

22

AUGUST  
1972  
50c

*content*

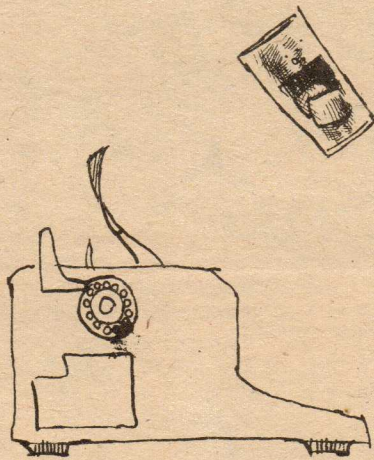
*for Canadian Journalists*

THE  
OLYMPIC  
SPIRIT

THE  
WATERING  
HOLE



COME,  
WORDS,  
LET  
US  
SEDUCE



DOPE,  
LEDAIN,  
AND THE MEDIA



# THE ART (?) OF SEDUCTION

by JOHN CURRIE

"It has often been said that few of today's professions seem to hold as much romance and glamour for the public at large as does that which is practiced by the man or woman who has learned how to be a successful writer of fiction stories or non-fiction articles."

I excerpted this paragraph from the Famous Writers School aptitude test. Most of the "public at large" would recognize the need for rewriting the sentence but how many would question the statement itself?

Damned few, because the public does have a high regard for writers. They tend to think of writing as an art requiring talent rather than a trade to be mastered: it is not a business but a profession.

Chief benefactors from this public bonhomie for the occupation of writing are journalists, for the public makes no attempt to differentiate the various forms of writing. Until a few months ago I also allocated to reporters and editors the same measure of esteem and credibility I assumed other writers warranted.

Not any longer. For reasons I will explain, I now feel that any sacrosanct attitude afforded journalists by the public is anachronistic; that, in fact, journalism is very much a "business" to the extent that reporters and editors are as detached from the reader as corporations are from the consumer.

I arrived at this conclusion following my personal experiences as a "journalist." It had always been my aspiration to be a freelance writer and, with this in mind, I visited Northern Ireland in April, where I talked with clergymen, teachers, politicians, and journalists. I was no stranger to the country, having lived in Belfast for four years in the mid-fifties. The immediate effect of this sally into the world of journalism was the publication of a feature in the *Toronto Star* describing what it is like to live in a city subjected to incessant terrorist activity. The article drew favourable response from friends, strangers, and my mother in particular.

However, the inebriety induced by the sweet smell of success was short-lived, giving way to a sober reanalysis of the preconceived notions I had of journalism.

Doubts first rose when I realized, having first-hand knowledge of the situation, that the news coverage of events in Ulster was less than discerning. This, in turn, led to taking a closer look at the attitudes of some of the journalists I had met.

I recalled, for example, visiting the office of the *Irish Times* in the centre of Belfast with a young reporter from the *Cork Examiner*. The reporter had not sent anything to his editor over the past few days because of a relative lull in the terrorists' activities.

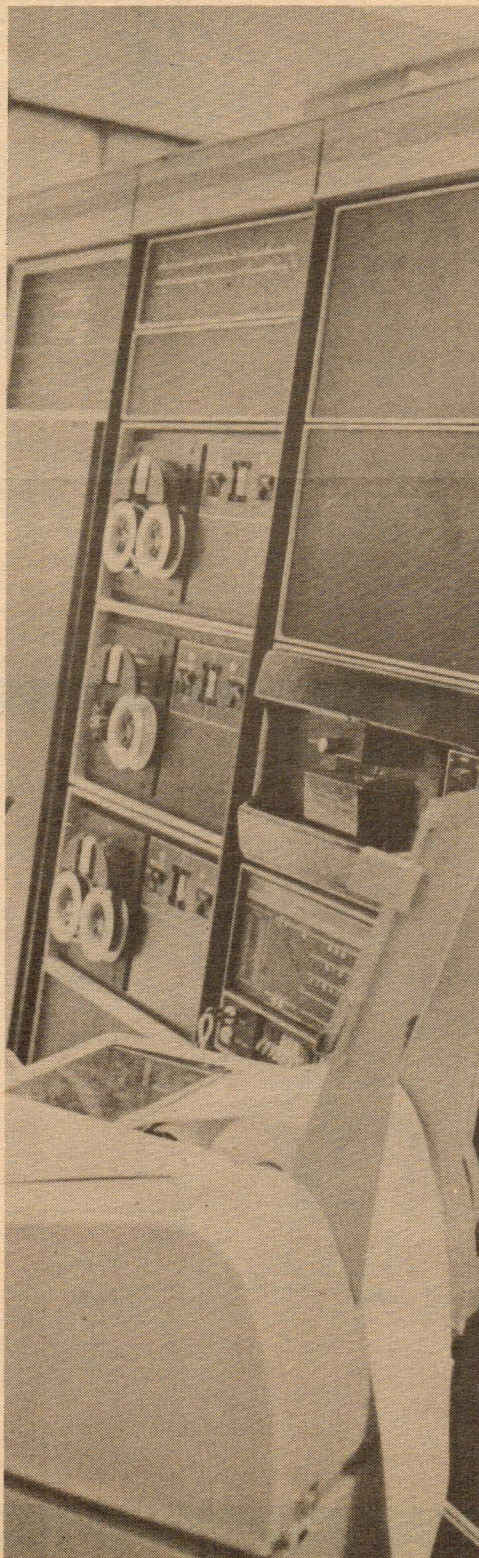
The more experienced editor offered to help him. The editor telephoned his contact at British headquarters and obtained a monthly breakdown of the number of troops and civilians killed and wounded, and the pounds of gelignite captured and exploded, for the past several months.

I recalled being amused (and, facetiously, considered suggesting a regression analysis of the data be done) as the two of them played

with these statistics like two businessmen juggling research and development costs for tax purposes.

It was not until later I realized the significance of what they were doing. Disregarding their hard-earned insight as professional journalists into the entrenched sectarianism of the people and the perversity of the terrorists, they sought instead to create a story indicating that things were getting better in Northern Ireland solely on the basis of statistics.

I began to wonder if journalists weren't



more than interpreters of events; were they extrapolators as well?

Reflecting further, I remembered that the Alliance Party, Northern Ireland's only serious party that is neither left nor right, received little press coverage. I initially concluded that the media relegated it a minority position because the party was unimportant. Now I'm not so sure.

Unlike the other parties, the Alliance Party had no deviant leaders, no sectarian platform upon which a reporter could slant a story. Could it be that the press had measured the party's importance solely on the basis of its news potential rather than its political significance?

The implication of this line of speculation was grave; does the media, by focusing continually on extremes, create the impression that no middle-ground exists?

In any event, I concluded that journalists are, to a great extent, in the advertising business and in this case the Alliance Party had no tiger in its tank.

Late in May the government of Southern Ireland announced it would set up new courts to crack down on the IRA, a move of considerable importance. This announcement was reported by Reuter-UPI but without allusion to its significance. A few days later the IRA's Official Wing announced a ceasefire. Despite the fact that the Official Wing (as opposed to the Provisional Wing) had been responsible for only a small percentage of the violence, and much of it directed against military rather than civilian targets, Reuter-AP-UPI started its report of this announcement, "Hopes soared today that peace is on the way to Northern Ireland . . .". The report received considerable attention in Canada, forming the headlines of many news broadcasts.

This last example of the lack of objectivity in reporting led me to a final conclusion: for journalists, writing has become more than a means to an end, the end being credible news dissemination; for many, writing is an end itself, with the clever lead and the slant more important than the facts.

Journalists might argue (claiming they know better) that my conclusions are based on naiveté. The public, on the other hand, (not knowing any better) would argue my conclusions are based on isolated incidents and that the majority of writers and editors are capable of "self-regulation". They might cite as evidence the *Toronto Star's* appointment of an editor whose sole function is to bring the newspaper's errors to the public's attention.

I note that the *Star's* act of instituting their *mea culpa* policy has merited as much coverage within its pages as has the publication of the errors themselves. This is significant because it underscores my contention that the public does not expect the media to err; if it did, the policy could not be treated as the newsworthy event the paper purports it to be.

In any case, to contend that a publication's admission of errors is a valid argument against what I have said is to miss my point.

Let me illustrate.

In April, the *Toronto Star* rejected an arti-



cle describing how terrorist activities had adversely effected Northern Ireland's tourist industry, on the grounds no tourist pieces were being published about "troubled-areas." The article was quite factual, based on information released by the Irish Tourist Board's public relations manager.

A few weeks later, however, the paper carried just such an article.

The difference? Making only passing reference to the demise of the tourist trade, this article focused instead on tourists visiting Northern Ireland for the "thrills" involved. (During my stay, I met two visitors — a reporter from Calgary and a young hitchhiker from

Peterborough, neither of whom exhibited masochistic tendencies.) The *Star* ran the piece under the headline, "Thrill seekers visit Belfast".

It is this constant emphasis on the aberational, and its presentation to the public to construe as reality, that I am concerned with, not the error resulting from pushing the wrong typewriter key or downright sloppy reporting.

However, the telling point as far as I am concerned was the experience that came directly from the act of writing. I encountered the euphoria that accompanies the transcribing of one's thoughts onto paper. I now know how difficult it is for writers to resist the temp-

tation, accompanying this euphoria, to take that little extra "literary license" so that the point becomes just a little "more clear."

Ironically, this last and most incriminating point is one that the public could not understand — even if someone were to attempt an explanation.

Not that anyone will. Effective criticism of the news media can come only from within. Word seduction is the *Catch-22* of writing and it's the reason there are no Ralph Naders in the business of journalism.

*John Currie, of Cobourg, Ont., offers this layman's view on the business of journalism.*

## WHO FAILED— LEDAIN OR THE MEDIA?

by DICK MACDONALD

Assuming he'd undertake the chore, it could be eye-opening to read a media critique by Gerald LeDain once his commission has finished its studies into the non-medical use of drugs in Canada. It could, and probably should, be a scathing view of how press, radio and television have handled his task force's activities during the past couple of years.

There *will* be a chapter dealing with the mass media and the "drug phenomenon" in the commission's final report, due later this year. It will be an analysis of the role of the communications media with respect to the use of mood-altering substances.

That's valid enough. But an appraisal of how journalists have treated and covered the commission — written by its chairman — undoubtedly would have constructive value for our work generally.

How do we measure our impact, and how long will it take?

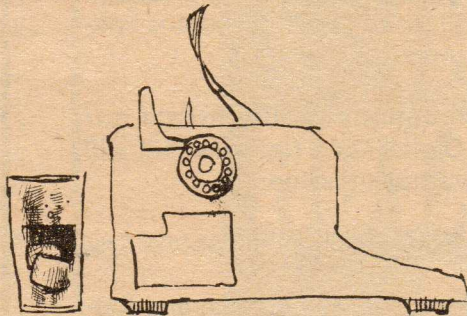
In the meantime, what of the media and the non-medical use of drugs? What effects, if any, do the former have on the latter and, if there's a negative answer, how best to resolve the dilemma? It's a complicated area and I'll try to offer only a few observations based on a fairly close association with the LeDain group during its hearings and tabling of reports.

The LeDain commission received dozens of solicited and unsolicited views on the media and the use of drugs in our society. No matter what the recommendations will be, the chapter should be mandatory reading for all in the communications business: like it or not, we bear responsibilities to the public which we often ignore.

You can count on one hand the number of journalists across Canada, in all the news media, who have tried to deal rationally and substantially with the LeDain commission, let alone the entire ascendancy in illicit drug use. They work, mainly, for the major metropolitan newspapers or national periodicals and their common characteristic has not been a sense of sympathy with either the commission or the drug user (though that is reasonable, it seems). Rather, the trait which marks those few journalists — Norman Hartley of the *Toronto Globe and Mail*, Peter Calami of Southam News Services, Jeff Carruthers of FP Publications, Ken Kelly, formerly with *The Canadian Press*, and these are among the outstanding ones in their field — is an ability to deal with other than the sensational, the

superficial, and to consider the non-medical use of drugs in all its philosophical, social, cultural and economic perspectives. They've managed to *link together* the various perspectives, hopefully so the reader or listener can have a better understanding of the whole.

In most cases, coverage of the LeDain commission's hearings from coast to coast was a prime example of why journalism has been increasingly vulnerable to criticism. Simply, too much of our attention has been devoted to highlights and headlines. What the Senate Committee on the Mass Media said in its report and what Alvin Toffler wrote in *Future Shock* apply ever so strenuously to journalists: we haven't been helping people prepare



for change. Which begs the question: when do we start?

The LeDain commission, I gathered from hearing and reading briefs and in discussions with members, has tried to answer three questions: what is the role of advertising in relation to the use of drugs for non-medical purposes? What quality and quantity of attention have the media given to this apparent phenomenon? What attitudes have been expressed in explicit media references to non-medical drug use?

How the commission strives to answer those questions remains to be seen, of course, but some of the recommendations could be considered radical — as, indeed, observations in the interim report and the subsequent reports on treatment and cannabis were considered radical. What we all must recognize surely — and not only those in the media — is that the non-medical use of drugs has an ingrained place in our society. What we must contend with, then, is the nature of that society, and should it be maintained, nurtured, or changed.

Many media messages are designed to entertain, inform, express ideas and, in some

cases, to influence. The purpose of the advertising message is to persuade and influence behavior toward buying the sponsor's product. Consequently, we are inundated with advertising whose essential purpose is to increase consumption by the public — which ranges from aspirin to booze to cigarettes — and resulting from this is a conditioning influence toward the non-medical use of drugs.

The advertising industry has been making use of drug-related themes in projecting its commercial messages. Above all, the constant urging by the industry for people to find quick and easy solutions to such everyday problems as headaches, stress, fatigue and interpersonal strains may have some relationship to the non-medical use of drugs.

Still, there is little evidence to demonstrate the impact of advertising methods on young people. Perhaps the effects of the messages can be measured among adults who appear to respond by purchasing the most widely advertised products — and, in the eyes of the young, this may validate the commercial message. Considerable research would be necessary, however, to show that the advertising of drugs legally available for both medical and non-medical use does encourage the non-medical use of drugs.

The LeDain commission, under pressure as it is to produce a panacea, probably will not be able to answer all the inherent questions. But there should be about the greatest degree of insight provided in similar studies anywhere in the world and journalists should pay attention — and report accordingly.

Certainly most of the media have failed to provide the room for a philosophical framework which attempts to clarify for both the media and the public the issues and difficulties surrounding the phenomenon. Nonetheless, the daily press in Canada has shown more concern about the quantity and quality of information about psychotropic drugs than has the broadcast sphere.

For the former, the views of medical and scientific experts now are being sought more frequently than those of police and the judiciary, and which could bring about a public attitude which is more balanced and humanitarian than bordering on the lurid (i.e. Art Linkletter's vocal and widely-publicized campaign after the death of his daughter, apparently a result of ingesting LSD).

There's no reason why the media should



accept full blame for an increase in the non-medical use of drugs, obviously. We simply are a part of an environment which appears to be conducive to the search for fast gratification.

For instance, an Ottawa school trustee told the LeDain commission that the majority of drug users have their first experience through a sense of curiosity; indeed, this curiosity may have been aroused by the media.

Nonetheless, the family setting and associations with friends cannot be disregarded as factors in the introduction to drug use: if alcohol and tobacco are acceptable, then why not marijuana and the stronger hallucinogens and perhaps the narcotics? Such comparisons or hypocrisies, as they are, rarely are identified in print or on the air.

It was only when the media discovered such things as youth drop-in centres that we really began to give space and time to the drug phenomenon, and then probably because they were something we could regard as tangible. Years ago, of course, we did pay attention to alcoholism and the hazards of tobacco, but the hysteria surrounding the use of grass and what-not seems to have clouded our presumed capability of seeing the forest through the trees. Have we lost — or, more importantly, can we now develop — the capacity for getting underneath the controversy and making headlines of the underlying problem?

The LeDain commission heard a number of proposals for dealing with the apparent evils of the media — including, for instance, a total ban on all advertising which talks of

drug use. Idealistic the suggestion may be, but one can already hear the howls of anger from pharmaceutical firms, advertising agencies, and the media for lack of revenue.

I think a good indication that we in journalism haven't been doing an adequate job in this field was found in Senator Keith Davey's report. A survey done for the Senate committee showed that a substantial proportion of those interviewed thought the media have contributed to "increased drug addiction." Sixty-one per cent believed TV contributed, 51 per cent the papers and 28 per cent radio. Yet, Davey's admonition of "don't blame the messenger" may apply here.

More than half those surveyed believed advertising in the media should be banned for such products as sleeping pills, cigarettes, liquor, and glue, and a slightly lower proportion thought advertising of beer and wine should be abolished.

Just how to isolate the impact of media advertising from other influences is a difficult if not impossible task. There are studies showing that advertising can channel or reinforce notions which already have some social acceptance, but that it rarely originates new attitudes or significantly alters existing ones.

Dr. Andrew Malcolm of the Addiction Research Foundation of Ontario told the LeDain commission: "The easy availability of drugs is one of the problems today. The chemists invent; the pharmaceutical houses manufacture; the advertisers advertise; the doctors prescribe; the druggists dispense; and the people eat, apply, swallow, insert and inject. The demand increases in urgency with each new miracle and the miracles are now occurring at a rate that exceeds the capacity of everyone of these groups of people to adjust . . . the result has been the emergence of what might well be termed the chemophilic society."

We in the media contribute to that chemophilic society; for instance, dramatic television productions in which solutions to virtually any problem are offered tend to reinforce the desire for quick and neat answers to complex situations, and that goes well beyond alcohol which remains the most popular and most frequently abused drug in our society.

Are the media to be a mood modifier? Are we, in a sense, a non-medical drug? Is our job to pacify?

These aren't questions about the so-called *new journalism*. They're questions about journalism *per se* and they go considerably beyond the Le Dain inquiry. Fundamental to such questions is the way in which we in the media industry perform our work — not to satisfy the shareholder's vested interests, not to cater to the lowest-common-denominator idea, not to pat each other on the back about the scoop we've just made, but to better serve the public.

Public: those to be served. We should remember that in seeking the truth, the essence of journalism.

Dick MacDonald is Editor of Content.

## RENEWED YOUR SUBSCRIPTION?

*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.

# Computer Communications: What Does It Really Mean?

We at Trans-Canada Telephone System see the term as referring to a marriage of systems technology and data communications at any level, from simple teletype facilities to communications linking the most sophisticated of computers.

To meet growing data communications requirements our member companies are building a Digital Data Network that will permit more flexible and reliable data transmission.

In connection with this project the Trans-Canada Telephone System:

- has built an initial phase linking Toronto, Ottawa and Calgary;
- is committed to the provision of a coast-to-coast Digital Data Network to link computers in all the principal centres in Canada;
- is spending more than \$100 million in the next five years.

In the next Information Ad we'll discuss some of the data transmission services of our member companies.

You might have a question concerning our network and the available services; 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.



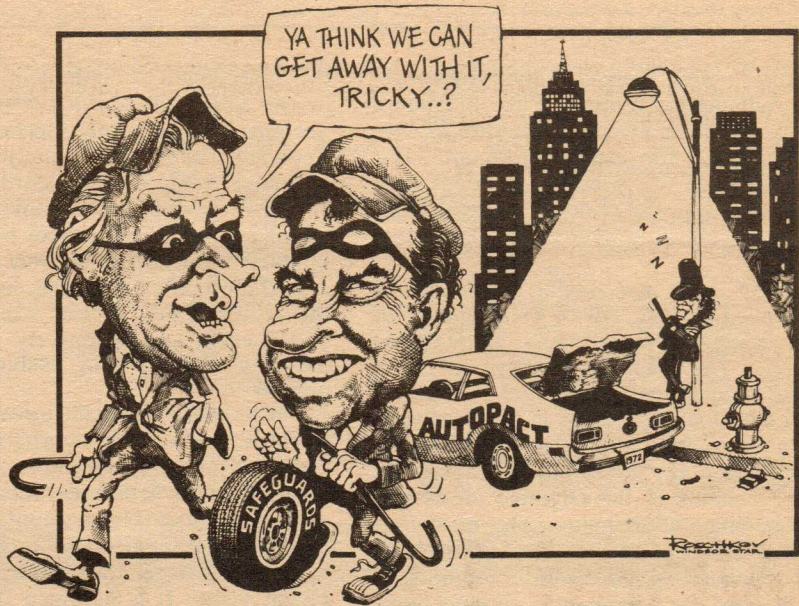
It is time for Canada to demonstrate that we are not as weak as Washington thinks. We do not have to kowtow to anyone, not even a Californian used car salesman or his sidekick, a Texas buccaneer.

To try to "deal with" the Waffle by purifying the NDP, by trying to drive the Waffle out of the NDP, the party bosses once again raise the issue of whether the NDP is in fact new, democratic or a party.

The government is guilty of misleading the people of Canada. It promised to bring forth a foreign ownership policy. It didn't bring forth a policy, it brought forth a pitiful joke.



Provincial Treasurer Darcy McKeough could scarcely have come up with more unpopular budget items if he had conducted a contest for them.



City Council really blew it Monday night when it voted 5-3 in favor of rezoning a residential area in South Windsor to permit the development of a funeral home.

From a business point of view, the CBC could scarcely have done worse if it had set out to bankrupt the federal treasury.

# without fear or favor

They laughed at Edison and at Ford, and both men enjoyed the last laugh. Let's not laugh at even a project to determine the social consequences of organized hopscotch. Particularly when we're financing such organizations as Information Canada without even asking questions.

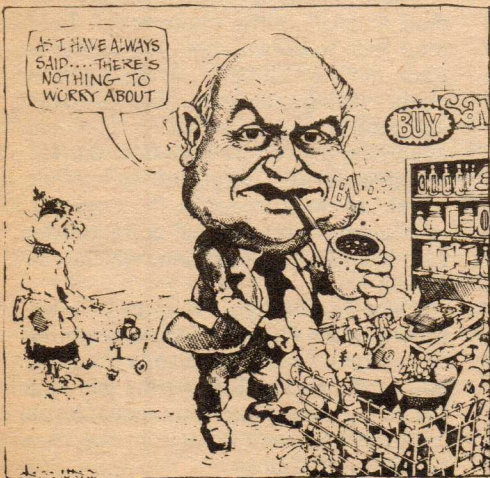
Ald. Huntley Farrow, who argued for snowmobiles on grounds that banning them would be as futile as trying to ban sex, might perhaps be reminded that Lord Chesterfield's sage warning about sex applies equally to snowmobiles: The position is ridiculous, the pleasure is momentary, and the cost is damnable.

The arrogance of the promoters of the Ottawa meeting is almost beyond belief.

Chrysler has deferred a previously-promised five per cent salary increase to its 1,365 white-collar workers in Windsor. The company says its decision was made because it has to freeze its prices for competitive reasons.

While Chrysler may offer the excuse that its prices have not risen in Canada as a result of a price freeze by their competitors, the company might also remember that no one in Canada asked it to freeze its prices and that American law is not in effect here, either in the area of wages or prices.

Still, the new family allowance system will at best be but a short-term measure for it leaves unchallenged a basic assumption of all family allowance schemes, that of encouraging large families. In today's world, that assumption is an anachronism.



(Excerpts from *The Windsor Star's* editorial page)



## The Windsor Star

A Southam Newspaper



# O'ER THE SEA IN MUNICH

by JAN POPPER

Amateur standing. Doping. Billions for sports fields, millions for training. Pills. Six hours of daily training. Olympic players as live advertisements for sports equipment. The competition to win medals. Success as a stepping stone to the ranks of professionals. Only victory counts. Fierce contest to set new records.

A list of these and similar slogans could be extended at will. All of them appear in sports columns, even in relation to the Olympic Games. The affair with Austrian skier Karl Schranz around the time of the opening of the Winter Olympic Games in Sapporo took up relatively more space in the press of Alpine countries than any considerations about the positive benefits of the Olympic ideals and their implementation today. The most outstanding representative of the almost completely commercialized cream of a branch of sport became, for a moment, a national hero, a martyr; those who called for reason, or who tried to stop this were thanked for their pains with jeers and even accusations.

The sobering up came later; when Schranz turned his back on his friends and instead of a promise to help train his successors, signed a contract for hundreds of thousands to do a publicity tour overseas.

This is an extreme instance, admitted. But the fact remains that from the 'fifties many journalists have paid closer attention to this type of Olympic sensation; they have created the image of sports-robots, they have translated Olympic values into money, not just materially (construction of sports fields, municipal investments, and so forth) but also those of Olympic ideals, for instance the winning of medals. They have encouraged a sceptic mood, have painted in dark colours the future of Olympic Games, spread the view about these Games that they resemble a circus performance given by the best sports artists in the world. They never stop saying that Pierre de Coubertin, the French philosopher and pedagogue who brought to life Olympic games of antiquity in their modern form, would turn over in his grave, if ...

Fortunately, there is another aspect to take into consideration — the aspect of the Olympic ideals and Games as a very festive moment for sports-loving youth of many countries. The Olympic contests offer a rare occasion to honestly measure one's strength — and to establish mutual understanding; an understanding confirmed thereafter by the common joy derived from sport.

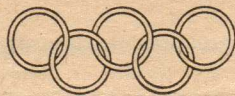
Despite what is undeniably the enormous growth of organizational, technical and economic problems linked to the holding of Olympic Games these days, given the participation of more than 100 countries, tens of thousands of Olympic contenders and nearly the same amount of officials, journalists and trainers, examples of profound friendship, honest competition and mutual respect still have not vanished from Olympic life.

There is the living example of physical training and sport in the socialist countries. Consistent attention to the health not only of youth but also of the older generation leads to the most diverse forms of "everyday sport"; the wide-scale competitions, such as

the Spartakiade of Nations in the U.S.S.R., or the Spartakiades in the Czechoslovak Socialist Republic or the German Democratic Republic, cover an unusually large number of young people with a talent for movement.

The strength of the Olympic ideas is great. Great enough to overcome the pitfalls and obstacles placed on its path by those who regard sport only from one aspect, that is from the aspect of how to gain capital from it — both literally and figuratively. This is where the help of every progressive journalist is needed.

The next chapter in the development of the Olympic movement are the 20th Olympic Games of modern times in Munich. There is no question that it provides the sporting world with many exciting moments because the comparative level in the individual sports branches has reached unusual heights in recent years. It is assumed that the sports performances of most contests will put everything that preceded them — in Rome, Tokyo or Mexico — in the shade. Everything also indicates that the technical and organizational side of this top event has been prepared on a high level, with the utilization of the most



modern technique; computers, electronic systems, all grouped in architecturally attractive surroundings.

Long before the Games began it was clear that particularly in the news area, in press, radio and television services, the Olympic site would be equipped with the maximum comforts. This is not just a question of providing comfort at work but also includes the conditions of work. The time a journalist needs to gain information of all types will have been reduced to such a minimum that, compared to what was available four years ago, it will seem absolutely fantastic. A journalist sitting in the stadiums in Munich will think he is dreaming all this.

The organizers have made no secret of the reason for these preparations. They say: if the news reporters' needs, work and rest facilities are satisfied, they will praise them. The subtitle of this slogan could also read: and they won't pay too close attention to matters that are unsuitable for the particular moment ...

Because Munich also has other features. Here at the beginning of the 'twenties, Hitler fascism was born and attained its final shape. This is where the capitulation of the English and French "appeasers" to Hitler and Mussolini's pressure took place, and this is where the shameful sale of Czechoslovakia, the so-called Munich Agreement, on the eve of the Second World War, was signed.

This is also where, following 1945, the headquarters of the cold war were established by all sorts of emigré and neo-fascist associations fighting against the socialist countries; the official Munich directory today lists the names and addresses of more than 100 such places. This is the headquarters of Free Europe and Radio Liberty broadcasting companies, gushing forth poison and slander for decades

against the socialist sector of the world. This is where a large part of the unfortunate activities of revanchist organizations of Sudeten Germans and Silesian landsmannschaften take place. This is also the centre of the Christian-Social Union of Franz Josef Strauss, a party which in the post-war life of the Federal Republic of Germany has become synonymous with reaction, with the fight against a lessening of tension, against progressive efforts by democratic forces in present-day FRG. We see this clearly in the Olympic year 1972 when discussion comes up on the "eastern agreements" — the ratification of documents that are so important for relations between the FRG and the USSR and Poland — and in their consequences for the whole of European security.

Success was achieved in excluding reporters of rabble-raising broadcasting companies from the official lists of accredited journalists, but there exists evidence showing that they joined up in other ways — for instance, as guides and interpreters. The heads of Radio Free Europe and Radio Liberty were compelled to declare in writing to the chairman of the International Olympic Committee that during the time of the Games they would hold back their more vicious broadcasts, but in No. 1 English Street intensive work was under way on conceptions for Olympic broadcasts in the past. Linked with the growing activation of extremists in Munich and the Federal Republic were endeavours to misuse the Olympic Games by holding provocative "anti-Olympics" and convoking a congress of radical and neo-fascist youth organizations from a number of European countries.

All this necessarily will influence the atmosphere of the Games\* in Munich. They cannot be regarded simply as a sports event, they have also their political character and, let it be said, a more marked political character than any other recent Olympic Games. This makes all the more responsible the task of those who, during the Munich Olympic Games, respect the idea of this contest, of friendship and understanding, of honest rivalry among young people on the sports field.

These include sportsmen and the overwhelming majority of the whole world. In Munich they wish to do well not only on the athletic track, on the ball fields, in the water slalom, on the cycling oval, gymnastic bars or swimming pool. They also want to represent their countries, the culture of their countries, their moral maturity. They wish to actively contribute to the success of the Olympic ideas of peaceful international collaboration, the fight against discrimination, which is healthy for all.

They want to help the spirit of friendship, rooted in the Olympic ideals, reign not only on the sports fields but also in the stands and among the public. For the joy and benefit of the young generation. This should be our goal as journalists who believe in the beauty of the Olympic Games.

The foregoing appeared in *The Democratic Journalist*, published by the International Organization of Journalists in Prague.



## IN DEFENSE OF CP/BN

by W. G. SCOTT

I feel constrained, after reading the articles by Mr. Winsor and Mr. Zwicker, to write a few words in defence of The Canadian Press and Broadcast News.

I was one of the anonymous BN staffers for eleven years, so what follows is oriented more to BN than CP. However, the "problems" from the point of view of the BN staff are the same as those of CP laborers.

So, from the staff (former staff) level:

We who worked the BN Toronto desk had a saying which management may never have known about. It was: "BN policy is based on the latest complaint from a client." That was unnecessarily cruel towards the brass, however, who always sought to provide only what the clients wanted.

I argued with Charlie Edwards once that BN should lay down some guidelines for the radio and television stations that took the service, but he said it was not BN policy to dictate. He and others who made policies, I now believe, tried sincerely and properly so, to provide those who paid the bills with the type of service they thought they wanted.

The Canadian Press too, always has tried to give its members what they said they wanted, and that is the root of the "problems" at CP-BN. The staffers have tried to provide what they were asked to provide. It is grossly unfair, I would suggest, for those clients to now knock their own service. By so doing, they disavow themselves.

Let me cite one example of an impossible demand. At one BN meeting with radio and television news editors, Charlie was told that BN should provide a complete roundup of Ontario news during the regional splits, and that the roundup should be updated every hour, as the summaries are.

Charlie said he would consider it, but I felt compelled to take the editor aside and question him. I asked him how many he had in his newsroom preparing his hourly newscasts. He said, two. The fact that Broadcast News had one regional man, who was required to also take stories by telephone, often from inexperienced stringers, rewrite them with two carbon copies and supply the CP desk, to get road reports, livestock reports, monitor the CBC news and prepare a detailed (but brief) summary for the CP desk, to rewrite separates for the BN desk — all in addition to rewriting 3,000 or 4,000 words of regional newspaper shift, did not influence his attitude one whit. AP Radio in Detroit provides a Michigan regional news summary every hour, so BN Toronto should be able to do the same.

What he wanted, of course, was to have somebody write a newscast which he could rip and read every hour on the hour in Northern Ontario. The fact that AP Radio in Detroit had a bigger staff than BN, and did not have to run a national wire with stocks, hourly national and international summaries, features, sports, and so on, did not change his attitude.

Would he be willing to pay more money to provide for a second news-wire, one that would carry sports and Ontario news only, and those regional summaries, even if it meant an extra man for BN? The cost to his station and all the others in Ontario would be minor.

He would have to ask the station owner, since he didn't handle the budget. He only handled the news.

And that is typical of the bind in which BN and CP are caught. Impossible demands from news editors without the power to pay the cost of providing them. My experience in twenty years of radio and television news is that, by and large, the private station operators and the newspapers want a five-cent Cadillac.

Editors of every newspaper in the country want one-point stories from wherever they occur. From Ottawa's overworked bureau, they want an item about every federal grant that affects their coverage area. They want something about every question asked in the

Commons about home area problems, even if the minister dodges. They want the written answers, and they want reports of their Own MPs' speeches.

Of course, they don't understand the problems of the TTS desk, the pressure to get all the budget items in plus sports and the markets. Fortunately, if they don't get these snippets, they never know what they've missed, unless, in retrospect, some turn out to be the tips of icebergs which really should have been reported. How many editors read Hansard to check what's been going on? CP is supposed to know what they want. That's what they're being paid for, isn't it?

Ignorance of the CP system and reluctance to put up the money to improve it. That's

### 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.

In providing background and checking the facts for a single story, these super sleuths may read a dozen books, interview key (and obscure) figures, run up a staggering phone bill and spend days poring over reference works and public documents.

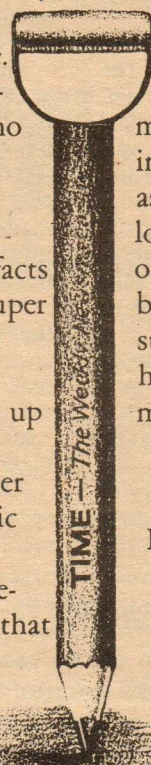
They must stand behind every fact and insure that

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.

Their digging does make a difference—to the import of the story as well as to TIME readers. And looking for that extra fact or figure, savoring that rare bit of background in a TIME story has become a favorite habit of more than two million Canadians every week.

## TIME

If you care about the world.





the feeling among the staff at CP and BN. Ever try arguing with a CP staffer who knows how the system works?

Why, the critics of CP-BN suppose, do CP-BN staffers continue to put up with sweatshop conditions when unable to join TNG because of the fear that still lingers from the vicious battle of the late 1940s? Why do they put up with a staff council that spends more time discussing the slow Saturday night relay to AP and Reuters than pay or pensions? Fear of the anti-union newspapers? Perhaps in part.

But one man's opinion, mine, is that they are hard-nosed, dedicated newsmen. It's well known that any man who can hack it at CP or BN for five years can handle any desk. If not so, why have newspapers plundered the wire service of key staff members throughout the years?

To be fair, that custom changed slightly a few years ago when the service attempted to raise pay to the level where, as one CP executive put it, "We try to pay you guys just enough so nobody will steal you away."

So? Higher pay, accompanied by greater

demands reflecting the demands of the subscribers who want more for their money?

This may be, in part, behind some of the recent resignations. But these things go in cycles. CP lost half its Ottawa crew ten years ago (Don Hanright, John Bird, etc. etc.). But doesn't every news outlet suffer such large-scale migrations from time to time. Look what happened at the Globe and Mail four or five years ago.

Consider the struggle to establish a voice service for radio stations. BN tried at first in the mid-1950s, far ahead of anyone else anywhere. I was at CFPL with Hugh Bremner when we started to use taped interviews in our news. We and Charlie Edwards tried to set up a system (I think it was called Tapex) through which half a dozen stations who were using tapes would exchange them on a leased line late in the afternoon. It fell apart for a variety of reasons.

It was revived with the help of CFRB about 1960, and grew steadily.

A few years later, Contemporary, Standard, Newsradio and CHFI had jumped into

the fray. Everyone suffered from the same problem, poor quality sound. Efforts were made to find a way to share one high-quality line, so each service could have its exclusive items, its own style. Last I heard, that was still a far distant goal in the minds of the BN executives.

Each radio station figures it pays BN to provide it with news, and that the money it puts up to cover its own area should in no way be used to provide news, even hours later, to competing stations in the same listening area. Are the newspapers different?

There was a saying within CP that Fraser MacDougall had one of the toughest jobs, and while many individuals might disagree with his methods of carrying out his duties, no one argued with the end result. Fraser may have been crusty, but he had foresight, a valuable asset in a bureau which was open to attack by those endowed with abundant hindsight.

W. G. Scott is with CBCT, Charlottetown.

## JUST WHO IS INFORMED

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

"After a lifetime with television, is it any wonder an 18-year-old is ready to vote?"

This self-adulatory headline topped an ad by the Television Information Office in the *New Yorker*. The text listed 23 programs apparently considered to be part of the civic-political education.

While it would take too much space to enumerate them all, a selection includes: *The Search for the Nile*; the *Olympic Winter Games*; the *Lorax* (Dr. Seuss story with ecological theme); *20th Century Follies* (Nostalgic survey of old days of show business), and *Pain! Where Does It Hurt Most*.

Only three items appear to have much to do with the substance of that promising headline: Peking (preview of Nixon trip); the China Trip; The Chinese (unscheduled when the ad ran).

Even an appended partial list of the goodies offered day-by-day contains more bubble gum than vitamin pill: *Captain Kangaroo*, *The Electric Company*, *The Reluctant Dragon* and *Mr. Toad*, etc.

*CBS Reports*, *Chronolog*, and *60 Minutes* are included, though they appear only once a month. The *Today* show and *Face the*

*Nation/Meet the Press* do show up regularly, but are scarcely dominant because of their scheduling (early morning and Sundays).

This nonsense about the civic value of TV programs brings us face-to-face with the perceptions of broadcast information, inside and outside the industry, and conflicting information that keeps turning up in other areas.

The first is the myth that the public today is generally better informed and that this is the result of broadcasting. A study done about five years ago at 10 Canadian universities (Earl Beattie) indicated very clearly that people who say they rely on the broadcast media for their news are significantly less informed about world and national events than people who say they rely on print media.

The inference may be that people only think they are better informed when they are merely aware of news presentation and not its content. Other research, some of it dating back more than two generations, indicates that a "seen" event implants itself more convincingly in the mind than a "read" event.

That is, an "eye-witness" is convinced he recalls material accurately when, in fact, his recall is less accurate than that of his less-

certain companion who has merely read about an event. Similar findings continue to the present in a study at the University of Western Ontario (Wilson) that showed visual information was recalled much less accurately than printed information.

In another area, the quality and believability of broadcast information is seen by many people to be higher than printed information.

The plain fact is that the backbone of news in North America is the wire service. This is as true for broadcasting as it is for the print media which are the wire services' parents. Attributing greater veracity to broadcast information reflects a lack of audience sophistication rather than great merit in broadcast journalism.

A study in London last year (Bambrick) indicated that as little as 13 per cent of a week's radio news may be locally (staff) originated, and there was some suspicion that at least a part of the news implied as having originated with the stations actually was cribbed from the local print media.

Broadcasting, through no fault of its own, also is harried by technical problems. It simply is impossible to put out information orally or visually as fast as people can absorb a printed message. Additionally, television is coerced into using film — and, thus, likely to those without. Or to those which are complex and difficult to explain verbally.

Time constraints are built into brief news-cast periods. Original reporting is discouraged by news staffs which average, across the country, between four and five (radio/television).

Broadcasters will argue that audience peaks and the speed with which they can disseminate information are proof of the goodness of their information pudding.

If, for the sake of sanity, survey figures are accepted as being relatively reliable, there is no denying peak audience-news times. The Davey Senate committee, however, may be closer to the heart of the matter in observing, "The key, perhaps, lies in the presentation of material that the public does not necessarily think of as local news — weather reports,

### LATE SUMMER READING

The warm, easy-going days of the year are almost exhausted. It's been a time when magazines are traditionally smaller. September, though, marks the return of chubbier issues. So look for these stories, and others, in the next Content:

- The federal computer communications task force study
- Canadian weeklies in conference, and the words of Quebec Communications Minister L'Allier
- The Brandon Sun Affair
- Radio hot-liners

Be sure to read Content every month ... whether or not you're in the media. There's appeal for practically every taste and interest in the communications sphere.

\$5 for a yearly subscription; 12 monthly issues. Send cheque or money order to, Content, Suite 404, 1411 Crescent St. Montreal 107, Que.





traffic conditions — but which it seeks through radio.”

Listeners and viewers may be tuning in in a “surveillance” way in case something has happened which will affect them directly. This is a different thing from a burning desire to know “the news.”

As to speed, again there is little to argue about. Broadcasting *can* get information out faster than any other medium. Unfortunately, the bulk of the “news” disseminated — coming as it does from the wire — is not *that* new, and may be anything from several hours to a day or more old. In fairness, it should be added that most stations have some kind of rule against using information over more than a 12-hour period unless there are developments.

On the other hand, most news is simply not sufficiently important in its effect for it

to make much difference to the average listener-viewer whether he knows it now or several hours later when the local paper comes out, and he can look at it (or not) at his convenience and in as much detail as time permits.

There is a neat philosophic argument here. If broadcast news — particularly television — creates only an appearance of having informed the public, is broadcasting doing a service or a disservice to the nation?

If broadcast news is seen to be more accurate and believable when it is not (and when it, in fact, is constrained by technical limitations far more than print) can it be considered, philosophically dangerous?

Could the money now spent on broadcast news be better reallocated into investigative and documentary channels, with only bulletin “news” service of events of epic proportions being retained?

Or could, perhaps, the money be spent in developing new ways to open channels and access for community groups and individuals to talk to each other?

Those in the business are convinced we need an informed and aware citizenry if we are to survive. Are we going about the job in the best way?

*Research is one of the many areas in journalism requiring examination and contemplation. Too often, the working journalist or other media person simply lacks the time to study material which has been compiled about the job. C. E. Wilson and F. K. Bambrick of the journalism department at London's University of Western Ontario have undertaken research projects which warrant atten-*

*tion. This is another in a series of articles by them. They're interested in research work done at other universities, community colleges and by individuals. Correspondence should be addressed to them at: Department of Journalism, University of Western Ontario, London 72, Ont.*

## content

THE NATIONAL  
MAGAZINE  
FOR JOURNALISTS  
AND MEDIA FOLK

\$5 YEARLY

REMEMBER  
OUR NEW  
ADDRESS —

1411 CRESCENT  
Suite 404  
MONTREAL 107

### SUBURBAN WEEKLY WANTED

I'm interested in the prospects of investing in, or purchasing, suburban community weekly papers — or the singular, depending on the circumstances. Geography, at this stage, isn't too important a factor . . . which should indicate I'm fairly flexible. And I'm certainly flexible toward the editorial role of the paper or papers in question. I'm a businessman.

Would the curious please write to:

Box W,  
c/o Content,  
Glenwood Publishing,  
Suite 404,  
1411 Crescent Street,  
Montreal 107, P.Q.

TALK TO  
ROYAL TRUST  
ABOUT  
PLANNING  
YOUR ESTATE



Royal Trust



## THE WATERING HOLE

by CHRIS GERULA

Friday night at the Ritz and the jukebox is pounding out its hard rhythms through the hazy smoke, amid the twinkling glasses and buzzing conversation. The camera spots a middle-aged man of distinction — his draft beer in one hand and religious bulletin in the other — ambling through the crowd.

Striding from a distant corner, long grey overcoat breezing behind him, he reached the center of the room, stopped, took a swig of beer and swung his view over to a young couple sitting innocently drinking their beer.

With both hands planted firmly among their drinks, cigaret stub dangling from the corner of his mouthy-looking face, he proceeded to talk the couple into a wedding ceremony. "C'mon kids, whatya mean you don't think you're ready for marriage, of course you are. Look, all your friends are here," he said, waving his arms in the general direction of the crowds seated around the table, "the festivities have started. You can't back out now. Look, they're all waiting for you kids."

The audience watched expectantly to see what would become of his fatherly prodding. Having captured the attention of a good following, the barroom minister began his sermon with no apparent disapproval from the bewildered couple.

Pulling an empty chair out into the aisle opposite the noviciates he climbed up on it with a few choice words, "...this service is now in order." Looking around with a smug smile of satisfaction he grinned out magnanimously, "brethren, we are gathered here tonight ...". As soon as a few claps from the congregation subsided, he continued, "We are gathered here to witness the wedding of these beautiful people, so much in love they drink their beer from the same glass.

"Now, what's your name son? Dick? Rick? Alright Rick, do you have take this lovely young thing ... Sharon? this lovely young

Sharon to be your lawful ... wait a minute for God's sake, wait-a-minute! Is there anyone here who sees any reason why this pair should not be joined in matrimony?"

A voice in the distance yelled, "Yeh, I'd like her."

"We continue, but we need a Bible. No wedding is complete without a Bible."

Unfolding this crumpled bulletin, he opened it and peered over the top. "Rick, do you take Sharon to be your lawful-wedded wife, in joy and sorrow, in sickness and in health, on Friday and Saturday nights, 'til there's no beer left, until death do you part?"

"Say I do, come on, don't be shy, she won't bite you ... alright, do you ... what's the name again? ... Sharon! ... do you take this Rick to be your lawful-wedded husband through life and death, dirty dishes and nights out with the boys, 'til death do you part? Don't be afraid to speak up honey. Alright, I now pronounce ... eh, just a minute here, we need a ring ... can't be married without a ring ... who's got the ring?"

Someone tossed a cigaret tinfoil ring onto the table, two eyes burned down on the groom and nodded to him, "Well, put it on her finger. Don't be a coward, you only get married once. Alright, let us continue."

After shuffling through his Bible and shrugging around in his vestments he gazed at them both and, with arms outstretched said quietly, "I now pronounce you man and woman, now on with the celebration."

Stepping down from the pulpit he annointed the glasses and said as matter of factly, "Preacher gets his cut," picked up a beer and drained it in a single swallow, nodded a curt goodbye to the amazed party, then wandered away.

*Chris Gerula is a Vancouver freelance writer.*

## LETTERS

### THE TABLOIDS

#### Editor:

The article on tabloids by Robert Lantos (June) seems to be a typical piece of sociological research. It describes, perfectly, a social phenomenon, the existence of tabloids and tabloid readers, in individual terms.

The writer talks about the reasons for tabloid credibility as it relates to individual readers (it is what they wish to read, and the myths of truth and freedom of expression), but doesn't examine why tabloid readers, as a group, wish to read the papers or why the myths exist.

Susan Perly wrote an analysis of tabloids in the December, 1971, issue of *East Coast Worker* (Halifax) which differed from Mr. Lantos' in that it contained less graphic description and treated the tabs and their readers as an aspect of our society. She suggested that the tabs are not as much in tune with working class interests as they pretend to be.

"The tabloids see solutions to social obstacles as an individual matter," and discourage people from seeking collective solutions. The article continues by outlining possible directions to alternatives to the tabloid and other commercial media.

The five million tabloid readers are being misguided and misinformed by manufactured information and rather than describe how they do it, Mr. Lantos should have concentrated on alternatives.

Frank Goldspink  
Waterloo, Ont.

### OUT, CORRUPTION

#### Editor:

You gentlemen of the press are and have been selling yourselves short for TOO long. I do not care how many press councils you have, they are not going to serve the purpose. There still is too much red tape wrapped up in this!

I have a theory:

Do you realize you are actually more important than civil servants, or politicians (with minor exceptions; that is not saying much). I therefore question, WHY do you allow yourselves to be dictated to? Why do you allow truth to be suppressed? How many times has your editor or publisher thrown a story in the wastebasket because of political influence. National security is a necessity, I grant you, but not the protection of an elected or appointed official who betrays the trust of the people.

Elections are coming up. Lobbying turns my stomach (and that is how elections are won); anyone lobbying for votes, anyone who sells his vote, is a traitor to our country. There is no democracy, just lip service to a system of life which is the best type of system if we could rid ourselves of the corruption, and the only way for that is open denouncement! Good can snowball just as evil has and it is my opinion you of the news media hold the future of the country and the world in the palm of your hand.

Strike, strike, strike; refuse to report, unless you can print the truth and nothing but the truth, no matter whom it involves. Men who run for office should be an open book, not full of platitudes during election; they should be above reproach. This takes in all elected and appointed officials who are



Bank of Montreal

The First Canadian Bank

We want you  
to get  
your money's worth.



servants of the public.

The time is ripe, organize and do it. You must make laws for yourselves for even among you there are those who can and are corrupt. Blacklist those who do not keep within the laws of your making.

Lily Topekian  
Brantford, Ont.

### MORE RESEARCH

**Editor:**

Being in the newspaper field, (the Saskatchewan Bulletin), I've become adept at such skills as stationery and newspaper filching. Hence I've never felt a real need to subscribe to Content, nor has my husband, who works for the Star Phoenix.

However, in a surge of nationalist pride (the survival of our publications industry is at stake, after all), we decided to sacrifice \$5 for a (single) subscription to your magazine.

May we make a suggestion, now that we have your attention? We'd like to see more research articles in the Bambrick and Wilson vein. Why, only two weeks ago, we filched a Columbia Journalism Review and wondered why Canadian journalism schools didn't get together in a similar effort, each being too small to attempt a publication on its own.

Does that sound too dry and scholarly? We think it wouldn't be when interspersed with your other articles, such as The Watering Hole. After all, we're not complete Rubes, you know. We don't all work for Thomson papers. Some of us are even educated. Yours for a better Canadian publishing industry.

Marion Gill  
Saskatoon

### REBUTTAL II

**Editor:**

Can I say a few words about Alan Harvey's contributions to the June *Content*?

Despite his defense of his own mildly prophetic powers about the *événements* in France, 1968, I think my assertion is true that no newsman "in Europe could point to back copy and say, "I saw it coming and said so." Servan-Schreiber, in a subsequent publication, also tried to show that he had made Delphic statements, too. But they looked pretty thin placed up against the *événements*.

My point was and is that newsman, as with other human beings, are cursed by conventional wisdom and have trouble breaking through the genuine, independent, far-sighted appraisals of events. I don't think we're blessed with English-Canadian journalists who are giving English-Canada a genuine sense of events in Quebec and what those events mean seen in relation to the past, the future, and the quality of life for all Canadians.

In an article in the same issue, called "The Unknown Country", Mr. Harvey reports that "Canada is the most under-reported nation in the world." In his letter he asks if "anybody in Canada" is "really interested in political developments in our second mother country?"

The two facts are not unrelated, the two situations he describes. *Canada is under-reported in Canada*. And because we do not get news-gathering, news-analysis priorities right, we don't relate from inside Canada to outside Canada with the proper sense of priorities.

Every day, in every newspaper I read, I am asked to take as a matter of *prior* interest the fact that five people drowned in a boat in Kasper, Georgia, or that 300 daughters of the American Revolution sang The Star

Spangled Banner at a meeting on the U.S. side of the Niagara Falls. I am asked to take events of that kind as prior in interest to both political and social events I witness or take part in that go *unreported*.

Example: more than one hundred Canadians held a meeting in a sculpture court of the Ontario Art Gallery to protest the appointment of a U.S. chief curator who they believe unnecessary and only modestly qualified. Among the meeters were artists, activists, and even Committee for an Independent Canada chairman Eddie Goodman, with the blessing of a number of organizations such as the Independent Publishers Association, etc.

The *Globe and Mail* and the Ottawa paper I take had not a word. But the deaths in Kasper, Georgia, and like the Daughters of the American Revolution singing the Star Spangled Banner were there as usual.

I suspect that Canadian Press is blamed for too many things. Canadians may be parochial, but so are major papers abroad who don't make it their business to get coverage.

I think the fundamental point overshadows all the rest. A country that doesn't take its own character and fabric seriously will not be taken seriously by the rest of the world. Countries, as individuals, who are without self-respect are unlikely to be respected by others.

Robin Mathews  
Ottawa

### MIRROR SMEAR

**Editor:**

Peter Rehak's emotional tirade against communism (letter in June issue titled Coloured Glasses) employs the time-dishonored McCarthy technique of using the communist smear as a substitute for facing up to an issue.

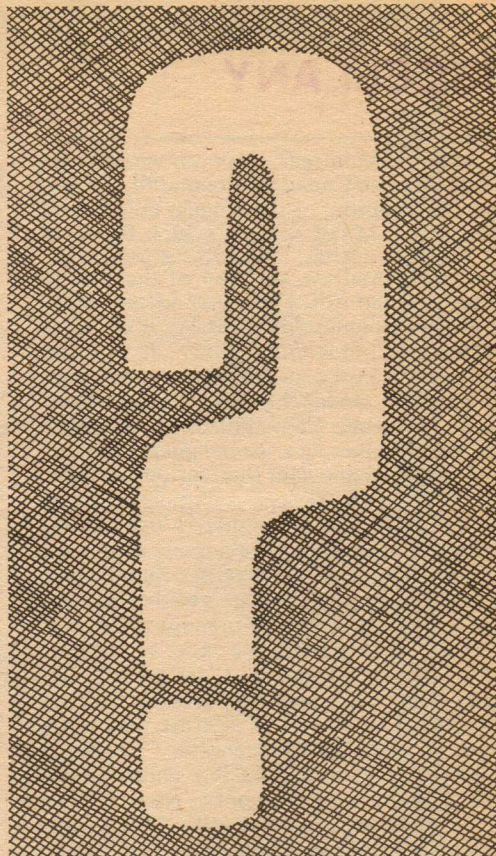
My article in the May issue, *Crossing Ideological Barriers*, did not deal with the political events in Czechoslovakia in 1968 or since. Nor was it an examination of journalism in communist countries as Mr. Rehak suggests.

It dealt with only one subject — the International Organization of Journalists which can't be dismissed with a barrage of red-baiting as Mr. Rehak seems to think. And for him to compare the constitution of this affiliate and membership body with the constitution of any state, communist or otherwise, is patently ridiculous.

The IOJ, whether Mr. Rehak likes it or not (obviously he doesn't), is the largest world organization of journalists. It is influential in countries of both the east and west. It enjoys a good measure of support in western European countries, most journalists' organizations in Latin America and the Arab countries are affiliated to it, and the journalists in a number of Asian countries including India also are associated with it. One doesn't have to embrace communism to recognize that there is a basis for dialogue and perhaps co-operation between the IOJ and its affiliates and Canadian journalists.

Mr. Rehak's gratuitous insults to Olrich Bures, the editor of an IOJ journal, and for that matter to all journalists practicing their profession in Czechoslovakia today, will please those reactionary forces that would continue beating the drums of the Cold War even louder. But I suggest that most reasonable people in the world today are trying to find some means of easing international tensions and finding paths to friendship and co-operation despite ideological barriers.

Ben Swankey  
Vancouver



## 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.



## MISCELLANY

Lou Miller of Montreal's Monitor was elected president of the Canadian Community Newspaper Association, at the August convention in Montreal. Miller succeeds Jack Parry of the Rimbey, Alta., Record. First vice-president is Andrew McLean of the Huron Expositor, Seaforth, Ont., and second vice-president is Cloudeley Hoodspith of West Vancouver's Lions Gate Times. It was the association's 53rd convention and more than 300 editors, publishers and associates attended. Quebec Communications Minister Jean-Paul L'Allier was special guest speaker. He said "it is important that various government information services — national, provincial and municipal — regularly use all the existing communications channels to ensure that the messages they wish to communicate reach the right parties. The weeklies fit perfectly into this process of communication, and their role ranks among the most important. As far as we are concerned, we are offering increasingly-complete services, including photographs of events of interest, and even certain exclusives for weeklies." A more complete report on the CCNA deliberations will be carried in the September issue of Content . . . . Grand River Cable TV, which broadcasts on community channel 12 in Kitchener, has taken its first step into the documentary field as a production company. David Battle oversaw packaging of a half-hour program on the city's annual Oktoberfest. The company is distributing videotapes to cable systems in major population centres across Canada and in the northern and eastern states . . . . come November, Ken Davey will be head of CBC radio for the British Columbia region; he's now station manager of CBMT in Montreal . . . . more National Film Board films were seen in Canadian theatres during the past year than ever before; a record 16,675 commercial bookings topped the NFB's previous high in 1953-54. The most successful feature film was Mon Oncle Antoine, ringing up 174 bookings across Canada in both the original French and the English sub-titled version . . . . belated news: Max Bell, chairman of FP Publications, died at the age of 59 after failing to recover from brain surgery at the Montreal Neurological Institute. With a salary of \$35 per week, he scraped together \$35,000 from friends many years ago to make a down payment on the Calgary Albertan, which a bank had held against loans from his late father. That was the start of the publishing-oil-horse racing empire . . . . country songs are heard now from CFOX, the suburban Montreal radio station which Gordon Sinclair Jr. founded 11 years ago. The Canadian Radio-Television Commission granted Sinclair permission to sell 80 per cent of Lakeshore Broadcasting to Allan J. Slaight, owner of CFGM in the Toronto suburb of

Richmond Hill; Sinclair stays on as general manager. Slaight's partners include composer-singer Gordon Lightfoot. The CFOX agreement was worth about \$1 million . . . . there was a fascinating workshop this summer at La Jolla, Calif: The journalist and political change. It was sponsored by The Project on More Human Journalism, established last year to help journalists learn more about human behavior; their own included. And we thought Media 71 and 72 were giant steps forward? . . . . Louis Joseph Allard, retired editor of several weekly newspapers in Quebec, died in Montreal at the age of 87 . . . . a powerful new cable television development firm has been launched, aimed at strengthening Canadian leadership in service and products. Broadband Communications Networks Ltd. is its name and the head office is in Toronto. Eight shareholders, each with an equal voice, are Jarmain Teleservices Ltd. of London; Maclean-Hunter Cable TV Ltd. Rogers Cable TV Ltd., and Cable Utility Communications Ltd., all of Toronto; National Cablevision Ltd. and Cable T.V. of Montreal; Premier Cablevision Ltd. and Community Video Ltd., of Vancouver. The companies represent more than 800,000 cable subscribers in Canada. Chief executive officer of Broadband is Seymour Epstein, who had worked for RCA and the CRTC. The new company wants to exploit the full potential of cable TV networks in Canada. Among the first tasks is to determine the demand for and the social, economic and technical ramifications of such anticipated services as shopping via TV, electronic polling and pay-TV . . . . everyone in the business must know by now that Percy Saltzman, the Toronto weather voice — and interviewer — on CBC-TV for the past 20 years, is to become host of Canada A.M.' the new CTV network morning show. For those who watch TV in the morning, Canada A.M. will be the only competitor to American imports . . . . Al Bruner, president of Global Communications Ltd., expects his recently-approved southern Ontario TV system will eventually compete nationally with the CBC and CTV. The Global operation will commence operations in 1974 with six transmitters beamed to reach six million viewers. Half the \$16.3 million budget is destined for Canadian programming. Nearly 60 per cent of the shares will be sold to the public . . . . a study for the U.S. Federal Communications Commission showed that elimination of commercials from children's programs, as some groups have demanded, could lose the three major American networks about \$65 million in revenues. Networks would have to either increase prices on other programs or drop the programs altogether, the study said. It suggested that instead of commercially sponsoring children's programs, underwriting of production costs by large corporations might be considered. This is done in some public television productions . . . . a new public affairs magazine dealing exclusively with the concerns of the four western provinces

has been formed with the difficult editorial ambition of combining a social conscience with a sense of humor. To be published six times yearly, the first issue of Westword is due in September. Among the principals are Clive Cocking, editor of the UBC Alumni Chronicle and freelance writer/broadcaster and former Vancouver Sun staffer; Keith Bradbury, also a former Sun man and most recently with CHAN-TV; and Martin Robin, Simon Fraser University political science professor and author of The Company Province, a B.C. history. Main thrust of the magazine, says Cocking, will be well-researched and lively muckraking in the public affairs domain . . . . magazine writer and for the past couple of years the Montreal Star's resident fashion commentator, Keitha McLean has gone to New York and Women's Wear Daily . . . . requests for advance \$15 registration fees for Media 73, the third national conference of journalists, have gone out from the steering committee. Prompt response will ease the financial worries of the central group; Media 72 barely broke even and at that it was through the goodwill of several publishers. The committee has discussed four possible conference sites — Ottawa, Montreal, Toronto and Winnipeg, although other locations have not been ruled out. Winnipeg is tentatively favored. What do you, former or potential delegates, think? Cheques should be made payable to Media 73 and sent to Box 504, Station B, Ottawa K1P5P6; \$10 covers conference registration and the additional \$5, as approved at Media 72, will help get the third edition off the ground. Program ideas are welcomed, of course. Write to the above address, or c/o Content, Room 404, 1411 Crescent St., Montreal 107, Que . . . . The Canadian Press, Canada's national news agency, stepped further into the computer age in late July when news began to flow to 102 Canadian daily newspapers from the agency's new head office in Toronto. Reporters and editors joined other departments already settled at 36 King st. e., in a modern building erected as a computer centre by IBM and owned now by Excelsior Life Insurance Co. The staff went to work in a newsroom where electronics are as essential as typewriters and pencils. The move climaxed planning that began more than a year ago when it became clear that redevelopment of the Toronto downtown core would result in CP selling the two-storey building it built in 1948 at 55 University Ave. The heart of the new operation is a 32-foot-long telegraph relay board — with more than 100,000 wired connections which link the transmitting, receiving and copying facilities of CP's news wires. Directing traffic on these wires is a PDP-8/1 computer supplied by Digital Equipment of Canada Ltd. PDP-8s are used in many newspaper composing rooms and commercial printing shops to justify lines. CP's computer also acts as a message-switching centre, automatically transmitting individual stories to various wires across the country according to coded instructions from copy editors.

MR BARRIE ZWICKER  
22 LAURIER AVE.  
TORONTO 280 ONT 6-73

*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