

CONFIDENTIAL

Date: 30 September, 1957
To: List Below
From: Arthur H. Stewart
Subject: ARROW ROLL-OUT - PRESS BRIEFING

There will be a very good, representative Press at the Press Briefing, Reception and Dinner in the King Edward Hotel on the evening of October 3, as a public relations preliminary to the roll-out ceremony of the following day.

It would be very much appreciated if you would attend this function and assist Mr. Smye in this important public relations effort.

Location: Fountain Court on the mezzanine floor,
King Edward Hotel.

Date: Thursday, October 3.

Time: 6:30 p.m. - 11:00 p.m.

This is the program:

Cocktails, beginning at 6:30 p.m., when the parent company, Avro and Orenda as represented by those listed below, will meet the Press on an informal level.

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Buffet, beginning at 8:00 p.m.

Briefing, beginning at approximately 8:45 p.m.

Re-opening of bar, beginning approximately 10:45 p.m.
and ending promptly 11:15 p.m.

In more detail:

- (a) As Avro's public relations manager, who signed the personalized letter that accompanied the formal Press invitation card, I shall greet the guests at the door - and introduce them to Mr.Smye, standing very close by.
- (b) At 8:00 p.m., movement will begin to the Buffet. It would be appreciated if you would assist in facilitating this action.
- (c) One table will be designated as Reserved by a card. It is hoped that Mr.Gordon will find it possible to join Mr.Smye at this table, where also will be seated Messrs. Floyd, Smith, Morley, McLaughlan and Hurley.
- (d) At another reserved table immediately adjoining will be seated Air Marshal Curtis and the appointed representatives of the RCAF. At this writing, it appears they may be A/V/M Hendrick and G/Capt. Footit. The writer will also be at this table for reasons explained later in this memorandum.
- (e) At approximately 8:45 p.m., Mr.Smye will rise to his feet and informally start the briefing proceedings with a welcome to the guests, a rundown on what they will see at Malton on the following day and an introduction to those who will answer questions "from the floor", within the boundaries of National Security restrictions.
- (f) Those who will assist Mr.Smye in responding to questions pertaining to the aircraft itself, the Company and the engines will be:

Mr. Floyd
Mr. Smith
Mr. Morley
Mr. McLaughlan
Mr. Turner
Mr. Rogers

- (g) Those who will respond to questions pertaining to the Military, such as the role of the Arrow in air defence; the Arrow vs. Missiles - will be the representatives of the RCAF present. NO military questions will be answered by Avro or Orenda personnel.
- (h) The duration of the question period will depend upon the interest shown. Mr. Smye will function as the "MC" in allocating personnel to questions and keeping the briefing on a reasonably fast tempo.
- (i) At approximately 10:45 p.m., depending upon the interest being displayed, Mr. Smye will bring the briefing period to a close and call upon the writer, who will then give the guests a summary of the plans for the following day, relative to bus transportation, pick-up points, location of ceremony, press facilities available at the scene and the like.
- (j) At approximately 11:00 p.m., Mr. Smye will bring the evening to a close with the announcement that the bar will be re-opened for EXACTLY 30 minutes, for a nightcap.

PLEASE NOTE:

- (a) The writer will meet with Messrs. Floyd, Smith and McLaughlan at the earliest moment to discuss the Security restrictions for the Briefing.
- (b) It is imperative that every discretion be exercised by our people during the informal chats with the guests at the Cocktail Hour, at dinner and during the Nightcap period. The Press have a responsibility to their principals - and not to us, in their opinion. They would consider themselves to be remiss if they picked up any information of any nature whatever during the evening, of news value, and did not use it as quickly as possible, regardless of embarrassment or worse, to us. In short, their business is digging out information. They will be working at it during our Briefing and Buffet. Every minute.

I sincerely apologise if I offend by the proceeding remark; but Avro and A.V. Roe Canada and Orenda are in the news spotlight and extraordinary attention is paid by News media to virtually every utterance we make, publicly. It follows that we must constantly remind ourselves to be alert against unplanned or unpremeditated remarks in the presence of the Press.

For your convenience, a suite has been reserved at the hotel for the evening of the briefing where you might want to freshen up before proceeding to the Fountain Court, and perhaps have a nightcap after the proceedings there. The suite is reserved in my name - not Avro. Please enquire at the front desk for the number of the suite, on arrival at the hotel.

Philosophy behind the Briefing:

It provides an admirable and logical opportunity for our people to cement friendships with the Press and create new ones;

Further, it should provide the Press with an understanding of the significance of the successful development and production of the Arrow;

Further, to provide the Press with an opportunity to secure answers to many of the questions that would otherwise come to their minds at the roll-out, when most of our senior people would be leaving for downtown engagements.



Arthur H. Stewart

P.S. Attached is a check list of Security clearances for publicity on the Arrow as laid down by DDP and RCAF Security.

Distribution:

Mr. Crawford Gordon
Mr. F.T. Smye
Air Marshal W.A. Curtis
Mr. W.R. McLaughlan
Mr. J.C. Floyd
Mr. H.R. Smith
Mr. J.A. Morley
Mr. W.V. Hurley
Mr. A.R. Williams
Mr. J. Turner
Mr. D.H. Rogers

Information copies:

Mr. D. Reid
Mr. J.H. McLean
Mr. R. Smylie
Mr. L. Frame

The whole question of Security as regards publicity information on the Arrow was gone into at a day-long session between the writer and Security representatives from the following: DDP, DPR, DADR, DAEng, DIEEng, DArmEng and AFS 2-2 Branch. Group Captain A. Walmsley, Chief of Security for the RCAF, was Chairman.

It is apparent that the question covers a great deal of ground and only generalized decisions could be made.

Those decisions will interest you with regard to how far you can go, and more or less what you can say at the Press Briefing, both in private conversation during the cocktail hour and the dinner, and if called upon to answer questions at the Briefing Period.

Photographs

It was decided that at the time of the roll-out external photographs of unclassified major components of the airframe less armament could be released.

Roll-out was defined as the first time the aircraft goes outside for prolonged testing.

Dimensions

It was agreed that the general dimensions of the aircraft: span, length, weight, etc. could be released after the roll-out.

Range, Speed and Altitude

After a lengthy discussion it was agreed that after the roll-out the following information could be released:

- (a) Range - "in the region of 1,000 miles"
- (b) Speed - "in the 1,000 mile an hour class"
- (c) Altitude- "in the region of 60,000 feet"

Armament

It was agreed that a release could be made now to the effect that the aircraft will be equipped with the Sparrow missile. The missile is to be referred to by name only and not by type.

Press Releases

It was decided that material now classified but which will be released to the public at a specified date should not be sent to news media prior to release date. If this were done then the agency concerned would be held responsible for any security breaches that may occur.

Taking of Photographs by Press

It was decided that the press could take photographs after the roll-out, provided the photographers were under Avro's supervision.

Press Conference

It was agreed that a press conference could be arranged by Avro at the time of the roll-out.

Power Plant

It was agreed that information could be released to the effect that the Iroquois engine will be used in the CF-105 "when airframe experimental testing has been completed".

In addition to the above, DDP and RCAF Security has approved detailed material put together for a special roll-out issue of the Avro News. These stories concern the problems and accomplishments of the Divisions of the company in bringing along the 105 to the roll-out date. There is no objection whatever to an open talk on this subject by anyone. This embraces manhours, description of facilities here, new techniques developed, and the like.

Summing up, you are free to talk on the subject of the CF-105 with the exception of performance figures as noted in the check list above.

