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**Institute Conveners Meet  
 For Annual W.I. Conference**

More than 900 delegates from all parts of Ontario attended the annual Ontario Women's Institutes Conveners Conference held recently at the Ontario Agricultural College. The Conference on the first day was turned over to the discussion of the topics, "Historical Research and Current Events". After the Provincial Convener, Mrs. Sanford Atkins, spoke to the delegates on the subject, "On Compiling the Tweedsmuir History Books," a symposium, entitled "The Museum In Our Culture" was held. First speaker on the symposium was Mrs. R. King of Barrie, whose subject was: "The Simcoe County Women's Institute Museum — A Going Concern."

Second speaker on the symposium was Mr. W. H. Cranston of the Midland Press, who changed the title he had been assigned to speak on "The County Museum — A Means of Preserving items of local Historical Interest" to "Something old, Something new — Something borrowed, Something blue" — an address which turned out to be one of the most compelling of the entire conference.

In the afternoon, the Tweedsmuir Histories were judged and prizes awarded, with Mr. W. E. Hanna, executive member, Ontario Historical Society acting as chief judge. Before the delegates divided into discussion groups, Miss Anna P. Lewis, Director, Women's Institute Branch and Home Economics Service, delivered her address "Glimpses of Historical Ontario."

At the official banquet held on Thursday evening, Dr. J. D. MacLachlan, President of the Ontario Agricultural College, officially welcomed the delegates to the college on behalf of the OAC and the Ontario Department of Agriculture.

Subjects for the Friday discussions were: "Historical Research, Current Events, and Community Activities" in the morning session, and "Public Relations" in the afternoon sessions. In the morning session, "Community Activities and the Women's Institutes" was the subject of a panel comprising Miss Edith M. Collins, Women's Institute Branch, Mrs. R. J. Penney, R. R. 1, Kingston (chairman), Mrs. J. D. Hossack (Embro) and Mrs. J. E. Houck Brampton.

The afternoon panel discussion had as its subject "Effective Publicity for Women's Institute Functions". Chairman of the Panel was Mr. Jack McPherson, Director of Publicity for the Ontario Department of Agriculture. Supporting him on the panel were Mrs. Maud Kerr, Women's Editor, Family Herald and Weekly Star, representing the Farm Press; Mrs. Katharine A. Marston, editor of the Elora Express, representing the Weekly Press; Miss Gladys Houck, of the London Free Press, representing the Daily Press; and Miss Margaret Brophy, of radio station CKNX, Wingham, representing the radio station women's editors.

In introducing the subject to the audience, Mr. McPherson pointed out that publicity merely consists of "Making Information Public." "Good publicity increases public understanding of what you are doing," explained Mr. McPherson, "and since your organization is doing such a fine job it is important that people know what you are doing." First speaker on the panel was Mrs. Marston, representing the weekly press. Mrs. Marston pointed out that since the Women's Institutes are concerned with so many worthwhile activities in the community, it was important that the story be told.

"But you must report to your paper the right things," said Mrs. Marston. "We want information about the projects you have in mind — all of it sent in in good time. Know the deadline of the paper that you are sending your reports to, since what is news this week may not be worth printing next week. If possible have your own press reporter, but failing that, let the reporter of the local paper know well in advance of your future program so that if it important he can cover it and write the story of the meeting."

Miss Houck of the London Free Press outlined five main points that she felt all reporters for Women's Institute meetings should follow.

"First, develop a news sense — learn to recognize what is news, and what is not news. Second, put first things first and second things second — and leave out the unessentials — such as "the minutes were read by . . ." Third, be brief — because newspaper space today is at a premium. Fourth, get names of people correctly — Mrs. J. K. Jones or Miss Mary Smith. And last, if you do not type your reports, write legibly." In closing, Miss Houck advised Institute reporters to let editors know about programs well in advance, and if possible to personally meet the women's editor of the paper concerned.

licity from the view-point of radio, Miss Brophy stressed the following points in good reporting — accuracy, speed, and style.

"Supply the highlights, be clear and concise, and what is very important in radio — supply the proper pronunciation of words that the announcer may mispronounce. If a person's name is difficult to pronounce, or has a strange, different pronunciation, indicate this by some means, such as telling us what the name rhymes with. Proper pronunciation is absolutely necessary in a radio report."

"In selecting your press reporter," concluded Miss Brophy "see that you choose one who is news minded, has enough time to do the job properly, and who knows the difference between press and radio reporting."

Final speaker on the panel was Mrs. Maud Kerr, Women's Editor of the Family Herald and Weekly Star. Mrs. Kerr emphasized that the good reporter will not leave in the minds of the readers any questions unanswered, and will tell the readers all they want to know. She urged reporters to use plain English — "simple language is the easiest to understand" — and not to opionate.

"And before you write any article for a paper, make known to the editor what you have in mind, and ask him what highlights he would like to have reported. It is always wise to study thoroughly the paper for which you are writing, so that you will know the items that are wanted and the kind of material that is never used. It is just like a business man studying his market."

"When there are speeches to report," continued Mrs. Kerr, "try to secure a copy so that you will not run any danger of misquoting the speaker. And if possible send the copy of the speech along to the editor. He may be able to make additional use of it."

Mrs. Kerr stressed the value of good pictures and how "a good picture is worth a thousand words." She invited more reports from Ontario Institute meetings, in order that the members of the Institute in other provinces might know what their sisters in Ontario were doing. Publications with national coverage are looking for such information, stated Mrs. Kerr.

Following the speaking of the panel members, the meeting was thrown open to questions and a lively discussion period followed. At the end of the discussion, Mrs. R. G. Purcell, President FWIO, brought to a close the Conference which set an attendance record.

**Censure Gordon Conant  
 For Gambling Speech**

Meeting in Bethel United Church, Halton Presbytery of the United Church expressed disapproval of a recent speech by Gordon Conant in which he stated that legislation of gambling might be a solution to problems in that field.

Dr. Gallagher spoke on the refugee problem, saying that it was world wide and that there are four and a half million displaced persons at the present time. The church is called upon to help in placing Protestant refugees in this country.

Rev. David Wren, Burlington, conducted morning worship, in which he stressed the need of knowing God. To do this he pointed out that full use should be made of the quiet place, the secret place in prayer.

Presbytery officers appointed for the 1951-52 term are: Rev. J. I. Ham, Milton, chairman; Rev. W. J. Debe, secretary; Mr. J. S. Tarry, Treasurer; Rev. George Almack, corres. secy.; Rev. J. I. Blair, Rev. Keith Love, Rev. W. J. Debe, settlement committee.

James F. Evans, Georgetown, led in opening worship at the afternoon.

**Ralph Ross Honoured  
 Masonic 50-Year Medal**

Credit Lodge, No. 219 AF&AM, last Friday night had the unique and unusual honour of presenting a fifty year medal to a member of long standing, Wor. Bro. Ralph Ross.

Mr. Ross joined the Masonic Order in Pembroke, Ontario and since that time has been a faithful member and officer. At present he resides in Toronto, and made the trip to Georgetown, especially for this occasion.

Mr. Ross, who for many years was principal of Georgetown High School, is in excellent health, and hopes to visit Georgetown often during the nice weather.

The presentation was made by Wor. Master Campbell Stclair, and as far as is known is unique in that the medal has been the only one presented to a member of Credit Lodge.

The reading of the annual report of the WMS showed splendid advances in all phases of the work. Mrs. Reid, Oakville, presented the annual report of the presbyterial W.A. Eighteen local organizations have joined and she stressed the need of the ten remaining to become members.

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