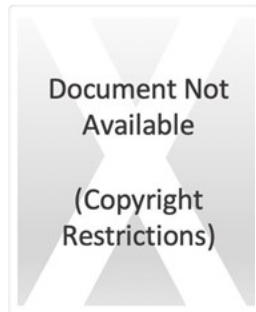


S. J. McKee Archives



The Wheat City: A Pictorial History of Brandon monograph

<http://archives.brandonu.ca/en/permalink/descriptions13676>

Other Title Info: Title based on the contents of the subseries
Part Of: Fred McGuinness collection
Description Level: Sub-series
Series Number: McG 5.6
Accession Number: 1-2015 [formerly 6-2008 and 20-2009 and unprocessed Fred McGuinness collection]
GMD: textual records
Date Range: c. 1987 - 1988
Physical Description: Approximately 6 cm of textual records

History /

Biographical:

These records were produced between 1987 and 1988, the researching and writing period for *The Wheat City: A Pictorial History of Brandon* monograph. Published in 1988 by Western Producer Books (Saskatoon, Saskatchewan), *The Wheat City* is a 117-page soft cover book, containing black and white images.

Western Producer Books pitched the book's concept to Fred McGuinness in the fall of 1987. This book was part of the publisher's "city series" which focused on smaller cities such as Medicine Hat and Prince Albert. It was estimated that the book would contain a 6,000-word introduction followed by approximately 80 archival photographs of Brandon spanning from early settlement to the late 1950s/early 1960s.

Brandon University history major Pam Svistovski worked as McGuinness' research assistant and McGuinness obtained images for the book from his own personal collection, the Brandon Sun, Lawrence Stuckey, the Archives of Manitoba, and the Western Pictorial Index.

Custodial History:

Records were collected and created by McGuinness during the writing phase of the monograph *The Wheat City*. The materials were donated to the S.J. McKee Archives by the Estate of Fred McGuinness circa 2011. The Archives accessioned the records in 2015.

Scope and Content:

The subseries consists of textual records and photographs created and collected during the production of the monograph *The Wheat City*. It includes correspondence, newspapers articles, drafts and black and white photographs from the Archives of Manitoba, Western Canada Pictorial Index, and *Illustrated Souvenir of Brandon*.

Notes: Information in the history/biography was obtained from The Wheat City's acknowledgements and a letter to Mr. Fred McGuinness from Western Producer Books, dated September 24, 1987 (McG 5.6, File 11)

Where known, archival reference numbers for photographs obtained from the Archives of Manitoba and the Western Canada Pictorial Index and considered/used in The Wheat City have been provided in the item level description

Accruals: Closed

Repro Restriction: Images published in the monograph and stored in files copyright protected by their respective organizations

Finding Aid: A file level inventory is available

Storage Location: 2015 accessions

Related Material: Clarence Hopkin collection

Lawrence Stuckey collection

Jack Stothard collection

Fred McGuinness would write/publish about a topic in a number of forums. Therefore, it is possible research materials pertaining to this monograph may be found in the Fred McGuinness collection subseries: Correspondence (McG 1.2), Brandon Sun (McG 2.2) Miscellaneous freelance (McG 3.2), Local history research (McG 4.1), Manitoba: The Province & The People (McG 5.4), and Manitoba Enterprise (McG 5.5)

Arrangement:

Arrangement was artificially created by the Archives. Subseries has been re-arranged according to picture sources


Documents



Document Not Available
(Copyright Restrictions)

McG 5_6 Wheat City
inventory.pdf

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Chronicle of Canada monograph

<http://archives.brandonu.ca/en/permalink/descriptions13677>

Other Title Info: Title based on the contents of the subseries

Document Not
Available

(Copyright
Restrictions)

Part Of: Fred McGuinness collection
Description Level: Sub-series
Series Number: McG 5.7
Accession Number: 1-2015
GMD: textual records
Date Range: c. 1989 - 1990
Physical Description: Approximately 12 cm of textual records

History /
Biographical:

These records were produced between 1989 and 1990, the researching and writing period for The Chronicle of Canada monograph. Published in 1990 by Chronicle Publications (Montreal and Paris), the Chronicle of Canada is an approximately eight-pound, 980-page hard cover book, containing illustrations, photographs, and maps.

The premise of the Chronicle of Canada was to tell the social history of Canada in a journalistic style from the dawn of the dinosaurs to present day (July 1, 1990). Historical events were presented as short journalistic articles following a timeline.

Fred McGuinness was asked to be a contributor to the Chronicle of Canada in the summer of 1989. The writing assignment lasted six-months. Fred received, via courier every Monday, a writing package containing a computer diskette and a list of assigned stories to be completed within the week. The stories were researched, written, and saved onto the diskette, which was couriered back to Montreal on the Friday. The length of each article ranged from 100 to 500 words. The rate of pay for each article was \$1.00 per line.

The editors of the Chronicle of Canada estimated their publication would contain 3,000 articles. McGuinness was assigned the majority of the prairie articles, which the editors estimated to be around 500 to 600 stories. It is possible to determine which articles McGuinness contributed to the project from the weekly period assignments and invoices.

Custodial History:

Records were collected and created by McGuinness during the writing phase of the monograph Chronicle of Canada. The materials were donated to the SJ McKee Archives by the Estate of Fred McGuinness circa 2011. The Archives accessioned the records in 2015.

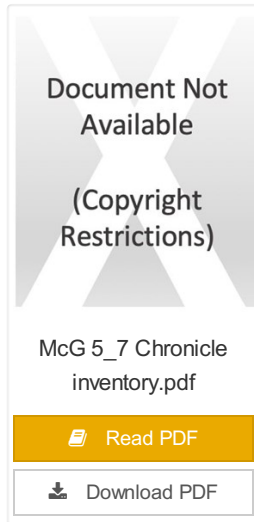
Scope and Content:

The subseries consists of textual records, created and collected during the production of the monograph Chronicle of Canada. It includes correspondence, journal articles, book chapters, Government industry publications, newspapers articles, promotional materials, and McGuinness' articles for Chronicle of Canada printed in the Chronicle template.

Notes: Information in the history/biography was taken from Neighborly News column #578 (McG 2.3, File 14); letter to Mr. Fred McGinnis [sic] from Chronicle Publications, dated September 25, 1989 (McG 5.7, File 1)

In the file level inventory, square brackets at end of file names reference the original location of the file in the unprocessed Fred McGuinness collection. The original location is also noted on the front of each file folder

Accruals: Closed
Finding Aid: A file level inventory is available
Storage Location: 2015 accessions
Arrangement:
Materials within files are in original order



McGuinness broadcasts, lectures and workshops

<http://archives.brandonu.ca/en/permalink/descriptions13678>

| | |
|-----------------------|---|
| Other Title Info: | Title based on the contents of the series |
| Part Of: | Fred McGuinness collection |
| Description Level: | Series |
| Series Number: | McG 6 |
| Accession Number: | 1-2015 |
| GMD: | textual records |
| Date Range: | c. 1951? - 2010 |
| Physical Description: | Approximately 42 cm of textual records |

Fred McGuinness' public speaking and broadcasting career began after he enrolled at St. Paul's College, which was affiliated with the University of Manitoba. From 1943 to 1946, McGuinness served on the student union's Public Relations Committee; in 1945, he became chairman of the Radio Subcommittee working as the Director of the University Radio Series where he was responsible (i.e., writing, casting, directing) for a half-hour Saturday afternoon radio programme. That same year, the President of the University of Manitoba recommended McGuinness as a speaker for the War Finance Committee in the Winnipeg Area.

In 1946, McGuinness moved to Port Arthur to work in public relations with the Wartime Prices and Trade Board. That same year he married his wife Christine. In 1947, the couple returned to Winnipeg, when McGuinness took a job as a Public Relations Officer for the National Employment Service's Unemployment Insurance Commission (UIC). While employed with the UIC, McGuinness travelled the summer fair circuit with displays promoting the UIC and its benefits. During that time, Royal American Shows also hired McGuinness as its Director of Publicity and Exploitation while the show toured with the fairs on the Canadian prairies. McGuinness also sold his first manuscript to the CBC in 1947, recording a 14-minute broadcast titled the "Class A Circuit" about the Royal American tour, after his summer fair schedule concluded.

McGuinness continued his work with Royal American and the UIC until he accepted a position with the Saskatchewan government in 1952 to promote its upcoming 1955 golden jubilee. His experience with the Saskatchewan Jubilee preparations lead to McGuinness being appointed as a provincial representative to the Canadian Centennial Commission in 1963; an appointment that had McGuinness delivering speeches provincially and internationally.

After the jubilee, McGuinness accepted a position with The Medicine Hat News in Medicine Hat, Alberta. During his decade with that newspaper as a journalist and publisher, McGuinness was heavily involved with the Chamber of Commerce and community service organizations. His position within the community had him delivering talks to many local groups.

At the beginning of 1966, McGuinness started his new appointment as manager of the newly formed personnel and information branch for James Richardson and Sons Ltd. whose head offices were in Winnipeg. At that time McGuinness was developing broadcast scripts for the CBC in earnest. McGuinness left Richardson and Sons in the fall of 1966 to become the publisher and vice-president of the Brandon Sun newspaper in Brandon, Manitoba.

In the 1970s, McGuinness was writing copy for CBC's Radio Noon and Information Radio, as well as producing Ashgrove Farm, a CBC radio drama. By 1980, McGuinness was hosting the CBC Radio broadcast Neighborly News from the Prairies. The radio program was cancelled by the CBC in 1983, but was reincarnated with Altona broadcaster CFAM later that year with McGuinness at the helm. The radio show ended its run in the summer of 1987. McGuinness continued working with the CBC, and is popularly known for his work as the prairie essayist for CBC Radio's Morningside with Peter Gzowski, a position McGuinness held for 17 years.

During his twenty years with the Sun, McGuinness took an active roll in the community and cultivated his interest in local history. Consequently he was invited to guest speak and chair sessions on local history, rural development, and the economy while providing his personal insights as a newspaper publisher.

In the 1980s and 1990s, McGuinness co-taught an undergraduate journalism class at Brandon University with English Professor John Blaikie. McGuinness also delivered community workshops on memoir writing, a past time he continued until shortly before his death in 2011.

Custodial History:

Accession 1-2015 contains records created and collected over the course of McGuinness' career as a radio broadcaster, newspaper journalist and freelance writer. The Estate of Fred McGuinness donated the materials to the SJ McKee Archives circa 2011. The Archives accessioned the records in 2015.

Scope and Content:

The series contains records created and collected by Fred McGuinness during his time as a radio broadcaster, journalist, editor, and freelance writer. Records in the series consist of broadcast scripts, lecture notes, speeches, rough drafts and notes, newspaper clippings, correspondence, and other research materials for respective broadcasts, lectures, speeches, and workshops.

The series has been divided into three subseries, including: (1) radio broadcast scripts, (2) BU journalism course, and (3) talks and workshops.

| | |
|-------------------|---|
| Notes: | Information for the history/biography was obtained from documents in McGuinness' personal papers (see his family papers McG 1.1 and the scrapbook in McG 1.4) and his book Letters from Section 17 (published by Great Plains Publications in 1999) |
| Accruals: | Closed |
| Finding Aid: | A file level inventory is available for each subseries, see subseries descriptions |
| Storage Location: | 2015 accessions |
| Related Material: | Fred McGuinness would write/publish about a topic in a number of forums. Therefore, it is possible materials pertaining to his broadcast and lecture career may be found in other series of the Fred McGuinness collection. A sound recording of one of McGuinness' UofM broadcasts can be found in McG 7 |

Arrangement:

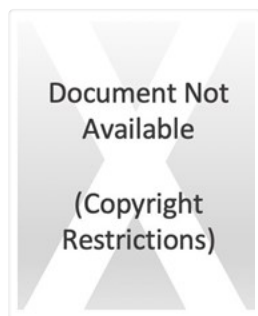
Arrangement was artificially created by the Archives. Series has been re-arranged according to publication period

McG 6 McGuinness broadcasts, lectures, workshops

McG 6.1 Radio broadcast scripts

McG 6.2 BU Journalism course

McG 6.3 Talks and workshops



Radio broadcast scripts

<http://archives.brandonu.ca/en/permalink/descriptions13679>

| | |
|--------------------|--|
| Other Title Info: | Title based on the contents of the subseries |
| Part Of: | Fred McGuinness collection |
| Description Level: | Sub-series |
| Series Number: | McG 6.1 |
| Accession Number: | 1-2015 |
| GMD: | textual records |
| Date Range: | c. 1951? - 1987 |

Physical Description: Approximately 24 cm of textual records

History /

Biographical:

Fred McGuinness' broadcasting career began when he enrolled at St. Paul's College, an affiliate of the University of Manitoba. In 1945, he became chairman of the Radio Subcommittee working as the Director of the University Radio Series where he was responsible (i.e., writing, casting, directing) for a half-hour Saturday afternoon radio programme.

McGuinness sold his first manuscript to the CBC in 1947, recording a 14-minute broadcast titled the "Class A Circuit" about the Royal American tour. The script was based on work McGuinness had done as a Director of Publicity and Exploitation (1947 to 1952) for the Royal American Shows while the show toured with the fairs on the Canadian prairies.

McGuinness began developing broadcast scripts in earnest for the CBC when he returned to Manitoba in 1966. By the 1970s, McGuinness was writing copy for CBC's Radio Noon and Information Radio, as well as producing Ashgrove Farm, a CBC radio drama.

By 1980, McGuinness was hosting the CBC Radio broadcast Neighborly News from the Prairies. The radio program was cancelled by the CBC in 1983 after much outcry, but was resurrected with Altona broadcaster CFAM later that year with McGuinness at the helm. The radio show concluded its run in the summer of 1987.

In 1985, McGuinness returned to broadcast with the CBC and is popularly known for his "Manitoba Reports" that he delivered on CBC Radio's Morningside with Peter Gzowski. He held his position as the prairie correspondent for 12 years. In the final three to four years of the Morningside show, McGuinness was asked to write non-political essays for broadcast. These "Letters Assignments" would be later published in 1999 by Great Plains Publishing as Letters from Section 17: A Collection of Morningside Essays.

Custodial History:

Accession 1-2015 contains records created and collected over the course of McGuinness' career as a radio broadcaster, newspaper journalist and freelance writer. The Estate of Fred McGuinness donated the materials to the SJ McKee Archives circa 2011. The Archives accessioned the records in 2015.

Scope and Content:

Fred McGuinness was involved in a number of radio broadcasts in his life. The records in this subseries are the result of that work. The subseries contains drafts of possible broadcast scripts dating to the 1950s and early 1960s, drafts of CBC broadcast scripts for CBC's Radio Noon, Information Radio, Ashgrove Farms radio drama, and Neighborly News from the Prairies. McGuinness appears to have annotated his scripts to reflect breathing, pauses, and other factors that could impact the delivery of his script on air.

The S.J. McKee Archives does not appear to have broadcast scripts pertaining to McGuinness' CBC Morningside years.

Notes:

Information for the history/biography was obtained from documents in the Radio broadcast script subseries (McG 6.1), McGuinness' book Letters from Section 17 (published by Great Plains Publications in 1999), and his column "A Mourning Sigh for National Institution," Brandon Sun, May 29, 1997

Accruals: Closed

Finding Aid: A file level inventory is available

Storage Location: 2015 accessions

Related Material: Fred McGuinness would write/publish about a topic in a number of forums. Therefore, it is possible materials pertaining to his broadcast career may be found in other series of the Fred McGuinness collection. McGuinness' UofM student radio club certificates can be found in his scrapbook (McG 1.4). A sound recording of one of McGuinness' UofM broadcasts can be found in McG 7

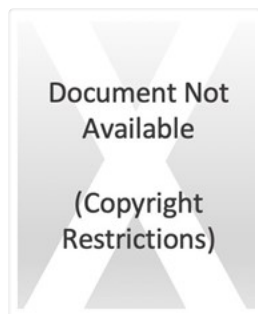
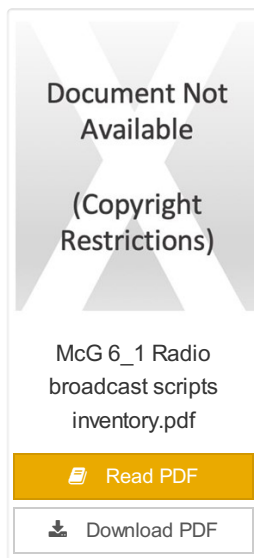
CBC Radio Archives - Morningside

Trent University, Peter Gzowski fonds (99-015)

Arrangement:

Arrangement was artificially created by the Archives. Subseries has been re-arranged according to publication period

Documents



BU journalism course

<http://archives.brandonu.ca/en/permalink/descriptions13680>

| | |
|-----------------------|--|
| Other Title Info: | Title based on the contents of the subseries |
| Part Of: | Fred McGuinness collection |
| Description Level: | Sub-series |
| Series Number: | McG 6.2 |
| Accession Number: | 1-2015 |
| GMD: | textual records |
| Date Range: | c. 1980s - 1990s |
| Physical Description: | Approximately 6 cm of textual records |

History /

Biographical:

Fred McGuinness was a sessional lecturer in the English Department at Brandon University in Brandon, Manitoba where he co-taught an introductory undergraduate course in journalism with English Professor John Blaikie. Although McGuinness had 30 years experience as a journalist, editor, publisher, and freelance writer, as well as an extensive public speaking career, the partnering was necessary because he did not have a graduate degree, a qualification necessary for teaching in a university setting. In addition to his professional experience, McGuinness was also an avid reader on topics about the process of writing and the publishing of popular writing.

McGuinness likely began teaching his journalism course at Brandon University in 1983 and continued until 1990, possibly 1996. McGuinness often referenced his class when writing his Neighborly News column. A portion of McGuinness' course involved analyzing and debating current events from newspaper headlines. McGuinness emphasized the importance of clean copy, spelling, and grammar with his editing assignments.

Custodial History:

Accession 1-2015 contains records created and collected over the course of McGuinness' career as a newspaper journalist, freelance writer, and sessional instructor. The Estate of Fred McGuinness donated the materials to the SJ McKee Archives circa 2011. The Archives accessioned the records in 2015.

Scope and Content:

The subseries contains records created and collected by Fred McGuinness during his time as a sessional instructor and writer. Consisting of teaching materials McGuinness used in the undergraduate course he taught with Professor John Blaikie the subseries includes: lecture notes, quizzes, exercises, exams, and newspaper and magazine articles.

Notes: Information for the history/biography was obtained from documents in the BU journalism course subseries (McG 6.2), and his Neighborly News columns (McG 2.3)

Accruals: Closed

Finding Aid: A file level inventory is available

Storage Location: 2015 accessions

Related Material: Fred McGuinness would write/publish about a topic in a number of forums. Therefore, it is possible materials pertaining to his teaching career may be found in other subseries of the Fred McGuinness collection. Several articles McGuinness wrote for Neighborly News referenced his BU journalism students (see McG 2.3)

Arrangement:

Arrangement was artificially created by the Archives. Subseries has been re-arranged according to publication period

Documents

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Restrictions)

Document Not
Available

(Copyright
Restrictions)

Talks and workshops

<http://archives.brandonu.ca/en/permalink/descriptions13681>

Other Title Info: Title based on the contents of the subseries

Part Of: Fred McGuinness collection

Description Level: Sub-series

Series Number: McG 6.3

Accession Number: 1-2015

GMD: textual records

Date Range: c. 1957 - 2010

Physical Description: Approximately 12 cm of textual records

History /

Biographical:

During his 30 years with The Medicine Hat News and the Brandon Sun, Fred McGuinness took an active roll in his respective communities and cultivated his interest in local histories; he was actively involved with the Chamber of Commerce and rural development initiatives. Consequently he was invited to guest speak and chair sessions on local history, rural development, and the economy while providing his personal insights as a newspaper publisher. McGuinness' work as a Canadian Centennial Commission representative (1963 – 1967) was an appointment that required he deliver speeches provincially and internationally. McGuinness also appeared to draft press releases and speeches for local politicians.

McGuinness also delivered community workshops on memoir writing, a past time he continued until shortly before his death in 2011, and wrote about memoir writing in his Brandon Sun column "The Diary." He included that "Diary" article, along with copies of his published Reader's Digest articles in his workshop materials. Individuals writing memoirs or interested in McGuinness' memoir writing style may also be interested in McGuinness' "Foundation of a Writer's Library" and "The A-B-C and X-Y-Z of Researching and Writing a Local History Story."

Custodial History:


Accession 1-2015 contains records created and collected over the course of McGuinness' career as a newspaper journalist, freelance writer, and sessional instructor. The Estate of Fred McGuinness donated the materials to the SJ McKee Archives circa 2011. The Archives accessioned the records in 2015.

Scope and Content:

The Talks and workshop subseries contains records created and collected by McGuinness over his lifetime and include: published copies of speeches delivered by individuals other than McGuinness; drafts of speeches McGuinness gave while working in Medicine Hat (Alberta) and the Brandon Sun; and copies of workshop materials pertaining to rural development and memoir writing, including copies of memoirs and articles, correspondence, useful references, and activities/exercises.


| | |
|-------------------|--|
| Notes: | Information for the history/biography was obtained from documents in the Talks and workshops subseries (McG 6.3), and Freelance materials (McG 3) |
| Accruals: | Closed |
| Finding Aid: | A file level inventory is available |
| Storage Location: | 2015 accessions |
| Related Material: | Fred McGuinness would write/publish about a topic in a number of forums. Therefore, it is possible materials pertaining to his teaching career may be found in other subseries of the Fred McGuinness collection. Workshop participants and readers of McGuinness' columns often submitted memoirs to McGuinness (see McG 1.2 McGuinness Correspondence and McG 4.1 Local history) |
| Arrangement: | Arrangement was artificially created by the Archives. Subseries has been re-arranged according to publication period |

Documents



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(Copyright Restrictions)

McG 6_3 Talks and workshops inventory.pdf

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