

CHIEF OF PROTOCOL

Walter A. Borosa, appointed in 1971 for the Government of Ontario as chief of Protocol told about some of the joys, headaches and concerns regarding the responsibilities of this position.

Protocol, in the broad terms is the observance of certain manners, custodian of tradition and heritage. If protocol is to survive it must observe and thrive under rules to prevent chaos.

Usually one thinks of fanfare, however, protocol can be an event timed down to the second for Royal visits or it can be arranging a less formal public event.

Protocol is human engineering – a body of social discipline, combining good manners and common sense. It is important to know where and when to show warm feelings, yet still stay within the confines of correctness. Protocol nightmares may happen, however there is always a back-up method and alternatives to keep everything on an even keel.

Planning for events can easily take up to six months, especially for Royalty. The planning stage is divided into seven principal areas, such as program planning, what type of event, public exposure, accommodation and facilities required. Food is a big consideration and Ontario food and wine are used at all Ontario events as much as possible.

Police and plain-clothes security, a medical plan, even down to blood types in case of emergencies, with Doctors standing by during the events, are just a part of the planning.

Mr. Borosa concluded, that funds are set aside by the Government to be used by organizations entertaining visitors from outside the Province.



Miss Molly McGhee and Area PRO Leader Mrs. Brock Suddaby are seen outside Village 11 residence.

T V PERSONALITY

Bruce Johnston, CKCO, Kitchener

Public Relations is one method of reflecting the image you wish the public to perceive. The worth of an Organization is what YOU make it, was the advice given by Bruce Johnston.

The media wields a powerful weapon, so it is important when being interviewed, especially on TV, that you come prepared, know your subject, and give concise answers. If that is so, you will be relaxed and the interview will be successful. Do not allow yourself to ramble during an interview. Your objective should be to captivate your audience, who in turn will want to know more about the promotion you will be proposing in the interview.

It's really called "selling yourself to your public and interesting the public in your story. Giving your Organization a high profile should be part of your objective during the interview.



LEADERS FOR BRANCH PRO'S L-r, Mrs. Frank O. Stone, Mrs. John Brown, Provincial PRO; Miss Phyllis McCarroll, and Mrs. Wes. Bradnock.



MEMBERS-AT-LARGE DISCUSSION GROUP LEADERS, are L-r Mrs. Hugh Coons, Mrs. Orval, Jordan, Mrs. Clare Freer.



PRO LEADERS FOR DISTRICT – L-r Mrs. Clarence Diamond is seen checking her display with co-leader Mrs. Delmar Smythe.