

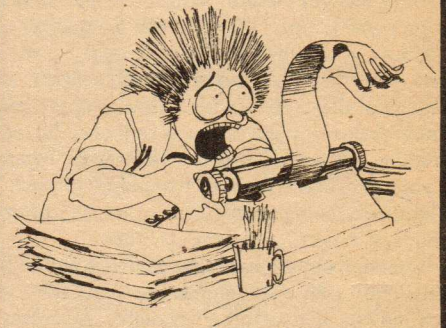
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MARCH
1974
50¢

content

MEDIA 74
IS ONLY A
MONTH AWAY

VIOLENCE AND THE MEDIA



THE WHOLE
QUESTION
OF STANDARDS

JOURNALISTS
REMEMBERED
ON STAMPS

MUCH MORE
MISCELLANY

OUR MEDIA OF VIOLENCE

by FRANK ADAMS

Few people would dispute that the news media serve up large doses of violence to their audiences daily. No matter the medium—print or electronic—we are assailed in endless and blood-chilling succession by the detailed accounting of acts of physical abuse and harm committed by one upon another.

What impact is this drenching exposure to the chronicling of aggressive behavior having upon each of us and our culture? What contribution is it making to the temper, the spirit and the manner of our times? And when will media owners, their editors, and their reporters ask these and similar questions of themselves with a view to appreciating how their roles and products influence human interaction—how men conduct themselves toward one another—in the everyday round of things?

The theory being proposed here is that current methods of reporting violent episodes:

1. School us in the use of force as a solution in situations whose problems are perceived as beyond the ken of other available processes, and
2. Has helped bring about the predictable epidemic of frenzied, violent behavior which we are now experiencing as the normal part of our daily fare.

We do what we have been taught to do, reporters and editors included. Our repertoire of responses in any setting is as broad or as narrow as the possibilities we have learned and imitated along the way. Violence as the resolution of some stressful life event is behavior learned in the identical way one learns to ride a bicycle, get dressed, eat with a fork and knife, and so forth. It involves exposure to a particular bolus of knowledge with the consequent and attendant acquisition of specific skills for use at times deemed appropriate, all made known to us by example.

Reporting violent events as they do, the news media provide the reading, listening and viewing public with abundant and graphic instructions and examples not only on how but when to behave aggressively. In effect, the newspaper has become a textbook, or instruction manual on violent solutions, while the broadcast media—TV and radio—provide the complimentary and reinforcing audio-visual aids. Each human conflict thus recorded has the potential for shaping the actions of others.

In presenting my impressions and comments on media performance with regard to the reporting of violent events, it is not my intention to build support for arguments that violence should not be publicized. It is not the telling of these incidents but the manner in which they are told that is of urgent consequence today.

What is notable about media reporting of violence is the bias, the stress given those things which titillate, which entertain, which pander to the tastes currently fashionable: in other words, on the surface sensations of the single events of theatrical value. It is, as the philosopher Arthur Schopenhauer wrote, what separates the brute from man is that the former is determined by the impact of present impressions, while the latter responds to contemplations. Media reporting of violence caters to brute not man by ignoring context, the implied trends, the larger significances of things. It was the correct conclusion of the president's commission on urban disorders that the media failure to report thoroughly the social problems—the event in context—which led up to the black riots which contributed to further violence.

But journalism is only concerned with the dramatic. Reuven Frank, producer of NBC News, is quoted as recently telling his staff that "every news story should have structure and conflict, problem and denouement, rising action and falling action, a beginning, a middle, and an end."

News reporting is still very much action-oriented, craving the novel, the out-of-the-way, the immediate, ignoring the fact that present-day reality does not organize itself into neat compartments called a beginning, a middle, and an end. It is precisely this insensitivity that assigns priority to deadlines and beats over the seeking out of the attendant in which violent dramas are conceived, given birth and played out. The media's Cyclop's view of the world can in large part be held responsible for the current impotence and narrow social vision of the urban middle classes. Because there is no sense of proportion to news reporting of violence, because of that stress on immediacy presented with a glossy superficiality, the average consumer is almost compelled to indulge in gross over-simplifications and fantasies in his now-frantic search for a meaning to troubling things.

We know that newsmen still are paid, or rewarded, not to analyze the social structure of the situation in its totality, but for getting "facts"—and getting them fast and first. News,

rather than insights into the perceptions and affairs which govern and influence human behavior under certain conditions, is the media's principal value. That arises from the indisputable fact that the industry and its relationship to the community is affected very little by the people in it and almost wholly by the internal logic of its techniques and economics.

As a result of this instrumental orientation to life, the media deny the public the information by which to conduct an intelligent and thoughtful appraisal of modern urban life. Media data, deficient because of an anachronistic methodology for data gathering, fail to make the world more intelligible for the average reader-viewer-listener.

Subsequently, the common man is denied his right and need to acquire the necessary knowledge to make the best sense possible of his experiences, and is therefore kept from participating fully in those matters which influence and determine the quality of the very breath he draws. The art of telling a story, of passing on information, of "getting in touch" with other persons must be done in a manner which would enable us all to ask the right questions of those in high places. It should, ultimately, result in each of us reflectively asking the right questions of ourselves and one another; ideally, bringing into being in each of us attitudes for more human alternatives to our distressingly aggressive behavior.

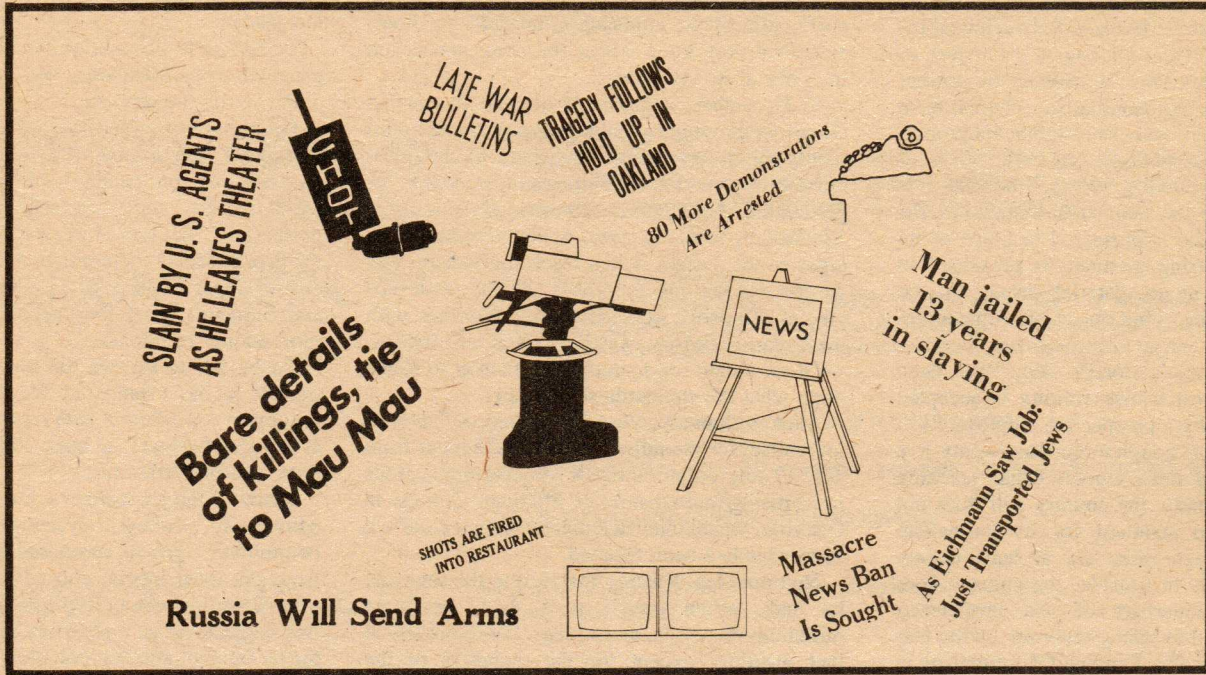
There is no law which says the press has to interpret and not simply "report" the news. However, having arbitrarily assumed this responsibility of telling us the news, in fact having assumed the burden of judging what is and is not news, the media have a moral obligation to present stories of violent behavior, in particular, in a more responsible manner.

One purpose—and one could argue that today perhaps the *only* purpose of chronicling violent episodes—is to attempt an understanding of *why* some person or persons chose this rather than that

an understanding in depth, nor is contributory to a break-through to new and more appropriate ways of functioning.

The result is a continued superficiality of communicating, a reflection of a frightened single-class's interests, and a lengthy unrelated enumeration of trivial violent occurrences. By reporting only the obvious, the observable surface events, the media fail to impart a necessary sense of wholeness and intelligible imminence about our important human goings-on.

To accurately portray the bewildering and infinite array of human events in the community is to be cognizant of an emotionally sensitive to the fundamental observation that even those chapters of life which contain action and violence are much more than merely action and violence. They are more than stereotypes and the labels to which they have been reduced by an intellectually lazy and humanly non-compassionate commercial enterprise whose data-gathering practices have the effect of saying—regardless of the intent—that our interactions are nothing but a collection of



way of responding to a situation, be that person a lone citizen, or a functionary of some law enforcement agency. The reporting of violence should be only to stimulate an exploration of other forms of problem-solving responses and to correct the conditions which contributed to the violent event. Morally, there can be no other reason. As Madame de Stael declared: "We seek information to gain knowledge to acquire and understanding, for we forgive only that which we really understand."

The media have responded to changes in the social world only in the technical field—computerized payrolls, faster presses, new buildings, high speed films, and so forth. In the reporting area there has been little willingness to let new procedures evolve. Unfortunately, media attempts, the few which have been made, in the direction of social science research have been rather amateurish, particularly where new trends and patterns are concerned. Parrotting sociological jargon—an inexcusable sin for sociologists as well—and a penchant for regarding lengthy quotations by "experts" as analyses hardly denotes

By not relating a violent moment to its relevant social setting, by not considering the entire scenario, the media daily commit the most unforgivable and dangerous acts of subjectivity. The "what" without the "why" is an incomplete communication. It also is unjust, and therefore immoral to continue this kind of reportorial methodology.

I am not arguing that this kind of reporting is intentional. But no matter: Whether by calculation or ignorance, the consequences are the same. I would have to say such continued media practices result in part from a lack of appreciation of the complexities of human behavior and the myriad things which influence the varieties and multiplicities of conduct.

anecdotes to fit between supermarket ads.

There is a media reluctance to comprehend that the real story of human existence lies beneath the visible surface; there where cameras do not go, where reporters cannot explore, where media management pretends to analyse with feckless editorials and backgrounders to the news.

The task, then, is not to simply report but, as Thomas Jefferson explained, to "Give light, that the people may find their way." What, then, should journalists really be trying to do?

To illuminate,
Not exacerbate.

To walk with light,
Not with heat.

Frank Adams is a former Toronto Globe and Mail reporter and copy editor. He was a Southam Fellow in 1966-67 and now is in his final year of medical studies at Hamilton's McMaster University. His graduate degree is in sociology. This article is based on a guest lecture he gave to journalism students at Ryerson Polytechnical Institute, Toronto.

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The gap between classroom and newsroom

by D.G. CARMICHAEL

In 1970, a Toronto newspaperman, Rae Corelli, was commissioned to conduct an inquiry into the school of journalism at Ryerson Polytechnical Institute in Toronto. Corelli began his report to Ryerson's president, Donald Mordell, by stating: "The blunt fact is that (journalism schools) have never been taken seriously by a significant proportion of the nation's professional newsmen."

"The medical school graduate," he said, "is presumed to know the rudiments of anatomy, the law school graduate is presumed to know about torts, the engineering graduate is presumed to know something about material stress, but the journalism graduate is the object of no presumption whatever."

"His competence," Corelli said, "has been subjected to no test whose validity is accepted without question by a prospective employer."

The fact is that although more than twenty-five years have passed since schools began teaching journalism in Canada, the country still does not have an accepted standard for its journalism graduates. Although there are at least twenty journalism schools in Canada, the country does not have a counterpart of the proficiency certificate awarded to young reporters by the National Council For The Training Of Journalists in Great Britain.

Putting it another way, the people who hire and

fire on Canada's daily newspapers are forced to rely on two things: What they know about the curriculum of the applicant's journalism school, and what they know about the competence and integrity of its instructors.

In December, a group of us who instruct in Ontario's community college system thought we finally might be getting somewhere on the introduction of province-wide minimum standards for graduation. We'd introduced the idea at a seminar attended by representatives of the seventeen colleges in the system which teach journalism, and we thought that the consensus had been that provincial standards were desirable. Working with the Ontario ministry of colleges and universities, we'd set a date for a summer workshop to determine what the standards should be.

Then, in January, Vic Whatton, co-ordinator of journalism for the ministry, received a letter from T.J. (Tom) Allen, director of communications (advertising/journalism) for Sheridan College in Oakville, which indicated that he did not believe a consensus had been reached.

He reminded Whatton that during the seminar, he had "taken issue" with the concept of minimum standards, and added: "So did others at that meeting, except for the members of the 'steering committee' you selected."

So, maybe we on the steering committee are

back where we started, convinced that minimum standards are necessary, but unable to get them introduced.

To be fair to Tom Allen, he does not object to province-wide standards: He objects to them being set by the schools.

His argument, expressed in a letter to Whatton, a copy of which Allen sent to me, is: "It's not the function of faculties of journalism, law, medicine, etc., to set up basic standards for the profession. That sort of thing is in the purview of the practitioners' societies, such as the Law Society of Upper Canada, the College of Physicians and Surgeons. And they set the exams for the professional certificates."

To be fair to us, we did not suggest that the schools set basic standards: We suggested that the schools *in consultation with representatives of the newspaper business* set basic standards, and I say there is a big difference.

Many of the journalism schools in the Ontario community college system have advisory committees—groups composed of representatives from the local media who advise and assist the journalism instructors with curricula. It had been our suggestion that a provincial advisory committee be formed, and that one of its functions would be to work with the journalism schools to establish minimum standards.

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One thing is certain: If we wait until the Canadian newspaper business spawns a practitioners' society—apparently the only group that would be satisfactory to Tom Allen—we may wait forever. There simply is no society of newspapermen comparable to the law or medical societies on the horizon, nor is there likely to be in the foreseeable future. The question, then, is: Must minimum standards be held in abeyance until there is?

Which might be as good a time as any to examine the apprenticeship program under which British journalists learn news-gathering and news-writing. In the United Kingdom, the National Council For The Training Of Journalists, a body composed of representatives of newspapers and newspaper unions, holds proficiency examinations twice a year for candidates for the proficiency certificate. The candidates have received classroom and on-the-job training over a period of several years and the examinations, though simulations of news situations are as tough and as practical as the examiners can make them.

One of the tests in a recent examination was for the candidate to interview an instructor at a British college. The college had cancelled an exchange program with a South African university because a student group at the British college had discovered that the South African university practiced apartheid. Subsequently, the student group had discovered the instructor had taught at the South African university several years before, and now was calling for his resignation. The candidate was given fifteen minutes to interview "the instructor" — a newspaperman acting out the role — and thirty minutes to write eight takes.

I don't know about you, but successful completion of several tests along those lines would represent competence in a beginning reporter to me. And apparently it does to the British press. Newspapermen who pass the proficiency test are awarded salary bonuses and accelerated promotion under clauses written into U.K. newspaper labor contracts.

Since I began teaching journalism in November, 1971, I have found that every newspaperman who has taken the time to study what we are doing at Canadore and what we are trying to do has become an enthusiastic supporter of the program.

Journalism school never can simulate the pressure of working for a man like my friend Norm Wetherup, now western Ontario editor of the *Windsor Star*, who, in the '50s, worked me twelve days on and two days off from 8 A.M. to 11 P.M. for seven months, and when I quit him to go to the *Toronto Telegram*, snarled: "You're nuts, kid." (I should add that he then took me up to his house and poured a case of beer into me.)

Nor can journalism school ever simulate the pride of working for a man like the legendary Doug MacFarlane, now head of journalism at Ryerson, who, though a managing editor at the time, took personal charge of the newsroom at the *Telegram* when Hurricane Hazel struck the Toronto area in October, 1954, and worked around the clock with the rest of us. (My fondest memory of that story was that Don Collins put in an expense account for a pair of rubbers he'd lost in the mud and MacFarlane turned it down.)

But journalism school can and does train a student in CP style, interviewing, libel and contempt, the operation of the courts and municipal councils, and what to look for in such stories as holdups, drownings, murders and fires.

And it also can give a student depth in some of the subjects we think are necessary to round out a high school graduate — psychology, sociology, economics, and politics and government — as well as such direct support subjects as typing, photography and language and communication.

As a result of a program we at North Bay's Canadore College recently established with the co-operation of the North Bay *Nugget*, the Tim-

mins *Press*, the *Northern Daily News*, the *Sturgeon Falls Tribune* and North Bay radio station *CFCH*, our 1974 graduates will have some on-the-job experience when they go on the market in May. For thirteen weeks of their final semester, they'll be working full-time at these media under the close supervision of their journalism school co-ordinator.

However, no one at Canadore — including the students themselves — will suggest that when they graduate in May, they will be anything more than what we say they will be: Good, beginning reporters with excellent potential for future development.

Frankly, I think it's time the nation's journalism schools levelled with the newspaper business on their strengths, and on their limitations. As well, I think it's time that the journalism schools invited the newspaper business to play a much larger part in the establishment of curricula and the creation of a universal yardstick by which journalism graduates can be judged.

The workshop I mentioned earlier will be held at Canadore June 6-7, and if editors agree with the steering committee that the schools, in consultation with the newspapers, should set standards, we'd certainly like to hear from you. Conversely, if you agree with Tom Allen, drop him a line. I'm sure that his opinion is as honestly held as ours, but the time has come to get this thing out in the open and let the journalists of Canada know what's been going on behind the scenes in some of the country's J-schools.

D.G. (Mike) Carmichael is co-ordinator of journalism, graphic communication and radio-television broadcasting at Canadore College, North Bay. He spent 20 years in various reporterial, photographic and editing capacities with the Sault Daily Star, Windsor Star, Toronto Telegram, Globe and Mail, and Canadian Magazine/Star Weekly before joining Canadore in 1971.

MINISTRY OF TREASURY, ECONOMICS AND INTER- GOVERNMENTAL AFFAIRS

The Information Services Office offers the following opportunities:

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Qualifications: formal training in broadcast journalism (or equivalent); number of years experience in reporting or production using audio-visual formats; ability to write concisely and prepare radio and television programs for internal and external audiences. File TE90

Those selected will work with the manager, Information Operations, and the Communications Planner to constantly assess the internal information needs of the ministry; ability to work with short deadlines and to perform a wide variety of writing and production duties necessary for both positions.

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REMEMBERED BY THE MAILS

by LEE KLEINHANS

Six Canadians are numbered among more than 250 journalists who have been pictured on postage stamps, and those Canadians are fairly typical of the entire group in that some were journalists first, last and always, while others went on to other fields of endeavor.

Half the journalists on postage stamps are European. A handful are African. Slightly more than a dozen are Asian. Two dozen come from North America. Thirty per cent are Latin Americans, a number which may reflect as much as anything the liberal stamp-issuing policies of the Latin American countries.

Joseph Howe, George Brown, Thomas d'Arcy McGee, Henri Bourassa, Pierre Laporte and Sir Wilfrid Laurier are on the Canadian postal honor roll.

It was as a journalist that Joseph Howe (1804-73) first became involved in politics. In 1829, two years after buying the *Novascotian*, he



On May 16, 1973, an eight-cent stamp was issued to commemorate the centenary of the death of Joseph Howe, journalist and major political figure.

introduced a column of legislative reviews to acquaint his readers with public affairs.

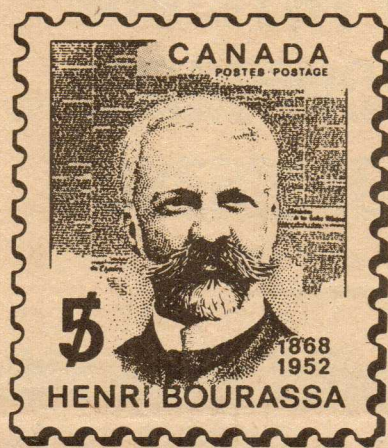
Elected initially to the provincial assembly, Howe was active in local and federal government for more than three decades. His last public office was that of Lieutenant-Governor of Nova Scotia, a post he held just three weeks before his death at Government House in Halifax.

George Brown (1818-80) was born in Scotland and crossed the Atlantic with his father in 1838. The pair worked as journalists in New York where they established the *British Chronicle*. Moving to Canada in 1843, they founded a weekly, *The Banner*, and, the following year, George was instrumental in the establishment of the *Globe* in Toronto. One of the Fathers of Confederation, a Member of Parliament, he was named to the Canadian News Hall of Fame in 1967.

Honoured in 1927 on a five-cent stamp bearing his portrait was Thomas d'Arcy McGee (1825-68), the Irish-born poet who fled his homeland when he was implicated in the abortive 1848 Irish rebellion. Escaping to the United States, be-

tween 1848 and 1853 he established two newspapers, the *New York Nation* and *American Celt*. Moving to Canada in 1857, he was active in politics until his assassination.

Before founding *Le Devoir* in 1910, Henri Bourassa (1868-1952) had been a contributor to *Le Nationaliste* in Montreal and had been editor and owner of *L'Interprète*, published in Clarence Creek, Ontario. Bilingual, Bourassa did not confine his activities to journalism. At 21 he was mayor of Montebello, P.Q., an area which he later served in Parliament. Bourassa also was a member of the Quebec Legislature.



Henri Bourassa's birth centenary was marked with a five-cent stamp Sept. 4, 1968, showing his portrait against a background formed by part of a page of *Le Devoir*.

Another name associated with *Le Devoir* is that of Pierre Laporte (1921-70). Joining the staff of the Montreal daily in 1947, Laporte served as parliamentary reporter at the Quebec Legislative Assembly. Eventually entering politics himself, he first gained a seat in a Quebec byelection in 1961. At the time of his assassination in 1970, Laporte was minister of labor and manpower, minister of immigration and Parliamentary leader.

Sir Wilfrid Laurier (1841-1919), prime minister from 1896 to 1911, moved from Montreal to the new settlement of Arthabaskaville, P.Q., in 1866 because of a respiratory ailment. There, for



Vladimir Ilyich Lenin (1870-1924), journalist most often seen on stamps, with Klara Zetkin (1857-1933), one of very few women journalists depicted on stamps.

six months, he edited *Le Defricheur*, until it folded for lack of support among those who considered his editorials too radical.

Journalists in other parts of the world also are better known for their political activities. They include Mao Tse Tung, Benito Mussolini, Kwame Nkrumah, U Thant, Georges Clemenceau, Friedrich Ebert, Klement Gottwald, Vladimir Lenin, Warren G. Harding.

Lenin is the most popular subject among journalists on stamps. He has appeared on 260 stamps—173 Russian and 187 from other countries. Vladimir Ilyitch Ulianov worked for a revolutionary newspaper in 1895; he helped found *Iskra* (*Spark*), the organ of the Social Democratic Labor party. It was while writing for *Zaria* (*Dawn*), a Marxist journal, that he first used the name Lenin, in 1901.

Runner-up in popularity is Ben Franklin, with 115 stamps issued by the United States and twenty-four by other countries. Third, but far down the line in numbers, is Kwame Nkrumah, with thirty-six all issued by Ghana except for two from Liberia.

Among the journalists best remembered for other literary achievements are Norway's Bjornstjerne Bjornson, France's Albert Camus, England's Daniel Defoe and Charles Dickens, Sweden's Johan August Strindberg and the United States' James Russell Lowell, Edgar Allen Poe, Mark Twain, and James Whitcomb Riley.



Benjamin Franklin (1706-90) was journalist, printer, scientist and statesman. He helped found the University of Pennsylvania, draft the Declaration of Independence, and represented his government in England and France.

Very few women journalists have appeared on stamps. Carrie Chapman Catt, Elizabeth Cady Stanton and Frances Willard represent the United States; Eva Peron, Argentina; and Klara Zetkin, Germany.

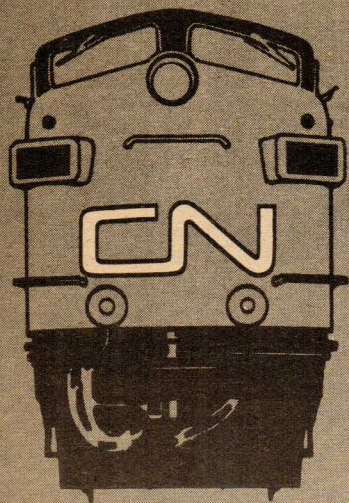
Eva Peron, late wife of the Argentinian president, ran the newspaper, *La Razón*. Klara Zetkin, German socialist-feminist, edited the Socialist women's newspaper, *Gleichheit*.

Frances Willard wrote magazine articles in support of the Women's Christian Temperance Union, an organization she helped establish in 1874. Mrs. Catt and Mrs. Stanton were active in the suffragette movement. Both wrote for their cause. Mrs. Stanton edited *The Revolution*, a women's rights newspaper.

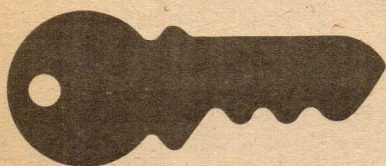
Lee Kleinmans is a freelance writer residing in Merced, California.

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MEDIA 74



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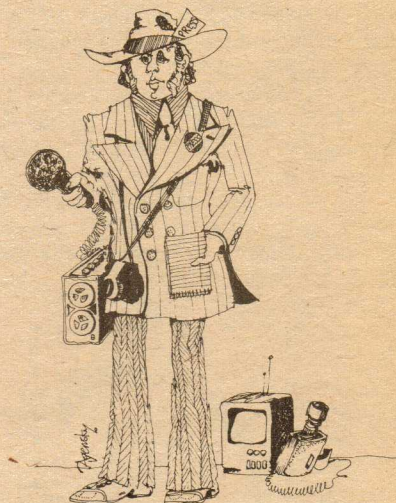
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For want of a better term, "looking ahead" might well serve as the operative slogan for Media 74, the fourth national conference of journalists which is scheduled for April 26-28 in Moncton.

While delegates will gather to pick themselves apart — and everything and everyone else — in the main they'll be focusing on how best to cope with change. Change in society, change in the media professions. How to be on top of Change.

The two and a half days of discussion, gossip, and entertainment will be held at the Hotel Beausejour in Moncton. Registration fee is \$15; interested persons are urged to submit their registration forms without delay. A blank is reprinted in this issue of *Content*, as is the preliminary program (subject to revision).

Media 74 is looking for a free exchange of views on the current status of journalism in Canada and the directions Canadian media should be considering. As such, a comprehensive agenda has been drawn up; resource persons are still being contacted. Media 74 is expected to be the most important of the journalists' conferences yet held. Federal Communications Minister Gérard Pelletier has been invited to deliver the keynote address on the evening of Friday, April 26. Workshops on Saturday will cover such areas as regional disparity, technology, sex discrimination, employee participation in

decision-making, press freedom violations (disclosures of sources), ethics, ownership, press councils and journalism training.

The conference will use simultaneous translation facilities, hopefully subsidized by a grant from the department of the secretary of state. Transportation assistance will be available in a limited way from Canadian National Railways; those requiring aid are asked to apply immediately.

PROGRAM

Hotel Beausejour
Moncton

FRIDAY, APRIL 26

3 p.m. Registration desk opens.
7:30 p.m. Official opening. General remarks. Invited speaker: Hon. Gérard Pelletier, federal Minister of Communications (with question and answer period).
10 p.m. Adjournment and refreshments at Moncton Press Club.

SATURDAY, APRIL 27

9 a.m. Registration resumes.
9.30 a.m. Review of activities since Media 73, and introduction of workshops.
10.15 a.m. Workshops: Technology; sex discrimination; regional disparities; worker control; journalism training; press freedom violations and disclosure; ethics; press councils; ownership.
12.30 p.m. Lunch
1.30 p.m. Case histories of violations of media freedom.
2.45 p.m. Workshops resume.
5 p.m. Adjournment, and fish chowder reception, courtesy Air Canada and Moncton Press Club.
10 p.m. Deadline for submission of resolutions.

SUNDAY, APRIL 28

9.30 a.m. General assembly — reports, resolutions, debates.
2 p.m. Adjournment and closing.

MEDIA 74

REGISTRATION INSCRIPTION

A CONFERENCE OF JOURNALISTS
UN COLLOQUE DE JOURNALISTES
MONCTON
APRIL 26-28 AVRIL
1974

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Nom _____ Tél. à domicile _____

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

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Registration fee: Cheque Cash Money order
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	<input type="checkbox"/> Sat. April 27	<input type="checkbox"/> Samedi, 27 avril
	<input type="checkbox"/> Sun. April 28	<input type="checkbox"/> Dimanche, 28 avril

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Make cheques and money orders payable to: Media 74
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Send registration form to: Media 74, Suite 404, 1411 Crescent, Montreal 107, Quebec
Retournez cette formule d'inscription à: Média 74, Suite 404, 1411 Crescent, Montréal 107, Québec.

MID-EAST, REVISITED

Editor:

In his article titled "Error by omission in Mid-East coverage?" (December, 1973) Mohammed Haroon Siddiqui asked if the Canadian media was fair to both sides in its coverage of the most recent Mid-East war.

Answering his own question, he wrote: "A definitive judgment is not possible without extensive research, but some general impressions can be safely stated." Well, not so safely, as it turns out. In his references to CBC television coverage of the war, he made a number of assertions which have no basis in fact.

He wrote: "It was good news judgment on the part of the CBC to fly its Paris correspondent to Tel Aviv. It would have been far better for the corporation to send another newsman to Cairo or Damascus or Beirut, though providing proper news coverage to the Arab side from inside Arab lands remains, despite improvements over the years, an esoteric science."

The truth is that we did despatch two senior reporters, Larry Stout and John Drewery, to cover the Arab side. They were ordered to leave at the same time as Peter Daniel was ordered to Tel Aviv. All three started their journeys October 7. Daniel went directly to Tel Aviv. Stout and Drewery went to the Egyptian consulate in Ottawa where, despite that it was Sunday afternoon, an Egyptian official provided them with the necessary papers to enter Egypt. The next morning they obtained similar papers from the Lebanese consulate in Ottawa and that afternoon, October 8, flew from Montreal to Beirut via Rome.

Mohammed Haroon Siddiqui then wrote: "The CBC did eventually send a man to Cairo, but it was too late by then, for the ceasefire had been declared and the news value of what the Arabs may have had to say—they usually don't say much or say it articulately—was diminished."

The truth is that although it did take Stout and Drewery a full week to travel from Montreal to Cairo, they reached that city October 15, well before the ceasefire October 22. Their instructions were to attempt entry to Egypt from Beirut or, failing that, to attempt to cross into Syria. Cairo airport was closed (in contrast, Tel Aviv airport stayed open to civilian traffic for most of the period of the war). The Syrians refused them entry. They determined that the only way into Egypt was by flying to Benghazi, Libya, then driving the 850 miles overland to Cairo. This they did at the first opportunity.

Stout was recalled almost immediately because of his father's death, but Drewery and crew remained in Cairo until the fighting ended, reporting to us under much more difficult conditions than Daniel and later Tom Leach encountered in Tel Aviv. Telephone communications were not nearly as good as from Tel Aviv and there is no facility in Cairo for satelliting film to Canada as there is in Israel.

Instead, it had to be placed on an official Egyptian plane and flown out of the country with an eventual destination of Rome. From there it was either satellited or flown to Canada. Much of the film disappeared between Cairo and Rome or was delayed for so long that it was useless to us.

THE UNCERTAIN MIRROR

Embarrassment comes to even the best of us. And that's what happened in *Content's* December issue, which carried a three-years-after report by mass media committee chairman Senator Keith Davey. He had included the Brockville *Recorder and Times* in his list of papers which had been bought up by the Thomson chain. We assumed he was right in his facts and didn't double-check. But the *Recorder and Times* is still very much an independent paper... and there've been crimson faces all 'round. Senator Davey apologized to the *Recorder and*

Times, citing inadequate research as the reason for his error. We've also written to the paper, saying we're sorry for the false assertion and wishing them longevity as an independently-owned daily. Nor, as Senator Davey indicated, did the Thomson organization take over the *Journal-Pioneer* in Summerside. The paper was sold, nonetheless, but to Conrad Black of Montreal and to his associates, who are rapidly putting together a Canada-wide publishing network by moving into towns and small cities.

Finally, one more quote from the article: "The CBC did make attempts to parallel Peter Daniel's and then Tom Leach's reports from Israel with wire copy reports and some film from the Arab side. But let's face it: both are not the same."

The truth is that we devoted more time, energy, manpower and money to our effort to cover the Arab side of the story than we did to covering the Israeli side. We did so because we were aware from experience that we would encounter more and greater obstacles in trying to tell what was happening on the Arab side than on the Israeli side. And, in fact, that is precisely what happened.

Siddiqui, city editor of the *Brandon Sun* and teacher of a course in journalism at Brandon University, obviously did not check his facts before making his argument. What then can be said of his conclusions?

Malcolm Daigneault
Executive Producer
The National, CBC-TV

HEALTHY GLOBE

Editor:

In an article which I wrote for the December issue of *Content*, I expressed concern about the relative position of the *Globe and Mail* in the competitive Toronto market.

Clearly, my concern was premature, because James Cooper, publisher of the *Globe and Mail*, was able to report to his board in January that the newspaper is financially stronger than at any time in its history.

Circulation for the last three months of 1973 also was the highest recorded for that quarter.

Keith Davey
The Senate
Ottawa

IN THE OPEN

Editor:

I would like to draw readers' attention to a recent decision by the Idaho Senate, which I find to be significant and perhaps precedent-setting for the media.

The state Senate passed by a 3-2 margin a bill to require all newspapers in Idaho to sign their editorials. One senator was quoted: "It seems inconsistent that political office holders are required to reveal all of themselves — including their financial standings and even their love life — and yet editorial writers who probably have more impact can remain anonymous."

It does seem reasonable that editorials should be identified, as many French-language newspapers practice, if only because most people by now realize that the editorial page is not the voice — or, indeed, the mouthpiece, in most cases — of the owner.

If newspapers are to be accountable to the public, surely the high-minded utterances we find on our editorial pages should be tagged with names. Or do most editorial writers prefer the anonymity of the committee of which they are members?

In some respects, too, perhaps journalists — not only those who write editorials — do have an obligation to reveal themselves. Of course, they are not elected to office, as are politicians, but surely if they regard themselves as being in the service of the public for information, they should stand up and be counted.

B.G. Alexis
Regina, Sask.

more miscellany

(continued from page 12)

cil agreed with the newspaper that the ad contained several phrases which could be offensive to persons of certain faiths and that the paper properly exercised its discretionary power in refusing to publish the material. And, finally, the council came up with a mixed verdict in a third case affecting the Toronto *Star*. Senator Keith Davey termed misleading a headline in the *Star* last Oct. 11 on a Peking dispatch reporting remarks by Prime Minister Trudeau, and also said that an Oct. 24 headline over a letter to the editor, based on the Oct. 11 headline and story, "compounded the felony." The first heading was: "Trudeau in China: We're weak so we must earn your respect." Davey said the PM had not used the word "weak," that it had a perjorative sense and that the use of the colon implied it was a direct quote. The headline over the later letter read: "Trudeau shouldn't have called Canada weak, reader says." The letter was phrased as though Trudeau had used "weak" in his Peking speech. The *Star* argued that the first headline was a fair reflection of what the PM had said, but agreed with Senator Davey that the headline on the letter was indefensible; it published a correction regretting publication of the letter and heading, which Davey described as unsatisfactory. The council sided with the *Star* on the first headline, with Davey on the second. The paper had said the dispute over "weak" in the original instance represented an honest difference of opinion and invited the senator to state his side in a letter. Davey declined, saying people might dismiss it as a "Liberal complaint."

The Vancouver *Sun*'s Lorraine Shore is new president of the Vancouver-New Westminster Newspaper Guild, first woman president in the local's 30-year history . . . Allan Jessup, for 15 years editor of the Vancouver *Province*, now is editor-emeritus, handling special assignments and available on a consultant basis . . . Jazz buff and musicologist-extraordinaire Jim Kidd has left CFCF in Montreal, after 12 years at the station. He had been program manager and is considering several offers, outside Quebec.

A research team of journalism students at Carleton University, backed by Defence Research Board funding, are juggling two questions: How is information passed within a community during a time of crisis—and if one is anticipated, how would authorities reach the majority of residents? The result of their work will be the creation of models showing the communication flow in a community and where such information transmitters as people, radio, TV, papers and telephones, fit into each segment of the chain. *Content* will be carrying summaries of their investigations and conclusions.

Montreal's new morning daily, *Le Jour*, was welcomed to the media game by eager potential readers and ran short of copies the first day (Feb. 28). At least, the Montreal *Gazette* applauded the

paper's birth, seeing it as a healthy sign in a society where papers normally are vanishing. Editor-in-chief is Yves Michaud; his assistant is Evelyn Dumas . . . Joyce Walter, former city hall reporter and former women's editor, now is city editor of the Moose Jaw *Times-Herald*, the first woman to hold that position with the paper. She replaces Dennis Hegland, now city editor of the Kelowna *Courier* . . . Leone Kirkwood, 54, a reporter with the *Globe and Mail* in Toronto, died. She began her career with The Canadian Press in 1943 . . . The Hamilton branch of the Media Club of Canada will host the Ontario-Quebec regional conference June 7-9, when the discussion will deal with ethics and the media.

The Toronto *Sun* won the 1974 National Press Club award for its contribution to Canadian journalism, by proving that you can start a paper in Toronto and stay alive . . . In Toronto, the *Globe and Mail* moved to a new location, leaving 140 King West for 440 Front, where the defunct Telegram used to reside . . . The Parliamentary Press Gallery voted to continue using government-financed services and stationary supplies while an executive committee studies whether such free benefits should be borne by the newspaper and broadcasting trade.

Dan Bjarnson has moved from CBC Ottawa to the corporation's operations in Winnipeg, succeeding Colin Hoath who went to the Far East . . . New editor of the Canadian *Reader's Digest* is Charles Magill, who joined the magazine in 1969 . . . Radio personality Jack Reid died in Moncton at the age of 73; he had retired from CKCW in 1968.

"In Lieu of Flowers," a memorial fund to Monica Mugan Phillips, who died in Montreal after a brief illness, has been set up by Toronto and Montreal friends to provide birthday presents and later a scholarship for her grandson, Adam. Cheques to: Phyllis Poland, 437 Elm Ave., Montreal H3Y 3H9. Starting in the early days in radio in Calgary, Monica became known across Canada for her programs to CBC from London, where her husband, Norman Phillips, was freelancing before he took a senior position with the Toronto *Star*. More recently she was a successful novelist.

Patrick Finn of the Montreal *Star* is 1974 president of the Canadian Science Writers Association. Other officers: Gilles Provost, *Le Devoir*, vice-president; Fred Poland, freelance, secretary-treasurer; Heather Carswell of the *Medical Post* and Lydia Dotto of the *Globe and Mail*, active directors; and Maurice Jones of Radio-Canada International and Ken Kelly of the ministry of state for science and technology, associate directors.

Women took both prizes for public affairs broadcasting in this year's ACTRA awards. Adrienne Clarkson won the TV award for her work on the fame in Niger in the *Take 30* series, and Barbara Frum won the radio award for her work on CBC's *As It Happens*. ACTRA's John Drainie

Award for long-time distinguished service to broadcasting went to Len Peterson, author of more than 1,200 radio, television and stage scripts during the last 35 years. Harry Rasky took the best TV-film documentary writer award for his biography of Tennessee Williams and Rod Coneybeare won the parallel radio prize for his special on Frank Sinatra.

THE LITTLE MARKETPLACE

CLASSIFIEDS

The Little Marketplace offers categories for which no basic charge is made — SITUATIONS WANTED, STAFF NEEDED, RESEARCH AIDS, FOR SALE, WANTED TO BUY. For the first 20 words (including address), no cost. For each additional word, 25 cents. Indicate bold-face words. Display heads: 14 pt., \$1 per word. 24 pt., \$3 per word. Blind box numbers available at 50 cents. Cheque should accompany text. Copy must be received by the 5th of the month in which the ad is to appear.

EDITOR/REPORTER: The 4th Estate, a rapidly-expanding provincial weekly in Halifax, requires an experienced editor/reporter in April or May. Excellent future for person with proven ability. Some editing, reporting major stories. Send resumé to: Nick Fillmore, Editor, The 4th Estate, Box 890, Halifax, N.S. B3J 2V9.

EXPERIENCED NEWSPAPER PERSON: Wanted to handle layout for national mining publication and to do general mining news reporting. Please write or phone: Editor, The Northern Miner, 77 River Street, Toronto M5A 3P2. (416) 368-3481.

TYPESETTING: English or French cold typesetting of manuscripts, essays, etc., on electric typewriter. Phone (416) 449-8744, evenings.

PUTT-PUTT: Delightful poetry is Ron Grant's new book, *Let's All Light the Candle in the Putt-Putt Boat*. \$3. Orders: Alastair Ink Reg'd, Box 52, Pointe Claire-Dorval, P.Q.

RELIGION COPY from Alberta Bible Belt. What can Noel Buchanan offer? 956A 8th Street South, Lethbridge T1J 2K8 Alberta, (403) 327-8101.

SITUATION WANTED: Young man, 22, bilingual, college-educated, seeking position as junior reporter with daily or weekly, anywhere in Canada. Availability: Immediate. Contact: Serge Tittley, 896 Lafèche Rd., Hawkesbury, Ont. (613) 632-8417.

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.

WANTED: Experienced women journalists for editorial positions on innovative women's magazine-in-the-making. Contact Helen Baxter (613-235-5656) or Julia Weller (514-933-9594).

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*.

By now, most readers will have learned that K.C. Irving Ltd. and three associated publishing companies were found guilty of forming a monopoly of English-language dailies in New Brunswick. The verdict, from N.B. Supreme Court Justice Albany Robichaud, resulted from four charges under federal combines laws; two charges cited offences between 1948 and 1960, the other two listed offences between 1960 and 1971. Since the charges were laid in 1971, the Irving complex has undergone structural changes. The combines case was the first in the country involving newspapers. Sentence was to be passed in March. Columnist Douglas Fisher wrote, once the verdict had been given, that "no one should read the judgment expecting to find any examination, let alone any indictment, in value terms, of the merits of the newspapers published by K.C. Irving Limited in New Brunswick. No opprobrium is put on the defendants; rather, they get some praise." Questions relating to monopoly will be discussed at the Media 74 conference in Moncton, April 26-28 (see story elsewhere in this issue).

Cam Cathcart is leaving the Parliamentary Press Gallery in Ottawa for reassignment to Washington as CBC Radio news correspondent Elected president of the Winnipeg Press Club was Bill Campbell, Air Canada district public relations manager, succeeding Ian Sutherland of Greater Winnipeg Gas Co. . . . Paul Jackson, who for the past three years has covered Parliament Hill for FP Publications, has joined the opposition. He's covering Alberta-Ottawa affairs from the House of Commons for the Edmonton *Journal* and the Calgary *Herald*, both Southam papers. Previously, Jackson had worked for the Calgary *Albertan*, the *Journal* and the Saskatoon *Star-Phoenix* David Waters has left his associate editorship at the Montreal *Star*, to become a story editor on CBMT's The City at Six. Prior to the *Star*, he was an editorial writer with the *Gazette*. Currently a member of the Quebec Press Council, he is a former president of the Association of English-Media Journalists of Quebec.

Lloyd Converse, editor-in-chief of the CBC's international service, was stabbed to death in his Montreal home. He was vice-president and treasurer of the Montreal Press Club, and was 48 Dave Miller, former editor of the Moose Jaw *Times-Herald*, died at the age of 93 Alfred Mercier, who took over management of Quebec's *Le Soleil* in 1937 when it was at a low ebb and made it one of the most technically-advanced dailies in the country, died at the age of 73. He was one of the organizers of Les Quotidiens du Québec, an association of dailies, and put together a co-operative group publishing *Perspectives*, a supplement which is the French-language equivalent of *Weekend* magazine Rachael Edwards, who graduated from Queen's University in 1972 and joined the Toronto *Star*, and then took a one-year graduate course in journalism at Carleton and returned to the *Star*, has died. She was 22. An award fund in her name has been started in the School of Journalism at Carle-

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ton University. Preferably, the award will be given to a woman who shows keenness in pursuing a career in daily newspapers. Contributions may be sent directly to the Development Office, Carleton University, Ottawa, or a pledge card may be obtained by writing to Murray Campbell, Editorial Department, *Citizen*, 1101 Baxter Road, Ottawa.

Hobel-Leiterman Productions of Toronto won the first annual Bell-Northern Research award for the outstanding contribution to science reporting in Canadian electronic media during 1973. The award is administered by the Canadian Science Writers Association, which also handles the Ortho Pharmaceutical award, won this year by Marilyn Dunlop of the Toronto *Star*. The BNR award to Hobel-Leiterman was for a 22-minute film on super-conductors and their uses; it was first shown on the CTV network. Co-producer Douglas Leiterman was at the science writers' meeting in Montreal to receive the \$1,000 cheque and citation. . . . At the science writers' annual conference, Patrick Finn of the Montreal *Star* was elected president; Gilles Provost of *Le Devoir*, vice-president; and freelancer Fred Poland, secretary-treasurer. . . . And the CSWA has a new award to administer — a \$1,000 cash award to the writer in Canada who makes an outstanding contribution to science journalism in any field of science and technology. The new prize comes from the federal ministry of state for science and technology.

This chuckle from Ed Oliverio, director of PR for Winnipeg's Hignell Advertising: "On the editorial staff of just about every major daily newspaper in Canada, one can find a former social worker, minister, and theological student — along with gamblers and alcoholics. Do saints and sinners always form the journalism mosaic in North America?"

The Canadian section of the International Press Institute has called for an investigation of the methods used by the RCMP in its attempt to have CTV turn over news film; the protest was signed by W.C. Heine, editor of the London *Free Press* and chairman of IPI's Canadian section. RCMP officers, investigating leaks of documents from the Unemployment Insurance Commission, were turned down when they tried to get copies of a film interview with Jack Ellis (PC-Hastings), according to CTV's Tom Gould. Heine criticized the force's "highly improper" tactics, which included a claim that officers had a search warrant—which was never produced. He also said Gould was asked by the officers if he had consulted a lawyer to learn what the penalty might be for refusing to hand over the film.

The National Film Board has started production of William Weintraub's comic novel about the adventures and romances of a young newspaperman—*Why Rock the Boat?* It will star Stuart Gillard, Tiiu Leek and Ken James, with John Howe as director; Weintraub is serving as producer, with Jim Domville as executive producer. The story's background is Montreal during the mid-forties and was inspired by Weintraub's own experience as a cub reporter; McClelland and Stewart published the book. The film has a budget of a half million dollars. An invitation to a luncheon to announce the start of production came in the form of a green eye-shade.

March 31 is deadline for entries to the Media Club of Canada's Memorial Awards competition; categories cover news stories, articles, columns or editorials, radio and television. Top award in each category is a medal and \$100. Inquiries: Chairman, Memorial Awards, Media Club of Canada, Box 504, Station B, Ottawa K1P 5P6.

The Canadian Press has moved into computerized editing of news. The program focuses on introduction of video-display terminals (VDTs) as an editing tool linked to a storage and retrieval computer; a VDT basically is a television set with a keyboard attached so a reporter or editor can display work on the screen. Extra keys replace pencil, scissors and paste-pot to add, delete, insert or move information electronically The Newspaper Guild's 1973 Heywood Broun Award went to Donald Barlett and James Steele of the Philadelphia *Inquirer*, for a series exposing broad patterns of discrimination by judges and prosecutors as well as uneven treatment in the sentencing and jailing of hundreds of persons, some of them innocent. The award is given for journalistic achievement in the spirit of Broun, the guild's founder and first president Eileen Goodman's *Canadian Writer's Market* has been revised and published by McClelland and Stewart. She gives tips on freelancing and submitting manuscripts; explains copyright, libel and sale of rights; gives market lists and data in all major areas; and lists magazines, broadcasting, journalism and creative writing courses, awards and prizes, publishing houses and ad agencies McGraw-Hill is to publish *Karl Marx on Freedom of the Press and Censorship*, edited by Saul Padover (260 pgs., \$11 cloth, \$4.25 paper).

The Ontario Press Council has upheld a complaint against the Hamilton *Spectator*, regarding its policy on phrasing of death notices. The council agreed with complainant Caroline Bell of the Hamilton Memorial Society that the bereaved should be permitted to use the phrase "in lieu of flowers." The press council rejected one complaint against the Toronto *Star*, in which Hugh de Cruz claimed there was discrimination in the paper's refusal to publish a full-page advertisement about the Christianity-without-Religion movement, which opposes organized forms of Christianity. The ad he submitted to the *Star* had been published in the Ottawa *Citizen*. The Coun-

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