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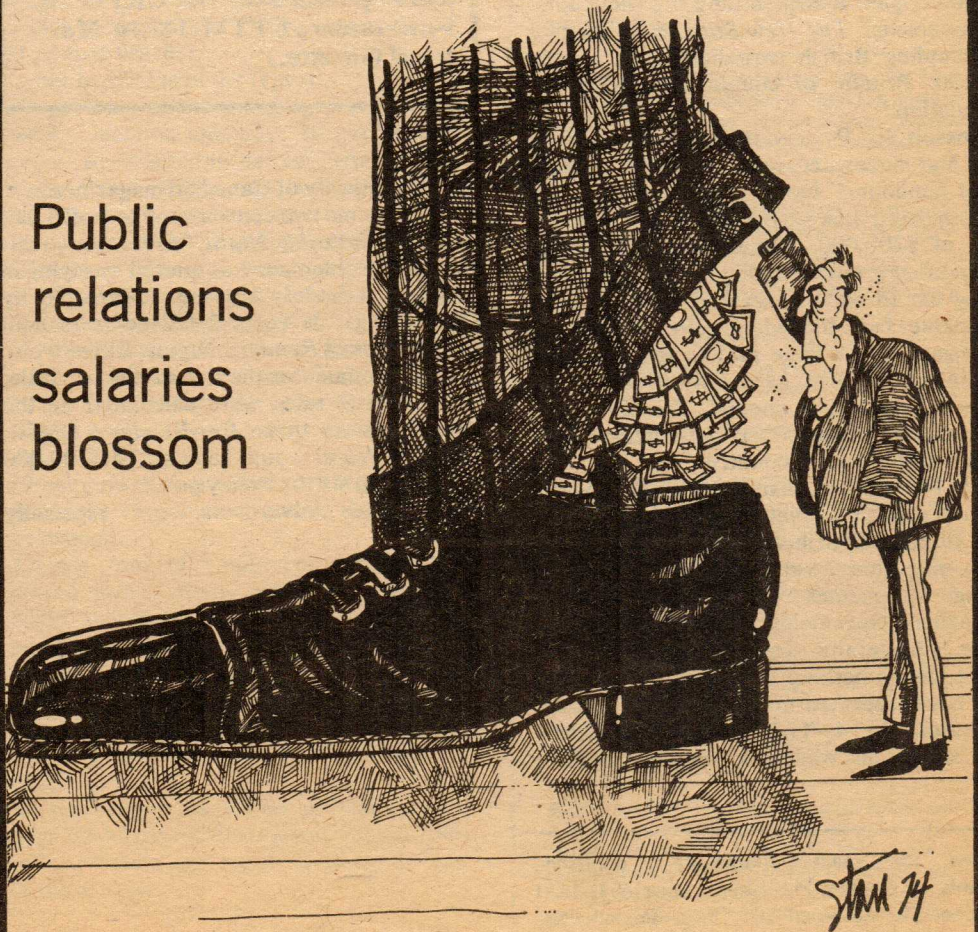
content

SURPRISE:
OUR FOURTH
ANNIVERSARY

LINKS THROUGH
SATELLITES

The Saturday Night affair: Can we rest in peace?

Public
relations
salaries
blossom



Stan 74

ONCE UPON A SATURDAY NIGHT

by BARRIE ZWICKER

What killed *Saturday Night*? Whether *SN* is gone forever, or is in a state of suspended animation to be miraculously lifted by a wand made of thousand-dollar bills, the answer to the question is important for a number of reasons. The chief one, in my opinion, has to do with whether Canada has a future as an independent nation.

Saturday Night did not simply die, as one R.C. Berndt stated in a letter to *the Globe and Mail* Oct. 14. Mr. Berndt rejected "the implications . . . that *Saturday Night* had ceased publication because of unfair competitive pressures generated by (*Time 'Canada'* and *Reader's Digest*)." Mr. Berndt favors the Darwinian theory: *SN* couldn't hack it because it wasn't good enough. Period. Simple.

Without saying *SN* was perfect (we'll go into that later) we can offer Mr. Berndt a crash course in the realities of the Canadian magazine field today.

Lesson 1: *Saturday Night* was more than "good enough," by all reasonable measures. When its presses stopped it had about 70,000 subscribers. As *the Toronto Star's* Ottawa columnist, Richard Gwyn, noted Oct. 10: "It's an oddity, a reflection perhaps of our reluctance to admit domestic excellence, that several commentators have called (*SN's*) circulation 'small.'"

"*The Economist*, perhaps the most prestigious magazine in the world, sells some 60,000 copies in Britain (and the same number overseas). *The New Statesman*, another outstanding British periodical, sells around 70,000. Britain, of course, has twice our population."

Lesson 2: By any reasonable measures, *SN* had never received "massive government handouts." Oct. 9, two days after *SN* announced it was suspending publication for lack of \$200,000. The Canadian Press reported that grants totalling \$1.7 million were going out to eight ballet and modern dance companies from the federal government.

Lesson 3: A large part of the Canadian reading public was barred from seeing *SN* because of the homicidal (for Canadian magazines) nature of the periodicals distribution system in this country.

Of 14 national distributors, 13 operate from addresses in New York, Pennsylvania and Illinois. Distributors consistently favor large magazines over small ones, and small foreign magazines over small Canadian magazines. Specifically, Curtis Distributing Corp. unilaterally stopped distributing *SN* last June, something that to my knowledge was never reported in the media.

Lesson No. 4: The postal rate structure in Canada discriminates seriously against

Irony of ironies.

The League for Human Rights of B'nai B'rith has not bestowed its prestigious Canadian Family of Man Award since 1971. Previous recipients include Paul-Emile Cardinal Leger, former prime minister John Diefenbaker, Senator Arthur Roebuck and Prime Minister Pierre Trudeau. This year, the B'nai B'rith selection committee decided to depart from the policy of bestowing the award solely upon individuals, since an institution, the media, has been "so outstanding in the protection of human liberties."

So who got the 1974 Canadian Family of Man Award, the league's highest citation? Right: Time Canada. At a banquet in Montreal October 20, Time's coverage of the Watergate mess was mentioned as one of the reasons for the league's choice.

(Supplementary media awards were presented to CKLG in Vancouver, CFTM-TV in Montreal Gazette.)

the vast majority of Canadian magazines.

"It costs me two cents a copy to mail 3 1/2 ounces of *Saturday Night*," *SN's* then-president, Bill Nobleman, was quoted as saying in an article in the July 22 issue of *Marketing* by Sheri Craig. "It costs 2 1/2 cents to mail eight ounces of *Reader's Digest*. Either we're paying too much or they're paying too little. If our postal rates were calculated on the same basis as those for *Reader's Digest*, *Saturday Night* would have saved \$100,000 over the last six to seven years."

Lesson 5: Advertisers, and especially

advertising agencies, often do not place ads on the scientific basis they would have us believe. Advertisers, and agencies, discriminate on bases other than the cost of reaching 1,000 readers/viewers. The discrimination can be benign as when an advertiser or agency wishes to support some publication or radio or TV program. This kind of support is shaky for a magazine with limited income. And the overall picture is that the agencies - most of them non-Canadian - too often discriminate against Canadian magazines and in favor of *Time "Canada"* and *Reader's Digest*, on vague ideological grounds.

An example: Careful market research showed that one Canadian magazine over all others was the best cost-per-1,000 vehicle for reaching Canadians who fly internationally. That magazine is the *United Church Observer*. When an ad man with big international travel ads to place was shown the figures favoring the *Observer*, he declared: "I don't give a damn. I just won't place ads in the *Observer*." He placed them in *Time*.

Advertising people have an association misleadingly titled the Association of Canadian Advertisers (it should be called the Association of U.S. Advertising Folks in Canada). Officers of the association spent Oct. 7 and 8 in Ottawa lobbying senior cabinet ministers on behalf of *Time "Canada"* and *Reader's Digest*.

One of their more interesting threats was that if *Time* and *Digest* were placed on the same footing as all other foreign periodicals, less advertising - total - would be run in Canada. Would *Saturday Night* have had fewer ads with *Time* and *Digest* gone? Tell it to the Marines, as we used to say.

Lesson 6: The privileges lavished on *Time* and *Digest* under the Canadian Income Tax Act (see *Content*, issues 41 and 42) enable those two foreign periodicals to dump incredible quantities of prefabricated editorial material into the Canadian editions. *Saturday Night*, and every Canadian magazine, must create and pay for every inch of copy and every square inch of art work.

Yes, Mr. Berndt, there are unfair competitive pressures, pressures which *Time "Canada"* president Stephen LaRue failed to mention in his open letter to readers of *Time "Canada"* this fall.

SN was killed. Although *SN* was primarily a victim, it would be unreasonable to suggest it did not make some mistakes along the way. In my opinion, its circulation department was hobbled by a lack of sufficient attention from higher management.

Perhaps everybody on the magazine should have taken a voluntary salary cut several years ago. Perhaps everybody did.

Supposing *Saturday Night* had done everything right and supposing it had received all the cash it said it needed? Editor Robert Fulford was said to have a revised format ready but magazines sometimes do not survive well-meaning sudden changes in format.

Suppose *SN* gets a wheelbarrow full of cash tomorrow and goes out promoting it-

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R.I.P.

Saturday Night



self with a new face and expanded coverage?

Perhaps its circulation could rise to 100,000 or 200,000. But that audience would necessarily be different from the one it had. And responding to that audience - and the advertisers who would want to reach that audience - would inevitably make a different magazine out of *SN*. It might then collapse with a spectacular crash, as *Intellectual Digest* did this Spring (see *The Death of ID*, by Sidney Offit, in the September/October issue of *Columbia Journalism Review*).

No, the long and the short of it is that *Saturday Night* was journalistic and intellectually a success, yet financially a loser.

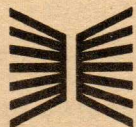
In other words, this country - specifically its federal government - is permitting and encouraging the existence of a homicidal commercial and legislative environment for its periodicals.

The environment that killed *Saturday Night* is the same one in which every Canadian magazine struggles.

Senator Grattan O'Leary said in 1961 that

if that environment isn't changed, worthwhile Canadian magazines will continue to suffer and die until only two magazines remain in the country.

Barrie Zwicker is a frequent contributor to Content and a journalism instructor at Ryerson Polytechnical Institute in Toronto.

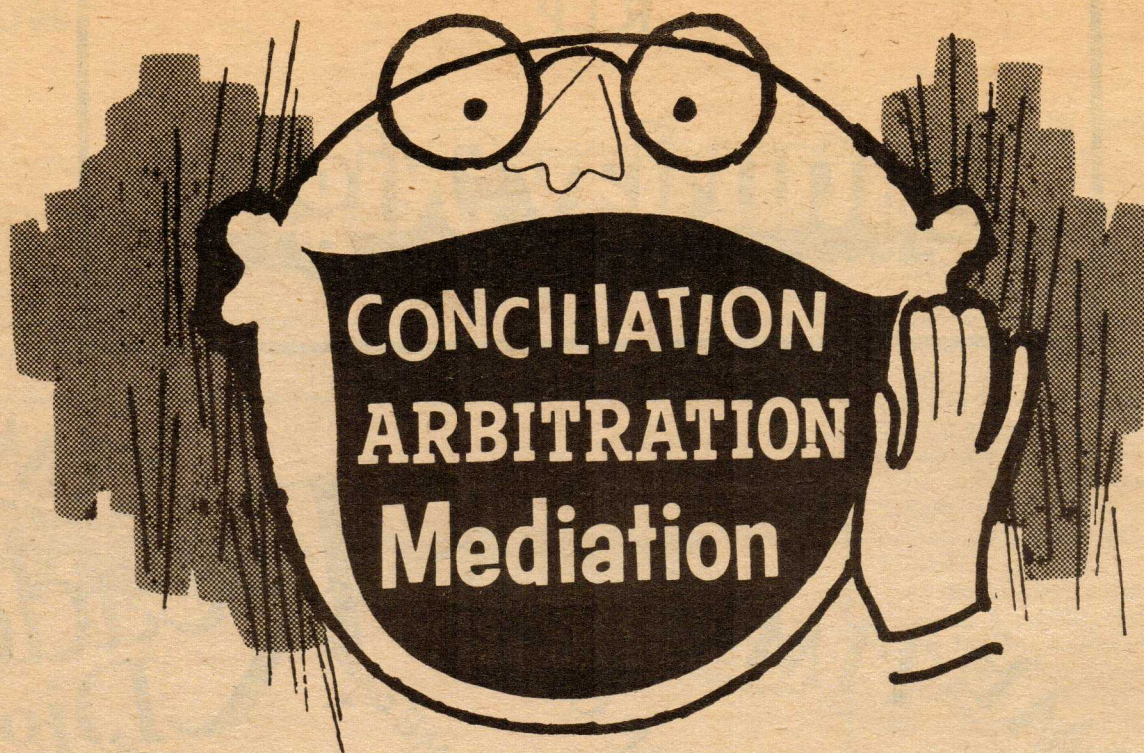


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TYPESET IN A UNION SHOP.

ANOTHER HISTORICAL OVERSIGHT

by TOM DAVEY

The stifling effect of the American overlay on our culture was never more marked than with the death of Charles Lindbergh. In articles, editorials, newscasts and television features, the media became euphoric as it generated a torrent of words about "The first man to fly across the Atlantic."

As only a few commentators cautiously inserted the qualifying word "alone," future historians, picking among the ruins of North American civilization, will have little reason to dispute Lindbergh's place in the records. But, in spite of the acres of print and the miles of videotape, the facts are otherwise.

Not only was Lindbergh not the first man to fly the Atlantic, he was beaten by eight years by Captain John Alcock and Lieutenant A.W. Brown of the British Royal Navy.

Charles Lindbergh's feat of flying to Paris from Long Island was, indeed, a remarkable human feat and a triumph of technology. He flew alone in an aircraft so heavily overloaded with fuel it barely became airborne.

But how much more remarkable was the feat by Alcock and Brown when they flew from St. John's, Newfoundland, to Ireland June 14-15, 1919 - eight years before in something under 17 hours.

Granted, the distance they flew was less than Lindbergh's, but they certainly were the first to conquer the Atlantic. And two things make their feat more impressive, especially in the technological sense. Their plane had to carry two men at a time when the state of the art was eight years less advanced than when Lindbergh made his bid. And eight years is a long time, especially in a fledgling aerospace industry. In that time span, the Americans progressed from launching grapefruit-sized satellites to moon landings by humans. The media's lack of recognition of the historical flight is all the more remarkable when one considers that this first Atlantic crossing by air took place from what is now Canadian soil.

Most of the stories were based on Ameri-

can wire copy but the Canadian media, in the rush to join the chorus of acclaim, obviously ignored their own extensive research resources.

Only when the torrent of praise for Lindbergh had subsided did a nugget of truth emerge in the form of a letter to the *Toronto Globe and Mail* by Stan Obodiac. He pointed out the historical omission and added that Alcock and Brown received \$10,000 from a British newspaper, comparable to \$50,000 in today's exchange rates. Both aviators were awarded knighthoods for their epic feat. Alcock was killed the same year at 26 years of age in a plane crash at Normandy one week after his knighthood. Brown lived

until 1948. One topical note on which the media might have focussed was that Alcock was involved in the bombing at Istanbul in 1917 and later crash-landed in the sea before being taken prisoner by the Turks.

In spite of a rising tide of nationalism, plus a federal broadcasting commission ever bent on increasing Canadian content, Canadians once more ignored the intrinsic merit of a historical treasure rooted in their own soil - in their eagerness to emulate the cultural values of our large neighbor.

Tom Davey of Richmond Hill has worked in print and electronic media in England, Australia and Canada.

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CONTENT NOW IS

Each year at this time, or for the past four at any rate, I've used the anniversary issue as an opportunity to take a retrospective glance at what has transpired in journalism during the preceding 12 months. For a couple of years, the review was pleasantly positive; then there was a fairly pessimistic view in 1973. This autumn, as *Content* paddles into its fifth year with its head bobbing just slightly above water, perhaps a mix of observations, optimistic and pessimistic, is in order.

The pity about the contemporary communications community in Canada is that we still seem to pay more attention to the hardware - in which there's no doubt we specialize - than to the input. Indeed, the news media of the day spend more time and effort and money developing technology than they do in immersing themselves in the kinds of journalism which the Canadian populace probably needs in order to understand the maze of sticky issues confronting most people today. Except for that buzz of activity at the turn of the 1970s, the nation's press and broadcast industries have, by and large, been marking time.

They've not been marking time in adapting new communications technology to the business of gathering and disseminating news to the Canadian public-at-large. For instance, The Canadian Press has moved briskly into the realm of computerized data banks and cathode ray tube terminals and the country-wide chain of Southam daily papers now is experimenting with similar programs in their newsrooms. Some 58, or about half, the dailies in the country are being printed using cold type and the offset process.

There has not, sad to say, been the same degree of attention or money applied to the editorial product. With the odd exception, the press - newspapers, periodicals, radio and television collectively for the purposes of this plea - still uses styles and techniques which were better left in the 1950s and 1960s.

Journalists themselves - a smattering of them, at least - still get together to assess their responsibilities and their work. Media 74, the fourth annual conference of journalists, was held in Moncton, and the fifth is scheduled for Toronto next Spring. The conferences serve as, if nothing else, a yearly opportunity to reaffirm journalism's ideals.

The most significant item to emerge from the 1974 conference was a proposal for a shield law for journalists - protection from having to break confidences, from divulging information sources in the interests of the public's right-to-know. The draft legislation was sent off to the federal government and while it is known that the concept has support on either side of the House of Commons, it is not likely to be given priority attention. Not until, probably, journalists are being thrown in jail for not revealing the names of persons who risk their careers, or lives, for passing on facts which are considered vital for public appreciation of an event but which authorities would prefer to keep labelled Top Secret.

Indeed, the lack of action by the federal government in many areas of media can be traced circuitously to the office of Prime Minister Trudeau, whose relationship with the journalism community generally has bordered on antagonism, if not outright hostility. Trudeau seems to have the view (and who can deny that there is validity in it) that many of the journalists with whom he has to deal, and ultimately the papers and stations which carry their reports, simply lack integrity. They pander to prurient interests, he thinks, and tragically this is too often the case. He detects a parasitical behavior (witness his wife's admission to hospital this fall), and it is true that this has been a continuing trait of the profession - or seen by some as a trait, when in fact the role should be seen as a critical liaison between the governed and those who govern.

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FOUR YEARS OLD

As long as the media's behavior appears to be unethical, Pierre Trudeau and others can hardly be faulted for looking at us with a jaundiced eye.

Sometime in 1975 we will probably see the federal and provincial governments getting further embroiled in a jurisdictional quarrel over cable television; it's an important issue.

It does appear that the Trudeau government has been taking yet another look at the favored positions enjoyed by *Time* and *Reader's Digest* - and not solely because of the apparent demise of *Saturday Night* (see Barrie Zwicker's story on pages 2-3). Senator Keith Davey, whose mass media report in 1970 advocated dropping the special status for *Time* and the *Digest* and whose voice carries more weight in Ottawa due in part to his key role in the Liberals' July election victory, has been calling again for an ownership review board and a revolving loan fund for Canadian periodicals.

Speaking of periodicals, native Canadian magazines have been showing some healthy signs, albeit marginal, and that's good for all of us. Additionally, Canadian book publishing, while not exactly flourishing against the competition of branch-plant dumping tactics, has, on the average, been picking up. And so have Canadian-made and-oriented films. So all is not dire.

Even the Canadian Daily Newspapers Association, never the avowed guardian of high journalistic standards but now the poorer with the death of the Vancouver *Sun's* Bill Galt, is showing markedly greater interest (by comparison with the situation a mere five years ago) in the editorial product. The body of publishers has contracted newspaperman and currently Carleton University professor Tom Sloan to help them out in the task (watch for a story soon by Sloan).

Press councils in Canada remain essentially inert, although

it is expected the Quebec group in particular will become more visible during 1975. Until now, most have dealt with rather minor complaints; in most cases their constitutions don't allow them to question the nuances and very nature of the media's performance.

Press councils' roles will be part of the comprehensive program now being formulated for Media 75 in Toronto, a meeting which will be much more a congress of media organizations and the public than a journalists' conference, as has been the case in the past. It will be a new direction for the annual assemblies, and a step toward the 1976 conference - already proposed as an international media congress for Montreal following the Summer Olympic Games.

Personally, I have been spreading my time this year between two magazines - *Content*, as a sort of occupational hobby, and *The Innovators*, a new international telecommunications publication from Northern Electric. The book publishing facet of *Content's* operations has been put in a "hold" position (partly for lack of capital with which to engage in new titles), but the magazine, still the only monthly nationally-circulated journal of discussion about journalism and the media-at-large in Canada, remains a priority with me.

Broadcasting pioneer Graham Spry once said that "without communication, there is no society, whether it be a hive of bees, a troop of boy scouts, a bar association, or a nation."

It's a reasonable philosophical statement. I continue to think that *Content* has an important role to play in the process of getting ideas across.

Dick MacDonald
Editor and Publisher

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COMMUNICATIONS SATELLITES: WHY CANADA'S SO INTERESTED

by DR. JOHN CHAPMAN

By the year 1967, 100 years after Confederation, Canadians were faced with a basic decision on the technology needed to communicate (not so much east and west, for that had already been achieved) but more particularly north and south, to tie into the nation the vast regions of Canada's North.

Because of the vast distance and small population base, elaborate ground systems were out of the question. But the burgeoning technology of satellite communications looked promising and certainly worth investigating as a solution to some of Canada's major communications problems.

Five years before, in 1962, - the United States had formed the common carrier corporation, COMSAT, to utilize the new satellite communications technology to improve transoceanic communications around the world and by 1964 a new body - Intelsat - had sprung into being, a consortium of nations, including Canada, which would set up a world-wide system of satellites.

Canada was quick to recognize that these international developments could have considerable significance at home. In 1967, a Task Force on Satellites was formed to advise how satellite technology might be applied to Canada's communications needs. Shortly after its report was published, the government formed a new corporation, Telesat Canada, and with the launch of Anik I in November, 1972, Canada became the first country in the world with a domestic geo-stationary satellite communications system.

In order for the Telesat system to become operational, however, a number of significant problems had to be analysed and overcome. New, smaller earth terminals had to be designed for the reception of television broadcasts. New concepts had to be developed for retransmission of these signals to home TV sets. Even the economics of satellite communications as compared with existing terrestrial systems were not established and the competitive commercial facts of life were unknown. Having in mind all of these uncertainties, it was recommended that the first Canadian satellite communications system should use existing technology which was already developed or was being developed for the Intelsat IV satellites. As a result, the first Canadian satellite system depended largely on United States satellite technology.

Although at that time Canada had little experience in communications satellite technology, it had built up an enviable reputation in its scientific satellite program, begun about a decade earlier to study the ionosphere. Two Alouette satellites had been launched and the two ISIS satellites were being constructed.

It was then that the government took a second decision of major importance - this time to re-orient Canada's space research program from scientific satellites toward advanced communications satellites. A new

Canadian program was necessary to develop home-grown technology for future, high-powered satellite communications systems.

The first question which came to mind was that of how to set the objectives for a new communications satellite program to support Canada's existing domestic communications systems. One obvious answer was to develop a communications technology satellite (CTS) to give new telecommunications services different from those which could be provided by the first Telesat system, and which would augment and expand on existing systems. Considerable improvements were possible in the transmission of television broadcasts, and provision of voice and data services to remote or even transient locations. There was also great interest in finding ways to make live remote television hook-ups to the national system.

It was evident that Canada's industry would be handicapped in building such an experimental satellite because of its lack of experience in synchronous satellite technology, and the very high risks, both technical and financial, which could be present in a project of this nature. It became clear at the beginning that the government would have to shoulder these risks.

The department of communications took the responsibility at the Communications Research Centre for systems engineering and for program management of the project, with industry carrying out the design and manufacture of the subsystems of the satellite. Such a plan would permit the industry to gear up to be ready for subsequent

generations of satellites. This new program was quite clearly to be a learning phase, not only for the industry but for the government as well.

The department negotiated an agreement with the National Aeronautics and Space Administration (NASA), whereby NASA would provide a launch vehicle, and would jointly use CTS with Canada. The United States also undertook to provide high power broadcasting tubes which would make possible the kind of services envisaged by the department.

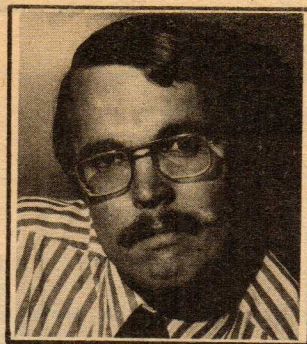
Existing commercial communications satellites use frequencies the same as those used by the telecommunications companies throughout the world for long distance telephone trunking. It was possible for the same frequencies to be used on land and in space without too much risk of interference, providing the satellite relays were not so powerful that their signals interfered with telephone circuits. This risk of interference has been a major factor in determining the size of the ground antennas and has limited the power that could be transmitted from the satellite itself. These limitations were already recognized as restricting the potential of satellites to provide low cost communications, particularly for broadcasting and for communications to small and remote terminals. The CTS system will use terminals as small as 3-1/2 feet in diameter. The CTS project is being designed to operate in the higher band of frequencies upwards to the satellite on 14 GHz and returning down on 12 GHz.

These frequencies are not at the present time occupied by terrestrial services which could be adversely affected. Because of this, the transmitter in the satellite can be as powerful as needed, and the antennas can be made to direct powerful beams of radio energy anywhere within Canada, the United States, Alaska or Hawaii. Hence a whole new technology to use higher frequencies to develop increased power was needed.

The program of designing and developing the satellite in Canada will have taken more than five years by the time CTS is launched about the end of 1975. The department has spent on the average more than \$10 million a year over this period to develop the technology, and to build the equipment for the experiments.

Along with the hardware phase of the Communications Technology Satellite project, there is a parallel program for the use of the satellite. An invitation was extended by the minister of communications to groups in Canada, in the provincial governments, industry, universities and federal government departments, to design experiments and test new ideas and concepts using the Communications Technology Satellite.

Dr. John Chapman is assistant deputy minister, research, in the federal department of communications. This article is reprinted from In Search, the DoC magazine.



Henry Aubin



Dave Billington



John Collins

Blowing our own horn is becoming an annual affair

Some time ago we wrote an editorial claiming that Montreal was one of the world's great newspaper cities. Now we have some evidence to show it wasn't just bombast - at least we're one of

Canada's great newspaper cities at the moment.

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From our own not-so-humble shop we have three awards on top of

last year's two - Henry Aubin in enterprise reporting for his series on pricing and marketing, John Collins for editorial cartooning and Dave Billington for critical writing - three good reasons for blowing our own horn.

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PR SALARIES BLOSSOM

by JOERG OSTERMANN

If salaries are any indication, public relations practitioners have risen considerably in stature in the eyes of their employers during the past five years.

That's one of the findings of a total compensation survey carried out among the

members of the Canadian Public Relations Society (CPRS) earlier this year.

Approximately 1,000 members of the society were polled, and the average salary of the 437 men and women who returned the questionnaire to Contemporary Research

Corporation, an independent organization which tabulated the results, is \$19,795.

Five years ago, the last time CPRS conducted a similar survey, the overall average figure was not worked out. However, a comparison by salary ranges tell the tale.

Only nine per cent of the respondents reported annual salaries below \$12,000 in the current survey, while in 1969 42 per cent of the participants fit that income bracket.

In 1969, 75 per cent earned *less* than \$16,000 yearly. This year, a whopping 71 per cent reported earnings *in excess* of \$16,000.

At the top end of the scale, the picture is the same. Currently, nine per cent of respondents report salaries above \$30,000 per annum, up from 1.5 per cent in that bracket in 1969. Exactly one-third of the respondents this year earn upwards of \$22,000 yearly. In 1969, only three per cent could make the claim.

But before anyone quits a job in the media to go rushing off in search of \$30,000-plus per year, a word of caution. Of the 437 respondents, 252, or almost 60 per cent, are public relations directors. The balance are assistant directors (54), staff practitioners (65) and "others" (66). "Others" are those who, while they do some work in public relations, also fulfill such ancillary functions as marketing or advertising.

There is no question but that the preponderance of p.r. directors in the sampling would tend to drive the average salaries upward, agrees Patrick H. Macleod, executive director of the CPRS.

"While the response roughly corresponded to the make-up of our membership," he says, "the questionnaire only went to one-quarter or one fifth of those who should logically be included in a survey of this nature - if we knew who they were."

Macleod also agrees that in all probability members of CPRS would be among the senior and better paid p.r. people in Canada.

The survey results bear this out. More than half of those responding (59 per cent) have been with their present employer for more than five years, and of these 21 per cent have stayed put for 15 years or longer.

Efforts have been made to make the survey as accurate as possible, but "it should be emphasized that it is a survey and may be subject to distortion," David G. Chamberlain, survey chairman, and vice-president of Public and Industrial Relations, Toronto, emphasizes in his preamble to the report.

"Statistics which refer to sub-groups by region, nature of employment, or sex should be regarded with special caution, since the respondents involved are necessarily fewer," he adds.

The ability to speak both official languages is worth in excess of \$2,000 a year. Average salary for bilingual respondents is \$21,240, while unilingual practitioners command an average of \$19,055.

Of the French speaking respondents, 98

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WILL THERE BE A MEDIA 75?

Already, a committee has been meeting to lay the groundwork for Media 75 - the fifth annual national meeting of journalists of all media. The consensus after Media 74 in Moncton is that, yes, there should be another assembly, probably making it much more expansive in subject matter and attendance. So in September, and again in October, the steering committee has been meeting and details of its plans should be available for announcement in the November issue of *Content*. It is expected at this juncture that a major congress of media groups will be held in Toronto in the Spring of 1975. Part of the committee's dilemma, however, is how to establish an on-going organizing fund for such conferences (and partly to erase a deficit from the 1974 meeting). So interested contributors may send cheques or money orders to Media 75, c/o 404 - 1411 Crescent, Montreal H3G 2B3.

per cent answered that they speak both languages; 18 per cent of the English group professed to be bilingual.

Breaking down the demographics according to title, type of employer and geographical region, a director of public relations for a financial institution in Quebec would be most likely to earn the top dollar.

Directors average \$21,205 yearly, followed, logically, by assistant directors (\$19,014) and staff members (\$16,206).

Salaries in financial organizations, averaging \$22,890, are the highest, just ahead of consulting firms (\$22,753), primary producers (\$22,565), and manufacturing companies (\$22,558). Public service agencies, which shell out an average of \$14,516 to public relations personnel, are the most tight-fisted - or more likely the poorest.

In between, in decreasing order of generosity, are government corporation or public

utility, merchandising, association, federal government and municipal government.

By province (Prince Edward Island is not included, while Ottawa has a separate listing), Quebec is the place to look at, financially, while Saskatchewan is the place to avoid. The complete listing, with average wage, follows:

Quebec, \$22,359; Ontario, \$20,878; Ottawa, \$19,625; British Columbia, \$19,021; Newfoundland, \$18,050; New Brunswick, \$17,274; Alberta, \$16,979; Nova Scotia, \$16,311; Manitoba, \$16,106 and Saskatchewan, \$13,345.

The sampling included 64 women and 373 men and only two per cent (which sounds, in round figures, like one individual) of the women earn in excess of \$20,000, while 40 per cent of the men surpassed that figure. At the bottom of the scale, 64 per cent of the women are paid less than \$14,000, while only 12 per cent of the men earned below that.

In the middle range, 34 per cent of the females received between \$14,000 and \$22,000 remuneration. Of the males, 48 per cent fit that bracket.

Other highlights of the report:

- 44 per cent of the sampling receive three weeks vacation annually; 10 per cent receive two weeks; 36 per cent receive four weeks; and 10 per cent receive holidays of "other" durations.
- 90 per cent of respondents have their CPRS membership dues paid by their employers; 66 per cent of employers paid dues for membership in other professional groups; memberships to service clubs and private clubs were, respectively, 31 and 33 per cent paid by the employer.
- 83 per cent of respondents travel economy class when flying.
- 19 per cent of respondents are with a company car; 33 per cent receive automobile allowance.
- 17 per cent of employers offer performance bonus plans; nine per cent offer profit sharing plans; nine per cent offer equity participation plans.
- 87 per cent of employers provide a pension plan in addition to the Canada/Quebec plan; 75 per cent of employees are required to contribute to the additional plan.
- 85 per cent of employers provide physicians' and hospital insurance; 75 per cent of employees are required to contribute to these plans.

Joerg Ostermann is a Montreal freelance writer formerly engaged in public relations assignments.

THE LITTLE MARKETPLACE

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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.

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SITUATION WANTED: Young man, 29, MFA writing, editorial experience, seeking position newspaper/magazine Ontario/Nova Scotia. R. Bernthal, 440 Riverside, New York City.

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.

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FACTS

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February 1 is the closing date for applications for the next Louis S. St. Laurent Fellowships in Legal Journalism. Data can be obtained from the Canadian Bar Association, Room 320, 90 Sparks Street, Ottawa, Ont. K1P 5B4. Successful applicants will be notified by May 1, 1975. The purpose of the fellowship is to give competent professional in the press, radio and television familiarity with the institutions and processes of the judicial systems in Canada, a clear understanding of modern legal issues, and an acquaintance with legal reasoning and reference sources and personnel within the legal system.

By now most in the media should be familiar with the announcement by Communications Minister Gérard Pelletier that Ottawa is proposing a new federal commission which would have sweeping powers over telecommunications, including licensing of radio and television stations. A number of existing acts are to be amended, and among the features of the legislation would be the elimination of the Canadian Radio-Television Commission and its replacement by a Canadian Radio-Television and Telecommunications Commission (CRTTC). It has been speculated that CRTC chairman Pierre Juneau will be appointed to head the new super agency, the first recommendations of which began to emerge three years ago with Telecommission and subsequent reports.

George Derksen, publisher of the *Estevan Mercury*, is new president of the Saskatchewan Weekly Newspapers Association. Don Telfer of the *Humboldt Journal* is vice-president. . . . Peter Pickersgill, publisher of the *Vulcan Advocate*, has been named president of the Alberta Weekly Newspapers Association. Elected first vice-president was Jack Gieg, of the *Leduc Representative*. . . . New president of the British Columbia Community Newspapers Association is Fred Traff, publisher of the *100 Mile House Free Press*, and first vice-president is Ernie Bexley of the *Ladner Optimist*.

Irving Whynot, formerly business editor of *The Canadian Press*, has joined the Canadian Bankers Association as chief of information services. And David Rogers, formerly executive editor of *Broadcast News*, now is chief of broadcast services for the CBA, which is the industry association of chartered banks in Canada. Director of public relations for the CBA is Michael Gausden.

Variety, the entertainment trade magazine, thinks the attitude of Gerald Ford's administration in Washington toward the media, especially television, will be much more sanguine than that of the Nixon clan. It says that the broadcast journalism will not be subject to the tirades and threats of the Nixon era. One aspect of administration policy is expected to remain the same under

miscellany

the Ford administration, that being the gentle treatment of the business side of the electronic media.

A recent survey indicated that Vancouver could become the next key Canadian recording centre. Much increased studio activity shows that more and more records will be cut in Vancouver for both local and national distribution. Business is so brisk that advertising agency studios are being converted to true music recording studios. . . . The District of Columbia Appeals Court overturned a ruling by the Federal Communications Commission of the U.S. which had convicted NBC of contravening the "fairness doctrine" in a documentary on pensions. The court held that the fairness doctrine does not require a broadcaster to balance an expose program on bad pension plans with examples of good pension schemes. The court said that the FCC cannot substitute its judgment for a licensee's, "as long as the licensee did not abuse its discretion."

The changing attitude of consumers, and their prevailing skepticism about business in general and advertising in particular, present the advertising industry with a challenge and an opportunity, according to Jerry Beckerman in the *Financial Post*. Advertisers who take the lead in adapting to these new attitudes will be in an advantageous position in the future. Beckerman says that advertisers must be overtly responsive to consumer mistrust and clearly demonstrate their own commitment to consumer values and "social responsibility." Part of the changeover, which in his view would make current marketing techniques quite obsolete, would consist of much closer relations between advertisers and government.

Only a year ago, newsprint producers were saying that the price of paper would have to hit \$250 a ton before expanding capacity could be considered. Now that the price has been reached, the producers say the expansion figure is \$300 a ton. Producers blame the latest figure on higher fuel, raw materials and labor costs. As such, it is unlikely that any new capacity will be added for some time, since prices are expected to continue to lag behind the necessary expansion figures. . . . A New Jersey newspaper, the *Hudson Dispatch*, has adjusted to the changes in the demography of its circulation area by featuring a full page of stories in Spanish, complete with photos and advertising. All major events of world importance are translated for the Spanish page, while two Spanish-language

reporters have been hired to cover news of local interest. The operation is co-ordinated by a bilingual editor.

Le Monde is described as the most successful newspaper in Europe today. Its readership is young, highly educated and more than half of it is outside Paris. Moreover, it has grown from 200,000 to more than 800,000 in the past 10 years. Bernard Lauzanne, co-editor, says radio and television have helped *Le Monde's* circulation, since people want to more fully understand what they hear over the air.

Corporate Communicators Canada, an organization which reaches more than 4 million Canadians through publications edited by its members, has announced the winners of its 20th annual evaluations and awards programs. Under the publications category, *IN Manitoba* was chosen as the best internal magazine - four color. The magazine is published for its employees by the International Nickel Co. of Canada Ltd. in Thompson, Manitoba. The editor, Michael Hartley, also won two special awards for the best feature story and for the most creative use of standard photographs in his magazine. Winner of the best internal magazine in black and white, went to George Watson, editor of *CGE Progress*, published by Canadian General Electric Co. Ltd. in Toronto. The best overall newspaper with a circulation of more than 10,000 went to Paul Vale, editor of *Hydroscope* published by Ontario Hydro, Toronto, and the best newspaper, circulation under 10,000, went to Brian O'Brien, editor of *GF Canadian*, published by General Foods Ltd., Toronto. Mr. O'Brien also took the award for a one-person show - a solo effort in putting out a publication. The best magazine, combination newspaper-magazine, went to Marion LaVigne, editor of *Keeping Posted* published by Clarkson, Gordon & Co. of Toronto. Top award for the best overall newspaper design went to Janeen Bowes, editor of *Topical*, published by the Civil Service Commission, Toronto. Bowes also was winner of the award for photojournalism in black and white. Wally Court, editor of *Gulf Commentator* published by Gulf Oil of Canada in Toronto, took the top awards for best straight news story and best overall magazine design. The award for the best editorial or opinion article went to Lucy Drunewych, editor of *Manulife Newsletter* published by Manufacturers Life Insurance Co., Toronto. Ken Cherney, editor of *Telephone Echo* published by Manitoba Telephone System, Winnipeg, was chosen for the new editor award, and Paul Vale, author of a special poster campaign for Ontario Hydro, Toronto, took the award for best special communications projects.

content

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