

11

SEPTEMBER  
1971

# content

for Canadian Journalists

THE TELY  
DIES

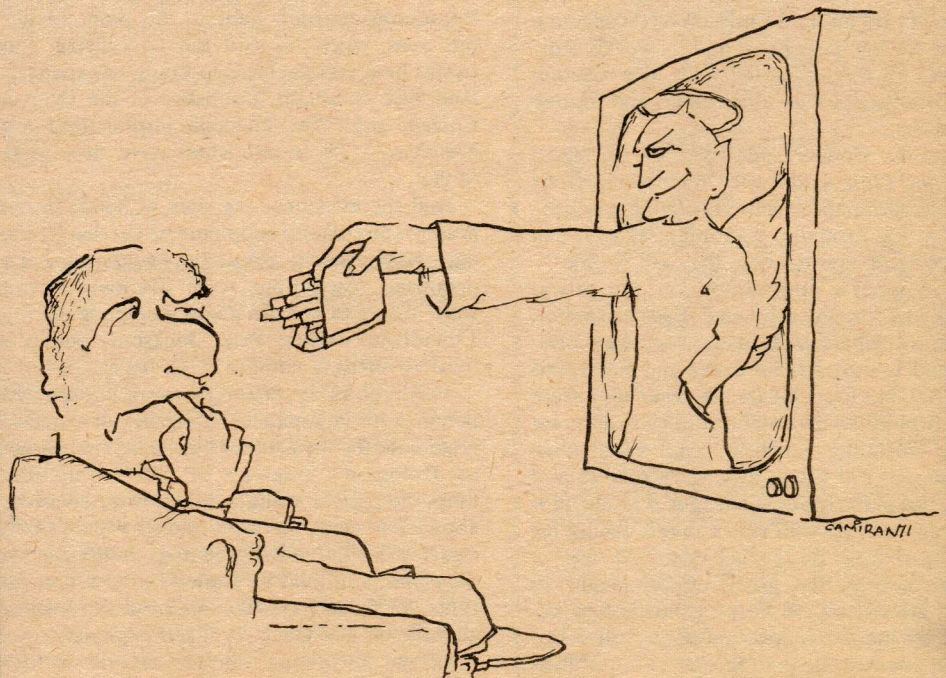
CANADA'S  
WEEKLIES

LOCKOUT

READERS  
ARE  
PEOPLE

50c

# MAYBE THOU SHALT NOT



# INHALING THAT AD IS HAZARDOUS TO HEALTH

by ERIC WELLS

The collapse of the Toronto *Telegram* will undoubtedly revive hopes in the newspaper industry that the proposed federal ban on tobacco advertising will be modified.

When Health and Welfare Minister John Munro announced that the ban would go into effect January 1, 1972, he gave the media six months to adjust itself to the provisions of the Cigaret Products Act — passed last June — and requiring that “no person shall directly or indirectly, by any means whatsoever, promote the sale of any cigaret product.” Munro has since, of course, indicated that a government-imposed ban by the first of the year may not be possible since the bill has been given no legislative priority.

Anyway, in that one devastating sentence, the Act cut off about \$7 million of prospective revenue for the daily press and its weekly supplements for the upcoming year. The reaction of the publishers was immediate, and almost unanimous.

James L. Cooper, publisher of Toronto's *Globe and Mail*, said it was “highly dangerous for the government to start legislating advertising on moral grounds. You might as well ban advertising of cars because they kill people.”

Mr. Cooper's admonition on the moral aspects was somewhat belated. His newspaper, as with all others in Canada, long had been subjected to restrictions under the Food and Drug Act: No French-safe ads when they were on the prohibited list and no editorial comment on the casualties involved. And even when condom ads did get in they were remote and sterile, not in the seductive league with the new era of cigaret ads with sultry maids asking for one king-size.

In principle, the government's right to restrict advertising on health grounds was accepted by the newspaper industry. Still, when the Act spelled out the tobacco ban, publishers' reaction was immediate, complaining — for the most part — that it was illogical to prohibit cigaret advertising while tolerating the sale of fags and, worse, collecting vast sums in

taxes for the public coffers. Such arguments, while perhaps deficient in social appraisal, were in fact the tortured expressions of fear in the cash register.

In a brief made public in mid-September, the Radio Sales Bureau said the proposed ban on tobacco advertising could hamper independent stations' efforts to meet programming and community service requirements of the Canadian Radio-Television Commission. The bureau said the bill would be “undemocratic” and contrary to the “free enterprise system and the Canadian way of life, in which market forces are enjoined by government to compete freely and openly.”

Then, toward the end of September, the Canadian Tobacco Manufacturers Council said it will voluntarily end cigaret advertising on radio and television Jan. 1. The council said manufacturers also will print in English and French on all cigaret packages the notice, “Warning: Excessive smoking may be hazardous to your health.”

The industry's code also would be revised so that the average tar and nicotine content of cigaret smoke shall not exceed 22 milligrams of tar and 1.6 milligrams of nicotine per cigaret. The revisions would allow the manufacturers to support major Canadian cultural and sporting events.

Council chairman Paul Paré said the move was an answer to the intent of the federal bill, without placing certain segments of the cigaret business and the communications and agricultural communities in jeopardy. There was no reference in reports to the tobacco council's plans for the print media, specifically newspapers and magazines.

The industry spent \$25 million on advertising in 1969, the year for which latest figures are available.

Back to print. Ross Munro, publisher of the *Edmonton Journal*, kept to the point earlier this year when he said the advertising ban would be a serious blow to many newspapers. And Bob Southam, publisher of the *Ottawa Citizen*, said “the financial implications are horrifying.” These publishers gave statements of fact.

And the evidence was right at hand. In the massive circulation supplements carried by the daily press, shortly before the health minister's proposed restrictions were disclosed, there were five and a half pages depicting happy Canadians, puffing Peter Jacksons, out of a total advertising volume of 12 pages.

This type of advertising was an unexpected bonanza for newspapers, which began to accelerate with the invasion of the Canadian market by Rothman's king-size in 1957. Until that time, the cigaret manufacturers were investing about ten cents in promotion to sell 1,000 cigarets. Rothman boomed it up to fifty cents a thousand, and then it levelled out at about 30 cents. In those days, the declared purpose of advertising was clear — to sell cigarets.

In the following decade, as the health hazards were defined, it became apparent that advertising restrictions would soon come. Italy imposed a total advertising ban in 1962, and other countries followed. Britain hasn't allowed

radio or TV advertising since 1965 and cigaret makers in West Germany have pledged a step-by-step discontinuance of all television advertising to be completed by the end of 1972.

So before the Canadian ban was announced, already a significant trend had developed away from TV. And the newspapers were happy enough to pick up the extra ad dollars. In the two years preceding the introduction of the Cigaret Products Act, there was no indication in the newspapers' advertising policies that any restraints would be imposed on a voluntary basis.

The most sophisticated techniques in tobacco advertising began to appear after the adverse reports of the late 50s and early 60s, which confirmed health hazards in smoking. If newspapers entertained any belief in operating under “the social context of our times” there was no evidence of it during this era which saw an advance in mood advertising: For the newspaper reader, the message was clear—no matter what he might read in the news, smoking was still the thing to do. For readers who questioned the ethics, there was a ready answer. They were told that in countries which had banned cigaret advertising, there had been no decline in smoking.

On this apparent anomaly — the newspapers themselves confessing the futility of their ads — it could be asked why the tobacco industry bothered with advertising at all. The current answer usually proffered by newspapers and tobacco manufacturers is that advertising has no effect in converting non-smokers, but is confined to confirmed smokers who might be tempted to switch.

This implausible argument apparently did not convince Health Minister Munro, particularly when he saw the faces of 150 happy smokers smiling out from the pages of *Weekend* and *The Canadian*, with a combined circulation of four million.

When there is that kind of advertising spread across four million copies, with 12 million readers — from eight years to 80 — in Canada that's called saturation.

If the purpose of the avowed contest was only for Peter Jackson to win converts from the ranks of other confirmed smokers, how come 12 million readers had to be involved, with almost every second page of their magazine shining with the happiness to be found in smoking? No, the Canadian newspaper in-

## "The Tely is dead."

—John Bassett, publisher,  
Toronto Telegram, 1971

# The Toronto Telegram

Canada's fourth largest daily newspaper is to cease publication.

Why?

Was it purely and simply a pointless loss of money by the Telegram's ownership?

Are there sub-surface reasons?

What of the 1,200 employees, including an editorial staff of 200?

What of the public, those 226,000 subscribers?

What part does the Toronto Star have in this drama; what of its \$10 million purchase of the Tely's subscription list?

What of Weekend magazine, which will lose its second-largest subscribing paper?

What are the financial circumstances of the businessmen, the unions and the people affected?

What substance is there in the rumor-mill which has been grinding away furiously about questionable motives?

What role does extravagance have in the slow demise of a paper?

What of dailies, metropolitan in particular, during the seventies?

This is but a sample of the questions to be explored in the October issue of *Content* — by such writers as:

RON POULTON, author, *The Paper Tyrant: John Ross Robertson* (Telegram founder)

MARC ZWELLING, former Telegram labor reporter

GARTH HOPKINS, whose firm (Hopkins, Hedlin Limited) studied the economics of publishing

and broadcasting in Canada for the Davey Senate Committee (Volume Two)

In the meantime, the Toronto Newspaper Guild and the Media Club of Canada both are doing their best to ease the employment problems. The latter (c/o Miss K. Rex, 486 Oriole Parkway, Apt. 305, Toronto 7, Ont.) is surveying branches across the country to determine openings for reporters, photographers, copy editors and others from the Tely's editorial staff. And *Content's* classified-ad section is open and free-of-charge (see page 15 of this issue) to men and women seeking new ground and to potential employers.

**"A newspaper, not an organ; it will have no patron but the public."**

— John Ross Robertson, founder,  
Evening Telegram, 1876

dustry hardly is in a position to talk about ethics when tobacco is involved.

But, it is a fact that should the government drop the lid on Jan. 1, there will be, as Bob Southam predicted, some horrifying consequences. When those big color cigaret ads evaporate from the weekly supplements and the dailies, we can count on it that every publication failure will be attributed to that cause. The government is going to be asked to study the haunting spectre of the Toronto Telegram — gone broke even before the ads were banned, and there are others on the borderline.

The Canadian Daily Newspaper Publishers Association argued in a brief to Munro that a ban should be replaced by federal control of the content and form of cigaret advertising. The publishers said the government should allow informative but not persuasive cigaret ads, incorporating the sort of controls now applying to liquor ads.

Cigaret advertising in dailies last year totalled more than \$3 million, or a trifle more than one per cent of total estimated net revenue of \$290 million.

Whether or not the government enforces its ban, the cigaret industry likely will move into other ways of promoting its wares, as it was beginning to do voluntarily in surrendering television. Excessive advertising can get a manufacturer a bad name — particularly if it becomes an irritant.

Besides, the tobacco men say that advertising doesn't increase the market, and that's a dreadful thing for a newspaper adman to concede.

After all, that heresy might catch on. And then we'd need to reassess the economics of newspapers and find out why they need so many ads anyhow.

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Eric Wells, former editor of the Winnipeg Tribune, is a free-lance writer and consultant in Winnipeg with his own firm, Info Ltd.

# OUR UNHERALDED COMMUNITY PRESS

by DICK MACDONALD

A tragedy in Canada, and it isn't necessarily peculiar to this country, is the apathetic ignorance toward the many kinds of disparities in our land. Regional economic gaps we're all familiar with, though whether solutions are being found is the subject of another essay.

The disparities which may be at least as serious in the long-term are the social and cultural ones. They mean that a large part of Canada's population is denied access to sources of reliable information; and if they're not now denied it, this unfortunate situation could occur in the too-near-future.

This is not to suggest that the country should be characterized by soothing conformity, coast-to-coast, for the diversity in Canada is a mark of our elusive personality. But, diversity and deprivation are not equivalents.

Those of us who live in the larger urban centres—most Canadians, by now—have a fair choice of information sources: usually several television channels, a broad radio band, a fistful of periodicals and often a couple of hefty daily newspapers to chew through. Despite their many faults, we're pretty well informed.

The same can't automatically be said for those whom a Canadian Radio-Television Commissioner described as the "people on the other side of the mountain." For many of them, often their weekly newspaper is the first, the most local and the most immediate medium of information. The weekly press, as Senator Keith Davey said in his report, complements all other media.

In doing so, the weekly press probably plays a community role beyond the capability of any other medium. These are the papers—with circulations ranging anywhere from 500 to 20,000—originating in Squamish, B.C.; Weyburn, Sask.; Neepawa, Man.; Delhi, Ont.; Pointe Claire, P.Q.; Sackville, N.B.

Many of the readers of Canada's weekly press—especially those exposed to the burgeoning suburban papers—undoubtedly read metropolitan dailies when the occasion arises, and most have access to television and radio. But for them, the neighborly news, the gossip, the opinion, the comment and the local advertisements remain essential.

And make no mistake about it: the weekly press in Canada constitutes an industry. There are close to 1,000—English-and French-language—weeklies in the country. The men and women who plug away each week to serve their communities will never be famous (although they are, without a doubt, figures in their own villages and towns), but that is of little consequence.

Not only do few aspire to fame, equally few aspire to fortune, although it is true that several of the larger, suburban weeklies are turning a lucrative profit. Most lack the flair of sophistication which is a mark of their daily contemporaries, a fact which may mean they're closer to their readers—a commendable and highly-desirable attribute.

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These rambling thoughts were gleaned from the 52nd convention of the Canadian Weekly Newspapers Association, held in Vancouver in August. It was a significant convention, for during it the 200 or so delegates were compelled to arrive at decisions which will affect the direction their collective body takes during the coming year.

Even a change in name—to the Canadian Community Newspapers Association—reflects wider membership possibilities and, therefore, a stronger central office which can co-ordinate the papers' urgent needs to strengthen themselves.

There was some shuffling of feet when Garth Hopkins told the delegates most of them have been suffering from myopia about their own worth. They also, Hopkins said, have failed to recognize their potential as a powerful new mass media.

Indeed, it would not be unfair to say, on balance, that many weeklies haven't changed their philosophy since the first Canadian weekly newspaper was established in Halifax in 1752.

Hopkins, whose firm was primarily responsible for collecting and collating the readership data in the second volume of Senator Davey's mass media report, said weeklies are not considered in the same league as the allegedly more glamorous broadcast or daily print media.

"You know and I know that that is a damned unfair situation but we also know that generally speaking it is painfully true. All right, why? . . . I think it is true because traditionally, the great majority of publishers of weekly newspapers . . . have generally been myopic about how little known and understood their role is by their own community and their own readers and especially do I think that they have been myopic in not seeing the tremendous potential that a unified community press could have as a mass medium."

Most weekly publishers and editors (often one and the same person) have tended to be apologetic about their product, and most publishers, Hopkins contended, are unaware what kind of job they're doing for the community. The weekly press, then, must start telling its own story.

It won't be an easy story to tell—particularly to national advertisers, who are not

known for flooding weeklies with clients' dollars—because the weekly paper association doesn't have the relevant data. Theoretically, with a growing membership, a larger budget and the efforts of new general manager Michael Walker, the weeklies will be in a position to start telling their story within a matter of months.

It will be the nation's loss if our weekly/rural/community press withers away because of advertising and editorial shortsightedness on their own part or myopia on the part of national, regional and local advertisers.

There may be, as CRTC vice-chairman Harry J. Boyle told the convention delegates, an untapped resource for weeklies. "I suggest that as a weekly editor with a vested community interest, I would not act as so many daily newspapers did when radio was introduced—resist it, as if by ignoring it the phenomenon would somehow go away. But rather I would see how, by combining forces with the cable operator, the community channel could be made an influence of benefit to all—in exploring and strengthening the community, the interests of community residents—and above all its use as a force to resist the mass conformity—mass values which seem to be an essential part of so much of present mass media.

"I think—in fact, I'm sure—you'll find the operator will be co-operative, for indeed his enterprise, like yours, is based on a community premise—community antenna television."

It is, Boyle said, in the cultivation of the imaginative sense of locality that "I see a need for inspired co-operation among those who have the opportunity to employ technology as an aid rather than as an impediment, in the encouragement of the 'conversation of mankind'."

Many of the delegates at the closing banquet of the CWNA/CCNA chuckled when Margaret "Ma" Murray spoke after receiving a \$300 cheque and the Sydney R. Stone award for the Honored Citizen of the Year. But in a sense, she wasn't off the mark when she reminded newspaper people who they are and what their purposes are.

She described the major dailies as "great big lumps of mush", filled with advertising at the expense of meaningful news. But the publisher of the Bridge River-Lillooet *News* had a word for her weekly friends, too. "It's about time the weeklies began to set an example. . . . I think I have the only newspaper in B.C. that has guts enough to attack the premier of this province. . . how can democracy work if you go on year after year with the same government. No wonder politics are stagnant."

Somewhere between Ma Murray's damshur style and the 1970s marketing techniques of general manager Michael Walker is a fairly healthy future for Canadian weeklies. Without them, the distillation process will be accelerated even more quickly.

Dick MacDonald is Editor of Content.

## AWARDS COME FOR ALL SIZES AND SHAPES

There were awards aplenty at the 52nd convention of the Canadian Weekly Newspapers Association in Vancouver this year. Apart from prizes for newspapers, this convention featured the presentation of new Canadian Weekly Journalism Awards, given to individuals.

Seven gold medals and cash awards totalling \$2,100 were presented to writers selected by a jury drawn from the academic and publishing world. Awards were presented by Ronald H. Perowne, of Montreal, president of Dominion Textile Limited, which sponsored the program.

From nearly 500 entries, the following were judged tops in these categories:

Current events—Shirley Geigen-Miller, reporter, the *Mirror-Enterprise*, Willowdale, Ont.;

Interviewing—Donald L. Telfer, editor, the *Journal*, Humboldt, Sask.;

Column writing—Peter Stickland, reporter, the *Guardian*, Brampton, Ont.;

History and legend—Cedric Jennings, reporter, the *Mirror*, Don Mills, Ont.;

Humor—Bill McGill, publisher, the *Weekly News*, Prince Albert, Sask.

Unique was the award to a reader of weekly newspapers. Regulations called for a subscriber to express what "Our hometown paper" meant to him or her. Joan Stuchberry of Grantham's Landing, B.C. won \$300 and a gold medal for a bright essay which opened: "A newspaper should be like a woman—provocative all the time, not prone to gossip, sure of its ground but very aware of all that is going on." Stewart B. Alsgard, publisher of the *Peninsula Times*, of Sechelt, B.C. which evoked this reader-response, was similarly honored.

Judges for the competition were: Carman Cumming, assistant professor, journalism, Carleton University; T. Joseph Scanlon, director, school of journalism, Carleton University; W. E. Doole, master of journalism, Sheridan College; John R. Sloan, director, Huronia Historical Parks; Mack Laing, assistant professor, journalism, University of Western Ontario; and, Peter C. Newman, editor, *Maclean's* magazine.

The Renfrew, Ont. *Mercury-Advance* was named the best of Canada's large circulation weekly newspapers. The *Mercury* edged out the Yarmouth, N.S. *Vanguard* and the Pointe Claire, P.Q. *Lakeshore News and Chronicle* in competition for the best all-round newspaper with circulation of 6,000 or more.

The *Mercury-Advance* also won the competition for the best editorial page with the Pointe Claire *News and Chronicle* second and the Oakville, Ont. *Beaver* third. The Yarmouth *Vanguard* was selected for the best front page with the *Mercury-Advance* second and the Mississauga, Ont. *Times* and the Vernon, B.C. *News* tied for third.

Overall winner in competition for newspapers with 3,000-6,000 circulation was the Milton, Ont. *Canadian Champion* with the Stouffville, Ont. *Tribune* second and the Campbell River *Upper Islander* third. The Stouffville *Tribune* was picked first for the best editorial page with the Milton *Canadian* -

*Champion* second and the Powell River *News* third. The Stouffville *Tribune* also took top marks for best front page followed by the 100 Mile House *Free Press* and the Dryden, Ont. *Observer*.

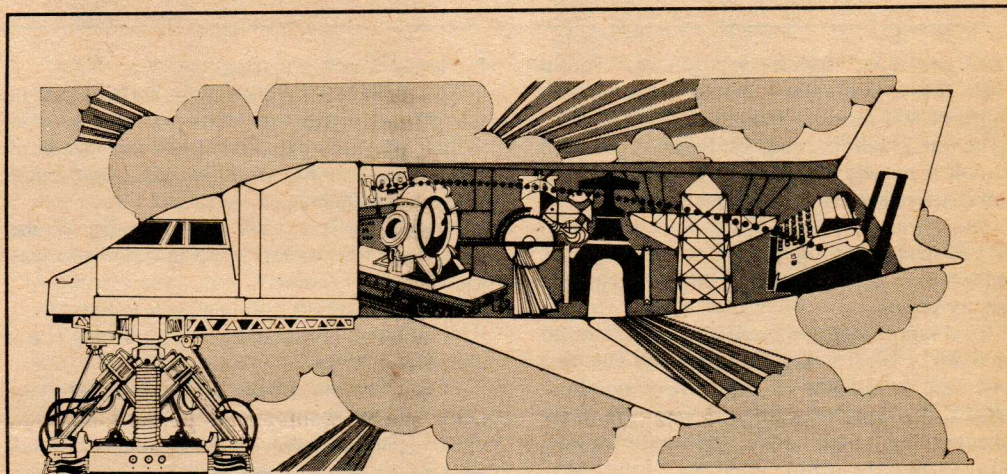
For newspapers with circulation from 2,000-3,000, the Acton, Ont. *Free Press* was chosen as best all-round with two other Ontario newspapers, the Gananoque *Reporter* and the Bradford *Witness*, second and third.

The Meaford, Ont. *Express* was chosen for the best editorial page with the Bradford *Witness* and the Gananoque *Reporter* tied for

second and the Parksville *Qualicum Beach Progress* third. The Wingham, Ont. *Advance-Times* was selected for the best front page with the Delhi, Ont. *News-Record* second and the Beausejour, Man. *Beaver* third.

Chosen best all-round newspaper in the classification for under-1,000 circulation was the West Lorne, Ont. *Sun* with the Nakusp, B.C. *Arrow Lakes News* second and the Sylvan Lake, Alta. *News* third. The three newspapers have a combined circulation of less than 2,600 copies.

The Arrow Lakes *News* was picked for the



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But that's hardly surprising. After all, CAE is synonymous with flight simulation. We came up with the industry's best 6-degree simulator motion system and we followed that with the most advanced visual simulation system yet designed for the big jets. Fact is, we're now the second largest manufacturer of commercial flight simulators in the world.

Be that as it may, CAE hasn't got all its talents tied up in flight simulation.

We developed airborne magnetic anomaly detection equipment to trace submarines and came up with a satellite photo reproducer to make weather reports more accurate. Also under development, guidance and control systems to simplify the task of flying helicopters.


We're involved in every phase of the aircraft industry from major component manufacturing to aircraft overhaul and maintenance.

We're North America's largest manufacturer of custom-made screen plates for pulp and paper makers, mining operations and textile

mills. And we're constantly developing new machinery for these and other industries. Like log and lumber sorters for sawmills.

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Northwest Industries Limited	CAE Machinery Ltd.
CAE Aircraft Ltd.	CAE Lubricators Ltd.

best editorial page with the West Lorne *Sun* second and the Eckville, Alta. *Examiner* and the Sylvan Lake *News* tied for third. The West Lorne *Sun* was chosen first in the best front page category with the *Arrow Lakes News* second and the Coronation, Alta. *Review* third.

In competition for newspapers with 1,000-2,000 circulation, the Squamish-Howe Sound *Times* was chosen best all-round newspaper with the Rodney, Ont. *Mercury* second and the Deep River, Ont., North Renfrew *Times* third.

The Rodney *Mercury* was picked for the best editorial page with the North Renfrew *Times* second and the Sedgewick, Alta. *Community Press* and the Howe Sound *Times* tied

for third. The Hudson Bay, Sask. *Post-Review* won the front page competition with the Leader, Sask. *News* and the MacGregor, Man. *Herald* tied for second and the Howe Sound *Times* third.

Three Ontario newspapers won awards for the best Christmas edition with the Brampton *Guardian* first, the Kapuskasing *Northern Times* second and the Renfrew *Mercury-Advance* third.

The Mississauga, Ont. *Times* won the competition for the best newspaper picture with the Weyburn, Sask. *Review* second and the Steinbach, Man. *Carillon News* third. The Mississauga *Times* was also picked for the best sports page with the Bramalea, Ont. *Guardian*

second and the Pointe Claire, P.Q. *News and Chronicle* third.

The New Toronto *Advertiser* won the competition for the best women's page with the Quesnel, B.C. *Cariboo Observer* second and the Williams Lake, B.C. *Tribune* third.

Winner of the award for community service was the Newmarket, Ont. *Era* with the Dawson Creek, B.C., Peace River Block *News* second and the Pointe Claire *News and Chronicle* third. The award for editorial writing went to the Salmon Arm, B.C. *Observer* with the Humboldt, Sask. *Journal* second and the One Hundred Mile House, B.C. *Free Press* third.

## A TIP, OR TWO OR THREE, FROM A WEEKLY EDITOR

by PETE MILLER

The only thing that made me angry about Colin Muncie's verbal hemorrhage on the pages of last month's *Content* (August 1971, Speakout, Canadian Papers: Pshaw!) was that it took a bloody Limey to say that Canadian newspapers are flatter than Twiggy.

The criticism should have come from that long-looked-down-upon section of our own ranks—the people who produce Canada's weekly papers.

It's a fact: Canadian dailies lag so far behind weeklies, it is sickening. While many weeklies turn out thousands of pages a year about people, the dailies continue to embark on intellectual ego trips while the most exciting things they produce are the "Personal" columns of their classified advertising sections.

The reason the big dailies are lagging, of course, is the lack of contact by the editors with the people their paper is supposed to be all about. I wouldn't be surprised if some of the editors of the big dailies haven't written a story for 20 years.

And yet, it is these men who sit there and decide what is happening on the outside world. It may be that many of them still believe John Diefenbaker is the Prime Minister of Canada.

The weekly editor, scorned by even the reporters from the "big-time" dailies, really knows about the stories he writes headlines to describe. The reason? He probably went out there and actually talked to some people before writing the epic himself. That's why weeklies reflect the changes in our society: they record the feelings and opinions of people. And people make the news; Mr. Muncie is dead right on that point.

It is not uncommon for a family from a small community to subscribe to its weekly newspaper long after leaving for the big city. And that's why I can say the weeklies reflect the true world outside: those subscribers often return to the town 10 or 20 years later and are completely aware of all the changes and the things that are going on. The weekly has kept them in touch with the reality of it all.

Dailies can't—or maybe *don't* attempt to—match this performance. Does the Vancouver *Sun* really tell about what's happening in Vancouver? Only partly.

I say this from experience, using the same example of the transplanted family. I read the *Sun* every day and yet when I return to Vancouver each year I find the change staggering. Somebody—hopefully the editors of the province's major daily—should really try to let

me know what's going on.

The dailies also are left at the starting gate in the editorial page department. The golden words, painfully extracted from the minds of cob-webbed fuddy-duddies, get longer and mean less as the years pass.

I recall the story of a man applying for the job of editorial writer on a big daily who was asked:

"What university training do you have?"

"I'm sorry," he answered, "but I only completed high school."

"Then," continued the interviewer, "Do you know any big words?"

## CWNA / CCNA OFFICERS

John A. Parry, publisher of the Rimbeay *Record*, Alta., was elected president of the Canadian Community Newspapers Association at the closing session, succeeding Charles G. Hawkins of the *Western Canadian*, Manitou, Man.

Elected first vice-president was Lou Miller of the *Monitor*, Montreal. Andrew Y. McLearn of the *Huron Expositor*, Seaforth, Ont. was elected second vice-president.

Directors elected:

British Columbia—Cloudesley Hoodspith, *Lions Gate Times*, West Vancouver, and Donald C. Somerville, *Oliver Chronicle*.

Alberta—George Meyer, the *Taber Times*, and Charles A. MacLean, the *Camrose Canadian*.

Saskatchewan—Ernest Neufeld, the *Weyburn Review*, and George Derksen, the *Estevan News*.

Manitoba—Eugene Dirksen, the *Carillon News*, Steinbach, and Ian McKenzie, the *Portage News*, Portage La Prairie.

Ontario—Lynn Lashbrook, the *Rodney Mercury*; John A. Morris, the *Prescott Journal*; Harold D. McConnell, the *Tilbury Times*; and Wilson Boyer, the *Herald Gazette*, Bracebridge.

Quebec—Cecil Leggett, *Lakeshore News and Chronicle*, Pointe Claire, and Ronald Jones, *Lake of Two Mountains Gazette*, Hudson.

New Brunswick—David MacKay, the *Tribune-Post*, Sackville.

Nova Scotia—George Cadogan, the *Pictou Advocate*.

The weeklies, on the other hand, produce editorials written for people, not academicians. One recent editorial about the ban on liquor advertising in British Columbia started out this way: "Our premier is a crafty bastard. . . ."

It may not be the most subtle approach, but I'll bet most of Mr. Muncie's "blue collar" readers would read the whole thing.

From the photography point of view, I must admit the dailies are more spectacular. For example, it is not uncommon to see a picture in a weekly paper showing nine or 10 five-year-olds in party hats at some birthday party. If a daily photographer had to cover such an event for his "social pages" he would somehow persuade a kid to plunge his face into the cake icing and thereby get a more dazzling photo.

The only problem here, of course, is that the weekly presented the truth and the daily would have a picture of a living lie. I'll take the truth anytime.

I've already mentioned the "social pages". Crap, just pure crap. There are two extremes on these pages—Ann Landers and news of the hoi polloi. The rest is a combination of recipes and fashions in the dailies.

The weeklies use recipes, too, to be sure. But none of this stuff supplied by the canned anchovy people. Weeklies use pictures of Mrs. Smith and the best damn apple pie in the country! The editor gets a bite, too.

Finally, we come to sports. Mr. Muncie did not extend his subtleties to this section—and perhaps with good reason. If the dailies are making an effort anywhere, it is in their sports sections.

It is here where the editor finds a common denominator with his readers. There is greater communication. Somebody wise once said: "The rest of the newspaper is about man's failings and tragedies, but the sports section is about his triumphs."

Until "big-time" editors come out of their "ivory towers" and take a few tips from the weeklies and their own sports sections, I'm afraid the big dailies will have to live with a barrage of warranted criticism.

P.S.—*Content* mentions there is no pay for Speakout submissions. I've received 10 free issues of the magazine for a total value of \$5. This took one hour to write, which I guess puts me over union scale for the first time in my life.

Pete Miller is editor of the weekly *Cariboo Observer* in Quesnel, B.C.



**Fly papers.**

## LA PRESSE: SHADES OF TORONTO, CIRCA 1964

Since Senator Keith Davey's report said the media have been failing to prepare people for change, it's not surprising that the news industry itself has fallen short in adapting to significant new technology. The consequences, in human and commercial terms, often have been nothing less than disastrous.

Such is part of the dilemma at *La Presse*, Montreal's French-language afternoon daily paper. As this September issue of *Content* belatedly goes to the printer, a lockout of 350 *La Presse* employees is in its third month.

The editorial department is not involved, though shifts in emphasis by either management or the four mechanical unions affected could throw *La Presse* into its third major confrontation in 13 years.

It was July 19 that the *La Presse* management locked out the 225 members of the International Typographical Union. The next day, the same happened to 75 members of the International Printing Pressmen and Assistants Union. The lockouts came after eight months of unsuccessful contract negotiations with the two unions, whose last pact expired Dec. 31, 1970.

Apparently a prime reason for the end to negotiations was that the *La Presse* management wanted to bargain only with these two unions, while the labor groups said the talks should be conducted with a common front including the stereotypers and photoengravers.

July 27, the 22 members of the International Stereotypers and Electrotypers Union were locked out and, Aug. 4, the 35 members of the Lithographers and Photoengravers International Union were in an identical position.

*La Presse* president and publisher Pierre Dansereau has said the company couldn't allow itself to expend energy over many

months of negotiations and conciliation, accompanied by "harassment and slowdowns, as was the case in years past."

Union spokesmen have said management tactics are an attempt to destroy their role at *La Presse*, thereby establishing a precedent which could be copied by papers elsewhere.

At the core of the dispute is the confrontation over modernization and job security.

*La Presse* talks of a policy of mobility and non-departmentalization, in which employees could become adept at several trades, able to stem unemployment created by automation. The unions contend that job security could vanish with such a concept and that union jurisdictions would become less clear because of changing job classifications.

Someone has drawn an analogy between David and Goliath, depicting the 350 workers in a struggle with *La Presse*, which is a Power Corporation interest.

Unionists fear that *La Presse* has not simply locked out 350 people but has dumped them permanently. The paper has continued publication by reorganizing employees, bringing in additional personnel and occasionally using outside shops for mechanical work.

The union leaders draw a faint parallel with the typographers' strike of 1964 in Toronto, which technically still is under way. The papers brought in non-union staff as technological change came about in the production departments.

It is argued that the union members aren't necessarily opposing the introduction and elaboration of automation techniques, but that *La Presse* is plunging ahead with little regard for the human element. Management counters that this isn't so, and that without the installation of more efficient equipment *La Presse* faces a life-or-death situation. The aura of haste worries the unionists.

*La Presse's* first serious labor-management conflict occurred in 1958, when the journalists' local went on strike for two weeks and won with a housecleaning at the upper levels and the arrival of Jean-Louis Gagnon as editor-in-chief (he's now chief of Information Canada). It may have been a turning point in Quebec's social and cultural development for it was a rare occasion that so-called intellectuals took such action. Not long afterward came the Radio-Canada strike by producers, an event which brought even more prominence for now-Parti Québécois leader René Lévesque.

The 1964 strike at *La Presse*, with the ITU, lasted seven months and caused untold heartache and financial misery for all departments of the paper.

And now it's a lockout, with the incompatibility over technological change merely symbolic of the crises which likely will face much of the media during the next several years and especially the larger metropolitan papers.

Aspects of automation will be filtering into the newsrooms, too, and person-to-person talks are essential if changeovers are to be made fairly smoothly without unbearable financial losses and human trauma. Such is the subject matter for future issues of *Content*.

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*The Mirror/Enterprise*

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### Column writing

Winner

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# REACHING IN HELPS YOUR OUTREACH

by CHARLES GORDON

Whether or not you agree with the report of the Davey Senate committee, the reaction to the report has shown that there is action to be taken.

The report confirmed what most thinking newspapermen knew already: that the younger and better-educated people in the newsroom are frustrated and unchallenged. Reaction to the report shows that the public doesn't really understand us, doesn't understand what we are trying to do, and how we go about trying to do it, whatever it is.

Some action has been taken already. Media 71 may, in the long run, turn out to be the most important example. In addition, the Canadian Daily Newspaper Publishers Association has set up a committee to find out what its goals are. The Canadian Managing Editors Conference has done more or less the same thing.

A typically Canadian response, you might say: faced with the report of one committee, we set up two or three of our own. Still, it's something.

The action which most needs to be taken, however, will have to be taken by individuals at individual newspapers. To deal with the problem of public misunderstanding, we have to reach out more to our readers. To deal with

discontent in the newsroom, we have to reach in to our writers.

First, the public. Talk to any of the people who phone in to complain and you'll find out that they just don't understand how you operate.

They think their story should have been on page one yesterday, instead of page 16 today. And they question your *right* to make a decision about its news value. They think that you are wasting a lot of space carrying stuff which doesn't interest them. They think you are personally responsible for their paper being late. They think you deliberately mis-spelled their daughter's name or conspired to place a color ad behind her engagement picture. They think there's nothing but advertising in the paper.

Any managing editor, sports editor, women's editor, or city editor can add to the list. But the basic point is that people haven't got the slightest idea what's going on down there.

And why should they? What does a newspaper tell anyone about itself? People see the CDNPA plug ads when the classifieds come up short, ads which tell them how much they love the advertising in the paper, and how much they hate television. The people see special editions whenever the paper has a

birthday divisible by 10 or buys a new press.

The editions feature a lot of encouraging words and smiling faces, but no real information. A simple and fundamental thing like the ratio of ad space to news space is not understood because newspapers have been too coy to tell the people that they have to make money to stay in business. It's little wonder there's a gap between what Davey tells us is our image and what we see as our reality.

So you reach out. One obvious answer is a local press council, with its meetings fully covered in the paper. If you can figure out how to set one up without being open to the charge of packing it with your friends, you're several steps ahead.

Many of the larger papers, of course, have their own ombudsmen—people who answer questions and deal with complaints.

Another step, which we are trying here at the *Brandon Sun*, is the use of a regular editorial page column to discuss the problems we deal with and the ways by which we deal with them. It's an attempt to set up a dialogue, at best, and, at worst, simply to let the people know what our problems are.

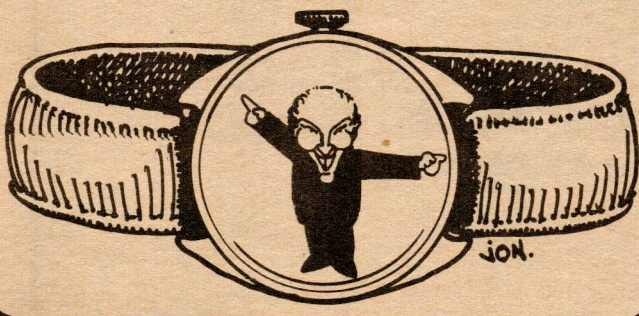
Some topics: how mistakes happen; who writes editorials and the question of anonymity; court coverage policy; letters to the editor

## SAMPLE

### FUTURISMS

by jon mckee

Hail plastic! Tissot Watch Co. of Switzerland has introduced a wristwatch in which one-third of the parts are made from a new plastic material called Astrolon. It makes for easier assembly. The model may retail for as little as \$8!



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and how they are handled; secrecy and the right to know; protecting news sources.

This seems to me a valid and valuable use of editorial page space, provided it is done in an open and serious way, without hornblowing. What you are doing, simply, is revealing trade secrets which never should have been secrets in the first place.

The outreach and the inreach, if you can call them that, may overlap.

There was an occasion recently when I was working on a comparison of the campus press and the, well, call it *establishment press*, in Manitoba. I decided to get opinions from two reporters who had recently worked on campus papers. I got some thoughtful opinions on the campus press. But I also got some pretty strong opinions on the establishment press—specifically, our own paper. Everybody, including myself, wanted to get in on the act after that, and we had our own little introspective Davey committee running on the editorial page for several weeks.

To me, that was good. Unusual, perhaps, and certainly not without its embarrassing moments. But when you look at it, it is only a matter of giving staff writers the same privilege which you give readers: the right to express opinion on an opinion page.

The editorial page should not be sacred ground. The reporter should not have to write a letter to the editor, as on some papers, to disagree with editorial policy or to express any sort of view.

If you disagree, if you think the editorial page should be reserved for editorial writers, think for a minute of what is on that page, in most small papers, as well as many larger ones:

- 1—syndicated material, usually the cheapest;
- 2—a couple of letters, with pseudonyms;
- 3—fillers—prayers, unsnappy one-liners, today in history, editorials, chosen because they fit, from other papers;
- 4—a cartoon, or even a week-old wirephoto;
- 5—two or three trite, pompous, and predictable statements of editorial opinion.

This is not sacred ground. In most cases, the reporter who treads upon it is doing the page a favor. If he expresses his opinion, is he ruining his credibility as a reporter? Does he turn off his sources?

Not in our experience. What turns off a source usually is a reporter who does his job either badly or too well. And to be purely selfish about it, if the reporter can't express that opinion in his own paper, he will probably go somewhere else to express it. Or if he stays, he's headed for Senator Davey's boneyard of broken dreams. And that won't do the paper much good.

To give you an example, it is absurd to expect a reporter who has researched a series of articles on a controversial topic not to develop an opinion about it. Because of that research, his opinion should carry some weight. If you believe in the separation of news and opinion, you can let his newspaper series sink in for awhile and then carry the opinion piece on the editorial page. That seems to me the proper approach, both from the reader's and the writer's point of view.

Unless you believe the editorial page should be reserved for editorial writers, in which case you're not reaching anybody.

*Charles Gordon is managing editor of the daily Brandon, Man. Sun.*

## BACK ISSUES

of

# content

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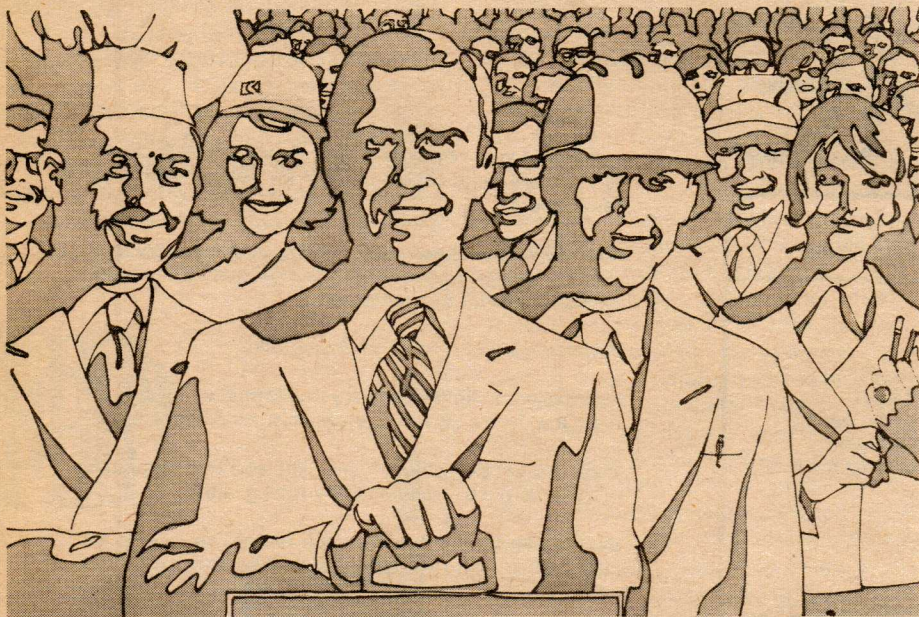
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# THE WATERING HOLE

by BOB GOWE

*Letter from Beautiful British Columbia (one big watering hole) concerning trials and tribulations besetting one who's forsaken routine of accepting weekly emulments in favor of gambling all and taking plunge into dark waters of free-lancing and on whims and whimsicalities of divers and sun-dry omnipotent and omniscient editors:*

It's great to be free and your own boss, I kept telling myself—and I still do.

After lo! too many years at the mercy of mercurial city editors (read that any way you want, but the word 'creeps' keeps coming to mind), I decided by virtue of some personal circumstances (a member of my family is poised there with a machete) to strike out on my own in the more—and sometimes less—salubrious clime bemusing all British Columbians—particularly when they are far from home.

The member of my family seems pleased. Her allergies contracted in the brown smog blanketing beautiful downtown Toronto have disappeared. Now she is principally allergic to my lolling in bed while she is getting ready to go to work. (I had, naturally, taken the necessary precaution of making sure she had a job.)

Quickly you discover things that nobody ever tells a foreigner (anyone from east of the Rockies) about. For instance, that if it is necessary to interview government leaders or civil service mandarins you must get from Vancouver to Victoria on Vancouver Island, assuming, of course, that you are living in Vancouver. I believe someone here has said: Is there anywhere else to live?

For the affluent (e.g., those on expense accounts), it's not to worry. A seaplane trip from

the Bayshore Inn will land them a few minutes later in Victoria's Inner Harbor, in front of the B.C. Parliament Buildings, for \$32, round trip.

For the rest of us, it's a bus or car-and-ferry trip and it means you're good for the whole day, Mona, a little over three hours travelling time each way. On the bus-ferry jaunt the fare is \$4.25 return during the week, \$6.50 on weekends.

Meanwhile, back in the Vancouver apartment, there's that blank sheet of paper in the typewriter and no one to goad you into action. (City editors, contrary to some informed opinions—mine—do have some uses, after all.)

After carefully counting the windows in the nearby apartment buildings, turning the radio on to hear Jack Webster and turning it off so as not to hear Jack Webster, investigating the refrigerator (one can never be sure a bottle of beer hasn't been overlooked), and trips to the balcony to see the view, a decision is made: Work will have to be done in an office atmosphere with the familiar clatter of typewriters providing background music.

So, here am I high in the Westcoast building, the black glass structure suspended on cables which optimistic architects have assumed will hold it up in an earthquake. There's a view of Stanley Park and the mountains, Georgian Towers and Bayshore Inn, and Coal Harbor.

As I try to conform to the customs of the country it's slightly disturbing to discover the legacy of a previous occupant—a sign reading: *RELAX. You're in BEAUTIFUL* (Beautiful is always capitalized here) *British Columbia*.

Nevertheless, I am flexing my two typewriter fingers for action. Just as I prepare my onslaught, there is this girl at the Georgian, who hasn't yet decided what to wear, leaning out of

the window, occasionally grasping at a curtain to pull it ineffectually around her. Idly, I manage to identify the room as between the O and the T of H-O-T-E-L as I get down to business.

I am under way! I find, like author Snoopy, I had managed to write, "The..." I reflect that I should have started with, "It," which Charlie Brown assured Snoopy he liked much better as an opening.

I count exactly 53 sea-going ships of assorted sizes within my vision. Traffic continues light on West Georgia St. The girl at the Georgian fails to reappear. Without binoculars (a must for West End apartment dwellers in the good old summer-time), it is hard to see what's going on at the Bayshore.

It's a hot day (Scout's honor) and a vision keeps obtruding itself: The frosty glass in which the brew is served at El Flamenco in the Georgia Hotel. Andy Capp surely said a mouthful when he rhapsodized: "The next best thing to having a beer is thinking about it."

So, by then, of course, it's lunchtime. It's 3,208 steps to the Georgia. After 2,929 steps, you pass the MacMillan Bloedel skyscraper where the girls sit at noon sunning mainly bare thighs. If you have timed it right you may see the beauty who comes out, strips off her dress, and suns herself in the scanty bikini she's wearing underneath. By this time you're walking a little slower; dark glasses help.

But one must press on. There are only six bar stools at El Flamenco.

There is an alternative, the new Newsmen's Club on Hornby St. But you can bet there won't be any of what are euphemistically called "active" or "working" newsmen there until 5 p.m. That's the start of the aptly-named "happy hour" when the club serves doubles for the price of singles.\* Then it's the happiest house in town.

\*Toronto Men's Press Club, please copy.

*Robert Gowe is an alumnus of the three Toronto daily newspapers (most recently the Star, until B.C. beckoned) and The Associated Press in New York City.*

**FOLLOW  
THE  
EAGER  
CROWD**

Sept. 15, 1971  
10 Oak Lane,  
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Mr. Dick MacDonald,  
Editor,  
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## DULLNESS AND TRUST OFTEN ARE FIRST COUSINS

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

He is pigheaded, you are stubborn, I am firm.

This old semantic game reflects more than one psychological "truth," and the "truths" pertain to the mass media because they pertain to human nature.

When you apply them, for instance, you find this striking conclusion: a medium which succeeds in interesting its readers, listeners or viewers is unlikely to earn their trust. If the medium bores its readers, it may be better respected.

This appears to be at odds with the assumption that television is both more interesting and more trusted than newspapers, but there is a way around that objection.

First, the interesting-untrustworthy idea. It was expected and clearly demonstrated in an experiment conducted at the journalism department of the University of Western Ontario. The experiment was designed and executed for other purposes, but the phenomenon showed up.

Subjects were given print, radio and television versions of the same two stories. One story was interesting to subjects by their own rating, the other neutral or dull. When asked to rate the accuracy of the stories, subjects consistently judged the dull one far more accurate than the interesting one. Both stories were fictitious, but subjects did not know this until after the experiment.

The possible explanation lies in an interpretation of a group of psychological theories known as "balance" theories. They suggest that if a person has a strong opinion or attitude toward something, he will be unwilling to accept or believe statements, opinions or attitudes which are much different from his own. If his opinion is not strongly held, he will accept a far broader range of differing statements.

If we assume people will be involved or interested in those things on which they hold strong opinions, it follows that the more interesting or involving the subject, the more critical the reader/viewer/listener will be.

Now, the objection that television is both more interesting and more trustworthy. Since television deals in far less depth than print, it is possible there is far less opportunity to include something which touches strongly-held opinions. Or, as indicated in the University of Western Ontario study, it may be that in all these years television has really not been considered more credible. It wasn't in the experiment referred to, one of the very few studies which asked subjects to judge specific news stories. Roper surveys, and others, generally pose a hypothetical question.

The quandry for journalists in the interesting-untrustworthy situation is compounded. If the purpose of journalism is to be taken as informing the citizenry, interesting copy is all to the good. Subjects in the University of Western Ontario study remembered far more of the interesting story, and remembered it more accurately.

So the conclusion becomes this: if you want to interest and inform your audience, don't expect to earn their trust. If you want to be trusted, be dull, but don't expect anyone to learn very much. This conclusion is buttressed by some United States research, which found that people will read dull stories out of a sense of citizenship and duty—but they prefer interesting ones.

After-the-fact surveys of what readers of newspapers find interesting generally put less emphasis on newness than most newsrooms, but do emphasize the old, hard-core hard-news as most interesting: crime, disaster, personal problems. Television

and newspaper news editors generally agree among themselves about what the audience will find most interesting.

It should be noted that all these conclusions are tentative, although each can be supported by some evidence. None can be applied directly to any given individual or medium because they are averages, so to speak.

There are other factors which may confound any neat solution to the interesting-untrustworthy problem. The Davey-Senate report research (Volume Three) found that Canadians are relying increasingly on television for news of national and international affairs, a parallel development to one noted some years ago in the United States. But no one maintains, not even Walter Cronkite or Chet Huntley, that television can offer the depth or breadth that print can. Yet people consider themselves better informed than in pre-TV decades.

To nail it home: the University of Western Ontario study found that loss or change (distortion) of information originating from television or radio was substantially higher than loss or change of identical information originating from a newspaper clipping. The extensive studies of television's use as a teaching tool have not been as one-sided as most people, including educators, seem to think; many have found television a detriment to learning.

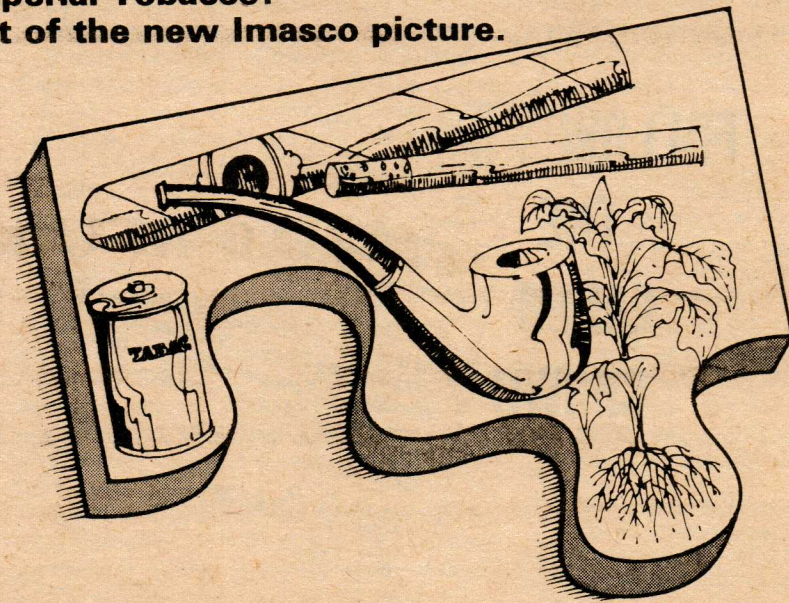
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*Research is one of the many areas in journalism requiring examination and contemplation. Too often, the working journalist simply lacks the time to study material which has been compiled about his profession. C.E. Wilson and F.K. Bambrick, of the journalism department at the University of Western Ontario, have undertaken research projects which warrant attention. This is another 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.*

### Whatever happened to Imperial Tobacco? It's alive and well and part of the new Imasco picture.

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**28%**  
of our audience  
is French-speaking

That's 70,000 Montrealers  
whose first language is French

\*Gruneau Research

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keeps them up-to-date on  
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# LETTERS

## THOSE ECONOMICS

Richard Spry, who bears an honored name in Canadian communications, has come close to the target in his article on cablecasting (*Content*, August 1971) but, because of mistaken emphasis, has missed the heart of the problem.

In his presentation, Mr. Spry put emphasis on broadcast stations' revenue and uses statistics to "prove" misuse of revenues, but fails to emphasize sufficiently the importance to Canadian stations (and, through them, Canadian talent and Canadian ideas) of being able to reach adequate numbers of the Canadian public.

The misreading or misuse of statistical information is neither unknown nor unusual in articles on broadcasting so, normally, that might not have inspired me to take up my pencil; but the strong statements which Richard Spry makes, based on that misuse, certainly have given me cause.

In dealing with the changes which may occur in the use of Canadian programming by Canadian stations as a result of a twelve-month base for the calculation of content, Mr. Spry makes a totally false statement when he says that the Canadian content quota would be filled up during the summer months. As a producer of broadcast programming, he must surely know and understand that summer vacations make that time of year the most

difficult period for the production of Canadian programs. Indeed, that is the very reason for broadening the base. In truth, the summer period is likely to contain more foreign programming, simply because of those holiday problems which must occur in a country where the vacation period runs for a few weeks on either side of the first of August.

Mr. Spry goes on to state that "...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'".

Sorry, Richard—you fail in mathematics! Math is a subject essential to broadcasters, who must keep a constant check on their content percentages, not only by the week, but by the prescribed period (13 weeks or, hopefully, yearly)—and, as well, by the time period, prime and overall day.

But, to the problem:

The proposed regulations say that 50 per cent of prime time and 50 per cent on an overall day must be devoted to domestic programs. Now pay attention, Richard! Six p.m. to midnight is six hours. Assuming a one-hour newscast 6-7 p.m. and another 11 p.m. to midnight (which would involve a big staff of news talent to produce), *there would still be 60 minutes of Canadian programming needed between 7 and 11 each evening*. Few stations can afford the high cost of mounting *two hours* of news each evening, so it is more likely the station would require 90 minutes, or even two hours, of Canadian programs in the hours from 7 to 11 p.m.

Two hours would be one-half of that four-hour period...which is precisely what the Canadian Radio-Television Commission expects, and what likely will happen. There is no chance that there will be "no" Canadian programs on our Canadian stations between the end of the six o'clock news and the beginning of the 11 p.m. "Nationals"!

There is a further mathematical boo-boo in the very next paragraph. Fifty per cent Canadian content, plus 45 per cent from one foreign country (likely the United States) doesn't fill an evening schedule: there is a missing five per cent. The Commission has again made an accurate calculation, since five per cent of 42 hours (i.e., 6 p.m. to midnight, seven days a week) is about the quantity of high-quality programming available from foreign countries other than the U.S. in recent years.

Spry's comments on cable TV show a better grasp of the facts and the issues—although, if I must be "picky", I guess I should object to his statement that cable companies "provide the programs". Not really, Richard: the broadcasters do that.

Returning to the accounting department: the average TV station, as shown in the 1969 DBS figures, spends five per cent of total operating revenue on talent charges not included in regular salaries. Of course, salaried newsmen, directors, producers, announcers, commentators, writers, staff talent, and others necessary for program production are not included in that total, but are found under "Direct remuneration" and "Fringe benefits" in the DBS report. This sum is approximately one-third of total revenue from the sale of time.

Since the DBS, or Statistics Canada, report must serve many different research needs, it is not designed to give the figures which Mr. Spry seeks. He wishes to arrive at some percentage of the income of broadcasters which is devoted to hiring Canadian talent. To do so, he must determine the expenditures by networks, by producers of syndicated programs (such as UNDER ATTACK), by advertising agencies on commercials, by advertisers on their own

programs, by individual corporations for public relations, and by the National Film Board. There are others who produce programs or program segments for use on television and whose figures, similarly, are not caught in the DBS net.

An indication of station expenditures in this area shows under the heading, "Amortization of feature films, syndicated and other programs", in the DBS report. Because Canadian syndicators and networks are able to recoup some of their costs from export sales, Canadian stations can get better quality domestic programs at the prices which they can afford to pay.

Richard chooses to use total revenue as a base, rather than total operating expenses. If one is to say how much of the money spent by a television station is spent on talent, one should use total operating expenses as the base, rather than total revenue.

In 1970, the total operating revenues for privately operated television stations shown by DBS are \$111,000,000, of which \$95,900,000 was gained through the sale of air time and \$93,500,000 was paid out in operating expenses. Richard says that stations paid out 70 per cent of their air time revenue; but, by my calculations, \$93,500,000 is just about all of \$95,900,000 air time revenue. In any case, it is substantially in excess of the 70 per cent quoted.

I might add that nearly half of the \$17,000,000 operating profit from overall operation goes in federal and provincial income taxes, so the profits available for shareholders (which so concern Richard) become about \$8,000,000. Broadcasters among the readers of this paper are well aware of the needs they have, and the needs they see for modernizing facilities...for providing better newsrooms...for enabling their stations to broadcast in color; and many of them have a pretty good idea of what is being spent on such projects. That all comes out of the \$8,000,000 which was left to be available to the shareholders. What's left after those improvements is a relatively small amount to be spread amongst the shareholders of 66 stations.

Spry's conclusions make a number of valid points. I feel, however, he misses some of the real problems.

Richard says "...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 recently-issued CRTC policies on CATV are direct recognition of the pressure by the Canadian public to have *three* commercial American networks made available to every community in Canada where a CATV system could be sustained by public subscription.

In view of this demand by the public, does it make any sense to punish the viewer who can't afford cable, or who lives in a location where cable is impractical, by limiting his access to U.S. programming to three programs out of ten? The Commission seems, to me, to understand the message the viewers have been sending in quantity through the mail. Spry doesn't have the same feel...possibly because he hasn't been exposed to a one-channel community where the 60 per cent Canadian content/30 per cent U.S. programming CBC service is just not what the viewers want of their only TV service.

Finally, if Canadian broadcasters weren't interested in providing programs which entertain, inform, stimulate and even educate, they'd have no audience. Everything depends on having an audience. To be successful by any measure, including making money,

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."

*In Yellowknife, N.W.T.*

We agree. And we're committed to the words of the Prime Minister. That's why BP's conservation staff is as vital a part of our Arctic oil operations as anyone else. More so, for the environment and the people who inhabit it are precious things indeed. We were concerned about eco-systems before most other people joined the ecology movement. *Being Productive* must mean *Being Protective*. It easily could be BP's motto in the Arctic, in offshore drilling operations, or anywhere else for that matter.

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Canadian broadcasters must reach the majority of Canadians, often.

One wonders whether restrictive content regulations on Canadian broadcasters, combined with the provision of more foreign signals on cable in most communities of this country, is the way to strengthen our CBC and our private stations.

W. D. McGregor  
Vice-President and  
General Manager  
Central Ontario Television Limited  
Kitchener, Ont.

## THE LITTLE MARKETPLACE

### FREE CLASSIFIED SERVICE

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(Mr. Spry replies: *I feel honored to receive such close attention from a former president of the Canadian Association of Broadcasters. Mr. McGregor's letter rightly corrected some of my inadequate mathematics—it will be necessary for there to be some Canadian content between the hours of 7 and 11 p.m., though it may not be of enormous interest to those who don't enjoy hockey, football, soccer or baseball. He commented on other points: my "totally false statement" that the Canadian content quota could be used up during the summer months, a point also made by the CTV network's president. And of course, Canadian programs for the summer months could always be pretaped.*

*"If one is to say how much money . . . is spent on talent, one should use total operating expenses as the base . . . ." I may be a bad mathematician, but it seems I could have a large total revenue, yet spend very little on operating expenses, including talent, with the rest going to profits, thus giving an inaccurate picture.*

*The very real pressure from the Canadian public for access to U.S. signals is not the only one the CRTC has been made aware of. There have been frequent demands that cable systems carry community channels; that the CBC be 100 per cent Canadian and non-commercial; that private broadcasters carry more Canadian content; etc.*

*"To be successful . . . Canadian broadcasters must reach the majority of Canadians, often." A majority at any given time, or a majority over a period of time? I could run a station reaching the largest possible audience in a single-station market all the time (say, 60 per cent of all families) but the remaining 40 per cent would never be served. Television economists would call me very successful—but I doubt that the 40 per cent would!*

*Mr. McGregor wonders whether "restrictive content regulations . . . combined with the provision of more foreign signals on cable . . . is the way to strengthen our CBC and our private stations." Without Canadian ownership regulations, and far-sighted public legislation, I wonder whether "our CBC" would exist and whether "our private stations" would belong to us at all.)*

### REPORTERS

As one who has spent equal time in Canadian and British journalism, may I crystalize what Colin Muncie obviously was trying to say in *Speakout* (*Content*, August 1971).

In Britain, they write stories; in Canada, we write reports.

Oh, God, how we write reports!

Peter Cale  
Editor  
*Canadian Shipping  
& Marine Engineering*

### NOT CONSIDERED

The Wilson-Bambrick article, "Is it fair to say radio was?" (*Content*, July 1971) was interesting up to the last sentence: ". . . when Spiro Agnew first attacked the media, he didn't even mention radio."

The first sentence of Agnew's talk (Nov. 13, 1969) set the limit of his theme: "Tonight, I want to discuss the importance of the television medium to the American people."

Agnew stuck to his theme throughout. He used newspapers only for comparison with TV to try to show the evil of TV. He didn't need to refer to radio.

Sam Ross  
Vancouver City College

### US, TOO

Here's my fiver. Now how about we folks here in business-press country.

Seriously, even though we in the business press don't get much ink, *Content* is still filling a void, especially if you keep publishing stuff like Colin Muncie's bit on Canadian newspapers (*Speakout*, *Content*, August 1971).

In fact, he might well have included the business press, too, because we're just as grey and for the same reasons.

Hugh Whittington  
Editor  
*Canadian Aviation*



## RESEARCH EDITOR

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## PEOPLE / MISCELLANY

Hugh Nangle has left his position as editorial writer with the Windsor *Star* for extensive travel in Europe and Africa. He was succeeded by Hendrik Overduin . . . Dan Allen, account executive with McKim Benton and Bowles advertising in Winnipeg, has joined Public Press in the same city as advertising manager of *Cattlemen* and the *Beef Magazine* . . . Allisen Croft has been named public relations manager for Hotel Vancouver . . . Tom MacMillan, of the public relations/corporate advertising department at Toronto's Abitibi Paper, has become PR manager with Uniroyal in Toronto . . . Marvin Schiff, a one-time *Globe and Mail* staffer, has left his position as director of the Human Rights Commission of Nova Scotia to join the growing pool of talent at Carleton University's School of Journalism in Ottawa. He'll be an assistant professor . . . Flo Whyard, after 15 years with the Whitehorse *Star* (eight as editor), has resigned to handle free-lance from the Yukon . . . Bruce Cochran of Halifax, who created the first public relations consulting firm in Nova Scotia about 12 years ago, has been appointed Jamaica's first honorary trade commissioner for Atlantic Canada . . . Ian Grant, until recently assistant publisher of *Broadcaster* magazine, has been appointed research manager of the CTV network . . . Gary Zivot, vice-president of marketing and sales of *Toronto Calendar Magazine*, will launch a Montreal edition in November. He says the English-language version will have a free circulation of 85,000 aimed at the top 25 per cent income group. The *Toronto Calendar* circulation is 120,000; a Vancouver edition goes to 80,000 homes . . . winners in the annual Canadian Farm Writers competition included: Bryan Lyster, *Country Guide*, for rural press reporting; Elva Fletcher, *Country Guide*, for farm press feature; Frank Jacobs, *Cattlemen*, for press editorial . . . the *Montreal Star* is among the most recent Canadian dailies to have an editorial department newsletter. The staff issued one following the Media 71 conference, sort of a collective analysis of the meeting. A general meeting in late August agreed that a newsroom rag should be produced as regularly as possible . . . Kenneth Fredrick, information officer of Saint Mary's University in Halifax, is leaving to assume editorial directorship of Toronto's Whitset Publishing Ltd. He had been editor of *Campus*, a Whitset venture, before moving to Saint Mary's . . . Doug Long, formerly with The Canadian Press, has joined Sun Life Assurance Company as manager of public relations. John P. Hardy has joined Sun Life as a PR

writer . . . troubled B.C. Newsmen's Club now is located at 645 Hornby Street in Vancouver. And the Kitchener-Waterloo club is awaiting results of a questionnaire sent to members regarding a proposal to find new quarters . . . the autumn annual meeting of the Federation of Press Clubs of Canada, reports secretary-treasurer Barry Mather, will be held in Regina . . . fire destroyed a furniture store in Oshawa in late August. The *Times* happened to function in the same building. Managing editor Paul Tissington moved the staff to rooms in a hotel and prepared copy for the next edition. Printing operations were moved to the Peterborough *Examiner* plant (both are Thomson newspapers) . . . Humber College of Applied Arts and Technology in Rexdale, Ont. has obtained some new staff for the next semester: Peter Churchill has left the *Toronto Globe and Mail* to join the journalism faculty. Bill (Sheppard) Seguin leaves radio station *CHUM* to teach broadcasting. James Smith, director of publications for the Canadian Pharmaceutical Association, will specialize in magazine and business journalism, and will serve as staff advisor to the stu-

## A NEW ADDRESS? CHANGING JOBS? TELL CONTENT

dent weekly paper, *Hum-Drum*. Pat Gore, coordinator of journalism programs at Humber for the past year and a half, becomes assistant chairman of the school's new creative and communication arts division but remains head of journalism . . . a 1971 Humber College graduate, John Swatogor, has joined *CFJR* in Brockville . . . the daily tabloid *Montréal-Matin* has signed a three-year contract with its editors and reporters. Editorial employees, affiliated with the Confederation of National Trade Unions, will be paid according to seniority, ranging in 1971 from \$105 for beginners to \$211 for six-year persons. In 1972, the range will be \$111 to \$232 and in 1973 from \$117 to \$233. The agreement guarantees job security and requires the newspaper to defend any employee involved in court proceedings arising from newspaper assignments . . . the *Last Post*, the radical Canadian newsmagazine, has established an Ottawa bureau and this month is starting a news service package for alternative and student publications. The publication may be transferred to the new non-profit Canadian Journalism Foundation . . . pioneer Calgary broadcaster H. Gordon Love died at the age of 81. In 1970, he was honored by the Canadian Association of Broadcasters which created the H. Gordon Love Award, presented annually to Canada's television station of the year . . . the Quebec legislative committee on press freedom has created a Society for Communications Research. The five-month, \$35,000 project will examine the structures of information networks to evaluate the degree of ownership concentration, the penetration zone of newspapers, radio and TV, the intensity of information coverage in zones, what citizens' opinions are on their access to information, the use they make of it and their degree of satisfaction with various information sectors . . . John N. Snuggs, publisher for the last six years of the *South Side Mirror* in Calgary, died at the age of 49 . . . Kenneth J. Black has been made assistant director of information programs for television in recent CBC appointments. Bill Cunningham, London correspondent, has become chief news editor for television. John Kerr is new head of current affairs and Robert Patchell is in charge of arts, sciences and religious programming . . . acting program director of CBC's two Montreal English-language radio stations (CBM-AM and CBM-FM) is Catherine MacIver. It's the first time a woman has held the position. She had been regional supervisor of public affairs and replaces Ken Withers, who has returned to active radio production . . . Don Foley will leave his city editorship at the *Montreal Star* to become executive assistant to Solicitor-General Jean-Pierre Goyer. Dave MacDonald of the Quebec City bureau succeeds him. And columnist Tim Burke is leaving the *Star* to join the sports department of the *Montreal Gazette*.

content

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