International Public Relations Co. (Canada) Ltd., provide the full range of communications services and public relations counsel to both domestic and foreign clients. B.C. member of Inside Canada Public Relations Limited, with affiliated offices in key cities across Canada.

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Senior Account Executive  
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Telex: 04-53114

## DOMINION FOUNDRIES AND STEEL, LIMITED (DOFASCO)

Box 460  
Hamilton, Ontario L8N 3J5

Canadian-owned Dofasco is the second largest integrated steel manufacturer in Canada. Basically, it produces hot and cold-rolled steel products and steel castings in Hamilton. Subsidiaries include National Steel Car Corporation, Limited, Hamilton, Ontario, one of Canada's largest railway rolling stock manufacturers, and Prudential Steel Ltd., Calgary, Alberta, a pipe mill.

Contacts:  
**Ron Dennis** Public Relations Assistant  
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**Alan B. Goddard**,  
Director, Communications and Public Affairs  
Office: (416) 544-3761, Ext. 2200

# dominion textile inc.

## DOMINION TEXTILE INC.

1950 Sherbrooke St. West  
Montréal, Québec H3H 1E7

Dominion Textile Inc. is the largest textile company in Canada and the 6th in North America with an annual sales volume of more than \$500 millions and 25 manufacturing facilities in Canada. It employs close to 13,000 persons and it is engaged in the design, production and marketing of woven, non-woven and knitted fabrics for the apparel industry, for other industrial uses and the consumer. It also produces yarns, interlinings, fusible fabrics and plastic products.

**Michel Dufour**, Public Relations Manager  
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After hours: (514) 453-2623

## DOW CHEMICAL OF CANADA, LIMITED

Modeland Road Centre  
P.O. Box 1012  
Sarnia, Ontario N7T 7K7

Dow Canada is a major producer of a diversified range of petrochemicals and chlor-alkali products. Plants are located in Sarnia, Fort Saskatchewan (Alberta), Ladner (B.C.), Varennes (Quebec), Richmond Hill and Weston (Ontario). The Company employs approximately 3,000 of whom 99% are Canadians. The current value of plant properties in Canada is about \$500 million, and an additional \$600 million is being invested in new plants at Fort Saskatchewan. Dow Canada is a wholly-owned subsidiary of The Dow Chemical Company, Midland, Michigan, whose stock is traded on major world exchanges including Toronto.

Contacts:

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**Molly Basaraba**, Communications Manager,  
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**Barry D. Chatland**,  
Chief, News & Information Bureau  
Office: (519) 339-3499

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## DU PONT CANADA INC.

Box 660  
Montreal, Quebec H3C 2V1

Du Pont Canada Inc. with about 5500 employees has eight manufacturing sites, a research centre and an exploration subsidiary. Manufactures man-made fibres for the textile, clothing, tire and carpet industries; polyethylene resins for plastics processors; plastic pipe; packaging materials; commercial explosives; automotive and industrial paints; petroleum chemicals; woven polyolefins; refrigerants and solvents. Also markets x-ray, printing, engineering and industrial films, agricultural and industrial chemicals; dyes and pigments; analytical instruments and electronic components.

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# E

## ENERGY, MINES AND RESOURCES CANADA

580 Booth Street  
Ottawa, Ontario K1A 0E4

The department is responsible for: federal policies on oil, gas, electricity, coal, uranium and nuclear energy; energy conservation; resource management; research in energy and mineral technology; surveying and mapping; satellite and airborne remote sensing; research in earth physics (including earthquakes); explosives regulations; and geological research. Also sells maps.

Contacts:

**Media Relations Officers**  
Office: (613) 995-3065

Earthquake Information: (613) 995-5548

## ENERGY PROBE

*Main Office:*

43 Queen's Park Crescent  
Toronto, Ontario M5S 2C3

*Ottawa Office:*

53 Queen Street, Room 54  
Ottawa, Ontario K1P 5C5

Energy Probe is a non-profit public interest research and education group dedicated to the promotion of an environmentally and economically sound national energy policy. It is involved in a wide range of issues including nuclear power, renewable energy, conservation and the socio-economic implications of energy policies.

Contacts:

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**Chris Conway**,

Electricity, pricing and costing

**Brian Marshall**,

Renewable energy and conservation

**Norm Rubin**, Nuclear energy

**Marilyn Aarons**, Education and network  
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**Dr. David Brooks**,

Co-ordinator, Ottawa office

Office: (613) 234-1649

*The Probe Post*, an energy and environment journal:

**Bob Gibson**, Editor

Office: (416) 978-7016



## EXPORT DEVELOPMENT CORPORATION (EDC)

110 O'Connor Street

Mailing address:

P.O. Box 655

Ottawa, Ontario K1P 5T9

A government-owned commercial enterprise, the Export Development Corporation provides financial facilities to assist Canadian exporters meet international credit competition. These facilities include export credits insurance against nonpayment for goods and services by foreign buyers, surety, insurance against calls on performance bonds, loans to foreign buyers of Canadian capital equipment and services, and guarantees related to political risks of loss of Canadian investments abroad. Head office is in Ottawa and offices are maintained in Toronto, Montreal, Vancouver and Halifax.

Contacts:

Office phone for all below: (613) 237-2570

**Michael Dibben**, Asst. Vice-President,  
Corporate Communications

**Jean Guy Bigras**, Chief, News Services

After hours: (613) 733-2785

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**FALCONBRIDGE NICKEL  
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P.O. Box 40, Commerce Court West  
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Falconbridge is a diversified mining organization engaged in exploration, production and marketing on an international scale. The Falconbridge Group produces a wide range of metals, minerals and industrial products; carries on in-house and custom metallurgical research; provides technical consulting services to government and industry; and participates in joint ventures in the natural resources field.

Contacts:

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Director, Public Relations  
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Home: (416) 444-2633

**Sudbury (Falconbridge, Ont.):**

**Norman E. Greene**  
Community Relations Manager  
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Home: (705) 566-3591

**FISHERIES AND  
ENVIRONMENT CANADA**

Headquarters  
200 rue du Sacré-Coeur  
Hull, Québec K1A 0H3

The Department of Fisheries and the Environment is responsible, at the federal level, for the protection of Canada's air, water and land resources, a responsibility which it shares in many instances with other federal departments and with the governments of the provinces. The Department has two main programs: The Fisheries and Marine Program, related to the aquatic environment and the living resources of ocean and inland waters, and the Environmental Services Program, delivered by three Services: Atmospheric Environment, Environmental Management and Environmental Protection. The Minister is Roméo LeBlanc. The Minister of State for Environment is Len Marchand and the Deputy Minister, J. Blair Seaborn.

Contacts:

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**Environmental Management Service**  
(Forest, wildlife, inland waters, lands)  
Hull, Qué.: **Claude G. Jarry**  
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**Regional Information Officers:**  
Vancouver, B.C.: (604) 666-8941  
Edmonton Alta.: (403) 425-6302  
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**Environmental Protection Service**  
(Pollution monitoring and regulation)  
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**Regional Information Officers:**

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Office: (604) 666-6711, local 229

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Edmonton, Alta.: **Ken Williams**  
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Toronto, Ont.: **Chris Endemann**  
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Montreal, Qué.: **Claude Picard**  
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.

Contact:

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After hours: (416) 639-5213

**G**
**GAY ALLIANCE TOWARD  
EQUALITY (GATE)**

Box 793, Station Q  
Toronto, Ontario M4T 2N7

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 Canadian Lesbian and Gay Rights Coalition.

Contacts:

**Brian R. Mossop,** President

Office: (416) 966-8131

After hours: (416) 465-4469, 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. Four plants, five branch offices and 18 retail outlets across the country. 3000 employees.

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## GROCERY PRODUCTS MANUFACTURERS OF CANADA

170 Laurier Ave. West, Ste. 703  
Ottawa, Ontario K1P 5V5

1185 Eglinton Ave. East, Ste. 101  
Don Mills, Ontario M3C 3C6

The Grocery Products Manufacturers of Canada is a national association representing some 100 manufacturers and processors of grocery products, including food and non-alcoholic beverages. The food and beverage industry is the largest manufacturing industry in Canada, both in terms of shipments (\$17.291 billion) and employment (219,646) in 1976. The industry supplies approximately 90 per cent of domestic processed food and beverage requirements. The GPMC conducts government and inter-trade relationships on behalf of its members, and carries out a public information program.

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366 Bay Street,

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Contact:

**Diane J. McPherson**,

Manager — Marketing Services

Office: (416) 863-5099

## GULF CANADA LIMITED

800 Bay Street

Toronto, Ontario M5S 1Y8

Gulf 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.

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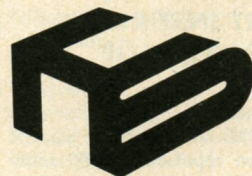
1075 West Georgia St.

Vancouver, B.C. V3H 3E1

Office: (604) 684-9424

After hours: (604) 943-3140

## H



## 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; 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:

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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:

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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.

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## 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:

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After hours: (416) 221-1449



Hydro-Québec

## HYDRO-QUÉBEC

75 Dorchester Blvd. West

Montréal, Québec H2Z 1A4

Hydro-Québec is a state-owned electric utility founded in 1944. It owns 80% of the province's electrical generating facilities and serves more than 2.2 million residential, commercial and industrial customers.

It has fixed assets worth more than \$6.7 billion and an available capacity exceeding 18 million kilowatts.

Hydro-Québec is unique among the world's major electric utilities in that 99% of

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its production is generated from a renewable resource, water.

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I



IBM Canada Ltd.

**IBM CANADA LTD.**

1150 Eglinton Avenue East  
Don Mills, Ontario M3C 1H7

IBM Canada Ltd. is a major manufacturer and distributor of electronic computers and other business equipment. Products include data processing machines and systems, electric typewriters, word processing equipment, copiers and related supplies and services.

IBM's history dates back to 1911. The company has over 11,600 employees, and 55 branch offices in 21 cities. The company operates manufacturing plants in Don Mills, Ontario and Bromont, Quebec. Headquarters are in Don Mills.

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After hours: (416) 233-9258

**Ted McCall**  
Office: (416) 443-6603  
After hours: (416) 498-0459



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.

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**Victor M. Drury**, Asst. to the Vice-Pres., PR  
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**Imperial Tobacco Limited:**

**Michel Descôteaux**,  
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**Shoppers Drug Mart stores:**

**Hilda Wilson**, PR Counsel  
President, Investor Relations Limited  
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**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  
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The major association of Automobile, Casualty and Property Insurance Companies transacting business in the Canadian market.  
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**INTERNATIONAL  
DEVELOPMENT RESEARCH  
CENTRE**

60 Queen Street  
P.O. Box 8500  
Ottawa, Ontario K1G 3H9

A federally-funded public corporation created in 1970, IDRC supports research to adapt science and technology to the needs of developing countries, concentrating in: agriculture, food and nutrition; health; information; and social sciences. IDRC has an international governing Board, and offices in Africa, Asia, Latin America, and the Middle East.  
Contact:  
**Mairuth Sarsfield**, Public Affairs  
Office: (613) 996-2321, ext. 377

**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:

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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 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:  
Percy Tuttauq, Information Officer  
Diane Vogel, Media Relations  
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 Secord, 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) 592-1712



### A.E. LePAGE LIMITED

50 Holly St.  
Toronto, Ontario M4S 2G1

A.E. LePage Limited is Canada's largest independent real estate broker currently employing over 3,600 people in 197 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.

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Maclean-Hunter Business Publishing  
Company  
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(responsible for all Canadian and international business publications and *The Financial Post*)

Consumer Magazines:  
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Book Publishing:  
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Co-operative Book Centre of Canada,  
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**Robert M. Gowdy**, General Manager  
Office: (416) 252-7791

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

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**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.

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After hours: (416) 632-7885

### McMaster University Faculty of Health Sciences:

**Mrs. Marjorie Baskin**  
**Mrs. Janet Cochran**  
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### MEDIA CLUB OF CANADA

National Address until June 1979:  
Box 504, Station B  
Ottawa, Ontario K1P 5P6  
(Note: *The new address will appear in Content magazine later this year under the heading "Sources Updates".*)

Media Club of Canada (formerly The Canadian Women's Press Club) Bi-annual General Meeting and 75th Anniversary Reunion, being held at McMaster University June 6 to 10, 1979. Non-members welcome, for all or part. Former members specially encouraged to attend. Authors' luncheon Friday, June 8. Tours to steel mills and Niagara Falls. Post-convention flight to St. Louis, Mo. Contacts, and for more information about Reunion:

**Jean Craig**, Reunion Co-ordinator  
16 Douglas Place  
Stoney Creek, Ont. L8G 1M6  
Phone: (416) 662-8185

**Kit McDermott**, National President  
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**Dorothy Turcotte**,  
Hamilton Branch President  
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Phone: (416) 945-8042

### 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.

Contacts:  
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**Ron Wood**, Manager, Media Relations  
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# Mobil

### MOBIL OIL CANADA, LTD.

Box 800  
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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

### 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, Energy Systems Engineering Technology, Physiotherapy, Occupational Therapy and Applied Music.

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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, producing and marketing a variety of products and services and employing some 12,500 people in over 400 Canadian communities and 30 other countries. Best known for its more than 25 brands of beer, other Molson companies include: Beaver Lumber, Willson Office Speciality, The Diversey Corporation and Seaway/Midwest Limited.

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



## NCR CANADA LTD

6865 Century Avenue  
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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, micro-fiche, COM (computer output micro-fiche) equipment and sales used with NCR systems, and a network of data processing centers.

Contact:

**Les Friedman**,

Advertising and Public Relations Manager  
Office: (416) 826-9000



**NAPO**  
ONAP  
NATIONAL ANTI-POVERTY ORGANIZATION  
ORGANISATION NATIONALE D'ANTI-PAUVRETÉ  
196 BRONSON AVE. STE. 300 OTTAWA, ONTARIO K1R 6H3 TEL. 238-6311

## NATIONAL ANTI-POVERTY ORGANIZATION (NAPO)

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

A non-profit, registered charitable organization whose membership consists of Canadians living in poverty who, with the support

and assistance of associate members actively seek solutions to the problems of the poor.

NAPO 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 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.

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Head, Publications Section

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**Andrea Paradis**,

Head, Displays Section

Office: (613) 995-7969

## 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 also has the responsibility, under the Criminal Records Act, for recommending whether

pardons for federal offences should be granted by the Governor in Council. The Board has 26 members, appointed by Governor in Council, and has its headquarters in Ottawa and offices in five regions of Canada.

Contacts:

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**John Nugent**, Regional Secretary

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**Saskatoon:**

**Norman Fagnou**, Regional Secretary

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**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, Prince Albert, Toronto and Victoria.

Contact:

**Administrative Officer**

Office: (416) 366-3494



## NATIONAL UNION OF PROVINCIAL GOVERNMENT EMPLOYEES (NUPGE)

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

Telephone: (613) 563-0701

Telex: 053-4431

Fourth largest union (132,000 members) in Canada, and affiliate of Canadian Labour Congress. Collective voice of provincial government workers in Canada. NUPGE has a component structure that is at present composed of British Columbia (BCGEU), Alberta (AUPE), Saskatchewan (SGEA), Manitoba (MGEA), Ontario (OLBEU), Prince Edward Island (PEIPSA), Nova Scotia (NSGEA), Newfoundland (NAPE).

Contact:

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**Bill Broad**, President  
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**W.C. (Bill) Reid**, Secretary-Treasurer  
After hours: (613) 523-5256

### 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 Gazez**, Editor  
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### 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:  
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After hours: (709) 579-3564



**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 75 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.

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## **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.

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**Montréal:**  
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Conseiller, Relations publiques — Québec  
Office: (514) 871-9650

### **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, Québec 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.

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**Northern Telecom Canada Limited**  
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Edmonton, Alberta T5J 2P4  
Office: (403) 482-4110  
After hours: (403) 489-5940

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## 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, the Honourable Donald R. Morand, 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.

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.

Office hours: 9 a.m. to 5 p.m. (24 hour answering service.)

Contact:

**Keith Hoilett**, Executive Director  
**Alice Murray**, Communications Assistant  
General inquiries: (416) 869-4000  
Communications: (416) 869-4030, 869-4032

## ONTARIO CHAMBER OF COMMERCE

2323 Yonge Street, 5th floor  
Toronto, Ontario M4P 2C9

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:

**Joan Hyland**, Administrative Director  
Office: (416) 366-3551



## ONTARIO CREDIT UNION LEAGUE LIMITED

180 Duncan Mill Road,  
Don Mills, Ontario M3B 3K3

The Ontario Credit Union League is a service organization for over 1100 Credit Unions.

The League assists Credit Unions to serve their members and provides services to develop the League and its Credit Union co-operative members in Ontario.

The League represents Credit Unions in dealings with other co-op organizations, government, the public and industry.

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**TVOntario**   
The television service of The Ontario Educational Communications Authority.

## 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.

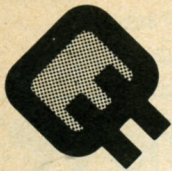
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**Don Brookes**,  
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General Manager, Corporate Relations  
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Director of Technical Services  
**Chris Johnson**, Network Manager

Office phone for all above: (416) 484-2600  
Telex: 06-23547

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## 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.

Contact:  
**Media Relations Office: (416) 592-3328-38-39-40**

After hours: **(416) 592-5111**



## Ministry of Culture and Recreation

Ontario

### ONTARIO MINISTRY OF CULTURE AND RECREATION

77 Bloor Street West, 6th Floor  
Toronto, Ontario M7A 2R9

The Ministry is responsible for promoting and supporting a wide range of cultural and recreational activities and services in Ontario, formulating policies and developing programs in Arts Services, Sports and Fitness, Heritage Conservation, Libraries, Community Information, Citizenship and Multicultural Development. In addition, the ministry supports a number of provincial cultural, recreational and historical facilities and institutions. **Information Services Branch** supports these programs.

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**Citizen's Inquiry:**  
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**Wintario Grants Information:**  
**Marna Snitman**, Co-ordinator  
Office: **(416) 965-2390**

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## ONTARIO MINISTRY OF EDUCATION

Communications Services Branch  
14th Floor, Mowat Block  
Queen's Park  
Toronto, Ontario M7A 1L2

Contact:  
**John Gillies**  
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## 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**

**Energy Conservation and Renewable Energy:**  
Office for all below: **(416) 965-3246**  
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After hours: **(416) 484-8794**  
**Barbara Robson**, Information Officer  
**George Gaydos**, Information Officer



## 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.

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Senior Information Officer  
**Anson Raymond**, Media Relations Officer  
Office phone for the above: **(416) 965-7117**

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

Providing environmental education liaison with academic institutions:  
**M.F. Cheetham**,  
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'Dwyer**, Acting Director  
Office: **(416) 965-4220**

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

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

**Mac Keillor**, Media Relations Officer  
Office: **(416) 965-5167**

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

**...IT WILL BE  
TIME WELL SPENT**



## 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 and the land development wing responsible for new town development and land marketing.

Contacts:

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Office: (416) 965-9780  
After hours: (416) 481-8432

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Office: (416) 965-9784  
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**Ray Tuokko**, Manager, Communications,  
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**Bob Nykor**, Co-ordinator, Communications,  
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Community Development  
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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 Place Corporation:**

**John McDermid**,  
Manager, Public Relations and Planning  
955 Lakeshore Blvd. W.  
Toronto, Ontario M6K 3B9  
Office: (416) 965-6332

## ONTARIO MINISTRY OF INTERGOVERNMENTAL AFFAIRS

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

The Ministry is the province's chief contact with Ontario local governments. It is responsible for relations with the federal government, other provinces and external governments and agencies. It plays an integral part, along with the Premier's Office: in the formulation and discussion of the Canadian constitution.

Contact:

**Marion Dempsey**, Manager,  
**Marjorie Rebane**, Information Officer,  
Communications Group  
Office: (416) 965-7171



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  
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**Scott Tyrer**, Senior Media Relations Officer  
Office: (416) 965-7941  
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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:

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

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After hours: (416) 884-7797

**Grant Mulholland**, Information Officer  
**Wayne Mutton**, 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

**Orv Harron**,  
Manager, Public and Safety Information  
Branch  
Office: (416) 248-3501



Ministry of  
Treasury and  
Economics

Ontario

## ONTARIO MINISTRY OF TREASURY AND ECONOMICS

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

Within the Ontario government, the Ministry of Treasury and Economics recommends fiscal, economic and regional policies. Work is done on taxation and fiscal policy (including development of the provincial Budget) economic policy and analysis; regional economic development; provincial borrowing and accounting; and statistical information.

Contact:

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

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## ONTARIO PUBLIC INTEREST RESEARCH GROUP

OPIRG-Provincial:  
Room 226, Physics Building  
University of Waterloo  
Waterloo, Ontario N2L 3G1

OPIRG is a provincial association with offices on seven university campuses. Funded by student fees and community memberships, the staff work to: research local issues, sponsor campus and community educational activities and provide a resource centre for community groups, students and individuals. Staff also do research in selected areas with provincial or national significance to provide a context for local projects.

Contacts:

### *OPIRG-Guelph:*

**Peter Cameron** or **Carol Brooks**  
214 Blackwood Hall  
University of Guelph  
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Office: (519)824-2091

### *OPIRG-Hamilton:*

**Donna Elliott**  
115 Wentworth House  
McMaster University  
Hamilton, Ontario L8S 4K1  
Office: (416) 523-0131

### *OPIRG-Ottawa:*

**Peter Sheridan**  
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University of Ottawa  
85 Hastey Street  
Ottawa, Ontario K1N 8Z4  
Office: (613) 235-3647

### *OPIRG-Peterborough*

**Paul McKay** or **Mary Neumann**  
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Trent University,  
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### *OPIRG-Waterloo:*

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Office: (519) 884-9020

### *OPIRG-Western:*

**Moya Beall** or **Paul Schmidt**  
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University of Western Ontario,  
London, Ontario  
Office: (519) 679-6078

### *OPIRG-Windsor:*

**Karen Weisberg**  
Cody Hall,  
University of Windsor,  
Windsor, Ontario  
Office: (519) 254-4192

## 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:

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**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:

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After hours: (416) 493-4723  
**Heather Bennett**, Secretary  
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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:

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Historic Properties  
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#### *Calgary:*

**Ken Preston**, Information Advisor  
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After hours: (403) 243-7990

## (p.w.a.c.)

### 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  
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After hours: (403) 283-3438

### PETROLEUM RESOURCES COMMUNICATION FOUNDATION

105, 309- 2nd Avenue S.W.  
Calgary, Alberta T2P 0C5

The Petroleum Resources Communication Foundation is a non-profit organization which represents over one hundred exploration, production, drilling, transmission and service supply companies. The sole objective of the PRCF is "to create an increased public awareness and understanding in Canada of

(continued)

the oil and gas exploration industry and related industries."

Contact:  
**Gary Last**, President  
**Judy Williams**, Executive Assistant  
Telephone for both above: (403) 263-7529

## 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) 332-0220

## 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 64 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:  
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Director of Communications  
**Maj.-Gen. W. M. Garton** (retired),  
President  
**Guy Beauchemin**,  
Executive Vice-President  
Office phone for the above: (613) 236-9993

# polargas

**POLAR GAS PROJECT**  
P.O. Box 90, Commerce Court West  
Toronto, Ontario M5L 1H3

Proposes building a buried natural gas pipeline to connect Arctic frontier gas reserves to southern markets. Currently has an application before the NEB to construct a pipeline to transport Arctic Islands reserves and is studying alternative routings which would also allow connection of Delta gas reserves in a combined system.

Contact:  
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Public Affairs Manager  
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## 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 \$4.50, single copy 40c.

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  
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After hours: (416) 292-7890  
**Mary Visser**, Assistant Editor  
**Leila M. MacInnes**, Circ. & Advertising



## PRISONERS' RIGHTS GROUP (PRG)

3965 Pandora  
Burnaby, B.C. V5C 2A8

Help prisoners help themselves. Help educate the public as to true nature of Canadian prison system. Join with growing movement to abolish present prison system recognized as expensive, counter-productive, brutal and inhumane. Support community-supervised programs, moratorium on new prison construction, and other viable alternatives.

Contact:  
**Claire Culhane**  
Phone: (604) 299-7178  
**Pamela Cowlshaw**,  
2 - 1552 East Pender  
Vancouver, B.C. V5L 1W1  
Phone: (604) 253-2040

## WHAT KIND OF PERSON USES SOURCES?

# R

## "RENEWABLE ALTERNATIVES"

## SOLAR ENERGY SOCIETY OF CANADA INC. 1978 CONFERENCE

P.O. Box 2220, Station "A",  
London, Ontario N6A 4E3  
Proceedings of conference published in 2 volumes, 1000 pages; includes technical papers, special lectures and summaries of panel discussions.

Volume 1 - \$20.00; Volume 2 - \$10.00;  
Volumes 1 & 2 - \$25.00.

Binders - \$4 each, two for \$7.50. Postage and handling charge - \$1 per volume.

Payable to Treasurer, SESCO 1978 Conference (address above).

Contact:  
**Mrs. Anita Sherin**, Executive Secretary  
30 Rollingwood Circle  
London, Ontario N6G 1P7  
Residence: (519) 471-2687

## 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 substantial 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:  
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After hours: (416) 925-6119

News persons. Communications persons. People seeking facts, comment, explanation. Newspaper reporters, magazine editors, radio news directors, information services personnel, freelance writers, TV news reporters, open-line radio hosts, press gallery members, news service editors, cable TV program directors, *Content* magazine subscribers from coast to coast.

## RIO ALGOM LIMITED

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

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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.

### Contacts:

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After hours: (416) 598-4533

**Walter Skol,** Manager, Public Relations

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## ROADS AND TRANSPORTATION ASSOCIATION OF CANADA

1765 St. Laurent Boulevard  
Ottawa, Ontario K1G 3V4

A non-profit, non-partisan national association bringing together 900 corporate members from the public and private sectors of the transport field. RTAC works toward the rational use and development of Canada's overall transport system through forums activities, technical and general information dissemination and research programs. Association has largest surface transportation library in the country.

### Contact:

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## ROTHMANS OF PALL MALL CANADA LIMITED

75 Dufflaw Road  
Toronto, Ontario M6A 2W4

The Company is a member of the world-wide Rothmans Group which operates 103 plants in 30 countries and whose products are sold in more than 180 countries. Rothmans of Pall Mall Canada Limited and its subsidiary companies are engaged in the production and sale of tobacco, beer and wine products and are involved in oil and gas operations.

### Contact:

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Executive Director, Corporate Affairs

Office: (416) 789-7711



## THE ROYAL BANK OF CANADA

Head Office  
1 Place Ville Marie  
Montreal, Quebec H3C 3A9

With assets of more than \$42 billion, The Royal Bank is Canada's largest and ranks fifth in North America. It has more than 1,500 branches across Canada and almost 100 in other countries.

### Contacts:

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**Vancouver, B.C.:**

**Dave Laundy**

1055 West Georgia Street

Office: (604) 665-4031

After hours: (604) 921-9181

## Royal Insurance

Canada



## ROYAL INSURANCE COMPANY OF CANADA

Head Office:  
40 Scott Street,  
Toronto, Ontario M5E 1L5

Royal Insurance Company of Canada is the largest insurer in Canada of homes, cars and businesses, with Branch, District and Service offices in most major centres across Canada, and a staff of over 3,800 who look after more than 500,000 clients and 1,250,000 individual insurance policies.

### Contact:

**Gordon S. Findlay,** Communications  
Manager.

Office: (416) 368-6011



## THE ROYAL TRUST COMPANY

630, Dorchester Boulevard West  
Montreal, Quebec H3B 1S6

The Royal Trust Company, which started operations in Montreal in 1899, is the largest Trust Company in Canada. It also is a leader in real estate sales and computer services, through its subsidiary, Computel Systems Ltd. Internationally the Royal Trust provides banking and other financial services in Florida and overseas.

### Contact:

**Lauchlin A. Chisholm,**

Vice-President, Public Relations

Office: (514) 876-2508



## Ryerson Polytechnical Institute

## RYERSON POLYTECHNICAL INSTITUTE

50 Gould Street  
Toronto, Ontario M5B 1E8

Ontario's only degree-granting polytechnic, Ryerson offers career-oriented education in some 35 programs in arts, applied arts, business, community services and the technologies. Its Continuing Education Division encompasses evening courses, correspondence courses, the Management Development Institute and Open College/Ryerson, which presents credit courses on radio.

### Contact:

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S



**THE SNC GROUP/LE GROUPE SNC**

1, Complexe Desjardins  
P.O. Box 10, Desjardins Postal Station  
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Night line: (514) 282-9526  
After hours: (514) 934-0622

**ST. FRANCIS XAVIER UNIVERSITY**

Antigonish, Nova Scotia B2G 1C0  
St. F. X. is a university offering the widest range of undergraduate programs of any university in the Maritimes. The purpose is the education of all qualified candidates, but particularly those who reside in eastern Nova Scotia. Our research is both basic, and problem oriented, and related in many cases to the needs of the constituency.

Contacts:  
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After hours: (902) 863-5581

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**Rev. Burton MacDonald** (902) 867-2227

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**Dr. Kevin O'Brien**, one of Canada's experts on

Oscar Wilde (902) 867-2101  
**Dr. Pat Walsh**, author of the play *Mud Shelley* (902) 867-3901

**Rev. R.J. MacSween**, editor, *The Antigonish Review* (902) 867-2221

Basketball:  
**Steve Konchalski** (902) 867-2128

Business Activity, Eastern N.S.:

**St. F. X. Management Centre** to aid small businesses (902) 867-3941

Cape Breton Folk Music:  
**J.C. O'Donnell**, director of Men of the Deeps Miners Chorus (902) 867-2106

Concert Band:  
**James Hargreaves**, director of Antigonish Wind Ensemble (902) 867-2268

Employment:  
**Dr. Winston Jackson**, Dalhousie Public Affairs project on marginal employment (902) 867-2452

Environmental Research, Auto Emission:  
**Dr. E. A. Secco** (902) 867-3950

Environmental Research, Fish and Birds:  
**Biology Dep't.** (902) 867-2241

Environmental Research, The North:  
**Dr. Ron Nash** (902) 867-2254

Environmental Research, Spruce Budworm:  
**Dr. Brian Lynch**, working on environmentally-acceptable spray using sex attractant for males (902) 867-3907

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

Football:  
**John Musselman** (902) 867-3986

Handicapped, Education of:  
**John McFarland**, adaptive physical education for retarded children (902) 867-2175


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International Affairs, Canadian-Polish and  
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**Dr. A. Balawyder (902) 867-2285**

International Affairs, SALT talks:  
**Dr. Robin Ranger**, has written book and is  
frequent commentator on *CBC*. (902) 867-  
3940

Native Indian Habitation on Cape Breton:  
**Dr. Ron Nash (902) 867-2254**

Non-graded School:  
**Dr. Frank Kuzsman (902) 867-3973**  
Prof. Theresa MacIsaac (902) 867-2207

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**Dr. Ray MacLean**, the Scots in N.S.  
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**Major C.I.N. MacLeod**, preservation of the  
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**Sister Helen Aboud (902) 867-2422**

Parliament, Canadian:  
**Dr. John Stewart**, Member of National  
Capital Commission group studying ideal  
physical facilities for Parliament (902) 867-  
2291

Petroleum Geology:  
**Dr. William Shaw (902) 867-2154**

Unemployment, N.S.:  
**Dr. William Woodfine (902) 867-2252**



## SASKATCHEWAN FEDERATION OF AGRICULTURE

Box 1637,  
1601 McArthur Street  
Regina, Saskatchewan S4P 3C4

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.

Contacts:  
Farm policy in Sask. and the Prairies:  
**Gary Carlson**, Executive Secretary  
Office: (306) 525-3366  
After hours: (306) 586-0211

General farm policy; municipal government,  
land use, water management, environment,  
Canadian Wheat Board:  
**Clarence Hookenson**, President  
Phone: (306) 462-4916

Grains, livestock:

**William Marshall**  
Phone: (306) 569-4225

Poultry and eggs:  
**Harold Crossman**  
Phone: (306) 457-2723



## SASKATCHEWAN GOVERNMENT INFORMATION SERVICES

Legislative Building, Room 7  
Regina, Saskatchewan S4S 0B3

Saskatchewan Government Information  
Services is the central co-ordinating unit for  
information from all government departments  
and agencies.

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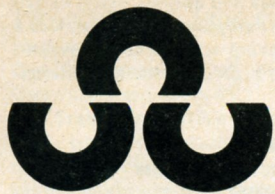
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800 de Maisonneuve Blvd East  
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La Société d'énergie de la Baie James is the managing body responsible for the hydroelectric development of rivers on the eastern coast of James Bay. SEBJ is a wholly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

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## SOUTHWESTERN BRITISH COLUMBIA TOURIST ASSOCIATION

Suite 202 - 60 8th Street  
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The Tourist Association is responsible for the coordination of both promotion and servicing for the tourist industry in Southwestern British Columbia. The membership of the Association represents a broad support from business and industry development associations as well as Chambers of Commerce and Convention and Visitor Bureau. The Association facilitates an exchange of information between these groups.

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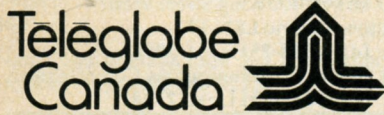
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Formed in 1971 to support and develop theatre in Ontario, Theatre Ontario is a non-profit arts organization, an association of professional, community and educational theatre companies, and individual members from all parts of the province. Its many programs include theatre festivals, conferences, workshops, summer courses, training programs, an information and resource centre, youth theatre programs, a printing and duplicating department, and the publication of the monthly magazine, *Scene Changes*.

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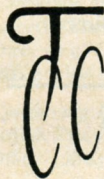
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We are a non-profit arts production company. We provide the bulk of the programs which take place at the St. Lawrence Centre including the winter theatre season, Music at the Centre, and public affairs forums. TAP also produces the Theatre Hour Company,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

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**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 responsible 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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## TRANSPORT 2000 CANADA

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Transport 2000 is a national federation of public transport consumer groups promoting a transport policy based on energy conservation, environmental protection and social equity, with particular emphasis on the rail mode and urban transit. Activities include consumer advocacy and information, transport policy research, and publication of a quarterly *Bulletin*.

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## UNITED NATIONS ASSOCIATION IN CANADA

63 Sparks Street, Room 808  
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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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## V

### VILLAGE HISTORIQUE ACADIEN

Box 820

Carquet, New Brunswick E0B 1K0

Along "La Rivière du Nord" and along highway 11, between Grande-Anse and Carquet is the site of the Village Historique Acadien. An attempt to recreate within definite space and time period a village of Acadia of the years 1780 - 1880, the Village Historique Acadien through its one mile of winding old fashioned gravel trail, will indeed take you back two centuries. Thirty-two buildings to visit depicting in a very authentic fashion an almost forgotten way of life in a site chosen because of its proximity to the "levées" and "aboiteaux", still-standing witnesses of Acadians' presence there in the past.

Contact:

**Antonio Landry,** Public Relations Officer  
Office: (506) 732-5350

After hours: (506) 727-3828



### VISUAL ARTS ONTARIO

8 York Street, 7th Floor

Toronto, Ontario M5J 1R2

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.

Contacts:

**William J.S. Boyle,** Executive Director

**Gail J. Habs,** Communications Officer

**Bruce Richards,** Regional Co-ordinator

Office phone for all above: (416) 366-1607

W



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**Marjorie Stewart, Office Manager**  
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400 - 177 Lombard Avenue  
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The Winnipeg Chamber of Commerce is an association of over 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. Now responsible for community's business development, through its agency, Winnipeg Business Development Inc.

Contacts:  
**Communications Manager**  
Office: (204) 944-8484  
**Bill Draper, General Manager**  
Office: (204) 944-8484  
After hours: (204) 832-4009

Attempt the end,  
and never stand to doubt;  
Nothing's so hard,  
but search will find it out.  
— Seek and Find, Robert Herrick



**WORKMEN'S COMPENSATION BOARD**

2 Bloor Street East  
Toronto, Ontario M4W 3C3

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.

Contacts:  
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Executive Director, Communications Division  
Office: (416) 965-8722  
**John Hastings,**  
Media Relations Officer, Communications Division  
Office: (416) 965-8722

**WRITERS' FEDERATION OF NOVA SCOTIA**

Box 3608, Halifax South P.O.,  
Halifax, Nova Scotia B3J 3K6

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.

Contact:  
**Gregory M. Cook, Co-ordinator, W.F.N.S.**  
Office: (902) 423-8116, 423-8117

**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.

Contacts:  
**Ellen Powers, Executive Director**  
Office: (416) 961-7373  
**Ann Ireland, Tour Director**  
Office: (416) 961-7373

X,Y

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**XEROX OF CANADA LIMITED**  
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Contacts:  
**Stan Fisher,**  
Director, Communications Department  
Office: (416) 667-3441  
After hours: (416) 233-4560  
**Penny Jolliffe, Associate Director,**  
Communications Department  
Office: (416) 667-3441  
After hours: (416) 881-3259

**THE NEXT  
ISSUE OF  
SOURCES  
WILL APPEAR  
IN DECEMBER,  
1979**

# THE SOURCES \$1,000 CHALLENGE

THAT WE HAD PLANNED TO MAKE IN THIS ISSUE

The plan was to offer a certified cheque for \$1,000 to anyone who could show us a better directory than this one. We were going to remind you that to collect that \$1,000, you would have to find another directory which:

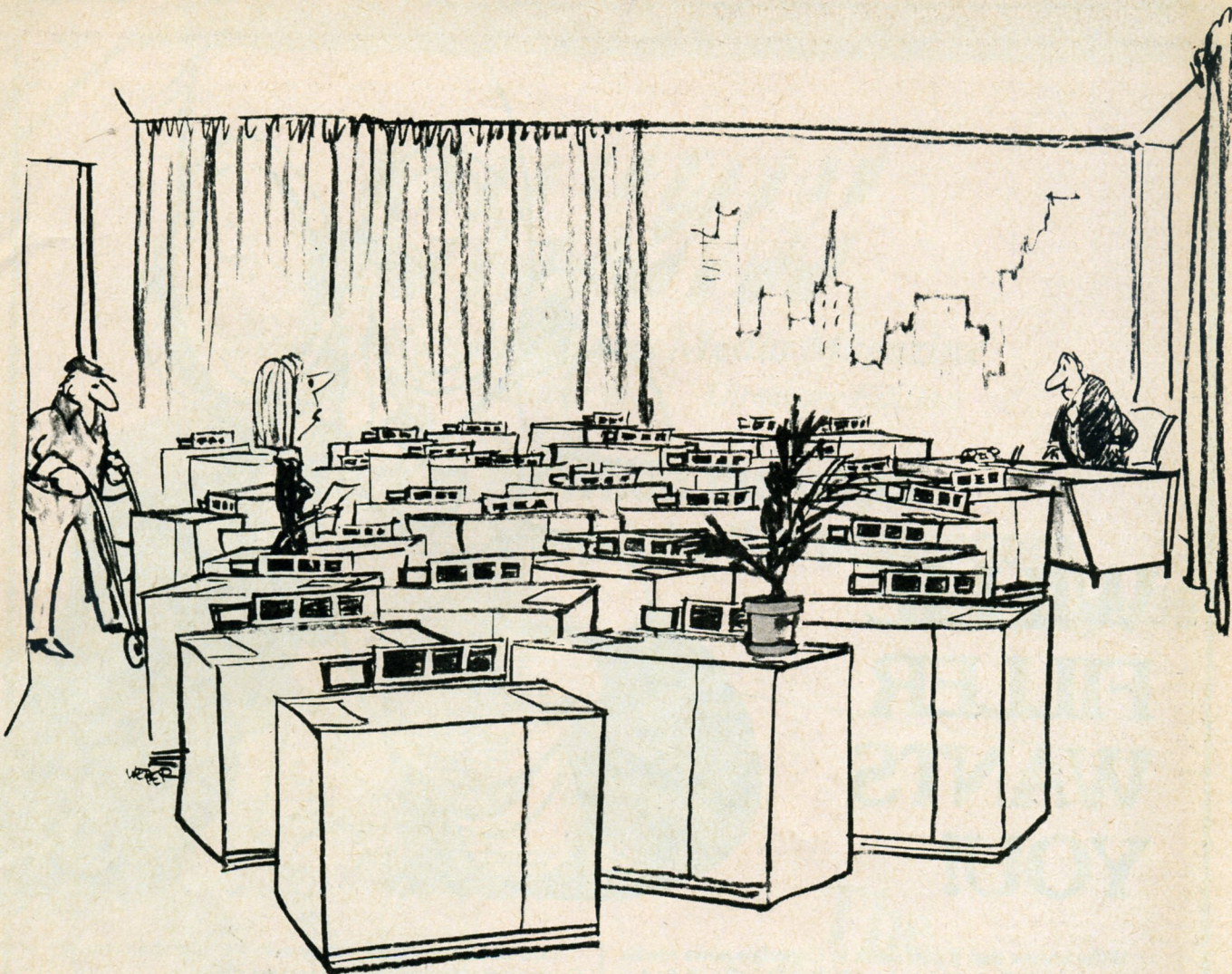
- Contains 802 or more media contacts;
- In as great a *variety* of organizations, from tiny advocacy groups to the largest corporations and government departments;
- With as many or more *after-hours telephone numbers* of those contacts;
- And with as good or better a *50-plus-word description* of the nature and purposes of each organization;
- With as fully a *cross-indexed Subject Guide* to listings;
- That comes out twice a year or more often;
- With a monthly, or more frequent, *listing update service* seen by at least half the recipients of the challenging directory.
- With as *accurate* information (*Sources'* copyrighted listings are proofread at least twice, stored in a computer and updated as necessary for each edition).

But then we realized the whole idea of offering \$1,000 was just a way to draw your attention to the positive and unique features of *SOURCES*... to encourage you to try using it yourself.

So we decided it wouldn't be right, really, to put up money that no one could win. But it seemed like a good idea for a while.

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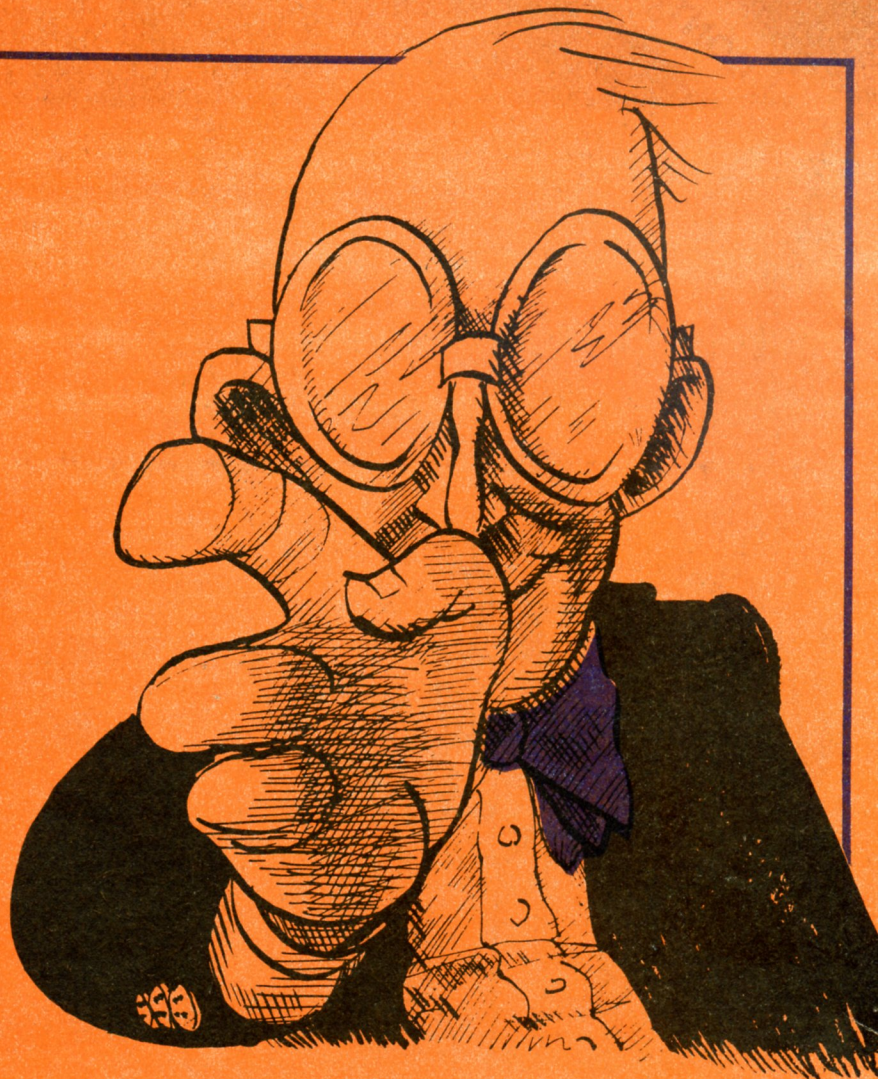
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