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THE CANADIAN PRESS

272 Bay Street, Toronto, Ont.,
Aug. 5, 1926.

Dominion Election 1926 Circular No. 1.

To All Members,
Superintendents, Staff and Correspondents.

Dear Sir:-

Following in the main the system used so successfully in 1925, provisional arrangements have been made for covering Dominion Elections, 1926.

Political Campaign

Mr. Hambleton, Superintendent of The Canadian Press at Ottawa, is accompanying the Prime Minister, and Mr. MacKay, of that staff, is with the leader of the opposition. Another member of the Ottawa staff, Mr. Brown, will cover the Customs Royal Commission throughout, because we recognise that during the heat of the campaign it is essential that the character of this report be lifted above any charge of partisanship.

We will cover so far as possible through our various Bureaux and Canadian Press Correspondents all other outstanding meetings. Members are asked to tip this office off by mail or wire when they know anything important is likely to develop at what we might otherwise regard as a routine meeting, to be covered through our nearest member. Our Correspondents will endeavor to get speeches in advance from which adequate summaries can be made for early wire transmission. Where we depend on the local newspaper office, it is not good enough to wait for proofs. Members therefore are asked to instruct reporters to make extra carbon copies of routine political reports for the use of our Correspondents in their offices.

Impartial Reports

In covering the present political campaign our Staff and Correspondents will please keep clearly before them the essential fact that The Canadian Press is strictly non-partisan, serving through its newspaper members the entire Canadian public, and aiming in so doing to present a daily well balanced picture of the progress of the campaign as it affects every party, whether Government or Opposition, Conservative, Liberal, Progressive or Labor. Bear in mind The Canadian Press has no object to serve but the impartial presentation of reported fact.

Use of Quotes

With limited wordage a good summary is usually preferable to more lengthy quotations. But use "quotes" rather than a summary when a statement has some special significance, is pregnant of controversy, or when a definite charge is laid against a political opponent. And let it go at that. Don't try and say it all over again in a quite unnecessary lead.

The present campaign has already produced an example of the danger of a summary when the context was not given. Speaking on July 23 on his nomination at Regina, Sask., Hon. Charles A. Dunning was originally reported by The Canadian Press in part as follows:- "The Maritimes and Intercolonial Railway came in for a share of the address, Mr. Dunning saying that birth, a free ride on the railway, marriage and death were the important points of life as viewed by the people of these Provinces."

W.L. Mackenzie King Papers
Memoranda & Notes

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