

OUTDOOR WRITERS: A HELPFUL

GROUP FOR NATIONAL PARKS.

(Revised)

Lillian Stewart 1982

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**OUTDOOR WRITERS: A HELPFUL GROUP
FOR NATIONAL PARKS**

(REVISED)

**Lillian Stewart
Special Projects Officer
Extension Programs**

This paper is available in French and English

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**Interpretation and Visitor Services Division
National Parks Branch
Parks Canada
1982**

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OUTDOOR WRITERS

INTRODUCTION

Those people who write about Canada's natural environment contribute to the awareness the public has of our natural resources. They offer insight into how to appreciate, explore and conserve them either directly or through a number of channels including outdoor magazines, the press, environmental reports and radio or television features. Writers also present features related to tourism and outdoor sports or recreation. They are a valuable source of information and direction for land-based and water-based activities in Canada for the audiences they serve.

Parallel to this, Parks Canada/National Parks is similarly involved in an effort to educate and stimulate park awareness for the park user, potential park user, and non-park visitor. This will also encourage the public to appreciate the parks' natural resources with an aim to skillfully exploring them.

By studying and analysing the community of outdoor writers, Parks Canada/National Parks will be in a better position to cooperate with them, seek their support, and that of the audiences they serve. This broad approach can promote a better understanding of the natural and cultural history of Canada's National Parks as well as an awareness of the Parks as they presently exist.

At this time the relationship between National Parks and writers, or writers' associations is not extensive. Writers are contracted out for specific projects related to in-park activities or issues in order to gain publicity for that particular park. This takes place on an "as-needed" basis.

Our co-operation with writers must move one giant step forward. The aim of this paper is to develop an understanding of outdoor writers in Canada, by examining what they are writing, for whom, and what approach they are taking. This in turn will enable us to determine what audience is being reached.

CHAPTER I, PART I

WHAT IS AN OUTDOOR WRITER?

WHAT IS OUTDOOR WRITING?

Discussions with outdoor writers, journalists, interpretive specialists, information officers, and outdoor editors resulted in a comprehensive definition of what an outdoor writer is, and of what constitutes outdoor writing. THE WRITER:

An outdoor writer can be viewed as an individual with the following interests, abilities and/or background:

- professional interest in the outdoors and what can be done in it, or with it;
- experience with wildlife biology;
- ability to write for varied audiences;
- professional association with the field;
- creative writing talents;
- writing "feature stories";
- concern with recreation and wildlife preservation;
- communicates the outdoor experience and the facts necessary to the experience;
- encourages audience to acquire outdoor oriented skills.

It is now possible to arrive at a definition of, "OUTDOOR WRITER".

An outdoor writer is a creative individual whose professional expertise and ability enables him/her to communicate the outdoor experience to a varied audience. The writer's concern is for the preservation of wildlife and the

role of the activities of man in the environment. He or she relays the facts which enable an audience to appreciate and take advantage of the outdoors for recreation or study.

THE WRITING: Outdoor writing serves the audience or readership it approaches in the following way:

- by examining the relationship of man to the environment;
- by presenting leisure oriented features including recreation, travel, and skill development or awareness;
- by examining resource conservation, natural history and natural sciences;
- by studying outdoor themes which have an impact on the quality of wildlife.

This summary of points enables us to prepare a definition of OUTDOOR WRITING:

Outdoor writing involves communicating interactions in the natural environment to an audience or readership. It examines themes which have an impact on the quality of wildlife as they relate to Man's existence. Outdoor writing is "the man-activity-environment ethic transformed into a scripted narrative". says Bob Gray, interpretation services officer from National Parks Branch of Parks Canada.

PART II

THE WRITER'S APPROACH

There are two outdoor writers' associations in Canada with which a significant portion of people actively involved in outdoor writing are affiliated. "Outdoor Writers of Canada" serves English speaking Canada, and "L'Association des journalistes de plein air" serves the French speaking population. There are several Canadian writers who also belong to the "Outdoor Writers of America."

The members of these organizations are full-time or part-time free-lance writers for newspapers, or magazines. They may be information officers, associated with a corporation or a government agency, or editors of magazines. Also included are broadcasters, lecturers, and authors.

Apart from formal organization, writers can be placed within a few major categories, depending on their professional terms of reference. The distinctions are following: staff writers, for either the press or magazines, hobby writers, free-lance writers, authors, broadcast writers and government agency writers.

FREE-LANCE WRITERS

Free-lance writers comprise the largest percentage of the outdoor writers in Canada (see Chapter II, Part I: Professional Occupation)

The nature of a free-lance writer's work is diverse; as a result it will appeal to a wide audience. A writer with a good story, accompanied by excellent research skills and interviewing techniques will produce high quality material.

Good free-lance writers have the flexibility to sell their work to any magazine or newspaper that will accept it, although they will not write for competitive

publications without the editor's consent. Being faithful to one particular publication facilitates the marketability of the writer's product by developing a consistent editorial preference and readership.

HOBBY WRITERS

This group of writers differs from the free-lance writers in that their work is not their primary source of income. These individuals have retired from a professional position, or have simply chosen to write occasionally for interest. The subject matter of their work has a personal appeal, and often they draw on their own experiences for much of the content of their stories. The work of a hobby writer would appear more often in community newspapers than in magazines.

STAFF WRITERS

Full-time staff writers are hired more often by newspapers than by magazines. In the area of news releases, the younger staff tend to be more involved in the field (i.e.) doing the leg work. Editorial positions for outdoor recreation and especially travel are given to senior staff members who have several years of service with a particular newspaper. Most outdoor writers for newspapers are "columnists".

Staff writers for magazines are in a somewhat different situation, in that the audience they serve is more specialized than that of the press. In order to maintain and expand readership, magazine editors determine and monitor what is printed; full-time staff writers may be less likely to deal with contentious issues in order to not influence readers negatively. These writers are also more likely to write stories which require research rather than those which rely on personal experiences.

GOVERNMENT AGENCY WRITERS:

Information services for organizations such as the Canadian Government Office of Tourism, the Canadian Wildlife Service, and Parks Canada itself play a major role in making the public aware of what the outdoors can offer. These organizations are responsible for Public Service announcements on radio and television, press releases, and for providing resource information for the general public, nationally and internationally. They could play a valuable role by liaising with all the previously - mentioned groups of writers. This co-operative approach could aid in developing awareness of the extensive use of parks to the public, and of the extent of the facilities available.

For example, the Canadian Government Office of Tourism has prepared items on the following parks, dealing mostly with interpretation and visitor services facilities, said Tony Sloan, outdoor editor: La Mauricie, Kejimikujik, Gros Morne, Cape Breton Highlands, St. Lawrence Islands, Georgian Bay Islands, Riding Mountain, Prince Albert, Banff, Jasper, Nahanni, Pacific Rim, Revelstoke, Waterton Lakes, Pukaskwa, and Point Pelee.

However, this in fact is limited because there are many publications which will not accept government - written material. The importance of government writers liaising with the whole field becomes evident. Recommendations and approaches to this will be listed in the closing chapter of this paper.

CHAPTER II, PART I

DEMOGRAPHIC INFORMATION

The following information is based on several telephone interviews with writers, editors and information officers involved with outdoor writing. The figures and analyses cannot be construed scientifically. Although they provide a clear indication of the distribution of outdoor writers in Canada in terms of what, who, when and where, there is a margin of error which must be accounted for. It is also important to realize that these opinions, observations and estimates may not be those of every outdoor writer. Much of the information for this section has been obtained from members of the "Outdoor Writers of Canada", or "L'Association des journalistes de plein air".*

This section of the paper will present analytic information in the four following areas; (1) the themes which are being approached by writers ; (2) the medium which is being used by the writer (i.e.) newspaper or magazine, (3) the geographic distribution of writers in Canada, and; (4) age, sex and professional occupation.

The material which is presently covered by outdoor writers is the result of gradually changing trends. This discipline is not subject to fast-paced changes, but rather to an evolutionary process.

According to Tony Sloan, outdoor editor from the Canadian Government Office of Tourism, the prevailing themes are those of environmental (including wildlife) consciousness. Mary Mastin, a free-lance writer working out of Willowdale agrees with this statement, explaining that forestry is a very popular subject

* About 65% of the Outdoor Writers in English-Speaking Canada belong to the "Outdoor Writers of Canada"; About 90% of full-time French-Speaking Writers in Canada belong to "L'Association des journalistes de plein air". About 14% of Outdoor Writers in Canada belong to "The Outdoor Writers of America".

for outdoor writing along with the ever-present issue of acid rain. Jerome Knap, a free-lance writer who also works for the Hamilton Spectator commented, however, that fishing is consistently the most popular subject of the outdoor writer, especially in newspapers where the columnists are dealing with a wide audience.

There is a consistent audience for the "consumer" aspect of outdoor writing including recreation/tourism and the sporthunting/sportfishing crowds. The writing aimed towards these audiences is frequently carried out on a regional basis; writers will deal with those themes which are geographically the most viable. For example there would be more writers based in British Columbia than in Ontario, doing features on the Rockies. They may, however, be inclined to sell their work to a national publication.

DISTRIBUTION OF OUTDOOR WRITERS ACROSS CANADA

The following figures represent estimates of the distribution of outdoor writers across the country. Parks Canada's five regions will provide the geographical divisions. The following figures are the result of discussions with Grant Mulholland, executive director of "Outdoor Writers of Canada" and George Gruenefeld an outdoor writer working out of Montreal.

Western -	10%*
Prairie -	8%
Ontario -	70%
Quebec -	10%
Atlantic	2%

* These percentages are estimates.

AGE

Approximately 75% of the members of the "Outdoor Writers of Canada" are over 35 years of age said Grant Mulholland. Peter White, secretary of "L'Association des journalistes de plein-air" added that only about 10% of the writers of the association were under 35 years old. The reason for this may lie in the fact that many writers draw on years of personal experience for much of their background material. Another factor may be the amount of time necessary for a writer to develop professional status and readership. George Gruenefeld suggested this age distribution may be showing the effects of the years up to the 70's when outdoor writing was dominated by older individuals. George Cooke, an outdoor writer and T.V. host working out of Mississauga, Ontario suggested that writers are now beginning to work at a younger age than they have previously. He added that an individual must mature before he or she begins to write successfully.

SEX

The roster of the "Outdoor Writers of Canada" indicates that about 85% of the writers are male and that 15% are female. Mr. Mulholland was in accordance with this. Peter White, remarked that approximately only 5% to 6% of the outdoor writers in Québec are female. Mary Mastin offered her hypotheses regarding this situation.

Traditionally, outdoor writing has been geared towards the hunting and fishing mystique, and education of an environmental nature was gained through experience rather than academic training. Many women therefore, were not exposed to the outdoors to the same extent as were males, the result being that women have been less inclined to pursue this field. There are, however, an increasing number of females actively involved with the profession now.

PROFESSIONAL OCCUPATION

Two telephone interviews, one with George Gruenefeld and the other with Grant Mulholland, resulted in the following explanation of the professional status of the outdoor writer.

Within the Quebec community of outdoor writers, Mr. Gruenefeld says that approximately 90% supplement their income by some means other than writing. He said that there are no more than "a handful" of full-time outdoor writers in Quebec. Many outdoor writers submit only two or three articles per year. This cannot be considered "a livelihood".

Bob Rife, recreation editor for the Globe and Mail said that the percentage of "full-time" outdoor writers is roughly 2%, including those who work in an editorial capacity. An examination of the membership roster for "Outdoor Writers of Canada" shows that about 50% of the members are involved in writing at the level of editor, publisher, information officer or public relations officer. This partly accounts for Grant Mulholland's differing estimate that between 75% and 80% of the writers earn a full-time living at their profession. Mr. Mulholland added that only about 5% of outdoor writers are retired from another profession.

The professional occupation of outdoor writers, other than work in a related field is as varied as the number of possibilities which exist. All hobby writers and many free-lance writers use writing to supplement their primary professional income.

THE MEDIUM

The outdoor writer uses a number of media to approach his or her audience. This can be accomplished through the press, magazines, books (fiction, non-fiction, narrative, poetry or "picture" - books), lectures, or via other audio-visual means.

Both Grant Mulholland and George Gruenefeld were hesitant to discuss estimates on the preferred media of the writer, prefacing their comments by admitting that these estimates could be "way off base". Each felt the problem lay partly in the fact that the information they could present was a reflection of their personal knowledge and experience. The outdoor writer's community is so diffuse that monitoring such trends is difficult.

The written word is most popular because it is the most lucrative, both gentlemen agreed; 96% of writers use this method. The remaining 4% use lectures, broadcasting and film as their working medium.

About 85% of outdoor writers use both the press and magazines in order to reach their audiences said Mr. Mulholland. Mr. Gruenefeld added that newspaper writing provides contacts and that magazine writing provides the "gravy"; however, by writing consistently for newspapers, the writer can be ensured of a larger audience and a higher income said Bob Rife.

Authors of all books of an outdoor nature are limited to approximately 8% of the community. This reflects the fact that for the time spent the return in terms of finances and audience reached is less reliable than it is for magazines or the press.

PUBLISHING

Virtually all outdoor writers who are members of the "Outdoor Writers of Canada" and "L'Association des journalistes de plein air" produce material which is published by the appropriate magazines and newspapers, as this is one of the criteria for membership. It must be understood that between 30% and 35% of outdoor writers are not members of either of these associations.

Outdoor magazines publish approximately 15% to 20% of work submitted by outdoor writers. Newspapers publish most written material - about 75% to 80% - because of their higher frequency of publication.

PART II

TRENDS IN OUTDOOR WRITING

The subjects, style and methods of outdoor writing are evolutionary. They are based less on "fad" than other social trends because these changes are affected by the circumstances of our natural world as well as by the world's population. An outdoor writer (or group) cannot alone dictate the interests of a readership, however, he or she can provide incentive for continued interest in a certain subject, be it cross-country skiing, wild-life management, or acid-rain.

National Parks are subject to the influence which trends have on an outdoor writers' work, and in turn on their audiences. It is essential that even with these changing trends, the writers respect the objectives of National Parks which is:

"The National Parks of Canada are hereby dedicated to the people of Canada for their benefit, education and enjoyment, subject to this Act and the regulations, and the National Parks shall be maintained and made use of so as to leave them unimpaired for the enjoyment of future generations."*

Over the past two decades outdoor writing has changed with the attitudes of the population. Sheila Kaighin, editor of the magazine "Outdoor Canada" commented that 15 to 20 years ago outdoor writing was oriented to the male population between the ages of approximately 20 and 45. The subject-matter dealt with hunting and fishing; skiing, snowshoeing, or hiking was the necessary method for carrying out these activities.

*National Parks Act, 1974; Section 4

Several individuals suggested factors which have influenced the changing trends in outdoor writing.

The pace of life is rapidly accelerating and the resulting stress, said Ms. Kaighin, is leading people away from the pressure of this life-style to the woods for peace and repose. The environment has become family oriented, therefore the activities are directed this way. The writer in turn must gear his work towards these changing attitudes.

People are becoming more and more conscious of physical fitness commented Ms. Kaighin. They are looking towards leisure pastimes which demand "activity". In turn, added Jerome Knap, newspapers are putting more emphasis on the outdoor scene. Certainly campaigns such as "PARTICIPATION" have a direct effect on peoples' awareness of physical fitness.

Academic education also contributes to the changing trends in outdoor writing. Mary Mastin commented that our cultural base is very much determined by what we have learned in the educational system. Previously the natural environment was not stressed in schools. This limited many people's knowledge to that which was gained through direct outdoor experience. Most people were not in such a position, therefore the environment remained largely unexplored with the exception, once again, of hunting and fishing. As environmental studies grew in importance in the school curriculum, awareness of our natural resources in turn developed, opening the environment to more exploration by more people, for leisure and study purposes.

Jerome Knap commented that people interested in hunting and fishing, for example, are concerned with more than simply the sport; the management

of game and the regulations governing the sport are of constant interest to these individuals.

What of the writer him or herself? George Gruenefeld explained that up until the late 1960's outdoor writing was dominated by individuals who wrote only about what interested them. It wasn't until the early 1970's that writing about the out-of-doors began to emerge as a career in itself. The outdoor writer now does not rely only on personal experience for material; he or she is a researcher and interviewer combining technical knowledge and skills in writing to produce a story.

By outlining three major categories of writing, it is possible to include those areas which touch most people who read outdoor magazines and the appropriate sections of newspapers.

Recreation and leisure based writing, including travel, is enjoying an upswing, commented Tony Sloan. Sheila Kaighin added that this trend exists because people are spending more time and money on leisure activities, a re-emphasis of the wish to get away from what may be a stressful environment.

This trend appears to have replaced that of "living from the land" which was very popular during the 1950's. Outdoor leisure activities were emphasized little during this period. The 1960's gave more attention to outdoor recreation, and "man as consumer of the environment" was stressed less. This ethic has a devoted following although the amount of writing based on it has decreased.

Mr. Sloan commented that interest and concern for the environment has increased over recent years. People are touched by the economic and social conditions

which are the result of energy shortages, major pollutants and endangered species of plants and animals; they wish to be informed and aware of the issues which affect their lives either directly or indirectly.

Certainly, the magazine and newspaper industry is the most effective method for reaching the Canadian people in all aspects of outdoor writing. The editorial content of Canada's nationally and regionally based newspapers and magazines varies from one part of the country to the other. In the same way, commented Phyllis Wilson, a journalism professor at Carleton University in Ottawa, a writer's interests are frequently relevant to the area in which he or she resides. These two factors contribute to the differing trends and themes in writing across the country. Local impact is important to the marketability of a writer's material.

George Gruenefeld commented that the trends in outdoor writing in Quebec were oriented more towards "man as user" of nature rather than "man as observer of nature". The passive outdoor recreation ethic has been less evident, he says, as a result of a history of different traditions and values.

Ontario is a major producer and consumer of the written word. It is interesting that a largely urban environment is inclined towards the outdoors. Ms. Kaighin and Mr. Mulholland both commented that it is the urban factor which may indeed contribute to the population's interest in the out-of-doors.

Canada's Atlantic Region produces a limited amount of outdoor material outside of newspapers. There are no magazines based in Atlantic Canada who's editorial content is devoted to the outdoors. Atlantic Insight and other general interest magazines publish outdoor oriented features, however.

The prairie and western regions of Canada, statistics show, are largely consumers of National magazines such as Nature Canada and Canadian Geographic. Western Canada Outdoors, produced in Saskatchewan, and B.C. Outdoors are two regional publications which are circulated widely in Canada and elsewhere.

The press gives the widest coverage of written material. Most newspapers cover the outdoors in the travel or sport sections as well as in general news or weekend features. Although the newspaper is a local medium, coverage includes all parts of the country; this is evidently where most people learn about the environment, wildlife and National Parks.

We have here, trends in outdoor writing, reinforced by the writers and the magazines or newspapers with which they are affiliated. The following statistical information will show where some of the outdoor oriented magazines published in Canada are distributed. This list is not a directory, but a cross-section of various types of outdoor magazines available. The information was compiled from "Canadian Advertising Rates and Data" (CARD), November 1981 issue. (This periodical also surveys daily and weekly newspapers across Canada).

Canadian Geographic November 1981
Average total paid circulation 109,439
Geographical Breakdown

Newfoundland	944	Saskatchewan	4,663
Nova Scotia	3,344	Alberta	14,561
Prince Edsard Island	306	British Columbia	14,682
New Brunswick	1,889	Northwestern Territories	399
Quebec	4,454	Yukon	243
Ontario	45,655	U.S.	2,559
Manitoba	4,643	Foreign	3,446

Harrowsmith November 1981
Average total paid circulation 153,916
Geographical Breakdown

Newfoundland	939	Saskatchewan	3,905
Nova Scotia	5,694	Alberta	11,470
Prince Edward Island	578	British Columbia	21,716
New Brunswick	3,506	Northwest Territories	382
Quebec	7,974	Yukon	50
Ontario	85,394	U.S.	7,943
Manitoba	4,255	Foreign	475
		Miscellaneous	713
		British Commonwealth	317

Outdoor Canada November 1981
Average total paid and non-paid circulation 62,929
Geographical Breakdown

Newfoundland	753	Manitoba	3,562
Prince Edward Island	206	Saskatchewan	6,008
Nova Scotia	2,060	Alberta/Northwest Territories	12,538
New Brunswick	2,382	British Columbia/Yukon	9,254
Quebec	2,040	U.S.	463
Ontario	28,732	Foreign	90

Nature Canada October 1981
Average total distribution 17,435
Geographical Breakdown

Newfoundland	180	Alberta	2,010
Prince Edward Island	75	British Columbia	2,145
Nova Scotia	488	Northwest Territories	54
New Brunswick	283	Yukon	104
Quebec	1,368	U.S.	16
Ontario	6,279	Foreign	24
Manitoba	716	Miscellaneous	1,221
Saskatchewan	587		

Based on January/March 1981

Touring and Travel June 1981
Average total distribution: 158,289
Distribution based on November/December 80 issue

Advertising agencies	517
Advertisers	552
Prov. Gov't tourism	74
Fed. Gov't tourism	16
Travel agents	2,319
Airlines offices	197
Overseas tourist offices	408
Tour operators	84

Ski Canada November 1981
Average total controlled distribution 103,000
Geographical Breakdown

Newfoundland	1,030	Saskatchewan	5,047
Prince Edward Island	82	Alberta	19,042
Nova Scotia	1,236	British Columbia	14,923
New Brunswick	1,339	Yukon	72
Quebec	13,686	Northwest Territories	205
Ontario	42,320	U.S.	1,030
Manitoba	2,884	Foreign	103

Atlantic Insight November 1981
Average total subscription 54,789
Geographical Breakdown

Newfoundland	8,653	Saskatchewan	250
Nova Scotia	28,465	Alberta	1,704
Prince Edward Island	4,872	British Columbia	1,465
New Brunswick	15,574	Northwest Territories	139
Quebec	908	Yukon	58
Ontario	5,323	U.S.	820
Manitoba	380	Foreign	201

Québec Chasse et Pêche October 1981*
Average total paid circulation 71,499
Geographical Breakdown

Newfoundland	13	Saskatchewan	7
Prince Edward Island	3	Alberta	40
Nova Scotia	8	British Columbia	18
New Brunswick	146	Northwest Territories	2
Quebec	72,802	U.S.	27
Ontario	436	Foreign	124
Manitoba	6		

Sentier September 1981*
Average total paid circulation 41,161
*Geographical Breakdown

Newfoundland	2	Saskatchewan	8
Nova Scotia	5	Alberta	30
New Brunswick	70	British Columbia	69
Quebec	40,877	Northwest Territories	1
Ontario	571	U.S.	75
Manitoba	12	Foreign	10

*Based on December 80 issue.

Ontario Out-of-Doors November 1981
Average total paid circulation - 46,583
Geographical Breakdown

Newfoundland	18	Saskatchewan	37
Prince Edward Island	29	Alberta	144
Nova Scotia	6	British Columbia	77
New Brunswick	28	U.S.	669
Quebec	225	Foreign	26
Ontario	45,515		
Manitoba	90		

Western Canada Outdoors October 1981
Total paid distribution, 40,341
Geographical Breakdown

Saskatchewan	21,906
Alberta	14,470

*These two publications amalgamated in December 1981 to become "Sentier - Québec Chasse et Pêche.

B.C. Outdoors November 1981
Average total paid circulation: 25,118
Geographical Breakdown

Newfoundland	6	Saskatchewan	132
Nova Scotia	23	Alberta	1,848
Prince Edward Island	2	British Columbia	21,211
New Brunswick	22	Northwest Territories	29
Quebec	34	Yukon	60
Ontario	331	U.S.	648
Manitoba	69	Foreigh	144

Geographical Breakdown

Newfoundland	316	Saskatchewan	3,138
Prince Edward Island	263	Alberta	9,056
Nova Scotia	2,868	British Columbia	12,427
New Brunswick	1,730	Yukon	30
Quebec	27,289	Northwest Territoires	50
Ontario	71,091	U.S.	13,878
Manitoba	4,323	Miscellaneous	3

RECOMMENDATIONS AND CONCLUSIONS

The National Parks Branch of Parks Canada can become directly involved with the outdoor writer's community and develop with it a cooperative relationship. The preceding information shows where the writers are, who they are and of what they are writing. There are several methods of using this information to establish and maintain a cooperative relationship with this community, which will be examined in detail.

Some of the recommendations which will be put forward here are suggestions which have been made by writers; all those writers who were interviewed are interested in establishing a good line of communications with Parks Canada. They all noted that they have received few news releases and that establishing contacts has been, at times, difficult.

Parks Canada's Information Services wishes also to liase more extensively with the outdoor writers. They are in a position to provide writers with the contacts they require in order to write a story. This service also provides newspapers with press releases and prepares public service type announcements. In relation to writers, providing contacts and press releases are the two most important functions of Information Services.

The parks themselves can provide information, expertise and services to the writers. Guides, technical support, advice, research materials, and photographs can be made available. (See Appendix I for contacts) This kind of response is important for two reasons; firstly it will encourage the writer to present an accurate picture of the park which is being discussed. Secondly it will reinforce the positive working relationship between the park staff and the writer.

Press releases have always been sent by Information Services of Parks Canada to the news editors of newspapers. Providing topical press releases, especially to community newspapers, was stressed as the most effective means of communicating the Parks Canada message to the writer and reader. Canadian Advertising Rates and Data was highly recommended as a resource manual. George Gruenefeld suggested that the writers themselves be contacted, adding that this would ensure success at getting a story into the newspaper. Editors of magazines, however, must be always alerted to the subjects of the work; information officers should be aware of the mandate of the magazines, as this governs what is printed.

There are several ways in which National Parks can communicate their existence and the extent of the available facilities to the writers.

Both the "Outdoor Writers of Canada", and "L'Association des journalistes de plein air" have annual conventions. This year they will be held May 7th to 9th in Owen Sound and April 2nd to 4th in Montréal, respectively. Input from Parks Canada would be welcome at both of these conventions, in the form of a workshop and discussion on outdoor writers and Parks Canada.

This must be arranged through each of the associations. (Addresses of contacts will be given in Appendix I). The "Outdoor Writers of Canada" has a newsletter which is a viable method of presenting National Parks' proposals to the outdoor community. In addition, it would be a positive step for National Parks to become members of these organizations, either as a corporate member or an individual member.

If the relationship is to be truly a co-operative venture, then the outdoor writers should understand the professional and technical operations of the National

Parks. They should be exposed to the goals and objectives as outlined in the Parks Canada Policy. Outdoor writing on the National Parks which does not deal accurately with the issues, operations and facilities of the park will not be accepted favourably.

Writers and National Park managers must combine efforts through the channels listed here in order to resolve the present situation.

This report has identified the outdoor writers' community with the aim of encouraging National Parks and the writers to establish a positive working relationship. This information can be used as a series of guidelines which will direct the future cooperation between these two parties.

APPENDIX I

Contacts

- (1) Outdoor Writers of Canada
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- (4) Atlantic Region, Parks Canada
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- (5) Prairie Region, Parks Canada
Director: D. Harper
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- (6) Ontario Region, Parks Canada
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