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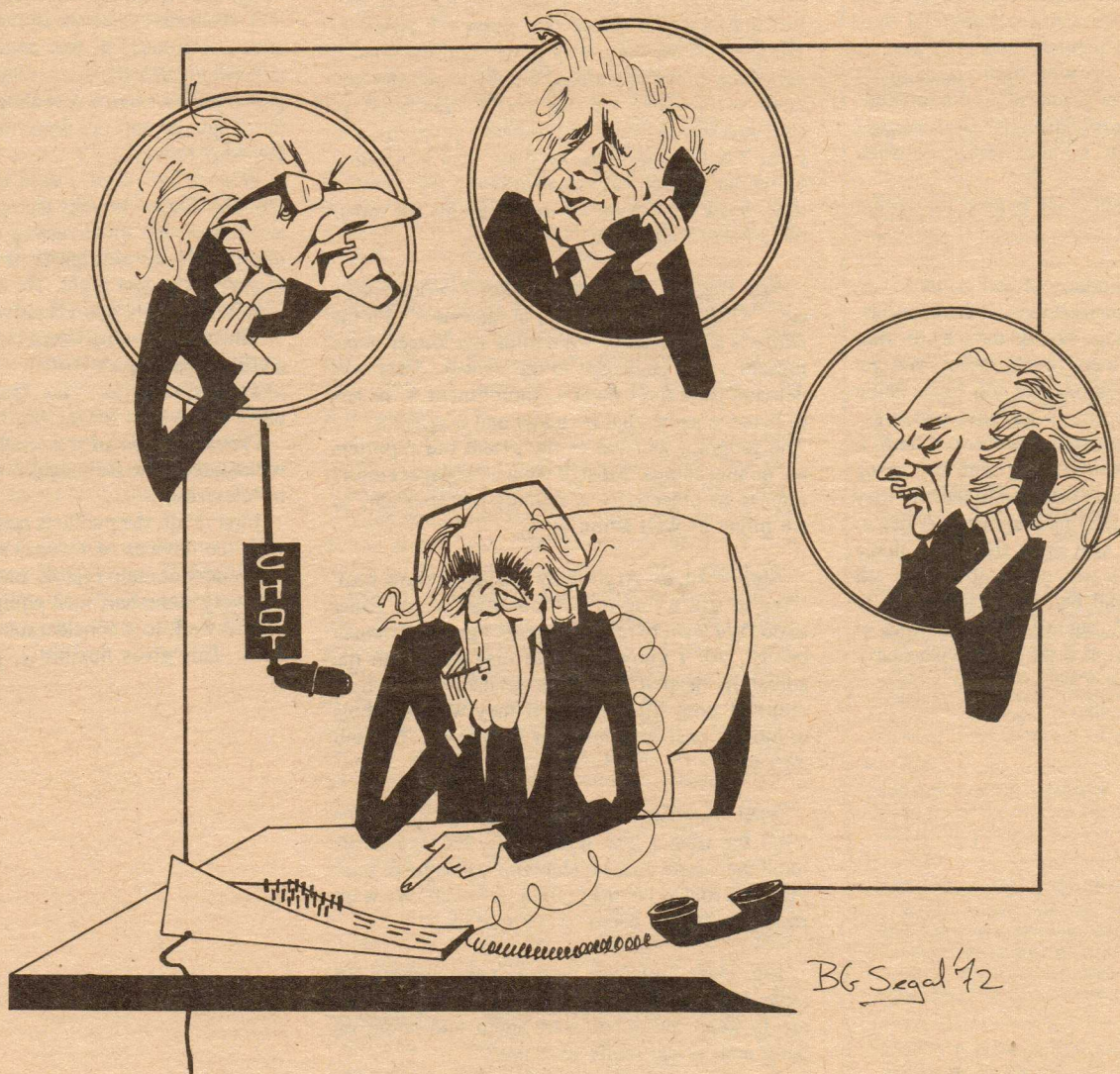
NOVEMBER  
1972  
50c

# MANDATE WHAT?

(Media  
and the Election)

*content*

*for Canadian Journalists*





# REAL TV ABOUT REAL PEOPLE

by KEITH RICHARDSON

"Of course it'll work."

— John A. Macdonald

Toronto will never be the same.

For the past month, residents of Muddy York have been finding out they've been living in "People City" all along — where "old dreams" come true. So nice to be here.

So goes the theme song of Toronto's newest television station, *CITY-TV*, very high on your UHF dial. Channel 79, billing itself variously as "community", "alternate", even "sexy" television, officially went on the air Sept. 28. People still don't believe what they're seeing.

*CITY* may well be the most radical experiment in the history of Canadian broadcasting ... yet one has the feeling of a great convergence on lucky stars surrounding its birth.

Consider, for instance, how you get a TV licence in Toronto when the *Star* and *CFRB* have been trying unsuccessfully for years.

How do you find \$3 or 4 million of (fairly well-dispersed) backing for a station committed to 50 per cent local programming and advertising. How do you obtain catchier call letters, than *CITY*, or a groovier location (surely the ultimate in radical cheap) than the old Electric Circus building on Queen St? And how do you run a commercial television station without standard two-inch gear or union contracts? And yet with high-priced talent queueing up to work for peanuts? And how, suddenly, do you end up on Channel 7 in Toronto's third-of-a-million cable homes, smack between the two big stations?

Perhaps it would help if we paused for station identification:

Phyllis Switzer, founder and den mother: "In my old job I used to attend all the CRTC hearings. The commissioners kept saying they were after some way to expand local broadcasting, and yet in Toronto the two stations are too busy being flagships for their respective national networks. So we thought of something different, and it worked ... We've been starting with the group of people already strongly oriented to the city they live in, and we've been telling other people, listen, it's your airwaves. If you think the other media have been ripping you off, come down and tell your story. We're small fry, we're not going to beat *CFTO* or *CBLT*, but we're a new kind of television — alternate. For the people who have turned off regular hype TV."

Leon Weinstein, ex-grocer, *CITY* board chairman, consumer show host: (on air) "We'll investigate unscrupulous practices (resumes playing violin) ... misleading advertising (plays violin), and we'll speak out against *shoddy products!* (smashes violin)"

Moses Znaimer, ex-CBC Golden Boy, station manager: "I'm here because I could never resist the proposition, 'will you take less to do more?' I also figured a lot of people *could* be filling a very creative space on television. But the world isn't idea-poor, it's realization-poor — for me, then, it's a very creative thing to set up the organism that makes a whole new approach possible. We keep all the costs way down, and we finance ourselves so we can afford to take losses the first three years. Then we can give a man \$200 an hour and our facilities to produce a program, and I don't really care what he does with it. Getting on the air at first was sheer goodwill and Scotch-tape, but I think some of the programs are rather remarkable, don't you?"

Ron Haggert, director of *nightly 2 1/2-hour* news etc. "City Show" package, in interview with the *Globe's* Blaik Kirby: "We think the longer items present a real challenge to the viewer. They will demand from the viewer a commitment — he has to become somewhat involved and take sides ... The program will too to the extent our reporters are human beings. Most of what newspaper editors refer to as objectivity is actually non-existent, so we might as well admit it."

Mel Profit, ex-Argo-natty and sports show host: "We're still trying to iron out what we're going to do. We want to relate to sports figures as human beings. All I know is I was disgusted with the adulation heaped on Team Canada when they returned from Moscow, as if they were symbols of our national superiority or something. The hell they are!"

Vlad Handera, community affairs producer: "All the time I was with CBC, ETV, I never liked the whole bullshit showbiz mystique of television. It makes people uptight, artificial. We want people to feel at home in our studios."

Big Dave, telethon emcee: (on camera) "It looks like we blew the Berton cue. Do you want me to keep going, or start again and come up bang onto it and really look pro?"

Still confused?

Perhaps *CITY-TV* is best understood as the product of two revolutions — one electronic, the other political.

On the political side, *CITY* is of course the direct bounty of changing CRTC policies. The commission correctly read the mood of the country (in advance of the recent Canadian election) as a wish to express stronger "Canadian localism".

Everywhere, there is unprecedented interest in community affairs, city environments. For the extremely vocal locals in Toronto, *CITY* is a great boon. In addition to the in-depth coverage of local news the City Show provides, there are special shows for women, businessmen, ethnic groups, local talent, culture and politics — plus a reasonably-priced outlet for local advertisers. There is an emphasis on participation, with several Sunday night hours given over to televised gab-fests open to anyone who walks in.

*CITY* is accessible, and that's important to the growing body of people who are fed up with no-address, one-way, corporate television. Folks, too, who are tired of milquetoast, melting-pot television, which has always pervaded Toronto in spite of the large number of outlets available, are delighted with *CITY's* irreverent biases.

The success and style of the Toronto *Sun* offers an exact parallel in this respect. Nothing seems more enjoyable than watching well-known media personalities finally revealing themselves, using the language and opinions formerly reserved for the copy-room.

Warner Troyer is a case in point. As host of the City Show, he was trying so hard to unlearn a lifetime of broadcasting polish, he almost dropped the on-air cigaret he was casually trying to smoke the first night. He's found his way into it quite naturally and effectively since then.

The new liberality in television has also brought a risqué but superb British series, "Casanova", to Toronto audiences via *CITY*. Occasional nudity made it too blue for the big boys.

Probably none of this could have come about without recent vast changes in the technical aspects of television.

First of all, the public is no longer so over-awed with the devices of teevee, what with home-use machinery coming rapidly into vogue. *CITY* uses that very same half-inch equipment, and Super-8 film as well, to a considerable extent in its operations. This gives flexibility, portability, a lot of



cheap remote shooting done by a lot of freelancers which the station can draw on. *CITY* people with their little cameras are turning up everywhere, as many regular news reporters now are finding out. The idea is that what is lost in picture quality is gained in immediacy — and cost.

Another key consideration for *CITY* television is the existence of Toronto's cable networks.

Oh yes, *CITY* does have a transmitter, 64,000 watts (and a tower that was constructed one degree off vertical by mistake). The signal does reach Scarborough on a good day.

But it's the ability to be piped into all those Toronto homes over cable, crystal-clear on Channel 7, that makes *CITY-TV* a viable proposition. After all, the Buffalo stations have benefitted greatly from these systems, so why not Toronto outlets?

That's what the CRTC thought, too, and the cable operators were virtually strong-armed into giving *CITY* what it wanted — a metro-wide prime channel. The cable companies are distinctly testy about the whole thing, especially since their own feeble efforts at community programming are further undercut (they can't sell ads, ergo no program budget).

Moses Znaimer thinks they should be happy to have *CITY* aboard, however: "Cable gets sold when a unique programming service is not otherwise available. The American services they're so worried about are, after all, already sold. We're just complicating their lives, I suppose, but they have to expand channel capacity soon anyway."

Complaints have been received so far about sound and picture quality (Moses now laments his decision to order Canadian apparatus wherever possible) but not about the programming. The first audience ratings for the station will be coming out at the end of the month — this is a moment they've all been waiting for, particularly as regards Haggart's nightly blockbusting City Show, up against regular commercial fare on other stations.

Switzer thinks she already has a reading, however, on how the audience is responding to radical television. In her view, "Viewers are relating to us, strangely enough, more like a radio station. There's a solid loyalty developing, they keep dropping back to see if we're doing something interesting. We think they're involved and comfortable with us. I hope there's enough of them."

Even if Regular Viewer misses something, the whole nightly schedule is rebroadcast the following morning.

Now, *that's* viewer convenience for you. That's People *CITY*.

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*Keith Richardson, a graduate of Ryerson Polytechnical Institute, is a staff writer with the Toronto Citizen.*



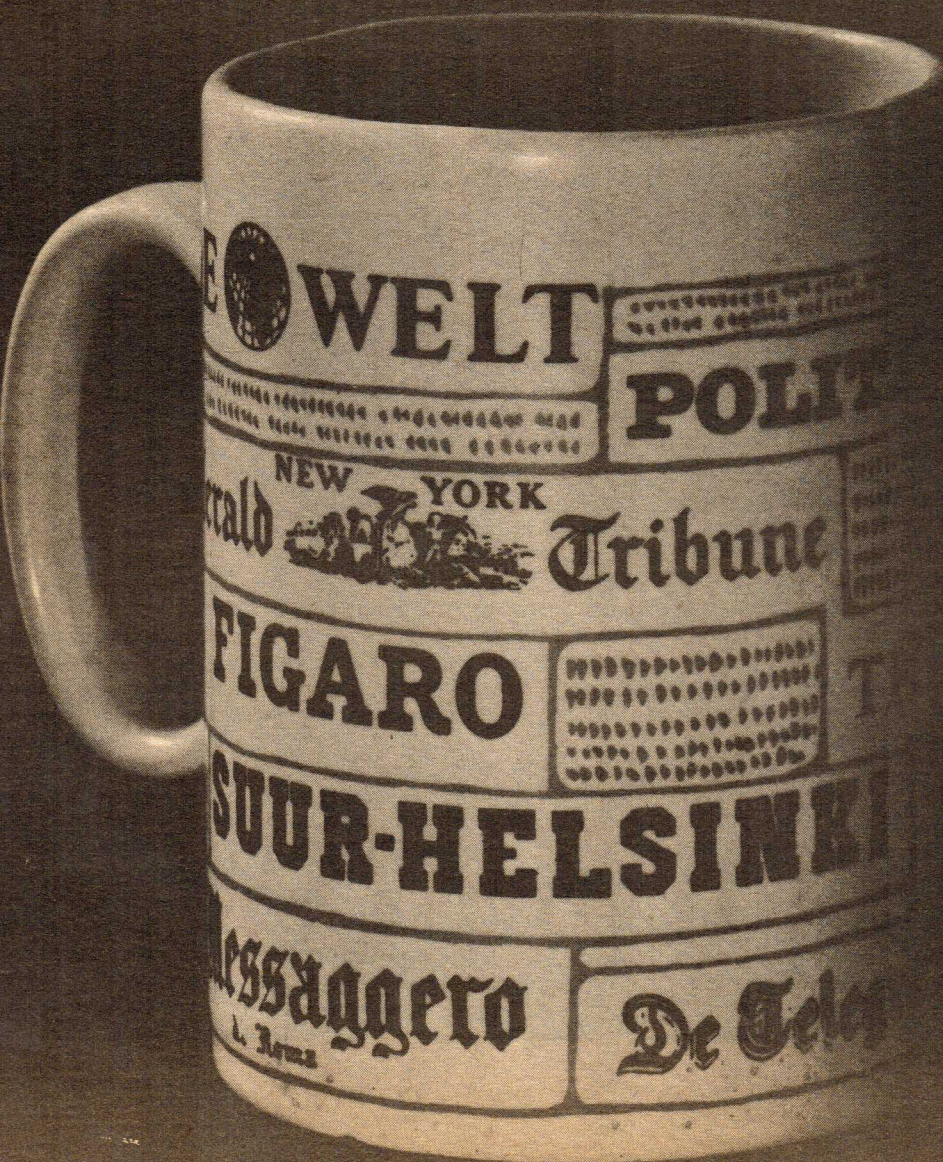
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Phyllis Switzer, Moses Znaimer, Leon Weinstein, Jim West



**Next time  
you need a lift  
give us a call.**

**AIR CANADA** 





# Political campaigning and television reporting

PART ONE

No matter what the voters decided Monday, October 30, NDP leader David Lewis won the 1972 federal election campaign.

At least that's my conclusion after watching more than 20 late evening newscasts on each of the CBC and CTV television networks, newscasts which are watched, on the average, by more than 2.5 million Canadians each autumn evening and available to 98 per cent of English-speaking Canadians in all 10 provinces.

According to a careful analysis of newscast content:

- Lewis, on the whole, got equal or more network time and equal or better play than either Prime Minister Trudeau or Conservative leader Stanfield;
- Lewis' coverage left, overall, a more favorable impression.

But, even if someone wished to challenge these conclusions — which are documented below — it is absolutely clear that election coverage of the leaders alone emerged as a three-way fight among the leaders of the Liberals, Conservatives and New Democrats. For Lewis, even a split decision, in my opinion, constitutes a victory.

As far as CBC and CTV were concerned, the Social Credit party and its leader Réal Caouette simply were not a factor in the election. Caouette was not mentioned at all on more than half the newscasts.

The acceptance of Lewis and the NDP as equal or better than the Liberals and Tories perhaps was best illustrated Friday evening, October 27, when CBC opened its newscast by reporting that later it would "have reports on the leaders of the three main parties." That meant reports on Trudeau, Stanfield and Lewis: Caouette was not to be mentioned.

Several other aspects of "Mandate '72," the name CTV gave to the campaign, emerged during this study of network news.

First, each leader came out of the newscasts with a distinct image. Lewis was a lonely, Biblical David fighting the giants, the corporations, the Liberals and the Tories. Stanfield gave a blurred image, often upstaged by others. Trudeau was his own man but a man with many others (usually ministers announcing election goodies) ready to support him. This support meant that the overall Liberal coverage far exceeded that for the Conservatives or NDP.

Second, it appeared from this study that CTV and CBC both inject opinion into news reports, often substantially altering the character of the news. CTV, especially, seemed to welcome opinionated news reports.

Third, an analysis of total election coverage left an impression, from each network, as to how the election would go.

On the basis of watching the news from October 8 to October 27 inclusive, I would expect:

- the Conservatives to hold onto their strength in the Atlantic provinces (with one or two Liberal gains and only one seat even possibly NDP);
- very little change in Quebec except perhaps a decline in Creditiste seat, maybe even defeat for Claude Wagner;
- lots of action in Ontario with some shift to the Tories and NDP but most key Liberals are safe (Mitchell Sharp is a shoo-in);
- lots of close fights in the West with the NDP,

**Politics — political election campaigns to be specific — and the news media. A broad, "always fascinating subject. T. Joseph Scanlon, chairman of journalism at Ottawa's Carleton University and a former political reporter with the Toronto Star, offers two articles on the 1972 federal campaign. The first was written the day before the election, after reviewing videotapes of network newscasts. The second was written following the voting, as a bit of a supplement to Part One. Illustrations are by Brian Segal of Montreal.**

at least, gaining some seats from the Liberals. These impressions — not mine alone but those acquired from CBC and CTV — are detailed later.

The basic factual assessment of the coverage of the four leaders — Lewis, Trudeau, Stanfield and Caouette — was done on these grounds:

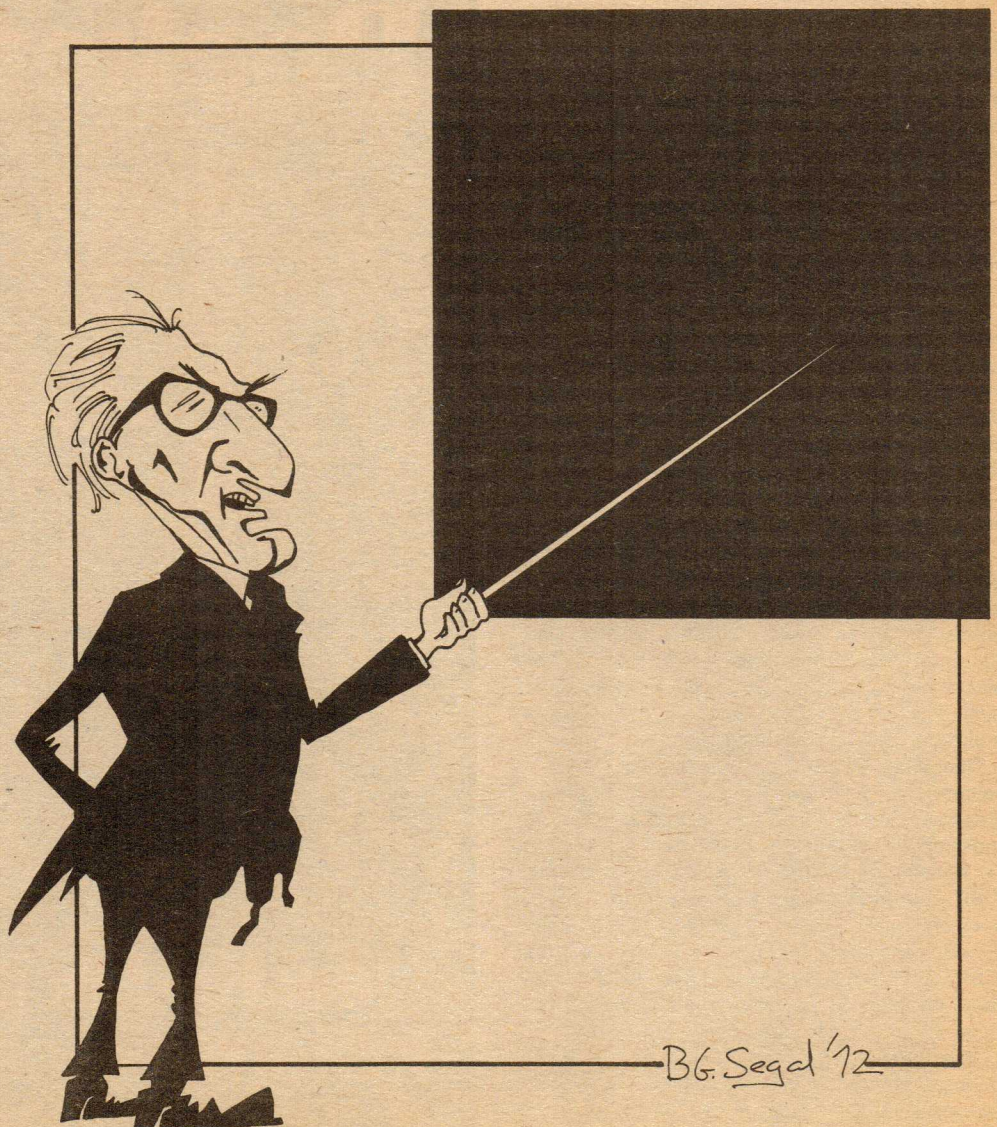
- total time allocated to each leader's campaign;

- total time given to film clips of the leader speaking on camera;
- the kind of play given to stories about the leader's campaign;
- the favorable/unfavorable nature of the coverage.

On the first point — total coverage — the two networks agreed. Stanfield was the highest, Lewis second and Trudeau third. Caouette was always a very poor fourth, so much so that I will not mention him in my analysis of most points covered.

The explanation for this order appears to be fairly clear. Trudeau ran third because, several times, he simply stopped campaigning and did not make news. Thanksgiving weekend, for example, Trudeau missed three out of four CBC newscasts and he got only brief script mentions (one of them five seconds long) on CTV. (During that same period, Lewis appeared speaking on camera on seven of the eight CBC and CTV newscasts.)

Stanfield's edge over Lewis appears to stem from the fact that the networks, when they covered Stanfield, gave him a little more time and because, occasionally, they included Stanfield in and Lewis out. The night the Vietnam peace agreement was





reported, for example, both CBC and CTV reported reactions from Trudeau and Stanfield (presumably as prime minister and leader of the opposition). Lewis was not asked to comment. That slight mention was actually the difference between total time allocated on CBC to Stanfield and Lewis.

Lewis' generally good showing in this area — total time — resulted from the fact that his campaign continued day after day, night after night. He missed one or two newscasts but apparently not from lack of trying.

It seemed to me, however, that television offers political leaders a unique chance to reach voters semi-directly at least in terms of appearing on camera with sound so that the voters can hear their actual words and see their expression as they delivered those words.

In this category, Lewis ran ahead on CBC, Trudeau on CTV. Stanfield was third on both networks.

The Stanfield decline — from first in total time to third in personal time — is explained by the fact that Stanfield often was shown listening to someone else — to Claude Wagner in Quebec or Premier William Davis in Ontario. The reports were around him, rather than about him.

Trudeau's improved position on both networks came because, sometimes, perhaps due to his absences, he was given extremely extensive coverage. October 13, CBC devoted nearly half its newscast to election coverage and one-quarter of it went to Trudeau. He appeared on camera speaking no less than three times — clips of 1.05, 40 seconds and one minute. Since that followed his weekend off, it appeared CBC was trying to compensate for his absence from the news. In any case, Stanfield that night got only a script mention, though Lewis and Caouette were both covered by special reports.

Lewis' performance — which on a combined basis matched him with Trudeau (the two leaders were only one minute apart in total time over the three weeks of this study) — appeared to be based on the fact that he concentrated in his campaign on what journalists call 'hard news.'

By making specific statements — such as the constant naming of the corporations he classed as welfare bums — he pushed news coverage away from generalized reports into specific on-camera coverage.

Lewis also showed considerable agility in creating news. October 10, for example, Lewis was quoted on CBC as stating that the September unemployment figures would "be even worse" than those issued in August. CTV also gave him coverage for this forecast. The next night — when the figures were released — Lewis appeared on CBC saying, in effect, I told you so — "I forecast this yesterday, I predicted it," he said.

The third factual category rated — relative play given stories about the leaders — was assessed by giving five points for top of a newscast, four points for second place and down to one point for simply a mention on the news. Here, Lewis and Stanfield tied on CBC with Trudeau close behind. CTV gave Lewis the nod with Trudeau a close second and Stanfield trailing.

Stanfield's relatively poor showing on CTV stemmed from the fact that CTV usually placed Trudeau, Stanfield and Lewis in that order — presumably an order of descending importance — when all three were covered on one newscast. CBC, in contrast, juggled the leaders around, presumably on the basis of apparent news value. Lewis, of course, benefitted a great deal from CBC's policy of letting relative news values determine the play on the newscasts because Lewis, more than the others, produced hard news.

The contrast between CBC and CTV is, perhaps, shown by looking at their October 19 newscasts. CTV began its newscast with items about Vietnam and Chile. Then, as item three,

there was a brief script report about Trudeau being in Ottawa recording a television program. Then, finally, as item four it reported that Stanfield had announced a tax program through which Canadians could get tax credit for investments in small businesses. The item was carried as straight news with no interpretation. CBC, in contrast, led its newscast that day with Lloyd Robertson reading that "Robert Stanfield has laid down a major economic plank in the Conservative election platform. It's a scheme to provide \$300 million dollars a year to stimulate the economy and fight unemployment."

My ratings showed that Lewis, too, was given top of the news on occasion on CBC, when it was judged he deserved it. Neither Lewis nor Stanfield made top of the news on CTV.

The above ratings all are possible to document. The final assessment — whether news items were favorable or unfavorable — can, of course, be challenged, so I will try to provide evidence to support each statement.

In my opinion, it is possible to slant any news item in a number of ways:

- by having the news reader inject a flat statement of opinion;
- of having a newsman include opinion in a report;
- by softening favorable (or unfavorable) information with contradictory material;
- by having other items placed so as to imply criticism or support of someone's statement;
- by selection of sound or picture material to leave specific impression.

The last category is very hard to document — such things as camera angles, etc. are hard to describe — but the first four all appear particularly on CTV.

The most damning opinions come, in my opinion, when the regular newscaster (CTV's Harvey Kirck or CBC's Lloyd Robertson) reads opinion from his script. I think it is now well accepted that these news figures carry special weight when they read statements on camera.

October 26, Kirck helped demolish the Conservative efforts to make a Quebec leader out of former Liberal and former judge Claude Wagner. Kirck read, as an introduction to a report, that: "Claude Wagner, the star of the Progressive Conservative campaign in Quebec, appears to be in trouble in his own riding. His experience reflects the general trend of the party's fortunes in that province."

October 10, Kirck similarly chopped up the Liberals by describing the latest consumer price index as "another blockbuster."

CBC was less inclined to inject such opinions into the newsreaders' scripts but they did appear on occasion. October 22, for example, George Finstead read that "In Metropolitan Toronto . . . there are some signs of disenchantment with the Liberal government."

October 21, Lloyd Robertson informed us that "the campaign of Robert Stanfield has tended to smoulder during the past five weeks but today it was blown into flames by a crowd of Conservative supporters in Eglinton."

(Perhaps I should note here that I am not sug-

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gesting that these interpretations are not accurate but that, when examined, they do leave a clear favorable or unfavorable impact about the individual concerned.)

CTV newsmen, too, often had their interpretations injected into their reports. Wagner suffered several times. On the same newscast as the script material quoted, CTV's Quebec newsmen, Allan Hustak, reported quite bluntly that "It's already clear that the Conservatives have failed to discover the formula for a respectable showing in Quebec."

Just at the start of this study — as the federal government figures on unemployment and consumer prices were released — CTV's Don Newman gave strong comment on the impact of such figures on the election campaign.

October 10, after Prime Minister Trudeau appeared on camera for 48 seconds offering his comments on the 7.1 per cent seasonally-adjusted unemployment rate, Newman concluded: "It's hard to imagine worse news for the government just three weeks before the election."

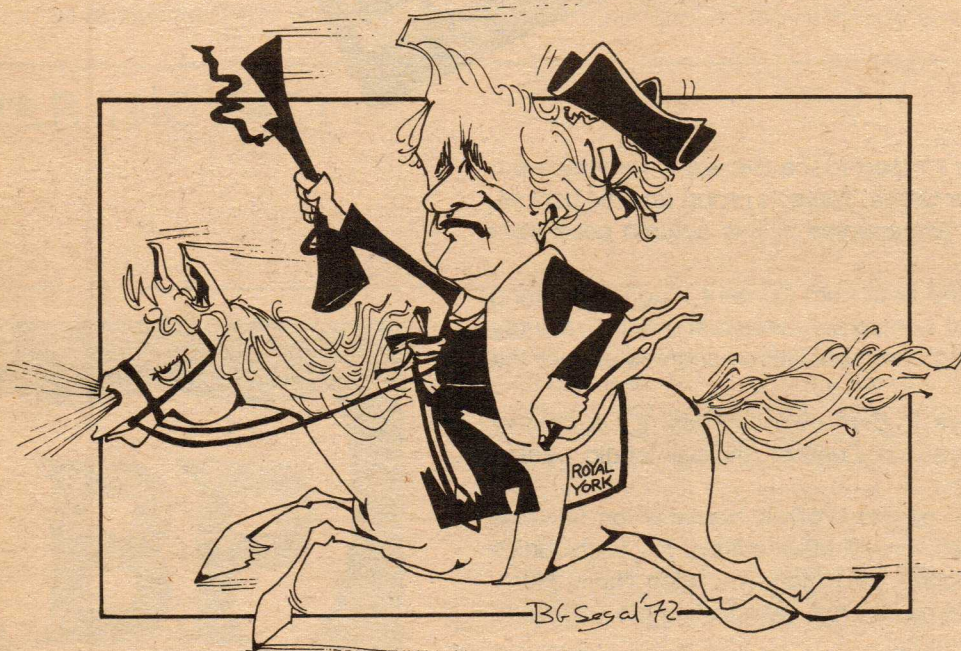
The following night Newman described the consumer price index figures as "the second body blow to the Liberals in as many days" and by stating "anyway you look at it, that's inflation." He said, since the election was still two and one-half weeks away, "the government can only hope that by then these figures will be old news."

Interpretation or opinion isn't necessarily

the Conservative leader. His rallies have been complete sell-outs for several nights running now. And while Stanfield himself is still anything but the world's greatest public speaker he is drawing crowds and responsive ones at that. In other words insofar as rallies and meetings are an indicator of the public mood Stanfield or perhaps more accurately the Stanfield organization is in far better shape at this stage of the campaign than in 1968 and appears to be operating at a par with the Liberal tour. Rallies and placards and rock bands can be deceptive though. There is no accurate way of judging whether the Stanfield message is being carried with the same enthusiasm beyond these meeting halls and auditoriums."

The use of other items in such a way as to imply criticism is more difficult to identify but there are some examples.

October 10, for example, CBC (and this looks much more biased now than it did at the time) used an interview with former Liberal cabinet minister Eric Kierans to add perspective to the unemployment figures. Kierans said, among other things: "I hate to say this but you know 7.1 per cent might look good four or five years from now if we keep on with this kind of policy." The same kind of thing took place earlier that same newscast when Lewis, who followed immediately after the unemployment figures report, stated that



always unfavorable. On CBC, October 25, John Drewery reported that David Lewis' campaign was moving across Canada to the "sound of applause that has been steadily increasing in volume in the past weeks."

But the prize for a classic form of using opinion to contradict favorable information must go to CTV's Mike McCourt on that same night. McCourt's report of the Stanfield tour managed to dilute the positive material with contradictory and negative information or comparison. Note, for example, the two references to 1968, the downgrading of Stanfield's ability as a speaker and the gratuitous mention of no way of judging whether the enthusiasm goes outside the halls: "The past five or six days have gone well for Bob Stanfield in comparison with the earlier weeks of the campaign and certainly in comparison with the disastrous tour of 1968. Stanfield's own mood and that of his strategists has been cheered considerably by the endorsements from a number of newspapers, notably the Toronto Star, that plumped for Trudeau four years ago. And the campaign atmosphere brightened a great deal this week with the emergence of what seems to be a solid corps of enthusiasm for

the figures should have a very great effect on the election.

Both CBC and CTV reached out for former Conservative party leader and prime minister John Diefenbaker for items that ended up, at least in part, as implied criticism, by contrast, of Stanfield. On CTV, Diefenbaker said he used a club when necessary. On CBC he said, "if ever a government was vulnerable the Trudeau government is" and CBC reporter, Colin Hoath, stated quite bluntly that, in contrast to Diefenbaker, "Mr. Stanfield's style and strategy just doesn't seem to have caught on that well with many Prairie voters."

All the above items only are examples but they should indicate that, using them as guides, it was possible to make an appraisal of various items as either favorable or unfavorable to the leader concerned.

It was my conclusion that, in this category, CBC ended up treating all candidates about equally, with perhaps a slight edge to Lewis. CTV, in my opinion, rated it Lewis, Trudeau and Stanfield, mainly because Lewis rarely, if ever, got unfavorable treatment but both Trudeau and Stanfield, as illustrated above, occasionally

suffered from unfavorable reports.

Incidentally, one of the most unusual reports in which the script appeared to contradict the facts occurred when CTV reported that its final polls showed that the Liberals were losing some ground but its lost voters were becoming undecided; "the Conservatives and New Democrats have been unable to make any gains." That just didn't make sense for the actual CTV figures — as shown on four consecutive weeks — showed the Conservatives up from 28 to 31 per cent and the New Democrats climbing steadily — first 15, then 16, then 17, then 18 per cent of the committed vote; in other words, taking up Liberal losses.

The contrasting images of the three leaders did not emerge from a single newscast but rather over the 20 newscasts studied on each network and, in my opinion, the impression given of each leader was about the same on both networks.

Lewis, as mentioned earlier, usually appeared on camera, blasting away at his corporate welfare bums. Only rarely did he appear with anyone else who could be recognized — even when he met former NDP leader Tommy Douglas, Douglas did not get to speak on camera — and Lewis was never supported by news clips involving others in his party. My records show that, except for Douglas, no other NDP party figure appeared on the newscasts except in items when coverage was given to candidates of all parties in a particular riding.

Near the end of the campaign, however, the coverage of Lewis appeared to warm up slightly. He was shown in one clip on CTV apparently milking a cow then telling the cameraman to label the photo "fake." "I don't know how to milk a cow and I'm not going to pretend that I do." Later CBC had an especially warm film clip showing him with his wife constantly at his side and, in the campaign plane, the two of them resting, her head on his shoulder.

Stanfield, in contrast, often appeared with other Conservatives and, to quote CTV's Bruce Phillips: "At times it was difficult to tell who was playing first fiddle on the team." Stanfield was shown on camera as listening to Claude Wagner in Quebec, smiling while Bill Davis praised him in Ontario, paying attention to Alberta Premier Peter Lougheed in a rally in Calgary.

Clips such as those mentioned might be favorable if persons assumed they showed Stanfield could respect and work with others or harmful if he lost some of the aura of being a leader. That is not the point here; the point is that the image which emerged was quite different from that of Lewis.

Trudeau appeared different again — alone like Lewis but often alone in a crowd. Many times he was shown jostling his way through persons, often persons wearing buttons or carrying signs. The on-camera shots were usually rather stark, and the image was somewhat cold. Trudeau did appear (to me anyway) warmer on the final days of the campaign when his wife rejoined him. (She had apparently been with him earlier but did not appear on the news during the period when this study was being done.)

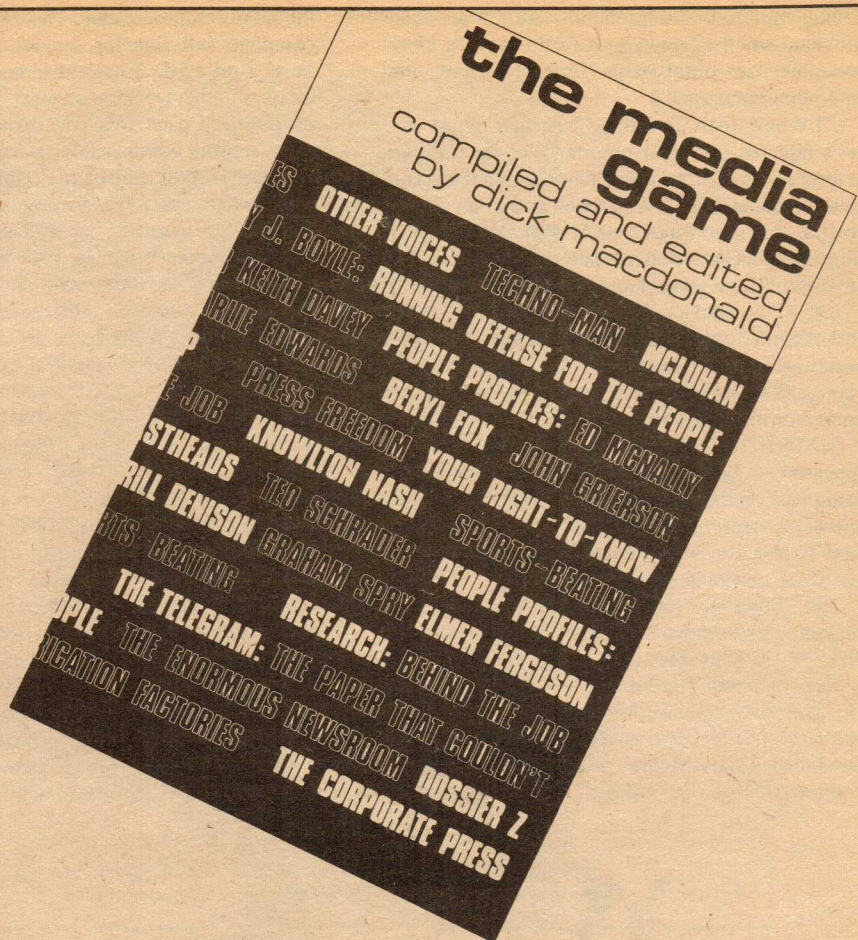
The advantages of being in government showed up, however, in one specific way, in the announcements and appearances of the prime minister's cabinet colleagues. During the study, it seemed as if every night one or another cabinet minister appeared on camera or as a graphic behind a scripted announcement.

For example:

- Mackasey talked about immigration;
- Stanbury appeared watching a new northern agreement being signed;
- Basford announced grants to help cities move rail lines;
- Sharp announced acquisition of Toronto waterfront land;
- Lang had an ombudsman scheme designed



# BOUGHT YOUR COPY YET ?



Almost two years to the day, Keith Davey's report to the Senate is remembered, in a sense, by the publication of *The Media Game*. Davey's report and his portrait, as drawn by caricaturist Aislin, even are documented in this autumn book from Content Publishing.

The book, essentially an anthology of the best from *Content* magazine during its first two years of operation (the second anniversary was last month), already is required reading in many journalism and communications courses across the country.

And many journalists are filing the book in their own libraries. It's a chunky book, encompassing the outstanding material from *Content*, and is splendid reading for the layman as well as for media folk.

The range covered is broad indeed . . . people profiles, research on how the news media operate, critiques, techniques, provocative essays on such topics as the public's right-to-know, satirical sketches, McLuhan, Knowlton Nash, Harry Boyle, Patrick McFadden, Ted Schrader, Barrie Zwicker, the late Toronto *Telegram*, broadcasting, Canadian Press, and a raft more.

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to aid minority groups;

- Goyer attacked a Conservative member for comments about penitentiary problems;
- Turner attached cost figures to Conservative and NDP promises (though not to Liberal expenditures);
- Drury commented on *Le Devoir's* story about the expense and problems with government language courses;
- Chrétien announced plans for development of the old part of Quebec City;
- Davis announced plans for blocking a harbor development in B.C. that might hurt the environment.

CBC newsman Norman DePoe tried valiantly one night to get Mitchell Sharp to agree that the announcement of a \$30 million dollar Toronto waterfront project was timed to give an election edge:

“Some people, especially your political opponents, are bound to charge this is a last-minute election bribe,” DePoe told Sharp.

“Well it's hardly that,” Sharp replied, “It was very fortunate that we managed to conclude these negotiations in time.”

Since “in time” was the day of Trudeau's huge rally at Maple Leaf Gardens, it hardly seemed like an accurate reply. In any case, it was not Trudeau who deserved the name “Mr. Candy” given him by Claude Wagner but his cabinet colleagues.

The question of opinion in news already has

been described in analysing items as favorable or unfavorable. It now remains only to look at the election as I perceived it through CBC and CTV.

CBC made it very clear that, in many areas, there is no chance of NDP victory. In the Maritimes, two separate reports described the NDP campaign as an exercise in flag-waving or sign-waving. October 12, CBC told us that Cape Breton was the only place the NDP had any real hope in Atlantic Canada. There was, however, some indication that the Liberals and Conservatives were struggling for control of the Atlantic Provinces and, despite the very slight coverage of Caouette generally, CBC did report Caouette got a better response in New Brunswick than he had in 1968.

CTV gave much the same impression of the election in the Atlantic Provinces. It confirmed that Cape Breton was the only possible NDP seat and it went further, stating that Nova Scotia was Stanfield territory and that most Conservative members would be back.

The overall impression of the Atlantic Provinces was — from both CBC and CTV — perhaps a few changes but not many.

CBC's coverage of Quebec was rather scanty in English-language news. There was no detailed coverage of the Montreal area and no general provincial survey, only a few scattered reports which suggested some Liberal-Creditiste fights. Reports of NDP activity in Quebec were virtually non-

existent.

CTV stated bluntly in one report: “Quebec's generally considered to be a Liberal stronghold and, in fact, of course, it is.” It gave little attention to Caouette although there was some mention of the Creditistes and it portrayed Wagner and the Conservatives as a lost cause. The NDP got no Quebec coverage. Quebec, therefore, would appear to be all Liberal, perhaps with a few surviving Creditistes.

In Ontario and the West, however, both networks gave the impression of internal activity, hard campaigning, some Conservative gains and almost certain gains for the NDP.

British Columbia was portrayed as a battleground, Alberta as strongly Conservative, Saskatchewan and Manitoba as places where the NDP could hope to gain. One report said the ethnic vote had gone from Liberal to NDP.

CTV dealt with Metro Toronto usually as a Liberal bastion although it called attention to the campaign of former Liberals Paul Hellyer and Perry Ryan but CBC said there is disenchantment in Toronto with the Liberals and the possibility of Conservative and NDP gains.

CBC also said that all five Liberal cabinet ministers in Toronto were certain to retain their seats, External Affairs Minister Mitchell Sharp being a “shoo-in Toronto Eglinton.”

By now you know whether or not both networks were right or wrong.

## AFTER THE FACT...

## PART TWO



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In some ways, CBC and CTV television news can feel very satisfied about the kind of coverage they gave the federal election campaign. On balance, they did indicate that David Lewis and Robert Stanfield were gaining and that Pierre Trudeau was falling behind, and certainly in English-speaking Canada that was the story.

On balance, they did indicate that the Maritimes were unlikely to see many changes; that the Conservatives would get nowhere in Quebec and that there would be major changes in the West, including gains for the New Democratic Party. And that was certainly true as well.

In fact, if you look at CBC, you discover that Trudeau ran third behind Lewis and Stanfield and certainly in English Canada that was very much the way it was, in terms of gains and losses. And if you look at CTV, Trudeau barely scraped to second place with Stanfield with Lewis running ahead and in large measure that was the way it was, too.

Although some may feel Stanfield was underplayed, political history suggests that the election, perhaps, has to be judged in a slightly different perspective than we are tending to do right now. It is a fact that in the 1972 election whatever the votes, Lewis did bring his party up in terms of seats and he established a pretty solid claim to continuing support in British Columbia, Saskatchewan and Ontario.

It is true that while Stanfield made substantial gains over 1968, in terms of seats, his vote was not up that much and in many ways, his party is in worse shape than it was in the days of John Diefenbaker. For what Stanfield did was control the large part of the West and the Maritimes, something Diefenbaker had done before him, make some gains in Ontario to the level Diefenbaker had at one time, and lose further ground in Quebec, a place where Diefenbaker never did as badly.

It's also true if you compare what Trudeau has done to what Pearson did with the Liberal party that Trudeau has left his party in much worse shape. It is true that Pearson used a very strong base in Quebec to hold onto power, but it is also true that Pearson made substantial gains in the major cities of Canada, gains which Trudeau, to some extent, has lost.

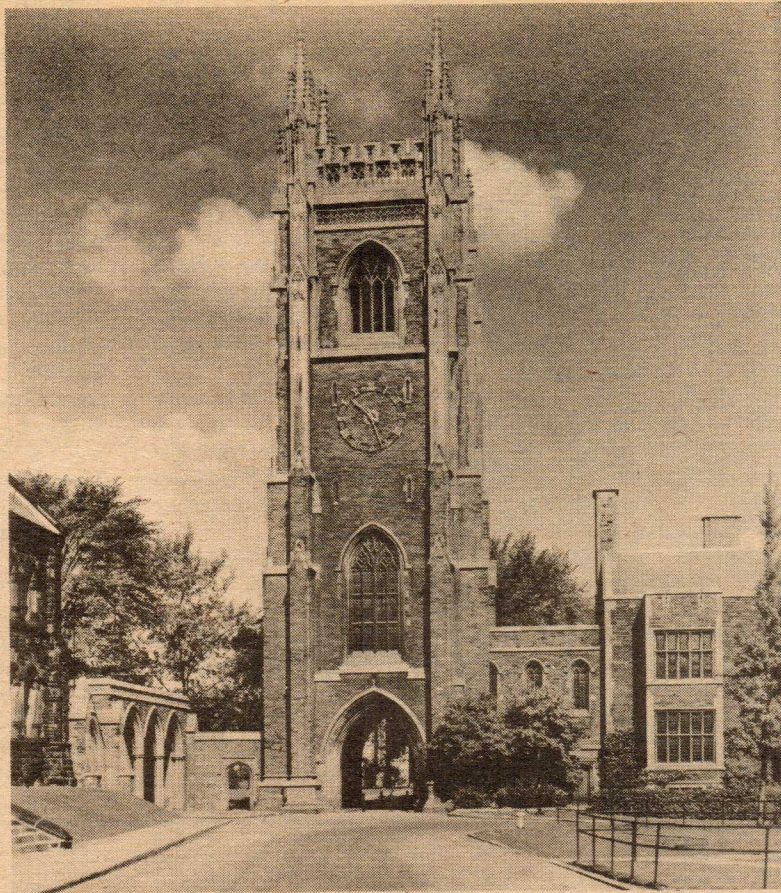
The next election may tell a different tale, but at the moment, the NDP has continued a slow, rather tantalizing, march toward, what I would have to call, major party status. The Liberals have, even more than ever, solidified their position in Quebec, perhaps at the expense of being a national party and the Conservatives have reinforced the kind of pattern that Diefenbaker gave them, except they've lost the hold that Diefenbaker once had in Quebec, marginal on occasion as that was. (Diefenbaker's all-time low in Quebec was nine seats, certainly a much better position than Stanfield was in today). All in all, CBC and CTV suggested this trend.

But it is Quebec, of course, where one must analyse the major strength and failures of the CBC and CTV network news.

CTV in particular, was extremely accurate in its assessment of the Conservative strength in Quebec. Harvey Kirck's words which I criticized in my other article, were in fact, an expression of reality. The Conservatives went nowhere in Quebec and that's the way it was.

Unfortunately, it was in Quebec, as well, that CTV along with CBC, had a major failure. There was no way that any person watching CBC and CTV late evening news for the last three weeks of the election would have realized that Réal Caouette and Ralliement des Creditistes (or Social Credit if you prefer that name) would be back once again with enhanced standing in the House of Commons. Only once did either of the networks (CTV) give us any indication of the





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kind of campaign that Caouette was running and even CTV failed to tell us how really successful it was.

I think one only has to think for a minute what the election might have been without the Creditistes gains to realize the different kind of Canada we would have had. If it had been Liberal of course, then we would have had a far different picture. The Liberal party would be dominant in the House with, sadly, mainly strength in Quebec. If these seats had gone Conservative as the genuine protest against this government we would have had a Conservative minority but with a substantial strength of protest vote from Quebec — one that certainly would have changed the Conservative party.

If the NDP had been able to capture that kind of vote, the vote of dissent, then we would have had a potential third party, other than the Liberals or Conservatives, with a chance at genuine national power.

I think the problems the networks had in portraying Quebec helps us understand exactly what is wrong with the coverage elsewhere in the country.

It is true that federal election campaigns are largely campaigns of leaders and it is true that the leaders make the major impact which helps win the national vote. It is also true that elections are won to some extent, on a local basis.

You can tell something about an election by looking at the campaign literature, by looking at election signs, by looking at the number of canvassers available to various parties, by listening to what the candidates are saying, by looking at the organizations and how efficient they are, how well staffed they are, by looking at the kind of campaign

that's being run whether it's coffee parties, major rallies, all candidate meetings. You can look at campaign advertising and, quite frankly in doing this, you can often tell the changing mood of the parties, their feelings about their leader, the issues and the changing potential of the election.

Frankly, there was very little of this and perhaps even sadder less of it on CBC than on CTV. Yet CBC is Canada's largest and most important network, because CBC does make its news available through cable or otherwise to 98 per cent of English Canada. CBC did take a look at the Liberal activities in British Columbia on October 12 and although they were wrong, at least they tried and CTV did, on October 15, give us the only real understanding I saw anywhere as to what the organization of Premier William Davis of the Conservative Organization of Ontario meant and how it worked.

We learned, for example, that the Conservative party in Ontario feeds regular radio daily news clips to 156 English- and 37 French-language radio stations and my complaint about that particular piece was that it barely scratched the surface. It seemed to me like an awfully interesting surface.

Thus, I suggest a number of questions that could be asked about the election, questions I would have liked to have the answers to, questions that I did not have the answers to.

- In the case of the NDP, for example: Did the party's literature deviate from the past? Was it true, for example, that the literature said much more about what David Lewis thinks and believes and less about the party itself?

- In the case of the Liberals, was there much

less attention to Pierre Elliot Trudeau in the advertising this time, and much more attempt to portray candidates locally or as members of the Liberal party.

- In the case of the Conservative party, what did they do about Robert Stanfield? Was he more prominent this time, or was the party slogan again away from a leader slogan? In Quebec, how did the Conservatives deal with the question of Claude Wagner? Did they answer the phone Wagner C'est Vrai everywhere or was that just true in the Ottawa-Hull region?

And beyond that, let me go back to the case of Réal Caouette. What about the campaign style of Caouette? How did it compare with the campaign styles of Stanfield, Trudeau and Lewis?

You know, this may sound rather funny, but I was rather intrigued the other night when I read the story about the amount of liquor given out in the Liberal plane and sold on the Conservative plane. I thought it said something about the nature of the man and the party. But what about the kind of campaign planes and how they ran? What about the people who were staffing the prime minister's entourage and the entourage of the leader of the opposition? For that matter, the people around David Lewis. Who were they? What were they doing and what did they advise? How did they operate? Why don't we see their pictures on camera identified? What about some of the other special interest stories?

In short, how about giving us news that showed the networks have done something more than stick a camera in front of the leader and pushed the start button at some, presumably appropriate, time.

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# THE JUNKET PRESS

by DAVID MCKENDRY

Cheap travel to Europe has arrived. A British airline plans to introduce a one-way \$81 fare between New York and London. No frills, mind you: Buy or bring your lunch and forget about a reservation.

But what about free travel to Europe *with* frills? Good news: It's available if you're a journalist. But don't book through your nearest travel agent. Go to your local corporation — the car manufacturers are good; or government, the department of National Defence is nice — and ask for the Press Tour Plan.

If you're lucky, they might even *ask* you. Volkswagen Canada Ltd. invited me early one Saturday morning to join their PR people and four reporters on an eight-day tour of Germany. And I wasn't even a journalist, merely a starry-eyed graduate student at Carleton University's School of Journalism.

So all ye who enter the gates of journalism, don't abandon hope when you set eyes on newsrooms decorated like well-used disposal heaps. Perk up even if those government surplus desks hold nothing but empty bottles and the editors grasp nothing but CP style books. Think of the Press Tour Plan.

What are some of the material benefits of The Plan? Let's look at the Volkswagen tour I was on.

The biggest advantage, of course, is free travel. We flew on regularly-scheduled flights and visited London, Berlin, Frankfurt, Bonn and Dusseldorf. And travel means new faces as well as new places. Volkswagen introduced us to people ranging from West Berlin journalists to the Canadian Trade Commissioner to ladies, who, according to one of them, "slept with men for money."

We were rather royally treated — expensive leather briefcases, countless drinks, and exquisite meals and accommodation. Steve Duncan of the *Financial Post* bagged a rent-free Volkswagen to holiday with in Yugoslavia after the tour was over. Last Christmas, VW kindly sent me a polished marble pencil holder for my desk.

But surely I'm too cynical. The press which accepted Volkswagen's largesse — the *Financial Post*, the *Atlantic Advocate*, the *Creston Review*, and the *Peterborough Examiner* — hardly are on the journalistic welfare line. And the people who edit them are experienced, skilled journalists. The decision to support a free press tour from a car manufacturer that stamps out a new automobile every six seconds certainly receives careful thought.

What then led these periodicals to support a free press tour?

Saving a buck seems to be a common reason for joining the VW tour.

The *Financial Post*, owned by Maclean-Hunter, would have sent Steve Duncan to Germany in any event. Each year the Post sends a reporter to prepare its annual report on the West German economy and Duncan was about to leave whether or not Volkswagen picked up the tab. John Braddock of the *Atlantic Advocate*, owned by K. C. Irving interests, went for a "break from routine" and because "Volkswagen insisted the trip was free." Joe Erdelyi of the *Peterborough Examiner*, part of the Thomson chain, said he couldn't otherwise afford the trip. Herbert Legg, owner of the *Creston Review*, expressed thanks to VW for "affording me the opportunity of visiting Germany."

But not everybody worships the Save-A-Buck clause of the Press Tour Plan. C. W. Davey, managing editor of the *Toronto Globe and Mail*, has this to say: "It has always seemed to me to denigrate the business and the people in it to have newspapers, which are, by and large, profit-making institutions, accept the largesse of governments spending taxpayers' monies or of corporations spending shareholders' investments."

About tours in general, Davey comments: "Most tours are designed to present a one-sided picture and as a result have a built-in distortion factor. They also leave the impression with the public and the sponsor that the participants can be bought."

Robert Fulford, editor of *Saturday Night*, is also worried about junkets and the press's independence: "It seems to me that if you go on a tour you feel obligated to write something, and you end up writing a piece you wouldn't otherwise do. I've seen some pretty dumb writing in magazines which looked to me like thank-you notes written to the sponsors of the junkets."

Is there an argument other than the Save-A-Buck clause for joining press tours?

*Road and Track* is the largest circulation North American magazine dealing primarily with imported automobiles and its editor, James T. Crow, has a rationale for accepting the many invitations it receives:

"Because the tour is a group, it is possible to make arrangements for all the necessary factory personnel to be available for questions, explanations, etc. An individual reporter who made a visit on his own would only rarely be able to pack as much into such a short time. Executives wouldn't be available, key personnel would be off on other projects, it wouldn't be possible for the factory to set up demonstrations just for the benefit of one person and so on."

But Crow issues a warning: "Although no manufacturer ever says, 'We gave you this keen tour, so you have to write nice things about us,' there is, of course, a great deal of goodwill created by the manufacturer with the press people who are on the tour. You are ordinarily flown first-class, put up in deluxe accommodations and treated

very nicely. The reporter would have to be a complete slob not to feel kindly toward such treatment. Especially with small publications whose staff members get no other chance to travel and perhaps never fly first-class except on such junkets.

"If it were possible to obtain the same information on an individual basis, I think that this would be preferable for a magazine such as *Road and Track* that could afford to send its staff members to factories."

What does a less affluent magazine have to say?

*Driving*, formerly *Canada Track and Traffic*, has a monthly circulation of 20,000 issues compared to *Road and Track's* 310,000. Its editor, Hugh McCall, states: "Our enterprise is such that we cannot afford to lash out money to attend some of these affairs. I am not against going along on a trip, if there is a good piece of copy in it."

There's another side to free press tours — the host's. My host, Frank Segee, public relations counsel for VW's Canadian operation, gives his view of the junkets:

"We conduct them to inform Canadian media about conditions in Wolfsburg (home of VW's head office and major factory), Volkswagen factories, and other parts of Germany appropriate to the tour. We're helping to break down international barriers of misunderstanding and this will create a better environment for our company to operate in."

Just *how* did the tour "create a better environment" in which Volkswagen can operate?

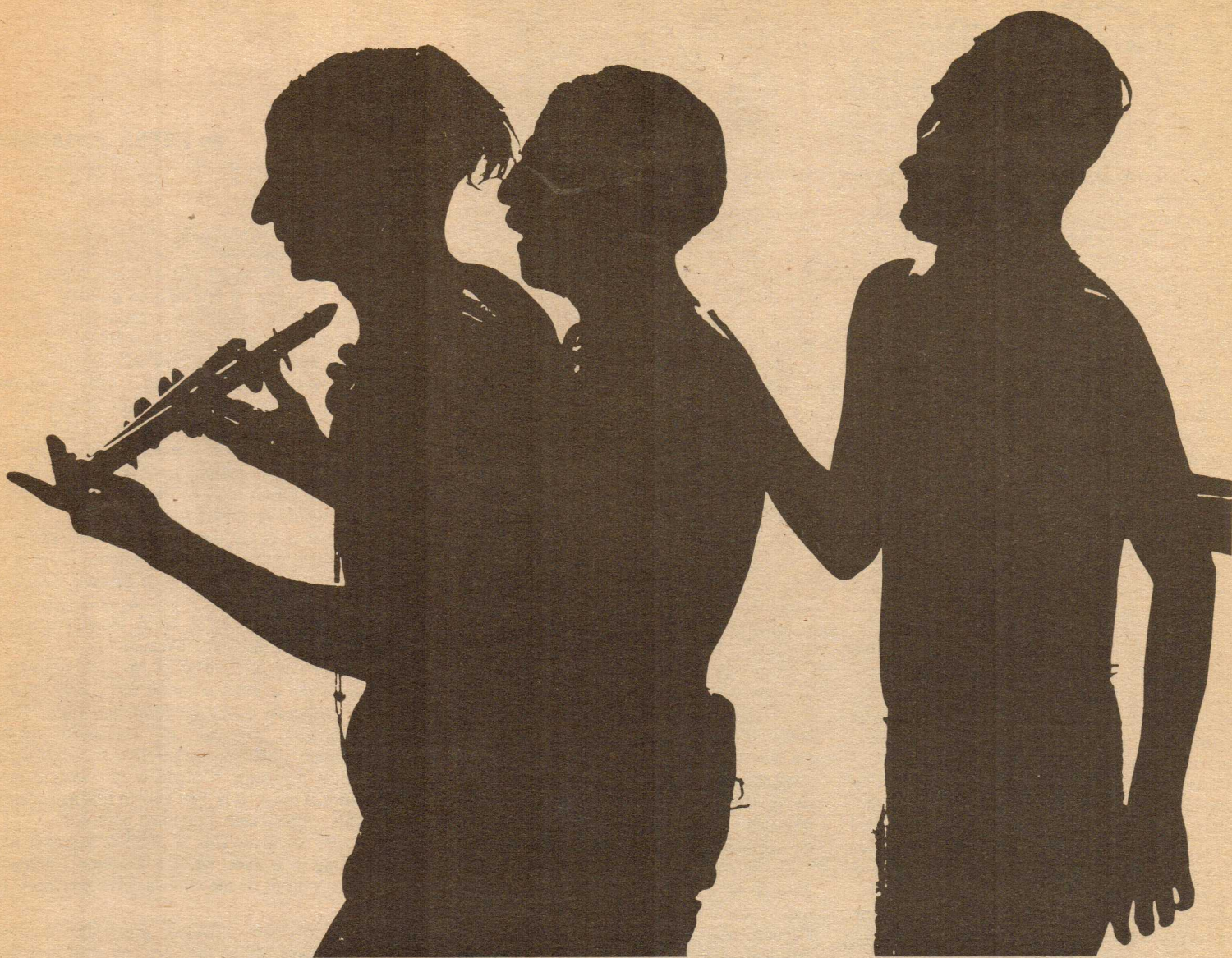
Joe Erdelyi, *Peterborough Examiner*: "I wrote a couple of stories but they never reached the publication stage."

John Braddock, *Atlantic Advocate*: "When I was offered this trip I had no intention of writing a word." However, he wrote two stories as a result of the tour. One was a personal feeling piece about East Berlin and didn't mention Volkswagen. The other was about the Common Market and quoted a VW official.

Herbert Legg, *Creston Review*: Legg wrote seventeen stories about the trip. He made it quite clear in his articles — three of which were mostly reprints of VW's self-congratulatory press releases — that Volkswagen had sponsored his trip.

Steve Duncan, *Financial Post*: Duncan wrote the twelve-page 1971 report on the West German economy. The special section mentioned Volkswagen three times, included a picture of Beetles being assembled, and carried a story titled, "How Volkswagen helps sell more Canadian goods abroad." It didn't mention VW's financial support of Duncan's trip.





Interestingly, the 1972 West German report makes only one minor reference to VW. The report was written by staffer Frédéric Wagnière who wasn't on a Volkswagen tour. Paul Deacon, the Post's editor and publisher, strongly denies there is any connection between Volkswagen money and Volkswagen stories.

In any event, the problem remains. Free press tours compromise — or appear to compromise — the media's independence. Don't neglect the appearance of compromise since people act on what they perceive. And the perception will be that the press is for sale, and that the sponsors have the ethics of a broke junkie.

The media help the public break through the theatrical crust of our times. Being taken on tours paid for and supervised by the crust-makers hardly serves this purpose. If the press is to audit society and report the results, it must be independent — both in fact and in the public's eye.

A financial auditor's opinion is respected because he does his work independently and because he knows what he's talking about.

The auditor does many of the same things that the reporter does in his daily work. He looks at a company's 'poop sheet' — its financial statements — and then sets about verifying it by conducting interviews, looking at source documents, and making comparisons with his experience and similar organizations. Ultimately he writes a report and, if enough evidence is available, gives his opinion on the fairness of the company's financial statements.

Like the reporter, the auditor's imagination and ability to get beyond the surface of a situation are his most important assets. It isn't enough to ask the standard questions. The auditor is well-trained in finance and auditing techniques. Are reporters well-trained in their specialities? Are they independent?

Perhaps Rudi Maletz, a PR man from Volkswagen's German head office, answered the last question when I asked him if VW press tours paid off with free plugs in the media: "Of course. Why do you think you're here?"

Is this what the report of the Senate Committee on the Mass Media meant when it said that Canada needs a good Volkswagen press?

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*David McKendry, an Ottawa freelance writer now in Europe, holds commerce and journalism degrees from Carleton University. A chartered accountant, he previously was director of communications for the Company of Young Canadians.*



# THE TUBE ON PARLIAMENT

by PETER JOHANSEN

So, the tools of electronic journalism may soon invade *all* the hallowed halls of Parliament.

Just before MPs took to the hustings, the Commons committee on procedure and organization called for experimental closed-circuit telecasts of our legislators in debate. This would help them decide if broadcasters should be allowed to show the Commons and its committees on a permanent basis.

If things work out, the committee suggested, no longer need cameras and tape recorders be restricted to the Commonwealth Room for the ritual of re-enacting (not always accurately) the juicier tidbits of the Commons day.

The committee researched and agonized more than two years — what may seem a needlessly long time considering the cautious decision it made. After all, at least 25 national legislatures already have been covered by TV or radio regularly.

But the meeting of Parliament and TV is the marriage of old and new. This tension is fundamental. The federal legislature was created only 105 years ago, but it is the direct descendent of the British Parliament, the Mother of Parliaments, and Mother is several hundreds of years old.

Television, on the other hand, became a commercial reality in Canada merely 20 years ago.

Such old institutions as Parliament are encrusted with tradition. They are conservative. They do not change capriciously. In a nation which took almost a century to adopt its own flag and has yet to decide how to amend its constitution, waiting two decades to take up the issue of admitting TV to Parliament is not unduly slow.

Nor need journalists be the pot calling the parliamentary kettle black. The Ottawa Press Gallery, it may be recalled, denied membership to CBC reporters until 1961. Even then, the gallery relented only after Speaker Roland Michener let two broadcasters take notes from the Diplomatic Gallery.

In the recent deliberations over televising Parliament, the press gallery again displayed no real leadership. It is true that the major witnesses were media officials — from the CBC, CTV and Bushnell Communications of Ottawa. But only one sent a practising correspondent, and that was Bruce Phillips of CTV.

There was a session with Pierre O'Neill, Fraser MacDougall, Dave Davidson and Paul Akehurst, but the four made it clear they spoke only for themselves. The gallery seemed reluctant even to do that: The procedure and organization committee had to initiate the meeting.

The gallery may have its own good reasons for failing to formulate policies on issues like this. But the fact remains that the interests of its members are affected by whatever path the Parliamentarians travel.

They stand to benefit by a decision which would regularly bring the cameras into the Commons for the first time. The presence of cameras and sound recording is simply fairer to all media.

Gordon Fairweather, the thoughtful Tory MP from Fundy-Royal, told his colleagues in 1968 that print journalists are able to report by the tools of their trade — pencil and paper. Parliament, he said, "should not prohibit the filmmaker from reporting by means of his own technique."

George Davidson, then CBC president, underscored the analogy in 1970 testimony before the

procedure and organization committee. He likened TV's use of excerpts from an "electronic *Hansard*," a full-length videotape record of all debates, to the reprinting of excerpts from written *Hansard* by newspapermen.

CTV's chief parliamentary reporter, Bruce Phillips, also adopted this stance in committee testimony:

"There are a number of reporters sitting (in committee rooms) who can take notes and write stories. The radio reporter and the television reporter are not allowed to use their equipment in the committee rooms . . .

"What I am really talking about, I suppose, is the simple problem of equal access. I do not think any of you gentlemen would argue that television is not an important method of communicating with the public. Equally, Parliament is probably the one institution where communication is vitally important with the public. Television is laboring here under a severe handicap."

Television coverage of Parliament would be more immediate. Television's parliamentary coverage now is reportage at second-hand, with second-hand distortion. Sometimes, political correspondents try to reconstruct a scene descriptively. They must verbally tell viewers what the MPs said, recreating the cut and thrust, the embarrassments, the cleverness, the co-operation.

On other occasions, reporters will usher the participants before cameras outside the chamber and have them recapitulate, usually in self-serving fashion, what happened in the House itself. As political scientist Thomas Hockin of York University says: "It is seldom an accurate summary; it is never good television."

Paul Akehurst, of Canadian Contemporary News, contends that with electronic access to proceedings, he would spend less time at his typewriter reproducing debate. He could play clips from debate during his news reports, letting the participants speak for themselves. There would be more time available to supplement, rather than replicate, material. Such public affairs shows like *Weekend* and *W5* could also interpret and supplement more than they now do.

If electronic access frees the journalist to some extent from routine reconstruction of debate, it will grant him more time to go after stories which debates and press releases never will yield. Much news from Ottawa now is, of course, of this nature — snoopy newsmen ferreting out secrets.

But we need more. Max Ways put it in a 1969 *Fortune* magazine article that the trouble with news is that it concentrates on formal institutions and their formal events. If a broadcast journalist can leave much of the drudgery to technicians who edit tapes, the honest newsmen can take advantage of this new-found free time.

This is not to say all reporters will. There are lazy reporters now; they can keep on being lazy — perhaps more so. But, despite what many MPs seem to think, there *are* good reporters in the press gallery, who will work even harder when not encumbered by routine.

The level of criticism achieved by journalists depends largely on the audience's comprehension and critical ability. "An illiterate public will have illiterate criticism," a Canadian politician has said. "If you want to raise the standard of journalism, raise the standard of public understanding

of politics."

A football fan learns the rules and style of football. As a result, he notices flaws in newspaper coverage of the sport and demands higher standards. If we had a few million political "fans" who went to the papers to read about their favourite sport, the standard of criticism would rise because readers would be demanding and insisting.

Television could broadcast a daily 15-minute wrap-up of Parliamentary business following the 11 p.m. news. Because TV apparently is the major news source for most Canadians, this would be valuable. The public political consciousness would be raised. Not by much, perhaps, but it surely would be higher than it now is.

And it is likely that major debates would be transmitted live and in some length. There is no question, for instance, that if cameras had been in the Commons during the crucial debate on the 1970 FLQ crisis, many hours would have been devoted to on-the-spot coverage.

Under such circumstances, political journalists could begin to analyze events more fully, certain their audience would be following right along.

Televised coverage of Parliament would encourage a national perspective now lacking in political reporting. Canada is too vast to have a national press. It is well known that newspapers in this country take a regional approach.

Colin Seymour-Ure, a political scientist now teaching in Britain, wrote a Carleton University master's thesis on the Ottawa correspondents. He said:

"Editors are affected primarily by local influences and so they are bound to gear their policies to what they think will be popular with local readers. Interest in federal news may thus vary from place to place according to the degree that local affairs are affected by it; and the smaller the place the more one may be sure that the emphasis will be laid in news reports not on national aspects but on their local connotations."

Gerald Baldwin, the Progressive Conservative House Leader in the last Parliament, credits this parochialism in print for a rising interest in national TV and radio coverage. "What is said or televised outside this chamber," he argues, has "more national significance than the articles which appear in the press."

The two TV networks must tailor their news for a cross-country market. If televised, Parliament could be reported more fully in *both* parochial and national perspective. But the latter can be as significant as the former only if there is more and better electronic coverage of Ottawa than now exists.

There is little doubt that Parliament can legally control the comings and goings of broadcast reporters in its chamber. But some journalists ask whether it *should*. Democratic assemblies, they say, belong to the public, not to the persons who happen at any time to be members of them. This is undisputed.

Jeremy Bentham enunciated the principle more than a century ago. Publicity, he wrote, is "the fittest law for securing the public confidence, and causing it constantly to advance towards the end of its institutions."

Broadcasting of Parliament, we have argued, will further this cause of publicity. But both Parliament and the press are working ultimately for the



public good. If one blocks the other from serving the public, its behaviour should be checked.

An unrestricted press — with, say a dozen news organizations setting up cameras and sending reporters scurrying about, microphones in hand — would clearly disrupt business. This results whenever an open Senate committee meeting in the United States is especially newsworthy.

As long as electronic equipment is distracting and broadcast newsmen create confusion, the public's interest can best be served by broadcasting which is controlled in part by the MPs.

By the same token, however, the public interest demands that the controls meet certain criteria:

- Televising must be continuous and live, so that any broadcaster can tie into a feed of Commons activity at will.
- Cameras must focus, when necessary, on events embarrassing to MPs or disruptive of Parliament — Parliamentarians sleeping through a critical vote or protestors chanting in the public gallery.
- Broadcasters must be allowed to use the feed however they wish — live and unedited, or in 15-second snippets; accurate and fair, or slanted and out-of-context.

These are the conditions which print already has established as a right. And the United Nations, among other deliberative bodies, has successfully worked on this basis for years.

It would be silly, however, if the MPs chose to ban cameras from their chamber. There are definite limits on how far Parliament can regulate the effects of TV on itself.

Don McGillivray, editor of the *Financial Times of Canada* and a former legislative correspondent in Ottawa, Washington and London, suggests two such limitations — the Commonwealth Room press conferences and the MPs' competition for votes before the TV cameras. "My point is that Parliament, be it ever so careful, probably cannot escape the effect of television on itself and on the society in which it exists."

Will the Commons prolong the present unsatisfactory arrangements? The track record is not good. The procedure and organization committee tabled its recommendations for trial-run TV in late June. Then, Parliament prorogued for the October election.

A year earlier, in June, 1971, the same committee made a similar suggestion — experiment, it asked, with television coverage during a budget speech later that month. No action was taken.

It is hard to say if the latest report will fare better. But the Ottawa Press Gallery, with its vested interest, should lobby for early action. It must exhibit more leadership than it has to date.

*Peter W. Johansen is a doctoral candidate in the department of communications at California's Stanford University. Previously, he taught journalism at London's University of Western Ontario and Ottawa's Carleton University.*

# LETTERS

## STEWART'S CHUCKLES

Editor:

Seeing Robert Stewart's byline in *Content* and reading his observations on the hockey thing has taken me back to 15, maybe 16, years ago.

Stewart was just another reporter on the *Ottawa Journal*, a good reporter and a colorful writer, but one of a good bunch of staffers. He was there when I joined that paper in November, 1956, through the good graces of the then city editor, Art MacDonald, and the then managing editor, Tom Lowrey.

Stewart went on from the *Journal* to Britain, where he nearly starved before coming back to the *Journal*; moved on to the *Financial Times of Canada*; left there as managing editor to free lance in Montreal for a few years, then joined *Time's* Montreal staff several months ago. Before the *Journal* he had worked on a little paper in Schreiber, Ontario; did a stint as managing editor of a paper on Manitoulin Island or some such spot, and then served in Cornwall, on the *Standard-Freeholder* under the legendary Ab Gratton.

When Bob left the *Journal* to join the *Financial Times*, it caused a big laugh in the old newsroom on Queen Street, Ottawa. He never knew how much his own pay cheques should've been on the *Journal*; how could he handle a job on a financial desk? But he did, evidently . . .

In those days, circa 1960, Stewart was something of a poet. He wore his blond hair shaggy. He used big words. He wrote like there was no tomorrow, feverishly, color consciously, and leaning toward reporting-in-depth before RID had become more than a Tely trend.

I can recall Stewart pounding away on something he was going to send to *Playboy* Magazine, while the rest of us who were inviting fame and fortune to our doorsteps were content to submit our gems of deathly prose to *Maclean's* or *Satevepost*.

Robert Stewart's claim to whatever fame clung to his arty looking little frame in those days had to do with prefabrication. He'd write a story before it happened. Like the first-robin bit. If Bob felt it was about time, like February 29, for a first robin to be sighted in Ottawa, he'd write that it had been sighted, and describe the scene in fine detail. That way, the *Journal* would surely scoop the *Citizen* on this year's first-robin story.

Stewart had a character named George Martin, of RR 2 Bells Corners (just west of Ottawa), who always appeared, according to Stewart's reports, at big fire scenes, plane crashes, train wrecks, and bus flipovers. And this George Martin always had his dog with him. Stewart would get quotes from George Martin (but not from the dog) and work these bits of extra color into the story.

The *Citizen* reporters somehow never seemed to be able to interview this fellow George Martin! Finally, we killed George Martin, in his sleep, and phoned his obit to The *Citizen* newsroom, where somebody dutifully took down all the prefabricated details, including that the "remains" would be shipped to Lower West Stopp Falls, Saskatchewan, for interment.

Stewart was a master at "slabbing" — fabrication for publication. It all started, so the story goes, when Stewart was on the Cornwall paper, stringing for the Toronto Tely. A local drunk in

Cornwall had been found lying in a gutter, apparently dead. Much later, a morgue attendant had the living shit frightened out of him when the "corpse" sat up on its slab, shroud and all, and began singing Irish songs. Of course, the Tely lapped it up. But Stewart could never prove the man had been pronounced dead by the coroner or any other doctor, and didn't particularly care to prove it: It was a good story. Let well enough alone!

But Robert Stewart, like a lot of us, outgrew that kind of fun. He got so serious for a while that he was writing a regular back-page think-piece for *Executive* magazine.

Glad to see Bob writing tongue-in-cheek again, and I don't care about checking his facts. I don't want to be confused by any facts, because I just want to chuckle as I read Robert Stewart chuckling at his world.

George Bourne  
Assistant Editor  
*Legion* magazine

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Recent appointments at *CKAC* radio in Montreal include Solange Chaput-Rolland, director of public affairs; Jacques Desormeaux, news director; Pierre Robert, program director; and Daniel McGinnis, director of outside broadcasting . . . . There are contests and there are contests. Reporters in Toronto battled it out for the title of the city's fastest two-finger typist in a game sponsored by Don Personnel Services at the Canadian National Business Show. The winner was Bill Bright, news commentator for *CFRG*. He beat out *Globe and Mail* newsman Rick Fraser; third was John South, editor of *Office Equipment and Methods* magazine. First prize was a gallon of V.O. This year's winner will be flown to Montreal to defend the title at the 1973 Business Show.

Whether the decision had much to do with the October 30 outcome is a matter of debate, but it came as something of a surprise to see the *Toronto Star* withdraw its half-century support for the Liberal Party and endorse the Progressive Conservatives. The *Star* said the Tories were the better of two not very attractive alternatives. To further excite the Toronto readership, the *Globe and Mail*, once traditionally Conservative, announced it would support the Liberals . . . and speaking of Toronto papers, the tabloid *Sun* now is a full year old, boasting a circulation of 80,000. It was born a couple of days after the *Telegram* ceased publication.

Judith Jasmin, one of Quebec's best-known journalists, died at the age of 56. She made her radio debut in 1938 and by 1966 was United Nations correspondent for Radio-Canada . . . . Thomas A. McAvity, 65, died in New York. He was vice-president of NBC television and general program executive from 1963 to his retirement Oct. 1. He was born in Saint John and in the early days of radio helped launch such programs as *The Bob Hope Show*, *Corliss Archer*, *The Hardy Family* and *The Saint*.

Ross Munro's *Gauntlet to Overlord, The Story of the Canadian Army*, has been re-released by Hurtig Publishers of Edmonton. Munro, of the *Journal*, was one of the top half-dozen of the hundreds of correspondents who reported World War II in Europe. His eyewitness accounts should be especially fascinating for those who grew up in the post-war years. Munro has written a new introduction for this 1945 Governor General's Award winner; 496 pages, \$8.95.

Sam Preval, who started his photographic career in Montreal with the now-defunct *Herald* and then worked for the *Standard*, died at 69. For more than 35 years, he was the official photographer of the Grunt Club, Canada's marine fraternity . . . . Alex Pringle, who spent 43 years in newspaper work and was once financial editor of *The Canadian Press*, died at the age of 91 in Toronto. He retired in 1946 . . . . popular Mervin Laderoute of the North Bay *Nugget's* composing room died at 45.

## MISCELLANY

Ken Oakes, photographer with the *Vancouver Sun* for 12 years, gathered 96 of his trademark pictures — those with a special spark of humor — for a book which in slightly more than two months has sold 4,000 of its initial run of 5,000 copies. The book, published by the *Sun*, is titled *Would You Believe It?* and retails for \$2. Oakes, 36, started in the business as a copy-runner at the *Province*.

Fraser McDougall, executive secretary of the new Ontario Press Council, speaks to the Toronto branch of the Media Club of Canada Nov. 28 at the Commercial Travelers Building. A code of ethics for the media is a key topic for discussion.

Investors will have an opportunity to own shares in one of Quebec's most profitable broadcasting companies when a proposed secondary distribution creates a public market in the stock. Telecapital, formerly known as *Television de Quebec* (Canada's Limitee, owns *CKLM* in the Montreal area and *CHRC-AM* and *CHRC-FM* and *CKMI-TV* in the Quebec City region.

According to a survey by The Associated Press, the censor is casting a longer shadow across Latin America. Formal imposition of censorship, or other moves toward restraints on the presentation of news, have gained strength this year in major Latin American nations. Both rightist and leftist governments are increasing their efforts to control what the populations can read and hear . . . *Last Post* has prepared two collections of their best: *Corporate Canada* and *Quebec, a chronicle 1968-1972*, published and distributed by James Lewis and Samuel of Toronto.

We blew it: Barry Mather is not the NDP MP from New Westminster as we reported, but the representative for Surrey-White Rock (still NDP).

The *Columbian* of B.C. is running on-the-job training for its staff: investigative reporting, copy editing, headline writing and sessions with a lawyer on court reporting, libel, etc. There was one session with municipal and regional government administrators, which, they say, was very productive.

James Lewis & Samuel has published a book by Toronto alderman John Sewell called *Up Against City Hall* . . . . Maclean-Hunter is in the process of buying all the outstanding shares of the Macmillan Company of Canada; it used to be owned by Macmillan & Co. Ltd. of Britain.

The Readers Digest Association (Canada) Ltd. is making more money than last year; they attribute this to more people buying their products (better customer acceptance) and cost control and efficiencies . . . . Bob Purcell left the *Toronto Star* to join James McPhee and Assoc. As most know, he is a son of Gillis, former general manager of The Canadian Press.

W. M. Hutton, president of the National Press Club, has been appointed director of news and information of the Selkirk organization by J. Stewart MacKay, president of that organization . . . . Frank Patrick, executive director of the Big Brother Association of Gault Preston Hespeler, is still available for freelance photo-journalism, research and information requests . . . . incidentally, the town will no longer be Gault Preston Hespeler but Cambridge, courtesy of the regional government.

Ernie Bushnell, owner of Bushnell Communications (*CJOH-TV*, Ottawa) said that a proposed takeover by a Vancouver-based broadcasting firm would be a "backward step." Besides, he insists that they do not need any financial assistance . . . . Fletcher Markle, the man responsible for *Jalna*, wants to get back to active producing, much more his field than administration.

Apparently as a result of being a post-industrial state, straight product advertising is declining as a percentage of Canada's gross national product. This trend has been in operation for the last 10 years, says the vice-chairman of Ogilvy and Mather (Canada).

content

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