

Wendy Koenig
City Editor
Edmonton Journal
Box 2421
Edmonton, AB T5J 2S6

Community Billboard
CBC
Box 555
Edmonton, Alberta
T5J 2P4

Lasha Morningstar
Edmonton Journal
Box 2421
Edmonton, AB T5J 2S6

June Sheppard *retired*
Edmonton Journal
Box 2421
Edmonton, AB T5J 2S6

Gail Helgason
Edmonton Journal
Box 2421
Edmonton, AB T5J2S6

Lorraine Locherty
Edmonton Journal
Box 2421
Edmonton, AB T5J 2S6

Barb Livingstone
Edmonton Journal
Box 2421
Edmonton, AB T5J 2S6

Community Billboard
The Edmonton Sun
9405 - 50th St.
Edmonton, AB T6B 2T4

Allan Bolstad
Edmonton Examiner
17516 - 105th Ave.
Edmonton, AB
T5S 1G4

G.S. Bhetia
The Prairie Link
2811 - 125th St.
Edmonton, AB
T6J 4G3

M.J. Dalton
The Beverly Page
11407 - 50 Street
Edmonton, AB
T6H 0J4

Bryant Avery
Fort. Saskatchewan
Record
9804 - 104 Sreet
Fort Saskatchewan, AB
T8L 2E6

Duff Jamison
St. Alberta Gazette
Box 263
St. Alberta, AB
T5N 1N3

Mike Walker
Sherwood Park News
235 Blackfoot Rd.
Sherwood Pk., AB
T8A 4E6

Lorraine Mansbridge
Public Service
Announcements
C.I.T.V.
5325 - 104th St.
Edmonton, AB
T6H 5B8

Karla Key
C.I.T.V.
5325 - 104th St.
Edmonton, AB
T6H 5B8

Val Toronchuk
Shaw Cable
7621 - 50th St.
Edmonton, AB
T6B 2W9

Info Ten
Shaw Cable
7621 - 50th St.
Edmonton, AB
T6B 2W9

Dennis Woodrow
Public Service Announcements
CBXT
8861 - 75th St.
Box 555
Edmonton, AB T5J 2P4

Jason Edwards
Public Service Announcements
CKST
8610 McKenny Ave.
Box 131
St. Albert, AB T8N 1N2

Mike Burton
Public Service Announcements
CJAX FM
10326 - 81 Ave.
Edmonton, AB T6E 1X2

Karen Roman
CJAX-FM
10326 - 81 Ave.
Edmonton, AB T6E 1X2

Public Service Announcements
CJCA
10230 - 108th St.
Edmonton, AB T5J 2X3

Gail Rankin
CKER
4443 - 99th St.
Edmonton, AB T6E 5B6

Brenda Spielman
CKO-FM
#407, 10357 - 109 Street
Edmonton, AB
T5J 1N3

Sheri Anderson
CKRA-FM
4752 - 99th St.
Edmonton, AB T6E 5H5

Kathleen Wright ✓
CKUA
10526 Jasper Ave.
Edmonton, AB T5J 1Z7

Tony Dillan-Davis
CKUA
10526 Jasper Ave.
Edmonton, AB T5J 1Z7

Gerri Pilgaard
CFCW
4752 - 99th St.
Edmonton, AB T6E 5H5

Don Kimery
CKXM-FM
18520 Stony Pl. Rd.
Box 5030 Stn. E
Edmonton, AB T5P 4C2

Gayle LaBelle ✓
CFRN
18520 Stony Plain Rd.
Box 5030 Stn. E
Edmonton, AB T5P 4C2

Teresa Azevedo
CHQT
10130 - 103rd St.
Edmonton, AB T5J 3N9

Kevin Maynard ✓
CISN-FM
10550 - 102 St.
Edmonton, AB T5H 2T3

Public Service Announcements
CIRK-FM
10230 - 108th St.
Edmonton, AB T5J 2X3

Marie Josee Turcotte
CJFA (French)
#1601 8830 - 85th St.
Box 555
Edmonton, AB T5J 2P4

FORESIGHT
Alberta Council on Aging
10665 Jasper Avenue
Edmonton, Alberta
T5J 3S9

CJSR
Room 224
S.U.B.
CAMPUS MAIL

~~CBC
Box 555
Edmonton, Alberta
T5J 2P4~~

CHED
5204 - 84 Street
Edmonton, Alberta
T6E 5N8

CBC
Edmonton A.M.
8861 - 75 Street
Edmonton, Alberta

Bob Makichuk ✓
c/o K-Lite
4752 - 99 Street
Edmonton, Alberta
T6E 5H5

Lauren Galt
CKNG
10326 - 81 Avenue
Edmonton, Alberta
T6E 1X2

Jana Lapell ✓
QCTV
10538 - 114 St.
Edmonton, T5H 4A6

~~Folio
423 Athabasca Hall
CAMPUS MAIL~~

Globe & Mail
10065 Jasper Ave. #1802
Edmonton, Alberta
T5J 3B1

YWCA

EDMONTON

10305 - 100 AVENUE
EDMONTON, ALBERTA
CANADA T5J 3C8
(403) 423-9922

January 13, 1989

To: Edmonton Area Women's Groups
From: Nancy Saul-Demers, YWCA Community Relations
Re: "Contact" Newsletter

Hello and Happy New Year! Enclosed is a copy of the most recent edition of "Contact", the YWCA's quarterly newsletter. Contact is distributed throughout the greater Edmonton area. With this edition we have introduced a new feature: Calendar of Community Events.

If your group would like to publicize upcoming events of interest to women or family groups, we'd love to hear from you.

The next issue will be distributed in mid-February. Please call me on or before January 25th with information about events happening in late February, March or April. There is no charge for listings in the Calendar of Community Events.

CHANGING
WITH YOU

United Way
Member Agency





to: The Undernoted

date: February 25, 1988

from: Bonnie Afanasiff
Corresponding Secretary, A.W.A.

our file:

your file:

subject: March Newsletter: Academic Women's Association

The next AWA newsletter covering March to April dates will be printed on March 4th. If you have any items of interest to AWA members that you would like included, please forward them to me by Wednesday, March 2nd.

Bonnie Afanasiff

Distribution List

Margaret Ann Armour, WISEST
Marilyn Assheton-Smith, Women's Research Institute
Doris Badir, Equity Advisor
Kathy Bray, Faculty of Extension Women's Program
Patti Browne, AWA
Sharon Jamieson, AASUA Women's Issues Committee
Dianne Kieren, PACSH
Shirley Neuman, Women's Studies Program
Leslie Stewart, Faculty of Extension Women's Program
Winnifred Tamm, Women's Studies Program

Send publicity for the Research Centre Meetings to:

1) Committee members (couple copies)

2) Research Centre mailing list

3) Graduate Students Assoc'n (for posting)
206 North Power Plant (2)

4) Common Woman Books (for posting, handouts)

5) ASWAC Newsletter

"Happenings" Box 1573, Edm., T5J 2N7 421 0306
455-5777

6) FOLIO

Ron Thomas, 423 Athabasca Hall, "Talks" (3 wks prior to pub'n).

7) AWA Newsletter

Bonnie Afanasiff, Office of Registrar, 201 Admin. Bldg. (3490)

8) Movement. (3rd Thurs. every month)

9) Women's Studies Newsletter

~~Shirley Newman, ⁽²¹⁸⁰⁾ 3-75 Humanities (around 13th of every month)~~
NTP: Joan Booth, Women's Studies,
160 N. Garneau Trailer Complex (5086)

Diana will do

SPECIALIZED MEDIA LIST.

ALSO:

Folio 423 Athabasca Hall, 3 weeks prior to publication - Talks

Women's Studies Newsletter Shirley Newman, 3-75 Humanities, about 13th of every month

Kiosks, outdoor Wayne McCutcheon, 420B General Services - 32 posters
(wants posters by end of previous month) (#4833)

The Bullet - Livewire - 618, 10136 - 100 St., 423-7735 - Mandy Berglund
- before 15th of previous month

The Newsmagazine by Alberta women 808, 10136-100 St., T5J 0P1, 429-3570
- CALENDAR - Nola

ASWAC newsletter - Happenings - Box 1573, Edm., T5J 2N7 455-5777

Edm. Cross-Cultural / calendar
Learner Centre - Newsletter - 2nd Floor, 10765-98 St., T5H 2P2, 424-4371
- receive by 20th - 23rd of previous month.

Buildings, inside Mr. Larsen, (#5224), 420C General Services - 75 posters
- will only do this if they have time - phone first.

Movement - Mair, 3rd Thursday of the month

NAP Newsletter Ricci Lake 5339 112 Ave, T5W 0N6 474-2415

Celebration of Women in the Arts 424-0287

AWA Newsletter Bonnie Apanasiff, Office of Registrar, 201 Admin Bldg,
(3490)

CTSR Show from
5-6 Mon.-Fri. - wants one day for Women's Issues

Want to: - promote talks

- interviews - we could interview ourselves or the '11 interview

- interested in ppl from the committee or guests we have coming in

- Denise Terry 432-5244

Community Relations - 2325 423 Arkansas Hall

- who, timeline, info. on writing publicity release
 \ don't want to contact media yet.



~~- assess~~

- get info. to Foto. - Community Relations will review it + help us
 ~~with~~ with press release

- drop by next week - Media Relations person - Sandra
 + talk to ? \ re: radio interviews, etc.

3:00 pm
423 AT

- let Marilyn know how publicity's going.

PUBLICITY - Sandra

Press Release for Newspapers, TV, Radio

- how to do it

- how to get it out (what will they do, what should I do).

↳ to university community + larger community.
who to get it out to.

- when - Timeline.

- can put a list of seminars in Folio "listings"?

meeting

local, provincial, National media

- Feature File + phone calls - they will do
Broadcast + print.

- radio, television, + print - all of them

↓
- ppl who have talk shows.

- ~~Coming Events~~ - type it - ACWS is offering following lectures

- time, place, speaker, topic
date.

^{Com. Sect.}
} mail in to Public
Suzette Affairs

- ~~Gateway~~ - ~~Students~~

"limited seating"

- by

△ Suzette Chan.

use other 2 lists.

Public Service Announcements (address to Public Service Announcement Coordinator)

The Gateway
282 Student's Union Building

CJSR Radio
224 Student's Union Building

The Edmonton Journal
10006 101 Street
Edmonton, Ab.
T5J 0S1

Shaw Cable
7621 50 Street
Edmonton
T6B 2W9

QCTV Cablevision
10538 114 Street
Edmonton
T5H 4A6

CKUA Radio
4th Floor, 10526 Jasper Avenue
Edmonton
T5J 1Z7

Edmonton Examiner
17422 105 Avenue
Edmonton
T5S 1G4

CITV Television Station
5325 104 Street
Edmonton
T6H 5B8

CBC
8861 75 Street
Edmonton

Public Service Announcements (address to Public Service Announcement Coordinator)

The Gateway *- Charge for it,*
282 Student's Union Building

CJSR Radio
224 Student's Union Building

The Edmonton Journal
10006 101 Street
Edmonton, Ab.
T5J 0S1

Shaw Cable
7621 50 Street
Edmonton
T6B 2W9

QCTV Cablevision
10538 114 Street
Edmonton
T5H 4A6

CKUA Radio
4th Floor, 10526 Jasper Avenue
Edmonton
T5J 1Z7

Edmonton Examiner
17422 105 Avenue
Edmonton
T5S 1G4

CITV Television Station
5325 104 Street
Edmonton
T6H 5B8

CBC
8861 75 Street
Edmonton
TGC 2H3

Also write up telurb for Folio.



PUBLIC SERVICE ANNOUNCEMENT

THE MEANINGS OF FEMINIST CRITICISM

Professor CATHARINE STIMPSON, author, Director of the Women's Research Institute at Rutgers University, and Founding Editor of Signs: Journal of Women in Culture and Society will be at the University of Alberta on February 27. Ms. Stimpson will give a free, public lecture entitled THE MEANINGS OF FEMINIST CRITICISM on Thursday, February 27 from 3:30 - 5:00 pm. The lecture will take place at Humanities, Lecture Theatre One, University of Alberta.

This lecture is sponsored by the Advisory Committee on Women's Studies and the Faculty of Arts Women's Studies Lecture Series Committee. For further information, please contact the Advisory Committee at 432-3093.

January 23, 1986



Examples of P.S.As

Advisory Commi

- 90 Avenue, T

*Sent to P.S.A list,
excluding Gateway.*

PUBLIC SERVICE ANNOUNCEMENT

THE MEANINGS OF FEMINIST CRITICISM

Professor CATHARINE STIMPSON, author, Director of the Women's Research Institute at Rutgers University, and Founding Editor of Signs: Journal of Women in Culture and Society will be at the University of Alberta on February 27. Ms. Stimpson will give a free, public lecture entitled THE MEANINGS OF FEMINIST CRITICISM on Thursday, February 27 from 3:30 - 5:00 pm. The lecture will take place at Humanities, Lecture Theatre One, University of Alberta.

This lecture is sponsored by the Advisory Committee on Women's Studies and the Faculty of Arts Women's Studies Lecture Series Committee. For further information, please contact the Advisory Committee at 432-3093.

January 23, 1986

conservation copy



Public Service Announcement

WOMEN'S STUDIES LECTURE SERIES

What does it mean to be a feminist and a teacher? What is the "different but equal" debate really about? These are the topics of two free public lectures to be given by ALISON JAGGAR, Professor of Philosophy at the University of Cincinnati. Ms. Jaggar will be a Distinguished Guest Lecturer to the Advisory Committee on Women's Studies, University of Alberta, from March 2 - 14.

On March 5, 7:30-9:30 p.m., Dr. Jaggar will discuss TEACHING SEDITION: SOME DILEMMAS OF FEMINIST PEDAGOGY. On March 12, 7:30-9:30 p.m., her topic will be WOMEN: DIFFERENT BUT EQUAL. Both lectures will take place at Humanities, Lecture Theatre One, University of Alberta.

These lectures are sponsored by the Advisory Committee on Women's Studies and the Women's Program and Resource Centre, Faculty of Extension, University of Alberta. For further information, contact Leslie Stewart at 432-3093.

February 5, 1986

Contemporary Feminist Theory

A new course being offered by the Philosophy department in
January 1986.

INSTRUCTOR: Lynda Lange
*Lynda Lange is coeditor of the Sexism of
Social and Political Theory and has written
numerous articles on feminist political theory.*

WHEN: Tuesdays & Thursdays
3:30 pm - 5:00 pm

WHERE: Tory 1-5

**NB: This course is listed in the University of Alberta 1985-86
Calendar as PHIL 458: Advanced Social and Political
Philosophy.*



PUBLIC SERVICE ANNOUNCEMENT

ARTIST JENNIFER DICKSON at the UNIVERSITY OF ALBERTA

JENNIFER DICKSON is a world-renowned artist who has exhibited her work around the globe. She is best known as a printmaker but her work is extremely varied.

Jennifer Dickson will give a public lecture and slide show entitled STATES OF THE MIND AND THE HEART: THE WORK OF JENNIFER DICKSON on Thursday January 16, 7:30 - 9:30 pm., at Tory, Lecture Theatre 11, University of Alberta.

An exhibition of Ms. Dickson's work will also be showing at Ring House Gallery, University of Alberta, from January 15 to February 2. Admission to both events is free and everyone is welcome.

For further information please contact the Advisory Committee on Women's Studies at 432-3093.

December 20, 1985



To:

From:

Department:

Telephone number:

Please call Will call back Returned call Message: *Phoned CKUA radio to ask if*

*it would be okay for me to send a P.S.A
in the form of a poster, instead of typing
out the information separately. They said
'yes', as long as I also send a note with
my name + telephone number in case there
are any problems.*

Date: *Sept. 24/87* Time:

Received by:

September 24, 1987

To whom it may concern;

Please include the information on the enclosed poster in your Public Service Announcements. If you have any questions or require further information, please contact Leslie Stewart at 432-3093.

Thank you.

September 24, 1987

To whom it may concern;

Please include the information on the enclosed poster in your Public Service Announcements. If you have any questions or require further information, please contact Leslie Stewart at 432-3093.

Thank you.

October 1986

Display Ads in Gateway

4241 - Georgia 256 Students Union Bldg.

<u>SIZE</u>	<u>COST PER ISSUE</u>
2x4"	30.00
3x4	45.00
4x4	60.00
4x5 ($\frac{1}{2}$ pg.)	76.00
$\frac{1}{4}$ page	148.50
$\frac{1}{2}$ page	297.00
Full page	594.00

- check to see if this is supposed to be 2x3"

- has to be submitted Thursday for Tuesday's paper, Monday for Thursday's
- when there is a long weekend, they only publish once next week - on Wednesday
- deadline for ads is previous Thursday.

Warren
Rock Warren QCTV
Programming Dept
- Newsletter of Learner's Centre

QCTV Ltd.
10538 114 St.
T5H 4A6



QCTV ^{Friday} - Newsing. prog. - Dec. 1st.
- major change, long thing
- what's happening - events + issues.
- Rock - social issues
425-8410 - ask for Prog. Dept.

- he's calling - ASWAC

432-5721

coming
coming
COMING*

*orgasm, climax

Cross out whatever you disagree with.

There's only one right way to come.

If I knew I'd never come again, I'd still have sex.

All orgasms are pretty much the same.

Sex can be fun even if I don't come every time.

One orgasm is always enough.

Coming is sometimes anti-climactic.

I have to come every time my partner does.

If my partner doesn't come it's my fault.

It feels good to stay turned on a long time without coming.

Coming in your sleep doesn't count.

It's very important to come at the same time as my partner.

I like it when I'm not expecting to, or expected to come.

I have to come every time I get turned on.

Coming feels great.

I don't know much about coming. I've never come (yet).

POSTERING

KIOSKS - outside of buildings

Wayne McCutcheon 4833

- will take 32 posters

Physical Plant, 4th Floor, General Services

420 B General Services

In Buildings - traffic areas

Mr. Larsen 5224

420

^C

~~B~~, General Services

- will post 75

- they only do this if they have time - have to phone them first.

MEDIA LIST

Out of Town

News Director
CKBR Radio
Brooks, Alta.
TOJ OJO

Women's Director
CKBR Radio
Brooks, Alta.
TOJ OJO

News Director
CJDV Radio
Box 1480
Drumheller, Alta.
TOJ OYO

CBR Radio
News Director
P.O. Box 2640
Calgary, Alta.
T2P 2M7

News Director
CFCN/CJAY -FM Radio
Broadcast House
Calgary, Alta.
T3C 3L9

CHQR Radio

CKSA Radio
News Director
5026-50 Street
Lloydminster, Alta.
T9V 1P3

CHAT Radio
News Director
Box 1270
Medicine Hat, Alta.
T1A 7H5

News Director ✓
CKYL Radio
Box 1150
Peace River, Alta.
TOH 2X0

Women's Director ✓
CKYL Radio
Box 1150
Peace River, Alta.
TOH 2X0

News Director
CKGY Radio
Box 339
4805-48 Avenue
Red Deer, Alta.
T4N 5E9

Women's Director ✓
CKGY Radio
Box 339
Red Deer, Alta.
T4N 5E9

CKRD Radio
News Director
2840 Bremner Road
Red Deer, Alta.
T4N 5H6

Women's Director ✓
CKRD Radio
2840 Bremner Road
Red Deer, Alta.
T4N 5H6

News Director ✓
CJOI Radio
5008-50 Avenue
Wetaskwin, Alta.
T9A 0S4

Women's Director ✓
CJOI Radio
5008-50 Avenue
Wetaskwin, Alta.
T9A 0S4

News Director ✓
CJYR Radio - Edson ✓
Box 1450
Edson, Alta.
TOE OPO

CKYR Radio - Jasper
Box 1450
Edson, Alta.
TOE OPO

News Director
CFYR Radio - Whitecourt
Box 1450
Edson, Alta.
TOE OPO

CJYR Radio - Hinton
News Director ✓
4813-4 Avenue
Box 1450
Edson, Alta.
TOE OPO

CKYR - 1 Radio - Grande Cache
Box 1450
Edson, Alta.
TOE OPO

News Director
CJOK Radio
204-10011 Franklin Avenue
Fort McMurray, Alta.
T9H 2K7

Women's Director
CJOK Radio
205-10011 Franklin Avenue
Fort McMurray, Alta.
T9H 2K7

MEDIA LIST

Out of Town

A.B.C. Cable T.V. ✓
#200, 9908 Franklin Avenue
Ft. McMurray, Alta.
T9H 2K5

CJXX ✓
9913-100 Avenue
Grande Prairie, Alberta
T8V 0V1

News Director ✓
CFGP Radio
10008-103 Avneue
Grande Prairie, Alta.
T8V 1B8

News Director
Radio Station CFCW
4872-50 Street
Camrose, Alta.
T4V 1P7

News Director
CHRB Radio
P.O. Box 1280
High River, Alta.

Acme Sentinal
Acme, Alta.
TOM 2M7

✓ = use for date.

News Director
CHEC & CHEC FM Radio
401 Mayor Magrath Dr.
Lethbridge, Alta.
T1J 4A3

Stony Plain Reporter ✓
Box 780
Stony Plain, Alberta
T0E 2G0

Redwater News
P.O. Box 40
Westlock, Alta.
TOG 2L0

Morinville Mirror
P.O. Box 1649
Morinville, Alberta
TOG 1P0

The News Advertiser
P.O. Box 810
Vegreville, Alta.
TOB 4L0

CHLW ✓
5117-50 Avenue
Box 910
St. Paul, Alberta
TOA 3A0

Cablevision Lethbridge Ltd.
1018-3 Avenue S.
Lethbridge, Alta.
T1J 0J4

CKSQ
4703-58 Street
Box 1840
Stettler, Alberta
TOC 2L0

Rocky Mountain CATV Limited
Box 2450
Hinton, Alta.
TOE 1B0

CFOK ✓
9701-99 Street
Box 1800
Westlock, Alberta
TOG 2L0



Jessie - for your info Keri

to: All staff

date: May 15, 1987

from: Fran De Jong (5058)

our file:

your file:

subject: Brochures

It's that time of year again! As you prepare your fall brochures, the following article from this month's issue of Marketing may be useful.

Fran

How to get your brochure read



By Jo Marney

WHEN you're delivering a sales message by brochure, you really have to cut through clutter with a vengeance, so start with the premise that most readers are not initially interested in brochures; they arrive uninvited.

The first impression of the brochure is important because many sort the mail on cues generated—open now, open later or discard. A handsome-looking piece compliments the recipient—it makes them feel the advertiser has taken the trouble to please them.

How can you develop a memorable brochure that reflects your strategy, has an arresting image and a headline that sticks in the mind—one that creatively compares to the best ads?

Keep in mind that there are three types of brochure readers:

- ▶ The casual reader, who spends a few seconds reading the headline on the front cover.
- ▶ The interested reader, who opens the brochure and reads all the headlines.
- ▶ The serious reader, who reads everything.

The task is to develop a continuum from the casual reader to an interested reader to a serious reader.

Brochure structure and design

are most important. First, an appropriate format is required. Format personifies the company personality and builds recognition. Then careful selection must be made of color, which determines the consumers' first impressions of the company.

Color can send a specific message, set a mood and build equity. Color is seen before brand names or logos because the eyes are composed of more cones than rods, and cones decipher color.

Brochures are not like ads, however. With the story told on one flat surface, the reader can see the en-

"First, an appropriate format is required. Format personifies the company personality and builds recognition."

tire ad at once. With a brochure, the reader starts with the cover.

The front cover's aim is to get the prospect to open the brochure and read it, so the headline must be pithy, punchy, benefit-oriented to capture attention and generate interest.

If a photograph or illustration is used on the cover, it should actively support the headline. Since we live in a visual world, make sure the photograph or illustration selected does not confuse, distract or disturb.

Beware of borrowed interest. Cheesecake photos, for instance,

can bait the prospects, but can they hold them?

Graphic standards should be developed to build legibility into the brochures. When the prospect opens the brochure, the eye should be led from the most important element to the least.

One large main headline is usually employed, together with several smaller ones. "Call-out boxes" (with excerpts from the text run in large type—a technique used in magazines) seem to work well in brochures.

Typography is also important. Consonance is required between the information to be conveyed and the typeface used. Read the copy first, then look for type that suits it. Typeface establishes mood, communicates and supports identity.

According to the specialists, block type equates with stability, italic signifies motion and script is personal. D'Arcy Masius Benton and Bowles offer a poster showing 30 different brand characters conveyed by different typefaces.

A series of experiments at the University of Minnesota, based on reader perceptions, found simple typographical techniques to assist in making brochures easy to read:

- ▶ The use of plain lowercase type, rather than bold face, will make a brochure appear to require less reading time, although both are actually read at the same rate.

Use of lowercase on brochure covers is critical, since only a few seconds are available in which to capture readers.

- ▶ Use of all-capitalized words should be avoided. Lowercase was ranked ahead of all caps in legibility and pleasingness and lowercase text is read 13.4% faster than caps.

Text set in uppercase is not only slower, but less economical, since it takes up 35% more space than lowercase. But more importantly the letterforms, relied on for word recognition, are less distinctive in uppercase, where the top and bottom of each line is flat.

In lowercase words, the tops of the letters t, l, f, b and d and the bottoms of g, j, p, q and y give each word a distinct shape.

- ▶ Column width has a major influence on legibility. Very wide

columns are hard to read because as the reader reaches the end of the line, the beginning drops out of sight.

Very narrow columns also slow readers down, because the eye has to scan too rapidly from left to right, which is uncomfortable.

The University of Minnesota experiments found that non-optimal lengths slow all readers, but fast readers even more so. They determined that for 10-point type, an 80-millimetre line is optimal. The 80-millimetre line was read 7.3% faster than a shorter, 59-millimetre line and 11.4% faster than a longer 186-millimetre line.

▶ Brochures should be designed with as few variations in type as possible since mixing typefaces, font sizes, leading, line widths, lowercase, all caps, italic, Roman and bold face slowed reading rates by 8% to 11%.

The placement and size of symbol or logotype and relationship to taglines or branding nomenclature all affect the message received.

The importance of words, too, cannot be underestimated. Speak in the consumer's language. Write

"Beware of borrowed interest. Cheesecake photos, for instance, can bait the prospects, but can they hold them?"

clearly—avoid hackneyed and stereotyped expressions. Don't use acronyms or arcane terms. Describe the consumer benefits of the product or service.

Incorporate the personal touch. Simply adding personal pronouns to brochure copy makes it more readable and adds "high touch" to "high tech." Adopt a warm, friendly, involved, gracious, witty and even a humorous style on occasion.

Finally, consider using a smaller version of your front cover's headline on the back cover—not only to catch readers who scan the back first, but also to act as a summary of an "action" trigger. □

JO MARNEY is a Toronto-based freelance advertising/media research consultant.

LIST "A" FEATURE FILE

News Release
* = Spring

Check names

JOANNE POWELL
FINANCIAL POST
#100, 9405 50 STREET
EDMONTON, ALBERTA
T6B 2Y2

PAUL SULLIVAN
EDITOR, WEST
GLOBE AND MAIL
1200 BARRARD ST. #920
VANCOUVER, BC V6Z 2C7

FELICITY STONE
ED. ASST., WEST
GLOBE AND MAIL
1200 BARRARD ST. #920
VANCOUVER, BC V6Z 2C7

ATA MAGAZINE
12310-105 AVENUE
EDMONTON, ALBERTA.
T5N 8Y4

PROGRAMMING
ACCESS ALBERTA
16930-114 AVENUE
EDMONTON, ALBERTA
T5M 3S2

TED BYFIELD
ALBERTA REPORT
17327 106 A AVENUE
EDMONTON, ALBERTA
T5S 1M7

AS IT HAPPENS
PRODUCER, CBC RADIO
BOX 500, STATION A
TORONTO, ONTARIO
M4Y 4G6

ATA MAGAZINE
11010-142 STREET
EDMONTON, ALBERTA
T5N 2R1

ELAINE O'FARRELL
11813 102 AVENUE
EDMONTON, ALBERTA
T5K 0R6

NATIONAL REPORTER
CBC TV NEWS
8861-75 STREET
EDMONTON, ALBERTA
T6C 4G8

LARRY SHEWCHUK
RADIO CANADA INTL
2000 ROSS AVE WEST
WINNIPEG, MANITOBA
R2R 0E7

SUE NEWHOOK
CBC NEWSDAY
8861 75 STREET
EDMONTON, ALBERTA
T6C 4G8

LAURA KNOP
CKO RADIO
#450, 333 11 AVENUE, SW
CALGARY, ALBERTA
T2R 1L9

CBC MORNINGSIDE
1255 BAY STREET
BOX 500, STATION A
TORONTO, ONTARIO
M5W 1E6

NATIONAL PRODUCER
8861-75 STREET
EDMONTON, ALBERTA
T6C 4G8

LORRAINE MANSERIDGE
CITV
5325 104 STREET
EDMONTON, ALBERTA
T5H 5B8

NEWS DIRECTOR
CFOK
BOX 1200
WESTLOCK, ALBERTA
T0G 2L0

NEWS DIRECTOR, CHFA
8830-85 STREET
EDMONTON, ALBERTA
T6C 3C2

EDUCATION TODAY
CKUA RADIO

NATIVE NETWORK NEWS
#120, 12520, ST. ALBERT TRAIL
EDMONTON, ALBERTA
T5L 4H4

RON COLLISTER
CJCA
10330 108 STREET
EDMONTON, ALBERTA
T5J 2X3

NEWS DIRECTOR, CKUA
4TH FLR, 10526 JASPER AVE
EDMONTON, ALBERTA.

OLIVE ELLIOTT
EDMONTON JOURNAL
NEWSROOM

JANA POVELL
FINANCIAL POST
15, 94 05 50 STREET
EDMONTON, ALBERTA
T6E 2Y2

ASA MAGAZINE
1230-105 AVENUE
EDMONTON, ALBERTA.
T5N 0Y4

AS IT HAPPENS
PRODUCER, CBC RADIO
BOX 500, STATION A
TORONTO, ONTARIO
M4Y 2G6

NATIONAL REPORTER
CBC TV NEWS
8861-75 STREET
EDMONTON, ALBERTA
T6C 4G8

LAURA KNOP
CKO RADIO
#450, 333 11 AVENUE, SW
CALGARY, ALBERTA
T2R 1L9

LORRAINE MANSBRIDGE
CITY
5325 104 STREET
EDMONTON, ALBERTA
T6H 5B8

✓
EDUCATION TODAY
CKUA RADIO
4TH FLR, 10526 JASPER AVE
EDMONTON, ALBERTA
T5J 1Z7

✓
DAVE COOPER
EDMONTON JOURNAL
10006 101 STREET
EDMONTON, ALBERTA
T5J 2S6

PROGRAMMING
ACCESS ALBERTA
16930-114 AVENUE
EDMONTON, ALBERTA
T5M 3S2

ATA MAGAZINE
11010-142 STREET
EDMONTON, ALBERTA
T5N 2R1

LARRY SHENCHUK
RADIO CANADA INTL
2000 ROSS AVE WEST
WINNIPEG, MANITOBA
R2R 0E7

CBC MORNINGSIDE
1255 BAY STREET
BOX 500, STATION A
TORONTO, ONTARIO
M5W 1E6

NEWS DIRECTOR
CFOK
BOX 1200
WESTLOCK, ALBERTA
T0G 2L0

NATIVE NETWORK NEWS
#120, 12520, ST. ALBERT TRAIL
EDMONTON, ALBERTA
T5L 4H4

✓
NEWS DIRECTOR, CKUA
4TH FLR, 10526 JASPER AVE
EDMONTON, ALBERTA.
T5J 1Z7

✓
ROY COOK
EDMONTON JOURNAL
10006 101 STREET
EDMONTON, ALBERTA
T5J 2S6

TED BYFIELD
ALBERTA REPORT
17327 106 A AVENUE
EDMONTON, ALBERTA
T5S 1M7

ELAINE O'FARRELL
11813 102 AVENUE
EDMONTON, ALBERTA
T5K 0R6

SUE NEWHOOK
CBC NEWSDAY
8861 75 STREET
EDMONTON, ALBERTA
T6C 4G8

NATIONAL PRODUCER
8861-75 STREET
EDMONTON, ALBERTA
T6C 4G8

NEWS DIRECTOR, CHFA
8830-95 STREET
EDMONTON, ALBERTA
T6C 3C2

RON COLLISTER
CJCA
10330 108 STREET
EDMONTON, ALBERTA
T5J 2X3

Marilyn Moyse
~~OLIVE ELLIOTT~~
EDMONTON JOURNAL
NEWSROOM
BOX 2421, EDMONTON, AB
T5J 2S6

Lasha Morningstar
BOB BOEHM
EDMONTON JOURNAL NEWSROOM
10006 101 STREET
EDMONTON, ALBERTA.
T5J 2S6

EDMONTON JOURNAL
10006 101 STREET
EDMONTON, ALBERTA
T5J 2S6

CITY BEEK
EDMONTON SUN
9405-50 STREET
EDMONTON, ALBERTA.
T6P 2Y4

NAIT NEWS DEPT
CHNR
11762-106 STREET
EDMONTON, ALBERTA
T5G 2R1

CORPORATE COMMUNICATIONS
7TH FLOOR, CITY HALL
EDMONTON, ALBERTA
T5J 2R7

TORONTO GLOBE AND MAIL
ALBERTA CORRESPONDENT
#1802, 10065 JASPER AVE.
EDMONTON, ALBERTA
T5J 3B1

CAMPUS CANADA
124 CUMBERLAND STREET, 3RD FLR
TORONTO, ONTARIO
M5R 1A6

THE EDITOR
ALBERTA VENTURE
10031-143 STREET
EDMONTON, ALBERTA
T5N 2R7

EFFECTIVE STRATEGIES INC.
1215 WEBER CENTRE
EDMONTON CENTRE
EDMONTON, ALBERTA
T6H 5P9

EDMONTON JOURNAL
10006 101 STREET
EDMONTON, ALBERTA
T5J 2S6

THE EDITOR
THE EXAMINER
17533-106 AVENUE
EDMONTON, ALBERTA
T5S 1E7

JOHN MCLAY, NAIT
ROOM V239
11762 106 STREET
EDMONTON, ALBERTA
T5G 2R1

VIDEOTRON COMM. LTD.
10450 178 STREET,
EDMONTON, ALBERTA
T5S 1S2

WESTERN CATHOLIC REPORTER
10562-109 STREET,
EDMONTON, ALBERTA
T5H 3B2

CJDR RADIO, Y SIEMENS
1401 WEST 9TH AVENUE
VANCOUVER, BC
V6H 1C9

JANE SIMMONS
AB ADV EDUC, DEVONIAN B06
11160 JASPER AVENUE
EDMONTON, ALBERTA T5K 6L1
GOVERNMENT COURIER

MARK GERSON
PO BOX 1029, STATION F
TORONTO, ONTARIO
M4Y 2T1

TERRY CHRISTIAN

EDMONTON JOURNAL
10006 101 STREET
EDMONTON, ALBERTA.
T5J 2S6

LE FRANCO ALBERTAIN
10020-109 STREET
EDMONTON, ALBERTA
T5J 1M4

PUBLIC AFFAIRS BUREAU
PETROLEUM PLAZA
9TH FLOOR, 9945-108 ST
EDMONTON, ALBERTA.
T5K 1G8

MELANIE ROCKETT
5315 108 STREET
EDMONTON, ALBERTA
T6H 2Y6

SOCIAL SCIENCE FEDERATION
OF CANADA
151 SLATER STREET
OTTAWA, ONTARIO
K1P 5H3

THE EDITOR
EDMONTON MAGAZINE
10301-108 STREET
EDMONTON, ALBERTA
T5J 1L7

MANAGER, PUBLIC AFFAIRS
IBM CANADA LTD.
10250 101 STREET
EDMONTON, ALBERTA
T5J 3P4

WALLACE IMMEN
THE GLOBE AND MAIL
444 FRONT STREET WEST
TORONTO, ONTARIO
M5V 2S9

ROBERT MATAS

PHEN STRAUSS
THE GLOBE AND MAIL
444 FRONT STREET WEST
TORONTO, ONTARIO
M5V 2S9

(A)

MELNIE REFFES
CKC RADIO
#1580 550 SHERBROOKE ST W
MONTREAL, QUEBEC
H3A 2C5

THE EDITOR
CALGARY HERALD
206-7TH AVENUE, SW
CALGARY, ALBERTA
T2P 0W8

(B)

NEWS DIRECTOR, CFCN
BROADCAST HOUSE, BOX 7060
STATION E, CALGARY, AB
T3C 3L9

(C)

NEWS DIRECTOR
401 MAYOR MAGRATH DRIVE
LETHBRIDGE, ALBERTA
T1J 3L8

(B)

NEWS DIRECTOR, CJOE
1015 THIRD AVENUE S
LETHBRIDGE, ALBERTA
T1J 0J3

(B)

NEWS DIRECTOR, CJYR
BOX 1450,
EDSON, ALBERTA
T0E 0P0

(B)

NEWS DIRECTOR, CKSA
5026-50 STREET
LLOYDMINSTER, ALBERTA
T9V 1P3

(B)

TERRY CHRISTIAN
THE GLOBE AND MAIL
444 FRONT STREET WEST
TORONTO, ONTARIO
M5V 2S9

(A)

JUDY HALADAY
THE SCIENCE EDITION
TV ONTARIO
BOX 200, STATION Q
TORONTO, ONTARIO M4T 2T1

THE EDITOR
CALGARY SUN
2615 12 ST NE
CALGARY, ALBERTA
T2E 7W9

(B)

THE MANAGER, CFYK
BOX 160
YELLOWKNIFE, NWT
X0E 1H0

(B)

NEWS DIRECTOR
RADIO CHQR
1900 125 9TH AVENUE SE
CALGARY, ALBERTA
T2G 0P6

(B)

NEWS DIRECTOR, CJOI
5226 51 AVENUE
WETASKIWIN, ALBERTA
T9A 3E2

NEWS DIRECTOR, CJXX
9913-100 AVENUE
GRANDE PRAIRIE, ALBERTA
T8V 0V1

(B)

EDITOR, DAILY TIMES
4828-44 STREET
LLOYDMINSTER, SASKATCHEWAN
S9V 0G8

(B)

ROBERT MATAS
THE GLOBE AND MAIL
444 FRONT STREET WEST
TORONTO, ONTARIO
M5V 2S9

(A)

MEDIA LIST "B"

NEWS DIRECTOR, CFAC
222 23 ST NE
CALGARY, ALBERTA
T2E 7NR

(B)

NEWS DIRECTOR, CHAT
1111 KINGSWAY SE
MEDICINE HAT, ALBERTA
T1A 2Y1

(B)

NEWS DIRECTOR, CJDV
527 2ND ST E
DRUMHELLER, ALBERTA
T0J 0Y0

(B)

NEWS DIRECTOR, CJDK
#205, 10011 FRANKLIN AVENUE
FT. MCMURRAY, ALBERTA
T9H 2K7

(B)

NEWS DIRECTOR, CKRD
2840 BREMNER AVENUE
RED DEER, ALBERTA
T4N 1M9

(B)

THE EDITOR
FORT MCMURRAY TODAY
9701 FRANKLIN AVENUE
FORT MCMURRAY, ALBERTA
T9H 3G1

(B)

STEPHEN STRAUSS
THE GLOBE AND MAIL
444 FRONT STREET WEST
TORONTO, ONTARIO
M5V 2S9

(A)

MELANIE REFFES
CKC RADIO
#1580 550 SHERBROOKE ST W
MONTREAL, QUEBEC
H3A 2C5

THE EDITOR
CALGARY HERALD
206-7TH AVENUE, SW
CALGARY, ALBERTA
T2P 0W8

(B)

NEWS DIRECTOR, CFCN
BROADCAST HOUSE, BOX 7060
STATION E, CALGARY, AB
T3C 3L9

(B)

NEWS DIRECTOR
401 MAYOR MAGRATH DRIVE
LETHBRIDGE, ALBERTA
T1J 3L8

(B)

NEWS DIRECTOR, CJDC
1015 THIRD AVENUE S
LETHBRIDGE, ALBERTA
T1J 0J3

(B)

NEWS DIRECTOR, CJYR
BOX 1450,
EDSON, ALBERTA
T0E 0P0

(B)

NEWS DIRECTOR, CKSA
5026-50 STREET
LLOYDMINSTER, ALBERTA
T9V 1P3

(B)

TERRY CHRISTIAN
THE GLOBE AND MAIL
444 FRONT STREET WEST
TORONTO, ONTARIO
M5V 2S9

(A)

JUDY HALADAY
THE SCIENCE EDITION
TV ONTARIO
BOX 200, STATION Q
TORONTO, ONTARIO M4T 2T1

THE EDITOR
CALGARY SUN
2615 12 ST NE
CALGARY, ALBERTA
T2E 7M9

(B)

THE MANAGER, CFYK
BOX 160
YELLOWKNIFE, NWT
X0E 1H0

(B)

NEWS DIRECTOR
RADIO CHQR
1900 125 9TH AVENUE SE
CALGARY, ALBERTA
T2E 0P6

(B)

NEWS DIRECTOR, CJOI
5226 51 AVENUE
WETASKIWIN, ALBERTA
T9A 3E2

NEWS DIRECTOR, CJXX
9913-100 AVENUE
GRANDE PRAIRIE, ALBERTA
T8V 0V1

(B)

EDITOR, DAILY TIMES
4828-44 STREET
LLOYDMINSTER, SASKATCHEWAN
S9V 0G8

(B)

ROBERT MATAS
THE GLOBE AND MAIL
444 FRONT STREET WEST
TORONTO, ONTARIO
M5V 2S9

(A)

MEDIA LIST "B"

NEWS DIRECTOR, CFAC
222 23 ST NE
CALGARY, ALBERTA
T2E 7NR

(B)

NEWS DIRECTOR, CHAT
1111 KINGSWAY SE
MEDICINE HAT, ALBERTA
T1A 2Y1

(B)

NEWS DIRECTOR, CJDV
327 2ND ST E
DRUMHELLER, ALBERTA
T0J 0Y0

(B)

NEWS DIRECTOR, CJKK
#205, 10011 FRANKLIN AVENUE
FT. MCMURRAY, ALBERTA
T9H 2K7

(B)

NEWS DIRECTOR, CKRD
2840 BREMNER AVENUE
RED DEER, ALBERTA
T4N 1M9

(B)

THE EDITOR
FORT MCMURRAY TODAY
9701 FRANKLIN AVENUE
FORT MCMURRAY, ALBERTA
T9H 3G1

(B)

450 STREET WINNIPEG, ALBERTA V1P3 (B)	4828-44 STREET LLOYDMINSTER, SASKATCHEWAN S9V 6G8 (B)	FORT MCMURRAY TODAY 9701 FRANKLIN AVENUE FORT MCMURRAY, ALBERTA T9H 3G1 (B)
LETHBRIDGE TRIBUNE 100 STREET STANLEY PRAIRIE, ALBERTA T8V 1M5 (B)	EDITOR LETHBRIDGE HERALD 504 7TH STREET S, BOX 670 LETHBRIDGE, ALBERTA T1J 3Z7 (B)	THE EDITOR MEDICINE HAT NEWS 3257 DUNMORE ROAD, SE MEDICINE HAT, ALBERTA T1A 7E6 (B)
THE EDITOR RED BEER ADVOCATE 2950 BRENNER AVENUE, BOX 520 RED BEER, ALBERTA T4N 3G3 (B)	CAMPUS ADMINISTRATION	DR PETER MEEKISON VICE-PRESIDENT (ACADEMIC) 3-5 UNIVERSITY HALL CAMPUS (D)
DR J TARTAR ASSOCIATE VICE-PRESIDENT 3RD FLOOR, UNIVERSITY HALL CAMPUS (D)	DR B EVANS ASSOCIATE VICE-PRESIDENT 3RD FLOOR UNIVERSITY HALL	DR PAUL DAVENPORT PRESIDENT 3-1 UNIVERSITY HALL CAMPUS (D)
DR H HOROWITZ 845 B EDUCATION SOUTH CAMPUS	DR CR JAMES VICE-PRESIDENT (RESEARCH) 3-2 UNIVERSITY HALL CAMPUS (D)	VICE-PRES (ADMINISTRATION) 3-14 UNIVERSITY HALL CAMPUS (D)
MR. BRIAN McDONALD ASSOCIATE VICE-PRESIDENT 3-7 UNIVERSITY HALL CAMPUS (D)	ASSOCIATE VICE-PRESIDENT (RESEARCH) 3-14 UNIVERSITY HALL CAMPUS (D)	MRS ELLEN SOLOMON SECRETARY, GFC 2-5B UNIVERSITY HALL CAMPUS (D)
DR DIANNE KIEREN ASSOCIATE VICE-PRESIDENT 3-2 UNIVERSITY HALL CAMPUS (D)	DAVID NORWOOD ASSOCIATE VICE-PRESIDENT UNIVERSITY RELATIONS 3-12 UNIVERSITY HALL CAMPUS (D)	ADMIN. DIRECTOR BOARD OF GOVERNORS 3-20 UNIVERSITY HALL CAMPUS (D)
MEDIA LIST "D" COURTESY LIST DEANS - CAMPUS	DEAN OF AGRIC. AND FORESTRY 2-14 AGRIC/FORESTRY CENTRE CAMPUS (D)	DEAN OF ARTS 6-7 HUMANITIES CENTRE CAMPUS (D)
DEAN OF BUSINESS 5-23 BUSINESS BUILDING CAMPUS (D)	DEAN OF EDUCATION 845 EDUCATION SOUTH CAMPUS (D)	DEAN OF ENGINEERING 5-1 MECHANICAL ENGIN. CAMPUS (D)

In Lanthorne

DEAN OF BUSINESS
BUSINESS BUILDING
CAMPUS (D)

DEAN OF EDUCATION
845 EDUCATION SOUTH
CAMPUS (D)

DEAN OF ENGINEERING
5-1 MECHANICAL ENGIN.
CAMPUS (D)

DEAN OF DENTISTRY
3023 DENTISTRY-PHARMACY
CAMPUS (D)

DEAN OF EXTENSION
224 CORBETT HALL
CAMPUS (D)

DEAN
FACULTE SAINT-JEAN
CAMPUS (D)

DEAN OF GRADUATE STUDIES
AND RESEARCH
2-5 UNIVERSITY HALL
CAMPUS (D)

DEAN OF HOME ECONOMICS
106 HOME ECONOMICS
CAMPUS (D)

DEAN OF LAW
485 LAW CENTRE
CAMPUS (D)

DEAN OF LIBRARY SCIENCE
3-21 RUTHERFORD SOUTH
CAMPUS (D)

DEAN OF MEDICINE
2J2.00 MACKENZIE HEALTH SCIENC
CAMPUS (D)

DEAN OF NURSING
3-119 CLINICAL SCIENCES
CAMPUS (D)

DEAN OF PHARMACY AND
PHARMACEUTICAL SCIENCES
3118 DENTISTRY-PHARMACY
CAMPUS (D)

DEAN OF PHYSICAL EDUCATION
AND RECREATION
E463 PHYSICAL EDUCATION BLDG.
CAMPUS (D)

DEAN OF REHABILITATION
MEDICINE
316 CORBETT HALL
CAMPUS (D)

DEAN OF SCIENCE
CW223 BIOLOGICAL SCIENCE
CAMPUS (D)

DEAN OF STUDENTS
300 ATHABASCA HALL
CAMPUS (D)

MEDIA LIST "D"
COURTESY LIST
CAMPUS

AASUA OFFICE
347 ATHABASCA HALL
CAMPUS (D)

DIRECTOR
ALUMNI AFFAIRS
430 ATHABASCA HALL
CAMPUS (D)

CAMPUS SECURITY
DIRECTOR
CAMPUS (D)

CHAIRMAN
DEPARTMENT OF SOCIOLOGY
5-21 TORY BUILDING
CAMPUS

LYNN VAN PEEDE
DEPARTMENT OF SOCIOLOGY
5-21 TORY
CAMPUS

PRESIDENT
ST. JOSEPH'S COLLEGE
CAMPUS (D)

REGISTRAR
201 ADMINISTRATION BLDG.
CAMPUS

(D)

SENATE OFFICE
EXECUTIVE OFFICER
150 ATHABASCA HALL
CAMPUS

(D)

INTERNATIONAL CENTRE
DIRECTOR
400 HUB INTERNATIONAL
CAMPUS

(D)

STUDENTS' UNION P.R.
STUDENTS' UNION BUILDING
CAMPUS

(D)

UNIVERSITY ARCHIVIST
RUTHERFORD LIBRARY
CAMPUS

(D)

UNIVERSITY LIBRARIAN
LIBRARY ADMINISTRATION
5-12 CAMERON LIBRARY
CAMPUS

(D)

NEWS DIRECTOR, CJSR
ROOM 224
STUDENTS' UNION BLDG.
CAMPUS

(D)

DEPT. OF RADIO AND TV
ROOM CW-005
BIG SCIENCES CENTRE
CAMPUS

(D)

THE EDITOR
THE GATEWAY
ROOM 282, SUB
CAMPUS

(D)

SUPERVISOR
INFORMATION DESK
STUDENTS' UNION BLDG.
CAMPUS

(D)

DIRECTOR
DEVELOPMENT OFFICE
450 ATHABASCA HALL
CAMPUS

(D)

P. COUSINS
COMPUTING SCIENCE
615 GENERAL SERVICES

MEDIA LIST "D"
COURTESY LIST
OFF-CAMPUS

NEWSLETTER EDITOR
ALTA: ASSOC. OF COLLEGE
FACULTIES, RED DEER COLLEGE
56 AVENUE AND 32 STREET
RED DEER, AB. T4N 5H5

(D)

DEP. MIN. OF ADVANCED ED.
DEVONIAN BUILDING
11160 JASPER AVENUE
EDMONTON, AB T5K 0L1
GOVERNMENT COURIER

(D)

DAVID HELWIG
8 DUNKIRK DRIVE
ST. THOMAS, ONTARIO
N5R 1R6

GRANT MACEWAN COMM. COLLEGE
JOURNALISM LAB
P.O. BOX 1706UE
EDMONTON, ALBERTA
T5J 2P2

(D)

OFFICE OF THE MAYOR
3TH FLOOR, CITY HALL
EDMONTON, ALBERTA
T5J 2R7

(D)

THE CANADA COUNCIL
INFO. SERVICES LIBRARY
P.O. BOX 1047, 151 SLATER ST.,
OTTAWA, ONTARIO
K1P 5V8

(D)

THE EDITOR
THE CAUT/ACPU BULLETIN
294 ALBERT STREET, #303
OTTAWA, ONTARIO
K1P 6E6

(D)

THE EDITOR
EDUCATIONAL DIGEST
481 UNIVERSITY AVENUE
TORONTO, ONTARIO
M5W 1A7

(D)

GLORIA PIERRE
UNIVERSITY AFFAIRS
151 SLATER STREET
OTTAWA, ONTARIO

CHRISTING TAUSIG
AUCC
151 SLATER STREET
OTTAWA, ONTARIO

BRIAN FRASER
MANAGER, EXTERNAL COMMUNICATIO
P.O. BOX 3511, STATION C
OTTAWA, ONTARIO

10180 102 STREET
EDMONTON, ALBERTA
T5J 0S8

WISHLOW
NEWSWORLD
WESTMOUNT BLVD NW
CALGARY, ALBERTA
T2N 3S7

FEDERAL GOVERNMENT

D GRAY (FG)
4701 - 50 AVENUE
ST PAUL, ALBERTA
T0A 3A0

A KINDY (FG)
#104, 3016 - 5 AVE NE
CALGARY, ALBERTA
T2A 3K4

J HAWKES (FG)
#20, 4500 - 16 AVE NW
CALGARY, ALBERTA
T3B 0M6

HON S PAPPOSKI (FG)
175A NORTHOWN CENTRE
97 STREET & 137 AVENUE
EDMONTON, ALBERTA
T5E 6C1

J EDWARDS (FG)
#219 CALLINGWOOD PROF CENTRE
69 AVENUE & 177 STREET
EDMONTON, ALBERTA
T5T 4J5

BA THACKER (FG)
CHANCERY COURT
#200, 220 - 4 STREET S
LETHBRIDGE, ALBERTA

10180 102 STREET
EDMONTON, AB
T5J 0W5

ELIZABETH MURRAY
11041 85 AVENUE
EDMONTON, ALBERTA
T6G 0W5

M LEAHEY (FG)
15TH FLOOR, CANADA PLACE
9700 JASPER AVENUE
EDMONTON, ALBERTA
T5J 4H7

HON H ANDRE (FG)
1310 - 11 ST SW
CALGARY, ALBERTA
T2R 1G6

L RICHARDSON (FG)
#155, 200 RIVERCREST DRIVE
CALGARY, ALBERTA
T2C 2X5

AJ MALONE (FG)
#5 EATON BUILDING
4908 - 50 STREET
CAMROSE, ALBERTA
T4V 1R1

M DRAIN (FG)
16118 STONY PLAIN ROAD
EDMONTON, ALBERTA
T5P 4A2

S THORKELSON (FG)
8016 - 105 STREET
EDMONTON, ALBERTA
T6E 4E2

X HUGHES (FG)
#206, 40 ELIZABETH STREET
BAG 4
DROTOKS, ALBERTA

825 COCHRANE DR
MARKHAM, ONTARIO
L3R 9R9

ALTA. ADV. ED. LIBRARY
DEVONIAN BLDG, 9TH FLOOR
EAST TOWER
11160 JASPER AVENUE
EDMONTON, AB T5K 0L3

J SHIELDS (FG)
10014 MAIN STREET
BOX 5358
FORT MCMURRAY, ALBERTA
T9H 3G4

A JOHNSON (FG)
#204, 2003 - 14TH ST NW
CALGARY, ALBERTA
T2M 3N4

B SPARROW (FG)
411 SOUTHPORT
10333 SOUTHPORT ROAD SW
CALGARY, ALBERTA
T2W 3X6

R HARVEY (FG)
11809 - 66 STREET
EDMONTON, ALBERTA
T5B 1J2

D KILGOUR (FG)
#200 MILL CREEK PLACE
9119 - 82 AVENUE
EDMONTON, ALBERTA
T6C 0Z4

B D'KURLEY (FG)
#16, 140 ATHABASCAN AVENUE
SHERWOOD PARK, ALBERTA
T8A 4E3

B PORTER (FG)
607 - 4 STREET SE
MEDICINE HAT, ALBERTA
T1A 0L1

T6K 2G6

(D)

MR W HIEBERT
106 STREET
EDMONTON, ALBERTA
T6H 3C1

MRS B KERR
3115 WHITEMUD ROAD
EDMONTON, ALBERTA
T6H 5A5

MR HJS PEARSON
CENTURY SALES & SERVICES LTD
4810 92 AVENUE
EDMONTON, ALBERTA
T6B 2X4 (D)

MR JA SCOTT
118 STREET
EDMONTON, ALBERTA
T6G 1T3 (D)

MR J SUPERSTEIN
44 ST GEORGE'S CRESCENT
EDMONTON, ALBERTA
T5N 3M7

MR PW MILNTHORP
118 MAYDAY CRESCENT
WETASKIWIN, ALBERTA
T9A 1W4

MR SA MACTAGGART
MACLAB ENTERPRISES
3408 EDMONTON HOUSE
9939 BELAMY HILL
EDMONTON, ALBERTA T5J 1Y8

MRS M LOBAY
638 ROMANIUK ROAD
EDMONTON, ALBERTA
T6R 1A6

MR MC WELSH
888 TERRACE PLAZA
4445 CALGARY TRAIL
EDMONTON, ALBERTA
T6H 3R7

MR F HEYWORTH
PAUL KANE SCHOOL
12 CUNNINGHAM ROAD
ST. ALBERT, ALBERTA
T8N 2E9

CHANCELLOR, THE SENATE
150 ATHABASCA HALL
CAMPUS (D)

PRESIDENT, STUDENTS' UNION
ROOM 259C, SUB
CAMPUS (D)

DR. LINDA WOODBRIDGE
CHAIR, ENGLISH DEPARTMENT
3-17 HUMANITIES CENTRE
CAMPUS

EVA CHERNIAVSKY
3-31 UNIVERSITY HALL
CAMPUS

PAUL ROBISON
3-31 UNIVERSITY HALL
CAMPUS

PRESIDENT, GSA
RM. 206, N. POWER PLANT
CAMPUS

PUBLIC RELATIONS OFFICE
UNIVERSITY OF ALBERTA HOSPITAL
CAMPUS

PAUL MCLOUGHLIN
PRESS GALLERY
ALBERTA LEGISLATURE
EDMONTON, AB T5K 2B6
GOVERNMENT COURIER

DAVE PADDON
COMPUTING CANADA
703 LANSING SQUARE
WILLOWDALE, ONTARIO
M2J 4P8

LIZ CLARKE
C-FER
BUILDING 7A
CAMPUS

CONNIE BRYSON
102 - 5322 46 STREET
VEGREVILLE, ALBERTA
T0B 4L0

NEILL FITZPATRICK
CITY NEWSROOM
5325 104 STREET
EDMONTON, ALBERTA
T6H 5B8

DR FG WINSPEAR
300 BENTALL BUILDING
10180 102 STREET
EDMONTON, AB
T5J 0W5

SHEREE BOND
CANADIAN DOCTOR
625 COCHRANE DR, #701
MARKHAM, ONTARIO
L3R 9R9