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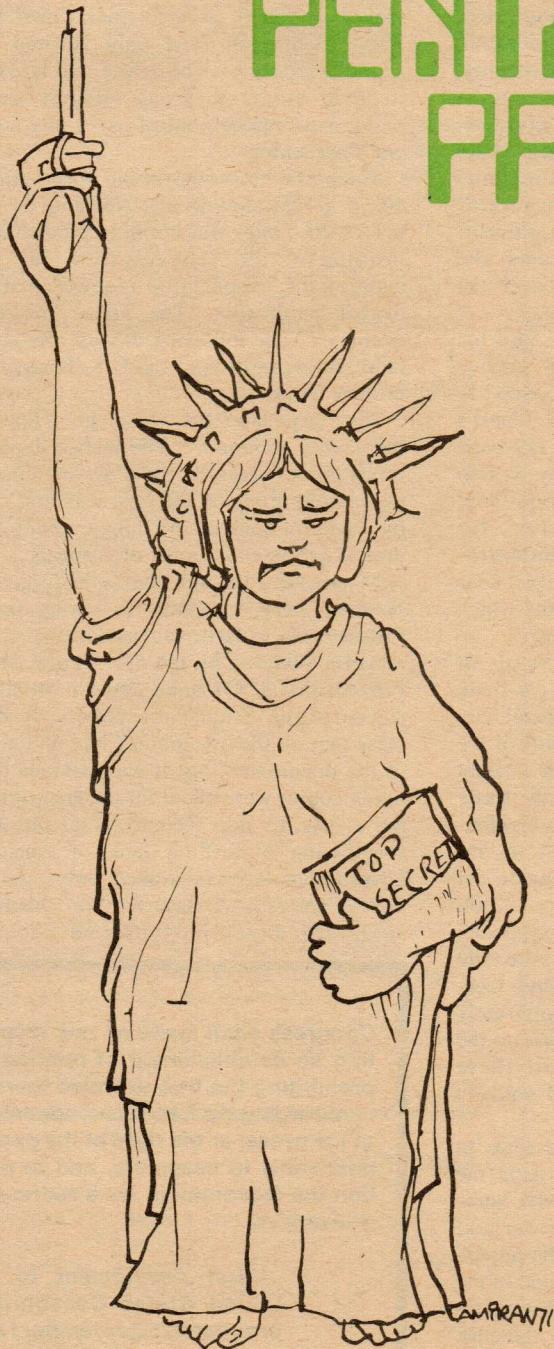
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MEDIA
AND THE LAW
PART 3

A
TRANS-ATLANTIC
VIEW

AN INITIATIVE
BY WOMEN

PENTAGON PAPERS



publish and be damned

Nothing is so absorbing to the editors of newspapers as news about their own trade. The brouhaha in the press over the case of the top-secret Pentagon Papers was, therefore, predictable; the first jubilant reaction of the editors to the Supreme Court's ruling may, however, have been premature.

Arthur Ochs Sulzberger, publisher of the *New York Times*, expressed "complete joy and delight." Katherine Graham, publisher of the *Washington Post*, was "extremely gratified." But the momentary euphoria soon gave way to more sombre thoughts, for what looked, at first glance, like a triumph for the First Amendment may turn out on further reflection to be something considerably less.

The conflict of interest between government, anxious to protect national security, and press, jealous of its freedom to publish in the public interest, is centuries old. In this case, it resulted in a historic confrontation between the constitutional rights of the press and the constitutional power of the President. The immediate outcome was in favor of the press. Certainly, insofar as the high court ruled that the government could not restrain the press from publishing the marathon series of documents, the newspapers scored a major victory over the Nixon administration.

But is it a victory in the long run? Will the principle of a free press necessarily survive future government attempts at censorship? A closer examination of the Supreme Court's decision suggests that the issues have not been so tidily resolved. The terse and hastily-written judgment, the confusing welter of judicial opinions, the threat of criminal action, the record of hostilities between this administration and the press and an uncertain public confuse the picture and cloud any benefits which might have been secured for the future.

Moreover, this has been, in the words of Washington columnist Joseph Kraft, "a freak case, distinguished above all by special circumstances." For a study of the origins of the war to be undertaken before its end is in sight is certainly remarkable enough. That the study was begun at the height of the U.S. involvement in 1967; that it was prepared as an "independent" but "top-secret" study inside the Pentagon; that the finished product, 3,000 pages long with 4,000 pages of supporting documents, was distributed outside the bureaucracy of government (the Rand Corporation); that Robert McNamara apparently never read it; that it finally found its way to the press before the war is over—all these curiosities make the case unique and unlikely to provide useful precedents.

The author of the most massive leak in history, Dr. Daniel Ellsberg, is perhaps the least unexpected feature. To those who knew him well, first as an advocate of the war and later as a dove, his decision to give the papers to the press came as no surprise. As one of the bright young men attracted to McNamara's Pentagon, he was later assigned to the task force on the war. While working for the Rand Corporation in 1969 and 1970 he had access to the documents and copied them privately. In two recent interviews he acknowledged that he

was the main source for the *New York Times* and other newspapers. He had come to believe that the Nixon administration had "fallen into the same trap of arrogance and ignorance as the previous administration." Thus, with an undeniable flair for drama and timing, he stage-managed the whole extraordinary sequence of events.

It all began Sunday, June 13, when the world awoke to the seemingly innocuous headline in the *New York Times*: "Vietnam Archive; Pentagon Study Trace 3 Decades of Growing Involvement." For three months the *Times* had kept the secret of its possession of the study water-tight. Most members of the administration and Congress were apparently ignorant of its existence. The state department took a couple of days to track down a copy. The *Washington Post* only learned of the *Times*' scoop the night before, too late to alter its lead story of Tricia Nixon's wedding. "They beat the hell out of us," sadly admitted one *Post* editor.

Since the administration was caught off guard, it was slow to act. Not until two hours before the *Times* was about to publish its third installment did lawyers from the justice department "respectfully request" that it halt further publication. The *Times* "respectfully declined." The following day an affidavit was filed and submitted to the U.S. District Court in New York.

Two days later the *Washington Post* broke the *Times*' monopoly. The justice department repeated its request; the *Post* declined. The restraining order on the *Post* was first rejected by a federal court in Washington before it was upheld in the U.S. Court of Appeals.

Meanwhile, the floodgates had burst. The *Boston Globe* was next to spring the leak, followed in quick succession by the *Los Angeles Times*, *Chicago Sun-Times*, *St. Louis Post-Dispatch*, *Christian Science Monitor* and eleven of the Knight newspapers. It was not clear that all the newspapers had actual copies of the documents, but it was obvious that too many copies were afloat for the government, or the courts, to stop their eventual publication. Displaying a baffling lack of consistency, government lawyers moved only against the *Globe* and *Post-Dispatch*. The others, they said, had either only printed declassified

material or details which did no "irreparable harm" to national security.

There was some evidence that the Nixon administration had begun to recognize the futility of its efforts. What made it take on such an embarrassing and, in its own words, "terribly unpopular" case? The motives were obscure, although presumably prompted to a large degree by a desire to cover its own footsteps. Whatever else, it succeeded in giving the case a new value it would never have had on its own.

In asking for a court order of "prior restraint" on the *New York Times* and *Washington Post*, Attorney General John Mitchell was making legal history. It was hard to see, however, that he had a constitutional leg to stand on. The First Amendment is quite explicit: "Congress shall make no law abridging...the freedom of speech of the press." The Supreme Court, by a majority of 6-to-3, found that the Constitution assumes a "heavy presumption" against prior censorship, and that the government had not met the "heavy burden" of justifying such a restraint.

Beyond the immediate significance, however, the court's ruling brought little comfort. The decision itself was unsigned (which is rare) and only three paragraphs long. It broke no new ground, contained no philosophical or moral discourse, nor anything to suggest the court's interest in the value of a free press or an informed public in a democratic society. This could have been partly due to the speed ("unseemly haste" as the dissenting Chief Justice complained) in which the judgment was delivered, but is more likely to reflect the justices' deep divisions on the issues. All nine wrote separate opinions—unprecedented in recent history.

If the court's decision was somewhat menacing in its silences, the individual opinions sounded more clarion warnings. Several of the justices did not rule out entirely the possibility of "prior restraint" or Congressional legislation giving the President power to muzzle the press under some circumstances. Moreover, a majority of the justices pronounced that the Constitution allows for criminal prosecution under the federal Espionage Act. The point was well taken when on the following day the attorney-general announced that "all avenues of criminal prosecution remain open." He did not say whether this would lead to anything other than the indictment of Dr. Ellsberg; if it did mean criminal prosecution of the newspapers, Justice White, for one, "would have no difficulty in sustaining convictions...."

A government decision to press further charges would have to take into account both the risk of another legal defeat and a backlash of public opinion. What this case has illustrated above all is the extent to which successive governments and their advisors have misled the electorate by saying one thing in public and doing another in private. It has also thrown light on the clumsy and questionable procedures for classifying bureaucratic memoranda. The public may well come out of this incident with a new wave of scepticism about policy declarations, rubber-stamp

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

—First Amendment to the United States Constitution, proposed 25 September 1789, and in force since 15 December 1791

secrecy and the continuing Vietnam war.

If this bizarre legal episode has done little to enhance the reputation of government, it has not done much better for the press. Many people have complained of the newspapers' presumption of first accepting "stolen" government property and then publishing it. But, then, most people are unaware that the press is no stranger to classified material and deliberate leaks by officials.

Ironically, newspapers have frequently been censured for suppressing information and colluding with government. The New York *Times*, for instance, had prior knowledge of

both the Bay of Pigs and the Cuban missile crises. On both occasions, with different consequences, it agreed to President John Kennedy's request not to spill the beans.

However, the public is both fickle and inattentive. According to a Gallup poll, nearly half the people interviewed had never heard of the case. Of the 55 per cent who had, the majority approved of the publication by the newspapers. On the other hand, a majority also thought that newspapers were too quick to publish secrets and that national security had precedence over freedom of the press. *WAVE* AM-TV in Louisville asked how their audien-

ces thought newspapers should have handled the Pentagon Papers; response was 2-1 against publishing.

In a democracy, the balance between press and government is a delicate and subtle one. Max Frankel of the Washington Bureau of the *Times* describes the relationship as "co-operative, competitive, antagonistic and arcane." If the two collide head-on, there are bound to be serious repercussions both for the future of good government and the freedom of the press.

Sarah Riddell is a Washington free-lance writer who contributes occasionally to Content.

HOLD YOUR TONGUE, LAD, THE JUDGE IS LISTENING

MEDIA AND THE LAW

by E. U. SCHRADER

A free press and an independent judiciary are not necessarily ends in themselves, but both promote an open society. It sometimes seems, however, that when freedom of the press conflicts with contempt of court laws, independence of the judiciary becomes more important than the right of citizens to free expression. Some idealists wish cardinal virtues were more cardinal.

Contempt of court guarantees an accused person's right to a fair trial, empowers courts to have access to the truth (by requiring witnesses to disclose their sources), and builds a barricade against influence or coercion of judges. But there are occasions when the very presence of the law denies fair trial, makes a mockery of truth, and upholds the vessel of the courts rather than the essence. At such times, does freedom of expression take precedence over contempt of court?

Never.

Pierre Elliott Trudeau wrote in *Approaches to Politics* that "if an order is rotten and the authority vicious, the duty of the citizen is to obey his conscience in preference to that authority."

Perhaps professional journalists should prepare a brief for Mr. Justice Patrick Hartt, on leave from the Ontario Supreme Court to head the federal government's law reforms commission. A remark he made last autumn to county court judges indicates he might be receptive.

"In the past," Mr. Justice Hartt said, "the least little remark to a judge was immediately decreed to be affecting the whole administration of justice, somehow, and (judges) took a very hurt attitude about the whole the thing and immediately sentenced the man to jail for contempt. I think that's got to stop. I don't think you can do that any more."

That he added this significant statement: "I think we've got to develop new attitudes and new approaches to changing social conditions."

Criticism of judges, for example, must be temperate, moderate and reasonable and, as a result, the press seldom criticizes. Less cautious was Manitoba's highways minister, Joe Borowski who, with a grade eight education and a work history of mining and other manual labor, had not been born to correct manners.

A charge was laid against the minister under the Provincial Vacations with Pay Act. Borowski's counsel sought to have the charge dismissed as "frivolous and vexatious" but Magistrate Manwaring insisted that it go on. (The case was transferred subsequently to Chief Magistrate Gyles who acquitted Borowski and called the matter "a regrettable incident.") Meanwhile, the highways minister criticized Magistrate Manwaring's ruling as having political motives.

Mr. Justice Israel Nitikman, of the Manitoba Court of Queen's

Bench, promptly found Borowski to be in contempt of court. He sentenced him to one year in jail unless he apologized within 60 days to Magistrate Manwaring. Borowski refused. He said he saw no reason why judges should be any more immune to criticism than politicians.

When Borowski welcomed the prospect of going to jail, Mr. Justice Nitikman imposed a \$1,000 fine with provision to seize the minister's assets if it were not paid. He condemned Borowski's "posture as a hero-martyr."

Said Borowski: "I feel it is an infringement on freedom of speech that a person is unable to criticize a magistrate. I refused to apologize because I thought to do so would be bartering freedom of speech to save my own skin.

"The time has come when the courts should be subject to criticism, like prime ministers, when they make errors. After all, they are only human. I don't accept that they cannot be criticized, and I am prepared to pay any penalty you find necessary."

The Supreme Court of the United States took a different view of such contempt in *Pennekamp v. Florida* (1946). The Miami *Herald* had written that judges were using legal technicalities to delay convictions of criminal defendants. The Supreme Court accepted the newspaper's defense that there was no "clear and present danger" that its editorials would affect the administration of justice.

Wrote Mr. Justice Frankfurter: "Weak characters ought not to be judges, and the scope allowed to the press for society's sake may assume that they are not. No judge fit to be one is likely to be influenced." (At the same time as recognizing that "the whole gamut of public affairs is the domain for fearless and critical comment, and not the least the administration of justice," Mr. Justice Frankfurter said: "But the public function which belongs to the press makes it an obligation of honor to exercise this function with the fullest sense of responsibility. Without such a lively sense of responsibility a free press may readily become a powerful instrument of injustice.")

A reinforcement of the attitude that judges may be criticized harshly came in *Craig v. Harney* (1947). In Texas, a layman judge instructed a jury to return a verdict for the plaintiff who sought to regain possession of a business building from an absent serviceman. Three times the jury refused to follow the judge's instructions. Finally, the judge threatened to lock them up until a proper verdict was brought in, so the jury capitulated.

The Corpus Christi *Caller-Times* called the judge's action "a travesty of justice" and deplored the fact that the position of judge had not been filled by a competent lawyer. The newspaper was held in contempt. Writing the Supreme Court decision, Mr. Justice Douglas stated: "The law of contempt is not made for the

protection of judges who may be sensitive to the winds of public opinion. Judges are supposed to be men of fortitude, able to thrive in a hardy climate."

In Canada, it seems, justice IS a cloistered virtue in which the wrong-headed may not err. The contempt of court law assumes that all critics are well-educated, diplomatic and reasonable. It does not recognize the existence of such people as Manitoba's Borowski. He has a history of firing blunt statements. He strikes for the solar plexus. But did his criticism actually "adversely affect the orderly operation of our judicial processes and impair the due administration of justice"?

So, should all persons who work in journalism be well-educated, responsible, and know the law? Yes, but is that not a matter for a press council rather than for the courts?

Freedom also is denied the press in probing crimes from the time of arrest to the expiration of the appeal, to guarantee a person a fair trial. But what should be the attitude of the press when those very safeguards deny an accused person a fair trial?

The *Globe and Mail* carried a story March 23, by Farrell Crook, of how Frederick Alexander McKenna spent \$4,500 during five months to prove himself innocent of robbing a bank.

A police cadet noticed the resemblance between a photograph taken by the bank's hidden camera and a police mug shot of McKenna, on file because of a previous record. Bank tellers identified McKenna as the robber and he was charged. After spending four days in jail, he was able to post \$10,000 property bail. He returned to his job at Huntington Golf and Country Club but learned he had been fired because of his criminal record and because he was suspected of being a bank robber.

Mrs. McKenna's boss recommended a good lawyer, who hired a private investigator. The private eye checked the club's tee-off timetable and guest register for the day of the robbery, and went to the homes of those golfers. They remembered the day because it had been windy and poor for golf. A beer salesman remembered seeing McKenna watching television. Later in the day, he saw him again. A businessman recalled joking with McKenna about how foolish he was to play golf on such a windy day. A part-time janitor couldn't remember seeing McKenna, but later recalled watching a television movie with McKenna. A check of TV listings proved it was being shown within five minutes of the bank robbery. McKenna was acquitted.

At no time during McKenna's harrowing experience in trying to prove his innocence could newspapers be called in to help, because they would have run afoul of contempt of court. Would Mr. Justice Hartt entertain a motion to modify contempt laws—to make their application less absolute and thus ensure their true purpose of protecting the freedom of citizens? Could a newspaper be found in contempt only if the prejudice it generated were "unreasonable" and "dangerous"?

In the U.S., where newspapers virtually ignore the fifty states' laws of criminal contempt, lawyers lament "trial by newspaper." (An entire book was written on such abuses, aptly entitled *The Press in the Jury Box*.)

But for every abuse, editors can cite golden moments for the press. James Russell Wiggins, editor of the *Washington Post*, wrote: "There is hardly a jurisdiction in this country in which newspapers in the last fifty years have not discovered violations of the rights of accused persons in the period preceding trial. Accused persons have been kept secretly arrested, held without access to counsel or family, kept in custody of police without proper arraignment, solicited for confessions... searched without warrant, questioned improperly, and otherwise maltreated."

J. Edward Murray, managing editor of the *Phoenix Arizona Republic*, stated: "Justice is so bad for most defendants now that only the vigorous scrutiny of the press can prevent wholesale abuses. In the United States, approximately 14,000 innocent persons are convicted each year."

Lord Shawcross wrote: "A large measure of responsibility rests upon the press to keep a constant watch on the proceedings

in the courts at all levels and to make such criticisms as appear necessary in the interests of justice. We therefore support the view of one editor who said that if a criticism needed to be made, the press should have the courage to make it and risk the consequences."

Criminal lawyer Arthur Maloney, QC, told an Osgoode Hall symposium that the "press could compile an impressive list of those many cases where, by virtue of its initiative, acts of injustice have been brought to public attention."

"The truth is," wrote Irwin Ross, an American author and former reporter, "that on occasion pretrial publicity serves the ends of justice; instead of damaging the case of an innocent defendant, it may ensure fair treatment. It has not been unknown in some parts of this country (the U.S.) for trade union organizers occasionally to be run in on trumped-up criminal charges; what would be gained if defense lawyers were prevented from saying that the real crime was organizing a union? Similarly, during the civil rights upsurge in the South, the ostensible charge on which arrests were made is usually far removed from the real offense—an assertion of constitutional rights which the local authorities regard as intolerable."

Irwin urged that if a defendant thinks he is being framed he could take his case to the press, and in that event the prosecutor would have a right to respond.

In Vancouver, police zeal seems to be in direct ratio to the length of hair, and newspapers, including the *Sun*, show battle scars from flak.

But the Canadian legal profession looks upon reporters as jackals scavenging snippets of sensational news to retail for profit. While the press sees restraints as a menace to individual liberty, and casts itself as the ombudsman guarding individual rights against brutal police, incompetent lawyers and corruptible judges, the late Crown Attorney H. H. Bull said "the press pays lip service to the high principles of journalism... and worships the golden calf of circulation figures and advertising rates."

Is the press sufficiently professional in its conduct to deny this accusation by U.S. lawyer Dan H. McCullough? "The press is a power complex which with gay abandon reaches out for power and aspires to control the courts, the industrial complex, the financial complex and the political complex." Then, one more stroke of the lash: "Television and radio moguls have the ethical standards of carnival men and the arrogance of short-order cooks."

With such an opinion hardly rare, television has an uphill battle to gain admission to the courts. Argue though they might that citizens have a right to news, however it is delivered, the attitude of the judiciary was clearly explained to the Toronto Men's Press Club by Chief Justice G. A. Gale:

"All courts have the inherent power to prohibit the taking of pictures and sketches. That prerogative is included in the general authority of judges to forbid conduct in or about courtrooms which is disturbing or likely to disturb the dignity of the proceedings."

He said the area includes "not only the interior of the whole building, but the immediate neighborhood of the courthouse." Mr. Justice Gale said the taking of pictures "would be a very potent deterrent to persons who might otherwise be willing to attend as witnesses. Some people are understandably apprehensive about the prospect of having to come to court, and that apprehension would quickly deteriorate into terror if there was a possibility that their presence would be followed by pictures."

He said: "The snapping of pictures or the grinding of TV cameras in and about the courtroom would seriously detract from the level of serenity and dignity which ought to be there maintained." Books have been written regarding the dangers of admitting television cameras to courtrooms. They start with the physical array of gear (television spokesmen answer that cameras can be concealed). Fears arise regarding editing. It would be impossible to pre-empt many hours of regular broadcasting to carry

a trial in its entirety (television advocates respond that the press also edits).

Unwittingly, Elwy Yost wrote a supporting argument for initiating discussions toward building cameras into all court rooms (and parliaments). In an essay in Walt McDayter's new book, *A Media Mosaic*, Yost argues that future educational television outlets, with hundreds of cable channels, will have permanent cameras focusing on a variety of sources. Thus, one channel would be devoted to each court, and any school teacher or idle housewife could tune in on that court and watch the entire process of law.

Yost sees a bonus. Knowing that cameras were watching, legislators and judges and lawyers might be on their best behavior. Professor Donald M. Gillmor, of the University of Minnesota, wrote in *Free Press and Fair Trial*, that videotapes might prove to be a better record of court cases than the present stenographic method. Lawyers, and law students, could tune in any court they wished to "attend" without leaving their chairs. The entire public could profit from a better understanding of the judicial process, and society would have another check on the

judiciary to make sure justice was always done.

Archaic laws of contempt, vaguely framed to permit them to mean whatever a judge wants them to mean, intimidate the press in performing as the public's social conscience. A timid press cannot be truly free.

With growing professionalism, with a heightened sense of social responsibility, perhaps it is time to follow Trudeau's exhortation to obey our conscience. But first, let us sit down with lawyers and judges, and prepare a brief for Mr. Justice Patrick Hartt's law reforms commission, to show that not only the judiciary, but the press, too, can serve society best when they are independent and free from coercion.

This is the third in a series of articles dealing with Media and the Law by E. U. Schrader, retired chairman of the journalism department at Ryerson Polytechnical Institute, Toronto, and secretary-treasurer of the Canadian Society of Professional Journalists. The previous instalments were published in the March (Vol. 1, No. 5) and May (Vol. 1, No. 7) issues of Content.

FINAL NOTICE

or, a possible parable

Once upon a time, there was a journalist who wrote a cheque when he said he would. "No further procrastination for me," he declared. "I here and now turn over a new leaf." Lo, he did as he had vowed, and great sighs of wonderment were heard from the farthest corners of the land.

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NAVEL-GAZING IMPAIRS VISION

by ALAN HARVEY

Self-consciousness slays. As I set down these thoughts, based on nearly two decades of journalism abroad, I wonder whether to weary the reader with personal reminiscence, discuss the Decline and Fall of Anglo-Canadian Relations or appraise the quality of Canada's foreign coverage. Themes abound, space constricts.

Permit me just a little personal background. Born and brought up in Canada, my early horizons bounded by four race-tracks in the Toronto area, I went into the writing game (via CP news agency) because the only thing I could do was spell. Such eluders as *millennium*, *plebeian*, *rarefied*, *idiosyncrasy* and *iridescent* pleased a pedantic eye. I started by sweeping floors as an office boy in Toronto, went to Ottawa and New York as editor, was sent under protest to London, England—and I'm still here, two decades later.

How I revel in it! It's been one long delight, getting to know a British civilization that is ancient, subtle and idiosyncratic, yet so akin to Canadian origins that I scarcely felt alienated, even when ingesting Brussels sprouts by the unappetizing bushel or wincing wryly at such strange phrases as tyre stockists—ugh!—meaning somebody who sells automobile tires.

I'm perpetually bewitched. How could I help it? This is still, despite the Retreat from Empire, the centre of the web, no longer the headquarters of Imperial Power but a sophisticated, grown-up place, cheek by jowl with an old Europe that is for me a mosaic of recurring delight. Here you can enjoy the satisfactions of a big city that has shakily retained its Quality of Life, vibrate daily to a dozen enthralling stories in an erudite press or dream of next week's visit to Brittany, Touraine or Dordogne, footloose in France with knife and fork.

How I vibrate! I want to write a book

about it, but I never have time. Ah, *La douce France*: there is no lack in Canadian life that is sadder, or less understood, than our failure to respond to the magnetism of France, our fostering mother. History has cheated us of half our heritage: but that is another story.

My purpose, before I ducked off course, was to say something about Canadian newspaper coverage, as seen from abroad. I have to be careful: carping criticism comes ill from self-exiled outsiders. So, I'll tactfully refrain from criticizing style or presentation. One man's aphorism, after all, is another man's solecism. And Eric Wells has already spoken out, in *Content*, against what he nicely calls the Yahoo Syndrome.

With these reservations, I think it perhaps is fair to detect a growing inwardness in Canadian papers. They have always been largely dependent for foreign news on British and American sources, and these days they are interesting themselves less and less in the outside world.

To a point, this is natural and understandable. Canada is feeling its own oats, discovering its own identity, and the news media have to mirror the trend.

Yet, parochialism can go too far. Canadian newspapers, it seems to me, are tending to subject their readers to a mild form of spiritual malnutrition insofar as foreign news is concerned. If it happens outside our own bailiwick, we're not interested.

Our two main mother countries live on this side of the water: we need a more European orientation. London is now used mostly as a jumping-off point for correspondents, Paris we have always misunderstood. The national news agency, The Canadian Press, has never had one, believing that Paris is exclusively Quebec's parish.

Nearly everyone I've talked to who knows Fleet Street and the newspapers of Canada finds the former more readable. The British

press has its faults, but it offers a sophistication, a depth and variety, that are hard to obtain in Canada. The weekly magazines reinforce the impression.

When I asked Anglo-Canadian publisher Lord Thomson to compare transatlantic merits, he unhesitatingly applied the word parochial to Canada's publications and said he was sure there would be general agreement on the point. A freelancer of my acquaintance, getting a rejected story back, found an accompanying note saying in effect: "We have to have a local angle. That may be parochial, but it's in style."

Did I say I wouldn't comment on content? Permit me to cast aside that self-denying ordinance for a moment and admit that I think Canadian newspaper writing lags a bit—in style, depth, historical perspective and scholarship. Standards can be sloppy: I noticed a story from London the other day which had "Mountbattan" for Mountbatten throughout. *Bête noir* for *bête noire* occurs frequently, but of course that's French.

Comparisons between Britain and Canada may be unfair. An old country should have the edge over a nation not long emerged from frontier-society status, and London's great population both facilitates a sophisticated weekly press and offers possibilities for editorial cross-fertilization denied to far-flung Canadian publishing centres.

No need for caterwauling. The appearance of *Content*, with its manifest concern for improving editorial performance all along the line, is an encouraging sign of Canadian vitality. Let's just hope the newspaper range of vision gets a little broader.

Alan Harvey, political correspondent for Reuters news agency, previously worked for The Canadian Press and the Toronto Globe and Mail.

IS IT FAIR TO SAY, RADIO WAS?

by C.E. WILSON AND F.K. BAMBRICK

A relatively recent popular game requires the player to complete the sentence: "Happiness is...."

Faced with changing regulations, a Senate committee, and examination from a myriad of other sources, broadcasters might play a variation: "Radio is...."

To its sharpest critics, AM radio is a low-level music box decorated in soap bubbles and toothpaste. To the public, radio is the most immediate source of information, and the second most important source of local news (Davey Report, Vol. 1, pp. 210-11). Where there is a range of station choice,

American studies have found that listeners tend to be dial-twiddlers to get what they want from radio, and they do not expect one station to satisfy all their needs.

Despite all this, a 1969 study, reported in *Journalism Quarterly*, found radio trailing far behind television and newspapers in the believability of its newscasts. The results of this study agreed with earlier Roper work which found even magazines slightly more favored in believability than radio.

The Davey Committee noted that while some radio stations have had success in building audiences with heavy attention to

news gathering and delivery, "the public seems unimpressed, preferring newspapers for local news and television for national and international affairs."

The Davey Report also noted that people tend to use radio as "wallpaper," a "non-involving interior decorating for the mind." And this in a time when there are about 23 million radio sets (nearly three-quarters of them portable or in cars) in Canada, making radio probably the most available medium.

Despite the evidence that the public may be tuned in to radio but not actually paying attention, Richard L. Tobin claimed in the

The Spectator speaks for itself



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- OGILVY & MATHER COLOUR AWARD
- CORNELL AERONAUTICAL LABORATORY INC. EXCELLENCE IN SCIENCE WRITING
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Saturday Review (9 January 1971) that since television stripped radio of its major entertainment functions (in terms of situation comedies, variety shows, etc.) the medium has grown up and offers "news coverage unparalleled in any other medium...some of the most rewarding talk and a format so simple and inexpensive...as to be indestructible."

If radio is the most-heard, but least-attended-to of the media, it would seem to be in the same position as that fabled mule trainer who whopped his charges over the head with a club "to get their attention." Radio needs some way of engaging audience attention.

Richard Kreisberg, an American broadcast newsman and an officer of Media-Scan communications company, suggested in *The Quill* (May 1971) that what radio needs more of is programming. He said today's radio is programmed 100 per cent for the tune-in, tune-out listener. Those who might like to listen to something for more than 20 or 30 minutes "can either keep listening to the same records, messages and news items, or switch media...there's no alternative."

He cited a number of reasons for the almost complete lack of programs on radio:

unwillingness of advertisers to sponsor a whole program, restrictions on the number of commercial spots imposed by program format, higher costs of production for a program.

Kreisberg also admitted radio would have a formidable fight on its hands to re-win audiences now conditioned to look to television for programs, and to win back advertisers. He added, however, that such an effort, because of the lower radio production costs, could be economically justified if radio could draw even five per cent of the potential audience away from television.

In the area of news itself, Senator Davey reported that Broadcast news (BN) summaries constitute the staple fare on many Canadian radio stations, and a recent study at the University of Western Ontario of a week's newscasts on four AM stations found that the overall local news content was about one-fifth of the total. (Individual variations ranged from a low of 13 per cent to a high of 30 per cent.)

The study suggested that broadcasters might consider some modification of the news-on-the-hour format—at least in non-peak hours—as a means to, first, spring their news staffs loose for more intensive local

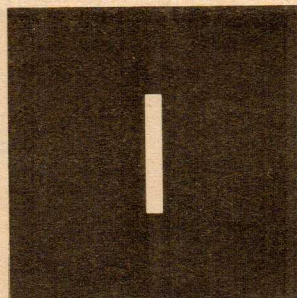
coverage, and, second, to provide a news service which, by its promise of news only when something was actually happening, might attract the attention as well as the ear of the audience.

Kreisberg said that while there are more radios than toilets in his country, radio is a danger of becoming the forgotten medium, and he supported this by noting that when Vice-President Spiro Agnew first attacked the media, he didn't even mention radio.

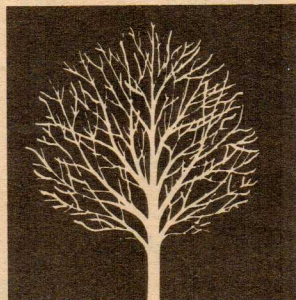
Research is one of the many areas in journalism requiring examination and contemplation. Too often, the working journalist simply lacks the time to study material which has been compiled about his profession. C. E. Wilson and F. K. Bambrick, of the journalism department at the University of Western Ontario, have undertaken research projects which warrant attention. This is the second in a series of articles by them. They're interested in research work done at other universities and community colleges, too, and material should be sent to them directly at: Department of Journalism, University of Western Ontario, London 72, Ont.

How are you at symbolism?

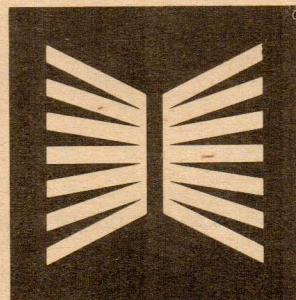
As the letter I, this symbol could stand for Imasco. As the numeral 1, it could mean the unification of the many companies that make up Imasco. Or, thought of as a tree trunk . . .



it could symbolize the central unity from which all the diversified operations branch.



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Editel Productions Ltd
Montreal, Canada

 Imasco Limited

THE WATERING HOLE

by BILL MCGUIRE

Good God, I tried. Believe me, I attacked that assignment with such flourish a lot of guys changed their thinking concerning my attitude towards work.

You remember the assignment, Dick. The one you asked me to write for *Content* on my favorite bar. You remember calling me and writing letters saying your deadline was nearing and then the other calls and letters saying your deadline had passed.

Well, ever since you first called I have been hitting bars here in London, and for that matter most of the ones between Windsor and Toronto, in a magnificent effort to come up with the story.

Hell hath no fury like a reporter without his favorite bar, I always said.

My problem is that my favorite bar is the one I happen to be in at the time, I'm not much for making excuses, mind you, but I have had some bad times with this job.

Take that god-awful night a few weeks back. I had just finished a 10-day working stint and was starting four days off when a few of the boys decided to unwind with "one or two" over at the West End Pub.

The West End is a dingy saloon in the Hotel London with all the amenities of a slumber room in a second-class funeral home. It is called the West End because it is in the west end of the building, see.

But it has "Father", an ice-cube slinging bartender who has carried newsmen in London bars for the past 20 years. In reality, he is Jack Wilcox, a hulking, ham-handed man who has "fixed-up" reporters from the late Jack Pethick (*London Free Press*) through Ray Timson (*Toronto Star*), Morley Safer (CBS) and Bob Cochrane (*Time*) to the present lot.

"I like most of the news guys because they are all bums," Jack has been known to say.

"If I ever had a tip from a reporter I'd have a heart attack," he claims. (Personnally, I think he is given to exaggeration at times, but we sure as hell don't want to take any chances.)

Getting back to that particular night, we decided to do a story on the West End and the research took us beyond our stated intentions of unwinding with "one or two."

We unravelled.

However, the story just wasn't flowing, so, ridden with guilt about meeting deadlines, we decided on catching one of the many last calls at the London City Press Club.

Now, without going into any of the sordid details, let me assure you that that move was a mistake. In fairness, the club probably didn't know the pressures I was under because of the Watering Hole assignment.

As a matter of fact, I am *sure* the club was unaware of the situation because it wasn't even mentioned in the formal letter I received from the board of directors two days later.

But I'm getting ahead of myself.

Woke up the next morning to the unfriendliest broad in London. "How did you get home last night?" she cooed. "The whole city was stalled because of the storm."

"What storm?" I asked myself, but ignored her question with what I call my Gallic

Shrug. (Now that's a trick: Give someone a Gallic Shrug while lying flat on your back with a hangover.)

To put it mildly, consciousness did not come on little cat's feet that morning. It thudded into the brain with all the finesse of a diesel locomotive.

Then it happened. I jumped out of bed and couldn't stand. The searing pain in my ankle complimented the throbbing in my head. The only way I could have hurt more was if I was bigger.

Within a few hours, I had managed to hobble into the doctor's office righteously explaining: "It was the storm. The whole damn city was stalled because of the storm."

Medical verdict: If you had broken it, dummy, I could have done something with it. This is only a sprain and pulled ligaments. Get yourself some crutches and everybody will open doors for you.

As Frank Ward O'Malley said back in the 30s, "Life is just one damned thing after another."

First day back in the newsroom on crutches and one of the first confrontations with a door. The city editor is standing by the door. Good Christ, he was at the press club that night.

He opened the door. He did not kick out my crutches. He is humane.

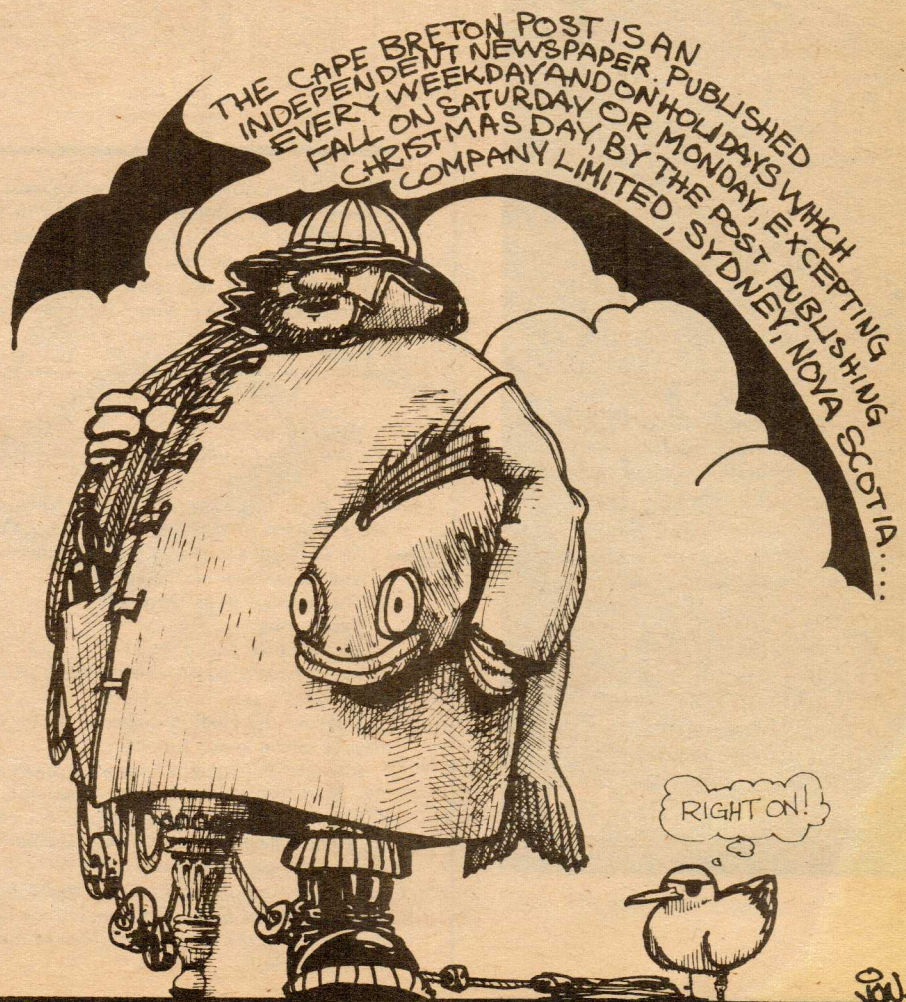
Well, sir, I have every intention of finding that favorite bar, and will ship you the story when I do.

In the meantime, we're planning a crutch-burning party and there is a strong possibility the symbolic fire will be started with some past issues of *Content*.

Bill McGuire is a reporter with the London Free Press.

WHEN THE MEDIUM WAS THE MOTTO

*A masthead is a masthead is a masthead.
Unless, of course, it is seen through the
eyes of Toronto cartoonist Jon McKee.
In another in a series of satirical sketches,
he aims the pen at the Cape Breton Post.*



MEDIA CLUB OF CANADA: COPY IS SEXLESS

by ZOE BIELER

It's always encouraging to see an institution show that it isn't too old to change. Take the Canadian Women's Press Club, for example. It is believed to be the only association of its kind, certainly in North America, with a 67-year history of continuous activity.

And there goes the CWPC, at its 25th general meeting in Toronto June 18-20, and expands its membership to include MEN. By a vote of 112-9, with four abstentions, the club decided that applications from all qualified persons and not solely qualified women would be accepted.

During discussions preceding the vote, the women heaped scorn on men's press clubs in Montreal and Toronto, which have refused to open their membership to qualified

women journalists. "We call them chauvinist pigs, but I'd hate them to call us chauvinist hens," said one. Said another, "People should be considered equal."

Gladys Waters, of Sept Iles, pointed out that small towns might be able to form branches of the national organization if both men and women were admitted. In her area there are only two eligible women; "We can't form a branch by ourselves but with the men we might."

"The issue is whether we should break the barriers of discrimination which are implied by having a women's press club," said Corinne Noonan, of Toronto. "Press women of Canada are in a position to establish an organization to which all persons interested

in the media can turn."

Beth Neelson, also of Toronto, declared there "should be no need of discussion or argument because whether you happen to be a male or a female has nothing to do with professional qualifications." She hoped that the Toronto meeting would "drop this discrimination, which has lasted 67 years."

Ernie McCay, who was covering the meeting for Toronto radio *CHFI* and was the only man present, introduced himself as a potential member and pointed out that "copy is sexless." He said a national club, comprising men and women, could be bigger than any one men's press club and better able "to deal with gut issues."

Many women thought it would take

PIERRE ELLIOTT TRUDEAU: "Very often when people in the south think of the north, they think of the oil, the mines and the wealth of the north... but the important questions are not those that have to do with the riches but with the people of the north... we know the value of the land will depend upon the value of the people... the hope that is expressed in the north will only be fulfilled if the people up here continue to have faith in the north."

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THIS PHOTO EDITOR HAS A CREED



Charles Haun, obviously a man with a sense of humor, became photographic director of the Detroit *Free Press* last fall. Soon after his appointment, he wrote the following memo to the members of his staff. It later was published in *Column Nine*, the *Free Press'* in-house journal.

"Gentlemen:

Christ had 12 apostles when he started out to save the world.

We have 12 photographers with whom we are supposed to save the *Free Press*.

Christ is still a long way from his objective. *And so are we each day.*

The analogy stops there.

Except this.

The apostles had a creed.

And I have a creed for Free Press photographers.

I believe, by God, in diligence. When you have a lemon make lemonade.

I believe all photographers are creators and like God they can make time stand still.

I believe all photographers should not waste their substance. By God, they should not waste film, paper or time.

I believe all photographers should work their appointed times. God worked six days and rested on the seventh. But then he didn't have the Guild.

I believe that all photographers, during their appointed 40 hours, should keep the appointed one informed of their whereabouts, difficulties and successes.

I believe that all photographers should keep a civil tongue and confine their God damns to the temple.

I believe that all photographers are fellow sufferers and should be treated accordingly.

I believe that all editors are children of God and should not be treated accordingly.

I believe that all reporters are children of the children of God and as such are not responsible for all identifications.

I believe that all photographers should file their negatives each day so, should they leave this vale, Helen could make a God damn reprint.

I believe that all photographers will not only get their reward in heaven, but in the paper on occasions.

I believe all photographers on occasion, but even so I want to see the products of their labors. The bitching comes to me.

I believe all photographers should use their eyes instead of their God damn motor drives.

I believe that all photographers should be careful of their outside interests. That means use your own God damn paper.

I believe that all photographers better follow this creed.

I believe that if they don't they will be subject to hellfire and damnation."

"hardy men to join" but added "those who do will change the organization." Sixteen applications from qualified men, complete with resumes of experience and fees, were processed June 20 during the first meeting of the new executive.*

The next step was to change the club's name, for most delegates a more traumatic step. CWPC was incorporated by federal charter in 1958 and any new name had to meet approval by the department of consumer and corporate affairs. The favorite names, suggested by the executive prior to the general meeting, such as The Press Club of Canada, were rejected "because they were similar to names of other incorporated bodies." The choice boiled down to such names as Press Federation of Canada—"but we are not a federation," delegates protested; or Press Fraternity of Canada—"fraternity is a sexist word," they said; or, the Media Club of Canada—Club Media du Canada.

The last name initially was turned down flat. The women objected to the word *media* — what *does* it mean? No one denied that currently it is a popular word, but many felt it was ephemeral without any of the solid connotations which the word "press" enjoys.

CWPC President Jean Danard of the *Financial Post* took a standing vote; the great majority was against the word "media" and in favor of the word "press." But the problem was how to get a name that would meet acceptance from the department of consumer and corporate affairs and still contain the word *press*. Someone suggested Canadian Professional Press Club and at the end of a two-hour discussions, with lunch and guest speaker waiting, delegates wearily agreed.

By evening, the initials C.P.P.C. were unacceptable—obviously the "PP club" would be a natural for snide jokes. The name in long form was pompous and ponderous and, as French-speaking delegates pointed out, untranslatable. There is no French word which means quite the same as the word "professional" means in English—"A taxi driver is a professional," one French-language delegate said impatiently.

As the general meeting closed, the amendment to change the name of the Canadian Women's Press Club to the Canadian Professional Press Club was rescinded and delegates, faced with no alternatives, accepted Media Club of Canada—a name already cleared with federal government authorities.

So the Media Club of Canada it is—an organization which enters a new era with a structured organization, which includes not only a federal charter but a constitution and

defined objectives, a national office in Ottawa, a paid executive secretary, 560 active members spread across Canada from Newfoundland to Vancouver Island, 14 functioning branches located in Canada's major cities, and money in the bank.

In applying for Letters patent under the Corporations Act for its new name, CWPC took the opportunity to update the objectives of the club. Such phrases as "to foster mutual sympathy, counsel and helpfulness among professional women writers and illustrators" were abandoned as not being in tune with the 70's.

Objectives for the Media Club of Canada—Club Media du Canada now are defined as: (a) to unite in professional association all persons engaged in the communications media in Canada; (b) to create and maintain an organization immediately available for consultation by governments or other bodies; (c) to work for free and responsible expression through the communications media; (d) to develop and main-

tain high professional standards; (e) to promote and protect the interests of its members; (f) to encourage an understanding of Canada and to interpret Canada and its people, its people and its customs within Canada and abroad; and, (g) to undertake such other lawful acts and things as are incidental or conducive to the attainment of the above objects.

With its new look and its revised constitutional structure, there are those who suggest that the Media Club of Canada—Club Media du Canada could evolve into the kind of national journalists' organization which a few delegates at the Media 71 conference discussed. The club already has the regional and local chapters which would have to form the foundation of a Canada-wide network.

Zoe Bieler, a reporter with the Montreal Star, was regional director for Quebec of the Canadian Women's Press Club until the June convention. She now is membership chairman of the Montreal branch.

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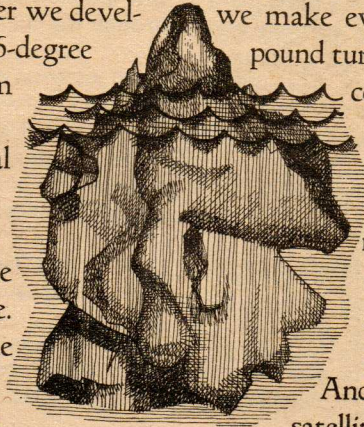
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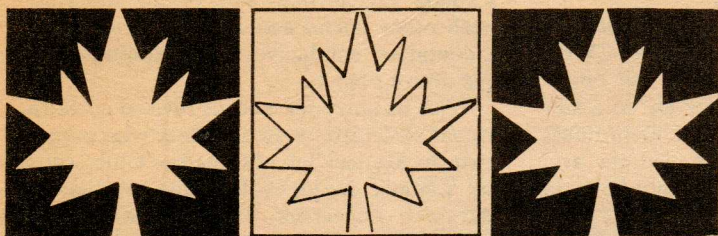


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* (Men whose applications were accepted in the changed CWPC were: Charles King, *Ottawa Citizen*; Dick MacDonald, *Montreal Star* and *Content*; Fred Poland, *Montreal Star*, John Richmond, *Montreal Star*; High McIntyre, *Financial Post*, Toronto; John Irwin, *Financial Post*, Toronto; Tim Dickson, Maclean-Hunter, Toronto; Craig Armstrong, CBC-TV, Toronto; Douglas Trowell, *CKEY* Toronto; Warren Wilson, CBC, Toronto; Harold Nelson, CBC, Toronto; David Scott-Atkinson, public relations and columnist, Toronto; Jack Wallace, *Vancouver Sun*; Barry Broadfoot, *Vancouver Sun*; Jacques Khouri, *Vancouver Sun*; Larry Solway, radio/tv freelance, Toronto; Don LaBelle, editor, *Registered Nurses Association Magazine*, Edmonton; Bill Dewar, editor *CNR Magazine*, Edmonton; Len Bland, editor, *Great Canadian Oil Sands Magazine*, Edmonton.)



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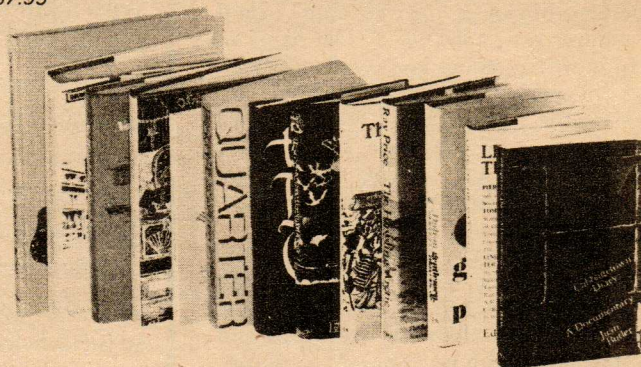
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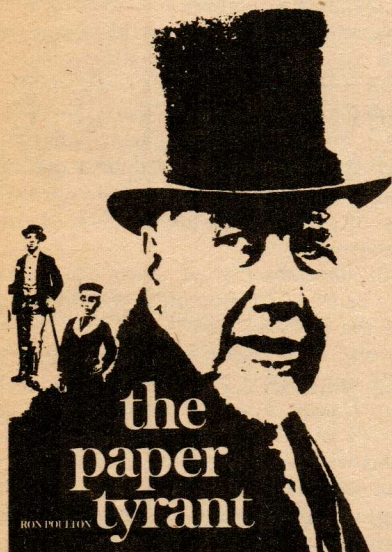
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CON 2

NO PATRON BUT THE PUBLIC

by J. D. MACFARLANE

JOHN ROSS ROBERTSON OF THE TORONTO TELEGRAM



**The Paper Tyrant—
JOHN ROSS ROBERTSON OF THE
TORONTO TELEGRAM**
by Ron Poulton.
Published by Clarke, Irwin
227 pages. \$7.50

It's too bad that John Ross Robertson didn't have a chance to know Ron Poulton; I'm sure he would have liked him: as a reporter, writer and man. Poulton, for his part, spent two years getting to know John Ross Robertson and from what he tells of this historic figure in Canadian journalism, politics and philanthropy, he came to admire him as a publisher, personality and power.

The Paper Tyrant—John Ross Robertson of The Toronto Telegram, is really a misnomer. The author explains that the name of the paper has been changed twice since Robertson's day. This is true but hardly excuses Robertson being linked, by title in a biography, with anything but his own paper: the *Evening Telegram*.

Indeed, Poulton made a point of explaining that Robertson chose the name to illustrate the

immediacy of the news he intended to print. Those were the days when morning papers were printed in the morning and evening papers were printed in the evening; thus the value of the title distinction.

But enough nit-picking. This story of one of the truly great Canadians is a grand one and, in telling it, Poulton makes a valuable contribution to the historical record of the country as it emerged from the confinement room of Confederation.

Poulton has always been an excellent writer whose only failing, possibly, has been a tendency to over-indulge in imagery. This he resists in *The Paper Tyrant* and he parades facts, cloaked in atmosphere, in a fashion often entrancing.

This is more than a story of John Ross Robertson. It is the story of an era in Canada when men of the might of Goldwin Smith, Sir John A. Macdonald, George Brown, Joseph E. Atkinson, Louis Riel, Sir Robert Borden and John R. "Black Jack" Robinson left heavy footprints on history's trail.

John Ross Robertson fought with most of the powerful men of his time: earned the enmity of some, but held the respect of all of them as a publisher of integrity who lived up to his prospectus in launching the *Evening Telegram* in 1876: "A newspaper, not an organ; it will have no patron but the public."

His newspaper was an overnight success and moved from one exposé to another, hounded corruption out of many a hiding place, and rode herd on politicians from one end of the country to the other. Poulton relates: "Robertson's methods and innovations caused a metamorphosis... in Canadian journalism. There was a depression, and his reporters canvassed businessmen about the economy. A heresy trial was in progress, and clergymen of every denomination were interviewed (Reviewer's note: contempt today?). These opinion polls were startlingly new to a public that had rarely been consulted about anything."

Some of Robertson's crusades seem rather familiar. Poulton relates that pollution was one of the *Evening Telegram's* major complaints and Robertson felt so strongly about it that "when steam was used to run his presses, he refused to burn soft coal because it fumed."

Robertson, the Tory, had many a rousing battle with political allies as well as enemies. One of his frequent targets was Sir John A. Macdonald and at one time so heavy were the volley and thunder that Robertson was finally asked to explain his position.

He dictated a statement which informed all parties that the function of a newspaper was to "comment with judicious impartiality upon the leading questions and events of the day; to vigorously uphold what it knows to be for the public good; and to denounce what it knows to be the reverse. In this manner it gradually educates and imparts a judicial tone to the public mind, and enables its readers to form independent and intelligent opinions for themselves. A journal which is merely the organ of a party or clique is subject to no such conditions as those we have specified."

Robertson the publisher, Robertson the

literary pirate, Robertson the politician, Robertson the collector, Robertson the sportsman, Robertson the hospital builder... on and on the story of this fabulous figure unwinds.

About the literary piracy of which Mark Twain was the main victim, Twain was moved to complain: "Those sons of guns up there (Canada) will steal anything they can get their hands on... possible suits for damages and felony would be no more restraint upon them, I think, then would the pressure of a young lady be upon a stud horse who has just found a mare unprotected by international copyright."

Poulton was moved by the amount of material that came out of his research to write half again as much as finally emerged in the book. It's too bad he was bound by the economics of his publishers.

Maybe there's a second book in the offing. John Bassett, the current publisher of the *Tely*, commissioned this biography. His own story would be quite a modern match for it.

Doug MacFarlane, now retired, is a former managing editor and senior executive of the Toronto Telegram.

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THOSE AMORAL COMMUNICATIONS SYSTEMS

by DICK MacDONALD

Ben H. Bagdikian

THE INFORMATION MACHINES

Their Impact on Men and the Media



**The Information Machines:
Their Impact on Men and Media
by Ben Bagdikian
Published by Fitzhenry and Whiteside
359 pages. \$11.25**

While we grope our way through the Information Explosion, the mass of information about information continues to mount. Some of what is being published these days is, frankly, vague, self-defeating ivory-tower thinking.

Ben Bagdikian's book is a fine exception. It is a reasoned and readable account of the prospects within a world of communications for the next couple of decades. And Bagdikian's philosophy is ever apparent: he's concerned about the social responsiveness of those who develop and guide technology—is it geared to people or to products?

The work of three Canadian institutions finds parallels in his book—the Telecommission report, tabled in the House of Commons by Eric Kierans before he resigned from the cabinet; Senator Keith Davey's committee on the mass media; and, the Canadian Radio-Television Commission.

The Information Machine is an American publication and Ben Bagdikian is a *Washington Post* editor though, which only goes to show that technology and most of its consequences know no national borders. As Bagdikian says, communications systems are amoral. They make no value judgments, transmitting lies and errors and paranoia with the same serene efficiency with which they transmit truth, accuracy and reality.

The chances for a society with a truer meaning of democracy and with more preparation for the dislodging which comes with change will depend largely on the men and women who are intricately involved in the policy, control and distribution of information.

Bagdikian's key theme is that planners will have to consider how to take the shock out of the road ahead. "If the new communications are designed to serve people in their family and community life, as well as national life, and if these local channels are to be truly open to all who wish to speak, it

will require more than the new machines."

Information is such an all-embracing word, ranging over everything from credit ratings to sports scores, stock quotations to Commons debates to school texts. The information systems we've been familiar with—newspapers, radio and television—have been expanded to include, for example, cable which, when linked with computer data banks, has the potential of connecting households and businesses for two-way and multiple-way communication hitherto unknown.

Bagdikian suggests that cable television should be treated as a common carrier, as is a telephone. The owners and operators would be assured a local monopoly on the condition that they meet minimum standards of service, which would include a vast number of channels available at reasonable rates. They would be required to offer channels to all members of the public on an equitable basis.

Bagdikian forecasts less emphasis on commercial programming which "will always be under pressure to maximize its audience all the time, and this will push it always, as it does today, toward a narrow spectrum of themes and a short attention span. Consequently, there is a need for programming designed for smaller audiences than is possible under commercial pressures."

It is entirely conceivable, I think, that basic communications devices (apart from

the telephone) eventually will be required in all homes just as running water and electricity are required in all urban homes today. Tax-supported education could be the prompter. Bagdikian says: "It may be less expensive for a community to install certain kinds of computer-assisted televised teaching systems in homes than to attempt to expand conventional systems of classrooms and teachers for all subjects for all students." Surely such systems wouldn't be much, if any, more sterile and alienating than the existing teaching structures.

For journalists concerned that they may be replaced by technology, breathe easily. Bagdikian sees no reason why professionally packaged news will not survive. "It is a useful way for busy people to make sure that they are exposed briefly to the most urgent information from the outside world. It will continue to provide a common view of the social environment.

"It will undoubtedly be more analytical and have capacity for pursuit in depth, since many of the physical events will have been seen, or will be retrievable on tape, as they originally unfolded."

Senator Davey called for more diversity in the sources of information, and Bagdikian thinks this will occur—although the communications services may overlap and although their physical differences may be lessened; for instance, as newspapers start adapting to electronic distribution.

Not all the information available tomorrow will be sweetness and light, says Bagdikian, probably because Man and his world are not a Big Rock Candy Mountain. "But unless the foundation of the open society and the democratic state is false, it will ultimately enrich and strengthen the body politic."

Dick MacDonald is Editor of Content.

IN THE MORGUE

by MICHAEL MOORE

God is alive and well at the *Globe and Mail*. In fact, just last year he was promoted from "thing" to "person."

On the other hand, the Devil was a person before 1967 but has since been a thing.

Which could be taken as a measure of the changes in the paper since it became part of the F.P. Publications empire late in 1965.

It also shows the important theological distinctions hidden in the millions of clippings in a newspaper's files.

God first appears in the file of "things" in a 1955 clipping about a controversial discussion on the BBC between two housewives about whether or not He existed. One was a professor and non-believer, the other a clergyman's wife.

Where God was before then is anyone's guess, but over the next 15 years He got 28 more mentions.

About half of them were in relation to the God Is Dead debate in the early 1960s. In 1967, a radio station in Prince Rupert held an open-line show on the subject and shortly afterwards was put off the air for 12 hours by a bolt of lightning.

The next year, a man in West Palm Beach, Fla., tried to sue God and Co. for damages he was unable to collect in an earlier suit against mere mortals because it had been ruled the damage was an Act of God.

The suit was thrown out as frivolous.

Last summer, a story about her view of God, written by a child and published in the

Globe Magazine, was filed under a new file with the people. Perhaps it was the innocence of the child that did it, because less than a week later a letter of rejoinder from an adult was filed under things.

The Devil did not get into the files until 1961, but he started right off as a person. It was six years until there was another clipping, when a new file was started under things, where two further clips also have been filed.

To look at it from the perspective of the financial section, God comes out 3.3 per cent person, 96.7 per cent thing. The Devil is 25 per cent person, 75 per cent thing.

Further research apparently is necessary.

Take angels, for instance, such as Gabriel. As a group, they made it into the files in 1952—before either God or the Devil, but they've had only four mentions since, and all under things.

Under people, there are two files on people called Angel and five on people called Gabriel, but the Angel Gabriel has yet to make it.

There is a file under things, but that Angel Gabriel was a Greek tanker which ran aground in 1969.

Now Mammon... but that takes us back to Financial....

Michael Moore is a staff writer with the *Toronto Globe and Mail*.

LETTERS

THE ENORMOUS NEWSROOM

Your printing of *The Enormous Newsroom* (June, 1971) is to be highly commended, as should Bob Hunter for writing it.

It was not only an accurate statement, but one which needed desperately to be said. I would challenge the newspapers of this country to reprint that article (including the Something-or-Other in Halifax).

Having worked in the electronic media of radio, I can only add that: even from my limited experience, I find that radio, too, is a part of that damn Enormous Newsroom.

In radio, the problem is actually not just a matter of "set," but also of being confined to what is fed by the wire service. At four stations I've been at, Broadcast News was used. It's not that they don't provide ample information, but rather that they, too, have their "set" ways of doing things, and choosing material (I sometimes wonder: What are their criteria?).

Another example (there are probably many) is that the CBC's priorities can almost be predicted to the story—as to the content of their nightly package, "The National."

Bravo, Mr. Hunter, you've hit the nail on the head!

Bruce Holvick
Vernon, B.C.

PROFESSIONALISM

There are reasons for optimism about professionalism in Canadian journalism. Among the reasons are articles such as those by Ted Schrader (recently retired from Ryerson) in *Content*. *Content* itself is a reason for optimism. Another was the Media 71 conference in Ottawa.

Still other good signs can be cited.

There generally was a positive response from journalists to the work and findings of the Davey Committee. Quebec journalists have organized themselves to combat the pressures exerted on them. More young people are entering the media with academic training and fewer journalists are wearing the traditional mask of cynicism which once served as surrogate professionalism. There is general recognition of the many forms of journalism—not just daily news in print or broadcast media. There are the self-critical journals at some of the dailies. And such people as Don Cameron writing and fighting for organs like *The Mysterious East*. Things are looking up.

But, professionalism is not something you demand of the publisher or managing editor. Conditions conducive to professionalism will come when working journalists have demonstrated their commitment, first to one another, then to the public, and finally to media management. Most important now is discussion and concern among practitioners. The detailed code of conduct will come.

There are some basics on which there now is general agreement. A definition of journalism would say it is a record of events. Probably the definition would say also that journalism investigates, analyzes, backgrounds, and interprets current events and issues. Surely one of journalism's functions is to alert society to change, challenge, opportunity, threat, and future events. It serves the individual's psychic need to know. It serves to inform people so they can intelligently participate in the socio-political process. And, of course, there is the Fourth Estate role as *ex-officio* opposition to government, the establishment, and the status quo.

It is a short step from here to define a journalist and devise a rudimentary code of professional conduct. The journalist is expected to be fair and honest, so he must know his own bias and be critical of his perspective on events. He must be

meticulously accurate. He must strive to be well informed. He must join the battle for freedom of information, for freedom of the press and other media, and for protection of sources. But even if a point-form code is not necessary, the professional will have to develop his personal ethic and accept a responsibility in matters over which he has influence.

Ted Schrader probably is right. The well-qualified and committed professional will gravitate to those operations which subscribe to professional practices. This might be true even in situations where management has other priorities, as long as the staff demonstrates professional concern. Some journalists are expressing some concern, and that's professional.

Bruce Rogers
CBC, Toronto

HOT TIPS

Content fills a gap, that's sure. It's nice to read about Enormous Newsrooms, miracles wrought by *Le Monde*, continuing essays on the merits of the Davey Report and how we are all misunderstood by a public that eagerly shells out a dime a day or flicks a radio dial to discover what is, or isn't, happening.

Now I'm speaking only slightly tongue-in-cheek, as a young reporter who glances through your mag once a month, between copies of the *National Lampoon*, *Playboy* and back issues of *Time*. Frankly, much of the stuff is not nearly as "down-home" as I'd like it to be.

So, its Hot-Tip Time: Why not run a monthly page (or half-a-page, or even a miserable column) devoted to the content and news handling of some of Canada's bigger papers. Highlight how stories are played, what stories aren't played, where the papers are going wrong, glaring layout or reportorial goofs, even outstanding individual efforts.

Let's look at ourselves, and our individual efforts in "bringing home the news." That's what it's all about, isn't it?

You ran something once about the changing face of entertainment sections in the circulation biggies. That was a step in the right direction.

I could understand a reply from your end like "Yeah, sure, love to do it, but it's a matter of staff and budget, and time, but we'll keep it in mind." Okay, why not ask for letters from your readers on such matters. Guaranteed you'd get some good support.

Suggestion No. 2: Take a look at some of the smaller papers in Canada, e.g. the *Sherbrooke Record*. There's a barrel-full of comic relief in how stories are played, headlines and haphazard mixture of columnists and editorials cribbed from dailies across Canada.

Think it over, and the best of luck in a promising venture.

Claude Adams
Montreal Gazette

(You're right, staff and budget are problems. But your suggestions, which had occurred to us sometime ago, are splendid and we've been wondering how best to implement them. Perhaps your idea of having readers submit letters is practical. So, readers, when and if you'd care to offer an evaluation of the nature of coverage at your own, or other newspapers or station, don't hesitate. Content is the journalists' publication, after all. Ed.)

STORY IDEA

I have only seen a few issues of *Content*, and wonder if you have ever done an article on American journalists working in Canada. I am interested because that's what I am.

Landis K. Smith
Lions Gate Times
West Vancouver

(A good story suggestion. We'll pursue. Ed.)

MEET IN OCTOBER?

Even as internalized values are more effective instruments for social change than external disciplines, so local groups are more potent than national associations. I trust the Media 71 groundswell toward professionalism will find its roots in professional societies, press clubs and guilds, and use the tensions of a national forum as a voice for unity and diversity.

I hope our next media conference will introduce thoroughly-considered working papers from local groups, as the *Fédération Professionnelle des Journalistes du Québec* demonstrated with *Dossier Z*. Then each group will profit from cross-regional energy to forge reality from ideas—as clauses in local guild contracts or as study groups for personal enrichment. Professional conduct will develop from individual commitment, not from national resolutions or formalized codes.

The time to prepare for the next media conference is now—at home. At Media 71, I found the greatest stimulation from French-language journalists, because they had done their homework. If we all imitate their work for professionalism and freedom, to serve society, the next forum should raise Canadian standards.

Is there a spot in the Laurentians at Thanksgiving that can accommodate 1,000? If not in lodges, at least in tents?

E. U. Schrader
Secretary Treasurer
Canadian Society
of Professional Journalists

THE LITTLE MARKETPLACE

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Content's Classified section offers categories for which *no basic charge* will be made—**SITUATIONS WANTED, STAFF NEEDED, RESEARCH AIDS, FOR SALE, WANTED TO BUY**. For the first 20 words (including address), no cost. For each additional word, 25 cents. Please indicate bold face words. Display heads: 14 pt., \$1 per word. 24 pt., \$3 per word. Box numbers available at 50 cents. Where a charge is apparent, cheque should accompany text. Copy must be received by the 5th of the month in which the ad is to appear.

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MISCELLANY

Journalism reviews are popping up everywhere, it seems. A French-language monthly magazine out of Quebec City is scheduled to appear in early September. Called *Media*, plans are for the first issue of 24 pages in demi-tabloid format to have a press run of 5,000. It will be published by Les Editions Proga Limitée. Majority owner is André Gagnon, a free-lance political reporter who occasionally files for CTV from Quebec City. Gagnon is assistant to the editor, Jacques Rivet, a professor in the communications department at Université Laval who is minority owner. Although there is no formal association between the two, *Content* and *Media* will exchange editorial material for translation and subsequent publication.

And a monthly review called (*more*) has made its debut in the United States, with the goal of covering the New York area press—news-papers, magazines, radio and television—"with the kind of tough-mindedness we think the press should but seldom does apply to its coverage of the world." Editor is Richard Pollak and publisher is William Woodward III. The initial issue, in tabloid format, is packed with superb journalism by such writers as David Halberstam, a Pulitzer Prize winner who recently resigned as contributing editor of *Harper's*; Charlotte Curtis, women's editor of the *New York Times*; George Reedy, White House press secretary in the Johnson Administration; and Ron Dorfman, editor of the pioneering and irreverent *Chicago Journalism Review*. Good gutsy stuff about the state of the art—and what it could be.

An exhibition to show the latest work of young Canadian photographers is being organized for the National Film Board Photo Gallery in Ottawa next January. Open to photographers 25 and under, closing date for the display's submissions is October 14. Original negatives and transparencies selected for the exhibition may be purchased by the NFB's still photography division at the rates of \$25 for black-and-white and \$50 for color transparencies. Further information: National Film Board, Still Photography Division, Tunney's Pasture, Ottawa, Ont. KIA ON1.

Mr. Justice Albany M. Robichaud of New Brunswick's Supreme Court has ruled against an application made by K. C. Irving Ltd. to quash search warrants used by a federal combines investigation team in searches of Irving-owned dailies in N.B. He did, however, quash three other warrants used to search the homes

of Irving, Saint John publisher Ralph Costello and Fredericton publisher Michael Wardell. In the sworn information on which the warrants were based, two charges against K. C. Irving Ltd. related to offences allegedly committed between 1944 and 9 August 1960 contrary to provisions of the Combines Investigations Act. Two other offences under the act allegedly were committed between 10 August 1960 and 31 December 1970.

PEOPLE

The Business Press Editors Association held its annual meeting last month in Toronto, when names of winners of the Kenneth R. Wilson Memorial Awards were announced. Editorial category—Tom Davey, *Canadian Consulting Engineer*, for best editorial; Clifford Hand, *Modern Power and Engineering*, best industrial and technical article, and an honorable mention to Barry Kay, *Canadian Paint and Finishing*; James Vernon, *Plant Administration/Engineering*, best general article; Milan Korcok, *The Medical Post*, best professional article, and an honorable mention to Alexander Ross, *Financial Post*; Elizabeth Edmonds, *Marketing*, best short feature. . . . Ron Grant has left the *Montreal Gazette's* financial staff to edit Canadian Pacific's new publication. . . . Paul Taylor has left Ottawa's Newsradio to become director of news and public affairs at *CHQM* in Vancouver. . . . Fred Hazel is new editor of the *Telegraph-Journal* and the *Times-Globe* in Saint John. He succeeds Stuart Trueman who will be a contributing editor; Trueman has been associated with the dailies for more than 40 years. Succeeding Hazel as managing editor is Gerald Childs, a former city editor and legislature reporter. . . . Kathleen Rex, a reporter with the *Globe and Mail*, has been elected chairman of the Toronto branch of the Canadian Women's Press Club (now called the Media Club of Canada. See story elsewhere in this issue). She succeeds Garth Ketemer, public relations officer with the Ontario department of agriculture. . . . Murray Wepler has resigned as the Ottawa *Citizen's* man at Queen's Park in Toronto to become executive assistant to NDP leader David Lewis. Orland French has stepped into the legislative job. . . . another change at the *Citizen*: Al Holman, Lanark-Leeds and Grenville bureau staffer at Smiths Falls, has trekked off to Inuvik, N.W.T., where he's taken a position with CBC community radio. Bert Hill replaces him. . . . Dick MacDonald, editor of *Content*, leaves the staff of the *Montreal Star* at the end of July. He'll continue to write for the *Star*, but will devote the bulk of his time to *Content*, projected Reporter Publications activities, some free-lance and possibly teaching a media course at a Montreal college.

From the people who bring you Content

A new feature syndication service for daily and weekly newspapers will be launched later this summer. Low-cost and contemporary, it's the idea of Reporter Publications, a Montreal-based group which publishes *Content*.

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