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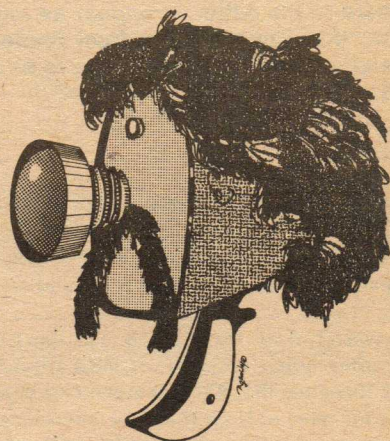
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for Canadian Journalists

OPPORTUNITIES FOR YOUTH

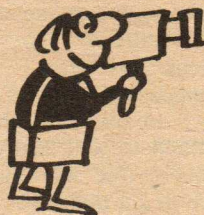
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TV NEWS AND THE EMPEROR'S CLOTHES

speakout

by ROBERT PRESTON

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

The story is told of the newspaper reporter who, after five years with a Canadian daily, went in to tell his managing editor that he was leaving for a job in television and radio news.

He wasn't at all sure that it was the right move, after being weaned on tales from his older colleagues that TV newsmen clip newspapers for most of their material and ask such inane questions as "what is the purpose of your visit." In fact, he could have been persuaded to stay if the ME had shown some financial or personal interest in his value to the newspaper. Instead, the ME gazed wistfully out the window and bade him farewell, which, from various reports, may be a typical reaction across the country.

"You're probably making a good move. If TV had been around when I was starting out, I would have gone there myself." The ME continued in the vein that while newspapers still have an important and irreplaceable role to play in news gathering, TV is the "now" medium — where the action is and where, presumably, all doors are opened to garrulous young men with tape recorders and Auricons.

Supposedly, the country and its institutions have taken television news to their bosoms and accept its presence and right to be there as they have accepted reporters with pencils and papers for well more than 100 years.

Nothing could be further from the truth. The fact is that people gathering television news are frequently confronted with a wall of suspicion, convention, and downright ignorance which often leaves them at a disadvantage compared to newspaper reporters. A couple of cases in point:

In Manitoba, a full-scale public inquiry, headed by a retired chief justice, is investigating the deal under which Swiss interests began developing a pulp, paper and lumber complex at The Pas. The inquiry is not a trial and no doubt the Manitoba public would appreciate hearing from the lips of those involved what led to the \$90 million complex being placed in receivership by the Schreyer government last January. After all, 60 million or more of public funds were invested in the forestry development. And its history has been clouded by innuendo since the agreement was signed by the Duff Roblin administration in 1966.

But television cameras, which no longer need be obtrusive, or particularly distracting, are barred from the hearings. As with the kidnap trials in Quebec, television is reduced to showing pen sketches of the participants. Mr. Roblin, Premier Ed Schreyer, Sidney Spivak and most of the principles of the Monoca A.G. and Technopulp firms who were involved in the development have testified or will testify sometime during the inquiry. And television news viewers will have to get their information second-hand, at least from the standpoint of TV actuality — which is the name of the game. An announcer or a newsmen reading a prepared text over a slide is not television news. It's really newspaper-style coverage in an abbreviated form.

A second case in point:

The Manitoba Legislature created a Human Rights Commission which, for the past few months, has been holding public hearings on alleged discrimination in employment, housing, and wages. But, in what must be an ultimate irony, a commission established to safeguard human rights has refused to allow television to cover the hearings. The commission chairman told both CBC news and the CTV affiliate, CJAY, that they could not film actuality although radio newsmen were recording and using actuality from the PA sound system.

The reasons for the various bans and strictures on TV coverage follow a familiar but hardly rational pattern. It might make the witnesses nervous (few of the witnesses appear nervous when interviewed in the hall afterwards). It might result in lawyers and other principles grand-standing (they will grand-stand, if so inclined, regardless of the coverage).

And then there's the real cruncher argument: "It might end up distorted." This is probably the most ridiculous and over-used

excuse in the book. A newspaper, if so inclined, can distort much more easily than a news camera recording verbatim testimony.

It really boils down to one question which no one in authority seems ready to answer: If a newspaperman or magazine writer can employ shorthand to get verbatim testimony, why should not TV be given the same consideration?

Why, for example, are TV cameras barred from court rooms? If Joe Blow is up for sentence for bilking nine sweet old ladies out of their life savings (he's done it before and he'll do it again), why shouldn't he be exposed to the thousands of gullible old ladies who might remember him should he try the same stunt again?

From personal experience, it seems that great areas of news gathering are either closed or restricted to television because the people in positions to open doors are frightened to death of its impact and consequences. It's a largely baseless fear but still is there.

To be fair, there are TV newsmen who come on like Cecil B. De Mille directing a Biblical epic, but such people are in the minority and certainly don't represent the average media worker. Perhaps its the "Warts and All" impact of television that causes so many people to back away.

A former Manitoba cabinet minister, well-known for firing off outraged letters to groups which offend him, can't spell worth a damn. So what: lots of people can't spell. But the deskmen at the newspapers dutifully correct all the spelling errors before the letter, or portion of it, appears in print. That's instant wart removal. The same man's vocabulary is also more than a little suspect. But television newsmen can't possibly edit him into a Lamont Tilden. Its him, warts and all.

So to newspapermen thinking of making the transition a word of warning. There are more doors open to people with paper and pencil than to those with microphones. And it really has nothing to do with the capabilities, accuracy, or honesty of printed word versus television. Most of the problem is blind non-acceptance of the principle of equality.

And to those people in authority who are barring the door to legitimate, objective television news coverage: Look, chaps, the meeting is either open or its closed... you can't have it both ways.

Bob Preston is legislative reporter for CBC News at Winnipeg.

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Ed McNally, Montreal Star cartoonist, did the sketch of Merrill Denison on the facing page. And then somehow somebody spilled something on it. Merrill didn't mind.

MERRILL DENISON, THE MAN OF BON ECHO

by DICK MACDONALD

It wasn't long ago, as soon as the air smelled of snow, that Merrill Denison returned from his home at Bon Echo. He shuttered the cottage, took a deep gulp of the nearly-faultless air, and again inspected the Rock, a 400-foot wall rising from the waters of Lake Mazinaw.

He surveyed the 5,000 acres of unspoiled nature he finally persuaded the Ontario government to declare a provincial park and he moved back to the city, Montreal, to remain something of a Walt Whitman reincarnate. Next summer, everything being fair, he'll go back to Bon Echo and sit and think and write.

Merrill Denison is 78 now, and he's slower in his movements. He coughs often, because he's too obstinate to give up tobacco. But he's been going to Bon Echo, a jewel in the Canadian Shield, for a half century.

The unfortunate aspect of time is that at least one whole generation has not been fully exposed to the charm, the wit, the intellect and the compassion of Denison the playwright-author-historian.

A glance at his bibliography would make the most ambitious young writer blanch. It's positively awe-inspiring—stretching from his first article in the *Toronto Globe* in 1903, when he was 10, to the first significant Canadian stage comedy in 1921, to the massive two-volume history of the Bank of Montreal in 1967.

The one-act play, with a hunting camp setting, was called "Brothers in Arms" and has been produced, Denison estimates, 1,500 times. Not long ago he received a \$16 royalty cheque to cover performances in Churchill, Man. and St. John's, Nfld.

It was the occasion of the comedy's 50th anniversary which prompted a few of Denison's friends to organize a testimonial dinner in Toronto last May. Master of ceremonies at the Arts and Letters Club was playwright Mavor Moore and principal speaker was publisher Jack McClelland. Robert Christie produced a special performance of *Brothers in Arms* and a plaque was mounted in Hart House Theatre to commemorate the play's anniversary and to honor its author, producer and performers. A bound collection of letters from colleagues and old friends was presented to Mr. and Mrs. Denison during the dinner.

Arthur Phelps, in a CBC radio commentary 15 years ago, said of Denison: "He did a lot for our Canadian pattern. He challenged us with new directions. His secret lay in seeing the stuff of life and in being capable of the artist's excitement in its presence.

"That's all, and that's enough. That fed his humor and his philosophy and imposed literary disciplines in the interest of successful communication. As we develop a public delight in that sort of thing, we shall keep more of our Denisons."

Phelps was bemoaning the move to the United States by Merrill Denison, who actually was born in Detroit because his Canadian suffragette mother wasn't eager to have a son born under the mantle of the Crown. And Denison did spend much time in the U.S.

But then, he considers himself a North



American, the product of cross-fertilization, with one foot on either side of the border. His father was American. And while being a North American, he has wondered why Canada has been excluded from a museum of immigration that's being created in New York harbor's Statue of Liberty. Are we being ignored again? He's carrying on the debate, by phone and by correspondence and through contacts in the media who are wondering why Canada is not considered a source of population and talent for the U.S.

Denison provokes strong reaction in Canada when he says, as he has often, that the country shouldn't be worried about being swallowed up by the U.S. "The bald truth of the matter is that no part of the Canadian federation could fight its way into the American union with Bomarc warheads, nor will it be able to do so until such time as the Republic becomes finally integrated and the present political differences between North and South have disappeared forever."

Merrill has his own little Denisonisms which some people find outrageous: "Canada is a bed-wetter," or, "Canada has been slow to develop a distinctive literature...her people have an inferiority complex."

He is, essentially, a continentalist and dismisses overt nationalism as so much rubbish, thinking we may be moving vaguely toward an economic context not unlike that of

the European Common Market. But then he says of Canada: "Her stature is high and her contributions to North American culture have been greatly disproportional to her population."

Anyway, Arthur Phelps' commentary remains as valid today as it was in the mid-50s: "Denison's work has contributed to our literary story; no one can write about Canadian drama without making him a central figure; he might indeed have led a movement... Denison did in his measure what every writer who would depict human values must do — he watched, he listened, he enjoyed. The result was our own stuff lifted and framed into a rich significance; he could give to the local and the native the aura of universality."

Denison's first wife, Muriel, also wrote—sometimes with the pseudonym Frances Newton—and won acclaim for the series *Susannah* and *the Mounties* books. Besides ranking next to *Anne of Green Gables* as popular juvenile reading, the *Susannah* series was adapted for films in which Shirley Temple starred during her childhood movie career.

Muriel married Merrill in 1926 and died in 1954. He remarried, in 1957, Elizabeth Robert Andrews, also a writer who prepared the pilot program for the *March of Time*, contributed to *Voice of America* and reported

on music for *Time* and on music and art for *Newsweek*.

Merrill Denison, bon vivant and raconteur, has a penchant for detail. Indeed, the thoroughness of research is a characteristic of his writing. And the same is true when he spins tales at the Montreal Men's Press Club or on the porch at Bon Echo. He knows his subjects, and they're flavored with a sense of human passion. If only such a feeling could exist among others who write history textbooks for Canadian schools.

Few will accept that Canadian history has been an inspiring subject. As Denison says, the texts have been "veritable masterpieces of inconsequential confusion: tours de force of well-nigh insupportable boredom."

His talent for making history fascinating was especially apparent in the *Romance of Canada* series of 26 plays, a project undertaken for the Canadian National Railways trans-continental radio network of 17 stations. The series, most of it directed by Tyrone Guthrie, was heard in 1931-32.

"When first offered the *Romance of Canada* assignment, I was highly dubious about my, or indeed anyone's, ability to discover in Canada's history, as I knew it, the material out of which half a dozen, let alone 26, romantic dramas could be written.

"However, the commission was too challenging to be turned down and I set to work reading Canadian history from a new point of view: that of the dramatist or storyteller, to discover, if I could, what had been exciting or colorful in the Canadian past and the people who had made it so.

"I was interested only in people and in their struggles and their triumphs: not in the murky convolutions of political development. It was then, to my amazement, that I learned something of the romantic richness of Canada's past, and something about the heroic people, big and little, who made the country what it is today."

Denison's reputation as a corporation historian is unquestioned. Prior to the Bank of Montreal project, he had written the Molson story—*The Barley and the Stream*—and the history of the Massey-Harris Company, *Harvest Triumphant*, plus the corporate sagas of the Robert Simpson and CCM companies. All provided not glimpses but serious insights on the economic and social fabric of the nation.

Merrill thrives on recounting his accomplishments in the most matter-of-fact way. He doesn't mind saying Lord Thomson of Fleet acknowledges an early hankering for the communications business when the two of them were attending Jarvis Collegiate in Toronto. Denison produced a paper called *Little Vesuvius* and prompted a pupil and parent protest when school authorities decreed that boys and girls shouldn't walk together. He was the envy of young Roy, who later would become of the world's wealthiest publishing tycoons.

It was Denison's familiarity with American broadcasting people during a 25-year stay in the States that got for Canada electronic gear needed to establish the CBC's International Service transmitter at Sackville when normal channels had been blocked. And Denison also thinks he was responsible for keeping Yousuf Karsh in Canada by discouraging him from moving to the "shark's nest" of New York.

Denison's flair for documented, readable history may have an origin in the architectural training he had at the universities of Toronto, Pennsylvania, Columbia and in

Paris. And it's certain the influences of his mother were profound.

A writer, pioneer women's liberationist and conservationist, she and the family bought a huge tract of property around Bon Echo in 1911. She had attended a lecture by Walt Whitman in 1892, the year before Merrill's birth, and was so taken by his words that in 1916 she founded the Whitman Club of Bon Echo.

Flora MacDonald Denison organized celebrations in 1919 to mark the centenary of Whitman's birth. Carved into the face of the mammoth rock at Bon Echo at that time was an inscription from Whitman's *Song of Myself*:

My foothold is tenon'd and mortis'd in granite.

I laugh at what you call dissolution.

And I know the amplitude of time.

The Merrill Denison Papers, a vast collection of manuscripts of published and unpublished work, histories, radio scripts, fiction, serious articles, book reviews, letters and newspaper clippings, were acquired in 1969 by Queen's University in Kingston. Among them is evidence of Denison's campaign to have the Canadian Shield protected from unscrupulous property barons, industrialists and fishermen. He wanted the land conserved in its natural state as a public domain. Indeed, as long ago as the late 20s and early 30s, he was writing about the environment for the *Star Weekly*. That's long before the subject was in vogue.

Between 1934 and 1960, Merrill did his

damndest to have the Ontario government assume responsibility for Bon Echo as a wildlife refuge and park area. Bureaucracy being what it is, he and his second wife, Liza, finally succeeded. In 1965, Bon Echo Provincial Park—some 10 square miles—was officially dedicated to the memory of his mother, Flora MacDonald Denison, and to his first wife, Muriel Goggin Denison.

Denison maintains a summer house at Bon Echo, though, and it is home—no matter that he spends the bulk of the year in his Simpson Street apartment in Montreal (site of the home of explorer Sir Alexander MacKenzie).

New York writer J. H. Rorty once said Merrill Denison is part pundit, part elf, and wholly himself—a combination which makes him complicated and very often inscrutable. How else to explain a statement such as: "We face massive problems these days. The Wafflers and the Separatists are bubbles on a balloon. The whole structure has to be taken apart and rebuilt and not only through a series of expedient moves."

Merrill's been working on his memoirs, an autobiography which already has passed 30,000 words. Typically, it opens:

"I have always felt confused about my birth and, for that matter, I still am. The trouble is, I seem to remember so many things that happened before I was born."

Dick MacDonald is Editor of Content. This article is revised from a version earlier this year in the *Montreal Star*.

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OPPORTUNITY CAN BE A FIVE-LETTER WORD: MEDIA

by WILLA MARCUS

Winter Works: No, it's not a stop on the Monopoly playing board. Rather, it's more like the gimmicks in the middle—this one based on the premise that Chance is worse than Community Chest.

You get to feel the important question is, will the government's press men be able to think up yet another catchy substitute name for the guaranteed annual income next spring? And anyway, whatever became of those summer Opportunities for Youth grants now that we're buried under six feet of snow?

Media were a big part of the OFY program and it wasn't confined to community newspapers, either. There were films, video tapes, radio documentaries, photographs and handbooks. There were paperback publishing houses, research projects which ended with some type of publication, audio-visual projects among hospital patients, ethnic minorities and students, and of course, a myriad of studies defining, analysing and criticizing "the media".

But the major problem is writing about any of them. And this is a major criticism of the whole scheme: contact between the administrators and the projects was so minimal that it would be a year-long chore investigating which groups still exist and what they are up to. Acting co-ordinator Gene Himbeault put it euphemistically: "Our contact with the projects after the termination of the program was limited, so we wouldn't necessarily know what they are doing now."

So this examination, confined primarily to English-Canadian efforts, is but a sketchy picture culled from informants in student union lounges, smoke-filled basements and country-and-western taverns where the unemployed/student/dope freak population keeps its collective rear-end warm.

One of the most successful media projects was *Alternate Press*, a community news-magazine started in St. John's. It was the first issue of this demi-tab publication which set fists swinging in the Newfoundland Legislature because of Opposition questions about the magazine's documented allegations that several prominent Liberals were also prominent slum landlords.

Other investigative reports in the well-researched (in some cases over-researched) seven issues to date have been on the CNR's plot to kill the Newfie Bullet, on the move to unionize the province's fishermen, and on the state of welfare in Newfoundland. There was also a special issue just prior to October's election.

This project is an example of what serious people can do with the money (*Alternate Press* got \$9,600). The careful research (minus some of the over-writing) would make any big daily proud—even if such regular features as Dial-a-Bitch (the phone numbers and how to harrass some of St. John's major villains) and Anti-Citizen of the Issue (Jack Pickersgill was one of the first) are a bit offbeat for the average broadsheet.

But the group which puts out the magazine did not get together hastily in search of

government hand-outs. *Alternate Press* was a long-talked-about, well-conceived idea with a specific purpose which is expressed succinctly in the name. In fact, two issues were out before the group even knew it would be getting any money.

Like any fledgling publication willing to examine the underbellies of sacred cows, *Alternate Press* has not been without hassles. One of the slum landlords squawked for a long time about suing, and more seriously, the provincial government hasn't yet processed the paper's incorporation, a formality which until completed leaves everyone connected with the publication open to libel.

Alternate Press people, who have pushed their magazine to 3,000 circulation, are now thinking of turning the publication into a weekly. "The important thing is to show that you can put out a community weekly here," said a former St. John's Telegram staffer who now works full-time, at subsistence pay, for the magazine.

Interestingly enough, despite the Liberal Party's omni-presence last summer, it does not appear that pressure was exerted on the government to cancel the grant.

Two Western projects weren't as lucky.

Vancouver's *Georgia Straight*, which went twice weekly on the basis of promised money, added another chapter to its tumultuous history by having its grant cancelled partway through the season.

Commented Gene Himbeault: "It was cancelled because of its impact on the community as a whole, and because it was clearly an established newspaper."

Vague, certainly, and the story making the rounds is that the minister himself axed the grant after he was shown a copy of one of its regular features, Dr. Hippocrates. The doctor is Ann Landers of the counter-culture set and answers queries on such varied matters as aphrodisiacs, anilingus and group sex.

Also cancelled was part of a grant to Regina's *Prairie Fire*. *Prairie Fire* was started two years ago as a community weekly. But the money wasn't lifted because the paper is "clearly an established paper"—although it is.

In the middle of June, just before the provincial election cleared out Ross Thatcher's Liberals and brought back the NDP, *Prairie Fire* printed the story of attempts by Liberal interests to buy an "independent socialist" to run as a ploy to split the vote in a riding where the NDP had a strong chance of winning.

The paper was immediately slapped with a libel suit laid as a criminal charge, a procedure not used since the 1837 Rebellions—except a few years ago, when it was thrown at the *Georgia Straight*.

The suit was intended to stop circulation of that number and the charges were ultimately dropped. The matter wasn't, though. It is believed that Thatcher personally phoned Ottawa, for in late June *Prairie Fire* heard on the national news that the money had been revoked. An OFY officer later told them they had violated the guideline by being partisan.

A *Prairie Fire* spokesman succinctly

labeled this "a crock of shit" on two counts: first, there was nothing in the contract about partisanship; and second, the *Prairie Fire*'s "partisan" politics have never been hidden from anyone who ever bothered to read the paper.

Perhaps this governmental funny stuff should have been the lead. After all, if the government is going to give out these grants, a little muck, or a little sex, should not cause them to gyrate in fear. Yet everyone, especially every reporter, is so familiar with countless stories of like gerry-mandering that such a lead would have elicited a deep, loud yawn. But there will be more to say about the sorry state of affairs when a much-needed alternate to the monopoly press must be financed by the government.

While most people from student newspapers leaned toward starting community papers, there were hordes of others who got involved in "media" (a very marketable product in the college set) by making films. Films were close on the heels of the popularity of pollution, the summer's all-time favorite bugaboo.

Ron Blumer, a PhD student at McGill University in Montreal, was one of two who oversaw all of OFY's film projects, a total of 38. Of that, more than 30 actually produced something, according to Blumer. And three-quarters of those made are presentable.

To this end, he is screening the films for OFY-types sometime this month and subsequently intends to contact distributors to get them on the screen at your local chain-owned cinema and to prepare a packaged show which will be distributed through the Toronto-based Canadian Film Co-op, a cooperative of independent filmmakers.

Blumer was impressed with the "amazing ability of young people, their sense of visual imagery. It is something that is not taught." One grant went to a 16-year-old, Michel Labrosse, whose previous film won last year's first prize in a Sir George Williams University student film contest. With the OFY money, he made a combination animation-real life movie, "Dans le pays du microbe."

Another grant went to Roger Cantin and a group of 13 in St. Hyacinthe, a community southeast of Montreal. For the filming of their horror film "Le Reflet", the crew mobilized contributions from the whole town for the elaborate props needed: an old cradle here, coke bottles there and crowd scenes with a mob of the curious from all around.

Clearly, the generation raised on television and other electronic devices is not the least-bit phased by such equipment. Instead, most problems were in organization. And this, according to Blumer, points out the genius of the government: "It was giving kids a mini-utopia, giving them a real taste of privilege. Here they were, being paid to do exactly what they wanted do—and they still had to deal with the fundamental problem of society—how to organize it."

For many, the mini-utopia ended there. Some groups, especially the large ones (over large, according to Blumer who feels the

average grouping of 12 should be cut in half), grappled unsuccessfully with the questions of democracy and leadership.

But Blumer does not see such partial confusion as necessarily a drawback. "There are two ways of looking at it: Either you think the money is designed to produce good, showable films; or you think it's to let people do what they want."

But, next year he foresees a deluge of applications and is afraid that those with the slickest presentations will get the money. A board of competent judges of divergent views is his idea for avoiding the pitfall.

Unfortunately, it seems that that might have happened already. A group at Dawson College in Montreal was given \$50,000 to set up a video-tape project. But their organizational capacity seems to have ended with their brilliant bilingual brief. They hired others on the basis of "good Karma" ("good vibes") and most, even those who were sincerely interested, did nothing. The whole project was so plagued with inefficiency and disorganization that Blumer withdrew as overseer partway through.

Lack of purpose is perhaps the greatest factor in the failure of media projects. Those which were talked about long before the OFY program was announced, such as *Alternate Press*, were successful. People with such goals as activating social change got something done, while those without did not.

Take the example of *Northward*, a magazine put out in Hamilton by McMaster University students. When you read one of the three issues which appeared (there were supposed to be nine) you get the impression people sat around a fancy table and said, "Well, we have this magazine, how are we going to fill it?"

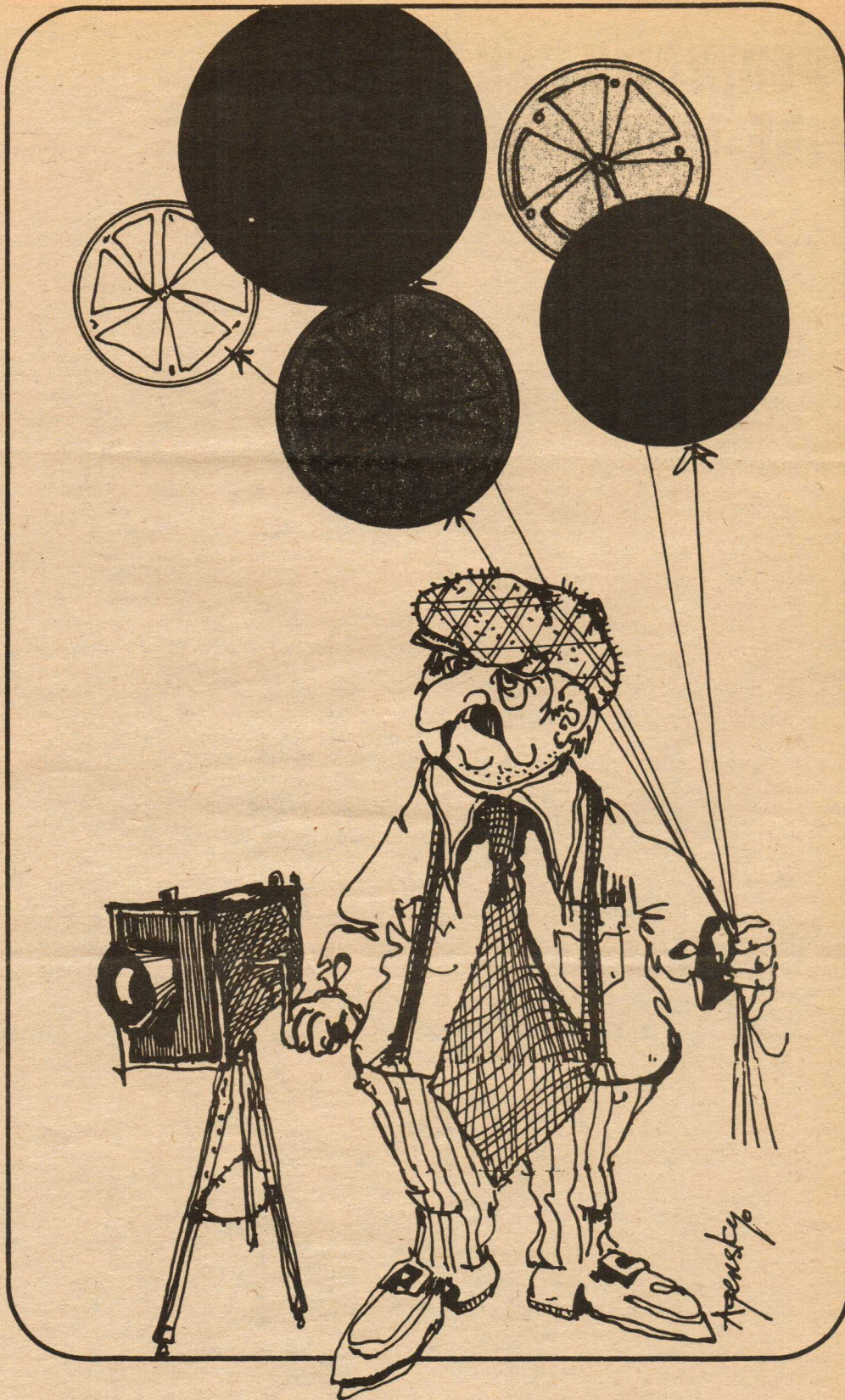
Its attempts to be a junior *Maclean's* fell very flat. An article on "What it's like to be Miss Canada" excite. And its rah-rah approach to pollution and Canadian nationalism is embarrassing.

Another moribund effort was *Gandalf*, a weekly paper for the hippie-transient set in Halifax. Its aimlessness made its long and windy satires on straight society a bore; it certainly went overboard. In one issue devoted to put-ons about what the uptights think of the unwashed, the paper reprinted the text of the truly disgusting health and welfare pamphlet distributed at VD clinics. The booklet warns against "the fast woman" and the "travelling wolf" and admonishes that VD "does not travel in the healthy circles of church activities or on the tennis court."

This hardly is the type of advice to give to young people. They obviously wouldn't take it seriously except as an indication that perhaps they shouldn't bother waiting around to see the doctor. In view of the government's alleged attempts to eradicate the disease without excessive moralism, this pamphlet could make a good little story, especially in the counter-culture press. But nowhere in *Gandalf* is there mention of the source. If you didn't know the article's origin you would assume it was but another spoof of what "the establishment" thinks of hippies.

With the wide proliferation of film and sound, it is not surprising that many research projects used some form of mass media to disseminate their findings.

The Cape Breton Community Education Project was probably one of the most ambitious in this way, using both radio tapes and a journal. The project researched several themes pertinent to Cape Bretoners — pollution, the Mic Mac Indians' education in Cape Breton, foreign land ownership, unemploy-



ment (last summer it went as high as 27 per cent) and the co-operative movement. The privately-owned radio station *CJCB* agreed to air eight radio tapes on the topics, and as the weeks progressed the late evening Sunday slot attracted more and more Cape Bretoners.

The monthly journal, *New Design*, devoted each issue to a theme: A critique of the media in Cape Breton, Bretoners' attitudes towards themselves, etc. But, says Sandy Seigel, a student at Dalhousie University whose home is Sydney, "it was too ambitious." He thinks they should have restricted their project somewhat and is now talking about the possibility of a community weekly.

Two other groups in Nova Scotia published their research in "Mass form":

First, a 48-page demi-tab "People's History of Cape Breton" came out of a research project conducted by three students. It sells for a dime and so far it's gone like hot cakes. The first printing of 5,000 was gobbled up by universities, teachers' associations and social services. The second 13,000 printing is being sold over the counter in drug stores and the like, much in the fashion of Léandre Bergeron's *Petit Manuel d'Histoire du Québec*.

The comparison is a valid one, because this Cape Breton history is also not the history of "kings and queens, explorers, adventurers, politicians and prime ministers." Rather according to the introduction, "it is the history of the common people of Cape Breton, of their day-to-day fight to improve their work-

ing conditions and their struggle to build a better way of life."

In emphasizing the miners and housewives and steelworkers and their continuing battle to live decently despite the government and mining companies, the publication's orientation is so unlike the standard high school approach — the-world-is-nice-our-leaders-are-good-and-if-you-don't-agree-you-are-unCanadian. The average reader, used to Pierre Berton-type histories of the CPR, might easily have been put off. But the perspective of making the common people the heroes of history, combined with a snappy writing style and many cartoons, clearly is as powerful to the public as the great myth of objectivity and impartiality.

Is there a message there for journalists?

The other booklet in the same region (it is well to remember that the grants were given out with regional disparity in mind, which meant that the Maritimes got more per population than anywhere but Quebec. Halifax alone had 60 projects) was put out by the Women's Bureau, one of the most successful projects in the area according to officials.

This research group had several sub-projects, including organizing a single-parent organization, gathering data on unmarried mothers and investigating the conditions of

female workers. One of the things that came out of this was a pamphlet called *Women and the Law*, an easy-to-read explanation of the legal status of Nova Scotia women vis-a-vis minimum wage acts, marriage and property laws, etc. Several thousand copies have been distributed free through social agencies.

Where is all this Opportunities for Youth-Winter Works-Whatever Comes-Next going to lead? While it will remove some of the bite from our unemployment crisis, more fundamental reorganization is clearly needed to solve that major national/worldwide problem: no amount of films on pollution will do it. And even the value of such projects has been lost to some extent.

The very brief report the government requested from each project, aside from making clear that the whole scheme was a big sinecure, made it impossible to decipher exactly what was done, and makes it impractically difficult to get hold of any of the valuable information that was gathered.

Within the sphere of providing some relief to unemployment, are these projects really the "work to be done" as the Winter Works jingle goes? Maybe it's great that the government is letting youth "do its own thing" — but certainly the country must have priorities in industry, housing and health care which outrank video programs on bingo in rural Quebec. The fact that the government was unwilling to sanction projects of that nature because of the fear of treading on the legitimate rights of labor (for instance, paying students below the negotiated wage) is sorry

proof that we are not building the country together.

The current Winter Works project, with its community emphasis, seems to indicate an attempt to grapple with that contradiction. But when summer rolls around again, it will be time to ask some profound questions about government sponsorship of cultural activities. For the activities involved are as much counter-culture as culture. The whole value structure behind them grew out of a fundamental discontent with the existing order, not out of government handouts. These are the types of things that intrigued and enraged Viewpoint audiences.

While nobody can blame students, even those conscious of the sandtraps, for taking the money in times of increasing unemployment, surely if there is anything valuable in counter-culture, there must be reservations about letting a government not known for its Yippie tendencies sponsor the grass/rock/protest generation.

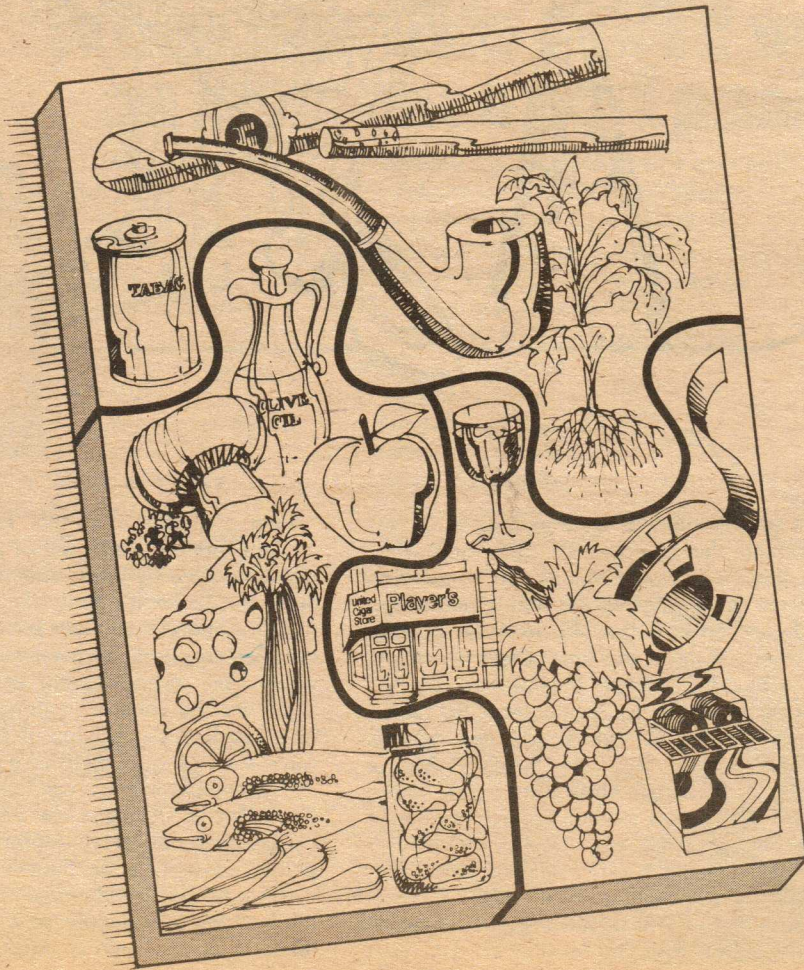
And nowhere is this clearer than in the field of media, especially in the case of students seriously interested in journalism and the journalist's relation to the problems of society.

After all, it takes the bravery of choosing to go hungry to bite the hand that feeds.

Willa Marcus is a Montreal freelancer who worked with En Route, the official Opportunities for Youth publication, this past summer.

Illustrations by Harry Agensky, a Montreal architect, graphic designer and cartoonist.

**Is it neo-Cubism? Is it a long-lost Brueghel?
Come on! You know better. It's the new Imasco picture.**



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Montreal, Canada
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United Cigar Stores, Limited
Toronto, Canada
Growers' Wine Company Limited
Victoria, Canada
Simtel Incorporated
Editel Productions Ltd.
Montreal, Canada
Amco Services Ltd.
Vancouver, Canada

 **Imasco Limited**



Riverside South will be starting a Little League this year. So what about it.

Well, it fascinates Billy and Dave Pepin, and their friends and relations, and their neighbour Mr. Chisholm whose grandson started out in a little league. And it certainly intrigues the merchants who sell sticks and sweaters and skates. And there's no doubt it interests hot dog, and soft drink, and french fry vendors who love a snapping cold day, a strenuous game, and a good crowd.

So to reach this interested community, the Riverside South Community

Centre advertises each game . . . in their daily newspaper. They know quite well that here is where the success of their project will start—because the community turns to its paper for news of local importance just as much as for global information.

The daily newspaper is so intimately a part of the community that people look upon it as their own, most personal medium.

That's the kind of milieu that sets

off your advertising. Don't overlook it. Selectivity, immediacy, flexibility, merchandising opportunity, colour . . . fine; but remember that intimate extra, involvement with the community.

Get involved. Get in the newspaper.

THE WINNIPEG TRIBUNE



A SOUTHAM NEWSPAPER

THE HAGGART CASE: A SEMANTICAL AFFAIR

by MARC ZWELLING

One thing the Canadian mass media have been able to do well and consistently is obfuscate relatively simple issues by proclaiming real struggles of principle are involved.

Therefore, the kidnapping of two civil servants in Quebec, thanks to the media, became a war between the entire country and a national liberation front for the survival of civilization as we know it.

One of our most perspicacious observers of the media, Patrick McFadden (who's now teaching at Carleton University), has observed that "there is a direct line of descent between the millionaire press's obsession with an outside communist menace and the straits in which we find ourselves today."

It shouldn't be surprising, then, that the Toronto Daily Star has been able to conduct in its news and editorial columns a continual dialogue about its refusal to hire Ron Haggart without once quoting Haggart on the matter.

As most of the profession should know, the Star reneged on its commitment to hire Haggart, the late Toronto Telegram's most influential columnist, when the Star learned that Haggart supports the New Democratic Party. Endlessly, the Star has dished up to its readers hackneyed *mea culpa* routines about how it is protecting the public against a conflict of interest.

McFadden's vision is pertinent. "When the Toronto Star screamed across its front page that Claude Ryan was about to overthrow the government of Quebec and set up a provisional government... the Star was not only bolstering up its friends in Ottawa, but it was also acting out once more what it had done for 20 years—finding non-existent outside agitators to explain the tensions brought on by a society which is in permanent crisis because of its obsolete social system."

Haggart's crime was to write an article in an election leaflet distributed by the NDP in the autumn provincial campaign. The piece was written in May (free) when, says Haggart, "I thought of myself as a lifetime employee of the Telegram."

Haggart was among the first Telegram staffers approached by the Star soon after Tely publisher John Bassett announced the paper would be folded. Haggart and Star managing editor Martin Goodman agreed to everything, including such mundane details as how many telephones Haggart would have. Goodman, says Haggart, insisted he take a posting at the provincial legislature.

Haggart objected that he didn't want to be limited, that he wanted to roam city hall—perhaps his forté—and other interests. Goodman seemed to concur. Haggart was

assigned an office at the Star, and a research assistant was hired—"neither of which," he points out, "is necessary for a political columnist."

Then, on Oct. 27, Goodman informed Haggart by telephone that the deal was off. A hand-delivered letter dated Oct. 29 said that writing articles supporting NDP candidates "was brought to my attention this week." The Star executive continued: "In my view, one cannot assume a partisan political stance of this kind and still achieve the elements of fairness in a Queen's Park column that the Star's policy demands."

(Goodman's claim that he hadn't been aware of the NDP's principal campaign leaflet seems hard to believe, Haggart points out. More than a million copies of the magazine-style campaign piece were handed out by NDP canvassers before the Oct. 21 election. When the party introduced the booklet at a news conference in early September, the Star carried a story on it, and reported that writers June Callwood, Pierre Berton and Ron Haggart had written articles for it.)

Haggart divulged the Star's double-cross on a Toronto CBC-TV program. The Globe and Mail ran a story. The Star despatched a senior reporter, Vince Devitt, to interview Haggart, but his story never appeared.

"When Sun Life asked me to write an insurance ad, I panicked."



My name is Graham Watt. By day, I write advertisements and television commercials. By night, I build my 23-ton 3-masted schooner in which my family and I hope to escape from the humdrum.

So when Sun Life asked me to write an ad about their new

Electronic Family Security Programming, I panicked. My idea of security was a neatly folded \$50 bill and a note from my mother.

"Never mind", said Sun Life's Dan Fricker, "let's go through an actual interview and see what our computer says about your financial status". I knew what it would say. It would say, "Watt, you are an idiot".

Anyway, I answered Dan's questions. And let me tell you, a few eyebrows were raised. First, I make good money. But I plan to make a lot less by the time I finish my boat. In other words I only want enough money to keep my family healthy while we see the world and get brown together.

Not only that, but I plan to retire soon until age 55 and then go back to work until I drop at age 108. At the same time I don't want to end up collecting balls of string or returning empties for a living if my health's impaired, so some kind of regular income would be welcome.

My problem is that by building the boat by myself and only using cash (how can you escape in a boat if someone else owns it) I can't afford a big premium.

All this went into the computer. I told it what I figured my family would need to get by on.

Dan soon returned with the computer's diagnosis and I'll be darned if it didn't have a solution.

I was impressed. (I was happy too because the deadline for this ad was getting closer and closer).

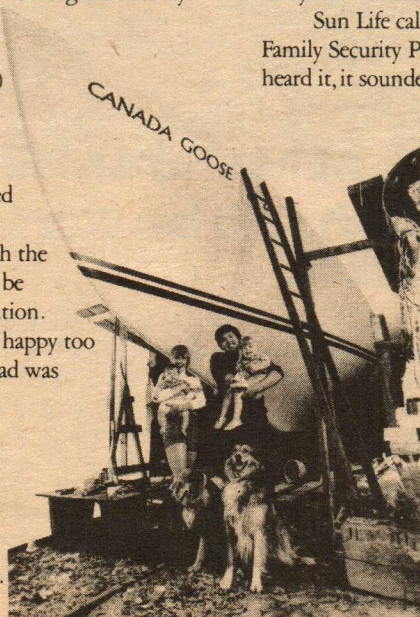
Amazingly, my specific Electronic Family Security Program said I had enough insurance to protect Wendy, Kate and little Alex, even if I got swallowed by a whale.

It did make one recommendation—that I provide for my retirement in case I wasn't swallowed by a whale. (Normally, you would get three options to choose from. However, I'm not normal.) The good thing about it is that the premium (which I suggested) isn't so great that if I need to buy a fancy bronze hatch, I'll still have the cash to buy it.

Sun Life calls this computer thing Electronic Family Security Programming. When I first heard it, it sounded like some kind of burglar-proof fence.

Anyway, I started writing an ad about it and ended up buying as a result of the program recommendation.

I like the plan because it's specifically for me, Graham Watt, and if they can come up with a plan for me, they can do it for you.



SunLife
OF CANADA

Protests mounted. Some letters of concern to the *Star* got verbose form letters in return from publisher Beland Honderich restating the paper's position that "a reporter cannot be both critic and actor."

It's a catchy phrase, "critic and actor," but nonetheless irrelevant. Quickly the *Star's* cloistered policy had become the focus of attention. The facts were atomized.

In the first place, the *Star's* decision not only is discriminatory, but constitutes a slander against a distinguished journalist. So respected is Haggart for his municipal coverage that even Stephen Clarkson, the Liberal Party candidate for mayor in 1969, wrote the *Star* to protest.

There are plenty of examples. The *Star's* non-involvement policy is applied unevenly.

A former executive of the NDP, Steve Langdon, was a *Star* editorial writer at the time he nominated Stephen Lewis for leader of the Ontario NDP in October, 1970. Another *Telegram* columnist courted by the *Star* was Douglas Fisher, the former NDP Member of Parliament. He refused to join the *Star* for undisclosed reasons.

The *Star* took on ex-Tely columnist Dalton Camp, former national president of the Progressive Conservative Party and a key Tory campaign strategist. Former Tely financial columnist James Gillies was signed. He's dean of administrative studies at York University, holder of a Tory government patronage job on the Ontario Economic Council and a likely Tory federal candidate. A few years ago, while teaching in California, Gillies took out American citizenship and became an advisor to a Republican Party candidate for a governorship, Richard M. Nixon.

The *Star's* checks on reporter activism are applied inconsistently in other departments. As with other papers, including the *Wall Street Journal*, it makes financial writers declare a list of investments and abstain from writing about companies in which they own shares. But the paper's religion writer is an evangelical preacher who appears regularly in a Toronto church pulpit.

What some reporter activists want is nothing more than the same rights off-hours that newspaper managements always have had. *Star* vice-president Burnet M. Thall is on the board of directors of a Toronto hospital whose fund-raising events and other activities are covered by the *Star*. When *Star* director Walter Gordon, a negotiator in the

deal to sink the *Telegram*, spoke in British Columbia recently, his remarks got front-page treatment in his own paper. Virtually no other major paper in the country even covered his talk.

The conflict-of-interest furor has shifted attention from the real issue: Isn't what a reporter does on the job more important than activities off the job? Publishers who maintain, as Honderich does, that public confidence in newspapers is undermined by staff activism, especially in politics, show real contempt for readers. Do publishers really think reporters' dabblings in outside activities is a greater attack on newspaper credibility than the mechanical, knee-jerk endorsements of the publisher's favorite candidates and party in every election?

The one question the *Star* hasn't been able to answer satisfactorily is why Haggart couldn't have been given some other designation than legislative columnist. More than two dozen dissident reporters who petitioned Honderich for a meeting on the Haggart affair in November couldn't get an answer. They say Honderich told them it was a mistake ever to consider hiring Haggart. The outside-activity debate appears to be a subterfuge.

Haggart himself supports the *Star's* policy as far as it applies to reporters personally involved in politics. They should not write about politics, he says. But he asks, "is one public declaration being an 'actor'? I don't have any debt or obligation to the NDP or stake in the future of the NDP, as presumably Dalton Camp has in the Conservative party."

Haggart's avenues for redress appear hopeless. Only one province, Newfoundland, bans discrimination in employment for political opinion. Canada is a signatory to a prestigious International Labor Organization convention which commits nations that sign it to fight employment discrimination on the basis of race, creed, sex, national origin and political opinion. But the federal government hasn't promoted its own policy or bothered to write it into any human rights law.

Clearly, some dialogue and guidelines are needed if the journalism industry is to cope with reporters who aren't content to be intellectual eunuchs. The Toronto Newspaper Guild, which represents *Star* editorial, commercial, circulation and maintenance employees, has vowed to make protection for political rights a strike issue when negotia-

tions open on a new *Star* contract late next year. But the meeting that approved the resolution revealed sharp indecision within the reporters' ranks on the question.

The trend to reporter activism indicates news industry employees are questioning the rule of objectivity. Most young activists believe fairness is more desirable—and feasible—than an amorphous concept such as objectivity. Besides, publishers and news executives have had the freedom to act on their beliefs without reprisals, at the *Star* and elsewhere, and without charges of conflict of interest.

In the United States, publishers were able to use their own editorial columns to push through the Newspaper Preservation Act, which gives "competing" newspapers immunity from anti-trust prosecution when/if they combine advertising and circulation departments.

While he was *Star* editor-in-chief, Peter C. Newman helped set up the Committee for an Independent Canada, whose politics coincide nicely with the views of the *Star*.


Nor is newspaper activism new. Former *Globe and Mail* publisher George McCullagh and staff members founded a reactionary pressure group called the Leadership League in 1939. Historian Brian J. Young says for a time the league operated "from a corner of the advertising department of the *Globe and Mail*." The pro-monarchy league had at least one young *Globe* reporter on the hustings speaking for it, a man named John Bassett.

Marc Zwelling is a former Toronto Telegram reporter now collecting severance pay, and former president of the Toronto Newspaper Guild.

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

In Yellowknife, N.W.T.

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

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Bank of Montreal
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We want you
to get
your money's worth.

HOW NOT TO ERR, THAT IS THE POINT

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

Underlying the slogan "freedom of the press" is an assumption which no longer fits the facts. The assumption is that anyone who has something to say can provide himself a means of saying it to the public by starting a newspaper.

Given the current impossibility of doing this (apart from the few "alternative press" examples), "right of access" has become a matter of debate and discussion, and occasional regulation in broadcasting, in North America. The problem occurs most frequently when someone thinks a newspaper or broadcast report has been unfair or inaccurate. How does he set the matter right?

Letters to the editor and phone-in radio shows provide some forum, but these are subject to editing or repression by the very people being criticized. Some newspapers provide a regular place for correction of error, but, again, how does the reader assure himself there has not been careful selection?

There is no point telling the reader about journalistic ethics when he often displays a massive distrust of journalism in general. It is no good telling him we do our best to be accurate unless we can reply to the question, "How accurate are you?"

Some research has been done in the field of accuracy, but in general it is not conclusive. What is inaccurate to a Liberal may be "right on" to a Conservative. Much can be said about distortion by the reader/viewer/listener of what he receives from the mass media.

But how accurate are the newspapers? The British experience with the National Press Council may provide a clue, although the majority of council cases deal with the national popular press which has no Canadian counterpart.

Philip Levy's study of the council, published in 1967, showed that of 409 complaints, 94, by far the largest category, dealt with misreporting and misrepresentation. The next largest category was of complaints about handling of letters to the editor, with 49 cases.

The council upheld only 39 of the misreporting complaints and rejected 47. It was

non-committal with the rest. There were 33 complaints about handling of corrections and apologies, of which slightly more than half were upheld and about a third rejected.

Besides the sometimes-arguable classification of inaccuracies by the council, a fairly simple survey technique has been used to investigate inaccuracies, real or supposed.

In several U.S. studies, for instance, the proportion of stories found inaccurate in some respect varied from 41 to 54 per cent. The fewest inaccuracies occurred in the weekly press.

While the inaccuracy categories used in the assorted studies are not always directly comparable, what might be called errors of meaning accounted for at least one-quarter of the inaccuracies.

One U.S. study differentiated "objective" inaccuracies, such as incorrect spelling of a name, from "subjective" inaccuracies, such as over- or under- emphasis of importance. As expected, the authors found some cases where claims of inaccuracy reflected "personal reactions as to whose ox was being gored."

But both sources and reporters in the study often cited lack of background information on the part of the reporter for subjective inaccuracy, and some blame was also placed on the editing process. Sources tended to blame sensationalism and lack of personal contact by reporters, while reporters tended to cite lack of time as a basic cause of inaccuracy. In cases where the most serious errors occurred, the researchers said, there had been no personal contact between reporters and the news source.

The study concluded, as did a previous one, with the suggestion that reporters ask sources for their estimate of the importance or significance of an event to be reported — and that reporters be given more time to work on stories.

The newsroom milieu makes worry about time spent on a story considerably less concrete than worry about "objective" inaccuracies such as spelling and grammar. One study of reader perception of such errors, in-

cluding typos, indicated that reader tolerance of them was higher than one might suppose from newsroom practices. Type had practically to be pried before readers complained.

This was borne out further by an Associated Press Managing Editors survey which found half to two-thirds of readers judged as "not serious" typographical errors and misspelled names and places. One might suggest, however, that too many such errors decrease general acceptance and, hence, credibility of a medium.

A further APME study of newspapers found that about half of 300 papers studied had a formal correction policy and about two-thirds identified corrections as such in a headline. Similar data are not available for Canadian papers.

The Davey committee report contains no survey questions dealing directly with errors and inaccuracies, although the usual credibility questions were included. The closest asked which medium a respondent considered most factual and it came out this way: television, 37 per cent; newspapers, 28 per cent; radio, 21 per cent; magazines, 11 per cent.

One APME editor in the survey cited asked why newspapers should make a fuss over correcting errors: "How much of a thing do radio and television make of correcting errors?" It could be, of course, that since broadcast works are not seen, "objective errors" don't exist, except in pronunciation. It might also be that the brief bulletin treatment of radio and television leaves little potential for subjective error, with print's larger array of detail more vulnerable. Broadcasting errors may occur through oversimplification.

In any event, those surveys which have addressed themselves to errors and ways of avoiding them have come up with the not-surprising answer that adherence to good, established, journalistic practice is the way to avoid error. Such practices as double-checking, taking backgrounding time, and using common sense seem to work.

Many reporters, faced by an irate source, will blame inaccuracies on the desk. But few would go as far as a journalism student at the University of Western Ontario who wrote about copy flow: "The editor... passes it on to the copy editor, who edits out the libel, grammar, and punctuation."

CANADIAN Y WEEK JANUARY 17-23, 1972

Dig in to your local YMCA,
YWCA and/or YM-YWCA.

Could be they'll surprise
you.

They're people helping
change happen. People
influencing today. People
re-shaping tomorrow.

Talk to the Y people in your community.
They're making news.

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

MEDIA 72: REPORT NO. 3

It's not premature to say, start planning now for Media 72. The foundation work is being done and by the January issue of *Content* the ad hoc steering committee expects to be able to provide a relatively-complete profile of what the second national conference of journalists could shape up to be.

Suggestions regarding location, timing and subject matter still are welcomed—indeed, they are encouraged and are needed—but the committee thinks that Ottawa again seems to be a reasonable spot for Media 72. It's accessible, it is central, and it has the bilingual facilities that helped make Media 71 an important event in the development of the journalism business in Canada.

The committee also has selected as a tentative weekend the days of March 24, 25 and 26—this year starting on a Friday evening rather than a Saturday morning to provide time for blending the conceptual and philosophical discussions with the practical aspect, such as workshops about specific work-a-day topics.

Should you not have read the November issue of *Content*, members of the steering committee to date are: Bob Rupert, The Newspaper Guild; Joseph Scanlon, chairman-on-leave of Carleton University's journalism department; Jean Danard, Media Club of Canada; Barry Mather, Federation of Press Clubs of Canada; David Waters, past pre-

sident of the Association of English-Media Journalists of Quebec, and Dick MacDonald, Editor of *Content*.

The committee will be meeting regularly to discuss in depth the theme matter for Media 72 and it's likely that the committee will be expanded, to be fully representative of the journalistic community—as was mandated the Montreal-based planning group at the first conference last May.

Whereas Media 71 was a feeling-out session of ideas and concerns, Media 72 may well get down to a talk about the fundamentals of this business, of how to be more effective in transmitting information, of how to better serve the public.

There is a consensus within the committee so far that Media 72 might well have a triangular framework—management/ownership; journalists; and, the public.

But the direction could be that we might first have to sort out our own sense of responsibility to the public before opening the forum to members of not one, but of many publics.

These are ideas, only, at this date, just as is the suggestion that Media 72 could evolve into some form of flexible country-wide association.

The committee does need input from others across Canada—suggestions about format, program, attendance, time and location.

la presse

Canada's, and North America's, largest French-language daily newspaper ceased publication Oct. 27. It was a lockout of unions, a lockout which Power Corporation chairman Paul Desmarais—whose corporate empire includes *La Presse*—has said was a tactical error.

Desmarais also said in an interview with George Radwanski of the *Montreal Gazette* and Charles Lynch of Southam News Services that he would let the paper die outright before granting demands by the paper's editorial department. Journalists have been seeking a greater degree of control over management appointments and handling of their work.

The journalists who were locked out started a daily tabloid of their own, *Le Quotidien Populaire*, which closed, temporarily anyway, after less than three weeks of publication.

Are there parallels with *Le Monde* in France? Is this simply an exaggerated confrontation between labor and management? Is the disagreement a reflection of social, political and cultural attitudes in Quebec?

The January issue of *Content* will endeavor to answer these and other questions.

THE NEWSPAPER GUILD

... IN CANADA

Public hearings will be held in various Canadian cities from February 28 through March 7, 1972, in order to hear submissions from Guild members and other interested parties on the following questions:

Will The Newspaper Guild provide a better service to its Canadian members, present and future, if a separate Canadian region is established under an elected Canadian director?

If so, how autonomous should such a Canadian region be? Is it feasible, from economic and/or administrative points of view, for such a region to be established with its own elected director?

Hearings are tentatively scheduled for February 28 and 29 in Montreal, March 1 and 2 in Toronto, March 3 in Winnipeg, March 6 and 7 in Vancouver.

The Guild, which is holding these hearings in response to a directive from its 1971 convention, is interested in your views—whether you are inside or outside our organization.

Board members who will consider submissions and make recommendations to The Newspaper Guild's 1972 convention are:

Charles A. Perlik, Jr., President, The Newspaper Guild (chairman); Eleanor Dunn, President of the Ottawa Newspaper Guild, and International Vice-President-at-Large; Glen Ogilvie, Past President of the Toronto Newspaper Guild, and International Vice-President Region VI (Canada); Harry E. Ryan, International Vice-President-at-Large.

Locations for the hearings will be announced in the January and February issues of *Content*. Approximate time allotment per submission is 45 minutes.

For information, contact: Bob Rupert, International Representative, R.R. 2, Kemptville, Ont. Tel. 613-258-2642.



THE WATERING HOLE

by ELIZABETH ZIMMER

If a woman in Halifax aspires to success in commerce, higher education or the media, she had best spend some time casing the various places to get a steak lunch and a beer in mixed company.

Many a working woman has found herself frozen out of the most productive parts of meetings, when they adjourn for lunch to the obvious spot. Steaks are cheap and excellent, service quick — and women prohibited by law at the Derby Tavern, a dark, barren room

on Gottingen Street at the southern edge of Halifax's north-end.

Famed for mustache-growing contests and the like, Derby regulars are aghast at the notion of women invading their preserve — and Halifax feminists have not yet got sufficient numbers or legal clout to force the issue.

A man's sense of deprivation, when he is denied the Derby because of the necessity of lunching with a woman, results in a massive

amnesia, obscuring the fact that there are dozens of lunch spots, most of them more accessible than the Derby and some at least as cheap, where you can get similar food and the same draft beer in surroundings differing only in sexual composition.

His immediate reaction is to want to get the whole boring business over with as quickly as possible. A sandwich in the office, accompanied by cross remarks over terrible coffee, usually signals the end of a productive working relationship. How can you hire a WOMAN, for God's sake, if *this* is what lunch hours will disintegrate into?

It therefore behooves the clever woman, at the first rumble of an executive stomach, to look enthusiastic and remind the assembled company that Zapata's is just downstairs, that the clam chowder is cheap and delicious at the Beachcomber, that parking is easier at the Red Fox. Tell them about the great funky atmosphere at the Pic, where motorcycle gangs cavort and you're as apt to be handed a joint as a pint. Suggest the cafeteria at the Nova Scotian Hotel, where service is super-fast because you do it yourself, serviettes are linen and beer and wine are available at the cash register.

Steaks are standard on the menu at most of these places, accompanied by the inevitable mountain of chips, pickles and slaw, and foil packet of ketchup. Tables are generally bare except for a salt shaker to season the beer. Also available, most times, are pork chops (2) with apple sauce for 99 cents (over a dollar they've got to charge tax), hot beef sandwiches with fake gravy and canned peas, burgers, pickled eggs and the like.

The spots in the downtown area, such as the Gainsboro, the Picadilly and the Beachcomber, are somewhat cheaper than the suburban counterparts; the Red Fox and the Lion's Head, for instance. These are newer, imitation old-English pubs, with fake fireplaces. Gothic type on the menu and handles like Foxburger and Huntburger on the less expensive fare. Steak and trimmings and a pint can be had for around two dollars, give or take a little.

Let me explain, for the benefit of Upper Canada, some Nova Scotian liquor laws. A tavern, such as the fabled Derby, serves draft, other beers, substantial food until 7 p.m., and men only. Licenced dining rooms are open to all, but require the purchase of 50 cents' worth of food with your fluids. Lounges are usually associated with dining rooms; in them you can drink what you please with whom-ever you like, but men must wear jackets and you can't get any food. I tried once and the best the waitress could do was a snifter full of maraschino cherries. Everyone in our party gagged, but we ate 'em.

Strangest of all are the beverage rooms, the class to which most of the aforementioned eateries belong. They're similar to taverns except that unescorted men are traditionally not permitted; one woman, however, may escort up to three guys. These rules seem to be discretionary, and only one or two local places still enforce them.

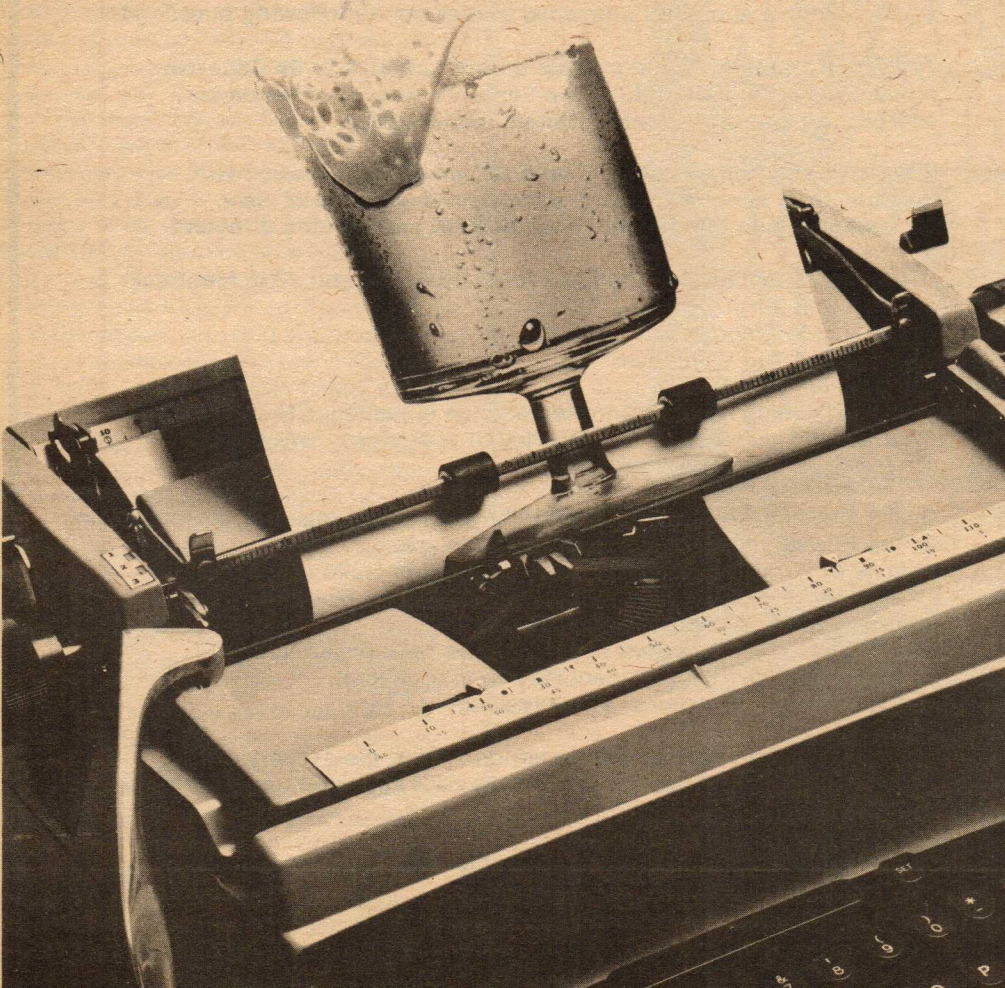
It is forbidden in Nova Scotia drinking spots to stand or walk with a drink in your hand; it is also illegal to drink in your own front yard.

Against the background of all this repressive legislation, a woman's got to make a living. I'm not sure what constitutes the mystique of the Derby, but I know it must be neutralized.

For me, the irony attending all these machinations is that I don't much like draft beer, or smokefilled rooms. My husband makes the

The Molson
story.
Too good
for words.

Rien
qu'à voir...
on boit
bien.



best brew I've ever tasted and my own kitchen can usually yield up hearty food for any committee at a moment's notice. The temptation to invite people home is strong. But that way lies disaster.

Contemporary prejudices being what they are, no career-oriented woman should reveal her prowess in the kitchen until she's secured herself an editorship or an executive position. Otherwise, someone will convince her that she's vitally needed as support staff, and she'll never see the cutting edge of a

decision through the onion fumes off her French chef's knife.

No, if it's power she's after, a woman should memorize the Yellow Pages and stay out of the kitchen. If she can offer good advice at lunch-time, and divert her colleagues from the Derby, they'll attend to her at the table, and take her seriously in the city room, the studio or the executive suite.

Elizabeth Zimmer is a Halifax free-lance writer and broadcaster.

FOR THE SAKE OF SCIENCE WRITING

The Canadian Science Writers' Association, an organization due to celebrate its first official birthday next month, plans to spice up the festivities with a first and, it is hoped, annual, science writers' seminar.

The scientific world has been split conveniently into three packages for three days. January 13, a Thursday, will be devoted to the social sciences. Dr. Robert Hare, of the department of psychology at the University of British Columbia and author of a book on psychopaths, will lead off by revealing just how many psychopaths there are in society and how they act.

Dr. William E. Taylor, director of the National Museum of Man in Ottawa, will follow with an expression of his views about the inadequacy of Canadian laws on the export of archeological material from Canada. Prof. James Lotz, of the Coady International Institute at St. Francis Xavier University, Antigonish, will finish the day's speeches with a discussion on the theory and practice of social science and how they apply to native peoples in Canada's North.

Day two, January 14, will be devoted to the medical sciences. Dr. Robert Scriver of Montreal, one of Canada's top geneticists, will discuss the practical applications of the exploding science of genetics to human ailments. Dr. W. J. Keon, Ottawa cardiac surgeon and probably one of the brightest stars of the heart scalpel today, will bring together the implications for the community of new surgical techniques for keeping otherwise-doomed patients alive. Finally, Dr. E. Llwellyn Thomas, associate director of the University of Toronto's institute of biomedical electronics and engineering, will bring together engineering and medicine.

Day three, January 15, is to be devoted to the physical sciences. Dr. B. D. Loncarevic, director of research, Bedford Institute, Dartmouth, will speak about some of the prospects of finding and mining minerals offshore. Dr. Oluf L. Gamborg, of the National Research Council's prairie regional lab in Saskatoon, will describe a novel approach to breeding strange new food crops and other plants. And Dr. R. H. Lowry, director-general of the Defence and Civil Institute of Environmental Medicine, Toronto, will detail new methods and instruments to allow man to explore and work in the oceans adjoining Canada.

The CSWA believes the seminar should provide both news and education for reporters assigned to it. The speakers have been specifically chosen for the seminar, being outstanding Canadian scientists in their fields, with something interesting and newsworthy to say, and not lacking the desire or ability to express themselves clearly.

The association has added a specific educational touch. Each night after dinner there will be a workshop at which scientists and writers will meet to discuss the substance and the philosophy of what was written each day. In this way, the association hopes to improve understanding and thus relations among science writers and scientists.

The CSWA annual meeting will be held the afternoon of January 15, the last day of the seminar. The seminar and the annual meeting will be held at the main auditorium of Bell-Northern Research, just west of Ottawa. About 25 to 35 science writers are expected to attend, along with observers from government agencies and professional scientific organizations.

The seminar is an attempt at increasing both the quality and quantity of science writers and science writing in Canada. It is also intended as a new vehicle for presenting a platform for outstanding Canadian science and scientists.

For more information, contact Ken Kelly (of The Canadian Press), P.O. Box 1406, Station B, Ottawa K1P 5A0.

* * *

The world is sparsely settled by science writers, except in the United Kingdom and the United States. The International Science Writers Association was set up a few years ago to increase communication among them.

ISWA now has about 60 members in nearly 20 countries. Fred Poland of the Montreal *Star* recently was elected president. Vice-president is Howard J. Lewis, director of the information office, National Academy of Sciences, Washington.

Lewis is chairman of a committee to study the possibility of establishing an International Science Writers Union of existing national bodies while maintaining ISWA for individual members where no such association exists. The first meeting of the Union could be held in Stockholm during the environment conference in June or in Montreal at the geology congress in August when some 8,000 scientists are expected to make it the biggest science meeting ever held in Canada. A preliminary gathering may be convened by UNESCO in Paris in the spring.

Prominent members of ISWA include Gordon Rattray Taylor, British author who is past president and the founding secretary; science fiction writer Arthur C. Clarke of Ceylon; Peter Gwynne, *Newsweek*; Robert C. Cowen, *Christian Science Monitor*, and Dr. Peter Pockley, director of science programs, Australian Broadcasting Commission. The first plenary meeting was held in Montreal during Expo 67.

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MISCELLANY

The Toronto *Sun*, a morning tabloid created largely by *Telegram* people when the Tely died, appears to be running ahead of forecast circulation figures. Associated with the *Sun*, through Don Hunt, is the former Toronto *Telegram* Syndicate the University of Western Ontario in London is looking for a new chairman for its journalism department, effective next year. Earle Beattie, the current chairman who is on sabbatical leave in Europe, will return to full-time teaching David Eisenstadt has been named manager of Courier Public Relations, a division of Goodis, Goldberg, Soren Ltd. He joined Courier earlier this year, having previously been a public relations writer with IBM in Toronto and director of film services at the Canadian Film Institute in Ottawa the initial issue of *that's show business* appeared out of Toronto this month. To be published every two weeks, the tabloid's contributors include Edmonton journalist Sandy Watson; Pat Annesley, previously with the *Telegram* and *Maclean's* magazine; Dave Billington, formerly of the Tely and now entertainments editor at the *Montreal Gazette*; Peter Goddard, music teacher at York University and the University of Toronto and a reviewer; television producer and poet George Jonas; Michael Macklem, publisher of Oberon Press; lawyer-writer Morley Torgov; producer-writer Michael Spivak; Ian Malcolm, playwright and psychiatrist; former Tely columnist Helen McNamara; Dave Price of *Maclean's*; novelist-playwright Grace Richardson, and CBC executive producer Paddy Sampson. Publisher is Barbara Malcolm, managing editor is Bette Laderoute, and editor is Beverley Slopen on page 15 of this issue is a report on the first science writers' seminar, to be held in Ottawa January 13-15. Journalists writing about science and/or interested in the seminar should write the CSWA, Box 1406, Station B, Ottawa K1P 5A0 the Cape Breton *Post*, Sydney's only daily paper, has been bought by Thomson Newspapers Ltd. Roy Duchemin remains as publisher. Purchase of the *Post* brings to 32 the number of Canadian dailies owned by the Thomson organization Peter Warren, former city editor of the *Winnipeg Tribune*, has joined radio *CJOB* as host of the week-day Action-Line program. Warren previously worked with the *Saint John Telegraph-Journal*, the *Calgary Herald*, and on London's Fleet Street, apart from free-lancing in Hong Kong and Mexico gold medals for photographic excellence have been awarded by the National Film Board to Pierre

Gaudard of Montreal, Ted Grant of Ottawa, and Lutz Dille of Toronto John Boyd, a press photographer for the old *Toronto Globe* and then the *Globe and Mail* for 42 years, died in Toronto at the age of 73. He was the first honorary life member of the Professional Photographers Association of Canada Unité-Québec (formerly the Union Nationale) leader Gabriel Loubier thinks the party could improve its financial health by selling the French-language morning tabloid *Montréal-Matin*. The paper has a circulation of about 140,000 Jean Goodyer, 18, won a \$250 editorial award from the *London Free Press* for her weekly school news column in the *Simcoe Reformer* James L. Grasswick is executive vice-president of Bowes Publishing in London. The company publishes seven daily and weekly papers in Alberta, Ontario and Nova Scotia Monte Roberts, 60, died in Victoria. He had been a columnist and marine editor for the *Victoria Daily Times*, worked for the *Vancouver Province*, the *Winnipeg Free Press* and several advertising agencies magazines south of the border are having troubles. Nancy White resigned as editor-in-chief of *Harper's Bazaar*, the third top executive to resign from the Hearst publication in the last six months. The magazine's circulation has dropped 40,000 in circulation—to 412,152 from 442,220—since 1969. *Saturday Review* editor Norman Cousins resigned following a disagreement with the magazine's new owners on their plans to transform the cultural weekly into a more topical and specialized publication and to expand its book publishing program and other consumer activities. Cousins had held the job since 1940, when the magazine's circulation was 20,000. Today it is 660,000. And *Life* will intentionally cut its circulation to 5.5 million from seven million in January and will seek approval to raise some advertising rates, as well as the price to the reader. High postal rates and President Nixon's Phase 2 economic scheme were given as the reasons Ken Strachan has left the *Financial Times of Canada* to become editor of the *Brantford Expositor*. His successor as managing editor is *Don McGillivray*, formerly with the *Edmonton Journal*. All papers are Southam-owned Robert Stewart, free-lancing until recently after himself having been managing editor of the *Financial Times*, has joined *Time* magazine in Montreal Richard Furness, formerly a reporter at the *Windsor Star*, now is district editor at the *Peterborough Examiner* charges claiming K. C. Irving Ltd. and three New Bruns-

wick publishing companies formed a monopoly in the English-language newspaper field in the province were laid this month in provincial court under the Federal Combines Act. The *Telegraph-Journal* and the *Times-Globe* in Saint John are published by New Brunswick Publishing, the *Daily Gleaner* in Fredericton is published by University Press, and the *Times* and the *Transcript* by Moncton Publishing. All are owned by interests of industrialist K. C. Irving. . . . W. R. (Russ) Wheatley, who was with The Canadian Press for 41 years before he retired in 1961, died in Florida at the age of 75. He was among the best-known sports reporters in Canada, and even after retirement travelled to Canada to help with CP reporting of major golf tournaments and other summer events. While in Florida, he wrote on the spring training of the Montreal Expos of baseball's National League as referred to in the October issue of *Content*, in our coverage of the *Telegram* affair, an application for a new ultra-high-frequency television station in Toronto has been approved by the Canadian Radio-Television Commission. The group is represented by Phyllis Switzer and the concept is based on community programming; ownership is distributed among many small shareholders. More in a later issue the suburban *Vancouver Columbian* newspapers have completed their move to new premises and full conversion to the offset process. More on this trend in a later issue Dave Davidson is director of communications for the Progressive Conservative Party of Canada, having left his post as parliamentary editor of *The Canadian Press* the CRTC has approved a proposal from Great Pacific Broadcasters Ltd. to create a radio station in Vancouver which will devote 40 per cent of its air time to foreign-language programming and in Sydney, Sandy Campbell won his bid for the *CHER-AM* frequency. He'll broadcast in English, French and Gaelic. Campbell has been publishing the news-magazine *Highlander* publishers of seven Ontario newspapers with a combined circulation of more than one million have taken the first steps toward forming a provincial press council. Other dailies will be invited to join. The council — second provincial one in Canada; Quebec was first, although little has been done to date — will deal with citizens' complaints against the press and will work for developing common ethical and professional standards. Expected to start functioning in 1972, it will be composed of industry members, professional journalists and members of the public, with an independent chairman. Launching the council project were the *Windsor Star* (publisher Mark Farrell earlier had instigated a district press council); *London Free Press*, *Brantford Expositor*, *Hamilton Spectator*, *Kitchener-Waterloo Record*, *Ottawa Citizen* and the *Toronto Star*.

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