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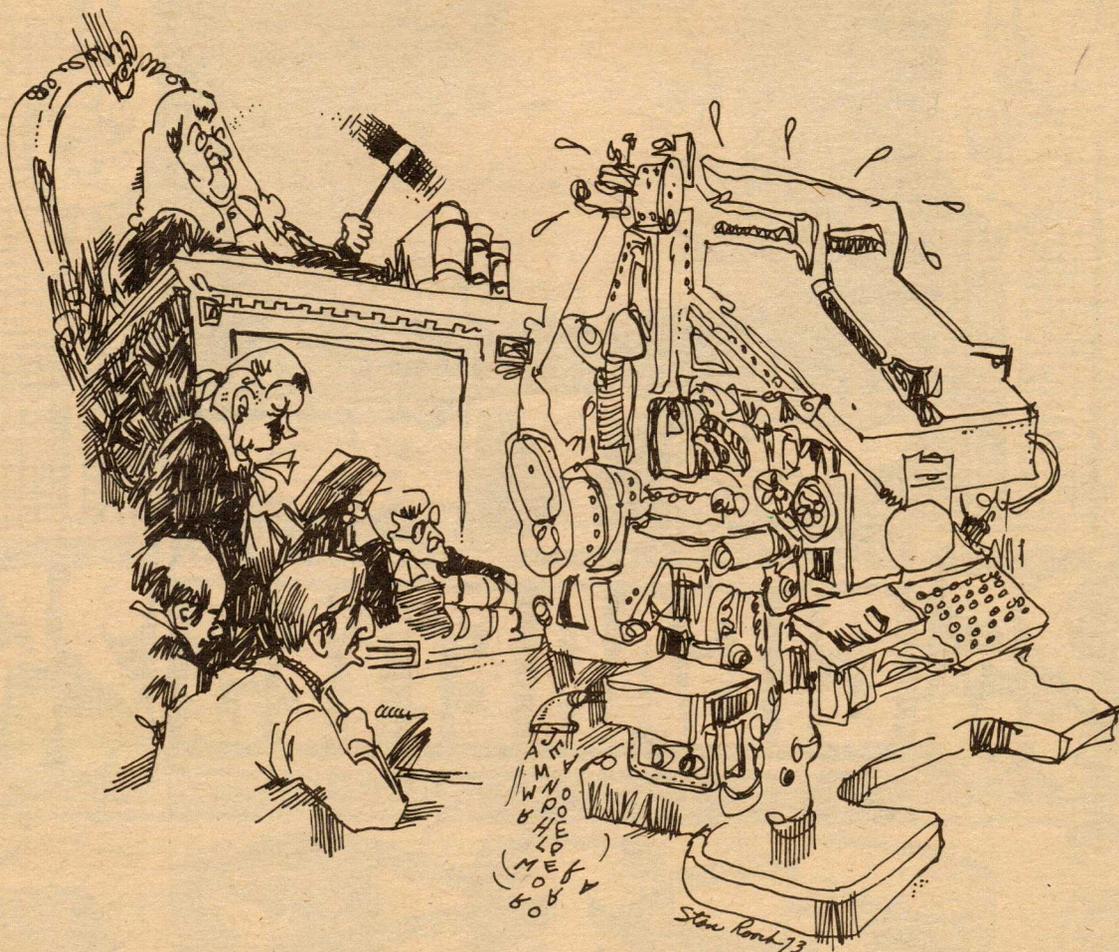
MARCH
1973
50c

content

for Canadian Journalists

Media 73

**Shield Laws
Press councils
Ethics**





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LADY CHATTERLEY'S RELUCTANT LOVERS

by DAVE CHENOWETH

"Good morning . . . and by the way, what is your name again?"

You may know the feeling. Maybe it's a one-night stand, or maybe it's been longer. But you were just after what you could get — and you still don't know the first thing about the other person in the bed. And you don't care.

But you got what you wanted, didn't you? So it doesn't really matter. Does it?

But it does matter, especially when the bed-mates are the media and advertising.

The media-advertising shack-up is one of convenience, a feudal marriage arranged for the economic benefit of the people involved. You don't have to like or respect each other. You don't even have to be too polite. You just have to live together, and make the best of it.

It's an analogy that stands up, at least as far as newspapers are concerned. We don't like ads very much, but we live with them. We'd be damned before personally selling anybody's beans or Borax, but we help sell them, and get paid for it. About sixty per cent of our space is devoted to advertising, but most of us don't know a thing about it. And we don't care much . . . and we're not making the best of it.

Living in the tower Ivory Soap built, journalists, editors and management turn a blind or bigoted eye towards the economic reality which dominates us. Newspapers cover consumerism badly, but we hardly touch on advertising at all. And when we do cover it, it is often handled with an antagonistic bias that does nobody credit and offers no solutions.

Why should newspapers — or media in general — pay any more attention to advertising? Why in God's name pay some *favorable* attention? For one thing, it is our bread-and-butter. Advertising is sixty-five per cent of our newspaper revenues, according to the Davey Senate committee, and ninety-three per cent of the budget of private broadcasting. It is a \$1.2 billion industry, and without it, we might not exist.

Like it or not, advertising has helped shape us into what we are. When consumers or governments talk of controlling or banning advertising, we feel the economic echoes. When in 1971, tobacco companies were still able to do broadcast advertising, four of the top twenty advertisers in Canada came from this area — and to the tune of some \$16 million, much of it in broadcast media.

But the big four have given up on broadcast cigaret advertising, and that's a lot of radio and television money gone — and maybe some salaries. Ironically, in most countries, such as the United States where cigaret advertising has been cut back, smoking has actually increased. Pity.

Why spend some of our precious time and space thinking about or covering advertising? Maybe because advertising is also communications. When you talk about controlling advertising, you are talking about controlling information — and the media had better be carefully standing by. How great a difference is there between controlling the content of an ad — and controlling the content of the news?

The analogy may be a little far-fetched, but the basic logic is there.

Most people believe information must be controlled in a sense. False or misleading information is dangerous, be it a misleading quote that libels

someone or a misleading price that rips off the consumer. But how many self-enobled journalists are leading a double standard? They are the ones to argue there is no objective viewpoint, that news must be interpreted — and they are also the ones to bitch at an ad where the copywriter has used innocent hyperbole, or so he thought. But the journalist who casually supports the strictest censure of ad copy shouldn't get upset if the Spirogyte majority demands he accept the same limitations.

The myth of the honest journalist or journal is based on telling the story from both sides. But think back. When's the last time you read copy giving advertising's side of the story? When is the last time advertising was put in perspective, when was it explained that advertising generally represents only 2.3 per cent of all expenditures on Canadian goods and services? How many press club bull sessions have really got down to working out where the media budgets would come from if we got rid of advertising?

But, if we're not the honest defenders of advertising — and maybe we should not be — neither are we its legitimate critics. And because we share the same bed, and because we can be compromised if mom-and-dad public breaks up the necking session, we'd better be either disciplined or careful. Newspapers, unfortunately, don't seem to be either — just slack and sanctimonious. We are slack in revealing what is wrong with advertising, and discussing its implications. We are holier-than-thou despite one of the worst track records of running misleading ads.

Media traditionally are exempt from any liability for the ads we carry. The federal Combines Investigation Act promises up to five years for anyone who "publishes or causes to be published an advertisement containing a statement that purports to be a statement of fact but that is untrue, deceptive or misleading, or is intentionally so worded or arranged that it is deceptive or misleading." The only problem with the act is a rider saying the section does not apply to a person who "publishes an advertisement that he accepted in good faith in the ordinary course of his business." This means us, the media — and 'good faith' effectively means the paper has no legal responsibility, except to have recorded the name and address of the advertiser. Some threat.

The direct result of our 'good faith' has been revenue gains for us, and losses for the reader. In Montreal, a group of lawyers and law students, the Centre for Public Interest Law, sent a twenty-page brief to a newspaper documenting a series of misleading carpet ads. One ad, the centre claimed, supported a single continuous sale for eight months, which is completely illegal.

Would the newspaper, the centre asked, please discontinue such advertising within so many days? The lawyers got no answer, and the ads continued to run. During the same period, another Montreal newspaper continued to run ads for a well-known weight reducing process, even after the process had been called into court on charges of misleading advertising through insufficient documentation of claims.

The 'good faith' escape clause applies to all media, but newspapers get most of the benefit. Broadcast media have at least the theoretic discipline of the CRTC, which could revoke a station's license if it excessively abuses advertising. This, of course, did not stop one Montreal television

station from running a late-evening movie carpet ad that broke the carpet industry's own advertising regulations. The local industry association even complained themselves — as did at least fifteen consumers — only to have the station continue to broadcast the commercial. But the broadcast media do have the extra check-and-balance.

In their own defense, the print media do point out that they carry by far the greatest number of ads. Radio and television can afford to give their ads closer scrutiny, they say, while we would have to check out thousands of ads — including the classifieds. Point well taken, but not when carried to the frequent extreme of not giving much attention to your advertising at all. For there are things the newspapers can do.

Canada also has an Advertising Standards Code, set by the advertising industry along with media associations. The code does a fair job of detailing advertising abuses, and is backed up by Advertising Standards Councils in Toronto and Montreal. These councils, with representatives from industry, media and consumer groups, will rule on advertising complaints submitted by the public or trade itself. These councils get their clout in the ability to demand that any media outlet stop running an ad found to be misleading — and since the media associations are part of the council, the individual medium must comply.

The media seem to argue they only can afford to give a limited amount of free publicity to worthwhile campaigns — and they pick one or two biggies a year. This year, we're back to supporting the Ad Standards Council.

But the council and ad industry members also have suggested that concerned media might run their own commercials to inform the reader. For example, a newspaper might run daily a small box or notice telling the consumer to notify the council if he thinks an ad is misleading. After all, management, you did help set up the council to help forestall government intervention — since controls on advertising could hit you in the pocket-book.

Yet, if you check out your local paper, I doubt if you will see such a notice. Maybe it's not running because it is costly (what's the cost of a two column by two inch box on page three? Is it worth helping someone rip off your reader?) Maybe the ad is not there because it might give the wrong impression, leading someone to believe that you do carry misleading ads (what, you mean you never carried one?). And maybe the notice isn't there because your advertisers might be annoyed. You probably are right there — but the only ones you might really annoy are the ones running the misleading ad anyway. But damn it, you aren't liable anyway — at least legally.

You do have to respect an advertising salesman who takes a close look at the commercials he accepts. Because if he turns it down, there is probably some other salesman — at the competing paper — who will accept it, because that's how

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he's paid. And until a court of law, or the industry watchdogs, rule it misleading, he can go on running it for as long as he wants. The only one who loses is the reader, and they're only worth fifteen cents a day. Aren't they?

But the buck doesn't stop at ownership, although many reporters and editors seem to think it does. What type of coverage does your media give advertising? If you are typical, you run the occasional story on a court case where the advertiser was found guilty of misleading someone. More recently, you probably carried copy on the Ontario Committee on Economic and Cultural Nationalism and how it's investigating foreign ownership of ad agencies. And maybe your women's section runs consumer-oriented articles on how to save in the Dominion of your choice. But is this enough?

North American families watch about six hours of television a day as a group — and that's 32,000 commercials a year sometimes. But what do they know about this advertising: what do you know about it? Do you know that many ad men say humor doesn't sell, and can give you a multitude of examples to back this up. So do you wonder that most ads lack style or apparent interest — but you still buy.

Do you understand that *Life* died not only because of costs, but because it reached too general an audience, while advertisers want to rifle their sales message to the particular market that buys the product. Do you know how this may effect your own media in the future?

Have your deskmen or editors made a serious attempt at consistent coverage of advertising and packaging legislation? Does your reader or listener really know who has been found guilty of misleading advertising — or was it buried on page forty-eight? Does your audience really know what *doesn't* have to be said in drug advertising, despite Food and Drug controls? Does the public you serve understand what advertising is doing, and how

they try to do it.

If you understand something, you can live with it, protect yourself against it, or try to change it. But if you don't know anything about advertising, if you don't know how changing it may effect you, you are impotent. Recently, a wire story from the United States described how the ad industry will be policing its own drug advertising oriented to children. The story did not describe how drug and advertising lobbying has been accused of getting a government committee to drop strict restrictions on this type of advertising. How can the consumer have any balls when we help cut him off from the whole news?

What about our own futures as journalists? To put it bluntly again, most of us are ignorant, and happy to be so. Advertising can shape the content of the media, and the form. But how much thinking about this goes on in our own ranks, how much investigation?

Does it interest you that some advertising media directors are prophesying there may never be a new paid circulation magazine in Canada. They say that the "controlled circulation" mags, the ones that are sent out free to specific types of readers, are where it's at. These mags can deliver the audience the advertiser wants, and he's paying the bills. And since media directors are the ones who place the ads in the various media, the ones who have to know what the media can do for them, their opinions should bear a little weight.

Don't get it wrong. The same media directors agree there will always be a place for newspapers. We still can't be beat for local retail advertising about sales and specials that effect only our own communities. At least, we can't be beat now.

But the same media directors get wistful when the conversation turns to cablevision. The cable stations, you see, are beginning to suggest that they too could carry local retail advertising on their home channels. Not today, of course, but

The trouble is, I haven't really met a single journalism graduate who seems to know his thirty-second spots from his elbow. And these are your editors of tomorrow? Come off it.

Maybe your average journalist isn't interested in advertising, maybe he's above it. But isn't this saying you're not interested in how your salaries are paid? Are you above the fact that you may be aiding and abetting a rip-off? Why do you turn your backs when advertising is also being falsely criticised? Is it embarrassment or a dislike of selling that produces the conspiracy of silence — when you may be next on the list?

Why can most journalists not discuss intelligently a major reason for the fact that newspapers are not distributed for free. It's not because we'd simply lose thirty-five per cent of our revenues, since an extended circulation could well lead to increased advertising revenues. A better answer seems to be that, with free circulation, we wouldn't be able to document to our advertisers exactly who they are reaching and whether these are the consumers they want. The idea of the free circulation paper may be viable, but most journalists don't seem to be able to discuss it intelligently even if it did interest them.

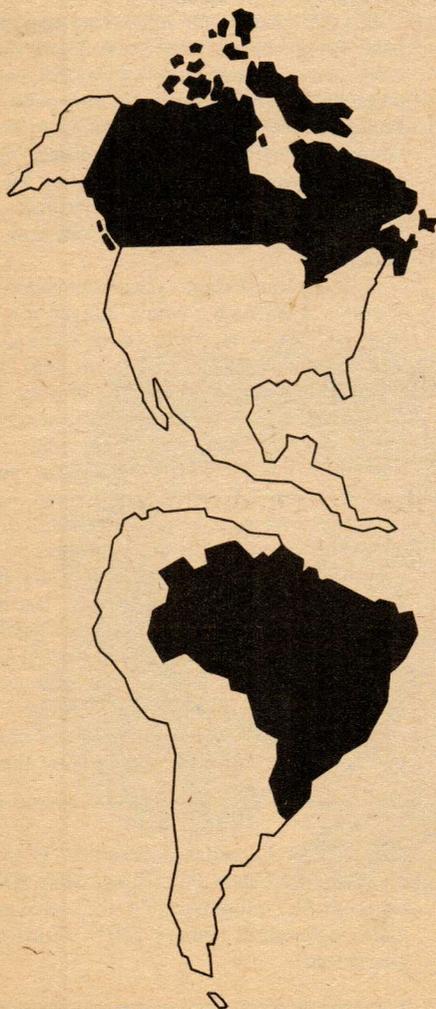
Why are so many journalists economic morons — or is it just apathy?

Media and advertising are shackled up together. And if one partner has venereal (or venial) disease, the infection probably will spread.

If the police bust a hooker, the client generally is let off — but when things get bad enough for a real crackdown, even the 'innocent' found-ins get hauled off, too.

It's about time the media really found out about who they're sleeping with. It may be for better, it may be for worse, but until you know the other person's name, you are just dangerous strangers.

Dave Chenoweth specializes in advertising and media reporting for the Montreal Gazette.



Brascan
LIMITED

In **CANADA** we're associated with companies making a variety of products: fine beers and ales, wines, confectioneries, soups, jams, flour and flour products, organic chemicals, animal feeds. We have substantial interests in wholesaling and retailing; in exploring and developing Canada's oil and gas resources.

In **BRAZIL** we generate and sell electricity in Rio de Janeiro (7.1 million people) and São Paulo (8.1 million people). Through our other Brazilian investments we process food; operate an investment bank offering various financial facilities; make beer and soft drinks; and participate in a range of other business enterprises.

Working and growing throughout the Western Hemisphere
... and living right here in Canada...

Brascan
LIMITED



Reliability, accuracy, honesty, and involvement.

A fairly tall order in anyone's estimation but it's the guiding policy at The Spectator. In a city the size of Hamilton, those four qualities are essential to responsible journalism. And The Spectator cares.

The Spectator has been a family tradition in Hamilton since 1846, and as such has fulfilled its obligation of public information. Our award winning staff covers the Hamilton area twenty-four hours a day, providing its readers with comprehensive and authoritative accounts of events affecting their daily lives. The Spectator . . . we're involved in the community.

The Spectator

A SOUTHAM NEWSPAPER

PROGRAM

Marlborough Hotel
Winnipeg

FRIDAY, APRIL 6

3 p.m. Registration desk opens.
5 p.m. Reception at Press Club (pay bar).
8 p.m. Official opening: Guest speaker — Pierre Juneau, chairman, Canadian Radio-Television Commission. (Question and answer period will follow.)
10 p.m. Reception at Press Club, courtesy Manitoba government.

SATURDAY, APRIL 7

9 a.m. Registration resumes.
9.30 a.m. Introduction of workshops and workshop chairmen.
10 a.m. Workshops.
Noon: T. J. Allard, Canadian Association of Broadcasters; comments, and question and answer period.
2 p.m. Workshops resume.
4 p.m. Current affairs reports from such organizations as The Newspaper Guild, Federation of Press Clubs, Media Club of Canada.
4.30 p.m. Guest speaker — Premier Ed Schreyer of Manitoba.
6 p.m. Resolution-drafting committees to meet.
9 p.m. Deadline for submission of workshop resolutions and independently-submitted resolutions (steering committee and workshop representatives will prepare papers for discussion Sunday).
Note: The Winnipeg Press Club is open Saturday evening.

SUNDAY, APRIL 8

10 a.m. General plenary session: Report of freedom-violation committee (Peter Desbarats, chairman). Presentation and debate of resolutions.
1.30 p.m. Discussion regarding Media 74 and selection of steering committee.
2 p.m. Adjournment and closing.

MEDIA 73

REGISTRATION INSCRIPTION

A CONFERENCE OF JOURNALISTS
UN COLLOQUE DE JOURNALISTES
WINNIPEG
APRIL 6-8 AVRIL
1973

Name _____ Tel. Home _____
Nom _____ Tél. à domicile _____

Position/employer _____ Tel. Office _____
Poste/employeur _____ Tél. au bureau _____

Mailing address _____
Adresse _____

Registration fee: Cheque Cash Money order
Cotisation: \$15.00 Chèque Comptant Mandat

Please reserve hotel room for me: For nights of: Pour les nuits du:
 Veuillez me réserver une chambre d'hôtel: Fri. April 6 Vendredi, 6 avril
 Sat. April 7 Samedi, 7 avril
 Sun. April 8 Dimanche, 8 avril

Please arrange billeting if possible
 Veuillez, si possible, me loger chez un particulier

Will arrange own accommodation
 Je ferai des démarches personnelles au sujet du logement

Will need transportation subsidy
 Je désire une aide financière défrayant le coût du transport

Make cheques and money orders payable to: Media 73
 Etablir tout versement à l'ordre de: Média 73

Send registration form to: Media 73, Box 504, Station B, Ottawa K1P 5P6
 Retournez cette formule d'inscription à: Média 73, CP 504, Station B, Ottawa K1P 5P6

MEDIA 73— ARE YOU ATTENDING?

MEDIA 73

by DICK MACDONALD

Attendance figures are improving and a pretty gutsy program has been arranged for Media 73, the third national conference of Canadian journalists. The assembly will be held in Winnipeg April 6-8 at the Marlborough Hotel.

While this conference may be the most important of those held to date — because of subjects which will be discussed — attendance nonetheless doesn't appear to be of the magnitude of Media 71 and 72. Which may have something to do with Winnipeg being the locale — rather a costly trip for many Canadian journalists. Still, the conference may have a wider representation from the West, and that in itself is worthwhile, even at the expense of losing delegates from Quebec's French-language media.

And, to be truthful, it seems that, having witnessed two Ottawa media conferences, many French-language journalists in Quebec find the Winnipeg conference little more than an academic exercise. That's unfortunate, for the English-language journalists, because many Québécois journalists long ago dealt with the issues which will be debated at Media 73. We all could learn from their experiences.

The attitude expressed by several Québécois at Media 71 probably still applies. It went, roughly, 'when you've identified your problems and concerns, and started to work out solutions, we'll be happy to offer our help'. That viewpoint may not be far off the mark.

Media 73 will be focusing on laws affecting disclosure of information sources (or the lack of laws), press councils (and their, if nonetheless limited, responsibilities), and a code of ethics for journalists (which encompasses standards and professionalism, and what have you).

Background papers on these topics are published in this issue of *Content* and will be distributed at the Winnipeg conference. The program (subject to change) and registration form also are carried in this *Content*.

Peter Desbarats, broadcaster and a columnist with the *Toronto Star*, will chair a panel of journalists which will hear any complaints about violations of the press freedom concept. Persons wishing to file complaints should write directly to Desbarats at the Parliamentary Press Gallery in Ottawa. (See box elsewhere.)

Whereas Media 71 and 72 in Ottawa each catered to more than 300 delegates, the steering committee for Media 73 will be pleased if half that number attends the Winnipeg meeting.

That partly is because of the locale (and it is a trifle expensive to fly from Halifax or Victoria, unless paper and station managements underwrite delegates' costs), and, tragically, partly because of what comes across as an apathy among Canadian journalists these days.

Was the heady feeling of 1971 and 1972 — thanks to the Special Senate Committee on Mass Media, the CRTC, and Telecommission — lacking in permanency? Have people lost sight of the admirable goals of a couple of years ago? Or, can the concerns about performance and credibility among the public stir more journalists to speak out?

Pierre Juneau, chairman of the Canadian Radio-Television Commission, will speak Friday evening, April 6, followed by a reception in the Marlborough Hotel's Press Club.

There'll be workshops Saturday, and a talk by Manitoba Premier Ed Schreyer. And that evening, the resolutions committee will prepare recommendations for debate on Sunday.

And Saturday at noon, T.J. Allard, executive vice-president of the Canadian Association of Broadcasters, will speak on the controversial agreement between the CAB and law enforcement agencies in Canada regarding news coverage in times of crises. Which should be an exciting session. (See stories elsewhere in this issue of *Content*.)

Among Saturday workshop chairmen will be Western author James Gray and Gordon Fairweather, Conservative member for Fundy-Royal and his party's communications critic.

Members of the Media 73 organizing committee are T. Joseph Scanlon, Carleton University, Ottawa; David Waters, *Montreal Star*; Robert Rupert, The Newspaper Guild; and, Dick MacDonald, *Content* magazine.

Registration for Media 73 is \$15. Letters or application forms should be sent to: Media 73, Box 504, Station B, Ottawa K1P 5P6.

There has been considerable discussion about the reasons for holding a third conference, and some criticism revolves around the annual nature. Other criticism obviously can be related to what is seen as apathy or disinterest in *les affaires media*.

But, if we can look at the United States as a weathervane for the news media, if we can see around us signs that the media (no matter how responsible they appear) are facing continual public hostility and government suppression, if we

believe that a free media is essential to a democratic society, then surely Media 73 must be held.

It must be held. And it can be successful only if the conference is as widely representative as possible. So do register. And take part.

Dick MacDonald, a member of the Media 73 steering committee, is Editor and Publisher of Content.

Got a complaint about freedom of the press? Or specific cases of violating the concept of press freedom?

Peter Desbarats, Parliamentary correspondent for the Toronto Star and a nationally-known broadcaster, will chair a committee at Media 73 to deal with examples of how press freedom has been, or is being, jeopardized. It's sort of an ombudsman committee.

Desbarats and colleagues will accept complaints in writing prior to and during Media 73 in Winnipeg. They'll assess the merits, with discussions involving parties concerned, and present their findings to the conference's plenary session on Sunday, April 8.

So, if you have an incident or circumstance you'd like to see examined, write to: Peter Desbarats, Parliamentary Press Gallery, House of Commons, Ottawa, Ontario. Soon.

PROTECTING SOURCES: MEDIA 73 A BASIC RIGHT

by KATHY HOUSSER
and ROBERT RUPERT

Give me but the liberty of the Press, and I will give the minister a venal House of Peers, I will give him a corrupt and servile House of Commons, I will give him the full swing of the patronage of office, I will give him the whole host of ministerial influences, I will give him all the power that place can confer upon him to purchase submission and overawe resistance; and yet, armed with the liberty of the Press, I will go forth to meet him undismayed; I will attack the mighty fabric he has reared with that mightier engine; I will shake down from its height corruption, and lay it beneath the ruins of the abuses it was meant to shelter.

—Sheridan, 1810

The point at issue here is freedom of information. Since this principle is enshrined in Canadian law, what is all the fuss about? Why should freedom of information need advocacy now? The reason for current concern becomes more clear if freedom of information, to which all pay lip service, is analysed more closely.

How does news get to the public? An event happens: the news is gathered; it is written about,

or otherwise prepared; it is published or broadcast; it is circulated. Those four actions are the components of the information process. If one of them is suppressed, the other three become meaningless.

Once the components have been established, it becomes easier to understand that freedom of information has not always been sacrosanct — in fact, each one of these has been the subject of bitter dispute, and has been fought for every step of the way.

During the seventeenth and eighteenth centuries, British journalists fought a running battle with Parliament over their right to record and publish Parliamentary debates: "... no person whatsoever do presume at his peril to print any votes of proceedings of this House without the special leave and order of this House" (Commons resolution, June, 1660). Several reporters were fined, imprisoned, or in one case, obliged to leave the country for disobeying this and similar orders.

The right to publish news without prior government approval, and the right to circulate news, were issues tried by the American Supreme Court between 1931 and 1946. In Canada, one only has

to remember the infamous Padlock law of Quebec — voted unanimously in the Assembly — which made the publication or distribution of communist or Bolshevik literature a provincial offence, to realize that the battle for a free press is not a right won in the murky past but is still being pursued.

Today, the most threatened and hotly-disputed component of freedom of information is the unfettered right to gather news; more specifically, the right of a journalist to protect his sources and to give his assurance that the confidential sources of information will remain confidential.

The right of the journalist to maintain this confidence if called to testify in court has never been recognized in common law countries such as Canada, Australia and Britain. In 1952, Blair Fraser made charges of serious corruption concerning the issuance of club licences. When sued for libel by the attorney-general of British Columbia, Fraser based his defence on privilege and fair comment.

His entire defence was thrown out, however, when he refused to name his sources. In dismissing his appeal, Mr. Justice Bird of the B. C. Court of Appeal said: "... the conduct of this defendant in refusing to divulge the sources of his information cannot be regarded as other than contumacious. He has persisted over the period of more than a year to resist the orders of the courts of the country. He now says, in effect, that after due deliberation he considers that his moral obligation to the persons who furnished the information transcends his duty to obey the Court order. In those circumstances, as was said by Macfarlane J., 'he must realize that refusal involves the result for which the rules provide' ". (4 DLR 1954, 336). Fraser and Maclean-Hunter were obliged to settle out of court.

In 1963, British journalists Mulholland and Foster were sentenced to six and three months respectively for refusing to reveal their sources in regard to stories they had written concerning security problems in the Admiralty. In dismissing their appeal, Lord Denning said: "There is no privilege known to law by which a journalist can refuse to answer a question which is relevant to the inquiry and is one which, in the opinion of the judge, it is proper for him to be asked. . . . I have no doubt that the journalists ought to have answered the questions put to them. There were questions they were legally required to answer and they have no privilege to refuse." (QBD 2, 1963, 491-492).

There is every reason to fear that, should this question be brought before the Supreme Court of Canada again, the verdict would be much the same as those handed down in 1954 and 1963 — no privilege. Certainly this reasoning prevailed in the cases of John Smith, a CBC reporter sentenced to seven days in jail in 1969, and John

Zaritsky, a *Globe and Mail* reporter fined \$500 in 1971. In both cases their testimony was considered relevant and necessary to the inquiry, and failure to provide it constituted contempt of court.

In recent years, American journalists have received subpoenas and been ordered to reveal news sources with such increasing frequency that many respected journalists believe there is a deliberate attempt to muzzle or intimidate the press.

Those who are fighting to protect the right to gather news (and by inference to protect their sources) seek "privilege against disclosure" — or more commonly in the U. S., "shield laws".

Both these phrases are unfortunately misleading because they imply that the issue is a "privilege" or a "shield" for the journalist. Most people, including journalists, quite rightly view with hostility the idea of creating a special class of people with special privileges — there is already too much elitism in our society.

This, however, is not the point, "because after all, if it were merely a question of protecting the peace of mind of a journalist who does not wish to be put to the trouble of a court appearance, then it would not be worth all the fuss which is being made. Ultimately it is for his ability to acquire information that the journalist seeks protection." (Gilles Gariépy, proceedings of the Special Senate Committee on the Mass Media, 38:82).

With a great many people, the mere suggestion that the journalist/informant relationship should be privileged in law evokes a welter of objections. This hostility is predictably most marked in the legal fraternity where the confidential relationship with their clients is the only one recognized in common law. Among the many arguments against a privileged journalist/source relationship are two which regularly emerge.

Journalists are not, by definition, *professionals*. There are no controls, no regulatory bodies, no standards, and no vehicle for their enforcement. Therefore, how can such an ill-defined or undefined body as journalists be granted such an enormous privilege? Won't it be abused? Who are journalists — can't anyone claim to be a journalist?

The word profession is commonly associated with doctors and lawyers, or with any other body which is pleased to call itself a profession. It is neither cynical nor particularly daring to say that all the standards, controls and regulatory bodies have not prevented the existence of unscrupulous or incompetent doctors and lawyers. Society generally accepts that the majority of them, however, do their job competently and honestly; some are even a credit to their profession and community. The same can be said of journalists.

To contend that there are no controls on journalists is false; there *are* controls. A journalist may

not publish libel or utter slander; deal with matters which are sub judice; misrepresent the proceedings of a trial; publish obscene material; publish the name of a minor before the courts; write treasonous or seditious articles; break the Official Secrets Act.

But how about the lack of self-regulatory bodies — since the inevitable comparison is with something like the Bar Association or the College of Physicians and Surgeons? The key here is the words "self-regulatory bodies." Who needs them? Surely it is sufficient to be answerable to the public as a whole and to the courts. A self-regulatory body for journalists would, at best, be superfluous. At worst, it could be as self-serving and self-protective and unresponsive as those which now usurp the controls most properly exercised by society.

If the word "self" is left out of the phrase, the first question is, who regulates? The public as a whole? It already does. The government? An anathema. So again, who needs them? Certainly in the case of journalism, structural professionalism is an unnecessary myth: "I think when we are talking about professionalism in journalism we are talking about the quality of activities being done, not about any organized structure at all." (David Waters, proceedings of the Special Senate Committee on the Mass Media, 6:63).

The legal question is also raised: If such a privilege is given, who is a journalist? Our position is simple and concise. Anyone who writes news which is published is a journalist. Controls now exist, so mad journalistic anarchy scarcely can be unleashed on the land if this privilege is extended to those who write and are published, rather than to an elite body of "professional" journalists.

... the availability of the privilege cannot be limited to established newsmen because the *functions* (our italics) of the press are the essential objects of first amendment protection. A man who publishes only a single pamphlet on his favourite cause should have the same right to gather news as an established newsmen, and a source should not be penalized for expressing himself through someone who is not established." (Harvard Law Review, 82: 1391, April, 1969).

On the subject of limiting the privilege, two Private Members Bills on privilege against disclosure are before Parliament this year. Neither would afford protection, for example, to writers in *Last Post* magazine, since both bills stipulate that the journalist must be working for a publication "... published periodically or in parts or numbers, at intervals not exceeding thirty-one days between the publication of any two such papers." Since it has been rare indeed that issues of *Last Post* have appeared within thirty-one day intervals, this would exclude it (and many other publications like it) from the protection.

There is a second and perhaps more serious objection to granting privilege to the journalist/informant relationship in law. Every citizen has the right to a fair trial. In order for the trial to be fair, the fullest evidence possible must be available to the court. In order to have the fullest possible evidence available, the courts must have the powers to compel testimony. This might appear to conflict with the advocacy of a privileged journalist/source relationship.

However, the power of the courts to compel testimony is not absolute. The privilege of a solicitor/client relation is recognized in all common law countries, and other privileged relationships are recognized in various Canadian provinces. For example, all provinces, with the exception of P.E.I., recognize the privileged relationship between husband and wife. Quebec law also recognizes the priest/penitent, and doctor/patient among others as privileged. We will consider the solicitor/client relationship as it is the most universally recognized in Canada.

John Wigmore, author of a definitive work on

Wind-up stereo!

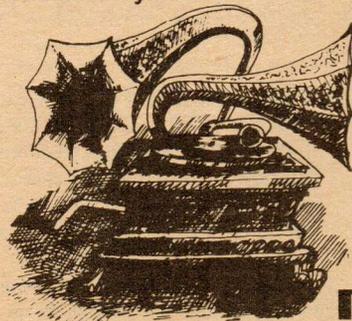
By 1990, the wind-up stereo could be back in fashion. There won't be enough electricity to spare for such luxuries as home entertainment.

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Whatever forms of power are

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available in 1990, RCA will be developing compatible communications systems.



RCA

evidence, "Evidence in Trials at Common Law", enumerated four conditions which must be fulfilled for the granting of privilege in common law:

1. The communications must originate in a confidence that they will not be disclosed;
2. This element of confidentiality must be essential to the full and satisfactory maintenance of the relation between the parties;
3. The relation must be one which in the opinion of the community ought to be sedulously fostered;
4. the injury that would inure to the relation by the disclosure of the communications must be greater than the benefit thereby gained for the correct disposal of the litigation. (as cited in "Les Aspects Juridiques du Secret Professionnel du Journaliste").

We contend that the journalist meets all four of these conditions.

1. The desire for confidentiality is explicitly stated — "this is off the record", "don't mention my name will you" and so on. Continuing confidences also exist on an unspoken basis, as with Earl Caldwell and the Black Panthers. After he had gained their confidence, they did not keep insisting every five minutes, "this is off the record." They trusted his judgment. Whether or not the communication originated in the confidence that it would not be disclosed must be judged by the journalist himself, since obviously the source cannot be marched into court to confirm it.

2. If a source imparts some information on the understanding that his name will not be revealed, but the journalist breaks down under pressure, the "full and satisfactory relation between the parties" will end.

3. Journalists rely on confidential sources for a great many news-worthy items, or leads to stories about corruption, dishonest profiteering and crime — things about which the public has a right and a need to know. Many of these stories would never see the light of day were it not for the tip-off given in confidence, with the assurance that this confidence would be respected. If journalists cannot have access to information other than what people or groups of people wish to be known about themselves (press release journalism) then freedom of information is seriously hampered, and a vigorous, vigilant press is an impossibility. Therefore the relationship between the journalist and his informant ought to be "sedulously fostered".

4. The injury of forced disclosure of sources of information is far greater both to the journalist/informant relationship and to society as a whole than any benefit which might be gained for the correct disposal of the litigation. The most frequent argument advanced in favor of forcing journalists to testify — particularly in cases of serious crime — is that if their articles *give rise* to an investigation or prosecution, then they have a duty as citizens to tell everything they know.

This is shortsighted. The journalist may, by revealing all facilitate the proper disposal of a particular litigation. But the journalist will have received his last confidence from that particular source, perhaps from any such source. His effectiveness as an investigative reporter is thereby undermined, and society is the loser. If the case is widely publicized, other potential sources may have second thoughts about confiding in journalists. Such sources may dry up.

Another serious danger to the community in forcing journalists to divulge their sources is the tendency towards self-censorship. If a conscientious and honest journalist cannot guarantee confidence to a source, through fear of imprisonment for making such a guarantee, then he is unlikely to publish or broadcast the story. "Within the past year, two TV networks took the unusual step of turning down exclusive news stories. CBS declined to film an interview with a woman who had promised to tell how she cheats on welfare, and ABC cancelled talks with Black Panthers in

their Oakland headquarters. The reason in both cases: Executives felt they could not offer guarantees of anonymity to their subjects" (*Time* magazine, March 5, 1973). Opposition to censorship predominates in Canada; but have people given sufficient thought to the dangers of induced self-censorship?

There has not been considerable public discussion in Canada on the whole issue of privilege against disclosure. The Davey committee dealt with the issue in the first volume of its report, but the reasoning behind its conclusion — that journalists should not have privilege — shows little sensitivity regarding the larger issues involved.

In considering the fate of the journalist who refuses to reveal his sources, the committee concluded: "Our opinion — which we believe is shared by most journalists — is that we should leave things the way they are. If instances arise where reporters feel a personal, moral obligation to go to jail rather than betray their sources, so be it. We believe judicial authorities can be relied upon to apply the law with due regard for the professional sensibilities involved. Besides, if the jail term were short, most newsmen would find the experience refreshing, educational, and possibly even profitable. (Davey committee Vol. I, pg 106).

The *Globe and Mail*, in an editorial Jan 21, 1973, expressed virtually the same attitude towards the problem. Both showed a shallow understanding of what is at stake. It is not merely a few days in jail for the journalist nor preservation of some quixotic and arbitrary code of ethics adopted by him for his amusement. What is at stake is the freedom to gather news. The conscientious journalist should not be asked to shoulder this responsibility for the whole of society for himself.

"I feel that the state prisons should not be places where people must display their heroism; they must show it elsewhere . . . How should we feel about a society which states 'we agree that secrecy is important and that there are some people who must recognize this fact and defend it, but we hope that such persons will have the courage to defend it even in the face of possible imprisonment'. There seems to me to be a contradiction there." (Serge Ménard, proceedings of the Special Senate Committee on the Mass Media, 38:81).

This contradiction must be resolved, and in our view the best way to do this is to grant journalists absolute privilege to protect their sources of information. As it was pointed out in the Laval study, "Les Aspects Juridiques du Secret Professionnel du Journaliste," the choice between a more efficient administration of justice, and a more effective, vigilant press, is essentially a political one, and must be decided in Parliament rather than in the courts.

The aim of journalism must be service to the public. In pursuit of this goal, the journalist must diligently search out and communicate all matters of relevance to society — not only the comforting, but the discomfiting, not only the information which all segments of society freely offer, but also the information which some segments of society may attempt to suppress or withhold. The journalist must dedicate himself to the public's "right-to-know." If, in order to communicate relevant information, it becomes necessary to "protect" the source in order to gain access to it, such protection should be preferred.

Existing laws which should be buttressed by accountability through representative press councils protect society against irresponsible and inaccurate journalism. Neither disclosure nor revelation of sources will facilitate or eliminate irresponsibility or inaccuracy. On the other hand, it is the generally recognized duty of every citizen (with the legal exception of lawyers and the traditional exception in certain cases of doctors and

clergy) to co-operate with the courts in the preservation of law and order.

Must one weigh the journalist's professional obligation to society against his or her responsibility as a citizen in order to resolve the dilemma. Or can an individual separate the two, accepting and responding to the professional obligation in one's working life and the citizen's responsibility in one's private life.

We contend that society is best served if the professional and private obligations are separated. To do otherwise is to force the journalist into the role of the law enforcer, a role for which he is not trained and which may be mutually exclusive from his journalistic role. Neither journalists nor any other avocational group should enjoy unlimited immunity or privilege from the requirements of the law, but limited immunity or privilege in certain circumstances is in the public interest.

In some Newspaper Guild agreements, the contraaction right to refuse to divulge news sources is guaranteed. The Guild's Canadian model contract language reads as follows:

"An employee may refuse, without penalty or prejudice, to give up custody of or disclose any knowledge, information, notes, record, documents, films, photographs, or tapes or the source thereof, which relate to news, commentary, advertising or the establishment and maintenance of his sources, in connection with his employment. An employee may also refuse, without penalty or prejudice, to authenticate any material. The Employer shall not give up custody of or disclose any of the above without consent of the employee."

Guild contracts, however, serve a minority of journalists in Canada. And at any rate, there is no real freedom of the press when those who exercise that freedom are subject to imprisonment. Unlike members of the medical profession and the clergy, journalists, with a few notable exceptions, have not been granted the courtesy of "privilege" by the courts. Currently the trend is in the opposite direction.

Therefore, we recommend that Media 73 appoint a special "shield law committee" to:

1. Prepare and compile proposed language of protective legislation both at the federal and provincial levels, and to press for the adoption of those recommendations by whatever means it deems appropriate.

2. Support organizations of journalists in the interim provision of support for journalists who refuse to act as agents of the police, courts or other tribunals.

3. Give maximum support to the cause of press freedom and vigorously publicize opposition to breaches or abuses.

4. Press for establishment of a "documentation centre" where information regarding press freedom can be stored and made available.

5. That the Shield Law Committee report on its program and progress to Media '74, and on an interim basis, through *Content* and any other publications for journalists.

This report, for Media 73, was researched and written by Kathy Housser and edited by Robert Rupert of the Canadian Region of The Newspaper Guild. Rupert, the Guild's Canadian director, is a member of the Media 73 organizing committee.

CBC Radio's Cross Country Checkup on April 8 is scheduled to deal with the news media in Canada. At press-time, it was hoped the program will originate at Media 73 in Winnipeg.

ANOTHER DAVEY RESULT

by **PARKER KENT**

The Alberta Press Council was established in May, 1972. An official announcement of its formation and composition, along with a statement of aims and procedures, was published in Alberta daily newspapers and the Council held its first meeting June 7 in Calgary for organizational purposes. It became operational for the reception of complaints on September 1, 1972.

The council has eleven members, including a chairman, five laymen and five newspaper representatives; it thus possesses a majority of members unconnected with the press. A lay citizen and a member of the local newspaper staff represent each of the five Alberta centres which has a daily newspaper sponsoring, which is to say funding, the press council operation. Each participating newspaper contributes to the cost in proportion to its circulation.

The five Alberta dailies which support the press council — but which, have no say whatever in its deliberations — are the *Calgary Herald*, the *Edmonton Journal*, the *Medicine Hat News* (Southam papers); the *Red Deer Advocate*, and the *Grande Prairie Daily Herald-Tribune*.

The *Albertan* in Calgary and the *Lethbridge Herald*, F. P. Publications, Alberta's other two daily newspapers, elected not to participate in press council sponsorship.

The council traces its origins to the report of the Special Senate Committee on Mass Media which was published in December, 1970. One of the report's recommendations was that press councils should be set up on a voluntary basis, free from any government involvement. Alberta publishers held discussions on the subject in 1971 and the final steps to establish a council were taken in the spring of 1972.

There were proposals initially that a national press council might best serve the Canadian public and newspaper industry; Britain has pioneered successfully in this field. But the tremendous distances involved in periodically assembling council members, and the notable regional differences involved, ruled this out as being impractical.

Even within a single province such as Alberta, with the distances between newspaper towns running into the hundreds of miles, it is no easy thing to assemble council meetings with as much frequency as might sometimes seem to be desirable. Yet at least three meetings a year are held at the call of the chair.

The Alberta council held its second meeting in Edmonton last December 6. Up to that time, seven complaints had been received by the executive-secretary, the council's administrative officer, a non-member of the council, who resides in Calgary wherein also resides the chairman.

The chairman and executive-secretary had found six of the seven complaints not to warrant press council consideration and letters of appropriate reply had been sent to the complainants in each case. The seventh case was deemed to fall within grounds of council responsibility and it was thoroughly discussed and a decision rendered. The decision was duly published by the newspaper concerned. The finding was that the *Calgary Herald* was responsible in its reporting of a matter involving a dispute between the mayor and city council.

Since the December meeting, eight new complaints have been forthcoming. Of these, two were withdrawn by the complainants after talks with the editor, four were not considered to be of a nature warranting council examination and two are to be laid before the council at its next meeting.

Examples of complaints not felt to warrant the full treatment include one from a young lady that the local newspaper sports pages did not carry NHL standings every day, did not print the complete lineup of the WHA all-star team and didn't carry enough national sports news; one from a lady wanting to know if an editor wasn't compelled to publish a letter submitted exactly as written; one complaining that news stories left out too much information and opinion; one wondering why a libellous bit of gossip was not carried.

Chairman of the Alberta Press Council is Hon. C. C. McLaurin, former Chief Justice of the Trials Division, Supreme Court of Alberta, who retired in 1968. The lay members include a rancher, a retired banker, a businessman, a retired city commissioner, a former Federation of Labor president. Members drawn from the press include two editors, an associate editor, a reporter and an advertising manager. The executive-secretary is a retired associate editor.

The Alberta council is largely patterned after the British Press Council in its *modus operandi*. It is provided with a basic set of guidelines but it will develop guiding principles in the disposition of cases as it gains experience and builds up a sort of common law system of precedents. The council is not a court possessing any statutory power. It will hear cases and report its conclusions, with the sponsoring newspapers agreeing to publish decisions involving their respective newspapers.

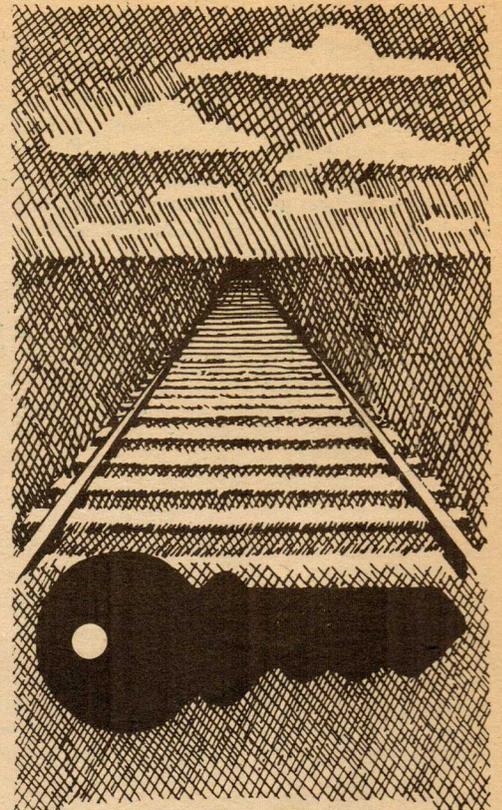
The formal objects are:

1. To consider complaints from the public about the conduct of the press or about the conduct of persons and organizations towards the press; to deal with these in whatever manner may seem practical and appropriate, and report publicly on conclusions reached.
2. To keep under review developments likely to restrict the supply of information of public interest and importance.
3. To make representations on behalf of the press council to governments and other bodies on matters relating to the objects of the press council.
4. To preserve the freedom and independence of the press.
5. To serve as a medium of understanding between the public and the press.
6. To encourage adherence to the highest ethical, professional and commercial standards of journalism.
7. To publish periodic reports concerning the work of the press council.

All matters presented to the council must be in writing to the executive-secretary (P.O. Box 1605, Calgary). No complaint will be entertained until the complainant has given the newspaper an opportunity to satisfy the complaint.

Once a complaint is accepted for examination, the editor of the newspaper is invited to make comments. The council deals with the editor, not staff members.

Council proceedings are in private and are in-



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formal. No subject more than a year old will be considered.

An individual who seeks a hearing must waive his rights to legal action and no matter will be taken up where legal action is being taken or has been threatened.

Any complaint received against a newspaper not one of the sponsoring group will be forwarded to that newspaper and will not be dealt with by the council unless so requested by the newspaper concerned.

Honoraria are paid the chairman and executive-secretary. Lay members receive meeting fees and all members have their expenses covered.

Parker Kent was with the Calgary Herald before becoming executive-secretary of the Alberta Press Council.

MEDIA 73

ONTARIO: SON OF CIVILITY

by FRASER MACDOUGALL

Birth of the Ontario Press Council in 1972 followed a gestation period of better than four years.

Conception might be said to date from early 1968 when the report of the royal commission inquiry by Chief Justice McRuer into civil rights in Ontario officially recommended establishment of a press council in the province. The recommendation, in a section of the report dealing with publication of crime stories, read:

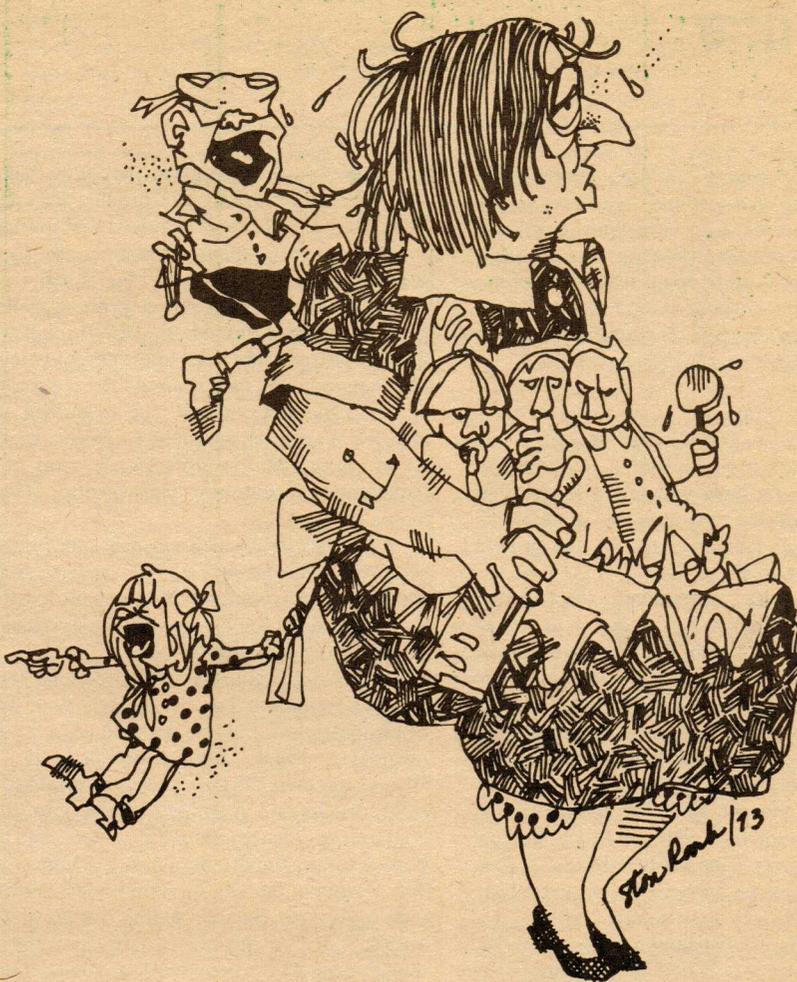
A self-governing council should be established in Ontario to control and discipline the press and other news media with respect to the publication of news and comment that may tend to prejudice the fair trial of an accused should a charge later be laid, unless it is shown that the publication is in the public interest. Beland Honderich, president and publisher of the *Toronto Star*, in a Western Ontario Newspaper Awards speech at Kitchener April 27, 1968, welcomed the McRuer press council idea and proposed that newspaper men take the lead in establishing it.

He took a broader approach than Mr. Justice McRuer, suggesting a council patterned after Britain's rather than one mainly intended to discipline media coverage of crime news. The speech attracted the attention of a number of newspaper publishers. But meetings proved inconclusive. Meantime, Honderich and some others kept urging fellow-publishers in private talks to join in the project.

In a sense, birth pains began after the report of the Special Senate Committee on the Mass Media in 1970 urged creation of a national press council for Canada.

Honderich called another meeting of interested publishers, and, in late 1971, they decided to go ahead with a council. Honderich says R. W. Southam of the *Ottawa Citizen* "must get much of the credit" since "he felt we should proceed even though we could not interest a majority of the papers."

Following essential preparatory work, including appointment of a chairman, representatives of eight Ontario dailies in June, 1972, approved a constitution patterned on that of the British Press Council and appointed ten professionals to the organization — two each of publishers, editors, advertising men, departmental editors and reporters.



The eight founding newspapers, with about fifty-five per cent of Ontario's daily newspaper circulation, were: *Ottawa Citizen*, *Toronto Star*, *Hamilton Spectator*, *Brantford Expositor*, *Kitchener-Waterloo Record*, *London Free Press*, *Windsor Star* and *Owen Sound Sun-Times*. By early 1973, membership remained unchanged although after the Council got started other dailies were again invited to join.

The newspapers appointed Davidson Dunton, who had resigned as president of Carleton University, as chairman, and Fraser MacDougall, retiring from *The Canadian Press*, as executive-secretary. The council office in Ottawa was established in mid-July, 1972.

In mid-August, the ten professional members and the chairman named the ten public members from a long list of nominees. In mid-September, the full council met for an organizational session, including appointment of a five-member inquiry committee (two professional and three public) to study complaints from the public and to make recommendations to the council.

At its first meeting in mid-November, the committee studied twenty-three complaints. It prepared recommended adjudications in two cases and recommended other action in another four, including a study of practice by council member newspapers about naming persons charged in lesser criminal offences. In the other seventeen cases, complainants had not followed up their initial complaints.

On Dec. 15, the council acted on the committee recommendations, issuing adjudications in two cases. It upheld a complaint against the *Toronto Star* that a headline could be taken as misleading

and rejected one that the *Kitchener-Waterloo Record* had edited a letter to the editor so drastically as to change its meaning.

By March, heading into its first 1973 meeting in early April, the council had received more than fifty complaints. That compares with a total of 370 for the British council in 1970-71, last full year for which figures are available. In Britain, over a period of years, slightly more than ten per cent of complaints result in formal adjudications. It appears from initial experience that the Ontario council will have about the same ratio.

Complaints form the negative aspect of the council's work. To deal with the positive, it has named a three-member "general purposes committee" (one professional, two public). It will deal with any complaints by the press or by individual newspaper men against the public. By mid-March none had been received. Its functions also include advancing council aims, such as freedom of the press and resisting attempts to restrict access to information of public interest.

In the council's first eight months, many of its efforts have been organizational and promotional in nature, including an advertising campaign aimed at eliciting public response.

The council constitution contains a procedural rule, adopted at the first council meeting, that professional members must absent themselves from any committee or council meeting discussing complaints against their newspapers.

Fraser MacDougall, retired from The Canadian Press, is executive-secretary of the Ontario Press Council.

IN HOT PURSUIT OF ETHICS

by LESLIE GODDARD

"There is, of course, nothing professional about the role of newspaper reporting. As a group reporters have no disciplined academic training in any particular sphere, although they seem prepared to write about almost anything. They do not as an occupational group license themselves, govern their own affairs, or establish their own norms of performance."

John Porter's observation is as apt today as when he made it in 1965 in *The Vertical Mosaic*. There are still no mandatory educational requirements or codes of ethics for those who are called journalists (though tendencies towards the professional attitude have been demonstrated by the growth of journalism schools).

Physicians, lawyers, accountants, teachers and so on, all insist, in varying degrees, upon the right to set standards for the performance of their work, and to decide who is and who is not to join their occupational ranks. Journalists do not have this status. Moreover, they do not appear to have sought it, and employers have not encouraged them to seek it.

If one agrees with the view that publishing and broadcasting are not just another industry, but that the media's business is the public's business, then the failure of the media, owners and workers alike, to develop anything approaching professional journalistic standards is a matter of public concern. However, it remains a fact that only journalists and their employers can change the situation.

The question of a code of ethics for journalists has its "chicken-and-egg" aspects: Professional training will not become the norm until professional status is achieved; professional status will not be achieved until professional training becomes the norm. How does an occupation become a profession without a code of ethics (a statement of the ideal behaviour and practices to be followed by its members, and enforceable by a professional association)? Yet, how can a code of ethics be evolved when it has no profession to be applied to?

The basis of professionalism, as pointed out in the report of the Special Senate Committee on the Mass Media, is that there are certain things a professional will not do, but other things he must do. The recognition and definition of standards, and the definition of the practitioners to whom they apply, is what makes accountants, doctors, lawyers, and teachers different from plumbers, garage mechanics, TV repairmen — and journalists. Members of the trades have taken a more professional approach to their occupations than journalists have. They have, at least, insisted on certain minimum standards of training.

There have been very few instances in Canada where journalists as a group have assumed collective responsibility for the quality of their product — as, for example, the legal profession takes responsibility for legal advice. Obviously, the journalistic environment will not change much until journalist themselves begin assuming — or demanding — similar responsibility.

Journalists are, almost by definition, non-joiners (for instance, a newsman seldom shows allegiance to a particular political party); yet they realize that organizing is one way in which the working press will achieve the compensation it deserves. Nor is increased bargaining power the only reward; where journalists have organized

themselves as professionals, they have begun to gain more control over the product they create. The principle is being recognized that journalistic standards are as proper a subject of collective bargaining as are salaries and fringe benefits.

In Quebec, the *fédération professionnelle des journalistes* was formed in 1969 in response to four problems: "The need for professional training and improvement; the proposal for a press council, which could not seriously be examined in the absence of an organization representing the majority of journalists; the professional status of journalists; and concentration of ownership of the mass media in Quebec."

The Association of English-Meida Journalists of Quebec was formed in 1969, saying in its brief to the Senate committee that it expected "to be preoccupied for some time with the twin concerns of ethics and education."

The Canadian Society of Professional Journalists was formed in Toronto in 1969 with the aim of ultimately becoming a national association. Its president, Frank Drea, outlined its role: "Reporters and editors in Canada's print and electronic media are members of one professional community. That community, to date, has lacked both a forum for discussion and a united voice. The Canadian Society of Professional Journalists was formed to provide such a forum and such a voice." Its worthy object didn't save the Canadian Society of Professional Journalists; it no longer exists.

The Radio-TV News Directors Association of Canada has a code of ethics. The standards include:

- (1) accuracy, completeness;
- (2) timely presentation, laid against pertinent background material; comment must be identified; errors in fact must be promptly corrected;
- (3) selection of news on its merits as news — no sensationalism or misleading emphasis;
- (4) humane respect for the dignity and well-being of persons in the news;
- (5) the newsman shall govern his personal life in such non-professional associations as may impinge on his professional activities in a manner that will protect him from conflict of interest, real or apparent;
- (6) present all news, the knowledge of which is in the public interest; protect the confidentiality of sources — unless disclosure is in the public interest;
- (7) informed analysis by qualified persons;
- (8) equipment is to be kept unobtrusive; its presence shouldn't distort the character or importance of events;
- (9) avoid practices interfering with right to fair trial; and,
- (10) the association censures violations of the code.

More groups with aims such as these, in all parts of the country, could take as their task the creation of a professional consciousness among working journalists. In fact, there are very few competent reporters who do not have that consciousness already. Discretionary decisions are made by journalists no matter where or at what level they work, but they are made without any real reference points except some vague ill-defined ones and they are generally made without any opportunities for public review or public debate.

Nevertheless, working newsmen know, with a

great degree of unanimity, what is and what is not good media practice. They spend a good deal of time complaining about what standards are not followed; until they start dealing collectively with the problems that face them all, they will be powerless to effect improvements. As far as binding contractual obligations are concerned, a reporter's duty at the present time, nearly everywhere in Canada, is to write what his employers tell him to write. A journalist has little professional interest in improving the quality of the product he creates.

The development of a professional code of ethics is inextricably bound up with the necessity for journalism to be recognized as a profession. But working journalists themselves have taken few steps in that direction. The alternative is to evolve a non-professional code of ethics — a sort of gentleman's agreement of the type which exists in professions or occupations with duties not prescribed by law. A professional code implies rules which must be adhered to under penalty of loss of membership in the profession. Sanctions are applied. There is an implication that a press council must have legal power to punish, rather than the mere power to censure. Would journalists accept such a code?

There is a rationale for opposing such a professional journalistic code of ethics: The right to practice journalism is everyone's right — that is, anyone can be a journalist. To make journalism a profession would be to make it a closed corporation; thus, it would infringe upon the right of every individual to free expression. Therefore, say some, journalism should not be a profession — therefore there should be no professional code of ethics.

The alternative is a non-professional code to which most journalists consciously or unconsciously already subscribe. Such a code amounts to a personal credo, with no sanctions.

Newspapers' motives of salutations often form the embryos of ethical codes. The official declaration of the news policy of the *Winnipeg Free Press*, for example, states that in its treatment of news it "plays no favorites, knows no friends, remembers no enemies; it has no news to expound, no opinions to express . . . reporters are expected to be faithful recorders of facts, suppressing nothing, injecting nothing and colouring nothing . . . editorial utterances and opinions have no relation to or any connection with its news reports . . . views expressed in interviews or on the public platform which are not in accord with *Free Press* editorial opinion are entitled to and must be given just as careful, accurate, painstaking and conscientious treatment in news reports as the views of those who give hearty public approval to the *Free Press* editorial attitude.

The Canadian Press Style Book asserts its "responsibility to the public and to its members for an accurate and impartial picture of the world's news. CP strives for "good taste", "impartial accuracy", "unbiased, fearless recording of fact", balanced, objective treatment", separation of "fact and opinion".

The *Toronto Globe and Mail* "strictly limits its opinions to the editorial page. Readers are given "access to all the facts" in the news columns, and these are "backed up with interpretative articles written by experts". The newspaper strives for "a reasonable balance, uncolored by emotion" or sensationalism, according to its style book.

Maclean-Hunter also strives for accuracy, fairness, honesty and completeness.

With regard to the electronic media, the Broadcasting Act of Canada outlines certain policies:

"The programming provided by the Canadian broadcasting system should be varied and comprehensive and should provide reasonable, balanced opportunity for the expression of differing views on matters of public concern, and the programming provided by each broadcaster should be of high standard, using predominantly Canadian creative and other resources: all Canadians are entitled to broadcasting service in English and French as public funds become available; ... where any conflict arises between the objectives of the national broadcasting system, it shall be resolved in the public interest but paramount consideration shall be given to the objectives of the national broadcasting service."

There are those who argue that a Canadian press council could help to foster a sense of professionalism among journalists, and help to develop a national set of standards. The very act of setting up a national press council would compel journalists and publishers, for the first time, to come together on an organized basis to think about what they are doing, how well and why.

The codes, or guidelines, which have evolved from various press council adjudications have certain fundamental elements in common:

- 1) accuracy in reporting;
- 2) separation of news and comment;
- 3) comment should be constructive;
- 4) protection of sources;
- 5) corrections when information is harmfully inaccurate;
- 6) opposed to payment likely to influence a journalist's writing;
- 7) headlines should reflect contents of story; and,
- 8) media should be guardians of civil liberties and be critical of government.

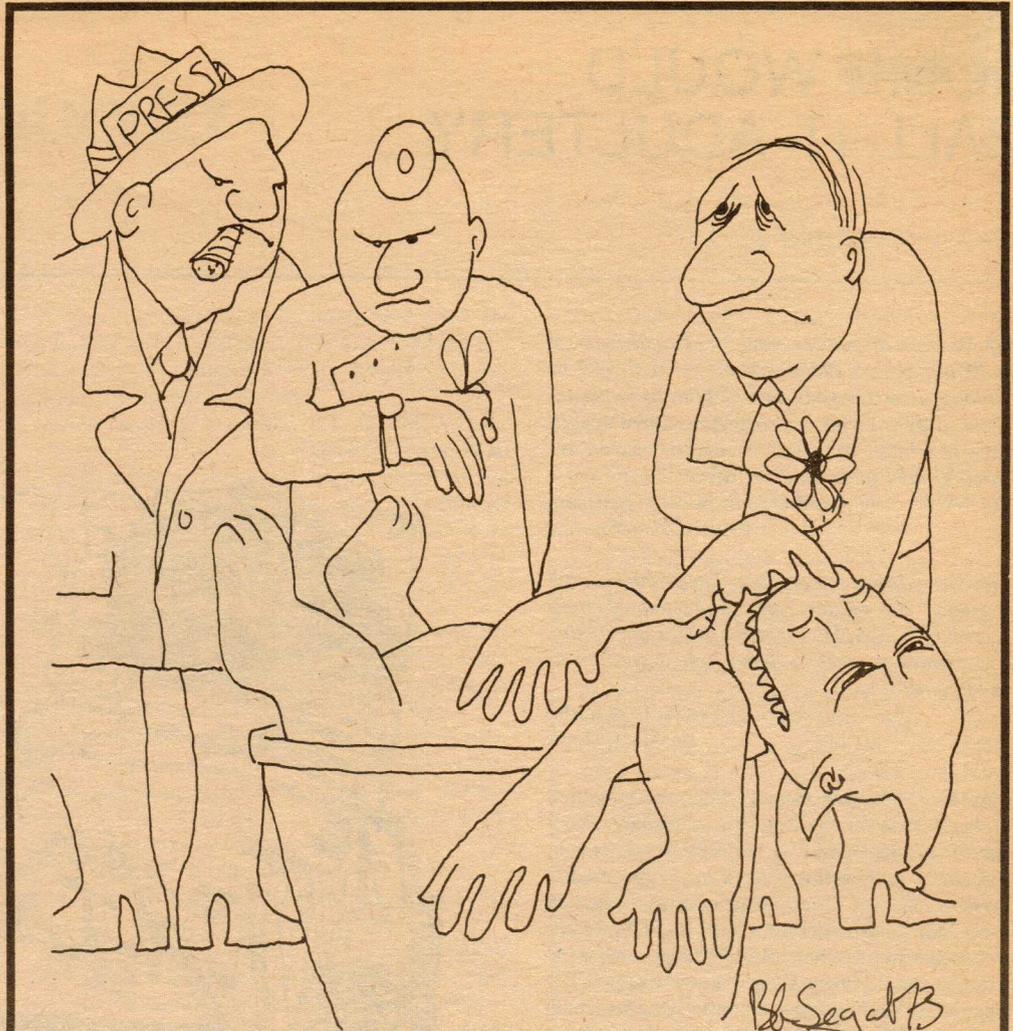
The actual development of a journalistic code of ethics is the simplest part of the question at issue. But the problems involved in the adoption and enforcement of such a code seem almost insuperable.

First, there is the debate about whether the code would be a professional or a non-professional one; whether a newsman conceives of journalism as a "closed corporation" with rigid adherence to the ethical code as a condition of exclusivity. (In this case, there is the implication that such a setup might deny full freedom of expression to citizens outside the "lodge".)

Then, even if it were granted that a professional-type code of ethics were desirable, would journalists be prepared to accept the same kind of relationship with government as exists between government and doctors, government and lawyers, government and teachers, and even government and electricians?

Finally, even if the two foregoing difficulties were overcome, how would the practical problems of forming a journalistic association and instituting a code of ethics be solved? What would the governing body be? A union such as Britain's National Union of Journalists? How would the governing body be chosen and by whom?

Leslie Goddard is a Carleton University journalism graduate now working as a research assistant on Parliament Hill, Ottawa.



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SOME WOULD CALL IT ADULTERY

by TONY BURMAN

If freedom of the press perishes in Britain, it will not be by sudden death . . . It will be a long time dying, from a debilitating disease caused by a series of erosive measures — each one of which, if examined singly, would have a good deal to be said for it.

—Lord Devlin former chairman,
British Press Council

We were driven to conclude that private broadcasters, no matter how sophisticated their individual thought, seem by group interaction to achieve a level perhaps best described as neanderthal.

—Special Senate Committee
on Mass Media

In April, 1971, five months after the so-called October Crisis in Quebec, the curiosity about 'what-was-it-really-like' hadn't yet waned, particularly among those working in the media.

Where else but Montreal should the Canadian Association of Broadcasters hold its annual convention that year? Who else but Philippe de Gaspé Beaubien should one ask for the inside dope? The owner of Télémedia, an influential Quebec chain of radio and TV outlets, had a few words of advice for his fellow station owners:

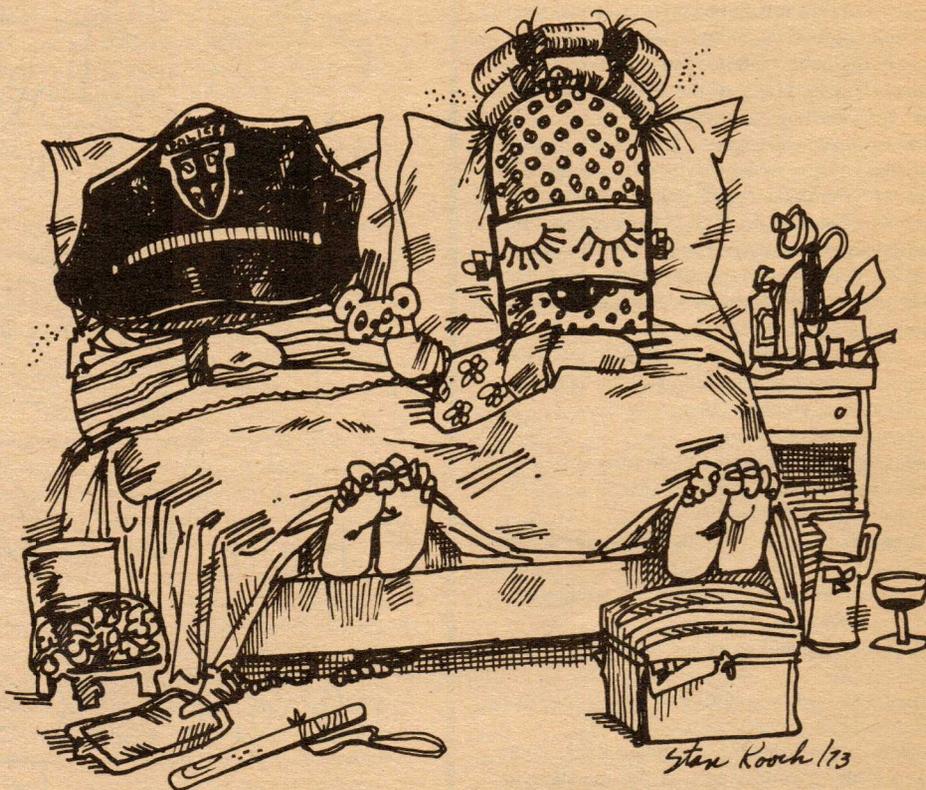
"What happened in Quebec could as easily happen elsewhere. It might be students or the poor or some other group who put broadcasters in an uncomfortable position between several levels of authority, but the point is that broadcasters should learn from our experience here so that they may have a clearer idea of how to proceed if a similar occasion should arise."

Asked later by reporters how the session went, he replied that it was "gut-tearing" and "soul-searching." It has taken us two years to find out precisely how well-torn the guts were, how well-searched the soul was and how strikingly the point was missed.

It was at this CAB meeting in 1971, we're told, that the "understanding" between the owners of Canada's private radio and TV stations and the Association of Chiefs of Police of Canada first took shape. It was discussed later in the year in Calgary when the police met in convention, booted around in negotiation for fifteen months and finally approved by both groups last fall.

In a peculiar sense, the document is enlightening: It tells us what the CAB learned from the 1970 events in Quebec. Its failure is that it tells us nothing about what private broadcasters — and the media in general — should have learned. The weaknesses displayed by the media during that period were little different than those we unburden on the public each day during quieter times. The difference was that the public cared more than it usually does in our performance and our performance mattered more than it usually does in how the events would transpire.

The inordinate reliance on official sources, the apparent need to choose a side, the disregard for which perspective events should be placed in, the acceptance, if not eagerness, to be told what is happening — flaws which are distressing in the best of times, reckless in the worst of times. They were seen in a variety of situations: The self-censorship of CBC and Radio-Canada, the 'cops-and-robbers' tone of private radio and TV, the



political editing and selective reporting of most of the press both within Quebec and outside. The media, everything to everybody, could feel pressure upon it never experienced before. In 1970, it buckled and broke.

So, what have our owners of Canada's private radio and TV stations learned from that experience?

"It is recognized," the document states, "that the media are the peoples' agents in securing and disseminating information and that the police are the peoples' agents for the preservation of domestic peace." No mention of established interest groups. No mention of examples of police deception. No mention of the political role often assumed by both police and media. No mention of surveys which indicated that a sizeable majority of the public believes that media news is managed and subject to some form of external control. The document doesn't point to what is the *ideal*, but what is felt to be the *reality* . . . and proceeds from there.

"The police and media, in their professional capacities and as responsible citizens, are partners in the fight against lawlessness." Push this to its logical end and the media would itself be "partnered" in many respects, with many groups. Do we favor a buoyant economy? A partner with big business. Do we favor morality and virtue? A partner with established religion. Do we favor good government? A partner with politicians. Where does one draw the line? Where does *independence* end and *collusion* begin?

"The media have a duty to publicize any matter which in their opinion affects the efficiency of

the police," states clause four of the document's guidelines and ethics. The kicker follows immediately. "The police must have the right to make the decision on the release of news for publication," states clause five. Enough said.

The list goes on: "Disciplinary action against those employees who knowingly or consistently fail to operate within the principles and ethics agreed to by the national joint committee" is proposed; means should be provided "by which reporters can obtain police and crime news from one authoritative police source"; both the police and media "should appreciate the need for closer cooperation during times of emergency and that the basis for such cooperation should be laid down from time to time in day-to-day advance planning.

In a statement, the CAB said the document was an "understanding" with the police, not an "agreement." It wasn't meant to refer only to times of crisis; it was only written *because* of the crisis. It wasn't kept secret; it just wasn't made public. Criticisms of the document, the owners charged, "represent an unfortunate misinterpretation by people who either have not read the document or have seriously misunderstood its content and meaning Some comments constitute an outright attack upon the integrity of this association and its members by those whose goal can only be to undermine public confidence in the broadcasting media and law enforcement officers."

True or untrue?

Let's back up a little. Neither the CAB nor the ACPC are exactly newcomers to the scene. If "public confidence" has been "undermined"

perhaps it's because their positions in the past give a clear idea of what the "content and meaning" of the document are.

So, who are they?

The Canadian Association of Broadcasters, representing the owners of 352 private radio and TV stations, has gone on record opposing virtually all forms of regulation, including that of the Canadian Radio-Television Commission (CRTC), and efforts to increase the percentage of Canadian content on its stations. It also believes in the "inevitability" of ownership concentration.

The Association of Chiefs of Police of Canada has gone on record opposing capital punishment, the liberalization of drug laws and the parole system, and many of the current practices of prisoner rehabilitation. This year, it set up a permanent office in Ottawa to ensure, in the words of the past president, that "the views of senior police officers be made more clearly and emphatically to all levels of government."

Legitimate viewpoints? Of course, but views strong enough, controversial enough, to throw open to question the groups' perception of themselves as "peoples' agents" and the premise of the document that police chiefs and media owners *always* act in good faith.

The CRTC says it was unaware of the arrangement until it was raised in February during a parliamentary committee hearing in Quebec City. It will be discussed in a public CRTC hearing April 10 in Ottawa.

It is more than likely that the document will go the way of yesterday's newscast — gone but not forgotten. What can't be forgotten is that its assumptions, although rarely written down, are

Reporters aren't policemen, and policemen aren't reporters; please try to keep that distinction clear.

— *Special Senate Committee on Mass Media*

shared by many within private broadcasting and elsewhere in the media. The "understanding" will remain with us.

Canadian journalists do not yet see their role as "agents of social change." That much is clear. What's troubling is that the media rarely live up to what has to be the minimum definition of their role. The Davey Senate committee said the media were to prepare their audience for social change. An editor, addressing the committee, put it more graphically: "To stop this constant bump you get by being surprised almost every day."

The CAB obviously had an alternative to accepting the terms of its arrangement with the police chiefs. It could have candidly assessed its shortcomings and directed more of its profits to bolstering its human and physical resources. Then, perhaps, it would be able to "anticipate" social changes and assist the public in coping with them.

It didn't. It heard about what happened in Quebec. It was reminded that broadcasters, as with journalists everywhere, always become involved when dramatic situations occur and then chose the easiest path. Don't abrogate your ties with officialdom; strengthen them. Don't equip your staff to understand and respond to the pressures placed on it; cripple them. Don't satisfy the demands of concerned people for full and accurate information; defraud them.

As fortunate as it was that the document did receive public attention when it came to light February 13 in Quebec City, the controversy that followed sadly pushed to the background the statements of the group which spoke to the committee the day after. La *fédération professionnelle des journalistes du Québec* urged that the public and

working journalists be given equal say with the media owners in the determination of news policy. Whether or not the CAB or others took notice of this is secondary: This is the direction in which the media have to go.

"An editor," an American author once remarked, "is a person whose business is to separate the wheat from the chaff and to see that the chaff is printed." The least the public can expect from the media — and we must expect from ourselves — is that we sort this little dilemma out on our own before reaching out to interest groups for assistance.

Tony Burman is a public affairs radio producer on contract with CBC in Montreal and a former staff reporter with the Montreal Star.

THE DOCUMENT IN QUESTION

A statement of objectives, principles, and operating guidelines for effective working relationships between the peace agencies of Canada and the media.

A. WORKING MECHANICS

1. The senior peace officers of Canada through their association and the private broadcasters of Canada through theirs have agreed that there is value in a continuing joint national committee. This will be supplemented by committees of formal or informal nature at provincial, zone, regional and local levels. The Canadian Broadcasting Corporation and the Canadian Daily Newspaper Publishers' Association have been invited to participate and the invitation remains open. Others may be invited to participate as the Committee desires.

2. It is recognized by all concerned that both the peace officers and the media perform essential functions in civilized and democratic communities. Both elements must be free to discharge with efficiency and responsibility the functions required of them.

3. It is also recognized that there is value in a better understanding by each of the responsibilities, functions and problems of the other — and that continuing efficient and responsible management of those functions can be assisted by such understanding and by continuing consultation at every level.

4. It is recognized that the media are the people's agents in securing and disseminating information and that the police are the people's agents for the preservation of domestic peace.

B. STRUCTURE

1. There shall be a national committee made up of various representatives of senior peace officers and of the media to establish principles and guidelines for relations between police forces and news media in the handling of police and particularly crime news.

2. The national committee will assist provincial, zone, regional, or local com-

The air fairly bristled when the draft paper between the Canadian Association of Broadcasters and the Association of Police Chiefs of Canada came into the open last month. The document will be discussed at a hearing of the Canadian Radio-Television Commission in Ottawa's Skyline Hotel at 10 a.m., April 10. And T. J. Allard of the CAB has agreed to elaborate on the document during Media 73 in Winnipeg, April 6-8, which could make for an interesting session.

mittees of like structure in working out police / media problems as they arise. Whenever (a) these cannot be worked out at levels other than national or (b) which have been brought forward initially by the various non-national committees for assistance or advice.

3. The national committee shall also co-ordinate the efforts of all police / media committees in working out policies designed to assist peace officers and news media employees in the effective and responsible discharge of their respective duties.

C. BASIC PRINCIPLES

1. The peace officers of Canada accept the principle that the public have a right to be kept informed on police and crime news and the operations of police forces.

2. The news media accept the principle that the police, because of investigational and legal requirements of fundamental importance, cannot always make available specific aspects of current police activity at any time it may be requested; and indeed at times must not do so.

D. GUIDELINES AND ETHICS

1. It is agreed that these essential principles can best be achieved by observance of these continuing guidelines and ethics:

2. That the police and media, in their professional capacities and as responsible citizens, are partners in the fight against lawlessness; in the enforcement of the law, the maintenance of public order, the prevention of crime, and the preservation of domestic peace upon which all proper functioning of the community depends.

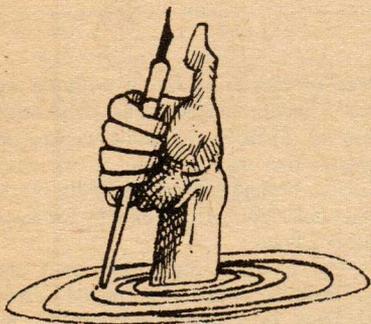
3. The people of Canada have a fundamental right to be kept advised concerning the activities of any organization paid for by public funds insofar as the exercise of that right does not interfere with the proper, efficient, and responsible functioning of any such organization.

4. Apart entirely from reporting, the media have a duty to publicize any matter which in their opinion affects the efficiency of a police force. It is recognized that the

media may wish to give public recognition and commendation to efficient and effective police work.

5. The police should assist the media to obtain police news and appreciate its mechanical problems such as deadlines. However, because of investigative and legal requirements, *the police must have the right to make the decision on release of news for publication.*

6. It is recognized that because of its nature, crime news requires special consideration and treatment. There is need for media to have special and experienced reporters to handle police news. It is recog-



nized that both sides of a story should be reported and that so called "scooping" of rivals may seriously hamper essential functions of police forces.

7. The success of media/police relations depends substantially upon the degree of confidence and understanding which can be built up between them in the discharge of their functions. Any abuse of such confidence should be a matter for serious concern on both sides, *including when necessary disciplinary action against those employees who knowingly or consistently fail to operate within the principles and ethics agreed to by the national joint committee.*

8. It is agreed that there is need for further training in police/media relations, especially in the case of new or inexperienced peace officers or reporters. Senior peace officers and senior media representatives will make every effort to ensure that new personnel are acquainted with these principles, guidelines and ethics and the reasons for them. This is recognition of the fact that the objectives of these guidelines will best be obtained by continuing individual contacts, interchange of information, and consultation.

9. Police chiefs, especially those in larger and medium size centers have a duty to provide means by which reporters can obtain police and crime news from one authoritative police source. Both police and media have the duty to remember that persons accused of crime remain innocent in the eyes of the law until a contrary determination is made by a court of competent jurisdiction; and that reporting of news should not prejudice in any way the right to a fair trial possessed by both the Crown and the individual.

10. It is recognized that both police and media should appreciate the need for the closest co-operation during times of emergency and that the basis for such co-operation should be laid down from time to time in day-to-day advance planning.

11. Peace officers should facilitate the activities of news photographers in obtaining pictures at scenes of crime and acci-

dent. Photographers as well as reporters and editors recognize that crime news must not be handled in such a matter that it destroys evidence before the responsible peace officers have had opportunity to protect it.

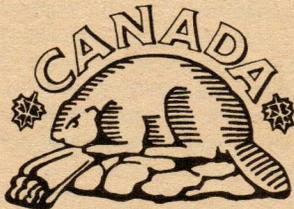
E. GENERAL

This broad statement of fundamental principles, guidelines and ethics is not intended to be comprehensive. It is intended as a basic structure to aid continuing discussions and the establishment of further guidelines and ethics from time to time within the framework of the general principles herein enunciated.



Quebec formally established its press council this month, naming Jean-Marie Martin as its first president. Deadline pressures prevented Content from carrying a full report on the intentions of the Quebec Press Council in this month's issue (although there have been stories in the past). The April issue will contain an article on the province's media ombudsman group and its chairman; Martin, 59, is a professor of economics at Laval University. And a paper on the activities leading to the creation, and the objectives, of the Quebec Press Council will be distributed to Media 73 delegates in Winnipeg. It was received too late for publication.

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TELEVISIONING THE B.C. LEGISLATURE

by SAM ROSS

The British Columbia Legislature is moving cautiously toward televising full sessions of the legislature — experimentally at first, and possibly on schedule at the start of the 1974 session.

Work of several committees on broadcasting and rules, procedures and a question period have been incorporated into a report to the legislature by Mr. Speaker Gordon H. Dowding, and the committee on standing orders and private bills is finalizing the recommendations for a vote in the legislature. It also is recommending ways and means of implementing them.

As a first step, Mr. Speaker Dowding has recommended a small closed circuit television camera in the legislative chambers be connected to the lower rotunda for students and others to view the proceedings on monitors. Speakers would be connected to the legislative sound system. Visitors unable to find seats in the public gallery would be able to view the proceedings on the cameras in the rotunda.

The loud speaker system in the legislative chamber would be extended by feeds to the Press Gallery, caucus rooms, Speaker's office and leaders' offices so debates could be transmitted outside the chamber.

Mr. Speaker Dowding's report pointed out that loud speakers are installed in Alberta, Ontario, the state of Washington and California legislatures, and have proved invaluable for key people who must keep track of debates when outside the chamber.

The feeds also would go to the recording room for radio and TV reporters so that voice clips could be picked up directly from the chamber for relay in making up newscasts, instead of the Ottawa practice of getting cabinet ministers and MPs into the corridors or separate studios to paraphrase or expand what they said in the Commons.

Mr. Speaker's report proposes the legislature

appoint a sub-committee "to meet with representatives of the department of public works to ascertain whether a convenient, aesthetic provision of two or three cameras could be installed in the chamber without either being obtrusive or distracting to the House, and also so fitted into the chamber as to not impair the beauty or the dignity of the room."

Before full television coverage could be arranged, said the report, a great deal more experimentation will be necessary. It suggested the experiments be limited at first to the proposed question period and some debates. It added, however, that so long as broadcasts are selective there will not be an entirely satisfactory relay of events in the house — an indication that the ultimate goal is televising all proceedings of the legislature.

Mr. Speaker also urges that committee be asked to work in conjunction with the department of education in a study of the problem of educational television. The programs would include delayed broadcasts of the legislature so that the public would know in advance when the broadcasts could be viewed . . . possibly on cable or a separate ETV operation.

Recognizing the departures from newspaper reporting and present broadcasting methods, the question arises as to how the traditional authority of the Speaker can be maintained as the only person who officially keeps records and reports — traditionally the Monarch — on the proceedings and debates in the House. The report of the sub-committee and approved by Mr. Speaker emphasized the final authority of Mr. Speaker in these words:

"The sub-committee (on broadcasting) appointed by the Speaker, and the Speaker as well, agree and urge upon the House the basic importance of retaining jurisdiction over broadcasts."

When it comes to the cost of providing the broadcasting facilities, the suggestion has been

made for a rental charge to those using the facilities. No specific costs or operational fees have been worked out. One thing appears certain — that part of the costs — at least, perhaps most of it, may have to be borne by the broadcasters.

The proposed question period — always a big source of news — is considered a certainty for broadcasting by both radio and TV. Mr. Speaker and the committees have gone deep into history — back to the first question asked in the British House of Lords in 1721.

The question was about "the public outcry throughout England in connection with the South Seas Company scheme which had foundered with consequent losses to many members of the public and prominent figures in the Government." The Speaker's report explains:

"Cowper (Earl Cowper) was not speaking to a motion. He stood at the commencement of the day's proceedings and made his inquiry as to the whereabouts of Knight, the promoter of the South Sea Bubble, and the government, of its own volition, gave the answer, and subsequently a motion was made for an address to His Majesty to order his Ministers abroad to have the culprit delivered up."

The question period in Ottawa comes when Mr. Speaker calls "orders of the day" to start the day's formal business. Instead of waiting for the first business, the Leader of the Opposition is on his feet with a question . . . and it continues for forty minutes before the house gets down to the business of the day. The question period, if and when adopted, would be limited to twenty-five minutes in the B.C. legislature. Ground rules for the questions still have to be finalized.

(The legislature gave approval for a fifteen-minute question period on an experimental basis. It is confined to fifteen minutes for questions of important and urgent public interest. It also



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approved in principle televising of sittings of the legislature, with technical details to be worked out by a legislature committee and broadcasters.)

Other recommendations are aimed at eliminating some procedures, such as debate in the resolution stage of money bills. There also may be policy statements by ministers and a private members' hour twice a week. The opposition would have a special day every two weeks.

One proposal which caused a stir in the Press Gallery but got little or no attention in the sub-committees or in the reports was to permit note-taking in the public galleries.

The reference which came closest to it was the recommendation that the authority of the Speaker over the broadcasts be maintained, an authority that maintains Mr. Speaker as the only official voice of the legislature or Parliament in communicating with the Crown.

It is deeply traditional, even though Press Gallery members gather and write the news without interference. Mr. Speaker still can grant permission for a person to take notes in the public galleries, but if the permission is not granted, it can't be done.

And apparently that's the way it is going to be even though there could be no way to stop a person taking notes and relaying information from radio or TV broadcasts of the legislature sessions to a receiving set in home or public place.

Sam Ross, of Vancouver, is a retired broadcast newsman and now teaches and free-lances.

LETTERS

VIGOR?

Editor:

Thank you *Content* for allowing Ben Swankey to tell us that journalism in East Germany is 'vigorous and flourishing.' (Jan. issue.)

Mr. Swankey makes it sound like we're missing something on this side of the water. I especially like the bit about most dailies being 'owned and published by such organizations as political parties (of which there are five), the trade unions'

Would you please expand on this, Mr. Swankey?

Phil Meere
Ottawa Journal

GET IN TOUCH

Editor:

One of your readers, F. M. Cole, wrote to me recently in my capacity as editor of the Radio Television News Directors Association Newsletter.

He (or she) had noted our invitation, in *Content*, to comment and offer opinion and wondered if we would print the thoughts of an ordinary listener.

The answer is, yes, except that Cole forgot to include an address or phone number. It would be unwise for us to publish outside information without having verified the sender.

Cole's complaints about bad broadcast grammar and pronunciation certainly were not outside the bounds for comment and criticism. Perhaps he (she) will get in touch again.

Ken Bambrick, Editor
RTNDA Newsletter
c/o Journalism
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The Edmonton *Journal* is offering its eleventh annual literary awards for novice writers in northern Alberta, the Peace River Block, the Yukon and the Northwest Territories. To be eligible, cumulative earnings from writing most not exceed \$1,000. Four awards of \$125 each are offered in short fiction, short non-fiction, poetry and one-act plays. Closing date for entries is April 30 and further information is available from the *Journal's* promotion department Andrew Boyer, 72-year-old editor-publisher of the *Eastern Ontario Review*, was made Outstanding Citizen of Vank-leek Hill for more than 60 years of service to the community. He was selected from among all community newspaper publishers in Canada the first journalism degree awarded by Toronto's Ryerson Polytechnical Institute was conferred last month on John Rowsome, a student member of Ryerson's board of governors in 1971-72 and now an executive officer in the communications section of the Ontario premier's office. Journalism was approved as a degree program at Ryerson last April.

The Vancouver *Sun* published 18,572,402 lines of classified advertising during 1972, making it the largest classified medium in the country. In 1971, the *Sun* ran 17,545,480 lines, which isn't exactly peanuts either David Martin is production manager for the new Global Communications television network. The network's nerve centre will be located in Toronto Glen Ogilvie has retired after 47 years with the Toronto *Star*.

Joan Hollobon, medical reporter for the Toronto *Globe and Mail*, received the first Ortho Medical Journalism Award. She won the \$1,000 cash award for a series of three articles on transsexualism which appeared a year ago. The series described the anguish of those individuals — apparently anatomically normal males or females — who have felt from childhood that they really belonged to the opposite sex. The award is sponsored by Ortho Pharmaceuticals in co-operation with the Canadian Science Writers Association and will be presented annually. Hollobon, originally from England, has been medical reporter for the *Globe and Mail* since 1959.

Aubrey Joel, president of Southam Business Publications, said efforts are being made to muzzle freedom of the press in the United States and there are "disturbing signs" of similar attempts in Canada. He spoke in Toronto to the Board of Trade Club and referred to journalists wishing to protect sources of information on stories. He said broadcasters, as part of the media, should not be partners of the police (see story elsewhere in this issue) the best year ever for Canadian community newspaper publishers was reported by Lou Miller, president of the Canadian Community Newspapers Association, to the annual convention of the Ontario Weekly Newspapers Association in London. Miller, of Montreal's *Monitor*, said

miscellany

circulations have shown growth, more and more papers are converting to offset printing, and that during the past year a task force to develop liaison between community publishers and journalism schools had been established.

Members of the Association of Canadian Television and Radio Artists (ACTRA) are being asked to approve a draft policy paper urging dramatic increases in Canadian content in TV, radio, commercials and feature films. The document has gone out to nearly 4,000 ACTRA members staff turnover at the Montreal *Star* continues. Richard Levesque has moved to PRSL, a public relations firm; David Allnut will be travelling, and Raymond Heard has left the Washington bureau for another spot in London. Margot Clarke is taking up the education beat from Allnut Southam Business Publications has, for \$2.7 million, bought Les Publications Eclair Ltée., publishers of *TV Hebdo*, a French-language television magazine with more than 200,000 circulation in Quebec; the company also publishes crossword puzzle books and a variety of other publications.

Gloria Steinem, American author and broadcaster, will be guest speaker at the Media Club of Canada's 26th general meeting in Ottawa (Skyline Hotel), May 24-27. The public's right-to-know, disclosure of sources and professional standards will be discussed at the conference and similar topics will be thrashed around in Winnipeg April 6-8 at Media 73 (see details elsewhere in this issue).

Toronto's largest cable TV company, Rogers, is the first Canadian firm to offer twenty-channel service. The equipment is designed to carry up to thirty channels T. Joseph Scanlon has resigned as director of the journalism department at Carleton University in Ottawa. At this writing, his future is not decided Canada's advertising agency industry has rejected the idea of agency

licencing as a means of advertising self-regulation and policing, partly because it is an impractical suggestion. (*Content* will be carrying a story on the licencing concept within the next month or so. In the meantime, see the ad story in this issue.)

There are too few Canadian-oriented sources of trade information for journalists and for specialist groups which must deal with the media. So the Science Writers' Association took up the challenge and produced a handbook for scientists, physicians and public relations officers, titled "*A Usually Reliable Source*." It's available at a break-even price of fifty cents per copy (minimum order \$1, prepaid), from the Canadian Science Writers' Association, Box 1406, Station B, Ottawa K1P 5R4. It's the sort of guide which most non-journalistic professions could use if they wish to help themselves, and others, in obtaining coverage of conferences, seminars, developments, etc. Essentially, it's a convenient collection of hints, which people otherwise might never learn — and therefore be frustrated. And frustration we can do without.

By now, some readers will have received a circular from *Content*, reminding you that your subscription is due for renewal. We'd appreciate hearing from you, with a \$5 cheque or money order, as soon as possible. This mailing also is helping to clean up the circulation list, for by now — partly because of the mobility in journalism — it is likely that the magazine may be going to a few non-existent addresses. Your co-operation is appreciated greatly.

The Penticton *Herald*, a Thomson newspaper with an evening daily circulation of 6,200, has discontinued its Saturday edition. Publisher G. J. Rowland said the decision was made after labor negotiations and cost projections seemed to make the retrenchment imperative the Toronto Film-Makers Co-op has announced the production of a series of low-budget feature films and investment is being sought through private sources and the Canadian Film Development Corporation. Scripts are being invited for consideration. Write to Room 201, 341 Bloor West, Toronto M5S 1W8.

CBC-TV's documentary-drama series based on Pierre Berton's books about the building of the CPR will be sponsored by the Royal Trust Company. The series, eight one-hour color films, is scheduled for telecast starting next March. Sponsorship coincides with Royal Trust's 75th anniversary in 1974. Berton will appear as host-narrator of the series Vancouver *Sun* publisher Stuart Keate was given the humanitarian award by the Vancouver Chinatown Lions Club.

Chuck Davis of Vancouver's *CBU* is pleased that a recent BBM survey placed his daily late-afternoon program as second to *CKNW* for the time period, something of a rarity for any CBC radio show. The public affairs broadcast this month launched a year-long series of interviews with each member of the B. C. Legislature.

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Editor: Dick MacDonald