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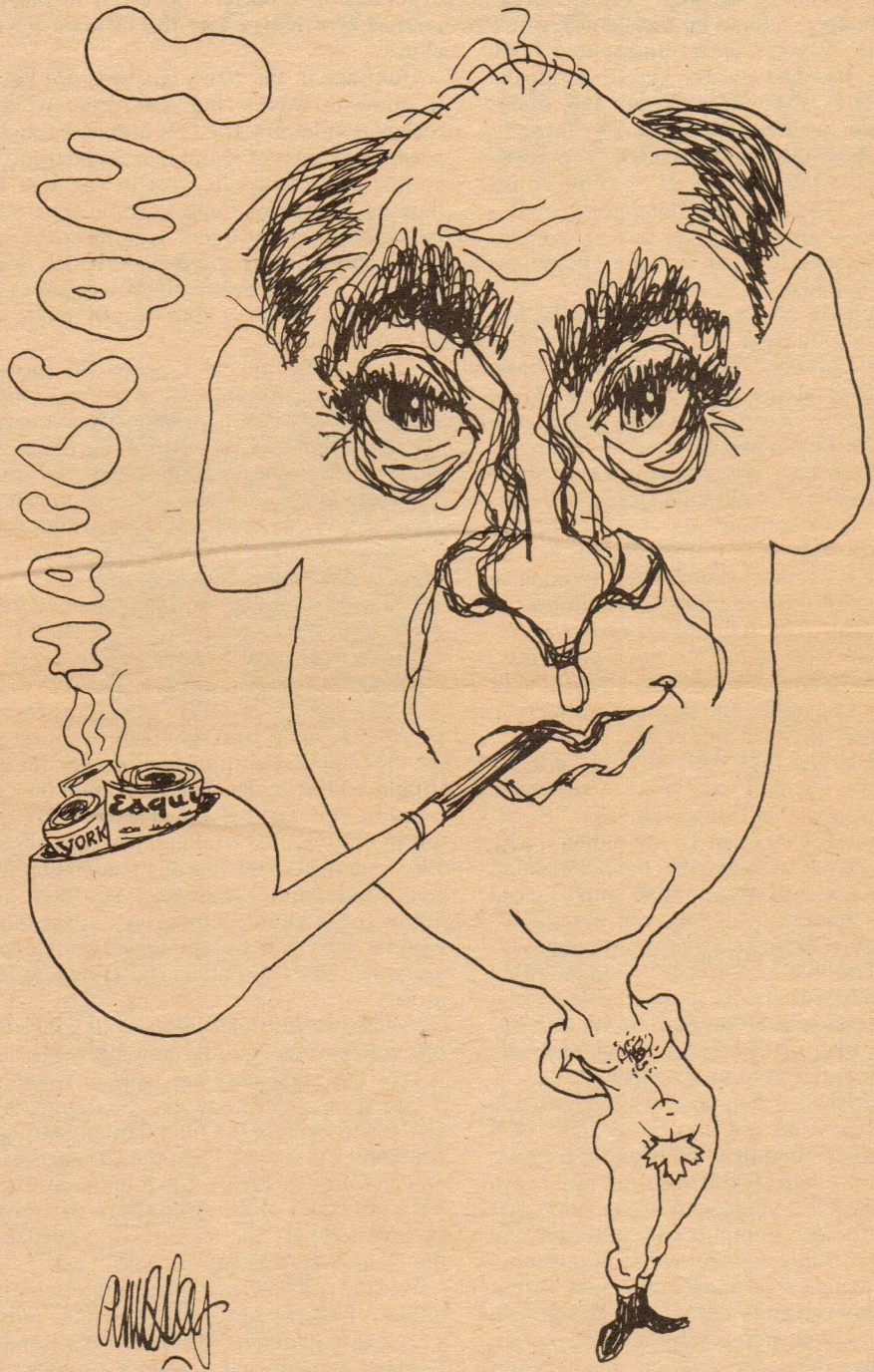
for Canadian Journalists

(CP)—?

THOSE AIRY
AIRWAVES

OUR
DICTIONARY
REVISITED

FROM
THE EDITOR



NEWMAN
ON MACLEAN'S

CP, HEAL THYSELF

by BARRIE ZWICKER

"That's the trouble with The Canadian Press," an irate publisher once exclaimed at a CP annual meeting. "It's one of those faceless corporations with no soul to save and no ass to kick".

Perhaps because legendary Gillis Purcell was commonly held to be the "soul" of CP during his 29 years as its undisputed boss, CP never has had its ass kicked seriously. Its own files show remarkably few major pieces have been written about CP during its 55 years as an important Canadian institution: a couple of *Maclean's* articles by Scott Young in the late 40's, a spate of laudatory profiles on Purcell when in 1969 he turned over his general manager's chair to John Dauphinee — that's about it.

As a co-operative, CP generally has satisfied its publisher and broadcaster members by supplying a non-controversial basic news service at low cost. At a steal, to be more accurate. To its managers it has provided an identity, a way of life and a challenge.

Its staffers agree all stories are true of CP reporters being sent out with streetcar tickets to cover major assignments, but they harbor a stubborn pride in the organization. For all its faults, it provides unmatched training in how to write tight, accurate and impartial copy — fast. The CP staffer knows in his heart he has worked harder, more efficiently, and more anonymously, than most newspaper reporters. Generally for less pay. A person must respect his own sacrifices.

And the public. Yes, well the public doesn't really know what CP is. "We've worked in the background," as Dauphinee says. "Statements about CP are made by our officers, who are more closely associated in the public mind with their own newspapers than with us. And there's a tendency not to write about ourselves in the Canadian newspaper business."

True. The "CP syndrome" — muted pride — fits nicely within the Canadian characteristic of excessive moderation. (Q: What is the definition of a Canadian? A: Someone who carries moderation to an extreme.)

CP flourished briefly in the headlines this month when it moved into three floors of a modern office building at 36 King Street East in Toronto. Coincidental with the move will be considerable technical improvements. The most up-to-date computer installation will route and partially edit stories. Multiplex operation — using CP terminal equipment to split one telephone-quality circuit into 20 teletype channels — will increase by a hefty margin the wordage the agency will be able to pump out.

Sold at a handsome-plus profit are the now-tawdry two-storey headquarters at 55 University Avenue. The big move has absorbed much recent energy of CP's top management. That and the difficulties of dealing with a budget cutback which followed the death of the Toronto *Telegram*, the lengthy *La Presse* strike and the Quebec *Chronicle-Telegraph* switching to weekly publication.

When the bugs have been worked out of the new operation, CP's management would do well to take careful stock of the organization and its priorities. For computers and

braids of cables constitute the smaller part of a wire agency's reputation and potential. As every presidential speech has stressed: "CP is only as good as its people."

Lately people have been leaving. More than a dozen top reporters have left in the past year. Four or five left the Ottawa bureau alone.

Quittings in the news business are known to come in waves, but the recent wave of resignation letters at CP is almost enough to wash away part of its human foundation: ten senior staffers have split in the last few months. Dauphinee and general superintendent Doug Amaron admit to being concerned, although Dauphinee claims: "Overall, we've probably got the best staff we've had in any recent time." That's hard to prove one way or another.

The leavings appear triggered by the staff cutback accomplished by attrition. Opportunities for advancement seemed lessened and staffers who had been thinking of leaving decided this was as good a time as any to make the jump. Management maintained salary increases as usual, or the attrition might have zoomed. Those who left went to newspapers, government and, in one case, UPI.

It won't be an easy problem to solve since, with the 1972 budget at \$7,250,000 (a \$350,000 increase over the previous year), the fee jump for the 102 publisher members averaged twelve per cent. Publishers will scrutinize any management request for another increase with an exceedingly fine eye. If tight budgeting has been the chief obstacle standing between CP and greatness, the next few months could be telling. Many publishers may want to hold the line on membership fees; some may want a rollback. The new head office setup should cut salary costs (some editors' jobs will be eliminated) but capital and other costs will offset the saving, at least at first.

The conventional view among CP staffers and other toilers in the nation's newsrooms is that the publishers are as penny-pinching a bunch of gaspers as can be found. What else could explain the humiliatingly-stringent economies that have been the CP norm since early efforts to create CP foundered on the fiat refusal of the newspapers of Central Canada to share the transmission costs over the "unproductive gap" to the West.

Ex-staffer Ron Evans, now film and literary officer of the Ontario Arts Council, tells of a typical experience. He was in the London, England bureau and assigned to cover the Marilyn Bell Channel swim. Refused authorization to rent a car even though no one knew where on the coast the plucky swimmer would show up, the plucky staffer cruised the roads along the coast, on a double-decker bus, peering out to sea. As it turned out, he came across a lighthouse where a CBC crew was monitoring radio signals from a swim boat chartered by the Toronto *Star*. Evans was one of the few on hand when she dragged herself from the waves.

The publishers, typically, have little to say and less that they want heard (not until this year did they permit CP's annual meetings

to be open to the press, and the business portions still are closed). But a look at the cost to members shows they could back an argument that they have not been as chintzy as they're reputed. Fees this year are 96 per cent higher than they were ten years ago. "Any time that management has requested funds for necessary foreign coverage, there's never been any question," Dauphinee says.

According to CP treasurer Glen Witherspoon, one director a few years ago ordered a study comparing CP's rising costs with those in his paper's editorial department. "He found CP's costs hadn't gone up much differently than his own and satisfied all the directors that costs were not unreasonable."

The rise in the average Canadian daily's editorial costs is not the only measure to apply to CP's operational costs, however. At least as valid is a comparison with newspaper profits. As the report of the Special Senate Committee on Mass Media noted, after-taxes newspaper profits as a percentage of total equity in the ten years ending in 1967 was between 12.3 and 17.5 per cent yearly! Publishers hardly have been in a position to scream about rising costs of CP. Or perhaps they were so busy counting their money they didn't notice.

The bargain that CP always has represented to the publishers also can be put in absolute terms. Past-president St. Clair Balfour, president of Southam Press Ltd. and one of the most civilizing influences on the nation's press, put it this way in his retirement speech: "I believe that the CP news report is the best bargain any of us gets these days. (I suspect its cost to most of us is that of four or five reporters on staff!)"

A crucial question is how CP's top management goes about deciding its budget requests, and how the decision-making process of CP operates. "I've carried on the pattern of development established," Dauphinee says. But that pattern was one keyed to growth needs, which enabled management to sidetrack philosophical judgments about interpretive reporting, for instance. "Perhaps we haven't requested as much as we should have," Dauphinee admits.

My prediction is that management will have to change some of its thinking habits.

The move to 36 King Street East will be a morale booster, but the rosy glow over Toronto inevitably will fade.

The basic change facing CP management is apparently to a stable-state from a growth era. In a growing organization, former Science Council chairman O. M. Solandt has noted, management is easier because personnel problems can be handled through shifting people up or sideways as new openings occur. Most philosophical and policy problems can be dodged at the same time. In a stable system, problems must be solved by helping the staff become more proficient, and by increasing the satisfaction levels of the people in the organization. If these things are *not* done, staff will leave.

The decision-making process is a sort of partnership, Dauphinee explains. Who, in the main, proposes changes? Dauphinee answers:

"Which came first, the chicken or the egg?" In good times, however, the answer, really, is management.

To begin with, Dauphinee has known all the CP board members five years or longer. Purcell took care in his last five years to integrate Dauphinee into the picture thoroughly.

Important questions generally happen to be raised by several people on the board and in management. "But when it comes time to act, it has more often been management," Dauphinee says.

He does his homework. Since he knows what he's talking about, there are few occasions for squabbling. Dauphinee also is expected to voice his personal opinion "on the merits of moving one way or another."

The phrase most often occurring in the minutes of the executive committee is: "Executive committee approved a management recommendation that . . ." Dauphinee describes the executive committee as "a hell of a good one." It meets four times yearly. Current members are CP president Gabriel Gilbert, publisher of Quebec's *Le Soleil*; former CP employee Norman Smith of the *Ottawa Journal*, a past CP president; ex-CP staffer Ross Munro, publisher of the *Edmonton Journal*, first vice-president; St. Clair McCabe, executive director of Thomson Newspapers, and R. S. Malone, publisher of the *Winnipeg Free Press* and general manager of FP Publications Ltd.

A broad challenge facing this key group is the changing nature of news; the problem is acute for a wire service.

"Has CP moved far enough beyond its meat-and-potatoes diet of explosions, floods, budgets and who-said-what reportage?" Hugh Winsor asked in a *Globe and Mail* news feature on CP July 4. "Can it retain the interest and skills provided by its senior journalists, and retain the interest and support of its more aggressive members who believe their readers want a more meaningful diet?"

CP is staffing more news today than almost anyone would have dreamed of ten or twenty years ago. But Dave MacIntosh, who left CP's Ottawa bureau recently to join the National Capital Commission, answers Winsor's question: "I got so I could write those stories in my sleep," MacIntosh said.

CP's staff suffers the same maladies as do journalists on the papers, only more so. For every Joe MacSween, who writes interpretives on Quebec's labor troubles, church-state relations and the education system, there must be four staffers handling copy by rote, within a restricted vocabulary, whose thinking is anesthetized because they can explore neither the delicate interstices nor the "glacial movements which determine the eruption of events and the emergence of personalities that we call news," in the words of James Carey of the University of Illinois. And, as on the papers, too few staffers have the taste or stamina for such explorations.

Cutting and chopping and rendering everything suitable for St. Clair McCabe — that is the life of a CP staffer. And on a wire service, who has the time and energy, assuming the inclination, to read articles on journalism, or invest two or three days at a journalism seminar to get a new perspective?

If staffers stopped to analyse with care and humility the significance of using phrases such as "self-styled" and "terrorist;" of their acceptance of the official style-book baloney that "every story worth printing can be written for *The Canadian Press*;" of the mentality of their ultimate bosses, they would be faced with an apprehension that they have been brain-washed into being human cogs in a machine whose incidental purpose is to inform

the Canadian people. Its final purpose is to make profits for the few by selling as many ads as the presses and forests can bear.

The better papers are more attached to the incidental purpose and at least two of them — the *Globe and Mail* and *Toronto Star* — are studying the possibility of dropping CP and using the funds to strengthen their own news operations.

Assessment schedules are secret but I tracked down the 1970 schedule. That year, the *Star* paid \$116,530 and the *Globe* \$99,305 to CP. The respective figures today would probably be well over \$150,000 and \$120,000. CBC has been considering dropping CP and setting up its own news service. On the face of it, this appears unlikely — but CBC does strange things. Dauphinee thinks CP might find new revenue from cable TV if cable systems get permission from the Canadian Radio-Television Commission to advertise. But even with that eventuality, I can't feature even quite large cable systems buying CP: the key characteristic of cable is that it's local.

Mel Morris, the *Star's* wire editor, dismisses CP almost brutally. "We are badly served by CP," Morris told Theresa Voight, one of my journalism students. "There is no flavor

and everything is written to a formula. Wire services will have to change. I would like to see them discarded."

Morris works for a paper well along the road to magazine-style copy. But 80 per cent of the papers making up CP are small- or medium-sized. These are the tacky Thomsons, the soiled journalistic necklace strung across Canada's suffering breast.

McCabe gives an idea of how long you should hold your breath until improvement strikes his chain. "I don't like that kind of thing (interpretive stories) from a news service . . . we're not going to need very much profound stuff in our market," he told Winsor.

At Thomson HQ they talk of their market, not their readers.

According to Dauphinee, the larger papers, and CP, exert a continuing pull on the smaller papers to improve. "I don't think it's possible for any paper to maintain the status quo today," Dauphinee says. Hmm, A lot of them sure as hell try.

Dauphinee says the larger papers are talked about, quoted in Parliament, circulated in the smaller papers' areas. "And the change in the smaller papers is perhaps more a reflection of changes in CP," Dauphinee says.

Digging is part of the story.

No matter how well TIME/Canada's correspondents and writers do their job, final responsibility for the accuracy of the stories they report on rests with someone else. With one of five reporter-researchers in Montreal who don't take anyone's word for anything.

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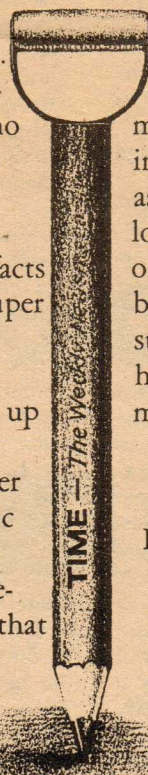
They must stand behind every fact and insure that

the spirit of the story is preserved no matter how many revisions take place. Their efforts earn lots of pats-on-the-back—but when the rare error does slip through, the reporter-researcher must shoulder the blame.

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CP, agent of ferment? Better not tell Malone, whose FP Publications Ltd. controls the *Globe and Mail* and the Vancouver *Sun*. Winsor quoted Malone as asking: "Who wants another interpreter on Rhodesia and these far-out things? ... All you young fellows want to do is write interpretives ... most interpretives are just press gallery gossip." Malone may be fermenting, but not with change.

Malone seems equally resistant to "excessive" foreign coverage and interpretive reporting. But there is one area of foreign coverage that the Malones never complain about: the flood of U.S. copy, laced with a good number of interpretives.

CP originally was so many copper wires to carry AP news around Canada. It's still basically a one-way wire. One study showed four large Canadian dailies devoted 13.6 per cent of their available space to U.S. news during a three-week period, while four large U.S. dailies devoted .5 per cent of their news hole to Canada.

CP's management appears somewhat aware of the brain-washing administered by the flood of AP. Doug Amaron says the new universal desk at 36 King East will ameliorate the situation. The eight-man CP operation in New York is being cut to three. Processing of AP copy will be done in Toronto where presumably a Canadian milieu will influence the editing. "We'll have exactly the same wires as now, but more control over copy," says Amaron. And the U.S. news will, thanks to the wonders of technology, clatter in 24 hours a day. The cutback in New York was made for economics-of-consolidation reasons and Dauphinee seems oblivious to the significance of this endless stream of non-Canadian news.

CP's Quebec operation is the subject of considerable criticism inside Quebec, and out. A problem is the parallel desk set-up in Montreal which pretty well seals off French-language journalism from the English. In the Quebec City bureau "the English-language guy doesn't step inside the bureau," one ex-staffer said. "He reports back like a foreign correspondent."

Double-teaming is another irk. The ex-staffer, with eleven years behind him on CP, and a staffer with 20, agreed that it is overdone. English-language staffers often could do an assignment alone, sending back key quotations in untranslated French, they say. Major stories would be double-teamed.

The SF (Service in French) crew is not being exposed to wire agency requirements; copy comes in over-written. "Reams and reams of the stuff ... Jesus," said the ex-staffer. Leads are buried. This is not a necessary expression of French-Canadian culture, the critics claim. The Reuter French wire and AFP do not carry buried leads, they say. "I'm firmly convinced Toronto doesn't know a damn thing about what goes on," the ex-staffer said. Head office visitors tend to spend their time sitting in the office of the local bureau chief, not the best way to take a pulse. The critics would like cross-pollination between French Service and English. But one specific suggestion is to have "a wire-agency-trained English-writing chief of bureau in Quebec City."

This suggests the old two solitudes. The parochialism of some Quebec City copy may be a problem but so is the lack of insightful backgrounders on Quebec's turmoil done by English-language staffers. A further complication is that sometimes these backgrounders don't get past Toronto, according to assistant Montreal bureau chief D'Arcy O'Donnell.

Those who have studied the problem report a great deal has been done. Under Purcell

and Dauphinee and with the encouragement of St. Clair Balfour and the pricking of the *Globe and Mail*, CP's French Service was created and improved and Quebec coverage improved substantially. CP's French Service study committee recently found that all things considered CP is doing its best and better than it might. A private study by Ted Moser of the *Globe and Mail* showed the underlying reason for late CP copy out of Quebec was the poor performance of Quebec's English-language morning papers. There are the usual problems of carbon copies not being placed in CP newsroom baskets, unenthusiastic reporters and, on top of it all, the turnover problem. Somehow, a Quebec report goes out daily to merge with the 7,000,000 words a week that CP moves.

CP's Quebec problems might be expected in a two-culture country threatened from within and without. I don't think that even if the Quebec CP operation hired a dozen prize-winning veteran bilingual feature writers that the bitching about CP copy out of Quebec would be stilled.

CP is suffering some hardening of the arteries which is most noticeable to the staff at the bureau-chief level. The most complaints I heard were about Fraser MacDougall, who joined CP in 1949, and will have headed the Ottawa bureau for 13 years when he retires in September. "Impossible to work for." "When he was away things were so peaceful." "He couldn't communicate." Some comments of staffers.

A former Ottawa staffer, a girl, noted the male chauvinism. Females started at \$100 a week; "any guys" started at \$125. Women find promotion slow or blocked at CP. One wanted to cover Parliament but got no further than the Senate. But head office values MacDougall for his knowledge of the Ottawa scene and his "being held in high respect by people of all political parties and the civil service ..." which had enabled him to stop "many stories that would have been wrong."

Reporters tend not to celebrate such contributions.

Montreal bureau chief William Stewart is 57 or 58; O'Donnell is 54; Jack Brayley in Halifax is four years from retirement; Fred Chafe in Winnipeg is in his 50s. CP could use some men and women in their early 30s nearer the top. Bureau chiefs should be rotated; AP and UPI rotate. "Out of touch" is the phrase heard too often to describe CP bureau chiefs.

CP should begin testing some unwritten rules. Surely a good start would be to become much more selective about American news and forget the crap about status quo news judgments being based on "giving the readers what they want." The Davey committee researchers asked the readers, yes, but the readers were not informed of the alternatives to the kind of news they get.

The second priority should be to tighten the belt around the news CP shuffles back and forth across Canada like a worn deck of cards.

One example. "Vancouver fears rat infestation in garbage," the single-column head on the front page of the Toronto *Star* (May 27) told us. It was a CP story. The impression was that the population of Vancouver feared the rats, and that there was physical evidence to cause such fear. Neither was true.

VANCOUVER (CP) — The city's health department is sending letters to downtown restaurants warning them of the danger of rats from the garbage accumulation as a result of the month-old strike by Vancouver city workers.

That's the "story." It goes on to quote med-

ical health officer Gerald Bonham as revealing that "garbage provides ... food and shelter for rats."

Now you know. How CP could consider this news inside Vancouver let alone outside I don't see. No editors' minds could have been functioning May 27. It's the story that was garbage.

CP needs more reporters. Dauphinee recognizes this and says that if he had the additional budget he would post additional staffers in "a dozen places" in Canada: one in northern Saskatchewan, an additional man in Winnipeg to cover northern Manitoba and northwestern Ontario, a man permanently in Fredericton, the same in P.E.I., and another man in Newfoundland. Members have been asking for more staff-written news out of Toronto.

When all the pros and cons have been discussed whether more CP staffers should be posted abroad, a comparison of almost any AP story from abroad with almost any by a Canadian correspondent will supply the answer. It's strange for a news agency whose World War II correspondents carved an important part of its reputation to back-pedal so furiously whenever anyone mentions the need for more Canadian eyes around the world.

To slow the turnover rate at CP requires a revamping of its management setup. There's a need for "middle management" in the view of a couple of thoughtful staffers. They meant young capable people who would tend to morale problems before they got out of hand. Mel Sufrin, chief of picture service, was mentioned as "someone with a real gift for human relations." Such a person can gain the confidence of staffers over a beer. Corrections can be made without the staffer being branded a trouble-maker.

Dauphinee, Amaron and general news editor Ken Smith are too busy to do personal fence-mending. In the old days, resignations by promising staffers were often prevented or reversed by a telephone call from The Old Man, GP, himself. He would let the staffer know he was really appreciated and might offer him a raise, new posting, or another sweetener. This is not Dauphinee's style. With 177 editorial employees from budding poets to seasoned world-travelled professionals on board, CP's management will have to develop means of raising satisfaction levels.

Dauphinee is a good man for the job he inherited; whether he's a man who can move CP forward in news philosophy and practise while under gentle waves of resistance from most of the nation's publishers remains, as they say, to be seen. He works from a foundation of respect and goodwill with the publishers established by Purcell and himself.

CP has a soul to save and at least four asses to kick: the publishers, management, staff and public, in that order. The public is unlikely to do much except sit there in a daze, as far as CP is concerned, so improvement will have to come from the other three components of this remarkable man-machine system.

Management may have to cash in some of its goodwill with the publishers to protect its staff and improve its service to the public — especially if CP suffers further blows to its revenue structure.

Barrie Zwicker is a freelance writer in Toronto.

Content, for Canadian Journalists, is published monthly by Glenwood Publishing, Suite 404, 1411 Crescent St., Montreal 107, P.Q. Second class mail, registration number 2501. Return postage guaranteed.

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Financial Times OF CANADA

May 29, 1972

Vol. 60, No. 54

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Perspective

All those previously-prepared agreements signed in Moscow this past week by President Nixon remind us how carefully such things are stage-managed in these days of the all-seeing television eye.

The trouble is that the perception of the electronic media is wide and far but not deep. Mr. Nixon has signed an anti-pollution agreement with the Soviet Union, as he did with Canada during his visit to Ottawa last month. Such declarations of good intentions are easy to make. But what matters is whether anything happens after the television cameras are packed away.

Still, on the Churchillian principle that jaw-jaw is better than war-war, it was a good start on a peaceful summer to have Mr. Nixon in Moscow signing agreements.

Jobless in summer

Summer has begun whatever the calendar says and with it the search for jobs by university graduates. Again this year, it isn't going well. One estimate, as we report on page 5, is that 20% of this year's crop of graduates will still be looking for work next Christmas.

It isn't easy to assign blame. The post-war baby boom has been a factor. Students and their parents have too easily assumed that a degree would be an automatic ticket to steady, well-paid employment.

Brighter days may be ahead. Perhaps the problems of this and other recent summers will lead to more realism but at the expense, unfortunately, of the frustration of some bright young people.

This one worked

It is a pleasure to find a job-creating federal program which is working effectively and at a reasonable cost to the taxpayer. Such a scheme is the training-on-the-job program, reported on page 7.

When public money is used to create employment, the cost per job is sometimes astronomical. The program by which people were hired and trained on the job cost Ottawa \$50 million, or an average of only \$1,200 for each job created.

The main reason is that the projects involved were not dreamed up by bureaucrats. The trainees were hired for specific jobs which were known in advance to exist. A success like this deserves close study and emulation.

Connally could brag

If John Connally were still at the U.S. Treasury, he might be bragging that he said the Canadian dollar would rise in value. Canadians are looking at the situation more ruefully. But most seem to think we can wait.

That does not evade the awkward situation we are in. Apart from the U.S., we are the only major country without serious restrictions on capital inflows. And our high interest rates make Canada an attractive haven for a company with spare cash. Still, as long as the strength in the dollar is based on a temporary interest rate differential, there is no reason to alter our exchange rate policy.

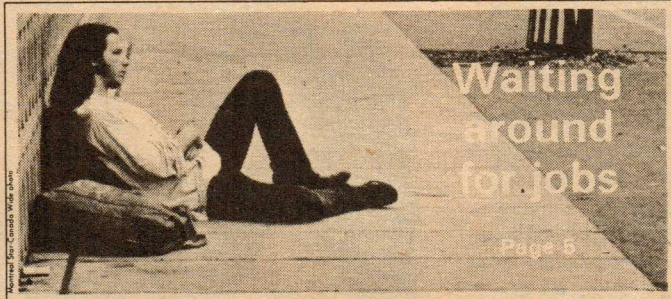
Hopefully, Mr. Connally won't be able to brag for long. But if he is, it will be time to make some basic changes in our commercial policy and in the way our capital markets work.

Fundamental splits

In Quebec, the garbage piled up on the streets of Montreal, the docks were idle and a power-struggle shook the Confederation of National Trade Unions to its foundations last week.

Through the union turmoil, one thing was emerging clearly. Some sections of the labor movement and particularly some leaders, are interested in global objectives, in overthrowing the "system" and so on. Others are more interested in getting the best deal they can for their members at the bargaining table.

Laboratory abounds in exhortations about unity. But with such diverse objectives, it may be healthier for divisions to occur. This isn't to say, of course, that the life of an employer will be any easier when confronted by a bread-and-butter union.



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The week

Dollar rises to new high,

OECD meeting falls flat

A continued inflow of capital pushed the Canadian dollar to a new high of \$1.0165 (U.S.). Trading was relatively heavy. Ministers from the 23 countries in the Organization for Economic Cooperation and Development met in Paris but could not agree on the proper forum for discussing monetary reform. Details, page 3.

A conflict of interest

alleged in dumping case

The justice department wants to overturn an Anti-Dumping Tribunal ruling. It says the former chairman, William Buchanan, who resigned this month, had a conflict of interest, having worked with two firms involved. Details, page 4.

Markets still riding high

in both Canada and the U.S.

Stock indexes in Canada and the U.S. advanced again. The Toronto Stock Exchange industrials rose 2.40 points to 206.24. The Dow Jones industrial index gained 9.71 points to 971.25. The TSE index closed at 206.57 on Thursday, an all-time closing high. Details, page 17.

Ames president suspended

over conduct with Kaiser

The Ontario Securities Commission will suspend the registration of the president of A. E. Ames & Co., William MacDonald, for the week of June 19. The OSC announced the penalty but not its reasoning after a three-day hearing on the violation of terms in a prospectus for Kaiser Resources Ltd., an Ames underwriting. Details, page 15.

On-the-job training plan

provides 43,000 new jobs

The \$50 million which Ottawa devoted to its training-on-the-job program has been useful. Nearly 43,000 unemployed people found jobs through the scheme, in which Ottawa pays 75% of the labor costs involved. Details, page 7.

B.C. launches Crown agency

to aid manufacturing firms

Premier Bennett said that British Columbia will launch its new loan agency for manufacturing and food processing companies with an initial capital of \$50 million. The provincial government will guarantee bonds of a Crown corporation which will make low-cost loans to B.C.-chartered companies. Details, page 10.

Quebec labor talks resume

but CNTU split threatened

Talks resumed between Quebec's civil service unions and the provincial government. The Confederation of National Trade Unions was split as moderates decided to quit the organization. In St. Lawrence ports, longshoremen continued a wildcat strike. Details, page 12.

Oil companies unsuccessful

in opposing Alberta's tax

At hearings on Alberta's proposed tax on oil reserves, the major oil companies objected strongly through their industry association. The government still seems set on getting more revenue from oil, but it may sweeten the pill somewhat by establishing new exploration incentives for the industry. Details, page 13.



Financial Times

OF CANADA

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THE NATIONAL MAGAZINE CALLED PETER C. NEWMAN

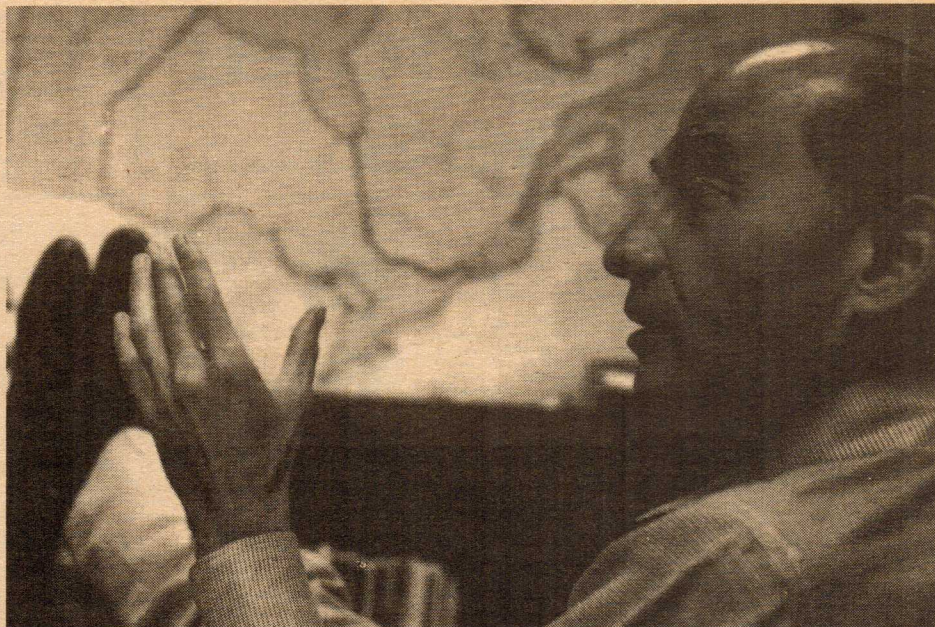
It's well more than a year since Peter Newman assumed the editorial responsibility of Maclean's magazine ... and it's taken that long for the magazine to start taking a clear shape, after having gone through several turbulent years. To find out a bit about the Newman philosophy, the techniques practised, and the response of readers, Content editor Dick MacDonald talked to Peter C. and others. An edited transcript of the interview with Newman follows.

Content: What are among the most fundamental changes made in the magazine in the year or so since you've become editorial chief?

Newman: One of the most fundamental changes was that when I arrived I let nine people go, including all the so-called staff writers. There are three main problems in having staff writers. I'm most conscious that Maclean's is Canada's national mass-circulation, better or for worse. I have a map on the wall; everytime we have a story out of any region I always put a pin in, so it physically reminds me that we have to deal with all of this country. As long as there was a large Toronto-based staff, what we had to do was send out somebody from Toronto to, say, New Brunswick to write an article about Dick Hatfield. Now, no matter how good that somebody was, he really didn't know very much about New Brunswick politics, except what he read in the clippings. He really didn't know much about Hatfield. When we did a story on Hatfield. He's a poet, he's lived in New Brunswick all his life, knows Hatfield, knows New Brunswick politics intimately. I got a better story, as a result. That was the first thing: if we're to be a national magazine, we don't have a cadre of Toronto writers do our reporting; we have people in the field to capture the mood, the smell and vibrations of the country — and send them back to us.

Secondly, having staff writers meant that to justify salaries you had to publish everything they wrote, because they were well-paid. I figured out how many articles they wrote and it came to \$2,000 to \$3,000 for each article. It ate up the whole budget and meant that only about \$1,000 per issue was left for freelance. I completely reversed that. The magazine is now being published with the same budget as it was then; the editorial budget is approximately a half million dollars a year. But we now are able to hire the best talent in the country, all over the country, and we've reduced the editorial staff here to what is, in effect, a production unit. Some editors here write, I write occasionally, but mainly we're concerned with taking articles, editing them, doing illustrations, and really producing the magazine.

The third thing that was wrong with staff writers was that we were listening to ourselves; you can't sit in an air-conditioned office, seventh floor of a downtown Toronto skyscraper, and decide what you're going to put in a national magazine. This way, we're get-



Photos: Keith Beatty

Sketch: David Annesley

ing suggestions from all over the country — people who know they have access to Maclean's and we're publishing not just established writers from all over the country, but new writers which before we weren't doing.

Content: Is there a pretty heavy volume of story ideas coming in, or stories themselves coming in, or a percentage of which you could filter through and accept or reject?

Newman: We get, on a weekly basis, at least a hundred articles or well-thought-out suggestions. I'm not including the standard letter, which says, 'I'd like to write about Women's Lib', but well-articulated ideas — at least a hundred a week. So we have some two-way contact with our readers.

Content: Speaking of readers, and given what you've said of the philosophy of the magazine, they seem to appreciate the fact that no longer a "Toronto mafia" is publishing Maclean's?

Newman: I think so. It's a hard image to break. It's not only been predominant so long, it's been true. But I think we're breaking through it. I travel a lot and I always combine speeches given somewhere with spending an evening talking with writers and encouraging them, so we're getting across — people are realizing that the market is there, the doors are open. But we haven't got all the way by any means. There still is a feeling that because we're in Toronto you'll be better off. It's not true, but the feeling still is there. Fact is, fewer than half our stories during this past year have come from Toronto writers.

Content: If you or anybody else is trying to decentralize the magazine or any of the media, and that goes for television, would it be geographically possible to achieve that ultimate desire of being a truly national publication?

Newman: In our case, we always have to be in Toronto because our printing plant is here, our production facilities are here. But what we're trying to do in the long-term is to appoint five regional editors who will, in effect, edit parts of the magazine. That hasn't happened yet, although I appointed an Ottawa editor which the magazine hadn't had for a long time — John Gray (formerly Montreal Star). I have

people in mind already for B.C. editor, Prairies editor, Quebec editor, Maritimes editor, and we're using their articles now, sort of training them for that job. It's a question of when I'll be able to do that. But that's our direction; I don't think it's important that we're located in Toronto — what's important is the content of the magazine.

Content: Does the staff, the writers, do they think that Maclean's now has a national personality or spirit?

Newman: Certainly spirit. Covering this country is very expensive. We sent a photographer across the country twice last year, once to do the landcrafts, the artisans, in various parts of Canada; the other was an album of the new Canadian architecture. Each of those trips cost \$1,000 just in expenses, and so there's a financial limit on how many national stories you can do. Again, we're trying to overcome that by getting regional photographers, which is difficult because you have to maintain a personality for the magazine, you've got to have a certain standard for photographs, and there has to be a certain personality in the character of the photographs and it has to be fairly even or otherwise things will jar. But we're doing the same with photographers as with writers: we're trying to develop regional photography. I think the main thing is a question of attitude. I think what people are against is not so much that it is a Toronto magazine, but that the feeling, which was quite justified, was that people were writing for each other. My responsibility as editor of Maclean's is not to the writer or to the publisher or to the advertiser, it's to the readers.

Content: Yet, could we — or should we — be developing a Canadian literary "mafia", as it were, with a small coterie of writers?

Newman: I think it never should be a closed society. For one thing it's not going to perpetuate itself. You've got to get new people into it all the time — the young poet, the young novelist, the young journalist, and he has to know he has access to the national media. It should never be a club, no matter how well

you get known.

That's another thing I've done; it involves the different kinds of writers used. Before, there was a unwritten understanding that to write for *Maclean's* you had to be a journalist, but I've extended that to novelists, poets, and there're about 30 novelists and poets who have written for us or are writing for us. This brings a whole new sensibility, a whole new kind of perception to the magazine. They don't know all the clichés, so it's completely fresh. It doesn't always work, but when it does work it's so much better than just a rehash of what every journalist knows.

Content: In your period so far as *Maclean's* editor, how has reader response been shown, say, in circulation figures?

Newman: Circulation is up roughly ten per cent, which is the largest jump in any one year. The combined English and French *Maclean's* circulation now is 954,000. The important thing about circulation is the way you judge a magazine, its success, is not by the circulation increase as by the renewal rates. If people like the magazine they automatically renew it; you don't have to bombard them with letters, you don't have to force them. The renewal rate has gone up from about 53 per cent to 70 per cent in one year. I don't think we'll enlarge our readership too much because there's only a certain number of people who're seriously interested in Canada and you'll never get to two million or anything like that. I think the fact that the renewal rate is up that dramatically says something.

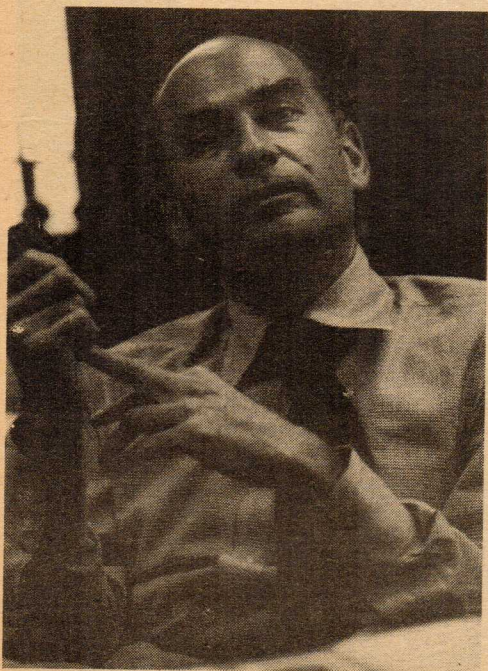
Content: Another indication of a magazine's overall reception is its advertising content, the impact on agencies, and what have you. How does your *Maclean's* rate?

Newman: In the first six months of '72, advertising was up 61 per cent over the first six months of '71. It won't be as dramatic in the next six months because the new magazine was already there and catching on, so the increase won't be as high in the last six months of '72 as during the first six months. Again, the important thing is that for the first time in about 10 years, *Maclean's* now is in the black; it's not making a big profit but it is very definitely in the black.

Content: You're not relying on the *Maclean-Hunter* trade publications, then, for support?

Newman: No, which gives us a good feeling. Before, we were always the poor relation and we're not anymore.

Content: With the increase in circulation, and that good renewal rate, have you increased the advertising rates? Or any plan to do so?



Newman: They're studying the rate structure now but they haven't made any decision. A full page now costs about \$8,500. Regarding advertising, there's one point which is important. There was a time when *Maclean's* was filled with cigaret and liquor advertising — I have nothing against cigaret or liquor advertising — but I think it's very important for the future of the magazine to have a much broader base and we now are into many more categories — food advertising, much more camera advertising, and many more other lines of consumer goods.

Content: Last year when we talked, there was a reference in your move to *Maclean's* to a five-year contract, or a five-year agreement. That obviously still is in effect; management must be quite satisfied with the way things are going. Can you look beyond five years, or do you bother at this stage?

Newman: No, I really don't, but the fact that they made me a director seems to signify to me that they have confidence in what I've done.

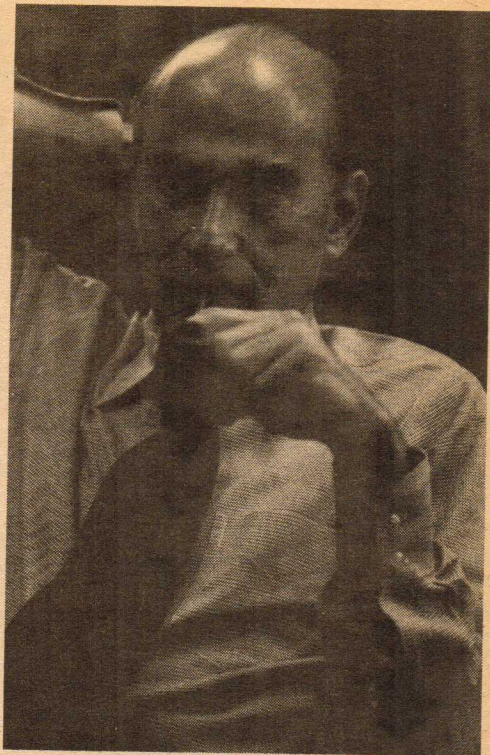
Content: Regarding your nomination and appointment to the board of directors, along with Doris Anderson of *Chatelaine* and Paul Deken of *The Financial Post*, is this relatively unique in a major Canadian publishing enterprise? For *Maclean-Hunter* it's obviously quite a departure. And what may be the consequences?

Newman: Yes, it was departure; I don't know how unique, but it's unique for this company. The only director I can remember, an editorial person who was a director, was Ralph Allen when he was editor of *Maclean's* and they haven't had one since or before. The discussion at a typical board meeting is not almost entirely, but entirely, oriented toward sales, and profits, division of reports, how it's doing. The fact that there now are editors on the board means that the discussions are much broader, there's much greater input. We talk about political trends, about economic trends, about social trends. Any board of a publishing house has to be aware of these, so from that point of view I think what we've got is a very good thing.

We do not discuss the contents of the magazine. There's a very deliberate and careful distance placed in this company between editorial and advertising. The board does not discuss the editorial contents of any magazine. There are planning meetings once a month and at these meetings that is the only occasion when the senior executives are advised what the contents of the magazine are going to be. It's a kind of advice function. In other words, they don't say, or at least they have never yet said, "you can't run this" or "you shouldn't run this." They do want to know what's coming up and I tell them. They're never exercised their owners' right to censor.

Maclean's is operated very literally on a consensus basis; we have editorial board meetings once a week and at those meetings we make up the schedules for each issue, we discuss various articles, various illustrations, and we reach an agreement on what's good, what's bad, what should be published, what shouldn't, in what order it all should be, how a story should be featured, what the titles should be — everything is done at that meeting. While it's true that as editor I interpret the consensus, nevertheless it's a very genuine consensus (staff agrees).

Content: There has been an obvious link or sympathy, or whatever, between yourself and the Liberal Party, or at least the Liberal atmosphere or environment in Canada. It probably was evident at the *Toronto Star* occasionally, and the *Star* does have a reputa-



tion for being in that particular sphere. When you came to *Maclean's* some people thought there might be a similar inclination. It now sometimes appears to be a bit of disenchantment between *Maclean's* — Peter Newman — and the Liberal Establishment, or movement.

Newman: First of all, I'd like to challenge your premise. I think I probably got that reputation because of the Diefenbaker book, which very strongly attacked Diefenbaker and the Conservative Party. Not as many people seemed to have noticed that my next book, *Distemper of Our Times*, was just as strong in its condemnation of Lester Person and the Liberals. In fact, many Liberals were under the assumption that I was a Liberal, too, and they couldn't get over it and thought it was a terrible thing to do. The fact, of course, is that I have no politics. I'm a journalist, I'm politically-neutral, I attack everybody. Trudeau was not my first choice for the leadership. My first choice, my first personal choice, was Eric Kierens, but when I saw he couldn't make it, I thought Trudeau was the best man. When you look back in 1968 and look at the alternatives — Paul Martin, Paul Hellyer, Mitchell Sharp, Bob Winters — I still think Trudeau is the best.

Now, I think it's perfectly true that the *Toronto Star* supported and supports the Liberal Party, though I think when I was editor of the *Star* we were more critical of the Liberal Party than the *Star* was before or since; but they've been very critical on the foreign-takeover bill. I've never supported the Liberal Party. I think I probably am a small "I" liberal. It's a terrible admission but it's probably true. I've never been a Liberal in a partisan sense, and here, even if I were, I think it would be wrong for *Maclean's* to support any party.

Content: Could you talk for awhile about journalism in general . . . concepts, techniques . . . and any changes or shifts we might look forward to in *Maclean's*?

Newman: Some of the major changes began in June, with the story about the Kitchener Market and the media's role in that affair. Another indication was our RCMP story in the July issue, which raised quite a furor. We're certainly looking for more stories like these. We couldn't do it before because the magazine had very little credibility and it would have looked as if we were searching

for headlines, trying to muckrake, and I don't want to do that. But I think now we have some credibility and we can use that credibility to try to reform the society — bring out some of the things that have been happening, that are happening, that should be happening, so, we'll certainly do a lot more.

It will have to be a fairly gradual process. We're not going to ever become a *Last Post* or a radical magazine but we do want to have some deeper meaning than just being a leisure magazine that people read when they have nothing better to do. We want to present issues, we want to make it a magazine that people have to read, not that they want to read or don't want to read. Essentially we're competing for people's time — we're not competing against *Readers Digest*, *Playboy* or *Time* magazine. The time they spend with *Maclean's* they could spend watching television, making love, anything else. We've got to put things in the magazine that are so compelling, so important, that they have to read the magazine; that's the only way we'll succeed on a long-term basis.

Content: Is this one of the ingredients that journalism in general should be having these days, or should perhaps have had for some time? Newspapers, for instance, dailies in particular, weeklies perhaps to a lesser degree, and radio and television? Provocation?

Newman: When you're fighting for people's time, when you're competing with as compelling a medium as radio or television, you have to perform alternate functions. And there are three main functions. One is providing a permanent record of events. Television and radio are very fleeting media: once it's been on, it's gone forever. When a man walks on the moon, you see it on television but if you want to show your children, you have a newspaper or a magazine and pass it on. That's the first thing that newspapers and magazines should be doing more.

Secondly, television and radio tend to be very superficial. They report events but they don't interpret events, so I think that journalism, print journalism, if it has a future, has to go much more into interpretation. You don't learn from the newspapers anymore that Bobby Kennedy has been shot, that Daniel Johnson is dead — you know that by the time you get the paper. What you learn in the paper is how it happened, why it happened, what's going to happen next, interpretation of what it means.

Thirdly, and luckily for us, the electronic media are very neutral — they don't advocate anything. And so I think the print media have to move advocacy, have to push alternate courses of action, have to present different points of view, have to advocate reform — all these things which television isn't doing, which it could do but isn't doing.

Content: It certainly should have been doing so for the past twenty years. Is the third part of that triangle compatible with the second — or must there be a very fine line between what we glibly call interpretation and advocacy?

Newman: It's a very difficult line to draw but I think it's possible. I think there has to be some labelling, so you know you're getting a point of view. But this whole matter of truth is a very awkward business. I don't think there is such a thing as truth anymore; there's a whole series of truths and if you have a confrontation, say, between students and faculty at a university, there is just no way that you're going to get the truth of that event by sending one reporter out to cover the story and he'll write some kind of phoney synthesis of what happened. What you have to do is send at least two reporters ... there isn't one truth,

Maclean's

there're two truths, and you get more complicated situations if there are anymore than two. I tried to do that at the *Star* and it didn't work; I don't think people really knew what I was talking about. I think in the future journalism you're going to see this kind of reporting where you have more than one version of an event and both are just as valid.

Content: I think you'd probably find many practicing journalists in the country would agree with that, regarding the direction we should be taking.

Newman: But not the majority of editors. Still, we have to try. The trouble with newspaper publishing is that it's so damn lucrative. Publishers are essentially businessmen and they know they're not going to sell more copies or more advertising if they do these things, so they don't do them. I don't know what kind of leverage the journalist has against it. The only way change will come is if the readers put pressure on the publishers, the owners. The pressure won't come from the advertisers because they agree with the publishers. I won't be effective from the reporters — but if it comes from the readers, it could be ... a lot of people who simply boycott the newspaper, that's a boycott which will work. If the journalists boycott, if doesn't matter, they'll get other journalists.

I think the character of the readers is changing. As this generation moves up to positions of influence they will demand more and won't just accept old-style journalism. At least, I hope that's true, and I do believe it.

Content: Any specifics regarding *Maclean's* in the next several months?

Newman: In January, if we keep going the way we are, we're going to be making a very important decision, and that is whether or not to go to twice a month, or stay at once a month, and that would change the fundamental nature of the operation. What's wrong with *Maclean's* is not that it's a magazine or that it's Canadian, but that it's monthly ... there's too long a time; people find it difficult to identify with the magazine. It sort of arrives one day. But if we'd come out every second Tuesday I think it'd be a real boost; it wouldn't seem twice as often but would seem a lot more. Of course, this requires a very broad economic base because we'd double our expenses; we really haven't reached a decision. What we may do, instead, is go to a much thicker magazine once a month or to go to a limited number of months, say 16-18-20 issues a year, instead of 24, which seems much more likely because summer issues are always very thin, and the issue is always very thin.

I suppose Canada could have its own version of *Time*, but it's not *Maclean's*. *Maclean's* is not a news-magazine. And the trouble with starting a truly national news-magazine in Canada is that you would then really be competing with *Time* — not *Time Canada* but *Time International* — and it'd be very difficult to duplicate that kind of news service. I don't think it'll work.

Anyway, I'd like to say that what has made everything possible at *Maclean's* is the publisher, Lloyd Hodgkison. There had been conflicts between editors and publishers at *Maclean's*, and he moved in at the same time I did. He's a very enlightened kind of pub-

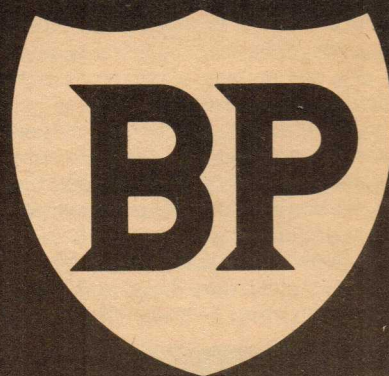
lisher. He's tough but he's fair; he knows the difference in functions between editorial and advertising and it is a pleasure to work with him; he deserves much more credit than he's been getting for the success of the magazine.

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WATCH THE LEGISLATION

by SAM ROSS

Newspapers and broadcasting face two urgent issues in reporting news and editorial opinion.

The newspaper issue arises from legislation banning partisan election reports and advertising on election day and the day immediately before election day. Broadcasting has lived with a similar ban for many years, but still doesn't like it.

The radio and television issue arises from a statement by the Canadian Radio — Television Commission requiring copies of editorials or commentaries to be supplied before broadcast to persons or organizations affected under specific circumstances.

Separately and together, the proposed federal legislation and the CRTC statement are defended as precautionary measures in the public interest. Within the mass media, the measures are considered infringements of freedom of the press in all its forms and denial of the public's right-to-know.

The Broadcasting Act, Section 28, says, "No broadcaster shall broadcast, and no licensee shall receive a broadcast program, advertisement, or announcement of a partisan character" in relation to an election or referendum on the two days specified.

The wording of the election legislation bans publication — dailies and weeklies in particular — from publishing "an article, editor-

ial, advertisement or announcement of a partisan political character" during the two days.

Thus, the wording is similar, and the same problems of interpretation confront both sections of the mass media. The big and important question is: to what extent do the sections cover news reports?

A general interpretation within broadcasting is that news can be reported provided it is not of a "partisan" character. An example to come under the ban would be a report of a campaign speech, but not an accident involving a candidate or party worker, or perhaps a fire at party campaign headquarters.

Protests from broadcasters when the ban was introduced and later were met by arguments that radio, being so continuous, might be used for campaign purposes to the close of polls. Another was that radio is so personal that the voters required time away from the campaign to make up their minds how to vote.

The same question of time to make a decision is cited for the newspaper ban. And, as in radio, it applies to by-elections or plebiscites and so the argument is again advanced that "time to think and decide" is required.

It's an odd argument, for most voters decide early, and it takes very effective campaigning to make the voter doubtful of his first decision.

Then, there is the effort to "clarify" what

might be published without infringement of the ban . . . and that's getting into hypothetical cases which smart politicians always avoid.

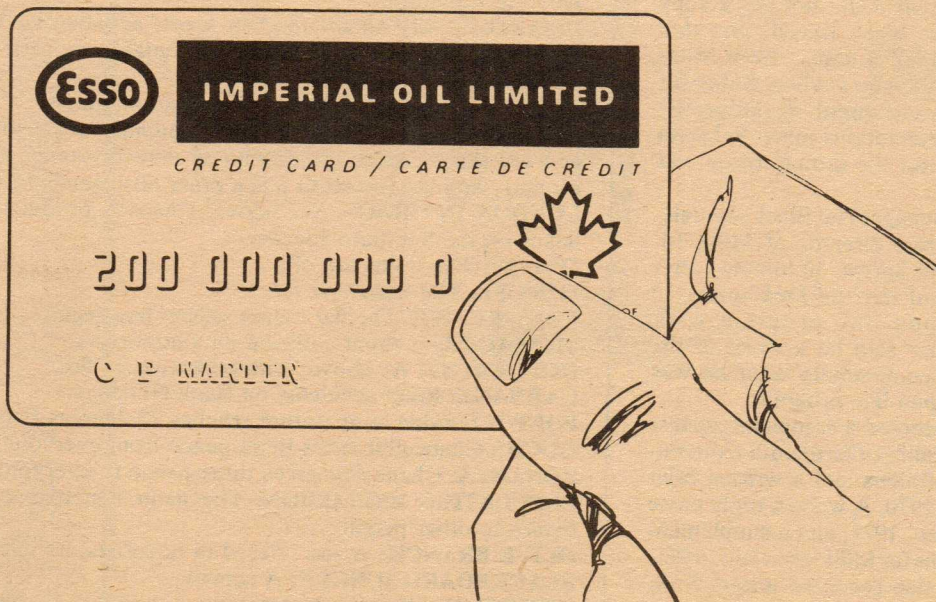
Newspapers criticism of the bill was strong, and mostly directed at the ban. The Canadian Managing Editors' Conference in Saint John, N.B., felt the ban was "completely unacceptable." Senator Keith Davey saw it as a "potential danger to press freedom."

MP within the profession showed differences of opinion. Two British Columbia MP — Liberal Paul St. Pierre and New Democrat Barry Mather — gave support. The Progressive Conservative MP from Halifax, Robert McCleave, said the ban would restrict news coverage and create problems of interpretation.

Government House leader Allan MacEachen indicated changes would be considered or phraseology clarified . . . and that leaves interpretation wide open. Regardless of clarity of the section, or attempts to define and classify types of stories, there will always be points involving judgment of the reporter and the editor, and a court of law may not agree with what, at the time, was a reasonable decision of news-minded reporters and editors.

Looked at economically, the revenue is not important to either newspapers or broadcast-

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ing. As the committee studying the bill was told by T. J. Allard, executive vice-president of the CAB, political advertising accounts are hard to collect, and sometimes are uncollectable. Newspapers might do a better collection job, but they wouldn't go broke without the revenue.

The issue, then, isn't economic. It is freedom of the press and the public's right-to-know. And if there should be delay in enforcement of the ban, or whether there is lenient interpretation, the danger signal has been fired ... and cannot be ignored.

The broadcasting issue develops from a situation that occurred between CHNS, Halifax, and Miles for Millions. It brought a ruling by the Canadian Radio — television Commission that, in discussing matters of public concern on events close at hand, a broadcasting station has the responsibility to provide a copy of an editorial or commentary in advance of broadcast to the person or organization involved.

The ruling was limited in application and made in the interest of equal opportunity for expression of differing opinions. Yet supply of a copy of an editorial before it goes on the air could be the first step in preventing it from ever being broadcast.

This could be accomplished through drawn-out debate and exchange of phone calls, letters and personal confrontations between the station and the parties involved until the even had passed. The editorial then would be of no value as a protest against the event or its purpose.

The dispute, therefore, makes supply of material before broadcast an important issue, and again raises the question of freedom of the press and the right of the public to know what is happening.

The uncertainty of the moment is how far the broadcast industry is prepared to go in challenging the CRTC stand; and that is exactly the same area of uncertainty as to how far for newspaper organizations are prepared to go in fighting against the ban on publishing election reports on voting day and the day previous to voting day.

The Miles for Millions walk was two days away in October, 1970, when a staff commentator, Clive Schaefer, said Miles for Millions had gone political and some of the funds to be raised would wind up in the hands of "Castro supporters."

The basis of the comment was a press release several days before the broadcast. CHNS, however, said it did not get a copy of the press release when issued, and that it obtained a "copy of a copy" from Miles for Millions headquarters when Schaefer planned favorable comment. Reading the release and the organizations made Schaefer change his mind, and the critical piece was the result.

CHNS general manager Hal Blackadar telephoned the executive director of Miles for Millions, James DeLaurier, 10 minutes after the broadcast, and invited DeLaurier to appear on an open-line program with Schaefer. DeLaurier said he learned of the viewpoints in the commentary after he was on the air in the open-line program.

CRTC said it received a complaint against CHNS from the Halifax-Dartmouth Committee of Miles for Millions and a written brief in late December, 1970. A written reply came from CHNS in June, 1971, and a supplementary brief from Miles for Millions in July, 1971. The commission also received letters from citizens in the area.

The CRTC statement said no advance warning of the broadcast was given Miles for Millions committee, that the issues raised

were not discussed with Miles for Millions prior to the broadcast, and that the commentary was broadcast two days before the march and four days after the murder of Pierre Laporte in the Quebec October crisis, and that one of the organizations to be supported by the fund was compared in the commentary to the FLQ.

The CRTC statement of censure said:

"The Broadcast Act imposes on all licensees or broadcast undertakings a responsibility for the programs they broadcast, and a duty to provide equitable opportunity for the expression of differing views on matters of public concern. Whether a breach of this duty has occurred will depend upon circumstances of each case.

"However, where a broadcast commentary constitutes an attack on an organization which will have an immediate and profound effect on the plans or objectives of the organization, exceptional care will be required to ensure that the organization is given an equitable opportunity to present its views."

"The commission considers that Mr. Schaefer's commentary ... constituted an attack on the purpose of the march ...

"In the circumstances in which the commentary was broadcast and having regard to the allegations contained in it, particularly the allegations that Miles for Millions was intending to allocate part of its funds to an organization 'something like our FLQ', CHNS was under obligation to take 'exceptional care to permit equitable opportunity for Miles for Millions to consider and reply.

"Specifically, in addition to granting Miles for Millions equitable air time, there should have been delivered to it, prior to the broadcast by Mr. Schaefer, a copy of the material to be broadcast and a notice of the time it was aired.

"In failing to take these or similar measures, CHNS breached its duty to provide equitable opportunity for the expression of differing views on a matter of public concern. While there is no specific penalty provided for a breach of this nature, it is one of the

A HANDY CORRECTIVE TO NEWSPAPER LANGUAGE

CONFRONTATION: A discussion between opposed parties who sit in separate rooms and communicate through an intermediary.

CRACKDOWN: Any feeble attempt by authority to stand up to the truculence of a minority.

CLIMBDOWN: The sequel to a crackdown; a management exercise.

TOUGH BARGAINING: A negotiating session in which management takes a little longer than usual to give in.

BACKLASH: A state of dismay and impotent muttering among groups who feel they are being picked on, but who don't really see what they can do about it.

CRISIS: A flat point in a long-drawn, tedious dispute.

CRISIS EDITION: An edition of a newspaper with an unsaleable crisis on its hands. It sometimes replaces the Late Night Final, meaning any evening newspaper produced and distributed before noon.

TENSE SITUATION: A situation.

GRAVE DEVELOPMENT: A development.

PROSPECTS ARE BLEAK/GRIM/ROSY: Prospects are the same as any other day.

VICTORY: Any more or less successful exaction of a wage award.

ULTIMATUM: An objective presentation of unpalatable facts; any communication by a body of students to a vice-chancellor, or vice versa.

SHOCK: A predictable event likely to be received by the public with apathetic acquiescence. E.g. Fares Rise Shock, Rates Rise Shock.

LASHES: Criticises.

SLAMS: A milder version of Lashes.

FLAYS: Criticises, with strong rhetorical touches. E.g. Clive Jenkins Flays Government.

OUTBURST: A measured condemnation of wickedness, by a judge.

AMAZING OUTBURST: A severe condemnation of wickedness, by a judge, amazing only the sub-editor.

DISASTER: Any minor upset in sport, as when an English footballer pulls a muscle.

OF NATIONWIDE CONCERN: Of arguable concern within a couple of miles of Fleet Street.

THREAT TO DEMOCRACY: Threat to the press.

LONDON GRINDS TO A HALT: A number of persons trying to reach London to buy and sell shares, go to the cinema or seduce women, find that the trains are not running properly and are forced to make other arrangements.

LONDON IN CHAOS: See above. Chaos is produced annually by half a dozen snowflakes on the Southern Electric.

IT'S ON: The trains are off.

IT'S OFF: The trains are on.

THEY'RE OFF: The flat racing season has begun.

MASSACRE: A shunt collision on a motorway.

HOLOCAUST: As above, with outbreaks of fire.

CARNAGE: Road accidents on Bank Holidays.

PHEW!: London temperature reaches 75 degrees Fahrenheit.

OUCH!: Chancellor takes three-pence from everyone.

BONANZA: Chancellor gives three-pence to everyone.

POPULATION EXPLOSION: The natural increment of the human race; the birth of babies to other people.

OLIVE BRANCH: A sop offered to terrorists; an initiative.

BLACKBOARD JUNGLE: A school.

STREET OF SHAME: A street inhabited by tarts, pimps and sub-editors.

Reprinted from Punch, the British satirical magazine.

matters for consideration by the commission in determining whether a licensee should continue to be licensed.

The Radio and Television News Directors association made the CRTC statement a subject of major discussion at regional meetings across the country. The CRTC informed the RTNDA that the intent was to censure CHNS but not to impose any new standards or regulations on broadcasters. Reports indicated strong opinions were expressed at the regional meetings but no decision as to future action has been announced by the board of directors. Some recommendation, however, may go to the next annual meeting of RTNDA.

The combined issues of the new ban on elections for newspapers and the censure of CHNS by the CRTC are reminders to newspapers and broadcasting that they are very close relatives, and that a rule, regulation or legislation affecting one easily can be made applicable to the other — and that their freedom to serve the public interest is under continuous and increasing pressure.

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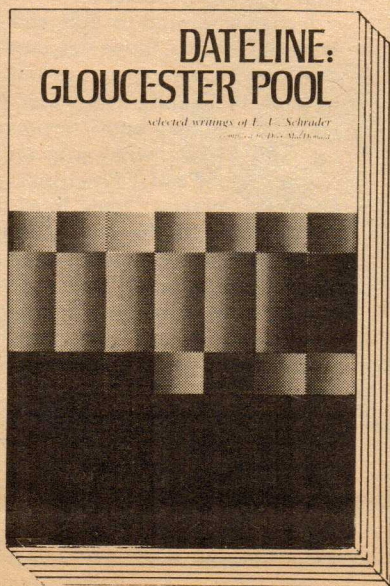
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MISCELLANY

Weekly editors and their friends shouldn't forget this year's convention of the Canadian Community Newspapers Association, scheduled for August 16-19 at Montreal's Hotel Bonaventure. Among business matters: a final decision on the question of a federation of the provincial and national associations Neil Compton, professor of English at Sir George Williams University in Montreal and a frequent writer on mass media, died at the age of 52 K. C. Irving Ltd. of Saint John and three associated newspaper publishing companies have been ordered to stand trial in the New Brunswick Supreme Court on monopoly charges; the trial was ordered after a preliminary hearing and is expected to start in Fredericton in October. The charges, under the Combines Investigation Act, involve all five English-language dailies in the province — the *Telegraph-Journal* and *Times-Globe* of Saint John, the *Times* and *Transcript* of Moncton, and the *Gleaner* of Fredericton. John Irving, son of industrialist K. C. who's now living somewhere in the sunny south, last month announced changes in the corporate relationship between the Saint John companies, now controlled by brothers James and Arthur, and the Moncton and Fredericton companies, now owned outright by him. The case is believed to be the first in Canada involving daily papers in combines charges *Wheelspin News*, of Toronto, among the largest of Canada's auto racing publications, now is owned by Michael Schedlich, Paul Ogden and Douglas Mephram. Dean Murray, founder and publisher of the magazine for seven years, will continue in an advisory capacity Edwin C. McDonald, chairman of Thomson Newspapers in Canada and the U.S., died at the age of 75. A native of Columbus, Ohio, he was a graduate of Ohio State University and a World War I veteran John Curry, editor and publisher of the Constance Bay *Cottager*, has started a weekly called the *Torbolton Township Cottager*. It'll appear only during the summer for cottagers in the area 20 miles upriver from Ottawa; distribution is free the University of British Columbia's *Alumni Chronicle* was named one of 25 'publications of distinction' at the American Alumni Conference in St. Louis. Edited by Clive Cocking — a Vancouver *Sun* staffer formerly — the *Chronicle* was cited for its strong editorial voice and the way it seeks to deal with the reality of the university today and "not in terms of rosy alumni nostalgia of what the university may once have been." Jacques LaRivière has joined the communications consulting staff of Towers, Perrin, Forster and Crosby, international consultants to management, in Montreal. He previously was

AND A WORD, FROM THE EDITOR

Those of you who chance to read the masthead of *Content* this month, and from now on, will note a change in the ownership of the magazine and that my name is the only one listed.

Too much space would be occupied in explaining all the reasons for the alteration; suffice to say I have resigned as a director, officer and shareholder of Reporter Publications Limited, and subsequently have created an independent operation known as Glenwood Publishing of which, for the time-being, I am the sole proprietor.

I shall continue to edit and now to publish *Content*, however, and will be devoting an increasing amount of time to book publishing. (Reporter Publications, as you may know, produced *Aislin: 100 Caricatures* and *Dateline: Gloucester Pool*.) Needless to say, given my interest (some have called it an obsession) in the state of journalism in Canada, a reasonable number of the upcoming books will have a direct connection to mass media and communications in this country . . . though general-interest volumes certainly will be handled.

Content will remain a main, if not the exclusive, vehicle for conveying information about such events as Media 71, 72 and 73.

The magazine now is produced by

Glenwood Publishing, as mentioned — Suite 404, 1411 Crescent Street, Montreal 107, Que. All correspondence now should be sent to this address. You'll find reminders scattered through this and future issues of *Content*.

I'm pleased to say there are no harsh feelings between others in Reporter Publications and me. It was a long and fruitful association, and we've benefited mutually, I'm sure, from our shared experiences in innovative media activities.

In the meantime, the magazine will continue to appear monthly and the general philosophy and direction of being a broad forum of information by, about and for the information people in Canada will not change. I trust this issue demonstrates that thought and *Content's* concept. I also hope that I may count on the support of readers in Canada and abroad which has been so ready in the past.

In this issue, I particularly commend to you the extensive article on The Canadian Press by Toronto freelance writer Barrie Zwicker. He's contributed to *Content* previously and his analysis of CP merits reading by all those concerned about the quality of the media.

Oh yes, the name Glenwood Publishing was rather plucked out of the air. Glenwood is a wee place on Prince Edward Island where my late grandmother had a farm. The name *Content* won't change. After all, that's what we're concerned about — what goes into and through the elaborate hardware of modern media.

Dick MacDonald

director of public relations for Domtar Limited *Graves Without Crosses*, a novel based on the experiences of Toronto writer Arved Viirlaid during and after World War II and published by Clarke, Irwin, has a different twist: it contains blank pages for exiled Estonians to fill with their own experiences when Soviet troops arrived in their country; the idea is for the books to be passed around and new publications will emerge from the notes. Former prime minister John Diefenbaker wrote the preface to the book *Canadian Churchman*, national newspaper of the Anglican Church of Canada, won four awards at the annual convention of the Associated Church Press of North America, held at Banff. Edited by Hugh McCullum, it is the fourth consecutive year the *Churchman* has received the award of merit for general excellence as the best paper from the 190-member non-denominational organization.

Other awards were for editorial writing by Francie Miller, on youth and parents; best series by Carolyn Purden, on Asia, and best use of photography by McCullum, on refugees in the Pakistani war Robert L. Perry has been named executive assistant to the president of Maclean-Hunter Ltd., Donald G. Campbell. Perry had been on loan from *The Financial Post* to the president's office since March. In addition to administrative responsibilities, his duties will involve corporate advertising and publicity and liaison among editorial personnel in the company the tabloid *Washington Daily News* has ceased publication after 51 years, being sold to the *Evening Star* for an undisclosed price. The sale left New York as the only American city with more than two independently-owned daily papers. The sale was necessary "because it is now impossible for three independent newspapers to operate profitably."

content

Published monthly by
Glenwood Publishing
1411 Crescent Street
Room 404
Montreal 107, P.Q.
Tel. (514) 843-7733

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

EDITOR: DICK MACDONALD