

**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**

**Session VI
Social Marketing – Disinformation**

Abstract and bio reproduced from the Symposium Program

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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 factor 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.”

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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.