

<b>Title:</b>	Interview with Lou Cahill, May 1, 1998		
<b>Creator:</b>			
<b>Dates of Material:</b>	1998	<b>Record Group Number:</b>	RG 768
<b>Summary of Contents:</b>	Two cassette tapes of an interview with Lou Cahill. Cahill was interviewed by Peter Johansen of Carleton University. The interview took place on May 1, 1998. A typewritten transcript of the interview is also included.		
<b>Physical Description / Condition:</b>	2 cassette tapes 0.5 cm of textual records		
<b>Administrative/ Biographical Sketch:</b>	<p>Lou Cahill began his career in communications as a sports writer for the St. Catharines Standard. In 1936 he founded the Niagara News Bureau, which provided news and features stories across North America. In 1946 the company was renamed the Niagara Editorial Bureau and in 1950 became the Ontario Editorial Bureau. The public relations company handled large accounts including the Victory Bonds program during the Second World War the royal visit by King George VI and Queen Elizabeth in 1939. The company opened offices in Toronto and formed a national network organization known as Inside Canada Public Relations.</p> <p>In 2006 the Canadian Public Relations Society gave Cahill its lifetime achievement award and renamed the award in his honour. Cahill was also involved in many community projects, including the founding of Brock University and the coordination of the Niagara Grape and Wine Festival.</p>		
<b>Location:</b>	Brock University Archives		

<b>Source Information:</b>	Donated by Peter Johansen, Associate Professor, School of Journalism and Communication, Carleton University, in July 1998.		
<b>Described by:</b>	Chantal Cameron	<b>Date:</b>	April 2022