

18

APRIL
1972

50c

content

for Canadian Journalists

NATIONAL NEWSPAPER AWARDS

—Page 8

MEDIA 72 REVISITED

—Page 12

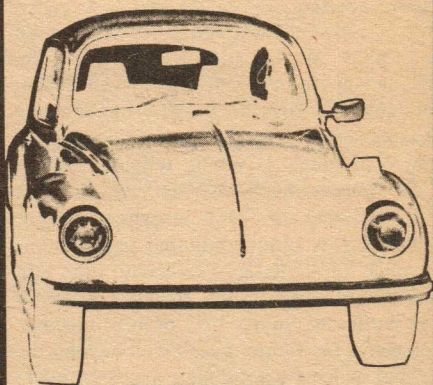
SPEAKOUT: THE PR GAME

—Page 2



the alternative press

—Page 3



THE COLD WAR AND THE PRESS

—Page 6

Is recognition of public relations as a profession just around the corner?

In some quarters, the belief that it is causes a degree of consternation, and many senior practitioners scoff at the idea. They state that professionalism means licensing, a well-defined body of knowledge, degree courses in universities, and acceptance of deep public trust on the part of every individual. Is public relations able to claim all of these attributes? Not yet. At least, as far as claiming *all* these attributes, not yet.

But through its official national organization, the Canadian Public Relations Society, Inc., public relations is moving steadily toward professional status in the future. In the view of most members of the society, the future means well beyond this decade, but at least a solid start has been made.

In 1966, under the direction of the CPRS president Jack Yocom (Gulf Oil Canada Ltd.) and committee chairman David Scott-Atkinson (Toronto PR consultant), the development of a professional accreditation program was begun. It took two years to evolve to the point where it was accepted by the members of CPRS at the annual meeting in Calgary, in 1968.

The program, which is entirely voluntary, allows society members with more than five years of full-time experience in the practice of public relations to submit themselves before an accreditation board.

Extensive references must be supplied; a comprehensive work sample prepared; a three-hour written examination completed, before accreditation is granted. It is not a comfortable prospect for a practitioner who has been in the field for more than the required five years to contemplate. Yet, since the first exams were written in March, 1969, a total of 247 out of the 800 eligible members of the society have been accredited.

Since its inception, the accreditation board has had for its chief examiners: Dr. Roby Kidd, chairman of the department of adult education, Ontario Institute for Studies in Education; Dr. Walter Herbert, former director of the Canada Foundation, now an Ottawa consultant on cultural affairs; and Dr. Marcel Côté, of l'Ecole des Hautes Etudes Commerciales, Montreal. The exams are set by this trio, in consultation with members of the accreditation board, all of whom are highly-qualified accredited members of CPRS.

At the 1971 annual meeting in Vancouver, delegates approved a further step in the process of upgrading the practice of public relations in Canada. The accreditation board was given approval in principle to develop a higher level program leading to a fellowship category of membership. The proposal for this program is to be submitted for ratification at the 1972 annual meeting in Ottawa.

During the early months of 1971, the treasury board ordered a study into the career development patterns of the information services group. A mini-task-force was assembled under the direction of Jack Donoghue, the director of public relations and information services for energy, mines and resources, who divided the study into six sections. A separate team of information officers, staffing experts, and non-government practitioners was assigned to each of these areas: definitions, organization, classification, academic community, training and development, and staffing.

In just more than three months the intensive

studies, endless rounds of meetings on evenings and weekends, and drafts and redrafts were completed. A career development plan was submitted to the federal Cabinet, was approved, and now is in the early stages of implementation.

Some startling things were learned about public relations in the federal public service, such as a wide divergence, in the initial stages, of establishing definitions of terms widely used by information officers but not having the same meaning within all departments. It also found that this had created some confusion, in the minds of classification officers and line managers, about the functions of public relations and information services.

Another aspect, known before the study began, was that the "level description" classification method used within the IS Group was unsatisfactory in that it was weighted more to managerial functions and made only limited provision for highly qualified specialists.

For example, in the six-level group, it was almost impossible to promote skilled writers beyond the level of IS-2. Some good writers were abandoning their writing function to take on supervisory tasks. The "Peter Principle" was at work and was causing excellent craftsmen to leave the public service or to become supervisors, sometimes mediocre ones, in order to progress financially.

Establishment of career development guidelines is a prime task before the Canadian Public Relations Society today.

The resulting report to Cabinet, and its ultimate acceptance for implementation by the government, will take care of these major snags and provide the first clear-cut career development plan for the IS Group.

The treasury board has granted permission for the principles and patterns developed during the project to be studied by practitioners in the private sector through the Canadian Public Relations Society. Donoghue, as education committee chairman for the society, is co-ordinating this study.

Work already has begun on the program within CPRS, with all ten regional societies participating in the input. A report on the results will be presented at the 1972 meeting. It is possible that some large industrial public relations shops may adopt some of the principles and patterns as a result of the study being done within CPRS.

The current president of CPRS, Douglas W. Heal, of Vancouver, has called the work of the education committee "the most exciting development in CPRS history."

"The goal of the career development program", he says, "is to provide a recommended course of actions and studies which will enable CPRS members to reach pre-determined levels of achievement in the practice of public relations, and, secondly, to provide standards whereby the individual, or organization can measure achievements attained."

This, coupled with accreditation, could be the first giant step toward ultimate recognition of public relations, by whatever name, as a profession.

There have been hundreds of courses, seminars,

and education programs conducted in public relations across Canada during the past decade or more. Most have been sponsored and/or directed by regional CPRS members, and most have had the co-operation of major educational institutions. Several thousand people have taken advantage of these courses, whether they are working in public relations or not, because they represented the only formal training available on the subject.

At best, public relations has been an option, sometimes without credits, in journalism, or other faculties, in Canadian universities. In the United States, degrees, and even masters degrees, in public relations are granted by 13 universities; 303 others offer at least one course in the subject, and 67 provide more than one course.

Canadian universities are moving cautiously into the inclusion of public relations credit courses in their programs. They call them "human communications" and "social communications" courses, but they are dealing with what practitioners know as public relations.

The Université de Montréal has developed in its adult education department a course leading to a 30-credit certificate in public relations, as part of a 90-credit BA in science and communications. Carleton University now is giving credits for participation in the public relations seminars conducted in its schools of journalism.

Community colleges have taken up the challenge, and several across the country are offering two-year and three-year certificate or diploma courses in public relations.

The work force, which at present is having difficulty in absorbing the graduates of universities, is not exactly waiting with open arms for graduates of such courses. But, the signs indicate that some graduates of community colleges, who perhaps are not seeking the high salary levels of university graduates immediately, will be more readily accepted into public relations shops. It may be that some of the courses will prove inadequate, but it will be a relatively easy task to upgrade these once the results can be evaluated in the field.

The days when a person entering public relations will be required to write an examination to obtain a license to practice are still a long way off. However, talk of the inevitability of this occurs with increasing frequency wherever members of CPRS gather.

The Quebec government has introduced Bill 250, the Professional Code, into the house, and it has passed first reading. If it is implemented in its present form, it will undoubtedly lead the way for tighter controls over the qualifications of those who wish to embrace the professions represented by the societies and associations which are incorporated under the new act. Such a move in one province certainly will be followed shortly by similar legislation in others.

Education, stricter interpretation and enforcement of the code of professional standards, and establishment of career development guidelines are the prime tasks before the Canadian Public Relations Society today. Public relations people of tomorrow will reap the benefits of this activity in a larger measure of public trust, and a deeper sense of pride in the articulated role of public relations practitioners across Canada.

Ronald Coulson is executive director of the Canadian Public Relations Society, Ottawa.

OTHER VOICES

by DICK MACDONALD

What this country needs to achieve the sort of editorial competition that is the best guarantee of a good society, Senator Keith Davey's mass media report said, is a "journalistic equivalent of the Volkswagen."

It was apparent during the Senate committee's hearings that those who were involved in the "underground" press of a half dozen years ago, and those more recently connected with newspapers and magazines of a similar nature, believed in *alternatives*. Diversity was and is the operative word.

Davey's report said the many VW publications had one thing in common: *They never received a fair trial.*

So it was that in early March, just prior to Media 72, the national conference of journalists, the Skyline Hotel in Ottawa was the site for an Alternative Press Symposium. The two-day meeting was organized by *Content*, (or by me, really) in response to a request from the citizenship branch of the secretary of state's department.

Now, there was some initial questioning of the branch's motives in being prepared to underwrite the costs of a gathering of "alternative press" representatives — particularly in view of the department's apparent reluctance to fund several media projects under the Opportunities for Youth program last summer. But, the branch had received requests for aid from several of the VW press operations across the country, and there is a tenet in the Trudeau philosophy regarding "participatory democracy" . . . so it seemed reasonable to proceed.

It is difficult to produce an assessment of the symposium, given the more than 300 pages of edited transcript, and, just as was the case with Media 72, most of the 30 or so people who attended the meeting undoubtedly left with a host of reactions.

Generally, it was considered useful, if only because it brought together for the first time representatives of the alternative press in Canada. In doing so, it was clear that those who pursue journalistic alternatives are on no well-defined track and there is as much diffusion in their community as there is in the so-called conventional press.

Indeed, there really wasn't a concerted attempt to define themselves and their roles . . . but maybe that isn't necessary. Still, when you've got the *Georgia Straight* of Vancouver and *Guerilla* of Toronto splitting into factions — with consequent new publications springing up — you've got to wonder.

There was an unfortunate lack of participation by French-speaking editors — not *Content*'s fault. When Pierre Capiello of Agence de Presse Libre du Québec registered a polite dissent about the situation, I explained there had, in fact, been a delay in extending invitations to French-Quebec publications because of the citizenship branch's hesitation toward several on the list of potential delegates. It was obvious that the hesitation stemmed from the political nature of the publications — such as *Québec Presse*, *Point de Mire* and *Presqu'Amérique* — and that the secretary of state's department possibly was sensitive toward papers with a Quebec-nationalist attitude.

Approval finally did come, however, and invitations were made. Perhaps the timing was poor, perhaps the fact that the federal government was



funding the meeting, perhaps people were too busy, but representation from Quebec was meagre.

There also is no doubt that a number of publications in the English language were not invited, but this can be explained by the logistical limitations set on the symposium — partly by me and partly by those with whom I had conferred several weeks before the meeting proper. Robert Campbell of *The Mysterious East* in Fredericton, Robert Chodos of *The Last Post* in Ottawa and Fred Favel of *The First Citizen* in Vancouver met with me and the citizenship branch to hammer out some terms of reference for the symposium. We thought more would be accomplished by restricting

attendance, nonetheless striving for representation by region and by the sort of paper. Except for the Quebec aspect, I believe that was accomplished.

Resource persons came from the printing / typesetting / publishing field, the advertising business, law. They spoke freely and answered questions and by and large stayed around for informal discussion.

A couple of them were rather disappointed in the level of discussion and later expressed distress at the dearth of challenges thrown them by the delegates. One said "I was depressed utterly at the counter-media . . . a depressing bunch of mercenaries — sort of take the money and run."

Perhaps a few delegates felt let down by what they took as the lack of concrete results, but I would think that feeling is based in naïveté: Indeed, there were definite decisions.

The most obvious one regards the unanimous view that a second conference of the alternative press be held, perhaps this autumn. In this respect, a six-member committee was established to lay the groundwork for another symposium — but which *they* would organize, albeit with further funding from the citizenship branch.

Members of the committee: Nick Fillmore, *The 4th Estate*, Halifax; John Dufort, *The Last Post*, Montreal; Pierre Capiello, Agence de Presse Libre du Québec, Montreal; Laslo Gyongyossy, Distribution Co-op, Toronto; Sara Berger, *Red River Press*, Winnipeg; and, Dan McLeod, *Georgia Straight*, Vancouver.

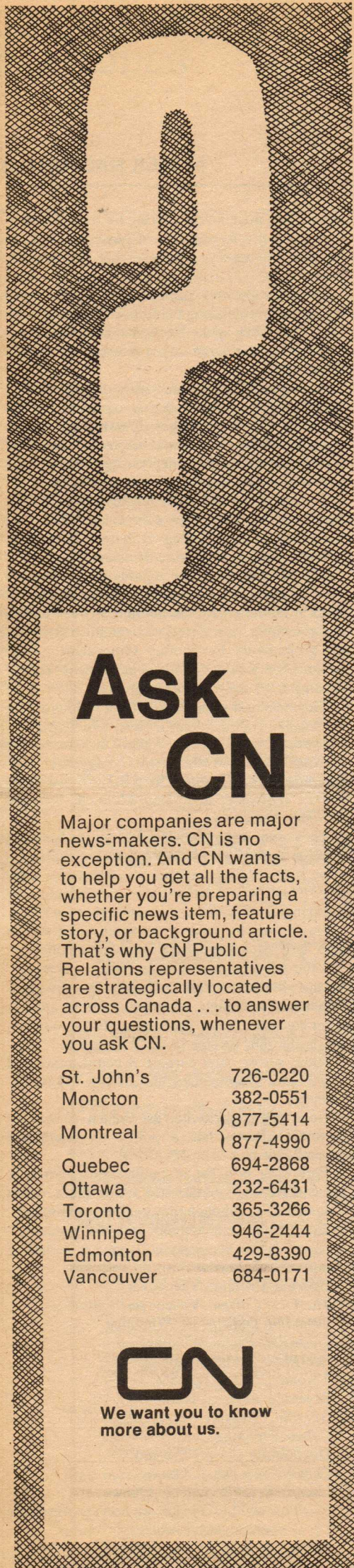
The committee has since asked for the branch's reaction to the conference, by way of the transcript. It would like a report from citizenship, actually, which would include a frank evaluation of the symposium and the alternative press-at-large.

One reason for holding the symposium was to help the citizenship people formulate a policy regarding the secretary of state's rôle — if any — toward alternative press in Canada. A valid question is raised, though, when you examine a document entitled "Notes for Applicants" in connection with this summer's OFY program: "Publications whose chief purpose is commentary and confrontation, rather than information, will be discouraged."

Does this suggest that the branch or the department already has a policy on alternative papers?

Following is a list of publications invited to the conference; asterisks are beside those which did not arrive, although they had been committed. Because there was a good deal of "paranoia" apparent at the symposium, I am not including names of individuals.

Georgia Straight, Vancouver
The First Citizen, Vancouver*
Canadian Dimension, Winnipeg
Louis Riel Press, Winnipeg
Red River Press, Winnipeg
Toronto Citizen, Toronto
Riverdale Review, Toronto
Guerilla, Toronto
Cabal, Toronto
Distribution Co-op, Toronto
Centre Town News, Ottawa
Usually Reliable Source, Ottawa
Last Post and *Last Post News Service*, Montreal
Up to the Neck, Montreal
Agence de Presse Libre, Montreal



Ask CN

Major companies are major news-makers. CN is no exception. And CN wants to help you get all the facts, whether you're preparing a specific news item, feature story, or background article. That's why CN Public Relations representatives are strategically located across Canada ... to answer your questions, whenever you ask CN.

St. John's	726-0220
Moncton	382-0551
Montreal	877-5414
	877-4990
Quebec	694-2868
Ottawa	232-6431
Toronto	365-3266
Winnipeg	946-2444
Edmonton	429-8390
Vancouver	684-0171



We want you to know
more about us.

*Québec Presse, Montreal**
*The Mysterious East, Fredericton**
*The Highlander, Sydney**
East Coast Worker, Halifax
The 4th Estate, Halifax
The Alternat Press, St. John's, Nfld.

The "paranoia" referred to above perhaps is an unfair word, although one would be hard pressed to find a reasonable substitute. The presence of microphones for recording the discussions was bothersome for a few representatives — the tapes remain in *Content's* possession and speakers generally were not identified anyway — and the funding by the citizenship branch seemed to fertilize suspicion about the symposium.

Probably a major chunk of what emerged from the meeting didn't even find its way into the transcript, because the after-hours talks certainly were an important factor.

Yet, throughout the meeting was a dissatisfaction about the presumed objective journalism of

conventional papers and about the heavy reliance on advertising revenue for support.

And there was talk about the public's right to information and how that notion can be implemented ... about printers' censorship ... about advertising agencies' criteria for placing ads ... about high postal rates ... about limited revenues and how to increase circulation ... about libel and contempt of court ... about the social, political and economic hierarchy which exists in Canada ... about typesetting and make-up and printing problems ... about various avenues of assistance for media which try to fulfill the "other voices" role in this country.

And the delegates wondered whether Ottawa would treat the Alternative Press Symposium as just another exercise. It should not be seen that way ... it should not be tokenism, even in an election year.

Dick MacDonald is Editor of Content.

A FEW SUGGESTIONS, TOO

The following account is not fictional, but the name of the paper involved has been changed to protect those who might suffer from a management slap. However, the complaints emerged from a meeting of staffers at a metropolitan daily and represented young and old, left, right and centre. There may be similarities in others parts of Canada. *Content* would like to know.

A number of concerns or complaints were raised by those present. Important points seemed to be:

—Reporters think complaints to desk on the above too often are summarily dismissed.

—Reporters think that to carry such complaints over the head of the responsible editor could produce ill-feelings or backlash.

—Reporters think there is no general newspaper policy on methods of coverage or approaches which are understood both by desk and the reporters. What are the paper's priorities?

—Reporters think they are not respected by city desk. They think that city desk has preconceived notions on how a story should be covered in advance, and that other approaches the reporter might choose will be rejected out of hand.

—Reporters think various desks are not selective in assignment loads. A reporter will given six stories on his 'beat' to cover in one day, making in-depth coverage of major events or trends difficult to cover.

—Reporters think the paper lacks any direction which reporters can apply to their coverage of events. Too much emphasis on following other tear-sheets, too little of staking out areas of our own and pursuing them adequately.

—Reporters think some assignments are trivial, and are only covered for the sake of filling space. Why not utilize more the wire-services, freeing reporters for in-depth reportage and analysis.

—Reporters don't understand the criteria for salary scales, hours expected of them, time-off arrangements, raises.

—Almost unanimous feeling among reporters present that the appearance of the paper is poor; harsher language was often used.

—Reporters questioned whether there was wage equity between equally-qualified staffers of different sexes.

—Reporters think the city desk often will

emerge from the daily meeting with demands for new approaches or expansion of stories — although it often is too late to satisfy such demands.

—Reporters think editorials often seem to have no relation to the news event the reporter covered. Who writes the editorials? Why don't they consult more with reporters?

The following recommendations were made by various reporters, and generally accepted by the meeting (no particular order is used):

A) That the daily meeting of department heads be advanced, allowing department heads to receive instructions, pass them on to reporters — all while there is still time to pursue the story.

B) That a layout editor be hired, or appointed, to improve the cosmetics of the paper. Reporters think that city-desk is understaffed, and it has too diverse a set of responsibilities to function well.

C) That a picture editor be hired, or appointed.

D) That interested reporters be given a chance to learn layout techniques as part of their training.

E) That the daily department heads' meeting be open to any staffer interested, and that he be allowed to participate in discussion.

F) That editorials be signed.

G) That a permanent editor be assigned to handle op-ed and that more articles written by staffers at all levels be used.

H) That the editorial writers make a greater effort to consult with reporters prior to writing their editorials. A motion was passed stating that reporters should have a greater say in editorial policy — since reporters have received hostile receptions when covering on-going news events that have been the victim of our editorials.

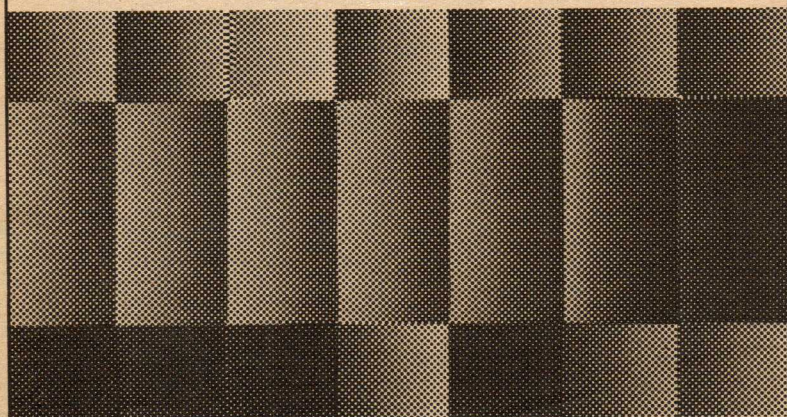
I) That reporters be given broad and specific information on salary policy, time off, overtime, work hours, and work-loads. This is an area many reporters thought would be pursued in greater depth in the future.

J) Unanimous opinion that the "women's section" be dropped as such, and that women's articles be integrated into general news. Some reporters suggested the paper include some articles now done by women's.

K) That some structure be created whereby complaints concerning editing and coverage could be raised with senior management without any "over-my-head" attitudes or backlash.

DATELINE: GLOUCESTER POOL

selected writings of E. U. Schrader
compiled by Dick MacDonald



Ted Schrader touched hundreds, indeed thousands, of people during his career in journalism before he died late in 1971.

A selection of his writings has just been published. It's of interest to those who read his work in Winnipeg, Regina, Vancouver, Montreal, Toronto and elsewhere in Canada . . . to those who studied with him at Ryerson Polytechnical Institute . . . to those who knew him as a friend . . . and to all who appreciate wit and warmth.

There's poetry he wrote as a boy, material from his own *Teddy's Times*, stories from his Gloucester Pool retreat in Ontario, essays on the news business . . .

everything chosen to tell the Schrader story through his own words, including a personal credo he wrote in 1938 and which remained virtually intact until his death.

Compiled by Dick MacDonald,
Editor, *Content*, for Canadian Journalists
Published by Reporter Publications Ltd., Montreal
200 pgs. \$2.95

Clip below and order in advance for pleasant summer-time reading and gift-giving.

To: Reporter Publications,
892 Sherbrooke W., Montreal 110, P.Q.

Please send me _____ copy(ies) of *Dateline: Gloucester Pool*
I enclose cheque/money order for \$_____ (2.95 per copy,
postage paid)

Name _____

Address _____

WHAT? WE, OPINION-MOLDERS?

by JOSEPH NORTH

The book *The Press and the Cold War* (Bobbs-Merrill, New York), by James Aronson, one of America's leading journalists, will help fortify a generation in the search for truth and a philosophy. It will serve, too, to remind the older generation that the American press has been the target of justified criticism since the days of Benjamin Franklin. I say justified because this basically social operation has always been overwhelmingly in the hands of private entrepreneurs.

Despite that, the press in our country has had its share of honest journalists, some of whom were men of truly heroic stature. They give substance to the saying of Cuba's immortal Jose Marti, himself a journalist, that "an honest newspaperman is more powerful than an emperor".

To mention some illustrious journalists whose names have come down to us, we could begin with Frederick Douglass, the editor of the *North Star*, an extraordinary man who began life as a

slave and whose writings in his paper the *North Star* inspired generations. There was his contemporary Horace Greeley, editor of the *New York Tribune*, who first published Dr. Karl Marx here, his European correspondent. There was John Swinton, who could be regarded as one of Aronson's spiritual ancestors, for Swinton too was a *New York Times* man, and he too left it to found a working-class newspaper of merit in the latter years of the last century. A few generations later we come to men who founded and edited working-class newspapers — the socialist press, the IWW papers—despite every conceivable adversity. And then there were the founders of the Communist press, like the immortal John Reed and his contemporaries, such as Robert Minor and C. E. Ruthenberg.

Yes, there were — and are — many newspapermen of integrity whose names should never be allowed to die, men like Heywood Broun who was a principal founder of the American Newspaper Guild and whose advocacy of the First Amendment is enshrined in "the Broun clause" of the Guild's Constitution. That clause says no man may be ousted from the union because of his political principles.

Your reviewer has been in the game since he was twenty, has spent some four decades in it and has found the breed of newspapermen sufficiently courageous, in the main, courting physical danger often to get their story. But most I have known were politically frustrated, adapting themselves to the fact that they were unable to get most of the truth that they saw into print. Most, like the men that Thoreau describes, "live lives of quiet desperation" — but there are those who rebel, like the author of the book under review.

Early, as you will see in his account, he realized that the *New York Times* was not the palladium of civic virtue. He saw beyond its reputation. Aronson left it to become a founder of the radical journal the *National Guardian* in 1948. This book, a damning indictment, throws a relentless spotlight on the course of the American press throughout the Cold War — a time that damaged the welfare of every human being of the world. Nobody can fault Aronson his meticulous presentation of facts although no few have tried to do so, especially, of course, the *New York Times*.

Irving Dilliard, professor of journalism at Princeton University who formerly presided over the prestigious editorial page of Pulitzer's *St. Louis Post-Dispatch*, says Aronson's book on "newspaper performance in the United States is most urgently needed". He writes that Aronson "looks at the press with the kind of concerned critical eye that is seldom turned on the press from within. The case is that our newspapers have largely become 'a voluntary arm of established power' ". Aronson, Dilliard says, "finds the Cold War neither accidental nor avoidable, but intentional, with the press making it possible and abetting it".

The book opens with the significant personal history of a young man who is motivated by ambition to rise in his field, journalism. A Harvard degree and a diploma from the Columbia School of Journalism inaugurated his career on the *Boston Transcript*, in 1937. The paper was "a good workshop in the technique of journalism, but little more", he said. Yet he did learn much about

The Information Movers

The Trans-Canada Telephone System was formed in 1931, to build, maintain and operate a coast-to-coast telecommunications network. The following year, the first Canadian long distance facility went into service, permitting Canadian telephone communications to be carried entirely within Canada.

Member companies of TCTS are:

Alberta Government Telephones
Bell Canada
British Columbia Telephone Company
Manitoba Telephone System
The New Brunswick Telephone Company, Limited
Newfoundland Telephone Company Limited
Saskatchewan Telecommunications

All the member companies have a dual role in meeting Canadian telecommunications needs:

- a regional responsibility to provide high quality services in the territories they serve, and
- a national responsibility to work together to provide nationwide facilities and services, and to provide the means of connection with telephones elsewhere on this continent and overseas.

These companies together operate a vast and versatile network of telecommunications facilities connecting virtually every home and business in the country, and capable of meeting the continually increasing communications needs of government, business and the general public.

In the next Information Ad in this series we'll talk about the structure of the companies that make up the telecommunications industry, and the various regulatory processes affecting them.

In the meantime, if you need information don't hesitate to call us.

We're



Trans-Canada Telephone System

and you can reach us at
1 Nicholas St., Ottawa,
(Room 605) or by telephone
(collect) at 239-2086.
The area code is 613.

"politics and Spain and labor" while there. He had become an active member in the newly-founded American Newspaper Guild (which we of the Communist Left had a significant share therein). "The Guild was still so new that the *Transcript* unit meetings (of the Newspaper Guild) were often held in private homes." And when the agenda was finished "many of us stayed to discuss Spain and politics and the newspaper." His scepticism of "Western diplomacy" grew as he began to see "the betrayal of Republican Spain" and "the concomitant rise of fascism in Europe".

This began his "disenchantment with political liberalism." However, he pursued a newspaper career in commercial journalism until he reached the *New York Times*. But his experience here confirmed the earlier disenchantment and he resigned. He joined Cedric Belfrage and John T. McManus in founding the *National Guardian*.

Reading this book, you feel that newspapers in the United States are a kind of fever chart of the body politic. The disease in question, one might say, is hereditary, given the material and political factors involved, the environment of capitalism. Newspapers, Aronson emphasizes, "were almost always individually owned, and the personal mark of the editor-publisher was almost ever-present, often with responsibility the casualty of a brilliant but erratic and violently partisan mind". Overwhelmingly, of course, partisanship favored the class in power.

Aronson has many telling quotations and illustrations to nail down his point. Back in 1904, Arthur Brisbane, chief commentator of the Hearst press, wrote: "Journalistic success brings money. The editor has become a money-man. Where your treasure is, there you will also be." Later Lord Thomson said it even more pithily: "It is the business of newspapers to make money."

The author puts it in graphic statistics. "Conservative conformity had become the byword as the press had been shrunk From a peak of 2,200 daily newspapers in 1900, there were 1,753 in 1961. But in only 45 of 1,500 cities were there competing daily newspapers under separate ownership." The mortality of newspapers in the nation's largest cities is a grim index. Where once 14 dailies in New York hit the streets in the morning, afternoon and evening, now there are three. The eight in Boston have shrunk to three also. In 1,455 cities today there is only one newspaper publisher.

Despite the "consolidation" of newspapers, absolute circulation has risen (although not in proportion to the increase in population).

Aronson quotes Gardner Cowles: "If you own a newspaper in a one-newspaper market, and if you give it competent management, little misfortune can befall you. You can sleep well."

The key is the monopoly market, but if the publisher can sleep well, heaven help the public's slumber. Its sleep is troubled with nightmares. This is the burden of Aronson's book.

The bulk of this work is a course through the maze of politics and journalism after World War II. Aronson describes the hysteria that swept the country during the Henry Wallace presidential campaign on the ticket of the Progressive Party which challenged the two traditional parties. We get the frenzy when a *Time* editor named Whittaker Chambers produced the "fateful papers" that he claimed he had hidden in a pumpkin in his field — the notorious Pumpkin Papers that helped manufacture the spy scare. A new generation will find it hard to believe that madness and its significance but learn it must in order to be forewarned against the persistent Administration efforts to return to an escalated repression today.

All this happened simultaneously with the pirate war against Korea, about which one must read to appreciate fully the Vietnam war today.

Then Aronson analyzes the phantasmagoria of the Bay of Pigs episode.

I want to isolate his most graphic and telling argument. I refer to those portions of the book dealing with the *New York Times*, for to understand the *Times* is to understand the journalistic scene in the USA. The *Times* is the most prestigious of all newspapers in the USA, setting the editorial pace for most journals in the country. It is the canniest organ of U.S. capitalism in this stage of imperialism, and it has amply demonstrated that it knows best how to present most palatably issues that are inimical to the interests of the people. Its ties are with the most powerful of corporations and men in the country and it has long enjoyed the accommodation of key people in Washington throughout various administrations. It has learned through generations of practice how to present issues in such a manner that the credibility of capitalism has, as yet, not been rejected among most readers.

Aronson's recital of the way the *Times* covered the Russian Revolution in October, 1917 and the immediate years afterward is the most instructive of all chapters, I feel. Then, when he deals with the way the *Times* handled the invasion of Cuba at the Bay of Pigs in 1961 you discern the basic guideline of that newspaper. It is the defense of imperialism: subtly when possible, crassly if need be. As we say in Pennsylvania, when push comes to shove, the newspaper takes off its velvet glove and uses brass knuckles.

Most people, Aronson says, believe the Cold War began with the Fulton speech in 1946 by Winston Churchill, which President Harry Truman sponsored. But, says the author: "An excellent case can be made for fixing the date as March 3, 1918, the signing of the Brest-Litovsk Treaty," when the Soviets effected a peace with Germany and refused to continue in a war — World War I — which the people of Russia had rejected." Aronson contends that the 1918 date "marked the origin of the journalistic Cold War against Communism". He cites the work of two journalists, later to become among the best-known of all newspapermen — Charles Merz and Walter Lippmann, one to become managing editor of the *New York Times* and the other, Lippmann, the political commentator. Because of their effective work then, they were later "co-opted" by the very forces they exposed.

A 42-page supplement to the *New Republic* of August 4, 1920, was called "A Test of the News". In it Merz and Lippmann put the *Times*' news coverage and editorial treatment of the Russian Revolution under sharp scrutiny.

In the first two years of the USSR, the two journalists found, the *Times* had reported "the (Soviet) Government collapsing 61 times; Petrograd toppled six times; on the verge of capture

three times more; burned to the ground twice; in a state of absolute panic twice; in revolt against the Bolsheviki six times; and in a state of starvation constantly".

The victories of the White Armies were enormous and the casualty figures and captured weapons totals were many times larger than the armies and material in all of Russia. The authors simply added up the *Times* figures to reach that conclusion.

Lippmann and Merz demonstrated "how Americans were misinformed on every important question involving Russia".

How apt that last sentence then, and how true today. It is a truth often overlooked by many who should know better, who are in reality brainwashed by the smooth operation of the gentlemen of Times Square.

"The office handling of the news, both as to emphasis and captions, was unmistakably controlled by other than professional standards" Merz and Lippmann continue. "So obvious is this fact, so blatant is the intrusion of an editorial bias, that it will require serious reform before the code which has been violated can be restored."

Restored? This is the misconception of the liberal mind that reckons without the overriding fact of all — that social judgment is rarely made without class bias, without a slant that derives from the political and economic syndrome of the individual who is making a judgment.

Let us consider what Aronson says about the Bay of Pigs episode, a turning point in the history of U.S. relations with Latin America. For this was the first time. U.S. imperialism received an astounding blow to its prestige and to its image of the all-conquering force: the giant has clay feet.

Cuba was centrally involved in this episode, but the repercussions had world-wide impact of the gravest nature, affecting relations with that foremost socialist country, the U.S.S.R., with all of Latin America, straining the whole complex of U.S. policy, foreign and domestic. No wonder that President John F. Kennedy said he wished the CIA had been smashed in a thousand pieces before he had ever heard of it—for it was the CIA that engineered this affair. Shattered forever was the effort to create the image of a Good Neighbor that previous administrations had sought to build up.

The involvement of the *Times* was unique: it stood exposed as an institution chained to the government of the exploiting class.

It so happens I was the only U.S. newspaperman on the scene at the Bay of Pigs. Forgive me for writing in the first person singular, but for months I had been sending stories back to my paper, the *Daily Worker*, warning that an invasion was being



Bank of Montreal

The First Canadian Bank

We want you
to get
your money's worth.

AWARDS, NATIONAL-STYLE

Look for categories in the National Newspaper Awards competition to be expanded next year . . . which must be a realization by the Toronto Men's Press Club that journalism has changed somewhat since the awards were created 23 years ago. And the individual cash prizes, as this year for the first time, will be \$500; the trust fund to which various independent dailies and newspaper chains have contributed justified the increase from \$400.

Winners this year (Prime Minister Trudeau was guest speaker at the awards presentation in Toronto's Royal York Hotel):

Spot news reporting—Ron Haggart, for his first-person account of his role as a member of a citizens' committee negotiating a settlement of the disturbance at Kingston Penitentiary in April, 1971. Haggart spent five years with the *Globe and Mail* and 10 with the *Star* in Toronto before joining the *Telegram* in 1968. Since the Tely's death, he is freelancing, which includes a political column for *Toronto Life* magazine.

Sports writing — Red Fisher, for sports writing and banishment from the Hockey Night in Canada radio crew with a series of columns in the *Montreal Star* which revealed confidential expansion plans of the National Hockey League. He joined the *Star* in 1954 and has been sports editor since 1969, and was a founding member of the Professional Hockey Writers Association.

Editorial writing — Cameron Smith, for a series of editorials on various aspects of the law. Born near Kirkland Lake, he practised law after graduating from Dalhousie University in Halifax and won the award in writing for the *Toronto Globe and Mail*.

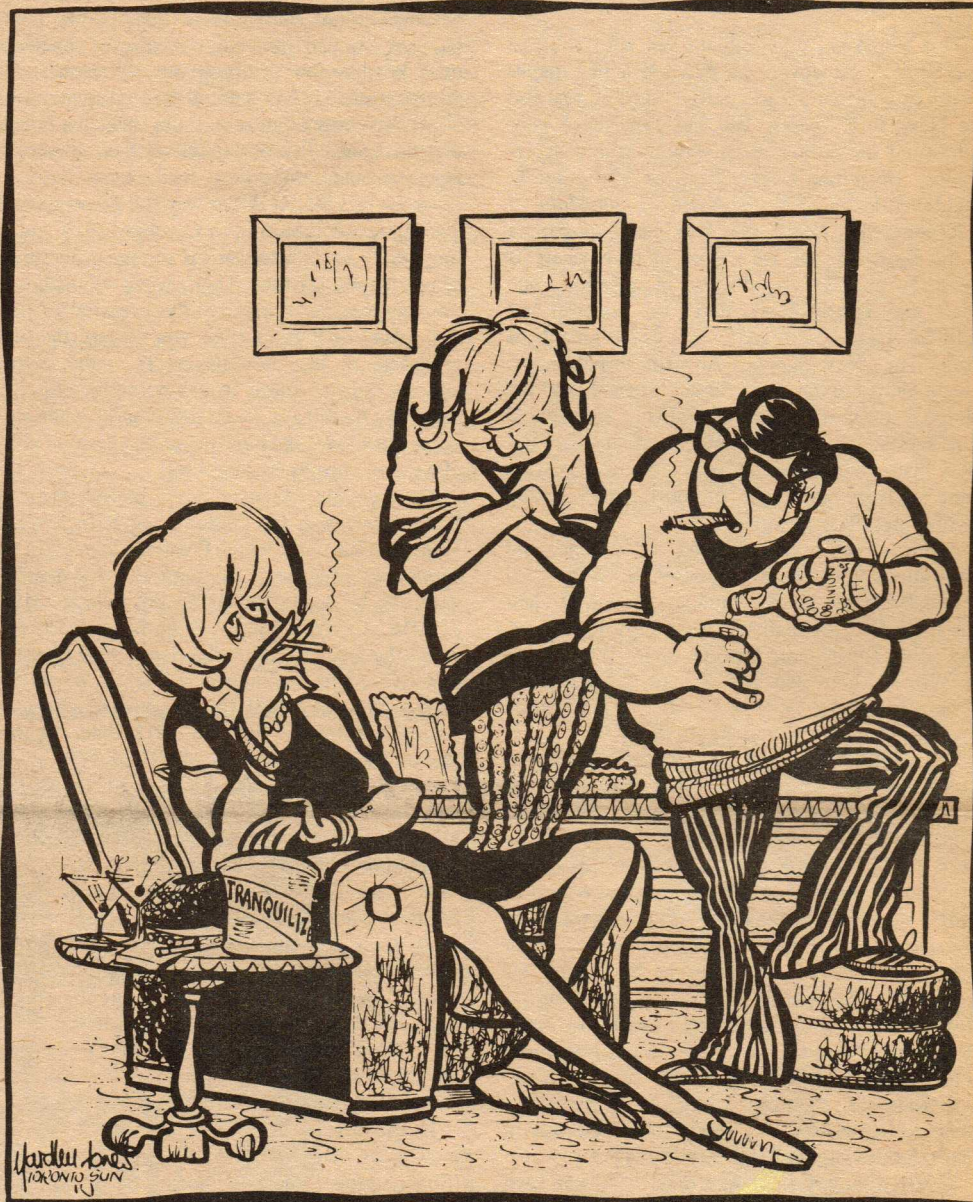
Feature writing — Claire Dutriscac, for a series of articles investigating conditions in the Hôpital Saint-Charles-Borromée, which led to a provincial government inquiry. Health and welfare reporter for *Montreal's La Presse*, she won a National Newspaper Award for spot reporting in 1968, and in 1971 was named one of 10 Women of the Year by the Salon de la Femme.

Staff corresponding — Norman Webster, of the *Toronto Globe and Mail*, for his work in China and specifically for his coverage of the United States' table tennis team's visit to the People's Republic. He now is with the *Winnipeg Free Press*.

Spot news photography — Doug Griffin, for his picture of Soviet Premier Alexei Kosygin being attacked by a demonstrator during his visit to Ottawa. He has been with the *Toronto Star* since 1944 and has extensive international work to his credit.

Feature photography — Glenn Baglò, for the second straight year, won for a *Vancouver Sun* story on nude bathing. He joined the *Sun* last year as a staff photographer after working for the weekly *Ladner Optimist*.

Cartooning — Yardley-Jones, for his caricature of what is loosely called the generation gap. He came to Canada from England in 1957 and eventually joined the *Edmonton Journal*. He later moved to the *Toronto Telegram* and started contributing to the new *Sun* when the Tely died.

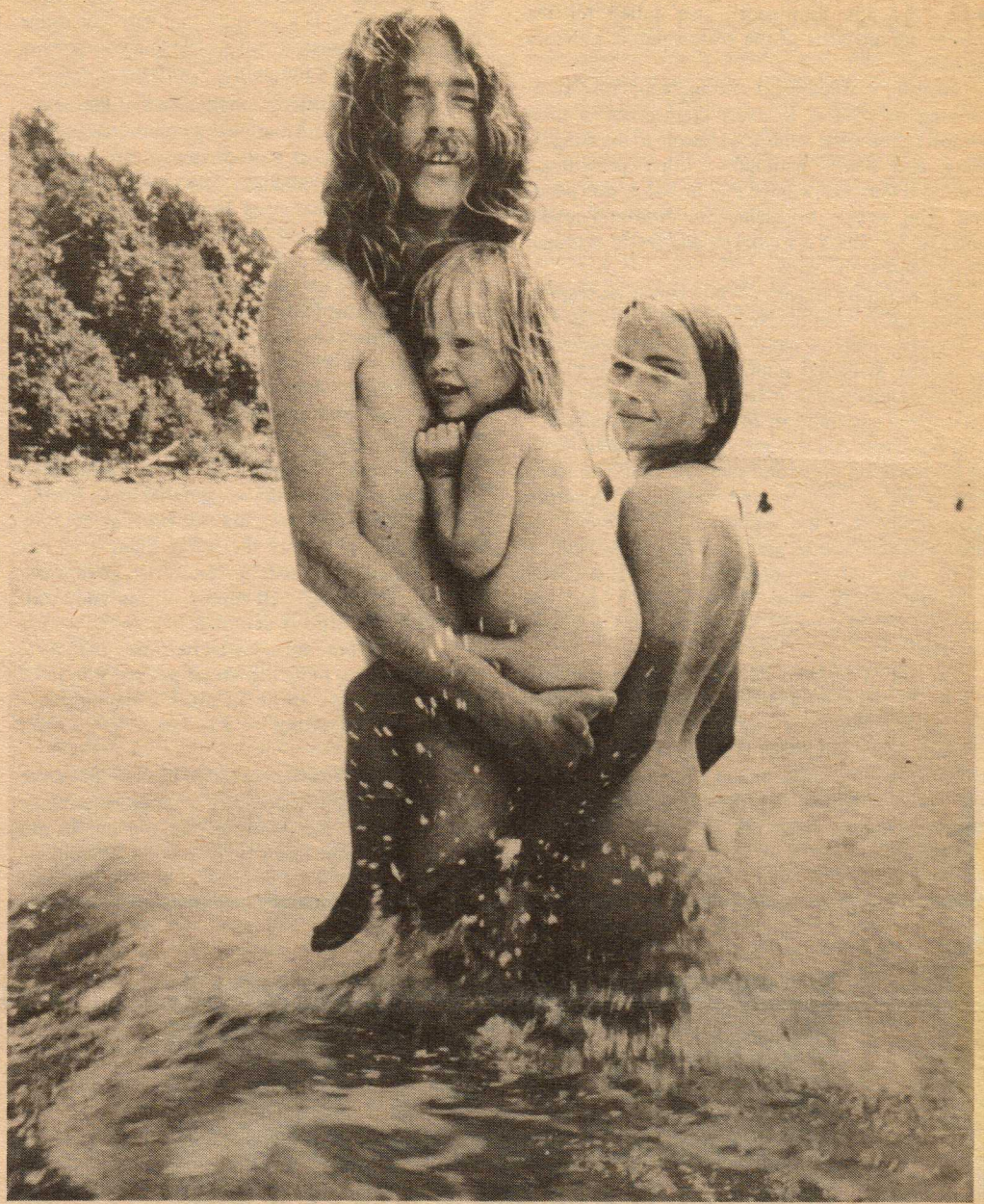


"Our boy on DRUGS! — Where have we failed?"

The News Hall of Fame did a couple of surprising things this year, in nominating its first woman member and the first representatives of the electronic communications world.

E. Cora Hind, agricultural writer for the *Winnipeg Free Press* prior to her death in 1942, is the first female member of the Hall. Charlie Edwards, recently-retired general manager of Broadcast News, was nominated. Also from broadcasting came Gordon Sinclair. And the fourth nominee was Ted Reeve, sports columnist for nearly a half century with the *Toronto Telegram* and now with the baby *Toronto Sun*.

Their inclusion brings to 20 membership in the News Hall of Fame since it was started in 1965.



organized and that it was imminent. As a matter of fact, just 24 hours before the CIA mercenaries landed the *Worker's* main headline on Page 11 was "Invasion Imminent"; we called for the urgent organization of the widest public pressure possible.

Aronson's weekly *Guardian*, too, was summoning its readers to exert themselves to their utmost to rouse the American people to the danger. Here and there, nationally, other periodicals indicated their knowledge that invasion was pending. The weekly magazine *The Nation* knew it and said so. The *York Gazette and Daily* courageously printed the facts.

But, as Aronson quotes White House correspondent David Wise of the *New York Herald Tribune*, "Actually, only a handful of stories appeared, in widely scattered publications. The invasion, and the United States involvement, came as a surprise to the vast majority of the American public."

It was clear that it came as no surprise to much of the working press and their editors. The story was available if one wanted to dig for it. Aronson says acidly that the reporters "had shown remarkable restraint in not pressing for publication of the facts on the preparations — facts easily available in New York, Washington, Miami and any number of Central American and Caribbean capitals".

The role of the *New York Times* was important. "It was the most influential newspaper in the country. It supposedly set standards for journalistic responsibility and ethics." But as Clifton Daniel, editor of the *Times*, confessed after the experience, the *Times* did have the story, did know it was about to happen, and did keep the news from the nation.

James Reston advised the *Times* not to print it.

History has abundantly shown how capitalism operates: If it feels a given policy will jeopardize its material interest, it will scuttle that policy whether it safeguards the public's welfare or not.

It is not simplistic to emphasize that the newspaper operation in America is a commercial enterprise, essentially. Its attitude toward life is essentially that of all capitalists. The publisher regards his material interest prior to any other consideration. Hence his newspaper is an expression of the capitalist class, of its state power, much like the courts, the prisons, the Army, the police department, the FBI, the CIA, all the agencies of government. As Marx and Engels said in the *Communist Manifesto*, "The executive of the modern state is but a committee for managing the common affairs of the whole bourgeoisie."

In saying this, I do not imply that the *New York Times* is the equivalent of the *Voelkischer Beobachter* of Germany's capitalist class during Hitler's time. It is not, and our press is not, for at this point in history the ruling class does not feel it requires Hitler-type fascism to govern the country. It is doing well enough, thank you, with its brand of bourgeois democracy. Limited as that is — and efforts are constantly made to limit it even further by reducing the organized power of the working-class, of the 25 million black Americans and all minorities — it is still different from fascism.

Of course, Aronson, who worked in post-war Germany to try to effect the creation of an anti-fascist press, knows that the *Times* is no *Beobachter*. And that certain aspects of truth —

if there is enough popular pressure — can still find their way into the pages of the capitalist press today.*

I concur with Aronson in remaining a realistic optimist about journalism. But I do not believe major improvement will come from within the industry. It is true that there is in the United States "a company of honest journalists of all ages, conscious of the potential power of an informed people, who will never give up the effort to establish an honorable communication network". But basically the reality is, as he says in his final paragraph, "The press helped to lead the nation into accepting a quarter century of the Cold War, with the awfulness that ensued". He advocates an alternative press that "can help dismantle the Cold War and lead the nation into accepting its place in the family of men".

That alternative press will develop as the trade unions and the 25 million strong black people build their own media of expression. It will develop as they, the peace movement, and all progressive groupings coalesce to form an anti-monopoly coalition and embark on independent political action as well as affect the destinies within the various existing political formations.

And an important factor in all this is the part the Communist press will play, has already played. It is a miracle well worth considering in a work as serious and truthful as Aronson's book.**

The Communists have placed upon the American scene a daily organ when the organized labor movement, more than seventeen million strong, has not done so. The reasons for that should be examined and recognized. The steadfast loyalty of journalists to their conviction and the support they receive from their party have made this miracle possible.

It is a tribute to the power and the integrity of the American working class; it belongs in the tradition of the Abolitionists, of Garrison's *Liberator* and his immortal outcry: "I am in earnest — I will not equivocate — I will not excuse — I will not retreat a single inch; and I will be heard."

*Since this essay was written, news broke about the secret 47-volume Pentagon report which the *New York Times* made public. Whatever the motivations, the publication can be registered as a historically progressive act. The *Times* printed what the *New York Daily News*, for example, would never be found publishing. The publication of these documents does not contradict the *Times*' role as a willing arm of established power. When it concealed the news of the Bay of Pigs the proprietors of the *Times* felt they were helping the established power. In printing these documents it believes their publication will help that power to continue. For the national reality is that the country is in far greater crisis today than it was even at the time of the Bay of Pigs. Many capitalists fear that the Vietnam war is driving the economy and their class interests over the abyss, that their national interest will be irretrievably harmed. That fear corresponds to the genuine people's interest — to end the disastrous war immediately. The *Times*, remembering the disaster of its course at the Bay of Pigs, chose a different way at this historic moment. Its right to publish these documents must be defended with all vigor possible. And the public must protect the working newspapermen involved in the publication — for it is their hides the Administration's bloodhounds seek. The effort of the Nixon-Agnew Administration to prevent publication is a perilous fascist-type act, and will have profound repercussions on the rights of all newspapers in the country. If the Administration gets away with it, the First Amendment will suffer another terrible blow.

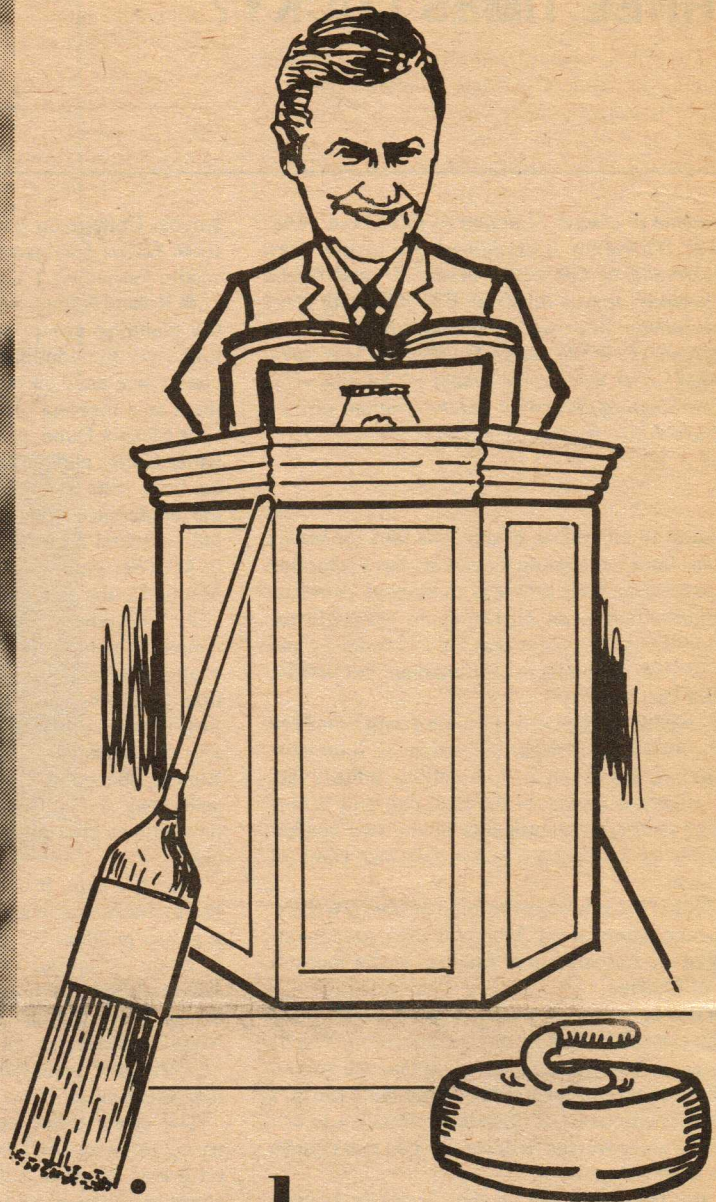
**I regret that Aronson found it necessary to mention the *Daily Worker* only twice in this valuable book. It is not self-serving. I submit, to contend that there is much for American journalists to learn from the remarkable reality of the *Daily Worker* (and its successor, the *Daily World*). To omit these facts can only gladden the heart of the Cold War advocates whose principal stock-in-trade is anti-Communism. Their major effort is to black out all truth about the Communists here and worldwide. One need not be a Communist to recognize these truths.

This article appeared earlier this year in the *Democratic Journalist*, a monthly published from Prague.

TALK TO ROYAL TRUST ABOUT YOUR MORTGAGE REQUIREMENTS



Royal Trust



We Weren't Surprised...

When our sports editor Jack Matheson won the award as the best curling writer in Canada.

Nor were we really surprised when he turned up in the pulpit of the United Church in Hamiota one Sunday to preach the sermon and conduct the service.

Why should we be?

Tribune staffers do all sorts of enterprising and unexpected things!

That's what makes The Tribune an enterprising and unusual newspaper.



THE WINNIPEG TRIBUNE
A SOUTHAM NEWSPAPER

MEDIA CONFERENCES: THREE TIMES LUCKY?

by T. JOSEPH SCANLON

Everyone is always reluctant to talk about themselves. Therefore it is difficult for editor Dick MacDonald to talk about Media 71 and Media 72 because he was involved. The following piece is an attempt to provide some facts about the two conferences. While editor MacDonald was interviewed — as were some others — he played no part in shaping the article and the opinions expressed are mine, not his.

It's only 18 months or so since the idea for Media 71 was born but already its parents have forgotten the exact date. This article is an attempt — before memories fade even further — to chronicle the behind-the-scenes plans that led to Media 71 and the second conference of Canadian journalists, Media 72.

Inevitably, since I was, to some extent, involved in the two conferences, the article is somewhat subjective. However, it is, hopefully, a fairly factual record of events — the kind that will enable further or future assessments of the two conferences to be based on a reasonable awareness of the facts.

Media 71 was born in the mind of David Waters, associate editor of the *Montreal Star*, then president of the Association of English-Media Journalists of Quebec.

Working at home, trying to make some plans for an executive meeting of his association, Waters — who with his association had sponsored several earlier successful seminars — got the idea of a national conference of Canadian journalists to discuss the controversial Senate report on mass media (the Davey Report).

Later that same day, at the Piccadilly Lounge in the Sheraton-Mount Royal in Montreal, Waters presented his idea to the executive. When they liked it, he carried it one step further: He asked Dick MacDonald, a *Montreal Star* colleague who also was editor of *Content*, if he and *Content* would back it. MacDonald said yes.

The MacDonald-Waters agreement, reached at the bar of the Montreal Men's Press Club, meant that Media 71, only an idea one morning, had acquired virtually all its key founding fathers and mothers by late afternoon that same day.

MacDonald, Waters and the persons who attended the English-media journalists' executive meeting — Joan Fraser of the *Financial Times*, Susan Altschul of the *Montreal Star*, Richard Spry, a freelance TV producer, Gilles/Couture of CBC television — planned and carried out Media 71 virtually on their own.

There were, of course, a few others who made a contribution:

● Gilles Gariépy, president of the *Fédération professionnelle des Journalistes du Québec*, arranged to have Waters meet with the federation's board and assigned Claude Piché to meet regularly with Waters and Couture to keep the federation involved in the project.

● Jeff Carruthers, of the now-defunct Canadian Society of Professional Journalists, attended a meeting in Ottawa and was persuaded to talk up the conference in Ottawa and to get his colleague, Ted Schrader, at Ryerson Polytechnical Institute of Toronto, to supply the organizers with a list of society members. (Carruthers got involved because he had attended a successful seminar at

Loyola College on journalistic ethics, one of the three earlier seminars sponsored by the English-media journalists.)

● Roland Nogue, a Montreal freelancer, joining the planning group eventually on a paid basis, took over the administrative preparations for the conference and, on occasion, supplied his apartment as a meeting place for the organizers.

● Eleanor Dunn, president of the Ottawa Newspaper Guild, phoned MacDonald and volunteered her help. (She was ignored until a few days before the conference when she was asked to — and did — round up a few billets. She also arranged to have her guild local compile and duplicate for Media 71 the list of those who had attended.)

A few others attended meetings, lent their names or volunteered but were not used. I, for example, attended a meeting with Carruthers, Carman Cumming, also at Carleton, and Doug Collins, then a freelancer in Ottawa. None of us actually did anything further except Carruthers. Bob Rupert, the guild's international representative, sent along his registration form with a note saying he would be glad to help out in any way: he wasn't asked.

The fact was that — for better or worse — the planners discovered it was easier to work as a group in Montreal. Once things got going all of them — Nogue, Waters, MacDonald, Fraser, Altschul, Spry and, sometimes, Couture — met nearly every Sunday afternoon, on occasion at Nogue's apartment, more often at the board room of Carleton-Cowan Public Relations (where *Content* was renting office space).

The group called contacts across the country trying to guarantee broad regional representation (at a cost of about \$500 in long distance phone charges). They wrote to publishers and broadcasters asking for financial support (and got about \$2,000, mainly from the *Montreal Star*, *Toronto Daily Star*, *Reader's Digest* and the *Ottawa Citizen*. The *Telegram* gave them a flat and rather abrasive "no".)

They got Air Canada to chip in six seats from any point in Canada to the conference site in Ottawa, free. They got the secretary of state, Gérard Pelletier, to promise \$2,000 to help cover the costs of simultaneous translation. And they lined up the names to make the conference go: Beryl Fox, Peter Gzowski, Claude Ryan (who accepted, then slept in and didn't make it), and the star performer, Keith Davey, the senator whose committee wrote the report the conference was all about.

The group did have a few worries. They were worried about the lack of regional turnout. They were afraid the conference might be dominated by a small group. They were a bit frightened that an unrepresentative conference would pass resolutions that would antagonize some delegates who came merely to listen and to talk.

In their view, most of their fears were not realized. The turnout — 330 paid their \$10 — was generally representative and generally composed of working journalists. Some delegates did want to go very far, very fast, but the group, on the whole, was reasonably cautious. Only one major complaint, in fact, emerged: Some guild representatives arrived with a noticeable shoulder chip and grumbled that the guild had not been formally asked to participate. (This, of course, was true; but it was also true that no formal

approach had been made to any other group.)

Aside from the realization at the conference that journalists everywhere in Canada do have similar problems — and that during the October crisis, freedom of the press was seriously threatened in Quebec — the planners generally got what they wanted: Good debate, lively discussion, a good exchange of ideas and support for a continuation in the future.

Though pleased with the results, the Montreal group also was tired (they had worked nearly every Sunday for three months). They were also conscious that they, themselves, represented only one community's interest and they thought the planning group should be broadened. Waters, the original idea man, and MacDonald, whose magazine, *Content*, was considered essential, were left to carry on; as it turned out, to carry on with outside support that never really materialized.

MacDonald did get a call from Bob Rupert of The Newspaper Guild with a suggestion that the next conference include discussions of what goals journalists wanted and how to achieve them (a suggestion that was followed). A committee was formed, including Rupert, myself, Barry Mather of the Federation of Press Clubs of Canada and Jean Danard of The Media Club of Canada — but the committee met only three times, once in a conference call, twice in the board room of the Canadian Association of University Teachers in Ottawa, and mainly gave moral support to Waters and MacDonald.

The result was that Media 72 was largely a two-man operation. Waters and MacDonald (this time with the low-paid support of Patrick Brown) put together the agenda, arranged the dates, handled the publicity, solicited more money (and got little), and lined up the guest speakers: Harry Boyle, vice-chairman of the Canadian Radio-Television Commission, and Henry Bate, vice-chairman of The Press Council from Britain.

In many ways, it was a remarkable performance.

The only real outside help came from Jean MacLellan, executive secretary of the Media Club, who arranged some billets; from Barry Zwicker of Ryerson, who arranged for a whole busload of his students to attend, and from myself. (I rounded up some students to assist in conference organization and one of them, Terry Reilander, now at the *Globe and Mail*, was so useful she made the task worth doing.)

Given this limited external support, Waters and MacDonald put on what, in some respects, was a remarkable two-man show. However, as all of us involved agreed, two-man shows can be limited and some things showed up which we considered to be defects.

In 1971, Waters had maintained careful liaison with Quebec. Now no longer a federation executive member (his term as English-media president expired in the spring of 1971), his contacts were not as good or as frequent.

In 1971, Waters, MacDonald, Altschul, Fraser and Spry had phoned for regional representation. This time less canvassing was done because there were fewer to do it.

In 1971, individuals were pressed to attend. This time, because advance registration was excellent (the total turnout of 340 in 1972 surpassed the 330 figure in 1971), the urgency of chasing individuals did not seem important.

Thus, in 1972, there were fewer participants from Quebec, less regional representation generally and many who signed up did not show.

And, as it turned out, the one outside activist, Barrie Zwicker at Ryerson, rounded up so many journalism students who wanted to go to Ottawa that some opening night workshops resembled student seminars. (I had called Zwicker in advance and also talked to Carman Cumming at Carleton to express concern that an overdose of students might damage the "working journalists" nature of the conference.)

One other change saw the planning committee take a far more active role at the conference than in 1971. The committee, — Waters, MacDonald, Mather, Rupert and myself and Gilles Courtemanche of Radio-Canada, met on Saturday evening and drafted its own resolutions calling for Media 73, for a continuing committee, for co-operation with groups with similar interests and for the investigation of a possible permanent organization.

(Others put in similar resolutions but the planners, criticized for the lack of structure in 1971, tried to make sure there was some format in 1972.)

A number of us — Waters, Courtemanche, myself, Leslie Goddard, but particularly Rupert and Reilander — spent most of Saturday night photocopying the resolutions.

The planners — through Courtemanche and myself — also took a tougher line about the formalities of dealing with resolutions on Sunday, though even this had its humorous moments: One resolution sailed by when English-speaking delegates failed to understand that Courtemanche had called it; and all the delegates voted in favor of a print CBC just after they had rejected expanded public ownership of the media.

Though the comment on Media 72 was somewhat critical, we, as planners, were generally satisfied with what had gone on. The attendance was good. The debate was sharp and lively. The speakers, Boyle and Bate, were well received.

All of us probably would have endorsed Dan Pottier's assessment (included in his lead article on Media 72 in the last issue of *Content*):

If journalists think of such conferences as a source of instant miracles, they are deluding themselves. If they think of them as worthless they are being unreasonable.

But all of us were aware that, despite the call for volunteers, only one or two responded. Media 73 will depend largely on David Waters, the man whose idea started it all, and Dick MacDonald, the man he told about it that same day, and one or two other less-activists such as Bob Rupert of the Guild and myself, again at Carleton.

All of us are beginning to wonder whether the motto of Media 73 should be "Three Times Lucky?" or "Three Strikes and Out".

T. Joseph Scanlon is director-on-leave of the school of journalism at Carleton University in Ottawa.

NO OVERNIGHT MIRACLES

An article in the March *Content*, attempting to describe the mood of students at Media 72, denounced the event as an unpleasant experience. Harvey Mayne, a graduate in journalism at Carleton University, claimed the views of students varied from "too much talk, little action", to bitterness at the "condescending attitude of the organizers". Mr. Mayne and his colleagues obviously misunderstood the intentions and objectives of the three day discussion.

Media 72 was a conference of journalists, a self-examination into the operation and performance of the press, the rights of reporters, the responsibilities of media owners, the value of a press council, the public's right to know — as well as simply providing an opportunity for the reunion of working journalists from across Canada.

Although 80 students attended, it should have only been in the role of observers. Understandably, we could contribute little to debates on the introductions of unions, or the problems plaguing active media men and women. Some of those from Ryerson were experiencing their first taste of a gathering of the press. Yet, as a rule, these proved to be the rallying spokesmen.

Half a dozen of these students had arrived with expectations of eloquence and authority — "a lot of them don't know half what we do, the way they're talking such nonsense" — and left dissatisfied and unfulfilled.

A number indicated "they were not made to feel at home". In particular, attacks were directed at T. Joseph Scanlon, a conference chairman who suggested students refrain from voting on resolutions. Yet, how many of these students were well enough informed to judge policies on proprietorship, the Brandon *Sun* or Ron Haggart case, or consider the feasibility of a print-media Canadian Broadcasting Corporation? How many could forward viable measures to combat the self-interest of owners? How many could relate their experiences in collective bargaining?

If some students were frowned upon, it was the result of their lofty attitude, for the presumptuous comments they frequently voiced, for their views on the dilly-dallying of the conference delegates.

At any rate, a dozen disheartened and indignant students met informally to consider the possibility of a national association of journalism students. Following the conference, it was agreed that a

federation be established to co-ordinate information concerning courses and future employment, to exchange ideas, and to introduce new workshops including such topics as freelancing, the alternate press, magazine reporting, the French-language press, and the role of women in the media. This conference would be held in Toronto, following the winter break, and would include those in community colleges studying communication arts.

The ultimate objective of the federation would be to send a select group to Media 73 in order that the small number might enjoy some influence.

These disgruntled students, however, appear to be a minority. For others, who fostered no illusions, Media 72 proved to be an invaluable experience. First-hand insights into the place of the press in society, working conditions, and conflicts of interest, helped to create a vivid picture of the problems facing them in their chosen profession. Robert Rupert, of The Newspaper Guild — who was unjustly condemned by a student for appearing as if he was "going to the mike every two minutes and using the conference to expound on the platform of the Guild — consistently revealed the self-seeking of owners.

The majority of students for the first time were made aware of employee efforts and proposed salary sacrifices to save the Toronto *Telegram*. The public had been led to believe that the strikers could share a major portion of the blame. The independence of decision making, the lack of determination in searching for buyers, and the mutual indifference of the Bassett-Eaton concern — behind-the-scenes barriers erected by management — were clearly exposed in Mr. Rupert's talk.

The faults of journalists themselves were best expressed by Harry Boyle, vice-chairman of the Canadian Radio-Television Commission. In an era when communication is relayed almost instantly, more emphasis, he pointed out, should be placed on accuracy and the quality of media coverage — a criticism that we as future journalists should heed.

The formation of a national press council was a subject in which all students could participate. Those from Ryerson had discussed the possible merits extensively with respect to the recommendations of the Davey Senate Committee. Chain ownership was also a topic with which we were familiar.

by SHERRY D. LIVINGSTONE

Perhaps the most useful and enlightening period was the Saturday night gathering at the National Press Club. Here, students had the opportunity to question individual journalists on areas of relevance to them. A more casual atmosphere enabled an easier flow of conversation. Media men and women should be commended for their eagerness to listen to students, offer suggestions and undertake to correct misconceptions. A number of rooms at the Skyline Hotel were also open to those interested in pursuing problems, and, in the few I visited, disputes proved absorbing, controversial and profitable.

These were the occasions when dissenting students should have aired their grievances. Here was the chance for confrontation and rectification. Instead, they grouped to criticize the unreceptiveness and uncommunicativeness of the media.

I, too, admit disappointment at the conference. Conversation in workshops was generally monopolized by working journalists, and opinions of students were often disregarded. In many of these subjects, however, we were ill-informed. Our concerns rested not with low salaries, but with employment standards of editors. Foremost in our minds was the value of attending journalism school. A number of delegates urged practical experience. Editors, they advised, were sometimes hesitant to hire a Ryerson "grad", or any other for that matter, preferring to teach reporters the basics themselves. Bad habits might on occasion be cultivated in schools.

Nevertheless, we could not expect a thorough investigation of these areas for the sake of 80 students. Media conferences were not introduced to act as guidance counselling, but rather as a study session for the working profession. Because of these expectations, students were disappointed.

Media 72 should, however, not be judged on the benefits reaped by students, but on the value of the interaction between media people.

Sherry Livingstone is a first-year journalism student at Ryerson Polytechnical Institute in Toronto.

NEW ADDRESS? CHANGING JOBS? TELL CONTENT

JOURNALISTIC SOLITUDES

by DAVID WATERS

It has become almost inevitable that journalists, at whatever auto-professional meetings they attend, exhaust themselves discussing the frustrations which accrue from their often ill-defined and insensitively structured relationships with their institutional media overlords on the one hand, and the public and its ill-informed representatives on the other.

In this regard, the fourth annual meeting of La Fédération professionnelle des journalistes du Québec was not all that different — except that the tone, the focus and the decisions which were reached reflected that particularly Québécois blend of dedication, impotence, cynicism and durability.

The meeting, held at Laval University in Quebec City, was attended by 70 delegates representing 600 Quebec journalists. Since most of the delegates knew each other well, what divisiveness existed had a familiarity and humor to it which alleviated some of the harshness and anguish that might otherwise have surrounded more formal assessments of such basically gut professional issues.

The federation's fundamental concerns were set out in order of priority by Claude Beauchamp in his lengthy president's report which was published in Média magazine and distributed prior to the meeting. The nature and problems of media ownership topped the list, and that continuing and festering issue was followed by the problems of

the relations between the press and the state, the courts and the police; professional formation and the quality of the news; the right of the public to information; and the education of the journalistic milieu and the public to the problems of the media.

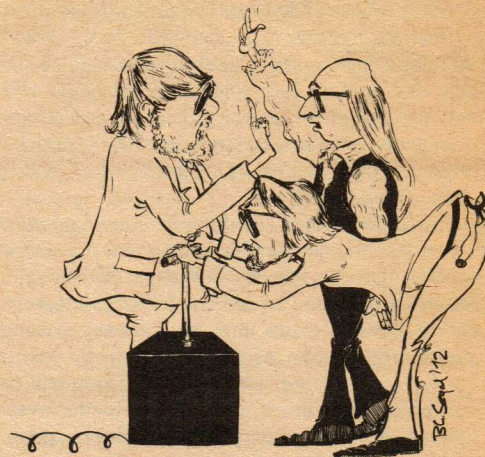
But if these were undeniably the federation's broad and easily understandable preoccupations, there were clearly doubts in many quarters about the federation's ability to do much about them.

In the same issue of Média magazine which ran Beauchamp's presidential report, there was an editorial by André Gagnon which posed the concerns about the federation's overall significance this way:

"The convention will be called upon to decide whether the organization is to continue to subsist in relative impotence; whether it will begin to exist more intensely by infusion of a new spittle; or whether it will eventually disappear forever."

Nothing quite that dramatic happened, of course. The federation will continue its work on behalf of all Quebec journalists for another year. It was not given a radical transfusion of new ideas or new blood. But neither is it likely to be quite as impotent as heretofore.

Delegates did, of course, agonize over the role, the future and the relative impotence of the federation, in particular during their discussion about what should be the federation's policy towards



such specific problems as those posed by the quixotic behavior of the National Assembly's committee on freedom of the press.

The committee initially was sought by the federation. Preparing briefs for it and monitoring its sporadic hearings have taken up a fair amount of the federation's energies and resources. Most delegates to this year's convention were convinced that the committee had proven to be, and would almost certainly continue to be, a waste of everyone's time.

Some of the delegates wanted the federation to dissociate itself from the committee's activities and formally and publicly denounce it as a government dodge. Some felt that the federation should present the 87-page brief that it had already prepared, maintain a watching brief on the committee's activities, but gradually decrease the extent of its involvement in it. Still others wanted the federation to adopt a much more radical posture generally — and one of their suggestions was that the federation launch a parallel, ultra-parliamentary version of the committee and hold hearings of its own throughout the province.

The resolution which the conference committee finally approved exemplified both the federation's frustrations in such matters and the uncertainties and ambiguities which still dog its future strength and cohesiveness.

In effect, the resolution instructed the federation's executive to do nothing radical about the committee for the moment, but to undertake a form of dramatic action a few months from now should the committee continue to fail to live up to the federation's initial expectations.

But if it is true that such discussions and their outcome revealed the divisions which exist within the federation, and which, in part, account for the uncertainties which surround the federation's future effectiveness, it is equally true that the meeting produced evidence of a different kind which suggests that despite such internal weaknesses the federation is continuing to grow, year by year, in strength and significance.

Nothing indicated that better than the almost stirring report which was tabled by the federation's vice-president for the weekly press. In previous years, a troubling gap had always existed between the journalists working in the metropolitan centres, and those who labored in the less affluent and less populated areas of the province. The journalists outside of Montreal and Quebec are clearly beginning to manifest an encouraging professional vigor and support for the federation which could well give the federation the kind of cohesive, province-wide significance which is a fundamental prerequisite to a more potent role in Quebec's

ALGONQUIN COLLEGE SCHOOL OF APPLIED ARTS requires for June 1, 1972

COORDINATOR-INSTRUCTORS

for three new programs to be offered in English
and in French in:

Radio Television Arts
Film Production
Photography

Competition No. 28-72

and additional instructors for these programs:

Advertising (in English)
Journalisme (en français) Competition No. 29-72

In each case, an individual is required who is capable of organizing curriculum suggested by an advisory committee with considerable freedom in structuring and teaching technical /vocational aspects of the program. Supervision of other teaching / technical personnel would also be a possibility.

Qualifications:

Formal training and lengthy, successful experience
Demonstrated technical expertise
Enthusiastic personality and confidence that will allow the successful candidates to coordinate the theoretical and practical aspects of the programs including the selection and coordination of part-time instructors and program content.
Bilingualism will be an asset.

Salary ranges:

Master \$9,010 — \$14,840
Associate Master \$8,375 — \$13,885
Assistant Master \$7,740 — \$12,295

Reply, stating position sought and qualifications, to:

The Personnel Office
1385 Woodroffe Avenue
OTTAWA K2G 1V8

COMPETITIONS CLOSE APRIL 25, 1972

troubled media mirror.

The weakest link now in the federation's growth and significance is probably the English-media journalist. The ranks of the Association of English-Media Journalists have dwindled appreciably. And at the federation's meeting, it was notable that there were only two English media journalists. Ah! Les maudits Anglais! And their all too charac-

teristic and aloofness from les réalités Québécoises!

David Waters, an associate editor of the Montreal Star, is past president of the Association of English-Media Journalists of Quebec and a key organizer of the Media 71 and 72 conferences in Ottawa.

LETTERS

COLONIAL?

Editor:

Please don't get me wrong. I begin by saying the creation of *Content* has been important. Many things about it are good. Even important.

But there's a revolution going on in Canada, and you don't seem to notice it much. I missed *Media 72*, on purpose. From the reports in *Content* I was right.

There was good old Harry Boyle: intelligent, humane, and irrelevant. Should he not have been considering the desperate lack of Quebec news and analysis in the anglophone papers? Was it not strange that the biggest fights were hardly mentioned in his speech, as reproduced? The struggle in Quebec, and the struggle for Canada. Maybe he was invited to be nice and ruminative. Okay. But let's not pretend media conferences are serious things.

There's a revolution going on but few people in the alternative press, even, are on to it. In the conventional press there is an absolute refusal to recognize it. The straight press may not be owned by U.S. capital. But Canadian capital knows how to keep its mouth shut.

Canadian capital knows how to use its mouth against the revolution, too. The *Globe and Mail* editorial on Michel Chartrand not long ago was one of the dirtiest pieces of knife-work I've seen in a long time.

But back to Canadian journalists and *Content*. Your report on The Newspaper Guild perhaps sums up where Canadian journalists are. Your grandchildren will wince when they read that "Washington-based international president Charles A. Perlik, Jr." was chided "for delegating Canadian guildsmen to present the guild's brief to Senator Keith Davey's mass media committee rather than coming to Canada to present the brief himself." If we're going to be happy colonials, the big chiefs have to promise to come up on our festive occasions! None of this delegating authority to Canadians.

And Phil Calder! He's proud that the union supports NABET. And so he wants to keep Canadians in a U.S. union. Does he really believe a Canadian union — an all-Canadian union — would abandon other Canadians like the NABET people? Do we really need U.S. connections to have courage, to be strong? Come off it. Maybe *Content* should change its name to the *Colonial Times*.

But let me end with a parable. In May, 1968, ten million French workers went on strike. The country was brought to a standstill. The basic agricultural wage was raised 50 percent. The basic industrial wage was raised 35 percent. We know a lot of the other things that happened. When France stopped, there was not one newsman in Europe who could point to back copy and say, "I saw it coming and said so." Not one. In fact,

a leading London paper was about three weeks into a long special on why France was the most stable country in Europe.

Your writer's suggestion that the Quebec media people stayed away because they have a better professional situation strikes me as naive. They know there's a revolution going on, and it's a bore to be with people who don't.

Robin Mathews
Ottawa

POST-CONFERENCE

Editor:

Media 72 gave the staff of the *Brandon Sun* a chance to present its case before representatives of the nation's press, radio and television, and I'm sure the public is going to be much better informed about what's going on in Brandon as a result. These conferences should be held annually if for no other reason than to give those with similar grievances a chance to have them aired.

Let's have more such exposés and you'll find reporters from all over the country rushing to attend. After all, who wants to miss a meeting if he thinks he may get a good story out of it!

In future, it seems to me you should have your keynote speaker at the start of the conference. Henry Bate of the British Press Council sparked quite a question-and-answer session which could well have led into some challenging discussion if he'd appeared earlier in the program.

The workshops could have been more inspiring. There was some disappointment that they offered so little practical help to students and others who'd come in hopes of picking up new ideas.

Members of The Media Club of Canada know a good deal about putting on workshops. Individual branches frequently devote their regular meetings to just such sessions. They also are an important part of the program at regional conferences. From Oct. 13 to 15, by the way, the western branches are holding one of these regional meetings in Saskatoon, and The Status of Women in the Media will be its theme.

Workshops also will be included in the program of the national convention The Media Club is holding in Ottawa, May 24-27, 1973.

Incidentally, for the last two years Toronto branch has offered a one-day writers' workshop at one of the community colleges with club members lecturing in their various specialties — everything from TV to radio, to writing fiction, and writing for newspapers and magazines.

K. A. Rex
Chairman
Toronto Branch
Media Club of Canada

INFORMATION OFFICER

A Professional Association requires an information officer for its central office in Ottawa.

Duties:

- Editing a magazine
- Public Relations

Qualifications:

- Experience in editing, journalism or public relations.
 - Academic background preferred
 - Bilingualism preferred
- References will be required.

Salary: Open

Apply in writing to:

The Executive Secretary,
Canadian Association of
University Teachers,
66 Lisgar Street,
Ottawa, Ontario K2P 001

THE LITTLE MARKETPLACE

CLASSIFIEDS

Independent agency needs RESEARCHERS, writers for print and broadcast special projects. Contact Bob Carr, Press Gallery, Queens Park, Toronto, Ontario.

RESEARCHER urgently requires movie-entertainment pages from Canadian daily newspapers 1930-1960. Can anyone help? Box 1327, Station A, Toronto.

RELIGION COPY from Alberta Bible Belt. What can Noel Buchanan offer? (403) 346-3039, 4601 47 Avenue, Red Deer, Alberta.

UNIVERSITY HONORS GRADUATE, 22, now stuck on rewrite desk. Wants reporting spot on metro daily anywhere in Canada. Impressive credentials. Available immediately. Box C, c/o Content, 892 Sherbrooke St. W., Montreal 110, P.Q.

MOONLIGHTING editor in north-central B.C. seeks free-lance assignments. Duncan Cumming, P.O. Box 212, Prince George, B.C. Tel. 604-564-5053, 604-563-2280.

CABLE-TV company interested in first-class journalists to learn TV on part-time basis. Write full details to: WIRED CITY, 21 Woodlawn Ave. E., Toronto 7, Ont.

RESEARCH services. Free information. Bilingual. BRY Services, Box 5364, Station F, Ottawa, Ont.

BILINGUAL journalist to cover environment, resources, for daily radio program. Contact Gloria Bishop, CBM, 1425 Dorchester Blvd. W., Montreal.

MISCELLANY

Jot down August 16-19 in Montreal as the dates for this year's annual meeting of the Canadian Community Newspapers Association — formerly the Canadian Weekly Newspapers Association. The conference is to be held in the Hotel Bonaventure and the Graphic Arts Exhibition Show will have an important place for the '72 event. The graphic arts display last summer in Vancouver provoked considerable interest among weekly publishers and observers. Attendance is expected to reach an all-time high, with a heavy concentration of Ontario and Quebec representatives. The convention will, in effect, be the start of the federation of all associations representing the community press in Canada . . . somewhat belatedly, a tribute to William (Ash) Wheeler, who died at the age of 62. He was editor of the Bank of Montreal's *Concordia* magazine when he retired from the bank in 1967 . . . London, which has more journalists than anywhere else in the world, is doing something to remedy the situation of poor accommodation for foreign correspondents. A 17-storey International Press Centre, to accommodate 500 journalists, going up in Shoe Lane near Fleet Street. Official opening is expected early next year. Sponsors are London's Foreign Press Association, the Newspaper Society and the Press Club, which will occupy the bottom floor. An important part of the structure will be its Conference Centre. There'll be a helicopter landing pad on the roof for the arrival of VIPs. Other services could include closed-circuit TV screens in each room for flashing brief news items; they'd be linked with an editorial library service operated by computer and based on microfilm . . . James L. (Pete) Fowler, picture and-features editor of the Kingston *Whig-Standard*, died at the age of 37. He had previously worked with the Regina *Leader-Post* and the Windsor *Star* . . . if you haven't seen it, there was a story a few weeks ago about Prime Minister Trudeau calling on the news media to play down violent demonstrations and give their attention to ideas which are presented peacefully. " . . . The moral should be that if you demonstrate peacefully — if you have a great idea and sell it to people — then we will report it. But if you use violent means to do it, we will not give you the prominence that you are obviously looking for." Because of most techniques now in use, he suggested that the media may serve the cause of violence. Should we heed? . . . W. Clifford Healey, 67, who ran a studio in Welland, Ont. has died. An associate of the Royal Photographic Society of Great Britain, he won hundreds of gold medals and awards, including competitions at Expo 67 and Expo 70 . . . Brian Huggins has been named director of public relations of the Public Service Alliance of Canada. Huggins, 40, previously was head of media relations for the federal department of labor and his union activity began with the National Union of Journalists in the

United Kingdom . . . newspaper readers in Canada and the U.S. spent more than \$3 billion last year to buy their weekday and Sunday newspapers, the American Bureau of Advertising has reported. In Canada, the total was more than \$190 million, a five per cent increase . . . since most freelancers have pulled out of the federal Parliamentary Press Gallery, Bob Carr's Freelance Information Services may be the largest independent radio news agency covering government activities in Canada. The Ontario Legislature bureau was created five years ago. Carr has written for weekly and daily papers as well. With the addition of Margarete Wilkens, formerly of the Thompson assigned research and writing jobs with a planned expansion . . . Glay Sperling, chairman of the communications department at Dawson College in Montreal, is going on sabbatical leave to complete a master of science degree at Boston University's School of Public Communications . . . Michael Blagg, business editor of the Ottawa *Citizen*, has quit, as he says, the frustrations of trying to get out a daily business section by himself and has gone into the more luxuriant pastures of public relations — John Doherty and Company, Limited . . . Marc Thibeault of *Le Devoir* is now president of the Montreal press club (lower-case, intentionally), succeeding Larry McInnis of the *Gazette*. At the same annual meeting, the membership agreed to change the name of the group from the Montreal Men's Press Club to the Montreal Press Club, which means women journalists can be admitted to formal membership. Admittance of women — as members, although not as guests of males — has been voted down consistently during the 24 years of the club's existence. Charter changes now are necessary to formalize the decision — and already applications are coming in from the females in the trade . . . the increase in political control over broadcasting services in West Germany, contrary to the country's broadcast laws, is stirring a controversy about the breach of democratic principles. The Christian Social Union is amending the broadcast laws in Bavaria

so that the party in power may be able to control radio and television for its own political purposes . . . Terry Mosher, professionally known as Aislin, has joined the Montreal *Gazette*, and will have a regular Saturday caricature spot called Grape-shot. He left the staff of the Montreal *Star*. His collection of 100 *Caricatures* has nearly sold out on a 5,000 printing. He'll continue to do spot work for *Content*, *The Last Post* and other publications . . . dead at 39 is Al Boliska, a popular radio announcer in Montreal and Toronto, and elsewhere since he'd been syndicating humorous broadcast material . . . Vancouver's major cable TV company, Premier Cablevision Ltd., is nearing completion of negotiations with the CTV station which the system carries to replace commercials on cable-carried U.S. programs with Canadian advertising. There is an indication of a fight from border TV stations in the U.S.; the outcome could set a precedent for other Canadian cities . . . there's been a shake-up at *Newsweek* magazine, in an effort to correct a 6.7 per cent decline in ad pages last year . . . Patrick Watson is a fine form on WNET's *The 51st State*, a public affairs program about New York City. Using TV to convey how people live and feel, the show often asks embarrassing questions of politicians and other guests. Nat Hentoff considers the journalistic style to be years ahead of most other American television programs . . . and still on the topic of TV, the Canadian government has given a group called Sport Participation Canada a grant of \$350,000 to help lure adults away from the tube. It's designed to counteract passive activity and encourage sport . . . winners of this year's Southam Fellowships for study at the University of Toronto are: François Aubin, assistant news editor, *La Patrie*, Montreal; Arthur (Bud) Jorgensen, staff writer, *The Canadian Press*; Betty Lee, feature writer, *Toronto Globe and Mail*; Hugh McCullum, editor and general manager, *The Canadian Churchman*; and, Martin O'Malley, national reporter, *Globe and Mail*.

TIME TO RENEW

(OR SUBSCRIBE
FOR THE FIRST TIME
IF YOU
AREN'T ALREADY
ON OUR PAID LIST)

content

There's nothing very pleasant about poor-mouthing, but if *content* is to continue its efforts on behalf of better journalism and media in Canada, we do need every available \$5 cheque or money order. So why not be a good sort and do it now? There really needn't be any indecision about subscribing or renewing.

892 SHERBROOKE W.
MONTREAL 110, P.Q.

content

Published monthly by
Reporter Publications
(president: Harry E. Thomas)
892 Sherbrooke West
Montreal 110, P.Q. Canada
Tel. (514) 843-3094

Subscription rate: \$5.00 per year
Advertising rates on request.

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

MR BARRIE ZWICKER
22 LAURIER AVE.
TORONTO 280 ONT 5-72