

NORTH SHORE COMMUNITY COLLEGE

PROGRESS REPORT

February 17th, 1968

PRESS - up to February 17th

We faced a task because of general lack of knowledge by public of just what a community college is and why it is needed.

Newspaper releases were based on a "continuing education" program. Editorials and news releases have been sent in and all published in Lions Gate Times, Squamish Times, and Citizen. On information submitted, Province carried two stories and Vancouver Sun, three. The last was from reporter at news conference.

This week, Lions Gate Times carried three front-page photos, editorial, lead story, column entitled "Community College Forum." Lead story headline: "Council Backs College Plan, Scores High Education Costs.

Squamish Times had an editorial, front-page stories, and photos, and a question and answer column written by a trustee (this to run until March 7th, as is the one in the Lions Gate Times; same information has been sent to Sechelt papers.)

Citizen had an editorial and inside story.

Vancouver Sun and Province each carried stories headlining council statements about opposition to cost formula. Sun story ran on page 41, luckily.

TV AND RADIO MEDIA

News conference produced interview by CBUT with Peter Jones and movie coverage of facilities of West Vancouver Senior Secondary School, done Friday afternoon, shown that night on the 6:45 p.m. news.

Jack Wasserman interviewed Peter Jones and Les Brooks February 13th for 20 minutes on his open line program. Very well done with opportunity and time to fully explain the college and its aims.

PROMOTION

Bumper strips applied to cars in West Vancouver White Spot February 9th and 10th, courtesy of Nat Bailey.

Fact Sheet, setting out answers to all college questions plus philosophy of college, printed for house to house canvass and use of volunteers and speakers.

Organization meetings held in West Vancouver and North Vancouver. Volunteers appointed to five committees: Each-One-Teach-One, Display, Speakers, Endorsement, Get-Out-The-Vote.

Each-One-Teach-One will see school district blocks headed by captain who will be responsible for getting one person in each block to canvass his or her neighbour and leave Fact Sheet, or hold a coffee party for the same purpose.

### FUTURE PROMOTION PLANS

Press coverage will go into high gear now that public is becoming aware of what it is all about.

Endorsements will give subject matter necessary for stories; for instance, West Vancouver Chamber of Commerce has endorsed the college. This is a real find, they are a controversial group and their leadership is important.

Radio interviews with major radio stations to continue.

March 4 - Interview, Bae Wallace and reporter from Channel 8 outside West Vancouver Senior Secondary, to be on news that night.

Mark Raines will interview Peter Jones on his Channel 8 program on time to be settled.

Jean Cannem will interview the Block Girls on her morning program, time to be decided next week as her schedule was filled to April 15.

Negotiations going on with Channel 12 to have someone from a Washington college interview someone on the committee. Will have final word Monday.

Meeting General meeting to be held in West Vancouver Senior Secondary on Wednesday, February 28th. This must be an overflow rally with an outstanding speaker (Dr. Ian McTaggart-Cowan, Stewart McGill, and Dr. Bert Wales have been engaged). Tour of facilities will be drawing card. Speaker and Display Committees handle.

Tabloid Four-page, two colour tabloid completed. Will be in mail, full coverage week of February 26th. Because of lukewarm support of Sechelt papers, we are depending on this newspaper to carry our message, plus the dedicated volunteers in that area who have rallied to help the college.

Publicity Ads in weeklies February 22nd to publicize public meeting. Ad February 29th to publicize Jack Webster. Ad March 6th final plea to get out and vote. Suggestion: Run a full page ad in Sechelt papers to publicize the college.

Folder "Vote" folder to be sent home to parents of school children in four districts day before the vote.

Interviews During the last two weeks, interviews with personnel managers and a final one with top man in Manpower will be published.