

30

APRIL
1973
50c

content

MEDIA 73:

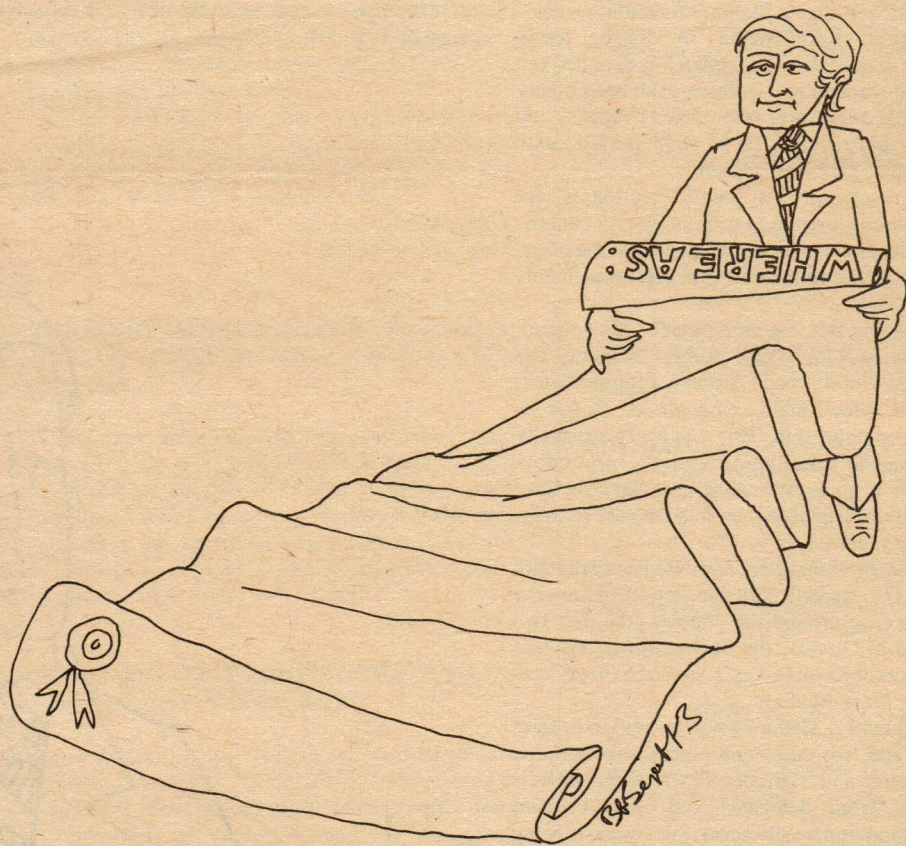
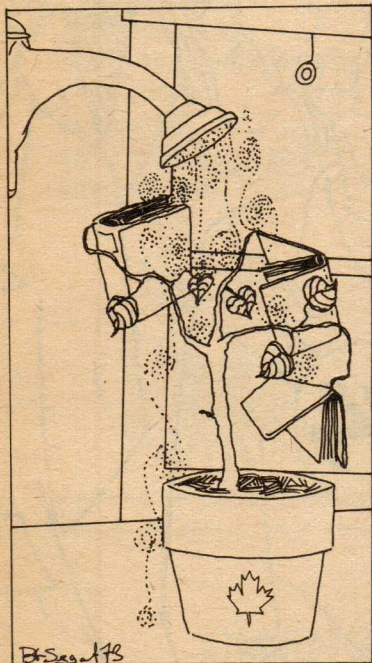
Toward next year

Be it resolved

Pierre Juneau

That 'document' again

FERTILIZING
OUR BOOKS



Media 73: The seeding process continues

by DICK MACDONALD

God help us! Someone suggested, early in April in Winnipeg, that the annual Media conferences (71, 72 and 73) were becoming an institution.

We on the steering committee suddenly saw ourselves as grey-bearded gents, encouraging the new arrivals to journalism, in a fashion best suited to banks. In 1999, that is.

The fault in the suggestion probably is that the word "institution" implies long-lasting, non-changing ideas. The Media conferences, I think, constitute anything but that. While no overnight media miracles have been performed at our annual assemblies, nonetheless there's been a tremendous amount of exposure to new ideas, to experiments, to changes within the conventional (and sometimes non-conventional) news media. There's been the opportunity to meet colleagues and to make new acquaintances — and on that level alone the conferences might be justified.

At any rate, Media 73 took place, the weekend of April 6-8 in Winnipeg, at the Marlborough Hotel. The consensus was that it certainly was worthwhile and that a Media 74 should be held.

Resolutions from Media 73 can be found elsewhere in this issue of *Content*; ten were derived from three workshops — which dealt specifically with shield (disclosure) laws, press councils, and ethics — and most of those were passed, with amendments, and with additions.

Where resolutions call for the creation of sub-committees to continue examining press councils, shield laws, and violations of freedom of the press, the steering committee will proceed immediately with such steps.

The existing steering committee — T. J. Scanlon, Carleton University; Robert Rupert, The Newspaper Guild; David Waters, *Montreal Star*; and, Dick MacDonald, *Content* — hopes to expand its membership. This will apply especially with respect to selecting next year's location — because it is unquestionably necessary to have local personnel involved, as was the case in Winnipeg this year.

The steering committee, and delegates generally at Media 73, agreed with the notion of moving the conference around the country (the first two were held in Ottawa, the first in direct response to the report of Keith Davey's Special Senate Committee on Mass Media).

Consequently, Media 74 will be held in Eastern Canada, and two cities now under consideration are Moncton and Halifax. Reaction to either is welcomed from delegates and from *Content* readers. Moncton, easily accessible by air, is being somewhat favored because it would provide a stronger reason for installing simultaneous translation facilities (not that Halifax would not have a bilingual format; indeed, an application for interpretation assistance will be sent soon to the department of the secretary of state).

Media 73 had, apart from the three workshops and after-hours discussions, three key speakers:

Premier Ed Schreyer of Manitoba, T. J. Allard, Canadian Association of Broadcasters, and Pierre Juneau, Canadian Radio-Television Commission.

Premier Schreyer, in more-or-less an ad-lib approach, said journalism in Canada generally doesn't provide enough "depth reporting" of major national issues. Which most people in the business would accept, if response at Media 73 was an indicator.

He said he had experienced "a complete sense of frustration" in trying to convey to the public the facts on Manitoba Hydro's plans for development on the Nelson River and, he said, this was but one example of the media's treatment of an NDP government.

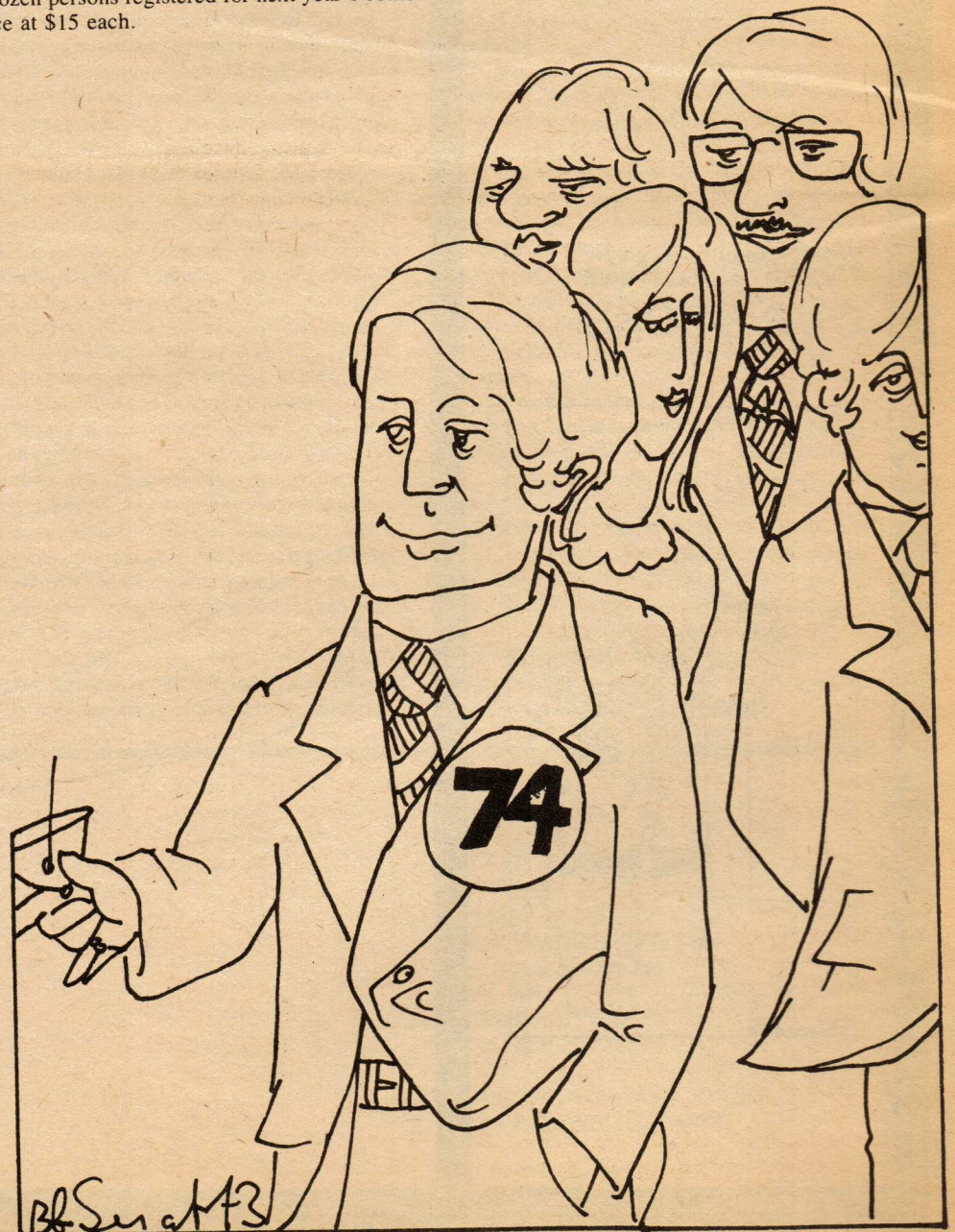
Roughly 30 of the 155 people who registered for Media 73 did not attend the conference, for a variety of reasons. Nonetheless, they had been prepared, at an early stage in the conference's planning, to support the concept of Media 73. And similar thought was displayed following the resolutions session in Winnipeg, when more than a dozen persons registered for next year's conference at \$15 each.

Speaking of dollars, one resolution asked for approximate accounting of Media 73, which was, in fact, done. A full report will be carried in *Content* when all invoices and receipts have been filed. Suffice to say the conference hardly was a moneymaker. But, then, that really isn't the point to the exercise anyway.

CBC Radio's *Cross-Country Check-Up* originated from Winnipeg the weekend of Media 73, and most response to the program — focusing on public reaction toward the media, and the journalists' performance — was quite favorable.

It's an exercise that must be continued, on all fronts, and Media 74 is only one of many ingredients in the seeding process.

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



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

WHEREAS . . . BE IT RESOLVED

In some cases incorporating amendments, following are resolutions passed by delegates attending the Media 73 conference in Winnipeg:

Whereas Media 73 is concerned with the tribunal aspects of existing press councils, and their dependence on newspaper publishers for funds and backing, be it resolved that Media 73 establish committees to study the concept and operations of existing press councils; that the membership of these committees be filled by the steering committee of Media 73; and that the committees report their findings at the next media conference.

Whereas this conference considers a statement of ethics for Canadian journalists to be desirable as a basis to guide them in carrying out their profession and to guide the public in assessing the performance of the media, therefore be it resolved that this conference endorse the following statement of ethics for Canadian journalists:

1. The fundamental responsibility of journalists is to report the news accurately.
2. Commitments of confidentiality to news sources should be made with caution, but all such commitments, once made, must be honoured implicitly; and no unfair advance must be taken of any person's lack of experience in dealing with the news media.
3. Journalists must admit and correct errors of fact promptly, publicly and prominently.
4. Journalists must maintain a sense of personal integrity by resisting any demand to write, process or prepare anything for publication or broadcast in such a way as to distort any facts or to create an impression which they know to be false.
5. Journalists must attempt to instill this statement of ethics among their co-workers by discussion and by example, and, where possible, to include it in collective agreements.

Resolved that the above statement on ethics, together with the comments of delegates attending Media 73, be reviewed by the steering committee, with a view to presenting a consolidated version to Media 74; and should the Media Club of Canada, at its spring convention, adopt a code of ethics, it would circulate such information and provide Media 74 with the results of research.

Protection of Sources: 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 discomforting, 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.

If, in order to communicate relevant information, it becomes necessary to guarantee the anonymity of the source in order to gain access to the information, the journalist should have the option of proffering such a guarantee.

In some collective agreements, employers and employees have acknowledged that a journalist

may be morally obliged to refuse to comply with the orders of a judicial or quasi-judicial body. The Newspaper 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, records, 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."

In cases of refusal to comply, employers should assume the full financial burden, including the costs of a legal defence.

Union 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, be it resolved that Media 73 appoint a special committee to:

1. Prepare proposed legislation for federal and provincial governments, to incorporate the principles above. The proposed legislation shall be presented to Media 74 for its consideration.
2. Consider alternate methods of achieving the objectives stated above.
3. 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.
4. Strive for the establishment of a "documentation centre" where information regarding press freedom can be stored and made available.
5. Report relevant information regarding this matter on an interim basis through *Content* and any other publications for journalists.

Be it resolved that the Media 73 conference call on the minister of external affairs to express disgust and concern at the secret trial and subsequent imprisonment of journalist Peter Niesewand in Rhodesia (a man who has contributed to *CBC*) and that the conference itself

send — assuming funds available — a telegram of protest to the Rhodesian government, on the basis that journalists attending Media 73 believe actions toward Mr. Niesewand are in violation of the principle of free flow of information. This telegram also will, in a strongly-worded manner, request his release.

Whereas the Winnipeg Press Club has been most helpful in the planning of Media 73; and whereas the Winnipeg Press Club has most graciously let its facilities be used by Media 73 delegates; but whereas the Winnipeg Press Club bars women from attendance at its annual Beer and Skits; therefore, be it resolved that the Winnipeg Press Club be thanked for its hospitality but condemned for not opening its functions to both sexes, and that the same principle be extended to all press organizations in Canada and in particular the Toronto Men's Press Club.

Whereas reporters are generally poorly paid and many delegates incurred considerable expense to attend Media 73; whereas there have been few arrangements for delegates to meet outside working sessions and the Press Club; whereas delegates were charged a \$15 registration fee; whereas approximately \$2,000 has been collected in registration fees; and whereas there has been little obvious expenditure of money involved in the conference; be it resolved that the steering committee be required, before the conference ends, to give a full accounting of all revenues and expenditures in connection with Media 73.

Whereas the Media 71, 72 and 73 conferences have been worthwhile; and whereas the Media 73 steering committee appears to have performed fairly well in its organizing; be it resolved that delegates to this conference agree that Media 74 be held, at a location to be decided by the steering committee, and that the steering committee include current members and others in the profession prepared to serve on that committee. This implies recommendations coming from the profession.

Whereas blatant sex discrimination exists in the media across Canada; be it resolved that the Media 73 steering committee be informed that it is of great importance to the women at this conference and that a workshop at Media 74 be "Women and Sex Discrimination in the Media."

It is hereby resolved that the organizing committee of Media 74 establish a working sub-group as soon as possible to investigate sources of funding, for Media 74, from public and private sources.

Whereas journalists and other media workers have no control over their working environment, and that control over the work environment and therefore over information rests with owners of media outlets, be it resolved that the steering committee be informed that worker control should be the subject of a workshop at Media 74.

SOCIOLOGY OF BROADCASTING

by PIERRE JUNEAU

How does the Canadian Radio-Television Commission see broadcasting? It sees it as one form of communication, the most visible and influential, perhaps, but only one electronic form of what is basically a universal human activity.

The commission believes that broadcast communication must mean more than a greater choice of stereotyped entertainment from centralized sources. It must mean real people searching for real people, curiosity about individuals, their talents and accomplishments. Communication occurs between individuals, or through what they create out of their own personal experience, with their hands, their voices, or their other skills. Communication is people interacting with people, regions telling their story to one another, people feeling the same emotions by sharing lived experiences, however represented.

How does this affect broadcast policy? How does it affect you living in Winnipeg, or Calgary, Medicine Hat or Trois-Rivières? First of all, it means that broadcasting should serve not to make us all alike, but to celebrate our differences — to reflect the social, cultural and political diversity of this country, and to allow us to share it among ourselves wherever we come from.

This was an ideal for broadcasting long before there was any regulatory agency. In fact, the contemporary idea of broadcasting clearly expressing our plurality was used by one of the first commercial broadcasters in this country — Sir Henry Thornton, the CNR president who established a radio network to increase passenger travel on his trains. In 1929 he outlined his larger concepts:

"It is only through nation-wide broadcasts that we shall accomplish what we regard as most important, the encouragement of a feeling of kinship between all parts of the country . . . radio . . . is essentially a national and a local service institution . . . it is not possible to please all the listeners at the same time. Indeed, it would be undesirable to do so. Great uniformity of taste is not consistent with the development of individuality."

Although in the interim we seem to have been awfully busy building physical links, the objective of a real, two-way communication system that carries the reflections of one region to another has never been far from sight.

This is not an empty goal for Canadian broad-

casting. I'd like to dispel the rumor that we have to wait for the wired city to get true two-way communications. The desire for a two-way exchange of Canadian broadcast material is one of the commission's constant preoccupations.

It was reflected in our comments on the CBC's Radio I and II plans in which we stated that they appeared to show a trend to an "overly-centralized program production structure which would stifle the ability of regional sources to contribute on an innovative basis." This desire is seen in our decision on the licence renewal of the CTV Television Network in which we urged greater contribution to network programming from regional centres. It was demonstrated in our encouragement and approval of a regional network in the Maritimes.

Finally, one of the principal benefits we felt would be derived from licensing a third network in Ontario, the Global service, was that it would support new, independent Canadian production — wherever it came from. As of January, Global had been in active negotiations for programs with independent producers in: Vancouver, Edmonton, Lethbridge, Calgary, Winnipeg, Sudbury, Windsor, London, Hamilton, Toronto, Montreal, and Halifax.

The Broadcasting Act says broadcasting must help to develop, enrich and strengthen the cultural social, economic and political fabric of Canada. The commission is aware that the fabric of the country is complex, that the threads have many sources, and that all the weaving cannot be done from Ottawa, or from Toronto or Montreal for that matter. That is why our whole broadcasting system — as opposed to the European system, for instance — is so decentralized with literally hundreds of locally licensed small, medium and large radio, television and cable operations in all parts of the country. That is why the CRTC prefers local ownership of radio, television and cable outlets whenever this objective is feasible.

That is why we have worked so hard in the past years to ensure that cable strengthens rather than disrupts, not just the big Canadian networks, but more important, the local broadcaster and his ability to serve his community. In a more strictly business sense, we have said in effect to cable operators, 'you make a good profit importing signals free off the air and reselling them, now return

to your subscribers, and to the public which granted you the franchise some dividends — in the form of a non-profit community channel, and in the form of another outlet for the local station's advertising.' That, quite simply, is what community programming, and commercial deletion or substitution on cable is all about.

Generally, the commission feels that the whole cultural fabric of Canada is enriched by the diverse contributions of many language groups, and that this should be reflected in our broadcasting system. Such multicultural broadcasting, in a variety of languages, has been encouraged for more than ten years. Within the current regulatory framework any station can broadcast up to twenty hours a week of "third language" programming without consulting the commission at all. Further, three stations are licensed to devote significantly more time to this type of programming.

In programming policy we clearly favor a balance between genuinely local origination and the exchanges and feeding of programs at the network level. We now have a broader choice than ever before of communications technologies to achieve programming objectives. It is the public choice of societies to select those media, or means of communications which still achieve desired political, social, cultural or economic goals.

It is somewhat easier today to build social and cultural criteria into the design of systems. We are slowly beginning to make the distinction between what concerns the properties and values of machines, and what concerns the values and aspirations of human beings. We are less likely to build new systems for the sake of the system, more likely to choose a system for a social purpose.

All levels of government agree that you decide first what the social and cultural objectives are for a community — whether a local, regional or national community — and that then, and only then, do you shop for the communication technology that best serves that end. The Green Paper on communications introduced in the House of Commons recently recognizes this need to make choices in communications technologies that reflect Canadian cultural and social concerns. (See report elsewhere in this issue.)

In this atmosphere, it is inevitable that the provinces take a greater interest in all aspects of communications. They feel that at certain levels they must be responsive to the more localized social needs of their own citizens. The CRTC listens closely to what the provinces have to say. For example, we have had many contacts with the Manitoba government concerning broadcasting policies which affect this province.

Modern communications are forcing us all to redefine our public roles — and to consider a new range of duties — whether as government bodies, creators of our entertainment, or conveyors of information to the public.

How does a changing communications environment challenge the traditional role of the journalist in society. Perhaps I could throw out a few ideas which might fit in with the kind of self-examination you are undertaking at this conference.

Let me establish first that the commission has no desire to be a censor, or to be restrictive, in its regulation of broadcast journalism. We are not an agent of the government of the day. The CBC and the CRTC's predecessor, the BBG, were

The day the world got bigger and smaller simultaneously.



It's not science fiction! The invention of the transistor created a whole new world in electronic communications. Shrank it. Yet made it huge.

At RCA, we are working towards even smaller communications achievements for the future!

RCA Limited, Ste. Anne de Bellevue, Quebec

RCA



Bh. Seegal MB

created under Conservative governments, and we were created under a Liberal government to guarantee that the regulation of the Canadian broadcasting system would be independent and free of any partisan consideration.

Our only responsibility which touches on the dissemination of news and opinion is to ensure that on the Canadian broadcasting system there be a balanced opportunity for the expression of differing points of view on matters of public concern. This is an objective few newsmen could disagree with. This requirement in the Broadcasting Act means more than merely covering "both sides of the story." Fundamentally, it means that the broadcasters should strive to cover as much as possible the full variety of life in their communities. They should go well beyond passing on information from the regular spokesman of organized institutions. We feel this is a goal characteristic of all lively and intelligent journalism.

We support the desire to upgrade the quality of journalism free of artificial arrangements or constraints on your ability to reflect this widest possible spectrum of public concerns.

But, the communications environment is rapidly changing. What journalistic standards may be required in such a fast evolving situation? One hardly needs a crystal ball to realize that traditional ideas of information flow are being radically changed by such technological phenomenon as open lines, computer communications, automated information retrieval, and lighter, simpler tools to record and manipulate words and picture.

It might seem strange to base some considerations of new journalistic standards on a technology like the open-line phenomenon. But, perhaps those of you who sat in hotel rooms listening to the party leaders speak to the public on these programs during the last campaign would agree that the combination of radio and the telephone does change things.

Such incidents illustrate the possibility of a fundamental change in the way information or news is generated, packaged and distributed to the public. Perhaps these phenomena are only the first symptoms of a change from a situation in which small numbers of officials and journalists transfer information through a small number of sources to the public, to a situation where large numbers of the public participate in events, discuss

public issues, originate opinion, and have their messages amplified through an ever larger number of communications channels.

This may sound complicated, even futuristic. It is not. The professional monopoly of information and commentary is breaking down, just as the professional monopoly on the tools of information gathering and distribution is breaking down. This is obvious today in periodical publishing. It could be obvious tomorrow in broadcasting.

If one wanted to grossly oversimplify, it could be argued that there are two new trends paralleling the functions of traditional journalism: Firstly, the expansion of electronic forums for the public to debate public issues, to participate in them, and even to originate their own programs on topical issues. Secondly, a trend to automated surveillance and constant updating of the basic data of public situations.

The problem with the sudden mass of voices unleashed on the public from every media is that most of the discussion is without a structure appropriate to a new media situation. There are few rules, even as in hockey, not to restrict everyone, but to protect individuals from being crowned with a stick. There is little real debate. Let me quote Walter Lippman:

"... freedom to speak can never be maintained merely by objecting to interference with the liberty of the press, of printing, of broadcasting ... It can be maintained only by promoting debate."

I don't see how so much discussion on the airwaves which uses the public's statements can forever ignore this view. While letters to the editor improve in volume and articulation, some Canadian stations *import* so-called sex open-line shows from the U.S. to spice their own.

I'm pleased to note that at least one group of open-line hosts, those working for stations belonging to the Contemporary News Service, met recently in Toronto to discuss associating to formulate standards of ethics and conduct. If they are, as they state, concerned about discharging their duty to the community in a responsible manner, they might consider the social consequences of the kind of "free speech" they moderate.

I'd like to advance one further idea about the role of broadcasters in electronic news environment.

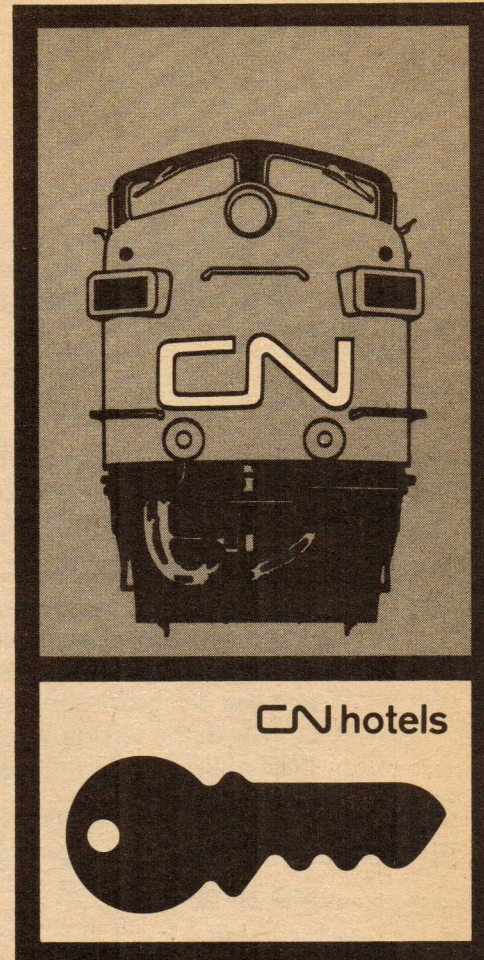
Perhaps a lot more of the creative, disciplined artist and less of the bland or superficial reporter is needed to give sense and meaning to the random and continuous flow of facts and events which can only increasingly overwhelm us — a committed and creative approach to the elucidation of large public issues — a planned approach to each subject resting on a positive, unified vision.

Journalists of responsibility and integrity can perhaps go further in imaginative and powerful social and political analysis — can search out the forms to cogently communicate the trends that bind events, the principles that underly the great movements of society.

Of course this can be accomplished by good broadcast discussion. But, for a few who learn the discipline of orchestrating sound and pictures, there are more rewarding expressions — both for the journalist/director, and for greater numbers of the public.

Consider why we seem to have had only one document of the importance of *The Selling of the Pentagon* in a decade of North American Television — and why our daily so-called "investigative journalism" is so often mired in the minor mistakes of bureaucrats. We need broadcast documents, not cute or cursory glosses of events. This is one of the greatest challenges to the contemporary journalist.

The foregoing is an edited version of remarks made at Media 73 by Pierre Juneau, chairman of the Canadian Radio-Television Commission.



Your comfort is our business.

Comfort is travelling on a CN train. You can sit back, relax, or even get some work done. All the while enjoying top-notch food, service and accommodations.

Comfort is staying at a CN hotel. Across Canada, CN hotels offer you the finest in accommodation, convenience and entertainment.

Next time you travel, go CN. Stay CN.

Hotel Newfoundland,	St. John's
Hotel Nova Scotian,	Halifax
Hotel Beausejour,	Moncton
The Queen Elizabeth*	Montreal
Chateau Laurier,	Ottawa
Hotel Fort Garry,	Winnipeg
Hotel Bessborough,	Saskatoon
Hotel Macdonald,	Edmonton
Jasper Park Lodge,	Jasper
Hotel Vancouver*	Vancouver

*Operated by Hilton Canada



We want you to know more about us.

What a beat!


The Journal was the first Canadian daily to establish a full-time reporter in the Northwest Territories. (And we're still the only one).

The north and northwest is the vast and fast-developing frontier of Canada. Our man Steve Hume covers it all from his home base in Yellowknife. There's a lot to cover — dramatic Arctic air searches and rescues, exciting new oil and gas discoveries, pipeline controversies, governmental activity in the territories and the fast-changing life styles of both natives and whites across the top of the world.

The Journal is growing with the frontier — fast!

We're the biggest daily newspaper between Vancouver and Toronto.

the Edmonton Journal
A Southam Newspaper



THAT 'DOCUMENT' IS ONLY A DRAFT

Readers will recall an article in the March issue of *Content*, commenting on the controversial set of guidelines drawn up by the Canadian Association of Police Chiefs and the Canadian Association of Broadcasters. That same issue carried the text of the document in question.

While the document had been under discussion for sometime, it really only came to the open in February and has generated hot debate — some of the debate probably misplaced or based on misinformation. Nonetheless, most delegates at Media 73 were perturbed about the implications of the draft agreement.

T. J. Allard, executive vice-president of the CAB, spoke to Media 73 delegates, many of whom rejected his position. And then, April 10, the document was discussed at an Ottawa hearing of the Canadian Radio-Television Commission. Earlier, the CRTC had advised broadcasters to not officially implement the document.

Because the statement of guidelines — “for effective working relationships between the peace agencies of Canada and the media” — is a draft, the CAB will be dealing with it at a meeting in late April, when it may be modified, if accepted at all.

Following are extracts from Allard's address at Media 73:

Most of what I wanted to say has already been said, and very well, by a representative of the printed press. I quote excerpts from a feature article by Gerry Toner of the London *Free Press*. “Alas and alack, our secret is out: newsmen are human, subject to the same knee-jerk reactions of any other professional group criticized by outsiders.

“That's about the only light generated by all the heat over proposals that police and news organizations agree to a set of guidelines governing the coverage of police affairs. Mention socialized medicine and the doctors cry foul. Mention socialized anything and businessmen cry Communist. Mention any outside control over news and you're likely to be smothered under a goeey avalanche of cliches, beginning and ending with variations on the theme, ‘freedom of the press.’ There it was on the *Globe and Mail* editorial page — ‘freedom jeopardized.’ There was its variation on the *Free Press* editorial page — ‘restriction on the right of the public to know.’

“The nation's broadcasters, it seemed, had been sucked in by the nation's police chiefs. The two had held a series of secret meetings prompted by abrasive relations between police and broadcasters during the 1970 Quebec crisis.

“The initial Quebec reports were highly colored with misinterpretations by Quebec politicians, journalists and broadcasters and they were confused with a separate Quebec deal between broadcasters and police on what to do when insurrectionists seized a broadcasting station.

“Although the Canadian Association of Broadcasters (CAB) quickly denied it had signed anything, the damage was done. Even the *Globe's* published opinion was mild to the verbal reaction in newsrooms. In London, it turned out, news executives had received copies of the guidelines a week before the fuss began in Quebec. The copies arrived with a covering letter from London Police Chief Walter Johnson inviting the executives to a meeting in the Free Press building to discuss the guidelines. This was something the CAB and the chiefs subsequently had trouble convincing anyone they had intended to do all along”

Perhaps that says it all — or should. Yet, can those of us genuinely interested in freedom of expression learn something from the sequence of events?

These begin with a lengthy presentation made by our French-language colleagues to a sub-committee of the National Assembly of Quebec on “freedom of the press.” During the proceedings, one of the broadcasters made reference in virtually one sentence, to two different issues.

One of these was the document in question. The other concerned discussions held with different people at a different level in different circumstances, concerning the problem of the physical protection of broadcasting stations from seizure and occupation, and the subsequent broadcast of propaganda and provocative information.

The year previous this had actually occurred. Subsequent discussions concerning this issue were not with the Canadian Association of Chiefs of Police; did not in any way concern themselves with day-to-day working relationships between news departments and the police; and did not in any way concern themselves with dissemination of news.

They were entirely separate issues.

Mentioning both issues at one time may well have been unfortunate. However, anyone who has actually been a witness at any public inquiry knows the pressures generated and recognizes the fact it isn't always possible to sort testimony out into tidy paragraphs. The spectators' job is always easier than the participants'. It is easier to watch than to do.

Nonetheless, there was opportunity for the spectators — the reporters present — to sort the matter out later when under considerably less pressure and with a greater relative degree of leisure. Practically no attempt was made to do this.

I was telephoned by the Quebec bureau of the *Globe and Mail* and by the Canadian Broadcasting Corporation. To the very best of my recollection and notes, no one else made any attempt to contact me or any other officer of the Canadian Association of Broadcasters, prior to first publication times. Instead, every one concerned rushed into print with stories that can at best be described as totally misinformed.

Although it could be done later, it is impossible now to document all the unsupported statements, inaccuracies, and mis-interpretations. Perhaps a few headlines will be illustrative, such as: “Police, press agree to crisis news plan” — “Controls planned on news” — “Pact gives police more power over broadcast news in crisis” — “Reporters would be spies under agreement — Lewis” — “Police, media plan crisis-news con-

trol” — “Broadcasters reveal agreement to let police veto ‘crisis’ news.”

Stories then were written in other parts of Canada based on the original misinformed reports. Alarmed editorials appeared thereafter, taking the barricades in defence of “freedom of the press.” In no case did the writers of these feature articles or editorials check with any officer of the association. For all they knew at that point, no document at all existed. Most of them must have known that no broadcasting station would ever agree to the kind of framework these editorials created. Most of the things they said about freedom of expression all of us would generally accept. In each case, someone had erected a straw-man and was busy knocking him down with arguments that would be wholly acceptable had he been real.

These things should be clear: The document in question is not “an agreement” between the two bodies concerned. It does not in any way restrict the freedom of peace officers or the electronic media in the pursuit of their respective functions; a concept that both would reject. It does not impose or seek to impose any restraint on broadcasters relative to the independent dissemination of news.

Quite the contrary, it is designed in the hope that all the peace agencies of Canada will recognize the need for provision of mechanics and of an atmosphere which will assist in the full and independent dissemination of news. The statement certainly does not give anyone control over what is to be broadcast.

Equally important is this: It is intended and was intended from the beginning that the document be discussed at this association's 1973 annual meeting for whatever disposition that meeting may care to make of it. It will be discussed at regional meetings of and the annual meeting of the Radio and Television News Directors Association. The status of the document is summed up in the final paragraph of it:

“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.”

Still later, we asked if the Canadian Radio-Television Commission would set aside time at one of its regular hearings for discussion of this issue in an open forum. By this time, it appeared to be the only way in which the matter could be discussed objectively. The CRTC agreed. We had released a copy of our written request to all media. Nonetheless, hard upon the heels of the CRTC's agreement several news stories and feature columns made reference to “the CAB being summoned before the CRTC.”

Other issues are involved. Surely any reasonably experienced reporter should know that broadcasting stations would not agree to “control” or “suppress” news unless required to do so by law or permit any outside body to “veto” its selection of news. If not, he should know that broadcasting is a licensed and closely-regulated industry and that such arrangements would never be permitted by the CRTC or by Parliament. He should certainly realize that broadcasters would know any such arrangement would be useless in the face of reporting by other media.

U.S. MEDIA, HOLD THY TONGUE

by GLAY SPERLING

It is said that Washington loves nothing better than a good fight. However, most observers of the Capitol scene readily concede that the Nixon administration's multi-pronged attack on the news media is taking an ugly turn. Pressing it's offensive on many fronts, the U.S. administration has, in recent weeks:

- Scheduled hearings to challenge the renewal of TV broadcast licences of stations owned by the *Washington Post* in Florida;
- Announced that it will introduce legislation to hold local TV stations responsible for the content of all programming received from the three U.S. networks.
- Withheld funds from the Public Broadcast System, an educational non-profit service feeding private, non-network affiliated TV stations.
- Described legislation to give newsmen immunity from forced testimony about confidential sources as "unnecessary and irresponsible."
- Used FBI harassment, including arrest and wire-tapping, against crusading syndicated columnist Jack Anderson and his associate Les Whitten.
- Allowed the chief of telecommunications policy at the White House to call network news programming "ideological plugola."

On the surface, these symptoms look ominous. What is *sinister* about them, says Abe Rosenthal, managing editor of the *New York Times*, is that "for the first time the government has used the courts as an ally, a weapon and a lever against the press to try to prevent it from performing its duties." Moreover, Rosenthal continues, the government has been able to win support or acquiescence of a good part of the public in its totally-determined crusade against the media.

A closer look at the events will help put the extent of the present media crisis in focus.

Nixon vs. the Post:

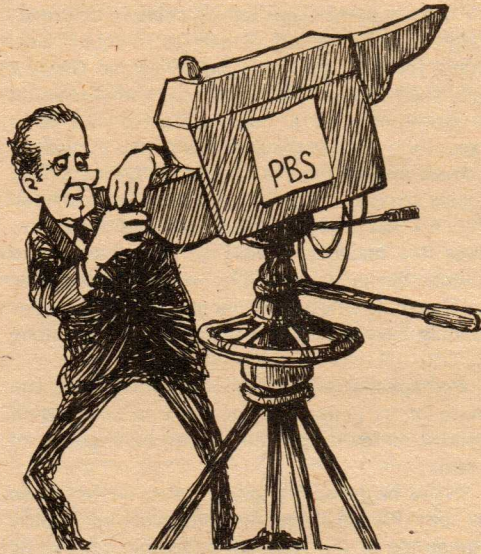
Nixon has had a feud with the *Washington Post* for nearly two decades. In the fifties, he publicly cancelled his subscription because he did not want his two daughters to see the consistently unfriendly cartoons by Herblock.

Since he has been president, the *Post* has had more problems than anyone else in covering the White House. Its reporters have been snubbed, overlooked and, as Sam Goldwyn might say, "excluded out." The administration has angrily denounced the *Post's* reporting of the ITT and Watergate stories. A White House aide has called the paper's managing editor, respected Ben Bradlee, "a self-appointed leader of a tiny fringe of arrogant elitists."

In the department of silly business, the White House recently barred Dot McCordle, the *Post's* social reporter, from covering social events and set up pool coverage to be handled by the *Post's* competitor, the *Star-News*.

The *Post's* two TV stations in Miami and Jacksonville have good records of investigative reporting: One of its men in 1970 discovered the segregationist background of Judge Carswell which proved to be a major factor in his rejection by the Senate for appointment to the Supreme Court.

The challenges against *Post* stations are unusual in a number of respects, the most noteworthy being the nature of the principals who head, or are part of, the groups which have filed the challenges. These groups include: The Florida finance chair-



man of the 1972 Nixon campaign, the Florida co-ordinator of the '72 Wallace campaign, a prominent Floridian who plays tennis with Spiro Agnew and whose home Agnew used during the Miami convention, and the deputy counsel for the '73 Nixon inaugural.

Powerful though these challengers are, the *Post* is far from counted out. It is a strong and profitable operation with close links to the *Los Angeles Times* through joint ownership of a news and feature service and to the *New York Times* through joint ownership of the *European Herald Tribune*. The *Post* owns *Newsweek* and has broadcast interests other than those in Florida. The upcoming hearings on the *Post's* Florida licences will provide interesting watching indeed.

More network jitters:

The massive case of jitters suffered by the U.S. networks three years ago in the wake of the Agnew attacks on "the effete snobs" is much like a mild hangover in light of the chills and tensions which the networks now are suffering.

Clay Whitehead, Nixon's director of telecommunications policy, is proposing legislation to place responsibility for the content of network-produced programming entirely on the 600 privately-owned, but network-affiliated, stations. At the same time, the justice department has filed anti-trust suits against the three networks to force them out of the business of producing entertainment programs and feature films. The justice department alleges that the networks' monopoly on prime-time entertainment deprives the public, independent producers, and local advertisers of "competitive benefits."

The networks have, somewhat weakly, replied that if the courts uphold the government's monopoly suit, the effect would be financially intolerable. It will result, they say, in the viewer getting "more game-shows, more bowling, more cheap foreign imports and more commercials." Anti-trust in the U.S. is a long, involved process — and this case will take years before final judgment is rendered.

The National Council of Churches is supporting the networks and in a recent press conference condemned the Whitehead proposals and the justice department action. The council has enlisted the National Association of Parent/Teachers and the

Civil Liberties Union against "the intimidation, budget cuts and legal action" of the administration.

The storm over Public Broadcasting, which has some interface with the attack on the networks, began in 1972, when Nixon vetoed a two-year authorization of funds for public TV. Early this year, he appointed Harry Loomis, a former USIA chief, director of the Corporation for Public Broadcasting. A major shakeup of the Public Broadcast Service, the producing arm of the corporation, followed the Loomis appointment.

The service feeds "educational" and "public service" broadcasters in most major U.S. centers and had developed some superb public affairs programming. This is being severely cut and may be eliminated entirely. Observers fear that what will remain will be politically influenced to the point of becoming a government mouthpiece.

In a televised news conference, Loomis said he expects to obtain funding for public affairs from commercial sponsors who now support such programming on the commercial networks. Other sources which Loomis intends to tap for funds are the National Endowment of the Arts and Humanities — roughly the equivalent of the Canada Council — and the U.S. department of health education and welfare. While this is going on, stations previously fed by PBS are appealing desperately to the viewers for donations to keep their stations operating.

In the meantime, FCC chairman Whitehead, an MIT graduate in electrical engineering, who freely admits that he is not an expert in communications, had another broadside for the networks. In the speech in Indianapolis in which he described network news programming as "ideological plugola" and "elitist gossip", he said: "Station managers and network officials who fail to act to correct imbalance of consistent bias in the networks — or who acquiesce by silence — can only be considered willing participants, to be held fully accountable . . . at license renewal time."

There is concern in some quarters that the Nixon administration, by favoring independent competitors also, will in the allocation of communications satellite resources, attack the economic hegemony of three networks.

Protection of sources:

In the past year or so there has been a rash of U.S. court cases of reporters being cited for contempt for refusing to name sources or to turn over material on demand. Newsmen have been jailed for periods ranging from a few hours to forty-five days.

The most celebrated case is that of Bill Farr, a *Los Angeles Times* man who ran afoul of the "fair trial" or "gag rule" in the Manson case. The judge had invoked the "fair trial" rule after President Nixon himself expressed the opinion that Manson was guilty — a considerable gaffe for which the U.S. attorney-general later apologized. Farr was jailed for forty-five days for refusing to reveal which lawyer in the case had given him a certain item of information. Peter Bridge, a Newark reporter, was imprisoned for twenty days last autumn after refusing to answer certain questions about a bribe story.

Eighteen U.S. states now have "shield laws" to provide limited immunity to newsmen in cases involving confidential sources. In February, a

Congressional subcommittee heard witnesses to consider federal shield legislation. Appearing before the committee, the assistant U.S. attorney-general said such legislation would be "terribly unwise and unnecessary."

To which Tom Wicker responds in the *New York Times*: "It is a safe bet that in future any reporter who wants to probe corruption and any editor who wants to print his stories will think twice before they do so." And Supreme Court Justice Douglas, in an opinion involving a *New York Times* reporter, adds that "unless confidentiality of news sources is protected, the reporter will end up exclusively rewriting government handouts."

The Les Whitten case:

The matter of Jack Anderson and his associate, Les Whitten, has raised even more concern among media people about the administration's belief in, and respect for, "the people's right to know."

Last November, a group of militant Indians staged a sit-in at the bureau of Indian affairs. When

Such synonyms as partisan, partial and prejudiced apply more to the critics than to the criticised. And many Americans consider governmental interference with the press as something peculiar to other countries.

they eventually ended their occupation, they spirited away a quantity of files and documents.

Information contained in the files, but not the actual material, was made available by the Indians to Anderson who used the information for several blistering columns. In January, the Indians agreed to return the files to the FBI and asked Anderson to be present as a witness. Anderson dispatched Whitten and, as the turnover was being effected, FBI officers arrested Whitten and the Indian leaders and charged them with receiving, concealing and retaining government property with intent to convert this to their own use — a charge considered by some to be as grave as those laid against Daniel Ellsberg in the Pentagon Papers case. Jack Anderson has reported most recently that the FBI has been bugging his office and home phones and has obtained a list of all his calls of the past few months from Ma Bell.

The villainous elite:

The press-government confrontation in the U.S. has been building up for some time. Nearly eleven years ago, President John Kennedy requested the *New York Times* to have its reporter — a young fellow named Halberstam — moved from Saigon and assigned elsewhere. The *Times* declined. Less than a year later, David Halberstam won a Pulitzer Prize for exposing the corrupt practices of the Diem regime.

In his stories, Halberstam described the beginnings of what millions of Americans would come to recognize as a tunnel without a light at the end.

More recently, Seymour Hersh, a free-lancer, was subjected to considerable pressure and intimidation by the military and the FBI following his exclusive beat of the Mai Lai massacre. In 1971,

in the case of the Pentagon Papers, the administration used "prior restraint," in fact invoked censorship, for the first time in the history of the U.S., against three newspapers. Unsuccessful in this manoeuvre, the justice department then literally threw the book at Daniel Ellsberg. The case now is before the courts in California.

Through much of this conflict runs the U.S. government's contention that the media are biased, inaccurate and unfair in the handling of news.

On the face of it, this is an odd contention. Figures quoted by Ben Bagdikian in the *Columbia Journalism Review* are interesting: In 1960, 78 per cent of the 1,800 U.S. dailies supported Nixon over Kennedy and 80 per cent supported Nixon in 1968. Says Bagdikian, a recognized authority on media ownership and media politics: "When Nixon advisors Haldeman, Ziegler, and Klein were soaking up journalism in California, much of it was right-wing journalistic territory. Herbert Klein, Nixon's media impresario, was editor of the *San Diego Union*, a paper edited by retired military men for other retired military men. It is a case study in biased journalism."

Critic and essayist Marya Mannes has the last word in the argument. She says that such synonyms as partisan, partial and prejudiced apply more to the critics than to the criticized. "If newsmen are truly impartial", she writes, "no one would read them or listen to them. They would abjectly fail in their primary task of telling people how it is."

It is too early to tell who will come out on top in this fight. But, one thing seems clear at this writing: The average American feels remote from the problem of somebody else's tapped phone, from the suppression of a dissenting opinion not his own. And so, political espionage becomes a "caper," false arrest becomes an unavoidable inconvenience. Having grown up on the notion that the U.S. has a free press, they consider governmental interference with the press as something peculiar to other countries which cannot happen in America.

Glav Sperling, a former newsman who teaches media, now is a research fellow at the School of Public Communications at Boston University.

PENGUINS FOR SPRING

The Penguin Spring list is blooming with important titles of interest to journalists:

THE BEST OF I.F. STONE'S WEEKLY

ed. Neil Middleton

For 18 years I.F. Stone produced his *Weekly* from Washington writing virtually every word himself. Pledged to expose corruption and folly at home and abroad, he remained true to his vision of what is best in the Western liberal tradition. **\$2.50**

OUTLAWS OF AMERICA: THE UNDERGROUND PRESS AND ITS CONTEXT: NOTES ON A CULTURAL REVOLUTION

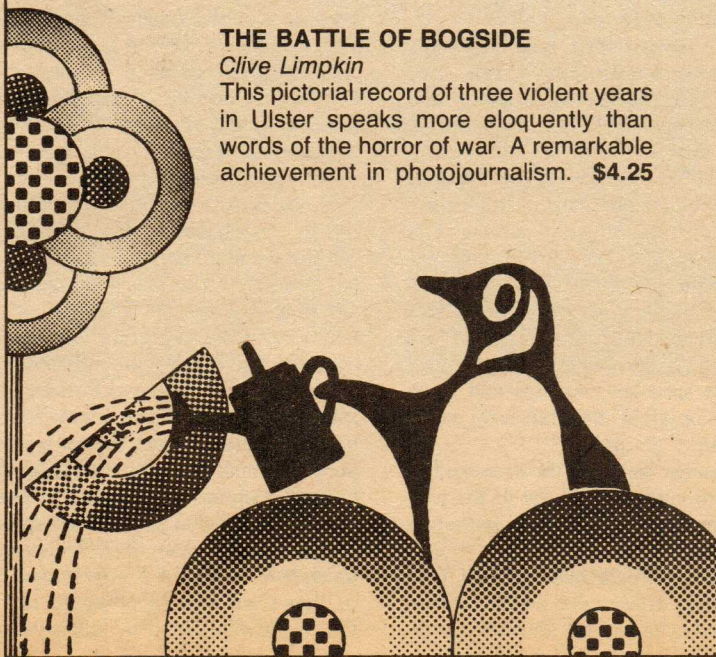
Roger Lewis

Roger Lewis discusses the role and proliferation of the underground press, outlines its historical context and reviews its social and political implications. Includes a list of the names and addresses of underground papers throughout Europe and North America. **\$1.65**

THE BATTLE OF BOGSIDE

Clive Limpkin

This pictorial record of three violent years in Ulster speaks more eloquently than words of the horror of war. A remarkable achievement in photojournalism. **\$4.25**



BOOK PUBLISHING'S FRAGILE STATE

by DICK MACDONALD

Governments and unwise farmers have a lot in common: They lock the stable door after the horse has been let loose to romp in the meadow.

It's been the case with Canada's economy, in general, and with book and magazine publishing, to be a bit more specific. Where have all the flowers gone? Well, most of the blossoming has been done here, but the fruits of the harvest are enjoyed elsewhere.

Something to that effect finally provoked the Ontario provincial government to create a royal commission on book publishing in 1970. The commission, chaired by lawyer Richard Rohmer, released its report in February. The federal government, given its rather abstract approach to communications, has not been entirely remiss in terms of publishing. As part of Canada's observance of International Book Year, the department of the secretary of state funded Publishing in Canada II, a seminar in Halifax last month, a follow-up to a conference in Edmonton nearly two years ago. (The federal fellows also have been developing the Canada Council, giving it more scope and money to start considering Canadian publishing and the arts-in-general as a rather important ingredient of the country's personality.)

After the Rohmer Report was released (available from the Ontario Queen's Printer), book critic William French of the *Globe and Mail* wrote:

"The philosophy expressed in the report, to create and encourage a healthy climate for Canadian publishers (those in Ontario, at least) and Canadian writers is, of course, commendable. We have to take the commissioners' word for it that without government help to bring about this climate, Canadian publishing is doomed: They had confidential access to the publishers' financial statements, and what they saw convinced them that a crisis is at hand."

A main recommendation in the Rohmer Report — there are 69 recommendations, all of which are bunched in the last chapter, presumably for the lazy readers — is the establishment of an Ontario book publishing board. One of its responsibilities would be to deal out money to Canadian-owned publishers in Ontario to subsidize manuscripts deemed worthy of support.

French, in the *Globe and Mail*, said the subsidy program would duplicate one already administered by the Canada Council, and how would the Ontario program be co-ordinated with the national program. French also said:

"The commission has recognized the changing nature of textbook publishing, for example, and suggests sensible measures to stimulate the creation of Canadian textbooks. The copyright proposals are valid, even though Ontario has no jurisdiction in this field. Ottawa would be well advised to take the recommendations seriously, with one exception which needs clarification. The commission suggests that speeches, lectures and interviews should be copyright material; how would that affect freedom of the press?"

Through the Rohmer Report is the message that priority must go to authors, and not to the publishers, and that any help proposed for publishers is designed to ultimately aid writers.

A recommendation which has received considerable criticism is a sales tax on magazines, apparently intended to finance the assistance prog-

ram, estimated at \$1 million. It is a tariff, really, because more than ninety per cent of magazines bought in Canada are foreign-produced. The commission did offer a provision for Canadian magazines of quality which might be hurt by the sales tax. The tariff idea is not so serious, surely, as French of the *Globe and Mail* would have us believe, since most countries in the world long ago took steps to protect — or encourage — their native publishing ventures. French said:

"Any measure which might tend to inhibit reading, in whatever form, is surely indefensible. Almost as bad is the proposal that any book for which any Ontario subsidy was received would have to be printed and manufactured in Canada."

Within ideal conditions, such a recommendation indeed could be seen as silly. But Canada is not dealing with ideal economic conditions and publishing requires and deserves any boost available. So, while philosophically such restrictions or guidelines may appear to be overly nationalistic, and narrow in view, in the long-term it is suspected that we'll be better off.

Halifax freelancer Elizabeth Zimmer wasn't too happy about the Publishing in Canada II workshop in Halifax. "Addressing such vague topics as 'West looks East and South' and 'East looks West and South', with 'Government looking all around' and an American book wholesaler to 'Look Inside from Outside', it's no wonder that most of the speakers either trivialized the issues or . . . obfuscated them."

Discussion at the conference ranged around such issues as distribution — how to get more Canadian books into drugstore and airport stands, which the Independent Publishers Association also debated in February — and government subsidies to the publishing industry and whether Canadian thought and culture have any hope of surviving, in the indigenous sense.

Russell Hunt, an editor of the late (and lamented) *Mysterious East* magazine of Fredericton, delivered a comprehensive and provocative paper — which is too long to reproduce in *Content*. His main complaint was the lack of serious journalistic research in Canada and observed that the real power of the press is to decide what will become a public issue. What Canada needs, he said, are books which can "discover a problem and turn it into an issue with one motion." And he was sorry that it is virtually impossible to obtain funding to carry on such basic research journalism, which in the United States is quite well supported by book and magazine publishers.

Hunt, who has completed, with Robert Campbell, a book for McClelland and Stewart on Maritime industrialist K. C. Irving (an excerpt regarding the media is upcoming in *Content*), said: "It may be true that Canadian journalism is a hothouse flower, but the construction of our hothouse leaves out some important plants."

Through his *Mysterious East* experiences, Hunt said, he discovered that journalism is important because "it sets a tone, creates a precedent, leads people to think in certain directions. The journalist himself becomes proof that it is possible to sort through the tangled jungle of a corporate structure, or trace the course of a decision through the uncharted wastes of a government bureaucracy, or figure out what a proposed law really says. Given the right kind of journalism, people can

be helped to see that problems can be made into issues, that it is possible to reach out, grab your environment, and change it in important ways."

Such work takes time, energy and sweat — and money, for which there are few grants available. And fewer Canadian publishers prepared to support a research journalist for a year while he or she prepares a serious, if muckraking, book. Shortsighted? Many are. It's easier — and probably more profitable — to bring out a new title by a well-known, if incompetent, writer or an American book which just happens to be printed in Canada.

Writer Brian Moore, at a conference in Calgary, said he is enthusiastic about the recent literary output in Canada. He prefers "literary nationalism to literary indifference."

Would all the seconders of the motion not stand at once?

Dick MacDonald is Editor and Publisher of Content.

Let's talk.

We want to tell you about our services, and how we do things differently from other banks. And, we want you to tell us how we can help you. With planning your savings. Investments. Mortgages. Helping you budget. Or lending you money.

When we say "let's talk", we mean it.

So drop by soon.



The First Canadian Bank

Bank of Montreal

CATCHING THE ORDINARY

Even while the film industry in Canada shows signs of flourishing, and while filmmaking courses are among the most popular among university communications departments, still photography remains the medium of creative expression for many people.

As the Chinese might say, a picture does indeed replace thousands of words in telling a story efficiently and convincingly. Moods, events, themes — and very often the “ordinary” — are captured by the lens.

Most newspapers, and many magazines, continue to rely on photographs as illustrations secondary to the written word. Few of the former, although an increasing number of the latter, use photographs solely for their own merit — as pictorial stories, as an art form, as symbolism. And when they do, the photography is customarily labelled “feature.”

It is in the ordinary that Montreal freelance photographer Peter Hutchinson specializes, as these three pages amply demonstrate. His camera captures people and moods and places which otherwise might go unnoticed.

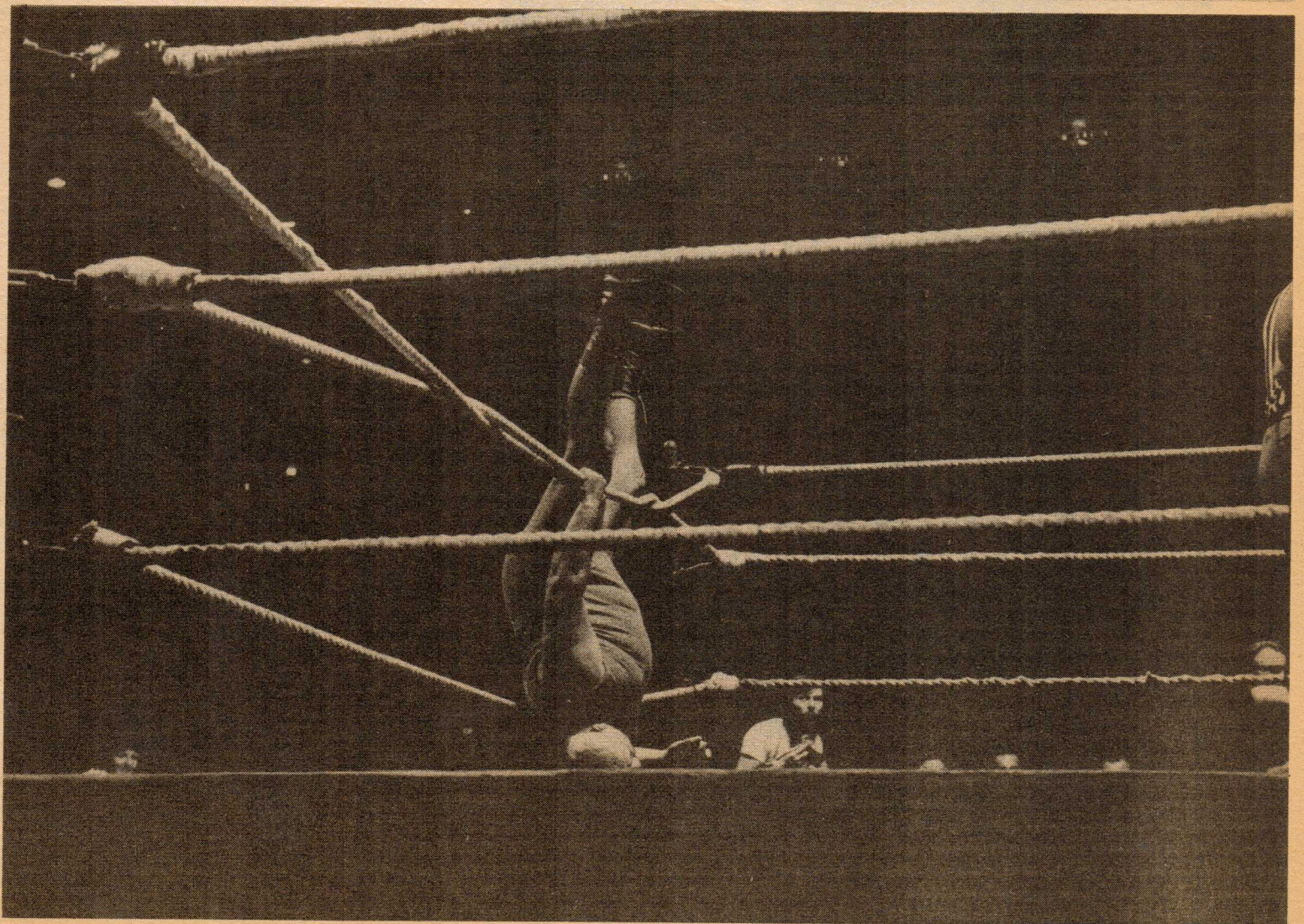
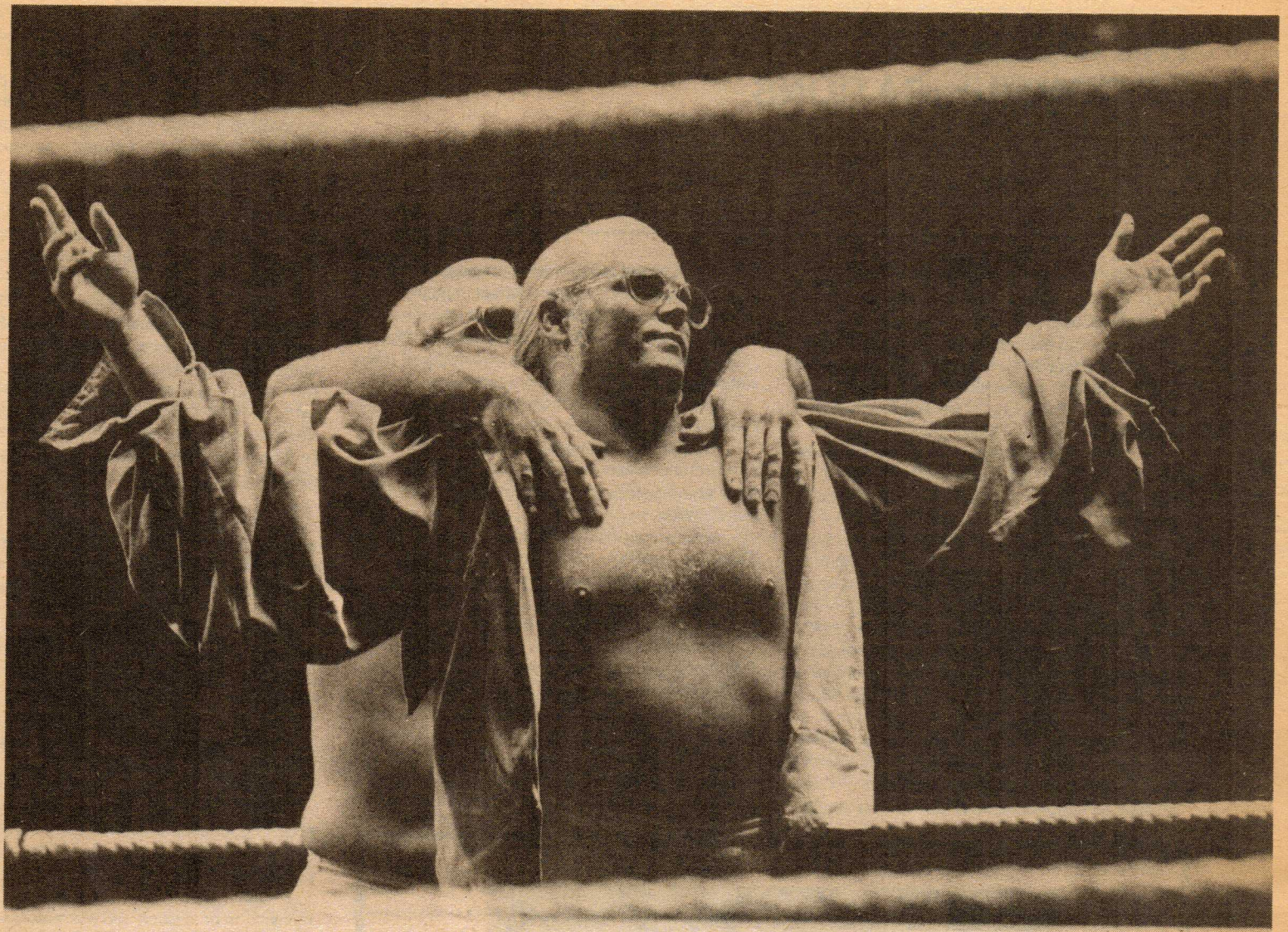
Hutchinson normally uses a German Leica, 50 mm. lens, and in all cases depicted in this spread he used available light. Most of his cropping was done within the camera's lens, and therefore what is seen through the lens is what is produced in the final print.

He has had work published in **Ovo** magazine and shown in exhibitions at the National Film Board's Image Gallery in Ottawa, the Pavilion of Judaism at Man and His World, and at Sir George Williams University.



(continued)





THE GREENING OF COMMUNICATIONS

In March, federal Communications Minister Gérard Pelletier tabled proposals for a national communications policy which eventually will lead to a new communications act. Typically, it was not a White Paper but a Green Paper, setting out the government's position and approach to possibilities for the future regulation and development of communications in Canada.

Pelletier said the proposals are a starting point from which federal legislation will be drafted after consultation with his provincial counterparts and, naturally, after public discussion.

That the paper was "green" (available from the Queen's Printer) could, from a somewhat facetious point of view, indicate that Ottawa is tenderfooting in the communications field — not only where provincial jurisdictions apply but because the federal government can't, given current Parliamentary conditions, be bold. 'Tis a pity, having gone through so much study-time. Such is the nature of governments, it seems.

At any rate, editorial speculation aside, following is a summary of proposals in Pelletier's Green Paper on telecommunications policy for Canada:

Canadian communications policy and regula-

tion should be guided by a set of national objectives which the federal government hopes to incorporate in a new communications act after consultation with the provinces. The government proposes:

- No lessening of Canadian ownership of telecommunications and broadcast systems;

- Maintenance of the present principles of Canadian broadcasting policy;

- Provision, to the greatest feasible extent, of basic telecommunications and broadcast services to all regions and socio-economic groups throughout Canada;

- The widest possible support for and use of Canadian creative and cultural resources;

- Strengthening east/west transmission facilities;

- Encouragement of technical innovation;

- Optimal development of the related electronic, engineering, and manufacturing industries.

The full participation of the provinces is to be sought in the development and application of national objectives.

The federal regulation of systems used for point-to-point telecommunications and other systems used for broadcasting should be brought under

the authority of a single federal regulatory body.

This body would exercise the authority now held by the Canadian Radio-Television Commission and the telecommunications committee of the Canadian Transport Commission, and its first responsibility would be to achieve a proper balance between the social, cultural, economic, and technical aspects of communications.

There would be no diminution of the authority of the CRTC to supervise and regulate the Canadian Broadcasting system, and the independence of the CBC would be fully maintained.

The minister of communications would retain responsibility for the management of the radio-frequency spectrum, and provision would be made for public hearings on certain aspects of his regulatory and licensing authority. The minister's responsibilities include the allocation and assignment of radio frequencies, the issuance of radio licences and technical construction and operating certificates for broadcasting undertakings, and regulations governing technical and other standards.

Federal legislation governing telecommunications services other than broadcasting is in urgent need of revision and clarification so as to permit more effective regulation of the carriers subject to federal authority (Bell Canada, B.C. Telephones, CN/CP Telecommunications, COTC, Telesat Canada, and a few small undertakings), by the use of new techniques and criteria of regulation. The federal regulatory body might therefore be empowered to:

- Maintain continuing surveillance of the rate-structure and financial requirements of the federally-regulated carriers;

- Ensure protection of consumer interests;

- Prescribe the terms under which a new service might be offered and to deregulate that service if it appears that competition will better serve the public interest;

- Establish the permissibility of interconnection of systems and equipment which comply with technical standards to be developed in consultation with the provinces;

- Hold a public hearing where a new competitor wishes to enter an area already served by a federally-regulated company;

- Order carriers to provide basic services when they are not provided in a given area and to make services available without discrimination as to price or other conditions of service;

- Enforce uniform technical standards throughout a territory served by a federally-regulated enterprise;

- Approve or disallow the incorporation, acquisition or disposal of subsidiary companies;

- Approve or disallow all agreements between carriers and cable-television undertakings.

Federally-regulated carriers might also be required to submit annually a five-year program of investment and construction for review by the regulatory body, which would then be empowered to exclude from the rate-base any capital expenditures not deemed to conform to the public interest.

To ensure greater federal/provincial cooperation and a more effective expression of the interests of the provinces, the government proposes several possibilities, including:

- If the provinces so desire, a two-tier system in which international and interprovincial aspects of the operations of all Canadian carriers would be federally regulated, while all intra-provincial aspects would be subject to provincial authority;

- Mechanisms for the development of mutually-agreed regulatory criteria, standard methods of accounting and cost-separation, and technical standards;

- Regular meetings of federal and provincial ministers responsible for communications (as an alternative to the creation of a more formal Council of Communications Ministers);

- The possible creation of a National Association of Communications Regulatory Authorities.

**TALK TO
ROYAL TRUST
ABOUT
MANAGING
YOUR
INVESTMENTS**



Royal Trust

PROFILE: PRESS COUNCIL CHAIRMAN

by TERENCE MOORE

Jean-Marie Martin, first chairman of the newly-created Quebec Press Council, has solid experience in launching new institutions in modern Quebec.

In the 1940s he was a colleague and disciple of Rev. Georges-Henri Levesque, the Dominican priest who founded the Laval University social science faculty and steadily fought with the Duplessis government. Later, Martin helped found the department of education and the Superior Council of Education and was in at the birth of a host of scholarly, administrative and other organizations.

"My tendencies are more to the left than to the right because of my experience of life and my personality — more on the side of the reformers," he says.

"But that tendency doesn't express itself only in efforts at reform but rather in efforts at innovation. I'm more interested in creating something new in society than in trying to reform old institutions. That's why the press council interested me. It's new. It answers a need. And they needed someone not committed by definition to either one side or the other — either to the publishers and broadcasters or to the journalists."

Martin was born at La Malbaie July 18, 1912, the son and grandson of lawyers. He grew up there and at Chicoutimi during the First World War and the 1920s. The depression had set in by the time he was ready to enter university and his parents were unable to help. He took a diploma course in agronomy at the Oka agricultural college — the only free higher education then available in the province.

He got high enough marks in the agronomy course to qualify for a scholarship which he used to study economics for two years at Cornell University in Ithaca, N. Y. He returned to Quebec in 1938 and, as required by the terms of the scholarship, worked briefly for the Quebec agriculture department.

Father Levesque, at that point, was creating Laval University's school of social science and recruiting bright young academics to staff it. He had known Martin previously and asked him to join the staff. Martin entered the faculty in 1939.

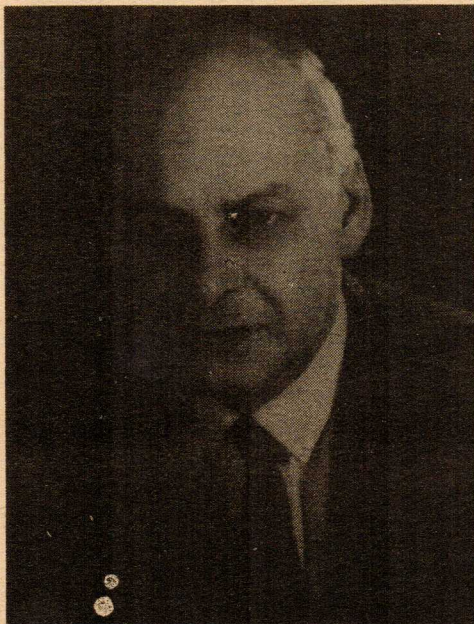
At the same time, Father Levesque led him into deep involvement in the co-operative movement, another of the Dominican's favorite causes. As part-time secretary of the newly-founded Conseil de Co-operation du Quebec, he wrote a newsletter, organized conferences and fostered the growth of the co-operative movement across the province.

In 1941, the federal government's Wartime Prices and Trade Board greatly enlarged its activities to administer price controls and rationing. Martin went to work for the Quebec City regional office as an administrator and economist. He dropped his research work but continued teaching at Laval. At the end of the war he returned to the university full-time as director of the economics department.

He became increasingly involved in administration at Laval, taking a major part in the public fund-raising campaign in 1948. It was a difficult period for Quebec universities. Premier Duplessis refused to let Quebec universities receive assistance offered by the federal government and grants provided by the province were modest.

Through public subscription campaigns, Laval sought to raise money in a way that would not offend the provincial government but would free it to some degree from dependence on the provincial government.

In 1951, Martin was appointed assistant to the rector and director of public relations to organize a major publicity and fund-raising effort in connection with Laval's centennial. He continued teaching and remained director of the economics department.



Father Levesque's term as dean of the social science faculty ended in 1956 and Martin was appointed to succeed him. Father Levesque had carried on a running feud with Premier Duplessis, who saw the social science dean and his colleagues as a nest of federalists and advocates of dangerous, leftist, socialist ideas corrupting the minds of students.

Father Levesque, anxious to defend his fledgling faculty, was inclined to answer the premier in the same tone, engaging the faculty in a direct political confrontation with the Union Nationale.

"We were doing research that was calling in question the traditional values and stereotypes of Quebec society," Martin recalls, "so they said we were threatening the traditions. It wasn't for me to change that. But I determined that we would cease to be actively involved in politics. That was the first thing I said to the first meeting of the faculty after I was appointed.

"Father Levesque, because of his personality and his personal antipathy for Duplessis . . . answered vehemently, like a politician, when he was attacked by Duplessis or other ministers.

"I had not been a target of the attacks. Father Levesque's departure coincided with the departure of Maurice Lamontagne, who had been another target.

"The attacks continued but I passed the word not to answer, not to say a word. We concentrated on doing more research, hiring more and better teachers so that the faculty could devote itself to training competent specialists in the social sciences. "We paid no attention to the attacks. In

the end, that is the most effective way."

The late 1950s also brought quick growth in the numbers of students in the faculty. Staff and funds secured by Father Levesque blossomed into a period of intense social research into Quebec and its problems.

Members of the faculty studied municipal finance for the Tremblay provincial inquiry on the constitution. They investigated working conditions in the forest industries. They studied the Acadians in Nova Scotia. They researched social and economic conditions in the lower St. Lawrence, anticipating the work of the federally-financed Eastern Quebec Planning Bureau of the 1960s. With the caisses populaires, they studied the needs and financial problems of wage-earning families.

Father Levesque had focused the faculty's attention on the specific problems of Quebec society and its weaker classes and Mr. Martin, as dean, maintained that focus.

In 1960, the Liberal government of Jean Lesage replaced the Union Nationale. Paul Gerin-Lajoie, minister of youth in the process of becoming minister of education, hired his friend Martin as special arbitrator of a long and complex labor dispute between the Montreal Catholic School Commission and its teachers. Martin was given broad powers to impose terms of settlement and resolved the dispute just before Christmas, 1960.

"Then Gerin-Lajoie asked me to stay on temporarily to help set up the higher education service in the department. But I didn't want to become a civil servant."

Martin went to work on laying the foundations of a higher education administration during the 1961 summer vacation. In September he told the minister he was quitting to return to Laval. The university granted him leave of absence and no permanent appointee could be found to take over at the department. Mr. Martin quit as dean and became full-time director-general of higher education.

During the next two years he recruited staff and established rules and procedures for distributing provincial grants to universities, which had increased greatly since the death of Premier Duplessis in 1959. At the end of 1963, he told the minister the job was done and prepared to return to the university.

"I didn't feel any calling to be a permanent civil servant."

At that point, the government was reviving and reorganizing the Superior Council of Education as part of its education reform program, seeking to make it a strong advisory body independent of the government yet close enough to the administration to be able to study problem areas in the school system and maintain the momentum of reform.

Martin was asked to become the first chairman of the council. He accepted the task on condition that he be a part-time chairman, not a full-time civil servant, "to safe-guard the independence of the council." He arranged to keep a part-time position at Laval and vice-chairman David Munroe did the same at McGill.

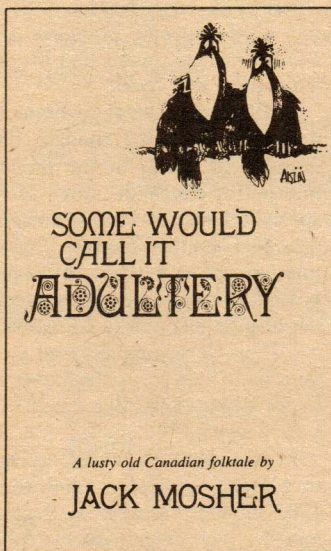
"We had to make the public aware that it was an independent body."

"I stayed at that post until the expiration of the four-year term in 1968. At that time, Jean-Guy Cardinal was minister of education. Our relations were not cordial. Cardinal was not obliged to re-appoint me and he did not. So I went back to the university."

Since then, he has been teaching courses in public finance and housing and doing some research, including work on old people for the Castonguay-Nepveu commission on health and welfare.

Terence Moore is a staff writer with the Montreal Star, from which this Profile is reprinted.

BOOKS FROM CONTENT



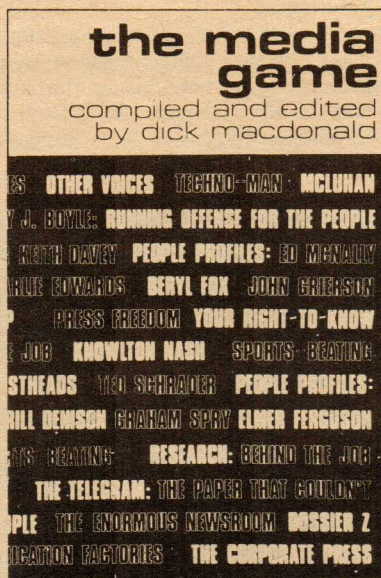
Jack Mosher's first novel "bulges with history, yet there is no apparent attempt to inform. Quite a feat," says Richard Doyle of the *Toronto Globe and Mail*.

"They're quite likely to cop a Leacock Medal," says the *Toronto Star's* Borden Spears of Mosher and his son Terry (Aislin), who illustrates this slightly-ribald novel.

Some Would Call It Adultery revolves around Grandpa Tucker who managed, at near 90, to get his seemingly-frigid daughter-in-law, Harriet, good and pregnant. Grandpa's main assistance came from the unpublished memoirs of his long-dead uncle, General Morton Tucker, who helped Wellington at Waterloo.

Jack Mosher pulled together thoughts for *Some Would Call It Adultery* during years of magazine and newspaper writing in Toronto and New York. He's 66. His son Terry, using the pen-name Aislin, already has established himself as a caricaturist of renown on either side of the Atlantic.

208 pages. \$1.95.



This 240-page Autumn book is not an exposé as such, but it's the closest thing to a self-analysis of the Canadian media as you'll find. It's a must for the layman as well as for media folk and should be in every library. Ideal for studies and casual reading.

Everything from the tabloid press to Harry Boyle of the Canadian Radio-Television Commission. From Knowlton Nash of the CBC to the sports-beat syndrome.

Senator Keith Davey. The corporate press and the weeklies and the campus papers.

Beryl Fox, the film-maker. Interviewing and research. The public's right-to-know and press freedom. Funny mastheads.

Profiles of Graham Spry and Merrill Denison and Elmer Ferguson and Charlie Edwards. And of others.

There's McLuhan, Norman Smith, Patrick MacFadden, Barrie Zwicker. Canadian Press. Dossier Z. And much more.

The Media Game is a selection of the outstanding material which has appeared during the first two years existence of *Content*. Compiled by Dick MacDonald.

240 pages. \$3.50.



Women in contemporary Canadian society. That's essentially the subject of this Winter '72 book — an anthology of writings by Montreal women.

It's not a Women's Lib book, so-called, nor a book devoted solely to the subject of feminism. Though there are arguments for both — and some arguments suggesting ways in which women and men can share equally in the development of a humane society.

There's some politics, some poetry, some social science, some educational matter, all weaved together in a volume which should be mandatory reading for college and university students and faculty as well as for the general public.

Mother Was Not a Person was compiled and edited by Margret Andersen, Ph.D., an associate professor at Loyola of Montreal. Her previous works include *Paul Claudel et l'Allemagne* (Ed. de l'Université d'Ottawa).

Contributors to *Mother Was Not a Person* include Marlene Dixon, Lise Fortier, M.D., Katherine Waters, Christine Garside, Lilian Reinblatt and Mary Melfi.

224 pages. \$3.95.

Orders:

Content Publishing Limited
Suite 404
1414 Crescent Street
Montreal 107, P.Q.
(Tel. 514-843-7733)

Dear Mr. President (Hee! Hee! Hee!)

by SCOTT MEYERS

I'm being thrust into greatness. Brilliant, though modest and retiring, why should I be chosen to reveal Canada's ultimate destiny?

They've just brought me my mail and I have before me a secret document, mailed in a plain brown wrapper and postmarked Montgomery, Alabama; George Wallace country. Marked "for the President's eyes only," the paper will upset all right-thinking Canadians. It concerns what we hold dear above all else — our comfort and pocket-books.

The document is an informal memo for U.S. presidential advisor Henry Kissinger — among other things, a noted historian. Aside from his problems with those intransigent Vietnamese, Henry must have been studying Canadian history; not too difficult a task really. Our past consists of repeated economic and political blunders. Study any ten-year period and you'll know the whole story.

An edited version of the Kissinger memo follows, just to show you the way the man's mind works:

Mr. President:

In the 1840s, Britain realized she'd made a mistake maintaining a North American colony after our glorious Republic came into being. She began to ask for preferential trade treatment for her starving Canadian colonists in exporting raw materials to us.

In 1854, the Congress here in Washington agreed to the Treaty of Reciprocity, under which feed grains, coal and timber could move freely across the U.S. - Canada border. Since Canada produced little else except maple syrup and snowshoes, the treaty was a great boon to their economy. For the U.S., it could have been the nose of the Trojan horse through the gate, the beginning of the annexation of that forbidding wilderness. We gained landing rights in Canadian ports and important fishing concessions and could have gone on to extend our patronage through other treaties.

Under Reciprocity, Canadians began to prosper, to think of themselves as equals and to haggle over other trade proposals they thought not in their best interests. The ungrateful wretches began to show a native cunning — a cunning which always develops in underprivileged neighbours when we try to help them.

Our Congress, preoccupied at the time with territorial problems on our border with Mexico — another grateful small nation — decided to let reciprocity with Canada die. We gained Texas and California but lost Canada and in my private opinion we'd be better off with the latter. Today we'd have more oil and fewer radicals.

I propose to start another round of reciprocity talks with Canada. Naive as Canadians are, they've probably forgotten the details of the mid-1800s treaty, which I question they understood anyway. All they'll remember is a period of relative prosperity.

Under Reciprocity (1973) we could export refrigerators, hair dryers, cigaret lighters and other consumer necessities — things all emerging nations desperately need. In exchange we could take most of the water from her rivers and all the petroleum beneath the desert areas they refer to as Alberta and the Northwest Ter-

ritories. Mr. President, they don't know the wealth they possess!

I doubt we could make such a treaty arrangement with any of the developed nations of the world. Japan, Germany or Britain would immediately suspect what we're about because, after all, they've come up with some pretty shady deals. Our neighbors to the north are always delighted and flattered when we invite them to Washington for discussions on any topic. Let's use reciprocity to lead Canada to her ultimate destiny; statehood under our flag. That ended Kissinger's memo.

I know I'm in possession of a political bombshell and my first reaction was to turn the memo (and the wrapper) over to the RCMP, David Lewis or The Committee For An Independent Canada. However, since there's much more to the memo that I've reported here. I'll wait until I'm charged under some obscure section of the Official Secrets Act. *Time* magazine is sure to publish my picture, then I'll try a little reciprocity myself. I'll get someone to ghost write a book for me so the royalists will at least keep me independent. The title: *The Reciprocity Papers*. What else could it be?

My immediate problem is getting someone to write the book. There was a journalist in the bed next to me suffering from schizophrenia — a common ailment with members of that profession. However, he was allowed to go home yesterday under the care of another newspaperman. But he'll be back soon and we'll get right at it. Perhaps his friend will come too.

Scott Meyers works for the Toronto Star Syndicate and does some freelancing.

DARTS AND LAURELS

For some time, *Content* has been toying with the idea of starting a "Darts and Laurels" column — the sort of place where you pat someone's back for a useful, wise comment about the media, and rap someone else's knuckles for a demonstration of silliness or downright incompetence. With this issue, then, welcome to a new feature. If readers respond, it will become a monthly item. It's a technique borrowed from such publications as the *Columbia Journalism Review*, though even the *Toronto Star* uses it, albeit usually with a non-media perspective. To start, here are a couple of darts. We're sure laurels could have been awarded, but we were not able to produce any obvious choices for this inaugural instalment. Readers are urged to keep their eyes and ears peeled for blunders or praiseworthy statements or acts within the media, and send them to *Content*, Room 404, 1411 Crescent Street, Montreal 107, P.Q. Unlike *Playboy*, our treasury doesn't permit token payments for your efforts. But we'll chuckle along with you.

Dart: to E. P. Zimmerman, president of Reader's Digest Association of Canada, for this comment: "A lot of people have got into trouble by letting writers write what they want."

Dart: And in a not-dissimilar line, Henry Schachte, president of J. Walter Thompson Co., said people with free access to the instruments of communication are directing the course of nations, business and even personal behavior. He deplored the escalation of advocacy journalism. "There remains much reporting that is excellent, fair, clear, factual. We can encourage this kind of reporting by nourishing it with the facts that support it."

NOT BEEN TO FRIAR'S IN MONTREAL?

Whether you're a resident or a visitor, Friar's Pub is a good spot to refresh yourself.

Inexpensive but tasty food and libation. And live pop music six nights weekly.

Convenient downtown location — 1445 Crescent Street.

THE Crescent Street.

Drop in. And tell your friends.

FRIAR'S

WE'RE NOT SELLING SOAP

by JOHN BENSON

In any consideration of the duties and responsibilities of the media one encounters a problem which appears to evade a completely satisfactory solution — the conflict between public interest and private profit, between public interest and private interest.

Bamfield has said: "A decision is said to serve special interests if it furthers the ends of some part of the public at the expense of the larger public. It is said to be in the public interest if it serves the ends of the whole public rather than those of some sector of the public."

Obviously, the ideal condition would more nearly exist if the media were not dependent on advertisers to finance their operation. But, ideals aside, the hard facts are that media proprietors are not in business for "the good of their health."

The only feasible alternative would be for the media to be financed by the government. The cure would certainly be worse than the complaint.

The Newmans, in their book *Evidence*, say there are twice as many government PR men as there are reporters in Washington. The U.S. government not only makes but also dispenses the news and, worse, with "backgrounding" and other such practices can, to a certain, extent control the dissemination of information.

It is obvious that the media must remain in the private sector and also that they should be independent. Unfortunately the media are not independent. It is not only subject to pressure; in far too many instances, it succumbs to these pressures. Richard Ballentine, editor of *Toronto Calendar*, was reported as saying: "... economic considerations can never be kept separate from editorial policy ..."

I quote extensively, from various sources, to demonstrate there is a consensus which maintains that public interest comes a very poor second to private interest and profits. I do not intend a wholesale condemnation of the media. With the best intentions the press have difficulty in "treading a middle path."

Many organisations show some concern for their responsibility to the public and, in support of this, I refer to a statement in the Davey committee report: "... for some years it has been the express policy of Southam Press to maintain no financial association with enterprises outside the communication field. Officers, editorial personnel and other key employees of the company are also expected to remain free from political and other outside activities if they might influence the editorial freedom or independence of any of the company's publications." Southam also has divested, or is in the process of divesting, itself of all broadcast interests.

However, the fact remains, Southam's hold 18.1 per cent of the total daily newspaper circulation in Canada and this cannot necessarily be said to be in the public interest.

Justice Hugo Black, an American jurist, said: "... the widest possible dissemination of information from diverse and antagonistic sources is essential to the welfare of the public ... it could also but not necessarily lead to a situation (referring to concentration of ownership) whereby the news ... is controlled and manipulated by a small group of individuals and corporations whose views of 'what's fit to print' may closely coincide with 'what's good for General Motors' or 'what's good for business' ..."

It has been said that group ownership is to the advantage of the public because a group has the capital to employ top management personnel and to attract the best editorial and reportorial staff. Certainly, there are many advantages to be gained by group ownership, but they are more than outweighed by the disadvantages, actual and potential; the inherent dangers are very real.

All the foregoing applies not only to newspapers but also to radio and television, with the essential difference that radio and television are subject to some control and newspapers to none.

However, the attitude of privately-controlled radio and television appears to be worse, if anything, than that of newspapers. The majority of newspapers give, at least, equal prominence to news and advertising; radio and television, especially television, tend to consider their programs a means of attracting "consumer units."

The head of one group of radio stations was at least frank when he told the Davey Senate committee that a radio station is merely a way of getting into the advertising business. The Fowler Report took a more favorable view in saying: "Television advertising is not only a useful service to commercial interests and a valuable source of revenue for the CBC, it helps to promote the creation of realistic and acceptable programs ..."

Richard Rossi quotes a classic example of censorship, in this case self-imposed by the CBC: "... an episode of Quentin Durgens MP was re-scheduled to avoid its coinciding with the introduction of the new Detroit cars; the episode was about car safety; the advertiser was General Motors."

There are exceptions to this sort of thing. Years ago, Standard Oil sponsored Flaherty's *Louisiana Story*. There was no mention of the sponsors in the film or credits.

The Xerox Corporation is another example of the right type of firm dealing in the right way with sponsorship. Xerox is not, of course, completely disinterested; the prestige accruing from this type of sponsorship is immense. Nevertheless, the type of program which it backs usually is of a high standard and plugs are kept to a minimum.

The connection between government, big business and the media is becoming far too intimate. In the United States, Lyndon Johnson, while president, owned AM, FM and television stations plus fifty per cent of a cable company and interests in another AM radio and a television station. Annenberg, who was appointed ambassador to London by President Nixon, owns television and radio stations, newspapers and magazines.

Can it be in the public interest to allow PR firms to cloak their releases in the guise of legitimate and non-sponsored news?

Investigations of the drug industry have shown that many of the stories reporting successful testing of drugs, which appear in medical periodicals, are written and paid for by agents of the manufacturers. The use of such disguised sources is misleading and quite indefensible. It is on record that Trujillo paid large sums to an American firm to publicise his regime in a favorable light by placing "news releases" with the media.

One can see a typical example of the blending of big business and the media in the conglomerates. A well-known example is the K. C. Irving empire. Irving owns all the English-language newspapers in New Brunswick; most radio and television stations, oil interests, gas stations and a host of other enterprises. It would be unrealistic to believe that conflicts of interest would not arise between the desire for accurate reporting and the protection of the interests of the firm. If these came into conflict, one wonders which would win!

There are examples of the resolving of these conflicts in the United States.

Nicholas Johnson of the U.S. communications authority quotes "... a railroad-owned newspaper that refused to report railroad wrecks; a newspaper, in debt to the Teamsters Union, that gave exceedingly favorable coverage to Jimmy Hoffa; Anaconda Copper's use of its company-owned newspaper to support political candidates favorable to the company."

In a similar vein, Watson, in an article in the *Globe and Mail* in April, 1970, refers to the proposed merger of ITT and ABC. He says: "Suppose it had gone forward. Could ABC's news integrity have survived the pressure to suppress news inimical to the super-corporation's political and economic interests around the world?"

The Special Senate Committee on Mass Media in Canada refers again and again in their report to the advantages and disadvantages of group, multi-media and conglomerate ownership. It said that some acquisitions appear to have served the public interest and others have led to abuse. Which doesn't get us very far!

This is a problem of great complexity, but, bearing in mind the all-pervading presence of the media and its very real and direct influence on the general public, an attempt should be made to resolve these problems of the ownership and control of the media in Canada.

As a start, a Press Ownership Board should be established, firmer directions should be given to the CRTC on permissible concentration of ownership and, above all, media ownership by conglomerates should be forbidden!

In the words of the Senate committee, "... newspapers [and other media] emphatically are not just another business."

John Benson is an Ottawa writer.

To: **Content Publishing**
Room 404, 1411 Crescent
Montreal 107, P.Q.

Send me a subscription to **Content**
I enclose a cheque/money order
for \$5 for the coming year.

Name _____

Home address _____

Place of employment/position _____

WORLD PRESS INSTITUTE

Fellowships

What happens between the press and the public ultimately affects what happens among nations.

Young professional journalists, all from different countries, go to the United States each year, travelling through the country ... meeting people from all strata of society ... pursuing formal course work for perspective ... working closely with major media ... discovering.

Back home, with nine months in the U.S. behind them and promising careers ahead, their experiences give shape to their perceptions of the United States and to the attitudes of their own country.

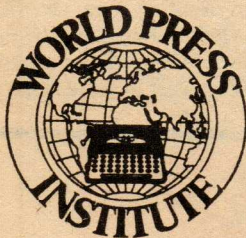
This has been the purpose of the World Press Institute since its inception in 1961. Conceived to enhance international communication, the WPI has hosted more than 150 journalists from fifty-three countries.

Canadian journalists are urged to apply. A dozen persons from around the world will be accepted for the 1973-74 fellowship program. Studies and practices start at Macalester College in St. Paul, Minnesota in September.

Deadline for receipt of applications is May 30.

For literature and application forms, write soon to:

World Press Institute
c/o Content
Suite 404
1411 Crescent Street
Montreal 107, P.Q.



CHANGE OF ADDRESS

Please notify us of a change in address, and try to enclose a mailing label from a past issue, when you move. It helps us a lot and should ensure that you don't miss forthcoming issues of *Content*.

BOOKS

OUTLAWS OF AMERICA: *The Underground Press and its Context: Notes on a Cultural Revolution.* By Roger Lewis. Pelican. 204 pages. \$1.65.

This appears to have been written by a blue-eyed innocent from England who got very turned on by the American New Left and accepted everything, but everything, as the wave of the future. It reeks of the uncritical New Left atmosphere of the mid- and late-sixties.

It does not really talk about the alternate press, but mentions names of papers in passing. The author acts on the New Left assumption (which, of course, is perfectly valid up to a point) that journalism can have no independent existence from the various movements it represents, and therefore what is needed is not to talk about the papers and magazines but about the movements they represent.

Fine. But Lewis ends up never talking about the papers. He takes one "movement" scene after another — be it the Drug Scene, the Hippie Scene, the Alternate Culture Scene, the University Radical Scene, etc., and describes each of them very inadequately and innocently.

There's nothing to get one's teeth into. It's not so much that the book is wrong; one could write an interesting critical review. It's just that it's too naive to be worth bothering about.

— Drummond Burgess
Last Post, Toronto

THE RIGHT TO KNOW: *Media and the Common Good.* By William H. Marnell. McGraw-Hill. 250 pages. \$7.50.

Issues dealt with are Free Press vs Free Trial, Free Press vs Moral Climate, Free Press vs Personal Reputation and the Right to Privacy, and problems offered by the relationship of radio and television to society-at-large. Illustrated with examinations of famous and lesser-known court decisions.

JOHN PAUL JONES ON NEWSWRITING. By John Paul Jones. Chilton. \$9.50.

Jones is dean of the College of Journalism and Communications at the University of Florida and wrote this book for the student and reporter who is involved in current issues — consumer activities, public health, environment, urban affairs. The essentials of interviewing and of

investigative reporting are covered as are other basic reporting techniques.

THE MEDIA GAME. *Compiled and edited by Dick MacDonald.* Content. 256 pages. \$3.50.

This is a collection of the major articles which appeared in *Content* magazine during its first two years of publication. Profiles of such people as John Grierson, Graham Spry, Beryl Fox, Charlie Edwards, Merrill Denison, Ed McNally. A report on the Senate committee's media report. Media 72. Dossier Z. Post-mortem on the Toronto *Telegram*. Journalism training. Research papers. McLuhan. Press freedom. The right-to-know. Sports-writing. Variety of Canadian writers represented.

THE LITTLE MARKETPLACE

CLASSIFIEDS

EXPERIENCED EDITOR/ JOURNALIST WANTED:

We're looking for an experienced journalist capable of assuming important responsibilities with Nova Scotia's lively and spirited weekly, *The 4th ESTATE*. We're expanding, and looking for a person with fresh ideas who is capable of co-ordinating assignments; editing; and writing. Salary negotiable. Apply to, *The 4th ESTATE*, 1823 Hollis Street, Halifax. All applications in confidence.

RELIGION COPY from Alberta Bible Belt. What can Noel Buchanan offer? 956A 8th Street South, Lethbridge T1J2K8 Alberta, (403) 327-8101.

Independent agency needs RESEARCHERS, writers for print and broadcast special projects. Contact Bob Carr, Press Gallery, Queens Park, Toronto, Ontario.

STU LOWNDES, vsw, alive and well and living in Montreal. Wire, metro, country, community, trade and PR experience. Open for assignment — freelance and otherwise. 514-389-6355.

SEX AND THE STARS, a zodiacal study of sexual profiles, by Martin Pentecost, cover by sculptor / photographer Joso. Order from KAKABEKA Publishing Co., P.O. Box 247, Toronto M4P 2G5 or your book store.

WISH TO RETURN to journalism. Young man, 28, now an immigration officer with some experience at *Globe and Mail*. B.A., Russian language, history. 1-year TV-production, Ryerson. Speaking ability in several Slavic languages, reading knowledge of French. Competency in speed-reading and comprehension. Excellent references. Reply Box J, *Content*, 1411 Crescent, Montreal 107.

UNIQUE CHESS catalogue. Everything in chess. Send \$1 to: Chess Nut Reg'd., Room 101, 5500 Queen Mary Road, Montreal, Que.

CONTENT requires more advertising, of all kinds — but especially of the corporate PR style, which seems eminently suitable for our pages. The magazine also needs an advertising space salesman, if we're to carry on. Write: Content, Suite 404, 1411 Crescent Street, Montreal 107, P.Q.

EARTH & SUN & HIGH-RISE RECIPES FOR SINGLES, by Pauline Rhind, drawings by David Shaw. Order from: KAKABEKA Publishing Co., P.O. Box 247, Stn K, Toronto 12, Canada. Price \$2.50.

The Canadian Managing Editors' Conference will be held in Vancouver May 22-26. Registration forms and fee (\$65) should be sent immediately to: Peigi Kirby, Ottawa *Citizen*, Box 8855, Ottawa K1G 3J6. Under discussion will be reports from the CMEC executive concerning liaison with the editorial division of the Canadian Daily Newspaper Publishers Association as well as a series of editorial seminars co-sponsored by the CMEC and the CDNPA. Also, a feature will be a new-technology session, when *Citizen* general manager E.S. Leigh will describe the plant into which his paper will move in July.

The Canadian Community Newspapers Association is launching a public relations program and has retained Frank Segee as consultant. His task will be to tell the weeklies' story across Canada, "that community papers have a unique function, a unique readership loyalty, a unique editorial credibility, a unique influence." There are more than 700 community papers in Canada, with a combined circulation exceeding four million and advertising revenue of more than \$60 million.

Jeff Elliott has left Bell Canada in Montreal to join Berger, Tisdall, Clark and Lesly, public relations consultants . . . Bob Sirois has left the PR office of the Alouettes for the Norm Olson PR firm . . . Vince Carlin, who left *Time* magazine in Montreal, has joined the CBC.

Trucking News, produced for CP Transport by the Toronto communications group of Huggan and Tames Ltd., received top prize for internal trucking industry publications from the International Association of Business Communicators and American Trucking Associations at a meeting in St. Louis. *Trucking News* is a bi-monthly tabloid newspaper and has French- and English-language editions . . . Len Sidaway of the *Montreal Gazette* won the monthly cash award for press photographers from the Cigar Institute of Canada. His picture showed \$200,000 Super-Loto winner Louise Brisebois lighting cigars for six Nicolet workers who together won \$125,000 in the Inter-Loto draw.

The World Press Institute, a non-profit organization based in St. Paul, Minn., and funded by major American corporations and foundations, hopes to encourage Canadian journalists to apply for its 1973-74 fellowships. The WPI, now in its twelfth year, offers a nine-month program of work, study and travel within the U.S. for a dozen foreign journalists. Eligible are reporters and editors from practically anywhere in the world; they must have a minimum of three years' experience, have conversational ability in English, and be between ages of 21 and 35. Following an initial study period at Macalester College in St. Paul, WPI fellows spend varying periods in all corners of the U.S. and get some in-house experience at local weeklies and the major papers and networks. The new term starts in September. For information, write: World Press Institute, Maca-

miscellany

lester College, St. Paul, Minnesota 55101. Deadline is May 30.

Trans-Atlantic delivery of the new 437-ton printing press for the *Toronto Star*, in stages keyed to an assembly schedule, was a problem worthy of army logistics. The press was carried to Halifax via Atlantic Container line in ten different shipments, each with an elapsed time from Liverpool to Toronto of nine to eleven days. Of the nineteen containers, nine had a payload of more than nineteen tones each and required special trailers.

Ottawa's local and neo-alternate press has altered substantially during the past year. A *Usually Reliable Source* folded last summer because of financial insolvency. The *Centretown News* is operating with LIP money, but that ends in May and the paper's future seems uncertain. The *Glebe News* stopped publishing in the fall. Volunteers put out a small paper in Sandy Hill. *Le Carrefour* in Lowertown, the only French-language community paper, is doing well because of a LIP grant. *City Report*, devoted to municipal politics, started following December's election. And the new *Pod* is aimed at people involved in the arts. Both the latter seem to be doing quite well, financially as well as editorially.

Marc Thibeault, sports editor of *Le Devoir*, was re-elected president of the Montreal Press Club as the club went into its 25th anniversary year. Other executive members are Earl Garrety, radio freelance, first vice-president; Lloyd Converse, CBC International Service, second vice-president and treasurer; and Boris Miskew, The Canadian Press, secretary. Margaret Davidson of the CBC public affairs section was elected to the board of directors, first woman ever to be named to the board. Last year the club voted to permit women to become bonafide members. Other directors include John Richmond, *Montreal Star*; Gerald Dany, *Dernière-Heure*; and Paul Waters and Leon Harris, *Gazette*.

Verdun-based station *CKVL*, which discontinued its bilingual policy on the AM band earlier this year, has been granted a licence to broadcast in French only on the FM frequency. Both stations had been bilingual since their founding in the late forties and early fifties . . . The March issue of *Quest*, a controlled-circulation magazine for men, is up seventy-eight per cent in advertising revenue over the introductory issue of ten months ago. The magazine, based in Toronto, has a circulation of 590,000 in the country's twelve major cities.

The Canadian Human Rights Foundation has announced the start of its annual country-wide program of \$5,000 grants, offered to writers, university graduates, undergraduates and others to assist them in the preparation of a book, disserta-

tion or other work dealing with an aspect of human rights in the country. Closing date for submissions is June 1. Contact: Awards Committee, Prof. John Humphrey, Chairman, Canadian Human Rights Foundation, Suite 2165, 630 Dorchester West, Montreal 101.

A petition has been filed in Quebec Superior Court to have a municipal bylaw restricting the display, distribution and sale of newspapers in Jonquiere declared illegal. The bylaw in question forbids the display, distribution and sale of papers on streets, alleys, sidewalks, private property and public places. The Association of Quebec Dailies contends the bylaw is illegal and exceeds municipal jurisdiction.

Seminars which the Canadian Daily Newspaper Publishers Association has been organizing seem to be attracting good attendance. Recently, there have been two-day assemblies in Hamilton and Moncton and from both came the suggestion that reporters, too, should somehow be involved, not only senior editorial management personnel.

Seeing, and wondering about, staff turnover, the *Kitchener-Waterloo Record* produced a new scale of salaries. Reporters are in three basic groups — \$240, \$250 and \$260 weekly. The desk scale, again in three groups, is \$10 higher.

The 21st annual convention of the International Communications Association will be held at the Queen Elizabeth Hotel in Montreal, April 25-28. Paper presentations will centre on information systems, inter-personal communication, mass communication, organizational communication, and inter-cultural communication. It will be the first time the convention has been held outside the U.S. Special admission prices are available to students.

At this writing, the Ontario Court of Appeal had reserved judgment on an appeal by Toronto's *CFRB* whose lawyer claimed that a federal law banning partisan political broadcasts on the eve or the day of an election violates the guarantee of freedom of speech in the Bill of Rights. The station was charged with a breach of the Broadcasting Act on an allegation that commentator Gordon Sinclair made a partisan political broadcast Oct. 20, 1971, the night before the provincial election in Ontario. *CFRB* was appealing a decision which refused to prohibit the continuation of the prosecution against the station.

The second annual A. J. Liebling Counter-Convention, sponsored by the *New York Magazine* (*MORE*), will be held in Washington May 3-6 . . . Andres Laur, president of Estonian Publishing Co., died in Toronto at the age of 64 . . . Newfoundland MP Walter Carter said the CBC is overloaded with such "Toronto-oriented hacks" as Pierre Berton, Gordon Sinclair and Fred Davis.

The *Toronto Globe and Mail* and the *Scotian Journalist* of Halifax were awarded the 1972 Michener Award for Journalism by the Federation of Press Clubs of Canada. The award is for meritorious public service in journalism.

content

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

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

Editor: Dick MacDonald