



PAAC E-News

Public Affairs: Your Online Newsletter

May • 2007

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[President's message](#)

One woman who made a big difference



by Elaine Flis
PAAC President

She lived into her 80s, and although doctors told her in 2003 that the cancer would kill her in six months, she had been making fools of them for four years. Yet all that was little consolation when Canadian icon June Callwood died last month, leaving a very big hole in a great many hearts.

If public affairs is also about doing good through communication, then PAAC should spare a thought for June Callwood. As the Chair of the Board for Margaret Frazer House, a transitional shelter for women with severe mental illness which June founded in 1984, I am intensely aware of how her book about Margaret, *Twelve Weeks In The Spring*, helped to get the hospice care system properly launched in Canada and left an enduring legacy to add to the many other good works of this amazing woman's lifetime.

June Callwood was active in many socially important causes; she was a noted writer, a visionary, and an inspiration to anyone who ever wondered whether one person could make a difference. She was an activist against child poverty, a founder of such organizations as the AIDS hospice Casey House, Jessie's Centre for Teenagers and Nellie's Hostel for Women, as well as Margaret Frazer House, and she was a champion of many other causes for the dignity

of the person.

There's no need for me use this space to recap her distinguished career as a writer, television host, newspaper columnist and recipient of so many honours and awards. The media, to which she contributed so much, treated her with all appropriate kindness and respect in the days after she passed.

Yet in a world where so much of our daily news diet is concerned with those who have petty concerns rather than unselfish ones, those with narrow minds rather than open ones, and those who take life rather than celebrate it, we can all pause and say thanks to someone who showed the whole world the best our country has to offer. June was quoted saying, "I'm 82 years old, for heaven's sake. Dust to dust is the way it ought to be. The death of the *young* is inexcusable." Maybe so, but that doesn't make it any easier to say good-bye to one of the best.

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At the May PAAC Board meeting we had a special guest: Marilyn Abraham, the new Lobbyist Registrar for the City of Toronto. She's new on the job and full of enthusiasm, and told me she's looking forward to working with PAAC to develop the lobbyist registration system for Toronto. I know PAAC members will join me in looking forward to working with Marilyn, and if some of you want to step up first, there is a way to do it: By next month she plans to test a module for registration, and she wants to have three or four PAAC people try it out before the system goes live. Anyone who wants help test the system should contact Rose at info@publicaffairs.ca.

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Our late spring is shaping up into a beautiful summer, but behind the scenes our lead-up to the fall will be a busy time. Our annual Conference, *The Art and Science of Public Affairs*, is scheduled for October 31 this year, with a special event the night before, and it will take a great deal of planning and scheduling to bring it off. You'll be hearing more about it in our next E-news, and more through the summer as we progress toward the Conference date.

As for events, there is one in the works for Ottawa, and when fall finally arrives it will bring us an Ontario election. After the election, PAAC members can look forward to our customary members-only session with top strategists from each party's campaign. Meanwhile, let's not forget to enjoy the summer, including our Summer Social to take place June 12 at the Pilot Tavern, featuring good food, drink and conversation. Be there!

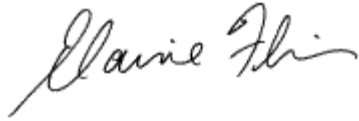
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Now, it is my pleasure to welcome our newest members:

- Camille Quenneville, Children's Mental Health Ontario
- Gail McCombs, John Deere Limited
- Natasha Lemire-Blair, Ontario Real Estate Association
- Puneet Luthra, Big Brothers/Big Sisters of Canada

- Anas Melhem

For all members: Got some input? Ideas? Concerns? I want to hear it. Email me.



[New Member Profile](#)

Colin Doyle, New member from B.C.



by Guy Skipworth

Like many Association members, Colin Doyle has been involved in several political campaigns. The newest PAAC member from British Columbia is putting his political experience to use helping clients to understand the decision making process both provincially and municipally through his own consulting firm, Colin Doyle and Associates.

Before launching his firm, Doyle served as Executive Assistant to the Minister of Tourism Sport and the Arts for three years as well as serving in other capacities within the B.C. Provincial Government.

As Principal of his own firm, Doyle says, "it's more fun doing it yourself. You are your own boss and it's great to work toward goals and then achieve those goals." In addition to his provincial government experience, Doyle was a key advisor to the campaign that elected Sam Sullivan, the City of Vancouver's well-known Mayor.

Based in Vancouver, Doylend sees great value in being a member of professional associations, and is also an active member of the Institute of Public Administration of Canada and the Canadian Public Relations Society.

A political science graduate of Simon Fraser University, Doylend is an active volunteer and serves on the Vancouver Civic Theatres Board.

[Event report](#)

Authors with authority

On April 10, PAAC hosted a panel session featuring authors of the hottest new Canadian political books: **Prof. John English**, author of the highly acclaimed two-volume biography, *Citizen of the World: The Life of Pierre Elliott Trudeau*; former Canadian Ambassador to the U.S. **Allan Gotlieb**, speaking about his historically-charged book, *The Washington Diaries*; and **Senator Hugh Segal**, the man behind the timely tome, *The Long Road Back: The Conservative Journey, 1993-2006*.



Above, PAAC brings you political authors, L-R: PAAC Events Chair Howard Brown, who lined up the panel, Conservative Senator Hugh Segal, former Cabinet Minister Barbara McDougall, former Ambassador Allan Gotlieb, and University of Waterloo history professor John English.

Below: PAAC Executive Director Rose Swagemakers (left) and Innovolve's Leigh Trevorow work to keep track as registrants pack the hallway in front of our meeting room at the Sutton Place Hotel.



Introducing our authors was the Hon. Barbara McDougall, long-serving federal MP and former Minister of Foreign Affairs - and an author in her own right, although she wasn't there to talk about her book about Canada and NATO; she was there as the emcee. It was an event for lovers of books, especially political books.



Above: Can Barbara McDougall (foreground) hear the secret Allan Gotlieb (centre) is laying on Prof. English? Can PAAC Secretary-Treasurer Mike Ras, peeking out from behind?

Below: Is Gotlieb filling McDougall in on the same interesting tidbit? Or is it something utterly different? Prof. English looks as if he knows something

special, too. Secrets, revelations, all are in these author's books.



McDougall, an easygoing pro before our lunchtime audience at the Sutton Place Hotel, handled the intros with low-key charm and dry humour, at one point offering the observation that the relatively new Conservative Senator Segal ascended to the Senate "during one of those hallucinations Paul Martin had in 2005." But Segal's presentation came last. To avoid any appearance of ranking, our authors spoke in alphabetical order, which put John English on the stage first. He's a professor of history at the University of Waterloo, and although he's also a former MP, he's best known for his political biographies, including a definitive two-volume bio of former Prime Minister Lester Pearson, which was a suitable precursor to the new Trudeau set.

Trudeau, asserted English, was one of the most significant Canadians to ever walk the Earth, ranking consistently among those seen as among the top 10 great Canadians. Certainly, Trudeau was one of the most widely recognized Prime Ministers of Canada, a man whose suave charm and unmistakable erudition made international audiences see Canada not as a land of quaint bumpkins but as a Main Player on the world stage. That plus his in-your-face directness assured him prominence. "Pierre Trudeau was the most controversial Prime Minister of our time," declared English.

Yet English does not panegyryze Trudeau. The man had his warts, and Prof. English spoke of some at the PAAC session - the rest are all in his book. "I did not like the way he treated Lester Pearson," he said. Trudeau was in some ways mentored by Pearson, but did not show much gratitude for it. To English, this spoke of a great capacity in Pearson for forgiveness - and although he never called Trudeau petty, he made it clear that the man was not warm and cuddly. "He stood apart," from his party as well as from most people. "He kept a carapace over his private opinions. He didn't confide in people." That's why we learned more about the Inner Pierre thanks to the writings and ravings of Mad Maggie. Not because what she had to say was necessarily revealing in itself, but because people learned to respect Trudeau when they saw

how well he bore up and how tactfully he handled her antics...those parties...that business with the Rolling Stones...

As English tells it, the real motherlode of Trudeabilia came when his private papers, accumulated over a lifetime, were finally unearthed. "He saved everything," English said, "and what he didn't save his mother did." When those private family papers came to light they confirmed his very large ego. "They revealed he had a carefully constructed image of himself." He had written, "I must become a great man," and many other references to his belief that he was destined to loom over Canadian public life. Ambition, ego; that was Trudeau - everything he did as a young man was aimed at that future. Those papers showed his shift over time to a nationalist position, and his flirtation with Quebec separatism, which is a startling piece of history behind the man who delivered that famously Clint Eastwoodesque line, "Just watch me," when it came time to face down the worst of those separatists.

To listen to Prof. English was to understand how his Trudeau bio, like the Pearson opus before it, went to two volumes. In it he writes about the egotist who believed as a young man that he was born to greatness, and also about the lifelong pacifist who thought the war against Hitler was not worth fighting - a particularly interesting revelation in the light of modern heirs to similar views, in respect of current conflicts. Said English: "He was the most remarkable Canadian of the last century." But does Prof. English know what made Trudeau tick? Maybe he does. Maybe he doesn't. Maybe nobody ever really did. Read the book and decide.



Author and former Ambassador Allan Gottleib signs a book for a fan.

Allan Gottleib took the podium next to talk about *The Washington Diaries*, which he described as, "an account of my survival in very dangerous territory." It's also about years of learning how things really work in a town where the political infighting is legendary. In those years Gottleib kept daily diary entries for the sake of posterity, but the book was a long time coming as he filed reams of dull, bureaucratic recounting down what he now believes is the interesting material.

"The trivia is actually much more interesting," he said, because in it lies the picture of what Washington was really like. And still is. "The play remains the same," he said. "The players change." Fair enough, but why so long to publish *The Washington Diaries*? There are two conflicting forces affecting such a book, he said. "One is, if you leave in all you know about the people you met, you'll make a lot of enemies." The flip side is, if you leave all that out, you lose the most interesting material. The solution, he said with a grin: "Wait until the bastards are all dead."

So now we can read about his years in Washington and the people he knew, and also what he learned during those years - that power in the U.S. capital is greatly fragmented; things could not be more unlike Canada. Here, even a Cabinet Minister's power comes from the top. In Washington, "power is so fragmented that any issue can find its source in some place you would not have dreamed of." Knowing the anatomy of power in Washington is vital if Canadian leaders are to cultivate the ability to live with the giant to the south of us. The traditional view of democratic checks and balances, i.e., that "the executive branch proposes, the legislative branch disposes," does not work in the U.S. There, the Congress has executive power too - as any watcher can now see in the actions of Democrats after the U.S. midterm election upset - and laws are created by powerful committees and subcommittees in Congress. "The U.S. has one of the most complex systems in the world," Gottleib said, and failure to act with sophisticated knowledge of it could cost us. These days, he warned, the special relationship Canada long held with the U.S. is eroding. If that continues, "We'll have to slug it out on every issue." More details? Get *The Washington Diaries*.

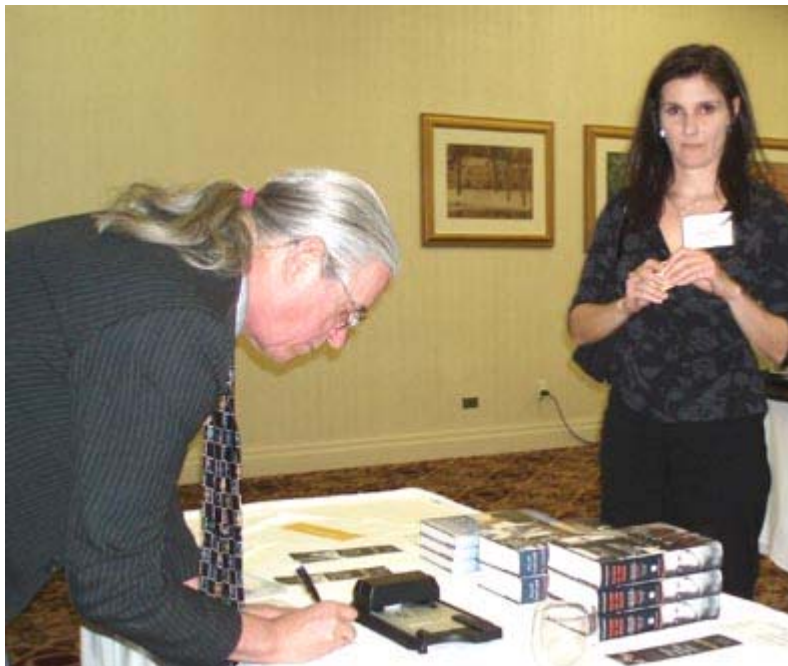


Senator Hugh Segal goes face-to-face with the reading public.

Hugh Segal began his presentation with gracious praise for the books of his two more senior panel colleagues, but in the matter of Pierre Trudeau he definitely parted company with them. Certainly, all three authors on our panel were linked by the looming presence of the ghost of P.E.T. - English because he delved so deeply into the man's life, Gottleib because some of the

most important events in his own life were launched when Trudeau sent him Stateside, and Segal because...well, he harkened back to 1965, when Charles Taylor ran for the NDP against Trudeau in Mount Royal, and a much younger Segal listened to the speeches. He recalled how Trudeau struck him as nasty, egotistical and a string of other adjectives that described low politicking, which is why to this day he cannot share any of the admiration for Trudeau that is in such misty-eyed fashion now that the man is gone. "I got into public life hating what Pierre Trudeau stood for," Segal said, "and I thank Prof. English for reminding me why."

Segal's *The Long Road Back* is a passionate and informed insider's account of how the Conservative Party gave itself an Extreme Makeover from 1993 to 2006, including the rise of Reform and Preston Manning, the gulf between Reform and old-guard Progressive Conservatives, and how the forces within the Conservative movement combined with pressures from Liberals to create the Conservatives we have now. "Segal's book is very much a book about the Conservative world, as opposed to any particular event, and Hugh Segal delivers real value from his privileged perspective on the Canadian political scene," wrote PAAC's Stew Kiff in his review of *The Long Road Back* some months ago. "Of most interest here is reading about how an ideological centrist like Hugh Segal feels under the leadership of the more right-wing Stephen Harper."



Above: PAAC member Susan Berek, of the College of Physicians and Surgeons of Ontario, gets out her plastic to settle up for a book after our guest political authors gave their presentations.

Below: Hugh Segal (foreground) signs a copy of *The Long Road Back* for former PAAC President Norm Cheesman.



His book, Segal told his PAAC audience, is at least as much about his own transformation to where he is now as it is about the path followed by Canadian Conservatives. "I was not for getting together with Reform," he said, but added that Stephen Harper and Peter McKay seemed decent and well-motivated, so he listened. Read *The Long Road Back* for Segal's full take on the Conservatives' return from near-immolation in '93 and his own journey toward becoming part of the eventual coming-together.



Above: Stew Kiff, President of Solstice Public Affairs and noted Book Man at PAAC, gets a fresh copy of *The Washington Diaries* signed by the author, Allan

Gotleib.

Below: (L-R) Cheesman, Berek and Kiff came away from our luncheon with new books and insight from the authors.



The verdict: PAAC members with a zest for federal politics and a thirst to know more than the superficial accounts offered by reporters peeking through keyholes, might consider reading all three works by these authors with authority. Individually, each book is illuminating. Taken together, they are a window on how we got to where we are in Canadian history - a history very likely to unfold significantly further in a new federal election, and soon.

-D.S.

[The Book Man](#)

Before the next election: Important reading on the last one



Book Review by Stewart Kiff

The Canadian Federal Election of 2006

Edited by Jon H. Pammett & Christopher Doran

Published by Dundurn Press, Toronto

When I cracked the spine of *The Canadian Federal Election of 2006* I expected the kind of turgid phrasing and obtuse theorizing that is all too common in contemporary Canadian political science. Regardless of the quality of its content, by its very nature, this subject attracts a limited audience at the best of times. In this case, given the unimaginative presentation and title, I had reason to expect the worst.

Yet once past the blandness of the book's design and into the meat of its articles, I found a very readable collection of topical essays about the previous federal election - including one must-read standout, which I'll get to in a minute. As a whole, the book is a concise and rewarding package, providing the back-story and context to the actors and parties who played key roles in the recent 2006 federal election. The work could serve as a useful accompaniment to the recently published *Right Side Up* by Paul Wells, and provides particular value for government relations practitioners - most of us, after all, are confined in our electoral experiences to a single political party, whereas this book, with its ecumenical approach to all political parties, gives valuable insight from all other camps.

True, the book does seem to belie its academic roots in the poor quality and seemingly secondhand information used to assess the successful Conservative campaign. Simply put, the Conservatives, tight-lipped even with their friends at the best of times, saw no need to share anything with the writers of this book, and both sides suffer for it. But despite that weak point, this book tells how each party performed in the election, and identifies overall trends in crucial aspects such as candidate nominations and electioneering practices. An excellent example of this is the piece by Stephen Clarkson, *How the Big Red Machine Became the Little Red Machine*, an article strongly critical of the narrow-minded and vindictive mindset of the people around Paul Martin, and the consequences of their decade-long civil war with the Chretienites, which combined to cripple the Liberal campaign.

Another standout is the article by Alan Whitehorn, offering an insider's account of the NDP election campaign and how it dealt as directly as it could with the need to stem the flow of soft NDP voters casting strategic votes for the Liberals in an effort to stop a surging Stephen Harper and the Conservative Party - an effort that was largely successful, as the NDP picked up a number of seats from the sagging Liberals.

The gem in this collection of essays, however, is clearly the one by Michael Marzolini of Pollara, despite its weak title, *Public Opinion and the 2006 Election*. Marzolini has done an incredible service to the Canadian political community by publishing this frank, succinct article on how Canada's pollsters performed in the 2006 election, although a more descriptive title might have been *Leading Canadian pollster shows how his fellow pollsters were mostly right in 2006 Election, but notes glaring errors, particularly by Allan Gregg and the Globe and Mail*. Okay, perhaps that's a little long...

But the topic is timely, especially for PAAC members with a taste for polling and for pollsters. After being embarrassed by the glaring difference between the last pre-election polls and the actual ballot results in the 2004 federal election, Canadian news media and their hired guns, the pollsters, entered the 2006 campaign determined to do more and better polling in order to avoid being stung again. Consequently, 2006 saw more preparation for published polling from more firms than ever before. The daily tracking polls by SES/CPAC produced 26 published reports during the campaign, in addition to nightly broadcasts on the Cable Public Affairs Channel (CPAC). The Strategic Council/ Globe and Mail published 22 reports.

Marzolini's narrative shines as he uncovers other glaring errors committed during the campaign, the most interesting and consequential of which originate with the Strategic Council's work for the *Globe and Mail*. Marzolini also covers the other polling companies and their efforts during the campaign, but the Strategic Council/Globe miscues are the most interesting and important, not because they did a bad job overall, but due to their high prominence and wide readership.

The first noted error in the campaign comes from what Marzolini characterizes as a case of media outlets manufacturing news. The *Globe and Mail*, its editors apparently bored after days and days of no movement in public opinion, published a December 5 front page article under the headline "Liberals Surging in Ontario," reporting a 2 percent gain, which was well within the poll's 4.1 percent margin of error. This "surge" quickly dissipated since it was, in fact, a mere statistical blip.

Worse, though, was a second front page headline on December 12: "Liberals Snatching NDP Votes in Ontario," which reported NDP support dropping in Ontario from 17 percent to 9 percent. In fact, nothing of the sort had occurred. One of the *Globe and Mail* writers had simply mixed up figures on "voter intent" and "campaign momentum." After a full two days of damage to the NDP campaign, The *Globe* owed up to its error when it ran a terse correction but no apology.

On January 17, six days before the vote, the *Globe's* published polls showed Harper's Conservatives in majority territory, with an 18 point lead. This poll was far off from where other pollsters were tracking - SES had the Conservatives with only a 5 percent lead, and Ekos showed them with just an 8 percent lead. Marzolini says this was not just a rogue poll, but instead was due to bad methodology, including poor questionnaire preparation. "The first question placed in front of the vote-preference question skewed the results," Marzolini says. "The first question in the Strategic Counsel survey reads, 'Do you support a change in government?' If a respondent answers, "Yes," indicating they believe the Liberals should be defeated, it then becomes difficult to follow this with "I'm voting Liberal" when asked for a vote choice," Marzolini points out. Even though the January 17 poll was prominent, especially due to the *Globe and Mail's* reputation and readership, no apology or retraction was ever issued for this poll. The article also reviews the substantial differences between the relatively inexpensive media polls and the much more in-depth internal polling done for the respective parties.

Marzolini's article is so important that I strongly recommend it as essential reading for every active GR practitioner. It is easily one of the most substantial yet accessible critiques I've encountered on the subject of recent Canadian political polls and election polling practices.

Hats off to Michael Marzolini and The Dundurn Group for publishing such great work.

The entire book: Recommended. The Marzolini article: Strongly recommended, in fact, a must-read.

PAAC member Stewart Kiff is the President of Solstice Public Affairs. He welcomes your feedback and suggestions, and can be reached at stewart@solsticecanada.ca.

[The Web Editor](#)

Paper pollution and the spectre of Star Power

by David Silburt
PAAC Web Editor

Sheryl Crow now says she wasn't serious, but look at the attention she got with that gag about wasting paper. Think about it: All over the world, people are concerned about climate change. The issue has long since escaped the jurisdiction of science; it is now on political turf, where dissenters are branded 'climate change deniers' and only those with Star Power need apply for a turn on the soapbox. David Suzuki and Al Gore made themselves into approximations of stars by latching onto a hot issue. But Crow is a real star, and her paper reduction idea could lead to a real threat to a major industry: Paper advertising. Citizens object to it, but they don't count. Stars count. Will anyone see the clue?

Crow gets attention, prank or not. She has sold more records than Gore has sold movie tickets, her Grammy awards outweigh his Oscar nine to one, and she draws a bigger crowd than Gore and Suzuki combined. Last month she publicized some suggestions for ways the average person could fight global warming by limiting their "carbon footprint," i.e., the amount of products they use which ultimately deposit carbon wastes into the environment. It was a joke, featuring a suggestion that everyone should limit their use of toilet paper, and describing a proposed product, a 'dining sleeve' people could use to wipe their mouths rather than soil paper serviettes. It was funny - yet the idea of limiting paper use could become a popular environmental issue, if someone decides to think big.

What would be the result if singing stars mounted an environmentally motivated and therefore fashionable campaign against unwanted paper, beginning with the packaging of their own CDs, and progressing ultimately to target unwanted paper advertising? The kind that is often delivered in the wee hours, by furtive people who rise before the sun to avoid confrontations with homeowners. Paper-throwers with the gall to walk by day usually stride right past when they see the homeowner standing there on the front porch, because they don't wish to risk an approach. Clearly, the industry is aware of public resentment.

That same public wants to do things to limit their environmental footprint, and even if the global warming disaster scenario is eventually exposed as a misinterpretation of a natural geophysical cycle, that wave is still on the rise everywhere. Look at some of the things that are happening: The government of Australia launched a high-profile ban on incandescent light bulbs in favour

of the new energy efficient compact fluorescents. Ontario quickly did the same. The Canadian government made it a national ban. The public likes this. Bad news for light bulb makers? Only if they don't adapt. Automobile companies are under similar market pressure. They are all coming out with hybrid electric vehicles, and are spending huge sums to develop even better low-pollution vehicles, with more exotic power systems. They had better, if they don't want to be out-competed by those that do.

Polls show that in the public mind, environmental concerns increasingly trump everything else. In Ottawa, the government can now easily resist calls to intervene in the rise of gasoline prices, because those rising prices promise to force people to abandon fuel-wasting vehicles, if their conscience won't do the job. People who own Sport Brutality Vehicles? Let them complain. Their complaints have no power. Ordinary citizens have traditionally been in the same position when they complain about the drifts of junk mail that pile up at their doors, because when citizens fight a powerful industry which is resistant to change, they're going to lose. But what if the junk paper industry was up against singing stars? Would that push governments to get on the right side of the issue?

Light bulb manufacturers and auto makers are just two examples of industries forced to adapt to a changing public mood about the environment. If environmentalists get past the humour of Crow's prank and see the power in it, there could be dark days ahead for paper advertisers - and a seriously popular cause for celebrities.

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Have your say

We welcome member input, whether it's a letter to the editor, a story suggestion or a proposal for a guest column. Feel free to email your input or suggestions to us. All submissions for publication on this site are subject to approval by the Editorial Board.

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