

Editorial

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In honour of Ontario's youth

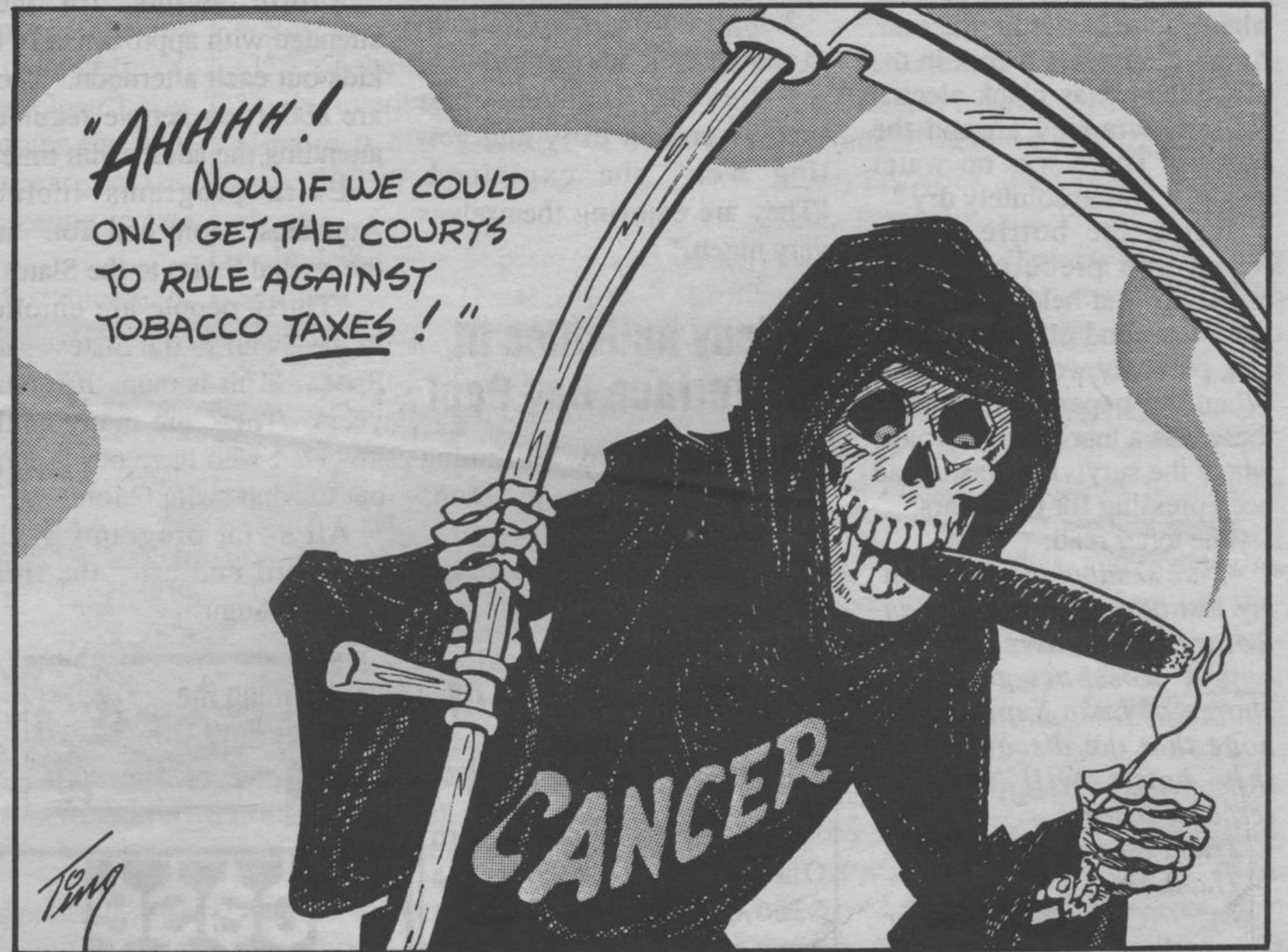
They're out there. Plenty of them, in fact. Ontario is fortunate to possess an abundance of young people filled with energy and vision, who see what needs to be done and don't sit back waiting for someone else to do it. These are the young people who deserve consideration for the Ontario Junior Citizen of the Year Awards. Jointly sponsored by the Ontario Community Newspapers Association and Canadian Airlines International, the Ontario Junior Citizen of the Year program has, since 1981, paid tribute to exemplary individuals or groups of young people between ages six and 18. Junior Citizens represent a broad cross-section of Ontario's fine youth. Some are honoured for their tremendous attitude in coping with illness or handicap. Some have devoted an amazing amount of time and energy towards community services and betterment.

Still others have been selected for responding instantly in a moment of crisis, or for the way in which they have shown kindness and compassion.

Those chosen to receive the award, along with their families, are guests of honour at a luncheon in Toronto during the annual contribution to the Ontario Community Newspapers Association (OCNA). Award winners are joined by Ontario Lieutenant Governor for a family portrait at Queen's Park, and are presented with \$200 and a Junior Citizen pin.

Many young people in our community are worthy of the attention and encouragement provided through the Ontario Junior Citizen of the Year Program. Every nominee will receive a certificate stating that they were considered for this distinct honour and have contributed greatly to their community.

Say "thank you" to the special young people in our community by filling out a Junior Citizen of the Year nomination form -- available now from this OCNA member newspaper.



What's in a name?

When I use a word it means just what I choose it to mean -- neither more nor less.

Humpty Dumpty

Let's say you're an environmentalist. Not a tree-spiking, smokestack-scaling, dues-paying activist perhaps, but an environmentalist -- someone who cares about the future and the global litter box we've come to live in.

Let us further suppose that you've just moved to...oh, the northern Ontario city of Sudbury, say. And you think that in your spare time you'd like to get involved in something...greenish.

What's a budding environmentalist to do in Sudbury?

Well you could always join an environmental group. Let's see...here's one right on the main street. It's called *Northcare*.

Northcare. That's got a nice, ecologically responsible ring to it.

A person walking in front door of *Northcare* might assume they were in the offices of a typical environmental watchdog group. But a casual perusal of the office brochures reveals a...rather odd approach. *Northcare* says that some people

worry too much about wilderness and not enough about jobs. *Northcare* wants to see more protected forest lands opened up to chain saws and logging trucks.

Northcare thinks that Ontario Hydro's plans to sprinkle a few more nuclear reactors along the Lake Huron shoreline is just a dandy idea. *Northcare* cheerfully accepts cash donations from mining companies like Noranda and pulp and paper interests like E.B. Eddy. Judged by its name, *Northcare* sounds like the kind of outfit *Pollution Probe* or the Greenpeace crowd might want to be associated with. But judged by its principles, it sounds suspiciously like an apologist for big business interests. The Sudbury Chamber of Commerce in a green plaid biodegradable shirt.

Nothing wrong with tooting the trumpets of commerce, of course -- providing you're up front about it.

After all, David Suzuki doesn't go around impersonating Conrad Black.

But *Northcare* isn't the only example of business trying to wrap itself in a green flag for PR brownie points. They're just aping the actions of their corporate Big Brothers to the south.

Want to play some American word games? Okay, what would you assume about a group that calls itself the *Washington Forest Protection Association*? Sounds kinda pro-tree, wouldn't you say? Uh uh. It's a lobby group made up of the largest timber companies in Washington State, created specifically to fight against logging restrictions.

How about *Citizens for the Sensible Control of Acid Rain*? Sorry. All this glorified PR Office has done so far is mail out 80,000 letters denouncing a bill to control acid rain.

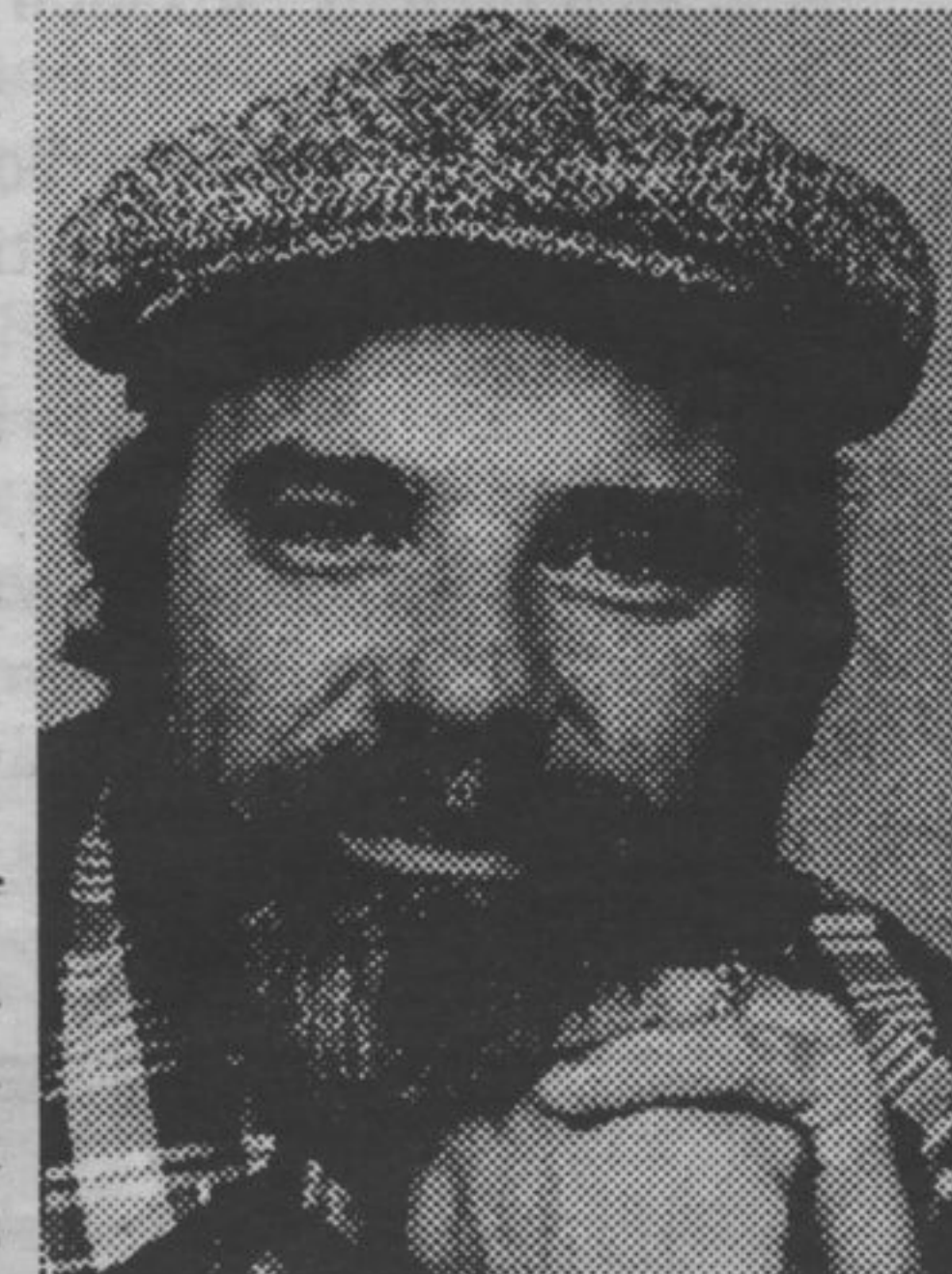
Clean Air Working Group sounds like a pretty positive moniker -- until you discover that it's composed of agents of the oil, steel, aluminum, paper and automobile industries created to lobby against the Clean Air Act.

These guys aren't interested in a healthier planet. They're interested in Business As Usual.

You'll find these image manipulators on your TV screen too. They love to sponsor those big dreamy nature programs that extol our untamed wilderness. Did you see *The Living Planet*? That was a nice documentary -- made possible by funding from Mobil, currently facing legal action in six states for falsely claiming to produce "degradable" garbage bags. Then there was the stirring heart-string tugger *Only One Earth*. That was paid for by Waste Management -- the most penalized hazardous waste company in the history of the U.S. Environmental Protection Agency.

What's the message we're supposed to get from this exercise in corporate euphemising -- that even as they pollute, their hearts are in the right place?

Maybe. But the real message is more obvious. The real message is: it's a lot cheaper to polish your image than to clean up your act.



Arthur Black

Letters to the Editor

The Terrace Bay Schreiber News welcomes letters to the editor on any subject.

Letters must be signed and have the phone number and address of the author for verification. We will not knowingly print false libelous or anonymous comments.

Letters to the Editor are important to community newspapers. They serve to reflect opinions of members of the community we serve. However, we must insist on these rules to ensure that this very important forum is used responsibly.

Letters can be mailed to the News, Box 579, Terrace Bay, P0T 2W0. or dropped off at the News office, 13 Simcoe Plaza in Terrace Bay.