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*Canada's National
News Media Magazine*

56

OCTOBER 1975
50 CENTS

FIFTH ANNIVERSARY ISSUE

Winnipeg Free Press



WAR

PLUS SPECIAL ANNIVERSARY PULL-OUT SECTION, 5-YEAR ISSUE INDEX

SOUTHAM INVESTS IN STAFF, HYPE, CHANGE IN FIGHT TO EVEN UP WINNIPEG SCENE

By STEPHEN RILEY

After years of ineffective sniping, *The Winnipeg Tribune* has gone to war with the *Winnipeg Free Press*, launching a Southam-financed broadside at the money-making flagship of the FP fleet. *Trib* publisher A. R. Williams says he is determined that the paper will grab its own "share of the market."

And though he staunchly maintains it was not intended as a major confrontation, the campaign suggests otherwise. Within a matter of days, starting Sept. 2, the *Tribune* announced free classified ads for private buyers, a two-thirds reduction in the commercial classified rate, guaranteed delivery to subscribers (via an emergency phone number and radio-dispatched vans) and — most obvious of all — a complete, modular re-design of the paper.

In the past six months, *Trib* cityside reporting strength has been brought up 20 per cent or more to total 27, compared to the *Free Press's* current approximate 30. For a long time the *Trib* had around 22 reporters, consistently about eight fewer than the opposition.

(Under the new classified ad policy, five lines or 25 words can run seven consecutive days with no limit on the number of ads placed. The move is said to be a first for North America, according to a front-page story in the Sept. 8 issue of *Marketing*.)

The attack was backed by a multi-media promotional and ad campaign. Billboard space was bought on the quiet last spring, full-page ads prepared the readers, bus hoardings flashed the *Trib's* new logo, radio jingles (woh-woh-oh, you *Trib!*) jangled from every station and a package of slick TV commercials was assembled. Matchbooks, T-shirts, buttons — almost every possible medium was considered and used.

Williams announced he was after circulation — 20,000 more subscribers to boost circulation to about 90,000. *Free Press* circulation is about 136,000.

If this cuts heavily into the *Free Press's* circulation, it's almost certain that battle will be joined — perhaps one of the last pitched newspaper battles on the continent, and portending perhaps an even

larger war between two giant chains. There are few enough competitive situations still existing, and in these the dailies usually are content to trade jabs and jibes, much like the two Winnipeg afternoon papers have been doing for decades. Up until now, Southam and FP had gone their own ways, co-existing — almost happily, it seemed — in three cities (Winnipeg, Calgary and Ottawa) where they had to split the profits.

The *Tribune* publisher, speaking about the free advertising, indicated the war could spread across the country: "This is really an experiment that we've undertaken in Winnipeg but it's an experiment that all the Southam newspapers are vitally interested in because if it works for us, it can work for them."

G-man saves Ford, Manson cohort held



Oh, Oh, Oh you Trib!

The Winnipeg Tribune

Gunman shoots 5 at hotel



Man returns with revolver after ejected from National

Inside your Tribune

Trib

Trib

London Tribune

Radicals warn of slaughter

Anti-freeze dealer boiling over labels

So now the Southam and *Tribune* bosses watch to see if it works. The talk among *Trib* and *Free Press* staffers is varied. Some figure it's a last, desperate attempt; they remember the new-look *Toronto Telegram* as it went through its death throes in battle with the *Star*. But Williams and his top people — particularly managing editor Gerry Haslam, who did much of the spadework — deny this is war with the *Free Press*. They say it's simply a new concept designed to bring newspapers closer to the people.

(Besides a new logo, the new format involves a bolder type face and a reorganization of the layout, with effort made to complete stories on one page.)

"We're aiming at a key audience of the 18 to 35 age group," John Alexander, vice-president and management supervisor at Vickers and Benson, a Toronto advertising agency, was quoted as saying in the *Marketing* story. V and B created the multi-media campaign to sell the new *Trib*. "If we can catch them young, we'll hold them.")

"We don't want to put the *Free Press* out of business," said Williams. "You know, as a newspaper man myself, I can tell you the saddest thing to see in this business is the death of a newspaper."

Freep publisher Richard C. Malone, 34, did not appear too worried about that unlikely prospect. "We will certainly, if we have to, meet whatever they do," he told hot-line radio host (and former *Trib* city editor) Peter Warren. "We're certainly prepared to do anything to retain our position in the city."

That was before the full scope of the *Trib* changes was known. He was even more blunt in his appraisal of the free ad policy: "Without being disparaging, it tells what the product is worth."

FP officials in the Toronto head office are concerned about how long the *Tribune* can maintain the free ad policy, and say privately that it probably won't last longer than two months — three at the most. Williams won't commit himself on the point. In any case, Malone said in an interview, if a publisher gives away a prime source of revenue, he reduces his financial security to some extent and, with it, his editorial independence.

During the first week of the giveaways, the response was tremendous, said Williams. Phone calls were coming in at better than 1,000 daily and in the 124-

TRIB FOLLOWS STAR

The *Winnipeg Tribune* is the second newspaper in Canada to appoint an ombudsman.

He is executive editor G.R. Goodwin. Publisher A.R. Williams said Goodwin will have complete independence in his new office to examine personally and fully all reader complaints. He will write a column discussing these, and the paper's news handling.

The *Toronto Star* pioneered the function in Canada in May 1972 when Mark Harrison was given the job. Senior editor Borden Spears now fills the role. He was appointed in January 1974.

Goodwin has been in the newspaper field for 29 years, the last eight with the *Tribune*.

page Sept. 6 issue there were more than 40 pages of classified.

Malone insisted there was no significant drop in ad lineage or revenue during that first week. But another *Free Press* source said differently. There was a slight reduction in overall business and a marked decline in real estate ads, said the source.

During the interview, Malone took long pauses and watched his words carefully, refusing to even mention the *Tribune* by name and reluctant to speak specifically of the campaign. He said the *Free Press* was concerned, no more than normally.

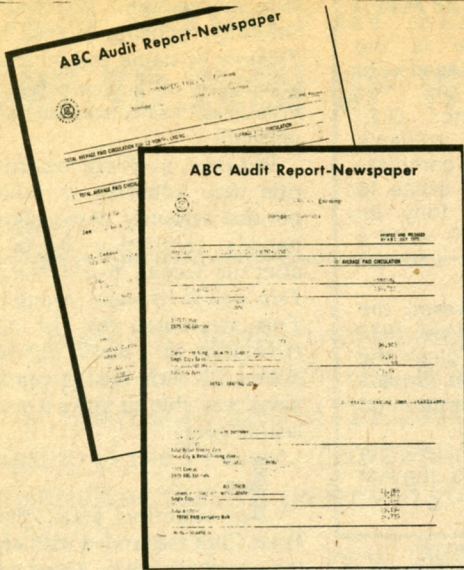
But then, no *Freep* executive worth his title ever admitted to taking the opposition seriously. Never since the larger paper's circulation began ballooning after the Second World War, leaving the *Trib* well in its wake. Along the way, the *Trib* scrambled for the all-important circulation in a dozen different ways — above all with reader contests — but never was able to make a sizeable, long-lasting gain.

For countless years, the *Winnipeg Press Club* resounded with arguments by the armchair critics about why the *Trib* was Number Two. Too little news and sports and comic strips, lightweight writers, they said. Can't break into the north end; *Freep's* got it locked up tight, they said. Lousy management; no direction. Not enough classified, they said. That last one especially. Until the *Trib* could expand that thin classified



Tribune photographer Frank Chalmers

Managing editor Gerry Haslam ponders while Dale Atkinson, supervisor of *The Winnipeg Tribune's* computer centre, puts the finishing touches on page one layout, Sept. 6 (unposed).



Results . . .

are why customers use Free Press classified advertisements again and again. With over sixty per cent city home coverage the Free Press reaches an enormous number of potential customers for products and services. It is the number one advertising medium in Winnipeg, providing the largest selection of want-ads in Manitoba. (With over one million want-ads in 1974.) The Audit Bureau of Circulation (ABC) which authenticates newspaper circulation figures, just recently released the latest twelve month audited figures for Winnipeg's two daily newspapers. The difference in circulation is significant and is a sound basis for making the Free Press your number one advertising choice.

FREE PRESS-	
Central Metropolitan Area	105,545
ALL OTHER	26,194
TOTAL CIRCULATION	134,739
TRIBUNE-	
Central Metropolitan Area	48,151
ALL OTHER	22,249
TOTAL CIRCULATION	70,400

For Classified Action Call 943-9331

Winnipeg Free Press

The bandwagon approach of the *Free Press*

Free want ads in the Tribune.
It's the best thing that's happened to Winnipeg since Portage met Main.

No, we're not kidding.

There's no limit on the number of ads you can run. So ask it, rent it, or find it a new home over at your Winnipeg Tribune.

The Winnipeg Tribune offers you free personal-want ads. That's right. Free. For nothing. All you have to do is take a minute to fill in and send us one of our handy coupons, or even a blank piece of paper will do. (Please use TRIBUNE AD PRESS FOR ALL LINE & DISPLAY.) Call anytime before 10 p.m. to 10 p.m.

Want a job? Need a house? Get kittens? Want to trade your stamps? Advertise free in the Trib.

We'll give you five lines (twenty-five words or less) to tell the world about your better-than-new used car, or that almost antique dining room table, and we'll also give you all the help you need in preparing your ads.

What's more, we'll run them free for seven days. If you get your free want ads to us by 10 p.m., we'll get them into the next day's Tribune.

How do you get your free Trib Want Ads?
It's as easy as . . .

.. this .. or this

Simply write your free want ads of up to 5 lines (25 words) or less on this coupon, fill in your name, address and phone number and mail, or deliver, to The Tribune. We'll take all the ads you've got. If you run out of coupons simply use a blank piece of paper.

Trib want ad free-for-all

The Winnipeg Tribune
 P.O. Box 100
 Winnipeg, R3B 4M1

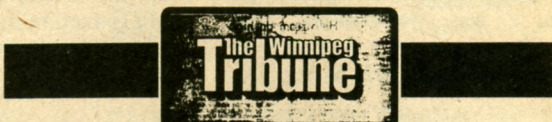
Please use the backside of one of the 500 blank newspaper inserts of The Trib.

Name: _____ Address: _____ Phone: _____

Send this coupon to: _____

If you prefer simply call us right now and a friendly Trib Ad-Man will be glad to help you word your ads and get them into tomorrow's paper. It's as simple as dialing our free-rib want ad line between 8:30 a.m. and 10 p.m. Call now!

956-0780



The Trib: Trying to get closer to the readers

section, the paper would never make a decent profit.

And then, about 18 months ago, Williams crowded all the newsroom staff into the Trib's boardroom. He wanted ideas, he said. Southams would bankroll the Trib if the paper provided the ideas and the impetus to improve itself.

Within months, Goldfarb Consultants of Toronto had been hired to do an extensive \$50,000 market survey to find

out what Winnipeg wanted. Company executives — Haslam especially — flew out week after week to study other papers in and outside the chain, in Canada and the U.S. The watchword was security; nobody was to know what was up unless absolutely necessary.

Carrier boy John Weir was selected to appear in a series of television commercials. Sworn to secrecy, he was flown to Toronto, filmed and flown back.

In one faux pas, security was nearly breached. Samples of a near-definitive modular design were run off the presses one summer day and passed quietly to executives in the know. But one batch of the experimental papers escaped somehow and found its way to the loading dock; the front pages were wrapped around bundles of that day's papers and rushed off to the carriers. Nobody took much notice of the weird

content

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 Two years (24 issues): \$9
 Three years (36 issues): \$12.50

Subscriptions (U.S.A.):
 One year: \$6.50
 Two years: \$11
 Three years: \$17

Subscriptions (overseas):
 One year: \$7.50
 Two years: \$13.50

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wrappings, though. The design remained secret.

As Sept. 2 approached and more people became involved in the planning, details leaked out, but there were 10 times as many rumors; nobody knew for certain what was up and the circle of people totally in the know remained small. Finally, on Aug. 29, *Trib* employees found out all the details in an 800-word letter written by Williams. The following Monday, the classified campaign was launched; five days later, "the monster" appeared.

Over on Carlton Street, the *Free Press* appeared to be relatively unruffled. It had made an almost cursory response, as the rumors increased in late August, by running full-page color ads simply depicting the crucial ABC reports of the *Tribune* and *Free Press*, with ad copy that pointed up the *Freep's* circulation and classified strengths. But whether the *Trib* campaign merits a heavy, well-planned reaction is something only Malone and the FP hierarchy know.

One thing is certain — the *Tribune* campaign is a damned expensive move. Figures have been batted around at random, ranging from half a million to \$5-million. Williams himself said the first year alone would cost about \$500,000 but he also said there was a five-year plan and finances beyond the current year were very "iffy."

"No figure has been put on it," he said in an interview.

The cost of the free ads alone will put a sizeable dent in the Southam treasury if the campaign continues for any length of time. At the old 40-cents-a-line rate, that's potential daily revenue of, say, \$450 a page which simply won't be there. Of course, it never was anyway, in terms of 40 pages of classified, say *Trib* officials.

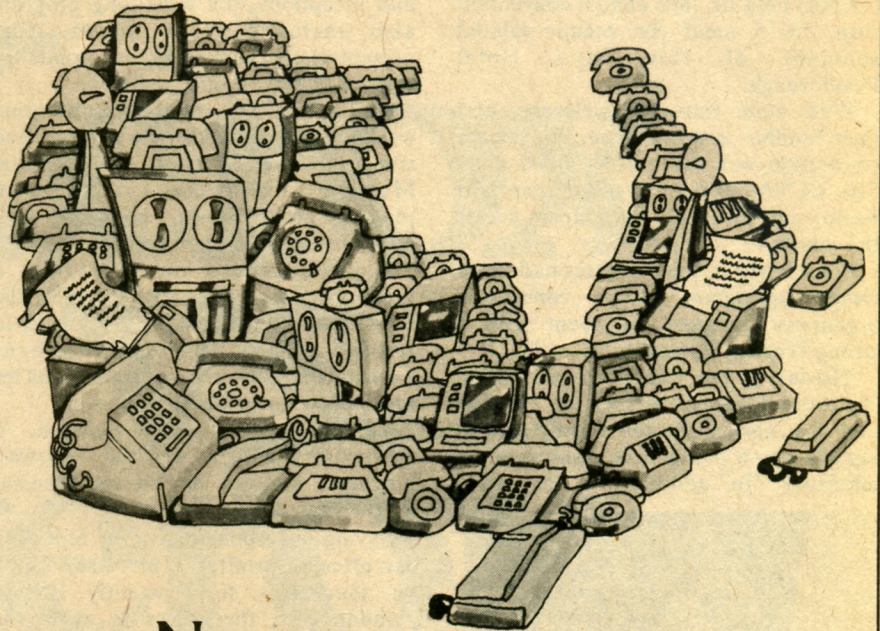
The original projections showed that the paper, now just breaking even, should be making "something like three quarters of a million," at the end of the five years, said Williams.

And he vowed that the *Tribune* — whose premature obituary has been written repeatedly by critics for the past 20 years — would be around at least that long.

"Southams have never, never, never let a newspaper die," he said. "There's a great corporate pride there, and it simply won't happen. It should be the least of anyone's concern."

Stephen Riley is a reporter for The Winnipeg Tribune and a former reporter at the Winnipeg Free Press. He has also worked for several other news operations in Canada, Mexico and the U.K.

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C.C.N.A. SASKATOON CONVENTION CONVENTIONAL SUCCESS

LANG: ERRING NEWSMEN WOULD BE PUNISHED MORE IN IDEAL WORLD

By IRENE GESSLER

SASKATOON — The Canadian Community Newspapers Association (CCNA) held its 56th annual convention Aug. 13-16 amid the pseudo-palatial splendor of this city's Hotel Bessborough.

With more than 320 delegates and their families in attendance, this year's convention was the best-attended ever. The CCNA represents more than 500 weekly and bi-weekly newspapers across the country.

Since many of the delegates had never visited Saskatoon before, convention organizers designed the event with a strong Western flavour.

Thanks to the efforts of convention chairman George Derksen of Estevan and his associates, the tightly-packed agenda was a paragon of organizational efficiency. In addition to the usual

convention fare of speeches, "buzz" sessions, award presentations, banquets and receptions, the week-long program also included trade shows, film presentations and visits to points of interest in and around Saskatoon.

One special feature of the convention was a tour of Saskatoon's large and comprehensive Western Development Museum, which houses a reconstructed pioneer prairie town, complete with railway station and hotel, under its roof.

A pre-convention tour of Batoche, a famous site associated with the 1885 Riel Rebellion, and a post-convention fly-in family fishing trip to northern Saskatchewan were major attractions for many out-of-province delegates.

For the more serious-minded, a particular highlight was the Thursday luncheon address by Justice Minister Otto Lang.

Saying irresponsibility in reporting can often be profitable, Mr. Lang called on journalists to constantly impose standards on themselves to avoid the need for a legislated definition of freedom of the press.

Newsmen who create sensational stories without taking proper precautions to ensure the truth of all their statements often "do not receive the punishment which might be theirs in an ideal world, for their laziness or carelessness in not checking the story," Mr. Lang said.

The minister said printing small retractions or corrections in later papers seemed little deterrent.

He said the press itself should establish a standard of responsibility and punishment for all "who could clearly check simple facts upon which they are basing a story but who fail to do so."

"It may well be that if we did not have the responsibility in large part shown by the press in the way it exercises its freedom, we would indeed have more laws, and would make more laws to substitute legal rules for the rule of self-control and personal responsibility," he said.

From the perspective of a reporter who has frequently been bored to the point of catatonic inertia by other luncheon speakers, Mr. Lang's remarks seemed worthy of note. It was irritating, therefore, to have the justice minister's comments frequently interrupted by high-pitched wails from the diaper set who more properly belonged elsewhere.

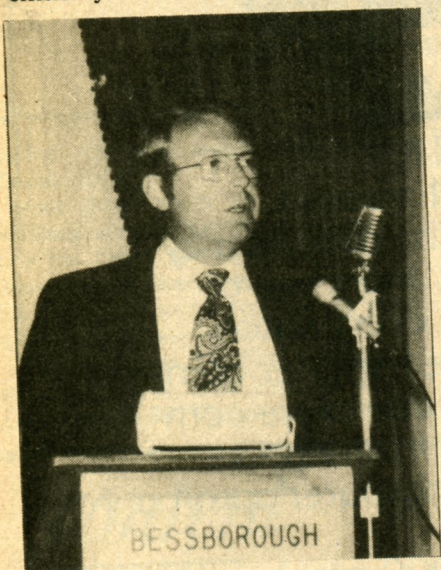
In fairness, however, it should be stated that the event was described in its pre-convention publicity as a "real family affair" with a strong emphasis on fun and entertainment. Seen in this light, the occasional lapse in consideration for guest speakers and the pitifully low attendance at some morning seminars was, perhaps, understandable.

Having attended numerous conventions in a reporter's capacity I, for one, doubt that delegates to any of them really arrive armed for business and with a determination to hammer out innovative policies.

If the recent CCNA convention in Saskatoon provided little in the way of earth-shaking news, at least, judging by high attendance figures and a general atmosphere of camaraderie among delegates, a good time was had by all.

In honesty, maybe this is what most conventions are really all about.

Irene Gessler has just been assigned to the medical beat for the Saskatoon Star-Phoenix. More CCNA coverage, page 8



Otto Lang

Top winners of the Canadian Community Newspapers Association "better newspapers" awards, 1975, were:

BEST ALL-AROUND NEWSPAPER

Class I (circulation more than 9,000): *The Mississauga* (Ont.) *News*.

Class II (circ. 4,000-8,999): *The Canadian Champion*, Milton, Ont.

Class II (2,500-3,999): *The Acton* (Ont.) *Free Press*.

Class IV (1,500-2,499): *The Penetanguishene* (Ont.) *Citizen*.

Class V (less than 1,500): *The Review Herald*, Thornbury, Ont.

BEST TABLOID

Class I: *The Mirror* (Don Mills edition), North York, Ont.

Class II: *The Independent*, Grimsby, Ont.

Class III: *The North Kent Leader*, Dresden, Ont.

Class IV: *North Essex News*, Belle River, Ont.

Class V: *The Marmora Herald*, Marmora, Ont.

BEST CHRISTMAS EDITION

The Tilbury (Ont.) *Times*.

BEST NEWSPAPER PICTURE

The Mercury, Renfrew, Ont.

BEST WOMEN'S NEWS AND FEATURE CONTENT

The Mississauga News.

BEST SPORTS PAGE

The Brampton (Ont.) *Guardian*.

EDITORIAL WRITING AWARD

The Nechako Chronicle, Vanderhoof, B.C.

COMMUNITY SERVICE AWARD

The Langley Advance, Langley, B.C.

BEST ADVERTISING IDEA

The Mississauga News.

Xerox vs. xerox.

Our Xerox trade mark is among our most valuable assets.

So it's important to us that you know how it should be used. And how it should not.

If you spell Xerox with a small x, you're making a big mistake.

Since a trademark is by definition a proper adjective, it should always be capitalized.

At the same time, using a capital X doesn't give you the right to use it in a way that's wrong.

Even with a big X, you can't make a Xerox, you can't go to the Xerox and you can't Xerox anything. Ever.

As long as you use a big X, however, you can make copies on the Xerox copier, you can go to the Xerox typing system and you can read a Xerox publication.

So remember, whenever you're writing our name, use a capital letter.

After all, isn't that the way you write your name?

Xerox of Canada Limited

XEROX

BEST WEEKLIES EDGE DAILIES IN ALL-AROUND EXCELLENCE BUT "TOP" EDITORIAL DRIVEL, ABERRATION OF JUDGES

By **BARRIE ZWICKER**

The record 684 entries in the Canadian Community Newspapers Association "better newspaper" competition this year presumably is a sign of increasing interest in editorial excellence. Last year's total was 482.

The top prize-winning papers, such as *The Mississauga (Ont.) News* (first in general excellence, Class I [circ. more than 9,000]), feature plenty of well-written local news with bright heads. They use lots of color, run large clear well-cropped pictures and speak out on community issues.

These papers could put many small dailies in the shade.

Comments of judges in the 17 competition categories indicate, however, uncomfortably spacious room for improvement in most of the weeklies that entered.

"Most of the papers fell down badly in the area of community news and most, the judges felt, were guilty of having too few local features and columns," the judges wrote of the 20 papers which entered the top category, Class I.

"Another weak point was the use in too many of the papers of an inordinately large number of sports pictures. Quite a few of these photos told the readers nothing of the events . . . the judges wondered if they had been used simply to show the paper had been there — or to fill space."

Too much canned material, too many skimpy and sloppy inside pages, too many buried news stories, too many "cheque presentation" photos, not enough white space, too many dull headlines, too bewildering a variety of type faces within papers and a serious lack of editorials were the major criticisms.

"One otherwise excellent paper had no editorial comment whatever," the judges of Class IV (1,500-2,499 circ.) wrote. "Life can be more interesting even in a small town if the local paper can pep it up a bit," wrote the Class V (1,500 circ.) judges. "That doesn't mean stirring up trouble. It means giving emphasis to events that deserve them, and making some show of enthusiasm for what is happening."

Many of the weeklies' staff members and editors are overworked, of course. That is a condition of life on most weeklies. Editors and staffs, too, feel local pressures keenly. It is one thing to

display editorial courage and innovativeness and another to find that display met by yawns or hostility.

The examples of the top papers, however, show that a fairly high degree of courage and business success can co-exist. And even if they don't, what's a paper for?

Perhaps the most disappointing category was editorial writing. The number of entries (53), was the highest ever. There were entries from every province. The quality of the entries was so high, in the judges' eyes, that fully one-third of the entries made it to the final selection stage.

The winning editorial, by Glenn Clark, publisher of *The Nechako Chronicle* in Vanderhoof, B.C., was titled On Being a Bigot. It was, the judges reported approvingly, a follow-up to an earlier editorial in which Mr. Clark said Indians should be treated the same as anyone else, with no special privileges.

There are plenty of Indians who are "contributors," Mr. Clark wrote, who "obey the laws, work industriously and are both reliable and responsible."

They don't barricade roads or "ask for special favors," he wrote (like bad uppity Indians do).

"They have accepted the idea that no

one gets something for nothing," the editorial righteously proclaims from the highest pedestal in Vanderhoof.

So true. The European traders who made fortunes in furs from the Indians didn't get the pelts for nothing. They paid for a stack of pelts as tall as an upright rifle with — the rifle. That was the measure; that was the payment. (Then the "traders" improved their situation by ordering rifles with longer and longer barrels.)

The millions of square miles of land the Queen and her representatives got from the native peoples: not got for nothing, no sir. Perfectly good beads and other trinkets were paid. No need for sentimental over-payment. Even then the white man knew, as Mr. Clark now declares, that "nothing can be accomplished by handouts."

The editorial's writer displays no knowledge of history, or even a nod towards the tangle of historical and present realities that must be taken into consideration in solving "the Indian problem." The editorial contains no research, no statistics (even manipulated), no sources, no specifics.

"We will continue to state our opinion," Mr. Clark writes with award-winning simplistics, "that every citizen of this country should be treated equally."

Had he done any research he might have run across the axiom: "Nothing is so unfair as to treat unequals equally." Which, while debatable in this instance, at least gets the discussion past the Grade 5 level.

That such a superficial editorial should cop the top award among the weeklies of the land leads one to think that perhaps those many weeklies that refrain from dipping their prose toes into the waters of editorial comment are actually serving their readers best.

Surely that is too bleak a thought. Surely there were, among the losing entries, some editorials truly worthy of recognition by accepted measures: originality, clarity of thought, reference to relevant facts, etc.

But the CCNA allowed the Canadian Bankers' Association to be put in charge of judging in the editorial-writing category, which the bankers sponsor. Maybe the CCNA should restrict the bankers to the role of buying drinks for the press. Something they're capable of handling.

1,303 walkers cover a 20½-mile route



The first of a series of walks to raise money for the Red Cross. The walk was held in the town of Vanderhoof, B.C., on Oct. 10.

The Independent

\$2-million budget

Mill rate up slightly

The federal government has announced a slight increase in the mill rate for the year 1975. The new rate will be 10.5 per cent, up from 10.2 per cent in 1974. This increase is part of the government's budgetary measures to reduce the deficit.



Holiday hours set

The government has announced the holiday hours for the year 1975. The hours will be the same as in 1974, with some adjustments for the new year. The government has also announced the dates for the 1975 election.

Decision reserved by OMB

Decision reserved by OMB

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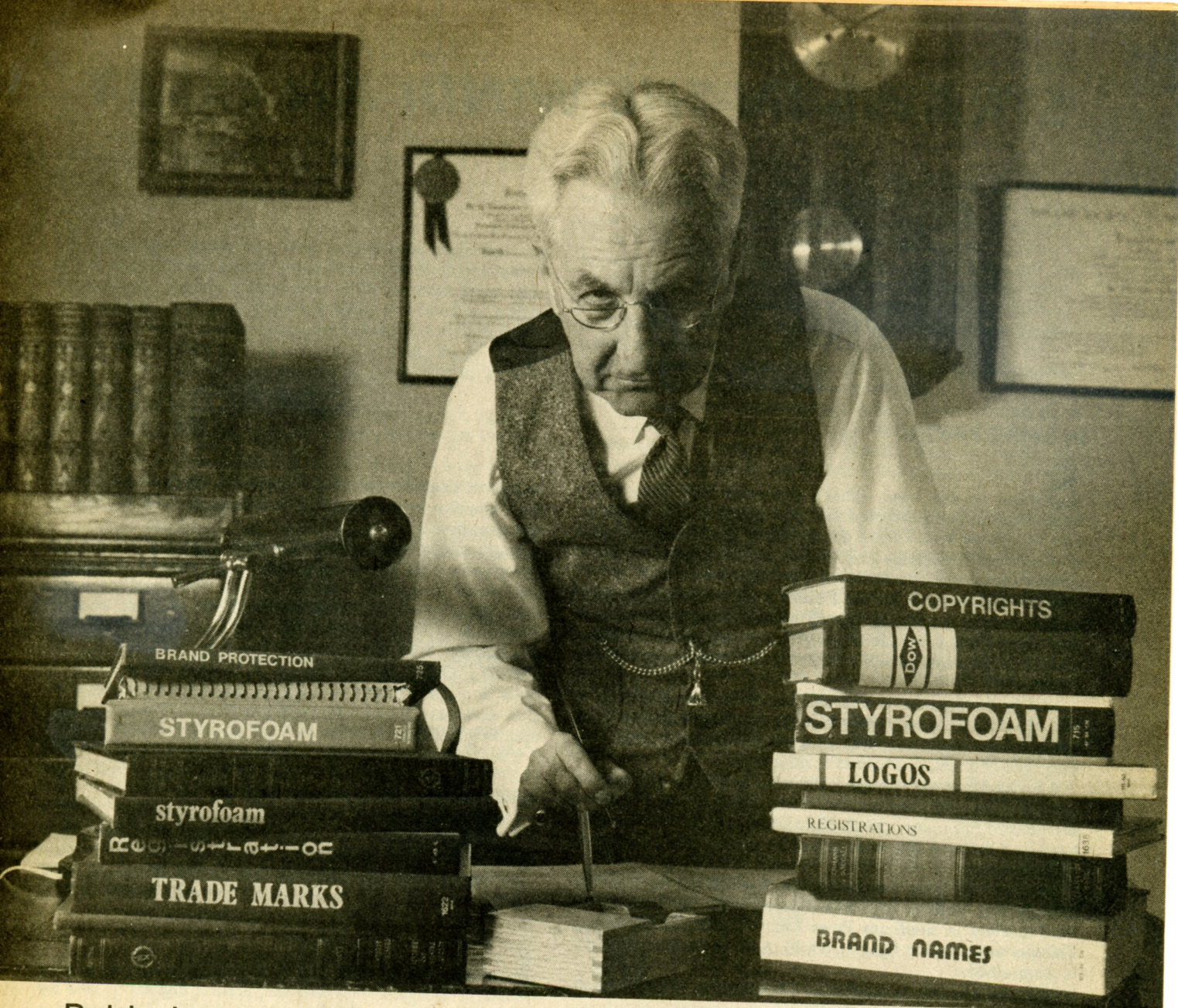
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Decision reserved by OMB

Grimsby weekly takes top spot in tabloid competition, Class II (circ. 4,000-8,999).



Behind every great brand name there's a very tough watchdog!
It has to be that way—because a name like STYROFOAM* is more than a word. It's a *unique* identity for the characteristics, performance and reputation of top-quality products. It's *our* name for *our* products...and we'll protect it. All the way! If we don't, and people get into the habit of calling other products by our name, the confusion will lead to all kinds of problems. So, please remember: simply calling beadboard, coffeecup foam or any other kind of foam by the best name in the business won't change the fact: Only STYROFOAM *is* STYROFOAM! Call it like it is...and keep our watchdog on the leash.

*Trademark of The Dow Chemical Company



DOW CHEMICAL OF CANADA, LIMITED

STRAWS IN THE WIND: AN ESSAY

By BARRIE ZWICKER

Straws in the wind. That's the most they are. Allan Fotheringham being elevated to a post called Senior Editor at *The Vancouver Sun*. Clive Cocking writes in the current issue of *Vancouver Magazine* that Fotheringham's hand "is now guiding the journalistic destiny of *The Vancouver Sun*."

At the *Kitchener-Waterloo Record* a fast Chinese Checkers shuffle lowered the average age of middle management about a decade and put a couple of people into important decision-making posts above others who had been their bosses the day before.

And in the fullness of a family-owned newspaper's time, it will occasionally come to pass that the publisher's chair will be turned over to a 26-year-old, which is the case with Henry B. Burgoyne of the *St. Catharines Standard*.

It's a cliché to say change is the most important constant of our time. But far from entirely true, especially in Canadian journalism. For many years it has almost been as if an invisible hand had dictated that change had no place in the newsrooms of the nation.

Now we have these few straws. It is decided not far from the Golden Boy and at 321 Bloor Street East in Toronto — headquarters of Southam Press Ltd. — that *The Winnipeg Tribune* would rather fight than fold. A bit of precious diversity is maintained.

And new diversity is born. New TV outlets in Winnipeg and Calgary and soon, Vancouver.

TV brings us to another straw in the wind, the appointment of Pierre Juneau to the federal cabinet as communications minister. A man with a vision who knows his facts cold. "One phrase provides the essential measure of what Juneau is all about," Richard Gwyn wrote Sept. 4. "Either we have a country or we don't," Juneau once said. "Let us decide."

There is a rumor that Juneau may be made responsible for carrying forward Bill C-58 which would remove the massive privileges lavished upon *Time* "Canada" and *Reader's Digest* and which make a mockery of fairness and private enterprise. Some hope there, although it will take super-human efforts to restore normality to a situation in which such a wily and powerful pair have held sway for so long.

The straws are mostly commercial, although the potential of The Fifth Estate on the publicly-owned *CBC* is raising considerable hopes at time of writing. There does seem a revival of instincts toward bolder and more investigative journalism on *CBC-TV*, perhaps spurred in part by the exciting efforts of *CBC* radio, AM and FM, in the last couple of years.

Seeing straw after straw it is possible to be drawn into a

feeling of cautious optimism. Especially when one compares the Canadian media situation with those in the U.S., Europe and elsewhere.

South of the border public television is gaining strength and newspapers have new prestige due to the saga of Watergate. But recent thoughtful analyses of U.S. newspaperdom agree most papers — and the electronic media — hung back on Watergate for a shamefully long interlude while the *Washington Post* alone kept hammering day after day. As *CHUM's* Dick Smyth notes in a *Content* book review to come, it was not until the *Post's* investigations were blessed on U.S. national TV by the Great White Father, Walter Cronkite, that the media generally began to get seriously into the act.

The analyses are subjective. What is not subjective is that U.S. daily newspaper circulation is declining in percentage terms and absolutely (2 per cent in 1974).

In Canada this is not yet true.

In Europe papers are closing, accepting government subsidies, cutting back, shrinking.

In Africa there are countries that do not yet have a daily paper.

In many parts of Asia and in the Socialist countries, journalists in different ways and to different degrees — and for varying ideological reasons — are restricted in their capacity to report.

Yes, in Canada the picture is relatively bright, the options relatively open.

Why, then, is the rate of improvement in journalistic practice so agonizingly slow here? Why would Clive Cocking write:

One felt a powerful sense of *déjà vu*. When the young reporter spoke it was as though those eight years had never happened, that I was still sitting at the same horrible steel desk, pounding the same beige typewriter in that same vast, stark newsroom full of cheerless, sallow-faced editors. Working on the *Vancouver Sun's* assembly line of news. . .

Nothing had fundamentally changed.

Italics his. Why is morale so low on most of the large and small dailies that one feels almost indecent talking with so many reporters, in person and by long distance, across this country? Indecent because without preliminary warmup they will begin to talk frankly and cynically about the impossibility of ever "turning things around" about the "impossible Goddam politics around here." As Cocking writes of the *Sun*:

(The mid-Sixties disillusionment of the rank-and-file slaves) has given way to a bitter contempt toward the *Sun* as a whole.

This is not Pick-on-The Vancouver Sun Month. It's that Cocking's piece could — except for the hope aroused by the elevation of Fotheringham and some others — just as well apply to most dailies from coast to coast.

It's tempting to think part of the root of the problem is the increasingly concentrated ownership of Canada's media outlets.

The last five years have seen a further consolidation of media power in a few hands. Since Senator Keith Davey tabled his significant report in December 1970 Southam Press Ltd. has acquired three more papers to bring the number in that group to 14. Thomson has increased its holdings to 34 from 30 and FP Publications Ltd. is up one, to nine. So 57 of the country's 114 dailies are answerable in some ways at least to three centres of corporate media power.

As John F. Bulloch said in a recent Calgary speech reported in *The Financial Post* under the head Big is Not Always Better:

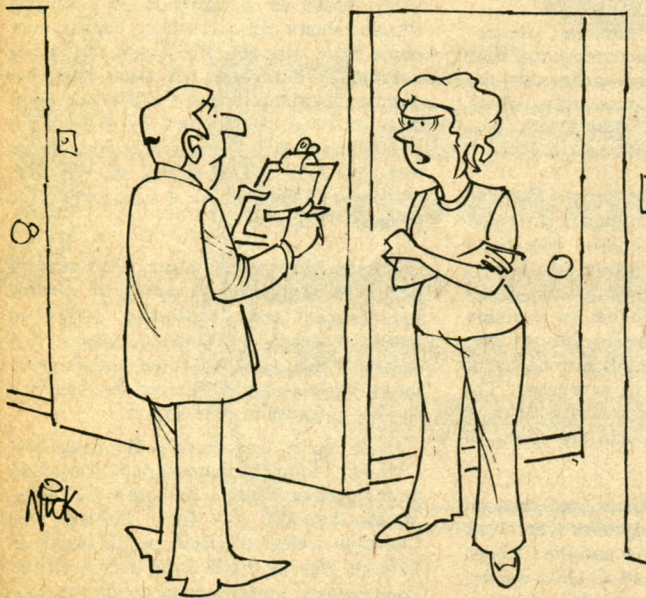
The basis of our inflation is abuse of power — a breakdown in the checks and balances that a free society places on its institutions.

Bulloch, president of the Canadian Federation of Independent Business, not surprisingly complained about too much power in government. But he continued:

If we are to honestly examine the sickness of our institutions, we also cannot ignore abuses of power in the private sector. Large public and private bureaucracies have much in common. Both attempt to operate in secrecy and to eliminate, if possible, the checks and balances on their operations.

One problem in Canadian journalism is that too many of its practitioners are doggedly naive about the nature of Canada's power structure, of the land's remarkably closed class system and the relation of the media corporate elite to the corporate elite in other sectors.

It is surely a healthy development for all that finally the curtains are beginning to be pulled aside a little so Canadians can have a peek at how Canada's political economy is structured at the top of the private sector.



"Certainly I have an opinion . . . I've simply forgotten what it is."

Wallace Clement's *The Canadian Corporate Elite*, a follow-up on John Porter's acknowledged Canadian classic of 1961, *The Vertical Mosaic*, is tugging at one curtain.

Peter Newman's coming book *The Great Dynasties* is tugging at another. Newman's book is volume 1 of a series called *The Canadian Establishment* which should expose more of that private stage whose actors make most of the big decisions in this country. Newman's recent piece on Bud McDougald, chairman and president of Argus Corporation, shows that one thing the corporate elite do not care for is any probing into their lives. Invisibility helps them; it is a necessary condition to maintaining their excessive power.

Canadians have allowed themselves, up to now, to be robbed of much knowledge about their own country.

In place of self-knowledge we've been given — and we as journalists have been agents in giving — a steady diet of information and entertainment about other countries and cultures. Media people have been more a part of this process than examiners of it.

Such a diet inevitably leads to nutritional deficiency. One symptom of this deficiency is the harboring of a notion: "It's somehow distasteful and improper to know or care about your own country." The notion is fed by a hallucination that to know or care about Canada would somehow be akin to endorsing 1930s-style German militaristic nationalism.

Pierre Berton's new book, *Hollywood's Canada: The Americanization of our National Image*, should help us understand better one medium whose practitioners have helped rob us of self-knowledge and therefore self-respect.

What has this to do with reporters and editors? Well, the Canadian condition is just the biggest story in the country today. It is importantly related to practically everything of significance taking place. Generally speaking the Canadian condition is not being covered by the organs of mass communication, certainly is not being dug into yet the way it should be dug into.

Could it not be that the dispiritedness in so many print and broadcast newsrooms is related to the fact there is little leadership, little direction, or sense of purpose, little *vision* permeating these operations?

When journalists — or media outlets — decide there's something important to be dug out, that's when we become worth our weight in fresh typewriter ribbons and begin to shine. That's when you get a Watergate exposé, when you get a *Der Spiegel* affair, an *East Asian Daily* or an *I. F. Stone's Weekly*.

Great journalists can smell rats and see visions. In tracking either down they do not prostitute themselves, engage in self-delusion, or lie. Those who would have them cool it, lay off, take it easy, who claim that ideas, concerns and enthusiasms cannot mix with journalism, don't know great journalism. And that may be part of the reason for the malaise. Or they may simply be holding onto their own power, which is natural but not good.

Dispassion is no basis for a career in anything. How could it lead to a satisfying career in journalism?

If working journalists, and those hopeful young men and women coming out of journalism schools who constitute an increasing proportion of news staffs, want to avoid the malaise, the cynicism, they need to be fired with a sense that there are jobs that need doing — which means stories that need telling.

Once that fire in their bellies is lit it will be unlikely that anything — ownership patterns included — will be able to stop such a generation of journalists from their work — and the enjoyment of that work.

JOURNALISM EDUCATORS MEET IN CANADA FIRST TIME; RESEARCH ON PRACTICES OF NEWS PEOPLE INCREASING



OTTAWA — The first conference of the Association for Education in Journalism held outside the United States was well-organized by Carleton's School of Journalism and held here Aug. 16-20.

More than 500 delegates, including about 40 Canadians, took part in the 58th convention of the international body.

The conference's 70 sessions appeared to be about equally divided between studies of journalism practice and discussions of journalism teaching methods.

The directions research into journalism is taking were evident to some extent in the learned papers lined up in several-foot-high stacks for sale at 25 cents per paper.

Of the perhaps 200 papers, at least a dozen concerned women in the news media (some of these will be dealt with in *Content's* special issue on the topic to be published in December). Effects of television, especially on children, are a leading concern of researchers, and ownership patterns are attracting considerable study. "Agenda-setting," or the way the media play stories and neglect to play others, so as to affect everyone's idea of what is important, was the subject of several papers.

Plenary sessions were devoted to Canadian and U.S. media and the Canadian identity. Other well-attended sessions dealt with Canada's magazine industry, freedom and relevance of the mass media, and women and the news media.

Senator Keith Davey was one of the speakers at the meeting, and he suggested it was not too late to examine the possibility of dismantling the newspaper chains.

Several journalism educators lamented and commented upon the fact — there appeared to be agreement it was a fact — that journalists are becoming more and more illiterate.

Severely-edited abstracts of some of the papers:

In **Professional Orientation of Canadian Radio Station News Personnel**, Donald K. Wright, a former broadcast journalist in British Columbia, found in that province there was considerable frustration in all levels of the profession, especially the higher levels.

Wright concluded that many individuals held strong professional philosophies, but generally regarded their jobs as unfulfilling. Wright's study found that almost 70 percent had no formal news training and the majority of his respondents had not advanced beyond secondary school.

The study revealed the respondents were uniformly dissatisfied with the state of broadcast journalism education in British Columbia both in terms of availability and in the quality of the few programs offered. The paper was based on a survey questionnaire mailed to broadcast journalists throughout British Columbia. The return ratio for the survey was 53.1%.

Wright also presented a paper on **Attitudes and Opinions of Canadian Newspaper Journalists about Journalism Education in Canada**. This study was based on a random survey of journalists in Western Canada and Ontario as well as in-depth interviews with editors and publishers. The study showed most Canadian journalists had no formal training or education in journalism although the majority feel that this is desirable. Wright found that Ontario journalists were satisfied with that province's university-based journalism programs, while the western journalists were unsatisfied with the level and availability of journalism instruction in their region.

Wright reported the strongest recommendation arising from the survey was that institutes and refresher programs be established at Canadian universities where working journalists could study economics, politics, journalism law and history, etc.

The Radio Station and the Natural Disaster by James Harless and Galen Rarick proposed that radio stations establish operations manuals to cope with the public service and news demands of a natural disaster. They urged radio station personnel to examine community disaster plans to insure that confusion and disorder do not prevail in the community in the event of a disaster. The study was based on a survey of several cities struck by natural disasters in the spring of 1973.

In a study of 12 newspapers April through August of 1974, including *The New York Times*, the *Washington Post* and the *Chicago Tribune* as well as some small Ohio dailies, Hugh M. Culbertson concluded that attribution to an unnamed person or persons or to organizations was quite common. Culbertson's paper, **Veiled News Sources** —

Who and What are they? indicated veiled attribution occurred more frequently in domestic political reporting. The most common information given regarding the source was that of organizational affiliation and/or job title. Culbertson noted the reports almost never implied that readers should be wary of veiled sources.

In **Reporter-source orientation, source attraction, topic importance and the journalistic interview**, Edna F. Einsiedel concluded that an interviewer will ask more questions if that interviewer (a) disagrees with the source; (b) dislikes the source and/or considers the topic of high importance.

Journalists have a clearly negative attitude toward public relations and its practitioners, whereas public relations practitioners feel that they have the same values and are roughly equivalent in status to journalists. These were the conclusions that Craig Aronoff came to in his paper **Attitudes towards Public Relations**, based on a survey of members of the editorial staff of the Austin, Texas, *American Statesman*. Aronoff concluded the low credibility of public relations in the eyes of journalists negatively influences journalists' judgments of public relations material.

Dan G. Drew and G. Cleveland Wilhoit in their paper **News Allocation of American Daily Newspapers** found general satisfaction among managing editors with the news hole policies of their papers. Drew and Wilhoit concluded advertising does not rigidly control news hole size in day-to-day operation. The study, based on a survey of 143 managing editors, shows non-advertising content runs about 45%, with about 75% of the news hole devoted to local news. A fixed minimum number of column inches for news regardless of advertising load is used by 41% of the papers surveyed; 26% use a sliding percentage formula; 26% use a variety of other approaches. Only 6% use a fixed-percentage formula.

Vernon M. Sparkes' paper, **The Canadian Television Audience: A Study of Viewing Preferences and Attitudes**, suggested television is used by Canadian viewers as a source of adventure, with the sample group indicating a strong preference for American comedy and adventure programs.

Using as a test market Winnipeg and Ottawa, Sparkes concluded Canadian preferences were similar to those in the United States. Sparkes did find, however, the Canadian college-educated people have very different viewing profile from their American counterparts, preferring documentaries, news and current events much more.

Abstracts by Evan Browne, Toronto.



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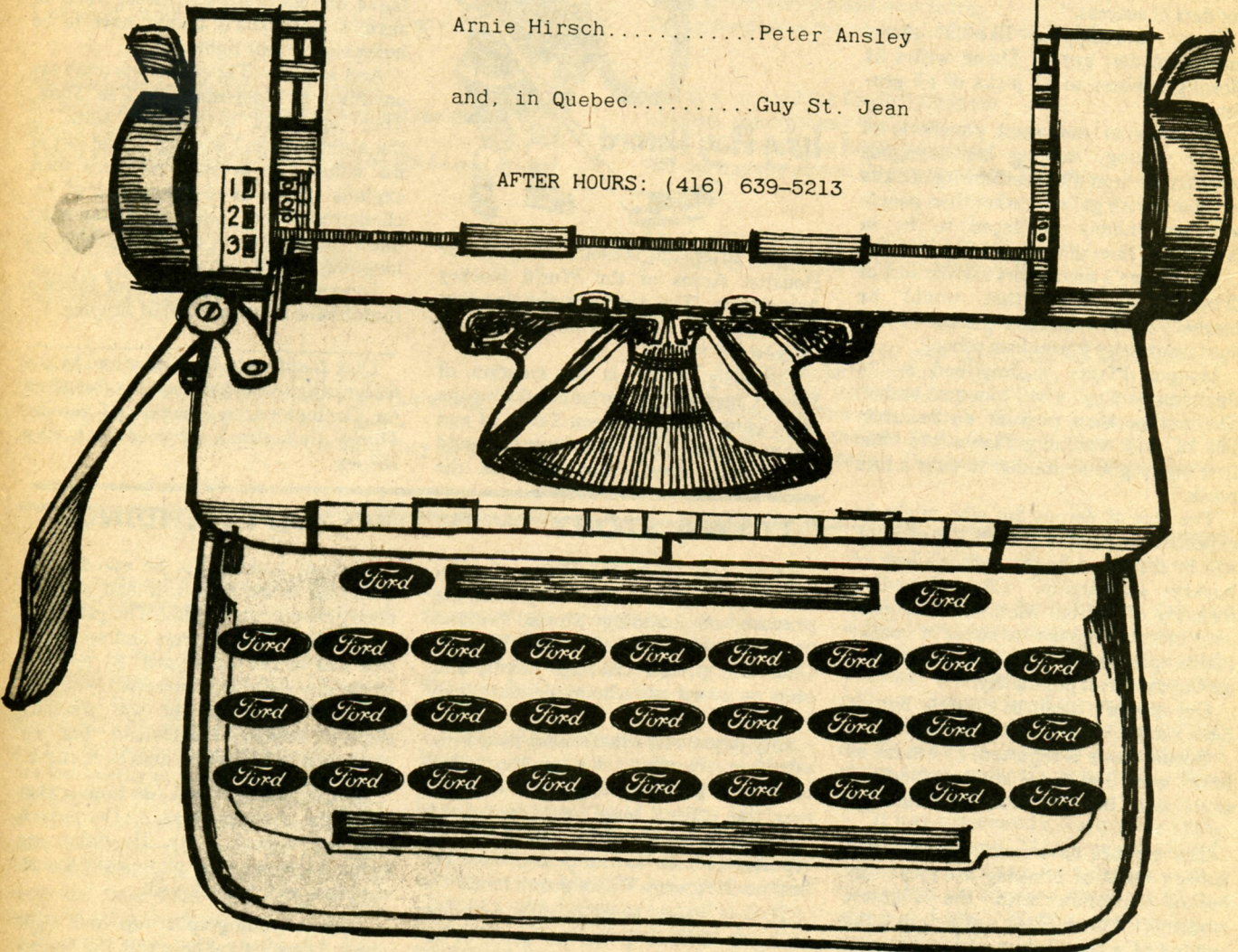
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BOOK REVIEW

By DICK BEDDOES

Sportraits Of the Stars, by George Shane, Gall Publications, Toronto, \$1.95.

Sportraits Of The Stars is an insult to any reader above the fourth-grade moron class.

The publishing business is indeed in distress when Gall has the gall to inflict this 111-page throwaway upon an unsuspecting public.

Author Shane protests, in his Introduction: "... Please consider this book a salute to human endeavour and not an act of worship at the feet of the goddess of success."

Then, worshipping like a gawky unsophisticate, author Shane writes 51 glowing tributes to 51 jocks of all genders.

He commits the worst *gaucherie* of sports writing, making his demigods seem larger than life, overblown portraits in some garish gallery rather than people who are merely privileged to be in fascinating lines of work.

Mr. Shane's metaphors are the sort of dreadful banalities that would be scorned in the sandbox grades of the least impressive journalism school.

Jacques Plante is described as "a flower in hockey" who "bloomed early." The author then pursues an incorrect line of fact, claiming Plante was "the first big-league netminder to wear a face mask."

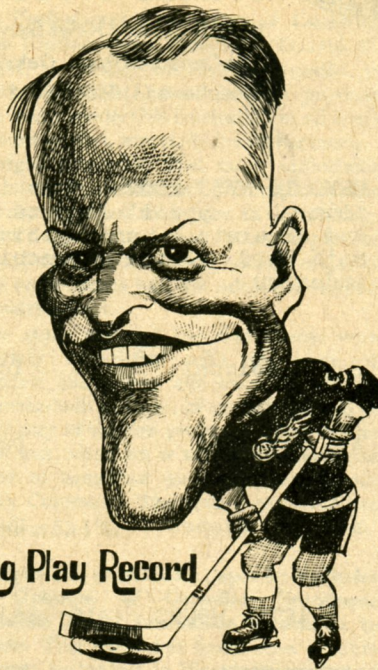
The sort of devout fan who might be expected to purchase such a non-book will be disgusted by the author's lack of hockey scholarship. Clint Benedict, formerly of the old Montreal Maroons, was the first goaler to wear a mask; Plante pioneered such protection into almost universal popularity.

One doesn't mean to quibble but, if facts matter, quibbling is unavoidable.

Gordie Howe is reported, by Shane, to have "over 300 facial stitches (perhaps explaining his frequent eye-blinking) ..."

The stitches have nothing to do with Howe's habit of blinking his eyes. Any hockey historian with the slightest credentials knows Howe's affliction is the residue of a head injury suffered during a playoff accident 25 years ago. Howe stepped in to check Ted Kennedy of Toronto Maple Leafs. Kennedy stepped back, and Howe crashed headfirst into the boards. His skull was fractured.

Howe abandoned the National Hockey



League after 25 seasons to play for Houston Aeros of the World Hockey Association. The author maintains that the nickname of the Houston club is "Arrows."

Curiously, there is no mention of Howe's energetic performance during the eight-game series between Team 74 and Team Russia. Most eyewitnesses would agree that Howe, then 46, was the

'outstanding Canadian player, reason certainly for the author to have taken notice.

There are other curious observations. Item: Annemarie Proell, Austria's distinguished female skier, is supposed to be quiet because of an odd circumstance — "Having been born in Kleinarl, Austria (1953) into a farming family of eight children perhaps Annemarie comes by her reticence naturally."

It would be possible to argue, on that ludicrous basis, that being born into an Austrian farm family of eight might make one naturally garrulous, since, in such a mob, you'd always have to be hollering for your rights.

And so yawn. The characters don't say anything in *Sportraits Of The Stars*. They "opine" or "enthuse" or "state." If the author doesn't worship at the feet of his heroes, he at least mentions their exploits in the gaudy hyperbole of exclamation marks. Using an exclamation mark in writing is as unforgivable as laughing at your own jokes.

Sportraits, in sum, represent fulsome thumbnails in severe need of clipping.

Dick Beddoes is The Globe and Mail's featured sports columnist. His last piece for Content was a criticism of novelist Morley Callaghan's views about boxing writers.

OTTAWA STORY WITH TWO HAPPY ENDINGS

In the late 1950s *The Ottawa Journal* was beginning to break away from the practise of building stories around potatoes who looked like Winston Churchill, perfect cribbage hands, and obits on everybody who made more than \$4,761.55 a year.

City editor Art MacDonald paid little attention, therefore, to a reporter trying to interest him in a large pear brought into the office. MacDonald remained hunched over his desk. He told the reporter to talk to the pear-owner. He hesitated. A pear. Was it grown here?

It was, and MacDonald's attitude changed. Ottawa is too far north to be considered pear country. He wanted a look. The pear-owner was called over. She was attractive and very stacked, but MacDonald's attention stayed on the large fruit placed on his desk. It was remarkable.

Without looking up, he asked a few questions to be certain it had actually been grown in the Capital. The gal gave a Hopewell Avenue address and swore the tree was in her back yard. By now the whole city desk was interested — in the gal, not the fruit. She was standing slightly behind MacDonald but he continued to look at the item on his desk.

MacDonald grabbed the hotline that led to the photographers, six floors down and half-a-block away. He didn't say hello. As soon as the photo chief was on the other end, he bellowed:

"Get a photographer up here right away. There's a gal here with the biggest pear I ever saw ..."

We're plum grateful for a peach of a story from Dave Brown, columnist for the Ottawa Journal.

The Ballad of Marilyn Bell

To be sung to the tune of *Casey Jones*

Listen to me while I try to tell
The stirring story of Miss Marilyn Bell
One fine day in '54
She swam across the lake to the Ontario shore.

Marilyn, everybody's sweetheart
Marilyn, worshipped from afar
Marilyn, everybody's sweetheart
But the special property of *The Toronto Star*.

The *Star* had everybody writing quotes
Then the *Tely* joined the battle with a fleet of boats
By mid-afternoon it was hard to tell
Who had the ding dong and who had Bell.

Marilyn, everybody's sweetheart
Marilyn, courageously she swam
Marilyn, everybody's sweetheart
You could read it in the *Star* or in *The Telegram*.

She swam like no one ever swam before
While the *Star* and the *Tely* men patrolled the shore
But all their efforts were to no avail
'Cause she made the first edition of *The Globe and Mail*.

Marilyn, everybody's sweetheart
Marilyn, they knew she wouldn't fail
Marilyn, everybody's sweetheart
But she might as well have done it for *The Globe and Mail*.

Now the *Tely* plotted all the winter long
To figure out a way that they could right this wrong
They signed up Marilyn for fifteen grand
A swim across the Channel was the thing they planned.

setting the stage for the scoop of the year,
which still brings an ear-to-ear grin to his
face.

"I find it hard to justify to you now
what I did then, but at the time I sure as
hell didn't have any difficulty," says the
former ME, MacFarlane. "We tried to
get the interview from Marilyn but she
was too heavily guarded by the *Star* so I
told Dorothy Howarth, who had powers
of recall I've never seen in anyone else
since, to talk to everyone at the *Tely* who
had had anything to do with covering the
swim and then write the story as if she
herself was Marilyn Bell."

"It might have been unethical," said
Dorothy, referring to her story, "but it
was all true. Marilyn even asked me
afterwards how I had managed to get
down exactly what she had said."

MacFarlane sent a photographer to

Loretto College to photograph Marilyn's
signature on a report card. The signature
was then placed at the top of the story.
For all accounts and purposes it looked
like the first person story everyone was
after.

While all this subterfuge was going on,
Marilyn lay asleep at the Royal York
Hotel and the *Star* was taking a bit of a
breather thinking that it had its "ex-
clusive" under lock and key. The *Star's*
George Bryant had been in the rowboat
accompanying Marilyn during the entire
21-hour swim. He was a natural to do the
interview. Out of consideration he did
not bother her until she woke up in the
morning.

As a result he missed the paper's first
edition and barely made the second with
a scant five paragraphs. Only two
paragraphs of the interview made the

Marilyn, working for the *Tely*
Marilyn, they stole her from the *Star*
Marilyn, the *Tely* didn't worry
Cause they knew the *Globe* wouldn't staff a story that far.

She started training for the big event
You wouldn't believe how much the *Tely* spent
They gave her every inch of space they had
Why once I hear tell they even killed an ad.

Marilyn, everybody's darling
Marilyn, everybody's lamb
Marilyn, working for MacFarlane
And the everlasting glory of *The Telegram*.

For weeks and weeks the *Tely* had to wait
For Marilyn and Gus to name the fateful date
Then all the *Tely's* plans went astray
Cause she picked the weekend of the Civic Holiday.

Marilyn, crossed the English Channel
Marilyn, courageously she swam
Marilyn, crossed the English Channel
But the day she picked there wasn't any *Telegram*.

That's all the story we've got time to tell
It's the sad sad ballad of pretty Marilyn Bell.

The Ballad of Marilyn Bell was composed by Alex Barris, a former Toronto entertainment writer, who now is a script-writer in California. With Barris doing the vocals, the *Ballad* was recorded by The Press Club Four, consisting of Don Gordon (pianist at the old Toronto Men's Press Club at 99 Yonge Street), Joe Keenan, Duncan Heriot and Denny Glaze.

front page of the *Star* while the *Tely* ran a full front page spread complete with "Marilyn's own story" and award-winning photograph . . . in its first edition. (See reverse of the pull-out.)

The *Star* had spent more than \$12,000 on the Marilyn Bell story only to have it stolen from under its nose. It had been scooped and scooped royally.

"It was considered a crafty move at the time," said Doug. "There were no real ill feelings at the *Star*. As a matter of fact they called me up when the paper hit the street and said, 'Well you beat us again you bastard.'"

He chuckles, re-savoring the moment. "We beat the can off them." Then he adds: "Those were fabulous times, just fabulous."

Scott Alexander is a Toronto writer.

FIVE YEARS OF CONTENT

An Index by Issue

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Keith Davey: After the hearings, before the report. *Content* interviews Keith Davey.

Here a Cliche, There a Cliche by Dan Pottier. Humorous glossary of cliches.

The *Le Droit* Affair by Jeff Carruthers. Union vs. management conflict.

Please release me by Harry Bruce. Press releases don't release any news.

Shanghai 1949: Sam Tata. Photo-journalism essay.

When The Medium Was The Motto by Jon McKee. Toronto *Globe and Mail* masthead satirical cartoon.

Spiro Agnew, A Lesson In Intimidation by Sarah Riddell. Agnew and the press.

Czar or Star in Broadcasting: Excerpts from speeches and addresses by Pierre Juneau.

Invert the pyramid with a little help from the media by Carole Clifford. Book Review of *The Male in Crisis*, by Karl Bednarik.

And The Idols He Shall Utterly Abolish by George Hanson. Book Review of *The Jocks*, by Leonard Schecter.

The Striking Tale of an Uninformed City by Allan Fotheringham. How radio and television ineptly served the public during the Pacific Press strike in Vancouver.

The Academic as Journalist by Donald Cameron. *The Mysterious East* — Maritime in-depth reporting.

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Good Coverage Means Exactly What? by Robert Stewart. Analyzing media during the Quebec "crisis."

Claude Ryan's *Le Devoir*: Etiquette, Ethics or Excellence? Interview by Jean-Pierre Fournier, assessing the role *Le Devoir* played during October, 1970.

Feeling Sorry For Themselves by Dominique Clift. Comments from journalists at the Laval University symposium on information in time of crisis.

Tell me, What Is Censorship by Dick MacDonald. Comments from journalists at the Montreal symposium on censorship during October, 1970.

Is This A Waffling Politician? Interview between members of the Quebec City press gallery and cabinet minister Francois Cloutier, discussing freedom of the press.

Management says So, Statement from *CJAD* management on Rod Dewar's resignation in October, 1970.

The View From Outside Montreal by Earl Garrety. Interviews with journalists from outside the province, after the Quebec "crisis."

A Plea from the Academy by Laurier LaPierre. Assessing the performance of media during the "crisis."

There's This Watering Hole Downtown by

Ken Strachan. The Bleury Tavern in Montreal — humor.

When The Medium Was The Motto by Jon McKee. (Halifax *Chronicle-Herald* masthead satirical cartoon.)

Nicholas Johnson may be the Harry Boyle of the U.S.A., by Sarah Riddell.

A Conversation: Dick MacDonald interviews Eric Wells. Nationalism, regionalism and the role of the print media.

The Wrapping Isn't Necessarily the Whole Package. Newspaper design.

Where Did All The Violence Go? by Boyce Richardson. Book Review of *Demonstrations and Communications: A Study* by James D. Halloran, Philip Elliott and Graham Murdoch.

Indigestion Can Be Unpalatable by Wayne Clark. Book Reviews of *Electronic Journalism* by William A. Wood and *The New Front Page* by John Hohenberg.

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A Commentary: But What Good Will It Do? by Dick MacDonald. The Davey Report and media.

Sitting At The End of the Pipe And Sucking by Stephen Kimber. One reporter's experiences covering poverty.

Almost 30 for *The Trib* by Eric Wells. *Winnipeg Tribune*: Economics of publishing.

Press Councils: A Full Explanation by E. U. Schrader. The role and aspirations of a press council, community press councils.

Any Word Marksmen In The House? by Barrie Zwicker. Word usage; toward precision.

Three Months With Coach Davey by Alexander Ross. Profile of Senator Keith Davey.

It All Depends On What's Said of You by Doug Collins. Assessing reactions from the media about the Davey Report.

KEEP THIS, TO USE WITH SUBJECT INDEX COMING IN CONTENT NUMBER 58

A completely cross-indexed SUBJECT index, with more than 300 headings, will be published in *Content's* December issue, Number 58. Keep this ISSUE INDEX as a useful companion to the SUBJECT index to come.

When The Medium Was The Motto by Jon McKee. Vancouver *Sun* masthead satirical cartoon.

Reporter Power Manual: Anonymous. A quiz revealing potential reporter power characteristics.

This is Radio Free Windsor (formerly the Windsor *Star*) by Brian Vallee. A strike at the Windsor *Star*.

How To Launch A National Daily by Sarah Riddell. The number of U.S. dailies is growing as well as monopolization and advertising.

The Watering Hole by Patrick Nagle. *Winnipeg Tribune's* darkroom.

Instant Publishing: Making The Most of a Situation? by Jean-V. Dufresne. *The FLQ: Seven Years of Terrorism*, James Stewart.

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Newsroom Rags: Communication among the communicators. *Sunshines* (Vancouver *Sun*) by Robert Sarti; *Third Edition* (Ottawa *Citizen*) by Angus Ricker and Bert Hill, and *Internal Journal* (Ottawa *Journal*) by Jeff Carruthers.

Almost 30 For the *Trib*? Not so, says its publisher, A. R. Williams. A rebuttal to Eric Wells' article of Issue 3.

Weekend Reading: Its Stunted Growth by Hugo McPherson. Different approaches to the entertainment sections.

When The Medium Was The Motto by Jon McKee. The Victoria *Daily Colonist* masthead cartoon.

A Conversation: Stuart Gilman interviews Nat Hentoff.

Quebec Creates Canada's First Press Council by David Waters.

Do The Media Listen To The Poor? by David Allen. Dissent with the media's sloppy coverage of poverty at the Poor People's Conference.

The Watering Hole by Doug Harkness. Death of the Halifax Press Club.

The *Post* Became a Corporate Calamity by Harry Thomas. Book Review of *Decline and Fall* by Otto Friedrich.

Where Was Davey A Century Ago? by Merrill Denison. Book Review of *Canadian Illustrated News* by Peter Desbarats.

ISSUE 5—MARCH 1971

Contempt of Court Tends Toward Vagueness by E. U. Schrader. Media and the law.

Criminal Justice — A Digging Job For The Newsman by Brian A. Grosman.

Graham Spry, Putting The Map Together by Patrick MacFadden. Profile.

Ah, For The Good Old Days of Nonsense by Campbell Geeslin. The press, past and present.

Bushnell's Fading Dream: Did the CRTC Err? by Richard Spry.

The Watering Hole—Belle Claire bar, Ottawa. By Robert Stewart.

Too Close For Comfort by Richard Gwyn. Book Review of *The Medium is the Rear View Mirror* by Donald F. Theall.

The Instant-Book Syndrome — Little Help For Historians by Jean-Pierre Fournier. Book Review of *FLQ 70: Offensive D'Automne* by J. C. Trait; *No Mandate But Terror* by G. Radwanski and K. Windeyer; *Terror in Quebec* by G. Morf; *Our Generation*, Vol. 7, No. 3.

ISSUE 6—APRIL 1971

Film-maker Beryl Fox: Interview with Barrie Zwicker. An interview discussing Seven Days, Here Come The Seventies, photo-journalism, cablecasting and survival.

Media 71—Itinerary, for Ottawa.

Legislation Can Be Intimidating by St. Clair Balfour. (Les Mesures Legislatives Peuvent Etre Intimidantes.)

Journalism is (Shhh) A Public Trust by Donald Cameron. (Le Journalisme, Un Trust Public.)

In Praise of Access and Participation by Dorothy Todd Henaut. (Accessibilite et Participation A L'Honneur.) Citizen access to media and NFB's Challenge for Change.

Decision-Making By Those Who Produce by Claude Piche. (C'est a Ceux Qui Prouisent Que Reviennent Les Decisions.) Working paper for la federation professionnelle des journalistes du Quebec.

Who Can Call Himself A Pro? by E. U. Schrader. (Qui Peut Se Dire Professionnel?) Toward professional journalism.

Ethics, Standards and a Job Well Done by Jean Sisto. (Ethique, Normes et du Travail Bien Fait.) Importance of a code of ethics.

Overcome The Conditioning by Eric Wells. (S'Affranchir du Conditionnement.) Journalist and reader: Victims of the newspaper apparatus.

ISSUE 7—MAY 1971

The Judiciary is a Fickle Thing by E. U. Schrader. Media and the law.

Yes, Virginia, There is a Dossier Z; Compiled by la federation professionnelle des journalistes du Quebec. Concise account of police and political interference in journalists' work during the Quebec "crisis."

Journalism awards: National Newspaper Awards; RTNDA awards, Michener Award.

The State and Communications: What Role? by Ian Rodger.

Analyzing the Media 71 Conference by Dick MacDonald.

Resolutions from Media 71 Conference.

Maclean's Magazine Has Changed (Again). Reaction to the change of editorship by Nick Fillmore, Hugh Nangle, Peter Kent and Merrill Denison.

ISSUE 8—JUNE 1971

The Enormous Newsroom, Technology's Child by Robert Hunter. Newspapers aren't changing as fast as society is.

The Miracle *Le Monde* Wrought: Is It Possible/Desirable Here? An interview with Jean Schwoebel — evolution of the shared management plan at *Le Monde*, France.

From Managing Editors; An Outreach by Dick MacDonald. Canadian Managing Editors' Conference report.

A Matter of Hiring by C.E. Wilson and F.K. Bambrick. Employment and journalism.

The Gap Between Us And The Rest by

Katherine Whitehorn. The void between media and the public.

To The Parapets, Friends, And Beware The Rocks by Dan Pottier. The press by its influence and role.

The Watering Hole by Jim Nichol. "Grandma's," Moncton.

Revisiting McLuhan is a Tingling Massage by R. T. Affleck. Book Review of *The Medium is the Rear View Mirror* by Donald F. Theall.

A Peek Into The Cabinet by Susan Altschul. Book Review of *La Crise d'Octobre* by Gerard Pelletier.

ISSUE 9—JULY 1971

Pentagon Papers — Publish And Be Damned by Sarah Riddell.

Hold Your Tongue, Lad, The Judge is Listening by E. U. Schrader. Media and the law.

Navel-Gazing Impairs Vision by Alan Harvey. Canadian newspaper coverage as seen by an "outsider."

Is It Fair To Say, Radio Was? by C. E. Wilson and F. K. Bambrick. Results of research on radio news.

The Watering Hole by Bill McGuire. London Press Club.

When The Medium Was The Motto by Jon McKee. Cape Breton *Post* masthead cartoon.

Media Club of Canada — Copy is Sexless by Zoe Bieler. Birth and aspirations of the Media Club of Canada, formerly Canadian Women's Press Club.

This Photo Editor Has A Creed by Charles Haun. Memo from a photographic director to members of his staff — humor.

No Patron But The Public by J. D. MacFarlane. Book Review *The Paper Tyrant* — *John Ross Robertson of the Toronto Telegram* by Ron Poulton.

Those Amoral Communications Systems by

Dick MacDonald. Book Review of *The Information Machines* by Ben H. Bagdikian.

In The Morgue by Michael Moore. God, the Devil and the *Globe and Mail* — humor.

ISSUE 10—AUGUST 1971

On The Cheap by Richard Spry. CRTC and the future of broadcasting.

Dialogue is a Participatory Thing by Stanley Burke. Community cable television; the need for changes.

Mr. Broadcast News by Robert Carr. Charlie Edwards; profile and the birth and growth of Broadcast News Limited.

The Changing (American) Newspaper Guild by Eleanor Dunn.

E. U. Schrader 1918-1971. Eulogy.

Canadian Papers: Pshaw! by Colin Muncie. The mundanity of Canadian papers.

The Watering Hole by Bogdan Kipling. Drinking in Peking.

When The Medium Was The Motto by Jon McKee. Montreal *Star* masthead cartoon.

More Diagnoses, A Few Prescriptions by Dick MacDonald. Book Review of *A Media Mosaic*.

The Fameless Lot by C. E. Wilson and F. K. Bambrick. Report on results of research on writers without bylines.

ISSUE 11—SEPTEMBER 1971

Inhaling That Ad is Hazardous to Health by Eric Wells. The ban on tobacco advertising.

Our Unheralded Community Press by Dick MacDonald. Canadian Weekly Newspapers' thoughts, gleaned from the 52nd convention of the CNWA.

Awards Come For All Sizes and Shapes. Awards given at the 52nd convention of the CWNA.

A Tip, Or Two or Three, From A Weekly



"You're getting married Saturday at St. Stephen's Anglican? Great, get a statement from the minister on church union."

Editor by Pete Miller. A critical comparison of dailies and weeklies.

La Presse: Shades of Toronto, Circa 1964. Analyzing the strike at *La Presse*.

Reaching in Helps Your Outreach by Charles Gordon. The content of the editorial pages; use and abuse.

The Watering Hole by Bob Gowe. A freelancer settles into Vancouver.

Dullness and Trust Often Are First Cousins by C. E. Wilson and F. K. Bambrick. Results of research done on distortion of information.

ISSUE 12—OCTOBER 1971

And It Was Decried in High Places by Marc Zwelling. Death of the Toronto *Telegram*.

Rest Easy, John Ross Robertson by Ron Poulton. Death of the Toronto *Telegram*.

When You're No. 3, Why Even Try? by Garth Hopkins. Death of the Toronto *Telegram*.

Editorials (1) — The Ignoble Art by C. E. Wilson and F. K. Bambrick. Results of research on the role of the editorial and its future.

The CRTC Faces All Corners, Or Tries by Margaret Collier. 1971 Canadian Radio-Television Commission hearings.

A Conversation: Dick MacDonald interviews Evelyn Dumas, Gerard Binet. Discussion of Canadian media — how, when and where they differ.

Behind the Mike is Resolution by Don Johnston. Report on the Radio-Television News Directors' Association.

The Watering Hole by Waverley Root. Chicago *Tribune*, Spencer Bull and The Prince of Wales story.

Media 72: Report No. 1 on Ottawa conference.

ISSUE 13—NOVEMBER 1971

Legitimizing Training by T. Joseph Scanlon. The aim of journalism schools.

In Praise of Time to Think by Barrie Zwicker. Journalism fellowships.

The Medium is the Lesson by Dave Balcon. Televised courses in journalism; pros and cons.

Shake, And Don't Come Out Fighting. Students' report on journalism education, Carleton University.

Practicality Is The Business by Nick Russell. Journalism education in British Columbia.

La Presse — Tip Of An Iceberg by Dick MacDonald. *La Presse* crisis — symptom of the social and economic climate in Quebec.

Media 71-72: Report No. 2 Information and Media 71, balance sheet.

Press Freedom by Sheila Arnopoulos. Is Western style press freedom possible in other cultures? Freedom of the Press by Norman Smith. Press freedom depends on where you live.

The Watering Hole by Larry Collins. Spadina Hotel, Toronto.

In The Thick of His Stories by Patrick Brown. Book review: *Morrison of Peking*. Cyril Pearl.

ISSUE 14—DECEMBER 1971

TV News And The Emperor's Clothes by Robert Preston. Discrimination against TV.

Merrill Denison, The Man of Bon Echo by Dick MacDonald. Profile of Merrill Denison, playwright, broadcaster and historian.

Opportunity Can Be A Five-Letter Word — Media by Willa Marcus. Opportunities For Youth; media projects.

The Haggart Case — A Semantical Affair by Marc Zwelling. Toronto *Star's* refusal to hire Ron Haggart.

How Not To Err, That Is The Point by C. W. Wilson and F. K. Bambrick. Results of research on freedom of the press.

Media 72: Report No. 3

The Watering Hole by Elizabeth Zimmer. Dining Out, discrimination-style in Halifax.

For The Sake of Science Writing. Canadian Science Writers' Association seminar.

ISSUE 15—JANUARY 1972

On Being In A Prickly Position by Marvin Schiff. Information Canada; analyzing its aims and if they are being met.

Media 72. Information, registration.

Overlapping Interests Is A Dicey Matter by Jean-Pierre Fournier. Analysis of *La Presse* crisis.

Ed McNally, 1916-1971 by Colin Haworth. Profile.

This Express Had No Pony by Robert Plaskin. Death of the *Daily Express*, Montreal.

Corporate Journalism: Fact, Or Fantasy? by Richard Winter and Henry Turbak. A look at corporate publications.

The Watering Hole by Patrick Brown. Le Bistro, Montreal.

ISSUE 16—FEBRUARY 1972

Will You Be A Media 72 Delegate? Information, registration, itinerary and questions.

On Being Neo-Cerebral by Dave Studer. Sports-writing.

Photo-Journalism. Awards and Canadian Press Picture-of-the-Year.

The Guild in Canada? Robert Rupert. Newspaper Guild's objectives in Canada and the national hearings.

The Unexperimental Radio 1, 2, 3, 4... by Joan Irwin. CBC, CRTC and radio programming.

Science, Journalism and Understanding by Jeff Carruthers. Views about journalists' role in reporting science from scientists attending an Ottawa seminar.

That's Good News In Them Pages by C. E. Wilson and F. K. Bambrick. Research in sensationalism and media.

Spry On Stursberg On Bushnell by Graham Spry. Book Review of *Mister Broadcasting, The Ernie Bushnell Story* by Peter Stursberg.

And Now, Some Of The News by Don Covey. Book review of *Writing News For Broadcast*, Edward Bliss, Jr.

ISSUE 17—MARCH 1972

Media 72: So What Happens Now? by Dan Pottier. Reflections on Media 72.

Resolutions from Media 72.

Running Offense For The People by Harry J.



"Tell me a little bit about your pension plan..."

Boyle. Role of journalists and broadcasters in face of technology; Media 72 speech.

Some People Can't Be Satisfied All The Time by Harvey Mayne. Media 72 as seen through a journalism student's eyes.

Watch Your Language by Kells Holmes. Media and the law — libel.

The Incomplete Interviewer by Alan Arbuckle. Results of a thesis on interviewing.

The Campus Press: What It Was, Is, May Be by Tom Sorrell. A rebuttal to the Davey Report and look at the campus press in Canada.

Stars and Stripes (And A Maple Leaf?) The Newspaper Guild — preliminary thoughts from the hearings of The Newspaper Guild.

A Dreamer Is Gone by Gary Evans. Profile of John Grierson.

ISSUE 18—APRIL 1972

Professional PRing by Ron Coulson. Canadian Public Relations Society and reflecting on professionalism.

Other Voices by Dick MacDonald. VW Publications; alternative press symposium.

A Few Suggestions, Too. Complaints and suggestions which emerged from a metropolitan daily's staff.

What? We, Opinion-Molders by Joseph North. Thoughts from James Aronson's book, *The Press And The Cold War*.

National Newspaper Awards.

Media Conferences: Three Times Lucky? by T. Joseph Scanlon. Media 71, 72; merits and flaws.

No Overnight Miracles by Sherry D. Livingstone. An answer to an article in March *Content* about students attending Media 72.

Journalistic Solitudes by David Waters. A report from the fourth annual meeting of la federation professionnelle des journalistes du Quebec.

ISSUE 19—MAY 1972

Fergy, The Dean, Has Gone by George Hanson. Profile of Elmer Ferguson, sports-writer.

I. F. Stone's Weekly — A Legacy, by Bruce Garvey. The death of *I. F. Stone's Bi-Weekly*, Washington, D.C.

Star Blitzed, Certified, by Dick MacDonald. Montreal *Star* signs up with The Newspaper Guild.

Crossing Ideological Barriers by Ben Swankey. Congress of the International Organization of Journalists.

Photo-journalism by Geoffrey James.

Still Sucking At The End Of The Pipe by Peter Zimmer. Canadian Association of Broadcasters' conference.

The Watering Hole by Doug Williamson. Montreal Men's Press Club.

ISSUE 20—JUNE 1972

Fabrication Factories by Robert Lantos. An in-depth look at the tabloid press.

New, er, Newer Journalism by Earl J. Johnson.

A Little Derring-Do. Report on the Canadian Managing Editors' Conference.

A Precedent Is A Precedent By Any Name by Knowlton Nash. Ethics, and the public's right-to-know.

The Unknown Country by Alan Harvey. Why Canada is under-reported in other countries.

Exactly What Do The Readers Want? by C. E. Wilson and F. K. Bambrick. Statistics of

how people obtain information via press, TV, and radio.

The Watering Hole by Brian Brennan. The birth and death of the Prince George Press Club.

ISSUE 21—JULY 1972

CP, Heal Thyself by Barrie Zwicker. A look at problems and progress within *The Canadian Press*.

The National Magazine Called Peter C. Newman. Dick MacDonald interviews *Maclean's* editor Newman.

Watch The Legislation by Sam Ross. B.C. considers televising the legislature.

A Handy Corrective To Newspaper Language. Glossary of reporter terminology — humor.

ISSUE 22—AUGUST 1972

The Art of Seduction by John Currie. Press critique — re Ireland and press coverage.

Who Failed — Ledain or the media? by Dick MacDonald. Role of media and the non-medical use of drugs.

O'er The Sea in Munich by Jan Popper. Olympic PR appeals to journalists' basic needs and gains their approval.

In Defense of CP/BN by W. G. Scott.

Just Who Is Informed by C. E. Wilson and F. K. Bambrick. Broadcasting statistics and information.

The Watering Hole by Chris Gerula. At the Ritz, Vancouver.

ISSUE 23—SEPTEMBER 1972

The Brandon *Sun* Affair by William Morgan. Unbiased reporting and a paper's diligence in baring governmental malpractice.

The airwave war of Webster, Lamarsh and Murphy by Sam Ross. Competition for the largest listening audience in Vancouver among hotliners.

In Search of Legislation by Dick MacDonald. Federal communications department's *Branching Out* report.

Weeklies: Canada's Unsung Media by John Sancton. Report on the Canadian Community Newspapers Association conference.

True to the Community by Jean-Paul L'Allier. The Quebec minister of communications on the weekly paper; its role and objectives.

Subtleties of a Political Press by Jim Delaney. Oshawa papers.

The Watering Hole by J. D. MacFarlane. Plaza Hotel, Windsor.

ISSUE 24—OCTOBER 1972

Part 1 — The Sportskies: Columns For Lunch by Robert Stewart on the fatuities of some sports broadcasters' and writers' language.

Part 2 — The Sportskies? Jock Culture by Robert Lantos. Sports-writers' competency and incompetency handling uncommon-amateur-sport events.

Inhumanity To Man, Media-Style by Charles Bartlett. Thomas Eagleton Affair.

Puncturing the Secrecy Tank by W. A. Wilson. Information: politician vs. reporter.

Yes, Virginia, It Can Be Taught by Alex Angioli. Carleton's one-year journalism program.

From Crystal Set To Satellite by Harry J. Boyle. History of broadcasting in Canada.

News — As Bad To Catch As Light by Frank B. Walker. Book Review of *The Effete Conspiracy & Other Crimes by the Press* by Ben H. Bagdikian.

Thumbtacks for sale. Humorous memos from Victoria Press.

ISSUE 25—NOVEMBER 1972

Real TV About Real People by Keith Richardson. The people behind Toronto's *CITY-TV*.

Political Campaigning And Television Reporting by T. J. Scanlon. The role of news media in the 1972 federal election, as displayed by *CTV* and *CBC*.

After the Fact by T. J. Scanlon. Comparing *CBC's* and *CTV's* coverage of the elections.

The Junket Press by David McKendry. Price tag on stories?

The Tube on Parliament by Peter Johansen. The prospect of television coverage of Parliament.

ISSUE 26—DECEMBER 1972

Davey Report, Two Years Later by Dick MacDonald.

Entertainment, or Information? by Claude Adams. Low-quality journalism in a British paper.

Pre-poll Mileage by John R. Kessel. Municipal politics and the role of media.

No Room For Sloppiness by John Curry. Ontario Weekly Newspapers' Association seminar.

Opening A Few More Doors by Sam Ross. Note-taking in the public galleries of the B.C. Legislature.

The (CP) Cook (?) Book by Charles Gordon. Mish-mashed wire copy — humor.

ISSUE 27—JANUARY 1973

Al Bruner's Vision by Marc Zwelling. The man behind *Global TV*.

Media 73: A First report. Information and topics of discussion.

Journalism, Down Under by Jim Harris. Media in New Zealand.

A Death in the Family, on 35mm by Rosemary Sullivan. Pearson's funeral from NFB's angle.

Telepolitics — Toward The Beginning by Laurier LaPierre. Book Review of *Telepolitics* by F. D. Wilhelmsen and Jane Bret.

Hands Across The Water by Ben Swankey. Journalism in the German Democratic Republic.

The Watering Hole by Robert Duncan. Harry Brown at the Montreal Press Club.

ISSUE 28—FEBRUARY 1973

The Daily Paper: What It Could Be by Harry Bruce. Ethics and the future of the newspaper.

Media 73, April 6-8, Juneau Will Speak. Information regarding the national conference in Winnipeg.

More Than Just A Voice And A Mike by Ralph C. Allan. The need for qualified, educated people in the radio industry.

ISSUE 29—MARCH 1973

Lady Chatterley's Reluctant Lovers by Dave Chenoweth. Journalism and advertising.

Media 73 — Are You Attending? Information and itinerary.

Protecting Sources — A Basic Right by Kathy Houser, Bob Rupert.

Another Davey Result by Parker Kent. Aspirations of the Alberta Press Council.

Son of Civility by Fraser MacDougall. Birth of the Ontario Press Council.

In Hot Pursuit Of Ethics by Leslie Goddard. A code of ethics and professionalism.

Some Would Call It Adultery by Tony Burman. The relationship between media and police.

The Document in Question. The outline for relationships between police agencies and media.

ISSUE 30—APRIL 1973

Media 73 — The Seeding Process Continues. A report on the Winnipeg conference.

Media 73 resolutions and statement of ethics by delegates.

Sociology of Broadcasting by Pierre Juneau. Media 73 speech.

That Document is Only A Draft by T. J. Allard. The debate between Canadian Association of Broadcasters and Canadian Association of Police Chiefs.

U.S. Media, Hold Thy Tongue by Glay Sperring. Government pressures on media freedom.

Book Publishing's Fragile State by Dick MacDonald. A look at Canada's book publishing industry.

Catching The Ordinary by Peter Hutchison. Photo-journalism.

The Greening of Communications. Government proposals for Canadian communications policy and regulation.

Quebec Press Council Chairman by Terence Moore. Profile of Jean-Marie Martin.

Dear Mr. President (Hee! Hee! Hee!) by Scott Meyers. A "note" for Nixon from Kissinger — humor.

We're Not Selling Soap by John Benson. A case against concentrated private media ownership.

Book Reviews of *Outlaws of America* by Roger Lewis, *The Right To Know* by William H. Marnell and *Jean Paul Jones on Newswriting*.

ISSUE 31—MAY 1973

Awards, Awards, Everywhere Awards by Barrie Zwicker. Journalism awards; pros and cons.

Can, Or Will, Our Dailies Change? by Anthony Westell. An analysis of dailies and alternative futures.

Adam and Eve Update? by Allen Jones. Media and sexual inequality.

Book review by Dick MacDonald of *Bell: Alexander Graham Bell and the Conquest of Solitude* by Robert V. Bruce.

Book reviews of *The Journalistic Interview* by Hugh C. Sherwood: *Backtalk: The Press Councils in America* by William Rivers, William Blankenburg, Kenneth Starck and Earl Reeves, and *Dateline: Gloucester Pool — Selected writings of E. U. Schrader*, compiled by Dick MacDonald.

ISSUE 32—JUNE 1973

Growing up Absurdly, by Dick MacDonald. Achieving quality journalism and striving for ethical behavior.

International code of ethics on freedom of press and information.

In U.K., a 1971 Code. British code of professional conduct.

France: A Matter of Conscience. French journalism's charter of ethics.

Postmark: White House, U.S.A. by Steve Kline. The White House press corps.

Food for the Opinion Makers, by S. E. Gordon. Analysis of reliance on media by government policy planners.

Cablecasting — Regulation Blues by Gerard Pelletier. The Secretary of State speaks out.

Revamping the Thesaurus by Ernie Fedoruk. Humorous glossary of news media terms.

ISSUE 33—JULY 1973

Freedom, Fun and Frustration by Chip Martin. The trials and tribulations of freelancing.

Knowing Zip About Everything by Robert Duncan. Imaginary conversation between Eric Nicol and book publisher discussing *One Man's Media — And How To Write For Them*.

Noble, jugular art. Political cartooning.

Toward a Responsible Media by David Waters. Quebec Press Council; achievements to date.

At That Point In Time by Frank B. Walker. Book review of *The World of Time Inc.* by Robert Elson.

ISSUE 34—AUGUST 1973

The Tentacles at 481 University Ave. by Marci McDonald. Profile of Donald Campbell and how he turned Maclean-Hunter into a media octopus.

Gone, But Not Forgotten by Norman Smith. Remembering Charles Jennings, broadcaster.

Remember the ideal. In memory of broadcaster Richard Spry.

Cold Turkey With Dressing by James Orr. Criticism of Carleton University's journalism program.

Two U.S. Views on Shield Laws by Senators Jerome Waldie and Jesse Helms.

Never on Sunday? by Colin Muncie. Chances of success for Toronto's *Sunday Sun*.

ISSUE 35—SEPTEMBER 1973

Oil, Logs, Minerals, Ships, Buses, and the Media by Robert Campbell and Russell Hunt. Profile of a monopoly of media; an excerpt from the book, *K. C. Irving*.

Press Councils — A Critique by Dick MacDonald.

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More Thesaurus Revamping by Brian Brennan. Continuation of humorous glossary of reporter terminology.

ISSUE 36—OCTOBER 1973

The Press and the Poor by Ron Haggart, Kathy Tait, Ken Kelly, Roger Bellefeuille, Pauline Janitch, Ken Whittingham and Dick MacDonald. Special report based on document from the National Council of Welfare.

ISSUE 37—NOVEMBER 1973

Have You Thought, Much, About Pensions? By Stu Lowndes. Analysis of company pension schemes.

I. F. Stone Caught on Film by David MacDonald. Review of film, *I. F. Stone's Weekly*, by Jerry Bruck.

How Best to Define the Professional Journalist? By David Waters. Book Review of *The Professional Journalist* by John Hohenberg.

The Tabloid Press, Revisited, by Christy McCormick.

ISSUE 38—DECEMBER 1973

Exactly What Has Emerged Since 1970? by Senator Keith Davey.

Error by Omission in Mid-East Coverage? by Mohammed Haroon Siddiqui.

In Search of Better Science Coverage, by Dick MacDonald.

ISSUE 39—JANUARY-FEBRUARY 1974

Coliseums and Gladiators: A New Opiate for the People, by Paul Hoch. Sports coverage.

Will You Be at Media 74? Registration.

Dateline: U.S.S.R., by David Levy. Soviet media.

Editorials: Feeling the Pulse? by Tom Davey.

Letter to the Editor from Erik Watt. A rebuttal to Senator Keith Davey regarding Thomson Newspapers.

ISSUE 40—MARCH 1974

Our Media of Violence, by Frank Adams. Violence in the media.

The Gap Between Classroom and Newsroom, by D. G. Carmichael. Journalism education.

Remembered by the Mails: Prominent International Journalists on Postage Stamps, by Lee Kleinhans.

Registered Yet for Moncton, April 26-28? (Media 74.)

Letters from Malcolm Daigneault (*CBC*) and Senator Keith Davey.

ISSUE 41—APRIL-MAY 1974

Media 74 Was Down East This Year, by Dick MacDonald.

Resolutions, Resolutions . . . Media 74 resolutions and delegates.

An Act to Protect the Public's Access to the News from the House of Commons. Defining journalist, news, and news custodian.

Time's Up, by Barrie Zwicker. Ryerson's demonstration against lack of Canadian content in *Time* magazine. Zwicker interview with *Time* "Canada" president Stephen LaRue.

News is Sometimes Honest, by Dan Pottier. Statistics on how public receives info.: TV vs dailies vs. radio.

The National What? by Ron Kish. A comparison of technique: *CBC* vs. *CBS* news.

The Shrinking Canadian Media, by Earle Beattie. Death of the *Star Weekly*. Brief history of *Weekend* and *The Canadian Magazine*.

Not The Whole Truth from *Rolling Stone*. Role of media in the Patricia Hearst kidnapping story.

ISSUE 42—JUNE 1974

Pop Radio: A Matter of Over-Emphasis, By Juliet O'Neill. Behind the scenes at CKGM-AM, Montreal.

Publisher O'Callaghan Speaks Out, by Patrick O'Callaghan. Business and ethics from a publisher's viewpoint.

Editor Heine Speaks of Editorship, by William C. Heine, *London Free Press*.

Lucepress: Timecantimecantimecan by Barrie Zwicker. Book Review of *Cultural Sovereignty: The Time and Reader's Digest Case in Canada* by Isaiah Litvak and Christopher Maule.

Now This Sounds Like Participation, by Tony Abramovitz. CTVO: the first co-operative TV station.

Letters, incl. Pierre Berton letter reprinted from *The Globe and Mail*, Toronto.

ISSUE 43—JULY 1974

The Untold Tale of Fleury Mesplet, by George Galt. Canadian history as taught in the schools, and the founder of *The Montreal Gazette*.

British Papers Have Sore Tummies, by Paul Mixson. High costs of publishing.

So You Want to Sell a Story? By John Paul Kowal. The art of freelancing.

PR: Clear Away Smokescreens, by Colin Muncie. Drawing the aesthetics line in the PR business.

Letters

ISSUE 44—AUGUST-SEPTEMBER 1974

Rocking The Boat, Once Too Often, by William Weintraub. By the writer of the novel and the screenplay for *Why Rock The Boat?*

Tabloids: Inverted Journalism, by Dan Luchins.

Letters

ISSUE 45—OCTOBER 1974

Once Upon A *Saturday Night*, by Barrie Zwicker. The death of *Saturday Night* and the reasons.

Another Historical Oversight, by Tom Davey. Alcock and Brown vs. Charles Lindberg.

Content Now Is Four Years Old.

Communications Satellites: Why Canada's So Interested, by Dr. John Chapman.

PR Salaries Blossom, by Joerg Ostermann.

ISSUE 46—NOVEMBER 1974

Is Anybody Out There Listening to Harry Boyle? by Ernest Hillen. Harry Boyle, vice-chairman of the CRTIC.

Margaret As A Message, by Patrick MacFadden. Margaret Trudeau is a media "event."

Thoughts On A Junket I Wasn't On, by Harry Bruce. Junkets/freebies.

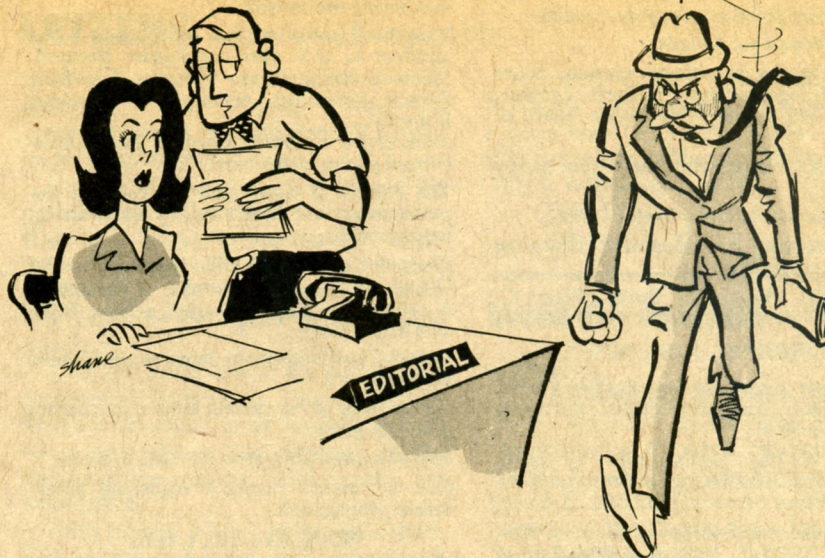
Letters

ISSUE 47—DECEMBER 1974

Content changes hands after four years. A farewell . . . and a greeting by Dick MacDonald and Barrie Zwicker.

A journalist's reach should exceed his grasp by Ross Munro. From first Atkinson Journalism Lecture at Ryerson.

What's this nonsense in Ottawa about bribes?



"Oh, oh . . . here comes 'Irate Reader' again."

By Tim Creery. Journalists and bribes (the Caouette affair).

One big *Beaver*, one little *Beaver* and a problem. Name conflict between two publications.

ISSUE 48—FEBRUARY 1975

How a U.S. anti-trust suit could put the squeeze on Canadian publishing, by Sandra Martin.

TV can tell it like it is but is anybody listening? By Doug Lower. TV coverage of major problems of survival facing mankind.

Clearinghouse for communications research opens in Ottawa.

The case for subsidized Canadian research journalism, by Russell Hunt.

Fight writers get their lumps . . . and one punches back, by Morley Callaghan and Dick Beddoes.

God help us if he's said "later." From a Hugh Faulkner address.

Letters incl. Ont. Premier William Davis.

ISSUE 49—MARCH 1975

About this issue: Introduction to theme issue on the state of Canadian book and magazine publishing.

New study shows Canadian publishing crisis worsening: a report from the Independent Publishers' Assoc. (IPA).

Only the Canadian public likes Canadian books — libraries and schools shun them: an IPA report.

Book clubs in Canada: channel for foreign books: an IPA report.

Canadian classrooms, foreign books: an IPA report.

The rack, paperback-style: two per-cent Canadian: an IPA report.

Entries being accepted for Michener awards.

How Jim Proudfoot and *The Happy Hairdresser* make Simon & Schuster rich, by Jock Carroll.

How gumption, Maclean-Hunter and Ontario government backing spelled collapse for New Press, by Sandra Martin.

Back at the shop, it's still a very unequal struggle, by Barrie Zwicker. Canadian

magazines and the *Time-Digest* question.

English Canada no longer can avoid its choices and they will not be easy, by Denis Smith. Canadian psyche and the future of publishing and of Canada.

Letters incl. *Chatelaine* editor. Doris Anderson.

ISSUE 50—APRIL 1975

Saturday Night as a casualty of the "advertising Santa Claus," by Earle Beattie. Magazines & the suspension of *Saturday Night*.

How much do Canadian magazines pay writers? by Eileen Goodman.

Nothing's off the record between here and the T.P.C., by Bob Purcell. About the Toronto Press Club.

I do not love thee, Doctor Fell (Or why someone thinks this author shouldn't ride any more) by Kent Sweeney. Hate mail.

Canadian correspondents in London Town? being agreeably irrelevant can get 'em down, by Michael Ryval. Canadian correspondents in England.

But at *Reuters*, they place our Betts. Canadian Dave Betts appointed World Services Editor at *Reuters*.

Significant changes in store for *Maclean's*, *Saturday Night* and (can it be?) *The Canadian*, by Barrie Zwicker.

Salisbury sees "fundamental shift" in the press, by Diane Smale et al.

Weeklies beat dailies for news in rural eyes, by Steven Dills.

Memo of the month: anonymous. *Winnipeg Free Press* memo — humor.

"Broadcasters lost for words". Report on a John Rhodes speech.

Reporters like work but not management, study indicates.

ISSUE 51—MAY 1975

Blind date with history, by Ben Metcalfe. Canadian media's foreign coverage.

Inside *Content*: Metcalfe named West Coast editor. A report to every reader. *Content* received \$2,000 grant. The mysterious case of the "missing" January issue.

Plans for Media 75 almost complete.

Western Ontario Newspaper Award winners.
 Fifty common errors in newspaper writing.
 National Newspaper Awards.
 Reporter battles Maritimes censors, starts fund to pay legal expenses, by Barrie Zwicker.
 Gerry McNeil vs. the Nova Scotia Board of Censors.
 Problems of pre-trial publication: from touchy to tragic.
Le Jour: one year later, by Evelyn Dumas.
 When revelation is concealment. Revealing vs. gathering the news.
 Letters incl. Harry J. Boyle, Peter C. Newman, Clyde Gilmour, Anthony Westell.

ISSUE 52—JUNE 1975

How to cover a war and miss the five Ws, by Barrie Zwicker. Analysis of media coverage of the Vietnam War.
 Wordplay on the headline front, by Barrie Zwicker. Media terminology in coverage of the Vietnam War.
 Editors' spikes were weapon of Vietnam War, by Barrie Zwicker. Editors' stifled flow of information during Vietnam War.
 One story that didn't make the paper, by Barrie Zwicker. A *Globe and Mail* editor's biased view.
 Which media had the greatest firepower in the war of words about Vietnam? by Barrie Zwicker. Comparing sources of information.
 The Saigon babylift as a big con job: seeing Vietnam through colonial eyes, by David Kettler and Denis Smith. The naivete of

Canadian media compared to other countries' in covering the babylift.
 The chastened view from Paris could be an antidote to U.S. view, by Patrick Bernard.
 Media coverage of the Vietnam War from French journalists much more complete, historical.
 Book review by David Jonah of *The Pulitzer Prizes* by John Hohenberg.
 The Pattern of courts and law coverage impales mainly the little flies, by Barry Craig. Legal reporting.
 Look out, Ben Metcalfe, here comes Pat O'Callaghan, by Patrick O'Callaghan.
 A rebuttal to Ben Metcalfe's article, Blind date with history.

Readers nominate many more common news writing errors.
 Where some of the current crop of journalism grads are going.
 Mohawk phases out print journalism course.
 One newsman's proposal regarding government propaganda.

ISSUE 53—JULY 1975

200 discuss the public interest and media, by Barrie Zwicker. Report on Media 75.
 New group begins plans for Montreal conference in '76.
 The first Alex Awards. Pictures and biographies.
 Alternate media are thorns that can smell of roses, by Katie FitzRandolph. Alternate media.
 Rights of news executives to re-assign staff

could be tested in suit involving Southam, by Barrie Zwicker.
 Yellowknife paper cited for contempt over story about senior N.W.T. official, by Shirley Culpin. *News of the North* cited.
 Gerry McNeil wins first round in Supreme Court in challenge of provincial censorship laws, by Barrie Zwicker.
 Managing editors say freebie-givers "manipulate the news," by Barrie Zwicker. A report on gifts and considerations for reporters, including coverage of Canadian Managing Editors' Conf. discussion of same.
 Survey of MEs shows freebie-acceptance takes many forms.
 Radio and TV news directors meet in Ottawa to discuss ethics, televising of parliament, by Don Johnston. Report on RTNDA Canada national convention.
 CKWC and CJAD take top Charlie and Dan. Report on RTNDA annual awards.
 Bug-disclosure charge dropped. Charge vs CFCN Calgary dropped.
 What editors are buying, by Eileen Goodman. *Canadian Business*.
 Grescoe, others buy *Vancouver Magazine*, by Ray Bendall.
 Reject no. 1 from Christine Ford. A photograph rejected by editors.
Montreal Gazette wins Michener Award.

ISSUE 54—AUGUST 1975

Nine Years and Seven Days Later, by Helen Carscallen. The birth, life & death of This Hour Has Seven Days.

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Can CBC's Herrndorf revive 7 Days excitement?

One man's memories of bureau work in the fifties and a "kids, animals and pretty girls" photog, by Harold R.W. Morrison.

Content Survey, Part 2: Where some '75 journalism grads landed jobs.

More news writing errors and a debate: to hyphenate or not to hyphenate?

News of the North fined \$1,808 on two counts of contempt, by Alan White.

Kidd wins right to jury trial, by Barrie Zwicker. Paul Kidd vs. Southam Press Ltd.

Merrill Denison was prolific, generous. Obituary.

Southam foreign correspondent Peter Calamai: Ben Metcalfe's Blind Date facts in error, by Peter Calamai.

West Coast editor of Content defends Blind Date by Ben Metcalfe.

Can. Bar Ass'n. president chides press.

Reject no. 2. Photography.

ISSUE 55—SEPTEMBER 1975

Saskatchewan Journalists' Assoc. formed July 27, by Garry Fairbairn.

SJA elects first exec.; media gave his party more than its due at one point, says Sask. Tory leader; hopes for Univ. of Regina journ. school outlined, all by Garry Fairbairn, re founding of SJA.

A classic lesson in stereotype-building; how a newspaper fumbled when Stanfield didn't, by Barrie Zwicker. Photographs can lie.

East Asian Daily's press freedom fight in S. Korea brings gov't-instigated boycott, world award, by Karen Coulter.

What Editors are Buying, by Eileen Goodman. Selling to *Performing Arts in Canada*, *Canadian Theatre Review* and *Opera Canada*.

The Free Press super safety kit: it's got everything but condoms. Humor by Katie FitzRandolph.

A reply to Craig: he overstated his case and critical evaluation is not police reporters' role, by Brian Brennan.

More readers' boob nominations. News writing errors.

Inside Content: Non-payers to be cut, women in news media, Zwicker to write for new *Maclean's*, U.S. sub price rising.

Sun bounds into new building, wins Quill Prize. About *The Toronto Sun*.

Weeklies' near-6-million readership larger, younger, than thought; relative circ. of dailies (4.9-million) dropping, readers are aging, by Barrie Zwicker.

Attitudes toward journ. school grads, women, differ among prospective media employers of 3,000 in next 3 years. A Carleton Univ. study on news media job prospects in radio, TV, newspapers, pub. rltns and gov't info. depts.

News policy of Winnipeg station CKND-TV, going on air Aug. 31, includes 10:30 p.m. newscast, evening summaries every 90 minutes, by Ed Oliverio.

20-30 more Canadian mags take off with CP Air while Air Canada grounds six Canadian titles, by Sheryl Taylor-Munro.

Letters, incl. Prof. Wilf Kesterton on Carleton being first journ. school in Canada.

The man who invented dial-a-snoozzzz. Humorous anecdote from Marc Thibault.

Assoc. des Journalistes Econ. du Quebec seeks membership, by Harvey Shepherd.

LETTERS (Continued from page 15)

renewal of your excellently-presented magazine. Your obvious efforts are producing fruits, and the rewards should be plentiful for you.

Harold Morrison's article about his problems in working as a *Star* stringer in Hamilton brings to mind many anecdotes about my two years in Hamilton. I worked as a staff man for two years for *The Telegram* during the period Harold was there.

I worked under one of the best unsung teachers of journalism, Harvey Currell, then suburban editor of the *Tely*. Harvey was a curmudgeon-type of person, but he obtained the results. And results are what count.

Andy Sharp, subject of Harold's story, had a brother, Johnny, who worked with me on the *Tely* as a photographer as well. The Sharp brothers are a legend in Hamilton.

Both had Scottish burrs that could be cut with a knife. They shared a bedroom and the same phone. The obvious happened, of course. When you called, you couldn't be sure whether you had Johnny or Andy on the phone.

Harold recalls sheep-killing dogs. Heck, I remember reporting to the Toronto office that the only wolves about were those on the prowl for broads on the streets. Never mind, they retorted. Find the wolves, went the order. That night John Sharp and myself found ourselves out in Freelon, pounding on the door of a farmer asking him if his family had seen or heard wolves. Before we left they were convinced their family had heard the wolf calls.

There must be someone around with writing talent to collect and write the best newspaper anecdota of Canada. The Canada Council, or some ingenious book publisher, should assign a reporter or writer to collecting same before the old breed of newsman or newshen dies out. The stories that Phyllis Griffiths, Helen Allen or Dorothy Howarth could tell about how they competed for the news stories against the men. Somewhere there must be a collection of anecdotes from Alexandrine Gibb of *The Star*.

Harry J. Allen Jr.
Station manager,
CHIC radio,
Brampton, Ont.

Editor:

You seem to be a Diogenes of the communications media... Your Vietnam issue was superb. I like your hard-hitting style and the use of the personal pronoun "I," rather than the ubiquitous "we" or "it is said" or "research has proven."

If Barry Craig's contribution is an example, your writers are a different species when they create for you - from what they are when writing for Southam Press. This is refreshing to read!

Nick Evasiuk,
Athabasca, Alta.

MORE ON FREEBIES

Editor:

You ignored an important fact in your July article about freebie-givers manipulating the news, by assuming that all of Canada's journalists would succumb to outside pressures and adjust the tone of a news story for a free meal or reasonable facsimile.

Research on Canadian journalists has revealed that high professionals among them feel there is nothing wrong with accepting a PR freebie. These top-of-the-line journalists are ethical enough to report what they see without being swayed by some type of gift.

The problem, naturally, is with the less professional who would, and do, favor their friends when reporting the news.

And while it's true that 80 per cent of all PR releases go directly into the wastebasket, it is also true that about 50 per cent of the normal day's news flow is made up of information for which public relations practitioners had some responsibility. In my PR years in Vancouver I was amused by journalists, especially broadcasters, who would junk a press release but later read the same dispatch word-for-word after it moved over the wire.

Dr. Donald K. Wright,
Department of Journalism,
University of Texas,
Austin, Texas.

NOT CAUGHT

Editor:

I've been meaning to do this for some time. I think *Content* is filling a gap in communication about issues that count among Canadian journalists and can go some way to increasing our sense of pride and professionalism in journalism. Also, I'm glad to note that *Content* doesn't want to get caught in Western Canadian chauvinism. I'm particularly pleased to see the coverage of the Saskatchewan Journalists' Association meeting and mention of the Saskatchewan Press Club.

Ruth Warick,
The Leader-Post
Regina.

OMNIUM-GATHERUM

ATLANTIC PROVINCES

Ian Morrison, long-time radio newsmen and legislative reporter with *CHNS, Halifax*, has joined the **Nova Scotia Communications and Information Centre** as liaison officer.

Bill Curtis, a fixture with *CBC News in Halifax* for more than 18 years, goes to **Moncton** to join the production end of a *CBC-TV* public affairs show there.

Fred Ennis, formerly of *CHUM's* Queen's Park bureau in Toronto, has moved to **Halifax** where he's hosting a morning talk show on *CJCH* radio.

Bob Allison, legislative television reporter for *CBKRT*, the *CBC* station in Regina, has been appointed national television reporter for the **Maritimes**. Allison will be based in Halifax, replacing Bill Curtis. Allison joined *CBC* in **Winnipeg** in 1968 and has been legislative reporter in Regina for two years.

QUEBEC

Canadian Press Paris correspondent **Donat Valois**, 39, is the new *CP* Quebec bureau chief. His predecessor, **Jacques Bouchard**, 34, has gone to Paris to fill Valois' old post. Valois has been with *CP* since 1964 and is a former senior editor at the co-operative's French service in Ottawa. Bouchard has been with *CP* since 1970, excepting a six-month stint as managing editor of *Le Droit* in Ottawa in 1971-72.

Montreal Gazette reporter **Steven Kowch** is being sued for libel in Quebec Superior Court by **Gerald Snyder**, vice-president for revenue with the **Montreal Olympics** organizing committee. The alleged libel occurred March 13 on *CBC* radio when Kowch was commenting on testimony given at the Quebec Police Commission inquiry.

Donald S. Stewart, manager of internal communications for **Imperial Tobacco Ltd.**

Montreal, has been elected head of the Canadian region of the **International Association of Business Communicators (IABC)**. The 1967 Carleton University graduate's new title is Vice President, Canada District 1. He is a past president of **Corporate Communicators Quebec**. IABC is an organization for writers, editors and others involved in communicating for businesses and organizations.

ONTARIO

The *Kitchener-Waterloo Record's* turn for major shuffle arrived and middle management has been shaken up in some interesting ways. **Wayne MacDonald**, assistant city editor, has been promoted over the head of city editor **Ross Weichel** into the managing editor's chair. Night deskman **Lew Fournier** also takes a double jump into MacDonald's old spot. **Sue MacKenzie**, formerly of *The Globe and Mail*, is promoted out of the slot two or three levels to become news editor and assistant ME. ME **Ed Hayes** has been moved into the newly-created post of executive editor, to be responsible for the editorial and op. ed. pages. The changes were announced by the new publisher, **K. A. (Sandy) Baird**, appointed in July to replace ailing **John Motz**, appointed president of the company. The changes became possible through the impending retirement of editor-in-chief **Cully Schmidt**. Schmidt started with the paper 53 years ago as a delivery boy. *Record* deskman **Wayne Braun** goes to the *Edmonton Journal* in an unrelated shift, and **John Simpson**, formerly of *The Globe* and *The Spec* in Hamilton joins *The Record* after a stint in public relations.

Canadian Magazine, moving to a new policy of using more freelance writers, has laid off **Barry Conn Hughes** and **Jack McIver**. Editor **Don Obe** says the dismissals have nothing to do with the two writers' "considerable ability" but is part of a plan to make the magazine a forum for a variety of the best writing in the country.

Obe says having fewer staff writers is "much more economical and allows you to call on the best writing talent and better match writers to stories." The magazine will be keeping a writing staff of four. Freelancer **Sybil Young's** fashion spreads are to be used less often, but "hopefully better," Obe says.

McIver is with information services at the **Ontario Educational Communications Authority's** Channel 19.

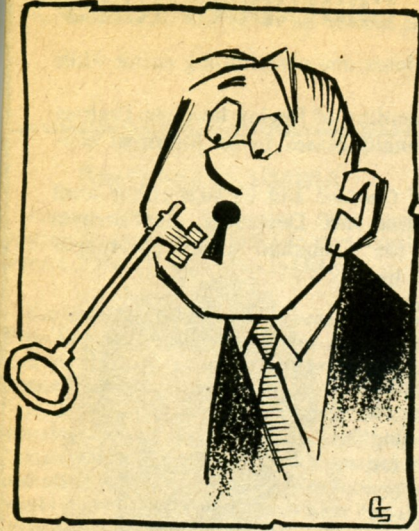
The Tilbury Times is now naming its editorial page writers, says a report in the **Ontario Weekly Newspapers Association Bulletin**. *Times* editor **Terry McConnell** explained the change this way: "*Times* policy dictates that writers to the letters to the editor column must sign their letters. We feel we can only do as much for the reader. We will no longer be anonymous under the editorial banner."

(PARTIAL) REJECT NO. 3



Technically, this might be called an "organic" reject from the *Toronto Sunday Sun*. The *Sun* published the photo, as it appears on the left, in its July 27 edition, along with a story about Toronto's own version of the illustrated man — this gentleman named Tex, who has 478 tattoos on his body and wants to top the world record of 4,381. We knew there was more to Tex than cropped up in the *Sun* and we thought people should get the whole picture. The *Sun* graciously consented to let us let it all hang out. Tex is obviously the picture of health, from top to . . . uh, well, anyway if a picture is worth 10,000 words Tex has a truly novel appendage.

Reporter **Ellen Roseman** has moved to *The Globe and Mail* from *The Toronto Star*.



Memory-quirk department: Quote of the month from publisher **Morry Barr's** column in *The Burks Falls Powassan Almaguin News* — "It's hard to believe, but all during the week I lock away little thoughts that I can use in my column, and then every Tuesday I lose the key."

The Toronto weekly that was "to take on the whole bloody world" hasn't been seen since September, 1974. Former Toronto alderman **Karl Jaffary**, who along with several associates bought the *Toronto Citizen* in December, 1974, vowed then to convert the defunct bi-weekly to a weekly. That hasn't happened yet.

"The recession and lack of advertising have held us up," Jaffary said in an interview with **Rex MacLeod** of the *Toronto Star*. "We had hoped to begin publishing in September but now next February or March is more likely."

His original editorial policy for the *Citizen* has not changed. "It is essential that it be in a position to rip the backside off anybody," he said. "It will have more left-side stance than, say, the *Toronto Sun*, a stance that assumes society needs change."

David Tafler, former financial editor of the *Montreal Gazette*, took over the editor's chair at the *Financial Times of Canada* July 1. Tafler's appointment coincided with the move of the *Financial Times* from Montreal to Toronto. Other changes at the *Financial Times*: **George Radwanski**, formerly an associate editor of the *Gazette* in Montreal, is now the Ottawa editor of the *Financial Times* responsible for national political coverage.

Joan Fraser, a *Financial Times* staffer, has been named Quebec editor. **Clair Balfour** has been named news editor, and **Anthony McVeigh** remains as executive editor.

Southam Press Ltd. has sold its 25 per cent interest in the *London Free Press* for \$11,250,000. The sale returns complete ownership of the paper to the **Blackburn** family, alias **Free Press Holdings Ltd.** Southam had held the shares since the late 1800s.

Morton Shulman now is the host of the City Show on Toronto's Channel 79. The nightly show concentrates on local news and the former MPP and coroner hopes to bring to it more coverage of one of his favorite topics — organized crime. But don't expect "objective" journalism from Dr. Shulman. "I'll be the most partisan host you ever saw in your life," he told *The Globe and Mail*.

Toronto Star Ltd. plans to buy controlling interest in **Harlequin Enterprises** of Toronto. *Star* president **Beland Honderich** and Harlequin chairman **Richard Bonnycastle** have signed an agreement which would have Toronto Star Ltd. pay about \$29-million in cash and class-B non-voting *Star* shares for 51 per cent of Harlequin shares. The proposal is subject to approval by the boards of directors of both companies. Sixty-three million Harlequin romantic novels were printed in 16 languages and sold in 80 countries in 1974. Harlequin, about to begin publishing science fiction as well, made a \$3.5-million profit on revenues of \$31-million in its last fiscal year.

SASKATCHEWAN

The Saskatoon *Star-Phoenix* has appointed **James Petro** as editor of the newspaper, succeeding **Stirling King**, who retired in September. Petro, a law graduate from the University of Saskatchewan, has worked with the *Regina Leader-Post* and the *Star-Phoenix* since 1962. He was a reporter and night editor in Regina, and held several news executive positions in Saskatoon. He has been Ottawa editor for the two Sifton papers for the past year.

King had been named editor in 1970. Prior

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OCT. 5-11: Annual Photo Workshop of the Univ. of Missouri School of Journalism, Nevada, Mo. C-5611

NOV. 12-15: The Society of Professional Journalists, Sigma Delta Chi, 66th anniversary convention, Benjamin Franklin Hotel, Philadelphia, Pa.

C-56

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THE HIGH AND THE MIGHTY . . . OBVIOUS

surface . . . is arid and . . . that distribution is complicated by the fact that 80 per cent of all industries are located in areas above sea level where water is scarce. The rural projects call for . . .

The Globe and Mail, Aug. 16

to working for the Sifton chain, King worked with the *Estevan Mercury*, a weekly owned by his family.

The *Star-Phoenix* also named **Wilf Popoff** as editorial page editor. Popoff had been chief editorial writer.

The **Saskatoon Guild** has been certified bargaining agent for about 50 editorial employees of the *Star-Phoenix*, according to *The Guild Reporter*. The local had petitioned for certification by the provincial labour board shortly after being chartered as TNG local 234 early this year. The Typographical Union was certified for the paper's composing and mailroom employees in January.

J. R. (Bob) Wesenberg has been appointed editor of *The Booster*, **Lloydminster, Saskatchewan**. He spent 2½ years with **Southam Business Publications** in Montreal between stints with the *Northern Light*, a weekly community paper in **Bathurst, New Brunswick**. (Continued on page 31)

ABOUT UNIONS: Magazine focusing on healthy syndicalism in Quebec. Six issues — institutions/\$8; individuals/contribution. 3564B Clark Street, Montreal, Quebec.

C-57

ARTICLES UP TO 500 words, relevant to Canadian writing and publishing, wanted for publication in *Lifeline* (see address below). Free sub.

CARTOONS by world's funnest cartoonist. 36 hilarious camera-ready panels every quarter. Low-cost. For newspapers, magazines, all publications. Free cartoon release. Humor House, Room 101, Box F-178 Brightmoor Station, Detroit, Michigan 48223. C-56.

THE OTHER WOMAN — bi-monthly Canadian Feminist Newspaper — is 3½ years old. Subscriptions: \$3.00 individual and \$10.00 institution. Address: Station Q, Box 928, Toronto, Ontario. Any female journalists welcome to contribute. C-56

THE FEMINIST NEWS SERVICE exists to publish news and news-related material by, for and about Canadian women from a feminist viewpoint. It is a national, bilingual organization. Members of *FNS* all belong to an independent women's media. For more information on subscriptions and/or sending in any news on Canadian women, write to: *FNS*, Station Q, Box 928, Toronto, Ontario. We have no funding; donations are greatly appreciated. C-56

Lifeline

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

JACK DENNETT



Jack Dennett, whose radio news audience was the largest in Canada, died Aug. 27 at the age of 59, after a seven-month fight against cancer.

He had returned from a cancer operation last winter to his 8 a.m. and 6:30 p.m. newscasts on *CFRB*. But the disease recurred in July when he left for a summer vacation.

His 8 a.m. audience was about a million.

He had been doing newscasts for *CFRB* for more than 30 years. Despite conservative leanings which were evident, few complaints about his reportage were received from management, sponsors, advertising agencies or subjects of news stories.

The loyalty of his audience was matched by the loyalty of his sponsors. For 26 years Salada Foods sponsored his morning news; International Nickel his 6:30 newscast for more than 20. These are records.

Dennett held the only four five-year contracts in the history of North American broadcasting. He had never until his fatal illness missed a scheduled newscast.

A native of Calgary, he had been broadcasting since he was 16 when he became an announcer on *CFAC*, hosting a morning show called *Toast and Marmalade*.

He met his wife Norma while working in Winnipeg for *CKRC*. They moved to Toronto in 1942 when he joined *RB* as an announcer and the newscaster for the 11 p.m. news.

When Jim Hunter died in 1949 Dennett took over the 8 a.m. and 6:30 p.m. newscasts, retaining the hunting horn opening that had been chosen because of his predecessor's name. He always prepared carefully for his

MacDONALD DEPARTS, GRUENDING JOINS

By coincidence, *Content* in October loses one contributing editor while gaining another.

Effective with this issue, Dennis Gruending of Regina becomes Prairies Contributing Editor and Dick MacDonald ceases to be Montreal contributing Editor.

MacDonald, one of the founders of *Content* and its first editor until Barrie Zwicker purchased the magazine last December, has become supervisor of editorial services for the Canadian Daily Newspaper Publishers' Association, necessitating his moving to Toronto. He has resigned as manager of publications for Northern Electric Company, in Montreal.

Gruending is a 27-year-old Regina journalist. Living in Saskatchewan after 18 months in Ontario and Quebec, Gruending does radio commentaries and research for *CBC Radio* in Regina and he writes occasional freelance articles for newspapers. He is an ACTRA member.

He says he spent his happy childhood in St. Benedict, Sask. (pop. 200), a farming village 75 miles northeast of Saskatoon. He studied English literature at the University of Saskatchewan, Saskatoon, and received a BA with distinction in 1970. Finding that academia was no destination for students with limited attention spans, he went to work for the *Prince Albert Daily Herald* as a summer replacement in 1970. Then, deciding that newspapers were no destination for anyone, he returned to university in a last, unsuccessful attempt at being a student and man of letters.

While he was pondering his uncertain future in the fall of 1971, he was offered a job as the agricultural writer for the *Saskatoon Star Phoenix*. He stayed for two years and in one of them won the National Farm Writers award for urban press reporting.

Leaving Saskatoon in the summer of 1973, he spent a six-month "sabbatical" in Quebec City, where he enrolled in an evening class at Laval University and generally enjoyed a life of leisure.

At last, penniless, he migrated to the other end of the McDonald-Cartier Freeway and worked for a year at the *Windsor Star* as a feature and spot news writer.

He returned to Saskatchewan early in 1975, muttering some vague excuse about his dislike of warm winters.

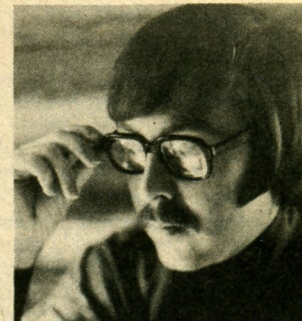
At one time or another, his articles have appeared in *The Globe and Mail*, the *London Free Press*, *Le Devoir* and *Last Post*.

Gruending will contribute ideas and occasional articles and will gather news as he can. He will accept collect calls from journalists in the Prairies about appointments, departures, chuckles, just about anything behind the news. He intends to develop an expanding list of regular contacts. His telephone number and address: (306) 523-3975; 1437 Rupert St., Regina.

Several contacts in Montreal will help us keep up with the news there while we find a replacement for Dick.



Dennis Gruending



Dick MacDonald

newscasts. His integrity matched the authoritativeness of his voice. "I have never beaten heck out of a story for any reason whatever," he once said.

CFRB allowed a recording to be made of the tribute to Dennett broadcast on the evening of his death and the Canadian Cancer Society has agreed to distribute it.

Those who wish to obtain a copy of the record are asked to send the request to the Canadian Cancer Society, Ontario Division, 185 Bloor Street East, Toronto. The envelope should be marked "Jack Dennett Tribute."

The tribute is free but contributions to the Society in Dennett's name will be willingly accepted.

OMNIUM-GATHERUM (CONTINUUM) (From page 29)

BRITISH COLUMBIA

Frances Russell, *Winnipeg Free Press* editorial page columnist will join the Victoria bureau of the *Vancouver Sun* in October.

Economic difficulties may force **Victoria Press Ltd.** to merge its two dailies, the *Times* and the *Colonist*, according to vice-president **Stuart Underhill**.

In a letter to employees printed in the morning *Colonist* (Sept. 3), Underhill says "management is moving toward a one-paper operation with the greatest reluctance and would make a real effort to maintain both if given a chance."

The company, owned by **FP Publications**, says a May, 1974 wage settlement with the **Joint Council of Newspaper Unions** is proving too costly. Management has asked the five unions involved to accept a rollback of wages which would eliminate a general 10 per cent increase which took effect in June.

As *Content* goes to press, the council has not accepted the proposal, and feels a merger may take place regardless of union action.

But, writes Underhill, "If we had wanted to merge the two papers we could have done so years ago. It is a move which we now contemplate only in an attempt to stem our losses . . . We now have used up all our surplus assets, borrowed heavily from our parent company, and owe nearly another half million (dollars) to the bank."

Vic Press wage rates to its 400 employees are equal to, or better than those in most Canadian centres, Underhill says. **Newspaper Guild** statistics bear him out. See item elsewhere on continental Guild wage scales.

The newspaper scene in Victoria may not look too healthy, but there's no shortage of **government-produced periodicals**. The *Vancouver Sun* reports that the NDP is churning out no fewer than 98 publications, including eight new ones this year. They range from single sheet newsletters like the caucus's *MLAs at Work*, to glossy quarterlies like *ForesTalk*, which had a \$48,000 budget and a circulation of 36,000 before it was combined with *Land*.

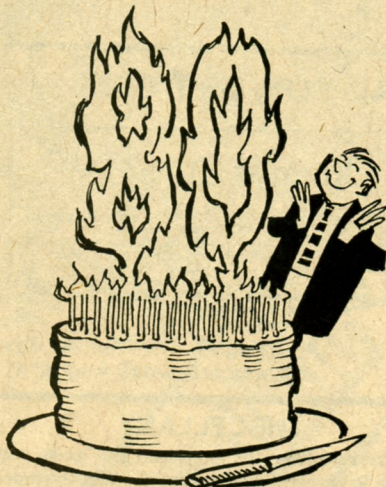
The *Sun* survey of the government's literature describes the \$3,000-per-month tabloid, *B.C. Government News*, as the "most blatantly favorable to the NDP." Sample headlines include "B.C. Housing Program Forges Ahead" and "Farms Reap Benefits from New Legislation."

Premier Dave Barrett has said his government's greatest failing has been a failure to "sell itself" to the public, according to the *Sun*.

MANITOBA

The **Winnipeg Press Club's** periodical *Mossback* reports that **Albert Boothe** now is consulting editor for **FP Publications** while

John Enright has joined *CJOB* from **Standard News** in Toronto and **Don Kirton** is now fulltime at *OB*. **John Berry** has departed *CKY* for *CHCH-TV* in Hamilton. He's one of six *CKY* staffers moving on . . . And for those who still wonder what's in a name, *Mossback* reveals that *FP's* soccer reporter is **George Kick**.



Octogenesian department: The *Portage la Prairie Daily Graphic* celebrated its 80th birthday on July 9 but we have no word on who blew out all those candles. *The Graphic* has been a training ground for such people as **Bruce Phillips** and **Warner Troyer**, both prominent television journalists today.



The Red Valley Echo, published in **Altona, Man.**, walked away with the major share of awards at the annual meeting of the **Manitoba Community Newspaper Association**. *The Echo* won best all-round community paper with circulation over 1,500; best editorial page; best single editorial; best educational story and most-community-minded newspaper. Last year's all-round best, *The Steinbach Carillon News*, was ineligible in that category this year but won three awards — best front page with circulation over 1,500, best Christmas edition and best feature story. The MCNA elections resulted in the reelection of **Miles Phillips** (*Boissevain Recorder*) as president and **Ian MacKenzie** (*Portage Leader*) and **Harold McCallum** (*Dauphin Herald*) as vice-presidents.



The **Winnipeg Press Club** reports that its membership stands at 256, of whom 57 per cent are media people.

THE NORTH

Ootes Press Ltd., an Alberta company headed by **Jack Ootes**, information director for the **Northwest Territories government**, has bought *The Record of Fort Saskatchewan*. The paper will continue with the same name and staff.

LEGAL FRONT

Jacques Matti, 58, director and co-owner of a **Quebec** show business trade paper was sentenced to 15 days in jail and fined \$5,000 in August for publishing false articles about radio and TV personality **Real Giguere**. He also faces a \$750,000 civil suit launched by Giguere.

The articles, published last November in *Gala des Artistes*, claimed that Giguere — who was planning a return to TV after an unsuccessful business venture — had undergone psychiatric treatment for a nervous breakdown.

In his own defence Matti said "the material published was true and in the public interest."

However, Giguere testified that he had "never been to any psychiatric institute in the world, and never had a nervous breakdown or any similar illness."

Judge Redmond Roche concluded that the testimony of 35 defence witnesses was mainly hearsay and did not substantiate the newspaper stories.

He said that the stories had "a disastrous effect" on Giguere's family, including his

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.**

OMNIUM-GATHERUM (CONTINUUM AD INFINITUM)

children and sick mother, and that Matti had never printed a retraction, a failure which the judge called "an absence of professional conscience."

The prosecutor in the case had called for an exemplary sentence "to protect good journalists and the public." However, Judge Roche said he had to consider the age of Matti, the fact that he had recently undergone open-heart surgery and that he had no previous convictions.

A U.S. Circuit Court of Appeals in New Orleans has reinstated an army court-martial conviction of **William Calley** for the murder of 22 Vietnamese civilians at **My Lai**. Various legal battles had previously reduced the sentence considerably. Lower courts had ruled that **media scrutiny** of Calley and My Lai had made the 32-year-old former lieutenant immune to trial because unbiased jurors would be impossible to find. In its decision the Appeals Court said, "material contained in the record belies the . . . conclusion that anyone familiar with the news reports surrounding the My Lai massacre would automatically convict Calley." Meanwhile, Calley remains free on bail while his lawyers plan an appeal to the U.S. Supreme Court.

The British government has taken the *Sunday Times* to court in an attempt to prevent publication of excerpts from the diary of **Richard Crossman**, a former Labour Cabinet minister who died last year. The diary, dictated nightly into a tape recorder, apparently contains free-wheeling revelations and gossip about domestic political activities at the highest levels of government. The *Sunday Times* refused cabinet secretary Sir

MAILING LABEL

John Hunt's request to delete large sections of the manuscript, and after some extracts were printed, the government filed suit. Exactly how much the British public should be permitted to know about the inner workings of its government will be decided by the Lord Chief Justice of England, **Lord Widgery**. A temporary injunction barring further printing of the diary is in effect while the case proceeds.

HEAD ACHE ISN'T GONE . . .

Errords In Story

Several discrepancies exist in the story published in Monday's *Chronicle-Journal*, regarding the plight of Merrill Shewchuk, 2134 McGregor Ave. Mr. Shewchuk claimed that telephone, disconnected due to a \$402.50 debt.

A check with the collection agency handling the account revealed that Larry Shewchuk was not, in fact, garrishbed. Larry also claims that he did not make all the calls, as his father had said.

Page 3, The Thunder Bay *Chronicle-Journal*, August 21

MISCELLANY

Pressure from the American gun lobby may have led several advertisers to withdraw more than \$100,000 worth of commercials from CBS-TV's Sept. 5 documentary, *The Guns of Autumn*. A *New York Times* report, printed in *The Globe and Mail*, said advertisers had received telephone calls from gun and hunting groups protesting the scheduled telecast of the 90-minute show. Written and produced by **Irv Drasin**, the program included graphic scenes of the killing of animals. A CBS executive said the calls were a clear campaign to intimidate advertisers. CBS used the vacated commercial time for promotional and public service messages. Only one advertiser, Block Drugs, stayed in the show with two 30-second spots.

Omniun Errata: Apologies to **Don Nicol**, new managing editor of the *Winnipeg Free Press*, for our spelling his name wrongly and saying he was from the Maritimes (Omniun, *Content* #55). He's from the West. In the same issue we transposed the cutlines under the pictures of Carleton graduates **Jonina Wood** and **Ann Simons**, in the article on page 20 reporting on the excellent report about journalism job prospects, in which they participated.

Rev. Frank C. Brisbin, secretary of the communications division of the **United Church of Canada**, has been appointed to the board of the **World Association for Christian Communication**. Headquartered in London, the WACC is an organization of church media groups in 61 countries dedicated to helping churches communicate better with the public. Mr. Brisbin is the only Canadian on the eight-

member board and the 54-member central committee.



Mythamatic department: we have it on good authority from *UPI* that the mythical headline "man bites dog" originated with 19th century newspaper editor **Charles Dana**, as an illustration of his belief that "journalism consists in buying white paper at two cents a pound and selling it for ten cents."

That may not say much for the newspaper business but it does say a lot about how much prices have gone up since Dana's day.

OBITUARIES

The death of **Norman Roy Perry**, 84, was reported in the August issue of *Marketing*. Perry was involved in magazine publishing for more than 50 years, launching *The Chatelaine* for **Maclean Publishing Company** in 1928. He was a director of **Maclean-Hunter** when he retired in 1956.

And the **Winnipeg Press Club** publication, *Mossback*, noted the death in June of **Charlie Hawkins**, owner of the **Manitou** district newspaper, a community newspaper man and a member of the WPC for many years.

Charles E. Honce, former assistant general manager of *The Associated Press*, died in a New York hospital, Aug. 28. He was 79. During his career he directed coverage of many famous stories including the St. Valentine's Day massacre and the Morro Castle ship disaster. Author of seven books, Honce was also a member of the Baker Street Irregulars, an organization of Sherlock Holmes buffs.

Charles A. Crompton, 63, of Toronto, who selected *The Star's* weekly chess problem for more than 35 years, died late August of a heart attack. Crompton was a chess player in his teens, winning a Toronto championship at 15. He also selected problems for the *Montreal Star* and was a former president of the Canadian Chess Federation.

Stu Camen, *United Press International* sports writer, died in New York Aug. 30, after a two-month battle with cancer. He was 34.