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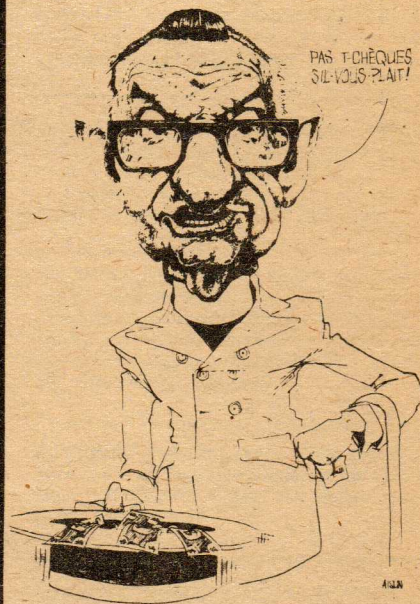
DECEMBER
1974
50¢

content

CONTENT
MOVES TO
A NEW HOME

REACHING
BEYOND
OUR GRASP

WHAT'S THIS
NONSENSE
ABOUT
BRIBES?



CONTENT CHANGES HANDS AFTER FOUR YEARS

content

There is hope in the batch of new magazines that have emerged in the last five years . . . freshly written . . . Content, an intelligent monthly for journalists.

—Mordecai Richler, *New York Times*

Then there is Content . . . which has been churning out some truly analytical and admirable copy, basing its appeal to journalists first of all, in the hope that its popularity will spread.

—John Aitken, *Toronto Telegram*

Until Media 71, the focal point for the movement to create a professional consciousness and, perhaps, an organization for journalists had been Content . . . which I recommend to anyone interested in Canadian journalism.

—Douglas Fisher, *syndicated columnist*

Content, the nationally-circulated magazine for Canadian journalists and other media folk, was sold effective December 1, 1974 to Barrie Zwicker of Toronto.

The magazine, four years old in October, has been published from Montreal since its founding in October, 1970 by Dick MacDonald, editor and publisher. The magazine has been a property of Content Publishing Limited which also is engaged in book publishing.

Content magazine circulates to more than 5,000 people in newspapers, radio television, public relations, advertising, government and education. In a joint announcement on the sale, Zwicker said the existing editorial policy will be maintained. Subscription and advertising rates will not be increased.

Overtures from five parties expressing an interest in buying the magazine were received by MacDonald during the past several months. The sale was negotiated to Zwicker, a frequent con-

tributor to the magazine, because, MacDonald said, "he shares the ideals on which the magazine was founded and because publication from Toronto should enhance its growth and influence."

The move to Toronto and new production arrangements provide an opportunity for *Content* to adopt the economical demi-tabloid format, which will mean a basic 16-page publication commencing in January.

The December issue has been produced by MacDonald; beginning in January, publication will be from Toronto under Zwicker's ownership.

MacDonald will become Contributing Editor, Montreal. Zwicker plans to appoint other contributing editors on the Prairies, West Coast and East Coast.

MacDonald currently is manager of publications for Northern Electric and editor of *The Innovators*, that company's corporate telecommunications magazine. Previously, he worked for

the *Montreal Star*; the *Vancouver Sun* and the *Moncton Times*. In addition to freelance broadcasting, he has been an instructor in journalism at Montreal's Dawson College and is the author/editor of four books, the most recent being the biography of historian and playwright Merrill Denison.

Zwicker began his career in newspapers on a small Manitoba weekly while still in high school. He has worked for the *Vancouver Province*, the *Sudbury Star*, *Detroit News*, *Toronto Star* and the *Toronto Globe and Mail* where he worked for eight years. Since 1969, he has freelanced and for the past four years has been responsible for the popular *Media and Society* course in the journalism department of Toronto's Ryerson Polytechnical Institute.

Jean Zwicker, wife of the new owner, will serve as business-circulation manager. New address of *Content* magazine is 22 Laurier Avenue, Toronto, Ontario, M4X 1S3. Telephone 416-920-6699.

A FAREWELL . . .

Selling a magazine you conceived, brought to life, and nurtured along to some modest degree of reputation must be analogous to offering a child to an adoption agency. It's not a pleasant experience, but is necessary for a whole, complex set of reasons.

That's the case with *Content* magazine. For me, I know the child is going to a welcome home, to Barrie Zwicker, who shares the ideals on which the magazine was founded.

Content was established, back in 1970, as an independent, critical, and, I hope, a thoughtful journal for and about mass media issues and mass media people in Canada (and occasionally abroad). My concern is that the magazine continue in that same vein, and I know that Zwicker is committed to the same objectives.

The fact of the matter is that I think the magazine, after more than four years of publishing, needs some fresh blood and some fresh perspectives. And for me there's been the problem of finding the time to give the magazine the sort of attention it deserves, because I have been increasingly involved in other publishing, teaching and freelance activities. Frank Walker of the *Montreal Star* once said that for the good of personal development, one should plan on a significant shift in professional interests every few years; I have a little of that feeling now.

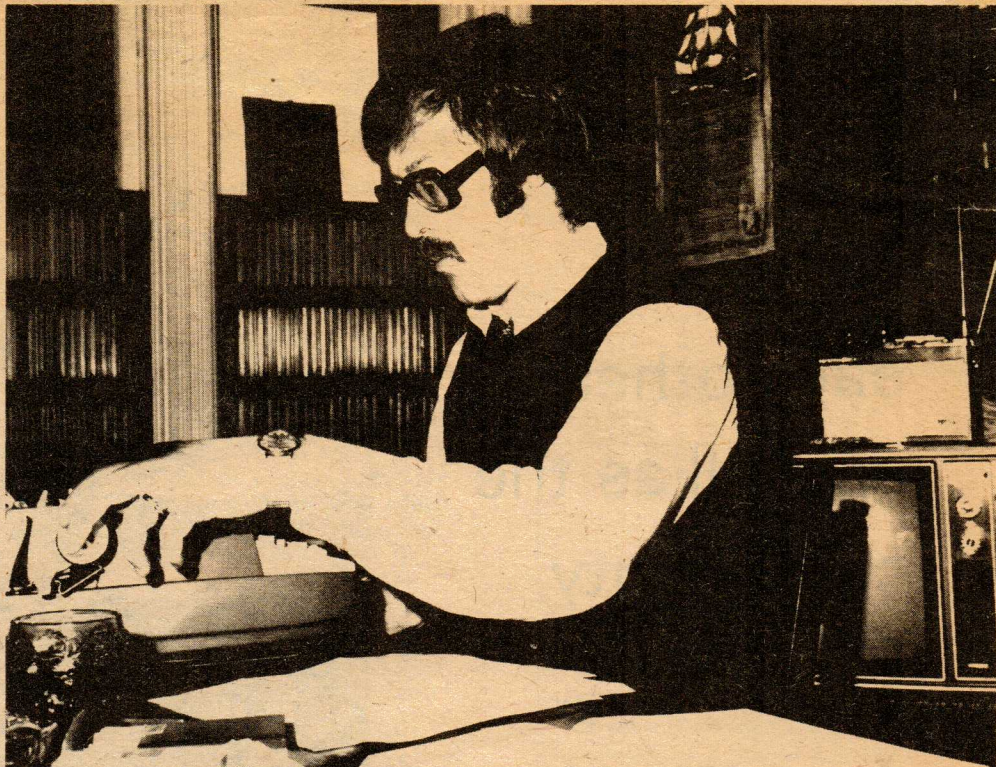
Which is not to say my deep concern for the state of journalism and communications in Canada has abated. On the contrary, I am increasingly anxious about our collective role as information gatherers and disseminators. There are, I know, many ways of putting that anxiety to work in a socially-constructive way.

. . . AND A GREETING

It is an exciting - and uncertain - time for Canadian media; Cable television's wires remain tangled; Canada's small magazines suffer controlled starvation while the federal government dithers over a periodicals policy; radio is enjoying something of a renaissance; PR isn't what it used to be; newspapers face greater challenges than ever in trying to make sense of the news; public television appears to be gaining influence; technological and economic change continue to transform the weeklies . . .

Taking an increasingly serious interest in all this is that growing segment of the public that has learned - to one extent or another - the role the media play in their lives.

Largely because of the resurgence of investigative reporting (in a handful of newspapers and TV and radio units anyway), newsmen have been raised several notches in public esteem. Paradoxically this occurs at a time when, according to some surveys, people say they believe as little as 25 per cent of what they read in the papers or get from radio and TV.



In a sense, that shift is indicated in the direction *Media 75*, next spring's conference in Toronto, will take. We have spent the past four years of conferences examining and wrestling with purely professional concerns. Now it's time to look outward, to take a tough look at our responsibilities to the public-at-large. I'm glad *Content* has played an important role in the conferences, probably an indispensable role, and I'm sure Barrie Zwicker will continue to lend the magazine's support to what might be called a noble experiment.

The magazine, since it started, has covered a pretty wide swath of territory. It's had a good response, and for that I thank all of you, subscribers, advertisers and friends. The fact that at least one book emerged directly from *Content's* pages *The Media Game* and now

is used as a teaching tool by many journalism schools must say something about the diversity and quality of material I've been able to accumulate since 1974 (a good deal of that material arriving spontaneously, without being commissioned, which is another good sign.)

I personally believe we, as journalists, have arrived at a sort of crossroads, and that we must soon begin to take ourselves a little more seriously as active, not passive, participants in the democratic process (which must imply higher standards of performance).

Being competent messengers of bad, or good, news is not an easy task. We're dealing with intangibles, true, but they're somewhat more important than cakes of soap, as Keith Davey said.

Dick MacDonald



Canada's media are *Content's* fascinating territory. In its first four years under the able leadership of its founder, Dick MacDonald, *Content* has published a great deal of information and comment that otherwise would have found no outlet in the country. *Content's* probable influence was brought home to me when I examined its mailing list name by name. The variety of readers is notable; the number of important journalists and other leading Canadians who read *Content* is, to me, remarkable.

It is a privilege and a challenge to take the

editor's chair at this time in the history of *Content*, of Canada's media, the country and the world. I hope I can build on the admirable foundation established by Dick MacDonald, whose continuing contribution to Canadian journalism must one day be chronicled.

Moving from the base he has established, my wife Jean and I hope, with help, to further increase *Content's* circulation, to strengthen its financial base and to advance its influence at every opportunity. We welcome suggestions from all of you to guide us in this trust.

Barrie Zwicker

we talk to each other as well as the community

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**the Edmonton
Journal**
A Southam Newspaper



A JOURNALIST'S REACH SHOULD EXCEED HIS GRASP

by ROSS MUNRO

I've always been rather lukewarm to schools of journalism as recruiting grounds for our daily papers - believing that the best training for a career in journalism was a general arts course at a university, with broad exposure to the humanities, leaving the teaching of the technical aspects of our business to the newspaper or TV or radio station.

However, I'm beginning to revise my thinking and I must confess that my rather mild bias, held hitherto, hasn't shown in the hiring practices at the Edmonton *Journal* - we have five Ryerson graduates on staff at this time.

The topic of this talk, suggested by your people here - the role of the press in preparing society for social change - is quite a mouthful and rather difficult to know how to tackle, but the topic itself is particularly appropriate when it is associated with the name of Joseph E. Atkinson. He ran the Toronto *Star* from 1899 to 1948 - and he really ran it like few publishers operate their papers today. His story for 48 years was the story of the *Star*. Yet he wasn't a flamboyant public figure. On the contrary, he was a retiring man who worked off stage in directing the *Star* and putting together one of the finest editorial teams in Canada.

Joseph E. Atkinson was born simply Joseph Atkinson. The "E" was introduced by himself as a poor youngster in Newcastle, Ontario. He was working in the post office and noticed that many people had an initial in their name. So he added the "E" to his own. Somehow it looked rather important.

Mr. Atkinson was an ardent reformer, a radical liberal, a far-sighted visionary and a very tough and shrewd competitor. He was a considerable influence on Wilfred Laurier in the early years of the century and subsequently on Mackenzie King. In the first 20-odd years of the *Star's* turbulent history, Mr. Atkinson advocated unemployment insurance, old age pensions, health insurance, minimum wages, workmen's compensation - far ahead of their time but all of which came into being in later years.

George Maitland was an editor of almost everything around the *Star* for 40 years and he summarized the *Star* policy as it eventually took form:

1. a sturdy and self-reliant Canadianism;
2. public ownership of public utilities;
3. equal rights and full civil liberties;
4. right of labor to organize and strike;
5. town planning, and
6. freedom of the individual from fear, want and injustice.

Mr. Atkinson was a man who really anticipated social change in days when life was less complicated and the social structure more rigid than it is today and he threw his newspaper into the fight to develop welfare measures to meet the needs of many Canadians.

His original backers in the purchase of the *Star* in 1899 were all members of the establishment of the day and included Sir William Mulock and Sir Timothy Eaton. Sir William

On Dec. 4, Edmonton *Journal* publisher Ross Munro delivered the first Atkinson Journalism Lecture (funded by a \$50,000 grant from the Atkinson Charitable Foundation) to about 200 journalism students and staff of Ryerson Polytechnical Institute in Toronto. Munro, also president of the Canadian Press, donated his \$1,000 fee as a bursary for Ryerson journalism students. His speech has been abridged for *Content*.

particularly was not enamored of Mr. Atkinson's direction of the *Star*, which in Sir William's view was too far to the left and many skirmishes flared up. But somehow Mr. Atkinson managed to continue his lively advocacy and finally bought up enough of the shares to control the paper in his own right...

Anyway, where *does* the press fit in preparing society for social change; how have we done in the past; how are we doing now, and how should we cope with future shocks of change that are tumbling on us? How should the press adjust to the new needs of its readers for information and guidance as many of our societies in the world are re-ordered?

There have been few periods in history when there has been such an avalanche of change under way and visible in the near future... with a multitude of new problems... new dangers and perils... and yes, many new opportunities, in practically every country.

Inflation grips the non-communist world and is making our traditional economic system stutter to an alarming degree... orthodox economics no longer seem to have strong validity... costs soar, price increases pile on price increases and wage demands in turn escalate as they never have before.

The vast oil wealth of the Arab states unsettles money markets in a number of countries... their astronomical hike in oil prices fuels our inflation... and we are deep into an energy crisis that probably will be with us for years. Out in the open now are the words "stagflation", "recession" and "depression" to measure the degree of one's despondency about the present trend of our economic events.

Big government in modern states is growing bigger and their expenditures enlarge at spectacular rates... government intrudes more and more into the private sector through boards and agencies of control and through direct investment of the *people's* money...

Genuine international co-operation eludes us in too many fields of human endeavor. Two recent world conferences - on population in Bucharest and on food supply in Rome - failed to make really encouraging progress in grappling with these two massive

and related problems that could dictate the fate of mankind... even more than war itself.

Actuaries tell us that in 1900 there were 1.6 billion people on the globe. By 1970 this had grown to 3.6 billion. Present indications are that the world will have a population of seven billion by the year 2000. It will have doubled in the last 30 years of this century... the fastest rates of growth exist where material standards of living are lowest.

At the United Nations, the influence of major western states seems to be eroding as evidenced by the recent debate on the Palestine Liberation Organization. In the broad political field in this world of dramatic change, we have on one hand systems of parliamentary or social democracy and on the other hand various forms of communism... and one wonders about the future development of each of them...

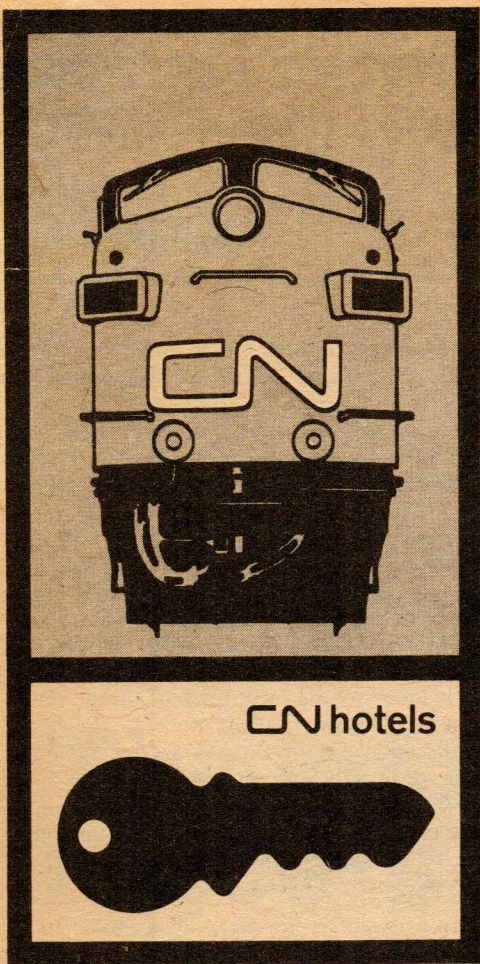
In Canada, as in practically all other modern states, there are new waves of social change everywhere. The strength of religious faiths is being challenged... in too many cases, grey hairs and bald heads dominate church attendance... there are new doubts about the strength and value of marriage... about children and the family institutions. In both Canada and the U.S. the birth rate has plunged down from about 25 per 1,000 as recently as 1960 to 15 per 1,000 at present... which is below the 16.2 per 1,000 needed to maintain the population at its present size with no growth at all.

We are all too aware of the permissiveness in our society, of the deterioration in responsibility and ethics... the growth of materialism is obvious to anyone... the work ethic for many has become a dirty phrase... new conflicts between labor and management are daily in the news and management's clout has become a soft punch against the power of the major unions... there has been a growing tendency for some workers to defy court rulings and even legislative enactments.

In all this at home and abroad, the press has got a job to do that is more important, more challenging and more difficult than it has ever done before. We have to seize upon better methods of reporting on the gut issues - and there is great variety for there are so many of them.

It boils down not so much to preparing society for social change but explaining to our public what is happening right now and trying to forecast the future... making all these complex issues much more comprehensible.

The biggest continuing story today is the economic crisis afflicting the western world - and it likely will be the biggest for the indefinite future. All our papers try to grapple with it with the resources they have, reporting the opinions of politicians, economists, businessmen and union leaders, and in the torrent of conflicting views, understanding all too often drowns. We just don't seem to have been able to put it together and I sus-



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We want you to know more about us.

pect our readers sense that the story is too big for us . . . we have in the past developed far too few journalists who can write clearly on economic questions for a mass audience and it shows in our coverage today.

But there is no reason why we should give up. There are many publishers and editors in Canada who recognize that one of the great shortcomings of the daily press not only here but elsewhere is the lack of real expertise in many fields. There is too much cliché thinking and reporting - get the basic facts, grab the phone and call rewrite. . .

But there is no need to wear a hair-shirt through all this talk - we have come a long way in the past 10 years in developing new forms of reporting and breaking away from what an American editor calls "the bland coverage of establishment orthodoxy - the kind of complacent coverage that puts a community's newspaper only an AP franchise ahead of a well-printed shopper's guide."

Our larger, better-heeled papers, are all showing greater determination to dig into stories for their meaning . . . and not just accept the official version or a politicians statement. More papers are backtracking on situations that need further probing and explanation. In the social area, it seems to me that our major dailies hve done a creditable job in explanatory and depth reporting on problems of the poor and disadvantaged, on our native people and their many problems, on pollution and environment issues and on developments in the welfare state . . .

There has been considerably more skeptical, courageous, investigative reporting, as notably done by the Washington Post on Watergate, and it is also being done at local levels in North American cities. Ten years ago, there were only a relatively few Canadian dailies that had an op-ed page to display backgrounders and explanatory stories to flesh out the raw news. Now practically every middle-sized and large Canadian daily has such a page; in there is indeed a will and a desire to do better.

In the development of expertise that is missing it is going to come down to people. There is no lack of young people, with talent, ambition and inquisitive minds who want to go into journalism, coming out of such institutions as Ryerson and the universities. Quite a few papers now are recognizing a responsibility to provide on-the-job staff development for these recruits and also to put some of the older staff through a re-education process.

The Canadian Managing Editors Conference has been active in the last few years organizing seminars for the various levels of editors and reporters. It now is tied into the CDNPA, and Tom Sloane, a good newspaperman, is in charge of the CDNPA training program.

I sometimes get wistful and even despondent about the enormity of the job that newspapers must and should do in today's climate - and frustrated at the slowness of our progress. A newspaper's efforts cannot be working on this high, almost philosophical level, all the time reaching for the ultimate in its coverage of society.

All of us must cover police, the courts, and city hall, municipal councils and all the rest, and present a great deal of so-called trivia to our readers every day. But frankly, the vast majority want it and love it. You just cannot get too highbrow in our kind of journalism in Canada or you simply lose your audience.

But there is still very much an obligation, and an immense opportunity, to bring into public discussion the long-range issues in our society, many of which relate directly to the police court, city hall, the welfare offices, etc.

There is something not quite relevant to this talk that should be said. And the gentleman who said it best was Lord Shawcross, chairman of the British Press Council. He was talking about pressures on the press and said that "there are tendencies, which if unchecked, would in the long term destroy the freedom of the press - and with it the basic freedom of every individual citizen. It is no good to say it can't happen here (meaning Britain, but I also include Canada). It has happened in more than half the world already. Unless we fight now, the danger could be greater - and nearer - than we like to think."

He added: "The ideal and objective in every country remains that newspapers, as individuals - for the right of the press is the right of the citizens-at-large - should be free to say what they think and independent in the saying so."

Nevertheless, I'm a continuing optimist in the final analysis and wish I had another 20 years in this weird and wonderful business, where I've never known a totally dull day.

As a believer, I think the dislocated economics in the world can ultimately be mended; that the problems of population and food shortages can be alleviated; that nations ultimately can and will work more closely together; that we can avoid a catastrophic war and that social inequities will level out.

An idealistic view? Sure it is. But Andrew del Sarto, the Italian painter, said it years ago - "A man's reach should exceed his grasp, or what's a heaven for?"

It is the story of the struggle to those goals that our newspapers must rise to tell and tell it well and completely and fully - and make it understandable to the mass of the people.

I'll close with a quote from a paper by John Deutsch, the principal of Queens University in Kingston: "The dilemma of modern man lies in the choice between acceptance of human tragedy on a large scale, and the acceptance of the prolonged sacrifices involved not only in the distribution of wealth but also in the willingness to engage in international co-operation on the scale needed. The latter is perhaps the most vital requirement of all. Yet because of modern man's obsession with national sovereignty, he finds it difficult to grasp or understand this necessity."

"There is no cause to succumb to the modern doomsday-sayers, but there is a critical need to exercise our will, including our political will, and to recognize our inescapable interdependence on this shrinking globe."

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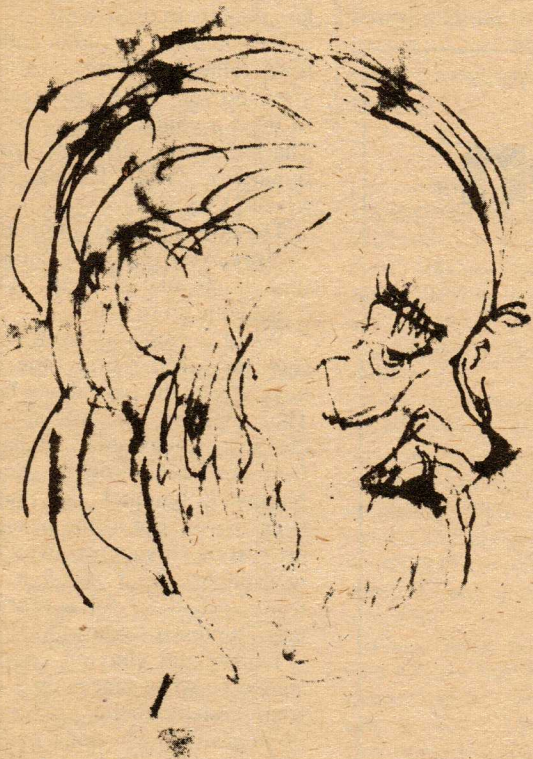
What they're saying about . . .

Mugwump Canadian

The Merrill Denison Story

by Dick MacDonald

and the Merrill Denison Renaissance



Merrill Denison

Return from obscurity. A last hurrah for Merrill Denison.
—*Maclean's*

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—*Montreal Gazette*

A pleasing tribute to a survivor who saw no harm in spreading himself thinly from medium to medium and enriching each before moving on.

—*Toronto Star*

At a time when many Canadians are showing intense interest in the output of Canadian writers and acknowledging with pride a literary quality that, unfortunately, is not always present, the Merrill Denison story provides a justifiable boost to the national ego.

—*Winnipeg Free Press*

Above all, MacDonald presents us with the man himself who at 80 remains an angry very young man indeed, obstinate and cussedly opiniated, and, what is most irritating, nearly always in the right.

—*Montreal Star*

The reader follows not only the life and loves of the subject but also learns about—or renews acquaintances with—the ideas, characters, events and institutions illuminated by Denison in an almost incredibly prolific career.

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WHAT'S THIS NONSENSE IN OTTAWA ABOUT BRIBES?

by TIM CREERY

*You cannot hope
to bribe or twist,
thank God! the
British journalist.*

*But, seeing what
the man will do
unbribed, there's
no occasion to.*

It is rather easier to entertain criticism of the journalist along these satirical lines, written by Humbert Wolfe and included in a collection of his works, *Uncelestial City*, than to accept Social Credit Leader Real Caouette's suggestion that we Canadian journalists are rather generally susceptible of bribery.

Nor was Caouette being particularly helpful when he said he did not regard money given journalists as bribes, but rather as payments for services rendered. The semantic difference is unlikely to impress our

readers. The fact is we are not supposed to be rendering that kind of service - favorable mention of politicians, or anyone else - at the behest of our sources.

But media spokesmen were perhaps a little too fast with their cries of outraged innocence in the face of Caouette's charges. Call it bribery, call it payola, or call it by that quaint old political term of "treating," there is still a spot of baksheesh around in journalism. But not much, and much, much less than there used to be.

I remember an older colleague, now retired, telling me about returning to Montreal after the war and heading out on assignment to meet a political leader arriving at Dorval. Sharing a cab with some other reporters, he remarked, "Well, I guess this ought to be worth \$5 apiece."

The others looked at him in horror.

"Boy, you really have been away a long time," said one of them. "Didn't you know it had gone up to \$10?"

When I came to work in Montreal as a reporter for the first time some ten years later, it was the period just before Duplessis' 1965 election, his last, and journalistic circles were abuzz about an alarming departure from tradition. After a pre-election Union Nationale banquet the photographers had been tipped, not at the usual flat rate, but in proportion to support given the UN by their newspaper. As I recall it, the scale went from around \$5 for a representative of an anti-Duplessis paper to \$25 for a loyalist.

During the election campaign I was assigned to write pieces on a number of Montreal constituencies, riding around with a photographer who made pictures of the candidates. After one such stop he suddenly said, "Here's your share."

In his hand was a \$5 bill. With great patience he explained to his naive young passenger that he owed it to the preservation of the finest journalistic traditions, perhaps democracy itself, to accept this small token of esteem from the Liberal candidate we had just left. He was pretty upset that I wouldn't take it.

But even at the time, the plain brown envelope for the reporter covering political meetings and the banknote thoughtfully attached to the commercial press release were on their way out. With rising prosperity and the influence of journalistic unionism, both journalistic salaries and ethics were improving.

The practice of greasing the hand of the press was not restricted to Quebec. When I covered the Ontario legislature in 1954 there was still a "stationery allowance" of, as I recall it, \$50 for each member of the press gallery. And we most certainly did not buy our own stationery. We were also paid for the almost entirely honorific task of serving as rapporteurs of the standing committees of the legislature. Ontario Hydro at that time was also in the habit of giving costly gifts to reporters.

For many years I labored under the illu-

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sion that, by comparison with the wicked east, the west would be more pure and above board. What was my shock to hear from a colleague who covered Regina city council in the Fifties that the grateful city fathers gave each city hall reporter a little present - \$35 - at Christmas time.

Those were the years of the free railway passes, too, dating back to the beginning of the railways and instituted quite officially as a means of fostering press coverage of all parts of the new country. Well, they certainly improved my knowledge of Canada. But I'm glad they're gone - and even gladder we can afford to get around on our own.

Nowadays the old system has pretty well disappeared. There is a fair amount of entertainment of journalists, but there is a good deal of return entertainment by journalists. How much should be accepted? One nationally known sports columnist once

gave the opinion "as much as you can drink in a day."

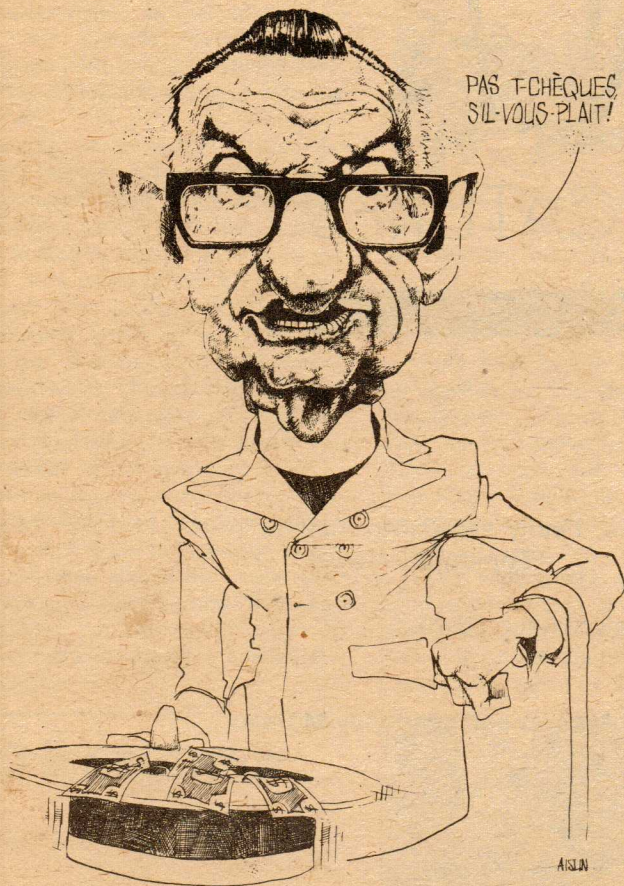
Practice varies with people, but a lot of us, perhaps most of us, would now turn back a bottle or a gift of any kind, not because it makes that much difference, but because it could leave the wrong impression with both giver and receiver and lead to misunderstanding. We don't want to have to reassure ourselves or anybody else, the way we used to in more fulsome times. "It doesn't make any difference to the way I write."

Personally, I don't believe baksheesh is any longer a general problem in Canadian journalism, though there are exceptions such as "freebies" - the free travel offered newspapers, and their editors and reporters, refused by some, in order to write travel articles or cover distant events. There are some events, like military exercises, which would be pretty hard to cover without accept-

ing free transport, but in general freebies do not do journalistic credibility any good.

Anyway, our main problems are not in the area of bribery and corruption of journalists, but rather in the area so devilishly limned by Humbert Wolfe - what the journalist un-bribed will do. Prompt investigation, and disciplinary action if necessary, following charges like those made by Caouette will help prevent backsliding. And one final thought: It would be helpful if there were no bribers.

Tim Creery is editorial page editor on the Montreal Gazette, where the foregoing originally appeared.




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3. The co-ordinator will launch a program in journalism (now structured as minor in the BA program) and share in the teaching.
4. Application should be directed to Dean Ian L. Campbell, Sir George Williams Faculty of Arts, Concordia University, 1455 de Maisonneuve Blvd. West, Montreal, Quebec H3G 1M8.

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ONE BIG BEAVER ONE LITTLE BEAVER AND A PROBLEM

Next to the Hudson's Bay Company, Ed Oliverio's publishing operation in Manitoba is pretty small stuff. But The Bay seems worried about the name of his rural weekly newspaper to the point where Oliverio may face a lawsuit.

The problem, if there is a problem, is that the newspaper's name is *The Beaver*.

It is tabloid in format, has a circulation of 6,900 and lately has been running 52 to 72 pages per issue. It's a thriving little operation.

The paper has been called *The Beaver* since 1973; it had been known as the *Beausejour Beaver* but Oliverio shortened the name to reflect a wider market.

The Bay, however, publishes a corporate magazine four times a year. It's called *The Beaver*.

So this month, early in December, Oliverio received a letter from lawyers representing The Bay, stating the company would seek an injunction against the newspaper unless it changes its name.

Says Oliverio: "We're not stealing advertising or circulation from them. There's no comparison between a corporate publication and a weekly newspaper.

"A name change is going to be expensive. We'll have to redesign our stationery and change the name on our trucks and this sort of thing, and we can't afford it.

"I've thought of calling it *The Other Beaver*, but most of our readers have never even heard of *The Bay's Beaver*."

Oliverio says he has asked his readers - some of them are furious about the possible suit - not to be too aggressive. But at least one woman customer tore up her Bay credit card in front of a store manager in Manitoba.

There are at least two other Canadian publications using *Beaver* in their mastheads - *Oakville* and *Napanee* - and about a dozen in the United States.

The case continues.

THE LITTLE MARKETPLACE

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

RELIGION COPY from Alberta Bible Belt. What can Noel Buchanan offer? 956A-8th Street South, Lethbridge T1J 2K8 Alberta. (403) 327-0294.

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 Tittle, 896 Lafèche Rd., Hawkesbury, Ont. (613) 632-8417.

MONTREAL FREELANCE Stu Lowndes offers metro, wire, country, community, tabloid, trade and PR to stewpot of experience for challenging subject of any nature. Write: 356 Gordon, Montreal H4G 2P6, P.Q. (514) 767-5044.

REPORTER-COPY EDITOR with five years' experience on medium-size daily seeks media or related employment in or near Metro Toronto. Emphasis in city government, financial reporting and editing. Resume, clips, Box M, Content, Suite 404, 1411 Crescent, Montreal 107, P.Q.

REPORTER-COPY EDITOR, 5½ years' experience on medium-sized daily; features, bright heads, specialties; wants new position, any medium, Metro Toronto Area. S.E. Tomer, 6 Grant St., Utica, N.Y. 13501, U.S.A.

POLISHED PRO. Freelance writer with national by-line seeks retainer arrangement with public relations company. Call or write for samples. Stephen Kroll, 319 Grosvenor Ave., Westmount, P.Q., H3Z 2M3. (514) 932-6310.

February 1 is the closing date for entries in the National Business Writing Awards, which is sponsored jointly by The Toronto Press Club and the Royal Bank of Canada. There are five categories of awards and the best entry in each will receive a certificate and \$450. Entries submitted must be for work published during 1974. Entry forms and data are available from: National Business Writing Awards, Toronto Press Club, 73 Richmond Street West, Toronto, Ont.

Ralph Hennigar, publisher of the Bridge-water *Bulletin* in Nova Scotia, has been elected president of the Atlantic Community Newspapers Association. David Cadogan, publisher of New Brunswick's *Woodstock Bugle*, is vice-president. David Webster of Public and Industrial Relations in Halifax is secretary-manager of the association.

The International Federation of Library Associations has taken a strong position against payment "for the use of copyrighted material." In lieu of licensing fees, the IFLA suggests that publishers supply libraries with material on a cost-plus-royalty basis low enough for them to buy copies to prevent photocopying. Another IFLA suggestion is for publishers to move into the field of demand publishing, whereby material is printed from a computer data bank only on demand.

Consummation of a merger between Knight Newspapers and Ridder Publications has formed the largest newspaper publishing operation in the United States. Some dimensions of the new company: 35 daily newspapers in 25 cities; 23 Sunday newspapers; average weekly circulation of 3.8 million; total revenue of \$488 million; and net income of \$36 million. The merger was allowed on condition that the companies sell off all their broadcast interests.

In an effort to combat the all-too-common belief that newspapers are an outdated advertising medium, Southam Press Ltd. has begun publishing a tabloid called *Newsprint*. The publication arrives from a study commissioned by Southam which concluded that the newspaper industry suffers from an image problem among advertising personnel. *Newsprint* is meant to offset misconceptions the ad industry has about the functions of different media.

Things are tight all 'round. The U.S. commerce department's industrial outlook has forecast an overall growth of eight per cent in the printing and publishing industries in 1975. Newspaper revenues will rise only six per cent to \$10.3 billion in 1975, compared to a 10 per cent rise for the 1974 period, while magazine publishing is expected to grow from \$4.4 billion to \$4.8 billion, an increase of five per cent. Book publishing revenues should increase some seven per cent

miscellany

from \$3.2 billion to \$3.4 billion.

An Italian company, IFI, has bought Bantam Books, a major American paperback publisher, for \$70 million. IFI also owns Fiat automobiles and has large newspaper and publishing interests in both Europe and North America. IFI is the third owner of Bantam Books in recent years. In 1968, Bantam was bought by the National General Corp., which then was merged with American Financial.

The *Literary Gazette* in the Soviet Union has warned Soviet citizens against buying too many books, thus exacerbating the paper shortage there. The *Gazette* says many Soviets buy books to show off on their shelves rather than for reading, often creating shortages in educational institutions and libraries. The article goes so far as to suggest that people be tested on their knowledge of literature before being allowed to buy a book.

Nicholas Johnson, who gained some fame as an outspoken critic of the U.S. broadcasting system during seven years' service on the Federal Communications Commission, is to become publisher of a new bi-weekly magazine called *Access*. The magazine will advocate the reform of broadcasting, cable TV and journalism in the U.S. and is to be put out under the aegis of The National Citizens Committee for Broadcasting. It will carry no advertising and will be sold by subscription only at \$20 a year.

A Canadian Advertising Advisory Board survey of ad industry executives shows that 86.5 per cent believe the industry is willing and able to regulate itself in the area

of children's advertising. Some 78 per cent think that the CAAB and the Advertising Standards Council are worthy of financial support. This compares with results of a similar U.S. survey in which only 27 per cent of industry executives believed that the U.S. self-regulatory body is worth the money invested in it.

In a speech to the Canadian Advertising Advisory Board, André Ouellet, federal minister of consumer affairs, called for more severe penalties for advertisers convicted of misleading the public. While he supported the industry's attempts at self-regulation, he warned that he would like to see more substantial fines levied against transgressors. He went on to stress the importance of a social consciousness, in lieu of a pure sales consciousness, on the part of Canadian advertisers.

TV network executives in the U.S. are non-plussed at being called to Washington several times during recent weeks to confer with government officials. FCC chairman Richard Wiley warned executives to cut "excessive and gratuitous violence" from their programming. Secretary of State Henry Kissinger asked them to upgrade international news coverage. And Treasury Secretary William Simon asked for a meeting to discuss news coverage of economic affairs.

The Canadian Radio-Television Commission has announced the publication of four new stories of interest to researchers or others who want to keep up with developments in Canadian media: *A Bibliography of Canadian Titles on the Mass Media* (English or French available); *A Multilingual Broadcasting Directory*, listing broadcast programmers and stations operating in more than one language (available in a bilingual edition); *Reaching the Retired*, a survey of the viewing and listening habits and preferences of senior citizens in Metro Toronto (available in English or French); and *The Foreign Ownership Divestiture Process*, a study of divestitures undertaken by 80 broadcasting operations in keeping with federal cabinet directives (available in a bilingual edition). All publications are obtainable free of charge from the CRTC, Information Services, 18th floor, 100 Metcalf St., Ottawa, Ont. K1A 0N2.

A strike by both of Cleveland's daily newspapers seems to have had little effect on either readers or advertisers. While readers missed local sports coverage and TV listings, and some merchants worried about possible damage to Christmas sales, most people were able to get their information from television and community papers. Local advertisers switched to TV and radio with little concern and it appeared the strike went generally unnoticed.

NOTE: NEW ADDRESS

In view of the change of ownership of *Content* magazine (see page 2), general correspondence, subscriptions, articles and article queries should henceforth be sent to:

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22 Laurier
Toronto, Ont.
M4X 1S3

content

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