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Canada's National
News Media Magazine

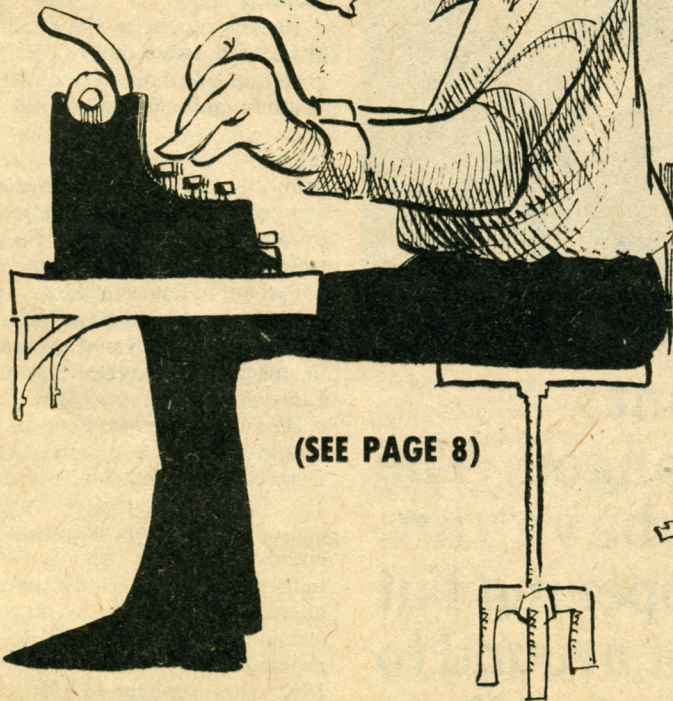
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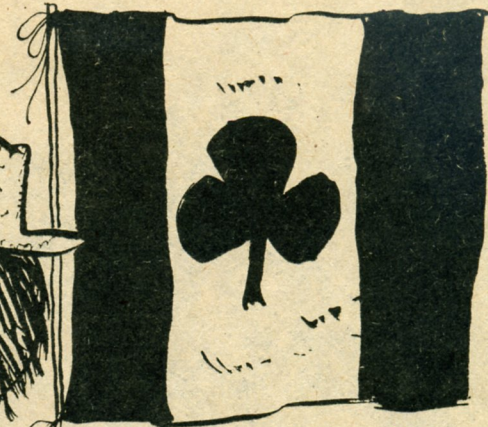
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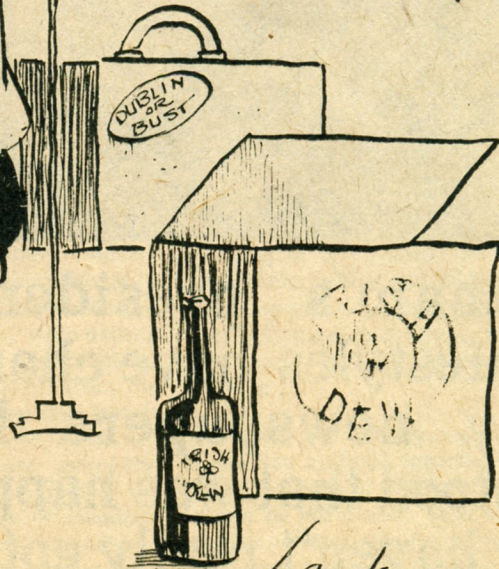
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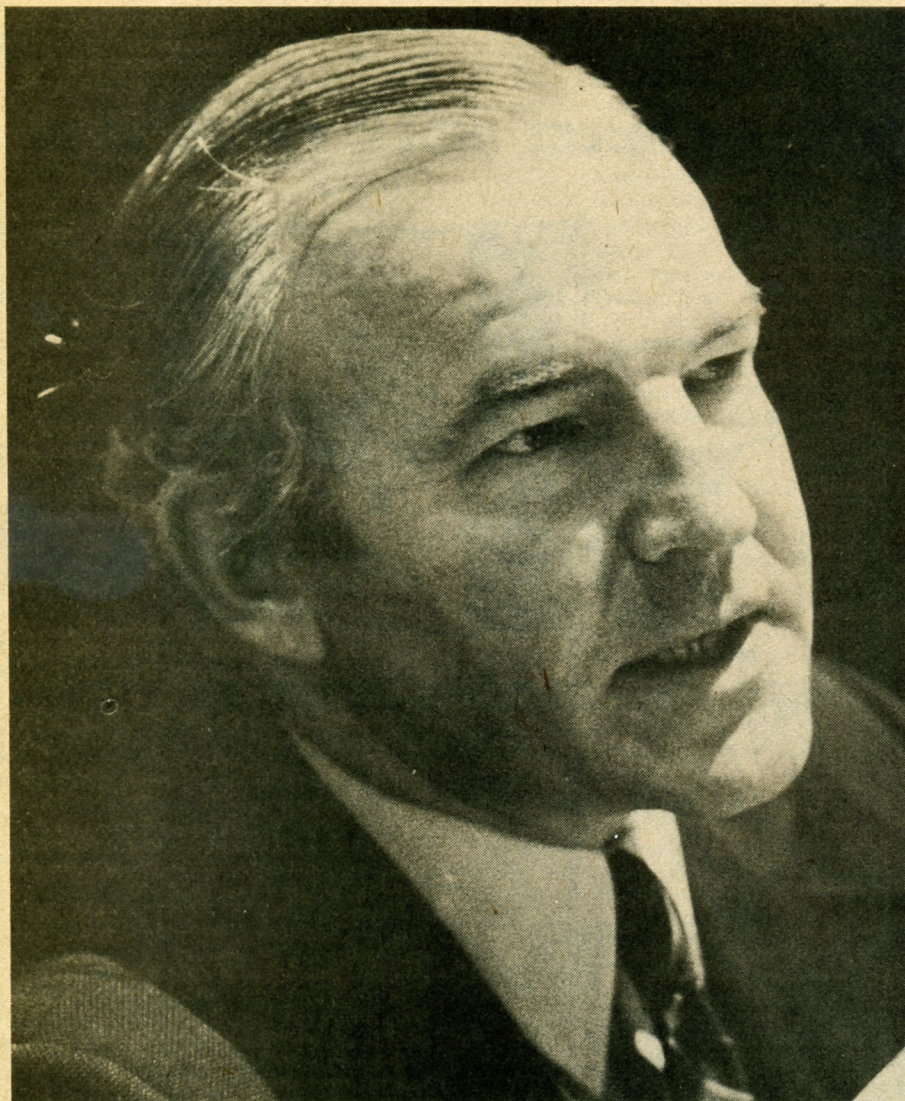


Lawkes
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**WELCOME CANADA'S COMMUNITY NEWSPAPER
PUBLISHERS ALL OF YOU! PAGE 7**

IN CONVERSATION WITH GORDON FISHER

By BARRIE ZWICKER



Southam's president:
"... lifestyles have changed. The daily newspapers have understood that was happening but they haven't really got around to analysing the total implications . . . and having that appear as a difference in the product."

There is a geological stability about the sea and a family stability about Southam Press, whose origins go back to 1877. It is therefore appropriate that Southam president Gordon N. Fisher, great grandson of the founder of the company, should be a yachtsman.

Photographs of ships and sailing men are dominant on the walls of his uncluttered office on the eighth floor of the Confederation Life building on Bloor Street East in Toronto. A profile in *The Windsor Star* by reporter Bill Shields noted that Fisher, as co-owner and co-helmsman of *The Manitou*, successfully defended The Canada's Cup off Toronto in 1969 and was skipper in '72 when Canada lost to the Americans. The term "ebbs and flows" tends to recur in Fisher's conversation. As befits a blueblooded member of the Canadian establishment, he is efficiently confident on the bridge of the huge corporation. Although he represents Old Money, he does not take success for granted. He maintains a sensitive hand on the wheel, making it his business to sense shifts in the currents of communications, and there are many.

He was moved to the Southam helm last March, succeeding St. Clair Balfour, grandson of company founder William Southam and a Second World War navy man.

Unlike St. Clair, who came up primarily through the editorial side (at one point St. Clair was publisher of *The Spectator* in Hamilton), Fisher is by training a mechanical engineer. He did not set out to follow the family tradition.

Fisher graduated from Trinity College School as head boy and earned a degree in mechanical engineering at McGill University in his home-town of Montreal.

He worked for the Federal Electrical Manufacturing Company and Sperry Gyroscope Limited, both subsidiaries of U.S. firms. After eight years and at the age of 28, he found he "wasn't all that enthusiastic about helping manufacture military supplies." At this time Southam offered him a job as an executive assistant. That was 1958. He was promoted to assistant to the president in 1962, vice-president in 1965, a director in 1967, vice-president and managing director in 1969.

The company Fisher heads employed 6,930 people in 1974. The payroll was \$81,838,978. Southam bought almost \$50-million worth of paper for its 14 dailies and 78 periodicals. Its total daily newspaper circulation as of September 1975, was 1,043,233; the circulation of

its periodicals more than 566,000.

Southam's revenue from operations in 1974 was \$222-million, up 21 per cent from the previous year. Cost of operations was \$193-million, up 23.5 per cent. Final operating profit was \$20-million or \$1.61 a share, up from \$18.6-million or \$1.49 a share the previous year.

Southam is one of the biggest concentrations of press ownership anywhere. Most would agree with Senator Keith Davey's recent assessment that the trend toward concentration is unlikely to be reversed. Consequently it becomes more important than ever to know something of the captains of the ships on which journalists are crew.

What follows is an edited version of a two-hour conversation tape-recorded Dec. 11, 1975.

Content: The whole country is shy on internal communications for a variety of reasons. Our television is mainly foreign culture television, our periodical industry the weakest in the world, and so on. The newspapers in Canada are therefore so much more important —

Fisher: And so much better. You know if you compare Canadian newspapers and their performance in covering the country to their equivalent American or British or European newspapers, I think they stack up very well. Even Keith Davey came to the conclusion, although he didn't trumpet it very loudly, that the Canadian press . . . was doing a relatively better job for Canada than the indigenous press anywhere else in the world . . . You and I might tend to disagree on the extent to which . . . our cultural heritage is established from outside. It seems to me that if there's a trend in the world it's McLuhan's global village. Surely that implies a terribly important need for people within any nation state to be subjected to ever more input from outside.

Is it possible that Canada is the most fortunate country in the world because its circumstances of geography and population and economy . . . have created a situation where in spite of ourselves, we can never get away from the rest of the world?

Content: I think you may have misinterpreted McLuhan's global village.

Fisher: I wasn't trying to interpret it. I was simply pointing out that one of the things McLuhan said was that the world's a smaller place.

It's a smaller place in terms of the inter-relationships of economy, in terms of people's ability to fly very rapidly or to switch on the tube very rapidly and get a message of one kind or another from what's going on elsewhere. I'm not arguing that Canadians shouldn't be subjected to Canadian views of what's going on elsewhere, but I find it extraordinarily difficult to worry about



Canadian nationals being brainwashed by foreigners in a way that would end up being wholly detrimental to the Canadian social fabric.

Content: It's not a matter of being "brainwashed," which (implies a sinister plot). It's that what Canadians receive *isn't* an international input. It's the input of mainly one culture. If it was really an international input I for one would shout Hurrah . . .

Fisher: Last spring there was a conference at the National Arts Centre (on the arts and the media). It seemed to me that if there was any one point made there it was that Canadian culture and Canadian cultural institutions couldn't survive without sympathetic coverage in Canadian media and that they needed a greater coverage than they were getting — this was the burden of the complaint of the people who were there from the cultural institutions. Having said that, it didn't seem to them to be at all inconsistent to then go on and record the tremendous growth of cultural institutions in Canada and the tremendous growth in interest in them by Canadians. It didn't strike them as inconsistent that, having said that this couldn't happen without a sympathetic media and that the media had been unsympathetic, it had in fact happened . . .

Canadians are more conscious of Canada . . . at exactly the same time of the advent of television, the advent of an increased number of American and other periodical publications . . . there's a

completely inconsistent relationship there.

Content: It's only an apparent inconsistency. The admittedly large growth in ballet and all these kinds of arts isn't as great as it seems because it started off from such a small base. It's very easy to grow fast when you start excessively tiny . . . A second flaw in what you say, I think, is that it doesn't take into account how much more healthy the Canadian culture might be today had the Canadian media been doing a better job. And finally, how appropriate is it to make a big thing of the growth of Canadian arts and culture when the vast bulk of TV viewing in this country is of American programs, when our book industry is increasingly foreign-dominated, when our periodicals industry is the weakest in the world, our movies overwhelmingly foreign . . .

Fisher: I'm not arguing that the total Canadian cultural experience is as rich or as complete or as broadly enjoyed as it might be but in fact, what was tabled at that conference was the claim of the elite who were being a little bitchy . . . It's absolutely clear that a much larger per cent of Canadians now feel like Canadians as opposed to feeling as members of the British empire or some European culture . . . As a young person getting out of school during the time of the war I felt . . . that Canada was in the war the day that Great Britain declared war . . .

At that time Canada was divided into

Hugh MacLennan's *Two Solitudes* . . . We were part of the British Empire, we weren't a country separate, we were a little bit of red on the map in North America. And that's changed a whole, whole lot and my kids don't think that same way about it . . . They don't think of themselves as American or British, they think of themselves as Canadians, and that implies a whole lot. So, the result of that observation, in my mind, is not to defend the Canadian press as doing anything like a good enough job, but nor is it to accept too readily that Canada is suffering a whole lot from cultural domination.

Content: Do you think the passage of Bill C-58 would help Canadian periodicals?

Fisher: I frankly don't think that it's anything like as important an issue as it's being made to sound . . . Legislation should be consistently applied, so on that point I'm sympathetic to the government saying "We really have to treat those publications like every other publication." Having done that I'm not at all certain that the way the government is going about it is at all acceptable in the larger Canadian context. I don't really think that it's going to make a goddamn bit of difference in terms of Canadians' attitudes to Canada.

No doubt Keith Davey argues that the virtues of getting rid of *Time* and *Reader's Digest* are worth taking a few risks. One of those risks is the loss of jobs for people who were involved in those processes. One of the risks is a willingness to tinker with content regulations . . .

Maybe I'm being unfair to Davey, he's not the only person who argues that way, he's just been the principal spokesman. He feels so strongly about one objective that he's prepared to risk some other things. I disagree. I think that some of the risks that are being taken are perhaps potentially more dangerous than the problem they're being instituted to

cure. It becomes a question of philosophical belief. I don't know that there's a right and wrong to it.

Content: Isn't the point that removing a section which as you agree is obviously unfair will restore the original intent of the legislation which is to give Canadian magazines a fair chance at last?

Fisher: One of the great success stories in North America is a magazine called *Yachting*. Canadians read *Yachting* and it's an American publication. You ask, I guess, what are the chances of a Canadian publisher mounting a Canadian yachting magazine in competition? I think indeed they're very small, but I'm not sure that it matters a damn. I suppose it would be nice, in a general way, if we had a large enough economy that there could come into existence Canadian magazines that might be able to compete with the American, but it seems to me an inevitable by-product of our geographic proximity that in an area like yachting where nobody worries about a border . . . In that specific area, and I'm using it as an example of some other areas, Canadians enjoy, both readers and advertisers, better publications because of our proximity to the States . . .

What is the virtue for a Canadian reader in reading a second-class Canadian specialist magazine rather than a first-class U.S. one?

Content: It wouldn't have to be second-class though. That's an assumption that I don't think holds up. For instance, *Content* isn't second-class just the *Columbia Journalism Review*. It's just different.

Fisher: I draw a clear distinction between special-interest non-political publications, into which category *Model Railroading* and *Yachting* fit. They're not dealing with cultural experience by and large. They're not dealing with anything, except —

Content: They are: . . . The

American model railroading magazines don't deal with Canadian Pacific or the Grand Trunk. Canadian Railroad history is left out and Canada has a fantastic railroad history. It does matter.

Fisher: It matters I suppose if you go so far as to put a great weight on the need for somebody who's interested in model railroading to read about or be able to buy a model train that has "Grand Trunk" on the side of it rather than "Pennsylvania." My instinct tells me that that's drawing a long bow.

Content: Take a shorter one. The *Bluenose*. A tragedy what happened to that ship. It should be in a museum today . . . Possibly there'd be a greater chance that the *Bluenose* wouldn't be at the bottom of some Caribbean bay or wherever it is if Canadians had somehow been better informed all along of their maritime history, perhaps through a Canadian yachting publication. I'm not diminishing the difficulties of maintaining a separate culture or the costs of it. But I . . . would say it does matter.

Content: What are the differences between your presidency and St. Clair Balfour's?

Fisher: Well of course there are some differences. Look, Clair Balfour and I are not the same person, so there are going to be differences in style . . . Clair's history in the company started when he was very young through journalistic experience and . . . then broadened out and he moved to the company's head office from the position as publisher of *The Spectator*. That background is quite different from (mine) . . . But in terms of the company's philosophy, those policies that have guided the company, there has never been . . . a major shift in emphasis . . . It's never been argued in the company within my hearing that the autonomy and independence and emphasis on the editorial and publishing area . . . should change. If you're

content

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

Editor and Publisher: Barrie Zwicker

Co-editor: Larry Fenwick

Contributing Editors:

Prairies—Dennis Gruending

West Coast — Ben Metcalfe

Circulation Manager: Norah Zwicker

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asking is it my management style to have a more direct influence over what appears in the papers than any previous president of the company, no. I believe absolutely in the philosophy that's guided the company. I believe absolutely in the editorial independence and autonomy of each individual paper. I believe absolutely in the company policies that prevent all senior executives from getting into positions of potential conflict of interest that might inhibit or prevent free and open discussion of all issues in the columns of our papers.

Content: Which direction . . . do newspapers have to go in in order to compete and remain competitive? The situation doesn't look all that good.

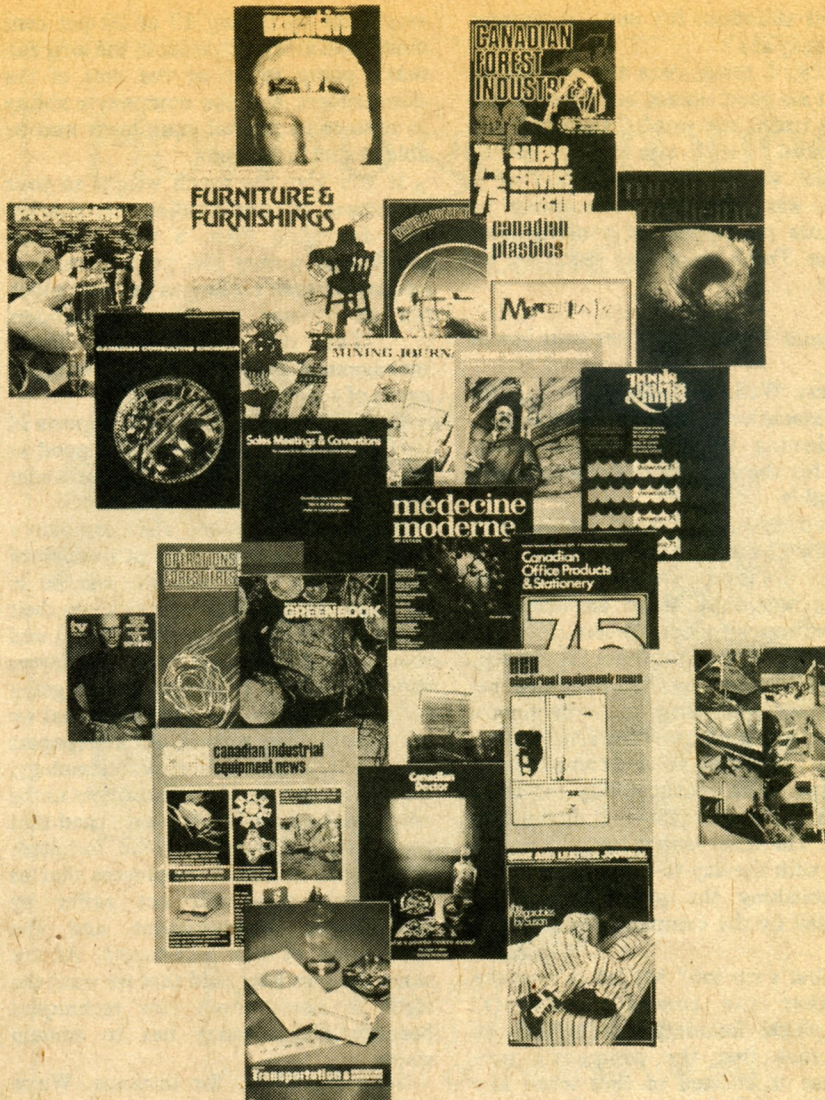
Fisher: Why do you say that? The situation doesn't look all that bad to me.

Content: *The Toronto Star*, Monday to Friday is just holding if not dropping. There's been an absolute 2.4 per cent drop in U.S. daily newspaper circulation. The omens aren't good . . . I'm wondering what you're planning to do to try to be in the vanguard of solving these problems or turning the problems into opportunities.

Fisher: If the problem you are talking about is specifically declining penetration by daily newspapers in the markets that they serve, then that situation requires a very careful analysis and we undertook that process some time ago. That analysis seemed to reveal no one overpoweringly strong thing. A variety of different causes do it. Let's mention a few — I don't know that we know all of them. Obviously, the aging of an electronic generation, that is, a generation that's been brought up with ever more broadcast communications in the form of television and radio, has had some influence.

Part of it is that lifestyles have changed. There are more young people getting married and living in apartments, slightly less committed to job hunting, job holding, family building, than they used to be. The younger generation appears to be more flexible. The daily newspapers have understood that that was happening but they haven't really got around to analysing the total implications of that and having that appear as a difference in the product. But I think we're catching on to that. In fact, the Southam circulation growth in 1975 looks as though, in the absence of some major industrial dispute, the basic trend is really back on previous patterns.

You must remember too that one of the major causes recently has been fantastic increases in newsprint costs . . . The result of that increase has been several things. Publishers have voluntarily, by policy decision, intentionally given up some fringe circulation that used a lot of newsprint but was not as productive for advertisers. Also the need



to increase circulation prices very rapidly in the face of very rapid increases in newsprint costs. What the balance of these factors is is very difficult to say precisely. They're all things that ebb and flow.

We are experimenting in Winnipeg with a completely redesigned product, with a different marketing approach, partly to see what sort of a response one can get from doing something a little differently. All I'm prepared to say at this time about Winnipeg is that the results have been remarkably encouraging. To the extent that we learn any lessons in Winnipeg, I think there are lessons we are capable of understanding and analysing and applying elsewhere if the circumstances seem to be the same. That's not to say we're going to do exactly what we did in Winnipeg elsewhere . . .

We don't see uncontrollable trends existing that are going to lead to the rapid disappearance of daily newspapers.

. . . It may be as other types of communications come into existence — a Canadian news magazine, for instance, that's really successful — this will have

an impact on newspapers and will supply some of people's information diet . . .

The better the coverage of hard news facts is from other sources, then it does seem to me the greater the opportunity there is for newspapers to supply the background sort of information. A little more analysis . . . a little more emphasis on those kinds of information other media don't supply . . . In the final analysis, daily newspapers will survive if they can identify their market and serve it well.

Content: Did *The Winnipeg Tribune* consider going tabloid?

Fisher: The idea of a tabloid was very specifically considered for the *Tribune* and there were deemed to be several very strong arguments against it. First, a tabloid is a one-section newspaper by definition. You can put a tabloid into a broadsheet as a section, but if you're basically a tabloid newspaper, you're a one-section newspaper. Question: Is that what the *Trib* wanted?

Second, whereas the *Toronto Sun* is a morning newspaper in a metropolitan marketplace with very advanced commuter delivery services . . . in Winnipeg we were dealing with a quite

different situation. It's not a commuter community at all.

Finally, I think, was the realization that for no good reason but nevertheless it's the truth, the word ("tabloid"), (is associated with) the lower socio-economic scale. The implication of a tabloid was that you were going to downscale the appeal of a newspaper. But the *Trib's* audience tends to be upscale. . . .

Content: What do you see your job as being?

Fisher: Well, hell, Barrie . . . The chief executive's job is maintaining, strengthening the philosophical foundation for the institution for which he's responsible.

I suppose the most important decisions I would make in terms of a specific decision between alternate courses, would be those decisions involved in appointing publishers.

I don't think that Southam Press could argue as a company that it has no influence over what appears in its papers for two very good reasons. One is that whether I like it or not the company has to accept some responsibility for what appears in its products — that can't be denied. The other is that the people who end up with the day-to-day responsibility for publishing the paper are people appointed by the company's head office

So what's my job? My job is to make sure that the company's beliefs, philosophical foundation is upheld, to make sure that the company's performance is audited so that when any signs of weakness appear that those are studied . . . and action is taken. To make sure that we always have a supply of well-trained and competent people for important jobs in the company.

In the longer range, to make sure our position in the marketplace is valid and continuing. If there's a possibility that, sometime in the unforeseeable future, daily newspapers as a mass medium are going to be relatively less important, then it's part of my job to foresee that and consider alternative ways of communicating with our customers, alternative ways of serving advertisers who look to us for the service we provide them.

I suppose in a way you could say the job of the chief executive, which is shared with all the key people in the company, but principally the role of the chief executive, is to develop an appropriate relationship of corporate performance so the claims of employees, customers and shareholders end up in some sort of balance that is acceptable to them all.

If you maximize profits in the short run, that's going to be at the expense of either your employees or your customers and in the long run is very dangerous.

If you maximize the interests of the

employees by paying 10 or 20 per cent more than everybody else, in the long run that's going to be at the cost of the shareholders and the company's ability to replace its capital equipment and be able to stay in business.

If you give too much weight to your customers by underselling the market and delivering them a very high-cost product at a very low price then your employees aren't going to get very much out of it, nor are the shareholders The job of Southam Press management is to meet the three-legged needs of a stool

Content: You've had some reports of profits recently that weren't as good as they've historically been. Are you under any pressure from shareholders?

Fisher: This year, the company's performance is a reflection of a variety of things. Specifically, we have wanted to maintain our employees' position in their communities. We have not expected and never suggested that our employees should suffer as a result of what's going on in the business. To the extent that we are re-equipping some of our newspapers with new plants and new technology, we've given job security guarantees to the employees who might be concerned that their jobs were going to be forfeited. We've said to all our employees that as individuals they will not suffer by technological improvement and the application of new techniques. At the same time we have said that we want the right to apply those new techniques because the industry has to remain viable.

Take Hamilton, for instance. We're building a great, bloody big new factory. In the short run, we're publishing *The Spectator* out of one plant. We're building a second plant and have to incur all the costs (including) interest on the capital We won't begin to get any savings until sometime after we move into that plant, when the more efficient operation will enable us to work with a slightly smaller work force In the short run we bear all the extra costs, the employees are not suffering, and they've got guarantees. There's no way you can meet that kind of commitment to your employees without, in the short run, the shareholders getting something slightly less out of the business.

But the shareholders have done very well and I don't know of any shareholder who's complaining, who's arguing that we shouldn't be doing that

Of course we have a responsibility to our shareholders but sometimes you can only meet your responsibility to your employees in the long run by also meeting your responsibility to your shareholders. The need for Southam to make a profit is not just so it can be distributed to the shareholders. Government immediately takes half of it or more than half of it. Of what's left, which is theoretically the shareholders', they get less than half of that because the rest of it is reinvested in the company.

That reinvestment results in an increase in the capital assets that are being used by our employees so that the number of shareholders' dollars invested per employee is going up. It's a result of that increased investment per employee that the wage per employee can go up. If there was no profit, there would be no investment, there would be no jobs. It's really that simple. Why the labor movement in Canada, or NDP people can't see that simple relationship . . . well, of course this is the businessman in me talking — it's so simple, it's so obvious, that everybody's suspicious of it.

Content: There have been excessive profits made by some corporations, have there not?

Fisher: People have got to the point where they equate profit with excess profit. There's no distinction any more between the two. But in fact there has to be a very real distinction.

Canada hasn't for a long time put profit ahead of people Profits can only be defended to the extent that they serve the interests of the people. They're not in conflict except that a lot of people don't understand profit or what it exists for and don't accept that it serves their interests.

Content: I agree profits will exist in any economic system but I don't agree they always serve people nor that people don't ever understand profit. I think you're speaking for the . . . most socially responsible element in the business community.

Fisher: Well if that's the case I'm not prepared to try and speak for anybody else.

Content: Is Southam interested in acquiring more papers?

Fisher: If there was a newspaper for sale in the Maritimes, we would look at it with great interest.

Content: Have you had any discussions down East?

Fisher: We're not out in the market encouraging people to sell newspapers. We've said: "If you come to us, we'll make you an offer." Almost every one of our purchases has been the result of someone coming to us.

**CONTROLLED CIRCULATION
TO COMMUNITY PRESS
BOOSTS CONTENT CIRC.
BY 24 PER CENT**

Starting with this issue, *Content* will be distributed each month to every publisher member of the Canadian Community Newspapers Association (CCNA).

This magazine will be an insert in the CCNA's monthly publication, *The Canadian Community Publisher*. Normally, the 530 CCNA members will receive two copies of *Content*, one in each of the two copies of *The Publisher* they get.

They will be encouraged to pass around both copies of both publications among their staffs. Average staff size of a Canadian community paper has reached 12.

Single copies of *Content* will go to an additional 120 persons on the CCNA



mailing list, including 70 honorary life and sustaining members of the association.

The innovation, which will increase *Content*'s circulation by 1,200 or 24 per cent to nearly 6,200, was the idea of David Jonah, the CCNA's new executive director.

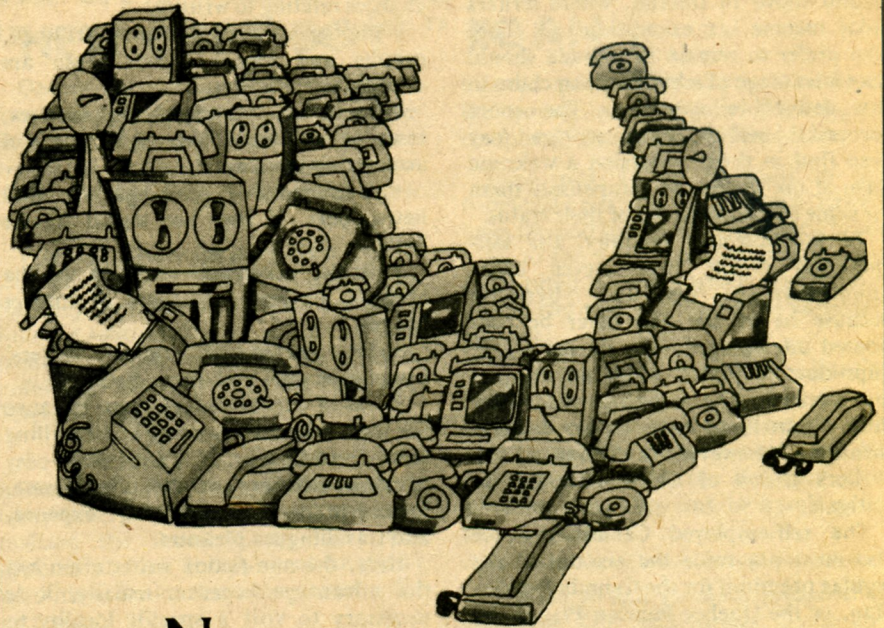
A story on the appointment of Jonah and CCNA's new manager, Dorry Gould, appears elsewhere in this issue. This is a coincidence, as the Jonah-Gould story was in type and pasted up for our last issue but along with several other pieces had to give way to material with a more pressing time element.

"For some time now," Jonah says, "I have been considering ways to make *The Publisher*'s content reflect the development of the identity and ethics of the community journalist. But I realized that to do so I would only be duplicating much of *Content*'s accomplishment.

"A newspaper, or any news medium, needs to be both profitable and high in its ethical standards and journalistic content. So *The Publisher* will try to produce ideas which will show up in the profit column, while *Content* will offer the necessary balance in terms of journalistic stimulation and professionalism."

Jonah was a delegate to the original Media 71 conference in Ottawa and a subscriber to *Content* from its inception.
— B.Z.

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USING CANADIAN TAX ADVANTAGES NEXT BEST THING TO MOVING TO IRELAND

By EILEEN GOODMAN

If anyone objects to paying income tax on earnings from writing, he or she should move to Ireland, where writers enjoy income tax exemption. All those who prefer to remain in Canada should take advantage of what they can claim in tax deductible expenses. The more successful self-employed writers may even find in their profession a welcome form of tax shelter, to compensate them for some of the inequities of their status.

To mention one inequity, the self-employed writer may never claim unemployment insurance benefits because he or she can never be considered unemployed, even during a long unproductive period when no cheques are received. The self-employed writer must contribute to Unemployment Insurance, however, a situation the Writers Union of Canada should investigate.

The self-employed Canadian writer also must pay twice the amount of the regular premium for the Canada Pension Plan, or the Quebec Pension Plan if the writer lives in Quebec.

Now for the good news. When a full-time, self-employed writer works outside his or her own home in a rented office, he or she becomes a business. Cash received is recorded as is cash expended, with the difference showing profit or loss. Included in the writer's deductible expenses are the monthly office rent, taxes, lighting, heating, repairs and maintenance.

If the writer works at home, the rent of a room set aside for writing is deductible. For example, if one room is used in a six-room apartment, one-sixth of the total rent may be claimed as well as one-sixth of such other expenses as taxes, lighting and heating.

Depreciation of equipment used by writers working at home can be written off according to a fixed yearly percentage set by the Income Tax Department. It works out to approximately 20 per cent a year over five years. Eligible are typewriters, tape recorders, cameras, electronic calculators and office furniture.

The following normally can be deducted as expenses by the writer for income tax purposes:

- Stationery, typewriter ribbons, postage, stencils, ink for mimeographs, carbon paper, pencils, pens, paperclips and rubber cement.

- Telephone expenses including long distance calls and telegraph and cable charges relating to writing.

- Photographs, photocopies, art work, graphs and charts, when these are charged to the writer.

- Secretarial and typing services, research assistance, copyright fees and accounting services.

- Subscriptions to magazines and newspapers, if they are useful to the writer.

- Books purchased to build up the author's library, regardless of subject matter.

- Fees for writers' courses, writers' association dues and union dues.

Areas of expense which seem to cause the most misunderstanding are travelling and entertainment. It is not always easy to distinguish between what is legitimate, income-producing travelling expense, and travelling for pleasure.

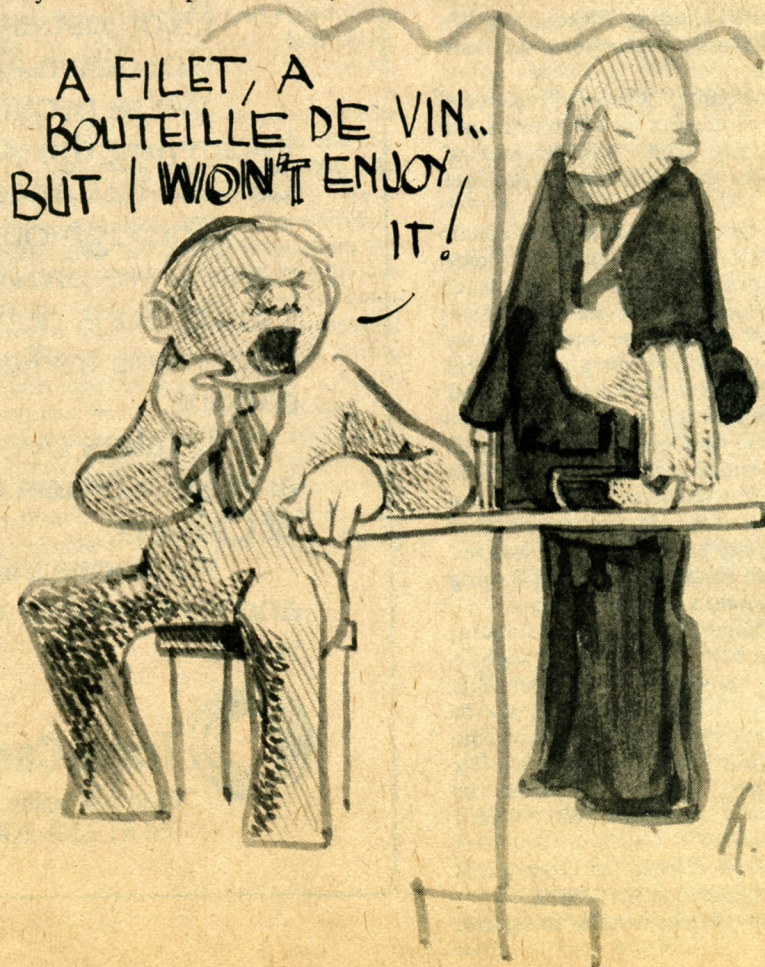
Here, the non-fiction writer often has the advantage because, usually, it is necessary to visit a specific locality to

write an article for which he or she has already received a firm commitment from an editor. If the editor does not reimburse the writer for travelling expenses, the writer may claim them as a tax deduction.

When the line between travelling for business and pleasure is hard to draw, a safe rule is for the writer to estimate expenses in a reasonable manner. Travelling expenses for an author visiting his or her publisher in another city are always deductible.

As for travelling by one's own car, if it is used only for writing, expenses include the cost of gas, oil, repairs, tires and depreciation which, for a new car, may be estimated at about 30 per cent for the first year. Pro-rate automobile expenses. If you travelled 15,000 miles in the year and 5,000 were on business, one-third of total expenses can be claimed.

No precise rule applies to entertainment other than that the



deductible portion is always related to the total of the writer's expenses and income. The writer may claim one-half of the expenses of entertaining a guest, if the cost of the entertainment is reasonable. A detailed record must be kept in a daily journal of the name of the person entertained, the business reason, the date, the time and the place.

The writer should keep a simple book of general entries, recording income from writing and deductible expenses with a number to show where the corresponding vouchers are filed. For five years, the self-employed person should keep account of all receipts, cancelled cheques, bills, contracts and income tax records. Although these items are not submitted with one's income tax forms, they, nevertheless, should be readily available if the Revenue Department wants to examine them.

The writer should also keep publisher's contracts, acceptance letters from editors authorizing assignments and tear sheets of published material. All this will be evidence that you are a *bona fide* writer. These papers may be requested for examination, at any time, to justify claims of deductible expenses.

Making income tax payments in quarterly instalments is obligatory when a self-employed person's writing income exceeds 25 per cent of his or her total income. While writing income probably

will vary from year to year, if quarterly tax payments are based on the previous year's income, there will be no interest charges imposed when earnings exceed the amount estimated.

In certain circumstances, taxes may be spread over more than one year on income earned from a published book. This is covered in Article 80 of the Act.

If you want to do this, apply for an

Election Form for Authors T2012, no later than April 30 of the year following the year the money was received.

Eileen Goodman is author of The Canadian Writer's Market, just published in its fourth edition by McClelland & Stewart Ltd. She writes a What Editors Are Buying column exclusively for Content.

HE WAS ALSO KNOWN AS "HEY! COPY BOY!" EGAN

One of the stories about Fred Egan, former assistant managing editor of the *Toronto Globe and Mail*, begins one evening in the fifth-floor newsroom of the old *Globe* building at King and York streets.

A group of teen-age students making a tour of the premises had just finished shuffling away from the wire machines near the south end of the newsroom. One student, a lad fascinated by a story unfolding on one of the clacking Teletypes, lingered.

Egan wanted a copy boy and mistaking the lad for one, called him to come over. The dawdler may not have realized the shout "Copy boy!" was directed at him. In any event he didn't take his attention from the machine for an instant.

After a few disbelieving moments Fred

shouted quite specifically and loudly at the young man. Again the laggard completely ignored Egan's shouts.

Egan was known to some in the composing room as *Italic*, which derived from the odd fact he always seemed to tilt a bit to the right. Sputtering with rage, *Italic* tilted his way past the copy editors on the rim and confronted the surprised student.

"You," Egan bellowed, "you're fired!"

The hoots of laughter from the rim didn't lessen the student's confusion. He no doubt decided on the spot that whatever a copy boy was, he wasn't going to become one.

Thanks to Bill Renaud, president of Accutype Ltd. and former Globe and Mail composing room supervisor.

mediaconference, inc.

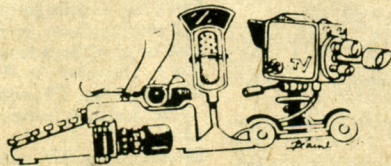
The media's role in national development is the theme for Media 76, May 27-30 at the Sheraton Mount Royal Hotel in Montreal.

This will be the first time the annual media gatherings have gone international. It's also the first project for mediaconference, inc., the non-profit organization formed at Media 75.

Like that conference, Media 76 will be open to the public. Delegates from all over the world have been invited to participate.

Freedom of information and the part media play in forming a national culture and identity are two of the topics on the agenda. And, since it's Olympic year, there will also be discussions on sports as a medium of communication and a means to national identity.

Journalists from several countries have already volunteered



to present research papers at the conference. Canadian attendance and participation is needed.

Anyone interested in presenting a paper on topics related to the conference theme is invited to do so and should notify the conference committee of that intention by **Feb. 29**.

Papers presented at the conference may be published in book form.

In addition to research papers, mediaconference is also looking for members. Membership costs only \$5 and is tax deductible. With it comes the opportunity to participate in a new organization which intends become a visible force for improving media and communications in Canada, starting with a campaign for a freedom of information act.

Correspondence and requests for information for both mediaconference and Media 76 may be sent to:

Donna Gabeline,
P. O. Box 696,
Station A,
Montreal, Que.
Phone (514) 861-1111, ext. 224.

THE OBJECTS OF mediaconference inc.

- To research the role, operations and significance of mass media and communication in society, and to make the public aware of these.
- To compile documentation and audio-visual material on mass media and communication and to serve as a resource centre for exchange of research and information for educational purposes.
- To advise public and private organizations about mass media and communication.
- To promote interest and awareness of, and educational interest in, these aims and objectives.
- To establish and encourage frequent conferences of those involved in mass media and communication, both producers and consumers.
- To examine economic, social, labor, political and human relations in mass media and communication.

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Enclosed is \$5 (\$25 for organizations) Please accept my membership in mediaconference inc.

Name _____
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Notes or Suggestions _____

FIVE YEARS OF CONTENT

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For details of per-copy prices and attractive discounts on five or more copies, see page 19. Orders will be filled promptly.

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- title of article
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Content from now on will publish a double index (ISSUE plus SUBJECT) annually in the October issue, covering the previous year.

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Haggart, Ron

The Haggart Case: A Semantical Affair, by

Marc Zwelling. 14:10

Halifax Chronicle-Herald

When the Medium was the Motto. Cartoon by Jon McKee. 2:14

Halifax Press Club. See **Journ. orgztns, press clubs.**

Hate Mail

I do not Love Thee, Doctor Fell, by Kent Sweeney. 50:12

Headlines. See **Stereotyping**

Heine, William C. See **Editorship**

Hentoff, Nat

A Conversation, by Stuart Gilman. 4:10, 11.

Robert Fulford, editor, *Saturday Night*, letter to editor re Nat Hentoff interview. 5:19

Herndorf, Peter. See **This Hour Has Seven Days**

Historical Facts & The Media

Book review by Merrill Denison of *A Commemorative Portfolio*, selected & edited by Peter Desbarats. *The Cdn. Illustrated News* 4:17

Another Historical Oversight, by Tom Davey. The stifling effect of the American overlay on Cdn. culture, with ref. to Alcock & Brown. 45:5

Letter from T. R. Lee, Mtl., re Alcock & Brown flight 46:11

House Organs. See **Corporate communications**

Housing & the Media

Reporting the Urgent Need for New Habitats: Will the Old News Habits be Good Enough? by Lance Connery. 57:2

Humor

A Handy Corrective to Newspaper Language, from *Punch*. 21:10

Thumbtacks for Sale. Humorous memos from Victoria Press. 24:19

The (CP) Cook Book, by Charles Gordon. Mish-mashed wire-copy. 26:11

Dear Mr. President (Hee! Hee! Hee!) by Scott Meyers. 30:17

Revamping the Thesaurus, by Ernie Fedoruk. 32:19

Knowing Zip About Everything, by Robert Duncan. Imaginary conversation between Eric Nicol & book publisher. 33:3

More Thesaurus Revamping, by Brian Brennan. 35:15

Our nomination for the most uninverted pyramid of 1974, from the Meadville, (Pa.) *Tribune*. 48:23 (Om)

Mrs. J. A. Powers of Falmouth, Mass. & her classified ad for a cleaning lady. 49:24 (Om)

Memo re Weather Stories in Winter, from bulletin board of the *Winnipeg Free Press*. 50:21 (Om)

The *Free Press* Super Safety Kit, by Katie FitzRandolph. 55:11

The Man Who Invented Dial-A-Snooz-z-z-z-z., by Marc Thibault. 55:28

Ottawa Story with 2 Happy Endings, by Dave Brown. 56:14

New Hope for the Awardless: Have a Fling at a Flicht, by Stef Donev. 57:6

Hyphenation. See **News writing**

I. F. Stone

I. F. Stone Caught on Film, by David MacDonald. Jerry Bruck, film-maker, profiled I. F. Stone. 37:9

I. F. Stone's Weekly

I. F. Stone's Weekly: A Legacy, by Bruce Garvey. 19:3

Independence, Cdn.

Dick MacDonald interviews Eric Wells. Nationalism, regionalism & the role of the print media. 2:17

English Canada no Longer Can Avoid Its

Choices & They Will Not be Easy, by Denis Smith. 49:16

Info. Canada

On Being in a Prickly Position, by Marvin Schiff. Info. Canada applauded, criticized. 15:2

Info. Officers, Gov't

Fed. Gov't may hire up to 384 journalists over next 3 yrs. 55:21

Int'l Press Organizations. See **Journalistic organizations, int'l**

Int'l Typographical Union (ITU). See **Journalistic organizations, unions**

Interviewing

The Incomplete Interviewer, by Alan Arbuckle. 17:12

Book review by Dick MacDonald of *The Journalistic Interview*, by Hugh C. Sherwood. 31:11

Investigative Journalism

The Case for Subsidized Cdn. Research Journalism, by Russell Hunt. 48:10

Revelment is Concealment. From Up Against the News, a review of books including *Watergate Portraits*. 51:23

Investigative Reporters & Editors' Group (IREG) has been formed in U.S.A. 51:29 (Om)

9 Years & 7 Days Later, by Helen Carscadden. A look at *CBC-TV's* public affairs show, *This Hour Has 7 Days*. 54:2

Can *CBC's* Herndorf Revive 7 Days Excitement? 54:8

Irving, K.C.

Oil, Logs, Minerals, Ships, Buses & The Media, by Robert Campbell, Russell Hunt. 35: nearly whole issue.

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Jennings, Charles

Gone, but not Forgotten, by Norman Smith. 34:6

Johnson, Nicholas

Nicholas Johnson may be the Harry Boyle of the U.S.A. by Sarah Riddell. 2:14

Journalism, Corporate. See **Corporate Communications**

Journalism Education, Graduates

Where some of the Current Crop of (1975) Journalism Grads are Going. 52:23

Content Survey — Part 2: Where Some '75 Journalism Grads Landed Jobs. 54:14

Excerpts from report prepared by 3 Carleton Univ. students re job market for journalists. 55:20, 21

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Legitimizing Training by T. Joseph Scanlon. 13:2

Shake & Don't Come Out Fighting: 4 Carleton journ. students look at journ. education. 13:10

Practicality is the Business by Nick Russell. Report on Van. City College journ. program. 13:11

Yes, Virginia, It Can Be Taught, by Alex Angioli. Carleton's 1-year journ. program. 24:12

Cold Turkey With Dressing, by James Orr. One student's opinion of Carleton Univ. 34:8

The Gap Between Classroom & Newsroom, by D. G. Carmichael. 40:4

Mohawk Community College, Hamilton, Ont. Phases Out Print Journ. Course. 52:23

Univ. of Que. opens new Communications Dept. — possibly a first in Canada. 52:24 (Om)

Mtl's 1st Univ. Journ. School being set up at Sir George Williams campus of Concordia Univ. 54:24 (Om)

Hopes for Univ. of Regina Journ. School are outlined. 55:5

Journalism, The New

Book reviews by Wayne Clark of *Electronic Journalism* by W. A. Wood and *The New Front Page* by J. Hohenberg. 2:21

New, Er, Newer Journalism, by Earl J. Johnson. 20:6

Journ. Orgztns., Int'l

Crossing Ideological Barriers, by Ben Swankey. Congress of the Int'l Orgztn. of Journalists. 19:6

Letter: Peter Rehak attacks author Ben Swankey for article Crossing Ideological Barriers. 20:15

Swankey replies to Rehak. 22:11

Journ. Orgztns., Int'l, Int'l Science Writers' Assn. (ISWA)

Cdn. Science Writers active int'lly; Mtl's Fred Poland is ISWA president. 57:16

Journ. Orgztns., Press Clubs, Wpg. Press Club. See **W's**

Journ. Orgztns., Press Clubs, Halifax Press Club

Death of the Halifax Press Club, by Doug Harkness. 4:14

Journ. Orgztns., Press Clubs, Hamilton Press Club.

Hamilton Press Club re-opens in new location. New executive elected. 52:27 (Om)

Journ. Orgztns., Press Clubs, National Press Club

57:24 (Om)

Journ. Orgztns., Press Clubs, Thunder Bay Press Club

Thunder Press Club being rejuvenated, hopes to be more professional, less a social organization. 49:21 (Om)

Journ. Orgztns., Press Clubs, Toronto Press Club (TPC)

Nothing's Off The Record Between Here & the T.P.C. by Bob Purcell. 50:10

Journ. Orgztns., Prof., Ass. des Journs. Economiques du Que.

Assn. Des Insts. Economiques du Que. seeks Membership of all P.Q. Business Writers. 55:31

Journ. Orgztns., Prof., Cdn. Science Writers Assn.

CSWA formed in Ottawa on Jan. 20, 1971 4:17

Journ. Orgztns., Prof., Que. Fed. of Prof. Journalists

Journalistic Solitudes, by David Waters. A report on the FPJQ's 4th annual meeting. 18:14

Que. Fed. of Prof. Insts. asks cancellation of decision to permit only insts. with a council pass to cover police news. 55:28 (Om)

Journ. Orgztns., Prof., The Media Club of Canada

Media Club of Canada, N.S. branch, elects executive. 55:28 (Om)

Journ. Orgztns., Prof., Sask. Insts. Assn.

Sask. Insts. Assn. Formed July 27, by Garry Fairbairn. 1st executive elected. 55:2

Journ. Orgztns, Unions

American Newspaper Guild's concerns not understood or supported, says Eleanor Dunn, Pres. Local 205, Ottawa. 5:19

The Changing (American) Newspaper Guild, by Eleanor Dunn. American Newspaper Guild becomes The Newspaper Guild; a look at Canada's role. 10:6

The Guild in Canada, by Bob Rupert. 16:9

Stars & Stripes (and a Maple Leaf?) by Dick MacDonald. The Newspaper Guild — preliminary thoughts from the hearings of the Guild. 17:17

Star Blitzed, Certified, by Dick MacDonald. *Mtl. Star* signs with The Newspaper Guild. 19:4

The Newspaper Guild becomes bargaining agent for employees of *Cdn. Press* & its subsidiaries. 51:24 (Om)

I.T.U. & The Newspaper Guild agree on "no raid" pact. 51:28 (Om)

Journalists, Employment of (See also **Journ. Education, Schools**)

A Matter of Hiring, by C. E. Wilson & F. K. Bambrick. 8:8

Journalists, Harassment, arrests, imprisonment of

Journalists in USSR, Indonesia, &

Yugoslavia, arrested & face trial. 51:29 (Om)
Amnesty Int'l provides some Hope for World's jailed Journalists, by Jean Sonnenfeld. 57:8
Juneau, Pierre. See **Broadcasting Junkets.** See **Freebies**

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Kidd, Paul. See **Decision-making, in dailies Kitch.-Waterloo-Record** 56:28 (Om)

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LaPierre, Laurier. See **This Hr. Has 7 Days La Presse**

La Presse: Shades of Toronto, Circa 1964. Labor-management problems at *La Presse*. 11:8

Tip of an Iceberg, by Dick MacDonald. Problems of *La Presse*. 13:12

Overlapping Ints. in a Dicey Matter, by Jean-Pierre Fournier. Lock-out at *La Presse*. 15:8

Law & the Media

Book review by Drummond Burgess of *The Right to Know*, by Wm. H. Marnell. Media & the Common Good, relationship of radio & TV to society-at-large. 30:19

Law & the Media, Access. See **Access Law & the Media, Contempt of Court**

Contempt of Court tends Towards Vagueness, by E. U. Schrader. 5:2

Southam Press (Ont.) Ltd., *Windsor Star*, publisher J.P. O'Callaghan, editor R. M. Pearson & court reporter M. J. Frezell found guilty of contempt of court on Jan. 24, '75. 50:17 (Om)

Contempt of Court Tends Towards Vagueness, by E. U. Schrader. 5:2

The Judiciary is a Fickle Thing, by E. U. Schrader. 7:2

Hold Your Tongue, Lad, the Judge is Listening, by E.U. Schrader. 9:3

Yellowknife Paper Cited for Contempt Over Story About Senior N.W.T. Official, by Shirley Culpin. *News of the North* is charged. 53:9

News of the North Fined \$1,808 on 2 Counts of Contempt, by Alan White. 54:16

Law & the Media, Copyright. See **book publishing, Can.** — how a U.S. anti-trust, etc.

Law & the Media, Court Reporting.

Criminal Justice: A Digging Job for the Newsman, by Brian A. Grosman. 5:5

Judge B. Barry Shapiro rules that newsmen can use tape recorders at his public inquiry into the Don Jail, Toronto. 48:19 (Om)

Mme. Justice Mabel Van Camp orders 1 day ban on publication & broadcasting of evidence at a supreme court trial — a 1st, in Ont. 49:23 (Om)

The Pattern of Courts & Law Coverage Impales Mainly the Little Flies, by Barry Craig. 52:14

A reply to Barry Craig, by Brian Brennan. He overstated his case; critical evaluation is not police reporters' role. 55:12

Barry Craig replies to Brian Brennan re police reporters' role. 55:14

Law & the Media, Libel

Watch Your Language, by Kells Holmes. 17:8

Libel action brought by United Steel Workers of Amer. against *CBC* program Shop Talk. 52:30 (Om)

J. Frank Syms sues Winnipeg radio station

for alleged defamation of character. 55:30 (Om)

Gerald Snyder, vice-pres., revenue, Montreal Olympics organizing committee, sues *Montreal Gazette* reporter Steven Kowch for libel alleged on *CBC* radio show, 56:28 (Om)

Jacques Matti sentenced to 15 days in jail, fined \$5,000 for libel against Real Giguere. 56:31 (Om)

Law & the Media, Pre-Trial Publicity

Problems of Pre-Trial Publication; from Touchy to Tragic. 51:21

U.S. court reinstates Calley conviction for My Lai murders. 56:32 (Om)

Law & the Media, Protection of Sources. (See also **Assn. for Education in Journ.**)

A Precedent is a Precedent by Any Name, by Knowlton Nash. 20:8

Protecting Sources: A Basic Right, by Kathy Houser & Robert Rupert. 29:7

2 U.S. Views on Shield Laws, by Jerome Waldie & Jesse Helms. 34:9

Law & the Media, Suppression of Publication

British gov't sues *Sunday Times* to prevent publication of diary of former Cabinet minister. 56:32 (Om)

Le Monde

The Miracle *Le Monde* Wrought; Is it Possible/Desirable Here? An interview with the editor, Jean Schwoebel. 8:3

Le Devoir, (See also Oct., 1970 Crisis)

Claude Ryan's *Le Devoir*: Etiquette, Ethics or Excellence? An Interview with Claude Ryan, by Jean-Pierre Fournier. Assessing the role of *Le Devoir* during the Que. crisis. 2:5

Le Droit

The *Le Droit* Affair, by Jeff Carruthers. Union management conflict. 1:9

Legislatures, Coverage of. (See also **Broadcasting, televising legislatures; Photo journalism;**)

Opening a Few More Doors, by Sam Ross. Note-taking in the public galleries of the B.C. legislature. 26:8

Legislatures, Televising of. See **Broadcasting, televising legislatures**

Le Jour

Le Jour, 1 Yr. Later, by Evelyn Dumas. Review of *Le Jour's* activity after its 1st yr. of operation. 51:22

Energy Minister MacDonald cancels ads in *Le Jour*. 52:27 (Om)

Sheila Fischman attacks *Le Jour's* reporting on books. 55:31 (Om)

Libel: See **Law & the Media, Libel**

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Maclean-Hunter, Ltd.

New postal code costs very high. 55:31 (Om)
Revenues up from '74. 55:32 (Om)

Maclean's

Maclean's magazine has changed (again).

Peter Newman assumes editorship of *Maclean's*. 7:22

New writers join staff of *Maclean's*; will take part in brainstorming session about the new *Maclean's*. 54:22 (Om)

1st Issue of Hybrid is Healthy if Uneven; New *Maclean's* Rewards Reader with Nuggets, by Earle Beattie. 57:12

New *Maclean's* Graphics too *Timelike*, by Donald Hawkes. 57:13

Magazines. (See also **individual magazines by title**)

A list of new magazines making their debut in Canada. 48:23 (Om)

Back at the Shop, It's Still a Very Unequal Struggle, by Barrie Zwicker. A letter to Prime Minister Trudeau on the odds against which Cdn. publishers have to fight. 49:12.

How Much do Cdn. Magazines pay Writers, by Eileen Goodman. 50:8

Significant Changes in Store for *Maclean's, Sat. Night & (Can it be?) The Cdn.*, by Barrie Zwicker. 50:16

Since March '75, Alta., Winnipeg & Toronto have produced 2 new magazines ea. 50:23 (Om)

Can. Pool & Patio, Applause: 2 new mgs. in Toronto. 51:27 (Om)

Statistics on sale declines of some well-known mags. 51:31 (Om)

25-30 more Cdn. Mags. Take off with CP Air while Air Can. Grounds 6 Cdn. Titles, by Sheryl Taylor-Munro. 55:25

Mags., Alternative

Opportunity Can be a 5-Letter Word: Media, by Willa Marcus. OFY program money starts new mags. 14:6

Mags., Time-Digest Problem.

Book review by Frank B. Walker. *The World of Time Inc.*, by Robert Elson. The intimate history of a publishing empire 1941-1960. 33:11

Time's Up, by Barrie Zwicker. Including an interview with Stephen LaRue, president of *Time "Canada"*. 41:6

Book review by Barrie Zwicker of *Cultural Sovereignty: The Time & Reader's Digest Case in Canada*, by Isaiah Litvak & Christopher Maule. 42:7

Hey, Time Out, by John S. Crosbie. Letter in reply to an article by Barrie Zwicker on *Time-Digest* issue in issue #42. 44:10

Legislation to end special tax status of *Time & Digest* is delayed. 51:31 (Om)

Managing Editors. See **Cdn. Managing Editors Conference (CMEC), Freebies**

Martin, Jean-Marie

(Que.) Profile: Press Council Chairman, by Terence Moore. Profile of Jean-Marie Martin. 30:15

McLuhan, Marshall

Book review by Richard Gwyn of *The Medium is the rear-view mirror: Understanding McLuhan*, by Donald F. Theall. 5:17

Book review by R. T. Affleck of *The Medium is the rear-view mirror: Understanding McLuhan*, by Donald F. Theall. Another look at McLuhan's world. 8:13

John Benson, Ottawa, in letter, attacks incomprehensible McLuhan-language. 27:15

McLuhan returns to Canada after stint in U.S.A. Interest in his books rising. 52:31 (Om)

McNally, Ed

A Tribute to Ed McNally, by Colin Haworth. 15:9

McNeill, Gerry.

 See **Censorship.**

Media Club of Canada

Media Club of Canada: Copy is Sexless, by Zoe Bieler. 9:10

Toronto Branch elects new executive. (Media Club of Canada was formerly known as the Cdn. Women's Press Club.) 52:27 (Om)

Media Conferences

Media conferences: 3 Times Lucky?, by T. J. Scanlon. Media 71 & 72 merits & flaws. 18:12

New group begins plans for Mtl. conference in '76. 53:3

Media Conf., Media 71. (See also **media conferences**)

1st general conf. for journalists planned program outlined. 5:11

In Ottawa, May 1 & 2, 330 Journalists Talked, by Dick MacDonald. A report on Media 71. 7:17

Be it Resolved. Resolutions presented at Media 71.7:19.

Media Conf., Media 72. (See also **media conferences**)

Report #3. 14:13

Media 72: So What Happens Now?, by Dan Pottier. Reflections on Media 72. 17:2

Now, Be It Resolved Resolutions of Media 72.17:3

Some People Can't be Satisfied All the Time, by Harvey Mayne. Media 72 as seen

through a journ. student's eyes. 17:7

No Overnight Miracles, by Sherry D. Livingstone. Reactions of some journ. students to Media 72. 18:13

Media Conf., Media 73. (See also **media confs.**)

Media 73: A 1st Report, by Dick MacDonald. Info. & topics of discussion. 27:4
Media 73, Apr. 6-8: Juneau Will Speak, by Dick MacDonald. 28:8

Media 73 — Are You Attending?, by Dick MacDonald. Info. & itinerary. 29:7

The Seeding Process Continues, by Dick MacDonald. A report on the Winnipeg conference. 30:2

Whereas . . . Be it Resolved, by Media Delegates. Resolutions & statement of ethics by delegates. 30:3

Media Conf., Media 74. (See also **media confs.**)

Media 74 was Down East This Yr., by Dick MacDonald. Report & resolutions, photos. 41:2

Media Conf., Media 75. (See also **media confs.**)

Plans for Media 75 Almost Complete. 51:10
200 Discuss the Public Interest & Media, by Barrie Zwicker. A report on the Media 75 conference at York Univ., May 23-25. 53:2

Media Conf., Media 76. (See also **media confs.**)

Letter to editor from Katie FitzRandolph. 56:15

Media, German Democratic Republic

Hands Across the Water, by Ben Swankey. 27:13

Media, Italy

TV replacing newspapers in Italy as source of info. 50:24 (Om)

Media & the Law. See **law & the media**

Media, New Zealand

Journalism, Down Under, by Jim Harris. 27:6

Media, Role of

Book review by Carole Clifford of *The Male in Crisis*, by Karl Bedmerik. 1:24

To the Parapets, Friends, & Beware the Rocks, by Dan Pottier. Criticisms of the press in our modern society. 8:10

Book review of *The Media Game*. 30:19

East Asian Daily's Press Freedom Fight in S. Korea Brings Gov't-Instigated Ad Boycott, World Award, by Karen Coulter. 55:8

Straws in the Wind: An Essay, by Barrie Zwicker. 56:10

Future role of the press will be in-depth coverage, according to U.N. media survey in 200 countries. 57:17

Publisher: "The People have to be Kept next to." Editor: "Kept Next to? What Does That Mean?" by Borden Spears. 57:20

Media, U.S.A. (See also **Johnson, Nicholas**)

Publish & be Damned, by Sarah Riddell. Case of the Pentagon Papers. 9:2

Book review by Joseph North of *The Press & the Cold War*, by James Aronson. An aid to the search for truth & a philosophy in the press. 18:6

U.S. Media, Hold Thy Tongue, by Glay Sperling. Nixon administration pressures on media freedom. 30:8

Coverage of Pres. Ford classic case of overkill. 55:32 (Om)

Media, U.S.S.R.

Dateline: U.S.S.R., by David Levy. 39:8

USSR has over 100 training centres to assist in improving communications with developing countries. 49:21 (Om)

CHIC radio, Brampton, Ont., starts int'l broadcasting feature called Radio Moscow. A telephone question & answer session done weekly, live. 50:17 (Om)

Mesplet, Fleury

The Untold Tale of Fleury Mesplet, by George Galt. The story of the man who created the *Mtl. Gazette* in 1785. 43:2

Mtl. Gazette, The

Gazette becoming one of Canada's most improved newspapers. 51:25 (Om)

Montreal Star — See **Journalistic organizations, unions.**

Movies. See **Films.**

Mysterious East, The. See **Academics as journalists.**

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Nationalism & the Media. See **Independence, Cdn.**

Newman, Peter C.

The National Magazine Called Peter C. Newman, by Dick MacDonald. 21:6

New Press

How Gumption, Maclean-Hunter & Ont. Gov't Backing Spelled Collapse for New Press, by Sandra Martin. 49:10

News Coverage, Analyses of

Sitting at the End of the Pipe & Sucking, by Stephen Kimber. Becoming disillusioned in Halifax radio by owners' & managers' stifling the news. 3:3

The Gap Between us & the Rest, by Katherine Whitehorn. How freedom of big-city living affects viewpoints of reporters. 8:8

Book review by Dick MacDonald of *The Info. Machines: Their Impact on Men & Media*, by Ben H. Bagdikian. 9:14

Book review by Dick MacDonald of *A Media Mosaic*, by Walt McDayer. A useful supplement to the *Davey Report*. 10:13

Reaching in Helps Your Outreach, by Charles Gordon. Readers & their right to good reporting. 11:9

Thar's Good News in Them Pages, by C.E. Wilson & F. K. Bambrick. 16:13

The Unknown Country, by Alan Harvey. Contends Canada is most under-reported country in the world. 20:11

Exactly What Do the Readers Want? by C. E. Wilson & F. K. Bambrick. 20:13

The Art(?) of Seduction, by John Currie. Layman's view of journalism. 22:2

Robin Mathews' letter in rebuttal to Alan Harvey's contention that Canada is the most under-reported country in the world. (#20) 22:11

Inhumanity to Man, Media-Style, by Charles Bartlett. The Thomas Eagleton affair. 24:7

Not the Whole Truth, by *Rolling Stone* Magazine. An opinion of the press coverage of the Patricia Hearst kidnapping story, and implications. 41:15

N. W. Ross criticizes use of word "Harborgate" in dealing with Hamilton harbor issue. 51:31 (Om)

Cdn. Bar Assn. President Chides Press. A report of article by Bar Assn. president William Somerville examining a story in *Edmonton Journal*. 54:23

News Coverage, Comparisons of, (i.e. between radio, TV & press, or between competing papers, etc.) (See also **War Coverage, S.E. Asia**, 52:7)

The Striking Tale of an Uninformed City, by Allan Fotheringham. How radio & TV ineptly served the public during the Pacific Press strike. 1:26

Navel-Gazing Impairs Vision, by Alan Harvey. Comparisons of Cdn. newspapers with European, etc. 9:6

Cdn. Papers: Pshaw!, by Colin Muncie. A



"Would I be getting too intimate if I ask who does your indexing?"

Drawing by Whitney Darrow, Jr.; © 1975 The New Yorker Magazine, Inc.

look at faults of Cdn. newspapers. 10:10

"Dullness & Trust are Often 1st Cousins," by C. E. Wilson & F. K. Bambrick. Does news have to be dull to be trusted? 11:12

A conversation between Evelyn Dumas, Gerard Binet & Dick MacDonald on Cdn. media & how they differ. 12:13

Letter from Richard Furness, *Barrie Examiner*, in reply to Wilson-Bambrick article (#11). 13:18

TV News & the Emperor's Clothes, by Robert Preston. Printed word vs. TV. 14:2

Political Campaigning & TV Reporting, by T. J. Scanlon. Comparing *CBC* & *CTV* coverage of the 1972 federal election. 25:5

After the Fact, by T. J. Scanlon. Comparing *CBC's* & *CTV's* coverage of the elections. 25:9

Letter from George Frajkor, *CTV* news, Mtl. in reply to J. Scanlon's articles on campaigning and TV (#25) 26:14

News is Sometimes Honest, by Dan Pottier. Statistics on how public chooses its source of info: TV vs. radio vs. dailies. 41:9

The National What?, by Ron Kish. An excellent comparison & analysis of *CBC* & *CBS* national news programs. 41:11

Depends How You Look at it Dept., by Barrie Zwicker. Difference in coverage of a story on foreign takeovers in Canada by *Toronto Star & Globe & Mail*. 48:9

News Practice, Analyses of. (See also *Assn. for Educ. in Journ.* 56:12)

Ah, For the Good Old Days of Nonsense, by Campbell Geeslin.

A plea for less dullness in the daily press. 5:12

Overcome the Conditioning, by Eric Wells. Both journalist & reader are victims of the newspaper apparatus. 6:23

News Writing. (See also *Humor*)

Here a Cliche, There a Cliche, by Dan Pottier. 1:6

Book review by Drummond Burgess, *John Paul Jones on News Writing*, by J.P. Jones. 30:19

News Writing, Errors

How Not to Err, That is the Point, by C. E. Wilson & F. K. Bambrick. 14:12

Helpful rules on grammar compiled by the late Ernest Tucker. 50:21 (Om)

50 Common Errors in Newspaper Writing. 51:12

Readers nominate many more common news writing errors. 52:21

More News Writing Errors & a Debate: To Hyphenate or Not to Hyphenate? 54:15

More readers' nominations for common errors in newswriting. 55:14

More news writing fluffs cornered. 57:11

Newspapers, Alternative

Other Voices, by Dick MacDonald, VW Publications, alternative press symposium 18:3

Book review by Drummond Burgess of *Outlaws of America*, by Roger Lewis. Underground press & its context; notes on a cultural revolution. 30:19

Alternative Media are Thorns That Can Smell of Roses, by Katie FitzRandolph. 53:6

Newspapers, British

Entertainment or Info.?, by Claude Adams. 26:4

British Papers Have Sore Tummies, by Paul Mixson. How inflation is affecting Britain's newspaper business. 43:5

The Sun pushes circulation to rival the *Daily Mirror*. 52:27 (Om)

Newspapers, Campus

The Campus Press: What it Was, is, May be, by Tom Sorell. A rebuttal to the *Davey Report*. 17:14.

Newspapers, Daily. (See also by *Individual names*) & *Cdn. Daily Newspaper Publishers Association*

How to Launch a National Daily, by Sarah Riddell. — 1st, you need money. 3:18

The Daily Paper: What it Could be, by Harry Bruce. 28:2

Can, or Will, our Dailies Change?, by Anthony Westell. 31:5

Current Shock, by Dick MacDonald. Introduction to Anthony Westell's article re whether dailies can or will change. 31:5

U.S. circulation of dailies drops; Can. increases. 50:17 (Om)

Sales of Cdn. dailies increase in 1974. 52:28 (Om)

Mtl. Gazette gets wider distribution of vending boxes. 55:30 (Om)

Newspapers, Daily, Management

Reporters Like Work but not Management, Study Indicates. Survey on attitudes of Ohio reporters. 50:23

Newspapers, Tabloids

Fabrication Factories, by Robert Lantos. 20:2

The Tabloid Press, Revisited, by Christy McCormick. 2 weeks with an articles editor of the *National Enquirer*. 37:14

Tabloids: Inverted Journalism, by Dan Luchins. How the tabloid press operates. 44:6

Newspapers, Technology of

The Enormous Newsroom: Technology's Child, by Robert Hunter. Mass production & quality of the press. 8:2

Technology will ensure rather than inhibit press freedom in view of William C. Heine, editor of the *London Free Press*. 52:29 (Om)

Newspapers, Weekly. (See also by *Individual names*) (See also *Cdn. Community Newspapers Assn. (CCNA)*)

Our Unheralded Community Press, by Dick MacDonald. 11:4

True to the Community, by Jean-Paul L'Allier. The Que. Minister of Communications on the weekly paper; its role & objectives. 23:10

Weeklies Beat Dailies for News in Rural Eyes, by Steven Dills. 50:20

Weeklies near 6 mil. readership; circ. of dailies dropping, by Barrie Zwicker. 55:18

Newsroom Rags

Newsroom Rags. Communication Among the Communicators, by Robert Sarti, Angus Ricker & Bert Hill, & Jeff Carruthers. 4:2

O

Oct. Crisis. (See also *Censorship*)

Good Coverage Means Exactly What, by Robert Stewart. Reaction from different papers on the Que. crisis. 2:3

Feeling Sorry for Themselves, by Dominique Clift; a symposium at Laval Univ. Comments & criticisms from Michel Roy, Michel Bourdon, Lysianne Gagnon & Leonce Gaudraul on the Que. crisis. 2:8

Is This a Waffling Politician? An interview in Que. City between Que. press gallery & gov't officials. 2:9

The View From Outside Mtl. Earl Garrety interviewed John Smith, Uwe Sienon-Netto, Bob Olson, Bill McGuire, George Hutchison, Hilary Brigstocke, on covering the Que. crisis. 2:10

A Plea From the Academy, by Laurier LaPierre. Criticism of media's coverage of the Que. crisis. 2:11

Book review by Jean-V. Dufresne of *The FLQ: 7 Years of Terrorism*, by James Stewart. 3:22

Letter writer, Val Wake, *CBC* News, Yellowknife, N.W.T. compares situation in the North to that of Que. 4:18

Book reviews by Jean-Pierre Fournier: *FLQ 70: Offensive D'Automne*, by Jean-Claude Trait. *No Mandate But Terror*, by Geo. Radwanski & Kendal Windeyer. *Terror in Que.* by Gustave Morf. *Our Generation*, Vol. 7, No. 3. 5:18

Book review by Susan Altschul of *La Crise d'Octobre*, by Gerard Pelletier. 8:15

Ont. Press Council

OPC comes out against proposed federal competition & broadcasting laws. 51:26 (Om)

Ottawa Citizen. See *Newsroom Rags.*

Ottawa Journal. See *Newsroom Rags.*

Outdoor Writers of Canada (OWC)

Outdoor Writers' Assn. is Gun-ho to Stalk Excellence, Catch New Members, by William Sorenson. 57:10

Farm & Outdoor Writers Mingle. 57:10

Ownership

Journ. is (Shhhh) a Public Trust, by Donald Cameron. Donald Cameron's account of attempt and failure to raise money for a journ. school. 6:9

Still Sucking at the End of the Pipe, by Peter Zimmer. CAB conference report. 19:12

Book review by Frank B. Walker of *The Effete Conspiracy & Other Crimes of the Press*, by Ben H. Bagdikian. Problems of the press in its broadest terms, but author aims much of his thrust at owners. 24:18

We're Not Selling Soap, by John Benson. A case against concentrated private media ownership. 30:18

The Shrinking Cdn. Media, by Earle Beattie. Death of the *Star Weekly*. History of *Cdn. Magazine & Weekend Mag.* A question of standards, profit motives, & mediocrity. 41:12

P

Pensions

Have You Thought, Much, About Pensions? by Stu Lowndes. 37:2

Performing Arts in Canada

What Editors Are Buying, by Eileen Goodman. Advice to writers wishing to break into *Performing Arts in Canada*; also into *Cdn. Theatre Review, & Opera Canada*. 55:10

Photo-Journ., (including photography, photographers, photo spreads in Content)

Shanghai 1949, by Sam Tata. 1:12-13

This Photo Editor Has a Creed. Memo of Charles Haun, *Detroit Free Press*. 9:10

Cdn. Press Picture of the Yr., 1971. 16:8

Mostly for Fun, by Geoffrey James. 19:8

Catching the Ordinary, by Peter Hutchison. 30:11

Ont. Att.-General tightens restrictions on photography in Ont. courtrooms — fine could be \$1,000. Sketching to be allowed. 48:19 (Om)

Nat'l Nspr. Award-winning photos of 1974. 51:16-17

Reject No. 1, by Catherine Ford. 1st of series featuring pictures which were rejected by newspaper editors. 53:21

1 Man's Memories of Bureau Work in the 50's & a 'Kids, Animals & Pretty Girls' Photog, by Harold R. W. Morrison. 54:10

A Classic Lesson in Stereotype-Building: How a Newspaper Fumbled When Stanfield Didn't, by Barrie Zwicker. 55:6

Police & the Media

Yes, Virginia, there is a Dossier Z. Media 71 Conf. publicizes police interference with press in Mtl. 7:5

Some Would Call it Adultery, by Tony Burman. The relationship between the media & the police. 29:14

The Document in Question. A statement of the objectives, principles, & operating guidelines for effective working relationships between the peace agencies of Canada & the media. 29:15

That Document is Only a Draft, by T. J. Allard. The debate concerning the Cdn. Assn. of Broadcasters & Cdn. Assn. of Police Chiefs. 30:7

North Bay Nugget evolves successful relationship with local police dept. 52:30 (Om)

Politics & the Media. (See also *The Brandon Sun*; *Photo-Journ*; *News Coverage, Comparisons of* [25:5]; *Oct. 1970 Crisis* [2:9]; *Press Freedom*)

Spiro Agnew: A Lesson in Intimidation, by Sarah Riddell. 1:20

Oshawa; Subtleties of a Political Press, by Jim Delaney. 23:11

Puncturing the Secrecy Tank, by W. A. Wilson. Info: Politician vs. reporter. 24:8

Pre-poll Mileage, by John R. Kessel. Municipal politics & the role of media. 26:5

Book review by Laurier Lapierre of *Telepolitics: Toward the Beginning*, by F.D. Wilhelmsen & Jane Bret. Deals with what happens when TV is the main instrument of political battles. 27:10

Postmark: White House, U.S.A., by Steve Kline. The press & coverage of the White House. 32:9

Margaret as a Message, by Patrick MacFadden. A look at Margaret Trudeau's interview on TV with Carole Taylor. 46:6

Media gave his party more than its due at one point says Sask. Tory leader. Grit says Sask. media capable. 55:4

Observations on relations between the gov't & the media. Trudeau gets new press secretary. 55:32 (Om)

57:22 (Om)

57:24 (Om)

Postal Service

Remembered by the Mails, by Lee Kleinhans. Postage stamp commemoration. 40:7

Poverty & the Media

Do the Media Listen to the Poor?, by David Allen. 4:13.

Burying Cherished Myths, by Dick MacDonald. Questioning the Coverage of Poverty by National Council of Welfare. 36:2

The Nameless People, by Ron Haggart. 36:3

Are there no Diggers in B.C.?, by Kathy Tait. 36:5

Toward Freedom of Speech, by Roger Bellefeuille. The poverty reporter. 36:6

Our, As Opposed to Their, by Ken Kelly. 36:8

In the Country of Indifference, by Pauline Janitch. Coverage in Halifax. 36:17

Coverage: A Pitiful Showing, by Ken Whittingham. 36:18

Press Clubs. See Journ. Orgztns, Press Clubs Press Councils

Press Councils: A Full Explanation, by E. U. Schrader. The role & aspiration of a press council, community press councils. 3:8

Que. Creates Canada's 1st Press Council, by David Waters. 4:13

Another Davey Result, by Parker Kent. Aspirations of the Alta. Press Council. 29:10

Ont.: Son of Civility, by Fraser MacDougall. Birth of the Ont. Press Council. 29:11

Book Review by Dick MacDonald of *Backtalk: Press Councils in America*, by Wm. Rivers, Wm. Blankenburg, K. Starck & Earl Reeves. Focus on local councils as forums between papers & communication. 31:11

Toward a Responsible Media, by David Waters. Que. Press Councils: Achievements to date. 33:8

Press Councils: A Critique, by Dick MacDonald. 35:14

Press Freedom. (See also **Media, S. Korea**)

Int'l Press Institute releases annual review — disappointing yr. for freedom of the press. 3:24

Legislation Can be Intimidating, by St. Clair Balfour. Proposed legislation governing the press could endanger a free society. 6:7

Press Freedom Depends Partly . . . by Sheila Arnpoulos. Singapore press restricted. 13:15

. . . On Where You Live, by Norman Smith. Politicians should not shape the press. 13:15

A Question of Time & Place, by Chris Gerula. Freedom of the press — 40 yrs. ago as

exemplified through a terrible article printed in 1928. 19:13

Press Releases

Please Release me, by Harry Bruce. Press releases don't release any news. 1:11

Privacy

U.S. Supreme Court votes 8 to 1 to restore a judgment against *Cleveland Plain Dealer*. 48:23 (Om)

Bug-disclosure charge dropped. Charge against Calgary TV station *CFCN* for broadcasting "private" info. is dismissed. 53:17

Professionalism

Who Can Call Himself a Pro? by E. U. Schrader. 6:18

Letter from Bruce Rogers, *CBC*, commends *Content & Media* 71 as forward steps towards professionalism in Journ. 9:15

No Room for Sloppiness, by John Curry. Ont. Weekly Newspapers' Assn. seminar. 26:6

Book review by David Waters of *The Professional Journalist — A Guide to the Practices & Principles of the News Media*, by J. Hohenburg. 37:11

Pierre Berton, in letter, chides *Globe & Mail* & *Toronto Star* for missing biggest stories of the month. 42:10

A Journalist's Reach Should Exceed His Grasp, by Ross Munro. The role of the press in preparing society for social change. 47:5

Public Relations

Professional P Ring, by Ron Coulson. 18:2

O'Er the Sea in Munich, by Jan Popper. Olympic PR appeals to journalists' basic needs & gain their approval. 22:6

PR: Clear Away Smokescreens, by Colin Muncie. 43:8

PR Salaries Blossom, by Joerg Ostermann. Canada-wide survey on PR salaries. 45:10

QR

Radio & TV News Directors Assn. (RTNDA)

Behind the mike is Resolution, by Don Johnston. A report on int'l convention of RTNDA held in Boston. 12:17

1st Cdn. convention of RTNDA held in Ottawa, May 15-17, 1975. 52:32 (Om)

Radio & TV News Directors Meet in Ottawa to Discuss Ethics, Televising of Parliament, by Don Johnston. 53:16

Regionalism & the Media (See also **Independence, Canadian**)

Letter re Toronto-Centred Regionalism, by Bill Bean. Comment on move of *Content* from Mtl. to Toronto. 49:17

S

Salisbury, Harrison

Salisbury Sees 'Fundamental Shift' in the Press, by Dianne Smale, Grant Kennedy & Marg Van Helvert. Former associate editor of *N. Y. Times* on the new role of the press. 50:18

Sask. Journalists Assn. (SJA). (See also **politics & the media; journ. education, schools;**)

Group of Sask. journalists hope to organize above Assn. 54:22 (Om)

Sat. Evening Post (See also **Advertising**, 50:2)

The *Post* Became a Corporate Calamity, by Harry E. Thomas. Why The *Post* died. 4:16

Saturday Night
Once Upon a *Sat Night*, by Barrie Zwicker. 45:2

Schrader, E.U.

Tributes to. 10:8

Science Coverage

For the Sake of Science Writing: CSWA celebrates 1st birthday. 14:15

Science, Journ., & Understanding, by Jeff Carruthers. 16:12

In Search of Better Science Coverage, by Dick MacDonald. 38:9

New officers of Cdn. Science Writers Assn. elected. 51:24 (Om)

Sexism in the Media

Letter from Daisy E. Morant, *Oshawa Times*, Family Editor, re: pay differences between sexes. 28:11

Adam & Eve: Update? by Allen Jones. Media & sexual inequality. 31:10

Letter re Sexism from Doris Anderson. Reply to Russell Hunt's The Case for Subsidized Cdn. Research Journ. in #48. 49:17

Simon & Schuster

How Jim Proudfoot & The Happy Hairdresser Make Simon & Schuster Rich, by Jock Carroll. 49:8

Southam Press Ltd. (See also **decision-making in dailies**, 53:8)

Gordon Fisher succeeds St. Clair Balfour as Pres. of Southam Press Ltd. 55:31 (Om)

Revenue up from 1974. 55:32 (Om)

Sports Coverage

Book review by George Hanson of *The Jocks*, by Leonard Schecter. 1:25

The Sportskies: Columns for Lunch, by Robert Stewart. Sports-writers & commentators' competency & incompetency handling language, especially in 1972 Canada-Russia hockey series. 24:2

The Sportskies: Jock Culture, by Robert Lantos. Sports writers' competency & incompetency handling uncommon sports events. 24:3

Letter in reply to R. Lantos article, Jock Culture, (#25), from Gordon Reynolds, Timmins, Ont. 26:15

Coliseums & Gladiators: A new Opiate for the People, by Paul Hoch. The precarious triangle consisting of the sports industry, media & the public, linked together by dollars. 39:2

Book review by Dick Beddoes of *Sportraits of the Stars*, by George Shane. 56:14

Sports Reporting. (See also **Ferguson, Elmer**)

On being Neo-Cerebral, by Dave Struder.

Sports writers' opinions on their craft. 16:4

Fight Writers Get Their Lumps . . . and 1 Punches Back, by Morley Callaghan & Dick Beddoes. A debate on the way Cdn. sports writers covered the Ali-Foreman fight in Africa. 48:12

Spry, Graham

Graham Spry, Putting the Map Together, by Patrick MacFadden. A profile of Graham Spry. 5:7

Spry, Richard

Remember the Ideal, by Dick MacDonald. 34:7

Stereotyping. (See also **photo-journ.**)

Any Word Marksmen in the House? by Barrie Zwicker. 3:10

Wordplay on the Headline Front, by Barrie Zwicker, esp. re *Tor G&M* 52:2

TUV

Tabloids. See **Newspapers, Tabloid**

Telecommunications

In Search of Legislation, by Dick MacDonald. An assessment of the task force report on computer/communications given to the federal cabinet & public in Aug. '72. 23:6

Book review by Dick MacDonald of *Alexander Graham Bell & the Conquest of Solitude*, by Robert V. Bruce. 31:11

Communications Satellites: Why Canada's so Interested, by Dr. John Chapman. 45:8

This Hour Has Seven Days

9 Yrs. & 7 Days Later, by Helen Carscallen. A look at *CBC-TV's* public affairs

program This Hour has 7 Days. What it was about & why it was stopped. 54:2

Thunder Bay Press Club. See **Journalistic organizations, press clubs.**

Thomson Newspapers Ltd.

Thomson purchases control of 3 largest newspapers in Trinidad. 51:25 (Om)

Thomson revenues up from 1974. 57:24 (Om)

Time "Canada" (See also **Magazines, Time-Digest problem**)

Letter to editor from Linda Zwicker. 56:15
Time, Inc.

Time, Inc. files suit against W. R. Simmons Research regarding alleged "biased & unreliable statistics." 50:23 (Om)

Toronto Citizen, the

56:29 (Om)

Toronto Star, The (See also extensive mention in #52 re coverage of war in S.E. Asia)

Revenues up from 1974. 55:32 (Om)

Toronto Star Ltd. plans to buy controlling interest in Harlequin Enterprises. 56:29 (Om)

Toronto Sun, The

Never on Sunday? by Colin Muncie. Examining the chances of success for a Sunday paper in Toronto — *Sunday Sun*. 34:11

Sun bounces into new bldg., wins Quill Prize. 55:16

Toronto Telegram, The

Book review by J. D. MacFarlane of *The Paper Tyrant — John Ross Robertson of the Toronto Telegram*, by Ron Poulton. 9:13

And it was Deceit in High Places . . . by Marc Zwelling. The demise of the *Tely*. 12:2

Rest Easy, John Ross Robertson, by Ron Poulton. 12:5

When you're No. 3, Why Even Try? by Garth Hopkins. 12:6

Star, Tely Fought Fiercely Covering 50's Lake Swim, by Scott Alexander. 56: pullout section.

Vancouver Sun, The. (See also **Newsroom Rags**)

When the Medium was the Motto, by Jon McKee. 3:15

Vancouver Magazine

Grescoe, others, buy *Vancouver Magazine*, by Ray Bendall. 53:20

Victoria Daily Colonist

When the Medium was the Motto, by Jon McKee. 4:8

Violence & the Media

Book review by Boyce Richardson of *Demonstrations & Communications: A Case Study* by J. D. Halloran, P. Elliott & G. Murdock. 2:21

Our Media of Violence, by Frank Adams. 40:2

W

War Coverage, Mid-East

Error by Omission in Mid-East Coverage? by Mohammed Haroon Siddiqui. 1-sided coverage of Mid-East war alleged. 38:6

Letter re Mid-East war coverage by *CBC-TV* from Malcolm Daigneault, Exec. Producer, *The National* (reply to Siddiqui article, in #38). 40:10

War Coverage, S.E. Asia

How to Cover a War & Miss the 5 W's, by Barrie Zwicker. Re *Tor G&M, Star, CBC*, et al. 52:2

Maybe He Can Get Work as a Travel Writer, by Barrie Zwicker. 52:7

Which Media had the Greatest Firepower in the War of Words About Vietnam? by Barrie Zwicker. 52:7

The Saigon Babylift as a Big Con Job: Seeing Vietnam Through Colonial Eyes, by David Kettler & Denis Smith. The news

media were conned into playing up Saigon babylift operation which was U.S. propaganda. 52:9

The Wrong Country but Right on Schedule With the Idea. Predictable (and predicted) simplistic coverage of what was allegedly happening in Cambodia days after the war.

The Chastened View from Paris Could be an Antidote to U.S. view, by Patrick Barnard. Difference in U.S. & French coverage of the Vietnam war. 52:11

Letters: Vietnam Issue Interesting, Unfair, Superb. 54:17

JONAH AND GOULD ARE NEW TEAM AT CENTRAL OFFICE OF C.C.N.A.

A new team effort in the Toronto office of the Canadian Community Newspapers Association is aiming towards a new image for the weekly press of Canada.

Dorry Gould has been made CCNA manager while David Jonah, a former weekly publisher from New Brunswick, has been named executive director.

Former general manager Michael Walker has resigned to head his own firm, Advertising Data Systems Ltd.

Mrs. Gould will deal with all operations and become chief financial officer. Jonah is increasing representation of the CCNA in Ottawa, promoting the use of weeklies as advertising vehicles, and revitalizing *The Canadian Community Publisher*, a monthly which goes to CCNA members and retail and advertising concerns.

The recent growth of the community press, and its new approaches to advertising, led to the expansion of the CCNA head office.

Toronto-born Mrs. Gould has worked in Bermuda, California, Germany and England. She was assistant to the director of the audience research department of *Radio Free Europe* in Munich and operated her own printing businesses in Los Angeles and London, England. On returning to Toronto she became an administrative assistant at York University, was registrar for a



David Jonah

technical association, then joined the CCNA.

Jonah recently finished a four-year period as founder and publisher of a bilingual weekly, *The Bathurst Tribune*, in northern N.B.

He earned a B.A. degree in sociology from The University of New Brunswick, Fredericton, was editor of the university newspaper, *The Brunswickian*, and campus reporter for *The Telegraph Journal*.

Jonah was elected to the board of directors of the Atlantic Community Newspapers Association in late 1974.

Walker, during a five-year tenure as general manager, successfully supervised reorganization of the CCNA into a federated structure. He also was instrumental in establishing independent and pioneer readership studies. Results of these studies show weeklies stronger than thought and form the basis for the CCNA's increasingly active role.

Walker's new firm will "take over complete administration of a co-operative advertising program on behalf of a manufacturer." In co-operative advertising, manufacturer and retailer split the cost of advertising products in local markets. Usually the cost is split 50/50. About \$130-million worth of co-operative advertising is placed in Canada annually and the practice is growing. — B.Z.



Dorry Gould

Watering Hole (hangout of news people)
 The Watering Hole, by Patrick Brown, Mountain St. Bar Meeting. 15:15
 There's this Watering Hole Downtown or How to Write a Script when Smashed, by Ken Strachan. Mtl.'s Bleury Tavern. 2:13
 The Darkroom at the *Winnipeg Trib.* 3:21
 The Watering Hole, by Robert Stewart. The Belle Claire in Ottawa. 5:16
 The Watering Hole, by Jim Nichol. Grandma's, in Moncton, N.B., 8:12
 The Watering Hole, by Bill McGuire. The Difficulty of Finding a "Favorite Bar" in London, Ont. 9:9
 The Watering Hole, by Bogdan Kipling. Peking Watering Holes. 10:12
 The Watering Hole, by Bob Gowe. Watering Holes in Vancouver 11:11
 The Watering Hole, by Waverley Root. Paris Chicago *Tribune* & the Prince of Wales' Visit. 12:18
 The Watering Hole, by Larry Collins. The Spadina Hotel, Toronto. 13:17
 The Watering Hole, by Elizabeth Zimmer. The Halifax Derby Tavern. 14:14
 The Watering Hole, by Doug Williamson. Mtl. Men's Press Club. 19:14

The Watering Hole, by Brian Brennan. The birth & death of the Prince George Press Club. 20:14
 The Watering Hole, by Chris Gerula. At the Ritz, Vancouver 22:10
 The Watering Hole, by J. D. MacFarlane. Plaza Hotel, Windsor. 23:15
 The Watering Hole, by Robert Duncan. Harry Brown at the Mtl. Press Club. 27:14
Windsor Star, The
 This is *Radio Free Windsor* (Formerly the *Windsor Star*), by Brian Vallee. Strike at the *Windsor Star*. 3:17
Winnipeg Free Press (See also **Humor, Winnipeg Tribune**)
Winnipeg Free Press Employees Narrowly Defeat Strike Action, by Stephen Riley. 57:7
Winnipeg Press Club
 WPC oldest in Canada — 87 yrs. 52:27 (Om)
 Club now available for news conferences. Sound system & lighting installed. 53:23 (Om)
Winnipeg Tribune, The
 Almost 30 for the *Trib*, by Eric Wells. 3:7
 Almost 30 for the *Trib*? Not so, says its publisher, A. R. Williams. 4:4
 Southam Invests in Staff, Hype, Change in

Fight to Even up Winnipeg Scene, by Stephen Riley. 56:2
Trib Circ. up 10,000 According to Publisher, by Stephen Riley 57:7
Wire Services, Cdn. Press, The
 CP Heal Thyself, by Barrie Zwicker. Look problems & progress within the *Cdn. Press*. 21:2
 In Defense of CP/BN, by W. G. Scott. 22:7
 CP's Mtl. bureau moves into *Star* bldg. 52:31 (Om)
Cdn. Press reliance on AP, Reuter & AFP, for foreign coverage, is questioned at regional meetings. 55:31 (Om) 57:23 (Om)

XYZ

Zwicker, Barrie
 And a Greeting, by Barrie Zwicker. 47:3
 Zwicker to Write for New *Maclean's*. 55:15

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COLUMN BY MORRIS WOLFE

I couldn't understand what all the fuss was about when Eaton's catalogue announced several weeks ago that it was going out of business. Because I'd grown up in Toronto, the catalogue hadn't really meant anything to me (other than providing a summer job one year). It wasn't until I listened to 20 or 30 telephone calls from rural Canadians on *CBC Radio's* Cross County Checkup that it became clear just how important the catalogue had been. Some people actually learned to read from it. For others, it had been the only reading material that came into their homes. Still others saw it as a kind of unifying influence; it was one of the few things they shared with other Canadians. For shut-ins everywhere, and for people living in isolated parts of the country, it provided the only way of obtaining certain goods. It was the most moving edition of that program I've heard.

An excerpt in the February *Atlantic* from David Halberstam's latest book, *CBC: The Power & the Profits*, offers yet one more example of the RCMP's willingness to serve American interests. Lyndon Johnson was infuriated by the Vietnam reporting of *CBS's* Morley Safer, a Canadian. Safer, he was convinced, was a communist. Johnson therefore arranged that the RCMP check him out. Safer turned out to be above suspicion, which infuriated Johnson even more. When aides insisted that Safer was just a Canadian, Johnson exploded: "Well, I knew he wasn't an American."

Lifeline, a newsletter published twice a month by the Highway Book Shop (300,000 Yonge Street, Cobalt, Ontario), is a useful source of information for the beginning writer. Magazine and book publishers list their manuscript needs; writers and illustrators advertise their services. As well, there are bits of advice — frequently preachy — from writers and others who are established (or at least think they are). The front page of a recent issue, for example, contains an article titled "Talent versus Guts!" by someone named Ernest S. Kelly. "Sure," says Kelly, "talent is important, without it you'll never have lasting success, but the most important ingredient for writing success is a short, vibrant three-letter word — guts!"

Edwin Newman's best-selling critique of English usage in the U.S. media, *Strictly Speaking*, now has appeared in paperback (Warner, \$1.95) and is worth picking up. A glance through its index

suggests no major figure in the American media (or American politics) has escaped its author's scorn. Except *NBC's* resident intellectual, Edwin Newman, himself. And yet one of my favourite television gaffes involves that fellow. 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."

Bad Taste-of-the-Month Award: The January-February issue of the generally excellent homosexual magazine *Body Politic* (Box 7289, Station A, Toronto)

RADICAL ELEMENT WOULD IMPROVE CANADIAN PAPERS, BERTON SAYS

A "fairly large audience" is available in Canada for a radical newspaper in the opinion of former newspaperman and radical columnist Pierre Berton.

Canada's dailies seem afraid to take "real steps" — he mentioned columns of automobile and architectural criticism — but predicted that if they will, "they'll do quite well."

Berton was the fourth speaker in the Atkinson Journalism Lecture series at Ryerson Polytechnical Institute in Toronto. He spoke to an overflow crowd of about 350 on Jan. 20.

Wearing a salmon-colored shirt, rust vest, patterned bow tie and brown check jacket, the practitioner in all media said he had nothing against papers with "neanderthal" editorials. "My argument is that there are too many of them."

"There isn't a radical columnist in this whole country. Once in a while people should go into a newspaper office with a horse whip."

Suggesting stands a truly radical columnist might take, Berton named dispensing heroin freely across supermarket counters, favoring group sex, showing porno movies to minors and replacing the capitalist system with a Marxist system.

He emphasized he did not necessarily believe in these stands. "I'm saying a good case could be made (and that these subjects) should be debated in the press. All sorts of thinking people can't talk about (such things) because the press won't talk about them."

Berton believes papers have improved, noting that when he was young, movies were beyond criticism in newspapers. "Clyde Gilmour was a pioneer. He began to get tough."

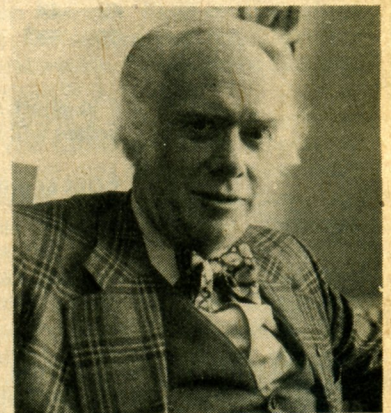
A case could be made that *The Toronto Star* — money from which established the charitable foundation which paid for his speech — is "the worst paper in Canada because it makes so much money and doesn't spend it

contains one infuriating item. The magazine frequently informs its readers about well-known personalities who've chosen to be open about their homosexuality, which, of course, is fine. The item in question, however, states, "There are a lot of gay athletes out there but you'd never know it to listen to Canada's own-----," naming one of this country's leading athletes. "Poor boy," the item goes on, "doesn't even admit to going down Yonge St., which is taking closetry pretty far for a 26-year-old." Encouraging people to come out of the closet, and congratulating those who have, is one thing; surely *hauling* them out is something else.

properly." *The Star* makes so much money the cash has to be "buried in Beland Honderich's back yard," said Berton.

Asked in a question period about the difficulties of newspapering, Berton answered: "Getting things right. My God, that's hard. I've spent 30 years trying to do it and it gets harder."

Berton, who was city editor of the *Vancouver News Herald* at the age of 20, said he had seen newspapering from every angle. He now is most often "an interviewee, and almost always they get it wrong," he alleged. "Very rarely am I quoted correctly by any newspaperman,



nor do they even spell my name right (on many occasions)."

"Most people don't tell you you're wrong," he told the reporters and journalism students in the audience, "unless you really hurt them — and then they sue you for libel."

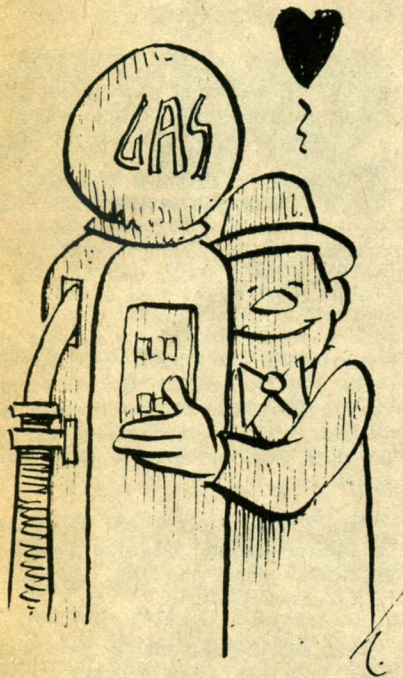
It was first brought home to him that newspaper work "used people up," Berton said, when as a young reporter he was asked to re-write a *Forty Years Ago Today* item a washed-up newsman had mis-handled. Checking in the morgue, Berton found that on that day 40 years before, the front page of the same paper was dominated by a huge headline and scoop written by the older man. —B.Z.

OMNIUM-GATHERUM

AWARDS

It's awards time again and *Content* wants all its readers to have a chance to reap rewards for their efforts. Look over the list and enter the competition that fits your specialty.

In cases where time is short until deadline, you can phone to have contest details rushed to you. If it's too late, send for information on next year's competitions and plan to excel in '76. Information on more awards will appear in our next issue.



The **Frank Kelly Memorial Award**, consisting of a plaque and \$250, is awarded annually to the newspaper reporter in the U.S. and Canada who does the finest article or editorial on the oil and gas industry. Material published between April 1, 1975 and Mar. 31, 1976 may be sent **before May 15** to the **American Association of Petroleum Landmen**, P.O. Box 1984, Fort Worth, Texas 76101.

Send material **before Mar. 1** to enter the competition for the **IAPA-Tom Wallace Awards** for work on behalf of Inter-American friendship. Prizes consist of a plaque for a publication and \$500 for a newspaper person, given for material published in 1975. Send entries to **IAPA-Tom Wallace Awards, Inter-American Press Association**, 141 N.E. Third Avenue, Miami, Fla. 33132.

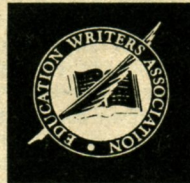
Members of the **Outdoor Writers of Canada** may compete for the **F. H. Kortright Awards** totalling \$1,000 for articles on conservation in newspapers and magazines. Material published in 1975 should be sent to **Canadian National Sportsmen's Show**, Box 168,

Toronto-Dominion Centre, Toronto, Ont. MSK 1H8. Deadline for entries is **Feb. 29**.

Winners in 1974 were: **Shella Kaighin, Outdoor Canada; John Power, Toronto Star; and Tiny Bennett, Toronto Sun.**

March 1 is the deadline for entries in the **Charles Stewart Mott 1975 Awards Competition** for writers in the field of **education**.

The **Education Writers Association** will give first prizes of \$500 and second prizes of \$250 in each sub-category. A grand prize of \$1,000 will go to the best of the first-prize winners.



Category 1: Newspapers under 150,000 circulation, with sub-categories: breaking news (single article, series, or collection of articles), feature article, feature series, investigative reporting (single article or series), and editorial and signed column.

Category 2: Newspapers over 150,000 circulation, with same sub-categories as Category 1.

Category 3: Magazines of general circulation, single article or series.

Category 4: Radio and television single show or series.

Television entries must be on ¾-inch cassette videotapes while radio entries may be either scripts or audio tapes. Entries in the investigative reporting sub-category must include a letter of not more than 250 words explaining the purpose of the investigation and its results.

Only one entry per contestant is allowed in any single sub-category. Winners will be announced March 29. Send entries to **EWA-Mott Contest**, P.O. Box 281, Woodstown, N.J. 08098.

Mar. 1 is the deadline for nominations for the Rubeen and other prizes given for the best in cartooning by members of the **National Cartoonists Society**. All categories are eligible — story strips, comic panels, editorial comment, sports and special illustration, comic books, advertising and film animation. Send nominations to: **Marge Devine, NCS, 130 West 44th St., New York, N.Y. 10036.**

The **International Association of Fire Fighters** annual awards for stories, editorials and photographs concerning fire fighting which appeared in newspapers or on TV or radio are open for competition. Categories are: news or features in newspapers of less than 100,000 circulation; same for over 100,000; photos in the same categories; TV news or feature, and radio editorial comment.

LETTERS: EVERYONE'S CRYING WOLF

Editor:

Morris Wolfe dubs Ryerson journalism atmosphere "depressing." Ridiculous. Impossible. Doug MacFarlane heads Ryerson journalism.

Phyllis Griffiths,
Toronto

Editor:

Who the hell is Morris Wolfe?
J. D. MacFarlane,
Chairman,
Journalism Department.,
Ryerson Polytechnical Institute,
Toronto.

Morris Wolfe replies:

How the hell can anyone who doesn't know who I am be allowed to be head of a journalism school?

Editor:

In the column by Morris Wolfe (Jan.-Feb.) it is asserted *The Manchester Guardian*, being "laden with typos," is now referred to by the satirical journal *Private Eye* as *The Manchester Groaniad*. I beg to submit that this is not so, and that *Groaniad* is your own typo or Mr. Wolfe's.

In many years of reading *Private Eye* I have found *The Guardian* consistently

THE GUARNIAD
for lively, butterfly minds

referred to as *The Grauniad* with a few exceptions when it was called *The Gaurdian, The Gardina, The Guardiad, The Garduian, The Gradian, The Guardnia, The Gairdnua, The Urgandia, The Graundia, The Dirguana* and the *drauGain*, but never, to my knowledge, *The Groaniad*.

Indeed, on page 23 of the 1971 publication *The Life and Times of Private Eye*, in the glossary headed Notes for the Uninitiated, Foreigners, etc., is found the following entry:

The Grauniad

Ditto (*Sic*)

I provide clippings in support of my case. Not intending to be contentious, I shall be content if the content of *Content* conforms to the intent not to make the descent to the level of the above.

Yours precisely,

Peter R. B. Thomas,
Professor of Textbooks,
The University of Toronto.

OMNIUM-GATHERUM (CONTINUUM)

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 \$1.

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

EDITING AND REWRITING SERVICES. Manuscripts edited or rewritten by an expert. You get professional advice and work based on years of experience in general and business magazines. Send your MSS to: Larry Fenwick, 2895 Bathurst St., Apt. 408, Toronto, Ont. M6B 3A8.

This column works, yet it is under-used. We at *Content* received 17 responses from our own ad in the last issue. Deadline for next issue: **March 8**, for distribution only **8 days later**. Phone calls taken at (416) 920-6699.

FORMER EDITOR, *Guerrilla* newspaper, seeking employment. Experience in writing, proofing, editing, layout, distribution and office management. Doug Austen, (416) 537-4571.

FREE LANCE EDITOR looking for assignments. Contact Liba Schlanger (416) 921-9984, or 437 Wellesley Street East, Toronto, Ont. M4X1H8

GENERAL EDITORIAL SERVICES. We write and rewrite. We do a complete editing of your manuscript and give you our professional advice based on 30 years' experience. Let George do it, and it will be done right. Call George Bourne at (613) 232-0477 or send your MSS to P.O. Box 11176, Station H, Ottawa, K2H 7T9.

HEAD COPY BOY passionately wants to be reporter. No BJ, but close to eight years' newsroom experience, with good general knowledge of composing room and press room functions. Fluently bilingual. Have written some articles. Voracious reader (incl. *Content*, *E&P*, *CJR*, *AP Log*, etc.). Prefer Quebec, then Ontario, but willing to relocate elsewhere. Reply PO Box 414, Westmount Station, Montreal, P.Q. H3Z 2T5.

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-60

SUBLET charming 1-bedroom fully-furnished apartment with balcony & garage. March 1-June 1. Close to shopping, subway. \$220 mo. Frann (416) 484-2784, 9:30-5:30 weekdays.

First prize winners receive \$500; second, \$250. Send 1975 entries **before Mar. 15** to **International Association of Fire Fighters**, 1750 New York Ave., N.W., Washington, D.C. 20006.

Among the 1974 winners were **Peter Van Harten** and **Derek Hopwood** of *The Spectator*, Hamilton, Ont.

Final deadline for entries for the **Edward R. Murrow** awards for radio and TV station community service reporting and editorials is **Mar. 1**. These awards are given to a radio station and a TV station which display enterprise and social awareness in reporting a significant community problem.

Other awards are given for on-the-spot reporting of an unplanned news event, and for broadcast editorials. Material from 1975 should be sent to the regional director of the **Radio-Television News Directors Association**. For information contact Rob Downey, executive secretary, **Michigan State University**, East Lansing, Mich. 48824.

QUEBEC

Jacques G. Francoeur, president and publisher of **Unimedia Newspapers**, a group of daily and weekly newspapers in Quebec, has been elected chairman of the board of the **Canadian Executive Service Overseas**, a voluntary group which sends retired executives overseas as experts.

Ted Tevan, formerly of **CFOX**, Montreal, has moved over to **CFCF** radio, Montreal. His sports open line show, first aired on **CFCF** Jan. 26, enjoyed a successful two-year run at **CFOX**.

Montreal's Le Jour has switched to a **tabloid format** from a regular-size paper in an effort to increase readership. The 23,000-circulation French-language daily editorially supports Quebec independence.

The **Toronto Globe and Mail** has started a home delivery subscription drive — in **Westmount**, Quebec.

ONTARIO

Vic Roschkov, formerly cartoonist with the **Windsor Star**, has joined the staff of *The Toronto Star*.

Changes are still reverberating at the **Kitchener-Waterloo Record** following the retirement of editor-in-chief **Cully Schmidt** and the death of former publisher **John Motz**. Besides the addition of Joe O'Donnell (see #59, p. 20) who has joined **Don McCurdy** in covering the townships, the *Record* has taken on **Hugh Paterson** to cover Waterloo city hall. Paterson was with the *Oshawa Times*. Former **Hamilton Spectator** staffer **Simon Wickens** has been moved from the labor beat onto Kitchener city hall, replacing **Caroline Rittinger** who's been moved to the desk. **Frits Roos** is back to provincial politics and a new permanent night staff position, being filled by **John Kessel**, is said to be working out very

well. Also onto a night shift is sports editor **Ray Alviano**. **Bill Motz**, son of the former publisher, has become photo editor, replacing **Harry Huenengard** who returns to photo processing. **John Kiely** went from religion to a general government beat and former Pasadena newsman **John Schenk** who had been a year on general assignment has become a full-time police reporter. Leaving are former news editor **Dave Pryor**, deskman **Herb Rutherford** and Rutherford's wife, **Philomena**, who was on the women's section. Rutherford is joining the *Reader's Digest* book section in **Montreal**. Pryor has joined the staff of *The Canadian Press* as a reporter.



Spear, the Toronto black community monthly magazine, has appointed **Arnold Auguste** as assistant editor as part of its expansion program. Auguste took up the position in February. He was the news and features editor of the black weekly *Contrast* for the past 3½ years. *The Islander*, another Toronto-based black community newspaper, has gone weekly from twice-a-month. *The Islander's* new managing editor is **Daryl Auwal**, formerly of *Contrast*.

Peter T. Ferguson is the new news director of **Central Ontario Television Limited** in **Kitchener**, which operates **CKCO-TV**, **CKKW** and **CFCA-FM**.

Brian Illingsworth, after a stint on the **Grand Falls (Nfld.) Advertiser** as a reporter-photographer, joined *Oshawa This Week* on Jan. 9 as labor reporter.

Nicholas Cotter resigned the week of Jan. 26 from the *Globe and Mail's* Report on Business section where he had written the Advertising World column. His replacement is **Ted Clifford**, a former *Globe and Mail* reporter who had spent several years in public relations.

Jack and Mary Scoffield of **Burlington** have purchased the *Dundas Valley Journal* from **Bill Preston**.

THE PRAIRIES

Terry Scott of **CKOM**, **Saskatoon**, has joined the news staff of **CKCK** in **Regina**.

Larry O'Hara is new president of the **Calgary Press Club**, taking over from **Norris Bick**.

Alberta native Jim Armet, after 1½ years as *Broadcast News* correspondent at **Queen's Park**, has been assigned to head the new **Alberta regional audio network** serving 10 stations. He works out of the Alberta legislature in **Edmonton**. Replacing him at

Queen's Park is **Bill Marshall** from the Toronto editorial staff.

Another moving item: The **Edmonton Press Club's** new address is **Basement, 10052 106th Street, Edmonton, Alta. T5J 2G1.**

Hot Flashes. Nothing to do with middle age, it's the new name for the **Saskatchewan Press Club's** newsletter.

Jack Cook, managing editor of the *Star-Phoenix*, is the new president of the **Saskatoon Press Club.** *CBC's* **Bill Ryan** is vice-president.

The **Saskatchewan Technical Institute at Moose Jaw** is considering the establishment of a journalism department. *STI* principal **Robert Barschel** made the comment at a small and informal meeting in Moose Jaw but he has not been anxious to elaborate. Barschel says it's too early yet to tell if the institute will proceed with the idea. If it does, Saskatchewan may move quickly from a situation of famine to questionable plenty — the **University of Regina**, 40 miles away, is considering a school of journalism.

BRITISH COLUMBIA

Former *Vancouver Sun* business columnist **Pat Carney** has been appointed assistant director-general of information to the **Canadian Habitat Secretariat**, part of the UN conference on human settlements. She will be based in Vancouver and be responsible for information policies and planning.

Donald V. Anson, editor of the *Abbotsford, Sumas & Matsqui News* since May, 1963, has retired. He is succeeded by **Brian McCristall**, editor of the *Chilliwack Progress* for the past four years. **Mark Rushton** has been appointed news editor of the *News*.

A running battle with a print-vs.-broadcast edge has been waged between **Jack Webster** of *CJOR*, Vancouver, and **Allan Fotheringham**, *Vancouver Sun* columnist.

Typical of Webster's outspokenness were his comments on B.C.'s newspaper reporters as quoted in an article by **Charles Oberdorf** in the October 1975 issue of *Homemaker's*

Magazine. Webster said open-line broadcasters such as himself tell people what's happening in B.C. "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."

Fotheringham, in his column of Jan. 20, said "it is too much to ask the revenue-collectors and inventors of dollar-a-holler, broadcasting to give a fair shake to any form of communication that is not wrapped around a deodorant ad. But the conduct of their hirelings in the last week would do credit to a small frontier town."

He went on to refer to the open-liners' comments as the "shrill cries of the hyenas." And: "What is so depressing about the local electronic Jeremiahs, who owe their living to dogfood sponsors, is the image they push that Vancouver is an isolated unique oasis, somehow immune to world trends and movements." . . . "The saddest example is Jack Webster, such a superb journalist and ombudsman who unfortunately wastes it every so often and disappoints his friends by dipping into the great vat of anti-French prejudice that waits at the end of his phone lines if only someone will encourage it and incite it. He . . . demeans his vast talents by doing so."

On Jan. 24 Fotheringham added: "It will be interesting to see how many of the open-mouth hosts, currently mining prejudice, will show up to argue their case" at the CRTC hearings scheduled for early February. "Or is showbiz not portable outside a glass studio?"

LEGAL FRONT

Radio stations must get the prior consent of people they interview over the telephone before broadcasting the interviews. This was a recent ruling by the **Ontario Court of Appeal** after the Crown successfully appealed the acquittal of **CKOY Ltd.** of Ottawa on a charge of violating a section of **Broadcasting Act** regulations.

In the acquittal, **Provincial Judge R. B. Hutton** had concluded the station had broadcast a telephone interview in March 1974 with a woman from the **Federation of Students of The University of Ottawa** without

JUXTAPOSITION OF THE MONTH

The Daily Gleaner, Friday, January 23, 1976



HAPPY BIRTHDAY - Merah, an orangutan toddler, celebrated her first birthday at the St. Louis Zoo. The party included paper party hats, toys and a "cake" made of natural fruits and topped with one edible candle. Last January Merah's birth was heralded as an important link in the struggle to save the endangered orangutan species. (UPI)

RCMP Officer Poses As CP Reporter

OTTAWA, C.P. — An RCMP officer posed as a Canadian Press reporter to interview a **Bill Gray**, union official and spokesman for the **United Brotherhood of Carpenters and Joiners of America**, at the **Kitty** plant to help the workers financially. **Constable Desjardins** was on duty at the time.

Fredericton Daily Gleaner, Jan. 23, 1976

her consent to the broadcast, but found the station not guilty by virtue of a technicality.

The **Ontario Court of Appeal** has dismissed an appeal by radio station **CFRB**, Toronto, of a \$5,000 fine against commentator **Gordon Sinclair's** pre-election broadcast Oct. 20, 1971. **Mr. Justice John Arnup** noted an Ontario election was called for Oct. 21. The

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OMNIUM-GATHERUM (CONTINUUM AD INFINITUM)

judge said Sinclair made a broadcast in his "usual forthright fashion" and referred to a "stupid rule" that radio stations are supposed to be silent 48 hours before an election. Sinclair, he said, thought the restrictions discriminated in favor of newspapers.

The station was fined by **Provincial Judge A. W. Davidson** Mar. 29, 1974. That decision had been appealed to the Divisional Court, then County Court, where **Judge Donald Couture** dismissed it. Mr. Justice Arnup said the courts were correct in finding Sinclair's broadcast to be of a partisan character; Sinclair himself made this emphatically clear.

BOOK NEWS

A highly useful book for every newsroom will be available soon. It's *Law and the Press in Canada* by **Prof. Wilfred Kesterton** of **Carleton University** in Ottawa. It promises to be one of the few definitive Canadian documents concerning the law and media and will be published by **McClelland & Stewart Ltd.** in the **Carleton Library Series**. Watch *Content* for a review.

* * *

A Feb. 25 publishing date has been announced by **Simon and Schuster** for *The Viking Process*, a novel by **Norman Hartley**, *Globe and Mail* reporter. A full-page promo in *Publishers Weekly* states this book "guarantees (Hartley) a place among major writers of successful contemporary fiction."

Hartley's first novel deals with a multinational conglomerate that tries to destroy a rival company by using terrorist methods. Hartley worked briefly for a multinational firm, **United Africa Company**, a subsidiary of **Unilever**. He helped sell beer to the natives.

The Manchester, England native started freelancing in his spare time, then got a correspondent's position with *Reuter*. After four years as a correspondent in Senegal and chief correspondent in West Africa, based in Lagos, Hartley went to Rome for the agency, ending up in London as personnel manager.

He's been at the *Globe* for the past six years and started the book three years ago. The actual writing was done in Jamaica, during two six-week leaves of absence.

MISCELLANY

Gordon Pape, assistant to the publisher of the *Financial Times*, is set to take over as the publisher of *The Canadian Magazine* from **E. J. Mannon**, who will remain as president.

* * *

Two informative editorial seminars were

held by the **Canadian Daily Newspaper Publishers Association** in **Saint John and London** before the end of 1975 and for the first time they were taped. The tapes are available for borrowing.

Labor and business reporting was the topic for Atlantic daily reporters Nov. 14-15. Resource people included **Wilfred List**, Toronto *Globe and Mail*; **Neville Hamilton**, **Canadian Paperworkers Union**, Montreal; **Fred Rose**, business writer, *Montreal Gazette*; **Pam Sigurdson**, lawyer and consumer affairs specialist, Toronto; Prof. **William Smith**, economist, U. of New Brunswick, Fredericton; **Richard Murphy**, **Canadian Union of Public Employees**, Moncton, and **Darrell Waddingham** and **Eric Richter**, both of the **Royal Bank of Canada** in Montreal.

The CDNPA-CMEC bulletin recommends the following reading materials from the Saint John seminar: *Economics of the Real World*, *Guide to the British Economy*, and *Worlds Apart*, all by **Peter Donaldson**, from Pelican; *the Penguin Dictionary of Economics*; *Industrial Mobility-Regional Policy*, by the European Free Trade Association of Geneva.

The London seminar Dec. 2-4 covered law, with **Gerry Flaherty**, **CBC** (former chairman, media and communications law committee, **Canadian Bar Association**); graphics, with **Peter Robertson**, *Toronto Star* graphics editor; and city room, with **Jim O'Neill**, *London Free Press* city editor. Guest speaker **Gerry Haslam**, *Winnipeg Tribune* managing editor, described the *Trib's* 1975 move to cold type and a new layout.

The bulletin recommends the following reading material from the London seminar: *Libel, Defamation, Contempt of Court and the Right of the People to be Informed* (**Thomson Newspapers**); *Gateley on Libel and Slander* (Sweet and Maxwell Ltd., London, Eng.); *The Law of Contempt* (J. G. Borrie and N. D. Lowe, Butterworth Publishing, London, U.K.); *Carswell of Canada*, Toronto, distributor); *Danger—Libel, Contempt of Court and Court Reporting* (**Calgary Albertan**).

The Saint John tape may be borrowed from the **CDNPA**, 250 Bloor St. E., Toronto Ont. M4W 1E7. Phone (416) 923-3567.

* * *

The *Manchester Guardian Weekly* has started running four pages of *Washington Post* copy in each issue. The *Guardian's* similar link with *Le Monde* continues. Taking the *Weekly* by air is an antidote to any complacency about the excellence or breadth of foreign coverage in Canadian dailies.

OBITUARIES

Gordon Sinclair, news editor and assistant managing editor of the *Winnipeg Free Press*, died Jan. 27 in Winnipeg. He began his career with the *Free Press* in 1939, served with the **RCAF** during World War II and returned to the paper, where he worked until 1952. From 1952 to 1954, he worked for the *Toronto Star* and *Winnipeg Tribune*, returning to the *Free Press* in 1954. He was 54.

* * *

C. Winston McQuillan, former chairman of the board of directors and organizer of the broadcasting department of **Cockfield, Brown advertising agency**, died Jan. 25, while on vacation at Sarasota, Fla. Through his creation of the radio program *Today's Adventure*, later known as *Let's Be Personal*, he introduced **Gordon Sinclair** to broadcasting. He also created *Singing Stars of Tomorrow*, which brought national attention to such people as **Robert Goulet**, **Jon Vickers** and **Maureen Forrester**. He retired in 1964.

* * *

Henry J. Foster, former publisher of the *Welland Tribune*, died in Welland Dec. 31. He was a newspaperman for more than 60 years and had started as a bookkeeper at the *Galt Reporter*. Foster was a member of *The Canadian Press* in 1919. A long-time director of **Thomson Newspapers Ltd.**, he retired in 1968. He was 88.

* * *

Germaine Bundock, editor-in-chief, French Services, **Indian and Northern Affairs Ministry**, died in Ottawa Dec. 28. She formerly wrote for *Le Soleil* under the pseudonym **Pascale France** and was a former president of the **Women's Press clubs** in Montreal and Ottawa.

* * *

Clyde Beals, first full-time editor of *The Guild Reporter*, died in O'Fallon, Illinois. He had been retired as an active journalist since 1952. He was 79.

* * *

Breen Hogan, co-founder of *Our Future*, a three-year-old monthly newspaper for the handicapped published in **Windsor**, died Dec. 27. He was a paint-by-mouth artist whose works are on exhibit in art galleries throughout the world. He was 42.

* * *

Bud J. Shepard, co-founder of **Vancouver Cablevision** and vice-chairman of the board of **Premier Cablevision Ltd.**, Vancouver, died Jan. 9. He was 46. Shepard formed a partnership with **Garth Pither** and **Syd Welsh** in 1952 to develop the first Canadian cablevision. The partnership, by 1971, included cablevision systems in Vancouver, Victoria and Coquitlam and **York Cablevision** in Toronto.

* * *

The president of **Miller Services Ltd. A. Hamilton Miller**, died Dec. 29 in Toronto. The company, founded by his father, is a distributor of editorial and advertising material, mainly artwork, to newspapers and other publications. Miller leaves his wife, Grace, and two children. He was 69.

MAILING LABEL