Session VI
Social Marketing – Disinformation

Abstract and bio reproduced from the Symposium Program
Dale Goldhawk, Broadcaster –
MEDIA AND PRE-EMPTIVE STEREOTYPING

Abstract: I believe that advocacy journalism, used sensibly and carefully, backed up by proven facts and presented with passionate conviction, can influence and even change public policy. I am in my 43rd year as a journalist and have seen it happen countless times. And it happens at any stage in a war against policy, dumb laws and stubborn champions of bad ideas. Advocacy journalism was a major triggering factory that stopped a dump site project, even after the hole had been dug, getting ready for the garbage that never came. And this was a project where we were told it was a “done deal” and that nothing could be done to stop it. There are no done deals with projects that are counter to the best interests of people—and that includes wind turbines. Advocacy journalists would do well to remember the prescriptive words of Mohandas Gandhi: “First they ignore you, then they laugh at you, then they fight you, then you win.”
First International Symposium on Adverse Health Effects from Wind Turbines
The Global Wind Industry and Adverse Health Effects: Loss of Social Justice?
Picton, Prince Edward County, Ontario, Canada

October 29-31, 2010

Bio: Dale Goldhawk is a veteran journalist in Canadian newspapers, radio and
television. He is also the host of Goldhawk Fights Back on The New AM740,
Zoomer Radio. Throughout his career Mr. Goldhawk has been an advocate for
people who have been disadvantaged in some way and whose voices have not
been heard. In 2005, he won a Canadian Cable Television Association Galaxy
Award for Best Performance. Earlier in his career, Goldhawk worked for the
Toronto Telegram, Global Television, CBC Television, CBC Radio and the CTV
Television Network. He is host of Goldhawk Live, daily, on Rogers TV across
Ontario, and Goldhawk Live on CPAC, out of Ottawa, seen across Canada on
Sundays. Goldhawk was nominated by the Canadian Association of Journalists
as one of Canada's outstanding investigative journalists in 2001. He was a
Gemini Award nominee for Best Reporter in 1996, and a National Radio Award
nominee for Best Broadcaster, Phone-In Radio, in 1992.