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1971

# content

for Canadian Journalists

**la presse**

POWER  
STRUGGLE  
SYMBOL

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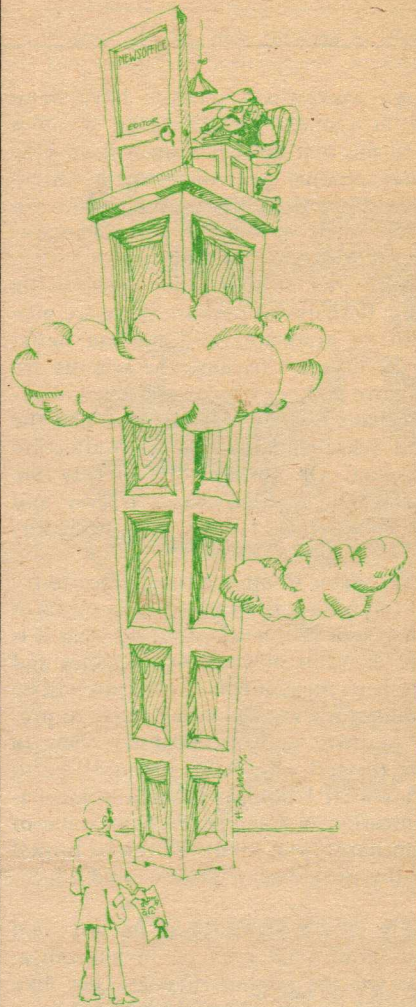
FREEDOM'S  
JUST ANOTHER  
WORD

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THAT OLD  
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**JOURNALISM  
EDUCATION**



WHAT IT IS,  
ISN'T,  
COULD BE

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# LEGITIMIZING TRAINING

J-EDUCATION

by T. JOSEPH SCANLON

Although journalism schools have been around in Canada for 25 years, it often seems to me that most newsmen have very little idea of what goes on in them. Often, they regard them with lofty disdain and—to make sure their attitude doesn't change—they avoid learning anything.

However, the attitude does seem to be changing. Perhaps it's because there are now hundreds of graduates in Canadian newsrooms. Perhaps it's because the schools are staffed more and more by experienced newsmen. Perhaps it's because veterans like the late Ted Schrader have generated affection and respect. Or perhaps it's merely the passage of time. But the change is slow, and the reason for that, I think, may be ignorance.

*Content* seems to me the ideal place to try to spell out what it is we try to do in terms of courses in journalism schools, and what it is we have in terms of students, facilities and staff. Perhaps then, at least, criticisms will be based on accuracies. I'm going to try to present a positive, perhaps idealistic, view of what we do and why. Also, I would like to deal with what I think is lacking in journalism education in Canada. Perhaps some of the enthusiasm from *Media 71* can be turned toward the problems of professional education.

Frankly, there should not be any real mystery about what goes on in journalism schools. On the whole, they are just like other professional schools: one can draw almost an exact parallel with schools of medicine.

Journalists deal mainly with people as part of society rather than people as physical beings. Therefore, journalism students tend to concentrate on the study of society—political science, sociology, history. Just as in medical schools, many of the courses are taken in other university departments.

But the journalist has a particular need for knowledge about contemporary society. He needs to know about the world *now* and he needs to know how to get information about it. We teach our own courses—call them glorified current events courses, if you prefer—which deal with the problems of the day. Vietnam, pollution, separatism, import surcharges—these are the topics for discussion.

The professional schools expect their graduates to know something of their profession and its tradition, and J-schools are no different. There are courses dealing with the history of the media and with the role of the media in society. There is increasing attention to the problems of the media in Canadian society. The discussions deal with theories—and with reality.

Journalism students learn about the kinds of problems they will encounter as working professionals—problems such as access to information and constraints such as the laws of libel and slander. Here, more and more, the case study method is used, so students are aware of how practising newsmen have dealt with real problems.

Perhaps most importantly, students are made aware of the nature of language through the study of semantics. A journalist—whether he is in magazines, radio, television or on a newspaper or wire service—uses words. Few of us really understand just what this means. Yet language to a journalist is as important as anatomy is to a medical student.

More recently, at most schools, students have begun to study and take part in research developments in the area of mass communications. The pioneers in Canada were Ted Wilson and Earl Beattie at the University of Western Ontario. Now students are learning how farmers learn about new products, how the public hears about major news events and how delegates at a political convention make up their minds. Such knowledge will affect the way the media operate in future. A study showed that radio, in the daytime anyway, is still outdrawing TV as a news medium and that car radios are a significant factor in the way news travels in our society.

And, of course, on top of all these things journalism students are helped to learn professional skills. At Carleton, we require speedwriting and typing from all freshmen students. We give modest instruction on how to handle a tape recorder. We spend hours showing students how to set up copy, organize a story, write a lead. We put together radio and television newscasts and edit articles for print publication. We help students organize, make the contacts for, develop and write a sustained series.

We attempt to bolster all this classroom activity with real-world experience within the academic environment (with such things as the daily publication at Ryerson), and without (Carleton has apprenticeship arrangements with almost every news outlet in Ottawa, an arrangement that began with the *Citizen* in 1945).

Our graduates, therefore, are persons who—ideally—know something general about society, particularly about the problems of the day, know something about the history and role of media in society, know a little bit about the law, know something of the nature of language and, hopefully, have a basic knowledge (plus some experience) of how to gather news, write it and process it.

Our students, not surprisingly, come from almost every conceivable Canadian background. Some have worked on high school magazines or university newspapers, others have not. About all one can say generally is that, on the whole, they are—assuming marks are a guide—brighter than the average arts students and they are, on the whole, more likely to be female than is the case elsewhere in the university. (It was a relief to see the *Edmonton Journal*, in *Content*, ad-

vertising its women staff.) Demand for places has been going up very rapidly recently—Carleton's admission minimum for high school graduates has climbed from 59 to 60 to 65 per cent in the past few years.

Our facilities—and this is pretty well true of all the schools—are sparse. We make do on the whole with left-over classrooms and ancient typewriters. Most hunt-and-peck hand-overs from ancient newsrooms would feel at home in journalism school newsrooms. Of course, this is changing. Carleton journalism, this summer, moved into a new building designed specifically for the first time, with a fully-equipped radio facility. But journalism schools, on the whole, are still trying to convince institutions that television is here to stay and that color is not a passing phenomenon.

As for faculty, here is where our record is probably the best and (I suspect) our reputation the worst. All the schools struggled for years with very few faculty. Now all are growing and the names of the newcomers are well known. Doug MacFarlane, the new head at Ryerson, is only one of the very competent journalists to teach in a journalism school. Others include Munroe Johnston and Dick Lunn at Ryerson; Ron LaPlante and Ken Bambrick at Western; Tom Sloan (at Laval, and then afterwards with Robert Stanfield); Yves Gagnon at Laval; Carman Cumming, Joe Gibson, Tony Westell at Carleton; Don Gordon at Waterloo.

There are some equally able persons at the many community colleges. (My own background—*CFRA*, *Ottawa Journal*, *Toronto Telegram* and *Star*, Washington, Ottawa, CBC—is the thinnest of Carleton's professional staff: our overall faculty average is seven years professional experience; our reporting instructors average 14 years' experience.)

Like all good schools, our professionals work, side by side, with those more academically trained. Western and Carleton have now acquired their first faculty with PhD's but our full-time faculty includes persons who have done graduate work at such institutions as Acadia, McGill, Queen's, Toronto, London, Pennsylvania, Columbia, Michigan State and Montreal. They bring the skills needed to teach courses dealing with language, the media in society, history and the law. We consider it perfectly reasonable to have on faculty persons who never finished high school and others who have graduated from several universities.

The part-timers who work with us by special arrangement are excellent too. This year's roster includes Graham Spry, Doug Fisher, Cameron Graham, Murray Goldblatt, John Grierson—all persons with outstanding credentials in Canadian media.

Those are the facts—but perhaps I should add some more subjective material. It's easy to say you can read up on such things as the media and society, history, and law; it's harder to do it. It's easy to say you can teach yourself short-hand and typing; it's harder to

*J-Education sketches by Harry Agensky, a Montreal architect, graphic designer, illustrator and cartoonist.*

do it. (I'm proud of my two-finger technique but it would be a lot easier to use 10.)

It's easy to say you can learn on the job—and there are some good training programs under way and developed—but it's hard to find the patience to take time with sensitive people under newsroom pressure.

And it's easy to say any university student can take a few courses on society and learn his journalism on a university newspaper—and it's true many of us (myself included) got a start that way. Yet I sometimes wonder: what is this peculiar pride that makes us feel it is good to have the entrance to our profession in such a chaotic state?

I shall always remember my first day at the *Ottawa Journal* because, when I went for lunch, one of the older reporters asked me where I was from. When I told him "Carleton", he immediately sneered, "We don't like journalism graduates here."

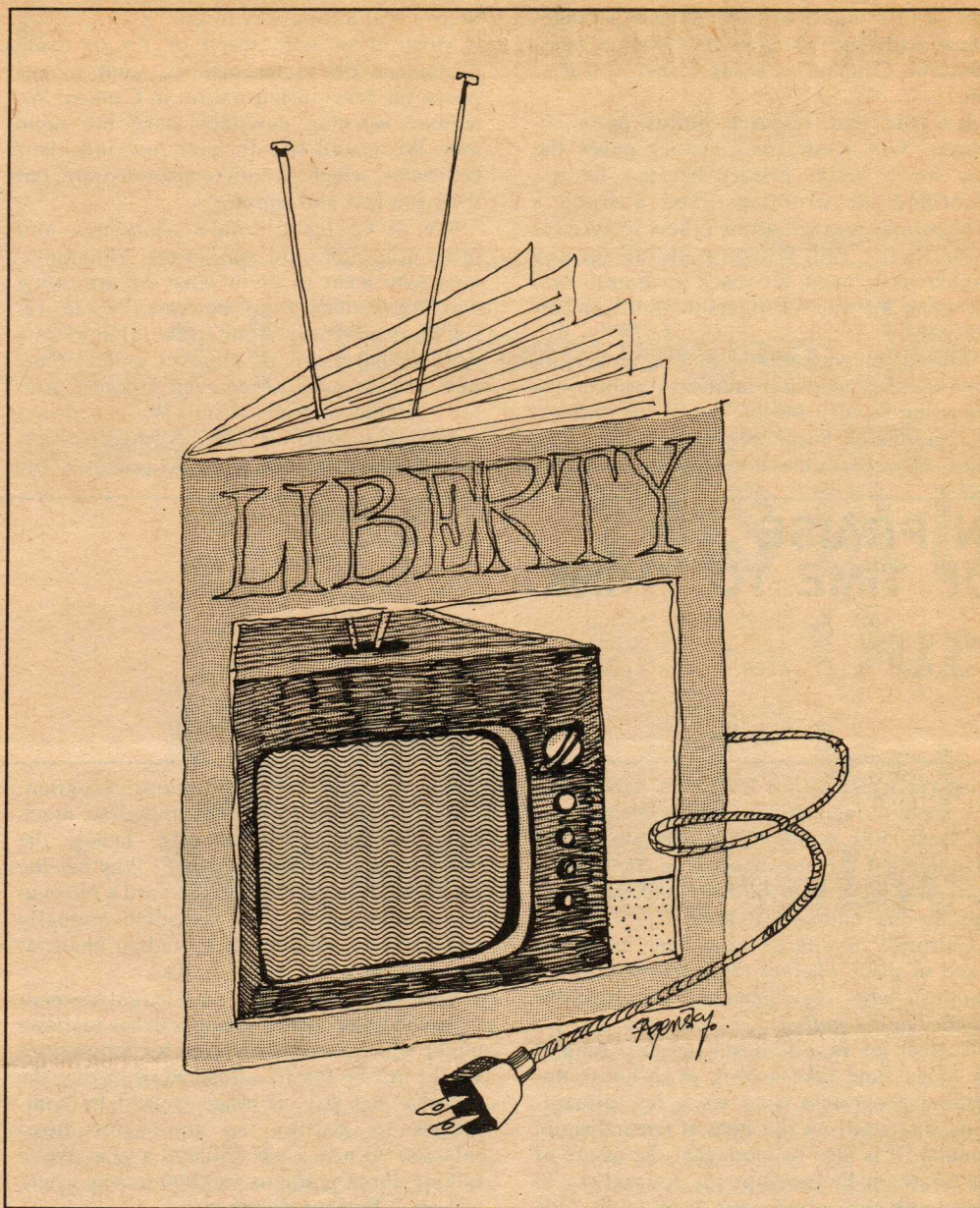
Fortunately, his attitude was not typical of the *Journal*. Tom Lowrey has given many Carleton students a start and Bill Metcalfe has done the same. But the attitude remains that of many of those who have worked their way up in journalism, often starting with little pay and less education. It is an attitude representing, in my opinion, the major problem for professional education in journalism in Canada. It's an attitude that may explain the lack of support the profession gives the schools.

Frankly, I'm sometimes at a loss to explain the lofty disdain toward graduates on the part of some working newsmen. Discontented with working conditions, salaries and the low status they occupy, they should be only too anxious to embrace any steps toward formal requirements for entry into journalism as a career. Owners may have cause to fear increasing professionalism—it could hit them in the pocketbook. But working newsmen should have a self-interest in higher entrance standards. Once they've made it they need not fear the newcomer; and *their* status will improve, too.

Yet attitude alone is not the problem. In my opinion—and this *is* an article of personal opinion—the journalism schools must accept some blame. For all too long, journalism schools have been reluctant to demand from their students the standards they would expect from first-rate professionals. It's an understandable lapse for, while enrolments were low, students were often hard to come by and it's certainly true that higher standards can drive away students. Yet I've seen too many graduates who shouldn't be.

Then, too, I believe, the schools have been slow to promote their product. It's less than five years since Phyllis Wilson at Carleton began systematically chasing employers. Ryerson's annual review with graduate photos dates back only a few years. Western, so I'm told, is still too slow in this regard. Personally, I don't have the slightest hesitation in calling someone to promote a graduate for a job. After all, when I make a recommendation my reputation goes on the line, too.

Another problem, though, is that the professional schools have not been all that professional. Ryerson *has* taught what you might call the fundamentals. Western and more particularly Carleton have been slower to do so. We've contented ourselves by stating that Ryerson graduates start fast but ours catch up and pass them later. Well, it may be true—but even if it is true it's no longer good enough. First-rate journalism graduates should normally be better than non-



graduates from the day they start work.

Another weak point has been the slowness of journalism schools in providing seminars for working professionals. We've been planning one such seminar since I discussed it with the late Ralph Allen. Western, under Bud Wild's direction, has done better, and Prof. Wild has often given seminars for professionals. But, on the whole, we've been slow.

We've been even slower to do the kind of research the working newsmen want and to make the results of that research known. Last winter, one of our graduates, Alan Arbuckle (now with the *Calgary Herald*), discovered that most working newsmen know very little about what social science can tell us about interviewing techniques.

Who's to blame? I would say we bear at least a part of the responsibility; we haven't tried to educate those who are working now. *Content's* column by Ted Wilson and Ken Bambrick from Western is an improvement, but what about some means of collecting research ideas? Could the J-schools not get together and ask working newsmen what they would like to know? And how about some media money for research? As Don Cameron found out when he tried to start his Rubber Duck school in Fredericton, media men are a tight-fisted lot—without justification, if you believe Senator Keith Davey's profit picture.

On the whole, media support for research has been non-existent. Carleton raised about \$4-5,000 on a major campaign a few years

ago. Only a few people in the media—Bob Owen at the *Kingston Whig-Standard* being the outstanding one—more strongly support media research activity.

Finally, I think journalism professors—myself included—have been all too slow to speak out critically about the media. Earl Beattie may be as unpopular in London as I am in Halifax but at least we are trying. Keith Davey didn't tell us anything we didn't know—but he embarrassed some of us who haven't said as much.

Of course, all these problems can and, I hope, will be overcome in time.

As education goes, J-schools are fairly new. True, Carleton began 25 years ago but the heavy flow of graduates from all courses—bolstered by increased enrolment—only is now under way. Still, it takes a generation to put graduates into positions where they can make a lasting impact and do some of the hiring. Major attitude change couldn't be expected.

It's also true that for nearly 20 years journalism schools were very small. Wilfrid Eggleston at Carleton, Ted Schrader at Ryerson and Bud Wild at Western ran two-man operations for a long time. It's amazing they survived, yet alone got any research done.

It's true, too, that it was hard at first to attract good newsmen to teaching posts; and that has changed, too. All the schools now have first-rate professionals. And growing size is making it possible for some rotation back and forth between media and teaching

jobs. It also makes possible special arrangements with such persons as Graham Spry, Cameron Graham or Doug Fisher at Carleton.

It's true that research builds upon research. Wilf Kesterton's history paves the way for a better history because he has identified the problems. Ted Schrader's study of the law will allow others to take off from there. Ted Wilson's useful surveys (which have been fed back to employers) will clear the way for others to approach employers.

Journalism education is in a boom period, even if a degree of it is faddish. Applications are rising rapidly and the quality of students and graduates has never been better. The level of acceptance is going up too. But

there's still a long way to go.

Most of us who teach or try to teach journalism do so because we want to improve the level of journalism in Canada. We assume working newsmen have the same aim. We would like to have not only their criticisms, which of course are welcome, but their interest and support.

We at Carleton would welcome—and other schools would, too—visits from newsmen who want to know what we are doing and suggestions from newsmen about research that we might undertake. (I'm often a little embarrassed to discover some of my best friends have never even visited Carleton's School of Journalism.) We are always delighted to put our administrative resources behind, at as low a cost as possible, any

attempts at professional improvement. Consulting work by faculty—common in the United States—can be beneficial to both partners.

What all of us want from employers is at least a look at our graduates. Our students must be really motivated toward journalism or they wouldn't put up with us. Hire them only if you think they're worth hiring but look: at least, look. You might even be surprised to discover what you've been missing. And if you have some ideas about what you think we should do or what you want to do with us, tell us.

*Joe Scanlon, director of the School of Journalism at Ottawa's Carleton University, currently is on a one-year sabbatical.*

## IN PRAISE OF TIME TO THINK

J-EDUCATION

by BARRIE ZWICKER

Most reporters with a few years' experience give some thought to journalism fellowships. At least 500 senior Canadian journalists have applied for one or other in the past 10 years and more than 60 have had the privilege, or are enjoying it now.

Curiously no one, as far as I can learn, has asked in print whether these fellowships accomplish what they intend: *to improve the practice of journalism.*

To seek an answer to this question (and at the same time take a look at in-house upgrading programs) is to see a few illuminating shafts fall on the state of journalism in Canada. It is also to learn that the future of the Southam Fellowships for Journalists, in their tenth anniversary year, is in doubt. "We have to decide whether . . . we're going to go on with the fellowship program," says St. Clair Balfour, president of Southam Press Limited. (Next year's program, incidentally, now is being advertised.)

Why would this prestigious program, whose graduates have contributed so much to Canadian journalism, be facing the prospect of extinction or lapse? Why has the program to make one of Harvard's Nieman Fellowships open to a Canadian annually received only on-and-off Canadian financial support since the early 1950s?

Balfour says Southam's basic reassessment is forced by proposed changes in the tax laws under which income received for fellowships would not be tax-free. Instead of paying the Fellows' net pay, Southam would be committed to putting up the before-taxes salaries. "It now costs \$50,000 a year. We're talking about going to \$60,000 to stay where we are," Balfour comments.

Surely this is not a serious problem in itself. It can be solved by choosing four Fellows per year rather than the traditional five.

It's the second reason Balfour mentions

that in my view is rightly a concern closer to his feelings: the dropout rate from journalism among ex-Fellows. At least 10 of 43 Southam Fellows have left the city room, for the most part to become government information officers. In my view the remarkable statistic is the number who have stayed in (or, in a few cases, returned to) the business. But let's come back to that.

What Southam offers is an academic year of unstructured study at the University of Toronto at full pay plus tuition, and living expenses for out-of-town Fellows and their families. Fellows are automatically offered memberships in U of T's cosy, multidisciplinary and expensive Massey College.

Southam patterned its program on Nieman's, established in 1938. "The objective of the Southam Fellowships for Journalists," the brochure states, "is to encourage improvement in journalism by offering to qualified men and women an opportunity to broaden

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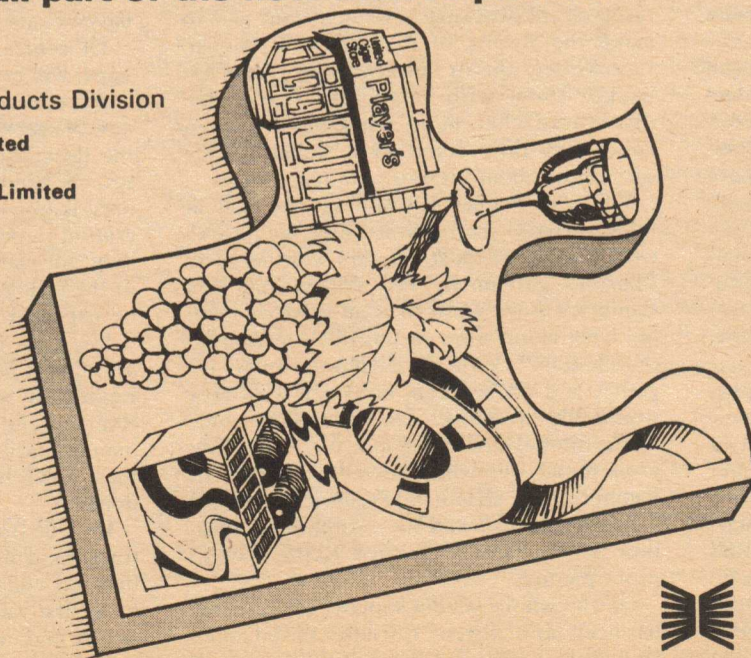
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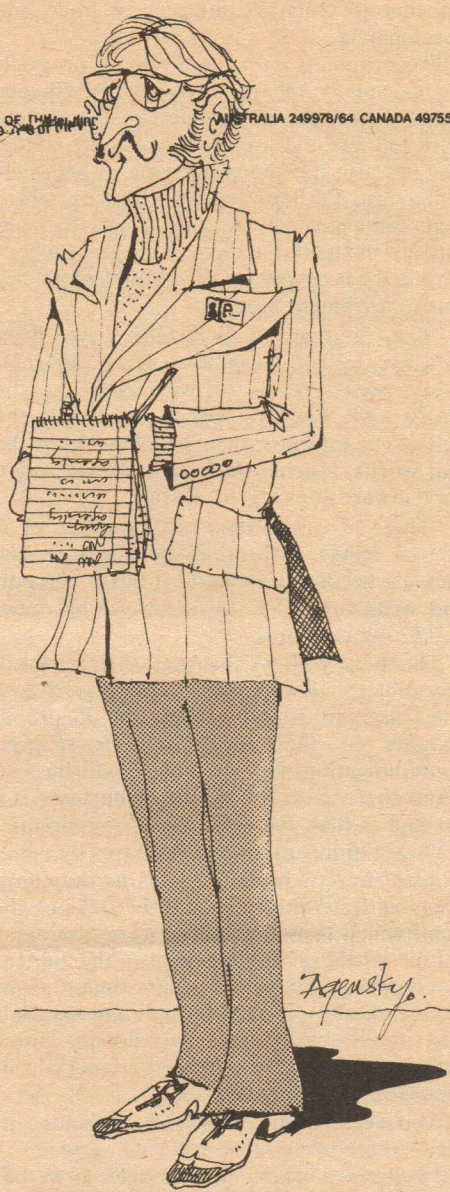
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their knowledge by study in a university setting." The Nieman brochure puts it this way: "... to promote and elevate the standards of journalism in the United States and educate persons deemed especially qualified for journalism."

What really are the motives of applicants? It depends on the applicant. When I applied for the University of Michigan fellowship—at the urging of my former Vancouver Province city editor, Bruce Larsen, who had informed me of its existence—it was with a mixture of secret excitement over the prospect of college study and the virtual certainty that my chances of winning were zero. I was 25 at the time and had been working for a year in the Elliot Lake bureau of the Sudbury Daily Star. That was when Elliot Lake was booming.

When I applied for a Southam I was 33 and although on the Toronto Globe and Mail much more critical of the newspaper business than I had been 10 years earlier wrote the editorial copy for a whole section on the opening of a shopping plaza under clear orders not to write a critical word.

"I thought I was going stale and I had personal reasons," says Frank Adams, a Globe reporter when he applied for a Southam in 1966. He now is in his doctoral year in sociology at U of T and works one night a week on the Globe rim.

"I had come to a dead end; I felt I wasn't advancing in my career," says Andrew Szende of the Toronto Daily Star, a winner in 1970. "I needed a change and felt the academic change would be best. I wanted to write about urban affairs and wanted to study it before writing about it."

Dick Snell, formerly of the Star and now director of information services for the Ontario Housing Corporation, in 1963 wanted to complete a degree course he had begun on an extension basis. Under current rules Fellows are not allowed credits.

Bill French, literary editor of the Globe and a Nieman Fellow in 1954-55, says his motive was "simply to get away for a year in a nice academic atmosphere and be paid for it. Who needs more motive than that?"

The journalistic benefits are usually hard for an ex-Fellow to pin down. "You feel refreshed," says Donna Dilschneider, a Star reporter who was on the Ottawa Citizen when she won a Southam in 1965.

Snell says Southam-year studies of inter-governmental relations are valuable to him in his current job communicating with Central Mortgage and Housing Corporation, other branches of Ontario Government and municipalities.

"It was intangible," Szende says. "I gained a better perspective on life, and particularly

life in this city. I even learned about newspapers because I became a consumer. I found to my surprise I wasn't very interested. I became your typical Star reader, spending 10 minutes a day with the paper. I became a lot more tolerant of other people's ideas in urban affairs."

Says Adams: "My Southam year was the single most outstanding year of my life, a real emotional high. I'd start at 7 a.m. arguing philosophy with my wife, who was trying to change diapers. Late at night I'd still be jabbering."

To me, one benefit is a warm feeling about the year, which was also the year of Expo and the year we bought an old house to renovate. The feeling is the same as you have reminiscing over an idyllic love affair. Intellectually, McLuhan's seminar (which I also attended the year after) blew open my eyes to how much I had to learn about language, and taught me to have much more faith in my intuitions.

Arnold Bruner, a Star feature writer when he was awarded a Southam in 1964, recalls he learned that "skipping through a few books and some clippings and asking a few questions is not research."

"It was a very maturing kind of experience," French says of his Nieman year, which included travel to Europe and the southern U.S., weekly meetings with faculty

members such as John Kenneth Galbraith and Arthur Schlesinger, bi-monthly dinners with such leading journalists as James Reston, and accommodation in the home of an M.I.T. department head. It was also the year of the U.S. Supreme Court's historic civil rights decision in the Brown Case.

French, more than others I talked with, could show career benefits. Two or three months after his return at the age of 29, the Globe assigned him to the editorial board where he stayed, on and off, for three years. "If it hadn't been for the Nieman year, I wouldn't have been ready. I had had fairly limited reporting experience—a year on city hall but mainly on education."

When he was appointed literary editor in 1960 he was appreciative of a contemporary novel course he had taken at Harvard. "We had zeroed in on specific writers. It was a Nieman bonus that made it particularly useful to me," French says. "As far as journalistic technique is concerned, you don't learn anything. You do learn about the world and the way it works."

Another bonus was an invitation from the late Ted Schrader, then head of Ryerson's journalism course, to teach part-time. Ted had read of French's return. Seventeen years later French is still at it, having taught editorial writing most of that time.

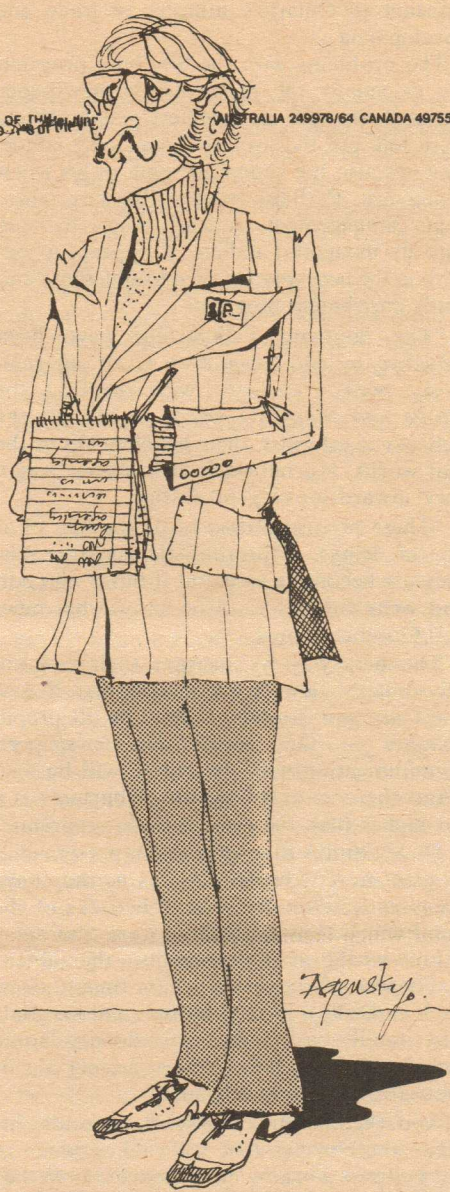
Two newspaper executives and a former executive I talked with appear sold, on balance, on the benefits to journalism of such fellowships. Martin Goodman, managing editor of the Toronto Star, appeared slightly taken aback to hear the Southam program might be dropped. "It would be unfortunate. It has contributed substantially to professional self-development for Canadian journalists."

The Southam Fellowships are a nice middle ground between sabbaticals and intensive specialty seminars in the view of Clark Davey, managing editor of the Globe and Mail. J. D. MacFarlane, former editor-in-chief of the Toronto Telegram and now chairman of Ryerson's journalism department, comments: "There are minuses but not enough to offset the pluses. I want to emphasize that."

The minuses. Here's the curious part, one that no applicants dream of as they eagerly fill out their application forms.

The minuses flow from the fact that the renaissance or refreshment of a journalist—emotional or intellectual or both—does not necessarily make him a "better" journalist, if by that is meant a more obedient or loyal employee. This is not peculiar to the newspaper field. My father tells me it is notoriously a prelude to a man being lost to the ministry that he takes an advanced

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The minuses flow from the fact that the renaissance or refreshment of a journalist—emotional or intellectual or both—does not necessarily make him a "better" journalist, if by that is meant a more obedient or loyal employee. This is not peculiar to the newspaper field. My father tells me it is notoriously a prelude to a man being lost to the ministry that he takes an advanced



## **Applications are invited for the 1972-73 SOUTHAM FELLOWSHIPS for JOURNALISTS.**

Again this year Southam Newspapers will be pleased to award a number of Fellowships to the University of Toronto, to enable qualified journalists to expand their knowledge and refresh their minds with a year's open study at Southam's expense.

No field of study is stipulated and no formal credits are given; nevertheless Fellows are expected to attend the lectures and write the examinations on at least one course of study.

Applicants must be working journalists with at least five years' experience in newspaper, magazine, radio or television, and must have the consent of

their employers for a leave of absence for the university year, September 1972 to May 1973.

The Southam Fellowships for Journalists will underwrite (1) the cost of transporting the Fellow and his or her family to and from Toronto, (2) all University fees and (3) a Fellowship award, in the amount of the Fellow's regular net salary for the eight-month University "year" up to the equivalent of \$15,000.00 gross per annum, payable in eight monthly installments commencing with end-September payment and concluding with end-April payment.

**Closing Date for Applications: March 1, 1972**

Successful Applicants will be notified by

April 15, 1972

A pamphlet outlining complete details and application forms may be obtained from Southam Fellowships, University of Toronto, Toronto 5, Ontario.



**The Southam Newspapers**

MONTREAL GAZETTE ■ OTTAWA CITIZEN ■ HAMILTON SPECTATOR ■ NORTH BAY NUGGET ■ BRANTFORD EXPOSITOR  
OWEN SOUND SUN-TIMES ■ WINDSOR STAR ■ WINNIPEG TRIBUNE ■ MEDICINE HAT NEWS ■ CALGARY HERALD  
EDMONTON JOURNAL ■ PRINCE GEORGE CITIZEN ■ VANCOUVER PROVINCE (Published for Pacific Press Ltd.)

Knowing the belief many Southam Fellows hold in the sacredness of editorial independence, and knowing the urgency with which many sense the need for more analytical and sensitive and pioneering journalism and more dignified working conditions, the stay-in rate is remarkably high.

The Fellowships, it seems to me, have helped create a community of journalists who, in a variety of ways, are trying to keep journalism honest and sharp, while they

return at least their money's worth to their employers. It isn't always easy.

I think one fact which helps keep many of us from giving up in despair and taking the easy if ignoble road into p.r. is the fact that somehow Canada is still a country that produces St. Clair Balfours (as well as Roy Thomsons), and therefore is a country of opportunity for some journalists at least to find their roots and raise their sights. I don't think this can be done in-house.

"At any beer session," Goodman says, "reporters are always saying 'What this business needs is . . . !'"

A fellowship gives you a chance to finish the sentence." Praise it.

*Barrie Zwicker, now a free-lance writer and journalism instructor at Ryerson Polytechnical Institute in Toronto, was a Co-operative Journalism Fellow at the University of Michigan, 1959-61, and a Southam Fellow, 1967-68.*

## THE MEDIUM IS THE LESSON

J-EDUCATION

by DAVE BALCON

I can't say I always agree with politicians, yet recently there was something that came across the CP wire that struck me as being right on. It was an item about a Maritime mayor refusing to talk to Edmonton publisher Mel Hurtig because the westerner's ears couldn't be seen beneath his mop of hair.

With qualification, I find myself agreeing with the basic sentiment, but in this context: I can't bring myself to quite trust a university professor over thirty whose ears I cannot see. No more, of course, than I can an advertising man or politician with similar camouflaging.

That must be part of the reason I find myself putting down an important innovation in mass university education which is being produced by the Ontario Educational Communications Authority—educational television for those of you who have quite given

up on these new names given to government agencies. My employer is offering the vast unwashed something called *Arts 100: Communications*.

Arts 100 is, in essence, a televised university course. But it is different in two respects. First, the viewer can register at the University of Waterloo—co-sponsoring the course—and receive a valid university credit upon successful completion. Second, it is a multi-media package which attempts to rise above the straight televised lecture approach so evident in university ETV. In all, it is quite an ambitious undertaking.

Unfortunately, it suffers from something that this abandonment of the lecture format should have made available: that being a full diversity of viewpoints, experts and opinions. That is my opening qualification.

I cannot quite bring myself to trust the course. It has been devised, written by, and

"stars" one man: one Prof. Donald R. Gordon.

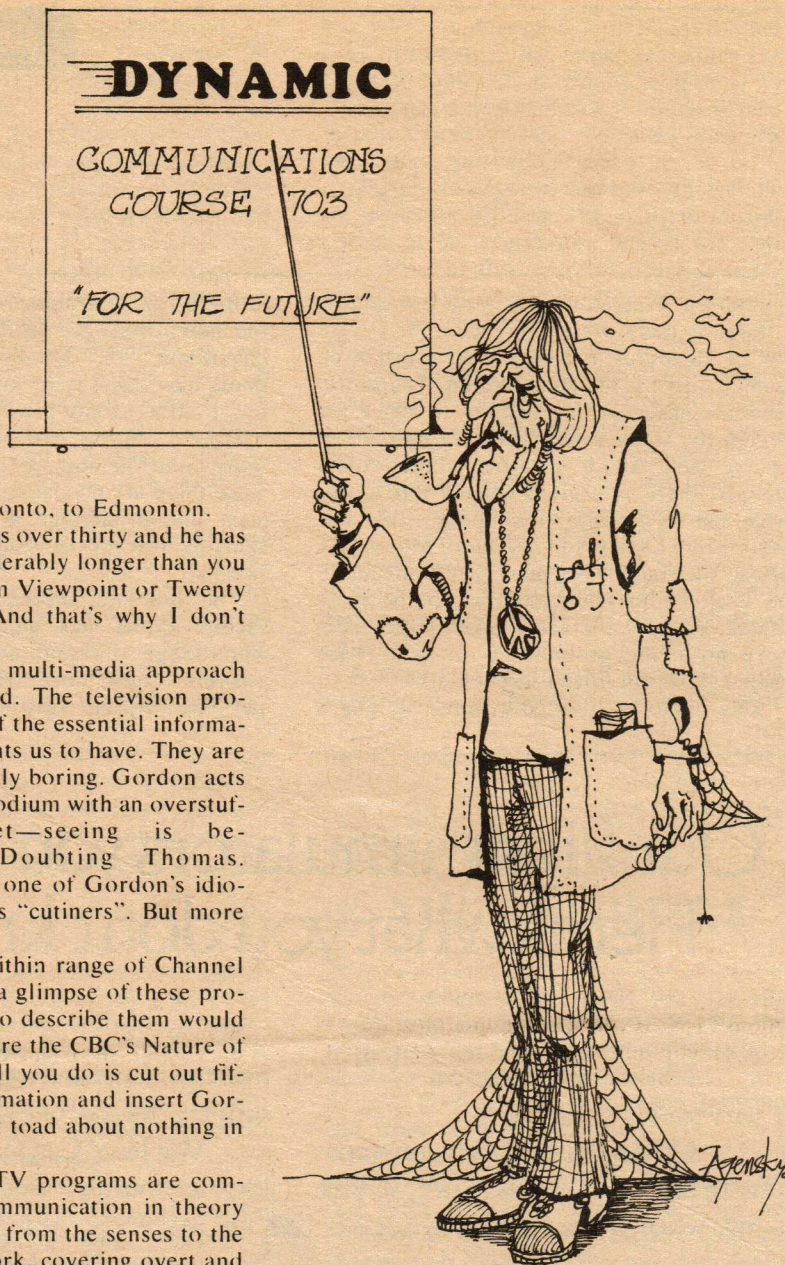
The name should be familiar because Prof. Gordon has had a rather distinguished career in journalism. He has worked for the *Financial Post*, been a foreign correspondent for the CBC, and acted as advisor for numerous royal commissions, special committees and task forces—including Keith Davey's mass media study and MP Robert Stanbury's look into government information. In short, Gordon is an able, qualified journalist who is no longer content with being a journalist.

Retiring to the university world, he has become something of an interpreter for Marshall McLuhan and other communications experts. Dabbling in the electronic media, Gordon built a prototype entertainment wall in his den which includes every conceivable recording/playback do-hicky in existence. He has lectured on the media



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from here, being Toronto, to Edmonton.

But, alas, Gordon is over thirty and he has grown his hair considerably longer than you will remember it from *Viewpoint* or *Twenty Million Questions*. And that's why I don't trust *Arts 100*.

Granted, the basic multi-media approach to the course is good. The television programs deliver most of the essential information that Gordon wants us to have. They are colorful and not overly boring. Gordon acts as host, sharing the podium with an overstuffed toad puppet—seeing is believing!—named *Doubting Thomas*. *Doubting Thomas* is one of Gordon's idiosyncracies, one of his "cutiners". But more of these later.

If you don't live within range of Channel 19 and cannot catch a glimpse of these programs, the best way to describe them would be to ask you to picture the CBC's *Nature of Things* series. Now all you do is cut out fifteen minutes of information and insert Gordon talking to his pet toad about nothing in particular.

As things go, the TV programs are competent surveys of communication in theory and practice, ranging from the senses to the spoken or printed work, covering overt and covert media, plus a dozen or so topics in between. The film is bright, fast-moving and interesting. Most of it is original footage shot for the series.

But, as I said earlier, what we could have had and what we got are two different things. It is so evidently missing. Ten minutes of McLuhan might have helped us understand why we cannot understand McLuhan. An equal length of time spent with John Bassett or Beland Honderich might tell us something about the men who run our newspapers and television stations as businesses. The element of *Future Shock* looms throughout the presentation, but we are not offered Alvin Toffler. And Gordon hardly even considers that changes are occurring in the grass roots of the media. *Consciousness III* is not in evidence anywhere in this course, unless it is a garbled reference to *Rolling Stone* or the Beatles.

These deficiencies are also evident in the second medium used to teach the course, *The New Literacy* (190 pages, \$2.75). This is Gordon's second book on communications and is, in effect, a linear expression of what he has been saying on television. The book is also meant to stand on its own as the Canadian reference for communications courses, which explains the University of Toronto Press' high initial printing of 10,000 copies.

The book's format is yet another glaring example of Gordon's "cutiners". Large lettering pops up all over the place to drive home his somewhat dubious points. Whole

sentences are flung out at the reader until he is totally desensitized by them.

I have to sympathize with Bill Reuter and Ian Montagnes of the U of T Press, who had to design and edit the 190 pages of this book. Like Brian McKeown and Jack Hutchinson, the director and producer of the television programs, they were set a task which was impossible to improve on: *Arts 100: Donald Gordon Communicates*. (The one hundred referring, no doubt, to the 100 clichés used.) Richard Neilsen of the CBC reviewed the book in the *Globe and Mail Magazine* best by restating Gordon's introduction: "Some people might call this a presumptuous book...."

The two other elements in the course are a set of audio cassettes which are supposed to give in-depth background material, and once-a-month seminar groups.

Serious faults this course has. To state the worst, I will refer to Chapter 1 of the book and some basic theory. To communicate, three things are essential: a source, a transmitter and a receiver. Upon these three essentials, other forces such as context and time and space relationships affect the outcome of the communication.

Gordon controls the input. He is the "source". He leads us through the television programs. He has set the context, since television by and large is a passive medium. His book is another input. And the printed word is passive as well. It is purely and simply Donald Gordon on communications.

The other fault is that it is far too cute. Gordon insists on his toad friend, *Doubting Thomas*. I have yet to meet one person who has seen the programs who has had anything but contempt for poor old *Doubting Thomas*. This creature is meant to be the typical student taking the course, interjecting now and then—perfectly on cue—little points which Gordon proceeds to demolish and toss aside. So much for student participation in the classroom.

As a TV series alone, it's only fair. The OECA has done dozens of better productions for high school kids. As a book, it's an acceptable guide to one man's idea of communications. That is, if you remember that the most important bibliography is to be found, not in Gordon's own list of books for suggested reading, but on the back inside cover where the U of T Press people have, thankfully, informed us of the existence of Harold Innis' two superior works, *The Bias of Communications* and *Empire and Communications*.


The greatest problem is in the fact that Prof. Donald Gordon and people similar to him are the acknowledged experts in the field of communications. Their job is supplying others with over-simplifications, and that is something that I find hard to accept, let alone frightening. Is it not more desirable to have McLuhan and not totally understand him, than to have Gordon and have everything so nice and simple?

*Dave Balcon of the Ontario Educational Communications Authority graduated from Carleton University, in sociology, and has freelanced for the Toronto Star and the CBC.*

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.*

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# SHAKE, AND DON'T COME OUT FIGHTING

There's a communication gap between the journalism schools in Canada and the country's mass media.

Self-evident after reading the Scanlon, Zwicker and Balcon stories? Perhaps, but nonetheless worth wondering about.

Four Carleton journalism students wondered about it this past summer with the sponsorship of the secretary of state through the Opportunities for Youth program. Not only did they examine the status of journalism education and training, they offered thoughts on how the gap might be narrowed.

The students' 87-page report is too lengthy, obviously, to be reprinted in *Content*. Rather, we offer excerpts and paraphrasing of what are considered major areas for consideration by those working in the media and those on the teaching/training side of journalism.

The students—Ann McCorquodale, Judy Morrison, Peter Roaf and Larry Simons—spent the summer interviewing editors, news directors, reporters, students and teaching personnel in Ontario and Quebec cities. The study was not exhaustive, but it did show particular attitudes and trends.

"One thing stands out above all. The professionals, for the most part, know very little of what goes on in journalism schools. And the schools have not done a great deal to keep them informed."

The student study documented cases where media outlets—*CHML* radio in Hamilton, for example—are involved in co-operative programs with such educational institutions as Mohawk College. And it referred to the rapid growth of community and junior colleges in central Canada where communications/journalism courses are springing up in the most faddish manner.

Where the graduates of these newer courses will find employment is a question still to be answered, despite the optimism in Senator Keith Davey's report on the mass media. Even graduates of the established schools—Carleton, Ryerson, Western, Loyola—occasionally encounter obstacles when they go job-hunting.

Within the next couple of years, the market may well be glutted by people expecting, because of their formal training, easy access to the media. The fact of the matter is that they may not find work. They'll undoubtedly possess a better awareness of the mass media—which is useful in itself—but whether the job openings will exist is to be queried. Perhaps the growth of admissions to journalism courses will have peaked within the next several years.

Anyway, what follows is drawn from the students' study on journalism education:

\* \* \*

Largely because of the lack of communication between journalism schools and the professional media, it is impossible to tell a potential graduate what will be expected of him on his first job. The phrase "the ability to do the job" implies a completely subjective and individual evaluation of the newcomer's performance during his early work-

ing period. This, in turn, implies two things.

First, in the professional media there is no set of standards for beginning journalists, such as there is in Great Britain. Therefore, students have nothing definite to strive for except the status required by the journalism course itself. And if you listen to the professionals, there is a good chance this is not what the media are looking for, since the schools are so likely to get out of touch...in effect, the student has no way of knowing if he is going to be acceptable to the mass media. And by the same token, the media have no sound grounds on which to base their evaluation of any individual.

This situation, coupled with the old-guard

attitude that journalism is learned only in the newsroom, can lead to a lot of disenchantment with journalism schools. The students have no way of knowing if what they are doing is of any practical use to them.

Second, hiring and retaining new journalists must be done on a hit-and-miss basis, since there are no standards. If he's good, he stays and progresses. If not, he leaves, or remains forever in some innocuous position....

The graduate, according to the Carleton faculty model, has, among other things, a knowledge of communications theory—rather a new field. He must have experience writing copy for radio, television

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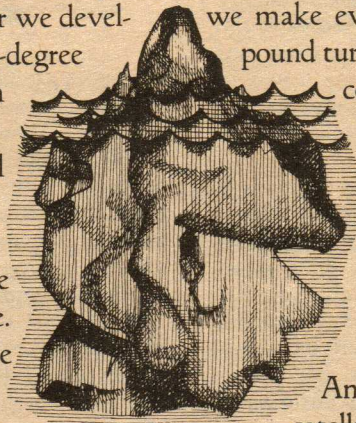
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and print media, and an understanding of how the styles differ and why. In addition, he must have some working experience with the equipment involved.

A knowledge of the history and development of the mass media almost from their inception is another prerequisite. This would include a look at ownership problems and censorship questions...consideration of the ethical problems and responsibilities of being an information carrier for the general public is another important aspect....

It should be easy to see the effect of journalism schools on the mass media. It isn't. It should be a subject of great discussion. It isn't that, either. The results of journalism education, both in terms of what it does to the students and what it does to the media, is very much a wait-and-see topic.

The statistics are there, for what they are worth. At the time of the publication of the Davey Report, 82.4 per cent of 399 living Carleton graduates were involved in journalism-related jobs. Not surprisingly, considering the skeptical attitude of the professional media toward journalism schools, the largest portion—108—were working in public relations...the ideal (for those hiring new staff) seemed to be an arts or science graduate with a journalism degree in addition, or even just a "flair for writing".... The section on journalism schools in the Davey report said:

Some editors (and, regrettably, more publishers) appear to be undisturbed by the disparity between demand and qualified supply. There persists, even within the trade, a pseudo-romantic tradition which holds that journalists are born, not made; that journalism schools are a waste of time, because they devote themselves either to airy-fairy theoretics or to practical techniques which can be better learned in a working newsroom; that some magical process of natural selection operates in journalism, alone among the professions.

...contrary to most opinion, the fact is that many of the journalism professors use the summer months to take jobs in the mass media and to attend various meetings of newspaper and broadcasting associations (and, with increasing frequency, journalism faculties include working journalists from all media)....

There appear to be three concepts as to where emphasis should be placed in teaching the fundamentals of journalism.

First, there is the idea that during the early stages of a journalism program, the fundamentals are most easily and effectively taught entirely in print. The reasoning is that print instruction teaches a person to be more accurate and that from a final product entirely on paper it is much easier to point out mistakes and how the reporting techniques should be applied. To include broadcasting in teaching the fundamentals of journalism would leave the student open, it is thought, to being trained in a very superficial way.

Second, there is the direction taken at Syracuse University, the largest state school of journalism in the United States. There, print, radio and television (among other media) are separate departments. A student can go right through the program in one medium without a single course in any of the others.

The third concept is that the instruction in the fundamentals be integrated among the three major media—newspapers, radio and television. Not only does this method give

the students an opportunity to experience both print and broadcasting so that they can make a choice of direction in their senior years, but it would make it much easier to alternate between the two in their later years as working journalists....

Despite an expansion in training, it should be remembered that the schools of journalism at the universities have a dual role. They have a balance to maintain—a balance between the practical and the academic aspects of journalism education. At the risk of sounding trite, the role of these schools is not only to prepare its graduates for the present with practical training, but to prepare them to be outstanding journalists five or ten years from now. By that time, their broad exposure to theories of the mass media will have allowed them to recognize trends in the whole field...practical training is only worthwhile to the point when a student understands and knows how to use the reporting and editing techniques on entering any newsroom....

Recognizing that people have been bombarded with so much information from the electronic media that they want to know more background, and the personal effects related, to the events they are being informed about, there is, then, a need for the sort

## PRACTICALITY IS THE BUSINESS

British Columbia has long been the promised land to itinerant newsmen. Ask any western editor: he'll pull out a drawerful of applications from wintry Toronto, union-fraught Fleet Street, beleaguered Brisbane, and from draft-dodgers galore.

But, increasingly, the media seem to be feeling that transients soon move on, and that there is a need to buy Canadian and even British Columbian: The B.C. Libel and Slander Act, Premier Bennett and Mayor Campbell just don't make sense to...er...a Texan.

So when the technical institute boom hit the west coast about six years ago, Vancouver City College was born, and with it a journalism program. After three years the one-year course grew to a two-year, full-time program, again the first in B.C. And last year the fledgling Cariboo College in Kamloops started a one-year reporting course.

Today VCC still has the two-year field to itself. None of the universities touches the topic: the closest UBC gets, for instance, is a creative writing course and the *Ubysses* newspaper.

The VCC program, newly-equipped since last year's move to a new uptown campus, aims at a basic introduction to all news fields—jack-of-all-trades and master of the one of their choice. In the first year, emphasis is on weekly newspapers and radio news; in the second year, it is on dailies, magazine and feature writing, radio documentaries and TV news, freelancing and advanced reporting.

The one full-time instructor—me, Nick Russell, M.A., with a background in weeklies, TV and radio news and The Canadian Press—co-ordinates a team of eight part-timers, professionals teaching their own speciality. They include retired Ottawa radio veteran Sam Ross (teaching radio news and advanced reporting); Lyndon Grove, *CHQM* creative director and former *Van-*

of training offered in the university four-year journalism program (as opposed to the post-degree one-year program).

And nowhere else is there the time, the facilities or the money to provide highly-qualified instruction than at the university level. And we think everyone—students, professors, professionals and the public in general—should consider this thought if they hope to raise the standards of professionalism in the field of journalism....

Let us define the ethics of journalism as the rules of conduct by which the working members of the profession guide themselves. We agree it's not as simple as it sounds...the question surrounding ethics seems to be related, in a way, to another question: that is, whether journalism is a profession, an art or a trade...it is obvious that journalism includes elements of all three....

\* \* \*

The students' Report on Journalism Education, while limited and while *Content's* coverage is physically abbreviated, is a worthwhile compendium. Interested readers might contact either the secretary of state's office in Ottawa (Opportunities for Youth) or Carleton University's School of Journalism for reprints.

## J-EDUCATION

by NICK RUSSELL

*couver Life* magazine editor (fundamentals of writing; magazines); Russ Patrick, UBC political science teacher and freelance (world press); Wilf Bennett, about to retire as Vancouver *Province* education reporter (copy editing); Ben Metcalfe, freelance (freelancing); Evan Evans-Atkinson, Vancouver *Sun* night city editor (daily paper management); Ted Fairfax, Vancouver *Province* news editor (daily newspaper writing).

Students spend an average of 12 classroom hours a week on academic subjects such as politics and economics, and slightly more time on journalism. Basic J-topics covered include (by way of lectures, seminars, field trips and workshops) law and the media, typography, layout, headlines, interviews, editorials, sports, photo-journalism, news agencies. Innovative features in the VCC program include a detailed section on sports writing (given by a former sports writer), the sociology and economics of weekly newspaper publishing, freelancing, management-of-dailies, great world newspapers and the underground press, industrial and business magazines, and a study of the future impact of technology on the media.

The entire program stresses practical experience: in addition to producing the weekly campus newspaper *Savant*, students operate a remote radio studio hooked to the campus station (or will when the electronic bugs are eliminated), produce a magazine, and do field work in the medium of their choice.

More than 80 people applied this year, from Victoria to Halifax. It would be easy to quadruple the size of the program. But we are trying to keep it in line with job opportunities, and we will only increase the size as the demand for graduates increases.

Right now I know of alumni working from Medicine Hat to Whitehorse, on five dailies, innumerable weeklies and in several radio and TV newsrooms.

Anyone who thinks the difficulties at Montreal's *La Presse* this summer and fall have been little more than your conventional union-management impasse is either naive or intentionally blind to the social and economic climate of Quebec. *La Presse* is a symbol of a confrontation which will intensify before it eases.

It is not stretching the point to recall that when *La Presse* management announced last month the suspension of publication, more than 10,000 people demonstrated in the city's streets, at least initially supporting the locked-out staff of the afternoon French-language daily. When John Bassett announced the closing of the Toronto *Telegram* in September, however, there were no demonstrations—apart from efforts by union organizers to find another owner so the paper could carry on.

Dominique Clift, among the most thoughtful of Quebec's journalists, wrote in the Montreal *Star* that the tension generated in a business enterprise such as *La Presse* is more likely to overflow and take on the aspect of a social and political crisis than would similar tensions in another industry.

"The great uncertainty surrounding the nature and the role of information in general is reflected in the readiness of people to suspect that somehow they are being manipulated by information and communications media who are often pictured as agents of mysterious and oppressive forces beyond democratic reach.

"These suspicions have been extremely vocal in the case of *La Presse* because of its corporate links with Power Corporation through Montreal financier Paul Desmarais. Conflicts in the area of information and communications have been fairly commonplace in Quebec during the last few years. . . . Nationalism may have been the inspiration behind these conflicts, but the common battleground has been information and communications."

It was July 19 that *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.

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

*La Presse* had talked 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 contended that job security could vanish with such a concept and that union jurisdictions would become less clear because of changing job classifications.

At the core of the dispute, then, was the confrontation over modernization and job

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• Londres en alerte; bombes à Belfast - page 5

• Rallye monstre au Forum - page 15

• Cornwall ne veut pas lâcher le Québec! - page 29

VOL. 1, no 1 MARDI, 2 NOVEMBRE 1971 10¢

Les présidents des centrales CEQ, FTQ et CSN accusent: DRAPEAU, UN "FUHRER"

par Pierre VENNAT

La charge à laquelle se sont livrés hier les présidents des trois centrales syndicales du Québec contre le maire Drapeau et la police de Montréal constitue sans doute la plus violente dénonciation jamais lancée au Québec par les principaux porte-parole des travailleurs.

Louis Laberge, Marcel Pepin et Yvon Charbonneau ont dit de Jean Drapeau qu'il était devenu le chien de garde de l'ouest de Montréal, des policiers de Montréal qu'ils ne sont rien d'autre que le prolongement de leurs matras,

et de la manifestation de vendredi dernier qu'elle fut l'émeute de la police.

Alors que le président de la CSN imputait à la férocité de la police la mort chez nous de la manifestation pacifique et naïve, les présidents de la FTQ et de la CEQ affublaient Jean Drapeau du titre de "maire-führer" et décrivaient la police de Montréal comme "la Gestapo de Drapeau".

Au sujet de Mme Michèle Gauthier, M. Laberge a dé-

claré qu'elle est "la première victime du mur de la honte de Drapeau".

Les funérailles de la jeune femme, que le mouvement syndical considère comme la victime d'un véritable assassinat, ont eu lieu ce matin à Sainte-Félicité, près de Saint-Hyacinthe.

A la tête du long cortège de syndiqués et de sympathisants, MM. Laberge, Pepin et Charbonneau portaient le cercueil.

Autres informations page 11

Masse siègera comme indépendant

M. Marcel Masse, député de la justice par



Médiation à LA PRESSE

Le gouvernement Bourassa a nommé, en fin de soirée hier, un Conseil extraordinaire de médiation chargé de trouver une solution au conflit qui sévit à LA P.

security—and especially the techniques used. For the fact is that most other dailies in Canada, and those in Montreal except for *La Presse*, have opted for a policy of gradualism in introducing new technologies to the news business.

As Clift said in the *Star*, the advent of Paul Desmarais and Power Corporation four years ago only served to aggravate an atmosphere of conflict which started in 1958. In that year, the journalists' local went on strike for two weeks and won with a house-cleaning at the upper levels and with the arrival of Jean-Louis Gagnon as editor-in-chief (he's now head of Information Canada).

That may well have been a turning point in Quebec's social and cultural development, for it was a rare occasion that the intellectual element took such action. (Not long afterward came the Radio-Canada strike by producers, an event which brought more prominence for now-Parti Québécois leader René Levesque. Levesque, in the wake of the demonstration after the suspension of publication, said people should be cautious about becoming involved in black-and-white disagreements which might end in violence. The *La Presse* parade did—whether due to the irresponsibility of union leaders or to the authoritarianism of Mayor Jean Drapeau, whose hostility to the news media has been increasing lately.)

*La Presse's* second major conflict occurred in 1964, when the ITU was on strike for seven months. All departments of the paper suffered then.

The 1971 lockout of four unions took its serious, and predictable, turn October 27 when management suspended publication indefinitely and some 1,000 employees were left in the lurch. By then, the plant had turned into a virtual fortress, with extra security guards, boarded windows and closed-circuit television for surveillance purposes.

Management said its decision was taken in view of anticipated violent activity against the paper. It had been publishing only one edition a day from when the lockout started in July.

Ten days before the announcement, the Fédération Professionnelle des Journalistes du Québec had held a seminar at which delegates said they thought the province was not well served by its media but that they had little power to do anything about it.

Claude Beauchamp of *La Presse*, for instance, said "there is a climate of constant hesitation which passes for prudence but which is really only a lack of initiative and journalistic courage in our newsrooms."

Two weeks later, Beauchamp was to become editor of *Le Quotidien Populaire*, an afternoon tabloid—and a splendid one, under the circumstances—created by the out-of-work *La Presse* editorial staff in an attempt to fill the gap left by the suspension of publication by Montreal's only French-language afternoon paper.

The paper got off the ground with unions' financing and a good deal of sympathy from French-speaking readers who see Power Corp. as an adversary, or, at the very least, as representing an adversary economic and social elite in the province. The polarization is becoming increasingly apparent.

Several of the largest trade organizations had urged, unsuccessfully, the government to appoint an administrator who would immediately resume publication of *La Presse*.

Premier Bourassa had said the government believes it has a responsibility for the survival of *La Presse*—a somewhat different position than that taken by William Davis in Ontario when the *Telegram* was folding. Bourassa said "I believe it is a newspaper that has a very important role in the Quebec community and I think the government has a responsibility concerning the existence of the newspaper. . . ." He didn't amplify whether

for people  
with a taste  
for  
something  
better...



today's du MAURIER

*La Presse's* survival was in the economic interests of a company close to the Liberal Party.

Partly with that as a theme, the *La Presse* journalists' union (Syndicat général des communications, section *La Presse*, CSN), prepared a file on what was regarded as news management at the paper and the Power Corporation's role. Given limits on space, I'll excerpt from the translated articles:

"Prior to the seven-month 1964 lockout, the *La Presse* of the Quiet Revolution was a 'muckraker': conforming to the Liberal tradition dear to Anglo-Saxon hearts, it played the role of 'watchdog of democracy'. Was the 1964 lockout 'political'? The fact remains that *La Presse* displeased certain members of the government and the management felt that the reporters enjoyed too wide a margin of freedom. The post-strike *La Presse* was never the same. And it seems that every new anti-union campaign launched by *La Presse* management is dedicated to the further erosion of the quality of news published....

Here is a partial list of important events which *La Presse* did not cover for 'budget reasons', but which were, nevertheless, covered by much smaller newspapers:

- The constitutional conference in Victoria
- Trudeau's Maritime tour
- The visit of the Ottawa ministerial delegation to Washington
- The Quebec Liberal caucus in Rivière-du-Loup
- Operation Dignité II in Gaspé
- The Creditiste caucus in St-Jean-Port-Joli
- The election campaign in Alberta
- The meeting of the International Monetary Fund in Washington
- The Sturgeon Falls conflict in Ontario
- The meeting of the national council of the Parti Québécois in Chicoutimi
- The annual meeting of French-language broadcasters in Quebec City
- The Action Canada conference in Toronto

It is important to note that other events were only covered on the insistence of journalists specializing in different sorts of coverage....

Can one attribute these cases to the notorious incompetence of the majority of the administration? Can they be attributed to some sort of conscious plan? Can they be put down to orders from the paper's management? Doubtless all these things enter into it. But we should keep in mind that these articles which are hacked apart, these omissions, these badly-worded or clearly-biased headlines, the projects left undone—these things always happen the same way, which is to say, according to the interests of the ruling order....

Is it by chance that despite the incessant work of reporters who involve themselves with these questions (of social and political relevance), mass movements and citizens' committees have so much difficulty in making their voices heard in *La Presse*?"

As *Content* goes to the printer, the *La Presse* affair remains unsettled. A set of recommendations drafted by the Quebec labor department was accepted by management but was rejected by the four mechanical unions. The suggested agreement guaranteed permanent employment for the 350

tradesmen whose jobs could be jeopardized by the inevitable technological changes at the paper. Employees argued that the government proposals were almost identical to those made by the company last July.

The unions said they wouldn't return to work until a satisfactory agreement could be found for all concerned. The journalists who launched *Le Quotidien Populaire* agreed.

It seems likely that *La Presse* will reopen, with reduced circulation, less credibility with its readers and probably less staff, if not because of increased automation then because many employees—and particularly those in the editorial department—will refuse to work in a demoralized atmosphere.

The journalists may choose to carry on with *Le Quotidien Populaire*, if the readership level is maintained and if financing can be secured.

Apart from the fact that, editorially, it is leagues ahead of either the new Montreal *Daily Express* or the new Toronto *Sun* (all three are tabloids), *Le Populaire Quotidien* would be a second French-language afternoon paper in Canada's largest city. Counting the *Star*, it would give Montreal three P.M. papers.

Choice is the operative, and welcome, word.

*Dick MacDonald is Editor of Content.*

## MEDIA 71-72: REPORT NO. 2

There'll be no shortage of practical subject material for Media 72, given the issues involved in the Toronto *Telegram* and Montreal *La Presse* cases, the Newspaper Guild's increasing concern about its functions, and the rising level of self-analysis by journalists across Canada.

Indeed, some people have suggested the date for the conference be advanced from the previously-suggested period of February to April. But it takes time to organize a national meeting which can be expected to attract even more delegates than Media 71 last May—and that first conference of journalists drew 330 people from all media across Canada. Besides, Media 72, if held in March, can be an opportunity for reasoned perspective on what's been taking place these past few months.

It was mentioned in the October issue of *Content* that an ideal preface to Media 72 would be seminars, workshops and the like at the local and regional levels. That is, in fact, happening. The Ottawa local of the Newspaper Guild spent a weekend examining its history and future. The Association of

English-Media Journalists of Quebec organized a symposium in Montreal. The Fédération Professionnelle des Journalistes du Québec held a two-day study session involving the public. Various chapters of the Media Club of Canada (formerly the Canadian Women's Press Club) have been holding panel discussions.

The Media 72 steering committee is taking shape, and so far includes: David Waters, immediate past president of the Association of English-Media Journalists of Quebec; Dick MacDonald, editor, *Content*; Robert Rupert, Newspaper Guild; Jean Danard, Media Club of Canada; Joseph Scanlon, Carleton University and Barry Mather, Federation of Press Clubs of Canada. More names will be known by the December issue of *Content*, and by that time a tentative program outline may be available, as well as proposed location and date for the conference.

In the meantime, reprinted here is the financial statement of Media 71, as approved by the ad hoc central planning group. A net balance will be applied to the budget of Media 72.

### Media 71 Balance Sheet As at September 30, 1971

Assets		
<i>Current</i>		
Cash in bank	2082.47	
Accounts receivable	20.00	2102.47
Liabilities		
<i>Current</i>		
Accounts payable		450.00
Capital Account		
Net income for the period		1652.47

### Media 71 Income and Expenditures For the period April 1 - September 30, 1971

<i>Income</i>		
Income from registration	3606.00	
Donations from journalists	275.00	
Secretary of State grant (translation facilities)	2000.00	
Contributions to Transportation Fund	2890.00	8771.00
<i>Less: Expenditures</i>		
Interpreters and translation services	2456.45	
Hotel rental	742.53	
Printing, stationery & postage •	1606.76	
Conference wages	752.25	
Long distance calls	162.32	
Promotional expenses	470.00	
Audit	150.00	
Bank charges	30.50	
Transportation assistance for delegates	747.72	7118.53
Net Income		1652.47

• Note: Printing, stationery & postage includes \$700.00 for Transportation Fund.

## PRESS FREEDOM DEPENDS PARTLY . . .

by SHEILA ARNOPOULOS

"We couldn't care less what the world press thinks of us here," said the press secretary to Singapore Prime Minister Lee Kuan Yew. "We are allowing no newsmen here to undermine the Singapore society we are trying to build up."

This outburst was apropos the word that four top executives of an influential Chinese paper will be jailed for two years without a trial. Their crime was mainly that they published, mostly from international wire services, favorable news and commentary about the People's Republic of China. They stand accused by the government of whipping up Chinese chauvinism and publishing material more favorable to Peking than to Singapore.

*Nanyang Siang Pau*, the newspaper in question, which is owned by a wealthy Chinese family in Singapore, continues to publish. But it has taken the hint and no longer is critical of government policy.

There are some two million people in Singapore, which became independent seven years ago. Seventy-five per cent are Chinese. The rest are Malay and Indian. Official languages include Chinese, Malay, Tamil, and English, although the government is trying to make English the lingua franca of the Republic.

There is no single Singapore culture, but the government feels it must be created one way or another. The Lee government, which is predominantly Chinese, wants to forge this new Singaporean nationalism by playing down the separate national backgrounds of its many peoples.

"We must have a press sympathetic to this aim, not one that will cause divisions," said Li Vei Chen, the prime minister's influential press secretary and a former editor-in-chief of *Nanyang Siang Pau*.

"Internally and externally, we are in an extremely vulnerable position. We are surrounded beyond our borders by a sea of Malays;

there are communist guerillas in West Malaysia and Thailand, just to our north; in addition, from both East and West, we are plagued by the big foreign powers trying to gain influence of our strategic position, so we must be vigilant."

*Nanyang Siang Pau* was not the only paper to suffer this past summer from the government's fears of "disloyalty" afoot. The publisher of a rather mediocre English-language tabloid called the *Eastern Sun* was accused of accepting money from dubious sources (presumably communist) in Hong Kong. He did not deny it, and as a result the entire staff quit.

The cause célèbre, this year, however was the Singapore *Herald*, an English-language paper with a young multi-racial staff. The *Herald*, apparently, did some fresh investigative reporting on subjects which reflected discontent among the people. The national service was one touchy issue explored.

In May, about the same time as the axe fell on the *Eastern Sun* and *Nanyang Siang Pau*, the *Herald* was accused of being a front for various sinister anti-Singapore interests. At different times, the eight-month-old paper was charged with being funded by the Malaysian government, the CIA, and "friends" of Hong Kong. The *Herald* went under at the end of May when money and licence to print ran out, although a significant proportion of the population rallied to its defence and even offered to buy shares to keep it afloat.

Freedom of the press to criticize government policy is taken for granted in the West. But in the relatively new and unsure regimes of the East, such freedom is a rare and chancy privilege. Whether it is Communist China, militarist Burma, or "liberal" Singapore, the press is expected to know its place and toe the government line. Those who play with fire have to pay sooner or later.

In the East, two countries which approach the Western understanding of freedom of the

press are Japan and, ironically, the British colony of Hong Kong, where there is a wide range of papers veering from the very far left to the far right.

At the International Press Institute meetings in Helsinki this year, the prime minister of Singapore addressed the assembly on mass media and new countries. He was not received favorably when he elaborated on the thesis that new countries cannot afford freedom of the press and that newspapers must serve the goals set by the government.

Western intellectuals, however, are not always critical of press restrictions. Most accept the fact that mass media must be state-controlled in communist countries. It is only in countries whose regimes they do not support that press freedom seems so important. Holier-than-thou "liberals" forget too that in places such as the United States and Canada freedom of the press is quite conditional. Such freedom, it would seem, is directly proportional to political stability of the state. When the state is considered threatened (Canada, for instance, during the War Measures Act period last October), the government has no qualms about press restrictions.

It is hard to know whether Singapore is as unstable as its government seems to imply in its caution and general nervousness about the mass media. Economically, Singapore is booming. Public housing has shot up over the past ten years and now provides for some 30 per cent of the population. The per capita income is \$900 U.S., second only to Japan in Asia.

Yet the rule of the day is strong government authoritarianism. Whether Western style freedom of the press is possible in cultures so vastly different from ours is an open question.

*Sheila Arnopoulos is on a leave of absence from the Montreal Star, travelling with her husband, a political scientist.*

## . . . ON WHERE YOU LIVE

by NORMAN SMITH

The truth about freedom of the press is that it stands for freedom of the people. It is not in danger of being savagely murdered in Canada but it could perish from a lack of awareness of what it means.

Sometimes the press abuses it, sometimes the public scoffs at it as a plaything of publishers, sometimes politicians feel it means they should have freedom to tell the press what to do in the interest of the state.

Before we look at the threats to it I'll try to say what I believe it means.

Freedom of the press is no more than the right of an individual to have reasonable access to facts that concern him, to express them and his opinions on them, and to hear or read the opinions of others. It is not a special right or cloistered virtue.

This human right is fundamental to a useful press if it is to purvey not just its own views but

all facts and opinion essential to enable a country or community to know what's going on. A good paper should be a good town hall meeting.

To deserve its freedom a press should strive daily to be reasonably responsible. To benefit from a good press the public should zealously defend press freedom even when it hurts.

Freedom of the press is not a press freedom but a public freedom, a public possession and right, and in some ways its stoutest weapon.

Against whom? Against governments of all levels and stripes. In artfulness or innocence they encroach upon press freedom in the sacred name of public interest—and they are fooling enough people so that it may go further.

The government has developed Information Canada as a loud-speaker to assure that the people get the information the government

wants them to get. All right. But it is an easy step from there for any government to decide what information the public should not get.

Senator Davey and others have wondered whether all of the press contributes to national unity: A nice ideal. But who is to decide whether we do or not? What is national unity, what contributes to it and what doesn't? A press should be free to have as many views about national unity as does the public. Otherwise unity will become a facade.

In Canada, and notably in the United States some weeks ago in the case of the People versus the Pentagon, we have been hearing in recent years increasing demands that the press not publish things "harmful to the state". No, it shouldn't—if it contravenes laws of libel, slander, sedition and security.

But politicians seem to be finding those

laws inadequate. They are sidling up to the idea that the press should not publish things which politicians believe are harmful to the state, or province, or city.

Moreover, out of the general confusion and frustration in the world today and the individual's understandable feeling of inability to decide on complicated issues (which I share), a portion of the public is beginning to go along with authoritarianism. It relieves them of having to decide and, like Mussolini's trains, it has the benefit of seeming to be orderly.

But this isn't our system. It's not why we came or what we wanted to build. If the press cannot criticize things it believes harmful to the state, because governments believe the revelation would be harmful to the state, who then is to tell the country when, how and where there is bad government?

It is right and constructive that politicians and public should ask the press to be "full, fair and factual"—but a free people does not leave it to governments to decide what is full, fair and factual.

Of course, the press will sometimes fail in those three demands. But remember, the news that causes rows is usually important and is often the news the authorities would like to hush up or put their own gloss on.

It isn't easy to get to the truth. If we are right half the time in our editorial accusations that's too often if it means the powers are wrong half the time. If we are only half right in exposing some wrong, we are too right.

With the trend towards controls in so much else in our life in the name of efficiency, it is naive to think press, radio and television will not know increasing pressures to "do what is good for the state."

It *can* happen here. Two thirds of the world's countries do not have a wholly free

press. A beneficent government already controlling the size of toothpaste tubes for our welfare and eyeing oil and other industries would find it only logical to be sure its guardianship of the public was presented in the right light.

Paradoxically, intrusion upon the independence of the press could come from a direct intent to save the press. A Conservative policy paper of three months ago declared the need to buttress the press to be so great that government should somehow subsidize "The Canadian Press and perhaps other individual newspapers and periodicals" to expand and improve their services and "facilitate the development of one or more of the existing newspapers in Canada into national newspapers".

No, gentlemen, thank you. During World War I the government quite properly gave \$50,000 to The Canadian Press to lighten the telegraph cost of bridging the great gaps in getting war and government news across this sparsely-settled land. But once the crisis was over the publishers were glad to have the aid ended.

A press supported by government might not support the government but governments would think it should and the public would suspect it did.

It is astonishing, really, that some intellectuals among us, in government service and universities and cabinets, still resent that the press is an unpredictable force that brings untidiness into their plans.

They just cannot grasp the point made by Walter Lippmann that a free press is not a privilege but an organic necessity in a great society. Inhabitants cannot be governed or conduct the business of their lives, unless they have access to the services of information and of argument and of criticism which are pro-

vided by a free press.

All right, you may ask, if the press is all that important why isn't it better?

It should be better, it is trying to be better, and I think it is benefitting from the digs it has been getting in the fat parts of its behind from such as Senator Davey, Eric Kierans, Ron Basford, Pierre Trudeau, Prince Philip—and the public in general.

The fine men who preceded me—P. D. Ross and E. Norman Smith and the still-lively Grattan O'Leary—urged year upon year that the press in general and their paper, too, had an unending and ever-growing need of respect for accuracy, balance, responsibility, fairness and courage in the quickening pace of mankind.

Yet I think they would share my concern with some of the clouds on the horizon and my conviction that curbing the press will not improve but weaken it.

May I sum it up as I did to the Davey committee?

The public has a right to take a good hard look at the press from time to time. But I am convinced that governments should leave the running of the press to the press. If some of us are making more money than is good for us, tax us. If we gang up or monopolize against the public interest, crack down. If we are seditious or libelous or otherwise unlawful, hale us into court. But as to what we put in our papers—good, bad, indecent, or incomplete—let the public be the judge. Men of politics shouldn't shape the press. Not if it is to be free.

*Norman Smith is editor of the Ottawa Journal. This article is excerpted from remarks he made when the paper moved to new quarters in September.*




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# THE WATERING HOLE

by LARRY COLLINS

When the late, beloved Toronto *Telegram* moved to Front Street and Spadina Avenue in October of 1963, a picked staff of drinkers was sent ahead to canvass the area for re-freshment opportunities.

Theirs was not an easy task but they performed it diligently. Indeed, a certain night editor fell off his chair early in his shift that evening, no doubt overcome by travel fatigue.

For those who don't know, Spadina is the garment district of Toronto and is not known, or certainly was not known in 1963, for gracious living. Tely staffers, accustomed to spending their week's pay in the Cork Room, a congenial tavern across the street from the old Melinda Street building, were not looking forward to the social aspects of the move.

When the reconnaissance party returned, it became known they had recommended as first draft choice the Spadina Hotel, a rather jerry-built looking establishment at King and Spadina, a block and a half from the *Telegram's* back door.

Whether they chose it because of its proximity or because they thought it was the best of a bad lot, I do not know, but I know they chose well. For almost exactly eight years, the Spadina served the Tely staff well, even unto death.

The hotel was not strong on what is now known as ambiance. It had no soft lighting, no plush furnishings, no soft music. Its entertainment was likely to consist of a television set tuned up full blast for a hockey game. It had no bunny girls and its staff did not lean to pampering the public.

What it *did* have was plenty of booze at prices unmatched by its competitors downtown. It also had an amiable crew of hardcore regulars with whom the *Telegram's* sometimes-unpolished staff meshed well.

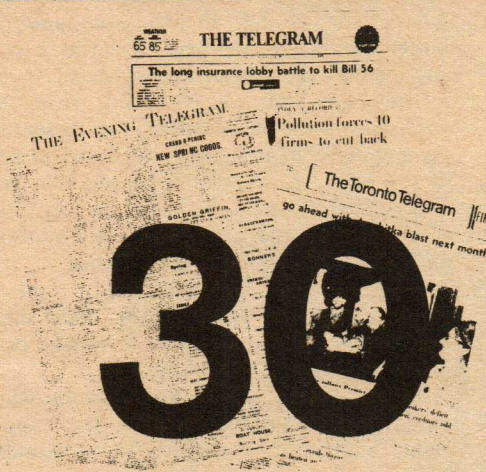
*Telegram* columnist Mackenzie Porter has been quoted as saying the Spadina crowd had "an earthy, intelligent, straight-from-the-shoulder talk, a brave distinction of dress . . . ." While conceding they were not fashion plates, Mr. Porter said their "independence, good manners and high spirits will put 10 years on your life."

It was not long before Tely staffers had established a firm foothold in the Spadina's small, horseshoe-shaped main floor bar. The regulars did offer a little resistance at first because of journalists' tendency to monopolize all conversation.

But the regulars soon discovered the *Telegram* people could match them in independence and high spirits, even if they thought their good manners might be a shade under-par.

One or two reporters even established credit with the hotel management, although I believe these arrangements were hastily cancelled when it was discovered charm was not necessarily backed by cash in the bank.

Actually, the main bar was one of about five rooms in the hotel where drinks were served. The men's beer parlor, because of its cheap draught, enjoyed considerable popu-



## THIS IS IT

# Our last day

By RON POULTON  
Telegram Staff Reporter

When a newspaper dies, it makes its exit with heavy regret in every line; and the rest is silence and white space.

"Usually," assistant managing editor Ed Monteith said yesterday, "we go Home, Night, Metro and Final, for four editions a day."

Today we just go home.

After that, the staff and its stories will scatter like so much confetti in the wind. "But I want it remembered that I didn't leave the news business," said one burned-out veteran of many an ink-stained mile. "It left me."

So, it's remembered. The rest of the record can be read on type stones instead of tombstones, according to the manner of the trade.

The *Toronto Telegram*, born in the year Jack McCall shot Wild Bill Hickok in the back, died, October 30, 1971.

In between, chivalled chunks of history were tossed into the printers' ball box to show that everything's transitory, including tyrannical terror and the time of kings.

In the Tely's time, Custer hunched into the Battle of Little Big Horn, and a man walked on the moon; Russia declared war on Turkey and Koopria came to dinner. There was a flood, famine and famine; Edison showing his first Kinetoscope; Curie Nation swinging her axe; Ruth hitting homers; the

larity in the first few years. However, the behavior of male journalists, unrestrained by female influence, sometimes caused friction between customers and staff.

There was the time, for instance, when the paper's assistant political editor went into what later became known as "The Tely Animal Act." This consisted of walking the railing along a stairwell leading to another drinking establishment some 12 feet below. When the editor's balance failed, he took the only reasonable course open to him—which was crashing onto a table full of beer surrounded by non-*Telegram* customers.

Another time, a copy editor became immobilized and was carried, chair and all, to a waiting taxicab.

Such incidents led to a number of brief suspensions by the management for the male journalists, most of who eventually departed to the relative quiet of the bar.

It was probably after the Tely's closing was announced Sept. 18 that the Spadina saw its finest hour. The announcement came early Saturday and the following Monday it was standing-room-only around the horseshoe. Business boomed until the Oct. 30 closing and I think only the Spadina made those six agonizing weeks bearable.

It was there that journalists with no jobs and no likelihood of ever working on another paper could still laugh about their plight. It was there they could enjoy a comradeship they knew they were not likely to feel again, for the *Telegram* was that kind of a paper. Yet, laughter predominated. "They're out of jobs and they don't seem to care," an amazed regular once remarked.

In latter years, the Spadina had two regular bartenders—Charlie, a short, portly ex-navy man, and Les, a tall, dark-haired Greek. They were not given to deference. Yet, they could trade insults with customers and serve drinks at the same time with an equanimity to make a journalist jealous.

The eve of the Tely's closing was the only time I ever saw these two gentlemen almost unable to cope. The crowd was six deep at the bar, hands with empty glasses were outstretched, people with drinks were spilling out into the corridor in outrageous defiance of Ontario's liquor laws.

As the pressure became unbearable, copy editor Dave Billington, now with the Montreal *Gazette*, leaped over the bar and helped clear away empties and wash glasses.

In that spirit of co-operation, the relationship between the *Telegram* and the Spadina ended. The next afternoon, the paper was officially dead and the hotel was almost deserted.

However, the new Toronto morning *Sun*, a tabloid run by ex-Tely people, has come to life and I understand the staff will still make the Spadina their after-hours home. I'm sure the rest of us will sometimes join them there.

*Should it not be obvious, Larry Collins is a former Toronto Telegram staffer.*

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# LETTERS

## WHAT? PITY?

Well, the Tely is dead and buried! But we still hear squawks about and sympathy for the poor souls suddenly left without a warm pay-cheque.

About all the 1,200 men and several unions were concerned about was more money, better working conditions, and fewer hours. We do not, however, presume to suggest that these were the only causes of the death of the Toronto *Telegram*.

Bassett wished he could have done better. But while we are not necessarily fans of John Bassett, perhaps it is not really he who failed, but mainly the 1,200 who now work elsewhere, if, indeed, they're working at all.

*La Presse* is no different. Gelco does not owe the men a living, just as Bassett owed nothing to the employees of the *Telegram*. In the meantime, who picked up the *Telegram's* losses over the last two years? Bassett and associates!

If anyone could have done better than John Bassett, it was up to him to buy the Tely and employ the men. Or better, the men should have bought the Tely and done a better job than Bassett. Or the guys at *La Presse* can try to buy the newspaper or start their own. (They were trying the latter course this month. See story elsewhere in this issue. Ed.)

Above all, let the men hold jobs where they can be paid their worth and function productively.

We are sorry for the Tely, but have little sympathy for the men; maybe they should have done better.

All across our country, and indeed in North America, we are getting "government by compromise". Because of the possibility of losing votes, politicians are giving way to interest groups in order not to alienate them. The result is legislative chaos and social upheaval which, in turn, governments are now not able to cope with.

The Tely is gone—too bad—but let's not compound our previous errors by helping people who must begin to rely on themselves.

Allen E. Nutik  
Gilbert I. Block  
Newsrep Services Ltd.  
Montreal

## A CLARIFICATION

Allowing for Mark Zwelling's obvious bias as president of the Toronto Newspaper Guild, he did a professional job of writing the *Telegram's* obituary in the October issue of *Content*.

But in at least one instance, his bias lead him into inaccuracy. He wrote: A doctored "color" photo of the moon taken by a U.S. space flight crew was printed a few years ago although no color photos were available at the time.

The facts: This "color" photo was produced through color overlays of a black and white. The photo was of a space walk. The caption made it quite clear that it was a color simulation. The extremely effective illustration was the product of the imaginative mind

of Andy Donato, *Telegram* art director, and the process became known as Donatovision.

The photo was doctored, as Zwelling says, but it was a perfectly legitimate operation and the envy of the newspaper fraternity.

J. D. MacFarlane  
Chairman  
Journalism Department  
Ryerson Polytechnical Institute

## THE COPY GAME

With reference to the Wilson-Bambrick article, "Dullness and trust", in your September issue:

There's at least one on every council, and more than enough in the community at large. Every reporter who's been at it long enough has met them, knows them.

They are the voices crying from the wilderness—the do-gooders, the dissenters, the people who talk from the heart instead of the head. They are the people who generally have a negative opinion on most things, the people who have many opinions and not much practical experience.

They are the Utopians, and, right or wrong, informed or ignorant, they make good copy. Without them, it would be a pretty dull paper. Wouldn't it?

The trouble is, what sounded so foolish in the council chambers, or at the "social rights" meetings, or wherever the copymaker was sounding off, doesn't always sound so foolish when it is reduced to type. Stripped of the appearance of the speaker, his manner, his tone of voice, the total context of the remark, the remark itself sometimes—if not most of the time—just does not sound so foolish. Insert some pertinent bit of that context, and try to say it without seeming deliberately nasty. It's a neat trick.

So, much of the time our copymaker, who sounded silly at the time, comes up smelling like a rose, in print. Well, that's life, eh?

What about the others. The ones who are there, who say something occasionally but not often. The ones who, when they do get up to speak, do so with common sense and whose words carry some weight. Unspectacular but indispensable, if the job is to get done, if the problem is to be solved. They, of course, are the Realists. Pretty dull copy most of the time. Not much of it, either. Thank God for the Utopians.

It comes election time. Our readers go to the polls, many of them perhaps not too well informed. If they've been around long enough, maybe they know the candidates from personal dealings with them, and perhaps they are as informed as they have to be.

But what about all those who haven't a clue who the best ones are, who may read the newspaper and have nothing to go by but what appears in type, stripped, or floats over the airwaves in the polished tones of the announcer, also stripped.

They will look at the list and associate names with some fragment of news, some remark with a bite to it, and will think something like "hmm, he's always in the paper, sticking up for the little guy, keeping 'em on their toes." There are a lot of these people; listen to the open-line shows on the radio.

Granted, occasionally there is a really cogent, dignified, intelligent dissenter. Someone to heed. A world made up of Realists and no Utopians would be a sterile place, and an intelligent, articulate dissenter will,

indeed, "keep 'em on their toes." But how many are there? When was the last time you heard one, particularly at the local council level.

Yet, by throwing the spotlight on the person who makes the most noise, we automatically, most of the time, enhance that person—particularly in print. The upshot is that we inadvertently contribute to the success, much of the time, of the person who talks a lot and has opinions—right or wrong, informed or not, as long as they sound 'good'. And thousands of people, after the election, have to put up with that person—even the media, on the job and off.

We can't steer, can we. Objectivity at all costs. If one says something and the other doesn't, well, that's too bad. The trouble is, the debate is a little lopsided, no matter how the voting turns out. Common sense may prevail, but unless someone says why it did the dissenter is too often alone.

Grossly over-simplified, I suppose the issue could be stated, "What do you want—good copy or good government?" So, a voice—crying from the wilderness, but with my head.

Richard Furness  
Barrie Examiner

## THE EXCEPTIONS

With reference to the item in People/Miscellany in the October issue to the effect the New Brunswick Task Force on Social Development complained that, in general, the provincial media did too little reporting in depth to provide the public with an informed basis on which to make opinions and judgments:

The report did contain such criticism, but if I could borrow Sam Goldwyn's malapropism for a moment, "Include us out."

The Moncton *Times and Transcript* covered more than 90 per cent of the Task Force hearings around the province, with veteran newspaperman Angus MacDonald travelling hundreds, perhaps thousands, of miles. When the Force split into two groups in the Moncton area, additional staff reporters were assigned.

Our comment, expressed editorially, regarding the Task Force statement, was simply that the criticism of the media should have been more specific, naming names.

Incidentally, these newspapers received and published a letter from Task Force co-chairman Dean H. L. Nutter expressing "our most sincere appreciation for the outstanding reporting and analysis which our work received from your newspapers since the inception of the Task Force on Social Development."

Perhaps this will help clear up any misconceptions.

John R. Carroll  
Chief editorial writer  
Moncton *Times and Transcript*

## WELL . . .

Re the Wilson-Bambrick article "Dullness and trust are often first cousins" in the September issue.

I trusted this piece, but I didn't finish reading it.

Henry Makow  
Ottawa *Journal*

# IN THE THICK OF HIS STORIES

by PATRICK BROWN

**MORRISON OF PEKING**  
Cyril Pearl  
Penguin \$2.50, 430 pgs.

It is characteristic of George Ernest Morrison that he should have written nearly half his own posthumous biography. The remainder of the book consists of concise, and often witty, material by Cyril Pearl, liberally supplemented by contemporary

texts and informed hindsight.

The Morrison documents in the Mitchell Library, Sydney, total 255 boxes, volumes and packets, including a "rum sort of diary" which Morrison started at the age of sixteen in 1878, and copiously kept until his death in 1920.

J. B. Capper, who spent his working life with the London *Times*, devoted three years to editing Morrison's papers, but Constable and Company, having accepted the manuscript, declined to publish it. Pearl's excellent book, therefore, serves not only as the definitive biography, but also as the only published volume of the edited papers of a remarkable man.

In 1895, having already walked across Australia, sailed on a slaving ship in the South Pacific in order to report upon the Kanaka labor traffic, failed to qualify for a medical degree at the University of Melbourne, led one of the first expeditions into the hinterland of New Guinea, travelled most of the world and obtained a medical degree from Edinburgh University. Morrison was employed by the *Times* "...to carefully report upon the political, financial and commercial aspects of Siam..." Within two years he was appointed as the Peking correspondent of the *Times*, to become the most influential foreign correspondent of his day.

In terms of the current debate about the objective journalist as an outside observer, as opposed to the subjective journalist as an involved participant in the events he describes, Morrison is interesting since he belonged in the latter category, which often now is thought to be the avant-garde, in 1887. In his early years as Peking correspondent of the *Times*, he saw it as his duty to interpret China to the English, and England to the Chinese. He consequently became unofficial adviser to all parties, including China, to the scuffle for the last of the world's potentially valuable colonies. His reports were always meticulously accurate on matters of fact, to the extent that questions were asked in the House of Commons as to why the *Times* was better informed than the Foreign Office. Rightly considering himself better informed than others, he never failed to promote his view of the way "The China Question" should be handled.

Having emerged from the siege of Peking during the Boxer Uprising as a hero, and one of the few men who have read their own obituary in the *Times*, Morrison devoted himself more to making things happen, rather than merely reporting events. His telegrams, and his influence with involved statesmen, were thought to be a prime cause of the Russo-Japanese war of 1904-5 (an excerpt from his diary reads: "...Will there be war? Pray God there may be!").

Confronted with a growing discontent with the *Times*, whose parsimony extends, as regards Morrison, to refusing his biographer access to their archives, and a growing concern as to how he could support his new wife, Morrison resigned from journalism, and became adviser to the first president of the Republic of China, Yuan Shih-k'ai.

Aside from an entertaining and informa-

tive portrayal of foreign correspondence par excellence, this book contains excellent background material on the early history of the Chinese Republic, for ping-pong enthusiasts, and a wealth of turn-of-the-century gossip about the royal family and other prominent figures, for those who share Morrison's taste for scandalous anecdotes.

Patrick Brown, now residing in Montreal, has free-lanced for newspapers in England and Africa.

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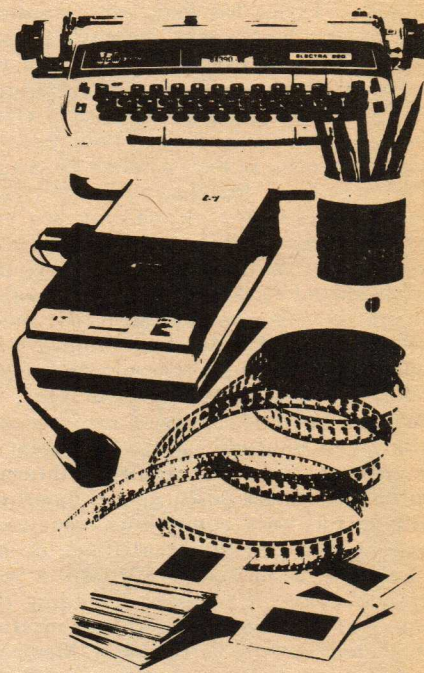
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## MISCELLANY

David G. (Mike) Carmichael, photo coordinator of *The Canadian Magazine/Star Weekly*, has joined the faculty of Cambrian College in North Bay as an instructor of journalism. He previously worked with the *Toronto Telegram*, *Windsor Star*, *Sault Daily Star* and *Toronto Globe and Mail*... columnist Bruce Taylor has joined the *Montreal Gazette*, after a stint with the city's *Sunday Express*. Previously he had been with the *Montreal Star*... president of Broadcast News is W. A. Speers of Vancouver (Don Covey is general manager) and recently elected a director of the Canadian Press subsidiary was R. S. Malone, publisher of the *Winnipeg Free Press*... the name of Ben Viccari has been added to the corporate masthead of Scott-Atkinson. Only, the Toronto-based PR firm. Now the company is called Scott-Atkinson, Viccari, Only, International Limited... Maclean-Hunter Ltd. reported a profit for the nine months to Sept. 30 of \$2,333,000 or 58.3 cents a share, up from \$2,234,000 or 55.8 cents a share a year earlier. The company said improvement in net earnings was the result of internal measures to reduce costs, plus an improvement in business conditions. Maclean-Hunter Cable TV Ltd. reported net income of \$525,394, compared to \$420,000 a year earlier... among Canadians attending the Associated Press Managing Editors meeting in Philadelphia were Pete Mossey, *Medicine Hat News*; Ivor Williams, *London Free Press*; C. B. Schmidt, *Kitchener-Waterloo Record*, and Bill MacPherson, *Ottawa Citizen*... United Press International is reorganizing. The European news and picture headquarters will be moved to Brussels from London, to be closer to the centre of the European community. London will remain the administrative headquarters for the Europe-Mideast-Africa division, but editors in charge of the division's news and picture section, along with key communications staff, will move to Belgium by March 1... at *Content's* press-time, nothing had been heard about the sale of the *Bridge River-Lillooet News*, the weekly that Margaret (Ma) Murray offered to "some of you high-power writing slaves of the big dailies, who might have saved your shekels." Mrs. Murray, who, with her late husband George, edited several papers in Vancouver and the Peace River country of B.C. before settling in the Fraser Valley, is 84... Southam Press Ltd. has bought the *Windsor Star*, for a price believed to be in the \$7-10 million range. The paper has a daily circulation of 85,000. Earlier this



This *Canadian Press* Picture-of-the-Month was shot by Edmonton Journal photographer John Denniston at the end of September on a tip from the newsroom police radio monitor. He was at the scene minutes after a twin-engine Otter crash-landed in a schoolyard. Fearing a fire, he roused two children in a nearby house before going to work with his Nikon, using a 135-mm. lens at f8 and 1/250.

year, Southam bought the Brantford *Expositor*, bringing the company's ownership of dailies to 12. The *Windsor Star* was founded in 1918 by W. F. Herman, who had owned the *Saskatoon Star* and the *Regina Post*. *Windsor Star* publisher Mark Farrell said the paper would operate as a separate entity and that its policies would remain the responsibility of the publisher and staff... Bazil (Baz) O'Meara, sports editor of the *Montreal Star* from 1937 to 1957, died at the age of 79... North Bay *Nugget* mechanical superintendent Mel Pringle is retiring... the State of Illinois has passed a bill which saves newsmen from having to reveal confidential sources of information to the government. Reporters will have to disclose the names of sources only when all other avenues of information have been exhausted and disclosure is deemed vital to protect the public interest... more from the North Bay *Nugget*: associate editor Britt Jessup again is a part-time lecturer in journalism at Cambrian College. Executive editor Mort Fellman will be in Munich for the 1972 summer Olympics... John Leland, formerly of a Seattle non-commercial radio station, is looking for financing to create the

**A NEW ADDRESS?  
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first U.S. "alternative" radio news network. The operation would be non-profit and would supply "underground" news to interested stations, mainly commercial FM operations broadcasting rock music. The system could be under way within a year... slightly belated as the news is (given monthly publication deadlines), the Federation of Press Clubs of Canada had its fourth annual meeting in October in Regina. Officers elected: Ken MacGray, Kitchener-Waterloo, president; Larry McInnis, Montreal, vice-president; Barry Mather, Vancouver, secretary-treasurer. Kitchener-Waterloo will host next year's meeting. Twelve press clubs were represented at the Regina convention, from the Maritimes to B.C. Delegates agreed a Federation card, listing data of all member clubs, be distributed by clubs to their own members. Clubs will receive charters indicating membership in the FPCC. Federation news bulletins will appear more frequently and steps will be taken to acquaint overseas and U.S. clubs with the credentials of Federation members. The Federation-administered Roland Michener Award for excellence in the area of meritorious public service by a news media outlet will be offered again this year. Approved in principle was a proposal that the incoming executive consider promoting and administering a fellowship which would see Canadian journalists studying and working in foreign countries. Finally, the dues rate remains the same: \$1 per capita of affiliated club memberships to a maximum of \$100.

*content*

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