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Canada's National  
News Media Magazine

NOVEMBER 1975  
50 Cents

57

**JOURNALISTS IN JAIL. Page 8.**

**THE NEW MACLEAN'S REVIEWED. Page 12.**

**LUDLOW FLITCH JOURNALISM AWARDS. Page 6.**



**a place to stand?**





# REPORTING THE URGENT NEED FOR NEW HABITATS: WILL THE OLD NEWS HABITS BE GOOD ENOUGH?



**T**he problem: how to marshal the early interest and support of Canada's information media in an event of possible enormous impact on the Canadian future, when it runs counter to traditional news credos.

The event is Habitat, the United Nations Conference on Human Settlements. Canada will act as host to representatives from 140 countries at Vancouver May 31 to June 11, 1976. Mention Habitat to most Canadians and you'll strike a spark of awareness, but not much more. That's to be expected, for few of the media have carried more than casual references to the conference.

That is unsurprising. After all, news is change, something that's happening now, not words and ideas to be heard in a distant city next spring. And people of the media are unexcited by conferences, which they regard as

Any editor or broadcaster who wants to develop coverage of Habitat is invited to write or call the Canadian Participation Secretariat in Ottawa (995-9315 area code 613) and ask for **Judith Gibson** or **Vic Wilczur**. Background material will be sent promptly and the regional public relations service will get in touch with further aid without delay. **Joffre Miville-Dechene** is co-ordinating the work of the regional firms from his base in Montreal, and he too is a source of national and regional assistance (845-8238 area code 514).

manufactured events that may have to be given editorial space and air time when they come off — if they're prestigious enough — but do not call for long-term attention.

When the conference is big and international (Habitat will be the biggest UN conference on record anywhere) there will doubtless be adequate immediate coverage and on-site interviews with eminent participants. But early coverage in perceptive detail will depend on something of a breakthrough in news judgments.

To surmount these barriers, Habitat's Canadian Participation Secretariat is taking a variety of approaches. Its program of planned activities includes public meetings and symposia in major Canadian cities. Background on Habitat regularly goes to editors, writers, and radio and television programmers. Speakers, both government and non-government, are sent out to stir community interest.

The Canada-wide communications effort is channelled by the Urban Affairs Ministry at Ottawa through the Canadian Participation Secretariat, Habitat, whose information director is Luc Sicotte. Public relations firms based in principal cities serve as a field force to provide regional service, their work co-ordinated by a public relations firm based in Montreal. Ample information help is available to the media.

**T**he kinds of homes and communities Canadians will live in obviously will be crucial to their happiness. What happens in Vancouver may well work a lasting influence on the planning of Canadian homes and communities. Yet the most notable national news story about Habitat in the summer of 1975 was an aftermath of the P.L.O. crime conference story. A *Canadian Press* story refuted rumours Habitat too might be cancelled or moved out of Canada, and reported an affirmation of Canada's commitment to the Vancouver conference.

Habitat derives some publicity help from the 14 Canadian Urban Demonstration Projects being financed by the federal government, among which the three solar-heated homes being built in Ontario have developed

strong news interest. Two are in Toronto's environs. *Weekend* and *Impetus* have paid special attention to the Meadowvale solar experiment in Mississauga in stories about solar energy. More stories are being prepared.

These exceptions point up the problem. They are reported because the news-peg is timely, topical and highly practical during an energy crisis. But the broad question of human settlements seems difficult to fit into traditional news patterns. The purpose of the conference is to give the participating countries a chance to join in a commitment to improve the quality of their human settlements, bring about effective international action and exchange important information on human housing and settlement problems and solutions to them.

Does that sound uninteresting? Then God help us all. There is a communications problem, arising largely from the jargon of planners. Architects and engineers dearly love the languages of their professional priesthoods, and planning boards add their own semantic convolutions. It comes out all too often as appallingly dull.

**I**t can be said simply. The people of the world are sending their foremost experts to Vancouver next spring to try to get better homes and communities for everyone. That's what it's about: improving human life. Short of a meeting to end war or to eliminate starvation, or end over-population, there can hardly be a world gathering of greater significance.

The basic facts of the human settlement problem are known. More than half of the world's population, 3½ billion out of a projected 6½ billion, will be living in settlements of more than 20,000 people in the year 2000. More buildings of all kinds will be built in the next quarter century than have been built before in the history of man (that's from a Vancouver speech by Urban Affairs Minister Barney Danson). We are headed for situations of urgency, world-wide and Canadian,

Place Victoria from St. Henri district, southwest. Miller Photo Services, Gordon Beck.







calling for the planning and the most responsive action that we can invoke.

But Canadians cannot be rallied in support of effective action without the actions of the mass communications media: the job cannot be done by one-to-one or even community group communication. So here comes Habitat, and by most standards, particularly those of daily newspapers, it's unimportant in the daily run of local, provincial and national news stories. Somehow it must become more interesting to communicators if it is to be more than talk.

What can we expect, at best, of such an affair as this massive Vancouver conference? Will it really do more than add to the torrent of verbiage produced by planning boards and others producing words and papers on housing and other urban matters?

It has been correctly pointed out that human settlement questions are much different from those of international trade, for example. Settlements heavily involve people and their everyday lives and attitudes. Governments can generally settle trade matters between themselves.

**T**he Canadian future is the future of its people: their number, distribution, concentration, the nature of their dwellings and surroundings. What these will be in 1980, in 2000, and beyond, can be significantly affected by the depth of Canadian interest and participation in the Habitat affair.

"Can" is the word. Habitat's influence on human settlements in Canada will depend largely on whether the media are stirred sufficiently themselves to stir hearts and minds of Canadians.

From such response, grows involvement and support for effective political and economic action.

One of the differences between Habitat and previous UN conferences will be its audio-visual display of human settlement projects. Some 200 proposals for films and slide shows will be delivered from member states to the UN early in 1976. Four audio-visuals are being prepared by Canada, of which two are films: The Management of Urban Growth and Land Use and Community Rejuvenation. The other two will be slide shows: Governing Human Settlements and Design Innovations for Settlements in Cold Climates. Film writers have been retained and are currently travelling across Canada assembling material.

The slide show about design innovation will show some fascinating demonstration projects that have inherent news value, such as the three Ontario home projects. Among other Canadian Urban Design Projects presented visually at Vancouver is The Ark, a unique dwelling on Prince Edward Island planned to be largely self-sufficient in energy and food production.

These projects have the merit of bringing Habitat into sharper focus. Their tangibles are badly needed in translating the soaring Habitat concept into pragmatic realities. There are plans to use the audio-visual productions for a world-wide series of information programs following the conference.

**T**he two-fold aim of Habitat's communications network, which is thinly stretched (Ottawa information

staff only lately increased from two to four), is to make Canadians aware of the conference, and to stimulate their creative response and participation. Four of the provinces have set up provincial participation secretariats to assist. But being "aware" of the conference, in the sense of knowing that the international affair will convene at Vancouver in early June, is not in itself a contribution to better human settlements. It is not the Vancouver gathering itself that is the object of the Canadian information exercise, but the conference's meanings in terms of future human settlements in all parts of Canada.

Where we live goes hand in hand with how we live, with the environmental crisis, with racing against time to find solutions. The environmental problems confronting the community of man have been eloquently described by Barbara Ward in her personal record of a UN-sponsored seminar of experts which met at Vancouver in May 1973 under her chairmanship. The booklet, *Human Settlements: Crisis and Opportunity*, is a forceful testimonial to the need for Habitat.

Barbara Ward says it better than anyone else.\*

... the need for new approaches to human settlements grows more urgent by the year ...

Urban settlements are growing twice as fast as populations ... it is a crisis of sheer quantity ...

\* The Barbara Ward Report, *Human Settlements: Crisis and Opportunity*, is available to journalists, on request, from the **Canadian Participation Secretariat, Habitat, Secretary of State for Urban Affairs, Ottawa.**

## content

is published monthly at:

22 Laurier Avenue  
Toronto, Canada  
M4X 1S3

Telephone (416) 920-6699 (if busy, 920-7733)

Editor and Publisher: Barrie Zwicker

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Layout: Ian Martin

Cartoons this issue by George Shane, Nick Hobart

Typesetting: **accu**type LTD.  
DON MILLS, ONTARIO

Printed by Web Offset, Don Mills, Ontario

**Subscription orders:** Your first copy of *Content* will be mailed the same day your order is received, when you print your name, address and postal code clearly. Please enclose cheque, if possible. Institutions and companies: please be sure to include name of person(s) to receive *Content*. Gift subs accompanied by personal note, if requested.

**Advertising:** Rates and Data Card No. 5 (May 1, 1975) on request. International Standard Serial Number (ISSN): 0045-835X  
Second Class Mail Registration Number: 2501  
(Return Postage Guaranteed)  
Grants from the Ontario Arts Council are gratefully acknowledged.

**Subscriptions (Canada):**  
One year (12 issues): \$5  
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

## content

is a member of the

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Association**



Many of the critical problems posed by urban and suburban settlements remain unsolved, while rural communities fall into stagnation or become merged in general sprawl . . .

As man becomes predominantly urban, he invents cities he does not much like . . .

. . . there should be no doubt about the fact that better sense can be made of man's global advance into the technological era. In spite of the horrendous pressures on modern settlements, they are not inevitably condemned to inadequacy and failure. Massive resources can be mobilized provided there is the political will . . .

It is tempting to contrast the annual \$12-billion needed for houses (world figure) with the \$215-billion spent each year on armaments . . . while arms spending is by definition inflationary, capital invested in housing creates a whole range of needs which mop up savings and purchasing power . . .

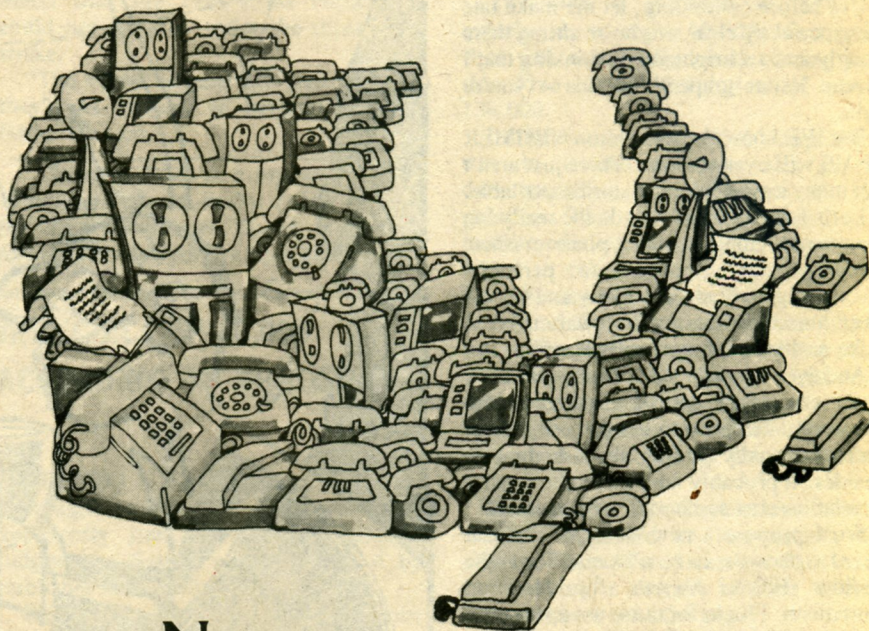
It is also tempting to suggest that if governments are serious about inflationary strains they might spend more of their substance on inflation-abating rather than inflation-inducing activities.

. . . a permanent information network for world settlement could be an outcome of the Conference (Habitat) and could help to ensure that Vancouver does not become simply a great occasion without any significant consequences. It is not enough to concentrate the world's mind for the course of a week or two in 1976. Man has to learn to see the settlements crisis as a central issue of human survival in the next three decades. Only then will resources, talents and manpower be mobilized to meet it on a sufficient scale.

If enough media people embrace Barbara Ward's sense of urgency Canadians are going to hear maybe five per cent as much about Habitat as they hear about the 1976 Olympics. Or is it unreal to expect as much news interest in an approach to a crisis of humanity as in the playing of international games? The problem is one of communication to the communicators. This article is one small attempt to reach them through an information channel they respect.

*Lance Connery is a partner in the public relations firm of Berger, Tisdall, Clark and Lesly Ltd., Toronto, which serves the Canadian Participation Secretariat as its information field force in Ontario.*

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# NEW HOPE FOR THE AWARDLESS HAVE A FLING AT A FLITCH

By STEF DONEV

The only thing wrong with the National Newspaper Awards is the fact that I'll never win one. The odds are you won't either.

But before continuing, let me make one thing perfectly clear. If you're sitting there smugly and self-righteously thinking that I have a "sour grapes" attitude - you're right.

But WE know the real reason NEITHER OF US will ever win one. There just aren't that many award-winning stories available.

Let's face it. How often do the really big ones come along - major plane crashes, bombings, axe murders (a perennial favorite), gangland executions and all the other human interest yarns guaranteed to make a city editor start salivating?

And even when they do come, you have a better chance of getting crushed in the newsroom stampede to get the assignment than of actually getting the assignment. Besides, it probably won't even be in your circulation area so nobody will get to go.

So, I propose a new series of national awards, ones we have a chance for - the Ludlow Flitch Awards for Ho-Hum Journalism. Flitch, for those not up on their history, was the first Canadian journalist to have a story edited beyond recognition. It was in 1752 at the *Halifax Gazette*, Canada's first newspaper, and Flitch had left a promising career as a cuspidor cleaner to become a reporter. He left the *Gazette* two hours later but continued his writing career on the walls of some of the best outhouses in Nova Scotia.

Some possible award categories would be: Best Civic Calendar Brief, Most Tear-jerking Obit, Least-comprehensible Cutline for a *CP* Weather Map, Best Rewrite of a *CP* Rewrite of a Non-news Story Carried on Page One of a Metropolitan Daily on a Slow News Day.

There would be some major award categories too, and I just happen to have some friends I'd like to nominate for them. (Maybe they'll return the favor.)

The Least Published Writer award is open to all writers with at least three years' experience who never worked for *CP*. Everett Tryer earned the award last fall covering a week-long Joey Smallwood Farewell to Politics Rally for the *Burford Simplifier*. He filed a total of nine stories and 17 sidebars, but the *Simplifier* used only one *CP* photo and cutline.

Wanda Gong earned the Most Published Writer award for her coverage of the Pandoc County Annual Bartenders' Regatta and Fashion Show. While finishing her third sidebar of the night, Ms. Gong



"I know a TV weatherman who really deserves it more."

inadvertently dictated from the same page of notes nine times. Her entire piece, including nine repetitions of the fourth take, ran the following day in all editions of the *Pandoc Exhaustible*.

And who could deny the Smallest Scandal of the Year award belongs to Ezechial Plotz of the *Hemlock Falls Expectorator*? His five-part series detailing the 14 personal phone calls made by four clerks in the assessor's office on City Hall phones between 1954 and 1974 has never been equalled.

But the biggest Flitch of all - the coveted Round-em Up and Move-um Out Award - should go to Yolanda Smythe-Rumford, a *Daily Planet* rewriteperson. Ms. Smythe-Rumford managed to get seven sacred cows, a venerated calf and a call for law and order into one 73-word lead. Unfortunately,

the story was copyrighted so the lead cannot be reprinted.

There are other areas that should also be included in the award category: Stupidest Question at a Press Conference, Longest-running Series of Page One Non-news Stories, Most Different Wordings for "No Comment" in One Story, Most Spelling Mistakes in a Cutline for a Picture of the Russian National Hockey Team.

And there should also be some sort of recognition for our fallen-away, but richer, brethren who have gone to their rewarms in the Kingdom of Flack. Surely some recognition is needed for the professional men and women who produce the tons of press releases we are bombarded with every day - maybe 30 days and a small fine.

*Stef Donev is with the Queen's park Bureau of The Toronto Star.*



# WINNIPEG FREE PRESS EMPLOYEES NARROWLY DEFEAT STRIKE ACTION

WINNIPEG — Editorial and advertising employees at the *Winnipeg Free Press* have rejected a strike proposal though 20 months of bargaining have brought no contract at the paper.

The vote was taken Oct. 2. Results were: 67 for strike action; 69 opposed; two ballots spoiled.

Officials of Local 233 of The Newspaper Guild, certified bargaining agent for the employees, said afterward the Guild would remain at the paper and still wants to bargain with the company.

There are about 150 Guild members at the paper.

Though Local 233 is certified as the bargaining agent, a *de facto* employees' association exists and has been fighting hard against the Guild since it began organizing.

A union official said 31 non-union members — most of them association members — were allowed to vote because Manitoba labor laws state that all employees in the bargaining unit may vote on a strike issue.

Only four days earlier, the *Free Press* announced a 15 per cent across-the-board wage increase — a fact which union officials said had a strong influence on the vote's results.

Members of the Local on Sept. 18 had voted unanimously to hold the strike vote. They had also rejected company proposals (not strictly "offers," said *Free Press* management in an interesting bit of semantic wizardry) which bore a

general similarity to a contract currently in effect at the *Winnipeg Tribune*.

Ron Kustra, president of Local 233, noted that the *Free Press* claimed it could not bargain under the threat of a strike.

"The threat is gone now, so we know they'll be anxious to bargain in good faith," he said.

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*Stephen Riley is a reporter for the Winnipeg Tribune, and is a shop steward for The Newspaper Guild there. He formerly worked for the Free Press.*

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## TRIB CIRC. UP 10,000 ACCORDING TO PUBLISHER

WINNIPEG — The *Winnipeg Tribune's* campaign to increase circulation has apparently had some early success, judging by figures released Oct. 4 by publisher Ron Williams.

Circulation increased by 9,916 since the project began Sept. 6, he said.

"That makes our current six-day weekly average 79,737," Williams exulted in a page one story.

The campaign involved a redesigned newspaper in modular format, guaranteed delivery to subscribers, a readers' ombudsman and — most significant — free want ads.

Neither Williams nor managing editor Gerry Haslam — responsible for ef-

fecting many of the changes — gave any indication of how long the free classified campaign would continue.

The plan is intended to take circulation up to about 90,000. It's a move that will necessarily mean cutting into the *Free Press* circulation of about 136,000.

Initial reaction of the *Trib's* opposition was to launch full-page ads simply demonstrating the difference in circulation. This was soon expanded to a multi-media campaign which the *Freep* keyed to the slogan of "The More for Your Money Newspaper."

Beyond that changes have been minor, but mildly interesting. Vertical line rules were dispensed with, and the night news desk was expanded in order to do layout on inside pages — a task which, up to now, had been left to the composing room.

Downstairs in Circulation, *Freep* officials appealed to less artistic instincts. They offered carriers \$100 each for enticing a certain number of new subscribers to take the paper.

The *Trib's* changes haven't been without their minor pains. Reporters asked for a meeting with ombudsman and executive editor Dick Goodwin after one of his columns took a reporter to task.

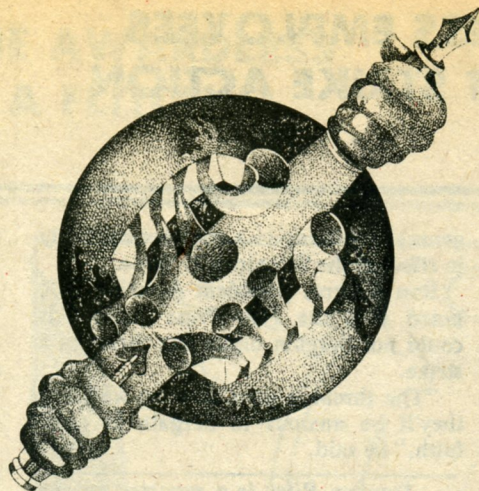
The problem was ironed out and Goodwin guaranteed in future to consult reporters after receiving complaints which might concern them individually. — Stephen Riley.

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ce que vous voulez.





political views which do not conform to the "democratic republican system" as interpreted by the present government. He could receive up to six years' imprisonment.

**V**ladimir Skutina is a Czech journalist and writer who was a well-known television personality during the Dubcek period. He represented the ideals of the reform movement. He continued to maintain his stand after the invasion of Czechoslovakia by the Warsaw Pact troops in August, 1968, and after his dismissal. He was arrested in 1969 and again in 1971. On both occasions the Act of Indictment alleged he had slandered the First Secretary of the Czechoslovak Communist Party, Dr. Gustav Husak, and had attacked the Czechoslovak-Soviet alliance and the Soviet Union. On July 1, 1971, he was sentenced to 50 months' imprisonment. Mr. Skutina is critically ill with a chronic inflammation of the pancreas and a blood clot on the brain. He has suffered a nervous breakdown while in prison and has been hospitalized. Now he has given up hope of seeing his wife again.

These journalists have not used violence. They have been imprisoned for conscientiously receiving and imparting information through the media. In some countries political prisoners are classified as criminals. In some countries they are formally charged, tried and sentenced. Other countries leave them uncharged and untried to rot in prison indefinitely. Barring a revolution, is there any hope that they will ever be released?

Amnesty International thinks some can be. Every month more than 40,000 members of Amnesty International in 60 countries write letters to prime ministers, presidents, justice ministers and prison wardens, politely requesting the release or better treatment of three selected prisoners of conscience. In addition, Amnesty International is asking all free journalists and writers to work for their colleagues who are in prison, and to publicize their plight.

**C**ampaigns on behalf of specific prisoners and professions do bring results. Since 1961 more than 15,000 Amnesty International adoptees have been released after pressure has been exerted. In 1974 alone more than 1,400 prisoners under adoption or investigation were released.

Amnesty International began in 1961 when Peter Benenson, a British lawyer, became outraged over the news that

## AMNESTY INTERNATIONAL PROVIDES SOME HOPE FOR WORLD'S JAILED JOURNALISTS

WINDSOR, Ont. — To receive and impart information through any media is the job of a journalist. Right? Amnesty International has compiled a list of 175 journalists and writers in 31 countries who are in prison for receiving and imparting information that displeases the regime in power. The list is far from comprehensive. These prisoners are just a few of the 1- to 2-million people around the world who are in prison because of their political beliefs. Their imprisonment violates Article 19 of the Universal Declaration of Human Rights which guarantees that "everyone has the right to . . . receive and impart information and ideas through any media."

Eduardo Viera is a 60-year-old journalist and former member of parliament in Uruguay. He was first arrested in December 1974 after an investigation into the pro-communist newspaper, *El Popular*, of which he was editor. It has since been closed. In January 1975, Amnesty International made an urgent intervention on his behalf. His incommunicado detention, his precarious state of health, and the maltreatment of other members of the Communist Party gave serious cause for concern. At the end of January a judge ordered his release, but Senor Viera remained in custody under the emergency legislation of *Medidas Prontas de Seguridad* until the end of March. A month later he was re-arrested and charged with "attack on the morale of the armed forces." This charge can cover virtually any criticism of the armed forces or the expression of

By JEAN SONNENFELD



two Portuguese students had received seven-year prison terms for merely toasting freedom. To help bring about the release of these students and others like them, he founded Amnesty International. Since then Amnesty has investigated thousands of prisoners of conscience in more than 100 countries. Amnesty considers a prisoner of conscience to be any person imprisoned because of his or her political opinions, religious beliefs, race or colour, and who has never used violence.

Each month Amnesty members are asked to write letters on behalf of three prisoners of conscience — one in a western country, one in a communist country, and one in a third world country. An avalanche of letters pours into the foreign offices of the three countries selected. Governments are reminded of international opinion and standards. The bad publicity hurts. As a result, prison conditions are often improved, and sometimes prisoners are freed.

Most Amnesty members belong to a group. In Canada there are more than 25 groups. Each is assigned three prisoner adoptees, one from each division of the world. The International Secretariat in London, England, provides the groups with extensive case histories, the political background of the country concerned, and the approaches to use.

**G**roup members write letters to government officials on behalf of their adoptees and if they can to the

prisoners and their families to give them the assurance someone is concerned enough to want to help. Where necessary they raise money to send to the prisoner's family. Many families have no income when the breadwinner is in prison. The groups appreciate press coverage which can arouse community support.

Pressure groups like Amnesty can be a pain in the neck. It is no surprise that Amnesty is called communist by fascist governments and fascist by communist governments. But it is Amnesty policy never to criticize the ideology of any government. As a non-government organization, Amnesty maintains strict political neutrality. It criticizes only actions.

Through its affiliation with the United Nations, the Council of Europe, the Organization of American States and the Organization of African Unity, Amnesty can provide these bodies with well-researched information about prisoners of conscience and their treatment. When more than 1-million individuals in 90 countries signed Amnesty International's appeal to the United Nations General Assembly to effectively outlaw torture, the General Assembly passed Resolution 3059 (XXVIII), condemning torture and the cruel treatment of prisoners. Nevertheless, nearly one-half of the UN member nations voting for this resolution continue to use torture. In its Campaign for the Abolition of Torture, AI letter-writers remind these governments of their double standard.

In countries such as Indonesia,



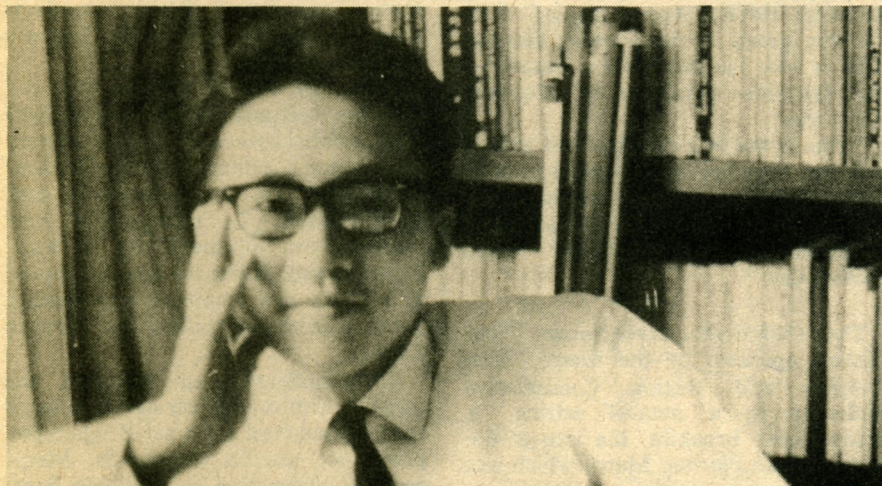
In 13th year in a Singapore prison is journalist and poet Said Zahari. In 1961, as editor of *Utusan Melayu* in Malaya, Zahari led a journalists' strike to preserve the paper's freedom.

Chile, Brazil, Korea, and many others, beatings and torture often accompany the interrogation of a political prisoner as a matter of course. Mrs. Lies Sukatno of Indonesia was a journalist with *Ekonomi Nasional*, a progressive business daily newspaper. She was arrested in July, 1968, and was beaten during interrogation. The broad allegation against the journalists associated with those newspapers banned after the October 1965 coup attempt is that they helped create a political climate which would favour a coup. All these prisoners are detained without charge or trial because of their real or alleged support for the Communist Party prior to its proscription after the coup attempt. It appears many and perhaps all of them were beaten or tortured during interrogation.

If you are interested in helping Lies Sukatno, Vladimir Skutina, Eduardo Viera, or any of your imprisoned colleagues, Amnesty International can give you its list, *Writers and Journalists in Prison*. AI wants the cases of the prisoners to be publicized. You can also contact your local AI group and help publicize its work on behalf of the three prisoner adoptees it has been assigned. In addition, more information and/or membership forms can be obtained from **Amnesty International Canada, 2101 Algonquin Avenue, Ottawa, Ontario K2A 1T2. Phone (613) 722-1988.**

Some day you may receive a letter like this from a Portuguese ex-prisoner: "Amnesty International was a light of hope shining in the darkness of . . . despair."

*Jean E. Sonnenfeld is a freelance writer living in Windsor, Ont.*

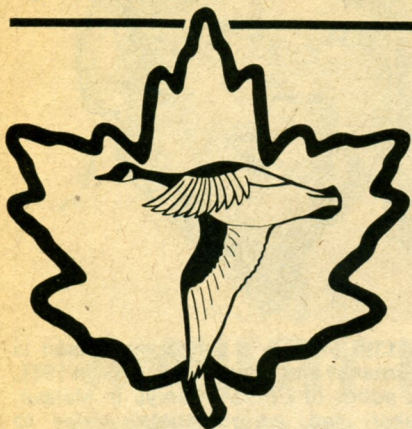


Taiwanese satirical writer Lee Ao, editor of *Wen Hsing* (Literary Star) until it was closed by Taiwan government in 1965, has been imprisoned since 1971 when he was tried in secret by a military tribunal. He is not due for release until 1981. His 20 books have been banned. Charges against Lee are not known, says Amnesty International, but he was connected with the independence movement through his friends. He is outside the scope of official clemency because of these connections. His health is deteriorating. Amnesty launched a campaign on his behalf in November 1974.



# OUTDOOR WRITERS' ASSOCIATION IS GUN-HO TO STALK EXCELLENCE, CATCH NEW MEMBERS

By WILLIAM SORENSON



## Outdoor Writers of Canada

The association of outdoor writers of Canada (generally known as OWC) had a vague but honorable beginning in the early 1950's. A group of about 20 writers got together one evening at the old Toronto Press Club and batted around

the idea of getting better recognition by forming a separate organization.

Once planted, the seed took about 10 years to germinate. During that time a provisional committee was formed, meetings were held and a newsletter was started. Writers in other provinces were contacted and the membership grew slowly but steadily on an informal basis. The basic aims were: to improve the skills of its members, to work with governments, industry and private organizations in improving the use of the outdoors.

It was a trying period as finances were tight, but one manufacturer of a nationally well-known outdoor product gave support in making available places for what has since become an annual convention and workshop. Without such help many an organization would founder at birth.

Enthusiasm and growth led in 1962 to

an application being made to the Secretary of State for federal incorporation as a non-profit organization with head office in Toronto.

This was granted in November 1962 under the name of Outdoor Writers of Canada — *Chroniquers de la Vie au Grand Air du Canada* (shortened to OWC-CVGA) with the stated objects:

- To stimulate interest in and an appreciation of the outdoors.
- To stimulate high standards of craftsmanship among professionals concerned with the portrayal of outdoor life.
- To co-operate with government agencies and others in support of the best possible use of Canada's renewable resources.

Since then it has worked closely with the various provincial governments on proposed action affecting the outdoors, and with the St. Lawrence Seaway on behalf of small boat owners. It runs a yearly country-wide competition for Canadian outdoor writers, with \$1,000 in prizes and plaques for three top writers. This is supported by the Canadian National Sportsmen's Show. It supervises the selection of the winner of the \$300 yearly Pete McGillen Award donated by the Toronto Camping Show. It has an annual well-attended convention and during the year conducts various workshops to help improve members' skills.

While the original membership was from the newspaper and magazine field it has now broadened to include lecturers and authors, editors and publishers, radio and TV commentators and photographers. Its membership now reaches from Newfoundland to Vancouver Island. It has the strong support of 15 corporate members representing outdoor-oriented industries across Canada.

As identification, all members are supplied with colored car decals, a large embroidered crest and a set of logo repro proofs for use on letterheads. Membership information is available from executive director Ted Yates, R.R.3, Mount Albert, Ontario.

*William Sorenson is president of the Outdoor Writers of Canada — Chroniquers de la Vie au Grand Air du Canada. Content will carry another article soon about the craft of Canadian outdoors writing.*

## FARM AND OUTDOOR WRITERS MINGLE

CLAREMONT, Ont. — Can journalists who write about conflicting subject areas survive a day of intensive probing of opposing views and still keep their cool?

More than a dozen farm and outdoor writers proved on Sept. 27 that it is possible, at a workshop held near this village northeast of Toronto. In fact, they liked it so much they want to do it again.

The Eastern Canada Farm Writers Association (ECFWA) and the Ontario Chapter of the Outdoor Writers of Canada (OWC) co-sponsored the workshop in the Claremont Conservation Field Centre hoping to broaden their members' outlook in areas of common concern and interest.

They heard representatives of government, farmers and outdoorsmen explore such questions as Land Use: Who's Right? Sportsman/Farmer Conflicts, and Farmer/Wildlife Problems. All are issues which often see agricultural writers representing farmers on one side, outdoor writers representing hunters and fishermen on the other.

Who won? They both did, according to Bob Keir, chairman of the OWC Ontario Chapter, and Clyde Bell, president of ECFWA.

"If we are going to write about sensitive issues such as these then we owe it to our readers to be as objective as possible in presenting all sides of the case. We cannot afford, as professional writers, to be looking at common problems through tunnel vision," Keir told the group at the opening session. Keir is with the information branch of the Ontario Ministry of Natural Resources.

"This is the first time our two groups ever met together for a session such as this and I hope it won't be the last," Bell said in closing the workshop. Bell is publisher of *The Tweed News*, Tweed, Ont.

The Claremont Conservation Field Centre, operated by the Metropolitan Toronto and Region Conservation Authority in a natural setting, is located near Brooklin, the site of the International Plowing Match which was being covered by the farm writers.

The two groups will be meeting again Nov. 15 at the Royal Agricultural Winter Fair in Toronto, but not together. It will be the annual general meeting and election of officers for the Ontario Chapter of OWC. ECFWA traditionally holds a general meeting in conjunction with the Royal.



## MORE NEWS WRITING FLUFFS CORNERED

Gentleman and/or Ladies:

In your 50-specimen collection of common errors in newspaper writing, catalogued in the May issue of *Content*, I would label 48 as "genuine." Two may be "spurious."

I don't think one should dogmatically prohibit "different than." And, my good friend Norman DePoe to the contrary, some pretty respectable authorities consider it "correct" to use "like" as a conjunction. To support what I consider to be a valid dissent from what *Content* says about these two items, I enclose excerpts from Cornelia and Bergen Evan's *Dictionary of Contemporary American Usage*. You will note that the authorities adverted to are almost invariably British.

I am sure you will receive many contributions to your future columns on English usage. I can provide only a few:

96. **Future/coming, upcoming;** The word **future** itself or the word **coming** is preferable to **upcoming**, which is a graceless borrowing from cablese. Why not say a **coming** event or a **future** event instead of an **upcoming** event?

97. **Mild/milder:** More exceptional was the occasion when the *CBC's* Bill

Lawrence told television viewers of his weather forecast: "To describe today's weather we use an adjective: **MILD**. To describe tomorrow's weather we have to use an adverb: **MILDER**."

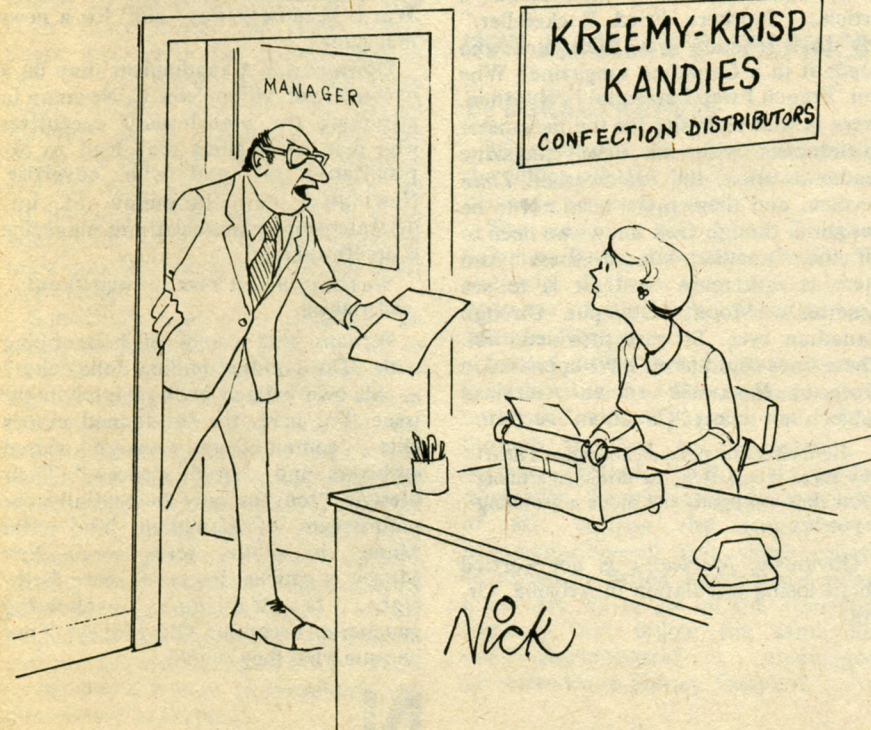
98. **Foreword:** A word commonly misspelled is **foreword** when what is meant is the passage in a book which precedes the main text, the word which goes before. Frequently the word is wrongly spelled **forward** or **foreward**.

99. **Heart-rending, heart rendering:** An oral malapropism was that of the television panellist who described the plight of the people of Bangladesh as being **heard-rendering** rather than **heart-rending**.

100. **And, plus:** An infelicitous word is **plus** when it is used as a synonym for **and**. An example is: "He went to the tailor's **plus** he bought a new suit."

Good luck with what I trust will become a new *Content* feature comparable to the *Editor and Publisher's* columns on words and English usage.

Wilf Kesterton,  
Professor,  
Carleton University.



"Miss Perryman, your spelling has recently become disturbingly conventional."



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# FIRST ISSUE OF HYBRID IS HEALTHY IF UNEVEN NEW MACLEAN'S REWARDS READER WITH NUGGETS

By EARLE BEATTIE

**W**elcoming the first edition of Canada's news magazine to our door was like heaving a sigh of relief that a member of the family who has hitchhiked around the world has made it safely home. Thank God you've arrived, *Maclean's*! This country in the morning — and in the afternoon — now has an indigenous news magazine to compete with and, it is hoped, to replace that U.S. Trojan horse called *Time* "Canada."

After the welcome home, of course, we look anxiously and sympathetically but critically at the traveller. What condition is the offspring in, physically and mentally? Lean and hungry, spirited or downcast, keen-minded and informed, or adrift? Judgment must consider its youthfulness, its middle-of-the-road readership and its need to compete with *Time*.

Certainly not lean and hungry. *Maclean's* arrives with 124 pages\*, including the covers, of which 58 per cent are advertising. Fifty-nine of these are full-page ads, mostly in colour. For a stripling this is a strong economic start that out-matches its rivals of Oct. 6: *Newsweek* with 104 pages of which 52 per cent are advertising and *Time*, with 108 pages of which 46 per cent are advertising. It was as though Maclean-Hunter strategy was to come on with a Tet-offensive show of strength to demoralize the enemy. And contradictorily enough, having written an article for *Content* on the adverse effects of advertising in mass media, this writer feels survival tactics regretfully are required in this case.

I had quoted Marya Mannes in that article: "In their ferocious competition for advertising space, they may find themselves gaining revenue, but losing readers." *Maclean's*' ratio of ads to editorial is approximately one to one. In format it is a *New Yorker* where readers must keep leafing through page after page, hurdling ads on the left hand pages, ads on facing pages and ads on both pages. One saving grace is that articles are not jumped from, say, page 8 to page 80. But layout is impaired and the total effect is clutter.

\*A careful reader will see pages 16 and 80 run a to d and page 48 from a to p.

## Maclean's CANADA'S NEWSMAGAZINE

It is probably for that reason that the new *Maclean's* did not grab me. It did not come on as fresh, strikingly original — any kind of aesthetic breakthrough. But as I pushed on, past the depressingly dark cover picture of "Big Mac," past the Contents page which did not list all the articles, to the news pieces, news features and longer articles reminiscent of the old *Maclean's*, I found much to redeem the scatteration effect. Here was no slickly-programmed, committee-written content as in *Time*, with a few exceptions. Here was individual perception, varying styles, attention to Canada as something more than the fifty-first state of the union. Here were lines of thinking that could never appear in *Time* or *Newsweek*.

**T**ake, for instance, Walter Stewart's article, "Southern Fried Rockefeller." My first reaction was "Oh, no, who needs it in a Canadian magazine? Why not 'French Fried Levesque'?" "But then, there is that necessity for the parameter to intersect with the news magazine reader as such, the brainwashed *Time* devotee, and there is the need not to be parochial though God knows we need to hit the Canadian consciousness. And there is one more need. It is to see America's Mount Olympus through Canadian eyes. Stewart provided that. These lines could never have appeared in *Time* or *Newsweek* on an American subject, nor in any "Canadian" section:

He melted the Arizona aborigine's heart by three steps: first, he attended Chiang Kai shek's funeral, and made a groveling speech . . .

Obviously, *Maclean's* is not worried about losing circulation in Arizona. Or, this:

So Rocky is here running again, billing and cooing with George Wallace, Alabama's own Cro-Magnon politician.

Cro-Magnon? The Americans think he's conservative.

And, of course, this would be meaningless in a U.S. newsmag:

To call him a liberal is unfair — it's like accusing Claude Wagner of liberalism because he once wore a John Kennedy hairdo.

*Maclean's* seems to have put itself in the big league immediately with its opening article, an interview with Indira Gandhi. For some odd reason, exigency or carelessness, it omitted the byline: Paul Saltzman, Canadian free-lance journalist, who interviewed Mrs. Gandhi Aug. 22 and 23. He gets mentioned only in a news-summary preface to the interview. As Marci McDonald writes in her piece on Carole Taylor, Canada is a country "singularly starved for stardust". Maybe for the better, but failure to star an article or to byline the writer is downplaying it to a suspicious degree. Was it because it was "old" for a news magazine?

Downplaying Canadianism may be a new tactic of editor Peter C. Newman in attracting the branch-plant executives who fear nationalism may lead to expropriation — and who advertise. Newman's new language of understatement in launching the magazine is breath-taking:

We like to think it is not an insignificant undertaking.

Perhaps that comes of hobnobbing with "The hundred-million dollar club" — his own bylined book chapter in the issue. For here, the sun-tanned money elite "communicate through raised eyebrows and shared silences." Their lifestyle "touches only tangentially the mainstream of Canadian life." Old Money is subtle, *sotto voce*. New Money is gauche, insecure, more forthright. Is *Maclean's*, eschewing gaucherie, becoming Old Money? They become what they behold.

**N**ot quite. Here is Allan Fotheringham with an incisive column on Trudeau portrayed as hypocrite,



technician, recycled swinger without Nouse. Nouse? A British term meaning intelligence combined with horse sense and probably not acceptable to your Scrabble partner. We realize with a jolt that the core of PET's cabinet was picked by Pearson and the cabinet as a whole acts as a covey of "waffle, shuffle and mumble" artists. This is writing, criticism — everything but analysis.

Triviality and technology substitute for analysis in *Time*. The same fascination with machination is there in *Maclean's*' three pages on The World where we learn miniature metal detectors will be used by the U.S. secret service to find the guns around Gerald Ford, not to mention miniature dogs who can sniff out gun oil. Surely Canadian, even *Time*, readers deserve something on why so many U.S. citizens want to shoot their head of state, want to shoot any public figure from Wallace to Reverend King. Is it TV and the movies? Is the modern industrial machine now manufacturing monsters? Is it something in the American psyche? Could it come to Canada? If not, why not, since we watch the same shoot-out footage? Could the Secret Service in the U.S., who are heroes in *Maclean's*' Foley/Lowther story and portrayed as Mission Impossible men turning to dogdom, be the hidden creators of the crazies? After all, the CIA and FBI lists of human targets for LSD, poison and death numbered in the thousands.

What have we here over and above a rehash of newspaper stuff? And now enter Patty Hearst, ho hum. James Eayrs' analysis in *The Toronto Star* of Oct. 1 on brain-washing was more magazine-like. And so The World marched on in *Maclean's* with four pieces on the U.S., one from Moscow and one from Lebanon. Yet again, we are thankful for the piece on U.S. grain sales to the Soviet Union which devotes more than half the space to the loss effect on Canada.

Something new is in evidence: an article on the U.S. that relates mostly to Canada — a Canadian perspective — and an erasing of the title The World in U.S. terms. We turn then to the department-compartment called Canada (which jolts just a little as we thought the *entire* magazine was Canada) and the cover story on the cabinet shuffle after Turner's resignation, along with a profile of "Big Mac." Turner's sudden quitting just before the Ontario election is weakly passed off: "he was tired of government and politics after 13 years . . ." Hard to believe of a man on horseback who dismounted so abruptly.

**R**obert Lewis, *Maclean's*' catch

from *Time's* Toronto bureau, digs and splices a bit to remind us that it was Macdonald who put the finger on *Le Jour*, cutting off its energy conservation advertising, and who tells us that Trudeau "sounded out the heads of the banks on alternate candidates . . . and Macdonald was their choice."

It is also instructive to read that Macdonald is an ignoramus on economics. He is quoted as saying: "I don't know enough about economic theory even to identify the schools . . ."

As in so much news reporting, there is over-stress on personalities, on David sling-shooting the Goliath of inflation and unemployment as though there was no economic policy or system to contend with. The real power that reposes in Toronto and Montreal high-rise towers with their lines out to Manhattan is not probed or analyzed, and the 17 multi-million-dollar men that Newman deals with are, in this issue at least, mere characters.

The "back of the book," as magazine editors are fond of calling the short departmental reviews in the tail-end of their magazines, consists of People, Business, (timely on the Bricklin car crash), Sports, Medicine (a true horror story on vasectomy), Advertising (Canadian ad agencies are losing accounts to U.S.-owned agencies; it's thought to be a backlash against

Canadian nationalism), Travel, (to Cuba, still out of bounds for U.S. travellers), Press (on cartoonist Mosher), Education (easy learning of French), Cities (New York, a city southeast of Montreal), Art (with a sensitive article on the late Miller Britain of Saint John), Television (where Ron Base picks the right subject, the fifth estate on *CBC*), Films, and Books.

And finally the fairy tale called "Carole Taylor doesn't want to be perfect" by Marci McDonald, great stylist, writing at her most romantic; a narcissistic story of Carole and Vancouver's mayor, Art Phillips, "bright, beautiful, believing in all the right things, taking life on their own terms, . . . golden, creatures of their time."

This Snow White bedtime piece with its trapped TV-doll waking up laughing at the robust touch of Prince Charming, the Millionaire Mayor, is a self-portrait with almost no dissenting voices. It would not have passed the scrutiny of Ralph Allen, Pierre Berton or Ian Sclanders in the old *Maclean's*. But the new *Maclean's*, the news magazine, is, for all that, a healthy hybrid and we are all cheering for it, criticizing it in the spirit of Northrop Frye (within its own genre) and thereby expecting to make it better.

*Earle Beattie is editor of Media Probe newsletter and teaches a media course at York University.*

## NEW MACLEAN'S GRAPHICS TOO TIMELIKE: CRITIC

By DONALD HAWKES

It's difficult to be coherent discussing the design of the "new" *Maclean's* — "Canada's Newsmagazine."

The anger I feel when I try to balance Peter Newman's nationalist rhetoric against the physical appearance of his book, makes rational thought difficult.

Spread after spread seems to have been lifted out of *Time*-boxed articles with the accompanying pix bled through the box to the margin; a section called, with staggering originality, People; and perhaps worst of all, calling the magazine a newsmagazine—all one word—exactly as coined by Briton Hadden and Henry Luce. Are we to get all the *Time*-style coinings that follow the same formula—cinemactress? . . . cinemoppet (in reference to Shirley Temple)?

It's not ALL *Time* of course — there are borrowings from *Newsweek* and *New York* magazine. *New York* magazine allows the (choke) new

*Maclean's* to have stylishly bold section heads with stylishly light decks. Chic, but not Canadian chic.

Because publications have—or can have—maybe even should have, a "look" which reflects their country of origin, London's *Daily Mirror* does not copy the graphic style of the *New York News*, although both are popular tabloids. The *Times of London* does not copy the style of *The New York Times* although both are "class" dailies. And — this is the most important point — the international reader has no trouble telling which is the English and which is the American paper.

The *Frankfurter Allgemeine* looks German; *LeMonde* looks French.

*Le Devoir* looks Canadian; *The Globe and Mail* looks Canadian.

*Maclean's* — cute maple leaf in logo notwithstanding — doesn't.

*Don Hawkes teaches communication graphics at Ryerson Polytechnical Institute in Toronto.*



# CANADIAN CARTOONING BEST IN NORTH AMERICA

By DONALD HAWKES

**Best Editorial Cartoons of the Year – 1975 Edition**, 160 pages, \$8.95. Edited by Charles Brooks, forewords by Barry Goldwater and Hubert Humphrey. Pelican Publishing Co., Gretna, La.

They are all here: Andy Donato, John Collins, Ben Wicks, Ed Uluschak – *The Windsor Star's* Roschkov even made the front of the book jacket. Blaine is there and so is Norris. The point, of course, is that Canadian editorial cartoonists have made an outstanding contribution to this collection published in the United States.

And it's probably appropriate. In his foreword, Sen. Hubert Humphrey notes: "The American political cartoon has been around since the days when Paul Revere used to make extra money by printing British cartoons favorable to the Colonies." With this kind of history, it's no surprise Canadians stand out in a field built on paradox.

They *do* stand out. If this book is an accurate indication of what's being done by North American editorial cartoonists – and more than 120 are represented – the level of Canadian work in the area is the highest on the continent, both from the point of view of humor and draughtsmanship.

In addition to the names I've mentioned there's outstanding work from Doug Sneyd, Peter Kuch and Merle Tingley. In fact only two Canadian names spring to mind as missing – doubtless for copyright reasons – Terry Mosher and Duncan Macpherson.

Although he's not there in person, the book is a kind of triumph for Macpherson. His influence has not only crossed the border, it has won a Pulitzer prize!

The *Boston Globe's* Paul Szep won the 1974 Pulitzer Prize for his cartoon "The Summer of '73" about the gasoline crisis in the United States. When he learned of the honor, Szep immediately sent Macpherson a telegram congratulating Macpherson on *really* having won the prize. A glance at the Canadian-born Szep's work is explanation enough.

But setting the Canadian angle aside, the book as a whole is disappointing. There's too much tired, stale work from both sides of the border. It's difficult to believe that so many cartoonists from so many papers over such a wide area could produce such a narrow range of clichés. There are far too many eagles and sheiks, elephants and donkeys, and ships of state in all too many states of distress. Such devices were satirized by cartoonist James Gillray (see ac-

companying steel engraving) in the eighteenth century as being the tired props of the tired draughtsman. They were probably stale in Caesar's time.

Adding to the atmosphere of dullness is the book's typography. Too many of the pages are crowded with five drawings where one would have done, and four bad drawings could have been chucked. And for a book devoted to the pictorial, there are too many words – usually cartoonists' biographies – scattered about. They should have been left to the end.

Technically, the blacks, which are crucial in this kind of volume, are grey and

pitted. This makes nonsense of the expensive paper and binding.

The publishers should take a close look at the treatment the *Toronto Star* gives Macpherson in his annual collections. Although they are softbound, the stock is crisp and white, the printing superb and the layout – one drawing to a page – doesn't wreck Macpherson's own fine graphic design.

*Don Hawkes, whose cartoons frequently appear in Content, teaches communication graphics at Ryerson Polytechnical Institute in Toronto.*



The MILITARY CARICATURIST.

"his Satires are as Keen as the Back of a Razor; — and having but Three Ideas in the World, "Two of them are borrow'd, \_\_\_\_\_ & the Third, nobody else would own." \_\_\_\_\_

By James Gillray, from the collection of Don Hawkes



# BROADCAST EXECUTIVES COWER BEFORE GOVERNMENTS EVEN THOUGH INFLUENCE OF A CRONKITE IS MASSIVE

By DICK SMYTH

**Moments of Truth**, edited by Marvin Barrett. Thomas Y. Crowell Co., New York. 274 pages. \$3.95 paperback.

Each year in conjunction with the Alfred I. Dupont-Columbia University Awards, a survey of broadcast journalism is published in the United States.

This year's edition, the fifth, has been titled *Moments of Truth*.

Unfortunately, its readership will be largely journalists, already familiar with the history and the problems spelled out in the report.

But it forms a valuable record. It will be of great value to students of the craft. With some luck, odd copies may turn up in dentists' offices, summer cottages and book-store bargain bins, providing some readership among non-journalists.

My assignment was to review a review, not an easy task. The "survey" is essentially a catalogue of the splendid and the dreadful things that happened in American broadcasting during 1972 and 1973. It is written in a brisk, academic style. Although in places it tends to sound somewhat "holier than thou," the text for the most part reads like good, crisp news copy.

Why "holier than thou?"

Although I assume the authors and, for the most part, the readers of the survey cleave to the accepted standards and ethics of journalism, there is an underlying tone of righteousness. Broadcast journalists are without sin. Their managements and the government power structure, by contrast, are uniformly evil and constantly plotting to trip the white charger bearing the friendly neighborhood news director. Indeed there was much plotting against the media during the period under examination. It covered the early months of Watergate. Although the authors treat Watergate comprehensively in three chapters and provide some illuminating appendices relating to it, they have not ignored the sizeable problems that beset broadcasting during the same months.

Indeed, the survey examines the unfortunate manner in which Watergate dominated the news, often forcing out coverage of other equally important if less momentous events.

The appendices make some of the most fascinating reading in the book. There is a lengthy memo from Charles W. Colson to H.R. Haldeman, written when both were in the corridors of power. It concerned a 1970 meeting with the chief executives of the three American networks:

The networks are terribly nervous over the uncertain state of the law, i.e., the recent FCC decisions and the pressure to grant Congress access to TV. They are also apprehensive about us. Although they tried to disguise this, it was obvious. The harder I pressed them (CBS and NBC) the more accommodating, cordial and almost apologetic they became. Stanton for all his bluster is the most insecure of them all.

Later, in the same memo:

This all adds up to the fact that they are damned nervous and scared and we should continue to take a very tough line, face to face, and in other ways.

It was ever thus when broadcast executives confront government, whether benign or corrupt. Executives of million dollar communications corporations too often resemble small school boys smiling nervously while awaiting the cane.

The survey laments the fact that broadcasting was far behind the printed press in reporting Watergate. The story had been touched by no one other than the *Washington Post* for four months. Walter Cronkite, however, did a series of in-depth reports on the story which prompted the rest of the electronic media and other newspapers to focus on Watergate as well.

The survey reports, quite colourfully for such a scholarly publication:

For *Post* editor Ben Bradlee, who at that moment, after four months of virtually solitary and highly visible digging, was wondering if he would ever get reinforcements on his heavily bombarded beachhead, Cronkite's arrival was a lifesaver. Editors throughout the country really downplayed the Watergate story and dismissed it as a vagary of the *Washington Post*. The editors began to move these stories up only after Cronkite did the two segments on Watergate - they were blessed by the Great White Father.

## THE BISONLAND BLUES

"Please put something in the magazine," said my wife, "asking people who are renewing their subs to *please, please*, attach their mailing labels. I had to search all of Manitoba last night for one subscriber card."

The survey contains an excellent chapter on the energy crisis with worrying revelations how big oil with its big advertising dollar exerted undue pressure on electronic coverage of the entire energy picture.

There is a depressing chapter on the influence of the news consultant on American television news (and, to a lesser extent, its Canadian counterpart.)

Happily, in the wake of Watergate, the "happy talk" approach to the events (or non-events) of the day has gone the way of most fads. But during the period of the survey, there was widespread demoralization of television newspeople because of insane stunts used to attract audiences. *WXII* dressed its news director-anchorman Dick Jensen and its reporters like refugees from the Sunday morning gospel hour, in matching lemon-yellow blazers. In San Francisco, highly rated station *KGO*, where 55 percent of all news items fell into the "tabloid" category, became known locally as the "Kickers Guts Orgasm" station.

Although consultants have been guilty of some atrocities, one cannot argue very strenuously against the recommendations made by consultant Frank Magid for a Miami station: develop a team atmosphere...tease upcoming stories before the commercial break...use voice-over explanation of film stories with background sound from the scene...use field reporter as extensively as possible...make every effort to avoid duplication of early newscast by late newscast...news analysis on a regular basis...weathercast should end with **understandable** forecast for next 24 hours...

The survey gives radio mere token examination, not surprisingly when one considers the state of the art today in comparison with television. "Radio was almost, but not quite, a journalistic desert." The book then summarizes a few documentary oases at various local stations.

Few of the problems of broadcasting examined in the book here are paralleled in Canada. Yet every Canadian broadcaster should read the book. American trends often repeat themselves in this country. The experience of U.S. newsmen facing and eventually ousting a corrupt administration might be valuable to Canadians in the event we ever face a "Beaver-gate."

*Dick Smyth, a native of Montreal, has been a news director of CHUM-AM and FM in Toronto since 1969. He is a regular news commentator on both stations.*



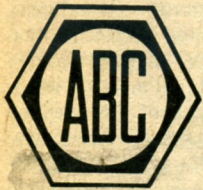
# CANADIAN WEEKLIES FIRST ON CONTINENT TO ARRANGE CO-OPERATIVE AUDIT PLAN

**SASKATOON** — A long-overdue step to strengthen the place of weeklies in the Canadian media picture was announced at the annual convention of the Canadian Community Newspapers Association (CCNA).

The step is an Audit Bureau of Circulations (ABC) group audit plan.

The plan means substantial reductions in time and costs for participating papers. It recognizes the growing trend toward co-operative selling, promotion and research programs among weeklies "serving cluster markets," as an ABC press release put it.

ABC is a Chicago-based outfit which guarantees to advertisers and others that a publication's circulation is what it is claimed to be. The guarantee is backed up by audits every two years.



In the new plan — a first for North

America — papers in specific groups hold ABC membership under existing standards. ABC receives circulation statements from each paper each issue, and publishes a "group statement" semi-annually.

"Because of the limited amount of circulation fluctuation for most non-urban weeklies," the ABC release states, "regular audits will be scheduled at least once every four years" although more frequent audits can be made at ABC's discretion.

"Since the major costs of publisher membership in ABC involve the time expended in making the audit, this reduction in frequency will reduce the cost of participation."

A consolidated circulation report will replace individual reports, further reducing costs. The annual fee, following initial qualifying audit, will range from \$35 for small weeklies to about \$75 for those in the 5,000-6,000 bracket.

"In the States," said CCNA general manager Mike Walker, "they've been trying to do this for years and have never been able to get it together.

"We decided a few months ago we could do it, and now it's a reality here."

The big benefits, of course, are with advertisers and potential advertisers, who can buy space in one, all or any

combination of papers in a "sales area," and be assured of the readership being reached.

A pilot group audit plan was tried successfully in the Ontario counties of Huron and Perth. Participating papers

were the *Blyth Standard*, *Brussels Post*, *Clinton News-Record*, *Exeter Times-Advocate*, *Goderich Signal-Star*, *Listowell Banner*, *St. Mary's Journal Argus*, *Seaforth Huron Expositor* and *Wingham Advance Times*. —B.Z.

## CANADIAN SCIENCE WRITERS ACTIVE INTERNATIONALLY MONTREAL'S FRED POLAND IS I.S.W.A. PRESIDENT

A number of Canadian science writers are active in the **International Science Writers Association (ISWA)**, reports **Fred Poland** of Montreal.

Fred, who describes himself as "the unpaid pooh-bah (of the ISWA), retired from *The Montreal Star* but freelancing SW, who is president, sec treas and newsletter editor," sends this report:

"(Experienced Canadian SWs) who

are active in the ISWA include **David Spurgeon**, editor of *Science Forum* in Toronto and also associate director of the **International Development Research Centre**, Ottawa, and also former science editor of *The Globe and Mail*; **Pat Finn**, *Montreal Star*, past president of the **Canadian Science Writers Association**, and **Ken Kelly**, formerly *CP Ottawa*, later director of information for the **Ministry of Science and Technology** and now with the **Ministry of Urban Affairs**, Ottawa.

"ISWA has now drafted a New Plan to help colleagues in so-called Third World countries — actually two-thirds if you consider the population factor.

"To get collaboration in the plan on an international basis, ISWA has now become a non-government organization (NGO) affiliate of Unesco, which simply means exchanging information of mutual interest) and keeps close contact with the **International Council of Scientific Unions**, also in Paris, through ISWA member **Mike Baker**, executive secretary of ICSU. It also maintains contacts with such regional organizations as the **Asian Science Writers** and the **Indian Press Institute**, which does a remarkable job circulating science coverage in a wide area in east and southeast Asia.

"ISWA doesn't have a large membership but some of them may be known to Canadian journalists. **Gordon Rattray Taylor**, founder and later president; **John Maddox**, another past president; **Arthur C. Clarke**, now in Ceylon, author of *2001 A.D.* and many science and science fiction books, and **Gerard Piel**, publisher of *Scientific American*. ISWA vice-president is **Howard J. Lewis**, director of information, **National Academy of Sciences**, Washington."

Content readers wanting more information should write Fred at 437 Elm Ave., Montreal H3Y 3H9.

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The First Canadian Bank  
**Bank of Montreal**



# FUTURE ROLE OF THE PRESS WILL BE IN-DEPTH COVERAGE ACCORDING TO U.N. MEDIA SURVEY IN 200 COUNTRIES

**A** UNESCO survey of the mass media in 200 countries shows that despite retreats in some traditionally strong newspaper-reading countries, statistically the press across the world is about holding its own. France and the United Kingdom, for example, may now have fewer newspapers and smaller circulation than ten years ago (the British, once the world champion newspaper readers, have yielded this title to the Japanese and Swedes, who buy more than one newspaper for every two people) but Europe has still more dailies, non-dailies and periodicals than any other region of the world.

Africa still has nine countries without a daily and circulations are low, but the signs are that the press will develop there as it has done in other parts of the world. Asia has 20 countries achieving only one copy of a newspaper for every fifty people, but Japan heads the circulation table and the People's Republic of China, with 1,908 newspapers, tops the list for the number of newspaper titles.

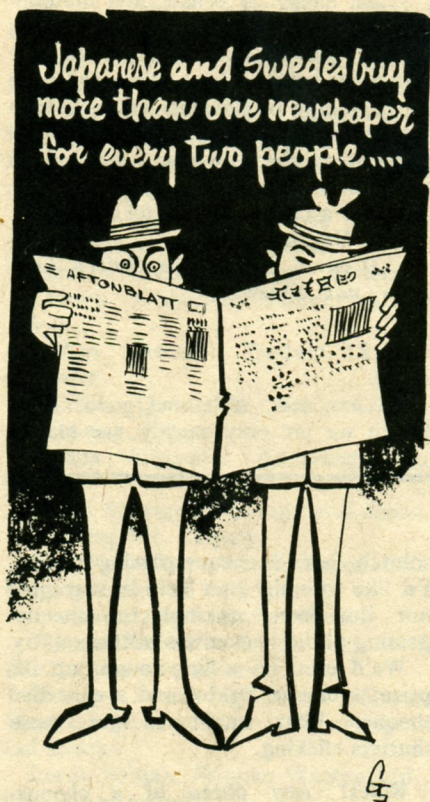
All but one of the South American countries produces a large number of newspapers, some of them having increased the number of titles.

The USSR's dailies went up from 457 to 639 by 1970 and circulations ran at about one copy for every three people.

While noting that the press is, often outstripped by radio and television as the reporter of current news, the survey concludes that people "still rely on newspapers and periodicals to confirm news" and that the future role of the press will be in-depth coverage of events which radio and television can now report almost instantaneously.

**T**he survey suggests newspaper saturation point has been reached in 30 countries — 19 of them in Europe — which might be a more convincing explanation of their decline than their failure to compete with the electronic media.

Saturation point for press, radio and television appears to have been reached in 14 European states, as well as in Australia, Canada, Cuba, Japan, New Zealand, USA and USSR. France, the United Kingdom, the USA and the Soviet Union are also the major suppliers



of television programmes to other countries.

From the point of view of supply, world television would seem to be a sellers' market, at least for those countries which got ahead in the technological race. Thus, the U.S. with the most television companies, transmitters and receivers, is also the largest exporter of TV programmes.

Seen from a world standpoint, horse and soap operas are not the staple TV diet. Cuba, for example, devotes only 20 per cent of TV time to entertainment and in several African countries television was actually introduced as a means of promoting education: In the Ivory Coast a country-wide educational TV system is being built. India is experimenting with the use of a communication satellite to bring education programmes to 5,000 villages. Australia puts out educational programmes for almost all the school-day and the Soviet Union has a five-days-a-week service on one channel as well as the broadcasts of

the Lenin University of the Millions.

**T**he increase in sound radio transmitters around the world in the past ten years is such that most populations could now be covered. However, the number of receivers is still too low: 26 African countries had less than one radio set between 20 people while in Asia, even allowing for communal receivers, the larger part of the population is still not reached in more than half the countries.

There is a paradox here when one considers that most broadcasting services are a direct State concern and many countries find radio an effective ambassador: external broadcasting services are run by about half Africa's countries and almost all Asian, and only five European states do not operate them. The U.S. government's *Voice of America* is on the air 800 hours a week in 35 languages while the Soviet Union broadcasts to foreign countries for 1,500 hours in 60 languages.

Despite efforts such as these, the facts and figures show "imbalances in the flow of information between countries and in the content of what flows," according to the survey. The greater flow is from a small number of countries to the rest and from technically-developed countries to others. Thus *Agence France-Presse*, *Associated Press* and *United Press International*, *Reuters* and *Tass* continue to dominate the supply of world news, although the field is expanding. Forty states are still without national agencies, but they now exist in 90 sovereign countries. African agencies now number 27, six more than two years ago. In South America only Argentina, Brazil, Colombia, Chile and Venezuela have agencies and with one exception these depend on the world news agencies plus the Spanish agency *EFE* for foreign news. All but five of Asia's countries have an agency and India has some 30 domestic services but differences in language, difficulties in teletype transmission of non-Roman characters, and inadequate telecommunication hamper development.

*From a UNESCO press release out of Paris. For information on where to get the full report, see Marketplace and Notice Board next month.*



Editor:

To tell the truth, I hadn't checked back in my account book and I'd forgotten that I paid for three years' *Content* back in January of this year. Never mind. Please keep my second cheque and consider me a paid-up subscriber to *Content* until 1980. Delighted to be such a forward-looking supporter. Your magazine is good and deserves every encouragement. Thank you so much for drawing this to my attention.

Ken Brown, *CBC*, Ottawa,  
Chelsea, P.Q.

PS - I'm really looking to those next issues with accounts of famous episodes in past journalism...

## STIX NIX HIX PIX

Editor:

Just thought I'd send along a perfect example of a "how not to" pic, taken from the *Timmins Press*, Sept. 13 issue.

It's probably one of the corniest shots I've seen for a long time. Anyone for kissing babies?

Ron Eade,  
Iroquois Falls Advertiser,  
Iroquois Falls, Ont.

Editor:

You see we've received a pile of pix, and every day the pile grows, of ab-

Editor:

I am happy to renew my subscription to *Content* and send along best wishes for you and the new team and the new magazine. I think I have subscribed since the beginning of *Content*, and have been very glad to, for it is interesting and informative, specially now as I am an old geezer in retirement.

I send a cheque for \$9 for two years.

I. Norman Smith,  
(Retired Editor, *The Ottawa Journal*), Ottawa.

Editor:

We are new, little and good. Even though we are only weekly, we like to

solutely horrid cheque-passing photos. I'd like to enlist your help in searching out the finest example of cheque-passing photo-journalism in the country.

We'd even be willing to put up the prize: a can of Dektol and a cancelled cheque. That ought to get those shutters clicking.

Rules? Any photo of a cheque-passing published or meant for publishing anywhere, anytime.

John Matsui,  
*Peterborough Examiner*,  
Peterborough, Ont.

know what the big kids are doing. Enclosed is \$5. Keep up the good work.

K.J. Mantell, Editor,  
*The Low down to Hull and back News*,  
Tenaga, Que.

Editor:

You've really improved over the years and I'm looking forward to more in-depth articles about our business and the people who make it tick. Enclosed please find my cheque for a one-year subscription.

Barbara Keddy,  
Staff writer, *Marketing*,  
Toronto.

Editor:

Tonight, it is my absolute pleasure to send you a cheque for a year's subscription to your thoughtful *Content*, which only recently came to my attention. May all your typos be inconsequential.

Thomas E. Reid,  
Unionville, Ont.

Congratulations for a stimulating and readable magazine.

M. Sharon Jeannotte,  
Ottawa.

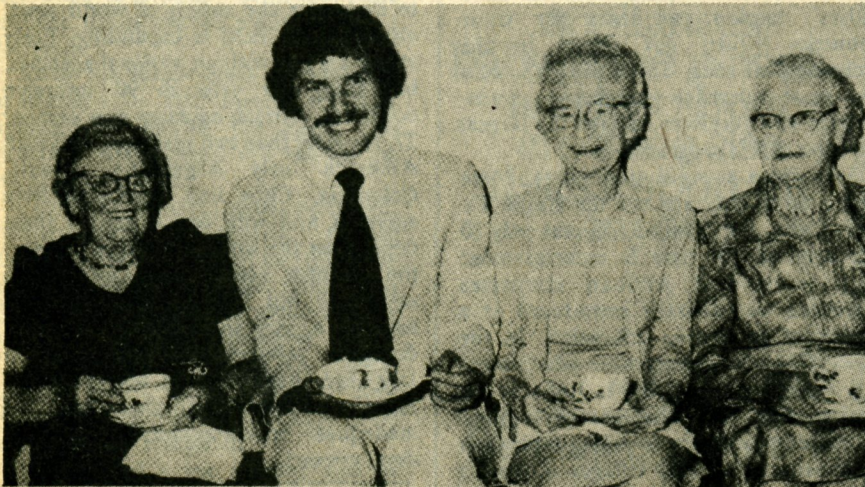
## STAR WAS TOUGH: TELYMAN

Editor:

Much as I like to read of the late lamented *Telegram's* exploits which came out on the plus side — i.e. The Marilyn Bell story — to be fair, I should recall that the *Star* had its share of great moments in the competitive era.

Gwyn (Jocko) Thomas was always a thorn in the side of the *Telegram* . . . so much so that several times I asked him to name his price to come over to our side but he never would. One of Jocko's great ones was breaking the Stan Buckowski case.

Buckowski, a real bad character from Toronto, was executed in San Quentin prison in October, 1951, for the murder of a woman during a house robbery in Los Angeles. Before he died, he confessed to Thomas to three unsolved murders in Toronto. If I recall correctly, the story earned Thomas his first of several national newspaper awards.



COCHRANE South Progressive Conservative candidate Alan Pope followed a meet-the-candidate session with a visit to the senior citizen apartments at 615 College St. There, a tea was held in honor of 25 women volunteers who have worked 25 years or more on behalf of

the Cochrane South Progressive Conservative Association. With Mr. Pope are, from left, longtime PC supporters Mrs. Beggy

Copland, 615 College, Mrs. Ada Ormiston, 615 College, and Mrs. M. M. Jackson, 628 Bartleman St. (Daily Press Photo)



Then there were the Hal Banks story . . . and (sob!) the Gerda Munsinger story. It never paid to stand back and admire yourself.

J. D. MacFarlane,  
Chairman,  
Journalism Department,  
Ryerson Polytechnical Institute,  
Toronto.

## SILENCE AT EXTERNAL?

Editor:

Frank Dingman, one of your subscribers, forwarded his copy No. 52, June 1975 to me and I would like to join the ranks as I found it exceptionally interesting.

While enclosing my cheque, may I take the liberty of enclosing a reference to my own book *Canada in Vietnam: The Truth About Our Foreign Policy*. It might interest you to know that all efforts to present my testimony before the Standing Committee on External Affairs have come to naught — even after a second report was submitted following my trip to Vietnam in October 1973. The point I am emphasizing, therefore, is that there are Canadians who are prepared to stand up and be counted and have struggled consistently to place the true facts before the Canadian people. It has to be admitted, with regret, that there certainly haven't been enough who would reject a life career in External Affairs in exchange for speaking out . . .

Until our record is exposed and acknowledged we can look forward to Canada playing the same role elsewhere, e.g. Chile.

Claire Culhane,  
North Burnaby, BC.

## S.A.I.T. GRAD-RATE GREAT

Editor:

Your recent rundown on Canadian journalism courses missed our program, one of the country's largest. The omission is not surprising however, as we are relative newcomers, with only eight years behind us. At any rate, information about our graduates would not have been available in time for your articles, since we wound up in the third week of June.

In case your readers are interested, here are the details of job placement for our 29 graduates. (Twenty-four graduated from our two-year general program and five from our one-year advertising sales program.)

Employment offers received directly by the school totalled 59, an increase of 80 per cent from last year. Average

starting salaries increased by an estimated 25 per cent.

We haven't heard from some of our graduates, but here are the positions accepted by the ones we know about:

### General Program Graduates

Pat Bell: Leduc (Alta.) *Representative*.

Bill Boyle: Wynyard (Sask.) *Advance*.

Doris Daley: Polar Publications, Edmonton.

Gloria Fantin: Cibie Lights Ltd., Calgary (promotion manager).

Larry Johnsrude: Meadow Lake (Sask.) *Progress*.

Catherine LeMay: Amoco Canada Ltd., Calgary (technical writer).

Lorraine Locherty: Calgary *Albertan*.

Coleen Mulvihill: *Taber* (Alta.) *Times*.

Ron Newton: Tisdale (Sask.) *Recorder*.

Sharon Quickfall: Baker-Lovick Advertising, Calgary.

Donna Silversen: Admanagement, Calgary.

Marla Strong: M. Horsey and Assoc. advertising-PR, Calgary.

Jean Yellowlees: Amoco Canada Ltd. Calgary (technical writer).

### Advertising Sales Graduates

Wayne Robberstad: Salmon Arm (B.C.) *Observer* (ad sales).

Gordon Schwinghamer: Rocky Mountain House (Alta.), *Mountaineer* (ad sales).

Lorna Soldan: Wagner-Warren Ltd., Calgary (ad layout).

As well, we had seven non-graduates accepted for employment:

Ann Baird: Prince Albert *Daily Herald*.

Bob Burk: Carlyle (Sask.) *Observer*.

Al Driver: Regina *Leader-Post*.

Linda Holoboff; Saskatoon *Star-Phoenix*.

Ian Hamilton: Fort St. John (B.C.) *News*.

Debbie Lehman: *Calgary Herald*.

Rainer Ziegenhagen: *Wascana Witness*, Regina.

Some of the non-grads were missing just one subject, and were in the process of making up the diploma requirements at the time of writing.

We are commencing our new academic year the end of September, with about 170 students in the two years of the program.

Ralph Brinsmead,  
Instructor Senior,  
Journalism Administration,  
Southern Alberta Institute of  
Technology,  
Calgary.



## The Ortho Medical Journalism Award

The Ortho Medical Journalism Award is open to any Canadian resident whose writing in the general field of medicine is originally published in Canadian print media, in French or English, during the calendar year of 1975.

Although the award is financed by Ortho Pharmaceutical (Canada) Ltd., the administration of the program and the selection of the three independent judges is the sole responsibility of the Canadian Science Writers' Association.

Applicants for the award need not be members of the CSWA.

Previous winners were:

1972 - Joan Hollobon, *The Globe and Mail*.

1973 - Marilyn Dunlop, *The Toronto Star*.

1974 - Heather Carswell, *The Medical Post*.

The aim of the program is to honor "an outstanding contribution to medical journalism in Canada" and to encourage continued excellence in this field, both founding purposes of the CSWA.

The judges, whose decision is final, need not present the award when, in their opinion, no submission qualifies as outstanding.

The award consists of a scroll and \$1,000. Presentation will be made at the annual meeting of the Canadian Science Writers' Association. **Entries must be received by January 15, 1976.**

Each applicant may submit either three separate articles or one series of articles on a single subject. Three copies of each exhibit must be submitted for each entry, in the form of clippings pasted on one side of letter-size paper with date and source of publication clearly indicated. Similarly-mounted photostats will be accepted, if legible.

An entry form (obtain from address below) must accompany each submission and be sent to Secretary-Treasurer, CSWA:

Neil Morris,  
London Free Press,  
369 York Street,  
London, Ontario.



# PUBLISHER: "THE PEOPLE HAVE TO BE KEPT NEXT TO." EDITOR: "KEPT NEXT TO? WHAT DOES THAT MEAN?"

By **BORDEN SPEARS**

**C**ritics of the press, rejoice. The American opinion pollster Lou Harris has discovered that 51 per cent of the U.S. public have faith in their garbage collectors, but only 16 per cent trust the press.

It's just the figures that are new, of course. Newspapers have been condemned as purveyors of misinformation and prejudice since the first one was established. What Harris reports is a widening of the credibility gap in recent years.

The press has its defenders, too. They like to quote the famous assertion of Thomas Jefferson, that if he had to choose between a country without newspapers and a country without a government, he would take the latter. They generally overlook what Jefferson said in a letter 20 years later: "The man who never looks into a newspaper is better informed than he who reads them, inasmuch as he who knows nothing is nearer to truth than he whose mind is filled with falsehoods . . . Nothing can now be believed which is seen in a newspaper."

That change of heart came out of Jefferson's experience as president. It reflects the sometimes unpalatable fact that the interests of the press, and of the reading public, are not always identical with those of the politicians. They are sometimes even adverse; the press is not, nor should it be, an instrument of the government in power.



A more recent witness for the defence is Stephen Hess, who spent 10 years in the White House as an assistant to two presidents, and was used as a news source by hundreds of reporters. He told a Washington audience that he could recall only two cases in which the reporter seemed to be biased, in the sense that he was out to prove a thesis regardless of the facts. Hess concluded from his own experience that the reporting of politics was conscientious and fair.

**B**ut the Lou Harris findings disclose

a social problem of much wider dimensions than a decline in the credibility of the press. They document the staggering extent to which public confidence in all institutions is being eroded.

According to the latest Harris polls, confidence in the rectitude of the business community has dropped from 55 per cent to 18 per cent in nine years. Faith in the military is down from 62 to 29 per cent; in higher education, from 61 to 33; in organized labor, from 22 to 14; in the federal government, from 42 to 13. In 1966, 33 per cent of the public believed that "people with power are out to take advantage." Today, 58 per cent believe this; Harris says they have reached "record peaks of demoralization."

The American people, of course, have suffered some massive shocks in the past nine years — Viet Nam, My Lai, Watergate, Kent State, the CIA disclosures, to name a few. Nothing comparable has occurred in Canada, but there can be little doubt that the malaise of suspicion is a continental affliction.

It shows up in what has been aptly termed the death of dialogue, when rational discussion is replaced by tactics of confrontation. As society becomes

more complex, and the centres of power more remote and inaccessible, and human decisions are turned over to computers, the impotent and frustrated turn to violence for solutions. Argument is debased, and reason suffers.

Journalists, for their own reasons, feel the frustration as keenly as any other group. Whether or not they can persuade their readers of the fact, they know that they are doing their honest best to portray the world as they find it. When they do, they meet the response that has always been accorded to the bearer of bad tidings.

**T**he press has been called the suggestion box of society. It exists ideally as a forum for discussion and debate, where information can be exchanged, ideas put forward, and decisions criticized or defended.

But the level of debate is declining even in the former strongholds of courtesy. Governments once were polite to each other, at least in public, but witness the tone of the current irascible exchanges between Ottawa and Queen's Park. The press is bound by its charter to report the dogfights, and is then credited with inciting them. The awkward fact for the critics, which they mainly fail to recognize, is that they depend most heavily on the press itself for their material. It is an unconscious testimonial to their belief in what they read, which does not show up in the opinion surveys.

C. E. Montague, in a minor masterpiece now long out of print, told of a publisher in the English Midlands who instructed his editor in how to make a newspaper succeed.

"The people have to be kept next to," he said.

"Kept next to?" asked the editor. "What does that mean?"

"Told they're right," said the publisher.

It might improve the ratings in the Harris poll, but it is not a prescription most of us would wish the press to follow.

*Borden Spears, senior editor of The Toronto Star, writes a frequent column for that paper appraising the problems and performance of the press. This one appeared July 12. With thanks to The Star.*

## A SUB TO CONTENT WOULD MAKE A DANDY CHRISTMAS GIFT FOR A MEDIA FRIEND

See page four for rates, then send your order, printed clearly, with any special instructions, to:

Gift Subs,  
Content,  
22 Laurier Ave., Toronto  
M4X 1S3.



# OMNIUM-GATHERUM

## ATLANTIC PROVINCES

Atlantic Newspapers Ltd. is planning a \$500,000 newspaper production plant, to be built this winter at **Truro**. Atlantic publishes the *Truro Daily News*.

\*\*\*

**Jack Riley**, a reporter and editor with the *Fredericton Daily Gleaner* for 37 years, retired Sept. 1.

\*\*\*

The Halifax *Mail-Star* apologized Sept. 10 for printing a political advertisement which the **Nova Scotia Human Rights Commission** described as "race baiting." The ad, placed by supporters of aldermanic candidate Doug Partridge, a white, was aimed at the black population in the city's Ward 5. "Heyman!!! Shutup and Listen," the ad read in part. "I'll respect you as a person . . . but . . . I'm not going to the back of the bus."

\*\*\*

## QUEBEC

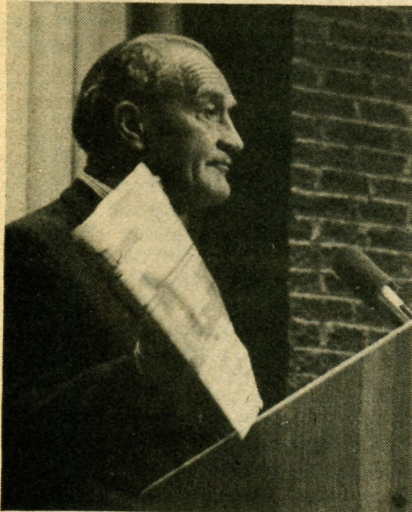
*Le Jour*, the pro-independence-for-Quebec Montreal daily, announced Sept. 6 it would switch from eight-column broadsheet to five-column tabloid format in October.

\*\*\*

## ONTARIO

The **Toronto Newspaper Guild** has asked the **Ontario Labor Relations Board** for consent to prosecute *The Globe and Mail*. The Guild alleges that the *Globe* unlawfully fired **Mark Maharaj**, a district sales representative, "at a time when he was attempting to organize fellow employees." The Guild already represents about 330 *Globe* employees in other departments.

\*\*\*



British lecturer **Denis Hills** shows off a copy of *The Voice of Uganda* during an address to Ryerson students in Toronto Sept. 30. Sentenced to death for calling President **Idi Amin** a village tyrant, in an unpublished manuscript, Hills said the paper, formerly

*Ugandan August*, now is Amin's publicity sheet, a diary of the president's activities.

\*\*\*

**Karl Sepkowski**, 34, news director of radio and television station *CJIC* in **Sault Ste. Marie**, Ont., has been elected to a second term on the international board of the **Radio and Television News Directors' Association**. He will represent Canadian news directors at all meetings of the association, which acts as a liaison between directors in the U.S., South America, Europe and the Philippines.

\*\*\*

**Better-read-if-dead Dep't.** — Best-read features of the *Dresden North Kent Leader* are classified ads, obituaries and social news — in that order. The information comes from a readership survey conducted by *Leader* publisher **Gordon Clauws**, reported in the **Ontario Weekly Newspapers' Association Bulletin**.


## FACTS

*The journalist who wishes to be better informed about petroleum in a global context can tap BP Canada for a variety of background materials.*

*For example, in print: the authoritative annual Statistical Review of the World Oil Industry; BP Shield International, a wide-ranging monthly; Hovercraft Today and Tomorrow, a colourful and informative brochure.*

*These publications, like our comprehensive Film Catalogue, are yours for the asking.*

Public Affairs Department,  
BP Canada Limited,  
1245 Sherbrooke St. West,  
Montreal H3G 1G7,  
(514) 849-4789.

BP Canada 



A new weekly tabloid, *The Sun*, has been launched in **Leamington** by **Jim Este** and **Larry Leeder**. The Sun is aimed at the 45,000 residents of the southeastern corner of Essex County. Initial circulation is a controlled 13,500 with carrier service in Leamington and Kingsville. Printing is done by **Community Web** in Tilbury. Este, 36, was Leamington bureau chief for the *Windsor Star* for the last four and a half years. Leeder, 28, has seven years' newspaper experience, including three years as advertising manager at the *Leamington Post and News*.

\*\*\*

**Gordon Fenn's** Ottawa Valley Community Newspapers Group published the first issue of *The Smiths Falls Star* on July 15. The eighth paper in the Fenn chain, *The Star* has a controlled circulation of 8,000.

\*\*\*

Featured *Globe and Mail* sports columnist **Dick Beddoes** will be moved this month to "rattle and roll" — Beddoes' own description — in a free-wheeling column on page 8 dealing with "Greater Toronto's politics and pastimes."

It will be surprising if the new column doesn't become one of the country's most controversial, and disappointing if it isn't one of the most thoughtful.

A replacement sports columnist hadn't been named as we went to press.

\*\*\*

Last spring, the *Brantford Expositor* ran a picture of four graduating nursing assistants under an Ann Landers column, that day headlined "Professional Virgins Sadistic." For what it's worth, the **Ontario Press Council** has upheld a complaint against the paper from **Dr. D. G. W. Honeyman**, an official at the hospital where the assistants studied. The Sept. 13 council ruling said the layout "could appear to be offensive" and the *Expositor* "should have found some means to make a correction for the unfortunate juxtaposition." Honeyman has asked for a private letter apologizing to the hospital administrator. The nursing assistants made no complaints.

In other O.P.C. rulings, a **Canadian Cattlemen's Association** complaint against *The Toronto Star* was not upheld. The association had objected to a Sept. 19, 1974 column by **Dalton Camp** which said the association encouraged the re-election of Agriculture minister **Eugene Whelan** . . . A complaint that *The Toronto Star* declined to publish results of a poll on the future of the Toronto Islands community (a local topic of controversy for some time), or a letter to the editor about the poll, was dismissed. *The Star* told the council the complainant's letter was not factual and that



# OMNIUM-GATHERUM (CONTINUUM)

the *Star* telephone survey was experimental, not meant for publication . . . Another complaint against *The Star* — that it had so seriously edited a letter to the editor that the meaning was changed — was rejected by the council. Commenting on an editorial, **Michael Riordon** had written: "It further defined a long-standing *Star* prejudice against homosexuals." The paper's name was deleted from the published version. In rejecting the complaint, the council said that Riordon's basic argument that *The Star* was prejudiced "was retained by implication . . . although its impact was lessened."

\*\*\*

The weekly *Milverton Sun*, one of Ontario's oldest newspapers, has been bought by **Ron and Shella Kenyon** of

## THE MARKETPLACE AND NOTICE BOARD

The Marketplace and Notice Board offers the first 20 words (including address) free of charge up to three consecutive issues. Each additional word, 25c per insertion. Indicate boldface words. Display heads: 14-pt., \$1 per word; 24-pt., \$3 per word. Box number 50c. Cheque should accompany text.

\*\*\*

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

## JOURNALIST

News agency requires bilingual person with daily newspaper writing and/or desk experience. Apply to Box 1, *Content*, 22 Laurier Ave., Toronto M4X 1S3.

COMMUNICATIONS: **Research** in Canada/recherche au Canada, is a register of current communications projects (started or completed in 1974-75) available for \$5 from CCRIC, 222 Queen Street, Ottawa K1P 5V9.

## Lifeline

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

CREATIVE JOURNALIST under 30 looking for assignments or a position in the media. Proficient in investigative as well as feature work . . . Please contact David Farrell, 124A High Park Ave., Toronto. M6P 2P6. (416) 766-5978. C58

MAY 27-30, 1976: Media 76 in Montreal. Impact of technology on communications and society; relationship of sports, media and society; social role of the media in different societies. Watch *Content* for further information. C62

ABOUT UNIONS: Magazine focusing on healthy syndicalism in Quebec. Six issues — institutions/\$8; individuals/contribution. 3564B Clark Street, Montreal, Quebec. C-57

Toronto. Founded in 1891, the paper was purchased from the estate of the late **Christina Isabel MacBeth**.

\*\*\*

**Paul Workman** of the *Ottawa Citizen* has moved to *CBOT*, the *CBC's* Ottawa TV outlet.

\*\*\*

**Paul Knowles**, a six-year man with the *Tillsonburg News*, has been appointed news editor while 12-year veteran **Frank Rubie** is chief photographer.

\*\*\*

Former *Aurora Banner* news editor **Bob Cooke** has moved right out of the business. He graduated from the **Ontario Provincial Police Training Centre** in Toronto and has been posted to the Woodstock Detachment. At least police reporters there ought to get a sympathetic reception.

\*\*\*

The new editor and publisher of *The Journal of the Board of Trade of Metropolitan Toronto* is **John Strimas**, formerly an editor at the *Financial Times*.

\*\*\*

**A. J. Casson**, last surviving member of the Group of Seven, was to be the speaker at the special meeting of the **Canadian Public Relations Society (Toronto), Inc.**, Oct. 16 at The University of Toronto.

\*\*\*

**Peter Michaelson** joined **Evert Communications Limited** of Ottawa Oct. 1. Evert specializes in journalistic and public relations writing in the scientific and technical areas. Michaelson had been with Maclean-Hunter, the *Calgary Herald*, and *CP* in Winnipeg and Ottawa.

\*\*\*

**Bill Mantle**, former Director of Information for **Bell-Northern Research** and head of a Communications Division for the **federal department of Industry, Trade and Commerce**, has formed his own public relations consulting firm in Ottawa.

\*\*\*

## THE PRAIRIES

In the first meeting of its kind, a delegation from the **Manitoba Community Newspapers Association** met recently with Premier **Ed Schreyer** and six of his cabinet ministers. An MCNA brief noted the publishers' concerns over rural decentralization, the province's Advertising Audit Office, tendering for government printing and other matters. The politicians made satisfactory responses, according to an account in the *St. Boniface Courier*. The government members did not think a Manitoba Press Council is required at present and that if one were set up, it should include all media "to be effective."

\*\*\*

Winnipeg city councillor **Lorne Leech** has sold **Lance Publishing Company** limited, a

Winnipeg job printer and publisher of three weekly newspapers.

Leech said he will continue to be associate editor of the firm's newspapers — *The Lance* of South Winnipeg, *St. Vital* and *St. Boniface*.

\*\*\*

**Yorkton, Sask.** (population 15,000) has a new weekly to do battle with the established Thomson weekly, *The Enterprise*. The locally-owned and independent *Yorkton This Week* published its first edition Sept. 10. Owners **Dick Derk**, **Ed Betker** and **Bob Thom** are all former *Enterprise* employees. *Enterprise* general-manager **Garry Gordon** has indicated a considerable displeasure at being placed in a competitive situation.

\*\*\*

**CBKRT, Regina**, has instituted late-night local news, read by **Kris Purdy**. *CBC* brass became concerned about viewers who watched *The National*, then flipped to rival *CKCK-TV* to finish off their evening news viewing. *CBKRT* has changed the name of its early-evening news and public affairs show to 24 Hours, same as other *CBC* stations. **Susan Dyker**, former Saskatoon *Star-Phoenix* reporter, and an information officer with the **Liberal Party of Saskatchewan**, has been hired as a 24 Hours interviewer.

\*\*\*

**Fred Harrison**, editor of the **Saskatchewan Journalists' Association Newsletter**, writes in the fall issue that one of the biggest headaches facing the new association's executive is the interpretation of membership eligibility criteria adopted at the July 27 founding meeting. Many of the executive feel the criteria "both unworkable and undesirable." However, Harrison says, they will likely try to stick by the rules (The rules are listed in *Content* #55, pp. 2-3).

\*\*\*

The **St. Albert, Alta.** town council has accepted in principle a plan which would bring a second newspaper to the town of 22,000. The action stems from a dispute between Mayor **Richard Plain** and **St. Albert MLA Ernie Jamison**, publisher of the *St. Albert Gazette*. The mayor claims Jamison refused to give him a chance to rebut the publisher's criticism of council business, which appeared in Jamison's MLA Column. **Sun Colorpress Ltd.**, publisher of 17 northern Alberta weeklies, has offered to produce a paper to be distributed to all ratepayers at a cost to council of \$2.50 per ratepayer per year. Council, under the plan, would pull all town advertising from the *Gazette* and place it in the newspaper. Jamison says the move is vindictive and Plain could have had his say if he'd written a shorter article and delivered it to the paper sooner. In any event, Jamison says he will continue to publish the *Gazette*.

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**Jack Gieg** of the **Leduc Representative** has been elected president of the 62-member



**Alberta Weekly Newspapers Association.** He replaces Peter Pickersgill of *Vulcan*. At its three-day convention the association approved a survey to determine the identity and reading habits of its 213,000 subscribers, and discussed formation of a press council.

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## BRITISH COLUMBIA

Vancouver *Province* assistant city editor **Roy Shields** and his wife Dorothy suffered first and second degree burns when an explosion ripped through their pleasure boat at **Deep Cove, B.C.** Clothes ablaze, they leaped into the water to save themselves.

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A West Coast publishing house, **Talon-books**, has received a \$22,000 grant from the B.C. provincial secretary's department. The **B.C. Publishers Group**, representing 17 publishers, wants the practice extended to other publishers, to enable them to effectively compete with other Canadian firms. BCPG president **David Hancock** told *The Vancouver Sun* (Sept. 6) that the Ontario government's system of grants, tax benefits and guaranteed loans to publishers there make publishing success in B.C. difficult.

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The **B.C. Human Rights Commission** has decided that the monthly, Florida-published *Modern Secretary* magazine shows a general disrespect for womanhood. The commission has asked a Victoria office supply firm to stop distributing it to provincial government offices. In a letter to **Monk Office Supply**, commission chairman **Remi De Roo** said the magazine does not reflect the capabilities and intelligence of women, and is contrary to the spirit of the **B.C. Human Rights Code**. Articles in the August edition included *Do You Work Intelligently?* and *How to Write Great Letters*.

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Commenting on the look of sobriety that most newspapers have adopted in recent years, *Vancouver Sun* columnist **Christopher Dafoe** predicts (Sept. 12): "When Armageddon comes, expect a sane, unsensational headline: *Ignorant Armies Clash; PM Says No Election This Spring.*"

## TOM HAZLITT WON N.N.A. TWICE

Tom Hazlitt, 50, winner of two National Newspaper Awards, died of lung cancer in Toronto, Sept. 14.

He began his distinguished newspaper career when he joined the *Vancouver Province* in 1948. Except for a brief period as city editor on the now-defunct *Vancouver News-Herald*, Hazlitt stayed at the *Province* until he joined *The Toronto Star* in 1966.

The first of Hazlitt's two newspaper awards was for reports in the *Province* about a march by the *Doukhobor Sons of Freedom*. The winning story was included in *A Century of Reporting*, the National Press Club's centennial year anthology.

Also in Vancouver, Hazlitt discovered that **George Victor Spencer**, a post office clerk, had been fired and deprived of his pension for allegedly feeding information to the Soviet embassy. The story led to

the establishment of a royal commission to investigate the affair.

With the *Star*, Hazlitt covered Parliament Hill for 4½ years. His second award was for coverage of the 1970 October crisis in Montreal. It was Hazlitt who disclosed that three F.L.Q. suspects had safely hidden in an apartment closet while police searched the apartment for them.

Hazlitt joined the Royal Canadian Navy when he was 17. During the Second World War he was a signals officer on a corvette in the North Atlantic. After the war he attended The University of British Columbia.

He is survived by his wife, Ruth, two daughters and a son. Ruth Hazlitt is a broadcast journalist.

At the time of his death he was working on a book about police intelligence and security in Canada, with special emphasis on the RCMP.

*The Townsman of Cranbrook* is the newest member of CP. Membership of the five-days-a-week evening paper became effective Oct. 1.

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## THE NORTH

**Whit Fraser**, a Nova Scotian, covers the **Berger commission** hearings on the Mackenzie Valley pipeline proposal for *CBC Radio's* Northern service. When he made a sworn statement to the commission, siding with natives opposed to the project, there were considerable complaints from some sections of white population in the Territories — including demands that he be fired. He wasn't, but *CBC* brass told him never to do it again.

Nevertheless, **Allan Fotheringham** writes in

his *Vancouver Sun* column (Sept. 16), the *CBC's* coverage "has done a lot to tie the Territories together." Fraser's crew consists of Eskimo **Abe Okpik**, Indian **Louis Blondin** and **Joe Tobie**, a Metis. They do daily, hour-long broadcasts, reporting on and giving their impressions of the hearings. No producer, no script assistants. "Just bare bones broadcasting," Fotheringham writes, "getting the job done, providing information in the languages the listeners can understand."

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## MISCELLANY

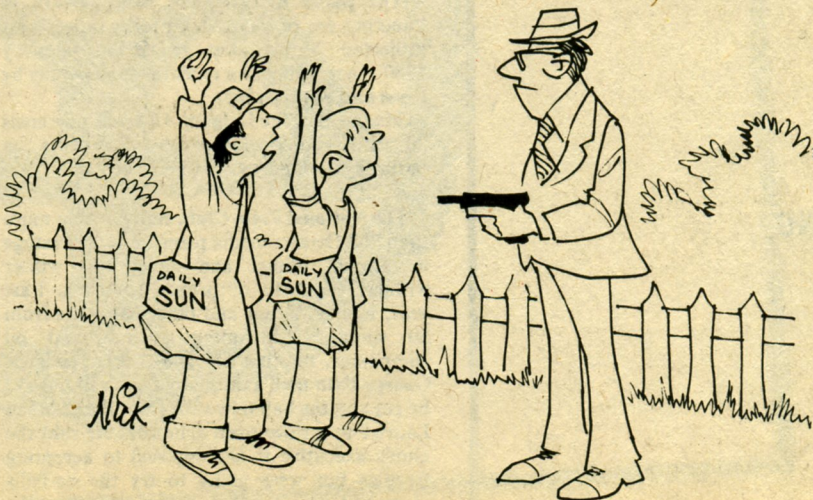
*Canadian Press* is planning a spring start for a new high speed service which will send the entire *CP* news report on one circuit at a

Faced with the possibility of newsprint shortages, *The Vancouver Sun* and *The Province* have moved to tighter editing and fewer features until a labor dispute in B.C.'s pulp and paper industry is resolved. As part of the attempt to cut newsprint consumption by at least seven per cent, *The Sun* has reduced the *Peanuts* comic strip to four from six columns.

**John Foy**, general manager of the **Canadian Daily Newspaper Publishers' Association**, was quoted in the *Vancouver Sun* on Sept. 18 as saying that newsprint production across Canada was down about 35 per cent but that most dailies outside B.C. were well enough stocked.

**Dave Stinson**, Pacific Press Ltd. general manager, said that company's newsprint supplies should last until about the time you read this.

As of time of writing, all 20 B.C. mills had been strikebound since July 16 over a wage dispute.



"I had no idea that the paper shortage was so desperate."



# OMNIUM-GATHERUM (CONTINUUM AD INFINITUM)

speed of more than 1,000 words a minute. General manager **John Dauphinee** says 10 member papers have so far shown interest in taking the service. Designed to meet the needs of the electronic newsroom, the system is compatible with virtually every editorial computer on the market. The report can be received in three ways—directly into the newspaper's storage-and-retrieval system, on paper tape, or on high speed printers provided by CP. A newsroom needn't have a computer to take the service. CP hopes to provide the service for rates similar to what AP charges for its high-speed Datastream service—between \$160 and \$300 a week, plus printer rental.

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Journalism students, says Liberal MP **Keith Penner**, have the poorest grasp of the parliamentary process of any of the students who enter the parliamentary internship program. The program takes 10 university graduates every year and puts them to work with MPs to learn about the parliamentary process.

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According to **Bureau of Broadcast Measurement** figures, **CBC-TV's** National News drew a larger adult audience than any other Canadian show in July. Taking all shows and all viewing ages into account, The National was 19th, behind 17 U.S. shows and The Irish Rovers.

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**Montreal Star** Ottawa editor **W.A. Wilson**, after 18 years in the capital, has detected a few flaws in the state of journalism there. He recently told *Time* magazine: "There is not enough quality, not enough variety, not enough specialization. There is, in a way, a total lack of competition. Publishers here do

not support journalism of anything like the same quality that one finds in Washington, London, or Paris."

In his syndicated column (*Vancouver Sun*, Aug. 13), Wilson also lamented the choreographed rituals that political press conferences in Ottawa have become. The vital, but missing aspect, he wrote, is spontaneity. "A good questioner with a good line to explore needs a free rein. He will, almost always, run out of steam for the moment before a politician runs out of smoothness. Then he needs a back-up man, someone else in the conference who can pick up the train of questioning and carry it. If the questions are any good . . . the pack will join in and the pressure will be on. If the questions are terrible, the rest of the group never joins in and the pressure shifts."

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Media financial pictures: **Thomson Newspapers Ltd.** net income for the first six months of 1975 was \$15,326,484, compared to \$13,100,612 for the same period in 1974. Net sales also jumped to \$93,917,984 from \$82,132,200. This year Thomson bought a daily in Lock Haven, Pa. and sold its weekly in Arnprior, Ont. Thomson is predicting continued earnings growth.

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**FP Publications Ltd.** profits grew 5.5 per cent in 1974 to \$14.1-million, a drop from the previous year's profit growth of 20 per cent. FP revenues in 1974 were \$156 million, up 15 per cent from 1973. Operating expenses grew 17 per cent. FP owns nine Canadian dailies.

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**Reader's Digest Association (Canada) Ltd.** net earnings for the year ending June 30 dropped to \$1,375,944, from \$1,463,179 the previous year. Although sales increased, Digest says higher income taxes hurt.

The **paper industry** can look forward to "another era of increasing profits reflecting a projected 70 per cent growth in sales by 1980," according to a recent industry study by **Frost and Sullivan Inc.**

Meanwhile, the **Calgary Albertan** now costs 20 cents on weekdays and 25 cents on Saturdays—up from 15 and 20 cents.

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The **National Press Club**, representing more than 700 Ottawa media people will try to stage its annual dinner and dance this winter without the help of private sponsors. Last year, money, liquor and other handouts from 50 sponsors, including airlines and oil companies, totalled \$25,000. Club president **George Brimmell** said many frills will have to be cut and the ball may shift from the Chateau Laurier to a downtown armoury. He said the club's executive is not opposed to accepting freebies but were going to try the no-frills route because of criticism that accepting the support made Ottawa reporters look like freeloaders.

**Omnium Erratum:** *The Mississauga Times* won the Canadian Weekly Newspapers Association 1974 award for Best Advertising Idea, not the *Times'* arch-rival, *The Mississauga News*, as we incorrectly reported in #56.

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The **Canada Labor Relations Board** has certified the **Canadian Wire Service Guild** (Local 213 of The Newspaper Guild) as bargaining agent for the 275 employees of *Canadian Press* and its subsidiary *Broadcast News Ltd.*

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If you didn't already know, the Big Bucks are in the Big Apple. *The New York Times*, *New York Post* and the *Daily News* take first, second and third places respectively in the *Guild Reporter's* Aug. 8 listing of salaries for beginning reporters and photographers. The list includes 166 Canadian, U.S. and Puerto Rican newspapers with **Newspaper Guild** contracts. The average weekly earnings for beginners is \$182.12 per week. At the bottom of the pile is the Massillon (Ohio) *Independent* paying \$116.93 per week.

The top five Canadian papers are the *Victoria Colonist* and *Times* (both pay \$209.49, 29th on the list), *The Vancouver Sun* and *The Province* (\$199) and *The Toronto Star* (198.61). Others are: *Ottawa Citizen*, \$187.75; *The Winnipeg Tribune*, \$185; *New Westminister Columbian*, \$178.42; *Montreal Star*, \$171; *The Globe and Mail*, \$167.55; *Oshawa Times*, \$136.43; *Brantford* \$135.93; *Sudbury Star*, \$132.

Oh yes, the *New York Times* pays rookies \$375.86 per week. The *Post* shells out \$313.81, and the *Daily News* coughs up \$271.43. The rest of the top ten include the *Honolulu Advertiser* and *Star-Bulletin*, *The Chicago Sun-Times* and *News*, the *Madison Capital Times*, the *Washington Star* and the *Washington Post*, all paying more than \$238 per week.

At its July convention in Denver, TNG established \$407 per week as its starting minimum goal.

## OBITUARIES

Boxing writer **Jack Cuddy** died of a stroke Sept. 21, at 77. A former professional boxer, Cuddy rang up 21 knockouts before a broken hand ended his career inside the ring. He wrote for *United Press* and *UPI*, from which he retired in 1965.

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*Flint* (Mich.) *Journal* staff photographer **William M. Gallagher** died Sept. 28. He was 52. Gallagher, a *Journal* staff photographer since 1947, won the Pulitzer Prize for photography in 1952 for a photograph showing a hole in the shoe of presidential candidate Adlai E. Stevenson.

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