

Comment

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Cuts to Great Lakes funding shameful

If you've never taken a stand before, now may the time.

The provincial government, in a leaked memo, has decided to cut funding to groups which work on so-called "hot-spots" on the Great Lakes.

These are pollution sites which the government has been providing funding to begin clean-up.

Norm Sterling, environment minister, has indicated he wants the private sector to pick up the costs associated with the clean-up projects.

This is, in the ministry's words, a way for these groups to become more self-reliant.

But what it really amounts to is a government cop-out. In its rush to slash and burn to gain control of the debt and deficit, the Tories have selected many programs which should fall under the ax. This is one example that is truly shameful.

The Great Lakes are the lifeblood for millions of people, not to mention the environmental engine that maintains much of Ontario, Michigan and the East-

ern U.S. The government has abandoned the lakes with this latest cut, and the effects will be long-reaching and frightful.

Without government support, the groups which are at the ground level in the fight to clean up the lakes will wither. They do not have the clout and power necessary to do the job. Write Julia Munro, Norm Sterling and Mike Harris. It's important.



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I don't like to play the Shoot the Messenger game

Let's talk shop.

Shoot the Messenger is played world-wide, including in Uxbridge and Stouffville. It's too bad I didn't like the game - Shoot the Messenger bores me.

On occasion, it annoys me. This is one of the annoying times. Here's me complaining...

A plane was forced to land in Stouffville near the Markham Airport on Thursday. While the pilot and his passenger were not hurt, the plane is a little under the weather.

I called Markham Airport for comment. The man answering the phone simply said, "No comment" and hung up.

I called back. Again, I introduced myself. The only response was "click".

When people hang up on me, I feel silly. It's the dullest of all forms of Shoot The Messenger. I wonder, when it comes to public relations, where does Markham Airport fit in?

For anyone who cares, "No comment" is not a good thing to say. It's not the message most of us want to pass on to the public. In case you ever own an airport, here's a tip: When an airplane falls out of the sky, people will ask questions.

Example 2: The owner of variety store in Uxbridge wants somebody, preferably me, to apologize to him. He said his reputation is hurting because *The Tribune* reported the news.

Here's the story: In the past 14 months, the cigarette cops charged three separate owners of the K&Y Convenience with selling cigarettes to kids.

The Tribune reported the court

OFF THE RECORD
joan ransberry

actions. While the story is accurate, store owner number four is dealing with the fallout. Here's a tip: Put a sign in the window reading, "Under New Manage-

ment...Again."

Here's reality: If you buy a store that's been in court three times in one year, you risk inheriting more than the stock. Buyer beware.

Example 3: I asked a Stouffville councillor for his stand on a particular issue.

Instead of the stand, I got a little lecture on the dos and don'ts of media coverage, Stouffville-style.

Here's the story: Councillor

Mike Watson wants a three-year freeze on development for Balantrae and Musselman's Lake. Meanwhile, a developer wants to build about 1,000 homes in the same area.

I thought *The Tribune* readers would want to know what local council thinks ASAP. Here's what I found out: A moratorium on development doesn't fly with

Mayor Wayne Emmerson, councillors Cliff Dunkeld or Judy Scala. Councillor Ivanka

Bradley is all for it. Councillor Margot Marshall is concerned. And, councillor Mark Kostandoff made it clear: He doesn't like the timing of my question. Kostandoff said I should wait and hear his opinion at tonight's council meeting.

While this is not Shoot the Messenger, it smells of Silence the Messenger.

I don't like this game either. It flies in the face of my right to ask and your right to know.

Some tips on helping the times keep on changin'

Now that Bob Dylan's catastrophic conversion to commerce via 'The Times They Are A-Changing' has been absorbed by my g-g-g-generation, let's consider other contenders for the corporate hit parade.

Patsy Cline's 'I Go To Pieces' and Bobby Ferrin's mindless mantra, 'Don't Worry, Be Happy,' are natural choices for the purveyors of Prozac, while it would be hard to find a more fitting anthem with which to peddle credit cards than The Eagles' 'Take It To The Limit.'

Tory cutbacks would gain considerable cachet with a newly minted version of Pink Floyd's 'We Don't Need No Education,' sung by John Snobelen and the Grade 8 Dropouts. Sex therapist Dr. Ruth's efforts to win friends and influence transvestites could be given a shot in the arm with the adoption of Spencer Davis's 'I'm A Man' as a promo piece.

Smokers, the officially-sanctioned scum of the 1990s, can comfort themselves by lighting up to the strains of 'Leader of the Pack,' brought to them by the creators of the carcinogenic carton of their choice.

Attempts to alert people to the dangers of sexually transmitted diseases could be given prominence by a whole slew of songs, among them 'You Really Got Me,' 'I Would Do Anything For Love (But I Won't Do That),' 'You've Lost That Lovin' Feeling,' and 'Love Hurts.'

While many politicians could introduce a note of authenticity to their election campaigns with 'The Fool on the Hill,' one particular contender comes to mind, and his constituency is not a million miles from my front door. Still on the subject of politics, 'Let's Call The Whole Thing Off' could work wonders for those who aspire to an independent Quebec.

Possibilities for promoting

Metro Toronto Zoo abound, and here I include but a small sample: 'Wild Thing,' 'Bat Out of Hell,' 'I Am The Walrus' and 'I Go Ape.'

Dating services should consider 'Sgt. Pepper's Lonely Hearts Club Band,' 'Come Together' and 'Searchin',' while 'Satisfaction' would serve splendidly to promote the Consumers' Association of Canada. Environmental activists and Greenpeace gurus could sing along to 'Something in the Air' and 'Where Have All the Flowers Gone?' And let us not forget the Ontario Ministry of Transportation's lament for Hwy 407, 'The Long and Winding Road.'

Meantime, back at the Ministry of Health, Jim Wilson could attempt to reassure doleful doctors with conservative renditions of 'The First Cut' is the Deepest' and 'Mike the Knife.'

Drs. Long and Stubbs, those scalpel-wielding wizards whose surgical techniques were considered by some to be the true measure of a man, could do worse than adopt another Eagles' entry, 'The Long Run,' as the definitive hymn to him.

Last but not least in the enhancement of nature's gifts category, I must salute L'Oréal, makers of the late, lamented Casting No. 38 (the color which transformed a columnist), with a rousing chorus of 'Not Fade Away.'

And now, dear readers, if you have some scintillating suggestions of your own to hasten the Disneyfication of Canada Inc., please mail them or drop them in at *The Tribune* office.

KATE'S CORNER
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