

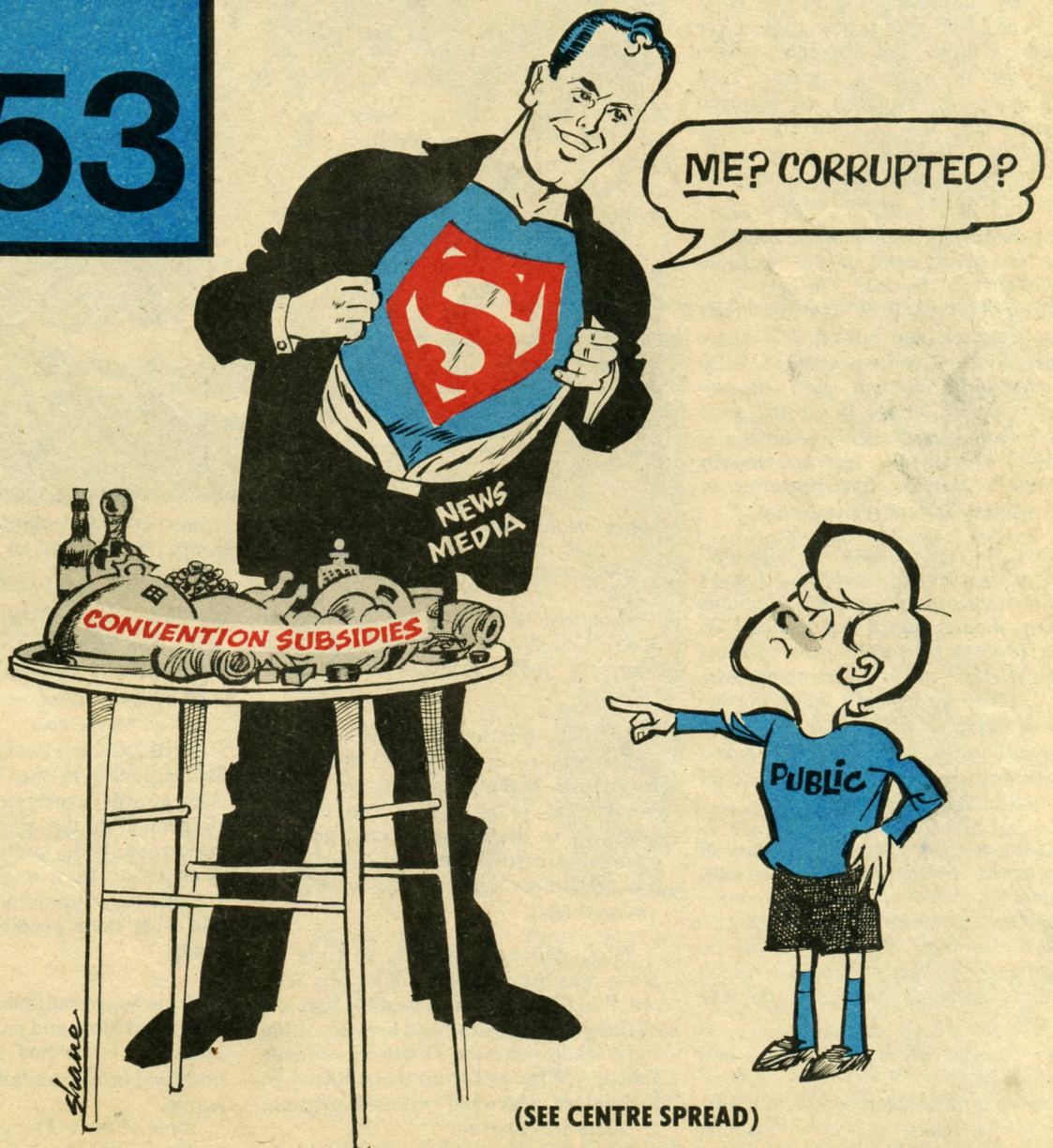
# content

Canada's National  
News Media Magazine

JULY 1975  
50 Cents

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# Media 75

## 200 DISCUSS THE PUBLIC INTEREST AND MEDIA

It was called *Media 75*. More than 200 media people and others attended, on the May 23-25 weekend, at York University, Toronto.

The Public Interest was the general theme which was explored more particularly in six sub-topics.

"A new understanding of the complexity of truth and a new respect for readers, viewers and listeners," were called for by opening speaker Tom Sloan, retiring supervisor of editorial services for the Canadian Daily Newspaper Publishers Association. "Anyone who doesn't have that shouldn't be in the business," Sloan asserted.

The media could and should be doing more "to drive some of the decision-making out into the open," he said.

Basing his remarks on the text, "Print the facts and raise hell," Sloan suggested the "early stages of U.S. involvement in Vietnam" and the "so-called October crisis in 1970" were obvious examples of media distortion of reality "whether it be caused by dishonesty, laziness, incompetence or unquestioning faith in official words."

Canadian media have a "binding" responsibility, Sloan suggested. "I don't mean that information (about Canadians for Canadians) should be distorted or prettified. But I do mean that we must recognize that Quebec is something more than a crime probe and labor unrest, that Alberta is more than oil, that Newfoundland is more than a joke and that Ontario is more than a bunch of rich, dull central Canadians."

Canada could be torn apart by lack of thoughtful communication, Sloan warned.

The "ever-presence and convenience" of U.S. sources of news must be recognized as an "uncomfortable situation" although there are "no easy solutions."

He decried secrecy in Canadian governments.

Sloan said he does not believe the "role of the media should be 'to give the public what it wants. And my reason is not an elitist one. It is that there is no longer one public. There are many.'"



Pierre Vidal, left, and Len Hendershott, both of the Ontario Dept. of Communications, discuss broadcasting in the *Media 75* workshop on Government and Public Agencies.

Photos by Gregory Regis.

Humorist W. O. Mitchell and novelist and CRTC vice-chairman Harry J. Boyle were the main speakers at the conference.

Mitchell hilariously made a point about censorship (he doesn't much care for it) by reading a letter he sent a number of years ago to two cabinet ministers in the former Socred government of Alberta. They had called J.D. Salinger's *Catcher in the Rye* trash, filth and garbage.

Why, Mitchell wanted to know of them, was his own book; *Who Has Seen the Wind?* being overlooked? It had lots of filthy, trashy parts, and he was writing right there in the foothills outside Calgary. Why should all the publicity go to Salinger, who wasn't even a Canadian, let alone an Albertan?

Mitchell went on to note that quite recently his book, somewhere in B.C., has caused some furore, which

he apparently relished in some obtuse way. The moral, he said, is that "the bastards will get around to you if you wait long enough."

Boyle, at the closing awards banquet (see separate in this issue on the first Alex awards) expressed an eloquent plea to people in the media to not be so concerned with political and national issues that they neglect the ordinary Canadians, especially in outlying areas, and what these people are thinking and doing.

Boyle suggested there is a tremendous store of wisdom and generosity across the land that is omitted in the day-by-day portrayal of Canada's life in the mainline media.

Some of the working papers dealt with at *Media 75's* workshops are published in this issue of *Content*; more will be carried in the next issue.

B.Z.



# NEW GROUP BEGINS PLANS FOR MONTREAL CONFERENCE IN '76

A new organization called mediaconference, inc. — which is being federally incorporated — was created at the end of *Media 75*, and elected its first officers.

A statement by mediaconference, inc. noted that the first four *Media* conferences "were ad hoc meetings, put together by interested journalists . . .

"The *Media* meetings were the only places where communicators could get together to discuss their business and its place in the world without feeling they were an interest group, a trade union, or a lobby.

"This year, for the first time, the *Media* conference has expanded beyond plain journalism. There are book and magazine publishers here. There are film-makers, educators and social scientists. And the public has been invited to come in and share its concerns (if any) with the professionals.

"mediaconference, inc. proposes to be an umbrella organization linking all

people involved in communications — writers, reporters, film-makers, technicians, administrators, regulators and most important, the consumers. For example: the Canadian Broadcasting League has arranged its annual general meeting to interlace with the *Media 75* conference. In future, we hope other organizations will do the same thing."

The first activity of mediaconference, inc. will be an international meeting on communications, tentatively scheduled for Montreal in May next year.

First officers of the organization are: Dick MacDonald, president and chairman of the board; George Frajkor, vice-president; Kealy Brooker, secretary and Donna Gabeline, treasurer.

MacDonald initiated the series of *Media* conferences and has been the single most consistent force behind them. Former editor and publisher of *Content*, he is manager of publications for Northern Electric Company in Montreal.

Frajkor is a professor of journalism at Carleton University.

Brooker is executive director of the Canadian Broadcasting League, with headquarters in Ottawa.

Gabeline is a reporter with the *Montreal Gazette* who has just shared with two others in winning the Michener Award for Canadian public service journalism.

Other board members elected at an open meeting at the conclusion of *Media 75* are: Earle Beattie, media professor at York University; Clint Buehler of Alberta Native Communications, Edmonton; Susan Copeland, reporter with *Global Television* news, Toronto; Nick Fillmore, editor and publisher of *The 4th Estate*, Halifax; Katie Fitz-Randolph, reporter for the *Winnipeg Free Press*; Sandra Levine, Montreal; Jean McNulty of the Department of Communications Studies, Simon Fraser University, Burnaby, B.C. and Barrie Zwicker, editor and publisher of *Content*.

## THE FIRST ALEX AWARDS

Because Alexander The Great was an early emperor who encouraged travel as a means of communications and who helped spread the philosophy of Aristotle, and because Alexander Graham Bell a century ago developed the telephone now at the core of communications systems, the awards presented for the first time at *Media 75* are called "Alex".

They celebrate those who have made significant contributions to Canadian journalism but who might otherwise go unrecognized for that contribution.

Winners receive a parchment scroll outlining their efforts.

Any number of Alex awards, or none, may be conferred each year.

The first four winners . . . . .



**PROF. WILFRED EGGLESTON'S** career in journalism spans almost 50 years, which anyone working in the field can only look on with admiration.

Born in Lincoln, England, in 1901, he was raised in western Canada. He alternated between teacher and furthering his own education until he joined the *Toronto Star* as reporter in 1926, beginning the career honored by the Alex award. He moved on to become assistant news editor, and in 1929 a feature writer

with the *Toronto Star Weekly*, and parliamentary correspondent in Ottawa.

In 1933, he set up his own syndication agency from Ottawa, and was political correspondent for *Reuters*, the *Manchester Guardian*, the *Financial Times of Canada* and later *The Financial Post*.

From 1937 to 1939 he served the secretariat and research staff of the Rowell-Sirois commission on federal-provincial relations. In 1940, he was asked to join Canada's wartime censorship board, and was named director of censorship for Canada. He resigned from government service in 1944 and was parliamentary correspondent for *Saturday Night*, the *Manchester Guardian* and the *London Economist* until 1947.

He was made a member of the Order of the British Empire (OBE) in 1945 in recognition of his wartime service.

His association with Carleton University began in 1942 when he lectured in English Literature. In 1945 he began lecturing in journalism. It is a question of dispute whether Carleton or the University of Western Ontario had the first journalism school in Canada. Western's school started first, but Carleton had the first graduate. It is no dispute "the Egg" was one of Canada's pioneers in the field. He was named head of the school of journalism when it was founded in 1947 and was head for 19 years and its first full professor.

Now a professor emeritus, he lives in Ottawa, where he is still writing books. — Katie FitzRandolph.





**GRAHAM SPRY** was one of the generation of pioneers, true pioneers, in communications and the arts in Canada. Throughout his varied and amazingly colorful career, he never lost sight of the high-minded tenets which evolved in those heady days of the 1920s and 1930s when broadcasting was grasping people's imagination.

Unlike some people who then (and many still do) saw broadcasting in its most narrow entertainment sense, Graham Spry saw it as a powerful force of information and education for the Canadian nation. His commitment to the concept of **public** broadcasting has never wavered.

Born in St. Thomas, Ont., of parents with English-and French-speaking origins, Graham Spry was educated at public schools in Toronto, Montreal and Winnipeg. He did a stint in the Canadian Army in England in 1918 and attended the University of Manitoba from 1919 to 1922. Then he went to Oxford as a Rhodes Scholar until 1925.

His global view of the world was strengthened when he served with the League of Nations staff in Geneva before becoming national secretary of the Association of Canadian Clubs back in Ottawa in 1926.

His interest in broadcasting solidified when in 1930 he formed the Canadian Radio League to support the Aird Report.

Spry likes to recall that in 1934 and 1935 he dipped his toes in the political pool,

running for the federal CCF party. He was, he chuckles, "defeated by large and enthusiastic majorities."

In what might be seen as a bit of a philosophical about-face, he then went to New York and joined Standard Oil and in 1940 in London, England he joined Associated Ethyl and British Ethyl Corporations.

During the Second World War, he was a sergeant in the London Home Guard and in 1942 became personal assistant to Sir Stafford Cripps of the War Cabinet. He also accompanied Cripps in 1942 on an independence mission to India.

After the war, he conducted an economic survey in Turkey for the 20th Century Fund and in 1947 was appointed agent-general for Saskatchewan in Europe.

In 1967, he went into what he affectionately called retirement, only to inject his wit and stamina into the Canadian Radio League, now known as the Canadian Broadcasting League in Ottawa. He is a former president of the CBL, one of the major participants in *Media 75*, and has tirelessly continued to plug for the public interest in all spheres of communications.

Honors come to those who wait, it seems, and in 1971 he was named a Companion of the Order of Canada. Now, in 1975, he is one of the first winners of the newly-established Alex Award. — Dick MacDonald.

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**JEAN-MARIE MARTIN**, first chairman of the Quebec Press Council, is a veteran at launching new institutions.

In the 1940s he was a colleague of Rev. Georges Henri Levesque who founded Laval University's science faculty. Within the next two decades, Martin helped create the Quebec department of education and the Superior Council of Education.

Born at La Malbaie, Que. in July 1912, Martin was the son and grandson of lawyers. When he reached university age, however, the Depression had arrived and law school was out of his reach. He took a diploma course in agronomy at the Oka agricultural college, the only free higher education then available in the province.

Martin studied economics on a scholarship at Cornell University then worked for the provincial department of agriculture before joining the staff of Laval's newly-created school of social science in 1939. He also became secretary of the equally-new Conseil de Co-operation du Quebec and actively promoted the growth of the co-operative movement in the province.

When the federal government expanded the powers of the Wartime Prices and Trade Board, Martin became an ad-

ministrator and economist in the Quebec City regional office.

In 1951, while director of Laval University's economics department, Martin was appointed assistant to the rector in charge of a public fund-raising campaign, the first in the school's 100-year history.

In 1956, he succeeded Father Levesque as dean of the social science faculty. He ignored attacks from the Duplessis government, which saw the department as a "nest of federalists and advocates of dangerous, leftist, socialist ideas corrupting the minds of students," and led the faculty through a period of intense social research into Quebec society.

After arbitrating a complex dispute in 1960 between the Montreal Catholic School Commission and its teachers, Martin was asked by Paul Gerin Lajoie, then minister of youth, to help create a department of higher education. He served a four-year term, which ended in 1968, as first chairman of the Superior Council of Education, established to reform the province's educational programs.

Martin returned to academic life until 19 March, 1973 when he became head of the Quebec Press Council. Susan Copeland.



## LE JOUR

**YVES MICHAUD**, like many another politician, began his career as a journalist. He is one of the few who returned to his first love.

Michaud is a native of St. Hyacinthe, Que., a region that has produced many a well-known Quebec nationalist, including the late premier Daniel Johnson. Mr. Michaud's nationalist leanings are, however, somewhat to the left of Mr. Johnson's. His education was at St. Hyacinthe College and the University of Strasbourg, France.

He was the editor of the St. Hyacinthe weekly *Le Clairon*, and later editor of the weekly *La Patrie* of Montreal. It should be pointed out that "weekly" in English-Canada generally means a small paper. But in French Canada, weeklies can be (and are) more like the Sunday supplements of major newspapers. *La Patrie* had one of the largest circulations, daily or weekly in the province.

Michaud was first elected to the Quebec legislature in 1966, as a Liberal. He was always one of the black sheep of the party rather than one of its lambs.

He never hesitated to vote against his own party when its position differed from his, particularly in the field of education, where he took the position that French MUST become the principal language of Quebec. His party only recently caught up to his ideas.

Michaud was considered a potential cabinet minister in the Bourassa government which was elected in 1970. However, the voters of his own riding that year bucked the Liberal trend, and elected a Parti Quebecois member instead of Michaud. The Bourassa government then sent Michaud abroad as Quebec's commissioner-general in Paris — where he infuriated federal officials by behaving in a most inappropriately Quebec-nationalist way. He was undergoing a process of conversion, which culminated in his leaving the Liberal party to join the Parti Quebecois, his vanquishers of 1970. The founding of *Le Jour* as a separatist newspaper ("independantist" is the correct term) was largely his idea, in association with Jacques Parizeau and Rene Levesque.

*Le Jour* uses the structural formula pioneered in Paris by *Le Monde* — a formula which gives the working newsmen a say in their work. They can elect and remove their editors and officers. While English-Canadian journalists still fight for reporter power, *Le Jour's* staff had it from the start.

It is for his contributions as a journalist personally, and for his contributions to the democratization of the newsroom, that *Media '75* awards Michaud an Alex. —George Frajkor.





# Media 75

## ALTERNATE MEDIA ARE THORNS THAT CAN SMELL OF ROSES

By KATIE FitzRANDOLPH

*The function of the press in society is to inform, but its role is to make money. The monopoly publisher's reaction, on being told that he ought to spend money on reporting distant events, is therefore exactly that of the proprietor of a large, fat cow, who is told that he ought to enter her in a horse race.*

— A. J. Liebling,  
U.S. press critic

**T**his dairyman's attitude toward exercising journalistic muscle too often encompasses not only distant events but local stories which will take more than a morning or an afternoon to dig out . . . and, unfortunately, monopoly publishers don't have a monopoly on the attitude.

For the vast majority of people, freedom of the press is not so much freedom of information, much less freedom of expression, but more the freedom of spending 15 or 20 cents on the available offering, or getting a Crispy Crunch instead.

It's a freedom of tuning on rock, country and western, or your local opinionated phone-in show. If you have cable, it's a freedom of which day you prefer to watch Mary Tyler Moore.

In another Liebling parallel, publishers see news as a "costly and uneconomic frill" like the free lunch saloons used to furnish to induce customers to drink in their establishments. If the quality fell, the people would drink next door. When the free lunch was abolished, people continued to drink, and the pub-keepers made more money.

Newspapers are a bit reluctant to go quite so far as to eliminate news, and from force of habit provide "a smattering of press association scraps and syndicated features. The saloonkeeper, in the same moral position, puts out a few stale pretzels, and mouldy salted peanuts."

The evolution, over the past decade, of a wide range of publications and broadcast outlets geared primarily to a cause other than the balance sheet gives hope of more fresh pretzels . . . more real alternatives and true choices in the whole area of news and public affairs.

**T**hey have developed from the initiative of a single individual, from groups, as co-operatives, as off-shoots of

other ventures — in any number of ways.

They have focused on community issues, national affairs, political viewpoints, environmental influences, women's lib, native rights, the arts, students' problems — the list goes on.

(In a typically Canadian contradiction, the most "alternate" of our major media is at the same time the only established one — the tax-supported *CBC* — which particularly in its radio manifestation provides a striking and usually wonderful contrast to the airwaves which surround it.)

Alternates are difficult to define because of the diversity. Some have taken a running challenge at the local main-line media, covering much the same areas of local news and comment and showing what can be done when good journalism has priority over profit, even with a low-budget operation.

Some are firmly rooted on university campuses, either when a student editor has taken on some community issues, or where faculty members have initiated a publication.

I know of none whose publishers drive Rolls Royces or own race horses. They focus on "people" problems, and often try to solve them. To this extent, and certainly in comparison with most main-line media, they tend to be varying shades of left.

They usually have trouble gathering advertising, or take a philosophical stand to do without it altogether.

**E**ither way, they live on an economic tight rope for the most part, which means that an accurate list of Canada's existing alternates in one year will have changed at the end of 12 months as some run out of enthusiasm, some run out of money, and others start out.

As the Davey committee report on mass media made clear, mass media aren't in the business of selling content: they are out to sell an audience for their advertisers, and it matters little whether they are owned by a chain, an independent publisher or a local merchant. "Too many publishers and broadcasters seem to harbor a positive affection for the nineteenth century."

The same report suggests: "If the press is not a thorn in the side of the Establishment, it's a wart on the body politic."

But the press is part of the Establishment. In too many communities it is not merely a wart, but a goodly portion of the entire toad. It backs the United Appeal, the local theatre, and the local sacred cows with an enthusiasm that would put the Chamber of Commerce to shame. Stories which might embarrass the community or its leaders are printed only in most circumspect ways, and only if they simply must become public. (Or if the community has had the lack of grace to ignore the media's advice in the election of its leaders!)

It's a situation which leaves a large corner open for both thorns and roses, and, by acting as one, alternate outlets have frequently come up smelling as the other.

They have dug out facts and figures on slum housing. They have documented contradictions between government statements and government actions. They have done research into the environmental impact of major construction projects. They have been looking into the future and preparing their readers for changes.

**U**nfortunately, they have had remarkably little effect on the established media. Fat newspapers and broadcasters continue to sit on their bank accounts while alternates, working with marginal budgets and volunteer labor, get on with the business of journalism.

By definition, alternates are smaller than the traditional mass media. By definition, smaller things have less momentum. By definition, alternates should be more amenable to suggestion, more responsive to their community, more open to change.

This tends to put them on the cutting edge of the future, and makes them more important in the long run than their numbers and circulation would suggest.

With increasing concentration of ownership in main-line media, the time is approaching when press freedom, an alternate opinion, or indeed any opinion at all, may depend on these rather fragile thorns. Even if it never comes to that, fresh pretzels are a welcome change with the draft ale the established media spreads before us.

*Katie FitzRandolph is a reporter for the Winnipeg Free Press.*



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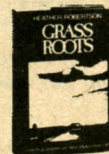
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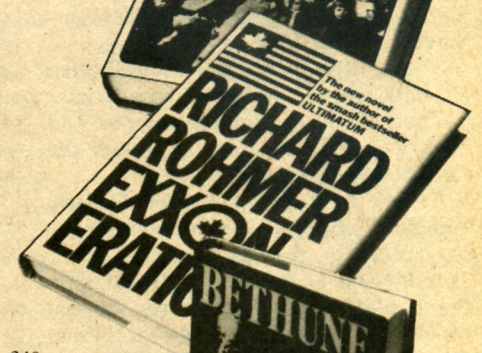
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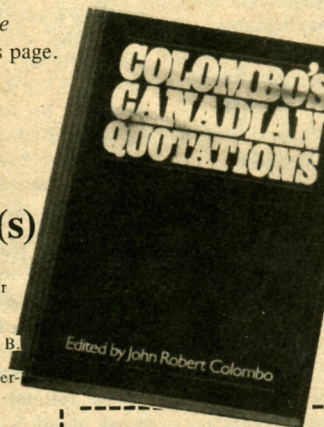
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# MANAGING EDITORS SAY FREEBIE-G

By BARRIE ZWICKER

"Give me 40 drink tickets," said the tuxedo-suited gentleman to the bartender. It was the cocktail hour before the 1975 National Newspaper Awards dinner in the posh Four Seasons-Sheraton Hotel, Toronto.

The gentleman was not a well-heeled alcoholic. He was Irving Whynot, former business editor for *Canadian Press* and now a public relations man of the Canadian Bankers' Association.

Earlier he'd been to the Ontario Weekly Newspapers Association annual convention in the Royal York Hotel, Toronto and later another PR man for the bankers would be at the annual convention of the Radio-Television News Directors' Association (RTNDA) of Canada, at the Kent Street Holiday Inn, Ottawa. And he wasn't exactly unique in his function at any of these gatherings of gatekeepers of public information and comment.

Making people feel well- or better-disposed toward the Canadian Bankers' Association is his job. He's not hiding anything. He's not *forcing* anyone to accept a drink paid for by his corporate bosses.

In short, he's excused. The questions must be asked of ourselves in journalism. What should we do when a representative of Canada's banks asks: "Can I buy you a drink?"

Let's dispose of the notion that it's no different than our neighbor Joe asking us over for a beer. Joe will be paying for that

beer — personally. There's no hidden agenda at Joe's kitchen table.

But still, one rye on the rocks really is more symbolic than substantial. The question hidden subliminally in its ice cubes is: What should the news media do about it when editors and reporters collectively are favored with free airline tickets, meals, drinks, music, entertainment, prizes, outings, supplies and services?

Because that's the situation. More, perhaps, than most of us care to think about.

As Media Probe newsletter reported in March:

The Ontario Weekly Newspaper Association is celebrating its Silver Jubilee this year and it recently held its annual meeting in Toronto. A quick review of its program shows where these leaders of the province's weekly press are at.

On the evening of registration the publishers were treated to an Early Bird draw for a CP Air flight to Rome. The next morning breakfast was hosted by the Canadian Bankers' Association. Luncheon was funded by the Province of Ontario . . . and dinner was paid by Imperial Oil.

The last day of the conference saw breakfast supplied by the Spruce Falls Power and Paper Company. Lunch by Ford Motor Company of Canada and dinner by Ontario Hydro. In addition to industry and government paying for all six official meals, numerous companies supplied hospitality suites.

One estimate is that each publisher saved about \$100 by allowing the conference to be sponsored by . . . assorted friends.

And as *Canadian Press* reported out of Ottawa last April 21:

The National Press Club has voted to

continue accepting free corporate donations for another year.

But it decided at its annual meeting on Saturday to have the subject studied by executive members and discussed again in 1976. The decision came near the end of a noisy and sometimes disorderly meeting of about 100 of the club's 774 members.

About 250 are working journalists and the rest work in other professions such as public relations.

. . . various companies, government agencies and foreign embassies contribute in cash or services to some club events.

One member said many functions, such as the annual press club ball, would fold without assistance.

Tickets to the 1975 ball sold for \$20 but would have cost \$60 to \$70 without help it received from several companies in cash and services, ball organizer Ron Power of the Brewers' Association of Canada said.

A *CP* story out of Ottawa May 17 concerned the RTNDA convention (a report on the convention appears elsewhere in this issue):

OTTAWA (CP) — Canadian radio and television news directors are relying on the generosity of the federal government and big business for their food, drink and entertainment during their two-day convention here.

Two U.S.-owned auto companies, the Canadian Bankers' Association, the Canadian Life Insurance Association and a number of other private and government organizations are paying for the meals, the liquor and the music . . .

. . . unlike (the RTNDA in the U.S.) — which decided to shed its freeloading image during the Watergate scandal — the Canadian broadcasters are accepting everything from free coffee to free airline tickets . . .

"I see nothing wrong with it," said association president Bruce Hogle, news and public affairs director of *CFRN* television, Edmonton. "If we thought





# WERS 'MANIPULATE THE NEWS'

anyone could be bought with this kind of sponsorship, we wouldn't do it."

Mr. Hogle said the news directors decided to continue accepting free food and drink so the cost of attending could be kept to a minimum for small-town delegates.

In his convention report elsewhere in *Content*, Don Johnston, news director of *CFRB*, Toronto, notes that proportionately, the turnout of 300 at the Canadian RTNDA meeting was 3½ times that of the U.S. RTNDA. Money works.

A serious debate about freebies and their effects has finally begun. On one level, the debate is characterized by some name-calling, as in a *Globe and Mail* editorial of April 22:

Pausing briefly from the arduous task of searching out politicians who may, or may not, have accepted gifts in return for favors, the National Press Club held a meeting the other day at which it decided to continue accepting corporate donations for another year.

It goes without saying, of course, that this superbly disciplined group — coldly objective to a fault — would never suffer from any of the shallower emotions like gratitude or obligation as a result of accepting this bounty.

In kind, Charles King, signing himself as a member of the National Press Club, responded in an April 25 letter to the editor of the *Globe*:

Regarding your editorial . . . it might be worth employing *The Globe and Mail's* famous team of investigative reporters to look into the financing of Toronto's Byline Ball festivities and the underwriting of the National Newspaper Awards by the Toronto Press Club.

An exchange between a pot and a kettle will only move toward the un-

derlying issues accidentally, and then they may be clouded with steam.

More useful perhaps was a quite candid and wide-ranging discussion of the gifts-and-favors problem at the annual meeting of the Canadian Managing Editors Conference (CMEC) in London, Ont. the last week in May. That one was at the downtown Holiday Inn. Thirty-eight managing editors attended, as well as 17 others including university and public relations representatives.

One of the key questions with which the managing editors grappled was the one embedded in RTNDA president Bruce Hogle's no doubt honestly-held view: "If we thought anyone could be bought with this kind of sponsorship, we wouldn't do it."

"Do freebies corrupt?" asked Gordon Murray, articulate ME of the Niagara Falls Review. When a couple of MEs echoed Hogle's view, the freebies hit the fan.

"We must be corruptible or the airlines and all these other freebie-givers wouldn't give," Murray said. "But in the newsroom we talked about it, and people couldn't see how it was corrupting them to take a trip to Frankfurt or to take \$45 (from the Ontario government) for an Ontario Heritage trip. They couldn't see that. Of course they belly up to the bar at receptions . . . but they don't *feel* they're being corrupted."

"Is there such a thing as honorable public relations?" asked Bill MacPherson, ME of the *Ottawa Citizen* and CMEC president. "Public relations is a misnomer," commented *The Globe*

and *Mail's* Clark Davey. "They're not interested in the public; they're interested in their client."

"The PR man," said Murray, "has his row to hoe, and we're part of the row. Big corporations spend millions, millions of millions, to control the flow of information . . ."

"To try to control . . ." interjected MacPherson.

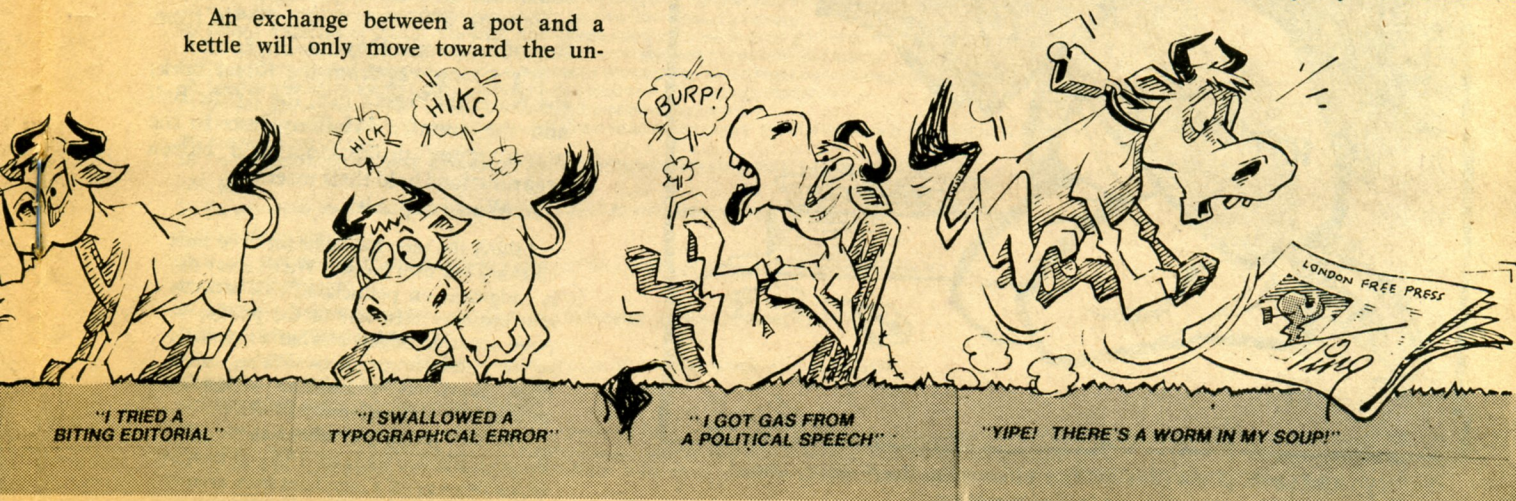
"I presume they do or they'd give it up," replied Murray.

"I don't believe that," said Ted Bolwell of *The Toronto Star*. "They do it in the hope that, first, they'll get good publicity and secondly, that they'll get some publicity. It's a game . . ."

"It's a line to tread, isn't it?" commented Fred Hazel of the Saint John (N.B.) *Telegraph-Journal*. "If we're not becoming corrupted, then we're becoming manipulated, because they're getting us to write about the things they offer us and even if we give 'em a bad review, people read it . . ."

"Doesn't 80 per cent of the stuff that comes over our desks every day go into the wastebasket?" asked one ME, suggesting that various PR efforts have little effect.

"That's exactly the point!" said Murray. "If they sent us the mail, we'd dump it. So they have to sweeten it by giving you something to remember them by," such as passes and dinners. "When their letterhead comes in you notice it and remember it; you give it a little more attention. Besides, they phone you it's coming. 'Manipulation' is a better word than my term 'corrupt.' But I believe they do it and they stay in the business so



Courtesy Ting and *The London Free Press*. The worm is Luke Worm, who wriggles into each of Ting's cartoons somehow.





Paul Warnick, ME of *The Spectator*, Hamilton, conducted a preliminary survey on newspaper ethics for CMEC. He said he was "disturbed" at the large number — 53 per cent — of respondents who said their papers accept advertisements on the condition the editorial department supply copy to run with it. The time has come to "start cleaning our houses," Warnick stated.



Clark Davey, ME of *The Globe and Mail*, said the term PR is a misnomer. "They're not interested in the public; they're interested in their client," Davey told colleagues at annual meeting of the Canadian Managing Editors Conference in London, Ont.

they can do it. And they wouldn't continue in the business if they failed utterly to do it."

Haroon Siddiqui of *The Brandon Sun* brought it down to a specific as the lunch hour approached. "Aren't our wives being treated to free lunch today by Labatt's?"

"There you have a classic example," ventured Hazel. "Can this corrupt us?" No answer.

Mort Fellman of *The North Bay Nugget* reminded his colleagues "the very existence of CMEC once depended

on Air Canada and other firms which subsidized the annual meetings."

Someone recalled how managing editors' wives used to bring big bags to take home all the gifts. This recollection was followed by loud laughter. Remarked someone wistfully: "Those were the good old days."

Warnick noted it had been discovered that the publishers could afford, after all, to send their MEs to an annual professional conference.

The MEs ranged into discussions of revenue-related editorial copy, special

supplements, the difficulty of turning down gifts without offending, how to handle freelancers who accept free travel and accommodation, and more.

One question that was not raised concerns what degree of affluence is really appropriate for journalists. The hotels all these conferences were held in were fairly expensive. The food and drink were a lot better than average Canadians enjoy.

Many media people — especially in larger centres — are really part of a fairly privileged class. This is not a sin, but no one seems to question the psychic effects of being assured of a privileged lifestyle.

Many groups and individuals who are in the news in our society struggle — often with no subsidies — against big government or corporations, or both. Neighborhood citizens' groups, co-ops, some political organizations and other so-called special interest groups usually are forced to burn a lot of calories just to get a crummy meeting hall (no Holiday Inns for them), publicize (as is their democratic right) their hopes and aims and get off the ground. Some reporters' attitudes toward these often-unpolished groups who cannot serve free drinks (even if they wished to) might change somewhat if the reporters were experiencing a lifestyle less removed from that of the people they are "covering."

It's a long way from the Royal York, the National Press Club, the Byline Ball and the country's Holiday Inns to the places many professional and citizen organizations hold their meetings. As Warnick put it:

I think the time has come for us to start cleaning our own houses. We sit every day in judgment on politicians, civil servants and ordinary members of the public; we point accusing fingers at what we consider to be public impropriety. We're watchdogs, guardians, champions — but do we ever look at ourselves?

You can justify just about anything in the world if you want to. I like to look at ethics this way: if a merchant from around



"... and Lord, since I am not like other men, don't worry about leading me into temptation."



the corner came into your office and plunked \$100 down on your desk and asked you to do a story about his business, you'd indignantly kick him out of your office. But if the Air Canada PR man walks in and puts down \$500 worth of airline tickets to Tokyo and throws in \$500 worth of accommodation and dining and dining for one of your reporters, well, you welcome him with open arms — or many of us do. That's different, eh? That's a legitimate news story. But of course we wouldn't do the story if it wasn't for free.

George Bernard Shaw asked an elegant lady if she'd go to bed with him for \$1-million. She said that probably for \$1-million, yes, she would. Would she for \$10?, GBS asked. "What do you think I am?" she replied. "We've already established that, madame; all we're doing now is haggling about the price," said

Shaw.

And that's what we're doing, frankly; we're just haggling about the price. Buying a story is buying a story, whether (the buyer is) giving your travel writer free tickets and accommodation, or giving your sports writer \$200 worth of season's tickets

... If we want to condone it, okay; let's say so. If we don't, let's start doing something about it now. It can't be done overnight; it'll be difficult to reach consensus but I strongly urge that we start working toward some national standard of ethical conduct for newspapers.

The meeting voted unanimously to have the CMEC Professional Standards Committee under Warnick continue to study the issue and report back at next year's CMEC conference.

## ENGLISH JOURNALISTS IMMUNE TO FREE ALE

In one culture older than ours, the acceptance of certain subsidies by journalists is apparently taken for granted. The latest issue of *The Journalist*, organ of Britain's National Union of Journalists (NUJ), carries a picture of three NUJ officials at an NUJ conference enjoying "a rare moment of relaxation" at a reception "hosted by the Development Corporation for Wales, and Welsh Brewers." NUJ president-elect Ken Ashton was shown drawing "a pint of the 'special NUJ ale' laid on for delegates by the brewers," according to the cutline.

## SURVEY OF MEs SHOWS FREEBIE-ACCEPTANCE TAKES MANY FORMS

The chart below summarizes responses gleaned by Paul Warnick, ME of *The Spectator*, Hamilton, to a preliminary survey of managing editors across the country relating to goods, consumables and services accepted by newspapers. Some of the results "disturbed" him, he told his colleagues at the annual meeting of the Canadian Managing Editors Conference in London, Ont. the end of May. Questionnaires were sent to 104 MEs and replies received from 46, "representing every province, and ranging from the smallest to the largest newspapers in the country." Warnick, chairman of CMEC's Professional Standards Committee, said the questions did not always apply to all papers. A few questions were too vague, he admitted. But if responses in the N/A ("no answer," or "not applicable") category were unduly high as a result and liable to be misconstrued, other responses

were unduly low. CMEC president Bill MacPherson, *Ottawa Citizen*, was frankly incredulous over the number of respondents (43%) who claimed their travel writers did not accept free flights from airlines in pursuit of stories. He asked the question again directly to the approximately 38 MEs at the session discussing the survey. Six—or 15%—raised their hands. "Maybe the first item on the managing editors' code of ethics," MacPherson suggested, partly in jest, should be: "Managing editors must not lie." An examination of the chart below exposes remarkably widespread acceptance of gifts and favors which are the icing on a pattern of general friendliness, understanding of, and often sympathy for, the well-established and well-to-do interests which provide the freebies . . .

### TRAVEL AND ACCOMMODATION

	YES	NO	N/A
1. Does your newspaper accept free passage from airlines for such events as inaugural flights? .....	59	39	2
2. Does your travel writer accept free flights from airlines in the pursuit of stories? .....	34	43	23
3. Does your travel writer receive other free services such as hotels, meals, etc.? .....	25	52	23
4. Do you accept free airplane tickets from an industry or business, to news events of some significance? .....	43	54	3
5. Do you accept free airplane tickets from a government or government agency? .....	43	52	5
6. Under any circumstances, will your newspaper accept a free trip for a reporter or editor? .....	70	30	
7. Does your newspaper have different policies in this regard for reporters and for editors and executives? .....	3	97	

### ENTERTAINMENT

8. Do reviewers on your newspaper receive free admission to movies, theatres or other events they are covering? .....	84	16	
9. Are complimentary tickets to movies, theatres or shows ever accepted by other members of your staff? .....	52	48	
10. Do editors and or executives on your newspaper receive complimentary tickets to local entertainment outlets? .....	43	57	

### SPORTS PASSES AND ARRANGEMENTS

11. Do your sports reporters receive free press box accommodation? .....	98	2	
12. Is press box accommodation available to other members of your sports staff not involved in actual coverage of the event? .....	32	68	
13. Are free tickets to games made available to your sports department and other members of your staff? .....	49	51	
14. Do members of your sports staff receive any free season's tickets from sporting organizations? .....	56	44	
15. Do editors or executives of your newspaper receive free season's tickets? .....	21	79	
16. Do any members of your sports staff receive free memberships in local golf or curling clubs? .....	27	73	
17. Do any members of your staff receive passes or cut-rate fees from local golf clubs? .....	16	84	
18. Do you know what passes are made available to your sports department by various organizations? .....	68	32	
19. Do you ever allow teams to pay transportation costs for your sports reporters? .....	51	47	2
20. Do you allow them to pick up the tab for lodging or other expenses? .....	17	83	
21. Do you allow members of your sports staff to serve as announcers, official scorers or statisticians at sporting events? .....	60	37	3
22. Are they paid for this? .....	41	29	30
23. Do you permit members of your sports staff to write for team programs, yearbooks, etc.? .....	77	18	5

### FASHION

24. Do you allow your fashion writer to attend out-of-town fashion shows at other than your expense? .....	16	72	12
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### AUTOMOTIVE WRITING

25. If your automotive writer test-drives a new car for a period of time, do you pay rental on it? .....	5	25	70
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### STOCK OWNERSHIP

26. Are there any restrictions on your business or finance reporters owning stock? .....	5	66	29
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### GIFTS TO STAFF MEMBERS

27. Do you have any policy regarding the acceptance of gifts by members of your staff? .....	64	36	
28. Do you rule out all gifts? .....	28	72	

### ADVERTISING-RELATED EDITORIAL COPY

29. Does your newspaper ever accept advertisements on the condition that the editorial department will provide related copy to go with it? .....	53	47	
30. Do you ever have to provide a story on a business or industry as a direct result of an ad they have placed? .....	28	72	
31. Does your newspaper have any different policy in its news columns toward advertisers than it does toward non-advertisers .....	5	95	



# RADIO AND T.V. NEWS DIRECTORS MEET IN OTTAWA TO DISCUSS ETHICS, TELEVISIONING OF PARLIAMENT

By DON JOHNSTON

The Radio-Television News Directors' Association of Canada came of age in Ottawa in mid-May with its first all-Canadian national convention.

President Bruce Hogle, of *CFRN*, Edmonton, announced attendance of 149, higher than expected for the first attempt, and, in proportion to population, about 3½ times the turnout the international organization gets at its conventions.

Freedom-of-information issues predominated at the opening session May 16. Thompson MacDonald, of

*CFCN*, Calgary, told how his station had been charged under the Invasion of Privacy Act for "reporting that a meeting of the Calgary Convention Centre Authority had been bugged," even though the station had nothing to do with the bugging. Neither did the station report the content of the surreptitious recordings. (The courts dismissed the charge May 30. See sidebar on next page.)

John Salisbury, of Portland, Oregon, president-elect of RTNDA International, after bringing greetings to the Canadian

group, reported an equally-strange case in Florida. There, the state legislature is studying a bill proposing that managing editors of newspapers be elected by the public.

Keynote speaker was the Hon. Don Jamieson, former Newfoundland news broadcaster, now Minister of Regional Economic Expansion.

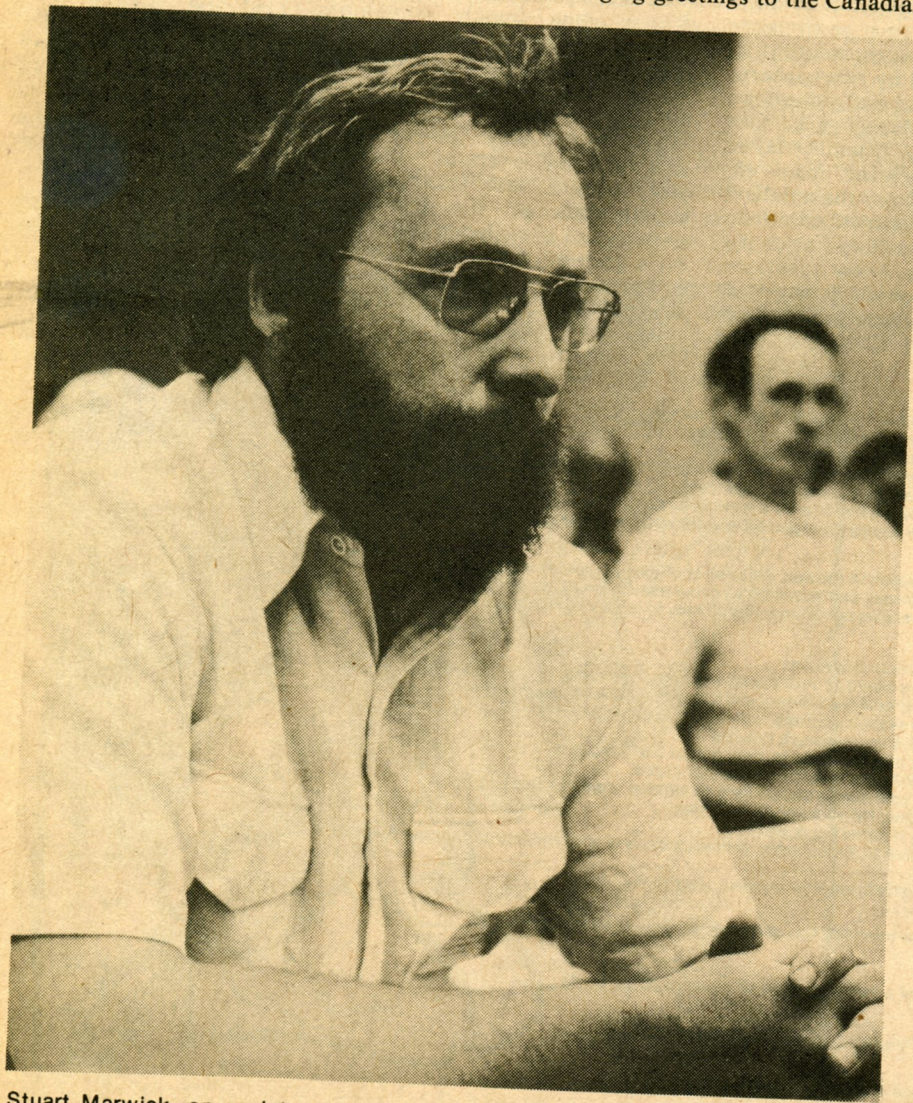
As one who has worked both sides of the news microphone, he said, he found broadcasting generally fair and balanced in its coverage compared to newspapers, although he still heard cases of "headline" reporting on some radio stations.

The Speaker of the House of Commons, Hon. James Jerome, talked to the news directors about broadcasting from Parliament. He said he would personally like to see radio-TV feeds from committee meetings first, and then question period, but warned the newsmen not to expect MPs to speak "in 60-second clips." Privy Council President Mitchell Sharp and Conservative House Leader Jed Baldwin then met the newsmen in the Railway Committee Room and expressed favour in principle with the idea of letting the cameras into the House (the microphones are already there for Parliament's P.A. and translation system but forbidden to radio newsmen). An unresolved issue is "...who directs the camera shots?" Sharp predicted that, with legislation he has ready for the House, broadcasting could be underway in a little over a year.

*CBC* President Laurent Picard, the first-day luncheon speaker, set out to destroy the "myth" of *CBC* extravagance. He said that in fact the people's broadcast system is underfinanced, and quoted figures to show that the *CBC* produces more hours of TV a week per employee than the *BBC* or the state broadcasting systems in Sweden and Japan.

Another speaker, Dr. Pierre Camu, president of the Canadian Association of Broadcasters, said his association (representing station owners and managers) was pleased to see the news directors organized to further their profession. He proposed more liaison between the two groups.

Karl Sepkowski, of *CJIC*, Sault Ste. Marie, was elected president for the new year. There were presentations to



Stuart Marwick, an assistant professor, Faculty of Environmental Studies, York University, listens intently during a discussion of whether radio reporters should phone persons carrying out crimes. Marwick told participants at a Media-Aware Citizen workshop at *Media 75* that calls to such persons are playing with fire and irresponsible.



outgoing president Hogle, and past president Francois Peladeau, of *Radio Canada*.

RTNDA Canada has been meeting for more than a decade on the day after the annual meeting in each region that *Broadcast News* holds for its client stations. It began in the late 1950s from a small group of Canadian news directors attending RTNDA national conventions in the U.S. Because of the small numbers of news directors whose stations could send them on that one long trip a year, they held their annual meeting in conjunction with the parent international body (which came to Toronto in 1967 and Montreal in 1970 and 1974.) At the Montreal convention last fall it was decided to combine the Central Canada and French Language regional meetings in Ottawa, invite the rest of the country and stage the first all-Canadian national conference.

It will be an annual event in May from now on. Winnipeg will be host to the 1976 conference.

At the *Broadcast News* editors' meeting the day before RTNDA there was a philosophical debate on the ethics of radio handling of the Cline kidnapping story. That was the case where a gunman held four children hostage in a farmhouse near Thamesford, Ontario. Radio newsmen and talk show moderators talked to Cline, much to the exasperation of police.

Others chose not to call the farmhouse. Many felt it was just good journalism to try to get through when the story first broke. After the police issued a formal request to desist so they could have the gunman's undivided attention, the newsmen should have complied. *Broadcast News* was criticized for not putting out a teletype advisory that the Ontario Provincial Police had made that request.

The only thing everyone agreed on was that the Cline telethon did no real harm, in the final analysis. It was he who seemed to want to talk, to anyone who would call.

*Don Johnston is news director of CFRB, Toronto.*

## CKWC and CJAD take top Charlie and Dan

Radio stations *CKCW* Moncton and *CJAD* Montreal have won the top prizes for news and documentary reporting, respectively, awarded annually by the Radio-Television News Directors' Association (RTNDA) of Canada.

*CFPL-TV*, London, and *CBC-TV*, Montreal, won the equivalent top laurels for television.

The Moncton station won the Charlie Edwards National Award (a Charlie) for news coverage of the kidnapping and murder of two policemen. The judges commended the station for its sensitive reports and strong sense of community involvement. Coverage was accurate and thorough, the judges said. "A highly responsible effort." Roy Geldert is news director.

A *CJAD* documentary, *Singles, The Search for Companionship*, won the Dan McArthur Award (Dan) in radio. The judges found the entry "a human production of an interesting subject . . . (It) illustrated best use of the evocative capacity of radio . . . extremely well-done." Sid Margles was news director of the station when the program was aired. Tom Armour now holds the post.

The Charlie award is named for former *Broadcast News* general manager Charlie Edwards. Dan McArthur was first news chief of the *CBC*.

The national winners are selected from the winning entries in each of the five regions of Canada.

The television Charlie was won by *CFPL*, London, for coverage of flooding in the area. News director is Ron Laidlaw. The judges found the entry an excellent example of first-class coverage of vital interest to the community.

The television Dan went to *CBC* Montreal for its program *Two Years To Go*, a documentary on preparations for the 1976 Olympics. The judges described the entry as an outstanding report. News director is David Knapp.

Honourable mentions in the Charlie radio competition went to *CHQR*, Calgary, for a series of reports on the treatment of minor offenders, and *CFTK*, Terrace, B.C. for its coverage of an avalanche. *CHQR*'s news director is John Foster; *CFTK*'s Walt Liimatainen.

An honourable mention in the television Charlie category went to *CBC* Edmonton for its coverage of the fate of a three-year-old

Alberta child whose left arm was accidentally severed in a farming accident. Dave Adams is news director.

Judges for the radio competition included Tom Sloan and George Frajkor of the Carleton University journalism department; Pierre De Bane, Liberal MP and a former journalist, and Lister Sinclair, vice-president of the *CBC*.

Judges in the TV competitions were Larry Ouellette, retiring Quebec editor for *BN*; Jacques Deom, director of communications for the Quebec justice department and Henri Vieux, director of communications for Jonquiere community college in Jonquiere, Que.

The four national winners have been entered into the RTNDA's international competition.

Karl Sepkowski of *CJIC*, Sault Ste. Marie, national awards chairman and RTNDA president-elect, informed *Content* the response to the awards competition was generally good in Central Canada but other areas "appeared slack." There were no TV winners nor a radio Dan in B.C.

"The judges felt every station in the country should attempt to have at least one entry in the regionals," Sepkowski noted. —B.Z.

Regional winners follow:

### BRITISH COLUMBIA Radio

Charlie: *CFTK*, Terrace.  
Dan: *CHNL*, Kamloops.  
Charlie honourable mention: *CHUB*, Nanaimo.

### Television

Charlie and Dan: judges decided against making any awards because of limited entries.

### PRAIRIE REGION Radio

Charlie: *CHQR*, Calgary.  
Dan: no award given.

### Television

Charlie: *CBC* Edmonton.  
Dan: *CBC* Edmonton.

### CENTRAL CANADA Radio

Charlie: *CFCE*, Montreal.  
Dan: *CJAD*, Montreal.  
Charlie honourable mention: *CKLW*, Windsor.  
Dan honourable mention: *CFRB*, Toronto.

### Television

Charlie: *CFPL*, London.  
Dan: *CBC* Montreal.  
Dan honourable mentions: *CFCE-TV*, Montreal; *CKCO-TV*, Kitchener, Ont.

### FRENCH CANADA Radio

Charlie: *CKAC*, Montreal.  
Dan: *CBGA*, Matane, Que.

### Television

Charlie: *CFCEM-TV*, Quebec City.  
Dan: *CFTM-TV*, Montreal.

### ATLANTIC REGION Radio

Charlie: *CKCW*, Moncton, N.B.  
Dan: *CKDH*, Amherst, N.B.

### Television

Charlie: *CKCW-TV*, Moncton.  
Dan: *CBHT*, Halifax.

## BUG-DISCLOSURE CHARGE DROPPED

CALGARY — Provincial Judge Fred Thurgood in Calgary dismissed a joint charge against television station *CFCN* Calgary and one of its news reporters, Ralph Klein.

*CFCN* and Klein were charged after the station broadcast on Feb. 6 a report by Klein that a budget meeting of the Calgary Convention Centre Authority held on Jan. 20 was bugged.

The charge, laid under the Protection of Privacy Act, said the defendants disclosed

the "existence of an electromagnetic, acoustic, mechanical or other device" used to intercept a private communication without the consent of the Authority or its former manager.

Defence lawyer Marlin Moore, acting for Klein, and Clifford O'Brien, on behalf of *CFCN*, argued a meeting of the authority was not private in the first place. Moore said the defendants had a public duty to inform the public of something of public interest.



# WHAT EDITORS ARE BUYING

By Eileen Goodman, author of *Canadian Writer's Market*

**C**anadian Business is one of the country's most successful and attractive markets for the freelance writer who has something to say of interest to upper echelons of management.

For 38 years *CB* was the official mouthpiece of the Canadian Chamber of Commerce, but since 1970 it has been operated as an independent magazine, published by CB Media Ltd.

Editor and managing director **Robin Schiele**, 39, in an interview for *Content*, said that while the philosophy remains substantially the same, the most important editorial change the magazine has undergone since its independence, is toward a more vigorous attack on the problems of the day and the acceptance by the editor of opinion in an article.

"Our intention was to inject a little energy, a little controversy," he said, "something that would provoke thought in the mind of the reader, that would tend to stimulate him to recognize a different point of view than his own."

To effect this policy *CB* from time to time runs a one-page opinion piece for which a minimum of \$100 is paid to the contributor. This has stirred up greater participation among readers who peruse the magazine more actively than in the past.

It wasn't merely coincidence that 1972 was the year the magazine took on a new lease on life. That was the year Robin Schiele took over as editor. Originally from England, he joined *CB* in 1965 and just prior to that was responsible for the business page of the *Montreal Gazette*.

**H**is ability in contemporary thinking is reflected in the recent developments of *Canadian Business*. To generate wider readership he simply increased the number of articles in the magazine, Schiele explained. Although limited by the amount of advertising space, he increased the ratio of editorial to advertising pages. He also reduced the size of the type and the length of the articles. The combined effect was to step up the editorial content by as much as 30%.

*Canadian Business* now is in the market for articles from 1,500 to 3,000 words. The majority are the shorter length with occasionally one or two of the longer. The magazine runs 10 to 12 articles per issue. *CB* pays on ac-

## CANADIAN BUSINESS MAGAZINE

ADDRESS: *Canadian Business*, 1080 Beaver Hall Hill, Montreal, Quebec H2Z 1T2. Telephone (514) 866-4338.

ceptance, reports in 2½ weeks and buys all Canadian rights. It is preferable to query the editor first.

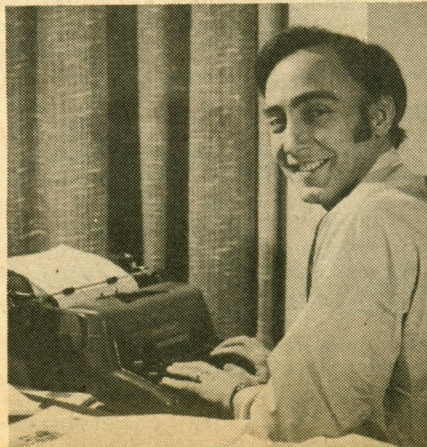
The range of topics is broad, including economics, investment, finance, industry, "how to" articles on the daily operations, hiring of personnel, training of salesmen, marketing, insurance, transportation, distribution, data processing and communications, government affairs and profiles.

"I am looking for profiles of people in business who have not reached their peak of performance yet but who have some achievement to their credit that would interest other businessmen," Schiele said.

He is not interested in new products as such, only if they are an integral part of a larger industrial story. In that case the presentation would take the form of a box, accompanying the main piece.

Which articles are rejected? Those too short, too superficial, with not enough supporting data or, obviously, material submitted to the wrong market.

*CB*, with an editorial staff of four, does not impose a specific style in the way that *Time* does, but writers are warned to avoid wordiness. In the preparation of manuscripts, double-



Robin Schiele

spaced typing is absolutely mandatory, but there is no objection to the occasional pencilled-in correction, provided the copy is relatively clean.

**A** sure way to please *CB*'s editors is to include with your manuscript a substantial amount of back-up material, which you can accumulate in the course of your research. This may be photographs, drawings, maps, graphs, tables.

*CB* pays 6c to 12c a word and buys photos at the going rate.

*CB* will generally look after photos when the subject is in Montreal; otherwise the writer may arrange to have the necessary photos taken by a commercial photographer, with the prior approval of the editor. Photos the contributor can pick up at source are not paid for separately, but are taken into consideration when payment is made for the article.

Sometimes a thorny point in writer-editor relations is payment for expenses. Generally *CB* will expect the writer to absorb any ordinary expenses incurred, on the assumption that these are covered in the payment of the article. When it assigns a writer to do a special article, it will pay reasonable expenses above the agreed-upon fee.

In writing for *Canadian Business* the contributor should know that he is addressing readers in middle and senior management, approximately 48 years of age, more than half with some university education, 98% male, on average moderately wealthy with an annual income of \$30,000 and of whom 86% travel on business.

Of the 45,000 subscribers the number of women, Schiele admits, is "unfortunately low," showing few women in Canada have yet scaled the senior ranks of management. Women freelance writers are reassured, however, that although there does exist a great sex imbalance among readers, they will not be subject to any discriminatory treatment when they contribute to *Canadian Business*. They may count on equal pay for equal work.

What Editors are Buying will be a feature of *Content* from this issue.



Editor:

Applause is in order for two recent *Content* projects, Boobs and your upcoming special edition on women in the Canadian media.

But after reading the cartoon on page 30 of the June *Content*, I have to wonder whether you are sincere in your intentions as to the latter. I do hope you weren't really trying to imply that women aren't as good and accurate journalists as men. As an editor who has to reckon with public tastes, I'll overlook your Boob shot as having no pertinence to this topic.

*Content* has improved so much it is now mandatory reading for all members of our editorial staff. We look forward to seeing it each month.

Linda D. Sutton,  
Managing Editor,  
*Oshawa This Week*,  
Oshawa, Ont.

## SHORT 'N SWEET

Editor:

*Content* is great!

Arylene Barrett Corkum,  
East Berlin, Queen's County, N.S.

## LONG-WINDED WESTERNER

Editor:

What a neat magazine.  
Ryon Guedes,  
Vancouver, B.C.

## NO SMARMING HERE

Editor:

I think *Content* is one of the best journals of its kind to appear in a long time. I can detect (oh joy) a firm editorial hand at the helm, and the desire to "tell it like it is" instead of smarming all over things in the crazy race to gain advertising. I believe your thoughtful approach will be successful, and I wish you and your publication a long, long life

George Hancocks,  
Manager, Editorial Services,  
Alcan Canada Products Limited,  
Toronto.

Editor:

I was going to congratulate you on the great job you're doing with *Content*.

But after seeing (the picture on page 22 of Issue Number 52), I won't.

Marc Belanger,  
Public Relations Department,  
Canadian Union of Public Employees,  
Ottawa.

## IT WAS A LEAKY PLUG

Editor:

Thank you for the plug on the new location of the Press Club. The decor really has to be seen to be appreciated.

But I am afraid your correspondent has supplied you with some material for the Boobs section. In the list of directors, Hugh Whittington left the *Spectator* several years ago to become editor of *Canadian Aviation*. And Mike Walton is with the *Spectator*, not Mohawk College.

And just to get the record straight, it's Sturup, not Stirrup, Klinck, not Klink, and Golka, not Goulka. That leaves four of us without any complaints.

As a point of interest, the unusual atmosphere seems to be paying off. Although it is too early to tell if the initial burst of enthusiasm will last, lapsed members are returning and there is more interest on the part of the electronic media which had largely abandoned the former club to the print types.

Charles Ross,  
President,  
The Hamilton Press Club.

*So far as we know, this was our low point by a long stretch, on the accuracy front. We were given to understand the copy had been double-checked.—Ed.*

Editor:

Your June issue listing the directors of the Hamilton Press Club had me working at *The Spectator*.

Actually I'm alive and well right here. Congratulations on *Content* . . . bright, intelligent and, thank Heavens, often controversial.

Hugh G. Whittington,  
Editor, Canadian Aviation,  
Toronto.

## WHO'S THE BONDLADER?

Editor:

At the risk of taking space that otherwise surely would illumine the journalistic scene in Canada and abroad,

I feel I really must reply to the scurrilous attack made upon me in the June issue of *Content* by Michael Hanlon, the *Toronto Star* columnist.

As Mr. Hanlon indicates, but fails to make clear, during our years on *The Canadian Magazine* we shared a common interest in, and affection for, the late James Bond — so much so that subsequent to his demise, we became associated with Universal Export S.A., the company for which he had toiled so assiduously.

In September, 1972, I received a letter from Mr. Hanlon concerning a shipment of 28 pieces of heavy equipment that had been delivered to the North Bay area several years before.

It was Mr. Hanlon's understanding that the U.S. parent company had decided to recall the shipment but that only 27 of the items were being returned to the U.S.

Mr. Hanlon asked me to check into the whereabouts of the remaining item and within hours, I was able to reassure him that it had been removed to a local park where it had been placed on permanent exhibition as a reminder of the years when it and its fellows had been stored in underground silos near here as a deterrent to a firm that for some time has been considering an expansion into North America.

In contrast to the success of my mission, Mr. Hanlon was unable to produce results the following year when 23 members of a choir sponsored by this firm somehow became detached from the chorus between the time it arrived at Halifax and the time it appeared on the stage of the CNE Grandstand a few weeks later.

To this day he has failed to account for even one of the 23 missing choristers.

So now that we have both blown our cover, I am content to let the intelligence community decide which of us has been of greater service to our service, ooops!, company.

I might say that despite Mr. Hanlon's despicable intelligence record, I still have great respect for him.

He once steered me to an excellent club in London, and it sure as hell wasn't the Athenaeum!

D. G. (Mike) Carmichael,  
Canadore Journalism,  
North Bay, Ont.



# OMNIUM-GATHERUM

*Montreal Gazette* city editor **Jim Peters** and columnist **Glen Allen** are going to *Maclean's*. Business page editor **Dave Tafler** is leaving for the *Financial Times of Canada*.

\*\*\*

Reported missing and presumed drowned as of our copy deadline were *Manitoba Beaver* managing editor **Dennis Harrison** and news editor **Frank Malis**. They were on a weekend fishing trip on the Winnipeg River. *Beaver* was named by the **Canadian Community Newspaper Association** as one of the top 12 community papers in Canada. It is published in **Beausejour, Man.**

\*\*\*

*Toronto Star* feature writer **Margaret Daly** has decided to stand for the NDP nomination for the Ontario St. David's provincial riding despite the *Star's* apparent intention to dismiss her if she is nominated. She will lodge a grievance through the **Toronto Newspaper Guild**.

\*\*\*

**Tom Sloan**, the rumpled, pipe-smoking punny supervisor of editorial services for the Canadian Daily Newspaper Publishers Association — Canadian Managing Editors Conference, has tendered his resignation. He will carry on until a replacement is found. Sloan could not see his way clear to moving to Toronto as the job required. He has filled the post on a part-time basis since last Aug. 1. On a leave of absence from **Carleton University's** journalism department, former *Globe and Mail* staffer Sloan is writing on Canadian problems. He plans a sequel to his *Quebec: The Not-So-Quiet Revolution*, published in 1965 in Toronto by Ryerson Press.

\*\*\*

**Louis Martin**, editor of *Le Magazine Maclean*, has been named head of the **CBC's** French news service.

\*\*\*

**Sheila Kaighin**, editor of the fast-growing *Outdoor Canada* magazine, has won first prize in the **Kortright Outdoor Writing awards** for conservation writing in 1974. Mrs. Kaighin received \$500 and a plaque at the annual convention of the **Outdoor Writers of Canada** in Dorset, Ont. the weekend of June 7.

Her winning entry consisted of three articles, one on wild rivers, one a "from-the-heart" piece on an almost unknown Canadian artist, **Mike Dumas** of

Toronto, and a travel story on **Newfoundland**.

The *Toronto Star's* **John Power** won the \$300 second prize and **Tiny Bennett** won third prize, worth \$200.

Twenty-eight writers entered the competition. Mrs. Kaighin has been editor of *Outdoor Canada* since June 1973. Publisher is her husband and camping companion **Ron Kaighin**. *OC's* circulation has hit 45,000.

\*\*\*

Correction: **Bill Morley** is new night news editor of the *London Free Press*, not night city editor as reported in our last issue.

\*\*\*

**G. J. (Gerry) Poling** has become district editor of *The Chronicle-Journal Times-News* in **Thunder Bay**, having left the *Espanola Standard* (weekly) and his position as editor. He replaces **Christine Smith**, who is taking life easy in her home town, **Newmarket, Ont.**

\*\*\*

"In 1974, advertising in Canada cost about \$1.4-billion, a per capita expenditure of about \$64. This is about equal to the total of federal and provincial government expenditures on medical, hospital and health services combined." — **Donald Thompson** of York University, Toronto, to the second Triennial Canadian Marketing Workshop at York (from *Marketing*, June 9).



*Make It In Nova Scotia* is the title of a 20-page promotional brochure designed and produced by the **Nova Scotia Communications and Information Centre** in Halifax which won a **Superior Award** in the 1975 **American Industrial Development Council** competition. It was selected from more than 70 entries in the general promotional category in North America.

\*\*\*

**Jim Slomka** returns to **CHAM** radio in Hamilton as sports director after a stint with **CHNR**, Simcoe. Other changes at **CHAM** include the return of **Wayne Dion** from **CFTR**, Toronto, to which he had gone in February. Wayne is new program director. Former sales manager **Bob Irvine** becomes station manager.

## GRESCOE, OTHERS, BUY VANCOUVER MAGAZINE

A West Coast magazine, headed for the boneyard, has been rescued by a journalist, a lawyer and two artists.

The 12-year-old *Vancouver Magazine* was bought from **Agency Press** May 15 by a group headed by **Paul Grescoe**, West Coast editor of *The Canadian Magazine*. Grescoe will continue with *The Canadian*.

Lawyer **Ron Stern**, described by Grescoe as a man "with a commitment to the city," will take over as publisher. Other backers are internationally-recognized artists **Ian and Ingrid Baxter**.

Agency Press, which also sold its other publication, *Business in B.C.*, to its editor **Joe Martin**, had previously an-

nounced it would abandon the two to concentrate on its printing business.

Sale price of *Vancouver Magazine* was "less than \$50,000."

Grescoe, 35, says he'll work with editor **Mac Perry** to make the magazine "indispensable" to its middle class audience. "It will be much more in the *Toronto Life* mould," he says, with regular political columns, lifestyle and consumer articles. The calendar of events and restaurant guide will be continued.

For the first time the magazine will get a full-time art director, and the new publishers hope to establish a controlled-circulation of about 80,000, compared to the present 52,000. — Ray Bendall.



Larry Ouellette, after 25 years as Quebec editor of *Broadcast News* in Montreal, has resigned to join the public relations staff of the **Canadian Bankers' Association**.

\*\*\*

A series of articles on the James Bay hydro-electric project won the 1975 **Award of Merit** for the *Canadian Churchman* at the annual convention of the **Associated Press of North America** in New York. *Canadian Churchman* is the national newspaper of the Anglican Church of Canada.

Judges said the series, which dealt with the effect the project would have upon native people and the environment, treated the issues "as a matter of fact and conscience." They said it was a politically and socially explosive topic which had particular relevance to the newspaper's readership. The ACP is a 190-member non-denominational organization made up of church publications in Canada, the U.S. and Mexico.

\*\*\*

Al White, most recently assistant city editor of *The Vancouver Province*, has left the big city behind and moved to **Whitehorse**, Yukon Territory, to edit the thrice-weekly *Whitehorse Star*. White was with *The Province* for 3½ years on

## PHOTOGRAPHERS!

Plenty of interesting pictures for various reasons do not make the paper or the TV screen. Fact of life. But sometimes the turndown is journalistically questionable.

*Content* is probably the only publication in the country in which some of these otherwise-rejected works of the news photographer's art could be printed for an interested, appreciative, audience.

From the socially-significant to the risqué, we're willing to look at them all with an enthusiastic eye.

We appreciate some touchy situations might be involved. Your anonymity along with that of your employer and your community, as you wish, will be carefully protected if you wish. Send photos to: **Rejects, 22 Laurier Avenue, Toronto, M4X 1S3.**

city desk and covering the provincial legislature. Previously he had three years with *CP* and had worked on *The Victoria Times*, *Toronto Star* and *St. Catharines Standard*. Departing *Whitehorse Star* editor Jim Beebe, 30, heads for **Wolfville**, N.S. to work as a freelance

photographer while his wife **Lisa** attends **Acadia University**.

*Golf Canada* \*\*\* has announced new headquarters: In **Montreal** it's **Mike Bartlett**, 491 De Vitre West, Montreal, Que. H2Z 1G6; in Toronto it's **Nick Reitz**, 200 Consumers Rd., Suite 200, Willowdale, Ont. \*\*\*

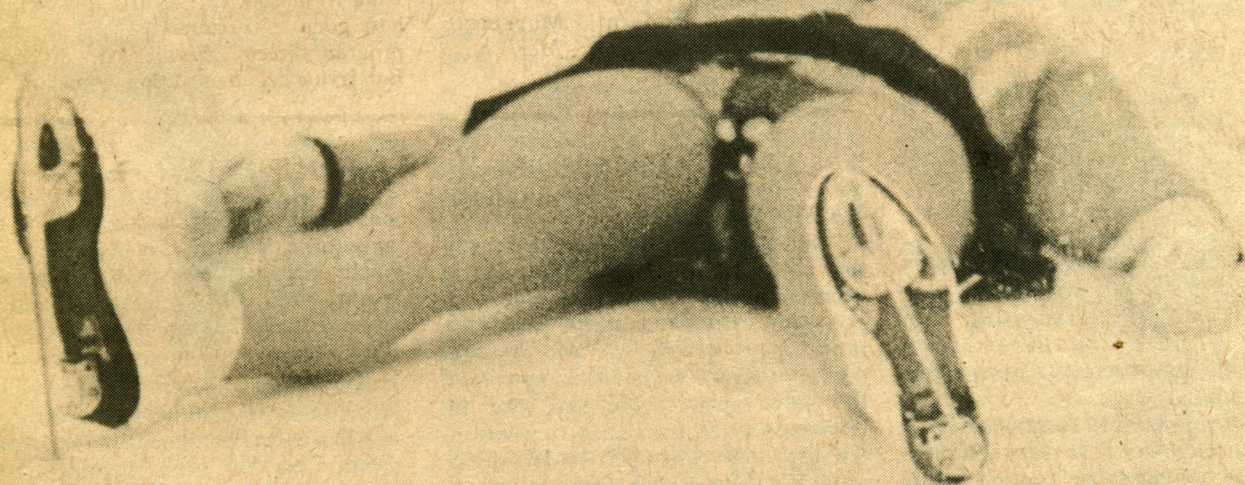
Leading *Globe and Mail* investigative reporter **Gerry McAuliffe** has joined the *CBC* where he will continue in-depth investigations. \*\*\*

**Macleans-Hunter** has decided to have the French-language editions of *Macleans* and *Chatelaine* printed at **Ronalds-Federated Ltd.** in Montreal. \*\*\*

Freelance writer **Doreen Fawcett** of **Weston, Ont.**, was re-elected chairman of the **Media Club of Canada** (Toronto branch) at its annual meeting.

Other members of the executive include: first vice-chairman **Corinne Nemy**; second vice chairman **Helen Wood**; recording secretary **Shirley Teasdale**; corresponding secretary **Ruth Gordon**; treasurer **Nancy Gyokeres**. Others on the executive are **Estelle Craig**, **Virginia Etherington** and **Madeline Freeman**.

## REJECT NO. 1



Editor: Herewith a contribution to **Rejects**, courtesy of the *Brampton Daily Times* women's pages, and its women's editor, who received the above the morning following what had to be the 16th assignment to "go out and get some pix from the figure skating club." Photographer **Peter West**, asked to supply some "new angles" to a well-used (you

should pardon the expression) subject after a long winter, registered his opinion of the assignment with the above. Needless to say, it is a classic reject. The photographer of course, being like all photographers, couldn't understand why I didn't appreciate the "new angle." — Catherine Ford, Women's Editor.



# OMNIUM-GATHERUM (CONTINUUM)

The Media Club (formerly the Canadian Women's Press Club) has a membership composed of poets, novelists, journalists, radio and television writers, copy writers and public relations people.

The club's national conference will be held in **Vancouver** July 11-15. Contact: Media Club of Canada, Box 504, Station B, Ottawa K1P 5P6.

\*\*\*

**Jeff Goode**, a *Toronto Star* photographer, was due to appear in court June 16 on a charge of common assault after a dispute with a security guard at a soccer game in Toronto's **Varsity Arena** June 1. The dispute concerned the area in which photographers could shoot pictures of a game between Boston Minutemen and Toronto Croatia-Metros.

\*\*\*

**CJR hit by fire** . . . The *Chicago Journalism Review* barely survived a fire recently that caused extensive damage to its offices. *CJR*, which depends entirely

on its readers for support, is asking for emergency assistance. To help, you can take out a sub, purchase a gift sub (or both), or send a straight donation. Subs cost \$7 for one year, \$14 for 2; \$21 for 3 and \$100 for a lifetime. Gift subs are \$5. The *Review's* address: 53 West Jackson (Room 756), Chicago, Ill. 60604. Take a chance; there's some good stuff in it.

## Canadian Geographical Journal

*Canadian Geographical Journal* has won the silver cup of the **Travel Industry Association of Canada** as first-place winner in a contest for magazines and newspapers of national circulation for "outstanding presentation of excellent editorial material on the cultural and historical aspects of Canadian life." The *Journal's* entry was 22 profusely-illustrated articles published between March 1, 1974 and Feb. 28, 1975.

## MONTREAL GAZETTE WINS MICHENER AWARD

The *Montreal Gazette* has won the **Roland Michener Award** for meritorious public service in journalism for its 13 articles on real estate development in the city, **Press Club Canada** announced in Ottawa.

The series, *Montreal at the Crossroads*, was written by **Donna Gabeline**, **Gordon Pape** and **Dane Lanken** and formed the basis for a book of the same title, as well as a follow-up series, now appearing in *The Gazette*.

Honorable mentions went to the *Cape Breton Post*, **Sydney, N.S.** and the **London, Ont., Free Press**. The *Post's* award was for a campaign that "combined investigative reporting and editorial prodding" to force an environmental assessment of a **Nova Scotia Power Corp.** project.

The *Free Press* was mentioned for a story on conditions at the **Dearness Home** for the aged in London which touched off a province-wide investigation into homes for the aged.

The judges said *The Gazette* series was "a thorough, detailed account of the problems relating to downtown development ranging through every

aspect of the process of rebuilding . . . to enhance Montreal's reputation as a human city . . . Visionary as well as realistic, it embraced all aspects of society and of activities."

The judges mentioned there was evidence the series had an impact on the 1974 civic election in Montreal.

Gabeline and Lanken are *Gazette* reporters. Pape was an associate editor there when the series was written. He now is assistant to the publisher of *The Financial Times of Canada*.

The book, edited by Pape, is probably the most comprehensive analysis of Montreal's development problems. It pulls no punches, sharply criticizing municipal, provincial and federal governments for their failure to control the development boom and their indifference to destruction of the best of the 19th and early 20th century Montreal. It documents the threats to some of the city's finest old buildings and most colorful districts.

The authors conclude with a detailed blueprint for action in the book, published by **Harvest House Limited**, 4795 St. Catherine St. W., Montreal.

*Vancouver Sun* Ottawa correspondent **David Ablett** and *Sun* columnist **Allan Fotheringham** have been appointed senior editors of the paper and **Lisa Hobbs** an associate editor.

Ablett, 34, succeeds **Cliff MacKay**, who retired as editor of the editorial pages after 47 years with the *Sun*. **Bruce Hutchison** continues as an editorial director of the paper and **Bruce Larsen** as managing editor.

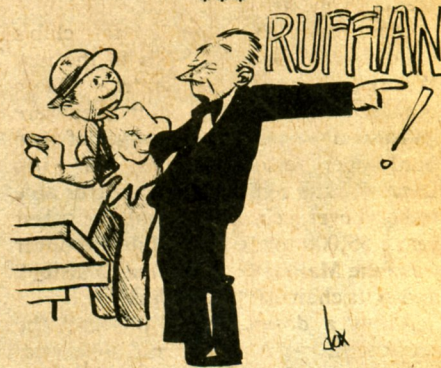
Fotheringham will take new duties as liaison between the news and editorial departments, reporting to publisher **Stuart Keate**, who is also vice-president. Fotheringham, 42, will continue to write, his column, three days a week.

Hobbs will contribute editorials and background articles to the editorial pages. She is the first woman appointed to the *Sun's* editorial board, which includes as associate editors **Mac Reynolds**, **Eric Downton** and **Tim Traynor**.

**Don Stanley**, 28, a former contract writer for the entertainment pages, will take the position of TV columnist, from which Hobbs retired.

On completion of the current session of the B.C. Legislature in Victoria, **Marjorie Nichols** will succeed Ablett in Ottawa. She had six years' experience in the Ottawa press gallery.

\*\*\*



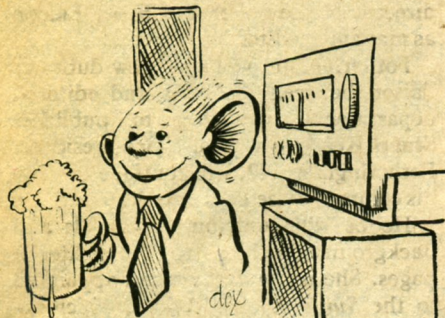
An overwhelming reaction against installation of shuffleboard games and the like in the dining area of the **Toronto Press Club** has been reported by the chairman of the club's games committee, **Bob Cochrane**.

New active members of the club include **Jon Eby**, *Quest* and *Homemakers* magazines; **Elizabeth Jewell**, *BN*; **Grant Maxwell**, Ontario Housing Corp.; **Kathy Orr**, *Homemakers* and **Frank Rasky**, *Toronto Star*.



British journalists slated to visit the **Toronto Press Club** June 11 were **Colin Reid**, Fleet Street columnist and brother of TPC members **Larry and Don**; **Mike Christiansen** (editor of the *Daily Mirror* and son of the famous **Arthur**); **Alan Garrott** (editor of *Reveille*); **Phill Wrack** (deputy editor of the *News of the World*); **Norman Dixon** (deputy sports editor of the *Daily Express*); **Ian Wooldridge** (chief sports columnist of the *Daily Mail*); **Leslie Thomas** (author of *The Virgin Soldiers* and other strange bestsellers); **Ian Smith** (editor of the *Glasgow Daily Herald*), and **Ron Atkin** (sports editor of the *Observer*).

\*\*\*



From *The Mossback*, publication of the **Winnipeg Press Club**, comes the news that the club now is available for news conferences. A sound system worth more than \$2,000 capable of tape playback and having plug-ins for the electronic media has been installed, as has lighting for TV.

Club member and *Mossback* editor **Ed Oliverio** is investigating a proposed magazine rack in the club to feature media publications.

More than 850 attended the club's 42nd annual **Beer 'n' Skits** in the new **Winnipeg Convention Centre**. More than 60,000 ounces of draft beer were consumed — up an average of two bottles per person from last year. The Beer 'n' Skits committee hopes to be able to hand over a cheque comparable to last year's \$5,000 to the press club. Producer was **Jake Marks**, director **Don Comstock** and skits chairman **Fred Chafe**.

About a dozen people picketed the production to protest the annual satirical show's being an all-male event. Press club member **Mary Bletcher** carried a sign reading "Afraid We'll Out-Act You?" and non-member reporter **Susan Janz** protested: "Press Club Discriminates: I Won't Join."

\*\*\*

**The Howard Parker Montcrief Hoax** in Issue #12 of *Canadian Fiction Magazine* was chosen for inclusion in *The Best American Short Stories 1975* (Houghton-Mifflin), edited by **Martha Foley**. **Geoff Hancock** has replaced

**Wayne Stedding** as editor-in-chief of *CFM*; **Linda Wilson** remains as managing editor.

\*\*\*

A plaque honoring Philip Densken Ross, former owner of *The Ottawa Journal*, was unveiled at the Journal Towers in Ottawa by **Senator Grattan O'Leary**.

Mr. Ross, who acquired the paper before the turn of the century, died in 1949. The plaque was erected by the **Ontario Heritage Foundation**.

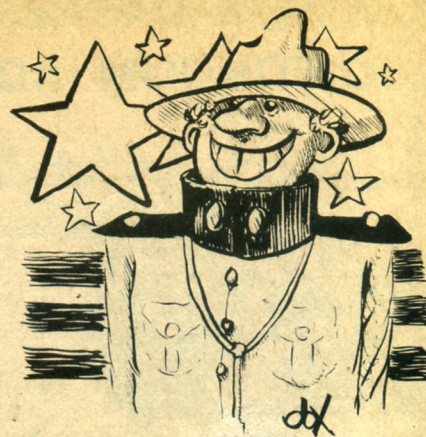
\*\*\*

**Amnesty International**, a London-based human rights organization, published a list of 71 journalists from 16 countries who it said were in prison or missing. It called on the **International Press Institute** to take action.

"The vast majority of the journalists on the list are people whose imprisonment is directly linked to their professional activities," Amnesty International said.

"In a number of cases we have received allegations that the journalists in question have been tortured."

The country in which the largest number, 27, is said to be imprisoned is **Indonesia**. Other countries named are **Bangladesh**, four; **Brazil**, four; **Chile**, three; **Chad**, one; **Cuba**, three; **Guatemala**, one; **Nigeria**, one; **Pakistan**, one; **Singapore**, two; **Taiwan**, seven; **Tanzania**, two; **Turkey**, two; **Soviet Union**, six; **Vietnam**, two and **Yugoslavia**, five.



*Hollywood's Canada*, sub-titled *The Americanization of our National Image*, is the title of a new **Pierre Berton** book with an initial press run of 30,000. Berton viewed close to 100 movies about Canada and studied story lines of several hundred more. He found documentation in the files of the **Trade and Commerce Department** and the **Royal Canadian Mounted Police** detailing Hollywood pressure on Canada to prevent a motion picture quota system and to force the Mounties to co-operate with Hollywood film producers. The distortion goes back to 1907, the book indicates.

\*\*\*

**Barry Mullin** now heads the city desk at the *Winnipeg Free Press*, and **Tom Oleson** has been assigned to the paper's editorial page.

## THE MARKETPLACE AND NOTICE BOARD

The Marketplace and Notice Board offers the first 20 words (including address) free of charge for up to three consecutive issues. Each additional word, 25¢ per insertion. Indicate boldface words. Display heads: 14 pt., \$1 per word; 24 pt., \$3 per word. Box number: 50¢. Cheque must accompany text. Deadlines for 1975: Mar. 20 (for *Content* 51), April 16, May 20, June 23, July 21, Aug. 25, Sept. 16, Oct. 16, Nov. 19.

**THE BITTER THIRTIES IN QUEBEC**, by Evelyn Dumas, who is one of Quebec's best-known journalists. She pioneered reporting on the labor movement while working for *Le Devoir*, was an associate editor with the *Montreal Star* and now works with *Le Jour*.

She has undertaken to prove incorrect the notion previously widely held that the labor movement militancy associated with modern Quebec was a feature born in the post-World War Two period. She captures the mood and in fact re-writes the history of the whole period.

"Evelyn Dumas incisively penetrates to the essential elements of labor-management conflict." — *Canadian Labor*.

JUST OUT, 150 pages, \$3.95 paper; \$10.95 hard cover, from SAANNES, Box 6666A, Toronto M5W 1X4.

**THE CRITICAL LIST**, a magazine about issues of health and the illness-business. Needs writers, artists, readers. 32 Sullivan Street, Toronto.

### Lifeline

Newsletter designed as a meetingplace for writers, illustrators and publishers. Sample \$1.00. Lifeline, c/o Highway Book Shop, Cobalt, Ontario, P0J 1C0.

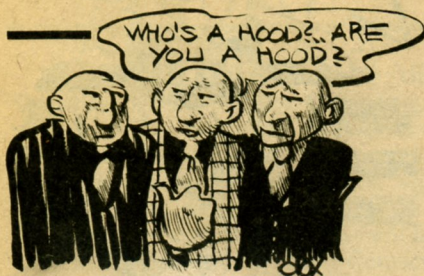
**Designer/layout artist** for *Content* seeks more freelance work; is prepared for a flood of job offers and assignments addressed to: Ian Martin, Apt. B-1, 45 Playter Crescent, Toronto, Ont.

**ANYONE KNOWING THE WHEREABOUTS** of Ormond Raby, freelance writer, and author of the book *Radio's First Voice*, please get in touch with *Content*, 920-6699.

**WHAT OFFERS** for a round oak dining room table, 45 ins. diameter, beautiful grain, 1920s vintage, curved legs, centre slats, perfect condition? Also wooden fireplace mantels, circa 1900. Write or phone *Content*, 22 Laurier Avenue, Toronto M4X 1S3. Phone 920-7733.



# OMNIUM-GATHERUM (CONTINUUM AD INFINITUM)



La Costa Country Club in San Diego County, Calif., has filed a \$540-million libel suit against *Penthouse* magazine, its editor and the writers of an article which appeared in the March edition. The article characterized the resort community "as a gathering place for thieves and hoods."

\*\*\*

The University of Quebec at Montreal has opened an interdisciplinary communications department which is possibly the first of its kind in Canada.

Not just a media training school, according to director **Jean-Paul Lafrance**, the school will also foster study of communications at the community level and within organizations.

University rector **Maurice Brossard** said the school should work hard to turn the various means of communication into "tools of development in the hands of individuals, groups and the collectivity."

One of three undergraduate programs will train researchers. "We want to define communications as agents of social change," said Lafrance. Another will be in human relations and the third to train "cultural animators."

**Jes Odam** of the *Vancouver Sun* and **Bill Graham** of the *Prince George Citizen* won the top awards of \$500 in **MacMillan Bloedel's** 17th annual competition for writers on B.C. daily newspapers. Odam received the first prize for writers on newspapers with circulations over 25,000 and Graham won in the under 25,000 category.

Awards of \$250 went to **Len Taylor** of the *Vancouver Province*, in the higher circulation category, and **Barbara Livingstone** for articles in the *Kamloops Daily Sentinel*. (Ms. Livingstone has since moved to the *Nanaimo Free Press*.)

Six other writers received honourable

mention prizes of \$100. They were: **Michael Grenby** of the *Vancouver Sun*, **Win Thorpe** of the *New Westminster Columbian*, **Patrick Durrant** of the *Vancouver Province*, **Bob Andrew** of the *Alberni Valley Times*, **Arnold Olson** of the *Nanaimo Free Press*, and **Murphy Shewchuk** of the *Kamloops Daily Sentinel*.

Odam won his award for an article on the proposed High Ross Dam which would flood the **Skagit Valley** in B.C. to generate more power in Washington state. Graham's winning entry was a series of articles about the probable impact of future industrial development on communities between **Prince George** and **Prince Rupert**.

A survey covering the probable future of food prices won Taylor his award, and Ms. Livingstone received hers for articles on the problems involved in the adoption of children.

Judges were **Al Alsgard**, a former weekly newspaper publisher, **Jim Johnson**, manager of the main branch of the **Royal Bank of Canada** in Vancouver, and **Edwin Johnson**, former manager of the Vancouver bureau of *CP*.

\*\*\*

**Obituary: Jim Blackwell** died June 2 in **Thunder Bay** at the age of 29. Jim had worked with the *Daily Times-Journal* in **Fort William**, leaving there to work with the *Ottawa Citizen*. He left the *Citizen* two years ago to return to **Thunder Bay** to do freelance writing, mostly for radio.

## THEN THEY PROCEEDED TO TOPPLE A TRAIN

and the man was informed the place was closed.

The man became upset, left the pizzeria and met two men outside with whom he had been earlier. The three men then proceeded to start kicking cars across the street and caused a total of \$1,400 damage to four cars.

Police later arrested the men in a restaurant at **Pillate and Tecumseh**

— From *The Windsor Star*, late May.

## content NEXT MONTH...

**JOB MARKET FOR CANADIAN JOURNALISTS** In the next two years: a report on a Carleton University survey of newspapers, radio, TV, public relations, advertising and government information departments.

**KIDS, ANIMALS AND PRETTY GIRLS:** Harold Morrison's recollections of a newspaper photographer in the 50s who told an RCMP bandsman to shove his drum sticks up his ass when he declined to pose for a pic.

**BOOBS III:** Your nominations for common news writing errors keep coming.

**GRADS II:** The second half of our name-by-name report of where this year's crop of journalism grads landed jobs.

**CONTINUED COVERAGE OF MEDIA 75:** Including an analysis of ownership and decision-making in the media industry, by Earle Beattie.

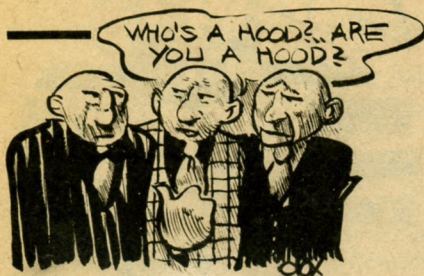
**SEVEN DAYS LATER:** In which Helen Carscallen presents the most comprehensive shed of the CBC television public affairs program *This Hour Has Seven Days*, its 11 times, and axing.

MR & MRS W G ZWICKER  
90 ISABELLA ST  
TORONTO ONT

12-75  
S-2331



# OMNIUM-GATHERUM (CONTINUUM AD INFINITUM)



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Awards of \$250 went to **Len Taylor** of the *Vancouver Province*, in the higher circulation category, and **Barbara Livingstone** for articles in the *Kamloops Daily Sentinel*. (Ms. Livingstone has since moved to the *Nanaimo Free Press*.)

Six other writers received honourable

mention prizes of \$100. They were: **Michael Grenby** of the *Vancouver Sun*, **Win Thorpe** of the *New Westminster Columbian*, **Patrick Durrant** of the *Vancouver Province*, **Bob Andrew** of the *Alberni Valley Times*, **Arnold Olson** of the *Nanaimo Free Press*, and **Murphy Shewchuk** of the *Kamloops Daily Sentinel*.

Odam won his award for an article on the proposed High Ross Dam which would flood the **Skagit Valley** in B.C. to generate more power in Washington state. Graham's winning entry was a series of articles about the probable impact of future industrial development on communities between **Prince George** and **Prince Rupert**.

A survey covering the probable future of food prices won Taylor his award, and Ms. Livingstone received hers for articles on the problems involved in the adoption of children.

Judges were **Al Alsgard**, a former weekly newspaper publisher, **Jim Johnson**, manager of the main branch of the **Royal Bank of Canada** in Vancouver, and **Edwin Johnson**, former manager of the Vancouver bureau of *CP*.

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**Obituary: Jim Blackwell** died June 2 in **Thunder Bay** at the age of 29. Jim had worked with the *Daily Times-Journal* in **Fort William**, leaving there to work with the *Ottawa Citizen*. He left the *Citizen* two years ago to return to **Thunder Bay** to do freelance writing, mostly for radio.

## THEN THEY PROCEEDED TO TOPPLE A TRAIN

and the man was informed the place was closed.

The man became upset, left the pizzeria and met two men outside with whom he had been earlier. The three men then proceeded to start kicking cars across the street and caused a total of \$1,400 damage to four cars.

Police later arrested the men in a restaurant at **Pillate and Tecumseh**

— From *The Windsor Star*, late May.

## content NEXT MONTH...

**JOB MARKET FOR CANADIAN JOURNALISTS** In the next two years: a report on a Carleton University survey of newspapers, radio, TV, public relations, advertising and government information departments.

**KIDS, ANIMALS AND PRETTY GIRLS:** Harold Morrison's recollections of a newspaper photographer in the 50s who told an RCMP bandsman to shove his drum sticks up his ass when he declined to pose for a pic.

**BOOBS III:** Your nominations for common news writing errors keep coming.

**GRADS II:** The second half of our name-by-name report of where this year's crop of journalism grads landed jobs.

**CONTINUED COVERAGE OF MEDIA 75:** Including an analysis of ownership and decision-making in the media industry, by Earle Beattie.

**SEVEN DAYS LATER:** In which Helen Carscallen presents the most comprehensive shed of the CBC television public affairs program *This Hour Has Seven Days*, its 11 times, and axing.

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