

MOLSON
Rocks Entertainment
 Campus &



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.



Someone poisoned Dexter Cornell.
 He's got to find out who.
 He's got to find out why.

He's got to find out now.
 In 24 hours, he'll be
 Dead On Arrival.

R RESTRICTED
 UNDER 17 REQUIRES ACCOMPANYING
 PARENT OR ADULT GUARDIAN

TOUCHSTONE
 PICTURES
 © 1987 Touchstone Pictures

Campus Entertainment
Wednesday Night Movie
MOVIES
 TWO SHOWINGS
8:00 pm & 10:15 pm
CANCELLED
INDEFINITELY
 Wednesday, November 9th
 MacLaggan Room 105
FREE to the UNB Community