July/August 1980

ZEPHYR

Close-up on China – Part 2

Environment Canada
Environnement Canada

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Environment Canada / Environnement Canada

Atmospheric Environment Service / Service de l'environnement atmosphérique

Jim Bruce heads AES

Jim Bruce became assistant deputy minister of the Atmospheric Environment Service on August 11, 1980. For the three years preceding his appointment, he had served as ADM of the department's Environmental Management Service. Mr. Bruce is no newcomer to AES, having begun his career with the Service as early as 1948.

"AES faces major challenges in the next decade," he said. "We must provide national leadership for research on the most serious of environmental problems – acid rain and CO_2 induced climatic change – and at the same time maintain the vital forecasting and climatological services on which the country's economy and people depend. To make this doubly challenging, we'll have to achieve our goals with limited resources in these times of government constraint."

He continued on a more personal note by saying "I look forward to working again with former colleagues and with all of the bright, talented people who have joined AES in recent years."

After Mr. Bruce started his public service career with the Canadian Meteorological Service, he went on to earn his Master's degree in Meteorology from the University of Toronto in 1952. During his initial years with AES he worked as a forecaster, weather analyst, and later as research scientist in such locations as Moncton, Montreal, and Churchill.

From 1955 to 1958 he was seconded to the Ontario government to initiate a flood forecasting and warning service, a program prompted by Hurricane Hazel. He returned to AES to establish a national hydrometeorological program.

In 1967, Mr. Bruce became chief of the Great Lakes Division for Energy, Mines and Resources. When the Department of the Environment was formed in 1970, he became the first director of the Canada Centre for Inland Waters at Burlington, and in 1974 was appointed director general of the Inland Waters Directorate.

Mr. Bruce is the co-author of a university textbook entitled *Introduction to Hydrometeorology* which was based on the graduate lectures he gave at the University of Toronto. In 1977 Mr. Bruce received the Horton Award of the American Meteorological Society.

Weatheradio Moncton opens

The seventh and newest Weatheradio Canada station opened officially in Moncton, N.B. on July 4, 1980. In his inauguration speech, Dr. Clinton Edmonds, regional director general, Atlantic commended the Atlantic provinces for their assistance in providing repeater stations: "I find it interesting that the Atlantic provinces are taking the lead nationally in assisting us to provide these services to their citizens outside the major urban areas."

As New Brunswick is a bilingual province, the broadcast will be in both English and French. The only other bilingual Weatheradio station at this time is in Montreal.

The weatheradio service for the Moncton area originates at the Moncton Weather Office. The transmitter is located at Indian Mountain with a range of about 65 kilometres. Broadcasts are on the WHF-FM band, at 162.55 megahertz.

Herb Kruger, regional director, Atlantic Region welcomed the 30 guests who represented local, provincial, public and private organizations, and the media.

Dr. Edmonds, in his closing remarks pointed out that several types of crystal and non-crystal receivers are now commercially available. They can be used to receive up-to-the minute weather information while travelling in the United States and major Canadian urban areas.

Weatheradio Canada is now operating in Vancouver/Victoria, Regina, Winnipeg, Toronto, Montreal and Halifax. By the end of this year, two more stations are expected to open in Newfoundland and Alberta.

Shown with new Moncton Weatheradio transmitter are (left to right): Dr. Clinton Edmonds, regional director general, Layton Carter, AES communication officer and Harold Kinden, officer-in-charge, Moncton Weather Office.

New aerological training unit opens at Cornwall

A new chapter in the training of aerological technicians began in the summer of 1979 with the transfer of the Scarborough Upper Air School to the Transport Canada Training Institute (TCTI) in Cornwall. However, the architect-designed aerological operational buildings on the TCTI grounds were only completed in January 1980 mobile trailers and propane heaters had to be pressed into service to bridge the construction gap and make possible the first aerological course at the new location. The Aerological Observer Training Unit (AOTU), as it is now called, has now been fully integrated into the Meteorological Training Centre.

The new buildings were worth waiting for, however. The hydrogen generating building contains two large storage tanks, eliminating the need for other, less efficient, equipment. A sophisticated gas detection system has been installed to monitor the concentration of the highly flammable hydrogen gas used in filling the balloons that carry instrument packages aloft. Should the concentration of hydrogen approach the expolsive limit, alarms are triggered and the entire hydrogen generating system is automatically shut down.

The aerological observers' course starts at the main building of the Institute where the students learn to operate several systems, measure pressure, temperature, humidity and wind, and radio the data back to the aerological technician.

The course then moves to the new buildings where the students practice the preparation and release of the balloons and the processing of the data.

Students generally begin aerological training as soon as they finish the basic technician meteorological course. On aerological training, as in basic training, students proceed at their own pace by making use of self-study modules. Although this system causes students to enter and graduate from training at irregular intervals and thereby adds administrative problems, the dividends are substantial. The average aerological student now takes only 60 days to complete the course, compared to 75 days in the past.

The latest innovation for those working in the upper air network is the Aerological Data Reduction System (ADRES). In ADRES a minicomputer performs the majority of the routine computations and assists in producing coded messages. Three ADRES systems are already installed at Cornwall and are being used to train instructors who will in turn offer on-site training for the observers at each of the 33 aerological sites in Canada, all of which are to have ADRES by March 1981.

The two new Aerological Observer Training Unit buildings at Cornwall. The one with the dome protecting the receiving antenna is used for the processing of data. The building in the background contains the hydrogen generating equipment and an area to fill the balloon.

A follow-up program, involving the training of observers in basic electronics and first line maintenance, is already under development by AOTU staff.

The coming year will see the new AOTU facilities in continual use providing training to approximately 50 students on eight different courses, in both official languages.

In addition, the entire aerological course is being revised to reflect the different skills required by observers using ADRES. At the same time AOTU instructors will be making trips to each aerological station in Canada.

The near future will see a major evolution in the collection and processing of upper air data. Instructors at the AOTU will play a major role in making the transition as smooth as possible.

Love Boat honored

AES has become lovestruck by TV's Love Boat, otherwise known as the P&O Pacific Princess. When the ship put into Vancouver last June 11, Dave Phillips, Chief of the Pacific Data Acquisitions Division and Alex P. Gibb, Port Meteorological Officer went on board to present the captain and crew with a certificate of achievement for competence in weather observation. An earlier award to the P&O Island Princess was made last year. The Princess is also used in the TV series.

Viewers of ABC's top-rated series may forget that the two Princesses are real ships doing traditional things at sea. AES remembered and showed its appreciation for the voluntary observations taken by the ships on cruises to Alaska, Mexico, the Caribbean and Australia. Unfortunately for the Pacific Region's staff, the ships' complement of weather observers is completely filled, closing the escape hatch to the glamour of television and the South Seas.

China: Problems of growth and an exotic culture

by Ron Portelli

In November 1979, author Ron Portelli travelled to China with a Canadian delegation invited by the Chinese to present a one week seminar on air pollution control in the thermal power industry. His stay in Peking spanned 10 unique and exacting days of technical and cultural activities. He writes about his experiences in the article below. This is the second article in Zephyr's special feature series about AES employees' work and personal experiences in the Far East.

Pollution Worries Chinese

China gets about 60 per cent of its electrical power from burning coal, using equipment and practices that are roughly 30 years out of date by the standards of developed countries. To reach its economic goal of first world standards by the year 2,000, China needs to increase its utilization of coal. And the burning of coal, as is well known these days, produces air pollution. Many large Chinese cities already have severe air pollution levels, and China is now looking to western technology for assistance in overcoming its pollution problems.

The special seminar in which I participated was the first of its kind in China and a direct result of the Chinese desire to learn from Western experience.

The host organization for the seminar was China's Society for Environmental Sciences, which is part of the Environmental Protection Office (Environment Canada's counterpart) and China's Ministry of Electric Power. (See Fig. 1 for an outline of China's environmental agencies.) The Canadian delegation consisted of a group of 18 technical experts from industry and provincial and federal governments. Environment Canada was represented by AES.

The seminar focused on such key areas as fuels, combustion, gas cleanup and environment. Discussions under the environment topic dealt with air quality standards, site selection, air quality models, experimental field studies, and environmental impact assessments.

Chinese authorities had several thousand applications to attend the seminar, but only about 150 scientific and technical people immediately concerned with air pollution were selected for the sessions.

The major urban air pollution problems in Peking stem from burning of leaves, exposed coal piles, lack of vegetation (e.g. grass) to reduce fugitive dust emissions, and extensive use of coal for electrical power, district heating, and train transportation.

Sulphur dioxide levels are well above the taste threshold. This puts them above levels considered acceptable in Canada along with those of suspended particulate matter, which reduces visibility drastically. Often people use gauze masks to filter particulates from the air they breathe. It's a common sight – about two or three out of every 10 people wear them.

Author Ron Portelli standing beside 15th century statue of a mandarin, one of many lining the sacred way leading to the main tombs.

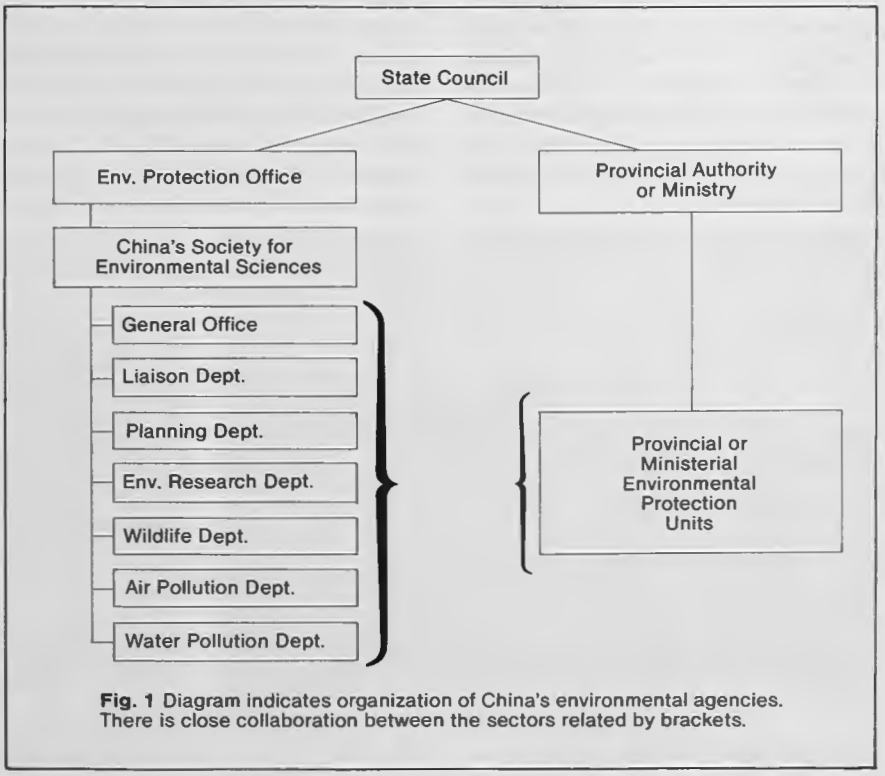


Fig. 1 Diagram indicates organization of China's environmental agencies. There is close collaboration between the sectors related by brackets.

Lavishly costumed and made-up actor of the Peking Opera represents a guard of the monk's palace in traditional Chinese tale.

As part of our industrial tours, we were taken to China's Electrical Power Construction Research Institute, where we were briefed on China's electrical energy picture. Total power production capacity in China, which has a population of nearly one billion, is 55,000 megawatts. This is roughly twice that of Ontario Hydro, which services only 8 million. Of the total Chinese power production, hydro-electric plants provide 30 per cent, oil-fired plants 10-15 per cent and coal-fired plants 55-60 per cent. In the very near future, the Chinese plan to add four to eight very large thermal power stations totalling 22,000 megawatts.

Although China mines more than 500 million tons of coal per year, only 5-10 per cent of this is utilized by thermal power plants. The rest is employed for district heating, industry, train (steam engine) transportation, etc. Current research and development emphasizes geothermal and wind energy. Since 1971, China has developed 2,000 kilowatts of geothermal power.

China's Meteorological Centre

By special arrangement I was able to visit China's National Meteorological Centre (NMC), which is housed in a large modern building constructed in 1978. NMC employs about 700 people in three branches: Meteorological Observatory, Telecommunications and Computing, Data Processing. Mr. Wang Shihping, Director of the Meteorological Observatory, provided a briefing and tour of the organization.

NMC is directed by the Central Meteorological Bureau, which is responsible to the State Council of the People's Republic of China. NMC takes charge of central operations and national forecasts. Each of the 26 provinces is responsible for local forecasts. Observations are also carried out on the regional and county levels. There are over 2,000 counties in China. (See also Fig. 2)

As China is an agricultural country, with more than 80 per cent of the population working on farms, not surprisingly the stress is on forecasts geared to agricultural needs. The Chinese realize that air pollution is an important matter which they need to address within NMC, but as yet that agency has not been heavily involved. A newly developed Meteorological Sciences Research Unit will address this problem and other activities similar to those of the Atmospheric Research Directorate in AES.

Numerical weather prediction (NWP) is a new undertaking for the Chinese. As yet, NWP models have not been used although they have been developing a 3-level primitive equations model which they hope to implement this year. The extent of the prediction area is from 60° to 160°E longitude, covering Eurasia. A 48-hour model prediction requires about 30 minutes of computer time on a Mitsibushi M170, which is capable of one million operations per second.

Meteorological training in China is provided by two meteorological colleges, one in Nanking and one in Changsha, with a new one under construction for Peking. Also, eight universities have meteorological departments; the two major ones are at Nanking and Peking.

Peking has been described as a village in search of a city and a city in search of a soul. It has been a settlement for over 3,000 years. Today it is the political, cultural and administrative center of a resurgent China, home of eight to nine million people, headquarters of the Communist Party, and seat of the government.

Peking's heart is the old Forbidden City which borders on Tian An Men Square (Square of Heavenly Peace), the city's center where the old power structure and the new are set side by side. The square is very large, almost 100 acres, and more than one million people can assemble there at one time. Surrounding the square are the Revolutionary and Historical Museums, the Great Hall of the People where China's

Bicyclists on one of Peking's major streets wear gauze masks to protect themselves from pollutants. Overcast sky is caused by air pollution; photo was taken on a bright, sunny day.

On its way to markets or making deliveries, mule-drawn caravan is heading for downtown Peking. Animal power is widely used in the transportation of goods even in urban centres, and caravans like this are a frequent sight.

Taking a first-hand look at an ancient defence system, members of the People's Liberation Army are strolling along restored section of the Great Wall.

Tian An Men Gate (the entrance to the 'Forbidden City'), with square of the same name in foreground. Only the emperor could use the central of the five passages (under the portrait of Mao-tse Tung).

parliament sits, and Chairman Mao-Tse-Tung Memorial Hall where Chairman Mao is preserved in a crystal coffin. Large Mao portraits can be seen quite frequently on the faces of Peking buildings, and people still revere this leader who established communism in China in 1949.

While in Peking, we stayed at the Friendship House Hotel, a large 4-storey 1950's complex built originally for the Russian intelligence and located in the northeast part of the city, quite removed from the downtown core. (When travelling to China, you are not told in advance where you will be staying, but simply assured that you will be taken care of.)

Although everything was 50s vintage, including old steel pipe beds, our accommodations were reasonably comfortable. A standard item in each room was a very large thermos kept full of hot water, with jasmine tea packages by its side. The laundry service was excellent. Each item was stitched with a cloth tag with the 5-digit room number. To this date, six months later, number 71011 remains fastened to my clothing.

The hotel complex had a number of dance hall type entertainment rooms in which acrobats, amateur musicians and singers, and other entertainers performed several nights a week. After having spent nearly a week in this rather strange environment I was quite surprised one night to hear the MC announce "this is the end of the classical entertainment for this evening, the disco will now begin," followed immediately by the sounds of Rod Stewart and his band blasting out of the speakers. I was told later that disco entertainment had been allowed to start up only a month or two earlier.

For visitors: higher prices and social constraints

In hotel dining rooms and restaurants, the visitors and Chinese are segregated in different areas or rooms. A two tier price system exists, in which a foreigner might pay as much as seven times the price a local Chinese person would pay for the same item. This, and the fact that mixing is discouraged by the government, essentially prohibits casual get-togethers with a Chinese acquaintance for a beer or meal. Only at the several pre-arranged banquets, when a Chinese organization or the Canadian delegation hosted (and paid for) the event, did we eat and drink together.

At these banquets, which were held in the best of Peking's restaurants (such as the famous Peking Duck), I found the Chinese cuisine exquisite. There was no sacrifice of quantity for the sake of quality: with 15 to 20 courses at each banquet it seemed as if the food would never stop coming. We Westerners, of course, made the mistake of eating too much during the first three or four courses and then found ourselves in a constant state of expansion getting through the rest of the dishes.

Our taste buds certainly underwent some new experiences, to say the least. Naming only a few, there were such exotic dishes as meat from camels' feet, turtle, walnut soup, sea cucumber (or sea worm, as we thought of it), Mongolian hot pots, and similar delicacies. With the number of 'slippery' dishes that arrived one had to quickly master the chop sticks. One Chinese colleague told me that some are so adept with chop sticks they can catch flies with them.

After a couple of Moutais this certainly sounds believable. Moutai, one of China's renowned liquors (their 'cognac') carries quite a punch and is generally served along with beer (chaser) and sweet red wine during a meal. The sounds of "gambe" (down the hatch) rang out constantly – one does not sip Moutai, one must gambe, only to find the glass refilled immediately.

On the occasion of one luncheon I could not face yet another feast, not having recovered from the previous evening's banquet, and I decided to spend the time roaming the downtown core alone – the only opportunity to do so during my time there. Fortunately our seminars were held in a building on Chang An Blvd. (Ave. of Perpetual Peace), Peking's main city street which passes through its central Tian An Men Square, and I could travel on foot.

Walking along this wide, tree-lined majestic avenue put me amidst Peking's city workers during their mid-day break. All eyes seemed to be glued on me, presumably from curiosity. I had never really experienced the feeling of being 'alien' before that moment – it was somewhat unsettling.

A one-block stretch of Chang An Blvd.

contained the well-kown Democracy Wall where people could express themselves freely by posting bills, etc. There was always a crowd a couple of rows deep reading the posters. I probably took some of the last photos of active usage of the Democracy Wall, as the authorities terminated its use a few weeks later for 'safety reasons'. A new area was established for similar purposes, only this time people would have to sign and take responsibility for any material they posted.

The absence of color in people's clothing was very noticeable. Blue or black Mao suits and hats were standard dress for men and women, regardless of their positions. Children's clothing typically did have color however, as did that of some teenagers. Another common feature of their clothing are the cold weather animal skin coats and classic fur hats (the one's with the ear flaps).

When a group of us went to the local department store to buy ourselves these hats made of dog, cat, or rabbit, the local people moved away from the counter to let us try them on. They all laughed as we looked into the mirrors. Those of us who bought the dog or cat variety were told that no part of these animals is wasted, as they eat the meat.

One other very noticeable characteristic of the city is its traffic. The most common vehicle is the bicycle, of which there are an estimated three million or more. Many streets have dedicated lanes for cyclists and bike parking lots with attendants. A luxury in the eyes of most people, the bikes are not readily available for sale. They are essentially rationed by the government and go from the factory to the next person on the waiting list.

Generally manufactured in Russia or China, cars exist, but not in large numbers. They tend to be driven fast and with considerable use of the horn (a legal requirement when passing).

Buses always seem to be overcrowded. People's Liberation Army (PLA) green vehicles (trucks, 3-wheeled units, etc.) are prominent, as the PLA is usually present in large numbers and a casual part of the crowd.

Among these relatively modern vehicles still exist many mule drawn carts, often forming lengthy caravans. They are the backbone of urban/rural transport of products (vegetables, hay, sewer pipes etc.), and form a vivid contrast between old and new.

Our Chinese hosts had planned several cultural activities for us. We were taken to a Shanghai Dance Troupe performance and the famous Peking Opera. These events differ from the equivalent western experience in a number of ways. An immediate impression on the western observer is the fact that the Chinese stage performers are clad in elaborate, brilliantly colored costumes which present an extreme contrast to the prevalent dull dress in the audience.

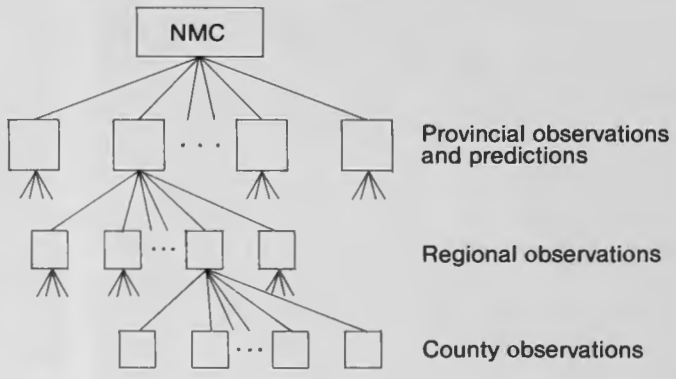


Fig. 2: Forecast and observations tier structure.

Acrobatics, usually quite spectacular and executed with great precision, played an important role in both opera and dance and made for exciting performances. And the Chinese opera is sung in a high shrill voice which took some getting used to and at first comes as somewhat of a culture shock to western ears. The storylines usually depict classical or mythical events and political situations.

A quick tour of the Forbidden City, which was built by the Ming Dynasty in the 15th century, took half a day. Twenty-four emperors of the last imperial dynasties (Ming and Qing) ruled China from within the City's 35 foot walls, which enclose about 250 acres. They lived there with their empresses, concubines, hordes of eunuchs and officials, and had absolute rule – all others were forbidden entry. There are more than 9,000 rooms and the architecture is some of the best in China.

The ever present animal gargoyles on the rooflines typify the attention to detail which the Chinese are well known for. 'Gate of Supreme Harmony' and 'Hall of Perfect Harmony' reflect the manner in which the Chinese named the various parts of the Forbidden City. The wealth in precious metals (gold) and stones (jade) that remain as art treasures in the City, is simply staggering.

The Ming Tombs, where 13 of the 16 Ming emperors were buried, presented another fascinating experience. Two sites have been restored, but only one – Emperor Wan Li's – has been excavated, allowing visitors to enter the tomb.

The final tour was to what is probably the best known Chinese landmark, The Great Wall. The Wall is immense, with a total length of over 4,000 miles. It is about 20 feet high with battlements facing the north (barbarian) side and wide enough for 5 horses to ride abreast. It was planned to keep the barbarian world from disturbing what the Chinese then considered to be the Central Kingdom, and the first sections were built in the 5th century, B.C. It took 300,000 men 10 years to link the final sections by 221 B.C. In the 15th Century the Wall was resurfaced with stone blocks.

It is said that the Wall is haunted by the ghosts of the untold thousands of forced laborers who worked and died there, and that it is the only man-made structure visible from outer space.

Standing there on the Great Wall in a Chinese government-supplied winter coat to break the cold November wind, I thought about this country whose people have such a long, continuous history and a current strong desire to reach to first world standards by the year 2,000. With a population of nearly one billion, their natural resources and their determination, they no doubt have the potential of becoming a superpower and appear headed in that direction. Z

Ron Portelli is head, Air Quality Assessment Section, Atmospheric Research Directorate, Downsview, Ontario.

AES prepares to enter the age of videotex

Doug Young of the Ontario Weather Centre prepares the graphics required to promote Weatheradio Canada during videotex trials to be undertaken in Toronto. His right hand rests on the joystick with which he carefully creates maps and designs.

By now, most Canadians have an inkling that several industries are looking at ways of connecting the home television set to central information banks which will allow subscribers to get an encyclopedia of information on command, to shop at home, make bookings to travel or theatre, or call on a variety of other services. This type of home TV-central computer linkup is referred to by the generic term videotex, and it allows a person sitting at home to selectively obtain the information and services he or she needs when they are needed. (See box for videotex definitions.)

From the AES viewpoint, videotex can become a communications tool of considerable potential. Current methods of information distribution available to AES limit content to the requirements of the average citizen. Anyone with specialized needs must make an extra effort to contact AES and then wait for information to be delivered by mail, or for someone to search for a few facts and dictate them by telephone. Therefore, videotex could offer AES an efficient method of public distribution for the range of information which falls between the normal weather report and that which must be especially created for a client. If the fee structure is right, even normal weather reports may sell well through this medium to those who can not wait for an hourly radio or TV broadcast.

With Bell Canada and others set to start testing several variations of videotex later this year, AES has decided that the time has come to examine the practicality of participating in this communications medium.

AES has entered its study project with the knowledge that those developing videotex systems must still overcome technical and regulatory problems and, even if they do, the public might not subscribe in numbers that would make videotex a viable commercial operation. Even so, if videotex does succeed AES wants to be in on the ground floor.

Pat Pender, officer-in-charge of the Ontario Weather Centre, heads the information packages subgroup of the videotex project. He feels the ideal AES package should include real time observations and forecast maps, climate data, and public educational material. This last category would include everything from a list of services provided by AES to descriptions of the workings of thunderstorms, hailstorms, and tornadoes.

Tom Ostry of the Ontario Weather Centre is working on the actual formats of what AES would like to deliver through videotex. He notes that "what we would like to put on in theory is limited by what the technology will currently allow. We would like to give real time data but the present system does not allow input direct from our computer to the videotex data bank, and hand typing and the creation of graphics with a joystick just isn't fast enough. For the time being we are creating a few examples of the type of TV screen

Weather maps such as the one demonstrated by Tom Ostry are part of the product AES hopes to provide to home videotex subscribers. However current input methods do not allow graphics to be generated by computer and thus getting the maps out in real time is a current problem.

Who's who in the world of videotex

Videotex refers to any system in which a subscriber orders "pages" of information, stored in a computer at a location remote from the user, to appear on his specially equipped home TV set. The pages appear as color or black and white still frames, although some animation is possible. Since the home TV has a limited size, the amount of information on each page is limited to much less than would appear on the page of a magazine.

There are two methods by which pages may be ordered, that is, called to the TV screen. The first employs a one-way transmission of perhaps 300 pages in sequence and the user simply stops the cycle at the desired page. This type of system does not contain a great deal of information but is one which can use wireless broadcast methods.

The second type employs two-way communication with a central computer storing thousands of frames and presenting the user with choice points to allow for selection of the desired information. This type can also be expanded to allow subscribers to pass electronic letters to friends, to receive electronic newspapers and magazines, to make bank transactions, to play electronic games with the central computer, and to view electronic merchandise catalogs and place orders, and to obtain bookings and smiliar services.

The two-way systems require wires,

Tom Ostry uses Telidon equipment to demonstrate the weather information stored in the central computer. After having ordered the weather page, he selects from one of five choices by pushing a number on a device which resembles a calculator.

presentations we would make if it were possible to generate them by computer."

But the technical limitations are not the only ones. The AES manpower required to keep videotex information up to date is another. However, the biggest obstacle of all may be the method by with the companies which operate videotex eventually charge for their services. It is assumed by all parties, however that charges will be nominal.

The marketing of videotex may require charging the user a fee for each page ordered, a fee for the total length of time of use, a flat rate, or some combination. In addition to paying for the information, the user must pay for the receiving equipment. Furthermore, videotex compatible TV sets now cost more than those which are ordinarily found in the home, although this is expected to change in the next five to ten years.

A fee per page method of levying charges may make certain types of weather data less attractive to potential users, since AES will have to continue to give out the same information in other competing forms for those who do not have access to videotex. However, it is anticipated that some other charging method will be adopted.

Bob Dodds of Field Services heads up the group examining AES's policy towards participation in videotex. He notes that the fundamental question for AES is "how to meet the needs of Canadian citizens at minimum cost."

To him, however, there is no question that, if videotex takes off in Canada, AES will be on board. He feels that based on experience in Britain and in some cities in the US, weather should be one of the most popular videotex subjects.

AES is now working to be ready when videotex is. Z

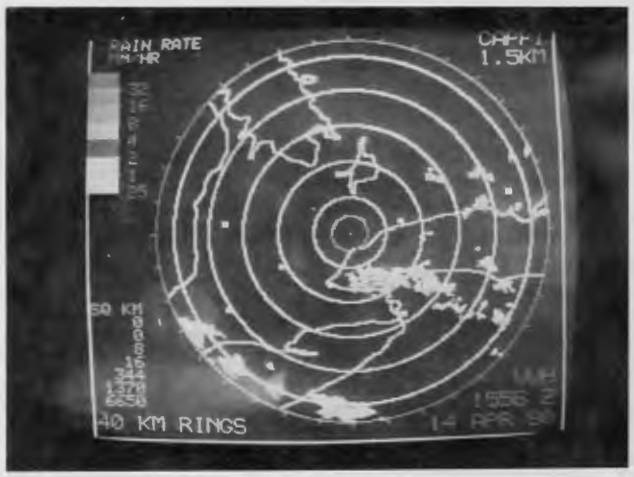
Who's who (continued)

and with the potential it offers it should not come as a surprise that the telephone and cable TV companies are now racing to capture the market.

The potential changes it may bring about in the publishing industry have also caused major newspaper chains to become involved. Torstar Corp. and Southam Inc. have formed Infomart, whose objective it is to create the pages of data to be distributed via videotex.

Another major player in the videotex game is the Canadian Department of Communications. It started doing research in 1973 to ensure that when videotex comes to Canada it will be standardized throughout the industry. To this end, it developed Telidon, which is essentially a communications protocol to handle data. Telidon advances the quality of videotex graphics by improving resolution, and the use of colors and scales of gray. Since Telidon is now being used in most of the current and upcoming Canadian videotex tests, the name Telidon is being used interchangeably with videotex.

It should be noted that Canada is not the only country working on videotex. The British Post Office already has the world's first commercial two-way videotex service in operation. The British system is now considered behind what the state of the art will allow, so the Department of Communications undertook a separate videotex development which indeed has resulted in a more advanced system.



Weather radar images, possibly combined with satellite photos, are amoung the products AES would like to deliver via videotex, but videotex is not yet sophisticated enough to allow for real-time preparation of the images. This technical radar image shows the Toronto area with Lakes Ontario, Erie and Huron outlined.

The first Canadian test of Telidon was started in January 1980 by the Ontario Educational Communications Authority (OECA), which uses over 50 terminals in schools throughout the province. The system is as yet not wired together, and data which is requested by a teacher must therefore be moved from the computer to the classroom on a magnetic storage disk. The OECA has requested input from AES.

The Manitoba Telephone System will start tests this year using about 20 terminals and will later expand its system by adding about 150 for the town of Elie, Manitoba where the company is also testing fibre optics as the link between phones. Similarly, Alberta Government Telephones will test a system of about 20 terminals in Calgary. The Winnipeg Commodities Exchange will use Telidon as part of its operational information system, starting in mid-1980.

But the big commercial test will start early in 1981 in Toronto, when Bell Canada links over 1,000 Telidon terminals to its computer. Here, Bell will test not only the technology but the commercial viability of the different types of information offered. AES is participating in this test to get an early evaluation of the number of requests Telidon would get for different types of weather information. Z

DEPARTMENTS

Dr. Collin remembered in AES "Hall of Fame"

Over 150 AES staff gathered in the Downsview auditorium on June 19, 1980 to attend the farewell address to Dr. Collin, past AES assistant deputy minister.

Warren Godson, director general, Atmospheric Research Directorate, performed the task of master of ceremony in a comic and jovial vein. "Like a mosquito in a nudist colony," he said "I do not know where to begin," referring to Dr. Collin's accomplishments.

Dr. Collin receives farewell gift from Larry Campbell. Dr. Collin's portrait is at right.

Morley Thomas, director general of the Canadian Climate Centre and Larry Campbell, director general of Planning, also commented on Dr. Collin's leadership, praising him for his energy, enthusiasm and achievements during his term of office.

Dr. Collin then unveiled his portrait, which now hangs in the hall near the entrance to his former Downsview office. He took the opportunity to comment on the Atmospheric Environment Service, and its important contributions to Canadian and international science. "There is a great spirit, an esprit de corps, in AES which is very rare in such a large government organization," he said. "AES is a very exciting place to be," he added.

Downsview loses three people to retirement

Judging from the turnout of former AES employees who had themselves retired, one can only conclude that Larry Campbell, Ken Hignell and Dr. Mike Kwizak retired with much respect and many friends. Those packed into the Downsview auditorium on the day of June 26, 1980 heard Reg Noble, former Assistant Deputy Minister, AES, Roy Lee, director of AES Administration, and Dr. Warren Godson, acting assistant deputy minister, outline the careers of the three retirees.

An unrehearsed pas-de-deux in front of a receptive (but somewhat captive) audience. Left: Mike Kwizak; Right: Warren Godson.

(Left to right) Ken Hignell, Mike Kwizak, and Larry Campbell, retired in June after long and fruitful careers with AES.

Larry Campbell, retired Director General of Planning, was cited for the confidence he enjoyed throughout the Service and for his work in program planning which, as Mr. Noble pointed out, "may well outshine all those of the past."

Ken Hignell, of the finance division, was commended for having established one of the strongest financial management teams in the department. It was also noted that even after 38 years with the weather service, he still runs the marathon.

Dr. Kwizak, Planning Directorate, was credited for helping bring AES into the age of computers and for establishing the air quality research program which now allows Canada to negotiate with the United States on the acid rain question as a scientific equal.

For space reasons, the Book Review column is not included in this month's Zephyr. It will appear again in future issues.

Jack Labelle (left) receives a warm handshake and farewell gifts from Morley Thomas, director general of the Canadian Climate Centre.

Jack Labelle retires

Over 150 friends and colleagues attended the farewell dinner for Jack and Verna Labelle, held at CFB Winnipeg on April 30, 1980. Mr. Labelle retired as regional director after a public service career of more than 41 years.

Other AES regional directors from across the country, and senior officials from AES and the Department, and from Transport Canada attended. Friend and colleague Hugh Fraser humorously led off the evening's activities with an illustrated review of Jack's life and career. Dale Henry, Superintendent, general weather services, later presented a more serious version.

After receiving a B.A. from the University of Brandon, Mr. Labelle joined the Meteorological Service in 1939 and was assigned to Winnipeg. He served as a meteorological officer with the RCAF during the war years. During the latter part of the 1940s, he earned his M.Sc. from the University of Toronto and became a forecaster in Winnipeg. He later became a supervisor and subsequently the first regional superintendent of weather services in Central Region. In 1972, he was appointed regional director.

Jack Labelle participated in the growth of meteorology in Canada as it developed hand-in-hand with aviation. He was active in the start of the public forecast program in the 40s, the takeover and administration of the high arctic weather stations, and the move into environmental issues in the 70s.

Mr. & Mrs. Labelle were presented with official certificates of service and gifts, including a large Inuit carving and a Weatheradio Canada receiver.

DEPARTMENTS

WOMEN ON THE MOVE

The second AES woman to be trained for a management career, Nancy Cutler (ADED) accepted her first assignment in the Management Orientation Program (MOP), with the Program Development and Evaluation Branch in May 1980. Following assignments will take her to other areas of AES where she will gain valuable experience in line as well as staff functions.

Nancy Cutler

Mrs. Cutler has been very active with the Meteorological Group of the Professional Institute. She served on three national executives, two bargaining committees and one local executive.

She joined AES (then the Meteorological Branch of the Department of Transport) in June 1968, after graduating with a B.Sc in Math and Physics from Mount Allison University. "I was the only female on Course 25 (a nine month course on the fundamentals of theoretical and applied meteorology)," she told Zephyr. Her first posting was as a forecaster to the Vancouver Weather Office for 7 months. She was then transferred to Toronto Weather Office.

In 1971 she joined the Meteorological and Oceanography (METOC) Centre in Halifax. As a forecaster in the Canadian Forces Maritime Command Headquarters Forecast Office, she also analysed wave height and other oceanographic data for the centre. During that period in 1973, she was appointed chairman of the Halifax Centre of the Canadian Meteorological and Oceanographic Society.

Mrs. Cutler's last post before her MOP enrolment was with the Program Development and Evaluation Branch. Recommending 1980/81 allocations, preparing a program forecast and co-ordinating several AES programs were tasks she undertook for the branch (which is a part of the Assistant Deputy Minister's Office).

When asked about her career plans, she replied: "For the moment, to get as much and as much varied experience from the MOP assignment as I can. Other than that, I have no actual career plan – I'll play it day by day."

Sursat Workshop

An international Surveillance Satellite (SURSAT) workshop on active and passive microwave measurements of sea ice and icebergs was held at AES Downsview June 23 to 27, 1980. The 45 participants, representing the United States, Denmark, Canadian industry, and AES, discussed research results, and decided to continue the SURSAT investigations for an indefinite period.

The use of microwaves provides an all-weather, day-and-night capability for mapping ice coverage, concentrations, types, and movements. The Ice Branch recognized the usefulness of microwaves in the 60s and has operated since 1977 with a side-looking airborne radar (SLAR).

The workshop discussed research results which indicate that it will be possible to identify eleven ice classes by radar and passive microwave radiometry. The group also heard of joint Canadian-Danish-US research about Baffin Bay, and Canadian-US research on the Beaufort Sea and Davis Strait. The research is designed to eventually correlate satellite, aircraft and traditional ice observation techniques into an automated ice reporting system.

Upcoming investigations include a joint Canada Centre for Remote Sensing – AES Ice Branch study on the microwave properties of sea ice in the Beaufort Sea during the melt and freeze-up periods of 1980, and a joint effort between the Ice Branch and the U.S. space agency NASA at Langley on the microwave history of the ice cover at Pond Inlet, NWT for a one year period starting this fall.

The total of this research and the conference are geared to eventually establishing an ice reconnaissance and forecasting network based on satellite, aircraft and surface-based microwave data acquisition platforms.

J. Degrace receives long-service award

R.J. Graham (left) Superintendent Data Acquisition presents a 25 year service award to J.F.J. Degrace of the Charlo Weather Station on May 7, 1980. Mr. Degrace has served at various weather stations in the Atlantic Region.

Don Champ joins WMO

In July 1980 Don Champ, acting director of Instruments Branch, joined the World Meteorological Organization (WMO) in Geneva. He is responsible for providing Secretariat support to the Commission for Instruments and Methods of Observations (CIMO), ensuring that members of CIMO carry out the tasks of instrument development, standardization and technology transfer in an effective manner.

Mr. Champ began his career in meteorology in 1961, as a summer student. In 1965, he earned an M.A. in meteorology from the University of Toronto.

For the following four years, he was a weather forecaster in Toronto, Montreal and Goose Bay.

In 1969, Mr. Champ joined the AES Instruments Branch to provide instrumentation for the Lakes Investigation Unit. He was appointed manager of the Research Support Unit in 1971, chief of the Development Division in 1974, and acting director of Instruments Branch in 1979.

Mr. Champ will be living in Nyon, near Geneva, with his wife and three children. The contract with WMO is for two years, and is renewable.

Don Champ, flanked by his wife (left) and daughter, during a farewell picnic lunch held in his honor in the park adjacent to the Downsview location.

Dave Fraser retires

David B. Fraser, Officer-in-Charge, Arctic Weather Centre, retired on May 30, 1980 after almost 30 years of service.

On June 6, colleagues and friends of Dave, and his wife Rose gathered to express their wishes for a happy retirement. The ceremony was combined with the second annual AES Spring Fling.

After a barbecue meal Dave and Rose were presented with numerous gifts including a soapstone carving, a montage of photographs of the arctic, a plaque from the Government of the Northwest Territories (GNWT) commemorating Dave's service to the north, and a painting presented to Dave by his family.

Mr. Ron Catling, (right) Officer-in-Charge, Yellowknife Weather Office, presents a plaque from GNWT for Dave Fraser's years of service.

STAFF CHANGES

Promotions/ Appointments

G.B. Atkinson (MT-6) SSU Meteorologist, Central Region, Winnipeg, Man.
M. Boucher (EG-1) Pres. Tech. QAEOO, Baie Comeau, P.Q.
J.P. Bruce (SX-3) ADMA, Downsview, Ont.
C. Bye (EG-3) U/A Tech. Hall Beach, N.W.T.
R. Chagnon (MT-2) Meteorologist, MSc Two Year Project, Downsview, Ont.
T.D. Charlton (EG-3) U/A Tech. Alert, N.W.T.
A.J. Chir (EG-6) Press. Tech. Weather Office, Windsor, Ont.
J. Colville (EG-2) Sfc. Tech. Resolute, N.W.T.
L.J. Curran (FI-2) Financial Officer, Ontario Region, Toronto, Ont.
J.C.A. Cyr (EG-6) Pres. Tech. Weather Office, Windsor, Ont.
W. Davidson (EG-1) Pres. Tech. QAEOO, Mirabel, P.Q.
D.K. Dawson (SX-1) Director, ACPD, Downsview, Ont.
P. Dubreuil (MT-6) Meteorologist, Scientific Services, Ville St-Laurent, P.Q.
D.A. Dueck (MT-7) Superintendent, Forecast Systems Design Division, Downsview, Ont.
T.P. Duffy (EG-3) Met. Tech. Victoria, B.C.
D.P. Dumaresq (EG-3) U/A Tech. Hall Beach, N.W.T.
C. Foucher (EG-1) Pres. Tech. QAEOO, Baie Comeau, P.Q.
L. Garand (MT-3) Meteorologist, Services Research Branch, Dorval, P.Q.
M. Gernier (EG-3) Tech, QAEOU, Nitchequon, P.Q.
D. Gervais (ST-SCY-2) Secretary, Quebec Weather Centre, Ville St-Laurent, P.Q.
D. Harvey (EG-1) Pres. Tech. QAEOO, Mirabel, P.Q.
B.R. Howe (EG-3) U/A Tech. Mould Bay, N.W.T.
B.E. Johnson (EG-2) Sfc. Tech. Lansdowne House, Ont.
R. Kerrivan (CR-3) AAM, Downsview, Ont.
L. Lefaivre (MT-2) Research Meteorologist, CCC, Downsview, Ont.
D.A. Malchuk (EG-2) Sfc. Tech. The Pas, Man.
B. Marois (MT-7) Meteorologist, Quebec Weather Centre, Ville St-Laurent, P.Q.
N. McLennan (MT-5) Meteorologist, Maritime Weather Office, Bedford, N.S.
E. Meredith (EG-ESS-1) Met. Tech. Obvs. Svce. Vancouver, B.C.
W. Nemish (CR-4) Records Manager, Central Region, Winnipeg, Man.
J.L. Pare (EG-1) Pres. Tech. QAEOO, Chibougamau, P.Q.
C. Pare (EG-1) Pres. Tech. QAEOO, Mirabel, P.Q.
A. Patoine (MT-2) Science Project Met. CCC, Downsview, Ont.
D. Postinkoff (EG-2) Sfc. Tech. Eureka, N.W.T.
L. Proto (ST-OCE 3) AFDH, Downsview, Ont.
D. Quenneville (EG-1) Pres. Tech. QAEOO, Clyde, N.W.T.
M. Richling (EG-6) Surface Inspector, Ontario Region, Toronto, Ont.
A.J. Robert (RES-4) DPRN, Dorval, P.Q.
I.P. Ross (EG-3) U/A Tech. Alert, N.W.T.
M. Sevigny (EG-5) For. Met. Tech. St-Laurent, P.Q.
G. Seymour (FI-2) Regional Financial Advisor, Western Region, Edmonton, Alta.
A. Simard (MT-2) Meteorologist, Services Research Branch, Dorval, P.Q.
J.E. Simpson (CR-5) Admin. Clerk, Pacific Region, Vancouver, B.C.
S.F. Smith (AS-3) Branch Administrative Officer, AIBA, Downsview, Ont.
C. Smith (EG-1) Met. Tech. WO4, Calgary, Alta.
P.J. Staples (EG-3) U/A Tech. Hall Beach, N.W.T.
R.E. Stewart (RES-1) Research Sci. ARPP, Downsview, Ont.
J. St. Hilaire (DA PRO-5) Coordinator, CSD-DS1 Dorval, P.Q.
A. Tremblay (MT-2) Meteorologist, ARPP, Downsview, Ont.
M. Uy (FI-2) AAF, Downsview, Ont.
R. Van Dijken (EG-3) Met. Tech. WS2, Cambridge Bay, N.W.T.
D.A. Watts (EG-2) Sfc. Tech. Cree Lake, Sask.
G.E. Wells (MT-7) Head, Transportation Weather Services, AFWC Downsview, Ont.
B. Wilhelm (EG-3) U/A Tech. Trout Lake, Ont.
K.D. Wowryk (EG-3) U/A Tech. Eureka, N.W.T.

Transfers

T.B. Anderson (EG-6) Pres. Tech. Ontario Weather Centre, Int. Airport, Toronto, Ont.
H. Auld (MT-2) Meteorologist, Alberta Weather Centre, Edmonton, Alta.
W. Baker (EG-6) Inspector, Central Region, Winnipeg, Man.
M. Blakeman (EG-2) Met. Tech. Weather Station, Edson, Alta.
M.M. Buller (EG-2) Met. Tech. Scientific Services, Vancouver, B.C.
P. Courbin (MT-2) Meteorologist, Quebec Forecast Centre, Ville St-Laurent, P.Q.
R. Crashaw (EG-2) Met. Tech. QAEOO, Ste-Agathe, P.Q.
M.I. Darr (EG-5) Pres. Tech. WO4, Churchill, Man.
P. De Souza (MT-3) Meteorologist, Arctic Weather Centre, Edmonton, Alta.
R. Desjardins (EG-2) Met. Tech.

DEPARTMENTS

QAEOO, Dorval, P.Q.
M. Dupilka (MT-2) Meteorologist, Arctic Weather Centre, Edmonton, Alta.
V. Gossen (EG-5) Obs/Pres. Tech. WO4, Regina, Sask.
B. Greaves (MT-2) Meteorologist, Arctic Weather Centre, Edmonton, Alta.
G. Gunther (EG-5) Pres. Tech. WO4, Regina, Sask.
M.M. Headley (ST-OCE 3) AFOC, Downsview, Ont.
S. Hopwood (EG-5) Obs/Pres. Tech. WO4, Churchill, Man.
D.E. Isaacs (EG-5) Pres. Tech. Weather Office, Hamilton, Ont.
D.E. Jackson (EG-8) Superintendent, Inspection Services, Ontario Region, Toronto, Ont.
D. Jacobs (MT-2) Meteorologist, WO1, Gander, Nfld.
R. Jemison (EG-4) U/A Tech. WS1, Resolute, N.W.T.
J.A. Lade (EG-5) Pres. Tech. Weather Office, Waterloo, Ont.
L. Lamontagne (EG-4) Technician, QAEOO, Chibougamau, P.Q.
M.S. Lassi (EG-5) Instructor, Central Region, Winnipeg, Man.
G. Lines (MT-3) Meteorologist, Arctic Weather Centre, Edmonton, Alta.
M.A. McGregor (EG-6) Staff Instructor, TCTI, Cornwall, Ont.
C.S. McNair (MT-2) Meteorologist, WO1, Gander, Nfld.
A. Mediati (ST-SCY 2) AFFC Downsview, Ont.
B. Mongeon (MT-2) Meteorologist, Alberta Weather Centre, Edmonton, Alta.
R. Ouimet (EG-2) Met. Tech. QAEOO, Baie Comeau, P.Q.
J. Pottier (EG-4) U/A Tech. WS1, Resolute, N.W.T.
R. Provost (EG-2) Met. Tech. QAEOO, Dorval, P.Q.
R. Raddatz (MT-5) Radar Project Meteorologist, Central Region, Winnipeg, Man.
R. Rioux (EG-2) Met. Tech. QAEOO, Cape Dryer, N.W.T.
R. Risbey (EG-6) Officer-in-Charge, Trout Lake, Ont.
I. Rutherford (SE REM 2), Division Chief, DRPN, Dorval, P.Q.
H. Rymarczuk (EG-5) Obs/Pres. Tech. WO4, Regina, Sask.
D.W. Satkunas (EG-6) Pres. Tech. WO4, Winnipeg, Man.
K. Schasmin (CR-3) AAF, Downsview, Ont.
R. Sheppard (EG-4) U/A Tech. WS1, Trout Lake, Ont.
K. Spring (MT-3) Meteorologist, Pacific Weather Centre, Vancouver, B.C.
I. Stach (EG-4) U/A Tech. WS1, Resolute, N.W.T.
L.I. Stripnieks (LS-2) Reference Librarian, Downsview, Ont.
J. Weaver (CM-3) Communicator, DND, Camp Debert, Nova Scotia

Temporary or Acting Positions

K.W. Asmus (EG-6) Ice Observer, Ice Branch, Downsview, Ont.
B.M. Church (SCY-2) Secretary, ACEC, Downsview, Ont.
J.G. Cote (PG-4) Acting Chief, AAM, Downsview, Ont.
L. Dussault (EG-5) Tech. QAEOO, Communication Station, Clyde, N.W.T.
D. Fequet (EG-6) Ice Observer, Ice Branch, Downsview, Ont.
D.L. Hagen (EG-6) Ice Observer, Ice Branch, Downsview, Ont.
D.A. Henderson (EG-6) Ice Observer, Ice Branch, Downsview, Ont.
B. Heslip (EG-4) Met. Tech. WO2, Stony Plain, Alta.
E.D. Holtzman (MT-7) Meteorologist, Head, Computer Systems, Downsview, Ont.
P. Lee (MT-7) Communications Planning, AFFC, Downsview, Ont.
A. Leganchuk (MT-6) Meteorologist, AFFC, Downsview, Ont.
M. Lessard (EG-6) Tech. QAEOU, Inoucdjouac, P.Q.
O. Mudry (MT-7) Chief, Ice Climatology, CSD, Ottawa, Ont.
B. Robilliard (EG-6) Ice Observer, Ice Branch, Downsview, Ont.
C. Samardak (AS-4) Acting Property Management Officer, AAG, Downsview, Ont.
B. Simard (EG-6) Ice Observer, Ice Branch, Downsview, Ont.
W.J. Sowden (MT-7) Meteorologist, Ice Branch, Ottawa, Ont.
S.R. Switzman (SCY-1) Secretary, Ice Branch, Downsview, Ont.

Deceased

A. Roy ACPO, Downsview, Ont. June 12, 1980

Departures from AES

A.A. Boucaud, CMC, Dorval, P.Q.
D.H. Champ, Director, Instruments Branch, (AIBD) Downsview, Ont.
A.E. Collin, ADMA, Ottawa, Ont.
J. Daniels, Mould Bay, N.W.T.
P. Denovan, ADMA's Office, Ottawa, Ont.
D. Georgieff, Official Languages Services, Downsview, Ont.
F. Keyte, CCC, Downsview, Ont.
D. Lloyd, Maintenance Training, (AIMT) Downsview, Ont.
L. Ludwig, Estevan, Sask.
G.D. Roberts, Computer Services, ACRO, Downsview, Ont.
G.D. Swyszcz, Library, Downsview, Ont.
K. Taerum, Arctic Weather Centre, Edmonton, Alta.
R. Taerum, Arctic Weather Centre, Edmonton, Alta.
C. Tkachuk, Regional Office, Edmonton, Alta.
R. Wilson, Resolute, N.W.T.
C. Woodford, Resolute, N.W.T.

Retirements

I. Ayoub, CSD, Downsview, Ont. May 30, 1980
L.T. Campbell, APDG, Downsview, Ont. June 30, 1980
J. Emmett, CCC, Downsview, Ont. May 1980
D. Fraser, Arctic Weather Centre, Edmonton, Alta. May 1980
K.A. Hignell, AAF, Downsview, Ont. June 1980
M. Kwizak, Dr. APDG, Downsview, Ont. June 30, 1980
J.J. Labelle, Central Region, Winnipeg, Man. May 1980
J. Peterson, AAF, Downsview, Ont. May 1980

Promotions, appointments, transfers, temporary or acting positions sections provide information on new postings including location. Only temporary or acting positions which involve a change of location are listed. Retirements and departures indicate the last posting.

Abbreviations used are:

MT –	meteorologist
EG –	engineering & scientific support
SERES –	research scientist
PC –	physical scientist
ES –	economist, sociologist, or statistician
SX –	senior executive
DA-PRO –	data processing
EL –	electronics technologist
ENG –	engineer
GL-VHE	general trades
ST –	secretary
FI –	financial officer

À LIRE ET À REMPLIR

Le présent questionnaire doit nous aider à améliorer Zéphyr pour vous. Prenez quelques minutes pour répondre aux questions et renvoyez le tout à Zéphyr, Direction générale de l'information, 4905, rue Dufferin, Downsview (Ontario) M3H 5T4.

1) Le questionnaire accompagne votre exemplaire du numéro de juillet/août de Zéphyr. Ont déjà été publiés cette année les numéros de janvier/février, mars/avril et mai/juin. Veuillez nous indiquer combien de numéros vous avez reçus :

- ☐ Tous
- ☐ Deux
- ☐ Un
- ☐ Aucun

2) ☐ Je reçois mon exemplaire personnel de Zéphyr.

3) ☐ Je reçois un exemplaire qui circule.

4) ☐ J'emporte Zéphyr pour le lire à la maison.

5) ☐ Ma famille aussi lit Zéphyr.

6) ☐ J'emporterais Zéphyr chez moi si je recevais un exemplaire personnel.

7) ☐ Même si je recevais un exemplaire personnel, je n'emporterais pas Zéphyr chez moi.

8) Je lis

- ☐ tous les articles)
- ☐ la plupart des articles) de Zéphyr
- ☐ quelques articles)
- ☐ aucun article)

9) Les articles qui m'intéressent le plus sont ceux de la section

- ☐ actualités
- ☐ reportages
- ☐ chroniques

10) ☐ La <u>présentation</u> actuelle de Zéphyr est satisfaisante.

11) ☐ La présentation actuelle de Zéphyr est satisfaisante mais pourrait être améliorée de la manière suivante (inscrivez vos remarques sur la feuille vierge ci-jointe).

12) ☐ La présentation actuelle de Zéphyr n'est pas satisfaisante pour les raisons suivantes (inscrivez vos remarques sur la feuille vierge ci-jointe).

13) ☐ Le contenu de Zéphyr ainsi que l'organisation des articles en trois sections, actualités, reportages et chroniques, sont en général satisfaisants.

14) ☐ Le contenu et l'organisation par sections sont en général satisfaisants mais je propose les changements/ajouts suivants (inscrivez vos remarques sur la feuille vierge ci-jointe).

15) ☐ Le contenu ni l'organisation de Zéphyr ne sont satisfaisants pour les raisons suivantes (inscrivez vos remarques sur la feuille vierge ci-jointe).

16) ☐ Zéphyr ne m'intéresse pas du tout.

17) ☐ Zéphyr ne m'intéresse pas mais un autre genre de publication des employés pourrait m'intéresser (inscrivez vos remarques sur la feuille vierge ci-jointe).

18) ☐ Aucun genre de publication des employés ne m'intéresse.

Veuillez inscrire toute autre remarque ou proposition sur la feuille vierge ci-jointe.

Ce questionnaire devant nous permettre de dresser des statistiques, nous ne vous demandons pas de vous identifier mais seulement de cocher ci-dessous les cases appropriées pour que nous puissions mieux connaître nos lecteurs.

Catégorie: ☐ météorologiste ☐ technicien(ne) en météorologie ☐ secrétaire/employé(e) de bureau ☐ agent d'administration ☐ autre catégorie d'employé

Lieu de travail: ☐ Downsview ☐ Administration régionale ☐ autre bureau régional

Niveau: ☐ cadre supérieur (chef de div., directeur ...) ☐ superviseur ☐ personnel

Nous vous remercions de bien vouloir nous aider à améliorer Zéphyr.

PLEASE READ AND COMPLETE

This questionnaire is designed to help us turn Zephyr into a better publication for you. Please take a few minutes to complete the questions below, and to return this form to Zephyr, Information Directorate, 4905 Dufferin Street, Downsview, Ontario, M3H 5T4.

1) This questionnaire comes to you with your individual copy of the July/August issue of Zephyr. Previous issues this year were January/February, March/April, May/June. Please indicate how many of the previous issues you received.

- ☐ All
- ☐ Two
- ☐ One
- ☐ None

2) ☐ I receive my own copy of Zephyr

3) ☐ I receive a pass-along copy of Zephyr

4) ☐ I take Zephyr home to read

5) ☐ My family reads Zephyr also

6) ☐ I would take Zephyr home with me, if I had a copy of my own

7) ☐ I would not take Zephyr home with me, even if I had a copy of my own

8) I read ....

- ☐ all
- ☐ most
- ☐ little
- ☐ none

of Zephyr

9) I am most interested in .....

- ☐ feature stories
- ☐ news items
- ☐ departments

10) ☐ I like the design and format of Zephyr as it now is.

11) ☐ I generally like the design and format of Zephyr as it now is, but think it could be improved with the following changes (please describe on attached blank)

12) ☐ I don't like the present design or format of Zephyr, for the following reasons (please describe on attached blank)

13) ☐ I generally like the content of Zephyr and its organization into news, features and departments as it now is

14) ☐ I generally like the content and editorial organization of Zephyr, but would suggest the following changes/additions (please describe on attached blank)

15) ☐ I don't like the content and organization of Zephyr for the following reasons (please describe on attached blank)

16) ☐ I am not interested in Zephyr at all

17) ☐ I am not interested in Zephyr, but would be in a different kind of employee publication (please describe on attached blank)

18) ☐ I am not interested in any kind of employee publication

Please add any additional comments or suggestions to the attached blank

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As this is a statistical survey, there is no need to identify yourself by name. However, it would be helpful to have an indication of the type of readership now being reached by Zephyr. We would appreciate it, therefore, if you would complete the additional questions below. Please indicate whether you are....

...a Meteorologist ☐ Meteorological technician ☐ Secretarial/clerical ☐

Administrative ☐ or other employee ☐

... Located at... Downsview ☐ Regional head office ☐

other regional office

... a Manager (chief and up) ☐ Supervisor ☐ Staff ☐

Thank you for helping us make Zephyr work better for you.