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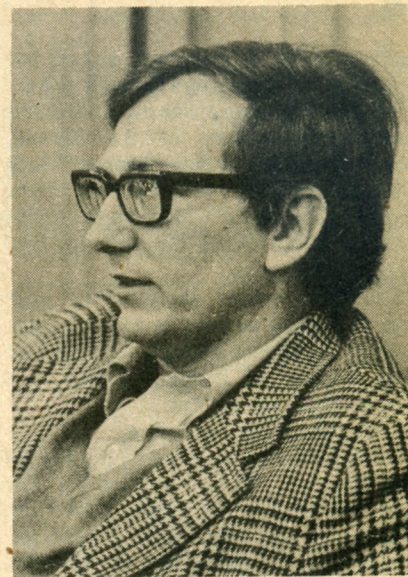
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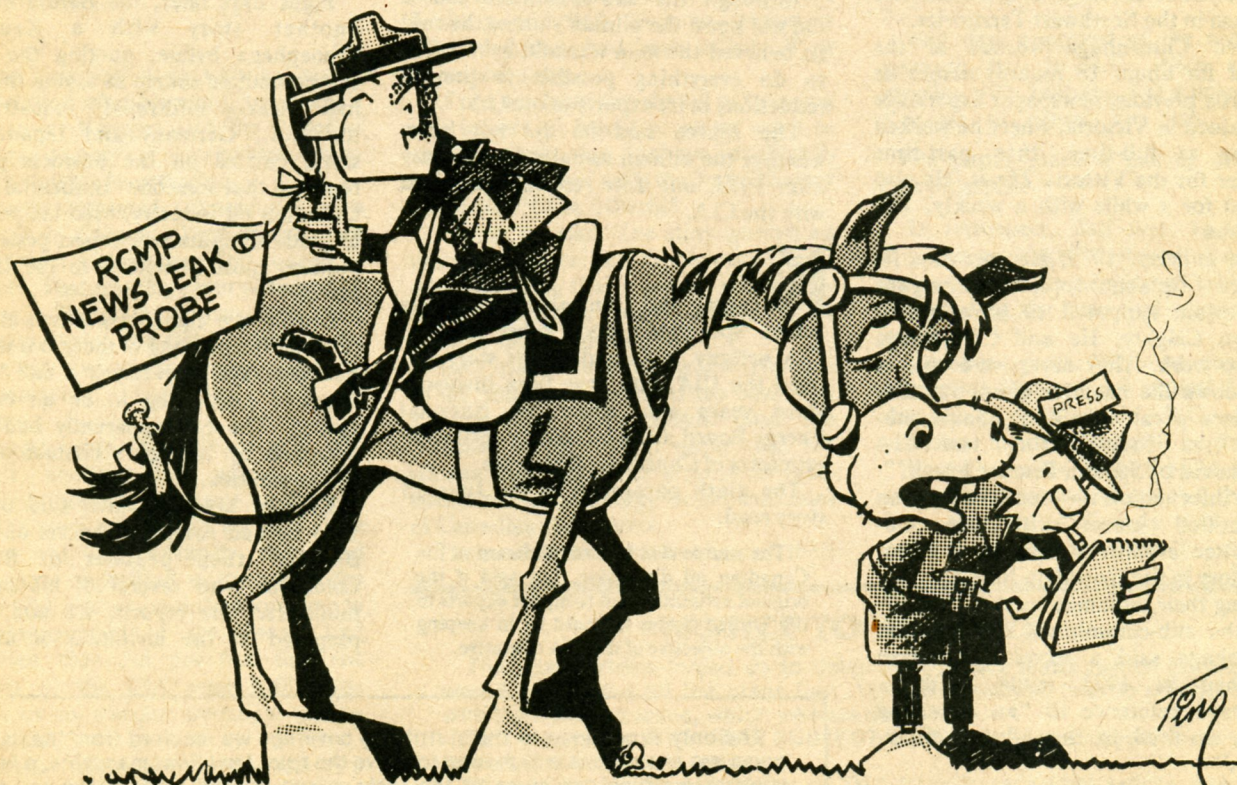
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## INVESTIGATING THE CIA:

**TWO  
CANADIAN REPORTERS  
WHO TRIED (Page 2)**



**AND THIS AMERICAN  
WHO DOES (Page 6)**



*MAYBE IT'S RIGHT FROM THE HORSE'S MOUTH*

**AND A PROFILE OF CARTOONIST MERLE TINGLEY, PAGE 11**

# BEHIND THE SCENES AT THE CALGARY HERALD: NO ENTHUSIASM TO INVESTIGATE C.I.A. IN CANADA

By DENNIS GRUENDING

**C**ALGARY — Late last August two Calgary *Herald* reporters called it -30-.

There was no weeping in the management offices of the *Herald*, although there may have been a faintly audible gnashing of teeth, as Steve Krueger and David Climenhaga left the building in downtown Calgary and went their separate ways.

Still, the events surrounding their departure were curious to say the least, cloaked in almost enough mystery and petty intrigue to frame the plot of a Howard Hunt spy thriller.

Let's start at the beginning.

Steve Krueger was hired by the *Herald* early in 1975. He had worked for *The Canadian Press* in Edmonton and Calgary as an editor and a reporter. Working for *CP* out of Calgary in 1974, he won a National Newspaper Award for his spot news coverage of the Panarctic air crash in the Northwest Territories.

David Climenhaga worked at the *Herald* for about 18 months before he quit. His previous newspaper experience was gained in Victoria, where he worked a year as full-time, then part-time reporter for the *Victoria Times*. He also worked for a while with a weekly, *The Victorian*.

Late in May, 1975, Krueger says he received a tip about some machine guns which were supposed to have passed through Calgary. He and Climenhaga went to work. They never were able to track down the machine guns, but they did place a call to a U.S. Senate sub-committee investigating the CIA and chaired by Senator Frank Church.

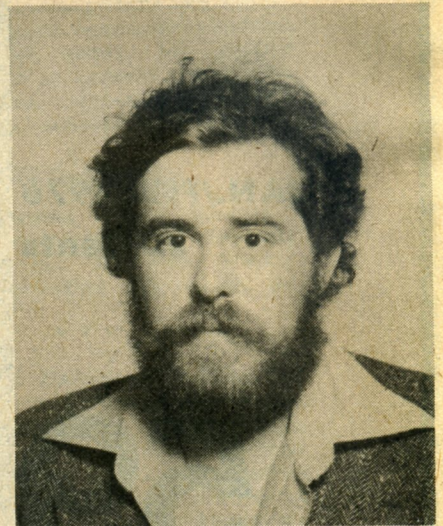
The information they received from an unidentified source with the sub-committee eventually became a front-page story in the *Herald* on June 25.

Citing their unnamed source, "active" with the sub-committee, Krueger and Climenhaga said a secret CIA report published in 1973 made a three-paragraph reference to "an American citizen involved in the Alberta oil industry."

*The boxed items are all excerpts from two long stories by Climenhaga which appeared in the Nov. 6 and Nov. 20 editions of The Martlet, a lively weekly published by the Alma Mater Society of the University of Victoria, B.C. Climenhaga is a former Martlet editor.*



Steve Krueger



David Climenhaga

Although the sub-committee source did not know the oilman's name, he said he believed the man was told by the CIA to do everything possible to prevent reductions in oil exports to the U.S.

The source said he did not know whether the oilman remained in Calgary after 1973, nor if he remained involved with the CIA.

**K**ruieger and Climenhaga and their source speculated upon other possible CIA activity in Canada. The story implied the CIA may have been involved, three years ago, when the National Energy Board made incredibly optimistic estimates of Canada's oil reserves.

The ninth paragraph of the June 25 story read:

The source said he had not heard of the Canadian oil discussion, but said if the original estimation led to higher exports to the United States it would be in keeping with the objective of the CIA operative.

Eight days later, the *Herald* carried another story with a Krueger-Climenhaga byline, quoting the same sub-committee source as saying the CIA had "heavily infiltrated" industries in the U.S., Germany and Japan. The story, carried on the business pages, reported that someone "influential in the Canadian oil industry, used his position to guide Canadian oil export policy to a position most beneficial to the United States."

During the eight days which elapsed between the printing of those two stories, Krueger says he received a call "from someone purporting to be an ex-CIA agent." The call apparently had been arranged by Krueger's contact on the sub-committee.

Krueger says the caller said that in 1973 he had compiled reports on Dave Barrett, then premier of British Columbia, and several of his cabinet ministers. The reports, he said, were prepared at the invitation of an op-

The only exceptions to the stultifying coverage we received from the daily press are exceptions which tend to prove the rule. *Last Post* magazine, a left-wing mag which got some of the facts mixed up and made Steve and me heroes, *Oil Week* magazine, an oil industry organ which got almost all the facts wrong and made us both ogres, and, of course, the *CBC*. All three gave the story coverage which didn't try to destroy it with boredom. One is supported by the oil industry, one by grants and tender loving care, one by the taxpayer!

position party in B.C.

The two reporters, still tilting at the ill-fated machine gun stories, had been planning a trip to Vancouver and Victoria anyway, and they had approval from their city desk to go ahead. By the time the two CIA stories appeared in the *Herald* in late June and early August, Climenhaga was in Victoria, vacationing and visiting his parents. He says he expected to be joined later by Krueger.

That never happened. It was on July 10 that Krueger found a note in the carriage of his office typewriter. It was from the *Herald's* city editor, Murray Ball, and it read in part:

Steve, sorry we haven't been having any luck in liaising these past couple of days. I'm being very selfish today and taking my kids to the stampede. . . . What I need to talk to you about is that I've been told to lay off the CIA stuff, so the trip to Vancouver will have to be cancelled as well. There are a couple of angles we can explore further on this subject, however, so it's not entirely a lost cause. Just means taking a different route. Sorry to disappoint you on the Vancouver thing, but I haven't been able to sell it. Murray.

The interpretation of the words on that one delicate wisp of paper were later used by both the reporters and the newspaper to support their respective cases.

In an interview done with a Calgary radio station after his and Climenhaga's resignation, Krueger said the intent of the note was only too clear to him — they were to stop the investigation.

Krueger informed Climenhaga, who returned to Calgary. They agreed they should meet with Murray Ball as soon as possible. That meeting never occurred.

First, Ball was busy assigning reporters during the Calgary Stampede, and at least two planned meetings never materialized. Then Ball went on holidays.

Krueger says he talked with the paper's assistant city editor, "who provided the first of many versions of why the story was not to be used. The version was that, basically, there had been some opposition expressed to the whole CIA matter, and that someone in the management of the *Herald* had indicated they did not feel that the matters of the CIA were sufficiently villainous to warrant investigations by the *Herald*."

Indeed, "someone" in the *Herald's* management was disturbed.

Richard L. Sanburn, Editor-in-chief, says when he picked up the paper June 25, he did not like what he saw. Sanburn says he read the story "two or three times, and decided at that time that unless he (Krueger) could produce more

support than that, we weren't going to carry on with this thing.

"But he was never told not to do it. He was told to get more support for it."

Sanburn insists that he knew nothing of Krueger's desire to go to B.C. to research a further story about alleged CIA activities there. Krueger, he says, simply was "told" that he should do more research before going into print.

The telling was done by Murray Ball, and his note.

Questioned recently, Ball recalls that he vetoed the research trip to B.C. without consulting Sanburn. That, he says, was normal procedure.

"We had talked about Steve going out there to follow up this CIA stuff that he had, and specifically as it applied to the various members of the Barrett cabinet. And after Dick (Sanburn) said to lay off it, I left a note for Steve telling him that, first off, for the time being, until he and I could discuss the details of that story, he was to lay off the CIA stuff, and because of that, there was no point in going out to B.C. This trip is not the kind of thing the editor would have approved. That's the kind of thing that I would approve."

Whatever the intentions of Sanburn and Ball, their two reporters concluded they had been called off an important story.

If one analyzes the shades of meaning and intent, at least two issues seem to emerge. First, was Sanburn justified in being dissatisfied with the June 25 story about the CIA in Alberta?

I think he was. The story quoted an unnamed source, who the reporters never met, as saying that a report, which they never saw, had a Calgary oilman, never named, spying for the CIA.

They used a three-paragraph reference to the unknown oilman as the basis of a 27-paragraph story which used the flimsiest of threads to imply that the oilman may have had a hand in inaccurate National Energy Board estimates of Canadian oil reserves.

The second issue revolves around their

Some of our information is better backed-up than the rest. Some is outright rumor. We believe the story of CIA involvement in Alberta and B.C. in 1973 to be true. We believe there was something to the stories of gun shipments through Vancouver and Calgary — though on leaving Calgary we were not sure what. Much of the rest we just don't know.

One thing we can be absolutely sure of is the cowardice and mediocrity of the daily press in handling the story. Perhaps we made mistakes in our story, or errors in protocol in how we went about it, but the actions of *The Herald* were never designed to improve the story or check its veracity.

being called off the B.C. story.

Sanburn says he did not call them off, did not even know they were working on it. He and city editor Ball say Krueger misinterpreted a note urging him to research more thoroughly.

Perhaps. But Ball's note told Krueger to "lay off the CIA stuff." The note also informed Krueger that Ball was sorry to disappoint him on the "Vancouver thing," that he hadn't "been able to sell it."

Ball first approved of the reporters' research trip to B.C., then after a meeting with Sanburn, left a note telling Krueger to cancel the trip.

The paper made a glaring error in news judgment.

In retrospect, Ball says, he thought Krueger could get whatever information he needed on the telephone "as opposed to spending the time and money going out there."

Sanburn agrees. While he stops short of saying that a story about the CIA compiling dossiers on B.C. cabinet ministers is not important, he does say: "What I have said about the CIA is that I am completely unsurprised that they may have contacts in Canada, and I hope we've got some in the states." (Con't.)

## NOTICE TO READERS

The postal strike forced us to delay our January Issue (which normally would have come off the press Dec. 16) and it seemed best to combine it with the February Issue, which we have done.

This means the FIVE-YEAR SUBJECT INDEX has been delayed. It should be included in the next issue.

The special issue on WOMEN IN THE CANADIAN NEWS MEDIA now is slated for the April or May issue. One benefit is that we are open to new material and ideas for this issue.

Anyone monitoring or analysing news media content as it relates to women is urged to contact us. Information on changing working conditions or opportunities for women is also sought.

Write: Judy Abraham, c/o *Content*, 22 Laurier Avenue, Toronto M4X 1S3.

**A**sked if the story about the CIA in B.C. was worthy of coverage by the *Herald*, he says: "Not to send people from here out there, no, not to send people on a rat race like that."

Yet the paper was prepared to send the same two reporters to Vancouver and Victoria to chase down some unconfirmed stories about machine guns.

At any rate, Sanburn and Ball are the only persons who know exactly what the note left in Krueger's typewriter was supposed to mean.

Krueger and Climenhaga stopped working on the story after July 10, and as the month wore on without any communication with management, they began to ask themselves what to do with the information they did have. Finally, they decided to sell it to Edmonton publisher Mel Hurtig.

The reporters approached the city desk and asked if there would be any problems should they sell to Hurtig. They were told there would be none.

Murray Ball says he was on holidays, but an assistant told the reporters to go ahead. Sanburn says someone may have given them the green light, but he didn't know about it.

They passed their information to Hurtig Aug. 1. The Committee for an Independent Canada was meeting in Vancouver that first weekend in August. Speaking at a press conference, Hurtig dropped the bomb. The CIA had prepared reports on Barrett and cabinet ministers at the request of an opposition party. The reports were later turned down "on principle" when the political party in question had a change of leadership.

Although Krueger and Climenhaga both admit they passed their information to Hurtig, he refused to divulge his source of information and he has not done so since.

The Calgary *Herald* carried a short CP story about Hurtig's statements on its inside pages.

Immediately after Hurtig's press conference a Vancouver *Province* reporter began to do some detective work and Krueger's telephone began to ring. When asked why the *Herald* hadn't carried the story he had been working on, Krueger told the *Province* reporter that he and Climenhaga had been called off the story by management.

On Aug. 5, Krueger's statements were carried in the *Province*, and at the *Herald* all hell broke loose. If Krueger had been having problems communicating with management during July, he certainly had none Aug. 5.

Climenhaga says he went into temporary hiding; Krueger was called in to visit Sanburn.

But even breaking the rules didn't get us too far outside *The Herald*. The rest of the newspapers who picked it up bored it to death with denial stories or, even better, with *Canadian Press* re-writes of denial stories.

Krueger says he was told he had misunderstood the note he found in his typewriter. He was not told to "lay off." He was to investigate further. He was told Sanburn had never heard of the B.C. story. He was told by Sanburn that CIA activities in B.C. were to be expected.

He says he was told, by Sanburn, to write a letter to the *Province*, saying that

he had been misquoted, and that he regretted any embarrassment to the management of the *Herald* as a result of his remarks.

**S**anburn recalls that Krueger was "asked" to write a letter. "Nobody could force him to do it."

Krueger said he would think about it. He did. Then he wrote the letter and delivered it to Sanburn.

He says Sanburn returned it within the hour "with red felt pen marks through paragraphs he didn't want."

Krueger did some re-writing and delivered the letter to Sanburn's office again. He says Sanburn's secretary typed the letter, and Sanburn returned it to him once again. "It was basically what I wanted. I signed it."

The letter was sent to the *Province*, a sister Southam paper, and it was published over Krueger's name.

Shortly after, Krueger and Climenhaga gave their notice. Krueger says he resigned because he was disillusioned. Even if the problem had arisen through an unfortunate lack of communication, he says, "there wasn't much of a future for our CIA investigation if the editor-in-chief, the man who makes all of the decisions at the top, doesn't feel that CIA activity in Canada is something to be alarmed about."

Climenhaga says he had been planning to quit the *Herald* anyway, and the CIA controversy was the last straw.

No one asked them to stay.

Krueger now is working for a *CBC* television news show in Edmonton. Climenhaga is living with his parents in Victoria and says he is looking for work.

*Dennis Gruending is Prairies Contributing Editor of Content.*

## 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

Contributing Editors:

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Business/Circulation Manager: Jean Zwicker

Assistant Business Manager: Norah Zwicker

Omnium Editor and Layout: Ray Bendall

Editorial Assistant: Gregory Regis

Cartoons this issue: George Shane, Nick Hobart

Typesetting: **accutype** 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): \$5.50  
Two years (24 issues): \$9.90  
Three years (36 issues): \$13.75

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

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

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## BOOBS: HOW SCI THE FI? IS THE COMMA TOSE?

### Boob #101

Gentlebeings:

**Sci-fi, SF:** Sci-fi is a common newspaper headline and copy abbreviation for "science fiction." It was coined in the fifties by a fan but most editors, writers and readers in the genre consider the term derogatory.

**SF** is more accurate. It is short for both the old science fiction and new wide ranging speculative fiction. SF is an established abbreviation in the *Oxford Concise Dictionary* (If you don't believe look at page 1548 of the 1974 revision).

Robin Rowland,  
Toronto.

### #102

Your features on news writing errors are most interesting. As an industrial editor, I also take a keen interest in the subject.

Some time ago, I saw an article in a Saskatchewan publication about an event conducted by a women's group. In effect, the writer said the ladies would be "hostessing" the event.

I used to squirm at the thought of writers making verbs out of nouns, as in

"Canada will **host** nations from around the world." But isn't "hostessing" the event taking it too far?

Which reminds me — if there is anything I dislike worse than "a good time was had by all" it is "everybody had a **fun** time." Why do so many writers insist on making verbs and adjectives out of nouns?

Then, some people "up" things instead of raising or increasing them. I find "up profits" almost as objectionable as "increase yours!"

Moses Kanhai, Regina.

### #103

The comma.

**Right:** Pierre Trudeau is prime minister of Canada.

**Wrong:** Pierre Trudeau, is prime minister of Canada.

**Right:** Pierre Trudeau, prime minister of Canada, is a Liberal.

**Wrong:** Pierre Trudeau, prime minister of Canada is a Liberal.

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

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## INVESTIGATIVE REPORTING — PART 2

# HERSH'S COMMENTS POSE A CHALLENGE TO REPORTERS TO 'BEAT THE INSTITUTION' IF YOU'RE GOOD, AND CARE

By BARRIE ZWICKER

Cutting refreshingly through the kind of self-delusions afflicting journalism almost as much as they afflict better-paid and more-criticized professions, Seymour Hersh of *The New York Times* recently proved his status as the investigative reporters' reporter is not in the least accidental.

Hersh led off a highly-successful investigative journalism seminar at The University of Western Ontario in London with what seemed like an edge-of-your-seat 20-minute ramble through the state of the art. The clock showed it was a 2½-hour near-soliloquy.

Western's School of Journalism had invited a limited number of reporters, editors and publishers. The informal Hersh applied his particularly potent brand of paint stripper to all ranks, and did not spare himself.

"I get hysterical when reporters talk about ethics," Hersh said. "There is a real world. This isn't Plato's Republic. Reporters compromise all the time. Come on. It's very tough; it's all tricky."

The angle on the table was the editor-reporter relationship, not to mention the reporter-source relationship and the reporter's internal grinding.

"The reporter ultimately decides," inserted Bob Reguly of CTV's W5. "You don't even tell the editor (if it comes to that)."

Such a view had to be edited, and it was, by *Toronto Star* managing editor Ted Bolwell, session moderator. He

chose to pencil in a question verbally: "Aren't you getting into pretty deep water?"

"Yes." Hersh took over again.

That turned out to be a short lead for a hard-hitting rationale. The difference between a reporter entertaining doubts, and an editor expressing doubts, on a story, "is like day and night," Hersh went on. Relaxed in a blue shirt open at the neck, blue sweater, checked jacket and slacks, Hersh added, without rancor: "I'm against you guys."

For months he's been digging out information on dirty tricks U.S. Secretary of State Henry Kissinger was into up to his elbows in Chile. Pressure on Hersh to cool it has been as intense as it has been subtle, from within himself as well as from Kissinger and K's friends and aides.

Kissinger has called Hersh "my nemesis." If the story Hersh is convinced exists is published, Kissinger will probably be forced to resign. And whatever else he is, Kissinger on balance is a force for peace in the world. How's that for a moral dilemma to go to bed with months on end?

Hersh has received sincere, persuasive phone calls on a "man-to-man" basis from respected White House figures (there are a few left). He has been asked if he *really* thinks Kissinger, "who lost 13 members of his family in Nazi Germany, would get into police state tactics."

"It's tough. If I write it, they'll publish it, like they should, but if I don't, a lot of (editors at *The Times*) will be very happy." Sound familiar?

"Editors don't like stories that cause trouble. They seldom think of the commonweal. They think the way all bureaucrats think." Despite such statements, I doubt his editors have ever dubbed him Seymour Harsh. His straightforward, almost vulnerable, manner is part of his restless integrity. He's not vindictive or mean, although he did muse early on: "I was getting in a lot of trouble on jobs for being aggressive . . . There must be something hostile and deep-seated (in reporters) . . . they must get off on pulling down people's pants, or dresses."

When the seminar was over reporters were found, in sloth and favoritism, to equal their editors' timidities and their bosses' lack of interest in much else than making money.

But some reporters have fought the good fight. "I remember Reguly (when Reguly was with *The Toronto Star* in Washington) — always pushing, hounding me, looking for stories . . . Some people are like that," Hersh said.

Some bruised editors, too, were partly acquitted. "Where do you think editors come from?" asked Bill MacPherson of the *Ottawa Citizen*. Publishers took a lot



Gerry McAulliffe, CBC

Bob Reguly, W5

Ron Haggart, CBC



Photos: Paul Chefurka Photography, courtesy U.W.O.

of punishment but all did not stay down for the ten-count.

In case all this makes the participants sound self-righteous, they weren't. They did seem to pick up Hersh's way of stripping off layers of whatever it is that seems to cloud everything.

Getting to specifics, Hersh, who probably knows more about the CIA than any other reporter, said: "I couldn't believe the amount of co-operation of the Canadian people with U.S. intelligence. Canadians co-operated in dirty tricks. There's a tremendous amount of (investigative journalism) work to be done here (in Canada). The CIA went to Canada when it wanted a really dirty (machine)."

Hersh says people think a lot of investigative reporting is going on in the U.S.A. compared to Canada. "I don't see much of it . . ." There never was much, there never is enough and there certainly isn't enough now, Hersh thinks. "We (reporters) spend all our life kissing ass and going off the record."

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*Seymour Hersh has won the 1975 University of Arizona John Peter Zenger Award for his New York Times investigative stories on CIA surveillance in the U.S. Hersh, 38, won a Pulitzer Prize in 1970 for his reporting of the My Lai massacre.*

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Anyone could say that, but Hersh followed with a verbal documentary movie, glittering hard with names and dated events unreported by anyone for years.

Nixon lying on national TV, dropping 110,000 tons of bombs without authorization, spreading the war illegally to Laos, bombing Cambodia for 14 months, double book-keeping, the big CIA operation against the Black Panthers, at least \$8-million spent against Allende . . . all missed.

Despite all, Hersh could say toward the end of the seminar: "Any reporter who can assemble his facts right should be able to beat the institution."

It's hard to swallow. But Hersh's meaning in context was clear, even though AP as much as fired him because he dug out real Vietnam War stories when that wasn't acceptable. Though he fought his My Lai story into acceptance over incredible resistance from editors.

Though they change quotes at *The New York Times*. "If it happens there it happens everywhere."

Though Canada's libel and contempt of court laws are unreasonably restrictive. "The law is too important to

be left in the hands of lawyers," said Ron Haggart of the *CBC's* the fifth estate.

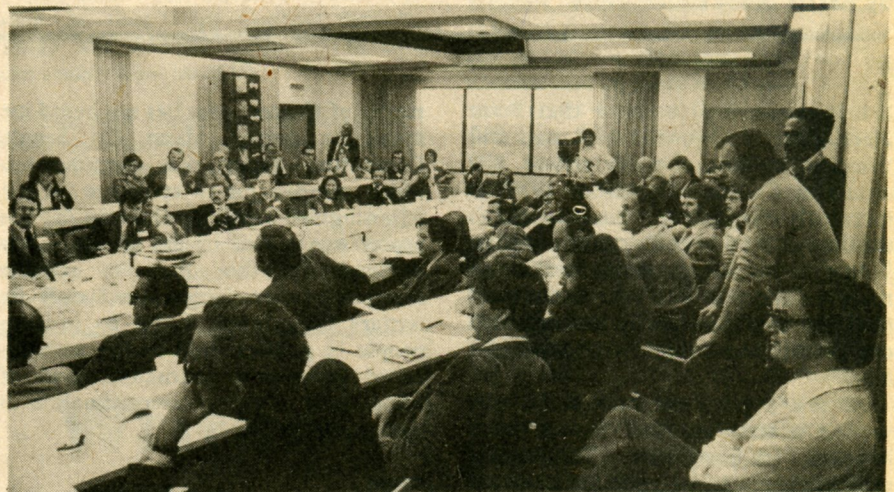
Though most of Canada's daily papers are in chain or group hands. "People own newspapers for the same reason other people own warehouses," said Reguly.

Though few newspaper libraries properly cross-index items. There were, as Haggart noted, dozens of mentions of Senator Louis De Gonzalez Giguere in newspaper clippings, filed under "Federal Election 1972" or "Liberal Party."

Though newspapers are "very reactionary," to use Reguly's words, though there's "very little commitment (to in-

vestigative journalism) from the owners of any private (TV or radio) station I know of," in the words of Fraser Kelly, political editor of *CFTO-TV* in Toronto.

Despite *all this*, and more, Hersh was saying, reporters who care enough and are good enough and who are dogged as hell and who learn the system will somehow get published. Sure, he contradicted himself. At the outset he said: "It (investigative journalism) does involve a commitment by publishers: there's no use writing it if it's not going to be published." But finally it came down to this: Reporters who would be investigative finally must overcome the odds and report.



Selected publishers and editors, and most of Ontario's leading investigative reporters, participated in the day-long investigative journalism seminar at the University of Western Ontario in London Nov. 22.



Toronto Star ME Ted Bolwell and Shirley Sharzer of Western's Journalism department ponder remarks by Seymour Hersh, chief investigative reporter for *The New York Times*.

“I think it is even fair to say the report made some Canadians aware for the first time of their responsibility as consumers of the mass media.”

By KEITH DAVEY

It is reassuring to know that Peter Flemington is alive and well and still living in the land of make believe. His article in *Content* (December 1975) is essentially a rehash of a thesis he did at the time of the Senate Committee report. I thought his metaphor was strained at the time and now five years later I not only find that it stands up less well than our report, but I think it is downright silly.

At one point Peter makes the self-serving observation that he has been knocked “for being cynical.” But surely cynicism is much too tough for an article which contains this in its first paragraph:

*It was the final step in what may have been little more than a symbolic ritual of a political rain dance.*

(The italics are mine.) Well, was it or wasn't it?

The article abounds with qualifications, modifications, inferences and half truths. Cynical? No. Contrived? Maybe. Banal? Yes. Feckless? Yes. Naive? For sure. One more example will suffice. And mind you these quotations are from the identical paragraph:

I am not linking Senator Davey or his Committee with any secret or absurd purpose.

It is enough to say that ulterior motives are not unknown in the political arena.

Aw com'on Peter, which is it? Either I had a secret purpose or I didn't. It's almost enough to make one wonder out loud what Peter would have written his thesis on if Scott Young hadn't tagged me The Rainmaker back there in 1964. Anyway, the article is chock full of this kind of an academic namby pamby which doesn't have much place in the real world. I doubt if there is a single

reader of *Content* who has not heard me speak in person about the Senate Committee report, a circumstance which compels me to apologize for the following rationale. On the very day the report was tabled in the Senate, I underlined the fact that its specific recommendations represented only its tertiary importance. I did so because people in politics learn to live with so-called interpretive journalists some of whom seek to reduce every situation to basic black and white.

The report's secondary value was that it provided all concerned with an accurate detailed assessment of who owned

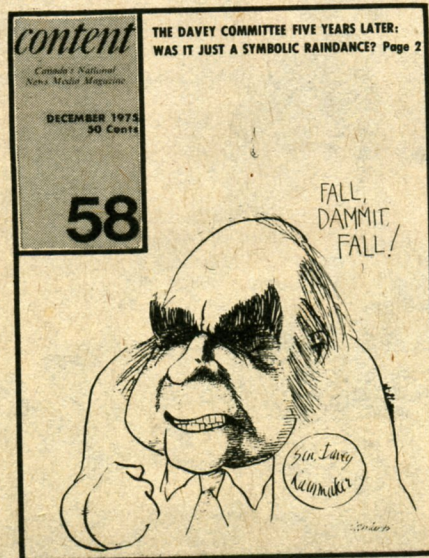
which piece of the Canadian media structure and how they all fit together. That box score was of great value and it is a matter of immense regret that it has not been constantly updated by anyone, least of all by members of the academic community. Surely this would have been a more useful exercise for example than Peter Flemington's abstruse stream of consciousness about whether the Senate report was a raindance, whatever that means. Who cares anyway?

Finally, the report provided everyone concerned — the government, media owners, working press and those citizens who cared — with one assessment of where the media in this country were at at the beginning of the 70's. I think it is even fair to say the report made some Canadians aware for the first time of their responsibility as consumers of the mass media.

One totally unexpected by-product of our activity has been the acceptance the report continues to receive in the academic community. It is a fact that our report is even yet studied in communication courses in most universities and community colleges across Canada. The fact that for me this has been an extremely rewarding experience, should at least throw Peter Flemington into a paroxysm of joy even causing him to embellish his raindance theory.

I am, of course, amused that Peter's article suggesting that “so little has happened” as a result of our report appears in *Content*, self-described as Canada's National News Media Magazine. In fact, *Content* can trace its genesis directly to publication of the report of the Special Senate Committee on Mass Media.

Those recommendations we made in our report sprang from a basic posture, familiar to *Content* readers. We were



In this article, Senator Keith Davey responds to last month's cover story.



interested in more voices, better voices, and Canadian cultural survival. Of course, I regret the government's failure to establish a Press Ownership Review Board, and it is probably too late now. That doesn't mean I have abandoned my concern about press concentration in this country — not for a moment. I am heartened by developments in Quebec, while, of course, the New Brunswick situation is still before the courts. And, no, we don't have a media loan development fund — not yet.

**A**nd, yes, I honestly believe some newspapers are marginally better than they were five years ago, at least partially because of an attempt to prepare readers for social change.

And press councils are appearing here and there in the country. It is not my fault nor indeed is it the fault of publishers that an aggrieved public is failing to make much use of these press councils.

And then in terms of cultural survival, I think we did support both the CRTC and the CBC at a critical time.

The magazine legislation is before Parliament as this article is written, thus setting the stage for a development which, in its own way, will be as important as those Canadian content regulations.

In any event, I have not played nor do I intend to play the "this happened, and that didn't happen" kind of a game in connection with the Senate Committee report. That has never been my approach to business, to politics, to life. It's a mentality which I understand but fortunately don't share. No doubt some will think I have been too tough on Peter. And fair after all is fair. If I accuse him of living in the soft sterile folds of academic unreality, then it's only fair to observe that he associates me with "the soft folds of viability." He does after all in his final paragraph or two take some kind of a position.

He says "Government can't be expected to reform the media." He doesn't think government should, or that it would even be desirable. One will not have to look very far in our report to find that exact same proposition. (Albeit, without any smug, gratuitous reference to the government being "allegedly representative.") Meanwhile, Peter Flemington's formula for media reform is — ready? — consumer initiative. Terrific!

**I**t is true media owners would respond to an aroused public genuinely con-

cerned about media structure. But that is and will be a painfully slow process — like not in our lifetime.

One final comment on Peter's article. First Peter:

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 agreed, agreed, uncertain, disagreed, strongly disagreed) 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. A high percentage of the respondents agreed substantially that the recommendations were indeed predictable.

And then Peter again; but this time what he didn't tell *Content* readers. There was another statement in that same questionnaire of his:

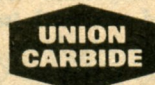
The mere existence of the Committee was important regardless of who said what in the hearings and in the report.

I think it significant that of 12 statements in the questionnaire this one received the strongest endorsement of all. Raindance, indeed!

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## FLEMINGTON REPLIES

Senator Davey apparently didn't think much of my comments about his committee and its report. If they were so "banal, feckless, naive" and possibly "contrived" (Aw c'mon Keith, were they or weren't they?) as the senator alleges, I'm surprised that the esteemed editor of *Content* saw fit to print them.

Let me say without "qualification, modification, inference or half truth" that there's no "academic namby pamby" about the senator's defense of his virtue and that of his committee. He lives in the "real world" — a world apparently unsullied by such nonsense as symbols, abstractions, reflection and a sense of the past. I'm sorry he finds my stream of consciousness "abstruse." I assume that he takes it to mean "hard to understand" rather than the alternate definition, "profound." I would hope that most *Content* readers are not similarly handicapped.

The senator winds up his sprightly response by dragging in something from my original thesis which I had neglected (deep, dark plot?) to share with you — the fact that the witnesses agreed that "the mere existence of the committee was important." Terrific (as the senator would say). Only the most disinterested and obtuse would have said otherwise. If I, personally, hadn't thought that the existence of the committee was important I certainly wouldn't have (originally) written more than 100 pages about it. But what does "important" mean? You can't get at it with the "black and white" mentality which the senator so rightly decries. You have to cluster the clues and shake them around a bit and see how they land.

One final comment. Were I in academia and not just a poor working film journalist, I would be very embarrassed by the senator's charge of lack of follow-up on the very important matter of media structure and ownership. His researchers did indeed provide an accurate, detailed assessment as of 1970. I have no wish to deny Senator Davey any of the fruits of his labours — at least with regard to media reform — but had there been more substantive fallout and follow-up of this type I wouldn't have submitted to the request to "rehash" my writings of five years ago. Fortunately one can respect the man for trying and still attempt to understand the forces — seen and unseen — which have frustrated the greater fulfillment which he and we might have wished. — Peter Flemington.

# WHAT EDITORS ARE BUYING

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

## Weekend MAGAZINE

**C**ontrary to what most people think, a strong editorial staff doesn't always indicate a poor market for the freelancer. When **Sheena Paterson** was appointed editor of *Weekend Magazine* last spring, her main objective was to develop a blend of people on her staff who had varied interests, providing good balance and teamwork.

She now has a staff about equally divided between male and female, mostly in their thirties. "Young enough to make the magazine an exciting product," she says, "yet mature enough to make it responsible."

Despite the strength of the editors, who are also experienced writers, **about 70 per cent of all material published in *Weekend* comes from freelance writers.**

Two associate editors, **John Aitken** and **John Karlofleisch**, recently joined *Weekend*. She describes them as "very fine editors with in-depth knowledge of the country, its history and politics. They are *magazine* journalists rather than *newspaper* journalists." Her new articles editor, **Jacqueline Bishop**, whose specialty is sociology, and her art director, **John McGuffie**, are also valuable additions to the staff.

*Weekend* has developed a second resource layer of contributors to ensure a network of good writers right across the country. These are not on staff but on contract and include such names as Clive Cocking (Western Canada), Marq de Villiers (Central Canada) and Donald Cameron (Maritimes).

**S**heena Paterson, originally from Glasgow, Scotland, came to Canada in 1966. She was Toronto editor of *Weekend* for four years and managing editor in Montreal for 18 months preceding her promotion.

Her advice to anyone hoping to sell to *Weekend* is to **send a page or 1½ page outline** of the proposed article, explaining its *general concept*, the *plan to develop it* and its *main elements*. The outline will then be discussed at a weekly

editorial staff meeting with everyone in the group participating.

The thesis is examined. Where there are weaknesses, these are considered. The staff decides on the best method of developing the article. The result will be a rejection or an assignment.

*Weekend* editors will spend time with the writer to ensure that the finished product is really a worthy story. Standards are high but so are the **rates** that range from **\$400 to \$800** for articles of **1,200 to 2,500 words**. Articles should have strong Canadian content, about some person, event or activity of particular interest to Canadians. The magazine buys first North American serial rights, English and French. Fiction is bought occasionally.

Payment for photographs runs from **\$25 to \$200** for 35 mm and larger. For color, preference is given to transparencies and for black and white, to glossy prints.

**T**he freelance writer may submit an expense account for any reasonable expenses. Some payment is made to contributors who submit workable ideas, even if the originator of the idea is unable to produce the finished article.

*Weekend* was launched in 1951 as a successor to the *Standard* which had served as a weekly supplement of the *Montreal Star*. *Weekend* is distributed every Saturday to 22 newspapers with a combined circulation of more than 2-million, and a total readership of close to 5-million.

It is most important for the contributor to **read over back issues before submitting material**. Some recent articles dealt with racism in Canada, an examination of academic establishments, nuclear disarmament, death, church union. A recent issue featured

**ADDRESS: *Weekend Magazine*, 231 rue Saint-Jacques, Montreal, Quebec H2Y 1M6. Telephone (514) 282-2251.**



Sheena Paterson

"Big Problems on a Small Planet," combining the work of Pierre Guimond, a poet with a camera, and Claude Peloquin, a poet with a pen.

It should be noted *Weekend* has turned in the direction of serious, in-depth articles, to provoke thought, rather than merely to entertain.

Judging from the response to articles, *Weekend's* staff believes Canadians are much more sophisticated than the press generally gives them credit for. This is something freelance contributors should keep in mind.

One reader commented the magazine "had a finger on the pulse of the people" and this is exactly where the editors hope to be. Another letter was from someone who felt compelled to write the editor just after finishing a thorough reading of *Weekend* at 2 a.m.

Sheena admits all letters are not complimentary. "We receive a certain amount of hate mail which we expect, but we are carrying out our role — to make people think."

When writing for *Weekend*, remember the widest possible spectrum of people read it. This makes for an interesting challenge. For *Weekend*, **tackle a serious subject but treat it in a readable style.**

*One of a series exclusively for Content.*

## PROFILE:

# LONDON'S MERLE TINGLEY DRAWS WITH GENTLE TOUCH TO 'AT LEAST GET PEOPLE TO LOOK AT EDITORIAL PAGE'

By KEN CUTHBERTSON

London, Ont. — If the pen is mightier than the sword and a picture is worth 1,000 words, Merle Randolph Tingley is a most influential and articulate man.

Tingley, or Ting as most people call him, has been editorial cartoonist at the *London Free Press* for the past 28 years. His work appears in a syndicate of six dailies and about 22 weeklies.

Ting cartoons have won such international honors as the National Newspaper Award, the U.S. Cartoons for Peace Silver Medal and the World Newspaper Forum Award.

The 54-year-old Tingley is an affable fellow. He's short, almost pudgy, and he spends eight hours or more of every working day hunched over his cluttered office drafting table. A radio murmurs softly as he puffs contentedly on his pipe and sketches.

But 28 years of drawing visual editorials have had their effect.

"I'm not enjoying my work quite as much as I did when I was young and eager," he confesses. "The ideas and drawing come easier now, but you just get one cartoon out of the way and there's always another one to start."

Some of the youthful zest may be gone, but none of Tingley's sense of satisfaction from the thought his drawings achieve something. Before ecology became a popular cause, he promoted a clean-up of the Thames River.

"The river is better today and I like to think that maybe I contributed," he says.

He also delights in receiving readers' letters, particularly those from shut-ins and elderly people. He still remembers one note he got from a little old lady a few years ago. She wrote to say that Tingley's "little pictures" meant a lot to her.

Tingley puffs on his pipe as he recalls the letter.

"It gives me a nice feeling to think I can do something for some poor souls who can't get out and do things for themselves," he says.

Tingley has been doing things for people with his cartoons since he was a

boy. At the age of 11, he won \$2 in a cartooning contest sponsored by a department store in his home town, Montreal. In high school, he took drafting but soon discovered drawing blueprints wasn't for him.

In 1942, Tingley joined the army and fate laid a guiding hand on his shoulder.

"They were looking for a cartoonist for the military paper and I told them I did drawing as a hobby," he recalls. "I wasn't very good, but I was the best they had."

Tingley drew a cartoon called *This Dog Gone Army* for the armed forces weekly. All the characters were dogs. Officers were show dogs, privates were mutts and Germans were Dachshunds.

After VE Day, he was stationed with Allied occupation forces in Germany. He drew a character called Occupational Oscar for *The Maple Leaf*, the army's daily paper.

After his military release, Tingley set out on an odyssey that took him from coast-to-coast in Canada in search of an editorial cartoonist's job.

"I took my old motorcycle, filled the saddlebags with clippings and headed down the road. There was no Trans-Canada highway then, so that was an adventure in itself," he says.



Lukeworm, Ting's trademark, lurks in all his cartoons.

Tingley was unsuccessful in finding a job until, on the return trip, he stopped in at the *London Free Press*. They didn't want a cartoonist, but there was an opening for a touch-up artist in the photo department. Ting took the job.

"It seemed like a good place to get a foot in the door," he says.

He did cartoons in his spare time and

they soon began finding their way into the paper. By December 1947, Tingley cartoons were a regular feature and he was into the job he has held ever since.

Over the next few years, he also did some foreign reporting for the *Free Press*. He toured the Far East, covered the Korean War in 1951, the Suez Crisis in 1956, the Congo in 1963 and Cyprus in 1964.

Ting has had many opportunities to leave the *Free Press*. Newspapers weren't eager to hire him after the war, but they are now. He just shrugs them off. Tingley considers London home. It's where he has lived since 1947, married and raised his two sons. He likes the *Free Press* as a place to work.

"I'm given a lot of freedom here," he says.

He's never told what to do or not to do. As long as he produces five cartoons a week, his imagination is given free rein.

On an average Tingley day, he rises and begins looking for cartoon ideas as he reads the paper over morning toast and coffee.

"Idea getting is still the difficult part," he explains. "If I'm lucky, an idea comes in 10 minutes. Usually it takes a couple of hours, but there are also times when I sit at my table for eight hours and come up with nothing."

Tingley gets his inspiration from reading, talking with people and from looking at what other cartoonists are doing. His cartoons are gentle and humorous rather than bitter.

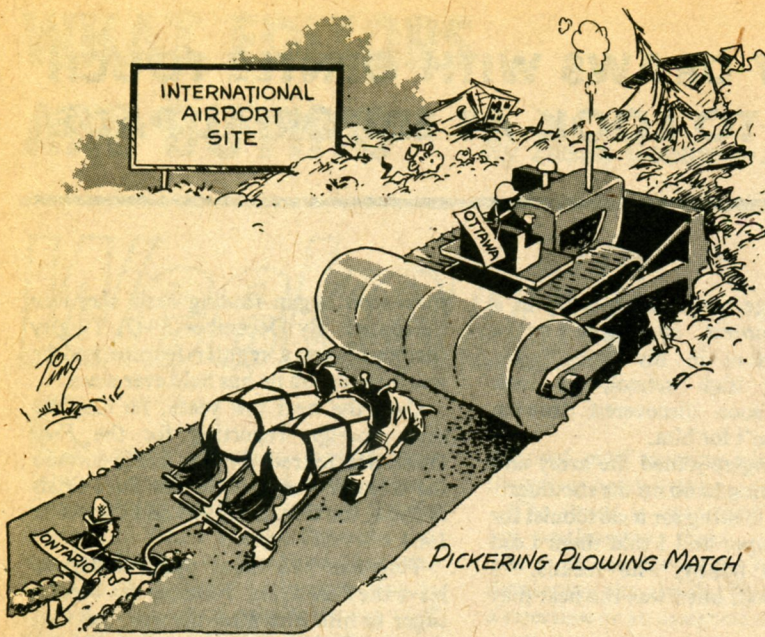
"I shouldn't really be an editorial cartoonist," he says. "By tradition, they have a bitter pen, but I like silly stuff."

Biting satire isn't Tingley's forte even though he admits his work might be more effective if it was.

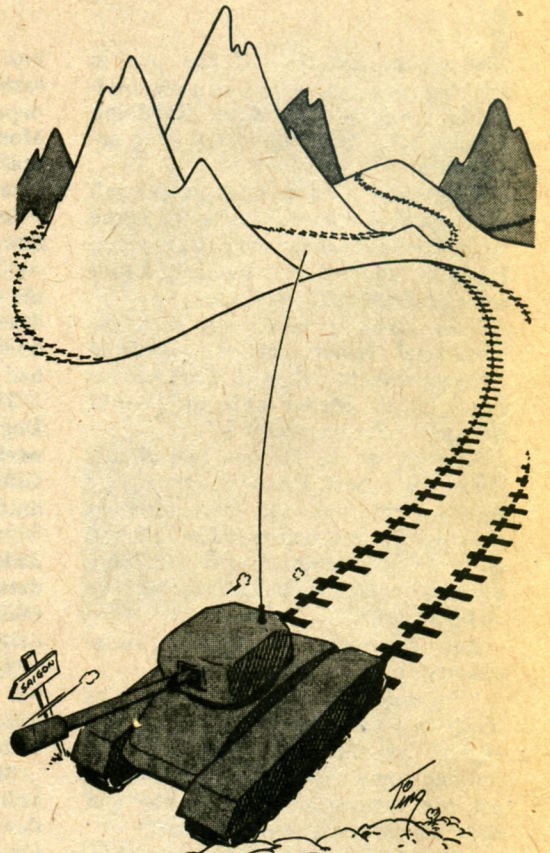
"I argue that the editorial page isn't the best-read page in the paper," he says. "My philosophy — it has been from the start — is at least to get people to look at the editorial page."

Tingley admires the work of several other cartoonists, particularly that of Duncan Macpherson of the *Toronto Star*. Ting considers him the world's top editorial cartoonist.

(See *Ting*, Page 15)



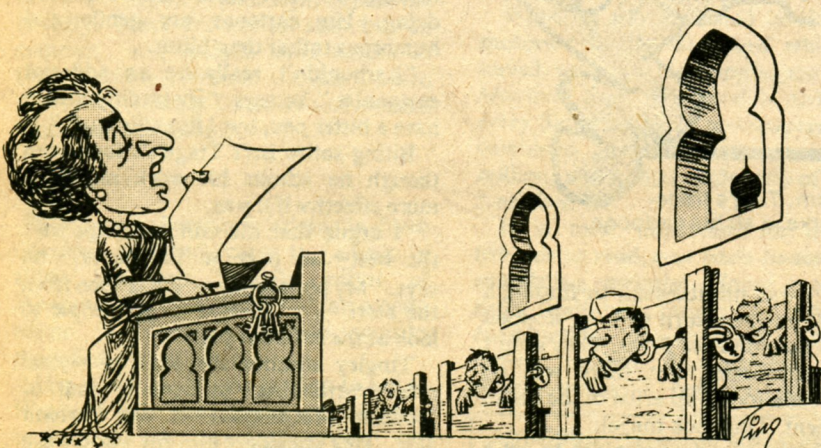
PICKERING PLOWING MATCH



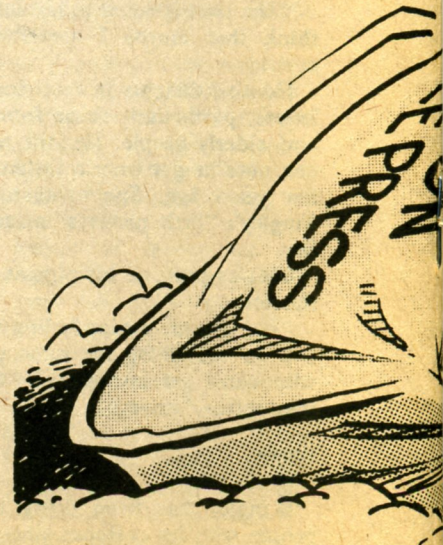
LONG, LONG TRAIL AWINDING



"HOWEVER, MY GOOD MAN, MAY I OFFER THE USE OF MY NEW INDOOR SWIMMING POOL FOR AQUATIC EVENTS?"

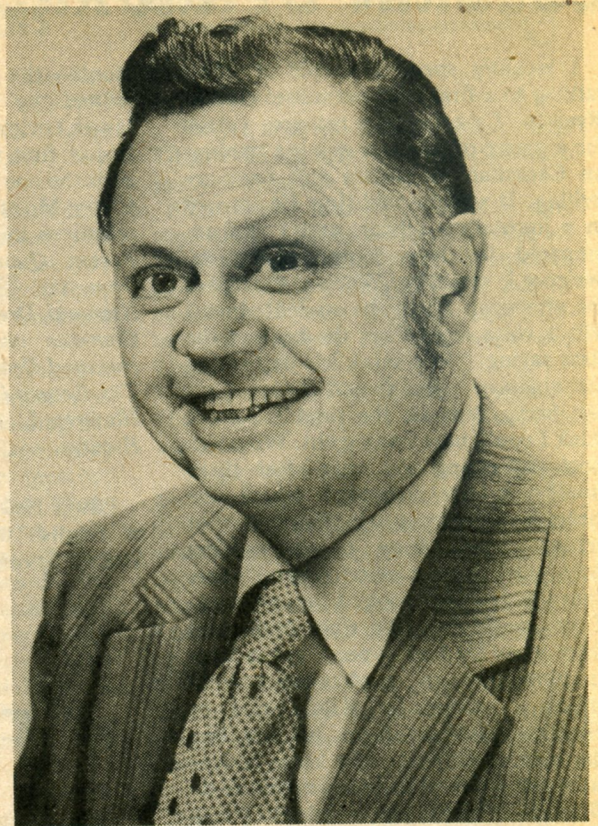


"... AND TO THE HONORABLE MEMBERS IN THE OPPOSITION BENCHES ..."

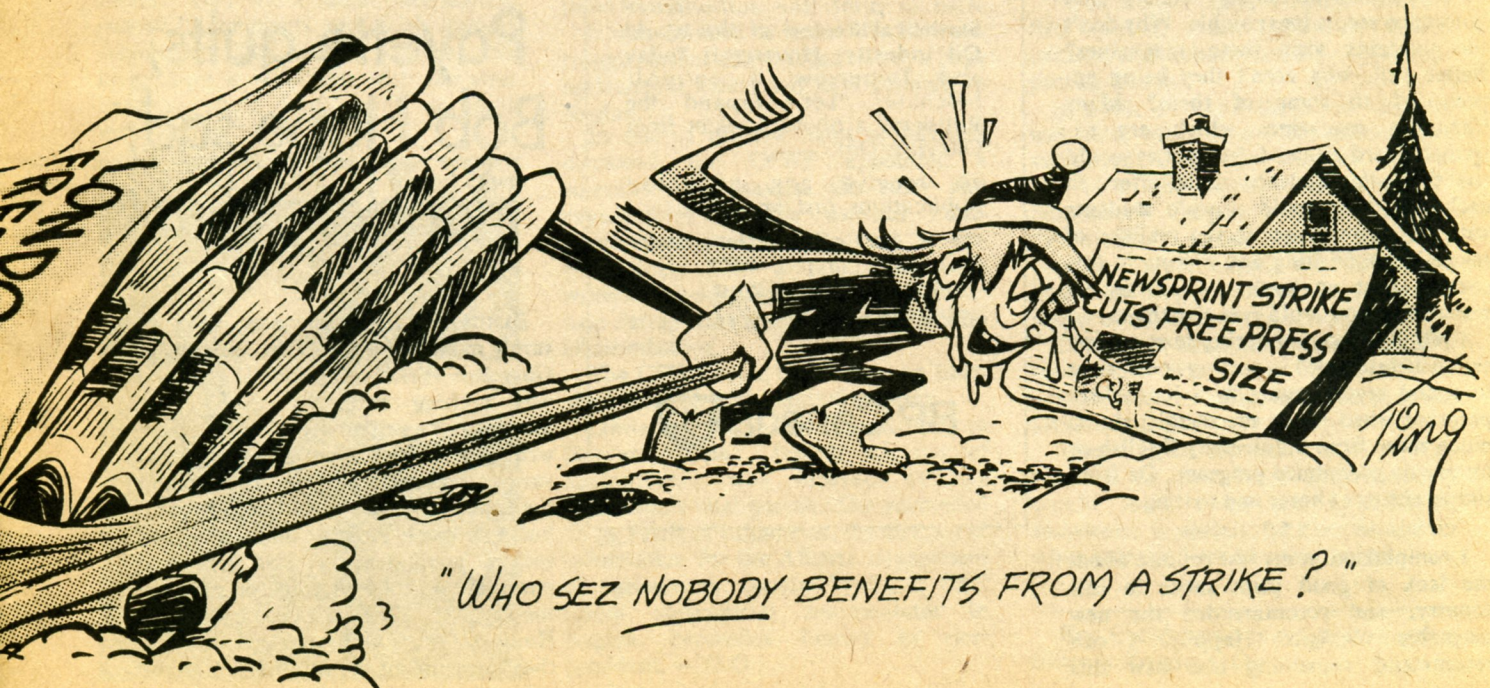




"I'M NO VILLAGE TYRANT! I RULE A WHOLE BLOODY COUNTRY!"



# Timmy CARTOONS



"WHO SEZ NOBODY BENEFITS FROM A STRIKE?"

# COLUMN BY MORRIS WOLFE

I recently spent a couple of hours talking to a first year journalism class at Ryerson. I was to be a resource person for a group of students doing a seminar on Canadian magazines and freelance writing. It was the first time I'd set foot in a journalism school, and I was unprepared for how depressing an experience it would be. When at the end of the afternoon I told the students how I felt, a voice came from the back of the class saying, "You think it's depressing just visiting — you should see what it's like being here all the time." I don't think I could bear finding out. What was most depressing was that after three months in a journalism school the students still seemed to believe that what writing comes down to is learning techniques. I was asked several times what "technique" books I thought best. If you could find the right book and know what kind of paper *Playboy* likes its submissions on, or what **not** to do in writing a script for CBC radio or television, you'd be all set. It's a bit like film-making students who know how to catch sun spots on their lenses and to do all kinds of weird and wonderful tricks with their cameras. The real trick, of course, is having something to say.

Almost as depressing was the students' abysmal ignorance of Canadian magazines. Since Ryerson is within walking distance of many of this country's most important magazines — *Maclean's*, *Saturday Night*, *Canadian Forum*, *Books in Canada*, etc. — that ignorance seems inexcusable. Why don't the students visit these magazines? Better still, why aren't they being apprenticed to some of them? Many Canadian magazines which are extremely hard pressed for money could use the help students could offer. In exchange, they could provide students with an introduction to the realities of magazine publishing and writing in this country that no book, no course, no resource person could ever give them.

I left Ryerson wondering how anyone seriously interested in writing could want to spend several years in a journalism program when he or she could gain so much more from a university English or history or economics program. Or from simply sitting at home and writing.

\*\*\*

I complained in my last column about the lack of good print satire in this country, and recommended the new magazine *Gaslight*. Happily, I can recommend something else new this

month—the book *Good Buy, Canada!* (edited by Murray Soupcoff, \$5.95, James Lorimer & Company). It contains lots of first rate material. My favourite ad is the one for the Pierre Berton Book-Every-Month Club. Introductory selections include *Pierre Berton's Pierre Berton Quotations*, *Selected Excerpts from the Table of Contents of The National Dream*, *The Most Memorable Commas and Semi-colons from The National Dream*, *The 1974 Pierre Berton Tax Return* (volumes 1 and 2), and *The Illustrated 1974 Pierre Berton Tax Return*.

\*\*\*

Edwin Newman's best-selling critique of English usage in the U.S. media, *Strictly Speaking*, has now appeared in

## FACTS


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Mel Watkins Tells  
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I've Fallen In Love!

Page from *Good Buy, Canada!*

paperback (Warner, \$1.95) and is worth picking up. A glance through its index suggests that no major figure in the American media (or in American politics) has escaped its author's scorn. Except *NBC's* Edwin Newman himself. And yet one of my favourite television gaffes involves Newman. He was interviewing British talk show host David Frost, and made a comment it was likely Frost could take the wrong way. Newman quickly apologized, saying he hadn't meant his comment in a "defecatory way."

\*\*\*

My 1975 award for Most Intriguing Headline of the Year goes to the *Montreal Gazette* for the following:

## Payette quits; Bob Hope sad; Flanders dies

\*\*\*

In the late fifties and early sixties, I rarely missed an issue of the *Manchester Guardian Weekly*. It seems to me there was nothing better in the English language; it was a model of good, incisive writing and clean layout and design. For various reasons I haven't seen much of the *Guardian* over the past decade or so, but I've come back to it recently, and with a great sense of loss. The lead paragraph in the lead article on page 1 of the Dec. 21, 1975 issue reads: "For the House of Commons to reject the deal that the Government agreed with Chrysler

would mean throwing thousands of jobs on the scrapheap, yet on the past extraordinary week, and above all on the case the Government made for it on Tuesday, the deal does not deserve to be supported." Although there's still lots that's good in the *Guardian*, it's not difficult to find a number of similar examples of just plain bad writing. And the formerly typo-free *Guardian's* pages are now so laden with typos that the British satirical journal *Private Eye* has taken to referring to it as the *Manchester Groaniad*.

\*\*\*

Even worse things have been happening to standards in book publishing. There's probably no worse offender than McClelland & Stewart Ltd., a house which seems to have dispensed not only with the editing of manuscripts but also with proofreading. There are so many factual and typographical errors, for example, in Doris Shackleton's recent biography of Tommy Douglas, that the book is an embarrassment. Unfortunately, not enough of us are complaining about these things to make a difference.

\*\*\*

The November/December 1975 issue of *Branching Out: Canadian Magazine for Women* (8627 - 109 Street, Edmonton, \$5 per annum) is the best issue yet of this increasingly good and important journal. It contains an excellent article on Ukrainian pioneer women by Zonia Keywan, and a superb photo-essay by Claire Beaugrand-Champagne about old people. As well, this last issue of 1975 tries to assess what, if anything, International Women's Year meant. "IWY was a rather paternalistic gesture," comments one fairly typical respondent, "like handing a woman \$50 to go have a good time with the girls because she's been such a good wife/mother."



## NO REST IN WEST FOR FARM WRITERS

REGINA — When the Canadian Farm Writers' Federation (CFWF) convened its annual meeting in Regina Nov. 21, it was the first time the group had met outside Toronto.

Approximately 70 Canadian agricultural writers, broadcasters and public relations persons were joined by six farm writers from Great Britain for a weekend which included a little work and a lot of play.

In 2½ days participants managed a bonspiel, two receptions, a banquet and a Grey Cup party as well as holding two business meetings and one afternoon of workshops and hearing two speeches about the effects of sporadic wheat purchases by the USSR and China.

Among the 21 organizations offering financial contributions toward the weekend were Canadian Imperial Bank of Commerce, Canadian Wheat Board, government of Saskatchewan, John Deere, Pioneer Grain, Royal Bank of Canada, Toronto-Dominion Bank, Saskatchewan Wheat Pool and United Grain Growers.

The CFWF again held its communications awards program in conjunction with the annual meeting. This year there were 170 entries in 29 categories of print and electronic journalism, photography and public relations kits.

Lloyd Mackay, a reporter for *The Chilliwack* (B.C.) *Progress*, won the Dick Beamish memorial trophy for the best press feature.

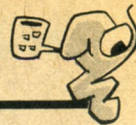
It was decided to house the Beamish trophy permanently at Agribition, a huge agricultural winter fair held annually in Regina.

In one of the few items of business discussed the CFWF appointed a committee to reassess the rules and regulations of the annual communications contest. Its cost is approximately \$700 a year. The farm writers are considering an entry fee to help defray costs and improve the quality of submissions.

The CFWF voted to continue an East-West rotation of the annual meeting.

Linda Lomax, executive assistant to Eugene Whelan, federal minister of agriculture, was elected as the federation's chairperson. She succeeded Doug Pettit of Edmonton, the director of information for the Alberta department of agriculture. Gerald Wade, a *CBC Radio* agricultural commentator in Regina, succeeded Lomax as vice-president. — D.G.

## TING



(continued from Page 11)

"He's a true editorial cartoonist," says Tingley admiringly. "There aren't too many of them left."

Professional respect is often a two-way affair. Macpherson is aware of Tingley's work. Like a good professional, he acknowledges Tingley's skill and he understands the intrinsic style differences between his own work and Tingley's.

"Ting tickles with a feather. I'm more blunt about it, I use an ice-pick," he explains.

Tingley's feather touch is his strength and weakness. William C. Heine, editor of the *Free Press*, explains: "Sometimes I wish Ting's cartoons had more bite, but on the other hand, I see the bitterness of some of the other cartoonists and that's when the excellence of Ting's work shows up."

"Ting makes his point and it's devastating, but the hurt of the cut is tempered by the humor with which he does it."

One of the humorous ingredients of every Tingley cartoon is Ting's vermiform alter-ego, Lukeworm. He's usually found peeping out of Pierre Trudeau's pocket, hiding in the Queen's handbag or peering out from under the corner of a rug.

"You know," says Tingley, "when I first started, I put Lukeworm into a cartoon and nobody noticed. I just kept putting him in."

In 1948, a "name-the-worm" contest was held. More than 7,000 names were submitted. Lukeworm was the winner. "A lot of the names were facetious," remembers Tingley with a chuckle. "Politicians' names were especially popular — particularly that of George Drew, the former premier of Ontario and leader of the federal Conservatives."

Lukeworm has since become Tingley's trademark. Every day, thousands of readers scan his cartoons in search of the lovable little guy.

Ting is glad he didn't take George Drew as the name for his little friend. It would have been too ephemeral. Lukeworm is ageless; he goes on and on while mere politicians come and go.

*Ken Cuthbertson is a freelance writer living in Kingston, Ont.*

# How to get around Canada.

## READERS MAY LOSE WHEN WIRE COPY IGNORED

By GARRY FAIRBAIRN

REGINA — The first priority of a newspaper is to give its readers a complete, accurate and fair picture of newsworthy events, right?

Wrong.

Among the principles that newspapers seem to place above that is the principle "If we've got our own person there, we have to use his/her copy."

A minor example: On Monday, Dec. 8, the *Saskatoon Star-Phoenix* published a brief staff report on results of a leadership vote at the weekend provincial Conservative convention in Regina. The story said the vote was 98.5 per cent against holding such a convention but "party officials would not release figures on the numbers of persons voting or the actual vote results."

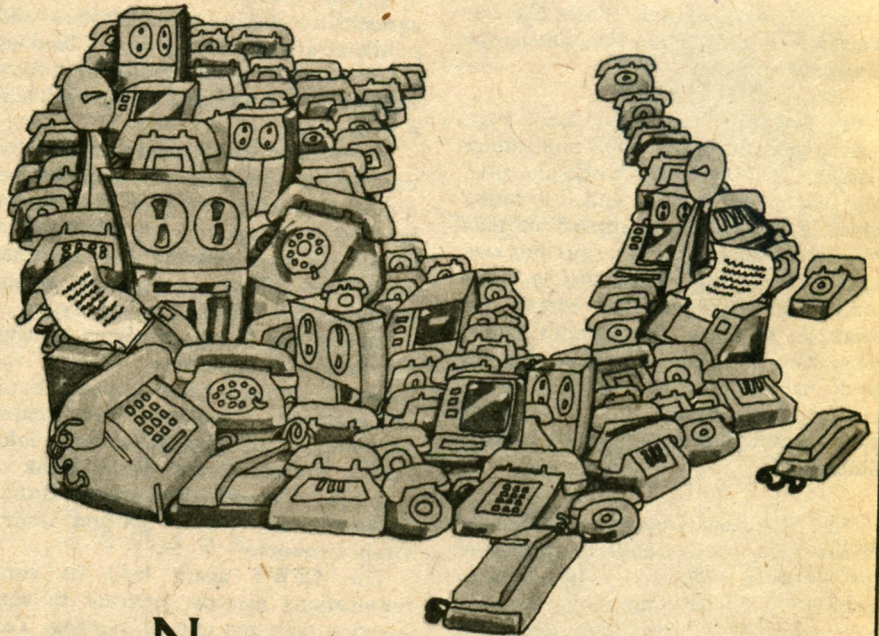
At 2:35 p.m. the previous day, *CP* carried an item that began "Delegates to the annual convention of the Saskatchewan Conservative party voted 402 to 6 during the weekend . . ." The wire story also noted that after the initial announcement of percentages "officials later released the exact totals."

Similar cases must certainly occur regularly wherever editors are exposed to non-staff reports (radio, TV, competing newspapers, etc.), but it is exceedingly rare for any to bother adjusting their staff copy to include those extra details or corrections that may be available from the other sources.

It is irrelevant whether the other sources have a more correct version one time in a hundred or 30 or 60 times. If the reader comes first, editors will be alert for such cases.

Why aren't they? Laziness? Reluctance to offend staffers? I'd like to see some comments from editors published in this magazine.

*Garry Fairbairn is the CP correspondent in Regina.*



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## BOOK REVIEW

# A SOMEWHAT BORROWED HISTORY OF CBS TRACES IT FROM EXCITING MEDIUM TO CAUTIOUS BUSINESS

By DICK SMYTH

*CBS Reflections in a Bloodshot Eye*, by Robert Metz, Playboy Press (Mussion Book Company in Canada). Illustrated, 428 pages.

Every broadcaster at some time in his career has pounded his desk in rage and made disparaging remarks about the damn fools upstairs. (Why do broadcasting brass always inhabit the upper floor?)

It can be a lonely and frustrating experience for a staff man. For that reason, every broadcaster, if only for commiseration, should read *CBS, Reflections in a Bloodshot Eye* by Robert Metz, a *New York Times* man.

He has done a lengthy history of *CBS* from before its inception in 1928 to the present day. Much of the story centres around William S. Paley and Frank Stanton, the "damn fools upstairs" at *CBS*. As with most of our bosses, there is much about each man that is good, visionary, noble and exciting. There also are episodes which are venal, absurd, cruel and pompous.

*CBS* has taken a very dim view of the Metz book and although most staffers have read it, it is nevertheless on the corporate *Index Librorum Prohibitorum*.

The network's paranoia is quite needless. Metz reveals very little not already known and the pages which indict the organization are few among the many others which provide a balanced, reasonably objective and somewhat dull corporate history. Indeed, the author has borrowed liberally from Alexander Kendrick's biography of Ed Murrow and Fred Friendly's *Due To Circumstances Beyond Our Control*, both of which give far deeper insights into the caveats of *CBS*.

In addition to his lengthy bibliography, Metz has conducted interviews with many past and present *CBS* employees. The task of an author in such an exercise is to distill the truth from conflicting accounts. Metz is content merely to quote the contradictions without offering further insight.

There are rare splashes of humour. One quotes a memo from the late Paul White who was *CBS* news director during the war. In that role, he was hopelessly overshadowed by the brilliant Ed Murrow. Like most news directors, White despised meetings and sent Bill Paley what one presumes he considered a

humorous memo at the time.

"Dear Mr. Paley:

"I am very sorry, but my little boy, Paul, cannot be at your meeting today as he is down very bad with his syphilis.

"Mrs. White"

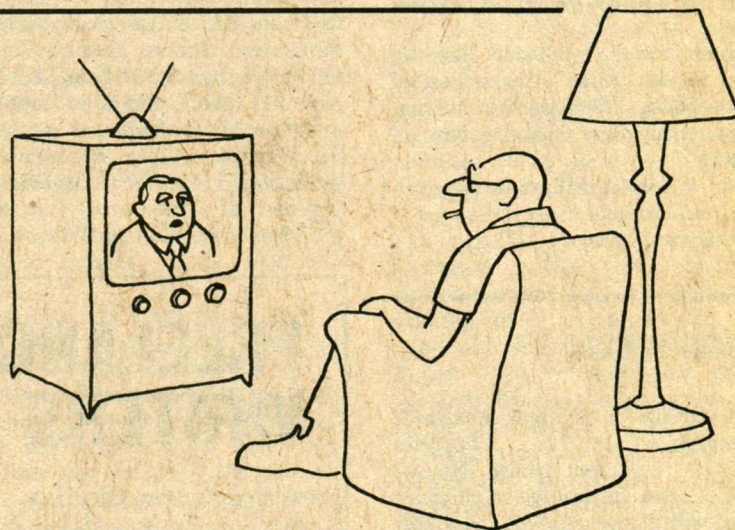
There are few villains in the book. Most of the "characters" are actually rather likeable. One is Jim Aubrey, the man termed "the smiling cobra." Aubrey, who like Paley and Stanton has his bush league counterpart in the "upstairs" of every broadcasting company, is the man who fired the much loved Jack Benny with a curt "you're through."

Metz deals at some length with the

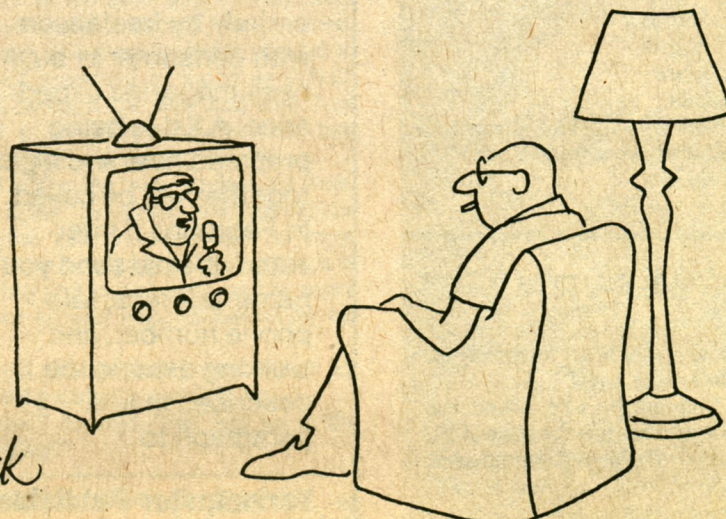
disastrous Sally Quinn episode, the huge success of Archie Bunker and the luxurious life style of Bill Paley. But there is little that could not be culled from past issues of *Time*, *Newsweek* and *The New York Times* television page.

Most interesting is the somewhat sad saga that develops very early in the book of how an exciting new toy run by innovators with empty pockets became a business conglomerate controlled by cautious men in expensive suits. It was more fun in Murrow's Day.

*Dick Smyth is news director of CHUM-AM and FM in Toronto.*



"The Greendale Arts Council today proposed a grant budget of \$3,000. For that story, over to Fred Hall in downtown Greendale."



"The Greendale Arts Council today proposed a grant budget of \$3,000. Fred Hall, CKXP television news, downtown Greendale."

## COLUMNIST BECOMES VIOLENT, HITS AT PROF'S FEET

Editor:

Your correspondent, Wilf Kesterton, should be cuffed about the head.

One *should* dogmatically prohibit "different than." Never should one use the word "like" in place of "as if" or "as though," which, as I do not know what a conjunction is, is what I assume he is referring to (I know: he'll probably have something to say about that and he'll be wrong).

All I can say of a person like Wilf Kesterton is that anybody who would drag Bergen Evans' name through the mud by including it in his ravings is obviously not above wearing white shoes in public.

I can understand someone like the wretched David "Mike" Carmichael of Canadore College allowing this but not one of your professors from the famous Carleton U.

It's like we none of us have no class.

Michael Hanlon,  
*The Toronto Star*,  
Toronto.

### JOHNSON WAXES

Editor:

In his critique on the new *Maclean's* Earle Beattie writes: "... Trudeau portrayed . . . without Nouse. Nouse? A British term meaning intelligence combined with horse sense and probably not acceptable to your Scrabble partner."

At our house  
it isn't Nouse  
nor is it new  
Chez nous.

It's spelled n-o-u-s and pronounced "naus" and it's been around since 1706.

Ken Johnson,  
Toronto.

### CALLING VOLPINTESH

Editor:

Can you run a note in your next issue along the following lines?

If Jan Volpintesh, who asked the Ontario Press Council for copy of *To Name or Not To Name?*, would send along his address, the booklet will be mailed promptly.

I imagine he got the idea from *Content*. Your mention stirred quite a few queries from news people.

Your October issue was really a fat one. Keep it up.

Fraser MacDougall,  
Executive Secretary,  
Ontario Press Council,  
Ottawa.

### CONNERY WISHED WELL

Editor:

I read your November issue and enjoyed it immensely. Being a journalism student living in Vancouver, and concerned about urban environment, I was particularly interested in Lance Connery's article about media coverage of the United Nations Habitat Conference scheduled for May 31-June 11. I hope his plea for media action to support and promote this conference is successful. As he contends, Habitat can create lasting value only if it awakens Canadians to the urgency of "the need for new approaches to human settlements." Ideas

and approaches, no matter how creative, are powerless if not acted upon. The media have the responsibility to communicate the urgency of the population crisis, and the significance of this conference as a springboard to improved quality of human life.

Margaret Youngson,  
Vancouver.

### LIKED PIECE ON PIX

Editor:

I liked your comments on the unfairness of photo coverage of Stanfield by the *Ottawa Citizen* — the camera plus cute cutlines often do lie, and need to be called to task. Other stories I found interesting were the weeklies readership piece, and for chuckles, the *Free Press* Super Safety Kit, and The Man Who Invented Dial-A-Snoozzz. Keep up the good work.

John A. Gibson,  
St. Albert, Alta.

## FREELANCE WRITERS

A major one-shot informational project in 1976 is to be handled entirely by freelancers with consumer or business magazine experience. A list is being prepared now and a get-together will be called in February. If interested, please send your name, address, telephone number, and working experience described in a paragraph to

**Yorkminster Publishing,**  
57 Yorkminster Road,  
Willowdale, Ontario, M2P 1M4

Editor:

As public relations manager at *The Citizen*, I often use interesting information from *Content* in talks I give at schools, clubs and in a news letter I write for our staff.

With the postal strike and all the other obstacles encountered by the publishing industry, it must be a difficult time for magazines such as yours.

I hope you will be able to weather this storm to continue keeping us content with *Content*.

Enclosed is our cheque for a two year's subscription.

Ben Babelowsky,  
*The Citizen*,  
Ottawa.

Editor:

... my personal word of appreciation for the job you folks are doing. I read most of your publication each issue, having been in or associated with the media most of my working life. I don't understand how you do it financially but I trust the formula continues. Even if we don't often say so, your efforts are valued.

Carl Reinke,  
Toronto.

# COMPETITION AMONG JAPANESE DAILIES IS INTENSE PRESS OWNERSHIP NOT CONCENTRATED AS IN CANADA

Competition between the large dailies in Japan — especially *Asahi Shimbun* and *Yomiuri Shimbun* — in a dead heat with 7-million circulation each — is intense. Since 90 per cent of Japanese dailies' distribution is through home delivery, some of the most vigorous jostling is among the door-to-door salesmen who push subscriptions.

These salesmen are armed with premiums to entice the would-be subscriber.

Not too long ago a salesman offering household scissors as a premium was told by the lady of the house: "We don't like your newspaper," whereupon the salesman slammed the scissors onto the floor at the woman's feet. Whether this gave her a new respect for the daily isn't known.

The incident, according to Seiichi Iwakura, a professor of journalism at Waseda University in Tokyo, illustrates one reason it is unlikely Japan will soon, if ever, establish a press council. "The papers would receive many complaints regarding such a sales system," Iwakura noted.

Iwakura, 47, recently returned to Japan after a two-month stint studying the Ontario and Quebec press councils for the Japan Newspaper Publishers' and Editors' Association. The JNPEA's secretary and a friend of Iwakura, Haru Hara, is collecting research materials on press councils. Iwakura's travel and expenses, however, were paid by his university.

Besides the excesses of the cut-throat subscription competition, Iwakura sees four barriers to establishment of press councils in Japan.

The big national dailies there account for about half of all daily circulation. The nationals go fairly heavily into all areas served by local dailies. No local

press council could work unless all the nationals belonged to it.

The big papers have extensive in-house journalism education programs. Journalists to a considerable extent identify with their paper's drive for

## WORLD OF THE WARS: VARDAR VALLEY QUIP

I wasn't around to see this one at first hand, but reputable eye-witnesses attest to its truth.

Tip O'Neill was on the cable desk for the *Toronto Star* at the time the German army made its historic sweep into the Vardar Valley in a bid to knock Yugoslavia out of the Second World War. O'Neill must have been a bowler.

The flash came into the newsroom shortly after 11 a.m.: GERMANS SWEEP INTO VARDAR VALLEY. It was quickly followed by a BULLETIN FLASH WHICH MAKE LEAD and the news desk realized a big story was coming up.

It came in very short takes, each of which O'Neill quickly marked up and tagged A COPY NEXT, B COPY NEXT or whatever as the news editor conferred with the m.e. on the remake of page one for the next edition. Final copy deadline for page one was 11:53 a.m.

By 11:40 the story was still building and O'Neill kept one eye on the sweep second-hand of the big clock as he worked. All the other copyreaders, their deadlines past, watched with interest. Reporters going out to lunch paused to look and remained to watch as O'Neill bowled through the copy and copy boys rushed it to the pneumatic tube that would send it to the composing room.

By 11:50 a big take reached his desk. Pencil flying, he edited, switched cable to English and raced through the copy. At 11:52 he handed the last paragraph to a copyboy and looked up to see the crowd gathered around him, enchanted by his skill.

O'Neill surveyed the group, flexed his arms and grabbed a pencil again.

"Okay," he said, "set 'em up in the other valley!"

*Thanks to Royd E. Beamish, of Ottawa, who toils now in the vineyards of government.*

profits, which can come into conflict with a dispassionate desire to serve the public.

Japanese newspapers do not have a tradition of mutual criticism.

Finally, there is a lack of consensus in Japan as to the proper role of journalism and journalists, according to Iwakura.

"The traditional stand of the journalist in Japan was anti-government," he said.

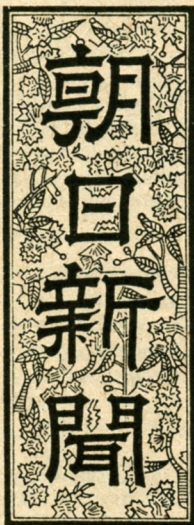
"During the war the papers went along with 'nationalism.'

"After the war GHQ (General Headquarters of the Allied Powers, under General Douglas MacArthur) ordered journalism education based heavily on the curriculum of the University of Missouri. Journalists became democratic, and fast," said Iwakura.

"But newspaper companies are becoming bigger enterprises and their relations to governments (which have also grown) are changing."

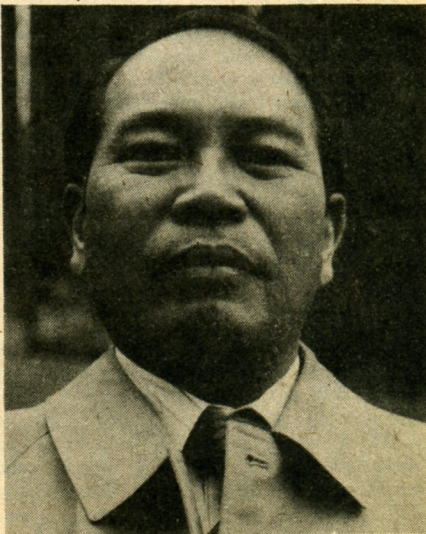
Japanese journalism does not share one Canadian problem: concentration of ownership. "We haven't a chain," Iwakura noted. But the big papers are very big indeed, having up to five satellite headquarters each in major cities outside Tokyo. And the newspaper companies are expanding into other businesses such as the taxi trade.

Iwakura said his impression was that Canadian journalists "lack enthusiasm." He also felt Canadian papers are too much like American papers. — B.Z.



発行所  
朝日新聞東京本社  
東京都千代田区有楽町2丁目6番1号  
郵便番号 100  
電話(03)212-0131  
郵便振替口座東京 1730番  
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Nameplate of  
*Asahi Shimbun*



Content photo

Seiichi Iwakura

# OMNIUM-GATHERUM

## ATLANTIC PROVINCES

The new managing editor of **Moncton's L'Evangeline** is **Donald Langis**. He replaces **Claude Bourque** who took over as general manager.

\*\*\*

The Nova Scotia branch of the **Media Club of Canada** paid tribute to three long-standing club members at their recent awards dinner in **Halifax**. Winners were **Dr. Vega Dawson**, M.B.E., a member for 52 years; **Margaret Healey**, assistant editor at the **Halifax Mail-Star**; and **Marjorie Major**, author and broadcaster. The **Media Club of Canada** used to be the **Canadian Women's Press Club**.

\*\*\*

**Thomson Newspapers Ltd.** has purchased **The News of Truro, N.S.** from **Atlantic Newspapers Ltd.** The chain now owns three Nova Scotia dailies. The others are the **New Glasgow News** and the **Cape Breton Post**.

\*\*\*

The **Canadian Community Newspapers Association** 1976 convention is scheduled for **Aug. 11-15** at the **Hotel Nova Scotia** in **Halifax**. Convention chairman is **Lester Pink**, publisher of **Fundy Publications** in **Yarmouth**. Seventy-five-year-old **Cecil Day**, who spends a lot of time these days with his paint brushes, will be honorary chairman. Day published the weekly **Liverpool Advance** from 1936 to 1968.

## QUEBEC

Former **Montreal Gazette** deputy editorial page editor **Hugh Nangle** has joined **Canadian University Service Overseas (CUSO)** as director of public affairs. Nangle and his wife had previously served with CUSO in **Botswana**. Nangle's old spot at **The Gazette** has been taken over by **Bob Neal**.

Also at **The Gazette**, editorial cartoonist **Terry Mosher** has shifted from three to two cartoon days a week and has started contributing regularly to **The New York Times**. . . . Education reporter **Barbara Yaffe**, 22, received an honorary award from **Carleton's School of Journalism** for being one of last spring's most promising graduates. . . . And if you've been wondering, a **CP** filler tells us that newspapers with the name **Gazette** borrow it from the Italian word **gazetta**, a coin which was the price of the world's first news sheet.

\*\*\*

We should hope so department: The **Canadian Radio-Television Commission** has approved in part an application by a to-be-incorporated company for a licence to operate a **VHF French language television station in Trois-Rivieres, Que.** The station, which would rebroadcast the programs of **Sherbrooke's CHLT**, will not be allowed to sell local advertising unless it also sets up some local programming and appoints a programming and news director in **Trois-Rivieres**. In its

decision, the **CRTC** said: "Where an applicant proposes to seek local commercial revenue from a community, he should also be prepared to provide some service to the community in the way of locally-produced, locally-oriented programming."

\*\*\*

**Andre Bellmare**, chief of **CP's** French language service from **Ottawa** for the last six years, was scheduled to move to the **Quebec bureau** in **January** as a special political writer.

\*\*\*

**Quebecor Inc.** has reached an agreement with **La Societe de Gestion Bellavance Inc.** to purchase the three-times-a-week **L'Avenir de Sept-Iles** and the weekly **La Cote Nord** of **Baie Comeau-Hauterive**. **Quebecor** already publishes two dailies, 15 weeklies and a magazine in **Quebec**, several English-language magazines distributed in the **U.S.**, **Quebec's** largest publication distribution firm, seven printing plants, etc.

\*\*\*

The **Quebec Press Council**, founded in 1973, is having financial troubles. **Charles D'Amour**, publisher of **Trois Rivieres' Le Nouvelliste** and former council treasurer, has predicted a \$50,000 deficit by **March**. But the organization is expected to survive, as a foundation established in 1974 to finance it is expected to begin producing revenue later this year.

In a recent ruling, the council severely censured the **Montreal Gazette** and reporter **Ralph Noseworthy** for a **December 1974** story alleging **Quebec MNA Robert Malouin** was involved in a serious conflict of interest. The story said **Malouin** was president of an engineering consulting firm which had handled more than \$1-million worth of

government business since his election in **October 1973**. Prior to publication, **Malouin** told **Noseworthy** that he had completely dissociated himself from the company before the election and offered the reporter evidence to that effect in the form of sworn statements. The story mentioned the denial but, quoting a source in the provincial **Department of Financial Institutions**, said **Malouin** was still the firm's president. A retraction was later published by **The Gazette**. The council ruling said **Noseworthy** "did not act with the due care that this profession of Journalism requires and . . . demonstrated his lack of interest for the truth in failing to verify the evidence offered by **Mr. Malouin**." The incident damaged the credibility of the press, the council said. **Gazette** management was knocked for publishing insufficiently-verified information and "not taking into account the public impact such actions can have on the reputations of individuals."

## ONTARIO

**Gerry Barker**, publisher of the **Bradford (Ont.) Witness**, has been named vice-president of the **Ontario Weekly Newspapers Association**. **Barker** spent 17 years with **The Toronto Star** as a reporter, columnist, and assistant city editor before buying **The Witness** in 1968.

\*\*\*

**Joe O'Donnel**, education reporter at the **St. Catharines Standard**, has moved to the **Kitchener-Waterloo Record** on general assignment.

Reporter **Mary Nolan** has joined **The Standard** on general assignment. She previously wrote about education for the **Chatham Daily News**.

\*\*\*

The **Canadian Mental Health Association** gave **Toronto Star** medical writer **Marilyn Dunlop** a national recognition award at its recent **Vancouver** conference. She was commended for several stories during the past year which reflected "sincerity and depth of understanding."

\*\*\*

**Gordon Bullock** has become business manager of the **Hamilton Spectator**. He had been the paper's executive editor. Earlier, he was managing editor for five years. **Bullock** succeeds **James S. Thomson**, now publisher of the **Brantford Expositor**.

\*\*\*

Of the eight applicants for a new **FM** license in **Toronto**, to be heard in **January** by the **Canadian Radio-Television Commission**, two are proposing non-stop news formats. One comes from three men, including broadcast lawyer **Jerry Grafstein**, who eventually want to run an all-news radio network across **Canada**. The other, from **Shoreacres Broadcasting**, which is owned by **Macleam-Hunter**, raises the concentration of media ownership question.

## SUBSCRIPTION UP FOR RENEWAL?

## Check your Address Label.

## THANK YOU

(NEW Rates, page 4)

M-H already owns six radio stations, one TV station, almost a score of cable operations and Canada's largest periodical publishing empire.

Why all-news programming? In the U.S., about 50 stations have adopted the format in the last eight years and most of them are near the top in their markets in terms of audience size and advertising revenue. NBC is so sold on the idea that it hopes to have 100 all-news outlets operating by the end of 1976.

\*\*\*

**Vincent Devitt** is leaving *The Toronto Star* after four years to become assistant press secretary to Ontario Premier **William Davis**. **Sally Barnes**, also formerly of *The Star*, was recently chosen Davis's press secretary. Devitt, 46, takes the \$24,000-a-year job on a one-year contract.

\*\*\*

**Ray Chaisson**, a CBC network news executive for six years, has become head of local news for the network's Toronto station, *CBLT-TV*. He replaces **Ian Parker**, now a West Coast correspondent for *CTV* news.

\*\*\*

**Musical chairs department:** When **Dawn MacDonald** left her senior editor's post at *Maclean's* to go freelancing recently, the magazine hired *Toronto Star* Queen's Park columnist **Robert Miller** to fill the gap. *The Star* has replaced Miller with editorial page editor **Robert Duffy**. Duffy's old post has been

**Ken Campbell**, editor and publisher of *The Age Dispatch* in **Strathroy, Ont.**, has donated a rare Campbell Press to the **Science and Technology Museum** in **Ottawa**, reports the **Ontario Weekly Newspapers Association Bulletin**. Built about 1880, the press had been with *The Age Dispatch* since at least 1914 and as

taken up by former *Star* national editor **David Crane**. Taking over as new national editor is award-winning business writer **Allstair Dow**, and a new face in the business department is **Irvin Lutsky**, formerly with *The Globe and Mail*. . . . Also at *The Star*, Queen's Park reporter **Stef Donev** moved to general assignment at Legislature session end in mid-December. . . . Former copy editor **Al Ferguson** has been appointed assistant national editor. . . . photographer **Jeff Goode** was found not guilty on a common assault charge arising out of an incident with a security guard at Toronto's **Varsity Arena** last June (see *Content* #53).

\*\*\*

Why was a story about purple pulp romance novels the lead story on *The Toronto Star's* Oct. 10 family section front? Why did it tell about how, if set end to end, all the romances read last year would stretch to Venus, the planet of love? Why did it tell of Harlequin Romance sales of 60 million copies last year? Why *didn't* it tell of the **Toronto Star Limited's** recent purchase of a controlling interest in **Harlequin Enterprises**?

The story quoted various experts about the reasons for and nature of the mass female escape into the world of doctors, nurses and soft-core porn. It was generally critical of the phenomenon but ends with the odd (well, maybe not all that odd) twist:

recently as 1970 had been used for occasional job printing. Shop foreman **Kenn Pray** ran the press again for the benefit of a camera crew from the museum. The press was too large to fit into the **Strathroy-Middlesex Museum**, to which Mr. Campbell had earlier donated a pre-1900 Washington press.

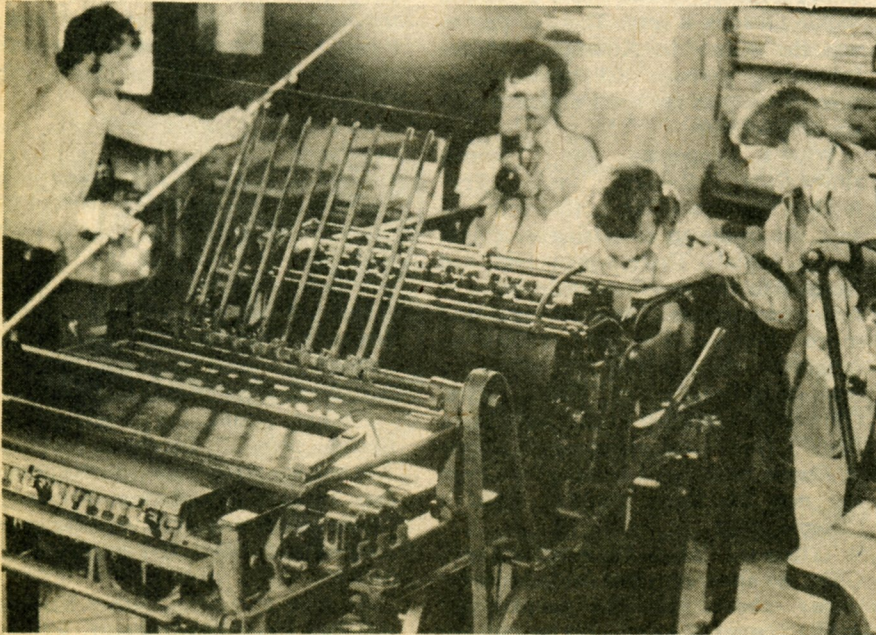


Photo by Strathroy Age Dispatch

**Kenn Pray** (second from right), production manager of the *Strathroy Age Dispatch*, ran the old Campbell Press while a crew from the National Science and Technology Museum in Ottawa filmed its operation.

"Few other forms of fiction are attacked in the same way. Science fiction, mysteries, detective or adventure stories, whodunits and tales of terror — fantasies that cater to macho dreams of power, fame and conquest have all won a niche of respectability.

"Yet stories that apparently embody the fantasies and dreams of large numbers of modern-day women continue to be singled out for criticism and scorn."

\*\*\*

**Clarification:** Bruce Moore was the pseudonym used by the writer of an article in #58 on difficulties in the newsroom of *The Barrie (Ont.) Examiner*, a Thomson daily. "Bruce Moore" has not been employed by the Thomson organization since leaving the *Examiner* in 1975.

## THE PRAIRIES

**Ann Walker**, police reporter at the *Regina Leader-Post*, resigned late in November after protesting the paper's publication of an apology for a story she had written. Walker remains in Regina as a freelancer.

The *L-P* has named **Tom McKegny** as acting city editor. He replaces **Foster Barnsley**, who resigned to become Saskatchewan correspondent for the *Winnipeg Free Press* Report on Farming.

**Nik Burton**, *L-P* agricultural reporter, was fired, ostensibly for writing a letter to the editor under a pseudonym.

\*\*\*

**CJWW**, a new AM radio station which was to go on air in **Saskatoon** Jan. 1, has been shopping for employees. Two of them were gained at the expense of the *Saskatoon Star-Phoenix*. **Hank Goertzen**, police and court reporter at the *S-P* for several years, moves to *CJWW* as a street reporter, and **Ray Unger**, a general reporter with the *S-P*, will become a newscaster. **Jeff Newland** of **Regina's CFMQ** radio also moved to *CJWW*.

\*\*\*

While the *S-P* was losing reporters, it gained a deskman in **Jim Sheppard**, once a *London Free Press* staffer, and most recently a European traveller.

**Stirling King**, who retired several months ago as editor of the *S-P*, has accepted the editorship of the weekly *Humboldt Journal*.

\*\*\*

At its annual meeting early in December, the **Liberal Party of Saskatchewan** considered a resolution asking the federal government to investigate "Sifton control of the Saskatchewan news media." The province's two major dailies, the *L-P* and the *S-P*, as well as **CKCK** radio and television in Regina, are controlled by the Sifton family of Ontario. The resolution was a surprise because throughout many years of basically two-party politics in Saskatchewan the Sifton outlets appeared to be consistently partial toward the Liberals. The Progressive Conservatives rebounded as a third party in the 1975 election and were treated quite favorably by the Sifton press. There are rumors as well that the Siftons have gone too "soft" on the NDP.

\*\*\*

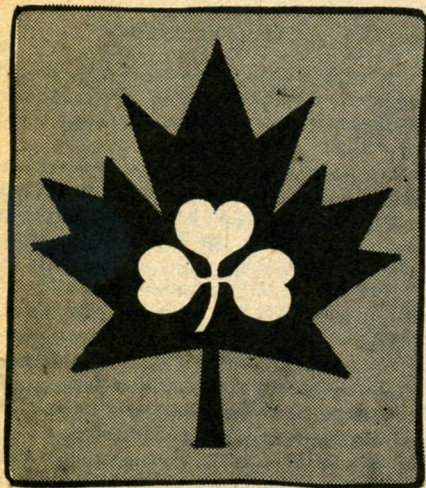
**Bonnie Donnison** becomes producer of **CBC's** morning information radio program **Saskatchewan Today**, replacing **Pam Wallin**,

# OMNIUM-GATHERUM (CONTINUUM)

who moved to *CBC Radio* in Ottawa. Donnison worked previously as a production, then program, assistant with *CBC's* farm show *Radio Noon*. Rhonda Dressler succeeds Donnison as a production assistant with the noon show.

Alex Etienne, a *Radio Canada* announcer, left Regina for television duties with *CBC* in Edmonton.

\*\*\*



"Heritage: Ireland," a *CTV* documentary about the Irish influence on Canada, won the Best Television Public Affairs Award and the Best Sound Award at the *Yorkton* (Sask.) *International Film Festival*. The show was produced and directed by Ron Kelly. Sound editors were Paul Lang and Steven Lawrence.

## BRITISH COLUMBIA

The concentration of newspaper ownership and control, at least in the Vancouver area, has been exaggerated in past studies "simply by the omission of the community or smaller local newspaper." That is one of the conclusions of a recent study out of the *University of British Columbia's* department of anthropology and sociology.

The study, conducted by associate professor Dorothy Smith and three student researchers, indicates that other studies, like the Davey report, John Porter's *Vertical Mosaic* and Wallace Clement's *Canadian Corporate Elite*, have ignored "the existence of a considerable variety of smaller newspapers functioning alongside major dailies."

The researchers' report outlines the ownership structures of *The Province*, *The Vancouver Sun* and 17 other Greater Vancouver papers — ranging from monthlies to the daily *New Westminster Columbian*. Of the 17 "others," one is owned by a collective, six are funded by government, six are of "single ownership," four are owned by local or regional groups and none are owned or

controlled by corporations at the national level.

\*\*\*

Clive Mostyn, that *New Westminster Columbian* reporter who was fired earlier this year for allegedly leaking an internal company memo to *Canadian Press*, and then rehired, has now quit to go to work, where else, at *CP*.

\*\*\*

After the *Victoria Times* somewhat surprisingly came out backing the NDP in December's provincial election, some politically-excitabile Victorians came out against *Times* editor George Oake — not in print, but over the telephone. "We're gonna get you and your family too," one caller told Oake (*Vancouver Sun*, Dec. 10). Said another: "Why don't you go back to Russia, and if you don't, we'll help you."

Oake, who was still alive and in *Victoria* at *Content's* copy deadline, told *The Province* (Dec. 10): "We've obviously disturbed the community a great deal."

## GOSSIPING THE PRINT NEWS

The biggest story to come out of Henry Kissinger's October visit to Ottawa was the accidental open mike affair. Reporters overheard a rather indiscreet Mr. K. say, among other things, he thinks former president Nixon is odd and Jackie Onassis is sexy. That, of course, was the same Mr. Kissinger with the interesting garbage. Or perhaps he's better known as the short diplomat with the very tall wife.

What's happening, the *Columbia Journalism Review* says (September/October 1975), is that with new zeal, the media are exercising their right to be trivial. There are gossip and "names in the news" columns in most major newspapers. There are more and more daytime TV talk shows — programs which would flop without a continuing parade of instant stars. (Whatever happened to that cute Mark Spitz?) There's the phenomenal success of *People* magazine's trivial goop. Even the new *Maclean's* couldn't resist a "People" page.

"There is," Edwin Diamond writes in *CJR*, "an apparently insatiable desire for 'items' about 'beautiful people' and public figures alike . . . The right to know now has a corollary: the right to undemanding entertainment. Public figures, it seems, exist for both the gossip press and its audience to use. Around newsrooms, you hear a blunt phrase for

A B.C. Supreme Court has awarded the Norman Neeld family of West Vancouver \$750 damages for being libelled by *CKNW* sports broadcaster Al Davidson. However, the family, which includes blind-in-one-eye pro hockey-playing son Greg, will have to pay costs of the five-day trial.

Davidson's 1973 broadcast said the Neeld parents "won't go down in any popularity contests with the fellow parents around any hockey rinks in this area. To say most of them hate the Neeld's guts would be an understatement . . ."

While admitting that this was libelous, defence lawyer Barry Kirkham argued before Mr. Justice J. C. Bouck that the Neeld's obsession with their four sons' hockey success caused them to forget about sportsmanship and become "destructive with respect to minor hockey with very bad effects to themselves, to the children, to everyone who's come in contact with them."

In 1972 the family was expelled from the North Shore Winter Club for interference with

this expropriation; it is called 'star-fucking.'

"In our post-industrial society, then, we no longer need public figures to revere or to emulate. Instead, they are there, as temporarily interesting equals, to entertain us. It is the boredom of leisure times, rather than the boredom of the assembly line or the farm, that must be assuaged."

So artists, scientists, politicians, even daughters of long-dead politicians, become celebrities. Diamond says public figures are "presented to the public emptied of complexity, inevitably trivialized by the show business imperatives of the thousand-word feature article, the ten-minute talk show appearance." Erica Jong is a sexy poet and novelist. Leonard Bernstein, the sexy conductor, knows Jackie.

"What about literature, music, foreign policy?" Diamond continues. "To use the media's own deadly phrase: they are turn-offs. Boring. They make people switch channels, read the sports section, read *People*. Get off the readers' back."

At time of writing, Henry Kissinger still had his celebrity status, was still married to tall Nancy. And, oh yes, he's still the U.S. Secretary of State. As such he plays a major role in boring things like keeping armies apart and hydrogen bombs defused. — Ray Bendall.

the club's coaches and managers, interference which included much abusive profanity from the lips of Jean Neeld, the mother. The defense argued there was not much good reputation to hurt and damages should be limited to one dollar.

While assessing the \$750 against Davidson and co-defendant **Western Broadcasting Co. Ltd.** (owners of *CKNW*), Mr. Justice Bouck noted that "co-operation, the concept of give and take, are not part of their (the Neeld's) make-up."

Norman Neeld told *The Vancouver Sun* (Dec. 16) that the \$750 would be donated to the Toronto General Hospital Eye Bank.

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**Doug Sagi**, West Coast writer for *The Canadian* magazine a few years ago, recently became a reporter for *The Vancouver Sun*.

## MAGAZINES

Approved for admission to membership in the **Canadian Periodical Publishers' Association** at a CPPA board meeting in Toronto Jan. 10 were the largest circulation magazine in Canada and one that if not the smallest in size, is at least in the running for that distinction.

*Homemaker's Magazine*, delivered free to 1,450,000 homes in Canada's 31 largest cities, gets one vote in CPPA as does *Vancouver's 3c PULP*, whose nameplate is printed in red on each copy each issue with a large rubber stamp.

*Homemaker's* brother publication, *Quest*, was also admitted, bringing membership in the association of Canadian-owned and -controlled magazines to 122. CPPA was founded in 1973 by 10 periodicals.

As CPPA president **Denis Smith** quipped: "We've just been joined by Canada's cheapest and second-cheapest magazines."

**Paul Stuewe**, in his excellent Small Magazines column in *Quill & Quire*, noted *3c PULP* runs four to six pages of poetry and prose twice a month as well as "a running commentary on the adventures" of its publishers who recently wrote Songs of the New Depression. They all work for a living and run the magazine as an adjunct to a well-organized book publishing house.



CPPA is currently distributing 70,000 copies of the 20-page process-color version of its successful promotion catalogue, *The Great Canadian Magazines Magazine*. As a result of a segment of the Judy morning show on CBC national radio on CPPA, more than 400 requests for the catalogue were received.

## MISCELLANY

**Leonard Shifrin** recently left his executive director's post at the **National Council of Welfare** to begin syndicating a weekly column on social policy to 10 major Canadian dailies.

The headline on our review of *Radio's First Voice* (Issue #58) incorrectly stated the **first transmission of radio** as we know it was 69 years ago. The first voice transmission was actually on **Dec. 23, 1900**.

On that day, **Reginald Aubrey Fessenden** spoke from Cobb Island, near Arlington, Va., to an assistant a mile distant, over a crude apparatus powered by a steam-engine generator.

It was in 1906 that Fessenden made the first trans-Atlantic wireless voice transmission and on Dec. 21 of that year that he broadcast the first radio program.

We carried the review of *Radio's First Voice* because Fessenden, curiously relegated to near-oblivion by his own countrymen was — to use the words of a headline in the December 1972 issue of *Reader's Digest* — "Canada's Most Extraordinary Inventor." Fessenden's more than 500 inventions included the forerunner of sonar, the electric gyroscope and the turbo-electric drive.

After our article was published, another example of the perpetuation of the myth of Marconi at the expense of Fessenden appeared, in the Dec. 13 *Canadian* magazine. On the first page of a four-page picture spread titled "When Sound Was Golden and Radio Turned Us All on," was a picture of the structure atop Signal Hill in St. John's, Nfld. The cutline read: "Above, Marconi prepares to receive the first trans-Atlantic wireless transmission . . ."

Technically correct (Marconi was the chief pioneer of **Morse wireless**) the pic and cutline in the context would give 999 of 1,000 readers the impression Marconi invented radio as we know it.

The pictures in the spread are all taken from the new book, *A Pictorial History of Radio in Canada*. The book makes clear at the outset that *Fessenden* invented radio!

Ironically, *The Canadian* in an earlier "You Asked Us" column, wrote a long (18 col. ins.) reply to a reader who wrote: "Please tell me about Reginald Fessenden, one of Canada's greatest inventors."

*The Canadian's* answer began: "It's too bad that most Canadians, on hearing his name, would say 'Who?'"

*The Canadian* giveth, and *The Canadian* taketh away.

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*The Canadian Jewish News* (circulation 27,000) captured three of the eight **Smolar Awards** for excellence in North American Jewish journalism, awarded in November at Miami Beach. The *CJN* winners were columnist **Joe Salsberg**, 72, associate editor **Lewis Levendel**, 32, and reporter **Sheldon Kirshner**, 29. The awards are named for **Boris Smolar**, the editor-in-chief emeritus of the *Jewish Telegraphic Agency*.

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Daytime fare on the private radio stations is not good enough, **Charles Oberdorf** concluded in the October *Homemaker's Magazine*. With research assistance, he surveyed nine top listenership Canadian radio shows — both the open-line and "wallpaper" variety. Because Winnipeg's **Peter Warren [CJOB]** is a hard and fast male chauvinist — and apparently proud of it — he "can't be taken as seriously as he should be in other facets of his journalism," Oberdorf wrote. The article

described *CJOB's* **George McCloy** as a "crashing bore" and Toronto's **Earl Warren [CFRB]** as "not a personality."

Others fared a little better. Montreal's **Andy Barry [CIAD]** and Vancouver's **Jack Webster [CJOR]** received a "good" rating.

Oberdorf pointed out that program quality is affected by staff and production budget limits, but "it took a station manager to hire your favorite bland bore . . . Some station executive decided that this was the fellow to represent his station, his community, his advertisers . . . Radio is a big boy now. It should start acting like one. If the advertisers won't ask for more for their money, the listeners must do it for them."

**Sidebar:** Jack Webster, while defending open-line broadcasting in the above-mentioned article, offered to enlighten readers about B.C. newspapers: "We (open-liners) tell people what's happening in this benighted province. They'll get a better idea from us than from long-haired hippie reporters five minutes out of their tree. That's what you get in the newspapers out here, you know. That's who's writing them."

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**Thomson Newspapers** is about to establish a weekly column of **book reviews**, using outside reviewers. **Vincent Egan**, Thomson's

## 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.

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## Temporary Position Toronto Area

**REQUIRED IMMEDIATELY:** Co-editor for *Content*, to mid-May. Full- or part-time, depending on capabilities and circumstances. At least some experience in journalism a definite asset. Must be strong on English, editing, proof-reading, etc. Miscellaneous other duties normal to small magazine operation. Phone 920-6699; if busy, 920-7733, day or evening.

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## Lifeline

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

## 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 AD INFINITUM)

business and consumer affairs analyst, is coordinating.

**Stu MacLeod**, a political reporter in Ottawa since 1961, was planning to leave *CP* in January for **Thomson Newspapers** to write a five-times-a-week column.

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Bouncing back after a year of near-obscure, **Press Club Canada** elected a new executive at its autumn annual meeting in **Calgary**. For the first time the umbrella organization has three regional vice-presidents — **Bill Foster** (Saint John, N.B.), **Pat Currie** (London, Ont.) and **Ruth Warick** (Regina). The new PCC president is **Bob Weber** of *The London Free Press*. Secretary-treasurer is **Bob Wyatt**, *Edmonton Journal*.

In an effort to improve communication among press clubs, Wyatt intends to put out the newsletter *Interclub* once a month.

PCC's newest member is **Press Club North** — about 40 media-types based in Yellowknife, N.W.T.

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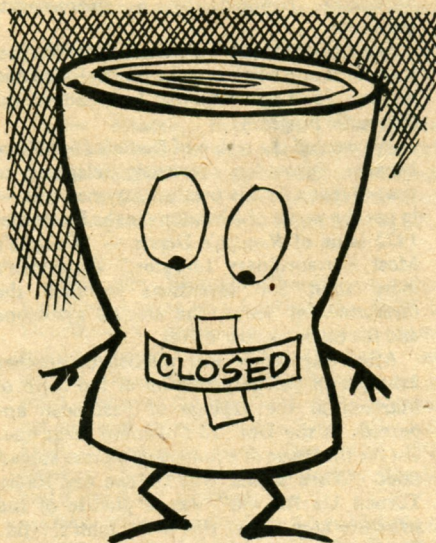
The **Canadian Daily Newspaper Publishers' Association** will hold two seminars for daily press people this year in **Montreal**. The first, in early April, will be bilingual and deal with **media law in Quebec**. The second, just prior to the Olympics in July, will be for sports writers and editors.

**Dick MacDonald**, supervisor of CDNPA's editorial services, says a monthly seminar somewhere in the country is the goal. Preparations are underway for one in B.C. in March and another on the Prairies in February or March. Topics are not yet decided. Other seminars were held late last year in Saint John, N.B. (business and labor reporting) and London, Ont. (libel law, graphics presentation and city desk organization). For more information about coming seminars write: **CDNPA, 250 Bloor St. E., Toronto, Ont. M4W 1E7**.

MacDonald hopes to eventually increase the frequency of the *CDNPA-CMEC Bulletin* from monthly to twice-a-month, and perhaps change its mimeographed, newsletter format.

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Entry forms for the **Royal Bank-Toronto Press Club** national business writing awards, announced in an advertisement in *Content* #58, should be sent to the Toronto Press Club, 73 Richmond St. W., Toronto. **Deadline is Feb. 2**.



By issuing the **Prevention of Publication of Objectionable Matter Ordinance**, India's government has made permanent the press censorship established during last summer's state of emergency. Stories deemed to "defame" the prime minister, the president, cabinet ministers or state governors can bring fines and prison terms. The new regulations also limit parliamentary reporting, abolish the Press Council, etc., etc. Thanks a lot, Indira.

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Officials of *Canadian Press* and the **Canadian Wire Service Guild**, recently certified to represent *CP* and *Broadcast News* employees, met Dec. 15 to begin the touchy business of working out a first contract. Both sides agreed not to make any public statements about the progress of negotiations during the initial stages and scheduled a second round of talks for Jan. 29-30.

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Representatives of the **Media Club of Canada**, **Outdoor Writers of Canada**, the **Writer's Union of Canada**, the **Canadian Authors Association**, the **Canadian Freelance Writers Association**, the **Playwright's Co-op** and the **League of Canadian Poets** were scheduled to meet in late January at the **Toronto Press Club** to discuss common problems and possible solutions. Media Club president **Doreen Fawcett** says they're looking for "trails we can travel together" to combine overlapping services and cut costs. An earlier

meeting discovered pay rates, royalties and contracts as a common problem area. Fawcett says the participants, representing more than 2,000 Canadian writers, will consider establishment of an umbrella organization. Some of the costs of the meeting will be borne by the **Canadian Conference for the Arts**.

## OBITUARIES

**Clarence Charters**, former Brampton, Ont. newspaper publisher and managing director of the **Canadian Weekly Newspapers Association**, died recently. He was 83.

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*The Scottish Daily News*, Britain's first newspaper run by a **Workers' co-operative**, ceased publication Nov. 8. It was six months old. The brief life of *The News* was always financially troubled, despite cash injections from its workers, the government and socialist millionaire Robert Maxwell. In August, the paper was re-launched as a tabloid and circulation improved. In the end, however, losses were piling up at \$40,000 per week. It leaves 500 worker-owners and 160,000 readers.

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**Myrtle Patton**, former women's editor of *The Winnipeg Tribune*, died Dec. 11 after a long illness. Her late husband, Randolph, had been a *Tribune* associate editor.

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Journalist **William D. Stovel**, who was everything from an award-winning editor of the weekly *Wetaskiwin* (Alta.) *Times* to a correspondent for *Time* magazine during his long career, died in Victoria on New Year's Day. He was 75.

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**Frank Penn**, television columnist with *The Ottawa Citizen* for 10 years, died in hospital Nov. 21. He had been with *The Citizen* for 25 years, starting in the advertising department. He was 54.

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**E. R. (Ted) McCall**, former managing editor of *The Toronto Telegram*, died early in November. He was 74. McCall worked for newspapers in North Bay, Brantford, London and Chatham before joining *The Telegram* in the early 1930s. He retired in 1960 after suffering two heart attacks.

For several years, until the end of the Second World War, McCall wrote stories for three syndicated comic strips, including *Men of the Mounted*. He is survived by his wife, Elsie.

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**Harold E. Poitras**, a reporter and editor at the *Montreal Star* for nearly fifty years, died Jan. 4. He was 71. Poitras had been one of the city's best known court reporters and was labor editor before his retirement six years ago.

## MAILING LABEL