



# BUSINESS Seminar

## Seminar held

Doug Hodgkinson, a chartered accountant, addresses a large audience at a small business seminar held recently by York Centre MPP Don Cousens. Others at the table, from left, are Mr.

Cousens, Bob Dunn of Radun Design Planning, and Norman Hublely, another chartered accountant.

— Sjoerd Witteveen

### Business Beat

## Media coverage lacking

By CHRISTINE KOSERSKI

Small business people feel they are not adequately covered by the media.

That was the feeling at a media discussion panel at a BIA (Business Improvement Area) work shop held recently by the Ontario Business Improvement Area Association.

The panel was composed of Don Johnston, news editor at CFRB Radio, and Fred Lebolt, business editor for the Toronto Star. John Dawe, business editor for Global Television, was scheduled to appear, but was unable to attend.

Bruce Annan, publisher of the Markham Economist and Sun, was chairman of the panel.

"The time is gone when business was news only to business itself — buried behind the sports pages because it was assumed only men read about it," said Mr. Johnston to the audience. "Business is news — businessmen, investors, and people who just have a mortgage and a bank account are interested."

Mr. Lebolt agreed. "There is a growing interest in business," he said. "The recession brought it on — people became concerned about wages, prices, and interest rates — they knew something was going on and they wanted to understand it."

The Toronto Star recently established a special separate section for business news, entitled Business Today. The section currently runs five days a week, and will soon be published on a sixth day, also.

### NEW PEOPLE

"This reflects the interest of a new kind of people," said Mr. Lebolt. "For instance, there are more women in high positions in business now — the demographics are changing."

"The Star's attitude is that we write for people who are interested but not necessarily specialists," he explained.

But, he added, "There is a problem covering small business — it's hard to define for one thing — it includes everyone in every business."

One member of the audience, which consisted mainly of small business operators, asked the panel how he could write an effective press release to get "free publicity."

The problem at CFRB is that "time is constrained in the average newscast", Mr. Johnston answered. The questions asked of press releases are "Is your business unique? Are you offering something different from everyone else?"

Mr. Lebolt said he "encourages everyone to write or phone in their story but chances are that 99.9 per cent will be rejected based on that nebulous thing called news judgement."

### CORPORATIONS

One member of the audience charged the press with using more space on big business because of "corporate sponsorship".

But Mr. Annan responded by saying, "Woe be the day a reporter is forced to write a story because of corporate sponsorship," he said. "There is a very definite line between the advertising and editorial departments."

He also said that the reasons business in the media has been kept at arm's length are: first, reporters are "radical leftists" who view business with suspicion; secondly, they are more interested in business when a company doesn't want to talk as when, for instance, a strike is brewing; and thirdly, because business is harder to understand.

### Store recently opened

## Fresh fish are found at Penny's

By DEANNE PRIDDLE

Penny's Sea Shanty has gotten a great response so far in Markham. Penny (a nickname she picked up in the fish

business) O'Reilly opened her fish store on Oct. 29, and she said that it has been successful so far.

Fresh fish that are available at her store range from trout to shark and live lobster. Shelled and smoked fish are available, and she sells frozen seafood too.

Five days a week, Ms. O'Reilly picks up the fish for her store that has been packed in ice and flown into the Toronto International Airport from places such as Vancouver, B.C., and Florida. She won't keep her fish in the store for more than three days, after that it usually goes out to restaurants.

Ms. O'Reilly has been in the fish business for more than 15 years doing various things. She has lectured at Ryerson Polytechnical Institute, bought and sold wholesale and retail items for many of the top restaurants into Toronto, and worked for Eaton's in Downtown Toronto.

Some plans that Ms. O'Reilly has for her store are to decorate it more, and set up a recipe corner. The recipe corner will enable her customers to learn how to cook many kinds of fish in different ways.

Another service she offers is to cook and or decorate fish for customers. Her store is open from 10-6 Mon-Wed, 10-9 Thurs and Fri, and 10-6 on Sat. It is located in the Station Plaza on Main St., Markham.

### Hotel possible

Tom Januszewski, the planning director of Markham, has requested that a land parcel close to Markville Shopping Centre be set aside for a future hotel.

Mr. Januszewski said he doesn't know of any current plans for a hotel, but says that sometime in the future, one may be built.

Mr. Januszewski stated that JDS Investments, owners of the shopping centre have informed him there is no demand for a hotel in that area right now.

But he added that when Markham has been built up more, there may be need for a hotel, and plans for it will begin.

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### NOTICE OF PUBLIC MEETING

TAKE NOTICE THAT a Public Meeting of The Liquor Licence Board of Ontario will be held at the OFFICES OF THE LIQUOR LICENCE BOARD OF ONTARIO, 55 LAKESHORE BOULEVARD EAST, TORONTO, ONTARIO on TUESDAY, DECEMBER 6th, 1983 at the hour of 3:00 o'clock in the afternoon, at which time the Board will hear applications for new licences in accordance with The Liquor Licence Act, and Regulations thereunder.

The following establishment has applied for a licence of the class indicated, and the application will be entertained at the aforementioned location and time:

Station Pizza Parlour and Spaghetti House Restaurant 227 Main Street North, Markham Dining Lounge Licence Applicant: 555390 Ontario Limited

AND FURTHER TAKE NOTICE that any person who is resident in the municipality and who wishes to make representation relative to the application, shall make their submission to the Board in writing prior to the date of the hearing, or in person at the time and place of the hearing. (Copies of written submissions will be forwarded to the applicant).

Liquor Licence Board of Ontario 55 Lakeshore Boulevard East TORONTO, Ontario, M5E 1A4

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