

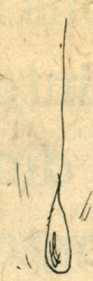
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Canada's National
News Media Magazine

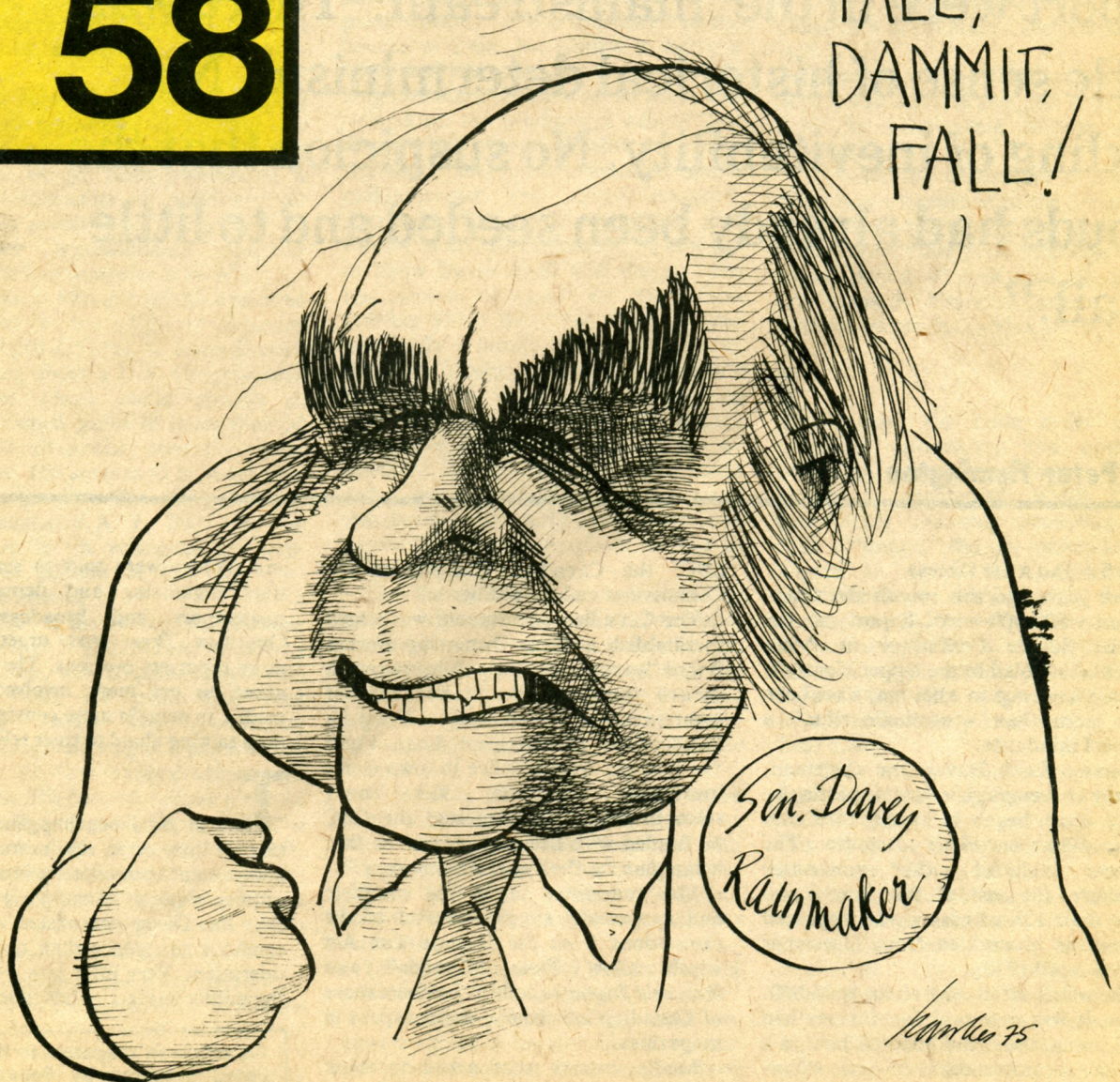
DECEMBER 1975
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58

THE DAVEY COMMITTEE FIVE YEARS LATER:
WAS IT JUST A SYMBOLIC RAINDANCE? Page 2



FALL,
DAMMIT,
FALL!



“In dances, the basic order of the universe underlying the apparent blooming, buzzing confusion of sensations is reaffirmed. Keith Davey, presumably intending something more than a ‘dance,’ did not understand the degree to which the outcome was predictable. He realized only that his committee and his report were in the ‘mainstream.’ There was little sense of historical determinism. No inkling of inevitability. No suspicion that the clouds had already been seeded and to little avail.”

By Peter Flemington

It's 5 A.D. (After Davey).

Five years ago this month the three-volume, 500,000-word Report of the Special Senate Committee on Mass Media was tabled in the Upper House. It was the final step in what may have been little more than a symbolic ritual, a political raindance.

Senator Keith Davey, the chairman, was the choreographer for this particular dance which began in March 1969 with the establishment of his committee. The dancers included other committee members, the rest of the Senate and more than 125 witnesses who appeared before the committee from December 1969 to April 1970.

The whole affair cost about \$600,000. When it was over and the dancers had gone home, the committee left behind a list of recommendations and exhortations to the government, media owners, operators, practitioners, the

CBC, the Canadian Radio-Television Commission and the public.

The Canadian government was urged to establish a Press Ownership Review Board “to represent the public interest in future mergers or takeovers of publications,” and to set up a Publications Development Loan Fund “so that the loudest voice in town won't inevitably become the only voice in town.” It suggested the CBC be funded with five-year grants “so that it can plan for the day after tomorrow.”

The committee urged the complete and supposedly simple removal of the exemptions from the Income Tax Act which allow *Time* “Canada” and *Reader's Digest* to collect the lion's share of Canadian advertising dollars spent in magazines.

Media owners were asked to think more about improving the product rather than just maximizing the profits. Writers

and editors were told to stop griping, start organizing and demand better newspapers and broadcasting. *The Canadian Press* was urged to send more reporters overseas. The public was asked to get more involved with the media, to react in more constructive ways than talking aloud to their television sets.

That so little has happened since — that so little often results from so many government committee, commission and inquiry reports — supports the notion that the Davey committee was more a symbolic procedure than a constructive operation. Very little rain — activity in the public interest — has fallen.

An article in response to this one is being prepared by Senator Davey and will appear next month.

The concept of the Davey Committee as rairdance can be developed with an intricacy and complexity which would leave room for little else in this issue of *Content*. Among other things it involves the relationships between symbols and society, the tension between threat and reassurance, and particularly the discrepancy between what people need to believe — and do believe — and what, in fact, is probably going on.

Among primitives the rairdance was a purposeful and instrumental activity. It was performed to make rain fall. However, in sophisticated, industrialized society, to dance for rain would be considered symbolic at best, neurotic at worst.

The age of a culture or political institution is important. If the rules are not fully known and appreciated, the rairdance may well seem to the dancers to be an instrumental effort.

Knowing the rules, those who have danced before will dance out of habit rather than enthusiasm or even optimism.

We tell ourselves government has the power and knowledge to produce the results we want. But might it be possible that what we get from government is *what administrators or politicians do about their problems — taking the roles that their organizational positions require them to recognize as viable?*

A dramatic example of this appeared in a letter to the editor of *Saturday Review* (April 3, 1971). K. Jason Sitewell was writing about a U.S. Congressional Resolution which would abolish all privately-owned parks of more than 50 acres and all public recreation areas larger than 150 acres used by fewer than 150 people per day. The bill, introduced by representative A. F. Day, was "all dressed up in the ecological and conservationist fashion of the day," according to Sitewell.*

The effect of the bill would have been to eliminate U.S. golf courses. According to the writer, the Representative's experiences with the game had been singularly tragic. His grandfather perished in a sand trap of a heart attack brought on by exasperation and exhaustion. His father lost three jobs as a result of "goofing off for golf." The family never saw him on weekends. Grocery money was spent on expensive equipment. One day he expired from a coronary "undoubtedly caused by his

* The publication date (near April 1) and the name of the representative (A. F. Day, get it?) brought only a small percentage of *Saturday Review* readers to the realization this was another of editor Norman Cousins' pranks. It's a delightful story, however, and a classic case of myth being "truer" than fact.

uncontrollable frenzy after hitting 19 successive balls into the pond in front of a par-three green."

Sitewell commented that A. F. Day was not the first man elected to public office who had been "motivated and energized by a secret or absurd purpose."

With the spectre of that big, hunched, handsome Eagle Scout of politics (as Peter C. Newman has described him) breathing down my neck, I should hasten to add that I'm not linking Senator Davey or his committee with any "secret or absurd purpose." I'm not suggesting that they were out to abolish the mass media. It's enough to say that ulterior motives are not unknown in the political arena.

Keith Davey is a man of considerable talent and energy. A dedicated Liberal party worker, he was appointed to the Senate in 1966. He admits to being a frustrated journalist, the result of a lifelong love affair with the press. His father worked on the production side of *The Toronto Star*, then published by Joseph Atkinson, the paper's founder, noted philanthropist and social crusader. Alexander Ross, who wrote the first volume of the committee report and got to know Davey quite well during 1970 has written (*Content* #3, December-January 1971) that "Joe Atkinson was practically a family saint, a man whom the elder Davey consulted in his son's education, a man whose word was revered. When Keith Davey was young, newspaper publishers were beings of another, higher species. Some kids collect stamps but Keith Davey cut out mastheads of the world's newspapers and pasted them into a scrapbook he kept in his bedroom."

For Davey, then, the committee on mass media was a natural and desirable culmination of this enthusiasm. Davey, Ross wrote, "has cross-examined the media's mighty, lunched with the most powerful publishers in the country, shared the secrets of their balance sheets."

If inhaling printer's ink could cause some sort of disease, Davey has it as surely as any pressman. Combined with his experience on the business side of radio and his ardent Canadian nationalism, the formula is irresistibly motivating.

Davey's political road had its share of potholes by 1970. In spite of his "loser" or "accident-prone" image, most observers agreed at the time that he was too young to be an elder statesman confined solely to the Senate chamber. With the prominence of the mass media com-

mittee accompanying him, was Davey preparing for a more taxing and rewarding political career? Only he knows how taxing and rewarding the intervening years have been. He has certainly suffered many a rubber chicken as he has carried the word of his report thither and yon with missionary zeal. If that's the tax, the reward may have been the election victory which he engineered for the federal Liberals last year.

If it's fair to say that what we got from the committee may have been partially determined by what the Senator was doing about his own problems and interests, the same can be said of the Senate itself. As pressures for accountability and rationalization of governmental procedures have grown, Senators have become keenly aware of their image. "There is an impression in some quarters that the members of this House are old fuddy-duddies, passé, out of date, superannuated somnolent pensioners of the state," one Senator has said.

Facing a public relations crisis, the Senate had much to gain and little to lose from its relationship to the Davey Committee.

"I think the Committee is the best thing that's happened to the Senate in a long time," Davey told me then. "We commanded more press attention over a longer period of time than the Senate ever has in the history of Canada. I think that was an enormous plus for us."

In dances, the basic order of the universe underlying the apparent blooming, buzzing confusion of sensations is reaffirmed. Keith Davey, presumably intending something more than a "dance," did not understand the degree to which the outcome was predictable. He realized only that his committee and his report were in the "mainstream." There was little sense of historical determinism. No inkling of inevitability. No suspicion that the clouds had already been seeded and to little avail.

"Quite candidly and being very, very hard-nosed and very honest and awfully self-effacing, I can't sense the position of this report in history although it might have some," Davey told me.

In fact, one could examine the reports of previous governmental committees on the media, dating back to the Aird Report in 1929, and realize that the inherent nationalistic attitude and even some of the recommendations of his report had already been laid down.

Shortly after the report was issued I sent a questionnaire to witnesses who had appeared before the committee,

asking them, among other things, to respond (strongly agree, agree, uncertain, disagree, strongly disagree) to a series of statements about the committee. One statement, "the committee's recommendations were pretty well predictable from the start," goes to the heart of the raindance idea. The element of historical determinism is implicit.

The respondents, an extremely high percentage of the total number, agreed substantially that the recommendations were indeed predictable.

Actually, anyone who wanted to know the eventual outcome of the proceedings had only to read Davey's speech of motion of Feb. 4, 1969.

For example, having indicated concern in the area of ownership and control, he outlined the extent of chain and monopoly ownership of newspapers. Although claiming not to pass judgment, Davey admitted that he was inclined to think this concentration was a dangerous thing. Later, the report recommended the Press Ownership Review Board. What have we heard of it lately?

He also claimed, in the speech of motion, that there was no industry in Canada which had so much managed to obscure who owns what. One might safely have guessed that he would ask for and publicize such information. It was all there in the report, and one recommendation was that newspapers print the owner's name on their mastheads. The battle still goes on most notably with *The Globe and Mail* of Toronto.

I've been knocked for being cynical about a group which so obviously had the interests of working journalists at heart. That's an unfortunate interpretation. My prime concern is that we dig a little, look around, and try to seek sense and direction from the ways in which our

society relates — through governments, government agencies and committees — to the mass media which we (including journalists) rely on so heavily for our picture of the world.

The committee was a human institution, humanly fallible. Its creators proudly told me their report was a strongly reformist document. Living in the hot-house atmosphere of the committee, savoring briefs and research reports and financial statements, being privy to the secrets of the media barons, fulfilling lifelong ambitions (and having done this, taking the liberty of administering a few verbal spankings to those who failed to live up to their criteria) may well have led these creators to believe the report would have some instrumental reforming consequence.

The notion of raindance does not begrudge the few drops of rain which may fall, almost of their own accord. The mere idea of *accountability* to a political body — faced in 1969-70 for the first time by the press of Canada — is bound to have some instrumental effect on its operations, even if the effect is largely one of "circling the wagons." The report itself (in Davey's words, "more readable than *Love Story*") has become a standard text in journalism, communications and political science classes. For groups of concerned citizens it provides a stimulus, if not exactly a handbook, in matters of media reform.

The committee now has taken its place at the end of a long line of similar dancers. Its own special dance has done its work, threatening and reassuring, reaching tentatively to the extremes of the symbolic form and imploding into the soft, familiar folds of bureaucracy and the art of the possible, not to

mention giving vent to personal and corporate interests and necessities.

It conducted its affairs within the acceptable and predictable framework of the ménage à trois among politicians, media and public.

Each dancer took a few steps forward and a few backward. And the dance goes on.

Are there lessons to be learned? Clues for the person who seriously questions the state of the mass media, who desires basic reform? I think there are.

The only way to make the media truly responsive to change is to threaten their economic base.

The status quo feeds on the apathy of the media consumer. Convinced that a large enough segment of the public cares about the gap between potential and performance — to the extent that it is willing to act and to complain loudly and effectively in the right places — the media owners will respond.

It is amply apparent, five years after the Davey report, that government, which is allegedly representative, cannot be expected to make the necessary changes. Nor, perhaps, should we expect it to. In fact it may not be desirable that it do so.

Such being the case, the problem is open for consumer initiative and, more particularly, for our educators, many of whom would rather teach about a dead language than a live, pervasive, history-shaping influence such as the mass media. And what about news media people themselves?

Peter Flemington, primarily a documentary film-maker, also writes, lectures and consults on a variety of media matters.

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COLUMN BY MORRIS WOLFE

Beginning with this issue, Toronto freelance writer Morris Wolfe will contribute a regular monthly column to **Content** which will deal with aspects of all the media — radio, television, film, magazines, newspapers and books. Wolfe, a former university teacher of English, writes about television for **Saturday Night** and about books for **The Globe and Mail** [and other Canadian journals]. He is part-time instructor in film history at the Ontario College of Art. His **A Saturday Night Scrapbook** was published by new press in 1973. At the present time he is co-editing a collection of Toronto short stories for Macmillan.

I must confess I'd never really read **Content** before its editor asked me to write for it. Since then, I've taken a fairly close look at the magazine's last dozen or so issues. While it's obvious the magazine has improved a great deal in the past year, I'm troubled by how little space it actually devotes to the content of the media. Isn't that why it's called **Content**? There are pages and pages of media trivia, gossip and politics. But not nearly enough about what's actually in the media. It reminds me a bit of the professional magazine [*The OSSTF* (Ont. Secondary School Teachers' Fed't'n) *Bulletin*] we used to have when I was a high school teacher. Lots of who's-gone-where and what-Board-is-paying-how-much stuff, but not too much about education.

The post office is extremely important to free-lancers. We depend on it to meet our deadlines and to get our cheques. What infuriates me (when the post office isn't on strike) is that department's failure, and our acceptance of its failure, to live up to its advertising. I frequently have letters in the mail in plenty of time for "assured" next day delivery. Not only does the letter not arrive the next day, it sometimes doesn't arrive until days, even a week, later. If Eaton's and Loblaw's and other major companies can be charged with false advertising (and found guilty), why not the post office or any other branch of government? I recently checked with a lawyer to see whether I could sue for false advertising. The answer was no. According to something called the Crown Liability Act, the government is not subject to civil suits. Which means if you're the post office or some other branch of govern-

ment, you can bullshit the public all you want and get away with it. If you're Eaton's or Loblaw's or whoever, watch out.

There is so little good print satire in this country that I was delighted to discover the October 1975 issue of *Gaslight: Canada's humour paper* (50 cents a copy, Box 430, 2800 Keele Street, Downsview, Ontario). The magazine contains a number of first-rate items including a front page story titled "Loch Ness monster attacks oil rigs in Britain's North Sea." My favourite piece reveals the Patty Hearst story has all been a hoax. "The Federal Bureau of Investigation admitted today," according to the story in *Gaslight*, "that Patty Hearst does not exist. An FBI spokesman announced that Randolph Hearst, a San Francisco publisher, has never had a daughter, and that the fictitious Patty was created 'as an exercise to give the boys in the Bureau something to do.' He said the FBI has been having an off-year, and that the prospect of trailing an attractive guerilla across the United States was devised as a 'morale-booster.' 'We created a picture of Patty from composites of seven women, which explains why so many people have "seen" the elusive heiress flitting from state to state.' The project

was funded by *Time* and various gossip papers, including Randolph Hearst's own, on condition that juicy reports and misleading photographs be issued regularly."

Reporting and editorial writing about the CRTC have been godawful. There's no doubt that many of the CRTC's policies — those on commercial deletion and substitution, for instance — are complicated. There's no way they could be simple, given the complexities of Canadian broadcasting. Still, any reasonably intelligent person who devotes a bit of time to the subject can come to an understanding of those policies and the reasons for them. He or she may not agree with them, but it becomes clear fairly quickly that they represent a rational response to a very difficult situation. The editor of the *Guelph Mercury* obviously finds it easier to write about the CRTC without knowing anything about it. On Sept. 6, for example, he wrote: "The appointment of Pierre Juneau as secretary of state (sic) . . . makes us feel apprehensive about the federal government's confusing communications policies." Juneau is a man, he went on, "who served with a commission which couldn't stop itself from cluttering the airwaves and the daily lives of Canadians with arbitrary asinine regulations." So impressed was the editor of the *Cambridge Daily Reporter* with the brilliance of his Guelph colleague's assessment that he reprinted the editorial in its entirety Sept. 9, including the description of Juneau as Secretary of State. Perhaps one shouldn't expect anything more of Thomson papers. I do expect more of *The Globe and Mail*. On Saturday, Oct. 18, the headline on the lead story on the front page declared: "3 Buffalo stations file request to jam TV signals to Canada." John Picton's piece informed us in somewhat hysterical terms that the Buffalo stations had applied to the FCC for permission to cut off American television in the Toronto area. What the story didn't tell us were: i) that the Buffalo stations were merely involved in a skilful propaganda move; ii) that the FCC had already stated that it would not look favourably on such a request; iii) that even if Buffalo jammed its signals, Toronto could pick up the American signal from Detroit or any one of a number of other places. The entire border would have to be jammed to prevent Canadians from picking up the American signal. Meanwhile, it seemed appropriate the *CBC* should have to interrupt its world series coverage to bring us the announcement that Pierre Juneau, Minister of Communications, had been defeated in Hochelaga.

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SASK. NORTHLAND COVERAGE GETS COLD RECEPTION FROM LA RONGE PUBLISHER, SASK. CABINET MINISTER

By Dennis Gruending

SASKATOON — A small commando unit of politicians, civil servants and a northern newsmen "flew down" to the city Nov. 8 to tell an assembled group of journalists that coverage of news in the province's northland is superficial, sensational and generally inadequate.

The seminar on northern news coverage was sponsored by the Saskatchewan Journalists' Association a day prior to a general membership meeting.

Ironically, the sharpest barbs fired at working journalists came from Verne Brooks, publisher of *The Northerner*, a small, family-operated weekly in the northern town of La Ronge.

Brooks described a species of "fly-in" journalists, who "come up and spend a day or two, most of it fishing," then file stories of "natives revolting."

Ted Bowerman, minister in charge of the Department of Northern Saskatchewan established in 1971, did not complain about lack of coverage. But he said coverage "has generally been responsible for the developing of a southern concept about northern people which may never be corrected."

None of the 17 journalists around the circular table disputed the allegations.

In a brief defense of press "sensationalism" in the north, Geoff White, northern affairs writer for the *Saskatoon Star-Phoenix*, told Bowerman the emphasis upon crises is partly of the government's own making.

White said the government chose to move into northern development in 1972 and focus attention on its efforts there. "So the press looked closely at what the government was doing in the north."

White agreed "the responsibility of the press now is to cover in a way which does not simply respond to crises as in the past."

He laid the blame for "crisis reporting" upon the shoulders of the owners of media outlets who, he said, have a responsibility to finance consistent coverage.

There was general agreement that adequate financing for northern coverage has not been available. The following day the SJA approved a resolution submitted by Garry Fairbairn, CP Regina, that the management of Saskatchewan media outlets consider financing a full-time correspondent in northern Saskatchewan.

But the image being presented in the

southern half of the province is only one side of a coin. The other is the need for better communications within the north.

Radio and television offer the greatest potential, considering the great distances, and the illiteracy of many northern people. But the meeting was told that radio and TV have performed poorly for northerners.

Verne Brooks said CBC radio in Regina beams hours of agricultural programming into La Ronge each day, "and there isn't a farm within a hundred miles of us."

Brooks said a full-time CBC northern correspondent is a minimum demand, but he and others would prefer an emphasis upon local programming to replace irrelevant southern shows.

REPORTERS DEFEND NATURE OF COVERAGE

SASKATOON — A Saskatoon judge says press coverage of a controversial adoption case involving the move of three Saskatchewan Metis children to Ann Arbor, Michigan, destroyed the chances of having the adoption succeed.

"The effect of what you did was to terminate what was growing into a satisfactory arrangement," Mr. Justice E. N. Hughes told approximately 40 journalists and observers attending a membership meeting of the Saskatchewan Journalists' Association (SJA).

Mr. Justice Hughes was referring to a case where three Metis children from Prince Albert were removed from their foster home and adopted by Anita and William Todd of Ann Arbor.

The children stayed with the Todds for about 10 weeks, then were sent back to Saskatchewan where they now await placement in another foster home.

The Todds have been quoted as saying weeks of harassment from the press — constant telephone calls and television crews prowling on their front lawn — was a major factor in the decision to send the children back to Saskatchewan.

After the return of Geraldine, Eileen and Harold Doucette, Mr. Justice Hughes and two other persons were appointed by the provincial Department of Social Services to investigate the case and make recommendations about the children's future.

"If you hadn't gone down there and bombarded that home, it would have worked out," Mr. Justice Hughes said.

Tim Myers, director of the government's *Northern News Service*, said there is potential in an experiment being conducted in the northern community of Green Lake. The government is financing Frontier College personnel in an attempt to establish a local FM radio station.

How much power do working journalists have in improving the coverage and the hardware?

One northern politician put it succinctly at the meeting's end.

He said he wasn't sure he had been talking to the right people.

Dennis Gruending is Prairies Contributing Editor for Content and an active member of the SJA.

Several journalists in the audience admitted they had telephoned the Todd home, but defended their actions.

Geoff White, the *Saskatoon Star-Phoenix* reporter who followed the story, said several pressure groups and individuals, including the province's opposition Liberals and former Prime Minister John Diefenbaker, were critical of the way in which the Department of Social Services handled the adoption.

White said it became "a one-sided story" and journalists had to get the reaction of the Todd family to what was happening north of the border.

"It was unfortunate, but I think it was necessary."

John Drabble, a former reporter for the *Prince Albert Daily Herald*, said the Saskatchewan media "(were) not irresponsible in handling the case."

He said the department refused comment on the matter but asked him to accept on faith that it had the best interests of the children in mind.

Ann Walker, a *Regina Leader-Post* reporter, said: "I don't see how we could have avoided asking these questions (of the Todds) . . . otherwise we would have been accused of one-sided reporting."

Mr. Justice Hughes admitted there had been public interest in the case and that probably there was a competition for news. He chose no particular media outlet for criticism, but said "it was the collective action of you and the others which provided the harassment."

— D.G.

MEMBERS BOYCOTT FIRM'S BCCNA PITCH

By Karenn Krangle

VANCOUVER — The B.C. Community Newspapers Association termed its 57th annual convention here "a resounding success," despite a turnout of slightly more than half its members and a tabling of most resolutions to its general meeting in January.

Twenty-nine of 54 member publications were represented at the convention, held Oct. 1-4. Highlights of the heavy agenda — sandwiched between a first-night reception hosted by the Yukon government and a wind-up luncheon provided by the B.C. government — included a presentation on new methods and equipment, a Post Office seminar on postal coding and a talk by Western Regional Newspapers of B.C. and Alberta, an ad-gathering agency.

Delegates, most of whom publish by offset, showed an intense interest in new ways of producing their papers and were told that the era of laser scanners and plastic plates "is coming on fast and furious."

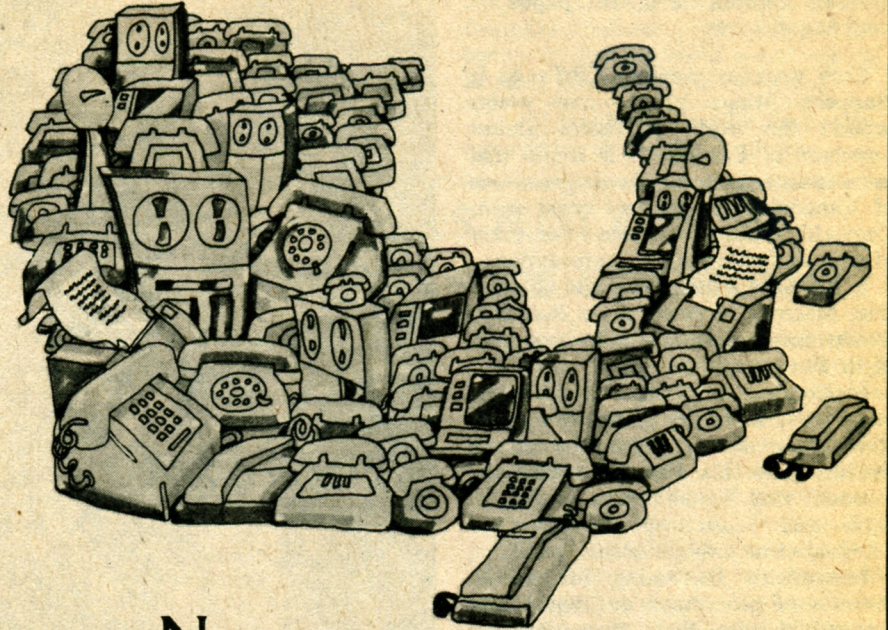
The presence of Western Regional Newspapers brought mixed reaction at the convention and, while about half the BCCNA delegates are represented by WRN, others presented a motion (later defeated) to cancel the organization's talk. WRN claims that, since the provincial associations do not function to generate advertising sales for their members, it tries to "fill that gap" by acting as a supplement to, rather than an opponent of, BCCNA. But some delegates disagreed with WRN's self-definition and stayed away from the talk, which turned out to be a call for more members.

The four long "business" sessions began and ended with indecision on BCCNA's newsletter. Delegates were at odds as to whether the bulletin should be produced monthly (as it is now), quarterly, whether it should exist at all, who is to produce it and whether he or she be paid. The issue, to be taken up again in January, seemed at least to this reporter an odd one for newspaper people to be so unsettled about.

The convention was "sponsored" at almost every meal and reception, and although "hosts" were not new for this or other conventions, BCCNA claimed it was a "first" for a regional group to receive sponsorship from the provincial government.

Karenn Krangle is a Vancouver writer.

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69 YEARS AGO THIS MONTH THE FIRST RADIO SIGNAL WAS BROADCAST BY MARCONI. RIGHT? WRONG.

Book Review by DAVID JONAH

Radio's First Voice, The Story of Reginald Fessenden, by Ormond Raby, Macmillan of Canada/Toronto, 1970, 161 pages, hard or soft cover.

Each weekday evening, *CBC's As It Happens* brings people and events around the world to radios almost anywhere in Canada. It is ironic that radio is among the media to ignore one of Canada's most-ignored great men, Reginald Aubrey Fessenden — inventor of radio and nearly 500 other inventions.

It has been written and said so often that Marconi invented radio that it is almost inconceivable that it is a total myth. But it is.

Marconi's invention was wireless telegraphy, a far cry from the wireless transmission of voice and music. Anyone can attest to this who has visited the museum atop Signal Hill in St. John's, Nfld. and heard the simulation of Marconi's first scratchy Morse signals.

Fessenden's frustrating life as an inventor of procedures and equipment scorned despite their ingenuity, his prophetic vision of nations communicating by voice radio, and not the least his problems getting recognition or financial support from his beloved homeland of Canada combine to make fascinating and disturbing reading.

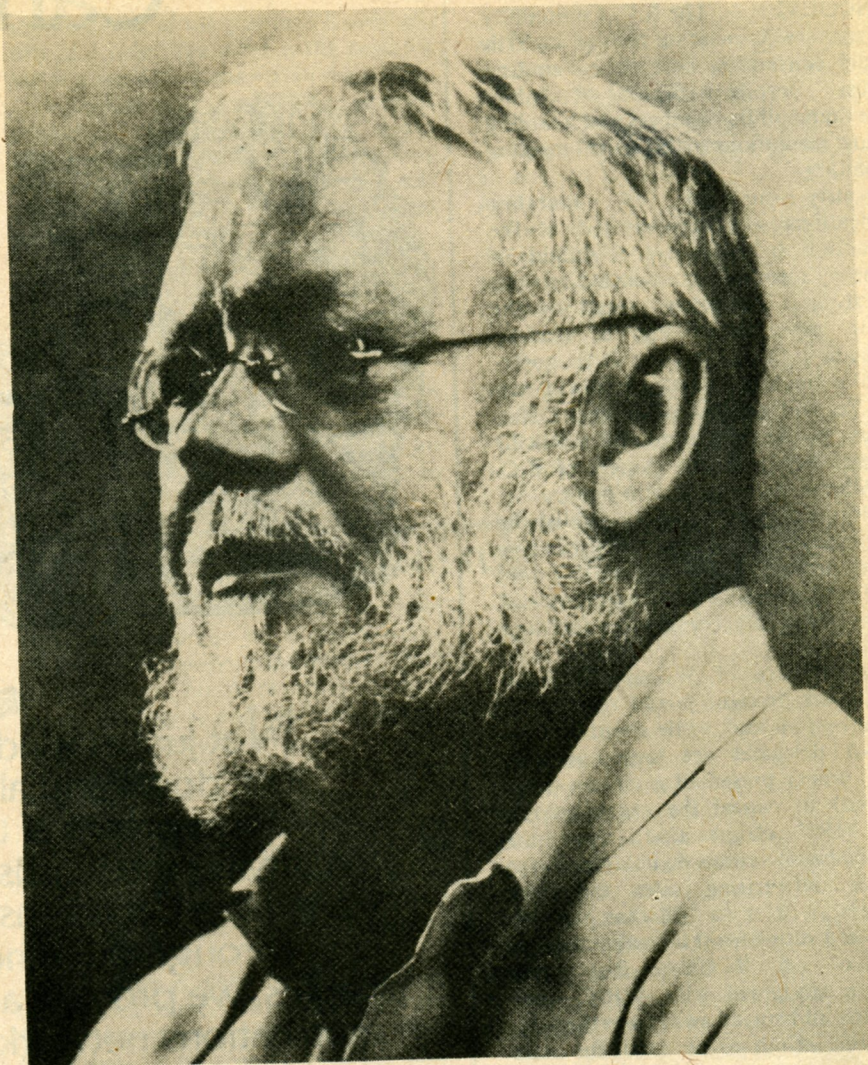
Ormond Raby tells Fessenden's story in a simple style suitable for school libraries. In the book, Raby paints a sympathetic picture of Fessenden as from childhood he defies everyone to follow his instincts as an original thinker. The book leaves one with a sense of anger at the many injustices dealt this proud nationalistic inventor by a Canada gripped in a colonial mentality.

The final page carries the brutal point of the whole book; a short, precise editorial from the New York *Herald Tribune* which constitutes the only meaningful obituary written for this great Canadian:

It sometimes happens, even in science, that one man can be right against the world. Professor Fessenden was that man.

There was a bit more. Fessenden died July 22, 1932 at the age of 64, a victim of heart failure.

The Globe and Mail morgue contains one lonely item on Fessenden, a 1957 dispatch by Michael Harrison, a correspondent of *The London Observer*. *The Globe*, typical of Canadian jour-



Reginald Aubrey Fessenden

nalism, has never reviewed *Radio's First Voice*. Harrison's dispatch began:

On the night of Dec. 21, 1906, Professor Reginald Aubrey Fessenden threw a switch and the 420-foot antenna of the National Electric Signalling Co. at Brant Rock, Mass., began to radiate a program of music, song and speech.

At Plymouth, Mass., 10 miles distant, the reception was perfect — and so it is that Dec. 21 marked the Jubilee of The Broadcast Word. (Wireless telegraphy, pioneered chiefly by Marconi, had of course started earlier, but that is another story.)

Now, while there must always be argument as to who, in fact, really in-

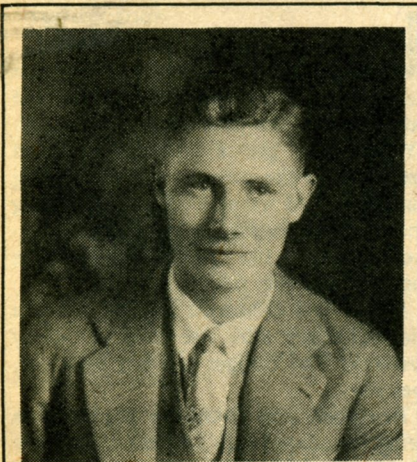
vented the flying machine, the incandescent electric lamp, the telephone, and other triumphs of ingenuity, there is not — and never has been — the least doubt that the beginnings of radiotelephony were the achievement of one man, Reginald Aubrey Fessenden. And yet, in a modern world which owes more than half its distinguishing "modern" characteristics to the universality of wireless and television, his name remains almost completely unknown.

When Fessenden died . . . he had been honored by none save purely professional and academic bodies and hardly a newspaper, save *The New York Times*, accorded him more than a brief paragraph. In most of the world's press his death was ignored.

Fessenden was born in 1866 near Sherbrooke, Lower Canada, of New England parents, and was educated at Beckett's College in Quebec. He worked with Edison and was professor of electrical engineering at Purdue and Pittsburgh.

Fessenden contributed much to science while in pursuit of his first radio broadcast. His study of the nature of sound waves and the sending of sound led him to develop the forerunner of sonar. His theory of continuous sound waves was conceived by a fishing lake, near Peterborough, Ont., as he threw stones into the water idly thinking his problems through. The motion in physical appearance came to represent what he (correctly) presumed was the effect of electrical waves during transmission. Heresy, as far as scientific knowledge went, at that time. Many of his inventions saved lives and many killed. Son of a clergyman, he always designed for peace, but as in business, his ideas were often pirated for something else.

Fessenden was an early booster of pride in Canada. Here, too, he was a visionary. Referring to his idea of harnessing Niagara Falls to make cheap electrical power (which he carried



A RADIO FOOTNOTE, culled from the excellent quarterly *Access*, published by Alberta Educational Communications Corporation in Edmonton: "Ed Jordan, who left his job as workroom boy in the University of Alberta Department of Extension to become (Edmonton radio station) CKUA's first control operator, solved a major technical problem for radio everywhere. A venerable prof with a gap between his two front teeth delivered a radio lecture. Every time he used an "s" he whistled, and the station promptly went off the air. The problem inspired Ed to invent the peak limiter to control modulation. It became standard equipment and won him his Master's degree in physics.

through), he said: ". . . do not hold the opinion there is some deep-seated defect in Canadians, as compared with others, that will foredoom to failure a civic enterprise such as that under consideration."

Although Fessenden did most of his inventing and teaching in the United States, he said as he approached success with his trans-Atlantic wireless voice transmission: "There is something Canada and I can do together." That something was to have Canada, "my beloved homeland," become true spiritual and financial father of his ultimate victory. Voice transmitted intact, later to be called broadcasting.

Canada missed its opportunity to be the site of the first radio broadcast because well-to-do Canadians backed Marconi instead of Fessenden, while two American speculators were willing to back Fessenden.

It was in 1908 that Fessenden told an audience of skeptical scientists that the world would one day be connected by direct communication. Canada, and especially electronic journalists everywhere, owe a debt of gratitude to Reginald Fessenden, who foresaw that events around the world would one day be made known As They Happened.

David Jonah's last article for Content was a review of The Pulitzer Prizes.

OMENS FOR DAILIES NOT GOOD CANADIAN PUBLISHERS CONFIDENT

With most of their business sessions in secret as usual, members of the Canadian Daily Newspaper Publishers' Association (CDNPA) held their annual meeting in Vancouver in September.

Judging by quotations attributed to a number of the leading publishers and their representatives interviewed by *Vancouver Sun* reporter Hall Leiren, CDNPA members think their papers are generally doing a reasonably good job of reporting events in Canada and abroad.

Toronto *Star* editor-in-chief Martin Goodman was the only one of those interviewed quoted as finding any substantial flaw in Canadian mainline press performance. Newspapers are still "crisis-oriented, . . . mesmerized by the dramatic though sometimes insignificant . . ." Goodman was quoted as saying.

Perhaps the unwieldy *Star*, the General Motors of Canadian print journalism, is to be a DEW line for its slower-learning brothers. *Star* publisher Beland Honderich, speaking to a conference of stereotypers and electrotypers in Toronto Sept. 21, said he was concerned that *Star* circulation is not keeping pace with population growth in its market.

Because of a cost-price squeeze, Honderich said, loss of a major advertiser (\$5-million or so a year) would be "disastrous." He was not reported as discussing the implications for editorial independence of that situation, or that view of the situation.

The *Star*, Honderich said, is conducting "a major study" to identify reasons for the relative circulation drop. (Goodman has been holding a series of meetings with groups of staffers to solicit their views on all this.)

The *Globe and Mail* scooped *The Star*

on coverage of the *Star* publisher's significant and newsworthy talk. It would be interesting to know if Honderich makes any connection between the news reporting performance of his paper and his spoiled intention to discuss significant matters behind closed doors.

And interesting to know why some publishers, led by E. W. Larracey of *The Moncton Times*, tried to fire Dick MacDonald the day after he went on the CDNPA payroll as supervisor of editorial services.

The publishers' doors were not closed tightly enough to keep *Vancouver Sun* columnist and news executive Allan Fotheringham from finding out MacDonald had been labelled a dangerous "radical" by the Larracey-led. Ha ha.

Goodman and *Globe and Mail* ME Clark Davey led opposition to making MacDonald a one-day wonderment, according to Fotheringham.

The above was in type for last month's issue but was squeezed out. Since then it has been reported that *The New York Times* suffered a pre-tax loss of \$491,000 in the third quarter of 1975, compared to a pre-tax profit of \$802,000 last year.

And failure to reach young adult readers and a decline in circulation are the biggest problems facing newspaper publishers, *Toronto Star* reporter Tom Slater reported Oct. 24 after interviewing a number of them at the annual Audit Bureau of Circulations (ABC) conference in Toronto.

What will the *Star* study uncover? Will we find out? Will Dick last a year? What will he be able to accomplish? When will some of these publishers start running scared? When will they see what the *Star* has seen? What will they do about it?

—B.Z.

COMING SHAKEUP AT SOUTHAM NEWS SERVICES MAY CLOSE PEKING, PARIS BUREAUX; HALIFAX WILL CLOSE

By Lin Moody

OTTAWA — *Southam News Services* is changing its image.

Personnel are being relocated, or "given the axe" as Guy Demarino, one of the Ottawa reporters affected, would prefer to say. Bureaux which began as experiments are either being closed or re-examined. The present position of executive editor is being terminated in favor of a new post, that of general manager.

There will be increased specialization in reporting, so the service will no longer duplicate *Canadian Press* but be a "vivid, ballsy or gutsy" alternative according to executive editor George Brimmell.

The changes will be effective within six months.

Charles Lynch, chief of *SNS*, feels many of the changes are due to the vigorous and imaginative policies of the new president of Southam Press Limited, Gordon Fisher.

SNS operates solely for the print elements of Southam Press as a special news service. All the papers also subscribe to *CP*.

Southam controls 14 newspapers, investments in broadcasting outlets, commercial printing and business publications and is one of the largest corporations of its kind in the world — *SNS* itself being responsible for nearly \$1-million a year.

Although the fate of the Asian bureau located in Peking is yet to be decided, John Walker, the correspondent, will return to Ottawa as *SNS*'s new foreign affairs writer. Lynch says the Peking bureau was an experiment. "The idea (now) is that the area can best be covered by roving rather than domicile residence." Brimmell emphasized that Walker's recall is not a reflection on his work.

The Paris bureau may be closed and the correspondent, Duart Farquharson, sent to assist London correspondent Peter Calamai. London would then become a two-man base for European-oriented stories. Lynch says: "This would give us better flexibility, having both men in one place so they can back one another up."

The Halifax bureau, opened in early 1973, is definitely closing. Bruce Little,

the correspondent, after contemplating offers from within Southam, decided to accept a job as producer of *CBC's* Information Radio in Halifax.

The Ottawa bureau is being reshaped. Don McGillivray who, last spring, became national economic editor for *SNS* based in Montreal, is now joining the Ottawa operation.

Phil Gibson and Demarino, both respected investigative reporters with the bureau, are being let go. Gibson referred me back to Lynch for comment. Demarino says his reaction is one of "complete and bitter surprise." Asked if he was fired, he replied: "They don't use that word around here."

He feels bitter because "I was counting on my seniority rights (four years with *SNS* and 11 with Southam Press) to protect me. I am senior to several other of the *SNS* personnel."

He did not know how the people being let go were chosen. Brimmell, however, says the last reporters hired were the ones being "reassigned."

Gibson will return to *The Spectator* of Hamilton but Demarino has no definite plans. "They won't let me starve," he says of Southam Press. "I could say more but I could be blackballed across the country."

Told that Lynch and Brimmell had complimented his writing, Demarino says: "There are so many things that you have to say." He concludes: "Southam have the image as the one company that looked after its people. It turns out it's just another corporation that doesn't consider the people involved."

The following bureaux will remain unchanged: Montreal, Toronto, Vancouver and Washington.

Brimmell confirmed his present position as executive editor is being terminated and he will only be a candidate for the new position of general manager. He said even if he was offered the position, he was not sure if he would take it.

Southam News Services wants to change its reporting style. Lynch says: "We have never really identified to everybody's satisfaction what it is we're supposed to be doing and this is one of the things that's behind the moves that are being made right now."

Southam president Fisher, Lynch comments, sees a link between sales of newspapers not keeping pace with the population growth, and story content. "The way to get them to buy more newspapers is to enrich the content," says Lynch.

A three-man publishers committee composed of Frank Swanson (*Calgary Herald*), Pat O'Callaghan (*The Windsor Star*) and John Evans (*Prince George Citizen*) is empowered to give *SNS* tighter direction than it has had before.

Lynch was not aware who had the most say about this redirection, the publishers or the president, but he says: "When you get a new bushy-tailed president in the company, who's asking questions and worried about not selling enough newspapers, this spirit is infectious and the publishers get the message and they pass it on to us."

Lynch and Brimmell refused the idea these changes were due to an economy cutback. The budget has not been cut, they say.

Brimmell said Southam papers were being inundated with *SNS* copy. The new idea is to enrich the stories, adding more background and interpretation but to leave daily coverage to *CP*. Lynch has used the word ballsy to describe this new writing. But Lynch says head office doesn't seem to like that word. "We're not going into yellow journalism," he added.

Lynch says the kind of article he writes is box office (material that will "seize the reader") and that the trend will probably be in that direction.

"I can't say the changes didn't come as a shock," says Lynch, "to those of us who thought we were doing an outstanding job (and then) have someone (ask): 'Well, are you?'"

Lin Moody is Resources Co-ordinator for Carleton University's School of Journalism.

(First the bad news)

EFFECTIVE JAN. 15, 1976 CONTENT'S DOMESTIC SUBSCRIPTION RATES WILL BE INCREASED, JUST 10%, AS FOLLOWS:

One year: To \$5.50 from \$5
Two years: To \$9.90 from \$9 (a saving of \$1.10)
Three years: To \$13.75 from \$12.50 (a saving of \$2.75)

(Now the good news)

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Our circulation is growing spontaneously by a net average of 30 a week, so we're not hungry for numbers. But we value new readers who will replace those non-payers who regretfully will be dropped from the mailing lists if they don't respond to our final renewal notice to go out soon.

Efficiency is a second reason. It's cheaper and easier for Circulation Manager Jean Zwicker to process *lists* of names than individual orders (although we value each and every order).

The following quantity orders have recently been received:

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School of Broadcast Journalism, Fanshawe College, London, Ont.: 42 subscriptions.

Media course, York University: 46 subscriptions.

Our growing experience with quantity orders has shown us we can give better, faster and cheaper service this way. So whether you're a member of a professional journalists' body, in a newsroom, an executive of a press club or in a journalism school, look into getting together an order for 10 or more subs today. We all benefit.

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Until Jan. 15, 1976 * (post-mark), Quantity Discount offers a value of **only \$4.80** per subscription, a saving of 70c on the new rate.

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*Subject to change only if postal strike dictates.

WHY A RATE INCREASE

Content's domestic subscription rates (except for a substantial **reduction** in the two- and three-year rates) have been *unchanged* since the magazine was founded in October 1970. And the rates were low to start with. About two dozen readers have written notes or verbally commented that our rates are ridiculously low.

Some of our costs have gone up by as much as 48 per cent in the past nine months. A 15 per cent increase in paper costs is expected before long.

We feel that as we move into a low- and perhaps no-growth society, conventional display advertising for non-essential goods and services will tend to fall by the wayside. This could pose serious economic and freedom of speech problems for any media depending primarily on such advertising for their revenue. Looking down the road a few years, we feel readers should pay an increasingly fair share of the cost of publications they value.

In light of the above, we had some time ago decided to increase our subscription rates substantially. But since we have some room for maneuvering and since we are convinced inflation is a real threat, we decided a 10 per cent increase is the most we could establish at this time.

Considering that until Jan. 15 anyone can subscribe or renew at the old low rates, considering our new quantity-discount rates and considering the small increase, we think we're being fair to our present and future subscribers, and to the future of the magazine.

THE DAVID SCOTT AFFAIR: TWO VIEWS

By Bruce Moore

BARRIE, Ont. — The big story of Aug. 13 didn't make the front page of *The Barrie Examiner*. It didn't even get into the Thomson daily.

That day the paper's publisher, eight of the 12 newsroom staff, one employee each from the composing and press rooms, an International Typographical Union (ITU) representative and two lawyers were at an Ontario Labor Relations Board hearing into the firing of a reporter-photographer, 20 days after the ITU was certified to represent the newsroom in contract negotiations.

Of the newsroom people only managing editor David Henshaw gave evidence for publisher James Robb. Seven, including the city editor, were there to give evidence for David Scott, whom Robb fired for allegedly swearing at him and the company.

The board took almost eight weeks to give its precedent-setting 18-page decision that the burden of proof — shifted to the employer from the employee by legislation July 18 — was not satisfied.

Scott's charge of unfair labor practices was upheld and the board ordered his reinstatement to the same position he had held, and full payment for lost wages.

Scott testified he began work at 5:30 a.m. the Monday he was fired. It was his seventh consecutive working day. One of his cameras, worth \$1,100, had been stolen from a locked company car the day before. Because he had taken time to make out police reports concerning the theft, he did not follow his usual voluntary practice of doing his assigned Monday morning darkroom work Sunday evening after completing his regular weekend duty as a reporter-photographer.

So the day began at 5:30 a.m. for him. After completing his work he reported to Robb the theft of his camera. Scott's insurance had lapsed and he was told the company carried no insurance.

Robb testified that Scott swore at him and then at the company. Scott said that Robb's indifference to his loss and dedication prompted him to ask: "What sort of fucking company is this?"

The board's decision outlined four

considerations against Robb's contention that abusive and profane conduct was the reason he fired Scott. The considerations were: a pattern of anti-union conduct about the time of dismissal; the substantial extent to which it was directed at Scott; Scott's above-average performance as an employee and Robb's lack of candour about the extent of his own participation in the anti-union conduct.

On the first point the board said Robb's interviews with employees about their union affiliation and his remarks about the effect of the affiliation upon their careers "must be construed as nothing less than threats to dissuade these employees from pursuing their rights under the Labor Relations Act.



David Scott in August 1974 with the camera later stolen from a locked company car.

"The change of policy in respect to the accumulation of saved days for vacation purposes, just prior to the certification hearing, must also be construed as anti-union conduct. There is no doubt that, prior to the certification, the respondent (Robb) was resorting to means expressly prohibited by the Act in order to influence the employees against the union."

It also said the apparently-unprecedented use of formal written warnings against two newsroom members indicated, even after certification, a much tougher attitude in employee relations which suggested a continuation of the pattern of anti-union conduct. The board concluded that under these circumstances it was possible "to infer that the dismissal of Scott was simply one piece in a continuing pattern of conduct designed to undermine the position of the union, both before and after its certification."

In its second consideration the board said Robb paid special attention to Scott when the presence of the union was known, suggesting he was attempting to use Scott to influence the other employees against the union.

"Upon the failure of this tactic, it is quite possible that Robb's attitude to Scott was something less than benign, and this attitude may have influenced Robb in his decision to dismiss Scott."

The board took as its third consideration evidence indicating Scott was an above-average employee and the only blot on an otherwise good work record was the incident that led to his dismissal. It said he might have deserved a second chance as "his dismissal would be to the respondent's detriment."

It pointed out Scott's indiscretion was not likely to pose a serious discipline problem to the newspaper "which appeared to tolerate more free-wheeling discussions between employees and management than would (an) industrial employer."

Also, Robb's decision to fire Scott was made some time after the confrontation, "possibly providing an opportunity for anti-union considerations to influence the decision."

The final consideration was Robb's

Larry Brennan, Kingston Whig Standard

lack of candour regarding his participation in anti-union activities. "Probably one of the most effective ways in which an employer can satisfy the new onus . . . is for it to tell its story, through its witnesses, in a frank and honest manner. Conversely, a lack of candour, even in respect of only one part of the testimony, is likely to raise doubts as to the genuineness of the reasons provided by the respondent. This case is not an exception to the latter proposition."

Barrie Examiner newsroom union activity goes back to Dec. 18, 1974. At that time some members listened to an ITU representative tell them they could expect nothing but opposition if they attempted to unionize.

No signing took place then. The newsroom thought about it for six months and all eight who had been approached signed to have the ITU represent them in contract negotiations.

They wanted some exchange of ideas within the newsroom and with the publisher to determine clear editorial policies. They wanted to stop being robbed of satisfaction in their work and their sense of professionalism by numerous mistakes and discrepancies in the paper.

They wanted to be treated with more respect by management and be considered members of a team working for the good of the paper and not as replaceable machine parts. Above all they wanted a newspaper they could be proud to work for.

The newsroom thought those things were worth fighting for and stood solid when harassment by management began. Although he later testified at the board hearing he hadn't given unions much thought and couldn't recall any discussions about them with employees, Robb took staff aside individually.

He told them he didn't think unions belonged in newsrooms. He threatened that union involvement could give them bad names and hurt their journalistic careers. He said signing for the union disqualified employees from promotion, that those on the company's retirement profit-sharing plan had lost membership in it, and that all future raises were frozen.

Robb offered to fire a city editor at one time to make the reporters happy enough to drop their union intentions. Robb decided all male newsroom members were required to wear ties. Accumulated time off was no longer to be added to vacation periods. Deadlines

were moved up. Newsroom mail turned up in Robb's office before it found its way to the newsroom.

The newsroom was threatened with being forced onto the street. Robb told a reporter: "You better have some good sign writers because I'll have you on the streets. There's no way on God's green earth I'll give you anything."

At least two written warnings were received by newsroom staffers: the first was told any actions construed by management as misconduct would result in his dismissal; the second was told any complaints from outside the newspaper regarding his reporting would mean dismissal.

Those who testified on Scott's behalf at the board hearing were docked a day's pay, even though they were on salary and were subpoenaed witnesses.

Contract negotiations with Robb began in October. For *The Barrie Examiner* newsroom the hard part isn't just beginning.

BARRIE EXAMINER PUBLISHER JAMES ROBB REPLIES

When pressed by Barrie Zwicker — in his gentle but persistent fashion — to make some response to this article, my first inclination was to decline. It is a course which I may have been wiser to keep.

However, bowing to Zwicker's persistence, these few words are presented not as rebuttal but only to explain why I prefer not to get into that kind of exchange.

Rebuttal requires an item-by-item challenge to every point which I feel is a half-truth, a distortion or simply not factual. By its nature, adequate rebuttal tends to run to greater length than did the challenged statement. Also, of course, it must be recognized that the writer of these pieces (whoever he or she might be) wrote from a definite perspective. My perspective in rebuttal likely would be equally as biased.

Another consideration, of course, is that we are at present in negotiations with these newsroom employees. It is complicated enough to negotiate a contract at any time and considerably more so to reach accord on a first contract. Such negotiations open whole areas of discussion about competency, professionalism and accuracy, but these discussions properly belong in the arena of negotiation. Little is to be gained if these concerns are debated in public print and thereby further entrench the position of either party.

It should be noted, nonetheless, that

ate The Downtown
'E-OUT SALE'
AVE MUNICIPAL
SAVINGS
T-SHIRTS

From a quarter-page ad which went uncorrected through entire press run.

Bruce Moore is a pseudonym for a former Barrie Examiner newsroom employee.

the board's decision related in large measure to a new and untried Labor Relations Act amendment which reversed the established "burden of proof" requirement, placing it now on the employer rather than on the complainant. The written decision stated: "This is the type of case where the evidence does not point to a clear conclusion . . . the evidence in this case is evenly balanced." The board found in favor of David Scott because the employer did not satisfy its burden of proof requirement when the board faced evenly-balanced evidence. It is like baseball's ruling that if the throw to first base arrives coincidentally with the base runner, the call goes in favor of the runner. Also, board member F.W. Murray wrote a dissenting opinion that stated he felt the employer had met the burden of proof and the dismissal was warranted.

There is no defence necessary for accusations of harassment. The board refused to hear charges on this matter and there has been nothing set before me subsequent to that decision. I cannot stop the unsubstantiated claims by an unidentified writer but I don't have to defend against them.

On one last point, I would be failing many at *The Barrie Examiner* if I did not point out that quite apart from the few in the newsroom there are others whose daily efforts help to make *The Examiner* a better newspaper. Those few in the newsroom do not have a monopoly on good intentions.

OMNIUM-GATHERUM

ATLANTIC PROVINCES

Dwindling circulation and rising costs have forced **Atlantic Newspapers** to close **Truro's** weekly *News*, started in 1891. Atlantic's daily *News* will continue to publish and the company expects to increase its news coverage of rural areas formerly served by the weekly.

QUEBEC

Montreal at the Crossroads, a book based on a series of 13 prize-winning articles in *The Montreal Gazette*, has won a **Heritage Canada Communications Award**. The series, written by **Donna Gabelle**, **Gordon Pape** and **Dane Lanken**, concerned real estate development in Montreal. Heritage Canada is largely concerned with preserving the country's architectural heritage.

ONTARIO

Paul Taylor, 36, has returned to his job as chief of *Newsradio's* **Ottawa** bureau following an 11-month stint as MPP for Carleton East. Taylor, a Liberal, was elected in a Nov. 1974 by-election when he defeated Conservative candidate **Pierre Benoit**, then mayor of Ottawa. In the September election he lost to **Evelyn Gigantes** of the NDP.

New managing editor of the *Niagara Falls Review* is **Georgs Kolesnikovs**, succeeding **Gordon Murray** who now is publisher. Kolesnikovs, a former city ed. at the *Review*, left in 1971 to found *Cycle Canada*.

ONE CANADA REVIEW RULE TRIGGERS GLOBE SCOOP

In an unusual move, **MacMillan of Canada Ltd.** asked potential reviewers of **John Diefenbaker's** memoirs, *One Canada*, to write for advance copies and sign a notarized promise they wouldn't publish a review before the book went on sale Oct. 20. Usually, reviewers honor book publication dates and their word is enough.

But *Maclean's* magazine wasn't given any chance for an advance copy or galley proofs. Editor **Peter Newman** had to wait until the book was out, then read it and write his scathing review within a day in order to make the Nov. 3 *Maclean's*.

MacMillan vice-chairman **Hugh Kane** flatly refused to discuss the matter with *Content* but speculation around *Maclean's* was that the magazine's exclusion resulted from an order from Dief the Chief himself. Ever since 1963, when Newman's *Renegade in Power: The Diefenbaker Years* was published, the former prime minister has had little love for Newman.

Meanwhile, the serial rights for *One Canada* were bought by **The Toronto Star Syndicate**, which then sold excerpts to *The Star* and 21 other newspapers. Syndicate

The daily *Sault Ste. Marie Star* and the weekly *Stittsville News* will join the **Ontario Press Council** Jan. 1, bringing the Council's membership to nine dailies and one weekly.

Robert Miller, Queen's Park columnist for *The Toronto Star*, is slated to join *Maclean's* as a senior editor as soon as *The Star* finds a replacement for him. Miller says the amicable separation will occur by the year's end at the latest.

Douglas Millroy, formerly *Edmonton Journal* city editor, has been appointed editor of the *Sault Ste. Marie Star*. Both papers are part of the Southam chain. Millroy, 43, has worked on papers in Trail, B.C., Calgary and Regina.

Patrick Howe, building and real estate reporter for *The Globe and Mail's* Report on Business, has won the **Canadian Real Estate Association's** journalism award. Howe was the seventh winner of the award, which hadn't been given the previous two years.

Thomson Newspapers Ltd. has sold the **Arnprior (Ont.) Chronicle**. The buyer was **Renfrew Advance Ltd.**, owners and publishers of the Ottawa Valley weeklies *Renfrew Mercury* and *Carleton Place Canadian*. "We've become a member of an elite group . . ." said **Graham Johnston**, Advance's general manager. "Not too many companies actually buy newspapers from the Thomson chain."

manager **Jim Cherrier** wouldn't say what the rights cost but said speculation they'd paid MacMillan a record amount was wrong and that \$50,000 was a high figure.

The first instalment of *One Canada* excerpts appeared as an exclusive on *The Toronto Star's* page one, Oct. 18. In a sense, though, *The Globe and Mail* had scooped *The Star*. Two days earlier *Globe* writer **John Marshall** was assigned the not-so-easy task of finding a copy.

"For obvious ethical and legal reasons, the one thing we could not do was steal it from our book editor," Marshall said. He managed to locate one elsewhere, then had five hours to skim it and return it "in its plain brown wrapper," to his contact.

Marshall's 67-column inch condensation of *One Canada* appeared in *The Globe's* early edition, 12 hours before the Oct. 18 *Star* was out.

"It was an interesting effort on the part of *The Globe*," *Star* senior editor **Borden Spears** said. "There used to be a lot more of that going on."

HOW AWFUL WOULD IT TICKLE?

Senator charges bid to stifle CIA probe

WASHINGTON (Reuters) — The Ford Administration has mounted a widening campaign to stifle the Senate Intelligence Agency and will issue a public report on CIA involvement in assassination plots — both steps strongly opposed by the

The Globe and Mail, Oct. 29

In a rare move, Toronto's **CITY-TV** president **Moses Znaimer** ordered 18 commercials held out of the Oct. 9 City Show while host and former NDP MPP **Dr. Morton Shulman** debated for an hour with Ontario NDP leader **Stephen Lewis**. The two articulate men were in rare form. Znaimer estimated the move cost the station \$2,000. Shulman, who's been hosting the show since September — and earns \$1,000 a week doing it — has become a "fine, interested, likeable, sometimes searching interviewer, and a welcome addition to the local TV spectrum," according to *Globe and Mail* TV critic **Blak Kirby**. But with the loss of producer **Ron Haggart**, now with the **CBC's** fifth estate, the heavy local news content of the show has deteriorated. Shulman runs more of an interview show than a news show, Kirby wrote Oct. 18, and he is "so much the star of the show that he can't be wasted introducing bits of reportage by the likes of **Joe Pope** and **Ken Sherman** . . . Shulman takes the show and runs with it, and the news stories prepared by others get shoved aside and omitted." But the viewers don't seem to mind. Kirby says they'll only complain if they lose **Candid Camera**, **The FBI** or **\$25,000 Pyramid**.

Former **Global TV** news director **Jeremy Brown** has become managing director (editor) of **Pagurian Press**.

Barry Conn Hughes has been appointed editor of the **Today** group of monthly business magazines, based in **Oshawa**. **Today Publishing Limited** has launched magazines for the regional municipalities of **Durham** and **Halton** and plans at least two or three more in other southern Ontario centres in coming months. Hughes will be overall editor for the publications.

A journalism graduate of Toronto's **Ryerson Institute**, Hughes has served stints as managing editor of *The Barrie* (Ont.) *Examiner* and *The Asia Magazine*, the international weekend supplement based in **Hong Kong**. His last post was as a staff writer on *The Canadian* magazine, to which he has been invited to contribute freelance articles in the future.

Sid Adlman, *The Toronto Star's* entertainment columnist, noted Oct. 30 that effective January, *Weekend Magazine* will launch three rotating weekly columnists: **Larry Zolf** on politics, **Martin Knelman** on the arts and associate editor **John Kalbfleisch** on general subjects.

Eric Warden of Aylmer, Ont. has been appointed sports editor of *The Peterborough Examiner*. A fellow Ryerson journalism '75 graduate, **Mark Cousins**, has joined the *Examiner's* sports reporting staff.

Urjo Kareda, the *Stratford Festival's* literary manager, is replacing **John Hofsess** as *Maclean's* film critic.

Shelley Chusid has been named entertainment editor at *The Toronto Star*, replacing the late Brud Delany. Ms. Chusid, a native of Winnipeg, was formerly the *Star's* assistant national editor.

Jim Blundell, a reporter on the *St. Catharines Standard*, is pro tem chairman of a 12-member steering committee looking into setting up a Niagara area regional press club. About 250 attended a successful picnic and dance in St. Kits in September.

Another function, with a guest speaker, will be held in January. If sufficient interest is shown in a press club, space may be sought. Founding memberships are selling for \$5. Contact Blundell at (416) 684-7251 or **Joe Hvilivitzky**, city ed. of the *Niagara Falls Review* (416) 358-5711, home 354-0776.

The Globe and Mail, especially in its Report on Business section, has been badly

one-sided in its coverage of the *Time-Reader's Digest* issue. Column-feet of copy are given over to statements from *Time* and *Digest* spokesmen while spokesmen for Canadian publications consider themselves lucky to get inches. Near the end of an Oct. 24 Ottawa story on the issue, *The Globe* said the Canadian Periodical Publishers' Association "represents several Canadian-owned magazines." The precise figure is 118. *The Globe*, by the way, is a Toronto newspaper with several readers.

THE PRAIRIES

The turnstiles have been turning more frequently than usual recently at Saskatchewan daily newspapers.

At the *Saskatoon Star-Phoenix*, court reporter **Larry Cross** and sports reporter **Norman Cowley** were fired amid rumors of austerity moves.

Brenda MacKenzie, the *S-P's* labor reporter, has resigned, citing management's refusal to approve expenditures for out-of-town stories.

At the *Regina Leader-Post*, city editor **Foster Barnsley** has resigned to become a Saskatchewan correspondent for the *Winnipeg Free Press*. Barnsley, a veteran *L-P* newsman, held the city editor's job since late summer.

Dominique Galopin, who came to the *L-P* from **Paris, France** on a temporary basis over the summer, was to leave the paper late November. She will work in Regina for the French language tabloid *L'Eau Vive* on a part-time basis.

At the *Prince Albert Daily Herald John Drabble*, political reporter, has resigned and will go to *The Brandon Sun*. Drabble says the *Herald* wanted him to write stories which he

MEDIA CLUB COMPILING REGISTRY OF WOMEN

The Media Club of Canada has received a \$5,000 grant from the ministry of National Health and Welfare to compile a computerized registry of notable Canadian women. The project, called **Canadian Women of Note — Computerized**, will have club members prepare abstracts of biographical data to be programmed into a computer at **York University's Data Centre**. The centre has information-sharing capabilities with other universities, libraries and communications media. The club hopes this central source of easily retrievable information on distinguished Canadian women will eventually be available continent-wide. The public is invited to submit names of women (dead or living), for inclusion. Write to **CWONC, Media Club of Canada, Box 504, Station B, Ottawa K1P 5P6**.

considered to be advertising copy paraded as news.

Anne Baird, another *Herald* reporter, resigned recently as well, leaving the small daily short-staffed. Baird remains in Prince Albert and is freelancing.

The *Herald* named **Orin Robison** as city editor, a position which has been filled by the editor of the paper for the past several years. Robison returned to P.A. after two years with the *Sarnia Observer* as a reporter and city editor.

There have also been a number of changes at *CBC* radio and television in **Regina**. **Pam Wallin**, producer of the morning information program, *Saskatchewan Today*, has accepted a position as co-producer on a morning show at *CBC* radio in **Ottawa**. Wallin's replacement will be **Bonny Donison**, a production assistant with *CBC's* Radio Noon show.

Jacques Danis, an announcer-operator with Radio-Canada in Regina, left for **Vancouver** where he will work in public relations for **CP Air**.

Peter Mansbridge, formerly a television reporter with *CBC* in **Winnipeg**, is the new *CBC* national television reporter in Regina.

Ron Shorovoyce takes over as *CBC's* legislative reporter, Regina. Shorovoyce was with *CBC-TV* in **Edmonton**.

Don Crockford, a former news employee with *CFGO* radio in **Ottawa**, has been hired as news director for *CJWW*, a new AM radio station in **Saskatoon**. Crockford has been in **Saskatoon** for just over a year, and spent several months freelancing. *CJWW's* owners are **Roy Curry** and **Joe Ford**, both former radio men in private stations in Saskatchewan.

Larry Hiatt, city hall reporter for Regina's *CKCK* radio and television, has moved across town to *CJRM* radio. *CKCK's* **Kate Zitko** assumes Hiatt's old beat.

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.

WORLD COMMUNICATIONS: A 200-country survey of press, radio, television and film, is co-published by Gower Press/Unipub/The Unesco Press; available through Unesco except in Canada, U-K and U.S.A. In Canada Information Canada is the representative for Unesco publications. Write International Publications Division, Infocan, 171 Slater Street, Ottawa K1A 0S9. A check by *Content* shows the division unaware of this, the latest edition of the World Communications survey (previous one was in 1966). As of Aug. 6 Infocan did not have new edition on order, so a delay in delivery could be expected. 533 pages. Price: 88 French francs or \$21.27 by Canadian cheque. C-55

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

PUBLIC RELATIONS DIRECTOR wanted by Alberta Federation of Labour. Prior media experience an asset. Eugene A. Mitchell, Executive-Secretary, #306, 11010 - 142nd Street, Edmonton, Alta. C-58

MEDIA PROBE

A QUARTERLY MAGAZINE on Communication and Mass Media in Canada, now in its second year. \$3 a year. Editor: Earle Beattie, 85 Thorncliffe Park Drive, #1402, Toronto M4H 1L6. C-80

OMNIUM-GATHERUM (CONTINUUM)

Winners of the Saskatchewan Weekly Newspapers' Association competitions for 1975 were announced. The *Maple Creek News* had the best front page this year. The *North Battleford News-Optimist* had the best editorial page. Awards for the best all-around newspapers in four population categories went to the *Watson Witness* (less than 1,000), the *Hudson Bay Post-Review* (1,000-2,499), *The Tisdale Recorder* (2,500-4,999) and *The Yorkton Enterprise* (more than 5,000).

The St. Albert, Alta. town council has abandoned its plan to pull all town advertising out of the weekly *St. Albert Gazette* and place it in a new paper proposed by *Sun Colorpress Ltd.* of Edmonton. The original plan (see *Omnium*, #57) resulted from a dispute between Mayor **Richard Plain** and *Gazette* publisher **Ernie Jamison** over stories critical of town business activities.

BRITISH COLUMBIA

Charges against former *Vancouver Sun* columnist **Bob Hunter**, *Georgia Straight* writer **Paul Watson** and the rest of the Greenpeace Six — arrested in Vancouver Aug. 11 for trespassing on National Harbors Board property — have been dropped by the Crown. The six were part of an anti-whaling protest which set up a picket line and prevented supplies from being delivered to the Soviet supply ship *Kurilsk*. Hunter now is president of the Greenpeace Foundation.

Michael Graham, formerly a reporter with *The Vancouver Sun's* legislative bureau in *Victoria*, has gone to work as administrative assistant to B.C. Housing Minister **Lorne Nicolson**. The newly-created post will pay Graham more than \$19,000 a year.

New Westminster Columbian reporter **Clive Mostyn**, fired in August for allegedly leaking an internal company memo to *Canadian Press*, was reinstated Sept. 26 after a compromise agreement was reached between management and the **Vancouver-New Westminster Newspaper Guild**. The union's *Guildsman* reported Oct. 2 that the memo was not marked "confidential" and that Mostyn maintained he did not release it. Signed by *Columbian* publisher **R.D. Taylor**, the memo warned of possible staff cutbacks if company revenues don't improve.

Lesley Krueger and **Linda Hossie**, with summer and part-time reporting experience on *The Vancouver Sun*, have been hired full-time. At *The Province*, summer staffers **Berton Woodward** and **Jan O'Brien** have joined the full-time reporting staff.

Capital Broadcasting Company, of *Victoria*, has sold radio stations *CKDA* and *CFMS-FM* to **Scotty Shoultz**, owner of Edmonton's *CHQT*. It's subject, of course, to Canadian Radio-Television Commission approval.

LEGAL FRONT

In the long run, we all might lose: **Mark Starowicz**, executive producer of the *CBC's* *As It Happens* radio show, and **Max Allen**, story editor of the show's controversial Jan. 1974 documentary, "Dying of Lead," have lost their appeal against an earlier court ruling which fined them for contempt of court in breaking an injunction. **Canada Metal Co. Ltd.** and **Toronto Refiners and Smelters Ltd.** had obtained the *ex parte* injunction banning in advance certain parts of the show which concerned pollution hazards at the companies. When the injunction was not properly obeyed, the two men were fined \$700 each. *Globe and Mail* reporter **Graham Fraser** was also fined \$350. In its October ruling, the **Ontario Appeal Court** decided the fines were minimal and not to be interfered with.

MISCELLANY

Omnium Errata: Apologies to **Lance Connery** and **Stephen Riley**, whose bylines were lost from the articles on *Habitat* (page 2) and the *Winnipeg Free Press* strike vote (page 7) respectively, in #57. In an *Omnium* item in the same issue we called **Idi Amin's** publicity sheet *Ugandan August*. That should have read *Uganda Argus*. And **William Sorenson**, secretary-treasurer of the Ontario chapter of the **Outdoor Writers of Canada** was incorrectly identified as OWC national president. The president is **Dr. Hugh Best**, a veterinarian with the Department of Agriculture in Ottawa and a freelance outdoor writer.

The *Chicago Journalism Review*, badly burned by an unfortunate fire earlier this year, has died. An appeal to readers for financial assistance was not successful enough

to keep the *Review* afloat. When it went under, debts had reached about \$15,000. The *Columbia Journalism Review* is interested in fulfilling remaining subscriptions but is not considering assuming the *Chicago* magazine's debts or liabilities, as *The Washington Post* and *Editor and Publisher* earlier reported.

OBITUARIES

Globe and Mail copy editor **Arnold Baron**, 51, died recently. A graduate of Carleton University, he had worked for the *Sherbrooke Record* and was editor of the *Daily Commercial News* and *Construction Record* before joining the *Globe* six years ago.

R.T. (Bill) Robinson, 65, one of Canada's best-known outdoor writers, died suddenly in *Victoria* on Oct. 19 of a heart attack. He was a charter member and seven times chairman of the western Canadian chapter of the *Outdoor Writers of Canada*. Robinson came to Canada from England in 1926 and lived until 1974 in *Manitoba*. His byline became familiar through his column, *Rod and Gun*, which appeared in more than 50 weekly newspapers. He also broadcast hunting and fishing news on a *Winnipeg* radio station and wrote a book, *Rather Fish Than Eat*.

Ottawa broadcaster **Ray Callahan**, most recently with *CKBY* radio, died of cancer Sept. 24. He was 47. Callahan began his broadcasting career in *Smiths Falls* seven years ago. He had been an *Ottawa* fireman for 11 years. He leaves two children and his wife, *Pat*.

William Binney Milner, publisher of the *Prince George Citizen* from 1956 to 1969, died in *Vancouver* Sept. 25. He was 84. Born in *Sackville, N.B.*, Milner moved to the *West Coast* from *Toronto* in the early 1940s. At one time he owned seven B.C. newspapers. He had business interests in the province's farming, lumbering and mining industries. He is survived by his wife, *Charity*, son *John*, daughter-in-law *Mitzi*, and three grandchildren.

Robert D. Forster, a journalist and founder of a *Montreal* public relations firm specializing in aviation, died Oct. 22. He was 72. Forster started his journalism career in the 1920s as sports director for the *Montreal* weekly *Monitor*. He later worked on the *Montreal Standard* and was skiing columnist for *The Montreal Star*. For a time he was editor of *Canadian Lawn Tennis and Badminton*. In 1939 he was non-playing captain of Canada's Davis cup team. During World War II he served as an *RCAF* public relations officer. After the war he founded *Robert Forster and Associates* and later became a partner in *Forster, McGuire and Co. Ltd.* He is survived by his wife, *Margaret*, and two sisters.

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