

**RADIO AS A VEHICLE FOR INFORMED
ENVIRONMENTAL COMMENTARY - A FEASIBILITY STUDY**

A project proposal submitted by the
Canadian Environmental Law Research
Foundation and Federation of Ontario
Naturalists

April, 1984

**CIELAP Shelf:
Canadian Environmental Law Research
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Radio as a Vehicle for Informed Environmental
Commentary - A Feasibility Study**

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RADIO AS A VEHICLE FOR INFORMED ENVIRONMENTAL COMMENTARY

A FEASIBILITY STUDY

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THE NEED FOR INFORMED COMMENTARY

The Canadian Environmental Law Research Foundation and Federation of Ontario Naturalists are pleased to submit this proposal for a study of the feasibility of producing a regular weekly radio program which would provide Ontario listeners with informed and relevant discussion of current environmental issues.

Environmental problems continue to worsen - toxic chemicals increasingly threaten drinking water sources, acid rain is killing more and more northern lakes, while environmental contamination in the home and work place is a source of growing concern.

Public reaction in the face of these mounting problems can be characterized by two words - concern and confusion. Public opinion polls show that Canadians believe strongly in the need for environmental protection. This was illustrated in a speech made recently by Ms. Catherine Shannon, of Canadian Trend Report. Based on her company's content analysis of daily news media, Ms. Shannon stated that environmental and, in particular, environmental health concerns have consistently remained among the top ten issues of concern to Canadians over the past decade.

Unfortunately, however, the public is often left feeling helpless when confronted by the maze of overlapping jurisdictions of governments and administrative agencies concerned with environmental matters. That feeling is compounded by the difficulty of fully understanding the complex and often competing scientific claims which underlie most environmental controversies.

This situation is well illustrated by the current debate over the quality of drinking water in Metropolitan Toronto. Science has developed an increasingly

sophisticated ability to detect toxic chemicals in Great Lakes water supplies but is unable to state clearly the degree to which these chemicals pose a threat to health. All three levels of government are actively involved in the debate. The federal Department of Health and Welfare has stated that it will review its drinking water guidelines, the provincial Ministry of the Environment is building a new plant to test water supplies while much attention focuses on the municipal government of Metropolitan Toronto. A large portion of the public votes with its dollars by switching to bottled water, only to be told that it contains the same contaminants. Other examples of similar public confusion with respect to environmental issues are easily found.

This public confusion is heightened by the fact that existing media coverage of environmental issues tends to be episodic and crisis oriented. Continuity is lacking and issues are not presented in depth, apart from specialized publications which are rarely seen by the layman. What is most important is the absence of analysis of the basic political, economic and scientific issues which underlie public policy decision-making in the environmental sector.

Environmental issues tend to be presented in emotional, simplistic terms - usually as a battle between "good guys" and "bad guys" - without reference to the full complexity of the issues involved.

If the public is to participate in a meaningful way in the environmental decision-making process, it must be given access to balanced and in depth commentary on the environmental issues which are featured in the daily headlines.

WHY RADIO?

Both the Canadian Environmental Law Research Foundation and the Federation of Ontario Naturalists work to provide information on environmental issues to the general and professional publics. This is done by means of published reports, newsletters, magazines, displays, educational kits and the convening of conferences and seminars on particular environmental issues. Both organizations are convinced that they offer a variety of very worthwhile services. Yet the fact remains that these media reach a limited and often specialized audience.

For some time, both organizations have been searching for a vehicle which would provide access to a wider public but which would not place an undue strain upon their limited human and financial resources. It appears that commercial radio in Ontario is one vehicle well worthy of exploration.

Commercial radio reaches a large audience in Ontario. At the same time, production costs, in comparison to television, are relatively low. A distribution network can be established without great difficulty and it is expected that commercial radio stations may well be interested in airing programs which are provided at no cost, meet Canadian content requirements and present information in a stimulating and thought-provoking format.

As described in more detail in the next section, the purpose of the feasibility study proposed here is to determine in precise terms the ways in which both organizations might use radio as a means of providing the general public with informed commentary on current environmental issues.

OBJECTIVES

1. To produce ten half-hour pilot radio programs, each of which will provide informed, relevant and in depth discussion of a current environmental issue in Ontario.
2. To distribute these pilot programs to a representative spectrum of Ontario radio stations and then, by questionnaire and interview, test reactions of station personnel to a regular weekly series, and to determine the ideal format, length and other characteristics for such a series.
3. To determine, by means of research and by drawing upon experience gained during production of the pilot what would be required in terms of funding, staffing, distribution modes and other factors to produce a regular weekly radio series.
4. To prepare a comprehensive report, including comment by experienced radio broadcast professionals, which will outline the feasibility for the Canadian Environmental Law Research Foundation and Federation of Ontario Naturalists of producing a regular weekly radio series.

THE STUDY

To carry out this investigation, CELRF and FON have assembled a team which provides a unique combination of environmental and radio expertise. Dr. Robert Gibson, University of Waterloo, and Mr. Arlin Hackman, Staff Environmentalist FON, have each over the past decade authored a large number of reports, briefs and articles on a wide variety of environmental issues. Dr. Beth Savan, Innis College, has extensive experience gained both during her tenure with the Ontario Ministry of the Environment and during production of a number of radio programs on environmental issues which have been aired on the CBC program Ideas. Ms. Jill Eisen has worked in a variety of environmental research positions, worked in American Public Broadcast television and for the past six years has been a producer with the CBC radio program Ideas.

In the summer of 1983 a proposal was made to the Toronto radio station CJRT - FM to produce a series of 10 programs, each of which would provide informed background commentary on a topical environmental issue. A list of the program topics is included as Appendix B. Personnell at CJRT - FM were very receptive to the concept and in the fall of 1983 a contract was signed whereby CJRT - FM would both produce the programs and provide financial support for the program research and writing. Information respecting CJRT - FM Open College and details respecting the financial contribution made to the pilot programs are included as Appendix A.

In light of the station's financial constraints, and the very generous in-kind support it is providing for the series, CJRT - FM offered, and the team accepted, the normal salary component for researching and writing an Open College non-credit program. The difference between this amount and the "industry standard" has been included in the budget provided with this project proposal.

The ten part series is presently in production and will be aired by CJRT - FM in the fall of 1984. To ensure that the series reaches the widest possible audience, CJRT - FM will market and publicize the programs in the same fashion as other programs aired on that station. It should be noted that CJRT - FM's involvement does not extend beyond the very generous support it is providing for production of the ten part series and no commitment has been made with respect to a regular radio series.

It is intended to use the programs produced for CJRT - FM as the basis for the feasibility study proposed here. Program tapes would be distributed to the radio stations listed in Appendix C and station managers would be asked to complete the questionnaire attached as Appendix D. It should be noted that although the pilots are approximately one-half hour in length, the feasibility of a variety of program lengths will be investigated. In depth, follow-up interviews would then be held with a select number of stations. The choice of stations to be interviewed would be based upon experience gained by CJRT - FM Open College in distributing its educational radio series and the Royal Ontario Museum in undertaking similar surveys for a program on curatorial research titled "The Collectors".

Concurrent with this market survey would be a detailed analysis of the financial, technical and production requirements for a weekly radio series.

The next stage of the study, once production costs have been determined, would be a comprehensive analysis of funding sources. This would include contact with potential corporate sponsors of such a series, private foundation sources and government agencies.

The final stage of the study will be an evaluation of the feasibility and value of producing a regular radio series. Criteria used in making this evaluation will include but not be limited to the following:

- a) the degree to which the pilots are able to successfully illustrate the scientific and political complexity of current environmental issues
- b) cost and potential sources of revenue
- c) willingness of commercial radio stations to air such a series
- d) estimated audience

It is planned to assemble a panel of three broadcast radio professionals to review and comment upon the study before it is finalized. The acclaimed science broadcaster, Mr. Jay Ingram, host of the CBC radio program Quirks and Quarks, and winner of a number of awards, has agreed to serve in this capacity. Others of comparable stature will be sought.

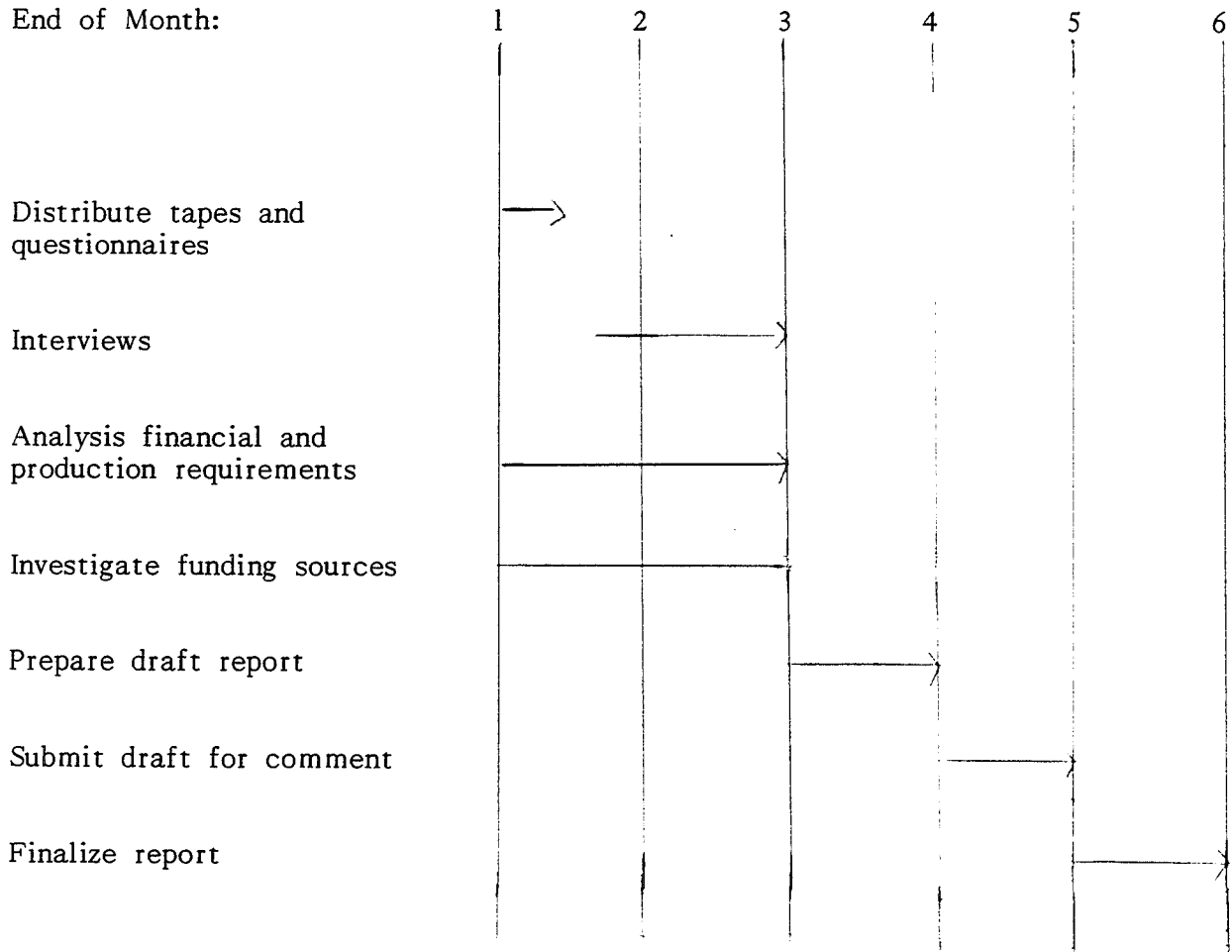
The comments thus received will be included as an integral part of the final report.

WORKPLAN

1. Prepare pilot programs
 - research
 - conduct interviews
 - prepare script
 - technical productions
 - reproduction of master tapes
2. Distribute pilots and questionnaires
3. Interviews with selected radio station personnel
4. Prepare that section of the report summarizing distribution opportunities
5. Conduct complete analysis of financial and production requirements for a regular series
6. Prepare a comprehensive analysis of funding sources for a regular series
7. Prepare draft report outlining market, cost and funding availability
8. Submit draft report to panel for expert comment
9. Revise report in light of comment received and finalize
10. Present report to the Boards of Directors of the Canadian Environmental Law Research Foundation and Federation of Ontario Naturalists.

TIMELINE

(Assumes that pilot program production will be completed before study begins)



BUDGET

Pilot Production

CJRT - FM contribution (see Appendix A)	12,420
Research and writing	5,000

Salaries:

Interviews - 10 days, \$100 per diem	1,000
Research - 30 days, \$100 per diem	3,000
Draft report - 5 days \$100 per diem	500
Secretarial - 5 days, \$60 per diem	300
	<hr/>
	4,800

Production of Tapes from Pilots

100 tapes, \$10 each	1,000
dubbing cost	400
	<hr/>
	1,400

Questionnaire Distribution

Copying	500
Postage	500
	<hr/>
	1,000

Interview Cost

Travel	2,000
Telephone	500
	<hr/>
	2,500

<u>Printing Report</u>	500
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<u>Administrative Overhead</u>	4,000
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TOTAL	31,620
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less support committed by CJRT	(12,420)
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TOTAL FUNDS REQUIRED	19,200
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THE STUDY TEAM

As mentioned previously, the team assembled for the feasibility study proposed here represents a unique combination of environmental and radio expertise.

Curriculum Vitae for each member of the study team are provided on the following pages.

JILL EISEN
83 Ingham Ave.
Toronto, Ontario
M4K 2W8
Phone 461-4241

EDUCATION: May, 1968. Honours B.A. in Geography, University of Toronto
Jan., 1971. M.A. in Urban and Regional Planning, with
specialty in regional economic planning and
resource economics. University of Wisconsin.

WORK

EXPERIENCE: Feb. 1971-
Jan. 1974 Research Associate--Institute for Environmental
Studies--University of Wisconsin. Researched
and published reports on Environmental and
economic consequences of resource development
in Wisconsin.

At the same time, I was a freelance journalist
for several Wisconsin newspapers, writing on
issues relating to my work.

Jan 1974-
June 1974 Project Associate--WHA--T.V. (Wisconsin Public
Television). Worked on a 6-month demonstration
project to develop the educational access
channel of the state cable television network.
Worked with several academics from the university
producing and distributing educational programs.

June 1974-
Nov. 1975 Freelance writer/broadcaster for Wisconsin Public
Radio. Worked on a ½ hour current affairs docu-
mentary program called IDEAS and the NEWS.
The program was aimed at high school students
and was meant to provide them with the back-
ground and context they needed in order to under-
stand the events taking place around them.

Nov. 1975-
Sept. 1978 Research Associate with the Ontario New Democrat
Party--Toronto. Raised issues, and provided
research and policy advice to the leader and
members of the shadow cabinet in the following
areas: the environment, natural resources,
northern affairs, agriculture and energy.

Sept. 1978-
Present Producer, CBC Radio. Program--IDEAS.

On the following page is a list of the programs
I've produced. Those marked * were authored by
me as well.

The following is a list of series I've produced while working at IDEAS. Those marked * were authored by me as well.

- 1978-79
 - Anthropology of the Unknown: Sasquatch and Similar Phenomena . *
 - Thomas Merton: Extraordinary Man (with L. Sher)
 - The Individual and the State
 - The Viet Nam War: Many Reasons Why
 - Southern Africa: The Exploding Riddle (with M. Allen)
- 1979-80
 - The Family in Transition *
 - Cuba: Two Decades with Fidel
 - In Search of Human Origins
 - Alternative Medicine
 - Woody Allen and the Comedy of Angst
- IDEAS Lectures
- 1980-81
 - Them: Immigrants in Canada
 - The Seed Issue *
 - Pierre Teilhard de Chardin
 - The Dream of Cities
 - English: Its Past and Present
 - The Political Economy of Energy
- 1981-82
 - Against the Grain: Problems in World Agriculture
 - Politics of the Environment
 - Canadian Labour and the Struggle for Identity
 - Roots of Disunity
 - Before the Reservation:
 - We Know Best: The Experts' Advice to Women *
 - Opposing Views: Women and Pornography

- 1982-83 -Cornering the Market: Monopolies in Essential Commodities
-The Academic-Industrial Complex *
In His Own Words: Anthony Burgess
-In His Own Words: Arthur Koestler
-Feminism in The Political Arena
-Sideshow: Indians and the Constitution
-The Microchip Battleground

Robert B. Gibson

Biographical information

Canadian citizen, born in Toronto, Ontario, January 15, 1950

married, two children

home address:

138 Brighton Street, Waterloo, Ontario N2J 3E8
(519) 886-2835

university addresses:

University of Toronto, Environmental Studies Programme
Innis College, 2 Sussex Ave., Toronto, Ontario M5S 1J5
(416) 978-7458

University of Waterloo, Department of Man-Environment
Studies, Waterloo, Ontario N2L 3G1
(519) 885-1211 ext. 3407

Curriculum Vitae

Robert B. Gibson

updated to: September 1983

Robert B. Gibson

education

degrees:

- B.A. (honours) political science and philosophy, 1972
Glendon College, York University, Toronto
- M.A. political science, 1973, University of Toronto
- Ph.D. political science, 1982, Department of Political
Economy
thesis area: political theory
thesis title: An Examination of the Fundamental
Basis for Valuing Participation
supervisors: C.B. Macpherson (chairman of
supervisory committee, 1981-82), M. Brownstone
A.A. Kontos (1981-82), C. Bay (1973-80),
Wm. Leiss (1973-80)

awards:

- Ontario Scholarship 1968-69
- York University Entrance Scholarship 1968-69
- York University In-course Scholarship 1971-72
- Province of Ontario Graduate Fellowship 1972-73
- Canada Council Doctoral Fellowship 1973-74, 1974-75,
1976-77

Robert B. Gibson

employment

1. 1970-72 (summers) Information Canada, Ottawa and Toronto information officer in the national and regional Citizen Enquiry Centres
2. 1973 (June-Sept) Science Council of Canada, Ottawa, Ontario research assistant contributing to a study of national goals and science policy; the study eventually published was R.W. Jackson, Human Goals and Science Policy, Science Council of Canada Background Study No. 38 (Ottawa, October 1976)
3. 1974 (June-Oct) and intermittently to 1977 (Mar) Science Council of Canada, Ottawa, Ontario researcher preparing a report on the federal government's decision to approve and support a base metal mining project on Baffin Island the report was published as Robert B. Gibson, The Strathcona Sound Mining Project: A Case Study of Decision Making, Science Council of Canada Background Study No. 42 (Ottawa, February 1978)
4. 1975 July) - 1976 (July) Environment Canada, Environmental Management Service, Hull, Quebec policy analyst contributing to the design of internal policy and programme assessment procedures and to a review of the overall policy goals and priorities of the Environmental Management Service; tasks centred on finding means of coordinating and where possible integrating the policies and activities of the Canadian Forestry Service, the Inland Waters Directorate, the Canadian Wildlife Service and the Lands Directorate, each of which had regional offices subject to both regional and sectoral authority
5. 1976 (Aug-Oct) Labrador Inuit Association, Nain, Labrador environmental assessment consultant advising on responses to the initial proposal by Brinex Ltd. to undertake a uranium mining-milling project at Kitts-Michelin, near the communities of Postville and Makkovik on the north Labrador coast.
6. 1978 (Feb) - 1979 (June) Pollution Probe Foundation Toronto, Ontario founding editor of the Probe Post, a periodical of energy/environment news and analyses, bimonthly, from initial issue to vol.2, no.2

Robert B. Gibson

employment (continued):

7. 1979 (Mar-Sept) Legislature of Ontario, Standing Committee on Resources Development, Toronto, Ontario researcher preparing interim and final reports for the Committee on four environmental references; the final report was published as Legislature of Ontario, Standing Committee on Resources Development, Acidic Precipitation, Abatement of Emissions from the International Nickel Company Operations at Sudbury, Pollution Control in the Pulp and Paper Industry, and Pollution Abatement at the Reed Paper Mill in Dryden (Toronto, October 1979)
8. 1979 (Sept) - 1980 (Apr) Brian E. Felske and Associates Ltd., Toronto, Ontario researcher preparing analysis of sulphur dioxide environmental effects and emission abatement benefits, as portion of a study for the Economic Council of Canada on the regulation of emissions from non-ferrous smelters; the report, jointly authored with B.E. Felske was published as Sulphur Dioxide Regulation and the Canadian non-Ferrous Metals Industry, Economic Council of Canada Technical Report No.3. (Ottawa, January 1981)
9. 1979 (Nov-Dec) Labrador Inuit Association, Nain, Labrador environmental assessment consultant preparing and advising on submissions to the Newfoundland and Labrador Environmental Assessment Panel on the Kitts-Michelin Uranium Mining Project concerning the second proposal by Brinex Ltd. for a uranium mining-milling project in the Postville-Makkovik area (see also #5, above)
10. 1980 (May) Canadian Arctic Resources Committee, Ottawa, Ontario researcher/consultant preparing a review of the socio-economic implications of a High Arctic lead-zinc mining venture proposed by Arvik Mines Ltd.; the review was part of a larger study assessing the proposed project; the final report, jointly authored with J.R. Ames, R.F. Keith and G.O. Michalenko, has not been published

Robert B. Gibson

employment (continued)

11. 1980 (Dec) - 1982 (Dec) Canadian Environmental Law Research Foundation, Toronto, Ontario
researcher carrying out a study of standard setting and other problems related to the use of pollution control orders under the Ontario Environmental Protection Act and the Ontario Water Resources Act;

the report was published as Control Orders and Industrial Pollution Abatement in Ontario (Toronto, 1983)
12. 1981 (Jan) - 1983 (Apr) University of Waterloo, Department of Man-Environment Studies, Waterloo, Ontario
adjunct lecturer teaching undergraduate courses on social change and environmental research (see courses taught, below)
13. 1981 (Sept) - present University of Toronto, Environmental Studies Program, Innis College, Toronto, Ontario
tutor teaching undergraduate courses on environmental thought, Canadian environmental issues (northern non-renewable resource exploitation and industrial pollution abatement) and politics of the environment (see courses taught, below)
14. 1982 (Mar-Aug) Beaufort Sea Research Coalition/Beaufort Sea Alliance, Ottawa, Ontario
researcher preparing a study of non-factual considerations relevant to the assessment of Beaufort Sea hydrocarbon production and transportation proposals;
the report was published as Values, Interests and Preferences: Non-factual Considerations in the Work of the Beaufort Sea Environmental Assessment Panel (Ottawa, 1982)
15. 1982 (Nov) Parks for Tomorrow, Thunder Bay, Ontario
consultant reviewing and editing a draft submission to the Ontario Royal Commission on the Northern Environment concerning the West Patricia Land Use Plan
16. 1982 (Nov-Dec) Wildlands League, Toronto, Ontario
researcher/consultant preparing an analysis of provisions for public participation in project evaluation under the Ontario Environmental Assessment Act, as part of a larger submission to the Royal Commission on the Northern Environment published and submitted as Public Participation in Public Land Decisions (Toronto: February 1983)

Robert B. Gibson

employment (continued)

17. 1983 (July) - present University of Waterloo, Department of Man-Environment Studies, Waterloo, Ontario
assistant professor teaching undergraduate courses on environmental issues and research, supervising individual student thesis work, and co-directing the departmental programme of studies in social and environmental impact assessment

Robert B. Gibson

Scholarly and professional work

(i) refereed publications

books: The Strathcona Sound Mining Project: A Case Study of Decision Making, Science Council of Canada Background Study No. 42 (Ottawa: Science Council of Canada, February 1978), 270pp.

(Brian E. Felske and Associates Ltd., Brian E. Felske and Robert B. Gibson, principle researchers) Sulphur Dioxide Regulation and the Canadian Non-Ferrous Metals Industry, Economic Council of Canada Technical Report No. 3 (Ottawa: Economic Council of Canada, January 1981), 221pp.

chapters in books:

"The Value of Participation", in P.S. Elder, editor, Environmental Management and Public Participation (Toronto: Canadian Environmental Law Association, 1975), pp.7-39 (chapter 1)

Robert B. Gibson

Scholarly and professional work (continued)

(ii) non-refereed publications

monographs:

(Francois Bregha, Robert Gibson, Murray Randall and Roger Touw, Workgroup on Canadian Energy Policy) A Case for Delaying the Mackenzie Valley Natural Gas Pipeline (Toronto: York University Faculty of Environmental Studies, June 1974), mimeo, 117pp.

Values, Interests and Preferences: Non-factual Considerations in the Work of the Beaufort Sea Environmental Assessment Panel (Ottawa: Beaufort Sea Alliance, August 1982), 51pp.

Control Orders and Industrial Pollution Abatement in Ontario (Toronto: Canadian Environmental Law Research Foundation, 1983), 170pp. plus appendices

articles:

"Strathcona Sound - A New Approach?" Northern Perspectives 3(2) 1975 (Ottawa: Canadian Arctic Resources Committee), pp.1-3

(Robert Gibson and William MacLeod) "Nanisivik" Northern Perspectives 5(4) 1976 (Ottawa: Canadian Arctic Resources Committee), pp.1-6

"A nuclear bombshell that is killing the industry" Maclean's, October 30, 1978, pp.47-48

"Wilderness lobby versus forest industry puts ministry in quandary" Probe Post 4(1) June 1981 (Toronto: Pollution Probe Foundation) pp.10-12

"Bad News from the Beaufort" The CELA Newsletter 7(1) February 1982 (Toronto: Canadian Environmental Law Association), pp.10-15

"Out of Control and beyond understanding: Acid rain as a political dilemma" Alternatives 11(2) Winter 1983, pp.3-8

Robert B. Gibson

(ii) non-refereed publications (continued)

editing of publications:

Probe Post, bimonthly newsmagazine on energy and environmental issues, published by the Pollution Probe Foundation
vol. 1(1) to 2(2) (1978-1979)

Wildland News, bimonthly newsletter on wilderness preservation, parks policy and land use planning issues, published by the Algonquin Wildlands League
vol. 13(2) to 14(4) (1981-1982)

submissions to royal commissions, etc.:

"Public Participation and the Decision Process", a submission to the Ontario Royal Commission on Electric Power Planning, on behalf of the Workgroup on Canadian Energy Policy, October 1977 (RCEPP exhibit 387), 7pp.

(B.E. Felske, R. Gibson, C.R. Phillips, and R. Hesslein) Submission to the Environmental Assessment Panel on the Kitts-Michelin Uranium Mine Project, a submission prepared for and presented by the Labrador Inuit Association, December 1979, 45pp. plus appendices

Review of Public Hearings and Consultation, a submission prepared for and presented by the Labrador Inuit Association to the Newfoundland and Labrador Environmental Assessment Panel on the Kitts-Michelin Uranium Mining Project, December 1979, 19pp.

"Review of Beaufort Sea Environmental Assessment Panel, Draft Guidelines for the Preparation of an Environmental Impact Statement: The Beaufort Sea Hydrocarbon Production Proposal and other documents", a submission to the Beaufort Sea Environmental Assessment Panel (BSEAP) on behalf of the Canadian Environmental Law Association, November 1981, published in BSEAP, Additional Compendium of Written Submissions to the Panel on the Draft Environmental Impact Statement Guidelines, December 18, 1981, pp.200-204

Robert B. Gibson

(ii) non-refereed publications (continued)

submissions to royal commissions, etc. (continued):

"Environmental Assessment", chapter 5 of
Wildlands League, Public Participation in
Public Land Decisions, a submission to the
Ontario Royal Commission on the Northern
Environment, February 1983, pp.44-66

reviews:

"Review of Oil Under the Ice", Canadian
Environmental Law News 5(4) August 1976
(Toronto: Canadian Environmental Law
Association), pp.132-135

"Devastating", a review of D.H. Pimlott et al,
Oil Under the Ice and Beaufort Sea Steering
Committee, Department of Indian Affairs and
Northern Development, The Preliminary
Technical Report on the 1976 Beaufort Sea
Offshore Drilling Season, The Canadian Forum
57(673) August 1977, p.33

"Raindrops keep falling through my head", a review
of Ross Howard and Michael Perley, Acid Rain:
the North American Forecast, The CELA
Newsletter 6(1) February 1981, pp.17-19

"Review of Arctic Oil: The Destruction of the North?
by John Livingston", The CELA Newsletter 7(4)
August 1982, pp.73-80

Robert B. Gibson

Scholarly and professional work (continued)

(iii) unpublished reports

monographs:

(J.R. Ames, R.B. Gibson, R.F. Keith and G.O. Michalenko) Analysis of the Polaris Project Proposal: Arvik Mines Ltd., prepared for the Canadian Arctic Resources Committee, May 1980, 139pp.

(iv) papers presented

conference papers:

"Confrontation and the Denial of Participation"
keynote paper, University of Waterloo Student
Planning Conference, Participation or
Confrontation, March 14, 1981

(v) invited lectures

George Brown College, October 1979, "Acid rain as a social
and political problem"

"How government works:
the case of northern development policy and practice"

University of Guelph, Department of Economics, November 1979
"Acid rain and the economic evaluation of intangibles
and uncertainties"

University of Toronto, Innis College, Environmental Studies
Programme, February 1980, "Acid rain: the problem
and current responses"

University of Waterloo, Department of Integrated Studies,
March 1982, "False Gods and Suicidal Conceits:
the sinking of the Ocean Ranger as a lesson in
ideology"

R E S U M E

(Mr.) Arlin C. Hackman
111 Ashburnham Road
Toronto, Ontario.
M6H 2K6

Telephone: (416) 656-5538 (h)
(416) 366-3494 (o)

CAREER OBJECTIVE

To develop broad expertise as a resource policy analyst and establish a non-profit research and education center in support of public advocacy on conservation and health issues.

EXPERIENCE

- * Administered an Ontario conservation organization and coordinated public advocacy campaigns for government action to complete the provincial park system and improve public involvement in land use and environmental assessment decisions.
- * Served as a founding member of the executive of the Canadian Coalition on Acid Rain and participated in planning the first major public conference on acid precipitation.
- * Administered a community animation program on energy conservation in a multicultural region of Toronto.
- * Coordinated an assessment of a major social development funding program in Ontario and designed a process for on-going program evaluation.
- * Intervened in Ontario parliamentary committee hearings on behalf of a conservation organization concerned about proposed surface mining legislation.
- * As a principal researcher, participated in a wide variety of studies on advertising and conservation, environmental impacts of transportation, park planning, the history of consumerism and urban land use.

EMPLOYMENT HISTORY

1979-present: The Algonquin Wildlands League, Toronto

Executive Director, responsible for organizing campaigns on wilderness and park issues, publicity, fundraising and membership services (part-time 1980).

1980: The Secretary of State Department, Toronto

Consultant, responsible for designing and initiating the evaluation of financial assistance activities in the Ontario region.

1980: The Foundation for Aggregate Studies, Toronto

Consultant, responsible for intervening in the Ontario parliamentary committee hearings on the proposed Aggregates Act.

1978: Energy, Mines and Resources Canada, Toronto

Coordinator, York Conservation Centre, responsible for designing and delivering a community development program on energy conservation.

1977: Energy, Mines and Resources Canada, Toronto

Coordinator, Small Business Energysave, responsible for delivering an energy conservation assistance program to small commercial operators in Toronto.

1977: Secretary of State Department, Toronto

Consultant, responsible for conducting a review of non-governmental citizenship education programs in Ontario.

1976: Consumer and Corporate Affairs, Ottawa

Researcher for an exploratory study on advertising and energy conservation, with responsibility for developing and testing a research design intended to test the effect of imagery on individuals understanding of their needs.

1975: Parks Canada, Ottawa

Researcher, responsible for compiling information on potential national park areas in the far north from the records of early exploration.

EDUCATIONAL HISTORY

1976: Awarded the degree of Master in Environmental Studies by York University, Toronto (area of study: theory of leisure in industrial society).

1973: Awarded the degree of Bachelor of Arts (Honours) in Geography by York University, Toronto.

AWARDS

- * CMHC Graduate Fellowship in Urban and Regional Planning (1974, 1975)
- * Ontario Graduate Scholarship (1975)

PUBLICATIONS AND MAJOR REPORTS

- Authored: "Public Participation in Public Land Decisions".
A submission to the Royal Commission on the Northern Environment. Toronto: Wildlands League, February 1983.
- Authored: "Shaping a Future for Ontario Parks: The Protagonists".
Seasons, 22(2): 26-29.
- Authored: "A Response to the Strategic Land Use Plan for
Northwestern Ontario". Park News, 17(1): 22-27.
- Authored: "Programs and Projects: an Assessment of Granting
Activities in Ontario for 1979". A study prepared for
the Ontario Regional Directorate, Secretary of State.
Toronto: December 1980.
- Authored: "Algonquin Park: Logging or Wilderness?" Probe Post,
2(1): 16-17.
- Authored: "An Overview of Non-governmental Citizenship Education
Programs in Ontario". A study prepared for the
Legislation and Development Directorate, Secretary of
State. Toronto: December 1977.
- Co-authored: (with W. Leiss, S. Kline and J. Wright)
"Advertising, Human Needs and Resource Conservation".
A study prepared for the Consumer Research Branch,
Department of Consumer and Corporate Affairs. Toronto:
September 1976.
- Authored: Leisure and the Preservation of Rare Environments in
Industrial Society: Outdoor Recreation as Institution-
alized Dissent. Student Discussion Paper, Number 5.
Downsview, Ontario: Faculty of Environmental Studies,
York University, 1976.
- Authored: "Visitor Safety in The National Parks: Introductory
Comments With Special Reference to Marble Canyon,
Kootenay National Park". B.A. Thesis, Department of
Geography, York University, Toronto: May 1973.

RELATED PROFESSIONAL ACTIVITIES

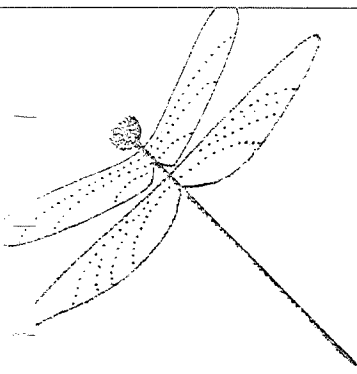
- * Director, Coalition on the Niagara Escarpment
- * Director, QOL Resource Directions
- * Institutional Representative, Conservation Council of Ontario

PERSONAL INFORMATION

- * 32 years of age, single, no dependents
- * Canadian citizen
- * Leisure interests include travel, photography, cross-country skiing, hiking and gardening

REFERENCES

A full list of personal and professional references will be furnished upon request.



313 ONTARIO ST.
TORONTO M5A 2V8
ONTARIO, CANADA
416-960-0342

Date of Birth: March 28, 1951
Place of Birth: Toronto, Ontario, Canada
Nationality: Canadian
Languages: English, French, Spanish

EDUCATION

1968-1969 Lycee Cezanne (Aix-en-Provence, France)
1969-1970 Bryn Mawr College (U.S.A.)
1970-1973 University of Toronto (Canada)
1973-1979 Imperial College of Science and Technology (England)

QUALIFICATIONS

B.Sc. University of Toronto (four year honours course) (1973)
Innis College Book Prize (1973)
Royal Commission for the Exhibition of 1851 Overseas
Scholarship to Imperial College (1974)

Ph.D. University of London (England). Doctoral thesis entitled:
Studies on the Foraging Behaviour of Damselfly Larvae
(Odonata: Zygoptera) (1979)

EXPERIENCE AND APPOINTMENTS

September, 1981 to present Academic appointment to teach a fourth year Environmental Research Seminar course, and the spring term of a third year Canadian Environmental Issues course at Innis College's Environmental Studies Program, University of Toronto. Also appointed as a Research Associate at the Institute for Environmental Studies, University of Toronto.

July, 1981 to present Environmental Consultant (self-employed). Contracts included development of manual and training course materials for the Ontario Ministry of the Environment on application of the Environmental Assessment Act to municipalities, research work on the Politics of Pollution for a television documentary, and project development work with the National Survival Institute, a public interest group.

- May, 1983 Invited speaker at First National Conference for Women in Science and Technology, University of British Columbia.
- January, 1983 Received a Canada Council Explorations grant to write a book based on the 1982 Ideas series on Science and Deception.
- Production of a two-part Ideas series (CBC radio) on Environmental Regulation.
- October, 1982 Invited speaker at Simon Fraser University's conference on Challenge to Sciences.
- May, 1982 Production of a four-part series for "Ideas" (CBC Radio) on Science and Deception, which was awarded the Canadian Science Writers' Association Science and Health Award for excellence in science journalism.
- June, 1981 Invited to present a paper at the North American Benthological Society meeting in Ann Arbor, Michigan (during May, 1982)
- May, 1981 Invited to present seminars on Factors Affecting Damselfly Feeding Behaviour at The Institute of Ecology, University of Georgia, and The Department of Biology, East Tennessee State University.
- 1979 to June, 1981 Environmental Planner. Employed by the Ontario Ministry of the Environment to administer the Environmental Assessment Act and program. Projects included co-ordination of the Ministry's presentation to the Select Committee on Ontario Hydro Affairs on the Ministry's involvement in uranium mining and milling activities at Elliot Lake, the co-ordination of environmental assessment reviews of Ministry of Natural Resources, Ministry of Transportation and Communications, and Ontario Hydro projects, supervision of Experience '80 projects, development of information brochures, and involvement in a number of courses and conferences on environmental economics, public participation in planning, training of expert witnesses, methods of oral presentation, acid rain, and the legal aspects of Ministry enforcement procedures.
- 1977 Ecology Researcher. Employed on summer contract by the Nature Conservancy Council to survey the freshwater habitats in Berkshire, England, with a view to: assessing the effects of the 1976 drought on these habitats; recommending particular sites for protection; and determining the status and distribution of the rarer species of dragonflies in this region.

1977 (cont.)

Research and Broadcasting. Employed by the Ontario Educational Communications Authority and the Canadian Broadcasting Corporation to do background research and provide program ideas for the science documentary series "Breakthrough" (OECA), "The Nature of Things" (CBC), "This Land" (CBC), and "The Owl Show" (OECA).

Research and Production on a science documentary series for Max Allen of Ideas (CBC Radio); on a Morningside special on Eugenics for Jay Ingram; interviewed by Jay Ingram on "Science Journal" (CJRT); and completed items for "Science Journal" on kin selection, medical electronics, medical diagnosis of torture, and cockroaches and termites.

Interviewer on food co-ops and sport fishing for "The Food Show" (CBC Radio).

Translator of dialogue from French to English for "Country Canada."

Writer of a series of articles on research activities of museum staff, and later, of a brochure on insects to accompany their travelling display, for Royal Ontario Museum; and of an article on dragonfly life history and behaviour for Owl (a children's magazine).

1974-1976

Laboratory Demonstrator. Employed by Dr. S. Young and Dr. G. Murdie (biologists at Imperial College) to assist with statistics practicals in undergraduate and M.Sc. courses.

1972-1973

Laboratory Demonstrator. Assisting Dr. D.J. Rising (a systematist at the University of Toronto) with his Systematics and Phylogeny course.

1971

Invertebrate Physiology Technician. Employed for three month summer vacation by Dr. M. Telford (an invertebrate physiologist at the University of Toronto).

PUBLICATIONS
(academic)

Savan, B.I. and D.L. Gibo, 1975. A mass culture technique ensuring synchronous emergence for Leucorrhinia intacta (Hagen) (Anisoptera: Libellulidae) Odonatologica Vol. III No. 4.

Savan, Beth I., 1977. The Status and Distribution of Dragonflies of the Tertiaries in the Eastern Part of the South Region. Internal Report published by the Nature Conservancy Council.

Publications (cont.)

Savan, Beth I., 1979. Studies on the Foraging Behaviour of Damselfly Larvae (Odonata: Zygoptera). Ph.D. Thesis, Imperial College, University of London, England.

In preparation

Four papers entitled: The Effects of Prey Density on Parameters of the Damselfly Functional Response; The Effect of Age on Damselfly Predatory Behaviour and Guild Ecology; The Effects of Arena Size and Prey Distribution on Damselfly Feeding Behaviour; and Competition and Predator Diet Breadth.

MEMBERSHIPS

Canadian Environmental Law Association, board of directors
Algonquin Wildlands League
Pollution Probe
National Survival Institute

OTHER INTERESTS

Music, cooking, camping, travel

REFEREES

Mr. D.R. Young
Proposal and Hearing Manager
Ontario Waste Management Corporation
2 Bloor St. W., 11th floor
Toronto, Ontario M4W 3E2

Dr. P. Victor
Victor & Burrell
72 Gothic Avenue
Toronto, Ontario

T.R.E. Southwood
Linnacre Professor of Zoology
Department of Zoology
Oxford University
Oxford, Oxon, England

THE CANADIAN ENVIRONMENTAL LAW RESEARCH FOUNDATION

The Canadian Environmental Law Research Foundation is a registered charitable organization, founded in 1970. The Foundation carries out research in a wide variety of environmental law areas and disseminates the products of that research by means of its publishing and conference programs.

The Foundation's best known publication is Environment on Trial (C.E.L.R.F., 1978), a comprehensive guide to Ontario environmental law. Others include Poisons in Public (Lorimer, 1980), Acid Rain: The North American Forecast (Anansi, 1980), Environmental Rights in Canada (Butterworths, 1981), and most recently, Canadian Occupational Health and Safety Law (CCH, 1983). The Foundation is also the publisher of the Canadian Environmental Law Reports, the only environmental law reporter in Canada.

Each year the Foundation plays host to a major conference on a particular aspect of environmental regulation in Canada. The subject of last year's conference, held on October 26, 1983, was "Hazardous Substances and the Right to Know". In addition, the Foundation is currently in the process of presenting a series of three Roundtable Discussions on Toxic Chemicals Law and Policy.

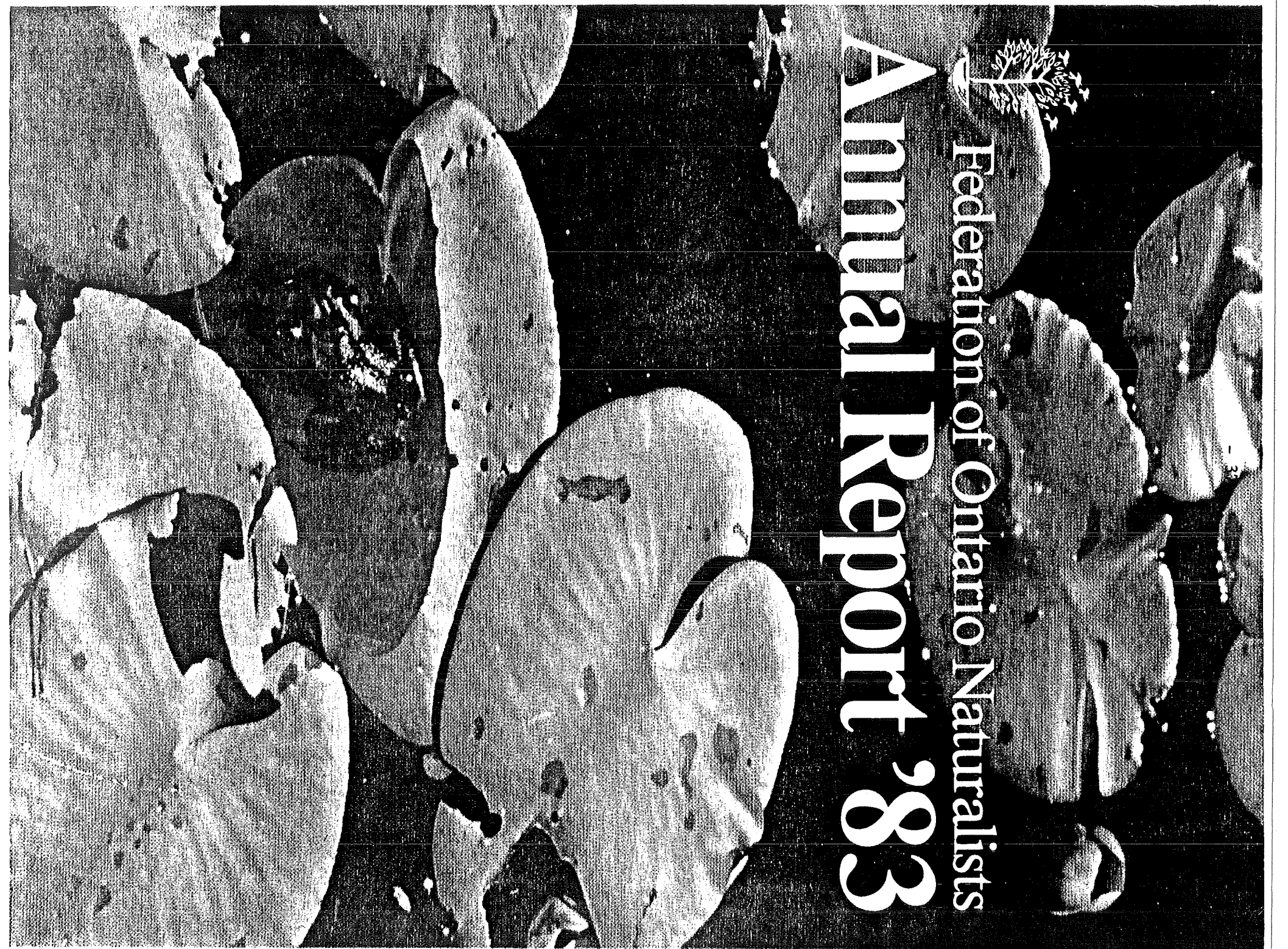
In the past years the Foundation has carried out a major study of legislative reforms required in Canada and the United States to control acid precipitation, done for Environment Canada, and compilation of an index of all federal, provincial and territorial statutes, regulations and court decisions respecting accidental discharges into the environment, done for the Petroleum Association for the Conservation of the Environment.

The Foundation is presently carrying out a study of environmental prosecutions in Ontario, done under contract with the Great Lakes Institute, and is about to begin a major study of transboundary toxic and oxidant air pollution, to be done jointly with the Environmental Law Institute of Washington D.C.



Federation of Ontario Naturalists

Annual Report '83



Federation of Ontario

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Patrons

Mr. Robert Bateman
Mr. Pierre Berton
Mr. R.T.D. Birchall
Mrs. E. Jean Blevins
Mr. Fred Bodsworth
Ms. Jane Buckles
Dr. Martin H. Edwards
Dr. J. Bruce Falls
Dr. Janet Foster
Dr. David Fowle

Mr. Matthew Gaasenbeek
Mr. James R. Gairdner
Mr. Barry Griffiths
Mr. William Harris
Mr. William E. Hewitt
Mr. Ken M. Kilbourn
Mrs. Marion Lambert
Dr. Ray Lowes
Miss Flora MacDonald
Mr. Jack P.S. MacKenzie

Mr. Gordon MacKenzie
Dr. & Mrs. Robert MacMillan
Mrs. Florence Mary McEachern
Dr. & Mrs. Murray Speirs
Mr. Sinclair Stevens
Mrs. Clair Stewart
Mr. A.K. Stuart
Dr. Ronald Tasker
Dr. Walter Tovell

Executive Committee

Mr. Lorne Almack
Past President
Mr. Russ Tilt
President
Dr. Robert Stewart
1st Vice-President
Mr. Charlie Pryer
2nd Vice-President

Mr. G. Temple
Secretary
Mr. Terry Stephen
Treasurer
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Dr. Ron Tasker
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Member
Mr. Doug McCallum
Member
Mrs. Muriel Sinclair
Member

Elected Directors

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Mrs. Faith Avis
Dr. Michael Bardecki
Ms. Suzanne Barrett
Mr. David Estrin
Dr. Dianne Fahselt

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Mr. Stewart Hamill
Mrs. Margaret Hartley
Mr. Arthur Latornell
Mr. Barry MacKay
Mr. Red Mason

Mr. Peter Middleton
Mr. Jack Siegel
Dr. Roger Taylor
Dr. John Theberge
Mr. Douglas Thomas
Mr. James White

Naturalists⁻³⁹⁻ 1982-83

The FON Story

The FON story spans over 50 years, since the Federation was founded on May 15, 1931. Our objectives were established then:

1. To develop in Canadians an interest in nature and the need for a clean environment.
2. To promote wise use of our resources, including soil, water, woodlands, plants and wildlife.
3. To encourage and co-operate in the establishment of recreational uses of land and water, including parks, sanctuaries and wilderness areas.
4. To influence government policy and action toward better environmental management.

Our activities over the years have included causes that are taken for granted today - protection of hawks and owls, removal of the wolf bounty, creation of a system of parks and conservation authorities, control of toxic chemicals. Often we were the first to realize the importance of an environmental issue and bring it to public attention. Always we have sought to encourage a more responsible attitude toward the natural world.



As you review our achievements in 1982, we hope you will agree that our role as a spokesman for nature is crucial. After all, wild nature cannot speak for itself. Through 51 years, our members and donors alike have shared in the momentous task of guarding Ontario's natural heritage. We hope that your support will continue in 1983 and beyond.

The Federation of Ontario Naturalists is a private, non-profit organization federally registered as a charity under the Income Tax Act, as number 0225896-52-13.

The FON GOAL...is to inspire in our members, as well as in the general public, an appreciation and understanding of nature, and to foster the conservation of wildlife and wild places. We all belong to the natural web of life, and we all depend on the healthy survival of our ecosystem. The protection of that ecosystem, and the myriad strands of life that are part of it, is the common goal of the 20,000 FON members.

Achievements

- 40 -

Highlights of the Federation's 51st year included achievements in areas of vital concern to conservation as well as the continuing awareness resulting from our ongoing programs. With the support of 105 foundations and corporations, 344 volunteers and more than 3,100 individual donors, a total program budget of \$756,000 allowed for a small surplus at year end. Despite difficult economic conditions, FON member donations rose by nineteen per cent over 1981.

Wetland Conservation

Less than twenty per cent of southern Ontario's original swamps and marshes remain in their natural state. FON has been a leading proponent of protective policies for these valuable wildlife habitats. Our 1982 program of education and conservation action included:

- Refinement of a wetlands evaluation model to provide a framework for systematic ranking and protection of Ontario's wetlands.
- Production of a Wetlands Education Kit in conjunction with the World Wildlife Fund, designed for use by public school teachers. Already, the kit is in use in some 300 classrooms throughout Ontario.
- Publication of *Proceedings of the Ontario Wetlands Conference*, cosponsored with Ryerson

Polytechnical Institute, to provide the definitive source of information on wetland protection in Ontario.

- Consultation with government concerning the draft Provincial Wetlands policy and on incentives and co-ordinated efforts to encourage sound management by private landowners.



ROY WILSON

Nature Reserves

FON owns and maintains eight nature reserves of provincial significance. The system was substantially increased with the donation of a shoreline area on the Bruce Peninsula - the bequest of the late Mr. Innes Allan. In addition, Mrs. L. M. Burgess donated a superb bog area near Rosseau, Ontario, subject to municipal severance. Three other gifts of

reserves are under negotiation, hopefully to be added in 1983. The Nature Reserves Committee continued working with various organizations and governments to secure protection of key natural areas throughout the province by a variety of means.

Endangered Species

Concerted effort is required to save and rehabilitate the fourteen species officially designated as endangered and nearly twenty more proposed for designation. Several, found nowhere else in the world, appear in serious jeopardy. The Federation's 1982 efforts included:

- Ongoing consultation with the provincial government, advocating improvements in legislation, co-ordinated efforts and designation of species.
- Initial development of an Endangered Species Education Kit.
- The second thorough survey of historic nesting sites of peregrine falcons in Algonquin Park.
- Twenty-nine volunteers surveyed six areas covering many sites, to determine the success of ministry efforts to reintroduce captive-bred peregrines, and to help guide future efforts.
- Consultation with the federal government regarding designation of threatened species for protection against international trade.

Goodwin House

One of the oldest buildings in North York, Goodwin House was rescued from imminent destruction and moved to the FON's Conservation Centre in 1982 by close to 100 volunteers. With generous donations and volunteer labor, work has begun on the restoration of Goodwin House. This will provide additional work space at the centre.



JOHN YIP

Public Education

As part of its 1982 program, the Federation:

- Produced and circulated professional exhibits on wetlands, parks and endangered species.
- Began distribution of the Wetlands Education Kit.
- Exhibited in major shows such as the Canadian National Sportsmen's Show and the Biennial Garden Show as well as in other areas such as art exhibits, libraries and fairs.
- Participated in the Man-Environment Impact Symposium sponsored by Ontario's teacher associations.
- Circulated public education brochures on Wetlands, Acid Rain, Birdfeeding, Habitat Enhancement and other subjects.
- Produced educational public service radio "spots" with the kind assistance of radio station CFRB.
- Participated in numerous public talks and engagements.

Trips and Tours

More than eighty-seven trips and tours served 837 participants in 1982. Canadian Nature Tours, operated by FON on behalf of ourselves and the Canadian Nature Federation, offers wilderness experiences and instruction for naturalists without the necessary skills or experience to go on their own. The FON summer camp, in its third year with a revised format, again attracted seventy-five teachers and naturalists for an intensive education in natural history. These programs are sustained entirely by registration fees.

Seasons

The format of *SEASONS* (formerly *Ontario Naturalist*) continues to win acclaim. A special issue devoted entirely to Ontario's provincial parks system and its completion serves as

the definitive guide on the existing parks system and the proposed areas. Equally important, this special issue has played a major role in raising public understanding and promoting completion of the parks system.

Atlas of Breeding Birds

With the help of 1,000 volunteer observers and more than forty volunteer co-ordinators, this co-operative project completed its second year of compiling evidence on the distribution of breeding birds across the province. At the end of the five-year program, a comprehensive atlas will be produced. Already, crucial sites of such threatened species as Henslow's sparrows and bald eagles have been identified, providing a framework for conservation action.

Resources Management

1982 saw increased attention paid to resource management problems throughout Ontario. FON contributions included:

- Submissions on important resource policies and issues, including:
 - The Environmental Assessment Act
 - Fisheries programs
 - Forest management agreements
 - Mining Act revision
- Participation, consultation and numerous submissions during the Niagara Escarpment hearings, through sponsorship of the Coalition on the Niagara Escarpment.
- Encouragement of watercourse rehabilitation through sponsorship of Save Our Streams, Inc., a unique independent effort involving "adoptive" groups that work to restore waterways.
- Support of international conservation efforts through participation in the International Union for the Conservation of Nature, which drafts such important treaties as the Convention on International Trade in Endangered Species and The Ramsar Wetland Treaty.

Member Clubs

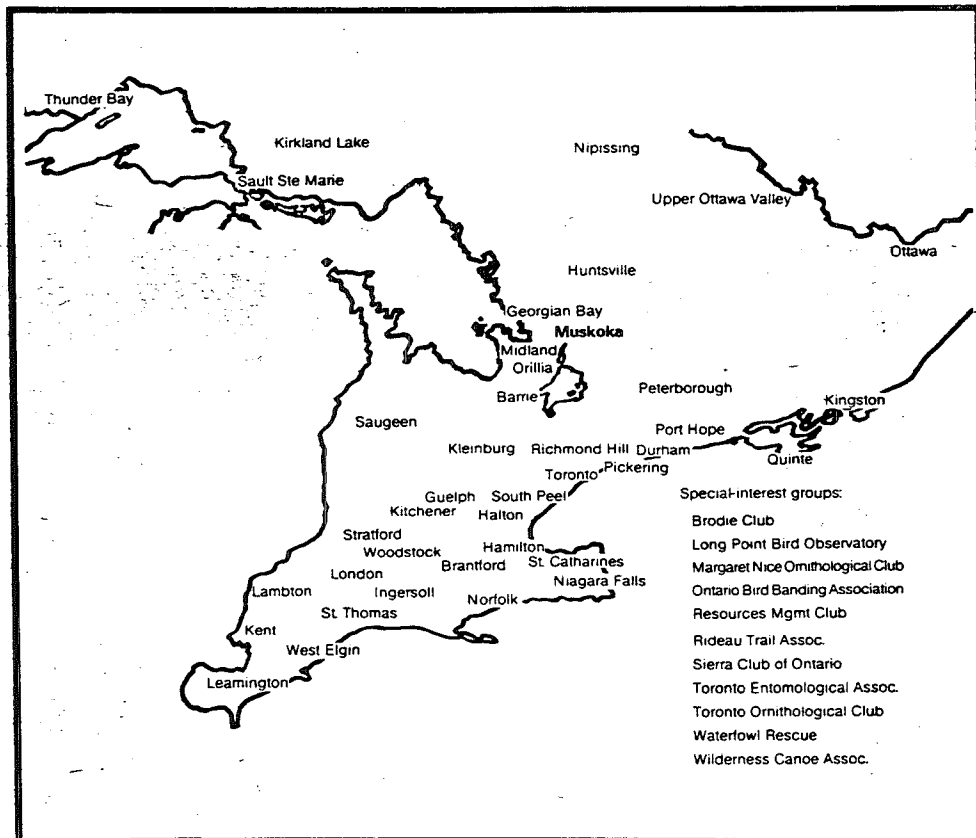
FON's fifty-one member clubs provide regular programs, field outings and instruction for approximately 10,000 naturalists across the province.

Reaching Out

FON welcomed one new member club - the Muskoka Field Naturalists, at Gravenhurst. Woods, Water and Wildlife, a weekly column written by FON about natural history and environmental topics was distributed free of charge to more than 100 local newspapers across Ontario. The public service television spots donated by Pierre Berton, Bob Bocking and Dan Gibson continued to receive radio and television coverage.

Annual Conference

The 51st annual conference, held at Kingston, provided more than 500 members with the opportunity to discover, in depth, the unique biology of the Frontenac Axis area. A series of Conservation Awards of Merit were presented to individuals and corporations. Particularly notable, the City of Mississauga received recognition for the exemplary use of planning to retain natural areas as an enhancement to the quality of urban life for generations to come.



Financial Statement

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December 31st 1982

Assets

	1982	1981
Current Assets		
Cash and short-term deposits	\$32,441	\$74,916
Accounts receivable	37,375	40,070
Inventory and pre-paids	40,388	32,230
	<hr/>	<hr/>
Fixed Assets	\$110,204	\$147,216
Locke House, fixtures, donated property and vans (note 1)	\$14,993	\$ — 4

Designated Funds

Cash, receivables, investments and land (note 2)	\$553,485	\$400,868
	<hr/>	<hr/>
	\$678,682	\$548,088

Liabilities

Current Liabilities

Accounts payable and accrued charges	\$5,479	\$10,033
Loan payable-designated funds	7,179	28,099
Deferred revenue	67,262	75,360
	<hr/>	<hr/>
	\$79,920	\$113,492
Surplus	\$45,277	\$33,728
Designated Funds (note 2)	\$553,485	\$400,868
	<hr/>	<hr/>
	\$678,682	\$548,088

Note 1: Motor vans amortized over three years.

Note 2: Designated funds include \$55,763 in active funds for special projects, \$96,029 in land (at cost) and investments for the nature reserves program, and \$401,693 in investments and mortgages maintained to provide annual operating income to the Federation.

Expenditure

Surplus	3%
Fund Raising	4%
Special Projects	5%
Membership	5%
Wetlands Kit	6%
Environmental	6%
Bird Atlas	7%
Trips and Conference	9%
Admin. and Unallocated	19%
Canadian Nature Tours	22%

Total of all programs: \$815,889

Revenues

Special Projects	4%
Corporate Donations	5%
Wetlands Kit	6%
Bird Atlas Grants	10%
Trips and Conference	10%
Investments and Sundry	11%
Member Donations	15%
Membership Dues	17%
Canadian Nature Tours	22%

Corporate Donors

A. C. F. Canada Ltd.
Air Canada
Alcan Canada Products Ltd.
Angelstone Ltd.
B. P. Canada Inc.
Bata Ltd.
Bell Canada
Binney & Smith (Canada) Ltd.
Brascan Ltd.
C. S. L. Group Inc.
Canada Packers Inc.
Canadian Cablesystems Ltd.
The Canadian Coleman Co. Ltd.
Canadian Imperial Bank of Commerce
The Canadian Salt Co. Ltd.
Canadian Tire Corporation
Carling O'Keefe Breweries of Canada Ltd.
Chocolate Products Co. Ltd.
Confederation Life Insurance Co.
The Co-Operators Group Ltd.
F. H. Deacon Hodgson Inc.
Digital Equipment of Canada
Dominion Stores Ltd.
Doubleday Canada Ltd.
Dover Corporation (Canada) Ltd.
Ecodyne Ltd.
Financial Post
Ford Glass Ltd.
The Gallery on the Lake, Buckhorn
The Gibbard Furniture Shops
Grand & Toy Ltd.
Gray Hand Tool Sales Ltd.
Gulf Canada Ltd.
Harlequin Enterprises
J. E. Hanna Associates Inc.
Husky Inject. Molding Systems
Imasco Ltd.
Imperial Oil Ltd.
Interprovincial Pipe Line
J. W. I. Ltd.



S. C. Johnson & Son Ltd.
Jones Box and Label Co. Ltd.
Kingsmill Foods Ltd.
Kodak Canada Inc.
Labatt's Ontario Breweries
Lepage's Ltd.
Levy Auto Parts Co.
Long Lac Resources Ltd.
Metroland Printing & Publishing Ltd.
Molson Companies Donation Fund
McDonald's Restaurants of Canada Ltd.
McNeil Laboratories (Canada)
National Steel Car Corp. Ltd.
Peto MacCallum Ltd.
Phillips Cables Ltd.
Phillips Electronics Ltd.
Pillsbury Canada Ltd/
Green Giant of Canada Ltd.
Pitney Bowes of Canada
Polysar Ltd.
Procor Ltd.
Proctor & Redfern Group
Quaker Oat Co. of Canada
Reproduction House Ltd.
Royal Bank of Canada

Saskatchewan Wheat Pool
J. M. Schneider Inc.
Senga
Spar Aerospace Ltd.
Suncor Inc.
Sanderling Holdings Ltd.
Teleglobe
Texaco Canada
Textile Manufacturing Co. Ltd.
Toromont Industries Ltd.
Toronto Dominion Bank
Tourama Travel
Traders Group
Trans Canada Pipelines
Unicorp Financial Corp.
Union Gas
Weldwood of Canada Ltd.

Supporting Foundations and Agencies

The James L. Baillie Memorial Fund
J. P. Bickell Foundation
The Samuel and Saidye Bronfman Family Foundation
Canadian National Sportmen's Fund
Canadian Wildlife Service
The Eaton Foundation
Employment and Immigration Canada
Environment Canada Canadian Wildlife Service
The Richard Ivey Foundation
The Laidlaw Foundation
Ministry of Government Services
McBride Foundation
McLean Foundation
Ontario Hydro Employees' Charity Trust
Ontario Ministry of Natural Resources
E. P. Taylor Foundation
Westwind Charitable Foundation
Wintario
World Wildlife Fund (Canada)

Appendix A

CJRT - FM OPEN COLLEGE

WHAT IS OPEN COLLEGE?

Open College is the educational service of radio station CJRT-FM 91.1. It grew out of the need to get adults back into the educational stream and is used by many people who want to improve professional qualifications, or who want degree or certificate credits but cannot attend classroom courses. They listen to the course at home on radio, or on take-home cassettes.

CJRT-FM reaches students within a 100-mile radius of Toronto, and the recent addition of cassettes makes the service available to students across the province.

HOW DOES OPEN COLLEGE WORK?

Course on Cassette

On registration, a tutor is assigned and the student receives basic texts, a workbook, study guide and cassette tapes of each program in the course. The workbook describes each program and gives details of the learning objectives for the course. It also contains assignment due dates and times for study weekends and examinations. A deposit is paid on the cassettes at the time of registration and this deposit is refunded at the end of the course when cassettes are returned to Open College in good order.

Course on Radio

Radio courses are administered in the same way as the cassette courses described above. The sole difference is that students listen to the programs on radio. Each program is broadcast three times. Details of broadcast times vary from course to course however, all necessary listening information is given at registration or in the Open College brochure.

ACCREDITATION

We choose our courses because of their topical content and their transferability to a wide range of university programs. The courses are especially designed to fit programs at Atkinson College, York University and Ryerson Polytechnical Institute.

Registration is open to anyone. There are no barriers related to age or previous academic achievement. We know that adults don't stop learning just because they leave school.

STUDY WEEKENDS

There are two study weekends for each course held at the Ryerson campus in downtown Toronto. These weekends give students a chance to meet the course instructors, their tutors and each other. The sessions are enriched by guest speakers and tutorial seminars.

SENIORS

There is a substantial reduction in fees for students 60 years of age and older.

MORE INFORMATION

Detailed information about courses, broadcast times and registration details will be mailed on request. Phone Open College, (416) 595-0485 or write:

Open College
297 Victoria Street
Toronto
M5B 1W1

CJRT-FM**OPEN COLLEGE**

ESTIMATED COSTS TO OPEN COLLEGE
FOR PRODUCTION OF ENVIRONMENT
SERIES (10 - 1/2 hr. programs)

PRODUCTION:

- Open College producer's time + technical assistance \$1500.00

STUDIO RENTAL:

- recording scripts
(1.5 hrs x 10 programs) = 15 hrs
- 3 studio interviews/pgrm 15
- dubbing of location recordings @ 2 hr/prog 20
50 hrs
rate of studio/hr. x \$50.
\$2500 \$2500.00

TAPE:

- 2 10" reels/pgrm of Ampex 631 x 10 = 20
- 5 10" reels for masters 5
25
cost/10" reel x \$17
\$425.
- 5 cassettes/prog = 50
cost/cassette... x \$1.30
65.
\$490 490.00

TRAINING:

- by producer to teach team members to broadcast 500.00

PUBLIC RELATIONS:

- targetting audience
- design and printing of a poster 500.00

OFFICE:

Typing (\$7/hr)
- interviews (1.5 hr/prog) = 15
- final programs (.5 hr) 5
20 hr
actual taping...time to typing time x.7
(1 hr of taping = 7 hrs of typing) 140
cost/hr. x \$7
\$980 \$980

ESTIMATED PRODUCTION COSTS OF ENVIRONMENT SERIES

OFFICE CONT'D:

Typing	\$980.	
Admin & Mailing		
- cost of mailing tubes, G.O.S., personnel time	<u>500</u>	
	\$1480	\$1480

EQUIPMENT RENTAL:

- of recording equipment \$9/day; 5 days per week		
- 1 mic @ 5 weeks	\$225	
- 1 cassette recorder @ 5 weeks	<u>225</u>	
	\$450	450

production total cost	<u>\$7420.00</u>
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Cost per program of production = \$742.00
 Cost per program of writer 500.00

\$1242.00 total cost per program

x10

\$12420.00 total cost of series to CJRT-FM

Appendix B

THE PILOT PROGRAMS

ENVIRONMENTAL CHALLENGES: SCIENTIFIC IGNORANCE AND
POLITICAL INTERESTS

A Proposal for ten half hour radio programmes for
Open College

PURPOSE:

- To provide a wide spectrum of Ontario residents with access to a regular public source of information and commentary on environmental issues, which bridges the gap between news of the day and special interests publications.
- To equip individual citizens with the knowledge they need to effectively assess and take part in the increasingly complex decisions being made on local and international environmental problems.

NEED:

- Opinion polls and other social indications such as magazine subscriptions (Harrowsmith) and leisure activities continue to demonstrate very high levels of broad public concern for environmental quality -- even in the face of many other pressing issues.
- Existing media coverage of environmental issues tends to be episodic and crisis-oriented. Continuity is often lacking so that the subject is seldom probed beyond a certain depth. An exception is acid rain, but the tremendous attention it receives can result in many other important issues being ignored.
- The predominance of crisis-oriented coverage reinforces a common perception that all the news on the environment is bad news. In fact, there are many positive experiences to present, and there are valuable case studies for education citizens to become more knowledgeable and active.
- The existing treatment of environmental issues tends to reduce what are often complex issues into simplistic and stereotyped categories or positions. In reality, there are often many perspectives to choose from, offering different approaches to a solution. Increased attention to these alternatives would result in more balanced, and educational coverage.
- Radio is an ideal medium for reaching a broad, local audience on a regular basis, with news and thoughtful commentary on environmental concerns. Yet it presently seems to devote the least attention to this subject of any mass medium.

THEME:

Two overriding obstacles to the solution of current environmental problems are the relatively primitive state of our technical and scientific knowledge, and the vested interests which are greatly affected by decisions to clean up pollution problems. The uncertainty regarding the basic causes and ramifications of environmental issues, let alone the adequacy of proposed 'technical fixes' undermines our attempts to take effective action, and to allocate responsibility for preventive and remedial measures. Even when responsibility is clear, however, the political and economic consequences of environmental clean up initiatives can be serious enough to prevent any decisive action.

Using these two factors -- scientific ignorance and political interests, we aim to unravel topical environmental controversies, to present the various scientific, political, and even legal arguments in a way that your listeners will find exciting and informative. Each programme will use a particular case study to highlight an important aspect of our theme. Programmes of a more theoretical nature will be alternated with more concrete shows, to provide listeners with a good mixture of immediate local issues, and long-term, general problems. Each show will incorporate a blend of interviews with local experts, commentary, on the spot sound effects, and music, where appropriate.

ADMINISTRATION:

We are a group of concerned, independent environmental professionals and broadcasters, whose aim is to heighten public awareness of environmental issues as a means of promoting a safe, clean, ecologically sound environment. Two of us will be involved in preparing each programme. (See names in left margin, below.) The first will do the interviews, and prepare a first draft of edit locations and the script. Invariably, the person taking the lead role already has extensive knowledge of the show's topic, and knows several potential interviewees (see attached c.v.'s). The second person will act as a reviewer, editing the draft material, and ensuring that the programme is a coherent whole, and that it ties in with the rest of the series. To guarantee the professional quality of each programme, an experienced broadcaster, either Jill Eisen or Beth Savan, will be involved in preparing each programme.

PROGRAMME TOPICS:

Jill & Beth

1. The Role of Scientific Experts
An examination of the controversy surrounding the leaching of toxic chemicals from old disposal sites into the Niagara River will introduce the series. The difficulties inherent in establishing water quality standards, and in effectively sealing the toxics off from the river directly affect the water that we drink. Our investigation of this topic should give an exciting and topical start to the series.

Beth & Jill

2. Nature and Culture
Current environmental problems largely result from society's actions in the past, and the way we collectively viewed our responsibility to the environment. This programme will provide the historical background to the current environmental crisis, and will set it in the context of political ideology, and society's assumptions concerning our relationship with nature. In this programme, we will present a framework for analyzing the root causes of current problems, as well as their long-term solutions.

Jill & Jill

3. Jobs vs. the Environment, and Forest Exploitation
The often-touted statement that there is a tradeoff between environmental quality and economic security will be critically examined in this programme using forestry as a case in point. Presentation of different perspectives on this dilemma will allow the listener to decide whether this conflict is real, or if it is a convenient myth.

- Bill & Liz 4. Privatizing the Environment
The increasing control over seed stock by multinational agricultural enterprises threatens basic diversity of crop varieties which is available to farmers. What might the long-term consequences of this trend be, and how can they be avoided?
- Liz & Beth 5. Workers and Guinea Pigs; A Microcosm of Environmental Pollution
Factories have all too often provided a living lab for environmental cancer researchers. Environmental pollutants are frequently present in the workplace in much higher concentrations than they are after emission from the plant, when they are diluted with air or water. Using a specific case (ie. asbestos or DDT) we will examine the relationship between occupational and environmental health problems.
- Arlin & Beth 6. Who Writes the Environmental Messages; the Media and Wildlife Protection
More and more, the way that the media presents environmental issues to the public shapes the political as well as the public response to them. Environmental groups have reacted to this by tailoring their choice of issues and their strategy for solving them to generate media attention. The case of wildlife protection clearly illustrates the role of the media in environmental protection.
- Path & Bob 7. Environmental Regulation and Inco's Sudbury Smelter
Over the years, the provincial government has used various tools to control Inco's emissions. Their effectiveness has varied, and the controversy surrounding North America's single largest source of acid emissions has continued to be lively.
- Liz & Jill 8. Hazards in the Home; Rights and Responsibilities
Individual listeners may imagine that environmental pollution is a problem which primarily affects the air, water and soil in relatively undisturbed natural areas. Yet the concentration of environmental contaminants in our homes is increasing, partly due to more effective insulation, which reduces ventilation. This problem is one that affects most of us in one way or another, and we all share responsibility for solving it.
- Bob & Beth 9. The Frontier Mentality at the Beaufort Sea
Bob Gibson will be giving expert testimony in hearings this winter into development of the far north. He plans to take this opportunity to interview some of the participants. This should give listeners a very up to date account of the important issues focussed by the hearings -- the control of northern resources by southerners, the huge scale of the technology proposed, and the impact it will likely have on native culture.
- Path & Liz 10. Fighting for What's Right
Our concluding programme will look into the future and speculate on how the audience can get involved in changing our relationship with nature. Different strategies will be examined, using a particular environmental issue as an example.

Appendix C

LIST OF STATIONS TO BE APPROACHED

Ajax Durham CHOO
97 McMaster Ave., Ajax, Ontario L1S 2E6 416-683-4131

Algoma Radio CKCY Sault Ste. Marie
CJQM-FM Sault Ste. Marie
CJWA Wawa
CJNR Blind River
CKNR Elliot Lake
CKNS Espanola

owned and operated by Huron Broadcasting Co. Ltd., Box 370
Sault Ste. Marie, Ontario P6A 5M2 705-254-7111

All Seasons Radio CKBB Barrie
CKCB Collingwood

owned and operated by Four Seasons Radio Ltd.,
CKBB, Box 950, 129 Ferris Lane, Barrie 705-445-2011
CKCB, 84 Hurontario Street, Collingwood 705-445-2011

Barrie Huronia Region CHAY-FM
CHAY Ltd., Box 937, Barrie, Ontario L4M 4Y6 705-737-3511

Brantford CKPC
owned and operated by Telephone City Broadcast Ltd.,
571 West Street, Brantford, Ontario N3T 5P8 519-759-1000

Brantford CKPC-FM
owned and operated by the Telephone City Broadcast Ltd
address same as above

Brockville CFJR
owned and operated by Eastern Ontario Broadcasting Co., Ltd.
Box 666, Brockville, Ontario K6V 5V9 613-345-1666

Cambridge CPTJ
owned and operated by Galt Broadcasting Co. Ltd.
studio office 46 Main Street, Cambridge, Ontario N1R 1V4
519-621-7510

Chatham-Wallaceburg CFCO
division of Key Radio Ltd. Box 630, Chatham, Ontario N7M 5K9
studio: 21 Keill Drive 519-352-3000

Cobourg CFMX-FM
owned and operated by Radio CHUC Ltd., Box 520, Cobourg, Ontario
K9A 4L3 416-372-5401

Cobourg-Port Hope CHUC
owned and operated by Radio CHUC Ltd., Box 520, Cobourg, Ontario
K9A 4L3 416-372-5401

Cornwall CFML/Hawkesbury CHPR
owned and operated by Radio Cornwall-Hawkesbury Inc.
studio: CFML, 115 Montreal Road, Cornwall, Ontario K6H 1B2
613-933-1171
studio: CHPR, 151 Principale Street, Hawkesbury, Ontario K6A 1A1
613-632-1119

Cornwall CJSS
CFLG-FM
owned and operated by Tri-Co. Broadcasting Ltd., Box 969,
Cornwall, Ontario K6H 5V1
studio: 237 Water Street East, Cornwall, 613-932-5180

Eastario CKPT/CKQM Peterborough
CKLC/CFLY Kingston
CJBQ Belleville
CIGL-FM Trenton
CJNH Bancroft
CJTN Trenton
studios: Belleville, Box 488, 45 Bridge St. E. 613-968-5555
Trenton, Box 386, 7th Dundas St. W. 613-32-1327
Bancroft, Box 730, Bridge St. E. 613-332-1432
Kingston, Box 1380, 99 Brock St. 613-544-1380
Peterborough, 340 George St. N. 705-742-8844

Farwest Ontario Radio CJRL Kenora
CFOB Fort Frances
CKDR Dryden
CFAK Atikokan
CKIG Ignace
CKSI/CKHD Sioux Lookout-Hudson
CKEF Ear Falls
CKRE Red Lake
CFOB, Borden Broadcasting Ltd., Box 800, Fort Frances, Ont. P9A 3N1
studio: 242 Scott St. 807-274-5341
rebroadcasting station: CFAK Atikokan
CKDR, Lake of the Woods Broadcasting Ltd., Box 580, Dryden, Ont. P8N 2Z5
studio: 122 King Street 807-223-2355
rebroadcasting stations: CKIG Ignace, CKSO Sioux Lookout, CKHD
Hudson, CKEF Ear Falls, CKRE Red Lake
CJRL, Lake of the Woods Broadcasting Ltd., Box 2490, Kenora, Ont.,
P9N 3X8
studio: 128 Main Street, S. 807-468-3181

Festival Radio
178 Ontario St., Box 904, Stratford, Ont. N5A 6W3
519-271-2450

Golden Horseshoe Radio CHWO Oakville-Burlington-Milton-Halton Hills
CJMR Mississauga
CHWO, 490 Wycroft Road, Oakville, Ont. L6K 2H1 416-845-2821
CJMR, Box 1190, Port Credit, P.O., Mississauga, Ont. L5G 4M3
416-279-1190

Guelph CJOY
CJOY Ltd., 75 Speedvale Ave. E., Guelph, Ont. N1E 6M3 519-824-7000

Guelph CKLA-FM
owned and operated CJOY Ltd address same as above

Hamilton CHAM
owned and operated by CHAM Radio, div. of Moffat Communications Ltd.,
2 King Street West, Hamilton, Ont. L8P 1A1 416-526-1280

Hamilton CHML
owned and operated by ML Radio Ltd.
studio: 848 Main St. E., Hamilton, Ont. L8M 1M1 416-549-2411
Toronto line: 924-2844

Hamilton/Burlington CING-FM
owned and operated by Burlington Broadcasting Inc.
studio: 4144 South Service Rd., Burlington, Ont. L7L 4X5
416-977-7519

Hamilton CKDS-FM
owned and operated by ML Radio Ltd.
studio: 11 Springer Ave., Hamilton, Ont. L8M 2W7 416-549-2453
Toronto line: 416-924-2844

Hamilton CKOC
owned and operated by Armadale Communications Ltd
studio: 73 Garfield Ave., S., P.O. Box 1150, Hamilton, Ont. L8N 3P5
416-545-5085

Huntsville CFBK/Parry Sound CFBQ
owned and operated by Muskoka Parry Sound Broadcasting Ltd.
CFBK, Box 630, Huntsville, Ont. P0A 1K0 705-789-4461
CFBQ, 24A William St., Parry Sound, Ont., P2A 1V1 705-746-2163

Kapuskasing
owned and operated by Kapuskasing Broadcasting Co. Ltd.
studio: 24 Byng Ave., Kapuskasing, Ont. P5N 1X5 705-335-2379

King-Pete Radio CKWS/CFMK-FM Kingston
 CHEX/CFMP-FM Peterborough
 CHUC Cobourg
CKWS owned and operated by Frontenac Broadcasting Co. Ltd.
studio: CKWS Radio, 479 Counter St. Kingston, Ont. K7M 7J3
613-549-1911
CHEX owned and operated by Kawartha Broadcasting Co., Ltd., Box 659
Peterborough, Ont. K9J 6Z9
studio: 1 Mile N.E., Peterborough, Ont. 705-742-7708
CHUC-AM owned and operated by Radio CHUC Ltd.,
studio: Telephone Rd., Hamilton Township, P.O. Box 520, Cobourg, Ont.
K9A 4L3 416-372-5401

Kingston CKLC/CFLY-FM

owned and operated by St. Lawrence Broadcasting Co. Ltd., Box 1380,
Kingston, Ontario
studio: 99 Brock St., Kingston K7L 4Y5 613-544-1380

Kingston CKWS/CFMK-FM

owned and operated by Frontenac Broadcasting Ltd.
studio: CKWS Radio 96, 479 Counter St., Kingston, Ont. K7M 7J3
613-549-1911
CFMK-FM, Radio Television Centre, 170 St., Kingston, Ont. K7K 1B2
613-544-2340

Kitchener-Waterloo-Cambridge CHYM, CKGL-FM

owned and operated by Greatlakes Broadcasting System, 305 King
St., W., Kitchener, Ont. N2G 4E4 519-743-2611
Toronto Line: 457-5599

Kitchener-Waterloo CKKW, CFCA-FM

owned and operated by CAP Communications Ltd.
studio: 864 King St. W., Kitchener, Ont. N2G 4E9 519-579-1090
Toronto line: 456-2930

Leamington CHYR

owned and operated by Rogers Radio Broadcasting Ltd., 100 Talbot
St. E., Leamington, Ont. N8H 1L3 519-326-6171

Lindsay CKLY

owned and operated by McNabb Broadcasting Ltd.
studio: 249 Kent St. W., Lindsay, Ont. K9V 2Z3 705-324-9103

London CFPL/CFPL-FM

owned and operated by CFPL Broadcasting Ltd., Box 2580, London, Ont.
N6A 4H3
studio: 369 York St., London, 519-438-8391
Toronto line: 368-3397

London/St. Thomas CHLO

owned and operated by CHLO Radio Ltd, 133 Curtis St., St. Thomas,
Ont. N5P 3T8 519-644-1570 (London) 519-631-3910 (St. Thomas)

London CJBK

owned and operated by Middlesex Broadcasters Ltd., Box 1290,
Station "A", London, Ont. N6A 5A2 519-686-2525

London CJBX-FM-BX.93

owned and operated by Middlesex Broadcasters Ltd.
studio: P.O. Box 5593, London, Ont. N6A 5H8 519-685-9393

London CKO-FM

head office at 30 Carlton St., Toronto M5B 2E9 416-591-1222
studio: 380 Rideout St. N., London, N6A 2P4

London CKSL

owned and operated by London Broadcasters Ltd., Box 1410, London,
Ont. N6A 5J2
studio: 343 Richmond St., London, Ont. 519-432-4181
Toronto line: 368-7200

Marathon CFNO-FM

owned and operated by North Superior Broadcasting Ltd., Box 1000
Marathon, Ont. POT 2E0 807-229-1010

Newmarket CKAN

owned and operated by CKAN Radio Ltd.

studio: Box 1480, 138 Davis Dr., Newmarket Plaza, Newmarket, Ont.
L3Y 4X1 416-898-1100, 416-475-3473

Norontario CJKL Kirkland Lake; CJTT New Liskeard

owned and operated by Ancell Communications Management

CJKL: P.O. Box 430, Kirkland Lake, Ont. P2N 3J4

705-567-3366

CJTT: P.O. Box 1058, New Liskeard, Ont. POJ 1P0

705-647-7334

North Bay CFCH/CKAT-FM

owned and operated by Telemedia Communication Inc.

CFCH: 743 Main St.E., Box 3000, North Bay, Ont. P1B 1C2

705-474-2000

CKAT-FM: 749 Main St. E. Box 3000, North Bay, Ont. P1B 1C2

705-474-3693

Oshawa/Durham CKAR/CKQT-FM

owned and operated by Grant Broadcasting Ltd.

studio: 360 King St. W., Oshawa, Ont. L1J 2K2

416-571-1350 (Oshawa) 416-686-1350 (Toronto)

Ottawa CFGO

owned and operated by CFGO Radio Ltd.

studio: 1575 Carling Ave., Ottawa, Ont. K1Z 7M3 613-725-1440

Ottawa CFMO-FM

owned and operated by Radio Station CFRA Ltd.

studio: 150 Isabella St., Ottawa K1S 5A3 613-233-6731

Ottawa CFRA

owned and operated by Radio Station CFRA Ltd.

address same as above, 613-233-6241

Ottawa/Hull CHEZ-FM

owned and operated by CHEZ-FM Inc.

studio: Ste. 509, 126 York St., Ottawa K1N 5T5 613-563-1919

Ottawa-Hull CJRC (french)

owned and operated by CJRC Radio Capitale Ltee.

studio: 681 Belfast Rd., Ottawa, Ont. K1G 0Z4 613-237-7100

Ottawa CJSB

owned and operated by CFRB Ltd.

studio: 150# Merivale Rd., Ottawa, Ont. K2E 6Z5 613-226-5450

Ottawa CKBY

owned and operated by Key Radio Ltd., Suite 1900, Tower "B",
Place de Ville, 112 Kent St., Ottawa K1P 6J1 613-238-6862

Ottawa-Hull CKCH/CIMF-FM (French)

owned and operated by CKCH Div., Telemedia Communications Inc.,
CKCH: 72 Laval St., Hull Quebec J8X 3H3 819-777-2771
CIMF-FM: 150 Edmonton St., Hull, Que. J8Y 3S6 819-770-2463

Ottawa CKO-FM

National Head Office: 30 Carlton St., Toronto, M5B 2E9
416-591-1222

studio: Ste. 507, 150 Wellington St., Ottawa, K1P 6C2 613-238-1016

Ottawa CKOY

owned and operated by KEY Radio Ltd., Suite 1900, Tower "B"
Place de Ville, 112 Kent St., Ottawa, K1P 6J1 613-238-7482

Ottawa CKOY/CKBY-FM

owned and operated by KEY Radio address same as above

Ottawa CKOY-AM/CKBY-FM/CHEZ-FM

CKOY/CKBY owned and operated by Key Radio, address same as above
phone: CKOY 613-238-7482
CKBY 613-238-6862

CHEZ: 126 York St., Ste. 509, Ottawa, K1N 5T5 613-563-1919

Owen Sound CFOX

owned and operated by Grey & Bruce Broadcasting Co. Ltd.

studio: 270 9th St. E., P.O. Box 280, Owen Sound, Ont. N4K 5P5
519-376-2030

Pembroke CHRO

owned and operated by The Ottawa Valley Broadcasting Co. Ltd.
P.O. Box 1010, Forest Lea Rd., Pembroke, Ont. K8A 7T3
613-735-1036

Peterborough CHEX/CFMP-FM

owned and operated by Kawartha Broadcasting Co. Ltd.

studio: Radio-Television Centre, 1925 Television Rd., Peterborough
K9J 6Z9 705-742-7708

Peterborough CKPT/CKQM-FM

owned and operated by Radio CKPT 1420 Ltd.

studio: 340 George St. N. Suite 403, Peterborough, Ont. K9J 6Y8
705-742-8844

Quinte Group CJBQ Belleville

CJNH Bancroft

CIGL-FM Beleville

CJTN Trenton

Beleville: Box 488, 45 Bridge St. E. 613-968-5555

Trenton: Box 9, 31 Quinte St. 613-392-1237

Bancroft: Box 1240, Hastings St. N. 613-332-1423

See App
K&N 125

Radio Thunder Bay CKPR/CJSD-FM
owned and operated by H.F. Dougall Co. Ltd.
studio: 87 N. Hill St., Thunder Bay, Ont. P7A 5V6
807-344-3526

Renfrew CVOB
owned and operated by Opeongo Broadcasting CO. Ltd.
studio: 212 Raglan St. S., Renfrew, Ont. K7V 1R4 613-432-6428/6660
mailing address: Box 96, Renfrew, Ont. K7V 4A2

St. Catharines Niagara CHOW
owned and operated by Wellport Broadcasting Ltd.
studio: Regional Rd. #23, Welland, Ont. L3B 3N5
416-732-4433

St. Catharines Niagara CHSC/CHRE-FM
owned and operated by Radio Station CHSC Ltd., Box 1220,
St. Catharines, Ont. L2R 7C7
studio: 36 Queenston St., St. Catharines 416-682-6691

St. Catharines Niagara CJRN
owned and operated by CJRN/710 Inc., Box 710, 4668 St. Clair
Ave., Niagara Falls, Ont. L2E 6X7 416-356-6710

St. Catharines Niagara CKTB/CJQR-FM
owned and operated by

Sarnia CHOK
owned and operated by Sarnia Broadcasters Ltd., Box 1070, Sarnia, Ont
N7T 7K5
studio: 148 Front St. N., Sarnia, Ont. 519-336-1070

Sarnia CJFI-FM
owned and operated by Rogers Radio Broadcasting Ltd.
studio: 546 Christina St. N., Sarnia, Ont. N7T 5W6
519-336-1110

Sarnia CKJD
owned by Rogers Radio Broadcasting Ltd.
address same as above

Sault Ste. Marie CFYN
owned and operated by Gilder Broadcasting Ltd., Box 1050
426 Bruce St., Sault Ste. Marie, Ont. P6A 5N5
705-942-1050

Sault Ste. Marie CHAS-FM
owned and operated by Gilder Broadcasting Ltd.,
address same as above

Simcoe CHNP

owned and operated by Simcoe Broadcasting Ltd., Box 1600,
39 Kent St. N., Simcoe, Ont. N3Y 3S1
519-426-7700

Smith Falls CJET/CKUE-FM

owned and operated by Rideau Broadcasting Ltd.
studio: Box 630, Smiths Falls, Ont. K7A 4T4 613-283-4630

Sudbury CFBR (french)

owned and operated by Sudbury Broadcasting (1977) Ltd., Box 700,
Sudbury, Ont. P3C 1K5
studio: 295 Victoria St. 705-674-6401

Sudbury CHNO/CFBR/CJMX-FM

owned and operated by Sudbury Broadcasting (1977) Ltd.
studio: 295 Victoria St. P.O. Box 700, Sudbury, Ont. P3C 1K5
705-674-6401

Sudbury CHNO

owned and operated by Sudbury Broadcasting (1977) Ltd.
address same as above

Sudbury CIGM-FM

owned and operated by United Broadcasting Ltd., Sudbury, Ont.
studio: 336 Ash St., Sudbury P3C 5N2 705-674-0711

Sudbury CKSO

owned and operated by United Broadcasting Ltd., Sudbury, Ont.
address same as above

Thunder Bay CJLB

owned and operated by Leader Broadcasting Corp. Ltd., Box 3448,
Stn. "P", Thunder Bay, Ont. P7E 5J9
studio: 230 Cumberland St. N., Thunder Bay, Ont.
807-345-5000

Tillsonburg CKOT/CKOT-FM

owned and operated by Tillsonburg Broadcasting Ltd., Box 10,
Tillsonburg, Ont. N4G 4H3
studio: 20 Baldwin St. 519-842-4281

Timmins-Hearst-Kapuskasing CFCL (french)

owned and operated by Mid Canada Communications Corporation
Mont Sacre-Coeur, Box 620, Timmins, Ont. 705-264-4211

Timmins CKGB/CFTH-FM

owned and operated by Telemedia Ontario Inc.
CKGB: 155 Pine St. S., Box 1046, Timmins, Ont. P4N 7H8
705-264-2351
CFTH-FM: address same as above 705-264-1316

Toronto-Greater Toronto Radio Q107 Toronto; CFGM Toronto-Richmond Hill

owned and operated by IWC Ltd.
studio: Ste. 3000, 2 Bloor St. E., Toronto M4W 1A8
416-967-3445

Toronto-Richmond Hill CFGM
owned and operated by Radio IWC Ltd.
studio: 1025⁴ Yonge St., Richmond Hill, Ont. L4C 3B7
416-961-1320/883-3445

Toronto CFNY
studio: 83 Kennedy Rd. S., Brampton, Ont. L6W 3P3
416-453-7452
sales address: 639B Yonge St., Toronto M4Y 1Z9
416-960-0870

Toronto CFRB
owned and operated by CFRB Ltd.
studio: 2 St. Clair Ave. W., Toronto, Ont. M4V 1L6
416-924-5711

Toronto CFTF
owned and operated by Rogers Radio Broadcasting Ltd.
studio: 25 Adelaide St. E., Toronto, M5C 1W3
416-864-2000

Toronto CHFI-FM
owned and operated by Rogers Radio Broadcasting Ltd.
address same as above
416-864-2070

Toronto CHUM
owned and operated by CHUM Ltd.
studio: 1331 Yonge St., Toronto, Ont. M4T 1Y1
416-925-6666

Toronto CHUM-FM
owned and operated by CHUM Ltd.
address same as above

Toronto CJBC (french)
operated by Canadian Broadcasting Corporation
studio: 354 Jarvis St., Toronto, Ont. M4Y 2G6
416-925-3311

Toronto CJCL 1430
owned and operated by Telemedia Ontario Inc.
studio: Ste. 202, 464 Yonge St., Toronto, M4Y 1W9
416-923-0921

Toronto CKEY
owned and operated by Key Radio Ltd.
studio: 1 Yonge St., Toronto M5E 1G1
416-361-1261
note: send all comm'l tapes, discs & copy to Mrs. G. Andrews,
traffic supervisor

Toronto CKFM
owned and operated by CFRB Ltd.
studio: 24 St. Clair Ave. W., Toronto M4V 1L4
416-922-9999

Toronto/Brampton CKMW
owned and operated by Mutual Broadcasting 1980 Canada Ltd.
studio: 83 Kennedy Rd. S., Brampton, Ont. L6W 3P3
416-453-7111

Toronto CKO-FM
Head Office: 30 Carlton St., Toronto M5B 2E9 416-591-1222

Toronto Q107
owned and operated by IWC Ltd.
studio: Hudson's Bay Centre, 2 Bloor St. E., Ste. 3000,
Toronto M4W 1A8 416-967-3445

Vacationland Radio CFOR Orillia; CKMP Midland
owned and operated by Telemedia Communications Inc.
CFOR: 241 West St., N. Orillia, Ont. L3V 5C9
705-326-3511
CKMP: 490 Dominion St., Midland, Ont. 705-526-2268

Westario Reach CKNX/CKNX-FM Wingham
owned and operated by CKNX Broadcasting Ltd.
studio: Carling Terrace, Wingham, Ont. N0G 2W0
519-357-1310

Windsor CBEP
owned and operated by Canadian Broadcasting Corporation
studio: 267 Pelissier St., Windsor, Ont
519-255-3577

Leamington CHYR
owned and operated by Rogers Radio Broadcasting Ltd.,
100 Talbot St. E., Leamington, Ont N8H 3W1
519-326-6171

Windsor CKJY-FM
studio: 1640 Ouellette Ave., P.O. Box 480, Windsor, Ont. N9A 6M6
519-258-9300

Windsor CKLW
studio: address same as above 519-258-8888

Windsor CKWW
owned and operated by Radio Windsor Ltd.
studio: 300 Cabana Rd. E., Windsor N9G 1A3 519-966-7000

Windsor OM-FM
owned and operated by Radio Windsor Cdn. Ltd.
address same as above

Woodstock CKDE
studio: P.O. Box 100, 290 Dundas St., Woodstock N4S 1B2
519-539-7451

Education Institutions

Ottawa CHOR

University of Ottawa, 85 Haster St., K1N 6N5 613-231-5826, closed circuit

Downsview CKRY-FM

York University, 4700 Keele St., M3J 1P3 416-667-3919 closed circuit

Guelph CFRU-FM

University of Guelph, 2nd Floor, University Centre, N1G 2W1
519-824-4120

Hamilton CKDS-FM

CFMU, Room 301, Hamilton Hall, McMaster University L8S 4K1
519-528-9888

Kingston CFRC-FM

Queen's University, Carruthers Hall K7L 3N6

Kingston CFRC

address same as above

Kitchener CXLR

Conestoga College, 299 Doon Valley Dr., N2G 4M4 519-653-2511, loc. 302
closed circuit

London CIXX-FM

University of Western Ontario, Rm. 42, U.C.C. Bldg., N6A 3K7
519-679-2479

London

Radio Fanshawe Inc., 1460 Oxford St. E., N5W 5H1
519-453-2810

Ottawa CKCU-FM

CKCU-FM Radio, Room 517, Unicentre, Carleton University K1S 5B6

Toronto CHCR-FM

Humber College, Box 1900, Rexdale M9W 5L7 416-675-3111 closed circuit

Waterloo CKMS-FM

Radio Waterloo Inc., University of Waterloo N2L 3G1
519-886-2567

Hamilton CHMR

Mohawk College, 135 Fennell Ave. W., L8N 3T2 416-526-1280

Waterloo CILR

Wilfrid Laurier University N2L 3C5 519-884-2741

Toronto CBFM
George Brown College, Box 1015, Stn. B, M5T 2T9
416-967-1212, closed circuit

Toronto CJS
Scarborough College, 1265 Military Trail, West Hill, M1C 1A4
416-284-3143, closed circuit

Toronto CKCC
Centennial College, 651 Warden Ave., Scarborough M1L 3Z6
416-694-3033

Toronto CKLN
Rverson Institute, 50 Gould St., M5B 1E8
416-595-1477

Toronto CRSC
Seneca College, 1750 Finch Ave. E., Willowdale M2N 5T7
416-491-5050, closed circuit

Toronto UTR
University of Toronto, 91 St. George St., M5S 2E8 416-978-4563 closed

Windsor CJAM
University of Windsor, University Centre Bldg., N9B 3P4

Windsor CING
St. Clair College, 2000 Talbot Rd. W., N9A 6S4
519-966-1656, closed circuit

Belleville CBLC
Loyalist College, Box 4200
613-962-9501, closed circuit

Oakville CORS
Sheridan College, 1430 Trafalgar Rd., L6H 2L1
416-845-3311, closed circuit

CBC Stations - AM

Studio at Thunder Bay (CBQ)
CBC 213 Myles St. E., P7C 1J5
807-622-5811

AM

Armstrong, Ontario CBOL
Beardmore, Ontario CBLE
Dryden, Ontario Re-broadcasting CBQ, Thunder Bay
Ear Falls, Ontario CBOI Re-broadcasting CBQ,
Geraldton, Ontario CBLG
Hornepayne, Ontario CBLH
Hudson, Ontario CBQW Re-broadcasting CBQ
Ignace, Ontario CBES Re-broadcasting CBQ
Longlac, Ontario CBLL
Manitouwadge, Ontario CBEB
Marathon, Ontario CBLM
Nairna, Ontario CBLN
Red Lake, Ontario CBEA Re-broadcasting CBQ
Red Rock, Ontario CBLR
Schreiber, Ontario CBLB
Sioux Lookout, Ontario CBLS Re-broadcasting CBQ
Terrace Bay, Ontario CBEH
Vermillion Bay, Ontario CBEL

Studio at Toronto (CBL)
CBC, Box 500 Term. A, M5W 1E6
416-925-3311

AM

Bancroft, Ontario CBLV
Blind River, Ontario CJBC-6 (french)
Britt, Ontario CBEZ
Chapleau, Ontario CBLC
Dubreuilville, Ontario CJBC-11 (french)
Elliot Lake, Ontario CBEC
Elliot Lake, Ontario CJBC-5 (french)
Espanola, Ontario CJBC-7 (french)
Espanola, Ontario CBLP
Field, Ontario CJBC-14 (french)
Foleyet, Ontario CBLF
Frasersdale, Ontario CBEW
Haliburton, Ontario CBLY
Hearst, Ontario CBLZ
Kapuskasing, Ontario CBOK
Mattawa, Ontario CBLO
Maynooth, Ontario CBOD
Mindemoya, Ontario CBEN
Moosonee, Ontario CBEY
Spanish, Ontario CBED
Temagami, Ontario CBEU
Wawa CBLJ

studio at Ottawa CBO/CBOF
Chateau Laurier Hotel, Box 3220, Stn. C, K1Y 1E4
613-725-3511

Rolphton CBEO
Barry's Bay CBEQ
Deep River CBLI
Maniwaki CBON

CBC Stations - FM

studio at: Thunder Bay CBQ-AM
CBC 213 Myles St. E., P7C 1J5
807-622-5811

FM

Dryden CBQH-FM
Kenora CBQX-FM
Osnaburgh CBQN-FM
Pickle Lake CBQP-FM
Pikangikum CBQU-FM
Red Lake CBEA-FM
Sandy Lake CBQV-FM
Savant Lake CBQL-FM

studio at: Toronto CBL-AM
CBC, Box 500, Term. A, M5W 1E6
416-925-3311

North Bay CBCN-FM
Kingston CBBK-FM
Orillia CBCO-FM
Penetanguishene CBCM-FM
Peterborough CBCP-FM

studio at: Toronto CBL-FM
CBC, Box 500, Term. A, M5W 1E6
416-925-3311

London CBBL-FM

studio at: Ottawa CBO-AM
Chateau Laurier Hotel, Box 3220, Stn. C, K1Y 1E4
613-725-3511

Cornwall CBOC-FM

studio at: Windsor CBE-AM
CBC, 267 Pelissier St., N9A 4K5
519-254-5116

Chatham CBEE-FM
Sarnia CBEG-FM
Windsor CBE-FM

studio at: Sudbury CBCS-FM
CBC, 15 Flr St., P3C 2A9
705-675-2451

Sault Ste. Marie CBSM-FM

Appendix D

QUESTIONNAIRE

Dear Radio Station Manager:

We are a group of broadcasters and environmental professionals who are putting together a pilot radio show on environmental issues. We are planning to produce two programs, an environmental news item and a longer documentary, on topics of current public interest in Ontario. Eventually, we would like to extend our efforts to producing a regular programme, to be sent to ~~it~~ interested stations in this province.

We are doing this because we're convinced that the Ontario public is very interested in environmental topics, and we think that radio is an ideal medium to respond to that interest. We aim to unravel topical environmental controversies - to present the various scientific, political and even legal arguments in a way that your listeners will find exciting, and informative.

Our professional experience producing radio programs in the CBC and outside it guarantees the quality of our product, and our independent status will allow us to present the conflicting perspectives on environmental controversies in a balanced way, without downplaying the problems, or villifying those trying to solve them.

We intend to send our pilot shows out to interested radio stations free of charge, but to develop a product which is well suited to your audience, we need your help. The attached questionnaire is designed to give us information on what kind of programme you and your listeners would like best. We'd be very grateful if you would fill it in and return it to us in the enclosed envelope. If you are interested in hearing our pilots, we will send them to you, in a few months, when they are completed. At that time, we will be eager to hear what you and your audience think of them.

We look forward to reading your reply.

Sincerely,

Jill Eisen

Arlin Hackman

Beth Savan

Liz Stanley

QUESTIONNAIRE

1. Roughly what area does your radio signal reach?
2. What type of programming occupies the majority of your air time?
_____ Rock music
_____ County music
_____ Classical music
_____ Middle of the road music
_____ News
_____ Other (please specify) _____

3. What percentage of your programs are devoted primarily to the spoken word?
4. How much air time per week do you currently devote to environmental issues?
5. Do you think your audience would appreciate hearing more about important local, provincial and national environmental issues?
6. Are there any environmental issues that you feel would particularly concern your audience?
7. Do you think your audience would prefer documentary programs on environmental issues of ongoing national and provincial concern, or news style stories on more local issues?
8. Would your station consider broadcasting a weekly series of free programs on environmental issues, prepared by an independent group of professional radio producers.
9. If so, what length of programs would best fit your broadcast schedule?
_____ 13 minutes, _____ 27 minutes, other _____
10. Would you like to receive more information from us, including free copies of two 27 minute pilot programs on selected environmental issues?
11. Would you prefer to receive cassettes or reel to reel tapes?
12. Do you have any comments or questions?

Appendix E

LETTERS OF SUPPORT

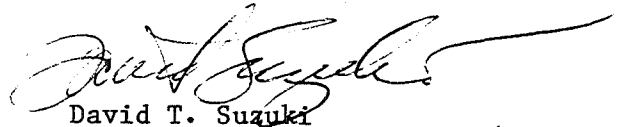
2477 Point Grey Road
Vancouver, B. C.
V6K 1A1

November 8, 1983

TO WHOM IT MAY CONCERN:

There is a dearth of in-depth responsible reporting on environmental issues in the electronic media. For Canadians, the environment occupies a special place in our culture for it is not only the major source of our export market, it also establishes the spiritual specialness of this land. There is a constant interplay and competition between the forces of development and conservation. In order to understand the issues, the general public must have access to in-depth information on environmental issues. I know both Ms. Jill Eisen and Dr. Beth Savan as experienced and excellent broadcasters. Their proposed program strikes me as excellent and I have no doubt they will do an outstanding job.

Sincerely,



David T. Suzuki

DTS:sm



OPIRG
GRIPO

Ontario Public Interest Research Group
Groupe de Recherche d'Interet Public d'Ontario

- 78 -


OPIRG-Toronto
2 Sussex Ave.
Toronto, Ontario
M5S 1J5

3 Feb., 1984

Dear Beth:

Further to our earlier conversation, the Board of Directors is very interested in using the environmental programmes you're preparing. ~~as I think they~~ would make a valuable addition to our educational programming. The U. of T. and Ryerson radio stations have approached us to do some programmes with them on a regular basis. Several other OPIRG chapters have regular spots on campus radio and I'm sure they'd be interested in the programmes as well. Please let us know when they might be available.

Sincerely,


Rod MacRae

OPIRG Co-ordinator

