

COMMUNICATIONS EXPRESS

July 1984

DOC welcomes new Minister

The department welcomes a new Minister of Communications, the **Honourable Edward C. Lumley**, who is also Minister of Regional Industrial Expansion and Science and Technology.

Born and educated in Windsor, Ontario, Mr. Lumley was first elected to Parliament in 1974, as M.P. for Stormont-Dundas, following a successful career in private business and in municipal politics as mayor of Cornwall, Ontario. Mr. Lumley has chaired the Standing Committee on Regional Development; was Parliamentary Secretary to the



Minister of Regional Economic Expansion and the Minister of Finance; and headed the Canadian Delegation to the United Nations Conference on Trade and Development in 1978.

In 1980, Mr. Lumley was appointed Minister of State for Trade; in 1982, Minister of State for International Trade; and later in 1982, Minister of Industry, Trade and Commerce and Regional Economic Expansion, now changed to Regional Industrial Expansion. Mr. Lumley is married and has five children.

DGIS officers honored by ISI



DGIS employees were presented with outstanding achievement awards at the recent awards ceremony and banquet of the Information Services Institute, an organization of government information specialists. **Philip Kinsman**, Director of Public Affairs, and **John Sifton**, (continued on page 5)

Left to right: Jackie Smith, Stephanie Perrin, John Sifton, Denise Perrier, Alain Gourd (SADM), May Morpaw, Zelda Heller, Nina Dell, Paul Racine (DGIS), Ghislaine Roy.

And now posters!

DOC's information materials have recently been receiving wide recognition – locally, nationally and internationally – winning awards in various competitions. A departmental poster can now be added to the honor roll of winners.

On July 4, on behalf of the department, **Paul Racine**, Director General of Information Services, received a citation awarded by the Canadian Public Relations Society (CPRS) for the quality of work demonstrated in the production of DOC's "Canada in Space" poster. Prepared by DGIS' Publications and Creative Services, under the direction of **Jackie Smith**, the poster had been judged in a Canada-wide competition as part of the CPRS Annual Awards Program.



Service to the public – with a smile and good humor

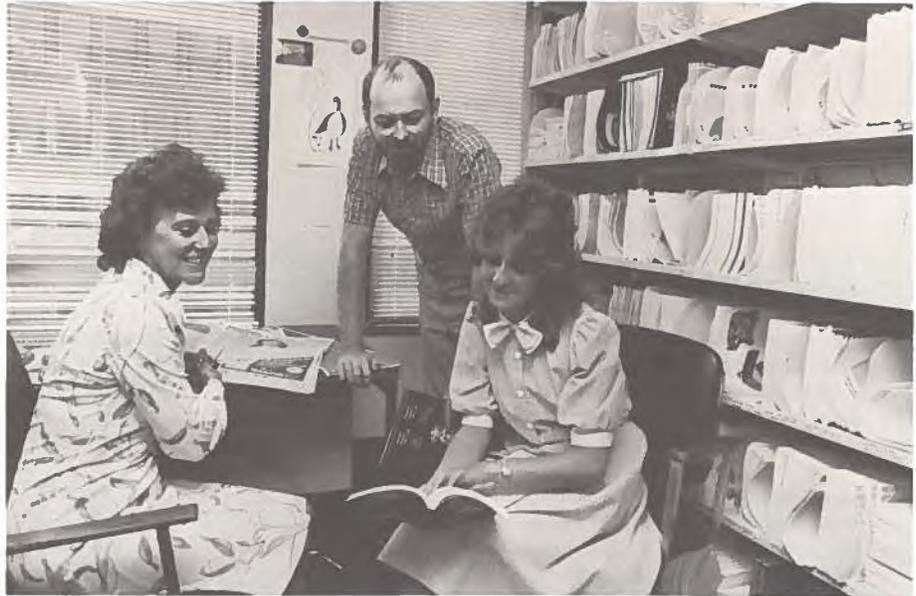
“Would you please send me your department’s publication,” the letter read. No small feat, considering that there are about 190 DOC publications, in addition to news releases, speeches, fact sheets and other printed information materials in the DGIS distribution centre.

“Could I please have copies of all speeches and news releases for the last four years,” the telephone caller asks. Another mission impossible? Not at all – just typical requests received daily by **Paul Villeneuve** and **Nicole Lacroix** in the publications section of DGIS.

Service to the public is the principal *raison d’être* of their section. Paul and Nicole receive an average of 235 letters a month, and a similar number of telephone calls, requesting information, publications and printed materials. Some requests are straightforward, some are complicated, and some require assembling a great deal of information. Many are directed to other government departments, and the name of the best contact is provided. In addition, a steady stream of DOC employees drop in to request the latest news releases, speeches or other items.

Paul and Nicole also compile and maintain the 76 variations of mailing lists which direct the distribution of the department’s policy papers, news releases, speeches, publications and posters. They are responsible for overseeing the printing and distribution of the wide variety of printed material published by the department – such as the 70-odd news releases prepared in the first six months of 1984. Timely distribution of all materials to the proper recipients is vitally important: materials are sent by internal and external mail; by messenger to such locations as the National and Parliamentary Press Galleries, External Affairs and the House of Commons; by communicating word processor to regional offices; by hand to DOC personnel; and by facsimile or telex when dictated by circumstances. Paul and Nicole probably also use mental telepathy, considering the deadlines they meet as a matter of course.

Every major announcement by the Minister triggers another urgent task: the preparation of press kits. Approved texts are printed and inserted in the kits, information from other sources is



DGIS distribution centre answers a request. Left to right: **Jeannine Douglas**, **Paul Villeneuve**, **Nicole Lacroix**.

obtained and added, the kits are properly packaged, labels are prepared and affixed, and all materials dispatched to recipients – sometimes an all-night or all-weekend task.

In the same section, **Jeannine Douglas** is responsible for media monitoring. Every morning she examines the major newspapers and magazines and clips all items relating to DOC activities. She assembles these on easy-to-read pages, compiles an index, including key-word computer-access references, adds the familiar red dated cover, arranges printing and distributes them to some 200 managers and others in all sectors of the department – early enough to provide information to these key people in their daily activities.

The names of Paul, Nicole and Jeannine may not appear on the DOC materials you read, but their imprint is certainly on all of them.

Oh yes – Paul and Nicole also take calls at the DGIS switchboard in their “spare” time.

Film and Video Policy Press Conference carried “live” to regions

When Communications Minister Francis Fox announced the new Film and Video Policy May 29, a Bell Canada teleconference audio hookup enabled all five regional offices and some district offices to follow the proceedings “live” from the National Press Theatre in Ottawa.

While the Press Conference in Ottawa was a success, it was no less a hit in the regions. The offices report that the government, media and private-sector guests invited to listen appreciated the courtesy. Regional officers feel that some of the generous media coverage might be attributed to this service, and suggest that this valuable public relations tool be used whenever possible.

Ottawa District Office: nerve centre for wide area

"A radio inspector needs to be a combination of technician, detective and diplomat," says **Hubert Pambrun**, manager of DOC's Ottawa District Office. Nine radio inspectors and three support staff operate the office in the Trebla Building at 473 Albert Street, serving a 10,000-square-mile segment of Ontario and Quebec.

The office is a beehive of activity, dealing with more than 50 telephone calls a day and some 300 to 400 letters a month requesting information, advice or printed materials, or registering complaints — and the dozen or so people who come into the office each day seeking information.

The staff of 12 assigns and co-ordinates frequencies, renews and issues licences, locates and helps resolve interference problems, inspects radio stations and ensures that discrepancies are corrected, sets and conducts certification examinations and monitors the spectrum. They also offer advice in filling out licence applications.

The authorization section licenses users of radio equipment. More than 1,600 licence applications are processed and issued each year, about two-thirds for land-fixed and land-mobile stations, the rest for ships, aircraft and amateur operators. Issuing a licence usually involves several steps: finding a suitable

frequency, carrying out a compatibility study, co-ordinating the frequency assignment with other districts and the United States. Some licence applications require lengthy procedures, such as the multiple-site system for the Ontario Provincial Police which the office worked on for more than a year.

Examinations for amateur licences are administered quarterly to some 200 candidates, and about 600 candidates for Restricted Radio Operator (RRO) Certificates write exams in the district office each year.

The spectrum control section operates five vehicles fitted with testing and monitoring equipment, and carries out inspections of private commercial radio stations throughout the district. Some 150 land-based stations will be checked at random this year (in addition to the inspections of broadcasting stations, which are carried out every five years, or at the request of the CRTC). Stations are also inspected when a licence application is made or when a complaint is received, and occasionally a "block search" inspection is carried out. Discrepancies can range from off-frequency operation and excessive power or radiation to unsafe installation and non-approved equipment. The station is advised of the discrepancy and asked to take corrective action. If the station does not respond, its licence

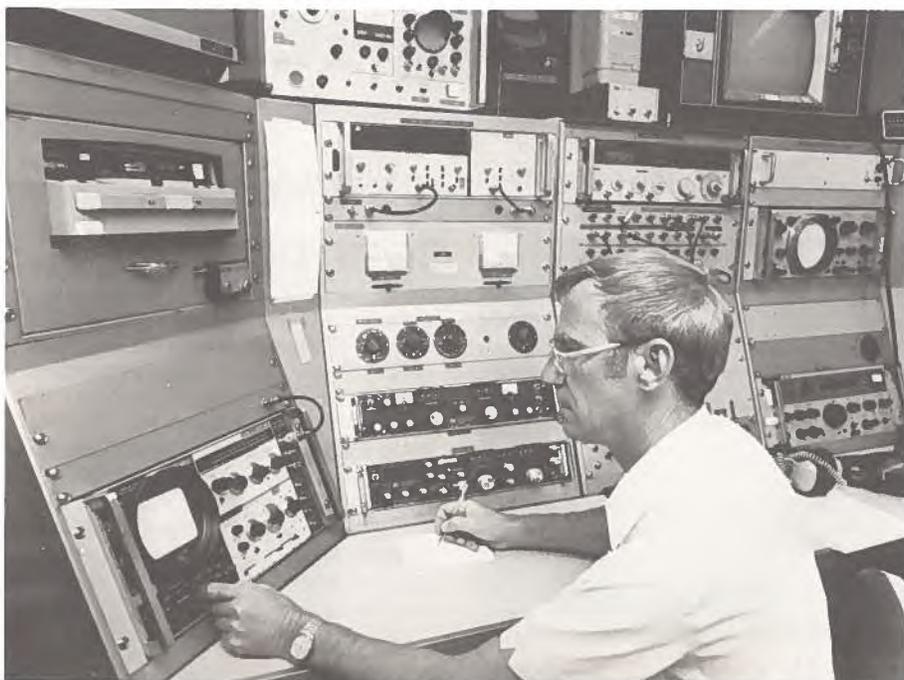
can be suspended or revoked, or legal proceedings instituted.

The inspectors in the field are also responsible for site evaluations, repeater-station inspections, location and suppression of interference, and on-site Restricted Radio Operator examinations.

The Ottawa District Office also operates a monitoring centre, with sophisticated equipment attached to five antennas on the roof of the Trebla Building. This equipment can be used, for example, to locate the site of interference, measure frequencies, analyze bandwidths and photograph a station's signal.

In addition, **Hubert Pambrun**, **Ken Duncan** and **Marie Claude** have been appointed to the External Affairs Papal Task Force and asked to co-ordinate the frequencies needed for all Canadian and American communications during the Papal Visit. More than 10,000 journalists will be accredited, most of them wired for sound. This service is not a "first," however; the districts, co-ordinated by the Ottawa office, efficiently carried out the same task during the Conservative and Liberal Leadership Conventions, co-ordinating more than 255 frequencies during each event.

Although these tasks pose a formidable challenge for the small staff of the Ottawa District Office, the situation is not unique. All of DOC's 47 district and sub-district offices across Canada offer a similar range of services in helping the department to provide Canadians with the world's finest communications system.

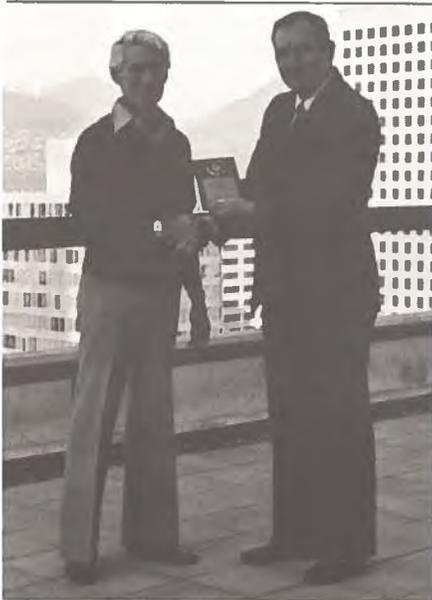


Gerry Jewers analyzes signals in the monitoring centre of the Ottawa District Office.

The fittest of the fit

DOC men have a challenge to meet: to catch up to the women – in fitness, that is.

A sampling from tests conducted in April in DOC's fitness classes revealed that female participants scored higher than males in *every* aspect of fitness. Only in muscular endurance, where both males and females were above average, and in percentage of body fat, where both sexes were average in relation to Canadian levels, did the men have almost the same ratings as the women. In cardio-respiratory fitness, muscular strength and flexibility, the women were above average, while the men were rated average.



Fore – here come the golfers

The Poplar Grove Golf Club was the setting June 15 for an important meeting of 110 DOC employees. Issues were discussed in groups of four during the afternoon, and then the larger picture was reviewed at the evening plenary dinner session. The occasion was therapeutically helpful as colorfully garbed employees relieved tensions and frustrations by beating the ground with clubs and uttering incantations.

All participants agreed that the annual DOC golf tournament was enjoyable

and successful, particularly the major winners: **Sylvie Charlebois Laprade** (GTA) – women's low gross; **Michel Lafleur** (GTA) – men's low gross; **Bill Jahn** (CRC) – men's low net; **Mardell Mcinnis** (DOS) – women's low net.

The weather was good (for a change), the exercise beneficial, the company interesting, the food and dancing enjoyable, the prizes plentiful, the scores – perhaps we should skip that topic. It was a fine department-wide social event, for golfers, non-golfers and quasi-golfers alike.



Vancouver employees honored for 25 years of service

In December 1983, Pacific Regional Director **John Quigley** presented long-service plaques to two employees of the Vancouver District Office, recognizing their 25 years in the Public Service of Canada.

Roger Drouin, a radio inspector with the Vancouver Office since 1975, is in charge of the Radio Operator Examination and Certification Program. He was previously a radio operator with the Royal Canadian Navy and Transport

Canada, and was in charge of the DOT Aeradio Station in Princeton, B.C. and then the Ladner/Langley Monitoring Station.

Mary Reyburn has been the office manager in the Vancouver District Office since 1973, with responsibility for the Finance, Administration and Support Services. She came to DOC after 15 years with the Radio Regulations Section of Transport Canada.

Awards presentations in Materiel Services

Certificates and an award were presented recently to employees in Materiel Services to recognize training achievements and long-term service.

John Papineau received a certificate from the Materiel Management Institute, recognizing his successful completion of a Warehousing Course, while **Larry Quartus** and **Roger Leger** earned certificates from the Public Service Commission on finishing the General Level

of the Purchasing and Supply Development Program. **John Martel** received a plaque recognizing his 25 years in the Public Service of Canada.

Left to right: **Larry Quartus, Frank Vieni (DGPA), John Papineau, Brian Hepworth (DATS), John Martel, Roger Leger, Ray Sitland** at the presentation ceremony.



Affirmative Action needs your input

As outlined in our last issue, DOC, in line with Government of Canada policies, is developing an Affirmative Action Program, aimed at eliminating various employment barriers. For a complete analysis of DOC needs and to obtain maximum benefit from the program, more information is necessary. A questionnaire will be distributed to all employees around the third week of July, to be completed and returned by mid-August. Details are included with the questionnaire.

Your co-operation is voluntary and anonymity is assured. However, your input is needed and would be appreciated.



40th Anniversary of National Joint Council of the Public Service of Canada

Suggestion award

Bill Babiuk, a clerk in the Vancouver GTA office, has received a \$200 Suggestion Award for the development and implementation of a streamlined system which identifies the costs and inventories of telephone equipment provided to Centrex users in the Pacific Region. Left to right: **Gail Baldock**, Operations Officer (GTA); **Bill Babiuk**; **Phil Riddolls**, Regional Manager (GTA); and **Bruce Drake**, Deputy Regional Director.



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now with the Strategy and Plans Sector, shared an award in the writer-editor category. Phil was honored for a feature article, "Telidon: the mass media meet the computer," which appeared in *Forces* magazine. **May Morpaw** also received a certificate for her work on the French text of this article. **John Sifton** received his plaque for the text for the National Broadcasting Strategy and the CBC Policy. In conjunction with this award, certificates were presented to **Jackie Smith** for co-ordinating production, design and editing, and to **Ghislaine Roy** and **Nina Dell** for editing the texts.

These awards are in addition to the recent honors accorded DOC's "Communications Is" audio-visual presentation, as outlined in the previous issue of *Communications Express*.

Comings and Goings

Headquarters

Dan Rainboth, formerly Director, Policy and Planning for DGFP, has been appointed Director of Social Policy for the Cultural Affairs Sector. **Barbara Kennedy**, the Regional and Federal-Provincial Officer, has left DGFP to join the Public Service Commission as an Investigations-Conciliation Officer with the Appeals and Investigations Branch. Under the CAP program (Career Advancement Program), **Daniel Ricard** has joined DGFP as a liaison officer; he was previously with Agriculture Canada. **Rhonda Ferderber**, who recently completed the CAP course, has joined DGFP as a Policy and Planning Officer. Previously she had been with the Canadian Unity Information Office and UFFI Centre of Consumer and Corporate Affairs in a public relations capacity.

After 32 years with the public service, **Vernon MacDonald**, Special Advisor, Telecommunications Standards with DGTP, has retired. Mr. MacDonald is the only Canadian to have become Chairman of the Data Transmission Network of the CCITT, a position he has held since 1972.

and Videotape Certification Office, is acting as Senior Officer, Film Policy with the Film, Sound Recording and Publishing Policy Branch. Four employees have left the Film Festivals Bureau to form the nucleus of the Festivals Division at Telefilm Canada: Director **Jean Lefebvre**; Film and Video Steward **James Muir**; Information Assistant **Louise Brisebois**; Festivals Co-ordinator **Pauline Kijek**.

The Internal Audit Branch has a new employee: **Stéphane David**, who formerly worked for Ports Canada.

Atlantic Region

The regional office has a new director, **Jean-Marc Pellerin**, who worked previously with Energy, Mines and Resources.

Francine LeBlanc, a Programmer-Analyst, has left the Department to assume a similar position with the Department of Fisheries and Oceans in Moncton. **René Guerrette**, a Radio Inspector with the district office in Saint John, N.B., has been promoted to Standards Officer (Investigation) at the regional office.

Ontario Region

The regional office recently welcomed three new Communications Development Officers to the Program Development and Policy Analysis Division. They are **Denis Gosselin**, a graduate in communications from Laurentian University (Sudbury) and the University of Windsor; **Catherine Tait**, who conducted a comparative study of videotex systems at the University of Paris; and **Judy Mussio**, whose university studies concentrated on the cultural impact of the new communications technologies on the native people of North America. Within the same division, **Pauline Wan**, formerly with the Kitchener District Office, has taken on the duties of Senior Clerk.

John Linde and **Andrew Thornley**, both from the private sector, joined the Ontario Regional Office as Systems Consultant and Systems Operations Officer respectively.

Allister Pedersen, Chief of Program Development and Policy Analysis, will be at headquarters in Ottawa for several months, working for the MSAT Program.

Central Region

William Klymochko was hired by the regional office as a Broadcast Engineer; he comes to us from British Aerospace Limited.

Harold Pengelly, a communications technologies expert, has retired after 28 years in the federal government. **Leith Shearer**, GTA Manager in the Saskatoon District Office, has also retired after 37 years with the public service.

Pacific Region

Dave Sinclair, who was with the Victoria District Office, has accepted a one-year assignment in the Whitehorse office as an Electronics Engineer. He replaces **Bud Campbell**, who accepted a transfer to the Prince George office.

Florence Leach has retired after 33 years of service; she was the Clerk at the Kelowna District Office.

The regional office has acquired a new Communications Development Officer, **Barry Spillman**, who used to work for Health and Welfare Canada.



Presentation made to Vern MacDonald. Left to right: Ken Hepburn, ADMTI; Vern MacDonald; Vince Hill, DGTPN; Bob Bennett, DDN.

David Gillick, who was a Senior Analyst, Broadcasting Policy with DGBP, was recently appointed Assistant Director of the International Institute of Communications in London. He replaces **Mike Tiger**, who returns to the department to work in DGIR.

Ian McLaren, formerly Special Advisor on Film in the Cultural Affairs Sector, is now Director of Distribution with Telefilm Canada in Montreal. **Robin Jackson**, Manager of the Canadian Film

Quebec Region

René Guindon is the new Regional Director, following the departure of **Jacques Lyrette**, who is now in charge of the new Jeanne Sauvé Institute in Laval. Mr. Guindon was formerly Director, Broadcasting Regulation at headquarters.

Josée Allard, the Clerk in the Engineering Section at the regional office, has been promoted to Systems Consultant with GTA in Montreal.