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MEDIA 74's
SHIELD LAW
PROPOSAL

... AND
RESOLUTIONS

THE
NATIONAL,
THEY SAY?

THE
CONCENTRATING
MEDIA

THE
PASSING
OF
TIME
(CANADA'S
VERSION)

MEDIA 74 WAS DOWN EAST THIS YEAR

Draft legislation to protect the public's access to news -- a shield law -- and a resolution condemning the use of injunctions to censor or suppress news were among major resolutions passed at Media 74, the fourth national conference of journalists held in April in Moncton.

Delegates voted to send telegrams to Justice Minister Otto Lang and Solicitor General Warren Allman, expressing concern on "the marked interest and interference" with the media by federal police. The draft legislation on public access to information would make it public policy to prohibit practices which

interfere with the function of journalists and the draft will be submitted to federal political parties with a view to having it tabled as a bill.

On these pages are resolutions passed -- occasionally in amended form -- by Media 74 delegates, as well as the draft disclosure law.

The conference -- its first two editions were held in Ottawa, the third in Winnipeg, then in Moncton -- decided to establish a committee to look at the prospects of Media 75. If desirable, that committee, expanding along the way, will organize the next conference. Toronto is being suggested as a site.

Attendance was approximately 100, slightly less than in Winnipeg but perhaps understandable because of the air and postal problems of the time. Canadian National Railways contributed to registration, though, by laying on a special train car from Montreal to Moncton. Social activities during the April 26-28 weekend were at the courtesy of the Moncton Men's Press Club and Air Canada. Simultaneous translation facilities were funded only in part by the federal Secretary of State's department; consequently, requests are being made to delegates and to media owners to help cover losses.

RESOLUTIONS, RESOLUTIONS . . .

A - Whereas the annual Media conferences face a financial problem, and it is desirable to establish a continuing though minimal administrative staff, it is moved that a committee of three be chosen to approach media owners and all other sources of funds acceptable to journalists, seeking contributions to a no-strings-attached fund in aid of Media 75 and subsequent years.

B - Be it resolved that reporters and editors should have more decision-making powers over editorial content of mass media through collective bargaining and to this end the conference go on record as encouraging The Newspaper Guild and/or other unions in their efforts to achieve this, both in organized and unorganized situations, to redress in some measure the present imbalance of control.

C - Be it resolved that Media 74 approve the draft legislation on shield laws and authorize the steering committee to take all possible steps to have it passed into legislation by the Government of Canada.

D - Be it resolved:

- 1) That all publishers and broadcasters be required to remove irrelevant personal data about women who are the subject of news stories.
- 2) That since no federal human rights legislation exists, Media 74 immediately send a telegram to Labor Minister John Munro demanding that such legislation be in-

roduced forthwith in the Commons.

3) That media personnel be involved editorially in encouraging provincial legislative bodies to broaden the powers of provincial human rights commissions to



Hon. Gérard Pelletier



Bill MacPherson, Ottawa Citizen

include areas of discrimination other than housing and employment.

4) That the media in Canada be consistent in the use of honorifics. If they use "Mr." they should use "Ms."

5) Illustrations that exploit women's bodies should not be run when they have no connection with a particular news story or, in the case of advertising, the commercial content.

6) That Media 74 condemn all Canadian press clubs that refuse to admit women as members on the same basis as men or refuse to admit women to functions organized by the clubs.

7) That those attending Media 74 take the above resolutions back to their employers and inform *Content* of the reaction they were able to get in this regard.

E - Be it resolved that the steering committee be mandated to draw up proposals for a series of short courses or seminars which would be of benefit to journalists; and that the committee approach the Canadian Daily Newspaper Publishers Association and the Canadian Community Newspapers Association or any other appropriate organization to solicit their interest and their financial support for such courses; and that the results of these approaches be published as soon as possible in *Content*.

F - Given that there is great confusion about the training of journalists, and the value (if any) of diplomas, certificates, and degrees in this profession; and given that this tends to lower the credibility of journalism courses in the eyes of employers; and given that both employers and employees have a responsibility to the public and to the profession to see that the best journalists work in this field;

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be it resolved that this assembly establish a committee to approach representatives of the industry, of the journalism schools, federal and provincial departments, and any other appropriate organizations to:

- a) see if a basic definition of levels of journalism training can be arrived at;
- b) see if courses at any given level can be made essentially similar and largely interchangeable;
- c) make proposals and recommendations for courses of study leading to minimum standards for the degrees, diplomas and certificates awarded by journalism schools; and,
- d) solicit the involvement of employers in, and their financial support of, the education of journalists.



Alex Farrell, Reader's Digest

G - Be it resolved that Media 74 support Amnesty International in its attempts to ascertain the whereabouts of Indonesian journalist Alwi who was arrested in 1968, never tried and has not been heard of since. Media 74 strongly rejects any governmental detention of journalists without immediate and fair trial, and Media 74 will communicate its support of Amnesty International and its efforts on behalf of Alwi telegram to the Indonesian Journalists Association and to the Canadian department of external affairs.

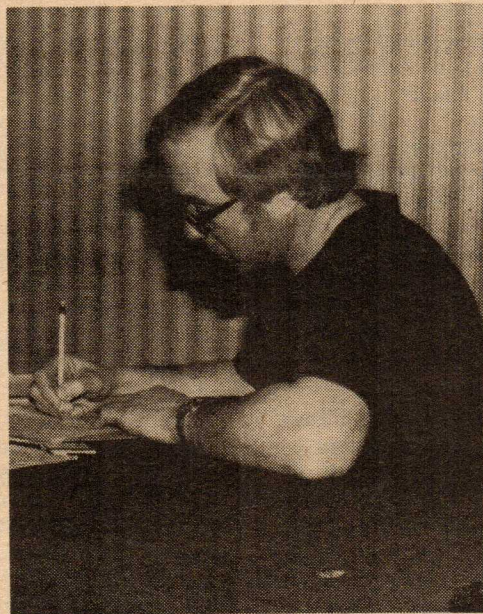


Keith Kincaid, Canadian Press



Donna Gabeline, Montreal Gazette

H - Be it resolved that at least one workshop in future Media conferences be held exclusively in French (English translation services be made available, if so desired) for those men and women in the media who cannot converse freely in the English language, as well as for those who feel a need to improve their abilities to speak in and/or get further acquainted with the French language.



Robert Rupert, Canada Labor Relations Board

I - Be it resolved that Media 74 strongly condemns the use of injunctions for the purpose of censorship and suppression of news; and that Media 74 send telegrams and letters to appropriate provincial and federal ministries to express its concern about the dangerous precedent of prior censorship set by the injunction in the case of the CBC Radio program *Dying of Lead*.

J - Be it resolved that Media 74 send a telegram to the federal justice minister and to the solicitor-general expressing grave concern about the increasing interest and interference of the federal police -- particularly the Special Branch -- in the workings of the mass media; for example, RCMP investigation of six Alberta journalists, and increasing RCMP demands for journalists' sources of information, transcripts, tapes, documents, and films.

K - Be it resolved that Eleanor Dunn, Ron Price, Dick MacDonald, George Frajkor, Donna Gabeline and Katie Fitzrandolph be appointed to a steering committee to consider the usefulness of Media 75; that the committee be empowered to add members to itself; and to conduct Media 75 if it so decides; and that this committee meets following the end of the Media 74 sessions together with the steering committee of Media 74.



David Waters, CBC Montreal

L - It is resolved that this assembly sincerely thank those who worked to organize Media 74.

M - Be it resolved that the education committee referred to in Resolution E be appointed by the steering committee, and that volunteers who may wish to serve on it make their names known to the steering committee.



John Gibson, CN Moncton



John Carroll, Moncton Times

AN ACT TO PROTECT THE PUBLIC'S ACCESS TO THE NEWS

Her Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows.

SECTION I - TITLE

This act may be cited as "An Act to Protect the Public's Access to the News."

SECTION II - DECLARATION OF POLICY

In the interest of preserving the public's right to access to news, information and opinion through the free and unimpeded functioning of journalists and the press, it is hereby declared to be the public policy of the Dominion of Canada to prohibit practices which restrict the public's access to news, information and opinion by interfering with the functioning of journalists and the press.

SECTION III - DEFINITIONS

- a) "Journalism" means the occupation of (1) observing, investigating, photographing and/or otherwise recording news, instantly or over a period of time, for the purpose of publication of accounts, descriptions, photographs, analyses, comments upon, or opinions about, the news, whether or not publication results, and/or of (2) writing or other preparation of news communication for publication, whether or not publication results.
- b) "Journalist" means any person engaged or employed by another person, or independently engaged or employed, in journalism.
- c) "Publication" means verbal and/or visual dissemination through any medium of mass communication, including but not limited to, newspapers, news and wire services, magazines, books, journals, radio and television broadcasting.
- d) "News" means any and all events, occurrences, persons or objects of public interest, singly or severally; the character, quality and operation of government and society and any phase or section thereof; the conduct, character, views and opinions of persons of public interest; and all other matters commonly understood to constitute news.
- e) "News Document" means any document, notes, notebook, manuscript, printed article, recording, film, photograph, photographic negative or any other record pertaining to news acquired or created by a journalist in the course of his or her practice of journalism.
- f) "News Custodian" means any person who has acquired custody or control of a news document, or who has learned through a professional relationship with a journalist or other news custodian of a journalist's knowledge and information concerning news and/or of the source of a journalist's knowledge and information concerning news.
- g) "Court" means (1) a criminal or civil proceeding held before or under the authority of a court exercising judicial authority, (2) an inquiry or investigation held or made under authority of a law of Canada or by order of Her Majesty before and under the authority of a court, tribunal, administrative or ministerial official, or (3) any other proceeding or matter whatsoever coming within the legislative authority of the Parliament of Canada or within the prerogative of Her Majesty.

SECTION IV

- a) A journalist shall not be required to give testimony for, in or to any court, whether or not under oath or penalty of false swearing, or of any knowledge or information concerning news, including the identity of persons shown in a photograph, photographic negative or film, or the source thereof, or of his or her news sources, whether in general or concerning any particular item of news, and whether or not published, acquired by him or her in the course of his or her practice of journalism.
- b) A journalist shall not be required to produce or authenticate any news document, which he or she has acquired or created in the course of his or her practice of journalism, for, in or before any court for examination by the court or for use as evidence in the inquiry, investigation or proceeding before the court, or to testify to authenticate or disclose the source of any news document.

SECTION V

- a) A news custodian shall not be required to produce, authenticate or testify as to the source of a news document which he or she has acquired from a journalist or other news custodian, which the journalist who originally acquired or created the news document cannot be required to produce, authenticate or testify about under Section 4 of this Act.
- b) A news custodian shall not be required to testify as to his or her knowledge of a journalist's news sources, in general or in connection with any particular news item, as to which the journalist cannot be required to testify under Section 4 of this Act.
- c) A news custodian shall not be required to testify as to the identity of any person shown in a news photograph or described in a news item, his or her knowledge of which identity originates with a journalist who cannot be required under Section 4 of this Act to identify such person.
- d) A news custodian shall not voluntarily give testimony or produce or authenticate a news document, which he or she cannot be required to give, produce or authenticate under Section 5 a, b and c of this Act, without the written and unrevoked consent of the journalist who acquired or created the news document, or as to whose news source the custodian is ordered or requested to testify about.
- e) A news custodian who violates Section d of this Act shall be guilty of an indictable offence.
- f) Any interested journalist may bring suit in any court of appropriate jurisdiction to enjoin a news custodian from violation of Section 5 d of this Act.

SECTION VI

This Act shall bind the Crown and shall have application notwithstanding the provisions of any law of Canada contrary hereto or inconsistent herewith.

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A good newspaper is no accident.

At The Journal, we are continually discussing how to be a better newspaper, and how to be better journalists.

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the Edmonton Journal

A Southam Newspaper



Were there ever a Media Crimes Trial, *Time* magazine would be one of the first called to the dock.

W.A. Swanberg's fascinating 1973 Pulitzer Prize-winning book, *Luce and His Empire*, is crammed with examples of "the sneery half-truth that is the hall-mark of Timese," to use the recent words of Toronto reviewer S. P. Rosenbaum.

"Luce had perfected a method of propaganda that was to *Pravda* as a thousand flashing rapiers were to a clumsy bludgeon," writes Swanberg. The much-vaunted figure of \$1.48 a word that it cost to produce *Time's* editorial copy was largely the cost of *Time's* researchers (all women) trying to keep *Time's* writers (predominantly male) "somewhere within the bounds of plausibility," according to Swanberg.

Besides large numbers of newspapermen (whose relatively factual if mundane copy cost a mere dime a word to produce), individuals who have been horrified at *Time's* shameful distortions include Dwight MacDonald, Ralph Ingersoll, Eugene Burdick, Mary McCarthy and Bernard De Voto who was so enraged at *Time's* despoiling of William Vogt's book on conservation and ecology, *Road to Survival*, that he took four pages in *Harper's* to excoriate it, by Swanberg's account. De Voto's indictment is a classic summary:

"... sweeping misrepresentations of Mr. Vogt's book (are accomplished) by making him and people of like opinion say what in fact they have never said, by attributing to them ideas which they do not in fact hold, by derisive epithets, by citing as demonstrated facts what are really limited hypotheses or mere wild guesses . . . by ignoring the issues and the evidence, and by assertions for which no support is given and none exists . . . it is fearfully irresponsible journalism."

Time has always been an America-first tool. "It was well-known," writes Swanberg, "that (Luce's) aim was not mere fact but was entertainment that assured rising circulation, which in turn assured rising power in his propaganda, which to him represented the final truth."

This "truth" goes to 185 countries. Canada is *Time's* largest foreign domain. *Time Canada* has 510,000 circulation; the next largest is *Time Pacific's* 335,000. It may be that the resurgent unhappiness about *Time* in Canada is worrying its president, Stephen LaRue, since the plum to be lost to *Time Inc.* is juicy indeed.

Time Canada is an American branch plant operation as sure as Imperial Oil is. Surer, because while Imperial is about 70 per cent U.S.-owned, *Time Canada* is 100 per cent U.S.-owned. *Time* takes money out of Canada (about \$1.2-million last year, according to its own accounting) and in return spreads the American point of view deep within the Canadian psyche. A remarkably poor deal, economically and culturally.

As most readers of *Content* will know,

Time Canada and *Reader's Digest* enjoy special privileges under the Income Tax Act. Costs of advertising in the pair can be deducted as an expense for tax purposes. No other foreign magazines enjoy such a break. Mr. LaRue has generally maintained *Time's* privileges are not special; he told Bill Hart, one of my journalism students, on March 18 that *Time* "gets no treatment that Canadian magazines don't get," a statement that is inaccurate in its implication that *Time* is a Canadian magazine.

The privileged pair's presence, according to one argument, provides the linchpin for a healthy Canadian magazine industry. The likes of *Maclean's* and *Saturday Night* ride piggyback on *Time's* ad-drawing power, goes the argument.

The biggies in the Canadian magazine industry have little choice but to go along with the argument. Hardly persuaded are the 60-odd members of the Canadian Periodical Publishers' Association, the mainly-struggling magazines such as *Toronto Life*, *Last Post* and *Content* (which, by the way, did not ask for this story).

Totally unpersuaded were the O'Leary Commission of 1961 and the Davey Committee of 1970, both of which recommended flatly that the special privileges be revoked.

The CPPA and the government commissions say the presence of *Time* and *RD* stifle a truly Canadian magazine industry.

Nobody really believes *Time* is a Canadian magazine, including Mr. LaRue who admitted to me on March 22 in the conference room of *Time's* Toronto offices: "We operate in Canada because of the special privileges; we have for 30 years."

My meeting with Mr. LaRue was, according to Mr. LaRue, the first time anyone with a beef against *Time* had come to talk it over personally with the "horses's mouth."

The three Toronto papers, through disinterest (*Sun* and *Globe and Mail*) and exigencies (*Star*) blacked out news of the unusual meeting, as they did of the first-ever demonstration against *Time Canada* that day. For three hours, more than 40 persons -- mainly Ryerson journalism students but including a York University professor, housewives and others -- paraded before the downtown Toronto high-rise office building in which *Time's* 27th floor offices are located with placards reading "TIME is not of the essence; Canada is," "TIME to shape up or ship out," and so on.

Television coverage by CBC, Global and CITY-TV was full and interesting. Scott Young, host of *The CITY Show*, devoted about 13 minutes to tapes, interviews and discussion of the demonstration, the meeting with Mr. LaRue and the reasons behind both.

With me during the two-hour meeting with Mr. LaRue were Laurie Davis and Richard Conrad, both older students, who held their own in the discussion which was vigorous but not acrimonious.

Mr. LaRue is a nice guy whose untenable

statements are couched in reasonable-sounding tones and phrases. He believes *Time* to be an international magazine, period. That all the medical stories in the March 22 edition of *Time* (which he placed on the conference table) were U.S. stories only stopped him momentarily; apparently no medical developments elsewhere in the world that week were judged important enough, by *Time's* rigorous standards, to be news.

Mr. LaRue constantly characterizes *Time* as "a window on the world" and claims *Time's* readers worldwide want to know they are reading copy identical to all other readers'. This despite his admission that a readership survey in Canada showed the Canadian-written and edited Canada Section to be "by far" the most popular, followed by the People section. He also adamantly refused to consider running another poll asking *Time's* readers if they'd like a larger Canada section. "(Your request) is a hard one to admit," he admitted. Perhaps the findings would prove embarrassing.

The nature of *Time's* Canadian coverage was apparent in its treatment of the MLW-Worthington story. *Time* disingenuously tried to justify the U.S. Trading With the Enemy Act by comparing it to Canadian attempts to restrict trade with the racist Rhodesian regime. The similarities between the two cases are superficial; the differences essential. Cuba -- which may yet be denied locomotives from a Canadian (branch plant) firm because of U.S. law -- hardly has in mind a locomotive attack on the U.S.

But Rhodesia is using its power to hold down blacks. The inability -- or refusal, it doesn't matter -- to see the heart of the matter is typically U.S. The sly means of confusing the issue is typically *Time*.

Mr. LaRue reiterates with pride that *Time* carries five pages of "Canadian content" weekly (out of a total of 68 to 80 pages of editorial copy and ads). He refuses to face the nature of the "Canadian" copy but admits that the New York editors can veto any editorial decision of *Time's* Canadian editor, Clell Bryant. Not that they would often have to. Mr. Bryant, according to Mr. LaRue, does not want to see the Canada section expanded, and it was Mr. Bryant who approved the propagandistic MLW-Worthington coverage.

It may be too much to hope for, after the chicken-heartedness of successive Canadian governments, but *Time* and *Reader's Digest* may be in for a setback. Triggered by the publicity surrounding the writ being issued against *Time* by lawyer-promoter-nationalist-novelist Richard Rohmer, a bit of steam is gathering for a renewed assault on the charmed trojan horses. It is known that the secretary of state's department is considering recommendations which would substantially alter the status of the two publications. Toronto *Star* publisher Beland Honderich may not be playing the role of mute in the *Time-RD* problem, since he is gearing up to begin a new roto-gravure magazine which he hopes



will have a circulation of one million before long in southern Ontario. His new baby will be competing for ads with *Time's* Metro Toronto edition (circulation 90,000) and *Time's* Ontario edition (220,000).

Time's Metro edition, by the way, carries -- by Mr. LaRue's admission -- not a line of Metro Toronto news. Yet it takes advertising dollars from *Toronto Life*, for instance. *Time* has 12 such editions in Canada.

One of the more remarkable myths that Mr. LaRue claims to believe is that *Time's* healthy circulation figures are strictly the result of *Time's* journalistic superiority in a free marketplace.

He never of his own volition links *Time Canada's* success with its special privileges, with the fact that it gets most of its editorial copy ridiculously cheaply from its U.S. daddy, or that it spends about as much on slick promotion (subsidized indirectly by the Canadian taxpayer) as it does on its "Canadian" editorial content.

He is not forthcoming with details of his operation. The annual Canadian editorial budget runs into "seven figures." How large is the budget his advertising salesmen are required to spend sumptuously entertaining ad agency representatives? "Very little," Mr. LaRue at first replied, then that he "just didn't know," that he "couldn't pull out that figure." I was incredulous that a company president would have no idea of his firm's promotional budget and pressed. It was "several thousands," he replied.

Finally, as I persisted, I got a slightly more plausible but no more specific answer: "Quite a lot." There is reason to believe that \$750,000 would not be an unreasonable guess.

Time has been immensely successful in manipulating governments, not the least our own, past and perhaps present. Mr. LaRue showed no surprise nor argument when faced with the observation that, prior to their becoming prime minister, Lester Pearson, John Diefenbaker and Pierre Trudeau were subjects of approving but not memorable biographies written by *Time* staffers. Geoffrey Stevens' book on Stanfield is the latest in this series of remarkable coincidences in Canadian political biography, but *Time* peaked a little early. Stevens didn't return to *Time* after his book was published and subsequently, as George Bain's replacement on the *Globe and Mail's* editorial page, broke the MLW-Worthington story. One wonders if he would or could have done that as a *Time* staffer.

Time perhaps has to step a little more subtly today, but its p.r. efforts are substantial.

For instance, *Time* donates free ad space to Canadian universities and charities. It amounts to buying Canadians' goodwill with their own money, as the Canadian taxpayer subsidizes *Time* through the Post Office, which handles *Time's* mail at less than cost. The *Montreal Gazette* estimated the subsidy for *Time* and *RD* to be \$2.9-million in 1971.

The individuals most influenced to be grateful for the free ad space are the officials of the universities and charities -- influential people.

Ryerson Polytechnical Institute was offered, and accepted, a free page in *Time's* Ontario edition in February. It was worth \$2,915. The demonstration against *Time* took place in March, with Ryerson students predominating. David Brennan, Ryerson's information services chief mailed clippings of

a campus newspaper story on the demonstration to *Time Canada's* advertising manager, Hugh M. Findlay, Mr. Findlay told me.

Findlay called Brennan to thank him for his thoughtfulness and said -- no doubt it was meant lightly -- that a demonstration was no way to thank *Time* for its generosity. Others, too had reason to feel obligated to *Time*. Ontario Premier William Davis, who received Ryerson's first honorary degree, sent a personal letter of thanks to Mr. LaRue for *Time's* gesture, according to Mr. Findlay.

The tentacles are syrupy, but they're tentacles nonetheless.

Originally *Time* undertook to run the Ryerson free ad several times. I asked Mr. Findlay if this undertaking would be honored now that the demonstration had taken place. "One has nothing to do with the other," he replied so quickly that I gained the impression the question had been discussed in *Time's* offices.

Well, would the ad run again? "The chances are pretty good. It may not be for some time." The free ads run on a space-available basis.

The potential for interference by *Time* in the academic freedom of Ryerson students and staff, while slight, is obvious. I think the same subtle obligation to refrain from criticizing *Time* is undertaken each time a charity or university accepts free *Time* space. It's a sellout to soft-sell.

One of those wise to *Time* is Peter Reilly, Tory MP for Ottawa West and a former journalist. Asked by his party leader to make recommendations to the recent national PC convention on the magazine and book field, Reilly recommended that advertising expenditure in truly Canadian magazines be 125

per cent tax deductible, leaving expenditures in *Time* and *RD* 100 per cent deductible. He also recommended the two U.S. magazines begin to pay their way at the Post Office. His recommendations were overwhelmingly accepted.

Should they be implemented, I think they might well prove inadequate. *Time* probably has enough muscle and tricks to survive these measures, which after all fail to come to grips with the central fact: *Time* is a foreign magazine but is being treated like a Canadian one. The idea of 125 per cent Canadianism is a little absurd. Even if Canadian magazines become 125 per cent pure, will they float?"

Reilly in a letter to me said "we cannot countenance a situation in which our national magazine continues to be an American-owned token publication." At the convention he called *Time* a "farce." In a later letter he said his recommendations would have been stronger except "I did want to make a set of recommendations that were positive in character, that were not punitive, and that stood a chance of being adopted as Party policy."

It seems to me that some party in this country has to be willing to stand up and say that the removal of special privileges is not a punitive act; especially when done to help repatriate a key sinew of our cultural fabric -- the magazine industry.

Time has a perfect record for getting its own way in Canada. That the record should be broken was underscored for me a few days ago when one of my students was shocked to hear a few passages from the Swanberg book.

"There's been an English teacher at my high school for years," she said, "who uses *Time* as the source for all his current information. He insisted we refer to it for facts, and told us that anything in *Time* was absolutely true. And we believed him."

That, my friends, is colonialism. The rapiers flash still.

Barrie Zwicker, an instructor in the journalism department at Toronto's Ryerson Polytechnical Institute and freelancer, is a frequent contributor to Content. Photo by Bill Hart, a Ryerson student.

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A *Le Monde* article deals with the role of language in the year 2000. It calls the professional communicators of 30 years hence a new privileged class of ecclesiastics, with communications becoming one of the most important functions of society. The article also predicts the demise of the French language by that time, both at home in France and abroad.



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NEWS IS SOMETIMES HONEST

by DAN POTTIER

Reporters and editors notwithstanding, it appears that daily newspapers are most popular for their advertising. A Sorecom study on the diffusion of information in Quebec shows that television has supplanted the daily paper as a preferred source of information in most fields.

In a popularity list of 24 subjects, papers came out way ahead for classified ads and commercial ads but lost out to TV on most news subjects. On what is generally called news, daily newspapers were preferred over TV for court reporting only.

Quebecers still opt for their newspaper over television for information on births, marriages and deaths, the horoscope and the crossword puzzle (TV does not have one). Daily papers bested TV on only six out of the 24 subjects, and they were all in the "low interest category."

The pollsters asked their sample group which subjects they were interested in and the top four were local news, Canadian news, provincial news and international news in that order. Television was by far the most popular for that kind of information. For example, 77 per cent of respondents chose TV for international news compared to six per cent who opted for newspapers.

Interest levels placed union-affairs reporting at the bottom of the 24 subjects list for all media. Advertising was 22nd, horoscopes 20th, financial affairs 18th, court reporting 15th, travel news 12th and sports 8th, along with editorials.

Respondents also were asked which subject they preferred and therefore watched or read more. Sports came out number one with 17 per cent saying it was the most interesting. Local news was number one for 11 per cent and all other subjects attained single number percentages.

As to daily newspapers, respondents were asked what they did not deal with enough. The most common answer was perhaps surprisingly, politics.

A majority of Quebecers appear to have a love-hate relationship with their information media, according to the study. Researchers found that the "majority" of citizens were "satisfied" with the media while at the same time feeling the information provided was "inexact, incomplete and censored."

The study done in 1972 for the special legislative committee on the freedom of the press does not attempt to analyze this paradox other than to say "the contradiction is obvious."

The report analyzes, through a public opinion poll, how quebecers view their radio, television, newspapers and magazines. At least two-thirds of those who answered, the report says, said media information was "inexact, incomplete and censored" while one-quarter felt information was "often censored."

In a statement apparently designed to make media owners and managers sit up and take notice, the report says that about half the population thinks news is "sometimes honest" and that implies an "important reserve" on their part.

A breakdown of the data showed that English-speaking Montrealers headed the list of those who felt information was "inexact and incomplete." Furthermore, English-Montrealers were the only group to say they favored newspapers as a source of general news. All other parts of the province preferred television.

General findings were that about 80 per cent of Quebec's adult population read at least one daily newspaper while about 69 per cent read weekly papers. Between 94 and 97 per cent of the population watched television or listened to AM radio.

In the Montreal area, English-speaking readers appear to be the most faithful to their newspapers. When respondents were asked if they had read a daily newspaper at least once during the week prior to the interview, the English-language press fared the best.

In English-speaking Montreal, 91 per cent had read the *Montreal Star* and 69 per cent the *Gazette*. These figures are much higher than for the French-language dailies.

English-speaking Montrealers also devote more time to reading daily newspapers than any other group or section of the province. This group averaged about 4.3 hours a week reading dailies which was 1.2 hours more than the next highest group, French-speaking Montrealers.

On the subject of television, English-speaking Montrealers are the group which spends the fewest hours before the small screen. The Sorecom study showed that English-Montrealers watch an average of 2.5 hours a day and about 17.5 hours a week. French-Montrealers watch 3.2 and 22.4 hours respectively. Both social groups devote about the same amount of time listening to radio.

The study was done on a pre-determined sampling of 3,132 people located throughout the province. Comparisons were made by dividing the province into seven regions with Montreal broken down into French and English communities. The 154-page report offers no recommendations to the freedom of the press committee, limiting itself to pure research.

Sorecom says the challenge of this study revealed the "complexity of the information phenomenon." This study, it adds, should be considered as only a beginning and a "modest part" of the whole information dossier in Quebec.

Dan Pottier is at the Quebec City bureau of the Montreal Star.

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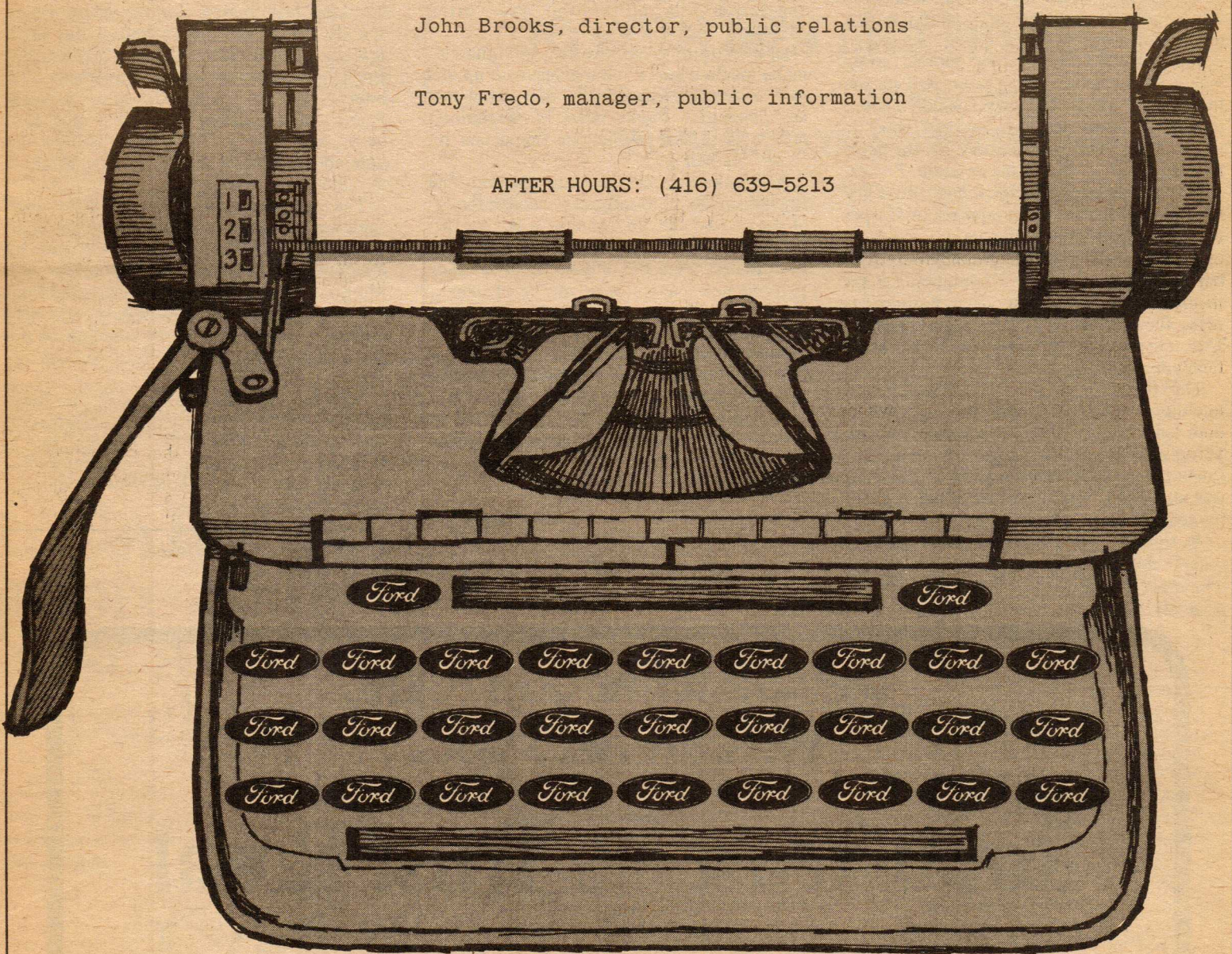
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THE NATIONAL WHAT?

by RON KISH

TV has a close kinship to drama and ritual. It combines music and art, language and gesture, rhetoric and color. It favors simultaneity of visual and auditory images. It is real drama, in process, with the outcome uncertain.

Of the two national network news programs analyzed, the CBS Evening Report with Walter Cronkite comes closest (by a country mile) to fulfilling the demands and promises of the electronic medium. It concentrates on the transformation of identification through visual and auditory techniques to draw the viewer into the events related on the screen. Its format is subtle, visual, instantaneous and continuous.

The CBC National, on the other hand, appears not to have understood or at least misplaced an operating definition of the medium. For its beginning, and hence, its general philosophy has the treads of lineal expression. The program's introduction is a series of letters of the alphabet which tumble in a line across the screen until the characters spell out: *The National*. Lineal expression is the form of the book, not television.

CBS' beginning, in effect, hits you right between the eyes, an opening shot of the working newsroom, complete with teletypes clacking and in the background four overhead monitors, a subtle understanding of the medium's power and depth, the ability to draw the viewer into its dimensions. Here is a sense of real drama, the heartbeat of a far-flung electronic network.

This theme is enforced by an early introduction of the correspondents via bylines and locations, which appear visually and verbally. The message of news items from every corner of the globe is that the world is one big city. In fact, the names of CBS newsmen in the United States have become commonplace. One of their reporters, Roger Mudd, was even affectionately nominated -- and received -- two votes for president at the Democratic national convention. The network's correspondents are specialists to whom it refers, and refers continually, as part of its theme of on-going coverage. The real drama in process.

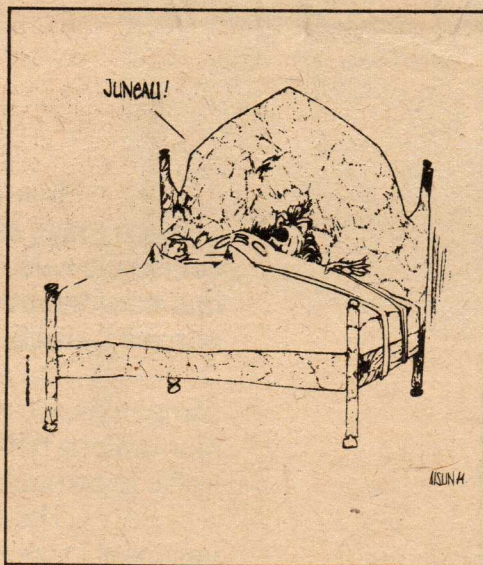
In reporting events, the CBC often fails to develop (or follow) stories, giving the appearance of a loosely-structured format. A special exception must be noted in discussing the network's overseas correspondents whose reports are interesting because they adhere to a basic tenet of visual reports, that is, that the TV speaker state his point and then bring out different facets of it by a variety of illustrations.

CBS is aware that explicitness makes television not only forceful, but personal. The viewer sees a particular scene from here, there, then over here, more often and with a greater degree of skill and imagination than on CBC. This is not to say that the CBC is not aware of the technique, only that its practice is fractured. Occasionally what you see is not what you hear. A voice report may be pointing out that money was spent on

For years, the CBC has been something like the weather: Everybody complains about it, but nobody does anything about it. Well, a good deal of that may be changing. Within the past month, the Canadian Radio-Television Commission handed down guidelines which have generated a storm of controversy regarding content as well as form. On the heels of the CRTC's edict, here is a personalized analysis of one phase of the CBC operation -- its national television news presentation.

three different items, and while visually the third is being seen, the verbal commentary is one step behind.

CBS develops continuity with a subtle hand. For example, correspondent Marvin Kalb ends a report sitting in one of the chairs in a room that moments earlier the viewer saw filled with journalists at a news conference with the secretary of defense. In effect, the viewer is overtly aware that Kalb is on-the-scene, part of the program's philosophy of instantaneous coverage. But, furthermore, subtly, more importantly, the viewer is also there. His eyes are the camera.



The correspondent analyses the event. The report is filled. The viewer is closer to seeing the event than actually attending it live because through selective editing only points of immediate relevance are portrayed. Extraneous material is eliminated. This methodology is repeated throughout the entire program. A full circle is completed.

While CBS newsmen file their reports on-the-scene, CBC correspondents are often seen sitting in front of phony photographs of Washington or the Ottawa skyline. And on the occasion that CBS correspondents do resort to studio reports they do so without awkward paraphernalia.

Major philosophical differences are also apparent after an analysis of the two newsmen who serve as anchormen.

Walter Cronkite is a working journalist. He frequently reports on an incident which un-

folds on a background screen. In most all cases he remains on camera. He does not do voice-over film reports as does Lloyd Robertson whose approach creates a flat, lifeless studio narrative akin to a lacklustre newsreel. In addition, Mr. Robertson speaks not to the cameras (you the viewer) but to the page as he reads the news, again part of the program's lineal philosophy. Cronkite, however, reports news straight-on, glancing only occasionally at his notes. And when he finishes he shifts his eyes to the side as he, too, prepares to watch the next event transpire. An excellent technique for transferring the viewer's attention. Robertson, however, ends his report by burying his eyes in the stack of papers in his hand, thereby leading the viewer into a blind alley. Cronkite, as anchorman, is co-ordinator and participant. Robertson, by his actions, dominates and destroys the possibility of a smooth working format.

And although the CBS Evening Report is "interrupted" a number of times by commercials, these are seldom, if ever, noticed. Because each segment, before the commercial, ends with a view of the newsroom, another subtle method of developing continuity. And in order to keep the perspective fresh, three different views of the newsroom are alternated on a random daily basis. Continuity is further enhanced by a fast moving pace. Related events are grouped together, one after another. Technical methods are used to keep the program flowing. Often, the background of an item such as the Dow-Jones report is changed twice in its 15-second life. The report, itself, because it is a standard feature, is another of the subtle forms of continuity evident throughout the broadcast. The background screen utilizes all forms of visual presentation: maps, illustrations, drawings, photographs and, of course, film.

Although the CBC utilizes the same tools, the harvest is different. Labelling of maps and illustrations is distinct and clear on CBC. The letters do not blend into the background, nor do the eyes of a diplomat on the background-screen stare off the television set, thereby distracting part of the viewer's focal vision.

Herein lies the focal point of the problem. The CBC, though it has no commercials, is disjointed, for it labors without pace or visual philosophy. And although it employs visual aids, its end result is determined by a lineal philosophy which hampers its ability to use the excellent potential resources that this vast network has at its command. Sadly enough, it is a television screen that is out of focus and no matter how hard the viewer tries to adjust his set, the problem is at the network.

Ron Kish, formerly a feature writer for the Toronto Telegram, is a staff writer for Marketing magazine and a creative writing professor at Seneca College.

THE SHRINKING CANADIAN MEDIA

by EARLE BEATTIE

As 1973 drew to a close, one more casualty in the Canadian magazine field was ushered off the stage like a true-life stereotype of old Father Time himself. It was the 64-year-old *Star Weekly*, once published by the Toronto *Star* alone, but, since 1965, by a consortium of the *Star* and Southam Press called Southstar Publishers Ltd.

Employees were given the usual jolly Christmas notice that the magazine would pack up in two weeks time. Some severance pay was provided and one or two out of 10 had immediate offers within the Southstar organization which publishes *The Canadian* and *Canadian Homes*. Others faced unemployment.

For the old *Star Weekly*, the end came as a mercy killing of this once bold magazine. It had been one of the best magazines and one of the worst. At its best it gave expression and employment, staff and freelance, to hundreds of Canadian writers, editors, photographers and artists. Among the former were Morley Callaghan, Charles G. D. Roberts and Ernest Hemingway who wrote for it in 1922 and 1923 when he was a reporter for the Toronto *Star*.

At its worst, the *SW* bought up batches of pot-boiled fiction and photos from New York agents for publication. Fiction writers in Canada often received a photo or two and were asked to write a short story around them. One told how he had received a description of a photo on the phone one day. "I don't even get to see the photo any more," he said.

The rotogravure section came to be known as "Snakes and Eskimos" because the editor seemed to just love scenes of Indian snake-charmers and Eskimos with dog-sleds and igloos. Other photos were meaninglessly juxtaposed on the pages and cropped to fit the space. Yet the readers for a long while seemed to enjoy simply looking at exotic pictures for their own sake. Cut-lines, painfully written to fit two or three lines of type to the last pica were based on no information.

A very thin ghost of the *Star Weekly* may be found today in *The Canadian* magazine. And how all this came to be and how it relates to *Weekend*, its co-operating competitor, is an interesting tale of corporate manoeuvres in the mass media field. It involves the Montreal *Star* and its magazine *Standard* (replaced by *Weekend*), the Toronto *Star* and the *Star Weekly*, the Southam company, Southstar, *The Canadian*, and Magna Media.

The Toronto *Star* began publishing the *Star Weekly* in 1910 as a robust national magazine that attracted an increasing number of readers and advertisers. Some years later, the Montreal *Star* began publishing the *Standard* as a competitor in the weekly magazine field reaching for a national audience. Articles on Canadian social issues made it journalistically outstanding, but it was unable to reach the circulation heights of the *Star Weekly*.

Then, in 1951, someone got the bright marketing idea, probably borrowed from

models in the U.S. to convert the *Standard* into a weekly supplement called *Weekend* to be inserted in daily papers across Canada and to divvy up the net profit. It was and is printed in Montreal and shipped out in bulk to various newspapers with the name of the newspaper on the first page as though that paper had run it off in its own plant.

(We recall a letter to the editor of the London *Free Press* praising the local paper for

the fine content of *Weekend* and how local editors were to be congratulated on producing it. The *F.P.*, owned 25 per cent by Southam, now inserts *The Canadian*.)

As *Weekend* began appearing in more and more newspapers, its built-in circulation obtained a free ride with the circulations of all the host papers and it soon overtook and passed the *Star Weekly*. Naturally, this did not sit well with the Toronto *Star* and so

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in 1965 it made an arrangement with the Southam company (13 daily newspapers owned, interests in four others, 44 trade magazines, 19 annuals, a large printing operation, interests in recording, radio and TV, cable and trade shows), to publish a rival supplement.

Naturally, the Southam papers dropped *Weekend* and thereby cut into its circulation, but Canada's other big chain, Free Press Publications, owned by the Sifton family and the late Max Bell, oil millionaire, (nine dailies, one farm paper, interests in cable and TV) stayed with *Weekend* so that the two supplements emerged with about equal circulation around the two million mark. *Weekend* also published a French-language edition called *Perspectives*.

Back to the *Star Weekly*. It, too, came into the Southstar operation, in withered form. *The Canadian* was shipped in bulk from the Montreal plant to Toronto and what could be called the *SW* was inserted in its national supplement: Three sections, "Canadian Panorama" (news-features), a third-rate novel and comics, all printed in Toronto. *The Canadian/Star Weekly* was sold on newsstands only and by subscription, picking up a little business from those who got *Weekend* or no supplement in their home-city paper.

Southstar's *The Canadian* magazine is printed in Montreal, interestingly enough on the same press that runs off its rival, *Weekend*. Somewhere along the line it obviously occurred to the cost-accounting boys that the press running off *Weekend* and idle for part of the week might as well run off *The Canadian* magazine. In the United States, Congress had to pass The Newspaper Preservation Act to allow competitive papers to share their machinery, but in Canada no such procedure was needed.

Having become bedfellows in the printing plant, the two rivals next saw another opportunity in sharing the same shower to conserve energy and money: They created an advertising sales agency called Magna Media to sell ads for both *Weekend* and *The Canadian*. The ad agency, as subsidiary for not only *The Canadian* and *Weekend*, but for *Canadian Homes*, *Perspectives* and another Sunday version of *Perspectives* known as *Perspectives-Dimanche*, was in a nice position to provide advertisers with a beautiful package deal. Competition for other magazines or potential newcomers must be tough.

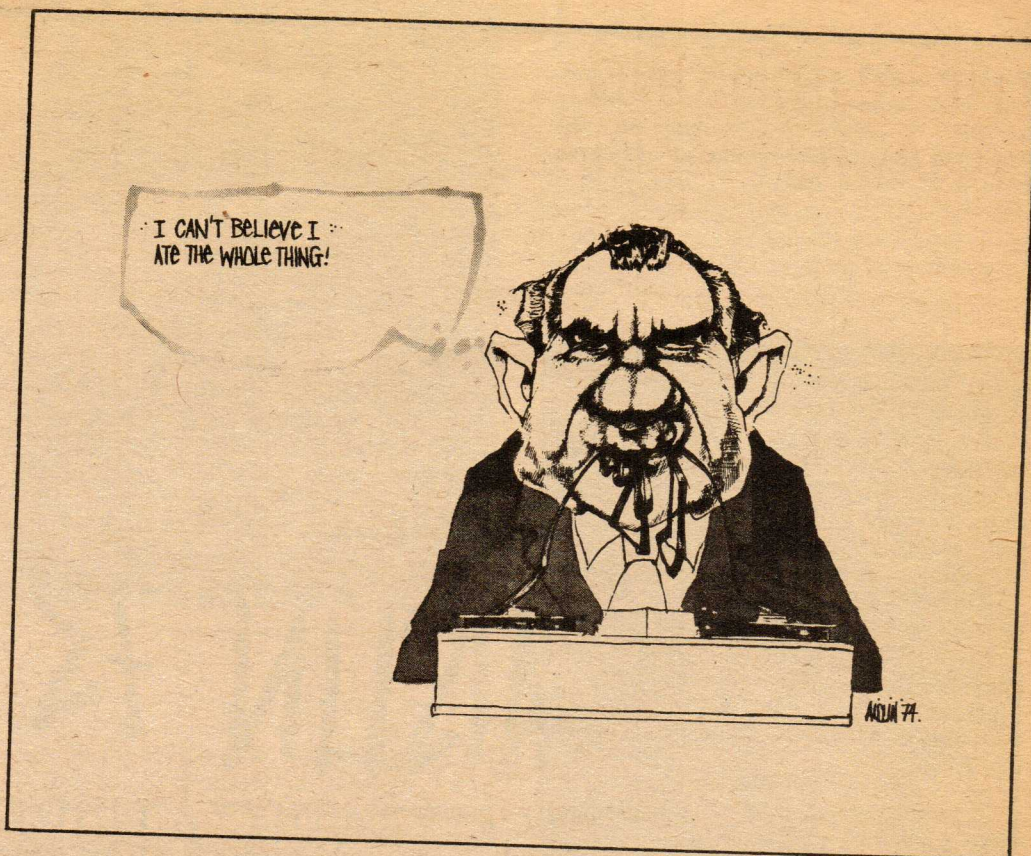
We wonder how this stands up with the combines investigation branch of the consumer affairs department in Ottawa?

The story does not end there. In August, 1973, *Weekend* magazine along with its parent, the Montreal *Star*, fell into the Free Press Publications chain. As the F.P. papers had been strong supporters of *Weekend* when the dark shadow of *The Canadian* descended on it, the merger seemed only inevitable.

Now *Weekend* has more corporate muscle behind it than even as *The Canadian* has. And, of course, Southam's purchase of the Montreal *Gazette* which countered F.P.'s purchase of the *Globe and Mail* has now been countered by the F.P.'s purchase of the Montreal *Star*.

But both co-operate in Magna Media and the printing plant, even as they co-operate in Vancouver through Pacific Press which prints the *Sun* and the *Province*. Very neat.

In all this merry-go-round of high finance in the mass media field, where does the public get off? Enormous savings have been made in these magazine ventures and the



profits of the corporations involved have been substantial. Southam Press had a reported 1972 revenue of \$158 millions, 27 per cent higher than in 1971 and a net profit increase of 38 per cent to \$14 millions. For the first half of 1973, net profit was up 31 per cent to some \$9 millions.

F.P. Publications, being privately owned by beneficiaries of the estate of Max Bell, a multi-millionaire oilman, R. Howard Webster, a Montreal industrialist, the John W. Sifton estate and R.S. Malone, president of F.P., has not easily-available figures for comparison.

Despite the high net profits by Southam, the Toronto *Star* and the owners of the Montreal *Star*, both *The Canadian* and *Weekend* have declined in quality when compared with their forebears, the *Standard* and the *Star Weekly*. Today they are both mediocre.

Four causes may be cited:

1. The division of the profit pie between the supplement companies and the local newspaper owners with the latter demanding bigger slices and the result that not enough money goes into editorial excellence;
2. The supplement is actually a giveaway not sought by all readers and coming into homes uninvited it is not valued by them or by advertisers;
3. The automatic circulation increase leads to a built-in law of mass media, the bigger the circulation the more conservative the content as editors respond to a large common denominator;
4. Backward-marching publishers of many dailies become censors who have the power to throw the supplement out of their papers if they find the articles are too outspoken. As the Biggest Journalistic Gun in Town, the local publisher perceives the supplement as The Stranger. Even in more independent days, The Stranger anticipated Bigmouth and seldom or never showed his gun. Now he's in the family.

In U.S. weekly supplements such as *This Week*, this circuit of communication and feedback, whether overt or inferred, has proceeded to the point where the magazine has become mush.

The entire situation raises questions concerning mass media in the modern industrial state, more basic than dealt with here, but discussion of that will have to be reserved for later.

Earle Beattie is professor of journalism at York University's Atkinson College in Toronto.

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more miscellany

(from page 16)

of advertising from the CBC has produced a reaction of disbelief from many Canadian advertisers. Most think the license conditions never will be implemented, especially with the CBC affiliate stations. There is cynicism on the part of advertisers at the capability of Canadian-made programming to compete with commercial imports during prime time. Admen also wonder how long it will take to establish regional networks -- such as Global in Ontario -- in order to prevent a monopoly situation with CTV.

A weekly newspaper advertising salesman and a veteran Toronto photographer share the 1973 National Newspaper Award for spot news photography. Both Kerry McIntyre, who worked for the weekly *Kenora Calendar*, and Donald Dutton, of the *Toronto Star*, took dramatic photos seconds after a bank bandit blew himself up with a dynamite bomb in Kenora last May. McIntyre made his picture for *The Canadian Press*. Judges unanimously voted a tie for the photos, taken almost from the same angle and showing police aiding a wounded comrade. It was the first tie since the annual National Newspaper Awards started in 1949. Other 1973 winners: Frank Jones, *Toronto Star*, spot news reporting; Del Bell, *London Free Press*, feature writing; Henry Aubin, *Montreal Gazette*, critical writing; John Robertson, *Montreal Star*, sports writing; Rod MacIvor, *United Press International*, feature photography; John Collins, *Montreal Gazette*, cartooning. Marcel Pepin and Claude Gravel of *La Presse* in Montreal shared a citation for merit in spot news reporting and Barry Robinson of the King-

ston *Whig-Standard* received a citation in spot news photography.

The *Toronto Globe and Mail* won top award for overall excellence in the over 50,000-circulation category in this year's MacLaren Awards for best-looking Canadian dailies. Montreal's *Le Devoir* took top award for the circulation group under 50,000 . . . Britain has set up a royal commission to investigate the nation's ailing newspaper and magazine industry. Appointment of the commission followed the closedown of three Scottish papers by the Beaverbrook chain, which said their losses in Scotland were so heavy the company would have gone bankrupt in six months if the dailies hadn't been closed. Some 1,800 persons in the Glasgow area were put out of work. The commission is headed by Justice Morris Finer, a judge in the High Court's family division and a former contributor to papers in his days as a practicing lawyer. The commission will explore the industry's economics, ownership of the big papers and groups, management efficiency, labor practices, and editorial standards.

T. W. Honey, editorial page editor of the *London Free Press*, has become assistant publisher of the *Cambridge Daily Reporter*. Norman Ibsen, former *Free Press* reporter at the Ontario legislature, has become editorial page editor . . . Standard Broadcasting Corporation has announced that its United Kingdom subsidiary has taken a modest equity position in Sound of Merseyside Limited, parent company of Radio City, the commercial radio station licensed to serve the Liverpool region.

NOT THE WHOLE TRUTH

Wondered about the nature of coverage on the kidnapping of Patricia Hearst, daughter of San Francisco *Examiner* publisher Randolph Hearst? Tim Findley, a San Francisco *Chronicle* reporter whose specialty is the New Left, offers these sobering thoughts:

"The local press has gone too far out of their way to avoid offending the Symbionese Liberation Army. They've sat around wringing their hands, meanwhile throwing away established procedures for covering a story. They've succeeded in showing that the press can be held up with a gun.

"Everyone's acquiesced to the Hearsts and refused to print the whole truth. In doing so, the press has sacrificed a good deal of its responsibility to history and to the public. Now the story may never be put in perspective

after the deal goes down. The right-wing columnists, and Nixon, too, are going to be making hay out of this as soon as everybody figures its OK to talk about it. It ought to be pointed out now, by the press, that the SLA does not represent a massive conspiracy of the Left, which is how it's going to be portrayed.

"The way the story has been treated, the SLA has been given more credibility than it deserves. They are not an organized body representing a political consciousness; they're a small band of adventurers with cultish overtones . . .

The extensive coverage encourages more terrorism by the Left, and counter-terrorism by the Right -- every kind of opportunism. It could result in a dangerously anarchistic situation.

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miscellany

Media Probe, an association of media practitioners, communication teachers, students and others, has launched its newsletter. Toronto-based, the group has Earle Beattie of York University and Richard Lunn of Ryerson Polytechnical Institute as co-chairmen. Vice-chairmen are June Callwood and Don Montgomery, and Bruce Rogers is a member of the executive. Membership fees in Media Probe are \$2 for individuals and \$10 for organizations. Among articles in the initial newsletter: Can the CBC be Spotless?, Ontario Press Council, Must We Be Ambushed by the Future, U of T Library Science and Communication, and Decision on the K.C. Irving Case. For further information: Earle Beattie, Apt. 3004, 85 Thorncliffe Park Drive, Toronto, Ont. M4H 1L6. Media Probe is a welcome addition to on-going professional self-examination.

Speaking of K.C. Irving, the newspaper monopoly convictions handed down earlier this year had another day in court this month when Mr. Justice Albany Robichaud levied fines totalling \$150,000. The companies involved have appealed their convictions to the provincial Supreme Court of Appeal but the hearing is not expected before September. And decision on a request by William Hoyt, special combines prosecutor, for an order prohibiting the companies from operating a monopoly in the future was postponed until June. K.C. Irving Ltd. of Saint John was fined a total of \$100,000 on four counts; New Brunswick Publishing Co. Ltd., also of Saint John, a total of \$30,000 on three counts; Moncton Publishing Co. Ltd. and University Press of New Brunswick Ltd., of Fredericton, \$10,000 each on one count. Hoyt, acting for the federal justice department, had asked for fines amounting to \$500,000. In June, 1972, after charges were laid but before the trial was held, the five Irving papers announced a rearrangement of ownership involving the three sons of industrialist K.C. Irving, who now lives in Bermuda. These changes put the Moncton and Fredericton papers under the sole ownership of son John, leaving his brothers James and Arthur in control at Saint John.

Bert Cannings, news director of Montreal's CFCF, has stepped down at the early retirement age of 63 as the station goes forward with plans to split its radio and television news operations into separate units. Mike Donegan becomes head of news at CFCF-TV and Derek Lind becomes responsible for CFCF radio and CFQR-FM . . . CFCF, incidentally, is picking up Phil Godin from the Ottawa bureau of Newsradio. And joining Newsradio, according to bureau chief Paul Taylor, is Allan Strickland, formerly with Vancouver's CHQM . . . R.S. Malone, 64,

has resigned as publisher and editor-in-chief of the FP chain's Toronto *Globe and Mail*. His son, Richard C. Malone, 33, becomes publisher of the *Free Press* and R.H. Shelford, 58, president and general manager of the daily and the *Free Press Weekly*. The senior Malone's appointment coincided with the retirement of James Cooper, 67, president and publisher of the *Globe and Mail*. Howard Webster, chairman of the board, becomes president of the *Globe and Mail* while remaining as chairman. Much of the head office operating functions of FP Publications will be carried out from Toronto from now on, though an office will be maintained in Winnipeg.

Photo-Com 74, the second annual workshop organized by the Calgary News Photographers Association, will be held May 18-20 at the Southern Alberta Institute of Technology in Calgary. The first Photo-Com attracted 112 participants and observers from six provinces and eight states. For information: Photo-Com 74, Department of Continuing Education, Southern Alberta Institute of Technology, 1301-16th Ave. N.W., Calgary, Alta., T2M 0L4 . . . The Canadian Managing Editors Conference will be held in Windsor May 22-25. New technologies and their implications will be discussed at length (as they will be at Media 74 in Moncton, April 26-28) and featured speaker for the m.eds. will be A.L. Abbott, associate editor (communications) of the *Detroit News*. They'll also look at ethics.

The Federal Communications Commission in the U.S. has backed up authorization given to Florida FM station *WFTL* to enable it to conduct a visual subscription service. The station proposed to transmit to subscribers information on the stock market, airline schedules, local news and weather. Transmissions would be decoded by a special terminal device at the subscriber end. The FCC ruled that such a service can be licensed on the basis of a subsidiary communications authorization.

The annual report of the Association of Quebec Film Producers complains of financial difficulties, attributed on the one hand to the various levels of government and on the other to greedy professional unions. Although recent Quebec governments have promised legislation to aid the film industry, none has actually been produced. The withdrawal of federal tax incentives to film investors also was seen as a blow. The association begged increased co-production work with Radio-Canada and Radio-Quebec.

A public opinion pool conducted in the U.S. indicates that 38 per cent of Americans have confidence in the press, up from an 18 per cent figure in 1972 and up from the 29 per cent total in 1965. Julius Duscha, director of the Washington Journalism Center, told an editors conference that newspapers should look more for underlying social trends in an effort to increase their credibility. He also recommended that newspapers open their internal operations to more public scrutiny.

Britain's *Economist* attributes many of the acute problems being experienced by the national newspapers in the U.K. (such as the Beaverbrook group) to what it terms the squeeze between "appalling management and greedy unions." At the best of times, profit margins on the big nationals are pretty minimal, the money being made on local and provincial papers. The idea is presented that many of the publishers of the national dailies are not primarily in business for profit, but for pride.

The upcoming clampdown by the FCC in the U.S. on the cross-ownership of newspaper and broadcasting outlets in the same city could have a significant effect on the newspaper industry, which often uses its broadcast *cousins* to help bolster it against sagging newspaper profits. The American Newspaper Publishers Association has disclosed that newspaper interests own some 96 TV stations and 476 radio stations in the city of their publication . . . The ANPA, by the way, has voted a 1974 budget of \$1.2 million for advanced research on future technologies for the newspaper industry, an increase of 10 per cent over 1973. Most of the money will go to the advanced research program at the Massachusetts Institute of Technology and the Scientific Advisory Committee.

There's a new technique for encouraging public response to the media. Some American papers are introducing a system which consists of having people phone in their reactions to an automatic telephone/tape recorder. The editor selects his letters from the day's recordings. Response apparently has risen sharply . . . To go along with its recent liberalization of its own national press, the Egyptian government has lifted its censorship of reports despatched by foreign correspondents. Civil matters are not censored at all, says *Le Monde*, while articles which have military importance still are subject to official scrutiny. After being muzzled for more than 20 years, the Egyptian press is cautiously beginning to print articles showing polite opposition to some government policies and attitudes.

The Canadian Radio-Television Commission announcement concerning the phase-out
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content

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