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A PROPOSAL TO THE MINISTRY OF STATE FOR
SCIENCE AND TECHNOLOGY FOR THE RESCUE OF SCIENCE FORUM

PREPARED BY:

Robin McNeill

John G. Robertson

Katherine White

SUBMITTED BY:

Lexken Communications Ltd.

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MINISTÈRE D'ÉTAT
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SCIENCE AND
TECHNOLOGY

PROPOSAL TO SAVE SCIENCE FORUM

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Why Save Science Forum?

The threat to Canadian science and technology in the late seventies is analogous to the threat to Canadian artistic culture a decade ago. Thanks to timely government and national support, we now have a thriving Canadian artistic culture which is reasonably competitive. In fact producers in New York and Los Angeles are constantly scouting Canada for ideas and talent. This is the time to make the same move in favour of Canadian science.

Scientific American, New Scientist, OMNI, and Popular Science prove the existence of a vast market for science publications. They are also tremendous promotional vehicles for American and British technology. If we don't go out and get some of this business, and there is no Canadian magazine pushing Canadian technology in a serious way, then American and British ideas will come into the country via the above magazines, while none of our ideas are thrusting back out. That phenomenon will translate into a lessened interest and support for Canadian science, fewer technological contracts being placed in Canada by foreign companies, and fewer technological contracts being placed in Canada by Canadian companies.

The speed of technological advance in the western world is not likely to slacken. Very likely the reverse. The energy crisis and the rethinking of the North American way of life will throw up a wave of technological inventiveness followed by industrial or heating or communicating techniques.

The arts hereto have dominated culture in Canada. But culture is everything a society does and this important area of Canadian culture now is the most neglected. In a few years the effects of this neglect will be evident in very personal matters such as salaries, employment, value of the dollar. The interest in technology is there. People are worried about the economy and their future. Research and development is suddenly a priority again. Now is the time to create a strong Canadian science magazine with forward-thinking dedicated editors.

The object of this project is a rejuvenated Canadian science magazine that can place Canadian science news on a par with the heavy influx of successful foreign science magazines.

SCIENCE FORUM OBJECTIVES

Science Forum will present science and technology to Canadians in a manner that stimulates the layman's interest yet retains the confidence of the scientific community.

The magazine will focus on scientific and technical work carried on in Canada or carried on internationally and of particular interest to Canadians.

A collateral aim of the magazine will be to establish confidence and pride among Canadians in Canadian science and technology. Part of this aim will be accomplished by the magazine forming a link between the public and the research community.

In addition Science Forum will have the objective of becoming completely self-supporting within three years.

SCIENCE FORUM - WHAT IT WOULD LOOK LIKE

1. ARTICLE PLAN

<u>TABLE OF CONTENTS</u>	<u>PAGE</u>	<u>LENGTH IN WORDS</u>
Main Editorial	3	1000
Guest Editorial	4	1000
News Items	5	5000
Energy/Climate Notebook	15	1500
Transportation/Communications notebook	18	1500
Agricultural/Resource notebook	21	1500
Major Article	24	4000
Major Article	31	4000
Major Article	39	4000
Comment	43	1000
Book Reviews	44	2000
Classified ads	47	

2. DESCRIPTION OF EACH ITEM

Main editorial - Comment on some aspect of science, particularly science in Canada prepared by Science Forum staff.

Guest editorial - Similar to main editorial but prepared by someone with a particular perspective on science, especially Canadian science.

News items

- Short (250-500 words) reports on current events of interest to people with an interest in science & technology including humorous and human interest items.

Major articles

- Articles written by scientists and rewritten by Science Forum staff or written by science journalists on facets of science of general interest.

Notebooks

- Short articles on areas of science and technology of particular interest to Canadians (possibly by regular columnists).

Book reviews

- Reviews of books on science and technology particularly those related to Canada.

Other features

- The magazine will also include letters to the editor, puzzles, answers prepared by scientists to readers' questions and profiles.

RESCUE STRATEGY

The main consideration in rescuing Science Forum is how to cover the first three years operating deficit. We expect the deficits to be \$200,000, \$95,000 and \$56,000 respectively.

There are three possible sources of funding to cover these deficits. These consist of venture capital firms, governments, and private foundations or industry.

Venture capital is always difficult to find in Canada. It also implies a loss of control, which would mean a decline in standards since the magazine would be controlled by interests primarily concerned with obtaining a fast and handsome profit.

The Federal Government has provided funding in the past but it seems to us that it ought not to bear the entire cost of continued support. For this reason we propose to raise from provincial governments and private sources 50% of the money needed to carry Science Forum until it is self-supporting.

We believe that the case for Science Forum is a strong one and will appeal to many corporations, particularly those concerned with their image as good Canadian corporate citizens. While there are countless arts groups of various kinds requesting charitable donations, there will be only one science magazine. Thus by supporting Science Forum, a corporation will become known to a nation-wide audience as a benefactor of Canadian culture in the broadest sense.

Once a commitment has been received from the Federal Government for funding to cover half of the first three years operating deficit we will take the following steps.

- 1) Launch a Save Science Forum media campaign.
- 2) Ask high profile and influential business leaders to lend their names to the campaign to save Science Forum.
- 3) Form a board of directors of experienced businessmen.
- 4) Canvas industry, provincial governments and private foundations for grants. We intend to maintain Science Forum's not-for-profit structure so that industry's grants will be tax deductible.
- 5) Begin publishing Science Forum as soon as sufficient funds are received.
- 6) Begin a nation - wide Science Forum advertising campaign.

FIRST YEAR'S BUDGET

	<u>COSTS</u>
Salaries	114,000
Production	93,300
Office	35,200
Articles & Graphics	20,000
Fund Raising	7,500
Promotion	<u>44,000</u>
TOTAL	314,000

	<u>REVENUES</u>
Subscriptions	58,000
Newstand sales	500
Advertising	26,000
Supplements	<u>30,000</u>
TOTAL	114,500

Costs less revenues equals 199,500.

THE SAVE SCIENCE FORUM CAMPAIGN

This section is going to be a little callous but that's the way advertising works.

The Save Science Forum campaign is a way of using the established name of Science Forum for a major national subscription campaign for the new Science Forum. Saturday Night has done it. Maclean's has done it. Magazines are a national saga in this country and there is no reason why Science Forum can't take the same route.

The basic promotional premise for the Campaign is that Canada's last surviving scientific magazine, after publishing for ten years, is about to disappear with no replacement and that no right-thinking Canadian can allow this to happen.

Two resistances must be dealt with immediately. First, Science Forum was never a very good magazine and it was never a highly popular magazine. Most people will not have heard of it. This resistance must be met by the position that Science Forum was highly popular among a small number of extremely intelligent people and it was very valuable to those people. Now the magazine will be broadening its scope to let more people in on what the few people found so interesting.

The second resistance will be to the name. Aside from the Montreal Forum, forums are not in overwhelming demand in Canada. This must be overcome graphically by removing anything vaguely Greek or Roman from the logo and replacing it with something futuristic in the design. As though Forums occur regularly on Galactica 7.

The selling points for the new Science Forum are that it is new, expanded, energetic, will include a certain number of items on a regular basis, and is going to spend great attention on oil, energy, the nuclear debate, Agriculture, solar energy, transportation, and Canadian industries. We are going to solicit reader's ideas and find a scientist to reply to the feasibility of the idea.

The selling point for the Save Science Forum campaign is that the magazine is essential to the scientific and economic vitality of the country. Without it, as a nation, we are incomplete.

The campaign should be entirely exploitive of CBC radio and television which are nationalistic, vulnerable, and starved for good subjects that are also Canadian. Equally so with Maclean's, which needs to fill pages, and Saturday Night, which should be sympathetic to the concept.

The budget for the campaign should go (1) heavily into alerting the Canadian public to the first new edition: 1/4 to 1/2 page ads in the national magazines plus major city newspapers, coordinated with CP wire story, "As It Happens" or "Sunday Morning", and articles on science pages of Maclean's Globe and Mail, and local CBC radio coverage on afternoon shows in the major cities; the ads should feature the words Save Science Forum, a mock-up of the initial new cover, and subscription information, and (2) into the creation of miniature 4-page Science Forum magazines that can be used for direct mailings to present and past subscribers, university and college libraries and faculties, public libraries, and targeted industries. These teasers should give impression of style, content, the new graphic look, and Save Science Forum should be printed across the cover.

The imminent death of Science Forum affords a tremendous opportunity for promotion and subscription which Science Forum's long survival has made possible and which should not be allowed to escape. A few years from now, when the necessity for a science magazine is more painfully apparent, the relaunching will be a lot rougher.

ORGANIZATION

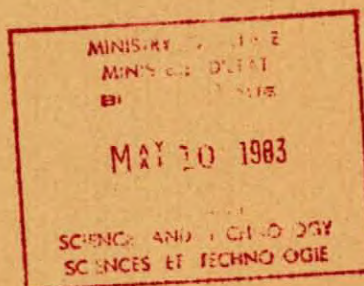
The magazine will be controlled by a board of directors composed mostly of experienced business men. Included on the board of directors will be the publisher and the editor.

The board of directors will formulate overall policy particularly regarding financial matters. The publisher and editor, both part of the Science Forum staff will control the day-to-day operation of the magazine.

The staff will consist of the publisher, the editor, a promotions and marketing manager, science advisors, art director, sales manager plus secretarial and administrative staff.

There will be a board of technical advisers whose job will be to ensure the technical accuracy of articles published by Science Forum and to advise Science Forum as to trends in their fields. The technical board will be made up of scientists and technical specialists in each major field.

To help obtain funding from industry, men and women with high profiles in the business world will be asked to lend their names to the cause as patrons of the magazine.



SCIENCE FORUM RESCUE TEAM

Promotion and Marketing

Robin McNeill, 33, is a former Captain in Air Force Public Relations and recently produced HANK WILLIAMS: THE SHOW HE NEVER GAVE, a stage production which generated in Canada over one and a half million dollars in free publicity. He is currently General Manager and Co-Producer of an American/Canadian joint venture to produce this show worldwide. He spent one year as an associate editor of North magazine.

Publishing

John Robertson, 33, is President of LEXKEN Communications Ltd., an Ottawa-based company specializing in scientific and technical communications. Mr. Robertson studied mathematics, engineering, biology, philosophy of science and science reporting.

Editorial

Kate White, 25, is former Managing Editor of Canadian Review which in less than a year achieved a paid circulation of 60,000 and an estimated readership of 200,000. She is currently a science writer for the Globe & Mail and a freelance science editor.

Science Advisors

Robert Bender, 31, is a former designer for Cary Instruments (Varian), a former Director of micro-manipulator research at the Center for Theoretical Biology in Buffalo, former Director of research and development for Bushnell Communications Limited, founder and former President of Stake Technology Limited, and is presently engaged in setting up a company (ENS Biologicals Limited) for the commercial application of recombinant D.N.A. techniques.

Andrew M. Smith, 31, has degrees in physics (B.Sc) engineering (B.Eng, M.Eng) and medicine (M.D.). He has worked as an electronics engineer and a software engineer. At present he is practising medicine and developing medical computer systems.

FIRST FIVE YEARS - FORECAST

ITEM	<u>YEAR</u>				
	1st	2nd	3rd	4th	5th
Circulation	12,000	19,000	22,000	23,000	25,000
Total Costs	314,000	352,000	430,000	483,000	555,000
Total Revenues	114,500	257,000	374,000	489,500	560,688
Profit (Deficit)	(199,500)	(95,000)	(56,000)	6,000	5,000
Advertising Ratio	15%	25%	30%	40%	40%
Total Number of Pages	48	56	64	72	80
Number of Pages of Content	40	38	45	43	48
Number of Pages of Advertising	8	14	19	29	32
Newsstand Price	1.00	1.00	1.25	1.25	1.25
1 Year Subscription Price	8.50	8.50	9.50	10.00	10.00
Advertising Page Rate	360	570	770	805	875
Subscription Revenues	58,000	121,000	157,000	173,000	188,000
Newsstand Revenues	500	1188	1925	2012	2188
Advertising Revenues	26,000	87,780	161,000	257,000	308,000
Supplement Revenues	30,000	47,500	55,000	57,500	62,500

SCIENCE FORUM BUDGET (1st. year)

1. COSTS

1. Labour

(a) Publisher	\$25,000.	
(b) Editor	25,000.	
(c) Consulting Editor/ Promotion	6,000.	
(d) Science Advisers	4,000.	
(e) Sales Manager	14,000.	
(f) Production Manager Art Director	14,000.	
(g) Editorial Assistant/ Secretary	10,000.	
(h) Bookkeeping	6,000.	
(i) Clerk/Secretary	10,000.	\$114,000.

2. Production

(a) Typesetting	\$14,000.	
(b) Printing	66,000.	
(c) Colour seperations & camera work	5,500.	
(d) Shipping & handling	8,800.	\$93,300.

3. Office

(a) Rent	\$ 4,600.	
(b) Telephone	7,200.	
(c) Fixed Assets (interest plus commissions)	1,000.	
(d) Supplies	3,000.	

(e) Postage	\$ 4,400.	
(f) Courier	1,200.	
(g) Insurance	1,800.	
(h) Xerox	2,400.	
(i) Professional services	3,000.	
(j) Fullfilment	5,400.	
(k) Miscellaneous printing	1,200	\$35,200.

4. Articles & Graphics

(a) Articles & photos	\$19,000.	
(b) Art work	5,500.	
(c) cartoons	1,100.	
(d) cover	4,400	\$20,000.

5. Fund Raising

(a) Transportation	\$ 1,500.	
(b) Expenses	6,000.	\$ 7,500.

6. Promotion

(a) Contra Advertising	\$ 7,000.	
(b) Direct Mailing	7,000.	
(c) Promotional Printings	5,000.	
(d) Save Science Forum Campaign	25,000.	\$44,000.

Total Costs \$314,000.

11-REVENUES

1. - Subscriptions	\$ 58,000.	
2. - Newstand Sales	500.	
3. - Advertising	26,000.	
4. - Supplements	30,000.	\$114,500.

COSTS LESS REVENUES - 314,000 - 114,500 = \$199,500.

