

23

SEPTEMBER
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BRANCHING
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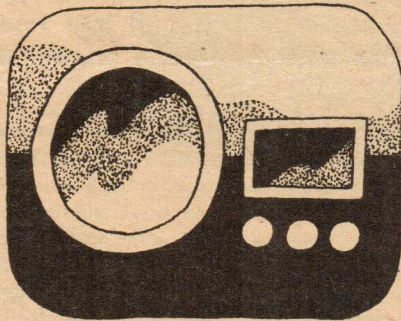
content

for Canadian Journalists

WHERE
THE BUFFALO
ROAM

The Brandon Sun

SIZZLING MIKES



WEEKLIES:
UNSUNG
SERVANTS

THE
INCOMPLETE
PRESS

THE BRANDON SUN AFFAIR

by WILLIAM MORGAN

Sometime late in May of 1971 two women living in the east end of Brandon, Manitoba (HOME OF 32,000 FRIENDLY PEOPLE) heard that a house for sale in their area was about to be purchased for a native family by the department of Indian affairs.

One of the women, Mrs. Ruth McRae, says the rumor worried her because there already had been problems in the area with visitors to native homes involved in fighting, loud arguments, necking on the streets and an instance of sexual intercourse in public. Mrs. McRae hadn't actually seen that one, but she'd heard about it. Somebody's eight-year-old son had seen it, on somebody's front lawn. Later, another neighbor reported having seen the act, too, but he'd seen it on a boulevard. Which may surprise you, but not me.

I lived in Brandon a few years ago, and even in those days there was a phantom Indian couple screwing their way up and down town. Almost everyone knew somebody who'd seen them at it or who knew somebody else who had. The only mystery was how in all that time nobody ever managed to call the police and have them caught at it.

Anyway, victim of a racial myth or no, Mrs. McRae's concern for her neighborhood, her property and her children was obviously genuine. She and her neighbor, Mrs. Beth Cale, began checking out the house purchase rumor. Indian affairs said they weren't buying any house, and both city and provincial welfare departments gave a similar answer.

More disturbed than reassured by these replies, the women then went to see Mayor Bill Wilton. They told him of their fears and asked if a petition would help. The mayor said that if they would put the matter in writing he would take care of it, personally and in confidence. So the two went home and drafted their petition:

"We the undersigned request that homes, 400 block on Tenth Street East, Eleventh Street East, Louise Avenue East and Victoria Avenue East be no longer rented or sold to Indian families as of this date, May 20th, 1971."

The wording met no resistance within the neighborhood and was cheerfully signed by residents at 30 different addresses. And when the whole thing was taken to the mayor the next morning, he didn't turn a hair either. According to the two women, he simply read the petition and promised to look after it.

Also some time in late May of '71, Brandon's police chief, D.A. McNamee, was asked by the mayor for a report "on the problems that the Brandon City Police had brought to their attention with regard to Indian and Métis families." Chief McNamee passed the request on to Inspector Les White, who in turn chose Constable Keith Yorke to write the report. Yorke was going onto nights, which would give him time for research, White reasoned, and besides, Yorke was married to a treaty Indian.

Eventually the report was completed, given the title "Problem Métis Families," and approved unchanged both by Inspector White and another officer. Copies were then sent to Mayor Wilton and to J.M. Bell, local superintendent for the department of Indian affairs, who'd already been sent the petition.

Indian affairs quickly informed the mayor that none of this came within their jurisdiction. No

complaint was voiced about the existence of either document.

Then, on May 30 at about 1:30, Allan Ross turned up for his appointment with the Mayor. Ross is Métis, an arts student at Brandon University, and was preparing a survey of native housing conditions for the Manitoba Métis Federation. Mayor Wilton arrived late for the appointment, deep in conversation with two other men. Explaining that he was busy, had other people to see, the mayor told Ross of some information on the city's problems with native people which would be of value to him. Then the mayor instructed his secretary to show Ross a particular file.

Before long, Ross had seen both petition and police report, had been promised copies of his own, had been congratulated heartily by the mayor on the terrific work he was doing (whatever it was), and was out of the building.

Next day, Ross called at the mayor's office and was given an envelope containing photostat copies of both documents and a covering letter from the mayor. Nothing had been said at any point about either document being confidential.

The managing editor was called down to the police station and told how harmful would be a story about the report.

Within a week or so, Brandon *Sun* reporter Andy Moir had heard about the petition and managed to get a copy of it, from a source which still remains undisclosed. Preparing a story on the petition was tough. Nobody would say what, if anything the city was going to do about it, or even acknowledge its existence. But during these inquiries Moir did get wind of the police report. He went to Ross who after refusing several times to hand over the thing eventually did so.

After consulting with the *Sun's* managing editor, Charles Gordon, Moir went to work, checking the report out and seeking comments.

He got statements from Inspector White and Constable Yorke, but the mayor was out of town and Chief McNamee, contacted at home, asked the reporter to meet with him next morning at police headquarters to discuss the report in confidence. When Moir refused to name his source and declined to discuss the matter in confidence the chief threatened to use a court order to get the report back and hung up.

Next morning, July 23, Charles Gordon was called down to the police station and was told how harmful would be a story about the report. He listened to the police point of view and explained the *Sun's* position that the public had a right to know "what was in the report, that a report of that nature existed."

That afternoon, the *Sun* carried its story. The subjects of "Problem Métis Families" were not named, but as well as quoting Chief McNamee's claim that the report contained only facts and not the constable's opinions, the story quoted excerpts from the report itself:

"She has had one or two other men living with her . . . at various times but it is this constable's opinion that there is absolutely no supervision of the children at any age. . . . Shoplifting and assault appear to be the chief occupations of the female

members of the family with suspected prostitution involved to some degree."

The following day the paper's lead editorial "A Question of Privacy," apologized for whatever embarrassment the decision to publish had caused the police and native people generally but argued that the story simply had to be printed because of the fundamental questions it raised, questions about whether such subjective material had a place on any file, and whether the police should ever have even been asked to compile such a report.

Soon, other questions were arising. Such as how accurate even the 'facts' in the report were. The *Sun's* checks on the report revealed that one woman had been included in a family with which she had no connection, that one man mentioned in the report had been dead for months and that other details about the records of individuals were wrong.

But by now the whole thing had taken on a life of its own, anyhow. A.J. Nabess, chairman of the Canadian Native Justice League, called the report worse than discriminatory and said his organization was considering legal action. Dr. Samuel Corrigan, a university anthropologist, called the report "sheer, utter racism." And Mayor Wilton, when finally contacted by the *Sun*, said he didn't know why "you people want to make such a fuss over this." The mayor also told the reporter that he could not say at whose request the report was compiled.

Public meetings were set up, but the mayor and Chief McNamee declined to attend. At one meeting, people who had signed the residents' petition were shouted down.

Mayor Wilton declined all further comment on the grounds that the *Sun* had been guilty of "sensationalizing" by revealing the report and announced that he was going on holiday for a month.

That was August 4, 1971. On August 11, the Manitoba Indian Brotherhood asked Manitoba's attorney-general for a full-scale investigation, alleging breach of the Juvenile Delinquency Act, racism, discrimination and police harassment.

August 13, a *Sun* editorial argued that by his refusal either to answer questions or to order an inquiry, Mayor Wilton had failed to carry out his responsibility as chairman of the city's police commission. The editorial called for a provincial inquiry into the police report, city police procedures, and the Brandon Police Commission itself.

August 17, Mayor Wilton returned to Brandon. He declared that there had been a breach of trust between his office and Brandon University staff members and demanded that the university's president take disciplinary action. Copies of the police report "were taken and re-copied without the consent and knowledge of the city," said the mayor, and, "I would say that the *Sun* only blew this story up to the proportions it did just to sell newspapers."

The mayor named reporter Andy Moir and three university professors as having "been responsible for all the agitation and publicity this incident has received. . . . Tactics used by this group were indicative of the tactics used by communist agitators in other parts of the world," said the mayor, adding that it was time for Canadian citizens "to exercise our rights and stop known agitators coming into our community under the

guise of teachers at our university."

Mayor Wilton may not hold the local franchise for the Canadian Intelligence Service, nor even check under his bed each night, but you can't help thinking he might have got on much better with the *Sun* back in the days when Lubor Zink was writing its editorials.

Anyway, it was on again. A *Sun* editorial ridiculed the "communist bogey" and pointed out that neither its reporter nor the professors had requested the police report or created Brandon's racial problems. The Canadian Native Justice League considered the idea that professors were leading the protest a supreme insult and suggested the mayor hoped to win election support by having the university discipline more professors who sympathized with native people. University president Dr. Lloyd Dulmage flatly denied any breach of trust and said the behavior of his staff members had been constructive.

Dr. John Tyman, one of the "agitators," complained mildly about the many anonymous phone calls he had received after the mayor's statement and said he thought it a pity that "a person who shows concern for his fellows is automatically branded a communist." Dr. Corrigan, a second "agitator," anxious to express his concern for the feelings of the native people involved, issued his press release in Dakota. Unfortunately, the *Sun* couldn't find anyone who could translate it, so they had to take it back to Dr. Corrigan who finally supplied a translation himself.

Walter Dinsdale, MP for Brandon-Souris, deplored the emotional overtones. He had little comment either way about the controversy itself, but he was dead against the emotional overtones.

September 13, following charges from two aldermen that he had been running the city to his own dictation, Mayor Wilton announced that he would not seek re-election. Asked by reporters if he was backing off in the hope of a draft, the mayor replied, "I don't live that way... I don't think I will change my decision later on."

September 22, James Toal, a former Winnipeg police superintendent, was appointed as a one-man provincial commission of inquiry into the police report, "Problem Métis Families," and the allegations of police harassment. The appointment was welcomed by Mayor Wilton and by Chief McNamee. Mr. Toal had been a consultant to the city and had recommended McNamee's appointment, but nobody seemed too concerned about that at the time.

September 23, Mayor Wilton turned up at a public meeting called by the Civic Independent Voters' Election Committee. After winning a procedural battle and getting permission to speak for 15 minutes instead of the standard three, the mayor made his speech. He told of all the calls and letters pleading with him to run again, and announced that he would do so. The first eight minutes of his 15-minute speech were devoted to attacks upon the *Sun* and its staff.

And the strategy was clever. The feeling that a paper should be a hometown booster, a good corporate citizen, à la Kitchener, doesn't rest solely with city officials. When Mayor Wilton says of the *Sun* "they have damaged the city... right across Canada," a lot of people are ready to believe him.

It's all a bit sordid anyway, this stuff about discrimination, and people tend not to even want to know about it themselves, much less see newspaper people, a lot of whom didn't even grow up in Brandon, trying to peddle their papers by giving Brandon a bad name. Try to tell them the *Sun*'s circulation in Brandon has been at saturation point for years and that carrying the story was as likely to lose subscriptions as gain them and they wouldn't believe you.

Brandon's still a pretty closed place. The university is viewed with suspicion and Lewis Whitehead, the *Sun*'s publisher, is also chairman

of the university's board of governors, hiring foreign agitators. Pretty easy to see they're all in it together, fomenting trouble among the Indians.

And something else, as people at the *Sun* discovered during all this. Trying to run a fair, responsible paper of reasonable quality can make you a lot of silent enemies. Your truth always differs from other people's, for a start. Print an ugly picture of some guy's kid, or dog, refuse to let his wife write a letter to the editor without putting her name on it, tell the horde of guys who call that you can't leave their names out of the court story, the accident report, the drunk driving list, or whatever, not even for money, and you, too, can be universally disliked.

Soon the mayor was joined by other CIVEC candidates who knew a good thing when they saw it. "What we need is a new newspaper, another newspaper," said one of them. "The *Brandon Sun* is too one-sided."

Mayor Wilton began to tell audiences: "Brandon should now promote a second newspaper... so that our citizens might have a more unbiased opinion of the events taking place in our city and in Western Manitoba."

The Brandon Sun

In fact, the *Sun* takes both itself and its responsibility to be fair and unbiased extraordinarily seriously, and these shots were completely unfounded. But they worked.

On October 27, CIVEC candidates were elected in droves and Mayor Wilton got 8,000 votes leaving only 3,500 for his opponents to share between them. With the election all safely out of the way, the Toal Commission finally began its hearings, on November 15.

On and off for the next five months the ground was covered again. Witnesses gave evidence and expressed opinions. Cross-examination seemed to come in spurts and then fade so little new concrete information was ever pinned down. There seemed to be a half-heartedness about the whole process, even among many of the participants.

By the end of last April, the final hearing had been held and a report was being prepared. All this time, Mayor Wilton's cold war on the *Sun* continued. He made speeches about a second newspaper, talked to publishers, encouraged meetings with prospective advertisers.

One or two management types at the *Sun* were tempted to try mending fences, but the editorial staff, case hardened by now, took it all in their stride. The managing editor finally even got up courage to stop carrying pictures of cheque presentations and similar non-events, something he'd been wanting to do for years. A small thing, but the kind of thing integrity and self-respect are sometimes based on.

This month, the Toal Commission report finally appeared. It hadn't been worth waiting for.

Apart from some rather motherly suggestions for the welfare of native people—lots of soft drinks in the friendship centres—the report mostly repeats the line put forward by the city during commission hearings.

Evidence from an out-of-town police chief whose own department handles reports by methods very different from those followed in the Brandon case was described, simply, as unhelpful.

One of the native spokesmen, A.J. Nabess of the Native Justice League, was complimented and

quoted in the report. But it seemed to be principally because of a statement he had made describing the petitioners as decent, honest people who had only been misled.

Judging from the report, the petitioners, the police chief and the mayor may have made minor errors, but their good intentions shine through it all like beacons. The *Brandon Sun*, however, gets no marks for good faith and is quite severely criticized.

Apart from complaints about "a style of conflict," in its headlines and stories, and God only knows how you're supposed to avoid that when the atmosphere you're trying honestly to reflect is one of charge and counter-charge, the report finds a general selectivity and inaccuracy in the paper's reporting of facts. Only three solid examples are cited with the finding.

In the first, the city's counsel had complained to the commission that a *Sun* story had omitted an important part of one witness's evidence. If Toal had bothered to check the *Sun* story himself,

instead of blindly accepting the accusation from the city's counsel, he would have found that the evidence in question *had* in fact been quoted.

The other two cases are similar, in that a little thought, or even the checking of his own transcripts, by the commissioner would have saved him from making these false and unfair findings against the paper.

Fact is, while it might have defended itself better against nonsense of this kind, and while it probably did overdo the drum-beating slightly about having broken the story, I'd say the *Sun* did a good, responsible job throughout.

At the Toal Commission's final hearing, A.J. Nabess, who was quoted and given credit for his understanding about the petitioners, made another statement of interest.

"I would like to commend the *Sun* for its conscientious coverage of recent issues," he said. "I would not hesitate to say that this publication has set an example for other newspapers as far as unbiased, fearless reporting is concerned."

Unlike Nabess's words on the petitioners, that statement didn't make it into Toal's report.

On the day the report was released, the *Sun* devoted 266 column-inches to news of the report which itself contained only 160 double-spaced typewritten pages; 40 of these inches were devoted to reporting the commission's criticism of newspaper coverage alone.

The following day, Mayor Wilton pronounced himself well-pleased with the report. He added that in his view the *Sun* had a responsibility to publish the report in its entirety.

Bill Morgan worked for the Brandon Sun in 1968-69 and now is executive producer of 24 Hours on Winnipeg's CBC-TV outlet.

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The Ottawa Citizen

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THE AIRWAVE WAR OF WEBSTER, LAMARSH AND MURPHY

by SAM ROSS

The skirmish of early summer is over, and the Vancouver hotline war is on in earnest among *CJOR*, *CKNW* and *CKWX* with other stations seeking an opening in the hope of running away with the prize—the biggest audience.

The skirmish lasted five weeks, and then came a sort of "phoney war" similar to the situation along the Allied-German lines during World War II. It broke out again when Judy LaMarsh decided to return to *CKWX* and take up the cudgels against Ed Murphy at *CKNW* and Jack Webster at *CJOR*. Open-line competition has been keen in Vancouver for at least 25 years. It became even tougher when financier Jimmy Pattison, who acquired *CJOR* in 1965, decided the time was ripe to bid for top spot and the biggest audience in Vancouver, a position now held by *CKNW*.

So Pattison coaxed Webster to leave *CKNW* and join *CJOR*. Then *CKNW* reached out and picked off Ed Murphy, its former Ottawa Press Gallery staffer, from his open-line show on *CKWX*. The next step saw *CKWX* bring Miss LaMarsh, former Liberal cabinet minister, from her law practice in St. Catharines, Ont., with high hopes she'd forget a political career.

Miss LaMarsh liked the new job at 'WX in the skirmish, but went back to St. Catharines to decide which of the three roads she'd choose for the future: Law, politics or broadcasting. She took soundings, talked things over in the East and decided on Vancouver and broadcasting. She goes behind the mike again at the end of October.

All three stations have built up strong battalions for the conflict. *CKNW* has organized the Investigators: Ed Murphy, Art Finley, Terry Spence and Garry Bannerman. Murphy and Finley share the heavier part of the air work with Webster still exercising his deep-digging skill in reporting—such as he did in Ottawa when he walked past police officers in the Ottawa police station to interview a prisoner in his cell. Murphy also still is the scourge of local racketeers in home repairs and finance, and he hammers at Ottawa waste and politics.

Spence and Bannerman do most of the leg work, with Spence recently getting quotes from farmers losing their land to floods and developers in the lower mainland; and threatening local supplies of green vegetables as well as exports to prairie points. Bannerman has been hired away from the *Vancouver Province* where he was city hall reporter and municipal affairs editor.

Webster is the Scot from London's Fleet Street who moved from the *Vancouver Sun*'s city desk to *CKNW* where his voice soon became as well known as his byline. Webster's great achievement in his early days as radio reporter was a tremendous reporting job during a police inquiry. He took shorthand notes of the evidence and read them directly to his noon-time audience. Then back to the inquiry for the afternoon session; and once more before the mike in the evening reading the notes, sharp verbal exchanges and all.

Along with Webster is Pat Burns, first of the open-liners at *CJOR* who moved to Montreal and then back to Vancouver and once more at the *CJOR* mike. He's been among the stormiest, having drawn attacks from the late Quebec premier Daniel Johnson for his Montreal broadcasts. Dave Abbott and Jim Nielsen hold down two other talk spots and Chuck Cook does the swing shift for days off.



Illustration: Allan Leishman

CKWX discovered hidden open line talent in Terry Moore when he subbed while LaMarsh was back home deciding her future, but he goes back to his evening music show and, chummiest of all the open-liners, still is the authority on household hints and how to remove spots from carpets or—as he did recently—tell a young girl to forget about removing India ink spilled on her blouse and then washed without success.

Barrie Clark is the *CKWX* afternoon master. As a Liberal member of the B.C. Legislature, he was off during the election campaign but ranges over all questions and problems . . . and opens with a roundup of controversial news and features of his own selection. Clarke and Moore alternate on the Saturday open-lines.

The open-liners are the big earners although not all salaries or total incomes are disclosed. Webster earns \$100,000 plus commissions on advertising and LaMarsh will collect around \$60,000 a year to start, depending how the audience builds up. The money is spread out a bit more at *CKNW*, but figures aren't known.

The British Columbia provincial election dominated the open-line topics throughout August, and even before the election date was announced by new ex-premier Bennett. The programs became the public forum where the lines were open to anyone to join the on-the-air debate.

All stations brought candidates to the air, sometimes four at a time, representing all parties: Social Credit, New Democrats, Liberals and Progressive Conservatives. Friends were undoubtedly made and lost in some of the hectic exchanges, and the beeper went into action to erase the nastier words and phrases from getting on the air.

The big star during the period was Prime Minister Trudeau. He was the guest of Webster with *CJOR* originating a 21-station hookup—with a ban on all references to the B.C. election. However, Trudeau answered a question on coal exports by saying it might be necessary to bring coal under the National Energy Board. The next day the news-

papers suggested it affected provincial affairs because Premier Bennett earlier had stated there would be development of coal deposits for export. It didn't become an election issue of any consequence.

One thing was certain: the politically-minded were ardent supporters of open-line debate, and there were just as many others standing by with corrective statements or a challenge to arguments that kept the open-line hosts on their toes—although not always in a reasonably polite manner.

The biggest story for the news departments and the open-lines was the hijacker who brought a United Airlines plane from Nevada to Vancouver and sat on the runway at Vancouver airport for four hours negotiating for \$2 million, distribution of a statement attacking President Nixon and the Vietnam war, and a variety of items such as guns. The incident ended when enough American cash couldn't be raised in Vancouver and the FBI picked off the hijacker when he landed at Seattle to pick up the ransom.

But the story had its good break for *CJOR*, and an unfortunate publicity break from *CKWX* though all stations were in on story coverage from the start.

CJOR's break came when the hijacker insisted his statement be read on stations with a 600 spot on the dial—and that was *CJOR* and Jack Webster.

It was also the day the announcement was made by LaMarsh in St. Catharines that she was returning to *CKWX* and its open-line assignment. The hijacker took over all the media, and the Judy LaMarsh story—covered extensively in news columns and by columnists in the beginning in early July—couldn't do better than 150 words on page 14 of the *Sun* headed "Vancouver Wins Judy," and in the next morning's *Province* on Page 12 headed "Gilded Contract for Judy."

That part is all in the past now, and the challenge lies in the hard-slugging and showmanship in the future with all stations optimistic because the audience measurements after the opening skirmish showed *CKNW* still No. 1 in total audience and all three stations happy because basic positions were held.

Thousands of dollars were spent in newspaper advertising by all three stations when the shifting from one station to another was being made, and there were full-page ads and lower half-pages facing each other with promotion messages.

It's a fair bet the promotion will hit equal intensity when the big drive for listeners starts about October 20. It will carry along a lot of on-the-air promotion and community activity to a degree not seen for a long time.

But each of the stations knows the answer and success lies in performance on the air, and that's the area under intense study and preparation now. There will be ups and downs and gains and losses, and it's an issue that isn't going to be decided quickly.

One thing which has to be remembered is that the loss of one star performer isn't necessarily fatal to a station with a good community reputation. But when there are three, and each chasing the same target, well, that's when anything can happen over six months to one year.

Sam Ross, of Vancouver, is a retired radio newsman.

IN SEARCH OF LEGISLATION

by DICK MACDONALD

When the task force on computer/communications gave its report to the federal cabinet and the public last month, you could have suggested that many of its efforts were after-the-fact.

This is not to say the task force was a rubber-stamping agency for the communications department; indeed, its approach occasionally was at variance with departmental thinking. Yet you could conclude from speeches made by ministers and civil servants, and from documents in their possession as the result of earlier studies, that decisions on an industry which affects us all already have been made. In this respect, the work of the task force may have been little more than an academic exercise, an attempt to display curiosity about other points of view. A political expedient, as it were.

Perhaps that's too critical an assessment. The task force, created in late 1970 when Eric Kierans still was minister and headed by Dr. Hans Jacob von Baeyer, former president of Acres Intertel Limited, was to develop and recommend specific policies and institutions which would ensure the "orderly, rational and efficient growth of combined computer-communications systems in the public interest."

That's a heady task, to be sure, but in the range of recommendations found in the two-volume *Branching Out* report is more nourishment for legislation. Now that an election is upcoming, that legislation will have to wait. Which is unfortunate, because we're dealing with an enormously complex subject and cannot afford to lose time.

The task force's report probably will be absorbed into the whole mass of information which the communications department and the Liberal

cabinet now have on hand. The task force itself conducted studies against the backdrop of *Instant World*, the broad outline of the Telecommission which was made public early last year.

A theme running through *Branching out* and *Instant World*, and in departmental discussions and from the Science Council of Canada, was the prospect of an integrated network of computer and communications systems. Robert Stanbury, Kierans' successor, used to say exploitation of the systems could well be the nation's supreme challenge, surpassing the commitment to build a trans-Canada railway. He also said that computers and communications—in the latter field, it must be stressed that this country has shone brilliantly—are linked to an emerging government policy of throwing its weight behind certain key industries and preventing a takeover by foreigners while developing skills here. Enter von Baeyer with similar sentiments.

How feasible even a flexibly-structured network might be remains a point for debate. Kierans used to talk about the need for a regulatory body for computer/communications and Stanbury has done the same. The Telecommission and Assistant Deputy Minister of Communications Douglas Parkhill spoke of a network of hundreds of thousands of independent organizations representing the full spectrum of institutional structures from government and Crown corporations to private data processing companies. The von Baeyer group identified a Focal Point for this loose network.

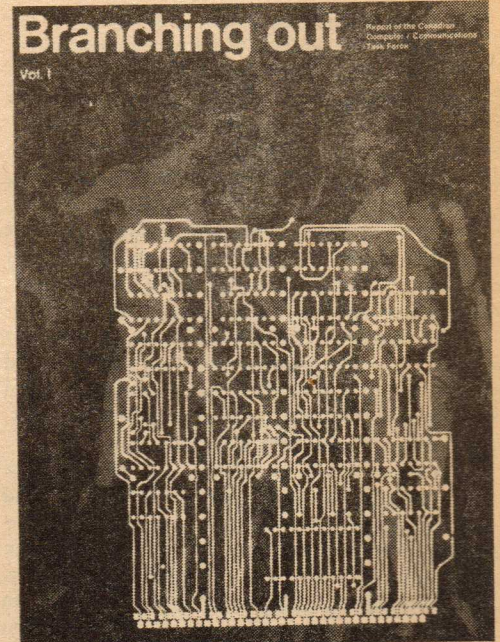
Parkhill said it would be "an abdication for any national government to leave the critical computer/communications field to the uncertain fortunes of the market-place—or what is more likely to be the priorities of the multi-national corporation." Which sounds fair enough, because this country does have a tradition of blending public and private enterprise. The computer/communications task force was relatively explicit in this area, as their recommendations indicate.

There should be no doubt, by now, that the computer is an essential, well-established and central part of industry and our broad information system. What, then, is the future for the computer and for man? Do you try to plug the pipe between Canada and the United States—which is impractical and probably undesirable?

Such questions were not answered by the task force as they might have been. Yet when you combine *Instant World* and *Branching Out* and a multitude of other literature from the communications department, the Canadian Radio-Television Commission, the ministry of science and technology and, yes, the near-forgotten Senate report on mass media, the fetus for a national philosophy should emerge. Critics to the contrary, a lot of material on the social and cultural aspects as well as the technological and economic considerations have been compiled.

The Trudeau administration can't be faulted for trying in the communications field; it's been a busy four years. That little specific action has been taken in spite of a plethora of studies is something else.

The personality of the computer/communications sphere keeps changing, it is true; consequently, decisions affected by economics, social values, political sovereignty may have to be made on a case-by-case basis. Even that would be better



than total ad-hocery. At the base of the subject is a question: should we be accepting technological innovation, at a galloping pace, without reservations, only to learn, too late, that the technology might have been used differently for mankind—or not introduced at all?

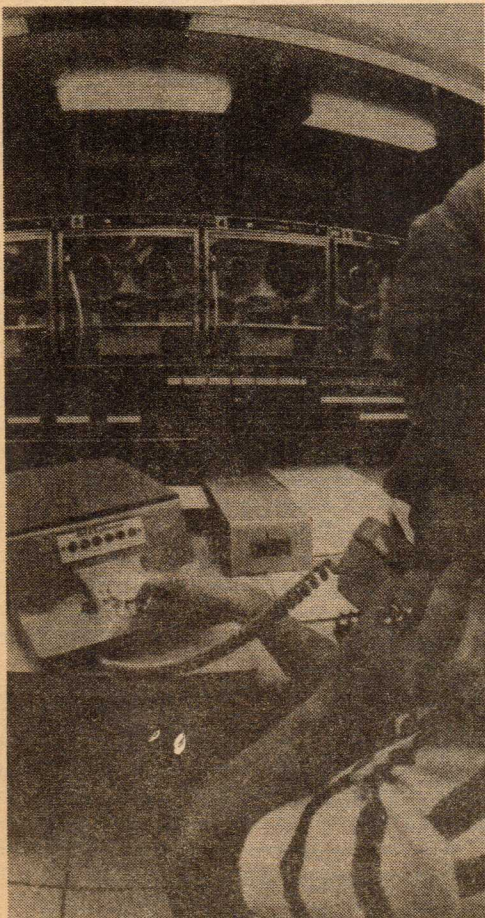
Policies advocated by the task force centre on two main concepts: a strong emphasis on maintaining and developing a competitive and innovative industrial environment throughout the whole field of computer/communications, which combines the two functions of data processing and data communications; and a strong emphasis on the role of government in fostering the development and self-reliance of industry, and in maintaining a proper degree of Canadian independence in this field.

The task force wisely twigs government to the potential of computer/communications systems affecting private homes. "As services become personally available to Canadian citizens, they become similar in many respects to the services provided by CATV (cable) operators or broadcasters, which are regarded as amenable to direct restrictions on foreign ownership, and to standards for Canadian program content. It is conceivable, therefore, that requirements may be developed which in certain respects parallel those applied in broadcasting."

Von Baeyer's group of technologists, sociologists and academicians noted that the pervasiveness of computers and their wide variety of applications require co-ordinated efforts from a wide range of disciplines if they are to be effective. Ideally, such multi-disciplinary research on the social effects of computer/communications would include input from journalists and others concerned about the content and software of existing and anticipated media hardware.

A thorough reading of *Branching out* is recommended. In the meantime, recommendations from the computer/communications task force follow:

1—Computer/communications (i.e., computer services by remote-access through communication facilities), should be recognized by governments as a key area of industrial and social activity,



and steps should be taken towards strengthening of the Canadian industry in this field, and the co-ordination of its development to the benefit of Canadian society.

2—The federal government should take specific measures as outlined throughout the report, to promote a high degree of co-operation between public and private sectors in the development and execution of policies for computer/communications in Canada.

3—In the formulation of national computer/communications policy a unified approach throughout Canada should be stressed as a key factor requiring close co-ordination between federal and provincial actions.

4—In the area of federal responsibilities a Focal Point should be established within the government for co-ordination in the development, formulation and continuing evaluation of national policy in all matters pertaining to the field of computer/communications.

5—No restrictions should be imposed on the entry of organizations into the commercial data processing business, unless such entry would lead to anti-competitive practices, not remediable under the general laws relating to competition in Canada.

6—Federal legislation should be introduced which might serve as a model for parallel provincial action, empowering the federal regulatory body responsible for the regulation of telecommunications carrier organizations to impose conditions on the entry of telecommunication carriers, into the business of offering data processing services commercially.

7—Telecommunication carriers wishing to offer data processing services commercially in Canada may do so only under the following conditions:

(i) That such services be offered by a separate affiliate, with officers, staff, equipment and computer facilities distinct from those of the carrier;

(ii) that all communications or other services provided by the affiliate by the related carrier must be tariffed and made available on a non-discriminatory basis to any other customer;

(iii) that the carrier may obtain data processing services from outside sources (including its data processing affiliate) save for those communications-oriented computer services which, in the opinion of the regulatory body, are integral to the operation of the public switched network; computer services, such as network switching, which are directly integral to the operation of the network should be provided by carrier in-house facilities designed exclusively for the public service obligations of the carrier;

(iv) that the carrier may purchase data processing services from its data processing affiliate; but that if it chooses to do so, it must carefully separate and identify such services, and file information as to their precise nature and cost for public inspection by the regulatory body; such costs and all transfer payments from the carrier to its affiliate or *vice versa* would be subject to regulatory scrutiny and review;

(v) that except for the restriction in paragraph (iv) above, all data processing services offered by the affiliate would be unregulated.

8—Chartered banks should be permitted to offer data processing services to the general public in Canada, subject to the following conditions:

(i) that such service should be directly related to the business of banking; and,

(ii) that the Bank Act be amended to provide the mechanism whereby interested persons may obtain rulings, from the Inspector-General of Banks for the administration of the Act as to whether any particular service is within or outside the meaning of (i) above, and that the banks would be bound by such rulings.

9—Universities, in the consideration of providing commercial data processing services to outside

customers, should be strongly discouraged from taking advantage of their privileged position (which arises from their publicly-supported operating budgets, tax exemptions and grants), in areas where services are available from other sources. However, this policy should be sufficiently flexible to allow universities to employ excess capacity (over and above their primary teaching and research commitments) in special cases where commercial operations from outside sources are not filling the need.

10—Policies in network development should be oriented in consultation and co-operation with the provinces and the private sector towards achieving rates for specific services in which the controlling factors may include time, bit rates or other parameters of network utilization but in which geographical distance is of minor or no influence, particularly within regional zones.

11—Government should take steps through the Focal Point, in consultation and co-operation with the provinces, to ensure the evolution of data communications networks which in part are functionally separate from the telephone network, with the aim of having improved technical and economic service characteristics provided.

12—A non-carrier organization leasing facilities from a carrier should be permitted to attach to those facilities any data communications equipment not owned by carriers, providing only that it meets published standards for continued protection of the carriers' networks from damage and interference; such an organization should, however, be encouraged to adopt public data network standards wherever possible.

13—A non-carrier organization (including data processing affiliates of carriers) may offer commercial data communication services to customers through carrier facilities, subject to filing with the regulatory body prior to initiation of service, information on its corporate structure and its data communication services; and the regulatory body should be empowered to conduct hearings which may result in the services being disallowed on the grounds of failure to comply technically with published network specifications and standards, or of economic infringement of the common carriers' regulated public switched-network services.

14—Carriers should be required by legislation to file with the appropriate telecommunications regulatory body, specifications and charges for data communication services; and the regulatory body should be empowered to approve such specifications and charges; and to require publication of them.

15—The telecommunications regulatory body should be empowered to enforce adherence by the telecommunications carriers to prescribed procedures in the establishment of their data communication rates.

16—Government, through the Focal Point, should request organizations offering data communication services to effect interconnections between their systems as needed for the development of a coherent data communication network.

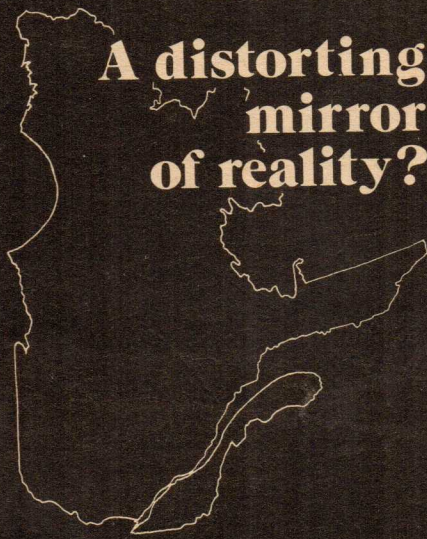
17—The telecommunications regulatory body should be empowered to conduct hearings and decide on cases involving interconnections between networks of carrier or non-carrier organizations offering data communication services.

18—Decisions of the federal telecommunications regulatory body should be published and made readily available.

19—The plans of the telegraph (railway) companies for the immediate development of their teletype and data services, and the projected plans of telephone companies for the evolution of a data transmission network should be recognized by government as the present viable direction for the development of data communication facilities, and the government should, through the Focal Point, periodically take cognizance of these common carrier plans and take steps to ensure the avoidance of disadvantages to users through incompatibilities in the communication services offered and to ensure that the carriers' long-term technical and financial planning is commensurate with the poten-

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tial and the future requirements for computer/com-
munications in Canada.

20—Government, though the Focal Point, should intensify the establishment of a Canadian position in international issues in data communications and ensure appropriate representation on international bodies.

21—Agreements between Canadian and foreign telecommunications carriers should be reviewed by the government on a regular basis to ensure that the Canadian position on international aspects of data communications is upheld.

22—Policies in computer/communications development should be oriented in consultation and co-operation with the provinces, towards improving service availability and reducing costs in Canada in order to offset economic and technical incentives for meeting user needs through facilities outside Canada.

23—Organizations offering data services commercially to customers through telecommunication facilities, with terminals on remote premises, should be required to register with an appropriate body, and file information on their corporate structure, and on their data services.

24—Governments should recognize the importance to the public interest of a strong Canadian-controlled data processing services industry.

25—Before computer-based information services are offered on a regular basis to individual Canadians and the public in general, governments should consider the feasibility of imposing special requirements on Canadian ownership and control of organizations providing services which convey cultural values analogous to those conveyed by broadcasting systems, and on the volume of material from Canadian sources made available through such services.

26—The Focal Point should periodically, and in close co-operation with associations and industries, undertake identification of user needs

and evaluation of the impact of existing and projected computer communication systems on society.

27—Government should stimulate the advance of special computer/communications systems, particularly those having broad social benefits to Canadians, by making funds available through the Focal Point for pilot projects undertaken by or in conjunction with associations, industry, universities and governments at all levels.

28—In government support of projects, priority should be given to those which involve the formation of regional and nation-wide computer systems in the public sector, designed to make available on a shared basis, computer and specialized data bank facilities to public institutions and to the general public.

29—In conjunction with universities and other institutions, government should foster multi-disciplinary research on the long-range social effects of computers and communications.

30—Existing government research laboratories should include in their programmes selected areas of computer/communications technology and make the results available to public and private organizations for the development of techniques and applications specifically adapted to Canadian needs.

31—Government should continue its efforts to ensure that foreign or multi-national computer and communications corporations with substantial sales in Canada, expend appropriate sums in Canada in research and development leading to manufacturing activities.

32—Incentives should be granted to Canadian enterprises for all phases of innovation in the computer/communications field, particularly in application software and ancillary equipment development.

33—Government should support professional and industry associations in their endeavour to

organize and stimulate the provision of suitable training programs in the field of computer/communications in collaboration with educational institutions.

34—Government should encourage post-secondary educational institutions to offer courses on the multi-disciplinary aspects of computers and communications systems.

35—Government should encourage research and development into the use of computers at all levels of education through co-ordinated funding on a multi-disciplinary basis and extension of existing programs in technological development.

36—The Focal Point should co-ordinate the participation of the federal government in national and international standardization activities relating to computer/communications, and in conjunction with provincial governments, industry and user associations, promote the preparation, publication and adoption of standards for an orderly and coherent growth of computer/communications in Canada.

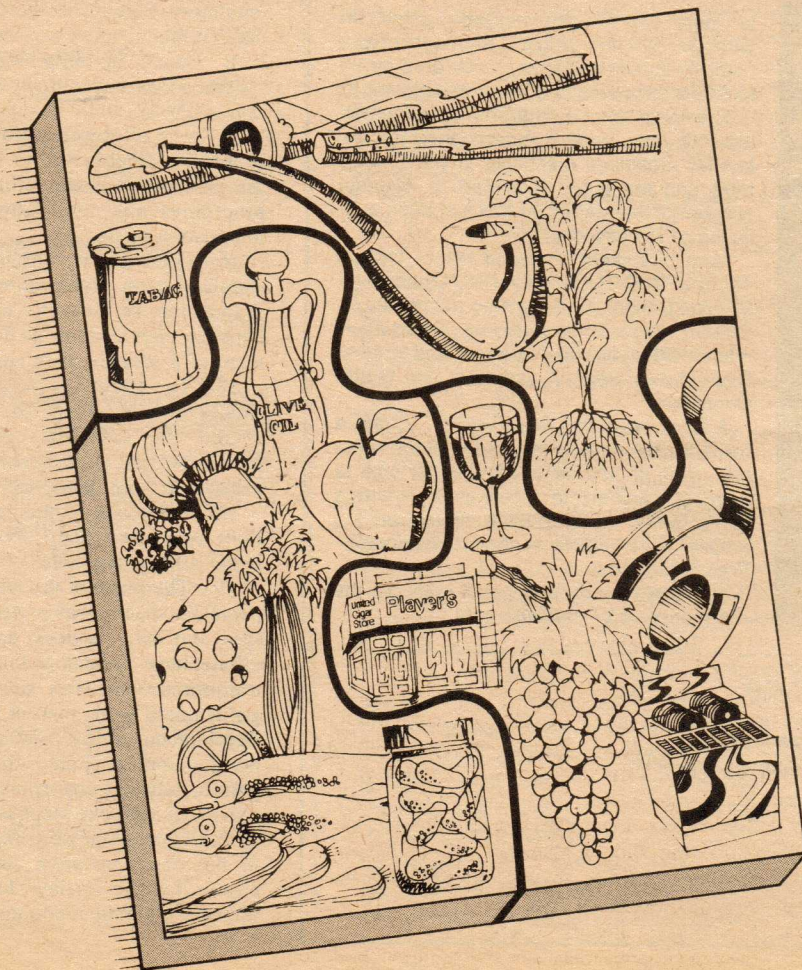
37—Government should provide funds in order to increase the participation of user groups in the formulation of standards, and place increased emphasis on communications particularly in regard to interconnection of networks.

38—Steps should be taken to ensure that the policies for internal federal government data processing and data communications activities are continually related to national policies in the computer/communications field.


39—Federal government policies, for the procurement of computer and communications goods and services to satisfy the internal needs of departments, should be directed towards the greatest possible stimulation of the computer/communications industry in Canada.

Dick MacDonald is Editor of Content.

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WEEKLIES: CANADA'S UNSUNG MEDIA

by JOHN SANCTON

Each summer for 53 years, publishers of weeklies, most with wives and children and for many of whom it is their vacation, gather from across Canada for their industry's annual folk rite comprised of nine-tenths fun, free-loading and shoulder-rubbing with their own kind, and one-tenth serious business.

The formula is likely to endure despite perennial sporadic protests of conscience from older-timers and occasional angry dissents from the younger, more serious and sometime impatient practitioners of highly-localized small-town and suburban newspapering.

This August's convention, in Montreal, was no exception, albeit with some changes and continuing trends. For example, the registration list showed a bare one-quarter of the 385 member newspapers of the Canadian Community Newspapers Association represented (ever since free rail transportation was wiped out of the Railway Act for practicing journalists, travel costs have been too much for the publishers of some smaller papers). Total attendance has been kept up by the presence of better-heeled associate members, honorary life members, sponsors and suppliers to the trade.

Mounting registration fees and hotel room rates—even special reduced tariffs at the Hotel Bonaventure were not low—can add up in the minds of a member to the price of some fairly major piece of badly-needed equipment for his shop which might make his work through the year easier, result in a better product and do more for him financially in the end than conventioning.

The man or woman who does not turn out to these annual gatherings will, of course, never know what he may have missed in a valuable idea gleaned from publishers, editors or speakers, or simply the new perspective gained from getting away from the hometown and the office to talk shop with his or her own kind.

There is plenty of opportunity, for this is the largest coming together of newspaper people in Canada, against which the annual meeting of the CDNPA or of CP or the Canadian Managing Editors Conference is relatively small potatoes. Furthermore, because of their diversity, the interchange of ideas can be and frequently is far broader than any in the conclaves of the dailies.

When all the peripheral activities, speeches, reports and formalities are distilled away, there is usually a very small core of real business dealt with at these conventions. And one wonders, of what consequence.

A few years ago there was the hot issue of admitting to membership papers with free or controlled circulation. This was anathema to many a "pure" paid-circulation publisher, particularly in the West where the term "free" was equated with a particularly pernicious form of advertising competition which contained little or no editorial

matter, and in an area where the problem of covering big suburban reaches had yet to be effectively met.

Last year in Vancouver, the issue was a change in name. The term "weekly" means different things: for some, it is traditional and clearly descriptive; to others, a bit "corny" and anachronistic and suggesting a poor thing to be ridiculed; for yet others, a misnomer in that the Canadian Weekly Newspapers Association was now embracing a growing number of twice and thrice-weekly newspapers. The debate was hot, and the "new blood" won out over the traditionalists.

This year, the newly-named Canadian Community Newspapers Association had a new issue: federation. Well, not completely new. Just after World War I, when the old Canadian Press Association broke up and the dailies and weeklies went their separate ways, the Canadian Weekly Newspapers Association evolved with provincial "divisions". These in turn developed into provincial associations in their own right to deal with more regional concerns, such as provincial legislation as it affected their members, sale of advertising and, in some provinces, more frequent meetings than could be managed on a national scale for the holding of practical workshops.

A constant concern for the national body has been development in the provincial associations of varying attitudes such as membership standards. One result has been members of the national group who do not belong to a provincial organization and vice versa. Another has been the election of national directors with some provinces making nominations and some indifferent to the process, and on occasion recommendations not being in accord with the nominating committee (comprised of former national presidents) view of the best interests of the association.

Nine years ago, in the last convention held in Quebec at Murray Bay, the late Rundle MacLaughlin, then national president, proposed that CWNA be turned into a federation of the provincial associations. The Manitoba publisher's idea was a long time in gestation and finally got detailed study and framing over the past year.

Thus, the big business this year in Montreal was the clause-by-clause study and final acceptance of the new set of bylaws. Federation became a fact: nothing unique for national organizations of all sorts, but brand new for Canada's community press industry. Provision has been made for affiliation of the new Suburban Press Foundation and the possibility is seen of a super-federation with the French-language weeklies, *Les Hebdomas du Canada*.

New bylaws are one thing, the working of the new federation, in practice, may be another. No more clear in anyone's mind now, as down through the years, is the national body's real role. Mostly it has been a vehicle for an annual convention, with a permanent central office in Toronto producing bulletins for the benefit of members, plus a resource centre for publishers requiring advice or help.

Periodically, someone presses the thought that the association should make its prime role the increase in advertising revenue of its members. Few would object to this result, but it comes down each time to resources. Even with the more recent growth of the bigger, more wealthy suburban ope-

rations, the backbone of CCNA membership still is the smaller papers scattered across the land—those who say, probably correctly, that they cannot afford the considerable increase in fees which would be required to mount even a modest offensive for an increased share for the weeklies of the national dollar.

The pity is that the weeklies have a medium, a good medium with credibility, penetration, high flexibility and, more recently, vastly-improved reproduction quality through widespread adoption of offset printing, all of which is comparatively unknown to the present generation of city-bred advertising executive.

Back in 1965 CWNA met this demand by setting up a subsidiary company, Canadian Community Newspapers Representatives. It answered two problems: CWNA members had the choice of joining on a separate fee basis, and CCNR met the chief objection which advertisers and their agencies had to the use of weeklies—the detail and expense—by offering a one-order, one-bill, one-cheque service.

Within two years, CCNR folded. Regional rivalries and the inability of CWNA to further subsidize its growing pains were its downfall. Several of the provinces went back to their regional advertising sales bureaux.

Meanwhile, CCNA has two strings to its bow which in particular give it a meaningful purpose. One is long established, the Better Newspapers Competitions.

One may never know how many weeklies, operating in isolation or in markets which they hold exclusively, might be rather indifferent sheets from lack of local competition if they did not have the national association competitions in which to strive for recognition in their various circulation classes. An important part of each year's convention is the awarding of plaques and certificates to the winners, which are taken home and hung proudly in newspaper offices across the country to earn the publishers and editors the praise of their townfolk.

The other is a comparatively new phenomenon: a trade show. There were, in the past, bits of equipment shown at conventions. But during the last decade came the cold-type and offset printing revolution. Compugraphic, IBM and Friden vied with their wares in Halifax in 1969, others joined them in Winnipeg in 1970. A conscious and successful effort was made to make it a real trade show in Vancouver last year. This year in Montreal the expanded space was a sell-out.

The publisher who goes to the CCNA convention frequently is an all-rounder—as concerned with editorial content as advertising lineage, as concerned with equipment as circulation, as concerned with finances as with legislation affecting his business. He's an all-rounder in all the fields for which the big-city daily publisher surrounds himself with experts. Thus, the trade show's

CANADIAN COMMUNITY JOURNALISM AWARDS 1972

Current events

Winner:

Miss Jean Baker
Richmond Review
British Columbia

Column writing

Winner:

Peter Brouwer
This Week
Oshawa, Ontario

Our hometown paper

Winners:

James Kingsley
Reader of the Goderich
(Ontario) *Signal-Star*
and
R. G. Shrier, Publisher

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popularity and success, and the likelihood of it continuing as an important and growing feature of CCNA conventions.

The more things change, the more they remain the same. Among weekly publishers is the new, young breed of smart, well-trained journalists who are entering the community publishing field because of its challenges and its comparative freedom to innovate, lead and purvey local news, which still remains important in most newspaper readers' lives, but also expose their communities to new ideas.

Yet, the Montreal convention was little different from most of the 52 which had gone before in that the members attending it continue for the most part to be a tough-minded breed of independents who cannot easily be told what to do or how to do it. They wouldn't be out in those communities if they weren't that type.

John Sancton, publisher of the Westmount (Que.) Examiner, has had his feet at different times in both dailies and weeklies and is a former national president of the CWNA.

TRUE TO THE COMMUNITY

To quote Jean-Paul L'Allier, Quebec minister of communications, in an address to the Canadian Community Newspapers Association last month in Montreal:

"We cannot deny that the weekly plays a role of prime importance in our society. Now it is time to consider at what cost and with what means it should continue, in order to ensure it the leadership we have the right to expect of it. . . .

"How can we explain the survival of the weekly unless it is because of its fierce will to adapt to the changing community it serves, to its ever more demanding readers, to the instantaneous modern communications techniques which are constantly and increasingly infringing on its territory. . . .

"Mass media, contrary to the objectives they pursued at the outset, have gradually departed from the human interest angle of reporting, which is essential for the average reader, however. They have become stereotyped, in a way. With the exception of a few differences in graphics or visual presentation, they carry the same news from the same sources, presented in the same way. The large daily newspaper chains throughout Canada are now only carrying the same standard comic section, available in French and English. Can we call this an improvement, proof of imagination, creativity? The great electronic media, radio and television, broadcast the same standard news bulletins at the same time in the same words, flashing the same pictures on the screen, as given out by the big news agencies. . . .

"Personalized information in Canada was born with the publication of the first weekly newspaper. . . . This well-established character has been present in every weekly since published and still exists today. Why? Simply because the paper is meant for customers with a local and regional personality which must be taken into account. . . . The weekly paper identifies with a localized, personalized market. . . .

"Today, the owner of the paper can count on the most modern printing equipment. . . . but the actual style of the paper, its objectives, its goals, have remained unchanged through the years. . . . The weekly paper has been and remains the perfect spokesman for the mass of readers mindful of their strictest rights. The weekly paper still is one of the best schools for training young people in the demanding craft of journalism. . . .

"Human intervention in the mechanical maze must always remain steady and unflinching. Today's leaders in the world of the weekly newspaper should undoubtedly participate in the long debates which will not fail to develop between scientists and sociologists who will be relentlessly defending their respective views. . . . The weekly newspaper will at that time come into its own, for it will be called on to defend the rights of the average citizen, of the silent majority which has been suffering without objection since time immemorial. . . .



Illustration: Brian Segal

"It is important that the various government information services, national, provincial and municipal, regularly use all the existing communications channels to ensure that the messages which 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. . . .

"Responsibility for communication is therefore not, or at least no longer, that of private enterprise alone; all governments, at whatever level, have for several decades used the normal channels to make known their policies and their actions in all areas. . . . our concern is to properly inform the public we serve, and only then will we be able to live in a society where the rights of the individual will be respected and where democracy will play its full role. . . .

"Aware of our responsibility to inform properly the public we serve, over the recent few years the communications department has set up a communications structure capable in the long run of making a maximum of worthwhile news available to the public through which it will be able to judge with full knowledge the smooth running of the administration it supports financially. This is how we happened to develop regional news bureaux all over Quebec. Their role is precisely to make the public in these areas aware of and sensitive to the news and to provide the people with the surest means of being able to judge what is being accomplished at the upper levels of the provincial administration."

OSHAWA: SUBTLITIES OF A POLITICAL PRESS

by JIM DELANY

In the early hours of Tuesday, December 8, 1970, in City Hall, Oshawa, while the victorious candidates for municipal office were off somewhere celebrating with their campaign workers, curious incidents took place in the council chamber in the presence of the gathered media.

In one corner of the chamber Ruth Hopps, an unsuccessful aldermanic candidate, was angrily tearing up a copy of *This Week* into several small pieces for the benefit of the Oshawa cable TV cameras. Over from Mrs. Hopps at the CKLB radio desk was unsuccessful aldermanic candidate John De Hart, blasting the airwaves with a personal attack on the paper's editor, Peter Brouwer, whom he called "a dictator" for his "biased coverage and support of certain candidates."

Michael Breagh and Gordon Attersley, both unsuccessful mayoralty candidates, echoed the same sentiments. Interviewed by the press in another corner of the chamber, Breagh, a 28-year-old separate school principal and newcomer to municipal politics, said it was to be regretted that "the media decided to pick the winners in the early stages of the contest." Attersley, a 58-year-old alderman, criticized the press for "favoring certain candidates", remarking that his 18 years of service to the city entitled him to better treatment.

Three assumptions made by the defeated candidates are worthy of scrutiny. The first is that there was a deliberate effort on the part of the Oshawa press to promote some candidates at the expense of others. Secondly, implied in their comments is the belief that such action contributed to their defeat by directly or indirectly influencing the voters. Finally, there is the assumption that a newspaper which adopts such a policy is guilty of unethical conduct.

Before it becomes tempting to dismiss the charges on the grounds that they were made by candidates embittered by defeat, and thus were only to be expected, it should be realized that similar accusations were made by candidates in the early stages of the contest. On November 25 at a public forum sponsored by the NDP Women's Association, Michael Breagh explained to the audience how much his dog Riley appreciated the clean, newspaper carpet in his kennel each day, and concluded: "At last somebody has found a useful and appropriate function for the Oshawa Times." Alderman Attersley, too, expressed his disapproval of the *Times* at the same meeting, as did other candidates on separate occasions. In short, something else had happened to inspire this attack on the press, other than the mere "sour grapes" of defeat.

To investigate the charge that in their coverage the Oshawa newspapers deliberately favored certain candidates requires an analysis of that coverage on several different levels. If a newspaper decides it is going to give its support to certain candidates it can do so through open editorial endorsement or surreptitiously through its news columns. Within the news column coverage the available techniques are numerous, ranging from blatant and disproportionate allocation of column inches, to the more subtle area of choice of words. While editorial endorsement can only result from a conscious decision on the part of the newspaper, news columns are subject to distortion from a variety of causes.

A Jack Lyle study reveals that all the clergymen

Oshawa has a population of 91,000 and is situated on the shores of Lake Ontario, 34 miles east of Toronto. The dominant industry is the body assembly plant of General Motors.

The *Times*, the city's only daily newspaper, has a circulation of 24,452. *This Week* is a weekly newspaper delivered free to every home in Oshawa, and claims a circulation of 28,000. Oshawa also has one radio station (CKLB) and a cable TV company active in community programming.

The result of the mayoralty campaign discussed in this article was as follows: E. McNeely—10,102; G. Attersley—4,867; M. Breagh—1,643; T. Peleshok—1,269.

The press clippings were analyzed two years ago at the time of the election. With a few minor exceptions, they cover all the newspaper election reporting done in the period three weeks before the election and some before that time.

Although an attempt has been made to remain non-partisan, it should be mentioned that the writer was a member of the Breagh campaign team.

in Dallas assessed a newspaper according to its attitude to religion, illustrating that each of us has a perception of reality colored by our dominant field (or fields) of interest. Although it may not make it any easier for the losers in the Oshawa election to accept, it is quite possible that any factual distortion in the news columns of either paper could have arisen without deliberate intent on the part of any member of the newspaper staff.

There is a saying in show business circles that "any publicity is good publicity." While the same might not apply to a candidate for a municipal post, most aspiring politicians would probably agree about the importance of having their name prominently displayed before the reading public. With this in mind, an analysis was done of the amount of news column space allocated to each of the four mayoralty candidates during the two weeks prior to election day.

The first coverage for each candidate came, of course, on his candidacy announcement. The Oshawa *Times*, a Thomson daily, was able to run the announcement of each candidacy shortly after it was made. This it did on the front page of the newspaper accompanied by a photograph of the candidate and a background write-up. On measuring the column space given to each candidate, it was found to be almost identical. The same procedure was undertaken for the following features in both newspapers: interviews with the candidates' wives; reports on candidates' speeches at election forums; in-depth interviews with each candidate. In all cases the results were similar—there appeared to be no major space allocation to any one candidate.

The difference in total column inches between the candidate with least coverage (Peleshok—69), and the candidate with the most (Attersley—76), is seven column inches. Considering the number of stories and the period of time involved, and remembering that the totals involve two newspapers, it is doubtful that one candidate could claim with any conviction that he had been unfairly

treated in regard to apportioning of space in the news columns. In addition, in the week prior to election week, each mayoralty candidate was afforded the opportunity to reply, via press releases, to a series of questions posed by the editor of the *Times*. The *Times* then printed the full text of each reply on its front page, regardless of length.

In analyzing the choice of words in the news columns of both papers, an attempt was made to divide the use of language into "descriptive comment" and "factual statement". Both terms are subject to debatable definitions; for the purposes of this analysis, "statement" was taken to mean "what was done or said", while "comment" was regarded as observations on the candidate's appearance, manner or pronouncements.

In the news columns of the *Times* and *This Week* there was found to be a notable absence of descriptive comment. Exceptions to this were found in the initial references to each candidate; Attersley and McNeely were as always referred to as "political veterans" or "experienced municipal politicians", while Breagh and Peleshok were consistently described as "newcomers" having "no political experience".

Apart from these examples, only *This Week* had anything approaching descriptive comment, and then only in three instances. An article on one candidate began: "Ed. McNeely is a quiet, thoughtful, pipe-puffing type of man who realizes fully what it will mean to be mayor of the city of Oshawa." Equal-space articles on the same page for Attersley and Peleshok were devoid of descriptive comment.

A similar story on Breagh, however, contained the following interesting comment. "Board of Control, he says *erroneously*, is a 'check or control factor on the actions of council'. *Under the Municipal Act, the Board is given no such powers.*" (Italics mine.)

In this instance, *This Week* deviated from its apparent policy of printing only what the candidate said, and decided to insert what it considered a corrective comment. The third example was found in a report of McNeely's speech at an election forum which began: "Speaking in his usual calm and relaxed manner. . . .". Both descriptions of McNeely constituted a temporary change in policy also; rather a more than factual statement, "Lawyer, aged forty-two, father of four," we were presented instead with an image, in this case a favorable image.

While it has been difficult to make any clear-cut statement about unbalanced reporting in the news columns of either newspaper, the conclusions to be drawn from even the briefest examination of the papers' editorials are unequivocal; both the Oshawa *Times* and *This Week* openly espoused the cause of certain candidates.

November 24, the day after nomination day, the *Times* ran an editorial with this headline. "McNeely Deserves Nod As Mayor for 1971-72."

The editorial, which covered ten column inches, depicted Alderman McNeely as the only candidate with the necessary qualifications to be mayor. It cited the alderman's "extensive municipal background"—11 years as city solicitor and two years as alderman—as a major reason for its selection, and concluded with the statement that, "The *Times* strongly believes that Ald. McNeely has the background, the ability and the determination to be

an excellent mayor of Oshawa." The McNeely campaign was to adopt this as their slogan for the five half-page advertisements they were later to buy in the *Times*.

One now can understand a little better the anger displayed by Ald. Attersley. If experience was to be the criterion, here was a candidate who had 18 years' municipal experience, all of which was as an elected representative. The "extensive municipal background" to which the *Times* attributed its support for Ald. McNeely was composed of only two years as an elected representative; for the other 11 years Ald. McNeely had been city solicitor—in effect, an employee of city council.

There also is the consideration of the timing involved in the *Times*' editorial endorsement—it came less than 24 hours after Ald. Attersley had announced his candidacy for mayor. The 58-year-old alderman had yet to utter his first words of self-promotion and already the *Times* had judged and found against him. In the light of this, Ald. Attersley might be permitted at least a cynical smile at the editorial headline which appeared in the *Times* only two weeks before (November 11): "All Candidates Need A Chance To Be Heard."

As the day of the election approached, the *Times* extended its editorial support to candidates for

other municipal posts, while *This Week* adopted a similar policy. On Friday, December 5, two days before election day, *This Week* produced a facsimile of a ballot sheet on its inside pages. Each ballot sheet was headed "Our Choice" and beside the names of recommended candidates an "X" was printed. Between the ballot sheets was the page's main headline, which read, "We pick A Slate. This Week's Choice For Mayor. . . . Ed." (McNeely). This was followed by five paragraphs outlining the reasons for their mayoralty choice. Whereas the *Times* had confined itself to recommendations regarding the mayor and aldermen, *This Week* had committed itself on 38 of the 40 available posts within city council, public utilities, and the boards of education.

In summary, from the four available candidates, both papers indicated McNeely as their choice for mayor. Of the 27 aldermanic hopefuls, the *Times* chose to recommend 14 candidates, although there were only 12 posts to be filled. *This Week* made recommendations for all 12 of the aldermanic positions, and its choice concurred with the *Times* nine times. In other words, nine aldermanic candidates received editorial endorsement from both newspapers.

On the basis of this analysis it is fair to say that there were some grounds for dissatisfaction

on the part of certain candidates about the pre-election coverage provided by the Oshawa press. This is not to say that the press was not entitled to endorse whomever they wished. To say that Senator Joseph McCarthy was understandably dissatisfied with Edward R. Murrow's *See It Now* program is not necessarily saying that Murrow was at fault. The point is merely that a defeated candidate cannot be expected to bear goodwill towards a newspaper which editorially supported his successful opponent.

In circumstances such as these the defeated candidate begins to believe he was the victim of some high-level conspiracy. Breaugh and Peleshok, who shared the low end of the poll returns, might see the constant reference to them as "newcomers" with "no political experience" not as the insignificant detail it once appeared but as a subtle attempt to belittle them in the eyes of the electorate.

Other events begin to assume a new aspect—the image-making of McNeely, the correction of Breaugh's comments on board of control, even the seven column inches that separated Peleshok from Attersley in the news columns. While all this may provide some insight into press/politician animosity, behind it lies the bigger assumption that the voting public actually read and were influenced by the political advice supplied by each newspaper.

For several weeks after the election there was much discussion in the press and among campaign workers about just how much influence the Oshawa press had had on the election outcome. Reports came in indicating that unknown numbers of the electorate had brought with them to the polls copies of *This Week*'s facsimile ballot sheet for their guidance—an action which is apparently illegal.

Although rumored in dark corners that the Oshawa press adopted the campaign stance on pressure from advertisers, no one put the charge publicly. Peter Brouwer, editor of *This Week*, felt obliged to reply anyway. On the day after the election he published an editorial in which he said that the advertisers needed the press more than the press needed advertisers, and that today's public relations men are too sensible to try to use the threat of withdrawing advertising in order to influence editorial policy. Brouwer ended his argument with what he considered evidence of the non-influence of newspapers in electoral decisions—the success of Mayor William Dennison despite persistent attack by the Toronto press and the absence of Tory governments in Ottawa over the past 50 years despite the "capitalist-conservative" nature of most of Canada's newspapers.

While much of this may be true, it does not rule out the possibility that on this particular occasion the press played some part in influencing the Oshawa electorate. That certain influences existed, for example, in Alberta, to return the Social Credit Party regularly to power despite press opposition, is not to say that similar forces prevented the Oshawa electorate from succumbing to press influence during the 1970 municipal elections.

In an attempt to investigate the relationship, if any, between how the Oshawa electorate voted and how it was directed to vote by the Oshawa press, a count was taken of the number of press-recommended candidates who actually achieved office. By recommending more candidates than there were posts available, the *Times* obviously increased the chances that it would name successful candidates. On this basis, the *Times* figures cannot be regarded as being as significant as those of *This Week*. The latter chose only to recommend people for 38 of the available 40 posts. How we regard the fact that 78.95 per cent of recommended candidates were elected depends very much on whether we regard the press as the creator or the reinforcer of public opinion.

Some people will go to great lengths for a short story.

Just ask Jim Wilde, TIME Canada's Montreal-based national correspondent. On a stormy night not too long ago, Wilde wrangled a spot for himself on a dory heading out to sea off the toe of Newfoundland's Burin Peninsula. The skipper was a "lean young man" with the pseudonym of Sean Jamieson and Wilde went along with him to observe an outpost tradition dating back to Prohibition days: whisky smuggling.

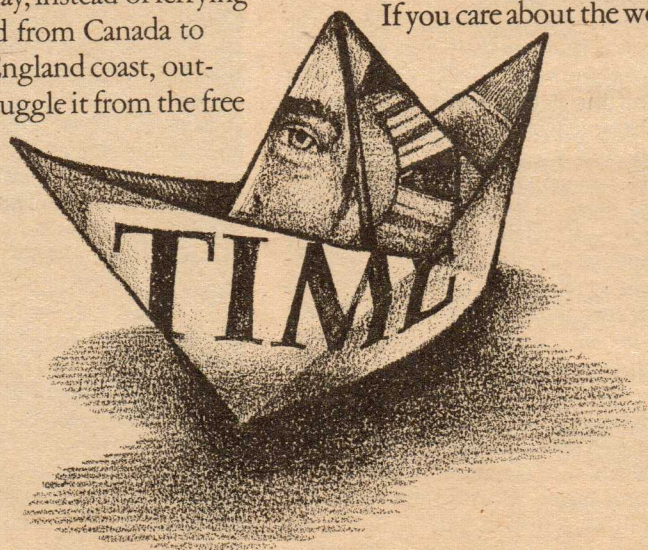
Today, instead of ferrying contraband from Canada to the New England coast, outporters smuggle it from the free

port of St. Pierre, seven miles away, back to Canada's newest province.

The mission that night was a success—despite a gale, a case of mal de mer for our reporter and the unnerving possibility that the dory would be spotted by the patrolling RCMP. TIME readers across Canada, from the toe of Newfoundland's Burin Peninsula to the tip of Vancouver Island, were introduced to some enterprising Newfoundlanders, a TIME reporter earned his sea legs and all concerned learned a bit about the fine art of whisky smuggling.

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Many an unsuccessful candidate no doubt would have been grateful to have been part of that exclusive club, 78.95 per cent of which achieved public office—or even more, of the super-exclusive club which sent 90 per cent of its members to municipal posts (those recommended by both newspapers). This attitude derives from the belief that the press generated public opinion; it ignores the possibility that the press could have been responding to (unknown) candidate-generated factors; in short, that the press merely paralleled the response of the electorate to certain candidate stimuli.

If we agree with the foregoing argument, we are left to examine the available alternatives for wise electoral decision-making. In the few cases where people have been known to make a conscious political choice, the conversion effect is to have resulted from a "re-definition of the issues" as supplied by political communications. So, although the evidence shows that the issues in an election have little to do with electoral decisions, as the main source of political conversion we cannot ignore them. Both the public and the press demand that the candidates "speak to the issues."

In November, 1970, the *Oshawa Times* conducted a cross-city survey where they attempted to have private citizens and public officials define the issues. According to the *Times*, more than half the general public had given no thought to election issues. Civic leaders were more forthcoming, the majority of them selecting regional government as a top priority concern.

In the weeks prior to election day the news columns of both newspapers contained reports of developments in the Oshawa and Area Planning and Development Study (OAPADS). OAPADS was a locally-initiated study which, with provincial help and the assistance of management consultant firms, sought to achieve a consensus of opinion on area development which would satisfy both Oshawa and the smaller municipalities which surround it.

Earlier, in June, 1970, the *Times* had published, over a period of two weeks, large portions of the OAPADS study to date. As it turned out, the *Times* coverage was to provide the only direct access to OAPADS afforded the private citizen. Inquiries at the Ontario County Administration Building in Whitby were met with the reply, "We don't give copies of the OAPADS study to the general public." The study concerned the future of the electorate, was paid for by the electorate to the tune of \$1 million, but it seems they should not have expected ever to be able to read it.

Pressure by one campaign worker, however, resulted in the personal delivery of the report to his home by a secretary from the county administration offices. A perusal of the report indicates that the point may be purely an academic one. The OAPADS study is four heavy volumes packed with maps, tables and graphs requiring the interpretative skills of geographer, statistician and accountant rolled into one.

While the *Times* is to be congratulated for providing some account of OAPADS, the general treatment of regional government by both newspapers was of questionable merit. Both the *Times* and *This Week* seemed satisfied to emphasize the complex nature of the issue without ever attempting to provide some insight into it. Why bother your little head, they seemed to say, when the solution is a simple one—put your hand in the hand of the man who grasps the problem, McNeely.

So far the duties of the press have been described in terms of providing background to the issues; some, however, would argue that this is only where their responsibilities begin. John Hohenberg, in discussing the role of the reporter, talks of "civic and national responsibilities that come ahead of their professional duties." Hohenberg argues that the good reporter, because he has access to many

the media game
compiled and edited
by dick macdonald

OTHER VOICES: TECHNO-MAN MCLUHAN
J. BOYLE: RUNNING OFFENSE FOR THE PEOPLE
KEITH DAVEY: PEOPLE PROFILES: ED MCNALLY
IRUE EDWARDS: BERYL FOX JOHN GRIERSON
PRESS FREEDOM YOUR RIGHT-TO-KNOW
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channels of information not afforded the general public, has a special responsibility to use that information in the public interest. The reporter who sees the church spire is about to topple into the crowded public square must do more than hang around with his notebook waiting for the news to happen. According to Hohenberg, if the newspaperman is to avoid journalistic pulp, he must use every resource—"projected subjectivity"—to dig for truth in the great bureaucratic haystack that is political life.

If we accept the criterion of good newspaper reporting as outlined above, *This Week* must be said to have fallen short on several counts. It is not clear, however, just how much such demands are beyond its present capabilities. The newspaper is a relatively new publication in only its fourth year of circulation. Its introduction in 1968 was at least a step closer towards achieving the "diverse and antagonistic sources of information" which the Senate committee regards as necessary for the creation of a healthy democracy.

Considered in the same circumstances, there would seem to be less excuse for the performance of the *Oshawa Times*. The newspaper comes to mind when the mass media report talks of "newspapers making big profits and not returning the money in quality." While little is known of the individual finances of the *Times*, much is known of the financial success of the Thomson newspaper empire. We often are reminded that we should be grateful to the Thomson chain for keeping alive small newspapers which might have died long ago. If we finance the original banquet, do we have to be grateful for the crumbs which fall from the rich man's table?

On the week beginning August 14 this year, seven consecutive issues of the *Oshawa Times* were examined in order to determine just how much of the total copy was produced by the paper's own news staff. It was found that on an average

day only one-third of such copy originated locally. Just how grateful, then, should we be for a newspaper, two-thirds of which consists of syndicated columns, plus wire-service rewrites? It must be believed that the *Times* could afford to assign a reporter exclusively to the local political beat, someone to perform the function of professional writer as previously outlined, could afford to pay someone to do a little more than merely regurgitate politicians' statements on the printed page.

Six months after the Oshawa municipal election, the OAPADS negotiations collapsed after bitter battles among the municipalities, and a million-dollar study was shelved indefinitely. It is interesting to speculate as to what might have happened if Oshawa newsmen had adopted some of the techniques of good reporting; had become, through the insistent probing of public officials, the initiators of action. Instead, like the chorus in a Greek tragedy, both newspapers dutifully reported the collapse of the study, accompanied with all the wisdom of hindsight.

It is good that editorial commitment from the Oshawa press served to provoke reaction and create controversy among a section of the public; municipal elections need all the help they can get in this direction. The only impediment to greater enthusiasm for this commitment by the press is the "hands-off" policy they had towards political incumbents. It is a relatively easy thing to roar in the face of political newcomers; it requires a good deal more courage just to frown at established public officials.

As Frank Jones pointed out in *Walt McDayter's Media Mosaic*, political newcomers already are working at a severe disadvantage. First, they rarely have the financial resources to mount advertising campaigns of any competitive significance. Second, even the most positive improvements suggested by political newcomers somehow become translated into carping criticisms when entered into print.

A mysterious "motherhood" phenomenon pervades the atmosphere of a city at election time. Even the most impassive line-workers on their way to work at General Motors have been seen to glance affectionately at the notice which greets motorists at the Oshawa Park Road entrance to the 401 highway. "Welcome to Oshawa," it reads, "We are Proud of our City". When esprit-de-corps is the order of the day, such published comments as Michael Breaugh's "Oshawa is a nice place to come home to at night and go to sleep in" hardly are destined to be vote-catchers, no matter how much truth they may contain.

In the absence of a full-scale study by a team of researchers, conclusions here can only be tentative. The evidence seems to suggest that what took place in Oshawa was the reinforcement of the political predispositions of the electorate by an inadequate press—a circumstance which excluded both in-depth discussion of the issues and the proper consideration of minority interests.

The collapse of the regional government study, or the stagnation of Oshawa downtown development, may not be regarded as explosive national issues, but the conduct of the press is something that goes beyond municipal boundaries. The anger of Ruth Hopps, the 32-year-old mother who campaigned "for a better deal for retarded children" is not likely to ignite campus riots throughout Canada.

But the evidence from other countries, particularly the U.S., would suggest that there is little time to waste before we take steps to create an informed public and provide an outlet through the media for the peaceful expression of minority opinion. Who knows, we may even receive a bonus in the emergence of some intelligent political leaders.

One picture remains of the Oshawa municipal election of 1970. It is of defeated mayoralty candidate Breaugh sitting somewhat dejectedly on the

steps of city hall at 2 a.m., and being approached by a 19-year-old female reporter from *This Week* who asked obliviously, pencil poised over her notebook: "Well, Mr. Breaugh, have you learned your lesson?"

Sad to relate, but self-restraint prevailed, and an opportunity to contribute to the continuing education of the Oshawa press was let pass.

Jim Delaney, an Oshawa school teacher, originally prepared this story as a paper for a course in the University of Western Ontario's journalism department.

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THE WATERING HOLE

by J. D. MACFARLANE

One of the more famous of the unofficial press clubs of prewar (II) vintage was located in the now long-gone Plaza Hotel in Windsor. This rather unpretentious hostel was situated in strategic fashion less than a block from the Windsor *Star*.

There, in the gloom of the men's beverage room, those who slaved for the glory of W. F. Herman inhaled their brew, slandered their superiors, maligned their mentors, traded lies and laments, and had fun.

Day after day, editors of varying caste and responsibility put out two versions of the *Star*: one, the actual one that plunked its presence on the doorsteps of Western Ontario; the other, the Plaza one, the much better one that would have been produced if the editors hadn't been dissuaded by the ill-conceived dictates of the mighty.

Alas, the dazzling layout, the super stories, the lyrical headings that were produced in the Plaza, never to see daylight. Curses rang down on the heads of those who seemed bent on stifling the artistic talents of those who toiled in the newsroom for the pittance from the Herman purse.

Ralph Foster, Jim Nicol, Eric Gibbs, Alan May, Art Wells, Emmett Kelleher, Bas Mason, Hap Collins, Andy Hamilton, George Dulmage—the list of luminaries is legion. These are a few of the men who were blind to few pigs in Windsor but when the thirst for companionship, gossip and gripe became compelling, usually chose the Plaza.

These impromptu and informal meetings of the craft produced some peculiar developments. There was a contest known as bladder control in which the first one to weaken and seek relief in the latrine had to pay the tab. This led to some truly restless table groups with everybody shifting in his seat to the point of St. Vitus Dance.

On one occasion, Bas Mason and your humble servant finally yielded at the exact same moment and collided with such tremendous force at the men's room door that the result was both painful and embarrassing. The only consolation was that, in stepping over our bodies in his hurry to avoid a similar fate, a third party wound up paying the bill.

It was not long before a haven, more protected from the eyes of the public, was found in a backroom adjacent to the beverage room and exiting on a lane. It was only natural that this backroom should become a kind of supplementary newsroom for the *Star* with its convenient and unobtrusive access through the laneway.

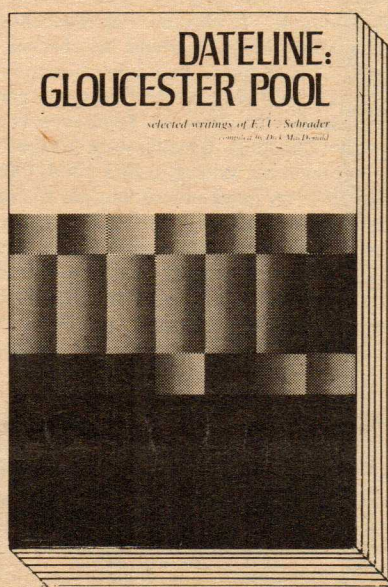
In the quiet of lazy summer Saturday afternoons, those left with the chore of getting out the "pink" would move the desk holus-bolus to the Plaza backroom and ease their thirst and make their marks while an unfortunate copy boy ran takes up and down the lane.

All went well for several weeks until the then-managing editor, Harold "Papa" Vaughan, dropped in one Saturday to do battle with a colossal hangover. He was not amused, and the Plaza never seemed quite the same after that . . . or the Saturday "pink" for that matter.

Now the Plaza is dead, but its memory lingers on for many. Particularly, the steak sandwich and hash brown you could get for 35 cents. And the Chinese chef would even let you help in the kitchen.

J. D. MacFarlane is chairman of journalism at Ryerson Polytechnical Institute, Toronto.

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MISCELLANY

The new Ontario Press Council is to meet this month to establish operational procedures and start its examination of complaints about press activity submitted by individuals or by newspapers themselves. Council meetings are closed to the press, according to the constitution created by member papers—Ottawa *Citizen*, Toronto *Star*, Hamilton *Spectator*, Brantford *Expositor*, Kitchener-Waterloo *Record*, London *Free Press*, Windsor *Star* and the Owen Sound *Sun-Times*. Chairman of the council is Davidson Dunton, retiring president of Ottawa's Carleton University. Early this month, full membership of the council was announced. The 21 were directly or indirectly appointed by the papers they are to oversee; ten are active newspaper executives or employees and they in turn picked the non-newspaper councillors. The council will advertise its complaint service in those dailies represented. It will not accept any complaints from persons who have not previously tried to settle their differences with the paper involved and complaints against papers not in the council will not be heard. The meetings will be closed to avoid possible legal action should the council deal with potentially-libelous complaints. Apparently a heavy volume of correspondence already has been received by the council; most complaints dealt with the way in which newspapers have covered specific events. There have been no submissions yet from papers which may, under the council's constitution, raise matters related to press freedom or access to information. . . . BP Oil of Montreal has created a new position, manager of the public affairs department, and filling it is R.B. Keebler, previously the manager of corporate affairs. . . . MacLean-Hunter Limited announced this month it had entered an agreement to purchase controlling interest in Metro Toronto News Company, which distributes magazines and paperback books to dealers in many Ontario markets. M-H president Donald Campbell said the purchase was in keeping with the provincial government's desire to keep control of Ontario magazine wholesalers in Canadian hands. Metro News had been controlled by U.S. interests and was a bone of contention during recent royal commission hearings in the province. Price of the acquisition was not disclosed. . . . Réal Benoit, director of domestic production at Radio-Canada, died in Montreal at the age of 56. A novelist and dramatist, he started his career as a newspaper film and art critic. . . . Anik-1, Canada's and the world's first domestic communications satellite, is scheduled to be on the launch-pad in November. . . . Tony Burman, formerly with the Montreal *Star*, has been named producer of Cross-Country Checkup, the CBC radio network's weekly national open-line program. Pierre Pascau continues as host. . . . *Last Post*, the national politically-oriented public affairs periodical, has established its headquarters in Toronto. Formerly Montreal-based, the publication will maintain its stable of Québécois writers and will strive to develop a similar capability in English-speaking Canada. Associated with the magazine is Foundation Press, a typesetting operation. . . . someday it goes like this: Niagara Falls *Gazette* reporter

Bill Walcott was in Toronto to write on the Team Canada hockey training camp. He had camera at hand when Rangers' Brad Park was clouted by a Dennis Hull shot. Off Walcott went with the film to CP Picture Service and asked that it be sent to the *Gazette*. It also was made available for general use. Right: Canadian and American papers were able to use the shot the same day; the *Gazette* had to wait until the next day. . . . the argument about good taste in pictures vs. the newspaper's responsibility to inform the public is examined in a book by Curtis D. MacDougall entitled *News Pictures Fit to Print—Or Are They?*, published by Journalistic Services, Stillwater, Okla. for \$5. Directed at experts in photo-journalism and editors concerned with picture presentation, the book notes an increasing use of "shocker" shots in papers during the past decade. "If it were in the public interest to offend good taste I would offend good taste," writes MacDougall. "If obscenity or indecency were in the public interest I would be obscene or indecent." . . . there's a fine new informative tabloid quarterly available for professionals and laymen interested in the airwaves. *Telenation* is published by the Canadian Broadcasting League and can be obtained by writing to Box 1504, Ottawa K1P 5R5. It is an independent journal, blending criticism of and gratitude for services provided by the private and public broadcasting sectors. The league has been in the forefront of analyses of change in broadcasting for the past 40 years and merits support. . . . Gail Scott has been lured from CBC radio by CTV as the first female network television correspondent on Parliament Hill. . . . Jim van Bruchem says the main aim of Vancouver's *CJVB* is to provide immigrant Canadians with information about the country and to make them feel at home. He's president and general manager of the AM system which, since mid-June, has supplied Vancouver with a minimum of 35 hours weekly of broadcasting aimed at the city's ethnic population. The objective is 55 hours per week. *CJVB* allots four hours each evening for the bulk of the foreign-language broadcasting. The first hour is devoted to Italian, the second hour changes nightly, third is in Chinese and the fourth hour is a linguistic mixture. Newscasts are in foreign tongues. Morning, noon-hour and late afternoon programming is in English with middle-of-the-road and folk music. . . . president Charles Perlik, Jr. of The Newspaper Guild was understandably upset by the announcement that the Newark *Evening News* of New Jersey would be closed. Economic reasons were given by the owners for the closing. Said Perlik: "The Newark *News* was not only a good paper but a profitable one in May, 1970 when Media General bought it, Garden State Paper Co. and Fidelity Engravers as a package. In 1969, the *News* produced 30 per cent of the three firms' before-tax profits of \$6.9

million. . . about \$16.8 million of the \$50-million-plus Media General paid for the three properties went for the *News*. . . in September, 1971, Media General sold the *News*' Sunday edition, the *News*' plant and nine of its 36 presses to Newhouse's *Star-Ledger* for \$20 million cash. . . it lends credence to reports that Media General never wanted the *News* in the first place; that it bought the *News* because that was the only way it could get Garden State Paper, possessor of the free world's only newsprint recycling process and plants. . . this is one more newspaper suspension and one more newspaper monopoly situation that need not and should not come to pass. . . this is one more suspension precipitated by alarmist corporate ledger watchers." . . . Norman Smith retires November 1 as president and editor of the *Ottawa Journal*. Dr. John W. Grace, now associate editor, becomes editorial editor. Smith, 44 years as reporter and editor, is retiring because of an old health problem. . . . bilingualism, a Canadian goal and cultural asset, causes a headache for some advertising agencies. The Toronto-based Canadian Media Directors Council has produced three studies in recent years in an attempt to develop formulas for judging the real nature of advertising's reach, especially in Montreal. MacLaren of Toronto produced a study which divides Montreal television viewers according to the amount of television they watch in a particular language. The study shows that only nine per cent of the city's public can be considered bilingual; 55 per cent are classified as French-language Montrealers in their television viewing. In theory, media directors can use the results to decide on the "advertising weight" needed to reach target audiences. . . . Len Parker is new city editor of the North Bay *Nugget*, succeeding Jean-Guy Bigras who resigned for health reasons. Parker was PR officer for the Ontario Northland Railway for a number of years. Moving into the district editor's job, Parker's recent position, is Betty Alcorn. . . the bi-monthly *Columbia Journalism Review* wasn't too enthused by The Newspaper Guild's "endorsement" of Senator George McGovern, Democratic candidate for the U.S. presidency. Guild president Charles Perlik had called for an end to the "sterile objectivity" and "political eunuchery" of news people, and so the fourteen-member executive board went ahead and spoke for the entire Guild membership, somewhat fewer than half of which are journalists. To quote *CJR*: "Certainly, as Perlik says, newspapermen have all the rights of other citizens. But, like other citizens, they have the right to exercise those prerogatives as private individuals, and not to have their careers thrown into the battle, except by choice." . . . a group in Toronto has started the Canadian Women's Educational Press, with a goal of publishing books by women of the nation at a breakeven level. First effort is *Women Unite!*, a collection of Canadian articles on women's liberation which was formed by a collective. A Local Initiatives Program grant helped CWEP get off the ground.

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