

Campus Entertainment

JOHN E. A. BROOKS

Thursday, November 10th
7:30 pm

MacLaggan Room 105



JOHN BROOKS

DAMAGE CONTROL:

How Business Manipulates the Media

John Brooks has worked on both sides of the issue. Having worked in industry and in the media, John Brooks knows all of the angles that business takes in order to lead the media away from the real story. As Director of Public Relations for Ford of Canada, Mr. Brooks was responsible for manipulating the information given to both the general public and to Transport Canada in the early seventies. His experience with a corporation that is on record as having privately decided that it would be 'more economical' to pay Pinto victims' claims in out of court settlements than to recall and fix the car gives his lecture added punch.

Brooks now works as Director of Communications of Canada's largest newspaper, The Toronto Star, and is responsible for the promotions and marketing decisions in a corporation that had over \$800 million in revenue last year. From this vantage point as a leading executive in one of the largest media organizations in the country, Brooks has the ability to see what is really happening in the Canadian business world. With his insight and experience, Brooks brings to this topic the insight that has kept him in the upper echelon's of Torstar for over 10 years.

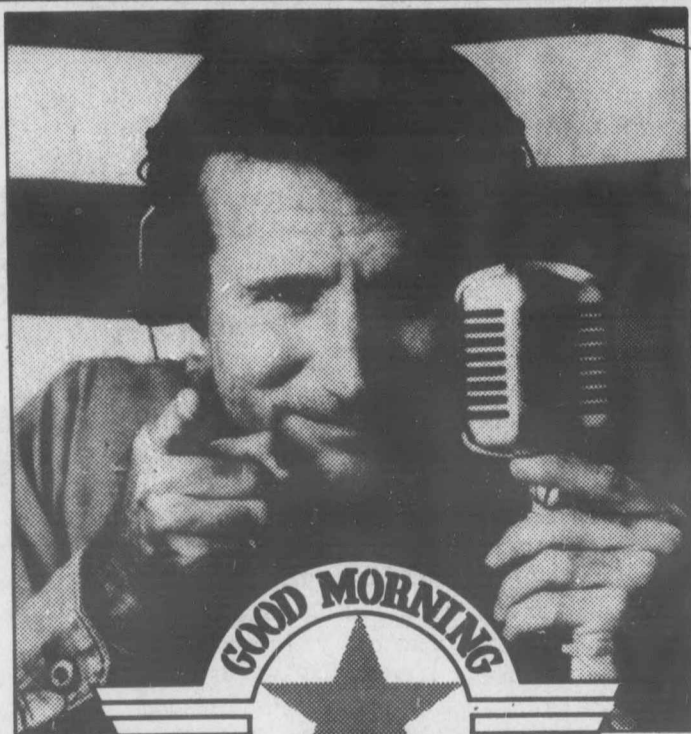
Campus Entertainment Wednesday Night Movie

Wednesday, November 2nd

8:00 pm & 10:15 pm

MacLaggan Rm. 105

FREE to the UNB Community



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UNDER 17 REQUIRES ACCOMPANYING
PARENT OR ADULT GUARDIAN



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PICTURES
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