10 AUGUST 1971

content

for Canadian Journalists

50c

PROFILE:
CHARLIE EDWARDS

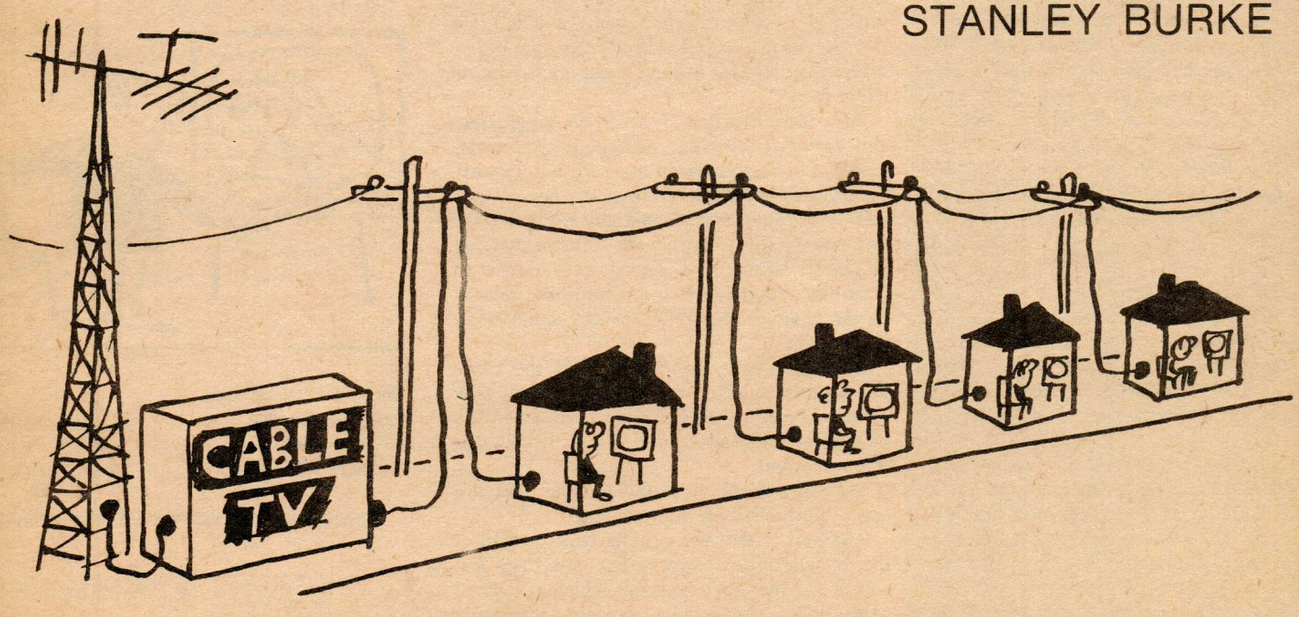
EULOGY
FOR SCHRADER

SPEAKOUT:
DULL, DULL, DULL

PEKING
MAU TAI

cablecasting

RICHARD SPRY
STANLEY BURKE



Second class mail. Registration number 2501.

ON THE CHEAP

by RICHARD SPRY

The Canadian Radio-Television Commission is heading into one of the greatest crises ever to have faced Canadian broadcasting—and possibly even the future of this country.

Exaggeration? Not if one looks at the current trends, for modern technology is overtaking the capacity of even the perceptive Commission to cope with rapid change, and with increased penetration of the Canadian broadcasting system by foreign signals.

Since April, the Commission has been facing up to two major problems, both closely inter-connected, both crucial to the future of the Canadian broadcasting system. This system, according to the 1968 Broadcasting Act, "should be effectively owned and controlled by Canadians so as to safeguard, enrich and strengthen the cultural, social and economic fabric of Canada." It must provide varied and comprehensive programming "of high standard, using predominantly Canadian creative and other resources."

The first problem facing the CRTC is how to encourage that delicate flower, Canadian content, and the second, how to control the weed-like growth of cable television, with all its revenue possibilities for cable and telephone companies across the country. Both are interdependent, because cable's penetration of urban Canada (now running to near 30 per cent of all television households) is fast fragmenting television audiences, thus reducing commercial stations' revenue from advertising.

To protect their own interests, private broadcasters are pressuring the CRTC to relax its Canadian content regulations, maintaining that their production costs are too high compared with their diminishing income. (Bear in mind that the before-tax return of all stations in Canada ran at 50.7 per cent in 1968. The Special Senate Committee on Mass Media concluded in its report that "broadcasting operations are generally more profitable than manufacturing companies, taken as a group.")

In a brave stand last year, the CRTC increased Canadian content requirements for television to 60 per cent of all programming to be measured over 13-week periods. The Commission also intended to reduce the amount of programming permitted from any one country to 30 per cent. In effect, this would have meant much less American programming, and an increase in other foreign content, mainly from Europe, and possibly Japan.

Faced with rumors of imminent bankruptcies in the private sector, the CRTC now proposes to change the content regulations in three ways. First, content will be measured over 12, rather than three months, as is the existing case.

The implication of this is clear to anyone who works in broadcasting: the summer season, with its reduced audiences and shorter programming hours, will now be filled with the cheapest possible Canadian programs, and the quota will be filled up during the summer months. This would leave the stations free to program mainly foreign shows during the peak viewing months of fall and winter.

Second, "prime time" will now run from 6 p.m. to midnight, rather than the present 6:30 to 11:30 p.m. A small but significant change as the content regulations apply not only to the broadcast day as a whole, but also to prime time. The old definition more accurately reflected the actual peak audience, but under the new system there is a chance there will be no Canadian programs on our stations between the end of the six o'clock evening news and the 11 p.m. "Nationals". Not a very reassuring prospect!

Finally, the CRTC intends to drop the 30 per cent maximum limit for programming from any given country which was being phased in gradually. They will replace it with a 45 per cent limit, which will mean that all the non-Canadian content could come from one source, the United States.

These revisions of the CRTC regulations will be considered at public hearings being held in Toronto September 21. Several groups, including ACTRA and the Canadian Broadcasting League, have announced their intention of fighting for the maintenance of the present regulations, introduced only a year ago.

On the cable television front, the CRTC has issued its long-awaited policy statement. Its aim: to integrate cable television into the Canadian broadcasting system. To this end, the CRTC has made two major decisions: first, that it will permit the free entry of foreign signals over the cable systems which it licenses; and, second, that cable companies should pay for the Canadian signals that they lift off-air and redistribute over their systems. The CRTC emphasizes that "one should pay for what he uses to operate his business."

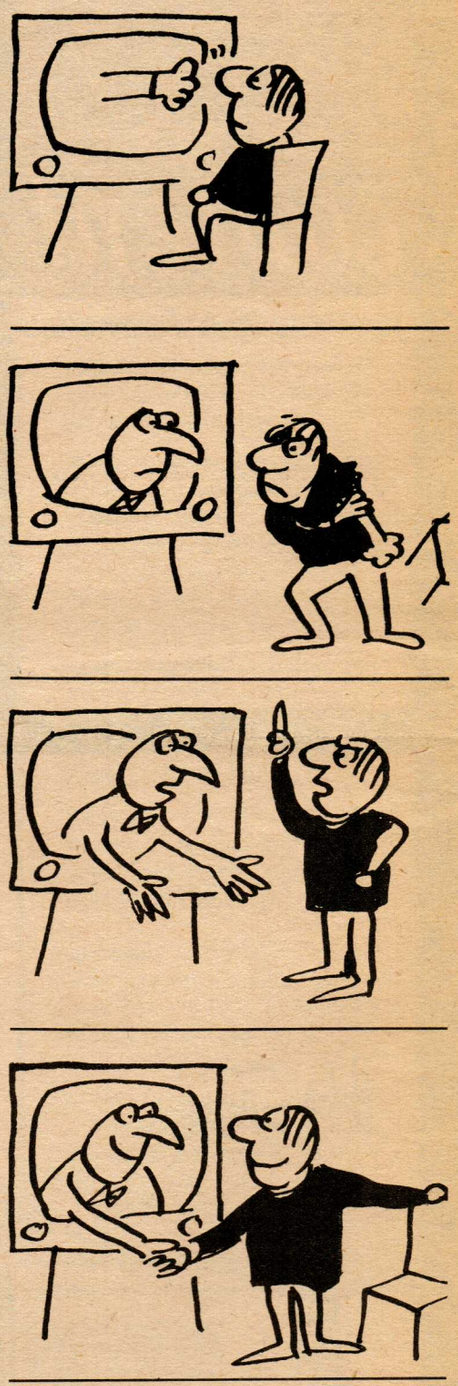
The first decision means that cable systems will now be able to bring in American stations freely, using microwave links if necessary, and the second, that cable operators will, in effect, pay toward some of the production costs of the Canadian programs which they are redistributing. (A rough estimate would indicate that the television stations will receive maybe $2 million of the $60 million spent each year on cable fees.)

Both these decisions seem to be enlightened and forward-thinking, provided, of course, they can be implemented in a satisfactory way. To ensure that cable systems do not swamp their systems with foreign signals, the CRTC lays down a list of stations that must be carried in order of priority, giving precedence to Canadian, educational and community closed-circuit channels before American signals may be brought in.

Less wisely, it leaves it up to the cable operators and local stations to work out how cable will pay for the Canadian programs used on their systems. Only time will show how that one works out.

Sane though the proposals may be, they are open to criticism on many counts.

The first is that the conflict over control of the community channels has not been resolved. At the April hearings which examined cable policy, the conflict between community action groups and the interests of the cable companies became very apparent. In centres such as Thunder Bay there appears to have been a battle royal over who would have final



Cable TV illustrations by Peter Whalley, courtesy the National Film Board.

editorial control over programming on the community channel. Judging by the anger shown by both sides in this dispute, what we have seen so far have been mere skirmishes.

In the long-run, the single closed-circuit (cable-originated) channel required by the proposed policy will not provide enough air-time to the fast-growing number of groups producing their at-times highly sophisticated programming on portable videotape equipment. Then the clash over who will control access to the cable will become a national issue.

In fact, it appears that the CRTC has avoided getting into the whole area of community programming, merely promising "opportunities. . . . for more discussion of this subject," and saying that "where conflicts occur concerning fair and balanced use of the locally-programmed channel which cannot be resolved between the cable television licensee and the person or group desiring access, then such issues should be referred to the Commission". A far cry from the representative "Community Charter Boards" that some hoped would be the programming bodies for the so-called "community" channels.

Anyone who attended the April hearings will find it hard to forget the hours of dirge-like presentations from telephone and cable companies. Solemn though they may have been, a significant confrontation was taking place. This is the battle between those who control the actual wires or poles on which they are hung (common carriers, normally telephone companies), and those who provide the programs, namely the cable companies (which, in most instances, lease the hardware from the common carriers).

This debate has yet to reach a climax, although the Canadian Cable Television Association recently fired a broadside at Bell Canada, threatening to protest Bell actions to the Canadian Transport Commission.

Strangely, the CRTC policy statement ignored this whole area. It probably was a great mistake, as the rates charged by the common carriers for access to their poles and conduits in effect determine the profit level of the cable companies. And under the new system, the cable profit levels determine how much money will be paid to Canadian stations for the programs lifted off-air.

If the Commission was unwise not to deal with the problems inherent in community programming and the relations between cable companies and the common carriers, it was very sensible to avoid the complex and delicate question of provincial jurisdiction over cable systems. In their different ways, Alberta, Ontario and Quebec have all claimed control over cablecasting, and there is some real doubt as to whether the federal government really has jurisdiction.

However, the CRTC accepted its mandate from Parliament, and treated cable as part of the national broadcasting system which it regulates. Clearly, it is not up to the Commission to try and go against the Act under which it is set up, and hopefully the secretary of state and the provincial ministers of communications will manage to reach agreement over the question of jurisdiction without interfering too much in the slow and difficult development of a more rational broadcast system.

The final recommendation of the CRTC was that the Canadian Film Development Corporation provide loans not only for the production of feature films, but television programs as well.

Although this, in itself, appears to be a somewhat dubious solution, the policy statement was right to stress the need for more funds to produce more and better Canadian programming to be carried on the new delivery systems. Both the CFDC proposal and the idea of cable companies paying for the Canadian programs that they use put the emphasis where it belongs. Sadly, the real problem facing Canadian broadcasters was avoided: how to find these extra funds.

Taking the 1969 figures, total operating costs for all broadcasting in Canada amounted to $332 million. (CBC, $154 million, private television, $85 million, private radio, $93 million).

A typical private television station might spend only five per cent of total operating revenue on talent fees and performing rights, about the same on advertising representative commissions, up to 15 per cent on microwave, telephone, tape, film and recordings—and yet expect a gross return on capital of about 30 per cent. Even if every charge over and above this gross return is termed a "production cost" (most private stations really import programs, rather than producing them), only 70 per cent of operating revenue goes into running the station. This includes, of course, all costs which can hardly be attributed to production. After all, programs are what broadcasting is all about: service to the public, not simply profits to the shareholders.

Assuming that the CBC spent every penny of its TV budget on production, the grand total for television in Canada for 1969 was still only $232 million. In other words, more money is urgently needed. Where will it come from? That's the question the CRTC is beginning to face up to.

The reasons this money is not available are many: one is our proximity to the U.S.A., which gives us an easy, inexpensive way out of producing our own programs. Another is the strange collection of complexes and fears of being creative and original ourselves, long with us and hard to deal with. Finally, and most importantly, is the fact that few Canadians have had the courage to stand up and demand their right to good Canadian programming, as well as the best that other countries can produce.

The CRTC isn't helping by reneging on the small advance made when it introduced the new Canadian content regulations last year. On the other hand, the new cable policy will certainly provide more signals to Canadians, and a greatly improved quality of reception. Unfortunately, the negative aspect of its recent actions far outweighs the positive, as only 30 per cent of Canadian households are "cabled"—leaving the other 70 per cent not just poor in that they cannot afford cable, but also because they will not be getting what must be considered a minimum level of Canadian content from our conventional broadcasting stations.

It has been said often that a nation without a mirror is no nation at all. A country built of many races, two nations, and several distinct regions needs the mirror provided by a country-wide broadcasting system more and more in the face of advancing technical change which floods the world with an ever-increasing wave of programs intended not to inform, not to stimulate, not even necessarily to entertain, but to make money.

Canada needs Canadian content, just as she needs access to American and other foreign signals. Right now, no one seems to know how this need is going to be fulfilled. Not even the CRTC.

Richard Spry, who lives in Montreal, is a free-lance broadcast producer whose most recent major assignment was "Under Attack."

DIALOGUE IS A PARTICIPATORY THING

by STANLEY BURKE

Isn't it time to move beyond the cops-and-robbers stage in community television?

It has become a cliché to say that community broadcasting on cable offers the possibility of creating a new dimension in the democratic system, offering the average man an opportunity to make his voice heard in an ever-more-complex society.

But who decides what voices are to be heard? Is it safe to leave this decision to the cable operators who could thus, ultimately, have almost total control over the information sources of every community in Canada? Already, people get most of their information electronically and, in the future, if newspapers are delivered electronically over the cable system, the cable operator would bear an almost impossible responsibility.

An incident last year at Thunder Bay illustrates the danger.

A citizens' group called Town Talk scheduled a program on the media with the intention of discussing the degree to which local newspapers and broadcasters were serving the needs of the community. The program did not go on the air because, among other things, the local television station owner claimed that the panel was "not sufficiently representative". One reason the panel was not representative, according to citizens' representatives—and not denied by the newspapers—was because newspaper staffers were forbidden by their editors to participate. In one case, it is said there was a threat of dismissal.

In this controversy, activists on the citizens' side saw themselves as Davids struggling against a pitiless System which is destroying our freedom and environment in the name of Power and Profit. Alarmists in the Establishment saw a new Reign of Terror which threatens democracy itself. Read this battle cry from George Ben, a Liberal member of the Ontario Legislature:

"There is a new danger to everybody's political freedom. It is caused by the use of com-

munity cable television by groups who set themselves up arbitrarily as "citizens" or "community" groups but who have no real mandate from the communities concerned....

"In the old days of the Roman Republic, Clodius (*sic*) and his gangs roamed the streets, terrorizing everyone who seemed to want to think along lines different from the mob at the time of the elections. Today, things are done more subtly, but the effect is just as insidious....

"Responsible people must act immediately to stop this proliferation of access by those who have nothing to say but 'Let us disturb and disrupt the status quo.' "

Nine hundred copies of this statement were issued for distribution through broadcasting associations and federal communications agencies making it a significant document in the struggle for control of a revolutionary new medium. It does not represent the views of the Liberal caucus in Ontario, some of whose members are deeply distressed at Ben's statements, but it has been taken seriously by cable operators.

Hopefully, an experiment under way at Barrie, Ontario, will help establish a compromise between the two points of view. For the George Bens, the aim is to demonstrate that a citizen's group can be created which is reasonably representative but doesn't send Roman gangs roaming through the streets. To the Citizen Freedom Fighters, it will demonstrate that a beginning can be made and that a community group, however Establishment-oriented, can win the right to complete editorial control subject only to the laws of libel.

Barrie appears to be an ideal community for such an experiment because it is large enough to have big-city problems—industrial pollution, disillusioned youth, planning problems, unemployment—and, at the same time, it is small enough so that a workable representative group can be chosen to control the experiment.

The basic idea behind the experiment can be summed up in the phrase, "what can we do about it?" It is intended to deal only with subjects on which action can be taken at the local level—employment, social problems, pollution, planning. One of the first subjects to be debated, for example, is the location of a new ice rink. At the other end of the planning spectrum, Barrie people are concerned about the long-term survival prospects for the town itself. Is it doomed ultimately to be swallowed up by Torontopolis or, alternatively, is it possible that a medium-sized town and the values it represents can be saved and can, perhaps, make a contribution to all of Canada?

It is suggested that the Barrie experiment, if successful, could be the basis for the creation of other local seminars. These, in turn, could lay the base for regional seminars and, ultimately, for the establishment of a national dialogue.

Radio and print would have an important role to play but, essentially, the "central nervous system" would be provided by television and cablevision. The national debate would be "anchored" in Ottawa and would bring in regional discussions from, for example, Halifax, Montreal, Toronto, Winnipeg and Vancouver. Each of these centres would be discussing its own problems so that people across Canada would gain an insight into the similarity of their problems and, at the same time, into regional differences.

They also would be discussing ways in which they could assist one another and, thus, the debate might be a more powerful force for national unity than a dozen constitutional conferences dealing with abstract legalisms.

In particular, the national dialogue would bring together the views of experts, informed laymen and, at the local level, the average citizen. It is essential for the orderly development of Canadian communities that these three levels be able to interact because, in isolation, they are incapable of solving current problems. The plain fact is that the problems of the modern urban community have become so complex that they require the total expertise of the community in seeking solutions.

Leading authorities state that Toronto, for example, may face a major crisis if action is not taken within a year to control development in the downtown core. If all currently scheduled development proceeds, it is stated that Toronto, the city with perhaps the brightest potential in the world, will be doomed to become another Cincinnati.

Canada as a whole, however, faces a time crisis of another kind—waning optimism. The vibrant confidence has been shaken severely by the Quebec Affair, by unemployment, and by frustration as the average citizen realizes his inability to affect forces which threaten his life pattern.

Surely, however, it is not too late. Canada has space. Canada has wealth. Canadian society is flexible, not yet crystallized into the rigid structures of American society, for example. Above all, Canada has the technical ability, the expertise—and the instinct—to engage an entire people in dialogue on the future they want for themselves.

Canada could be the first nation in history to engage in such a debate which would be, in fact, a new extension of the democratic system. It is important to emphasize that this would be an extension of the existing system rather than a substitute, that the aim would be co-operation rather than confrontation. The key phrase must be, "what can *we* do about it?" not, "why don't *they* do something?"

Canada now has the world's most extensive cable systems by population which will, in this decade, reach at least 70 per cent of the population. The challenge now is to learn how to use it, how to move beyond Saul Alinsky and try to build something new.

It's easy to get people mad at each other. It's easy to push Humpty Dumpty off the wall.

It's harder to put something new together.

Stanley Burke has been involved in experimental and community television programming since leaving CBC-TV and the Biafran aid project. He prepared these comments for the Media 71 conference.

Content, for Canadian Journalists is published monthly by Reporter Publications, 892 Sherbrooke St. W., Montreal 110, P.Q. Second class mail, registration number 2501. Return postage guaranteed.

MR. BROADCAST NEWS

by ROBERT CARR

"And now, the news. Roald Amundsen has reached Nome, Alaska, to complete the first traverse of the North-West Passage. In Greece, at the Olympics, the 26-mile marathon has been won by William Sherring, a Canadian from Hamilton, Ontario. And, in Winnipeg, the *Free Press* forecasts a record harvest this year of 90,250,000 bushels of grain...."

In 1906, those probably would have been headlines for newspapers taking the Canadian Pacific Telegraphs' service, which was largely Associated Press copy. Even AP couldn't ignore such stories. But, it's doubtful that even the *Free Press* paid any attention to the arrival of Charles Blake Edwards.

Only in the last few years has Charlie Edwards been given his due as "Mr. Broadcast News." In 1906, when he was born, he was just one of the many new arrivals in booming Winnipeg among the Jews, Poles and Ukrainians who were settling and the thousands of greasy, gaunt and grubby harvesters who came from as far away as the Maritimes for room and board and $2.50 a day.

"The whole news business is different from what it used to be, you know. There's a generation of broadcast newsmen in Canada, maybe two generations, and the boys are good." To the big man with his white hair, slumped in his chair in The Canadian Press headquarters on Toronto's University Avenue, everyone in the broadcast news business is "a boy."

He tugs at the bulbous nose and smoothes his shirt under a worn jacket. He's comfortable here, the chief of Canada's second-largest news agency, and it seems somehow wrong that he's retired from the rat-race.

"I came to Toronto because Canadian Press needed a sports writer. Mostly the MacDonald Briar which was held here all the time, then. And, I had pretty well the experience they wanted." Edwards was a Winnipeg *Free Press* sports reporter before he went into public relations for CNR and then for Winnipeg Sports Enterprises.

"Ever regret leaving the sports beat?" I asked. He fussed a bit and pulled at the left jowl, frowned and looked around the small, neat office. "You're darned right', I did! There are days when I'd like to get back to any kind of writing, you know? I still like to write the occasional piece of copy on something that catches my fancy." He sighs and the bulk slumps a little lower in his chair. "But, I had to give that up as it grew."

The "*it*" is Broadcast News Limited which C. B. Edwards built from a rat-hole operation into Canada's first-class BN wire.

"You have to remember, there's only one other country which has a service even remotely like this wire." Edwards is on the defensive, ready with every argument he's acquired in more than a quarter-century of selling BN to managers who didn't want it, or wanted it differently, or wanted it at a lower price.

"The States has broadcast news wires where copy is written especially for radio and television stations. But, we have developed regional copy-desks differently from theirs. And, we carry features that they don't. I think it's the best service anybody could expect." One senses that Charlie has something on his mind, some qualification to his boasts.

Uncle Charlie Edwards Photo: Ben Gailor

"I've some reports to write for the directors yet. Ideas and things. Where we should be going. What the service should do now. Even whether it should continue at all."

Broadcast News Limited evolved—in 1953—out of Press News Limited, a rewrite operation provided by CP to broadcasters. It now includes a printed-news service in French and the broadcast voice operation, heart of which is in Toronto.

"Voice is really what it's all about, they tell me. There's our voice system and three or four others now. Maybe in the future, that's all anyone will want. Maybe printed news is on the way out." Edwards hesitates and shakes his head. "I don't know for sure. This is the time when things change so fast.

"I thought that maybe the stations weren't relying on news from the newspapers so much until this last trip across the country. One news director told me he'd be dead without stories from The Canadian Press." To many newsmen, this is strange talk from a pioneer in broadcast journalist—from "Uncle Charlie" who kept many journalists in radio-tv.

In 1967, Canadian radio and television news directors created an award named after "Charlie" for enterprising newsrooms. In 1968, the Canadian Association of Broadcasters gave him a plaque "in recognition of his vision and dedication which stimulates constantly-improved quality of broadcast news...". And the National Press Club this year gave him its award for outstanding contribution to Canadian journalism.

"Don't get me wrong. We've a great bunch of guys who can really get out and hustle. They originate stories. They dig them out, independent of newspapers. But, when you're a Toronto station with say, fifteen men and only two or three of them are leg-men, it's tough to compete with—it's *impossible* to compete with—the Toronto *Star* which has what? 200 reporters." There are no maps on his walls and few pictures to stare at, so instead, he opens a desk drawer and stirs a half-dozen paper clips. He closes the drawer carefully.

"The managers of the stations say they believe in news. I mean, for radio, what else is there? If you want music you can buy a record player. News is what makes radio unique. Yet, when they start chopping budgets, what's the first place they look to for economies? The news department."

Charles Blake Edwards has invested a lot of time in Broadcast News Limited, which serves nearly every broadcast outlet in Canada. "I guess I travel ten, maybe fifteen thousand miles a year across the country now, thanks to planes. We have the annual regional news directors' meetings and with them, the RTNDA of Canada get-togethers. It gives us a chance to see what's changing, what should be changing."

I ask the question: "Charlie, are newspapers on the way out? Maybe BN will be the only news wire someday."

"Oh, I don't think that will happen. You know, radio is called Instant News, at least by some people, and TV, the Pictorial News Medium. But, a lot of people simply think of newspapers as 'a record' of what's happened and they are more than that. Look at the increase in pictures and the use of color. Newspapers are evolving all the time.

"I'm told there's a new newspaper in Los Angeles that's doing pretty well too, and it monitors all of the radio and television newscasts. It makes sure that every news story on the newscasts is in the paper. The publisher feels that, if people want to hear about that story, they will want to read about it. And there are newspapers here in Toronto that will sometimes dump a story off Page One because the radio or tv has been giving it good coverage for hours and they want something different. On the other hand, sometimes when broadcasters give a story big play, the papers will give it Page One.

"Broadcasting already has had an effect on newspapers in a lot of other ways. Look at how the papers interpret and relate stories that were covered by radio or tv hours before. I can remember people lining up on Election Night outside newspaper offices to read the results on bulletin boards and the Extras. That's all gone now.

"As for facsimile, the newspaper boys seem to think it's coming, the Newspaper-in-Your-Home. After all, a major expense nowadays is staff, eh? Carrier boys and circulation people. If they can find a faster, cheaper way to deliver an acceptable paper, why not?"

The reason Western Associated Press was founded and, later, The Canadian Press, was domination of CPT news by American-oriented news stories. Broadcast News Voice relies on ABC in the U.S. for its taped inserts from abroad.

"And, why not?" asks Charlie. "After all, a good reporter is a good reporter, no matter for whom he's reporting. If his story is objective, why shouldn't we use it? And, the big thing is the voices of people actually making news; it can't be anything but objective."

What about the actual wire copy? "Same thing and we have CP men in bureaus where they can watch for a story that the Americans are likely to be a little biased on, like stories about Viet Nam. We balance that off against our Agence-France and Reuter copy and against the BBC."

In Charlie's IN basket, still unanswered, lie letters from broadcast systems and schools of journalism here and abroad. Offers to lecture. Offers to draw up the courses of study. Offers to consult in creating new broadcast news systems such as Canada has.

"I've had a lot of offers. Some of them for pretty good money, too, But, I can't get too enthusiastic right now. I want to get back into shape." He pats the paunch that gives him the Alfred Hitchcock shape. "And travel some. I have relatives in England I want to see."

How about a history of Canadian broadcasting? Of radio-tv news? "Oh, a lot of people have suggested that. You know, sort of joking. Even a history of Broadcast News Limited. Somebody ought to do it before all the people who know what really happened along the way die and take all of those memories with them. Somebody ought to. But not me."

I say what's been bothering me since we started our chat.

"Somehow, I just can't see you out of here, Charlie. Not after this long. I can't see a BN regional meeting without you. Or, a meeting of the Radio-Television News Directors Association."

There's a moment of embarrassed silence. Even at regional news directors' meetings, where Edwards was applauded and praised earlier this year, he couldn't make a speech. He's one broadcaster who's awkward and shy at the mike.

"Well, I have some golfing to do and some gardening at my cottage. And I want to try out that fishing rod you boys in Central Canada gave me in Hamilton." It peters out as the big man with the soft voice fumbles for words. "And, to be truthful, I'm going to miss it. But, as I say, I have some plans and after that....Well, I've never been retired before. How do I know?"

Bob Carr is a broadcast newsman feeding a series of Canadian radio stations from Ontario's Legislature Buildings in Toronto.

THE CHANGING (AMERICAN) NEWSPAPER GUILD

by ELEANOR DUNN

The American Newspaper Guild is a thing of the past. It's now The Newspaper Guild. The name change came about at the Guild's annual convention held in Boston July 12-16 and it took a roll-call vote of 268 1/2 to 136 1/4 to accomplish it.

So what does a name change mean? Probably nothing to those who look upon the Guild as being too little, too late, and too American to be worthy of consideration. But the name change meant a good deal to the Canadian delegates who this year went to the convention determined to change things, determined to get some recognition for uniquely Canadian problems.

There's a new wave of nationalism sweeping through Canadian newsrooms, and we've all been guilty of playing that favorite game—knock the Yanks—whom, we presupposed, were always telling Canadian Guild members what to do.

This was the year we were going to change all that. This time we went armed with several proposals drafted at the Canadian District Council meeting in Toronto, May 31.

The first resolution, from the Ottawa local, censuring the Canadian Labor Congress for its unexplained intention to close to the press three days of meetings in Ottawa in mid-October—dealing with the subject of industrial democracy—was passed unanimously.

Another of our resolutions called for the publication of a new and distinctively Canadian organizing booklet, to be prepared for and by Canadians, and printed in Canada in both English and French.

On this issue, we didn't go cold into the convention. A group had met the weekend prior to the convention to develop the sort of copy we felt a Canadian booklet should contain. We took the material to Boston and showed it to other delegates. A start has been made.

Our resolution calling on the international executive board to undertake a feasibility study of establishing a Canadian office with a Canadian director and Canadian research staff was also approved on the convention floor—unanimously.

Senator Keith Davey was at the convention, guest speaker at the annual banquet, and, naturally, spoke about his committee's report on the mass media.

"Would it be possible for the Guild to demonstrate its concern for its readers, for newspaper readers, by supporting and encouraging the formation of press councils?" he asked, saying these councils would serve as watchdog to monitor the press much in the way the press monitors society.

The following day, on the convention floor, delegates adopted another Canadian-sponsored resolution calling for the establishment of both press councils and press-ownership review boards as recommended in the Davey Report. The convention called for Guild representation on these at the local level but said no elected official should be appointed to a press council.

"The second last thing in the world that I want to do is to come into any kind of conflict with the Guild, whose principles I support entirely," Davey told the banquet audience. "And the last thing I want to do is delay progress towards a more professional status for journalists and for newsmen everywhere.

"Our report contains three main references to the Guild, and here verbatim is the quote that really put the fat into the fire: 'It'—and the 'it' is sitting down to help decide how to invent a press council—'might help broaden the Newspaper Guild's horizon beyond the lunch-pail level.'

"I have now had several opportunities...to read the Guild's Constitution as well as to re-read the transcript of the hearing the day that the Guild appeared before our committee, and, having done these things, I can honestly say that I can understand the annoyance of the Canadian members of the Guild."

Davey would encourage an all-out membership drive, and, most of all, an all-out drive to organize the smaller cities in Canada. "Believe me, it is your colleagues in the boondocks who need your help most desperately."

The convention went on to adopt the most wide-ranging women's and minority rights program in the Guild's history, broadening the collective bargaining program to implement recommendations in both areas. (A Canadian, myself, had the privilege of chairing the Human Rights sub-committee which brought forward the 30-point list of recommendations.)

The convention demanded the resignation or dismissal of U.S. Attorney-General John Mitchell for his "attempts to subvert the Constitution" in the Pentagon Papers case. In addition to what it described as "the incredible actions" of the U.S. Government "in attempting to muzzle newspapers" in the Pentagon Papers case, the resolution cited Congressional attempts to subpoena materials from the Columbia Broadcasting System, and "even more gross violations involving restraints on publication and the arrest of journalists in Quebec during last fall's terrorist kidnappings."

And so it went: five days of hard work, five days of late nights. Yes, the lunch-pail was in evidence too—Bill Fox of the Ottawa local presented Senator Davey with a gold-plated one.

Delegate Mike Blagg summed it up when he wrote in the Ottawa local's *After 30 Bulletin* convention report from the delegates:

"If you're, as I've been most of my days in journalism, dubious about the Guild's lunch-pail concerns, anxious about the apparently-incessant strikes and lockouts recorded in the *Guild Reporter,* incredulous about the $400-per-week sought in the Guild's model contract—then for you, as for me, the convention would have been a revelation.

"For me, a freshman delegate, the convention has brought into focus what an excellent union we belong to. The workers of the news industry are one of a trinity; the others are management and the public. We have failed to do so sufficiently in the past, and though overdue now, we should assume our share of the responsibility for the destiny of the industry. We must speak out, participate, share our viewpoints with our co-workers across North America, make our weight felt too in the boardrooms of the industry.

"The Guild came through to me at the convention as a fitting agency to which all who work in the news industry should belong."

Eleanor Dunn, a reporter with the Ottawa Citizen, *is president of the Ottawa Newspaper Guild.*

We hired our first gal reporter back about 1908.
She wore black wool stockings, high button shoes and floor length skirts.
And she covered the "Society" beat.

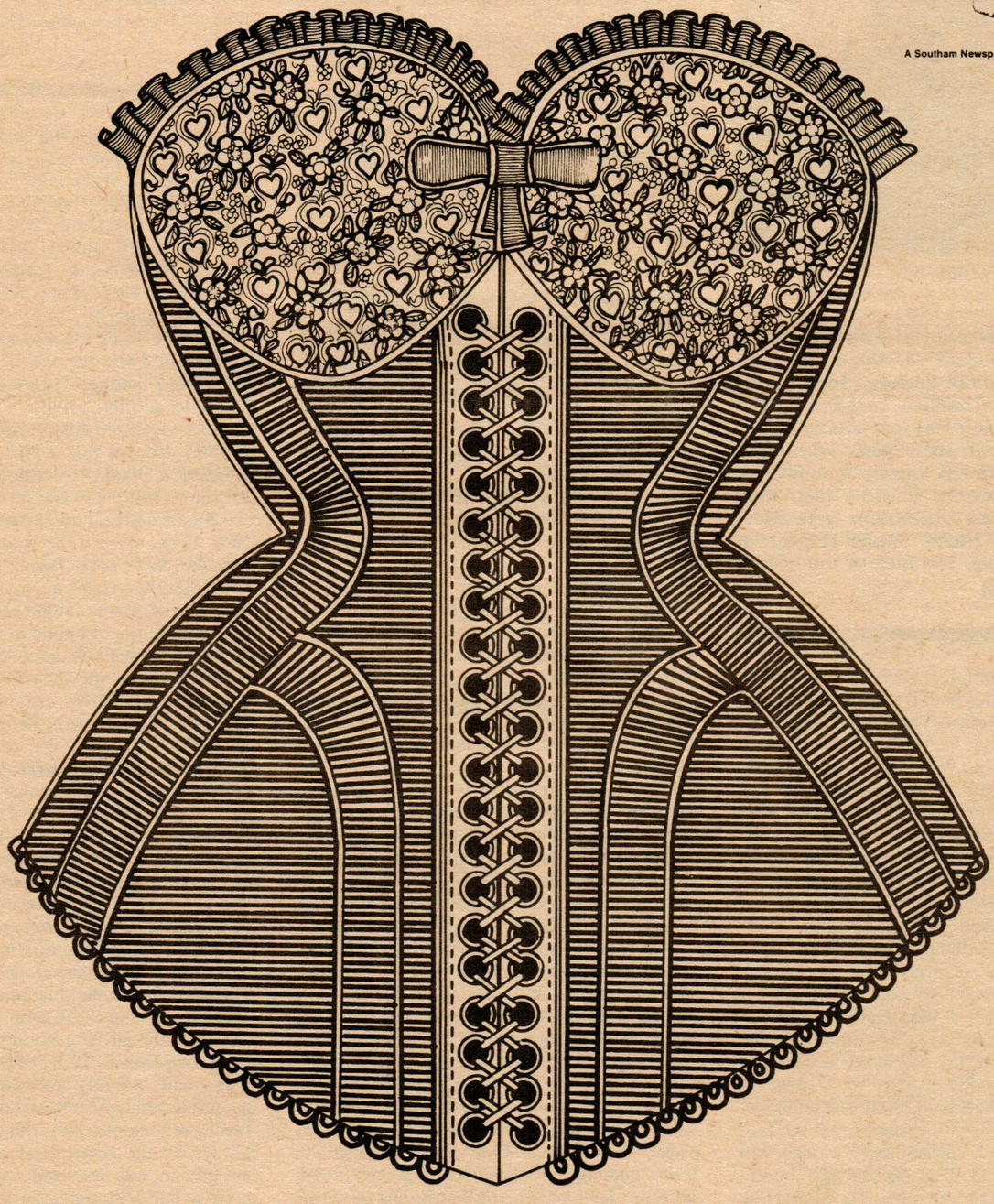
We've come a long way since then.
Now we have 15 women in our newsroom.
Including an assistant City Editor and a senior on the desk.

They don't wear floor length skirts.
Or scratchy wool underwear.
Some are even bra-less!

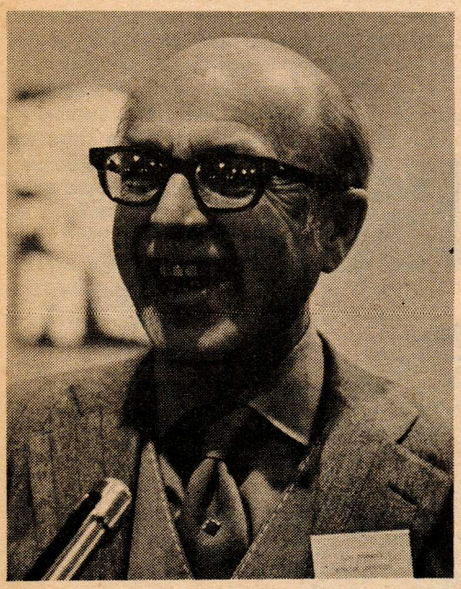
And the whole town is their beat.

The Edmonton Journal

A Southam Newspaper



E. U. (TED) SCHRADER
1918-1971



Ted Schrader, at Media 71

(In a Toronto cemetery at 2 o'clock on the afternoon of August 11, the family and dozens of friends of Edward (Ted) Schrader gathered in brilliant sunshine and a breeze to pay their last respects to one of the leading journalists and journalism teachers Canada has known. A number of Ted's friends wished to write their final tributes and these expressions were delivered by Ted's friend, Bruce Rogers of CBC Radio News. The bulk of the eulogy is printed here.)

I'll miss Ted Schrader...a lot...so will many others. But for me, and I suspect for others, there is a way in which Ted has not really left us.

A man lives on after death through his deeds, through his accomplishments, and through the memory of his face, name, and character. But Ted Schrader lives on in probably the least public and yet most influential manner. His exemplary life has touched so many people—especially students and his fellows in journalism.

He built an educational experience designed to turn out professionals—not just word-choppers. He sought to combine practical skill-training with a perspective based in values and social concern. He emphasized the burden of responsibility tied to the authority of the press and press freedom. We'll miss his newsy letters to Ryerson journalism grads.

The profession is still being served by Ted. His scholarly and entertaining writings will continue to be read as guides through the hazards of libel and contempt. His aspirations for Canadian journalists have also been served by his efforts in the Canadian Society of Professional Journalists and the professional fraternity Sigma Delta Chi.

He was an optimistic idealist. His quiet influence on Canadian journalism will continue. He was a professional and he touched a lot of people a lot.

And it's the mark of the unique man he was that a number of these people felt impelled to go to their typewriters and remember how Ted Schrader influenced their lives. From their thoughts, and memories—a fond picture of Ted:

Ted Schrader brought vitality, enthusiasm and imagination to every project. From his boyhood on the prairies in Saskatoon and throughout his career in journalism in Montreal, Winnipeg, Vancouver and Toronto, these qualities were ever present. They will continue to be reflected in the daily living and work of his students, his colleagues and his friends. He will be sorely missed.

—R. Douglas Archibald, attorney, boyhood friend and college classmate

I feel I knew Ted well, but when you examine the man with a view to writing anything about him, it seems that he belonged to more than one world and that often (I think; it's certainly true in my own case) people from one world had little or no association with those from another.

It was his stimulating and utterly unabashed devotion to the enrichment of journalism that drew me to him most, from the very first time I met him. That was at a Canadian University Press conference in Quebec City in the winter of 1959, and he was there, I believe, as an observer. Whatever position he was there in, I'm sure on the basis of more recent knowledge that the time he was giving was entirely his own, and it would not have occurred to him to ask for a consultant's fee; it would have embarrassed him if anyone had suggested he ask for one.

I will never forget the swiftness with which the conference delegates accepted Ted as both expert and contemporary. He could no more stop himself from spending most of his free time with keen young journalists than he could stop getting up at 5:30 a.m. and reading the *Globe and Mail:* they were his addictions.

Ted often served some concoction of meat (round steak minced, I suppose, and, I think, rice. He called it either GUK or GLOP). Served with bread and butter and rye and orange juice (in those days). Another of Ted's favorite meals was the largest turkey he could get into his oven. He stuffed it with prepared dressing, then wrapped it in tinfoil and there wasn't any of this feminine basting nonsense—Ted put the bird in and took it out *hours* later and it was always delicious (I think he *might* have browned it for the last few minutes, but Ted's culinary routine was to cook something that you could shove into the oven and ignore for the whole day). Then there were those long afternoons at the lake, when everybody did exactly what they wanted to, and if people started talking about newspapers, which we could usually not resist, that was fine, but it wasn't compulsory.

One still hears some talk about a generation gap. If anyone could bridge it for me and my contemporaries, it was Ted: literally old enough to be our father, yet unforbiddingly so. He listened (fathers didn't, I recall). He told us the score (1971 translation: where it's at). What more could we ask?

Suffice to say: he was a kind and helpful friend who listened long and who gave good advice freely.

—Alan Walker, staff writer,
Canadian Magazine

Just as parents connect some of their offspring with a particular era or incident more than any other, so I connect Ted Schrader with one era more than any other, even though I knew him through several. The era in which he will live in my mind is that of the Air Force barracks Ryerson, the Ryerson ruled with the velvet fist of H. H. Kerr, before student power or faculty power.

Much of Ted's life was spent finding ways around rules and regulations, so he could help individual people—his students and Rye graduates mostly, but also a surprisingly large number of people only peripherally connected with Ryerson, or not at all.

He took a hell of a lot in his cheerful stride. A minor example would be the time the Ryerson Student Press Club arranged a field trip to New York, to view the wonders of *Time-Life* and the New York *Times*.

On the bus trip down, there was some boisterousness—a laughable nothing by today's standards of public misbehavior. A gentleman who shall be nameless, but who happened to know the then Ontario minister of education personally, also happened to be on the bus. On his return, he complained to the education minister; the education minister complained to H. H. Kerr; H. H. Kerr called in Ted and demanded that Ted arraign the guilty parties for reprimand.

It was a solemn occasion which H. H. conducted in the fittingly echoing reaches of the old Great Hall. Suspensions were dished out, and any further misdemeanors were to result in expulsions. Ted never made any big deal out of it although it and so many other incidents like it must have eroded his status within the councils of the Institute. This we knew nothing of, and Ted was not interested in dignity, although he generally possessed something very much like it.

He had a knack of knowing how to let people act out their mistakes as well as their successes, seldom remarking on the former, always on the latter. His tolerance, although not infinite, was deep and was expressed in actions a hundred times for every time it was voiced.

—Barrie Zwicker, free-lance writer, Journalism '58

Ted Schrader was one of that band of not more than half a dozen who pioneered journalism education in Canada. Although he was accomplished in many fields, it is as a teacher that more of us remember Ted. Hundreds of men and women, touched by his teaching, carry with them to the far corners of the world a part of Ted Schrader, his benevolent personality, his inquiring mind, his concern for others—these men and women are Ted's living memorial.

—Prof. J. L. (Bud) Wild, University of Western Ontario

Ted's middle name was Udo (You-doe), recalls a 1955 Journalism graduate, and students of the early fifties made puns about U-dig and nicknamed him Digger. It was a good-natured joshing about his insistence that you couldn't do a good job on a story without good, hard digging.

He was a soft touch then, when he was poor, and an even better touch when he advanced to a high-rise on Alexander Street. Still, he would push young students into walking down to the corner of Dundas and Yonge and writing a story based on all their senses. He would become demanding then, telling the kids to lick a brick wall if they couldn't find something else to taste.

He's hard to pigeon-hole, however, He was a Prairie boy who came to love the East. He was a family man who had no family of his own except his students but who had a family feeling for his relatives. He was a city person who had a real thing about a rocky island on Gloucester Pool.

Gloucester Pool is where Ted played host to many students and friends. Even when he knew time was short, after a heart attack, he agreed to become secretary of the cottagers' association because they told him it was his duty.

A few days before he died, Ted's neighbors on The Pool had a birthday party for him. Everyone was glad to see him happy and apparently healthy.

—Barry Conn Hughes, writer-editor,
Canadian Magazine,
Journalism '55

It occurred to me some months ago, when *Content* was still a virgin publication, that if the magazine accomplished nothing else, its most significant achievement would be to give our readers exposure to Ted Schrader, to his ideas, his charm, his unabashed enthusiasm for this business called journalism, and to provide an outlet for the wisdom that he accumulated over the years. I now feel a very real personal and professional loss. His encouragement for what I've endeavoured to do with the magazine, his willingness to contribute spontaneously, his support for Media 71 and what it represented for the profession, remind me of a line I read recently. Someone, writing about *Maclean*'s, said there was only one Ralph Allen in Canada. Just one. Well, there was only one Ted Schrader too, as I learned in the too-short period I knew him. *Content* and the trade-at-large are the poorer. We hope to carry on with his valuable series on media and the law, eventually to publish the instalments as a book. He bubbled with interest at our planned feature syndication service. He wanted to rewrite a hundred of his better columns and distribute them with illustrations as get-well cards. It was a splendid idea.

—Dick MacDonald, editor,
Content, *for*
Canadian Journalists

Ted Schrader was one of the pioneers of journalism teaching in Canada. He gave unsparingly of his strength and ability in the creation of Ryerson's present diversified communications program. How well he built is to be seen in the wide respect that program enjoys. Testimony to his personal contribution is given by the strong loyalty of his graduates. His loss will be deeply felt.

—Prof. Wilfred Kesterton, Carleton University

From the Last Dateline: GLOUCESTER POOL column in the Midland *Free Press*, titled "I Remember, or Island 129", written in memoriam by friend Jay Beattie:

It was a sunny but very cold day in March of 1957 when Barry Hughes, Jack Jamieson, Ted Schrader and myself first sighted Island 129 in the Severn River. We had hiked through the snow from Black Lake and came upon the peninsula which forms the southern end of Gloucester Pool. We walked across the ice to the island, made our way indoors and brewed a pot of coffee from melted snow. That was the worst cup of coffee I have ever tasted.

Ted was so impressed with the Severn that he sought out the owner of Island 129 and arranged to rent it that summer.

In the summer of 1958, when Ted had negotiated the ownership of Island 129 and realized his 16-footer with 40 horses, we broadened our explorations to Orillia.

I remember those evenings when Ted, Barry Hughes, with brothers Bill and Dick, a student or two from Ryerson, and the odd Severnite gathered in the cabin to talk the night away with stories now legendary in the annals of the Muskokas. When the stories ran out, we played, "Who the Hell am I?" a sort of 20-Questions version of To Tell the Truth.

—Al Sauro, dean of applied arts, Ryerson

One of the first things I remember Ted telling us when I sat down in one of his classes with the vague idea of becoming a journalist was that there are just two kinds of reporters: The gee whiz kind and the aw-shit kind, and that it was up to us to decide which kind we wanted to be.

Ted never left any doubt about the right choice—he was a gee whiz reporter all his life. I couldn't help thinking that when he had an attack his first instinct was probably to interview himself about it, write the story to deadline and THEN call the doctor.

Through all his years of teaching, the reporter instinct never left him and neither did the boyish enthusiasm that rubbed off on so many of us.

While he was in hospital, I wrote a piece for the campus news bulletin about a party the journalism grads had organized in his honor. I sent him a copy and he took the time to write a note thanking me for the kind comments contained in the story. I felt quite pleased with myself and then my eye fell on a post-script which began "Incidentally...", and he went on to correct an error of fact in the story. That was Ted, always editing our copy, even a dozen years after graduation.

And I remember once in my final year at Ryerson when I was expounding at great length on some topic, monopolizing one of Ted's classes, and when I finished finally he looked at me and said in that phony gruff way he had, "When you first came in here three years ago we could hardly get you to say a word and now we can't get you to shut up." But I was sure he said it with a certain quiet satisfaction that he had succeeded in getting a country-boy turtle to come a considerable way out of his shell.

For Ted, professionalism was what journalism was all about. In an open letter to his friends when he resigned the journalism chairmanship, he said, concerning the future of the course he founded, "And my prime drive involves professionalism, because surely the mass media must build on the individual integrities of their practitioners."

—Terry O'Connor, Information Services, Ryerson, Journalism '58

Ted Schrader would not have approved of the trite phrase, "It seemed like only yesterday," but that was, in fact, the phrase that sprang to mind when I wrote to him in May of this year to recall his advent as a journalism teacher at Ryerson and the way he had built the department into a national institution over the years. Journalism education in the old prefab building on Gould Street was set in motion by Howard Kerr and Edward Parker in 1949, and I came from Montreal a year later to be the sole instructor for a year until the young dynamo named Schrader charged into the scene.

Ed Parker and I decided at this very first onslaught that he was the man who could meet the expected horde of students, who could outradiate youth itself in pursuit of facts, quotes, background and speed of presentation. Ted and I worked alongside each other until 1955—sharing the same office, putting out the *Ryersonian* four times a week, instructing, counselling or arguing with students as the case might be, in a constant kind of be-in. It is because of this close association in that intense five years that I can say, to use the Schrader phraseology, THE FACTS ARE THESE:

*Ted Schrader gave, without reserve, his life and teeming vitality to all students in the cause of journalism education.

*Ted Schrader never lost sight of journalism's impact on society. Without freedom of the press, and without responsibility by the people who report the news and propound the views, no social order could function properly.

*Ted Schrader as a journalist himself, as a friend and as a teacher lived his life as a profound and active humanist. He believed in people. He helped people.

I last saw Ted at the Media 71 Conference. He was there attending to a new breed of journalists beginning to stir in Canada—writers and broadcasters seeking better media, advocating greater accuracy, fairness, truth and comprehensibility in journalism. In no small measure, Ted Schrader was the Grey Eminence of this meeting even though he would not have claimed that influence. For here was the fruition of his ideals, in the service of which he gave his life.

—Prof. Earle Beattie, journalism, University of Western Ontario

CANADIAN PAPERS: PSHAW!

speakout

by COLIN MUNCIE

***Content* has maintained a policy of not carrying anonymous institutional editorials primarily because the editors hesitate to adopt an ivory-tower position when dealing with their peers and colleagues. However, we have initiated a sort of guest editorial. The pieces—designed to stir discussion on a variety of pertinent subjects either as guest editorial feedback or as letters-to-the-editor—appear as regularly as they are available from readers. Payment, at this stage in the magazine's development, cannot be offered. Yet read on. And be angry, if you're so inclined.**

Canadian journalists are alright as long as they don't strive to rise above their station. When they do, they must quickly be put in their place.

The other day, when I had absolutely nothing to do, I scanned the *Globe and Mail*, the Toronto daily which claims to be Canada's (excuse me while I chortle) national newspaper. I was rather amused to read a statement by a senior *Globe and Mail* executive to the effect that Canadian newspapers and journalists were better than their British counterparts. The following day, I bought another *Globe and Mail* and turned to page two, looking for that regular feature "Our Mistake".

But, there was no correction of the previous day's colossal blunder, so I was forced to conclude that the silly fellow really believed what he was quoted as saying.

Canadians, the master race of journalists? One expects the lower classes to be unlettered and ignorant, but when they try to be impertinent to their betters, they must be reprimanded.

How else will they learn?

To set the record straight: Canadian newspapers are in no way, shape or form superior to—or even as good as—British newspapers, undoubtedly the best in the world. To show that I am objective and fair, I concede there are a few rotten newspapers in Britain, but when Britain produces a rotten newspaper, it is *magnificently* rotten.

Are you angry yet, all you Canadian newspapermen out there? No? Well, gather round while a big-mouthed British newspaperman tells you what's wrong with Canadian journalism. And maybe by the end of this article you'll be mad enough to do something about it.

I'm constantly being told, it seems, that the *Globe and Mail* is a superlative Canadian daily. Well, if that's the best you've got to offer, I'll have a go at it first.

It is, like far too many dailies between Toronto and Vancouver, guilty of the worst crime in journalism—dullness. It is a turgid, crashing bore. When you consider that journalism is the most exciting and stimulating craft in the world, turning out a dull newspaper as consistently as the *Globe and Mail* takes a peculiar type of skill.

Most readers of the *Globe and Mail* buy it because they want a newspaper in the morning—and, in Toronto, the *Globe* is the only one available. Every time I think of that good, grey newspaper, I have this vision of a 78-year-old virgin sucking lemon drops, wishing that just once in her life she'd let a man take off her long, woolen drawers. Instead, she knows she'll go to her grave—wondering.

What Toronto needs (along with Vancouver, Edmonton, Calgary, Winnipeg and the Maritimes) is a lively, irreverent daily, the equivalent of a British "popular" like the *Express*, *Mirror*, or *Mail*.

And don't give me that hogwash about the Canadian public being too well educated and sophisticated for such a newspaper. They are no more or less sophisticated or educated than the citizens of London, Manchester or Glasgow who buy their "populars" by the million. Canadian readers, gagging on geritol journalism, are starved of such newspapers.

I don't believe that Canadian journalists are incapable of producing such a newspaper—one that readers will look forward to. It was a gnome of a man named Aitken from the Miramichi who several decades ago turned the British popular press upside down.

It is said that newspapers mirror the character of their readers. I cannot believe that this is so in Canada: Canadians can't be *that* dull.

Aha! I can hear you spluttering in your beer already. Pandering to the masses, you say, writing for the lowest common denominator. Sensationalism. Muck-raking.

I believe that those masses are entitled to some escapism in their newspaper (and let us forget at our peril, it is *their* newspaper, not ours, not the advertisers, not the shareholders).

Most people get up in the morning and drag

themselves off to work, doing jobs they really don't want to do but they have to feed their kids and pay the mortgage. Is it pandering to brighten up their lives?

All newspapers pander to their readers ("The top people read the *Times*"), so how come it's wrong to pander to the guy who wears a blue collar, or to the wife who packs his lunch-pail? They're damned well entitled to a little pandering. And what do we give them? The *Globe and Mail*, the Calgary *Albertan*, the Vancouver *Province*, etc.

A little true story to explain what sent me off on this tantrum. Sitting in the subway coming to work, I noticed a middle-aged woman (obviously middle-income suburbia) reading her *Globe and Mail*. At least I *thought* she was reading her *Globe and Mail* until I glanced over her shoulder. Hidden inside her *Globe* was a copy of the *National Enquirer*—and that's what *she* was reading.

Canadians are entitled to have the opportunity of buying at least one "sensational" newspaper and, no, I don't mean the Randolph Hearst variety, nor *Flash*, nor *Hush*, nor the *National Enquirer*.

Surely there's room for a bright, breezy daily that's entertaining as well as informative, that uses pictures well (people think in pictures, not words). People want to read about the crazy, dramatic, happy, romantic and tragic things that happen to other people.

PEOPLE. That's what our newspapers should be all about. Canadian newspapers are filled with too many stories about THINGS. Do we have to inflict on our readers every last cough, stutter, belch and sneeze from a city council meeting? Do we have to give them headlines about the appalling state of the local sewers? Do we have to fill the women's pages with menus and fashion (no wonder there's Women's Lib)? Do the readers want it?

You've all heard the complaint often enough about Canadian newspapers being too parochial, too introverted. So all I have to say about that is: Contemplate your navel if you must, but why take so long about it? It is, after all, only a rather ugly little hole in your belly.

Will someone please explain to me why human interest stories are so frowned upon here? A few examples, that I thought were worth some ink, from my own experience on two major Canadian dailies:

ONE: One night I took a two-paragraph story from a court reporter. All the story said was that a woman was fined for stealing a can of beans (it may have been peas, I can't remember). What I do remember is this: The reporter told me that the woman had been a heroine in the French Resistance. She was captured by the Germans, tortured etc. and later decorated. She came to Canada to start a new life, was separated from her husband, and, down on her luck, she'd stolen the beans to feed her child. My memo suggesting a feature on the Fall of Odette fell into the trash can.

TWO: A Canadian millionaire returned from an Italian holiday (during which he had an audience with the Pope) to learn that his daughter had married the leader of a dance band in a hotel he (the father) owned. He ordered his daughter to break it off or be cut off without a dime. The girl chose love before loot. The story (which had been confirmed by the father, the daughter and her husband) was impaled.

THREE: A reporter is offered a free trip to near the North Pole at Christmas. The RCAF is flying Christmas gifts to troops training in the Arctic (they even plan to fly up a Santa Claus). The reporter asks: "Can I go along for the trip to do a Christmas feature?" Several days later, the editorial chiefs send him a memo stating: "We do not send reporters on junkets." For crying out loud, I thought it was worth paying the reporter's fare to get a Christmas feature like that.

When I saw stories like these rejected, I began to doubt if I knew what a newspaper story was.

On occasion, when Canadian newspapers run "sensational" stories, they do it almost apologetically. What happened when Pierre Trudeau went to London and dated that blonde divorcee? He got annoyed because those nasty Fleet Street types didn't fawn after him the way he was used to.

Only after Fleet Street broke the divorcee-date story did Canadian papers carry it. And at least one, as I recall, told its readers it had to carry the story because those London "sensationalists" forced it to by doing it first.

If Trudeau has contempt for the press, perhaps the fault, dear colleagues, lies not in our stars but in ourselves. To make anybody respect you, you have to make them a little afraid of you.

So now the Canadian press is beginning to report flaws in the PM. But where were we three years ago (not to mention where were we when he got married? Hey! That was a human interest story worth printing even in Canada. Well, what d'you know!).

Again, I say that the claim by the *Globe and Mail* that Canadian newspapers are better than British newspapers is baloney. The British press does what it *sets out to do* better than the Canadian press does what it *sets out to do*.

The Toronto *Star*, I read somewhere (probably in the *Star* itself), is being lauded for its journalistic innovation—giving a full page to readers' letters. In my book, it's also the cheapest and easiest way there is to fill a page.

All right, so the Toronto *Star* is the best newspaper of its type (middle of the road) in English-Canada. But why is there only one type among the major metro dailies? They all seem to be designed to appeal to the residents of Rosedale or Outremont. What about the slobs like me who live in the back streets of Willowdale?

One more comment on journalism, in Canada or anywhere else for that matter:

I love it.

So Write On Brothers.

But keep it lively and provocative.

And, oh, about all those nasty, supercilious things I wrote in the first few paragraphs: You knew all the time that I didn't really mean *all* of them, didn't you?

You knew that I wrote them only to make you read this article right to...

THE END

Colin Muncie is news editor of Marketing *magazine. He started with the Hamilton* Advertiser, *Scotland's largest provincial weekly, moved to the Glasgow* Herald *and the* Daily Mail, *came to Canada in 1964 and joined the Toronto* Telegram, *later moving to the Vancouver* Sun.

THE WATERING HOLE

by BOGDAN KIPLING

The funniest thing about Peking is that you don't need a watering hole to get hammered. In fact, it's doubtful that they have such things as watering holes in the accepted sense of the term.

But that doesn't mean that a man —especially a visiting reporter—has to face Peking's hot and humid or hot and dry climate parched senseless.

Quite the opposite. If one happens to be in China, as was my pleasure recently, the thing to watch out for is how to stay sober, watering holes or no watering holes. It's all tied up with the Chinese sense of hospitality. One account has it that some ages ago a visitor starved to death. Obviously the Chinese have been careful about feeding and watering their guests ever since.

Which brings me back to the watering hole—or more accurately, drinking habits in China. On crossing the border from Hong Kong, the lucky visitor may find himself treated to a banquet. Now, all lovers of Chinese food would know right away that a foreigner, faced with a tableful of *genuine* Chinese dishes, will forget all restraint and go at it, chopsticks flashing.

But with the food goes Chinese wine, superb beer and a liquid dynamite called Mau Tai. This is the ceremonial liqueur used to drink toasts. I say liquid dynamite because the stuff is about 55 or 60 per cent pure alcohol.

Now, the Chinese have a lovely habit of proposing more than one toast. They also believe that each table must be toasted separately. This means that at a good banquet the guest will have at least half a dozen Mau Tais—the devil take the hindmost.

Better still, the Chinese believe that the split-second a glass is empty—or half empty or what—it must be refilled. This will probably cause some consternation to the newly-arrived visitor, but who cares after, say, the sixth Mau Tai?

If you stay in China for more than a couple of days, you'll soon develop a taste for the stuff, especially since you'll be assured that it's the cleanest, most hang-over free potion distilled by man. Of course, you wouldn't be rude enough to dispute the word of your sagacious hosts. After all, they have more history behind them than any other nation on earth. They should know what's good for you.

But diplomats and other foreigners living in Peking will tell you that there can be too much of the good thing. They say after a while you start longing for the more familiar type of poison.

It must have been this kind of concern that prompted the Canadian embassy to place a crock of scotch in each room to be occupied by a member of the Canadian Economic Mission which I accompanied to China. Most certainly it was not any under-handed desire for goodwill or publicity. There was not a trace of a card that might have read like "Compliments of. . . .,Canadian Ambassador. . . ."

But though the thought was appreciated, the scotch was, sort of, superfluous. Who could drink above and beyond the call of duty and still get as far as the nearest typewriter to compose those instant journals of Marco Polo that editors always seem to expect when they are spending a thousand dollars or two.

Which leads directly to the question of self-restraint. Instead of getting put out of commission on Mau Tai, I recommend Chinese beer. It's simply beautiful! You can drink quarts of it and not a bit of bloated feeling. No need for bromo just to burp it up.

The first provincial liquor board to import this lovely brew will get my award for initiative, good taste and true appreciation of what Canadians might enjoy.

I don't pretend to know what Chinese beer is made of, or how it is brewed. Maybe it's the absence of formaldehyde which seems to be the secret ingredient in Canadian beer. Maybe it's something else. All I know is that the stuff is just great.

I am as ignorant as to what the locals in Peking do to cheer up, especially on Chinese New Year's. I doubt they go to watering holes. Most likely they just lug home the necessary supplies and get into the swing en famille. The stores are well stocked and the prices seem reasonable enough.

Time did not permit me to make a study of Chinese drinking habits as I would have loved. But if boozing is anything like smoking with the Chinese, there must be a lot of it. The first thing you get in China in the morning is gallons of good green tea and cigarets, cigarets, cigarets, cigarets, cigar. . .ahahaah.

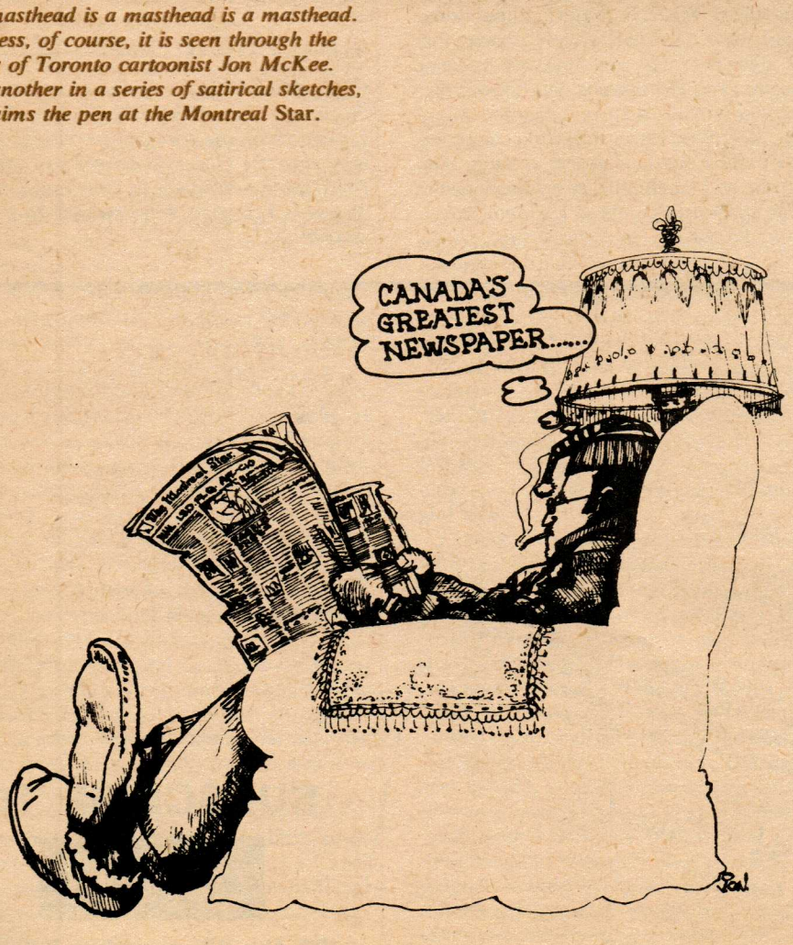
But the best drink I had in China was tendered at a small reception hall some 60 miles north of Peking at the Great Wall. It was July 1, Dominion Day, the 50th anniversary of the Communist Party of China, and my 43rd birthday.

I believe it was Claude Lemelin of *Le Devoir* who pointed out the true significance of the day. I don't say there was a toast for each year of Confederation or the CPC or BK. But then, I think I lost count.

Bogdan Kipling, Ottawa bureau chief of the Financial Times of Canada, *visited China this summer with the Canadian Economic Mission.*

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 Montreal* Star.**



MORE DIAGNOSES, A FEW PRESCRIPTIONS

by DICK MACDONALD

A Media Mosaic: Canadian Communications Through a Critical Eye
by Walt McDayter
Published by Holt, Rinehart and Winston

335 pages. $5.95

This anthology can best be described as a particularly useful supplement to the Davey Report. Its contents are diverse and readable, providing historical perspective, contemporary comment and reasoned forecasts for communications in Canada and elsewhere.

It's good that what the senator started hasn't withered away but that the analysis needed for improving our media is an on-going process. That more people will participate is to be hoped.

Walt McDayter, who has written for radio, daily and weekly newspapers, books and magazines, in 1968 initiated the school of journalism at Humber College of Applied Arts and Technology. This book is a collection of articles written on his request by Canadians or persons working in Canada who represent a wide variety of media backgrounds. McDayter, who edited the contributions, also writes in the collection, specifically with regard to the endless argument about objectivity in the news.

For instance, he says: "Contrary to some people's thinking, subjective writing need not be all one-sided. A reporter can give a subjective account and still be *fair*. We must credit reporters with enough integrity to want to do an honest job. A good newsman will be well aware of his prejudices, and will compensate for them. The journalist must doggedly maintain freedom from all tyrants; not just from government, certain advertisers and vested interests, but from his own biases as well. His own beliefs must not blind him to those of others."

The obvious? Perhaps not entirely, as new generations of men and women, largely influenced by urban affluence and social conditions of the past decade, enter the media. It's something all of us who call ourselves journalists should contemplate.

A Media Mosaic doesn't set out clear directions for the news industry, doesn't offer panacea for the ills referred to by Senator Davey and his committee. Essentially it is a collection of diagnoses and some suggestions for improving the media's performance. As we grope through the Information Revolution—whose effects are at least as far-reaching and profound as the Industrial Revolution of two centuries ago—perhaps we should expect no more just now.

The solution to the Information Revolution lies in the better organization of knowledge, in its broader distribution and use, which is a thread noticeable throughout the essays in this volume.

To cite a few chapter headings and subheads may be the wisest way to indicate the spectrum spanned in *A Media Mosaic:*

Power with responsibility. The government myth machines. A voice in decision-making. Concentration and monopolies in the media. Foreign affairs: the irrelevant beat. The watchdogs on Parliament Hill. Radio: a blessing to newspapers. The myopic camera. The psyche of television in education. Sex and the pneumatic woman. In defence of pornography. The press and the police. The mind manipulators. The church as communicator. No room for neutrals.

One of the most provocative articles is by Tim Reid, an Ontario Liberal economist who teaches at York University and worked on both the Watkins and Senate poverty reports. His thesis on the "commercialization of violence", as brief as it is, raises points which are increasingly valid.

The closing essay, by Richard Lunn of Ryerson Polytechnical Institute, also is brief but it zeroes in on many of the Davey Report's assumptions and recommendations and places a large part of the responsibility for improving the media with working journalists.

"Using their talents and what money they can pare from skinflint budgets, they can gradually improve the product and improve the qualifications of the men and women who write and edit the product. To look beyond the newsroom door for help is hopeless—except from the colleges and universities who are turning out the talent that can come in that door and help make Canada's mass media into something journalists can be proud of. The only matter of pride to the publisher is profit. It rests with the writers and editors—and readers, if they'll get up and shout—to make Canada's newspapers and broadcasting stations into something that will prepare our people for social change."

Other contributors to *A Media Mosaic* include Russell Elman, a former Canadian Press writer who graduated from Oxford and Columbia and now heads the communication arts program at Mohawk College; Dr. Frank Brisbin, senior officer of the United Church's communications division; Toronto *Star* photographer Boris Spremo; Elwy Yost, superintendent of regional liaison with the Ontario

Educational Communications Authority; *CBC-TV* producer Ray Hazzan; magazine writer Jon Ruddy and Toronto *Telegram* staffer Peter Worthington.

The book might have included additional input from areas outside the Ontario forum, for there is vigorous thinking under way in other provinces and it could have made for a more representative mosaic. Be that as it may, the book is a valuable addition to any journalist's library. It isn't a heavyweight volume on the media necessarily, but light-heavy, and we could do with more.

As Walt McDayter is a graduate of Ryerson, it isn't surprising that he dedicated the book to E. U. (Ted) Schrader, former chairman of the school, who contributed frequently to *Content*. Schrader gave inspiration to at least a couple of generations of potential journalists and deserves special tribute. How does one go about nominating him, posthumously, to the Canadian News Hall of Fame?

Dick MacDonald is Editor of Content.

THE FAMELESS LOT

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

Pity the faceless print reporter who toils from luncheon club to mine disaster via the esoterica of the Benson White Paper. Nobody knows him.

At least this is the impression gleaned from Senator Keith Davey's three-volume examination of Canadian media. Respondents to the committee's questionnaire, when asked to name their favorite newsman, unfailingly named television personalities. Walter Cronkite was mentioned by most English-speaking Canadians, followed by Stanley Burke. Gaetan Montreuil and Pierre Nadeau captured the fancy of French-speaking Canadians.

The committee report failed to account for responses to another question which asked Canadians whether they have favorite telecasters, radio announcers or newspaper columnists. But even here, the guys who do the day-in, day-out slugging for information would have finished out of the money because the question is slanted toward the "name" players.

An American study of the "invisible" newsman discovered that far fewer respondents knew the name of a celebrated syndicated columnist than could identify the least-known television network commentator.

Such research evidence indicates that while the newspaper reporter may be lionized by his colleagues, and held in awe in his own city room, the public just doesn't know who he is.

Coupled with this anonymity is the constant evidence of a widening gap between the number of people who "believe" newspapers and those who put their faith in the broadcast media. Research in the United States has attributed this, on the basis of replies to a survey, to the public seeing broadcasting as having "better" personnel, being more immediate, and having—because of added sensory information—an air of greater completeness.

These reasons indicate a lack of knowledge of, or familiarity with, both newspapermen as individuals and conditions within the print and broadcast media.

The tendency to regard newspapers as some sort of faceless corporation product might be linked as well to the trend toward chain ownership. Chains control about three-quarters of Canada's newspaper circulation, and the Davey study found that most people neither knew, nor much cared, who owned the local media.

Whatever the reasons, it is clear that for newspapers to hold their present ground as believable news sources, they will have to adopt a higher profile than they have in the past. The traditional byline is not enough. The "obvious" print advantage of completeness in detail and opportunity for more reflective thought turns out to be not at all obvious to the public.

Among methods for achieving this: increased formal contacts among newspaper staffers and the public; drawing attention to the newspaper's ability to present more facts, to examine situations more thoroughly—and to do it with almost the speed of broadcast news.

Newspapers still are ranked tops for local news (followed closely by radio) and for detail. The position will not, however, be held on simple faith alone. It will require a positive selling job by newspaper.

Anonymity? Ask any reporter who struts home glowing with the reward of a 10-point byline and page one banner only to have his wife glance up from the evening paper to inquire:

"And what did you do today?"

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 third 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.

LETTERS

NOT QUITE SO

Many of the points made by E. U. Schrader in the third of his series of articles dealing with Media and the Law (*Content* July 1971) are well taken. However, he is quite wrong on one—major—point. He states that Hon. Joe Borowski, Manitoba's minister of transport, was critical of a judge's ruling and that, as a result, Mr. Borowski was later found to be in contempt of court.

Mr. Borowski was hailed into court on a contempt charge not because he criticized a court, but because he threatened a judge. Mr. Borowski had said that if the magistrate proceeded to hear the case in point, he would have him "defrocked and debarred."

Most people would construe those remarks as a threat, no matter who made them. Coming from a minister of the Crown and directed at a provincially-appointed magistrate, they can be construed only as a threat.

There is a world of difference between honest, fair—even harsh—criticism, and threats.

G. R. Goodwin
Managing Editor
Winnipeg *Tribune*

BE DIRECT

The letter from Claude Adams of the Montreal *Gazette* in the July issue of *Content* was, in its references to the Sherbrooke *Record,* inaccurate and more than discourteous.

The practices which he deplored specifically do not prevail at the *Record,* whose editorial standards are at least consistent with the average. Further, it is the height of unprofessionalism to make individual references of this sort in a professional journal.

If Mr. Adams has any constructive criticism to make of his colleagues at the *Record,* we would appreciate the courtesy of a direct approach. In the light of his letter, we may be forgiven if we do not expect to profit greatly thereby.

Conrad M. Black
Publisher
Sherbrooke *Record*

CHANGING JOBS? TELL CONTENT

UP NORTH

Have been too busy reading and learning from *Content* to take time to write and extend congratulations on the production. It's great and helps keep us in touch 'way up here in the oil-covered, rapidly-thawing North. (One good thing about oil, they've stopped using 'untapped resources' in the federal speeches.)

Flo (Elliott) Whyard
Whitehorse *Star*

THE LITTLE GUYS

Bags of thanks for *Content* which brings to us down here in regional disparity land the sense that journalism as a profession is showing signs of full recovery from the Thomson idea that editorial copy serves merely as ad wrap-around.

Such thoughts will only disappear from the minds of publishers through, I believe, a strong press council which will include in its ranks not only the *Globe* and *Sun* staffers but little fellows like me in the weekly newspaper field.

Alain Meuse
Editor, *The Vanguard*
Yarmouth, N.S.

BRIEF ME

I've read Ted Schrader's letter in the July issue of *Content.* What the hell is the Canadian Society of Professional Journalists? How about a feature?

Content's doing a great job.

David Davidson
Parliamentary Editor
The Canadian Press

(The Canadian Society of Professional Journalists is roughly four years old and most of its membership is centered in Toronto. Content *will have more information later, in a collective article on similar associations—their objectives and functions. Meanwhile, the curious should contact: Frank Drea of the Toronto* Telegram. Ed.)

THE LITTLE MARKETPLACE

FREE CLASSIFIED SERVICE

Looking for greener pastures? Newsroom empty? Trouble finding obscure material for a major feature? Want to go into the media business for yourself? Want to get out of it?

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.

CLASSIFIEDS

FREELANCE FROM MONTREAL. Robert Stewart, Writer and editorial consultant. 1808 Sherbrooke St. West, Montreal 108, P.Q. Phone (514) 937-5383.

ACADEMIC PROFESSIONAL AND SCHOLARLY PUBLISHING SERVICES. Swift, carefully proofed phototypesetting at economical prices for books, reports and symposia. 892 Sherbrooke St., W., Montreal 110, P.Q. Tel. (514) 849-8402.

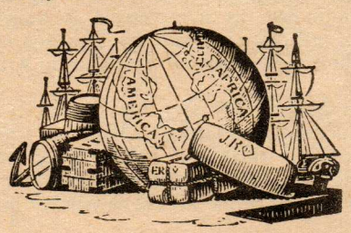
PEOPLE

Sheila Urquhart, formerly a reporter with the Halifax *Chronicle-Herald* and *Mail-Star* and an interviewer on CBC-TV's *Homebase* and *Focus,* now is a producer with CBC radio in the Nova Scotia capital....Ben Viccari, executive vice-president of Scott-Atkinson Only International in Toronto, has won the Canadian Public Relations Society's award of achievement for distinguished achievement and service to PR. Reg Jessup, supervisor of information services for CBC-Vancouver, got the CPRS Shield of Public Service for his work for the United Appeal and United Appeal agencies in Vancouver. Other awards went to David Scott-Atkinson, president of Scott-Atkinson Only, Toronto; Charles Tisdall, chairman of Berger Tisdall Clark and Lesly, Toronto; and to Jack Yocom, PR manager for Gulf Oil, Toronto, for their efforts in organizing the CPRS accreditation program....Gerald Creelman Parker, who was with UPI in Montreal during the early 50s before becoming PR officer for Air Canada, died at Truro, N.S.....David Eisenstadt has been appointed an account executive at Courier Public Relations, a division of Goodis, Goldberg, Soren Ltd. A graduate of Carleton University, he previously was a public relations writer with IBM in Toronto and director of film services at the Canadian Film Institute, Ottawa....Steven Kimber, formerly with radio stations CFDR and CJCH in Halifax, has started work as public relations officer with the Nova Scotia College of Art and Design. He'll continue to contribute to Halifax's *4th Estate*....George McCallum, former PR officer with BP Oil, has joined Montreal's CFCF newsroom....Brian V. McCarthy of the Sheridan College of Applied Arts and Technology in Oakville is the editor of a book presented in the form of a magazine called *Canadian Perspectives.* It's published by Holt, Rinehart and Winston. The 96-page, graphically-attractive publication contains dozens of articles and essays—reprinted from newspapers and periodicals—on contemporary Canadian life. Good reading....Paul Jackson has been appointed to the Calgary *Albertan*'s Ottawa bureau. He had been financial and business editor. He'll also write for other western FP papers—Lethbridge *Herald,* Victoria *Times,* Vancouver *Sun* and Winnipeg *Free Press*....Mike Paynter is editor of a new weekly newspaper in the Greater Winnipeg area called *The Citizen.* Circulation is 25,000.

MISCELLANY

The Canadian Weekly Newspapers Association, at its convention this month in Vancouver, considered proposals for research on demographics and readership of weeklies. The CWNA is hoping to develop a system for regionalizing weeklies to make the medium easier to buy for media buyers; the effect would be to make it one buy for weeklies by region. (The September issue of *Content* will contain a report on the Vancouver convention.) Earlier, CWNA spokesman Michael Walker said Canadian weeklies are planning to upgrade and modernize their image in an attempt to attract more national advertising dollars. Ad spending in 1970 was estimated to be $55 million. Walker said weeklies haven't been taken seriously enough by national advertisers. The industry hopes to offer agencies and advertisers a complete profile of the community press across the country.

The Canadian National Committee of the International Press Institute has pounced on the detention of two journalists by the Taiwan government, labelling it a flagrant violation of press freedom and of the United Nations declaration on human rights. A statement was sent to the IPI national committee in Taiwan over the signature of Peter M. Preston of the Brantford *Expositor,* chairman of the Canadian committee. The journalists are Quintin Yuyitung, 54, publisher of the *Chinese Commercial News* in Manila, and his brother, Rizal, 48, editor of the paper. The brothers were taken before a military tribunal last year and charged with "printing propaganda for the benefit of rebels through the use of words, pictures, books and speeches." The hearing was attended by IPI observers. The Canadian committee says the Yuyitungs' newspaper published no editorials and confined its activities to printing despatches from The Associated Press, Reuter and Agence France-Presse. The brothers were committed to "reformatory detention."



content

Published monthly by
Reporter Publications
(*president:* Harry E. Thomas)
892 Sherbrooke West
Montreal 110, P.Q. Canada
Tel. (514) 843-3094
Subscription rate: $5.00 per year
Advertising rates on request.

EDITOR: DICK MACDONALD
ASSOCIATE EDITOR: DONNA LOGAN
CONSULTING EDITOR: PETER LEBENSOLD
ART DIRECTOR: ROBERT R. REID