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THE GLOBE AND MAIL

CANADA'S NATIONAL NEWSPAPER



INSIDE THE CONSERVATIVES' ELECTION PLAN

Tories target specific ethnic voters

➤ **Short-term goal:** Ethnic outreach team, overseen by the Prime Minister's Office and Jason Kenney, the junior minister for multiculturalism, selects ethnic and religious minorities in 'a focused direct voter campaign'

➤ **Long-term goal:** 'Replace the Liberals as the primary voice of new Canadians and ethnic minorities'

BY DANIEL LEBLANC OTTAWA

Select ethnic and religious groups across Canada are being targeted by a previously unknown Conservative team that is bluntly gunning for votes in a bid to supplant the Liberals in multicultural ridings in the next election.

The operation's strategic blueprint, obtained by The Globe and Mail, states the "ethnic outreach team" is largely overseen by the Prime Minister's Office and Jason Kenney, the junior minister for multiculturalism.

The documents show the Conservatives have ruled out winning over all ethnic groups, asserting that perhaps as much as a fifth of them are not "accessible" to the Conservative Party.

Overall, the comprehensive strategy involves targeted mailings, one-on-one meetings at "major ethnic events" and the creation of large databases of immigrants and new Canadians.

In a briefing that was handed to Conservative officials at a private session this year, the top-level team illustrated its work by applying the strategy to the Toronto-area riding of Thornhill. The finding was clear: Getting more votes from Jews and specific ethnic groups was seen as the ticket to an upset over the Liberals in the next election.

The documents are surfacing as Prime Minister Stephen Harper is under fire for sending personalized Rosh Hashanah greetings last month to Jews, some of whom wonder how they ended up on Mr. Harper's mailing list.

With their struggles to win seats in Canada's three biggest cities in 2004 and 2006, Conservatives are convinced that the support of new Canadians is crucial in taking over a number of urban ridings that are currently in Liberal hands.

Mr. Kenney, the Secretary of State for Multiculturalism and Canadian Identity, laid out the outreach strategy at a private "political training conference" for Conservatives from across the country in Toronto in March.

He said the goal is to launch a "focused direct voter campaign to build support" for the Conservative Party. He added that over the long term, the Conservatives want to "replace the Liberals as the primary voice of new Canadians and ethnic minorities."

The "outreach team" used a Canadian Heritage government computer to create the initial version of a document that was provided at the political training conference in March. A spokesman for Mr. Kenney explained that the final version, including Conservative logos, was modified on another outside computer.

» SEE 'CAMPAIGN' PAGE A14

KEY PLAYERS IN THE STRATEGY

The "ethnic outreach team" is centred on Jason Kenney, the Secretary of State for Multiculturalism and Canadian Identity, and his office; the former outreach manager in the Prime Minister's Office, Matthew John; and the Conservative Party's community relations manager, Georganne Burke.

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A Sample Outreach Strategy - Thornhill

- Total population – 116,640
- Visible minorities – 33,675 (29%)
 - Chinese 12,610
 - South Asian 6,595
 - Black 2,665
 - Filipino 2,530
 - West Asian 2,355
 - Korean 2,660
- 79% of visible minorities are viewed as CPC accessible communities

A Sample Outreach Strategy (cont'd)

- Religions
 - Catholic 25,000
 - Protestant 15,560
 - Christian Orthodox 4,425
 - Christian 3,170
 - Muslim 4,340
 - Jewish 42,710 (37%)
 - Buddhist 2,655
 - Hindu 3,250
- Languages
 - English 71,425
 - Non-official languages 16,280
 - English and non-official language 26,900

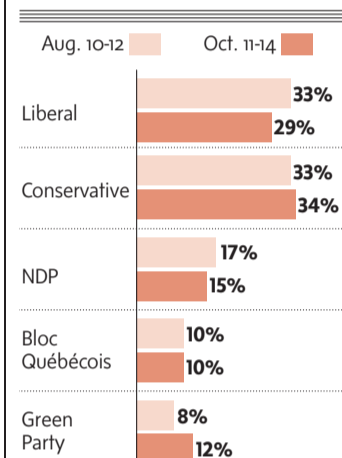
Details on ethnic profiling from the Thornhill, Ont., riding in the Conservative party campaign document entitled *Building Bridges with Ethnic Communities and New Canadians*.

VIEW THE ENTIRE DOCUMENT AT GLOBEANDMAIL.COM »

No poison pill in Throne Speech

The Harper government is expected to unveil a new and restrained plan for governing today that sources say will not unnecessarily provoke the opposition to bring it down, forcing an election.

NEWS, PAGE A4 »



THE GLOBE AND MAIL SOURCE: THE STRATEGIC COUNSEL

Minority territory

The Conservatives have gained public support but not enough to give them a majority government, a new poll shows.

NEWS, PAGE A6 »

Dithering denied

Former defence minister Bill Graham denied yesterday that dithering by Paul Martin led to Canada deploying its troops in Afghanistan's bloody Kandahar province, but conceded that lengthy government discussions meant that NATO partners succeeded in being posted to less dangerous parts of the country.

NEWS, PAGE A6 »

REMEMBERING A SLAIN MOUNTIE



Thousands pay respects to Hay River constable

The tragedy brought thousands of uniformed men and women to Ottawa for the funeral of slain Mountie Christopher Worden, the father of eight-month-old Alexis and the husband of Jodie Lamers Worden. There were so many police and soldiers about, and so many ordinary citizens, that they overflowed the Notre-Dame Cathedral Basilica and filled the basement and, still, hundreds had to watch the service on a giant screen set up against the National Gallery across the street.

ROY MacGREGOR, NEWS, PAGE A9 »

INSIDE TODAY'S GLOBE AND MAIL

Buy low, sell high

Americans Leonid Hurwicz, Eric S. Maskin and Roger B. Myerson won the Nobel economics prize yesterday for developing a theory that helps explain how sellers and buyers can maximize their gains from a transaction.

Talking about talks

The United States yesterday urged Israel and the Palestinians to work to overcome their differences before an international conference next month, even as a top UN expert lambasted the "Quartet" of Middle East peacemakers for failing to promote Palestinian rights.

Alzheimer's test

Researchers have developed a simple blood test that may be able to predict whether mild lapses of memory could be an early sign of Alzheimer's disease.

Predator for a team

Jim Balsillie, co-chief executive officer of Research In Motion Inc., maker of the BlackBerry communication device, said the odds were "50 per cent" he would own an NHL team within one year.

Bricks to books

An imminent return to Sunday hours at 16 Toronto Public Library branches, casualties in the city's recent cost-cutting push, comes after a grievance win by unionized workers.

One big dinosaur

Paleontologists have discovered the largely complete fossil of a new species of giant dinosaur that roamed Patagonia 80 million years ago.



\$1 incl. tax in metro areas. Price may be higher outside.

THE PAIN OF THE WRONGFULLY CONVICTED

Formal acquittal not enough for tearful Mullins-Johnson

BY KIRK MAKIN JUSTICE REPORTER

The Ontario government and three top judges offered an extraordinary round of profuse apologies yesterday to a 37-year-old aboriginal man - William Mullins-Johnson - moments after he was acquitted of the 1993 murder of his four-year-old niece, Valin.

However, it wasn't enough for Mr. Mullins-Johnson who insisted that only a declaration of utter innocence can truly clear his name and allow him to return to his Northern Ontario reserve where many still believe him to be a child killer.

While the Crown resisted Mr. Mullins-Johnson's attempt to win a historical first - a verdict that would go beyond a mere acquittal and establish actual innocence - it conceded that the evidence used to convict him was worthless.



I thought I was going to a federal penitentiary to die. To be honest, I expected to get my throat cut.

William Mullins-Johnson

"There can be no doubt that this miscarriage of justice has exacted a terrible toll on Mr. Mullins-Johnson, his mother and his entire family," prosecutor Michal Fairburn said.

» SEE 'INNOCENT' PAGE A11



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