

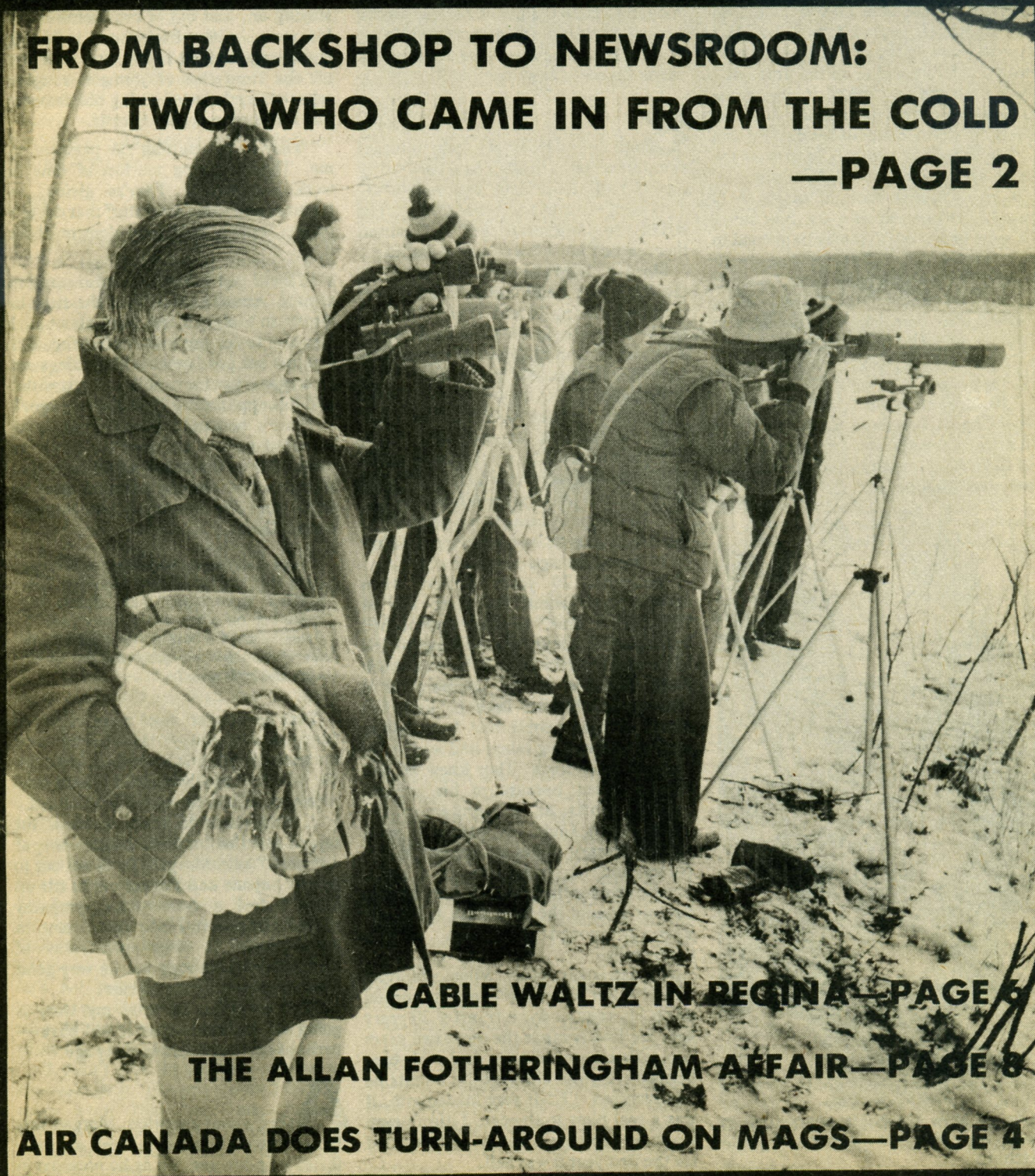
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*Canada's National
News Media Magazine*

61

APRIL 1976
50 CENTS

**FROM BACKSHOP TO NEWSROOM:
TWO WHO CAME IN FROM THE COLD
—PAGE 2**



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THE ALLAN FOTHERINGHAM AFFAIR—PAGE 8

AIR CANADA DOES TURN-AROUND ON MAGS—PAGE 4

BACKSHOP TO NEWS IN HAMILTON AND NORTH BAY: JOLTS FOR INDIVIDUALS BUT BENEFITS FOR NEWSROOM

By DAVID McFADDEN

Someone should write a big Studs Terkel-type book on the victims of technological change. For even in these so-called enlightened days, such change can have a fairly shattering effect on a man's life.

Take the case of a master machinist who is himself replaced by a machine after 25 years on the job. It's an old story but it's still happening all the time. He's given a broom and asked to spend the last few years of his working life sweeping the shop floor. Even to his family and closest friends he's unable to express the horrible loss of self-esteem he's suffered.

If he's resilient enough, maybe he'll leave his job and open a jug milk store. "It's the best thing that ever happened to me," he might say. Yet the resentment lingers, and in quiet moments he finds himself wondering about his fellow workers who were less able to adapt to the change, who perhaps would have been better off if they'd been taken out and shot.

This story is about two men who are displaying such resiliency, two reporters who are reporters not because they set out to be, but because their jobs in the back shop disappeared.



Some of Huw Morgan's spare time is taken up with his hobby of bird-watching.

The first is Huw Morgan of the Hamilton *Spectator* who at 54 calls himself "the oldest cub reporter in the world."

The second is Guy Gallardi of the North Bay *Nugget*, who at 32 is young enough to state boldly his new profession has put "a whole new dimension into my life," and says he's working hard toward becoming an "ace writer."

Both men look at their unusual situations realistically and say they merely took the path of least resistance. Yet both men admit the change put strains on their marriages and caused them more than a few sleepless nights.

Morgan, a Welshman who served in the RAF as a bomb-aimer in raids over Germany during World War II, started in *The Spectator* in 1948 as a stereotyper, a job he kept until June 1974 when *The Spectator* disbanded its 11-man stereo department.

Most of the men went into the press room, a few took an early retirement, and Morgan says he's not sure what he would have done if management hadn't offered him a job in the newsroom.

"The company came to me and offered me the chance to be a reporter. I didn't go to them," he says.

Ironically, 20 years earlier, when Morgan was about the same age as Gallardi is now, he had approached management about transferring to the newsroom only to be told he was much more valuable to the company as a stereotyper. At that time he had only asked because people had been telling him he had writing talent and was in the wrong line of work. They knew he had writing talent because of his speech-writing efforts as a member of the Toastmasters Club, his interest in such arcane literary topics as ancient Welsh poetry and his reputation as a crack cryptic crossword solver. In fact, he was famous around the back shop as the guy who composed his own cryptic crosswords.

An extremely quiet fellow, Morgan wasn't upset when the company turned down his request for a transfer 20 years ago. He finally made the move two years ago with eyes wide open and with considerable dignity although he admits he was terrified. "I felt very inadequate. It was a real blow to the ego. I didn't even know how to type," he says, adding that for the first year it was hell.

So after about six months of sleepless nights and pressure-filled days, Morgan decided he'd had it and offered to resign. "I simply couldn't cut the mustard, I couldn't hack it," he says. Instead, management talked him into staying on, and out of consideration for his years in the back-shop, including eight years straight nights, they took him off the front line of younger, tougher reporters and started giving him features and softer news stories to write.

"They're not putting the pressure on me. They're giving me lots of time to work on stories. They're giving me features and some news stuff that doesn't have a terribly tight time element about it.

"I feel I can write but I'm not sure I'm a good reporter. If I have the time to devote to a story I feel good about it. I just love to see my features in print. But I'm just not good at whacking things out on a typewriter for deadline. I just wish I had this opportunity 20 to 25 years ago."

There's no doubt that Morgan is an excellent writer, and that it's tragic he wasn't put on the news staff 20 years ago. Here's a line from a personal story he wrote for *The Spectator* last Remembrance Day:

How does one explain away the horrible truth that the thumb that nowadays does nothing more lethal than depress the space-bar on a typewriter, once (no, 35 times) pressed a button that spelled death for who-knows-how-many civilians of all ages and both sexes?

That newspapers need more writers of Morgan's honesty, sensitivity and sympathetic outlook is obvious, although the more highly-profiled hard-nose reporters tend to be more highly valued.

"I'm not out to make a name for myself and I'm not out to make a story at any cost," says Morgan. "I'm not out to crucify anyone and I'm not out to stir up shit. I feel a tremendous sympathy toward the people I interview. I tend to take people at their own value of themselves which may not be very good from a reporter's point of view.

"I'm conscious of what my story is going to do, what effect it will have — perhaps more so because of my age."

Asked about ambition, Morgan says he eventually wants to feel as comfortable in his new job as he once did in

his old one, and "I feel a little more comfortable every day." And by the way, he'd love it if *The Spec*, or any other paper, offered to buy his original cryptic crossword puzzles.

Guy Gallardi's story goes along well with Morgan's because he had the 20-year head start Morgan wishes he had had. Gallardi's working life blew up, so to speak, when the North Bay *Nugget* composing room switched over to paste-up just over a year ago.

Gallardi had been working at *The Nugget* since leaving school at 16, first as a messenger boy, then as a linotype operator and finally as a make-up man on classified.

"I'd just started on cold-metal make-up when we made the changeover to paste-up. I couldn't see myself making cut-outs all day. I can see you can be creative with paper to a certain extent, but I just couldn't see myself doing it for the rest of my life."

After working on paste-up for a day or two, Gallardi casually mentioned to management he'd be willing to take a night course in journalism at a local community college if they'd consider taking him on as a reporter. A month later, on a Friday afternoon, he was told he could start in the newsroom on Monday morning if he wanted. No journalism course required.

"I decided over the weekend to do it and I haven't regretted it yet," he says.

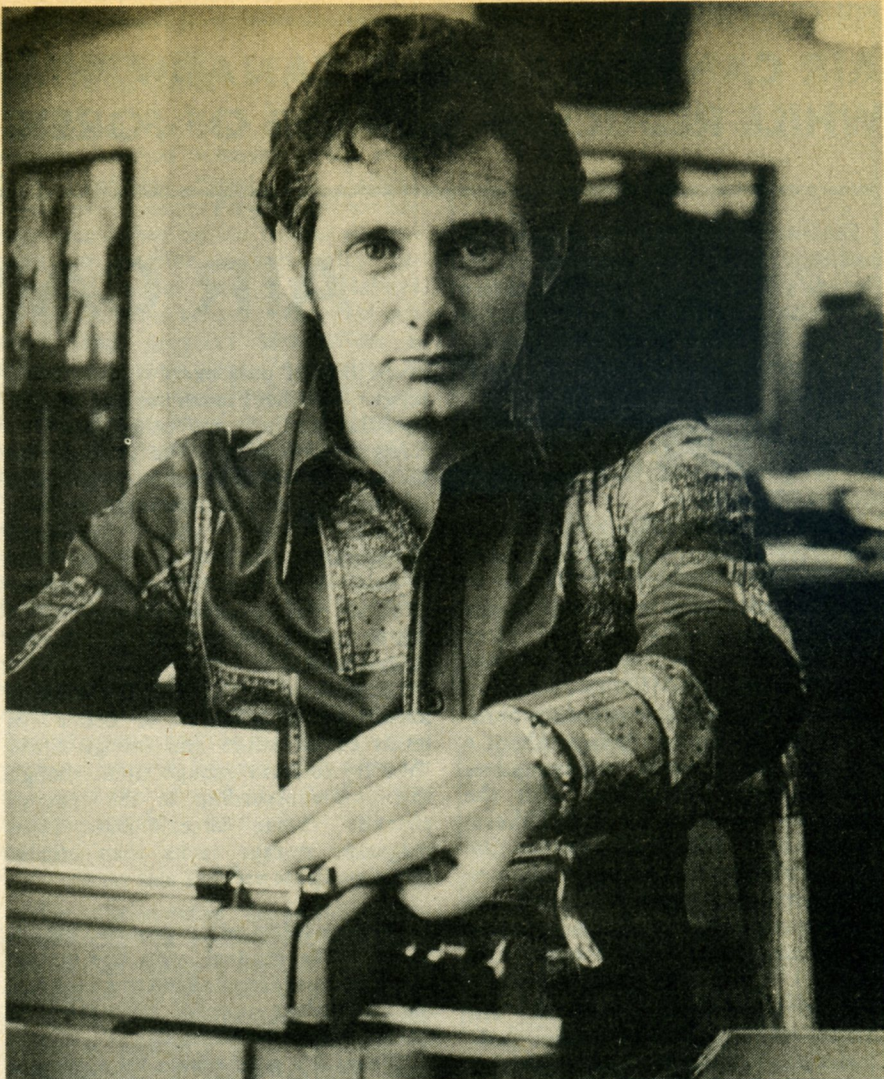
After a mere eight days of newsroom experience, Gallardi found himself first on the scene when the Barry Building, around the corner from the *Nugget* office, exploded, killing nine people.

"I just went crazy. Holy cow, what's going on, I thought. The whole building was in flames. I was nervous. I wasn't a writer. My formal education was next to nil . . . But I said to myself you'll never get a better chance than this to prove yourself."

Gallardi approached one of the wounded survivors. "I didn't want to blow it by saying something untactful. So I just said 'What happened?' He started to spill his guts and I had my story . . . I was really proud of that interview."

Unlike Morgan, Gallardi took a drop in pay when he started in the newsroom, but he says recent raises have brought him back to his old level. Like Morgan, Gallardi says his year in the newsroom has been one of constant pressure and he's not satisfied turning out straight news copy. But being 22 years younger than Morgan he can look at the transition from a different point of view.

"I didn't like the seniority system in the back shop. The more work I did the more work they gave me. In the newsroom it's a different situation. You get credit for what you do. I love to see my byline in the paper, and the stuff I've



Guy Gallardi, former North Bay *Nugget* composing room staff member, composes himself, furrows his brow and gets to work on a story in his new reporter's position on the paper.

written. It puts a whole new dimension into your life. And a whole different way of seeing things. Who can say he's an ace writer? No one. But I'm working hard toward that goal. And it's given me a broader view of life as a whole."

Gallardi is a UFO buff, North Bay being the scene of a large number of sightings in recent years, and he's interested in environmental issues. He says he gets a lot of satisfaction out of writing features and viewpoint articles on subjects close to his heart, but there's someone else firmly entrenched on the environment beat at *The Nugget* right now, and even in North Bay, UFOs aren't big enough to constitute a full-time beat.

Gallardi covers such things as youth, senior citizens, air and bus travel, the CNIB, Red Cross, Cancer Society, YMCA, Canada Manpower, Post Office, area health unit and the North Hims-worth Township Council, and he says he worries constantly about his performance on the job.

"There's constant pressure all the time. You never forget it. You've got a story to do and you're thinking of a lead before you've even done your interview. I'm always thinking of what the public wants. It's a hectic, not-enough-hours-in-the-day sort of job. And a lot of stuff you do is just facts, facts, facts, nothing else."

There's a lot of development going on around North Bay at the moment, and Gallardi has drawn flak for his coverage of anti-development meetings — by people, as he puts it, who weren't even there. There are a lot of distasteful aspects to his job, he says, but "I'm not in a position to complain. I took this job. I asked for it. They were nice enough to give it to me."

"Technological changes pushed me into what I am today. I'm not an exceptional person. I just flowed with the current."

David McFadden until recently was a staffer for more than 13 years at The Spectator in Hamilton. He has just begun freelancing, which also can be quite a jar.

AIR CANADA ADDING CANADIAN MAGAZINE TITLES WHILE REDUCING NUMBER OF FOREIGN PUBLICATIONS

Saturday Night will be added immediately to the titles available on Air Canada's flights and more Canadian publications will be available by the end of 1976, according to H. Rick Lutzen, the airline's Service Development Manager.

At the end of March, *The Canadian Review* will be added. Both magazines are being purchased in a quantity of about 3,700 per issue.

The number of copies of American magazines is being reduced accordingly, and this will continue to be the case as more Canadian titles are added. Lutzen said the line would like to place *The Canadian Forum*, *Glitter* and *Outdoor Canada* on its flights.

The developments constitute a turnaround in Air Canada policy. About a year ago Air Canada representatives refused during discussions with the Canadian Periodical Publishers' Association (CPPA), to increase the number of Canadian titles. A letter to CPPA from Secretary of State Hugh Faulkner stated he was unable to change Air Canada's mind. (See *Content* #55, page 25.)

At present, titles offered by Air Canada are: *Actualite*, *Business Week*, *Chatelaine* (French and English), *Commerce*, *Conservation Canada*, *Maclean's* (French and English), *McCall's*, *People*, *Reader's Digest* (French and English), *Sports Illustrated*, *The Economist* and *Time "Canada."*

Also offered are *Racquets Canada*, *Ski Canada* and a sailing magazine among about five such publications offered on a seasonal basis.

On flights that carry a large

AIR CANADA



proportion of passengers whose mother tongue is neither French nor English, Air Canada carries some other non-U.S. foreign publications. The overseas Air Canada stations involved are responsible for placing these publications on board.

Lutzen said that Canadian publications currently constitute "well beyond" 50 per cent of the total number of copies made available on flights. The airline spends about \$250,000 annually on magazines.

Lutzen said Air Canada is "working toward an equalization or better" in terms of Canadian and foreign titles. "We try to have enough titles, though this varies according to the type of aircraft." Some aircraft have more magazine storage racks than others. Space available per rack also varies.

The Canadianization process, Lutzen said, will be gradual, with one or two Canadian magazines added at a time and the equivalent number of copies of foreign magazines reduced.

"There is a good reason for a gradual approach. Air Canada flight schedules make it more difficult for the airline to experiment with magazine in-flight services than it is for CP Air to do so," Lutzen noted.

Under an agreement reached last summer between CPPA and CP Air, 25 new Canadian titles were offered to CP Air passengers for a three-month experimental period.

As a result, CP Air now is offering 12 Canadian titles, purchased through CPPA, in a special binder on approximately 30 flights. This is pending a review of CP Air's budget "allowing for reallocation of substantially more dollars for Canadian magazines," according to Sheryl Taylor-Munro, CPPA executive co-ordinator.

CP Air picks up all 12 titles from the CPPA office on Front Street East in Toronto, which acts as a purchase agency and clearing station.

Air Canada's flight schedules are more extensive and complicated than CP Air's. For instance, an Air Canada flight may start from Montreal, go to Ottawa, Toronto, three or four western cities and on to San Francisco, then return by the same route. CP aircraft often do "turn-around" runs and are back at home base in 48 hours. Air Canada craft may be away from home base for one week. The logistics of providing magazines, food, pillows, liquor and other in-flight supplies and services are considerably more difficult for Air Canada.

Subscriptions to airlines are important even for large publishers, as magazines distributed in this way bring in a considerable number of new subscriptions. Large publishers, especially U.S. ones, have been able to help tip the scales in their favor by offering their magazines to airlines at cut rates. One news weekly has sold copies to Air Canada for as little as nine cents apiece.

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COLUMN BY MORRIS WOLFE

Two magazines of special interest to those involved in collecting oral history are *Sound Heritage*, published quarterly by the Provincial Archives of British Columbia (\$4 per annum, Parliament Buildings, Victoria, B.C.), and *Cape Breton's Magazine*, published irregularly by Ronald Caplan, Wreck Cove, Nova Scotia (6 issues for \$4.50). A free copy of *Cape Breton's Magazine* can be had for the asking. *Sound Heritage* is attempting to give oral history an academic respectability and vigour it still doesn't have. A recent issue, for example, is devoted entirely to an oral history conference at which historian Jack Granatstein of York University cautioned that "the thing to be kept in mind is that the people you're talking to, whether ordinary men and women or politicians or public figures, are fallible. Along with the dictum that 'old men forget,' should go 'selectively.' . . . less than a third of the material you can collect through aural history is going to be of any use at all." David Millar of York University replied that "one of the fascinating things . . . about all the lies that are told to the gatherers of aural history is that some of the lies . . . are pretty interesting." *Cape Breton's Magazine* is a fascinating collection of



Mic Mac Tales, photographs, advertisements, bits of Gaelic, and articles on handicrafts and such natural phenomena as raised bogs. But what's most interesting in each issue are the lengthy sections in which working class people talk about events in their own lives; in the current issue (#12) it's stories from Inverness County, all unfortunately too long to sample here.

* * *

I'm delighted the editors of *Content* liked my item about Edwin Newman's *Strictly Speaking* so well that they ran it two issues in a row.

Managing the news department: I recently received material in the mail from something called The Habitat Freelance Resources Program, which has been established by the federal government to provide writers with information about the U.N. Habitat conference being held in Vancouver this June. The program also offers a catalogue of story ideas. "A hundred or so have been created," we're told. "You can sell stories based on these ideas as written, add to them, adapt them, take off from them." Writers who are "prepared to accept assignments from magazines" can be included in a special directory "which will be sent, along with specific story ideas, to a couple of hundred magazines The program will make an open offer to all publications: we will assign and pay writers to produce specific articles at their request and to their specifications. Rate of payment will be decided on a per-project basis with fees agreed in advance at a level that should let a good writer, working briskly, earn about \$25 an hour."

* * *

The Conservative leadership convention made for exciting television. But that was no thanks to the *CBC* and *CTV* journalists who covered the proceedings for us. This country still hasn't developed television reporters with the kind of background in such events that American reporters such as Daniel Schorr and Eric Sevareid have. Bruce Phillips and Gail Scott exuded their usual niceness. Lloyd Robertson was well enough briefed to be his usual competent self. But niceness and competence are one thing; incisiveness is another. Don McNeill kept seeming as if he wished he were back covering an American convention. Many of the floor reporters looked as if they were not just covering but at their first such event. No one on TV, in fact, other than guest reporters such as John Roberts, had all that much to say. By far the best reporting of the convention was in newspapers with none better than Christina Newman's pieces in *The Globe and Mail*.

* * *

Horticultural footnote to Conservative convention: According to indoor gardening expert Greg Dykes of Frost's Greenhouses (as reported in *The Toronto Star*), one of the most popular tropical indoor plants these days is the *Diefenbachia Amoena*, commonly called dumbcane. According to Dykes, the plant "gets its nickname because the acid in its leaves has the power to paralyze your vocal cords so you'll lose your voice for up to two weeks if you happen to munch a leaf."

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CRTC'S SASK. CABLE TV HEARINGS SETTING FOR CO-OP VS. PRIVATE ENTERPRISE CONFRONTATION

By REG SILVESTER

REGINA — It could have been called the three-day waltz in the Elizabethan Ballroom. All sorts of rival suitors were there, all asking the Canadian Radio-Television Commission to dance to their particular "different tune."

The CRTC's Saskatchewan hearing Feb. 9-11 was one of this province's typical confrontations between strongly polarized sides. The audience, by and large, booted and jeered private enterprise applicants for cable television licences. Audience members showed their support for community-based, provincially-supported co-operative applications.

The hearing was the big test of the Saskatchewan government's cable television policy, announced three years ago. It holds, briefly, that cablevision outlets should be owned by the people, that the signal should be carried by the telephone company, Sask-Tel, and that no private operator should be allowed use of Sask-Tel facilities.

By the time the hearings rolled around, Sask-Tel had become one of the applicants for a licence. In a medium-message split derived from the provincial policy, the telephone company was to be responsible for the medium, from the distant head-end to the attachment at each television set. The message would be the responsibility of the cable company, which the province hoped would be the co-operatives it helped get going in Saskatoon, Regina, Moose Jaw and North Battleford.

That was one set of suitors.

Another set was an amalgamation owned by the owners of the six independent television stations in Saskatchewan. They wanted all four licences available, taking more or less the position that if they must have competition, it should be themselves.

They proposed severe program and commercial deletion ideas, designed to protect their own stations (never even mentioning *CBC-TV*).

When they sang the blues over their potential loss of national advertising through market disintegration after cable introduction, they got no sympathy. Not from the co-ops, not from the applying cable companies, and not, apparently, from the members of the commission.

All the private applicants found they were unable to give a precise cost for

their service because they had been unable to get quotations on microwave from the common carriers — Sask-Tel and CP-CN.

All the private applicants but one, that is. A company yet to be incorporated as Saskatchewan Videotron, Ltd., asked for all four available licences and proposed to link them with its own microwave network.

The same company applied for seven licences in Manitoba, and has a cable operation in Winnipeg. The company is half-owned by Moffatt Communications, whose AM radio chain includes *CHAB* in Moose Jaw.

Other private applications included Agra Industries, a Saskatchewan-based corporation with holdings across Canada in various industries. It owns two of the existing cablevision outlets in Saskatchewan — in Weyburn and Estevan — and started, then sold, the other — in Prince Albert. Agra also operates the cablevision outlet in Kamloops, B.C. It wants the licence for Saskatoon.

In its questioning, the CRTC took a hard look at only one private enterprise applicant, Prairie Cablevision, which applied for all four licences in three different incarnations.

Each of Prairie's applications had two things in common. One was part ownership by the five shareholders in Prairie Cablevision Ltd. The other was significant minority ownership by Cablecasting Ltd. of Toronto. All the Prairie applicants had a community organization which was to be responsible for programming on the cable channel. They also proposed large-scale public stock offerings.

This point bothered the commissioners. Was the market strong enough that more than \$3-million in shares will sell? What is to prevent the current shareholders from buying a significant portion of the public offering?

The co-op applications also bothered some of the commissioners. Harry Boyle, the chairman, was confused by the make-up of the community groups. He

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said his conception of a co-op is based on the "one member, one vote" principle. Yet there is no sign of that in the cable co-ops. They are composed of groups, and the groups have the votes.

(Cable Regina, a co-op applicant, has a lot of backing and impetus from Sherwood Co-op, a food store, and Sherwood Credit Union. And in Saskatchewan, those are big businesses. About one-third of the city's population belongs to both organizations.)

Commissioner M. A. Cormier was concerned about the financial stability of the co-ops. They are financed by the central organization of credit unions in the province. The loans are to be guaranteed by the provincial government.

Mr. Cormier wondered what would happen if a co-op went broke. Would the province get the licence?

The CRTC does not grant licences to provincial governments. That was proved in Quebec. It does not grant licences that further concentrate the ownership of media in a particular area. So where does that leave the conglomeration of private TV operators and their application?

And the CRTC, also as a matter of policy, does not grant licences to applicants who cannot display competence with cable technology. So where does that put the cable co-ops, who don't even expect to own any of the technology?

There were a lot of different tunes proposed to the CRTC, and the question left to settle is: Will they dance with one of their prospective new partners, or will cable in Saskatchewan be no different from what's available anywhere else in the country?

No matter what their decision, there will probably be action in the courts. The province won't likely take kindly to seeing its whole policy overturned in the granting of licences to private enterprise without a licence to its telephone company to own the hardware.

Plenty of lawyers were in the hearing rooms. And they were all either well-informed on telecommunications law or prepared to devote some time to study.

Saskatchewan has waited a long time for cable television. If these lawyers get their way, the wait could be a lot longer.

Reg Silvester is a freelance writer and broadcaster living in Regina. He edits Freelance, publication of the Saskatchewan Writers' Guild.



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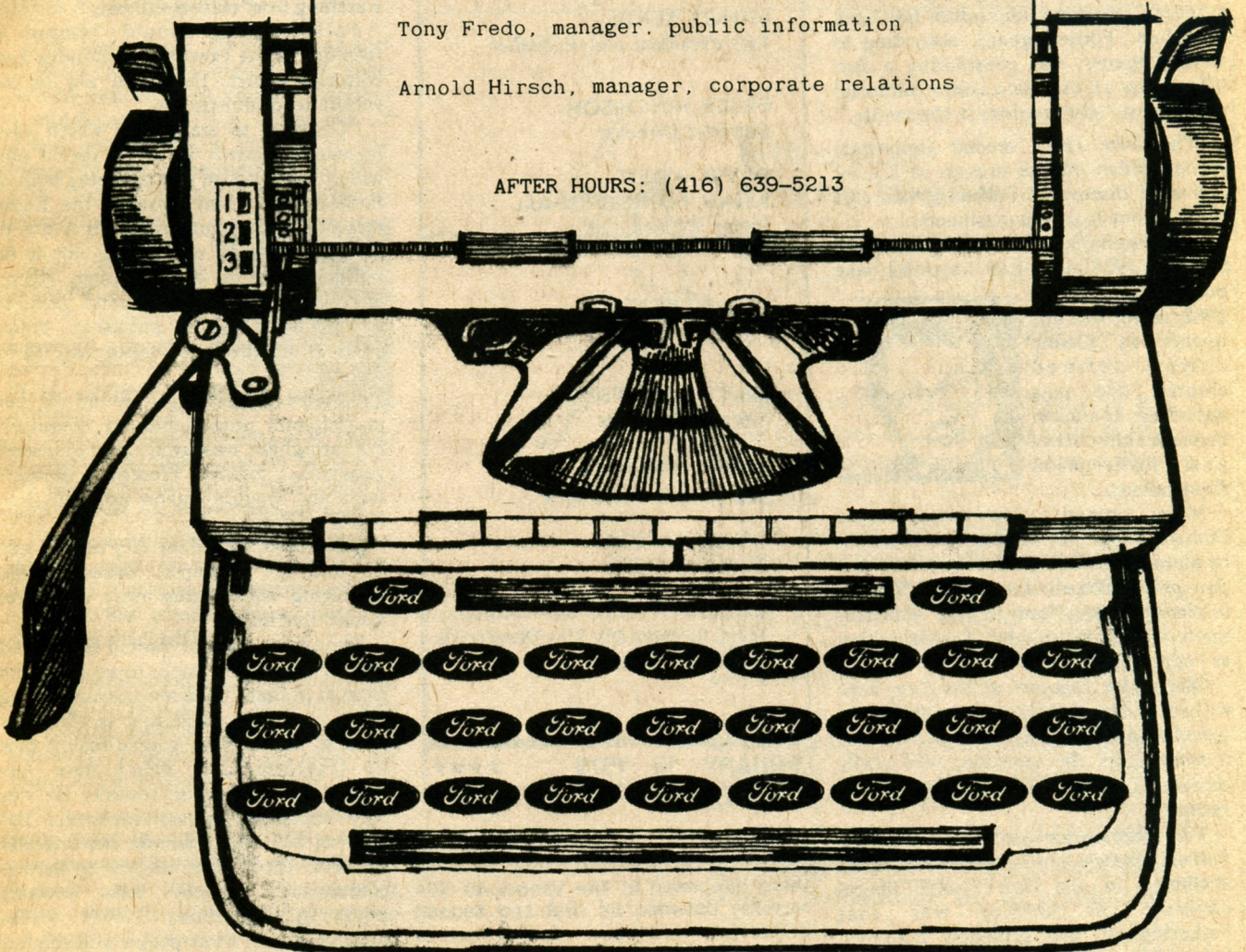
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FOTHERINGHAM AFFAIR SHOWS UNHEALTHY SITUATION AT CANADA'S 3rd-LARGEST DAILY, VANCOUVER SUN

By KARENN KRANGLE and LIN MOODY

When Allan Fotheringham received one of two appointments to *The Vancouver Sun's* newly-created position of senior editor last June, staff speculation had it he would remake and enrich Canada's third-largest daily.

Fotheringham didn't do much to discourage the theory and that, in the view of some, was his big mistake.

Eight months after his appointment, on Monday, Feb. 16, a memo from *Sun* publisher Stuart Keate appeared on the newsroom notice board, leaving *Sun* staff stunned. The title senior editor had been abolished. Fotheringham, according to Keate's memo, was considering a *Sun* offer to be an associate editor (editorial writer) and "other options in the media."

When the day's second (four-star) edition rolled off the presses at 2 p.m. *Sun* staff discovered Fotheringham and his title gone from the masthead.

Fotheringham, who first joined the *Sun* in 1954 and has been its star columnist since 1968, never had his duties as senior editor defined clearly. He was described as liaison between the news and editorial departments.



Many guessed Keate was afraid Fotheringham was stealing the limelight by allowing himself to be referred to as a *Sun* policy-maker. A national TV show originating in Toronto in February inadvertently introduced Fotheringham as "editor of the *Sun*."

One senior reporter at the *Sun*, who wished to remain anonymous, said one speculative reason for the clash was that it centred on the question: who really represents the paper and its public image?

The other major speculation was that Fotheringham's anti-Liberal views were a challenge to the *Sun's* solid liberal backing. A surmise was that Fotheringham had somehow maligned federal Liberals by complaining in a Feb. 7 column he had been refused an interview with Pierre Trudeau when the prime minister was in B.C. That column may have particularly upset Keate.

Vancouver *Province* columnist Lorne Parton on Feb. 17 devoted about six column inches to the clash, including his comment: "Keeping their record intact, the powers-that-be at the *Sun* were once again unavailable for comment."

When radio hotliner Jack Webster

heard the news he telephoned Keate, then told his listeners on Feb. 17 Keate and the paper had been embarrassed by suggestions in magazine articles that Fotheringham wielded greater powers than planner and columnist.

And Webster made reference to the Feb. 7 column. He added Keate owed it to the public to print a story in the *Sun* about Fotheringham's situation.

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Vice-President and Publisher

BRUCE HUTCHISON
Editorial Director

DAVID ABLETT,
ALLAN FOTHERINGHAM
Senior Editors

STUART KEATE
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Associate Editors

FEBRUARY 16 1976 ★★★★★

On Feb. 17 Vancouver *Province* columnist Lorne Parton noted: "A funny thing happened to *The Vancouver Sun* Monday between its first and second editions: someone performed a senioreditorectomy."

At least two letters, each over a number of editorial staff signatures, were sent to Keate, seeking clarification and expressing reporters' concerns.

On March 5, a memo from publisher Keate to the staff said Fotheringham would be a contributing editor, doing three columns a week and special roving assignments. He would, according to the memo, report to the publisher on story ideas and news development suggestions short- and long-range, and maintain a watching brief on recruitment.

Fotheringham would remain a member of the executive committee and editorial board. He would not be involved in administration.

"Contrary to statements which have appeared recently in other media and which have proven embarrassing both to Fotheringham and myself," the Keate memo stated, "Fotheringham is not in charge of hiring and firing, nor is he policy advisor to the publisher. Hiring and firing continue to be the ultimate responsibility of the publisher. Policy advisors are Bruce Hutchison and David Ablett."

Content, like Parton, found all key participants unavailable for comment. Fotheringham was away on a one-week vacation. Hilda Weston, Keate's secretary, wouldn't allow any calls into Keate's office.

Bill Cooke, assistant city editor, said he had no comment. Bruce Larsen, managing editor, was away on "three weeks' sick leave."

The senior reporter quoted earlier told *Moody Sun* staff is not as upset about the issue as at first. "Nobody had any inkling this was coming and that is why they were so upset. Now, people realize that he (Fotheringham) didn't have any impact on the regular routine. He was only interested in star reporters. His concern has never been for the ordinary workers. Right now, everything here is speculation. Nobody tells anybody anything. Nobody ever sees Fotheringham. Most people still think it is a power struggle."

As of March 8, no story had appeared in the *Sun* or *Province*. *Georgia Straight* and *The Ubysey*, University of British Columbia campus paper, ran stories. Of the *Sun's* quarter-million circulation, only a small percentage of readers knows anything's happened at all.

Lin Moody is Ottawa contributing editor of Content. Karenn Krangle is on the Sun's editorial staff.

CDNPA'S MacDONALD DEVISING CODE OF ETHICS; WANTS PUBLISHERS TO GUIDE JOURNALISM RESEARCH

By SUSAN GRAHAM

The Canadian Daily Newspaper Publishers Association (CDNPA) has been undergoing considerable changes since 1971 as a result of the unfavorable criticism it received from the Special Senate Committee on Mass Media.

"There is no organization worrying about how news is presented and how that presentation can be improved . . . The Canadian Daily Newspaper Publishers Association worries — oh, how it worries! — about revenues." (*Davey Report*, page 10.)

Dick MacDonald, former editor and publisher of *Content*, was made full-time CDNPA Supervisor of Editorial Services in mid-September 1975. He is one of several people directly involved in the revamping and expansion of the CDNPA. The goal is improved quality in Canadian dailies.

The 20-person operation, working out of offices in Toronto, is patterned after the basic newspaper structure. The five divisions — administrative, advertising, circulation, editorial, and production — are responsible to the CDNPA board of directors and the membership at large.



The first task Dick MacDonald gave himself, after taking over from Tom Sloan of Carleton University, was to write a short (three-page) summary of the role of the CDNPA.

The organization has been functioning since 1925, with almost total emphasis on gaining national advertising for its members. It had never set down on paper its purposes and objectives.

This groundwork having been accomplished, the editorial division began planning its direction. Basically it is to become more involved with member papers through various programs. Some of these are already under way. Most visible to journalists is the seminar program. There were two before Christmas, one in New Brunswick for Atlantic newspapers, dealing with labor and business reporting, and another in London for Ontario dailies, dealing with law, graphics and city desk organization. A total of 13 seminars are planned for 1976.

MacDonald is working on a code of ethics for Canadian editors. He hopes this will be ready to present to the annual

meeting of the CDNPA in April. He would like to see a code adopted by the member papers though it would not be binding.

MacDonald has redesigned the CDNPA/CMEC *Bulletin*.

He intends to keep in touch with journalism schools in Canada and recently met with representatives of Carleton, Western and Ryerson to discuss newspaper research. He would

like to see the CDNPA support and guide such research so it would be of maximum benefit to Canadian newspapers.

MacDonald says: "The only complaint I have about the task on which we have embarked is that there seems to be so little time to accomplish the many things which must be done . . . seminars, newsletters, research, travel, meetings."

Susan Graham is a Toronto writer.



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NEWSPAPERS

JOHN STUART MILL, THE EDITORIAL WRITERS' FAVORITE, MIGHT QUESTION CANADIAN MEDIA "FREEDOM" TODAY

By EARLE BEATTIE

The Canadian historian, Harold Innis, has pointed out that the control of information means the control of thought and therefore of society.

There can be little doubt that power in some form and in some degree resides in the mass media — whether it is the power to reinforce or to change human behavior in social, political or economic activity. Thus, it becomes imperative to scrutinize all the media: large, middling and small. This paper addresses itself mainly to "the industrialization of public media" in which small-scale, personalized cultural products become large-scale and impersonal, leading to vanishing papers, mergers, chain-making in all media.

While we have many small media in Canada, they are a tiny trickle compared to the main-stream commercial media and there is no question that "inequality of influence" exists. The old classic liberal theory held by John Stuart Mill, often used to argue that any kind of media accountability is an infringement of a "free press," can no longer apply. Moreover, Mill saw "the market-place of ideas" as arising out of small, competing units and in fact was not merely opposed to governmental power, but to *power itself*. Much of that power today rests with the owners and managers of mass media — so the question really is "Freedom of the Press — For Whom?"

Who owns or controls the mainline commercial media in Canada? (By this term we mean profit-seeking media with large, heterogeneous audiences). When the Special Senate Committee on the Mass Media under Keith Davey issued its report in 1970, circulation of daily papers (116) "controlled or partially owned by groups" accounted for 77% of the total in Canada. This figure today has increased to 89%.

Davey reported that the three largest groups in Canada — Southam, Free Press Publications and Thomson — accounted for 44.7% of the total. Today that figure has grown to 52%.

Even while the Davey Committee was meeting, and since then, nine dailies have been enchained: F.P. has added the *Montreal Star* to its string of eight papers, Southam has added four dailies to its list of nine papers and Thomson has added four papers to his chain of 30. In Toronto, the *Star* has absorbed the *Telegram*. Two new dailies have been

created: The *Toronto Sun* and *Le Jour*, a co-operatively-owned daily in Montreal.

Meanwhile, two new chains have started up: Sterling Publications with six small dailies scattered between Summerside, P.E.I. and Prince Rupert, and Unimedia, Inc. in Quebec with two papers.

Daily newspaper concentration is far greater in Canada than in the United States. Raymond Nixon, a U.S. authority on press concentration, has calculated that in 1970 the eight largest ownership units in the U.S. controlled 28.34% of total circulation compared with Canada's 70.13% for the eight largest that year. If it is any consolation, the U.K. is higher than Canada — but that is partly due to a Canadian emigre, Roy Thomson, who is also the world champion media centralizer.

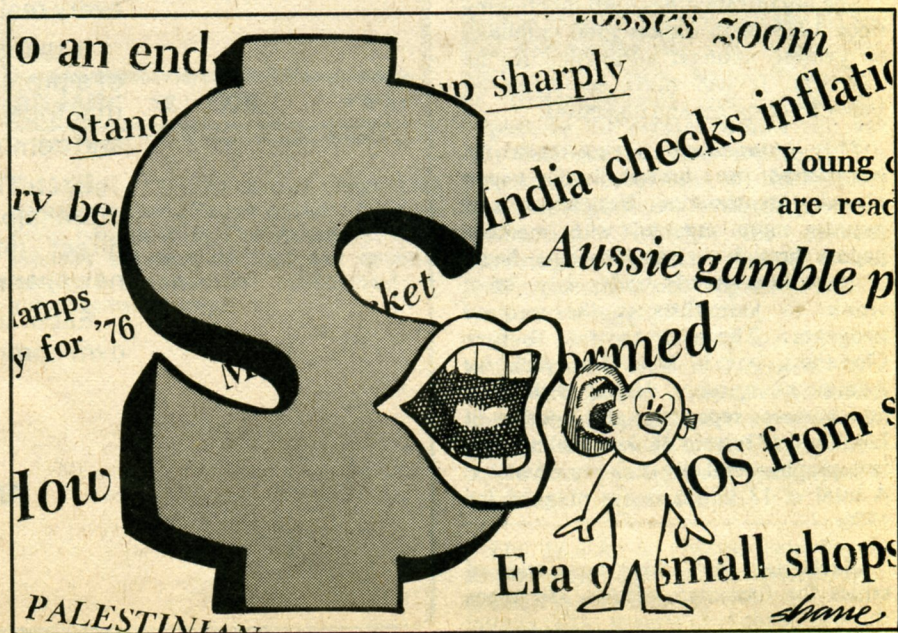
National and regional chains do not, of course, represent the only concentration of media power in Canada. "Local combinations" — the ownership of more than one medium within a community — continue as before to the point where there are now only three cities in Canada where independent dailies offer competition to group-owned dailies: St. John's, Newfoundland; Toronto; and Montreal.

In the field of broadcasting, the Davey Report noted a similar trend for more outlets to fall into fewer and fewer hands. Groups then had interests in TV and

radio stations close to 50% of the total. Updated figures have not been computed, but radio and TV chains criss-cross the country and link in places with other broadcast, cable and print media. Several are embedded in industrial conglomerates. For example, Standard Broadcasting owns *CFRB*, *CKFM*, *CFRX* in Toronto, *CJAD*, Montreal, and has an interest in Bushnell Communications, the licensee of *CJOH-TV*, Ottawa. Standard is in turn owned 48% by Argus Corporation which has interests in Dominion Stores, Domtar, Hollinger Mines, Massey Ferguson and B.C. Forest Products.

Power Corporation of Quebec includes Canada Steamship, Imperial Life, Investors Group, Laurentide Finance, Consolidated Bathurst, Dominion Glass and Gelco Enterprises and Gesco Limited which own most of *La Presse* and *Les Journaux Trans-Canada* with its 18 newspapers and one radio station.

Cable companies are in a financially sweet position. They are given a monopoly in the area where they operate and they don't have to pay for the programs they pull out of the air. Seminars held by the Canadian Cable Television Association in 1971 showed that a 30,000-home system would retire its entire debt within 5 years and then begin to pay handsome profits. The Davey Report estimated that five established companies earned after-tax income ranging from 18.5% to 56.16% on undepreciated capital.



The drive toward bigness through mergers may be seen not just as survival tactics but high-profit incentive. Davey found that the overall after-tax average for all newspapers from 1958 to 1967 as a percentage of total equity was between 12.3% and 17.15%. In 1968 the *Toronto Star's* net profit after taxes was \$1.5 million; by 1971 it had doubled and last year it reached \$8 million. In 1974 Southam Press cleared \$18 million; Thomson Newspapers, \$26 million.

The main objections to these main-line commercial media may be summarized as follows:

1. Concentrated power is, *per se*, a violation of traditional checks and balances. In Lord Acton's phrase: "Power corrupts, absolute power corrupts absolutely." Present performance may be good, but potential for abuse remains in few hands.

2. Diversity may be lost. As public information is a keystone of democracy, even partial control of information could distort, especially in a time of crisis.

3. Freedom of the press (media) becomes freedom of the few to decide. The public's right to complete, fair, truth-seeking information requires more democratic structures.

4. With shareholders on one side seeking profit-maximization and working media people on the other, many media cannot survive financially, are often poor in content. Larger slices of profit pies should go into content or working staff become owners.

5. Control and decision-making are from the top-down, business-oriented. Newsrooms become "boneyards of broken dreams." Workers lose identity in a standard corporate system of owners, bosses, underlings. Journalists regard "freedom" as a responsibility held in trust and in the public interest, media as not merely a money-making investment or just another commodity, but a public resource.

Advertising, which once rescued newspapers from governmental domination, has become a new master for all mass media, which now live or die on the numbers game: how many consumers they can deliver to the market. Let advertising fall even slightly and a magazine, broadcast outlet or newspaper, despite quality, may be finished. Ads break up and clutter content...

There are, of course, various alternatives to privately-owned, profit-seeking media. The best known in Canada is the *CBC*. This public corporation has a democratic method of financing, one in which financial responsibility through taxation is distributed throughout the nation. It has been constantly under attack by media

which reflect only commercialist views, but fortunately enough Canadians have valued its identity-producing role in Canadian society to support it. Among these are members of the original Canadian Radio League, and especially Graham Spry, one of its founders. The *CBC*, for all its bureaucracy, has been a nation-builder. It has earned and it needs five-year budgeting and more funds to dispense with all advertising.

New avenues of approach and new or projected systems that provide public accountability, ownership, control, decision-making, access and participation in media are now challenging present practices. Ontario has created a provincial education channel on UHF and is now expanding the system. The B.C. government is seeking a similar station in Victoria. The Alberta government has an educational radio station in Calgary. Saskatchewan is seeking CRTC approval for a provincial cable-TV plan that will provide facilities only to non-profit, community-controlled groups. The Manitoba government proposes that ownership of all the province's cable-TV plant reside in its telephone system which would lease it to federally-licensed cable companies, that Winnipeg's two cable companies should help pay broadcasting costs in remote areas.

Montreal's daily paper, *Le Jour*

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talk

— created in February, 1974 — has applied democratic ownership by the public and control by the editorial staff. Newspaper and wire service guilds are pressing for more decision-making in other media. Citizen ownership through registration or incorporation as a society, non-profit company, co-operative or charitable organization have been used by *RAVEN* radio for Indian bands in B.C.; a cable-TV community-owned facility in Campbell River, B.C.; an FM-radio co-operative called *Wired World* in Kitchener-Waterloo-Cambridge, Ont.; Canada's first TV co-op in Hull, *CTVO*, with public ownership of shares. And there are several others.

None of these have been without their problems, as new ventures seldom are. But community ownership, control and decision-making does lead to a redistribution of power, challenging the main-line media.

Earle Beattie is editor of Media Probe, a magazine on mass media and communications (see Marketplace). He teaches about these subjects at Atkinson College, York University.

SUN PHOTOG COULDN'T HACK IT

Back in the early 60s, when I was breaking in with the *Brandon Sun*, that paper hired a photographer, Vince Roska, from out of the North — green as grass but as know-it-all as most photographers. Then *Sun* sports editor Laurie Artiss, renowned for a mean sense of humor, decided a lesson in humility was called for.

Out went the assignment: Get a picture of *Sun* curling columnist Hack Waite to dress up his column (actually written by Artiss under the curling pun pseudonym).

Off went the fotog. An hour later he called back from the city's biggest curling club: no Hack Waite here but curlers suggest he had just missed the columnist and why didn't he try the curling club in east end. Go, he was told. Three clubs and two hours later: still no Hack Waite. Get back and forget it was the final message to Vince, around midnight.

For weeks after, whenever he got too uppity, out came the assignment: "Get a shot of Hack Waite."

Sad to say, all this changed Vince not a whit except, perhaps to instill in him a hatred for local curlers who had this habit of smirking and sniggering whenever he came near.

Thanks to Art Mantell, one-time Ottawa Journal reporter who currently handles media relations for the National Research Council in Ottawa while publishing the 1,500-circulation weekly, the Low down to Hull & Back News in the Gatineau Hills north of Ottawa.

LAVAL STUDENTS VISIT ONT. MEDIA

By J.L. WILD

"And what do you know about the Quebecois?"

With this challenge by a Laval University journalism student to a university of Western Ontario journalism professor over chicken chop suey and egg foo yong on a Sunday evening early last May, the first Laval-Western Journalism Student Exchange Program was away to a swinging start.

The Student Exchange is one of the programs sponsored by the Quebec-Ontario Journalist Exchange Committee, co-chaired by Gilles Verronneau, publisher of the St. Jerome *L'Echo du Nord* and Prof. Andrew W. MacFarlane, dean of the U.W.O. School of Journalism. The committee is, itself, sponsored by the Ontario-Quebec Permanent Commission, and its programs are funded by the two provincial governments.

Although the committee did not establish the exchange program until April 8, within three weeks the first stage was organized and on May 4, four students from Laval's Journalism and Information Department arrived at Western.

The students, Lucie Masson, Michel Gareau, Claude Malaisson and Andre Yves Rompre, spent only a minimum of time in the classroom. The heart of the

program was the on-the-spot view of the news media.

The students spent from half-a-day to two days each at: *CFPL-Radio*, *CFPL-TV*, *Exeter Times-Advocate*, *Business Quarterly*, *London Free Press*, *Stratford Beacon-Herald*, *The Canadian Press*, *The Globe and Mail*, *CBC-TV National Newsroom*, and *The Toronto Star*.

To get a view of Ontario institutions the students visited London municipal offices, London City Council, Middlesex County Court House, London Police Headquarters, Stratford Festival, the Ontario Ministry of Consumer and Commercial Affairs and the Ontario Legislature.

The students had formal sessions with more than 40 newsmen and public officials and talked with scores of reporters and editors in less formal but equally fruitful meetings. They also spent a day at the Canadian Managing Editors' Conference at its annual session in London.

At the end of the program the Quebec-Ontario Journalist Exchange Committee and Prof. Roger de la Garde, director of the Department of Journalism and Information at Laval, met with the students in London to assess the session. Two factors largely responsible for the success of the program were the calibre

and the interest of the students and the co-operation of the news media and public officials, co-operation not just out of a sense of duty but out of a real interest.

In April and May this year four students from Western's journalism school will study at Laval under the direction of Prof. de la Garde and Prof. Pierre Beausoleil, completing the first exchange. In May another group of Laval students will visit Western to begin the second round in the exchange.

There are no plans to increase the number of students involved but expansion in the scope of the program, particularly contact with working newsmen, is planned.

This will come in part through a new program of the Quebec-Ontario Journalist Exchange Committee. In early May a seminar for 15 Ontario newsmen will be held in Quebec City. They will take part in hair-down press conferences with Quebec journalists, government officials, labor leaders and businessmen. They will probe Quebec government policies and social and economic conditions in Quebec. The exchange students will sit in on these sessions as part of their program. A similar seminar for Quebec journalists is planned for May 1977 in conjunction with the student exchange at Western.

J. L. "Bud" Wild is on the staff of the journalism department at The University of Western Ontario.

INSIDE CONTENT

MOODY NAMED CONTRIBUTING EDITOR

Effective this issue, Lin Moody, an Ottawa freelancer, has been named the first contributing editor for Ottawa.

Moody freelanced for *Content* for the past year. She and editor Zwicker teamed for an article on *Southam News Services* in Maclean's. Moody has also freelanced for the *Ottawa Journal*; *Centretown News*, an Ottawa community paper; *The Guelph Mercury* and has done a bulletin for the Carleton University Information Office on the Journalism Department.



She is a full-time employee of Carleton's School of Journalism as its Resources Co-ordinator. This job entails managing a news clipping service of six people, running an apprenticeship

program (in which students are sent to various media to supplement their in-course work), handling audio-visual arrangements for the school and running

a small resource centre for journalism students.

Moody is a 1974 graduate of the four-year journalism program at Carleton. While there, she won the *Kingston Whig Standard* Award for reporting in 1973. She plans to attend Teacher's College in 1977 to specialize in elementary music and theatre arts.

She was born in 1952 in Whitehorse, Yukon, and attended Hillcrest High School in Ottawa where she became involved with theatre arts, the high school band (she plays both the piano and the french horn) and the choir. She graduated with first class honors in 1970.

She has worked for Sport Canada and the Canadian Figure Skating Association doing research on sports.

Ottawa area readers with story tips or information can reach Moody at 231-5530 (Monday to Friday, 8:30-4) or 722-4483 (the rest of the time).

AWARDS STUDIED

By DICK SMYTH

A system of awards to contributors to the *Broadcast News* wire may be established soon. A study of the possibility of such a system is being made by a sub-committee of *BN's* wire committee. The committee is also co-

operating with *BN* management in preparation of a style book.

BN's wire committee was established after the Central Canada *BN* regional meeting in 1973 and has met regularly ever since. Steve Madley, formerly of *CFGO*, Ottawa, was the original chairman. The committee, working closely with *BN* management, polices the *BN* wire. Chairman Barry Pauley, news director of *CHYM*, Kitchener, feels it has achieved solid results in improving all aspects of the *BN* service in the Central Region.

The committee looks for poor style, bad grammar, factual errors, story omissions and delays in moving copy. It is also concerned with improving story contributions from member stations and improving copy flow between *BN Voice* and the wire. *BN* sports copy has improved as a result of the committee's work, Pauley feels.

For a time, various "criticism days" were established and the committee assessed the wire's performance on those days. *BN* was never aware of the chosen dates. The committee abandoned this practice last year, opting for constant vigilance of the wire.

The committee hopes to exchange staff members between the *BN* office in Toronto and various private radio

stations so that each "end of the pipe" could see, at first hand, the problems of the other. So far, no action has been taken on the proposal because the people concerned lack sufficient time to participate in the exchange.

One of the encouraging things about the committee is the almost perfect attendance of all members, all of whom travel long distances to the Sunday morning meetings. Chairman Pauley says he is both gratified and amazed.

Members of the committee include Dick Smyth of CHUM, Tom Armour of CJAD, Bill Pring of CHNO, Bill Kearns of CFPL-TV, Dave Carr of CFOS, Warren Beck of CHML, Dave Sovereign of CJBQ, Stew Paterson of CJRN, Clancey MacDonald of CFCH and Barry Hamelin and Dave Shnaider of Broadcast News.

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

NEED RELEASE APPEALS

By JEAN SONNENFELD

Boris Dmitrievich Evdokimov, a 52-year-old journalist in the U.S.S.R., was arrested in October 1971 in Leningrad. The charge against him was "anti-Soviet agitation and propaganda and links with a Russian emigre organization." His "crimes" included sending articles abroad for publication.

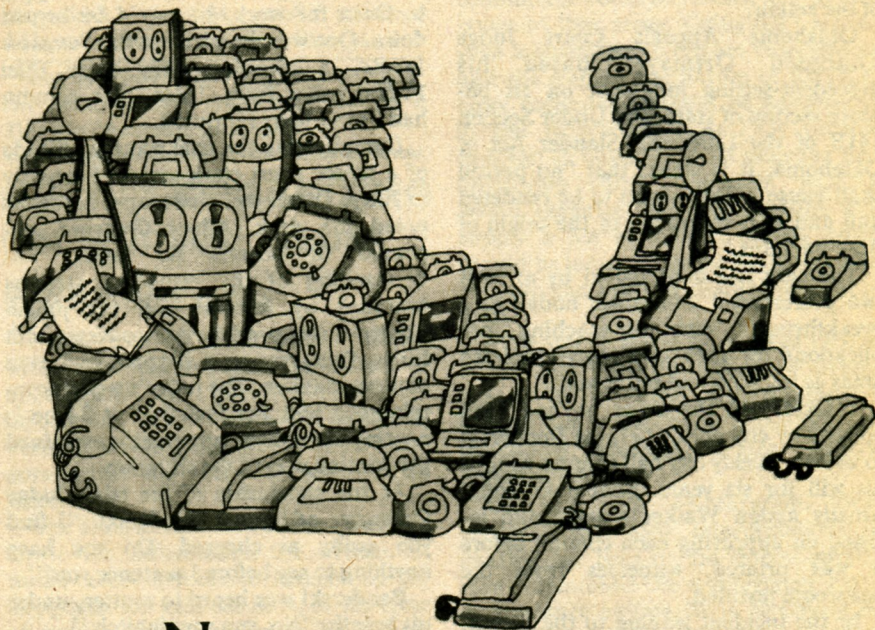
In June 1972 the Leningrad City Court judged him to be of unsound mind and committed him to the Leningrad Special Psychiatric Hospital for compulsory treatment. This institution is notorious for the alleged brutality of its regime and its psycho-pharmacological "therapy."

Later in 1972 Mr. Evdokimov was transferred to the Sychovka Special Psychiatric Hospital in the Smolensk region. This hospital has one of the worst reputations of any institution of detention in the U.S.S.R. Its director has been quoted as saying: "We are not treating you for illness, but for your beliefs." Eye-witnesses have confirmed that cruel beatings of the "patients" by medical orderlies recruited from criminal prisoners are common. *A Chronicle of Current Events* reported at the time of Mr. Evdokimov's transfer that he was suffering from asthma, a heart disorder and high blood pressure, and there are grounds to fear that his health may have further deteriorated.

Amnesty International has adopted Mr. Evdokimov as a prisoner of conscience. If you want to join the campaign to help him, please send courteously-worded appeals for his release to: SSSR, Smolenskaya oblast, /g. Sychovka, Spetsialnaya Psikhlatricheskaya Bol'nitsa, p/ya ya/o 100/5, Nachalnika (To the Director).

One of a series. Jean Sonnenfeld is a Windsor freelance writer.

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REPORTER WINS SUIT AGAINST SELF

REGINA WIREPHOTO IS LIGHTNING FAST

Arvin Walker, veteran city hall reporter for the Tulsa, Okla., *Times-Democrat*, has succeeded in a two-year libel battle against his paper, his city editor and himself. Walker, who had been on the city hall beat for 12 of his 17 years at the afternoon daily, was awarded \$72,500 for defaming his own character.

The city editor and the paper were ordered to pay all damages and full costs of the action.

Oklahoma Appeals Court Judge Thurgood Ortmyer based his precedent-setting judgment on an obscure section of state law. Under Section 141B of the Libel and Slander Act of Oklahoma, it is stated that "no person shall cause a libel action to be rendered null and void by reason of the origin of the complaint."

The case has been hailed by at least two professional journalism bodies as a breakthrough with far-reaching implications for such seemingly-unrelated areas as holidays and retirement.

Walker told the court he had been obliged by city editor Lefarge Bonderski to write a weekly city hall column against his will for six years. Bonderski would usually assign Walker a topic and insisted on approving each column before it was printed, witnesses from the newsroom testified.

In the incident leading to the action, Bonderski told Walker, according to the reporter's testimony, to "expose all the crap and corruption at the council, including your dim reporting and the antics of the other yahoos assigned to cover our so-called seat of local government."

Although Bonderski had been drinking at the Tulsa Press Club shortly before, the court was told by labor reporter Bernie Fraser that Bonderski was able to pick up a pencil and draw a number of straight lines — through more than two-thirds of a story Fraser had turned in. Also, Judge Ortmyer questioned whether inebriation in any event would have significantly affected Bonderski's judgment.

In a column introduced as evidence, Walker had written he was a dimbulb to stay on the city hall beat. Elsewhere in the column Walker referred to himself as a "masochist" and "deranged fool."

Lawyers for the paper argued the column was intended to be sarcasm, with the point really being directed at Walker's superiors who had assigned him to the city hall beat. At no point in the column, however, Judge Ortmyer noted, was Bonderski named, nor were superiors referred to.

"I can't believe your Honor's thinking in this case," Bonderski told the court. The venerable judge, in rejecting Bonderski's characterization of the point

of the column, noted the city editor had been drinking before he testified.

Walker said his neighbors had shunned and avoided him since the column was printed. The largest part of Walker's claim for damages stemmed from his contention his employment opportunities had been severely reduced.

Six managing editors had written Walker to say that should he ever apply to them for work, he would be turned down. One was the editor of the *Bangkok World*, a morning daily more than 10,500 miles from Tulsa. The column had been widely reprinted.

Complicating the trial was the attitude of a junior court clerk assigned recently to Judge Ortmyer. Newspaper reporters noted the clerk, Albert Cosgrove, appeared to possess no proper understanding of the respective stations occupied by himself and the judge. Cosgrove was overheard to converse with Judge Ortmyer in a flippant and even abusive manner. The judge's well-known tolerance and the fact that at 74 he is nearing retirement apparently explained the continuance of the situation.

At the conclusion of the trial, Judge Ortmyer addressed Bonderski: "I find you guilty as charged. Do you have anything to say before I sentence you?"

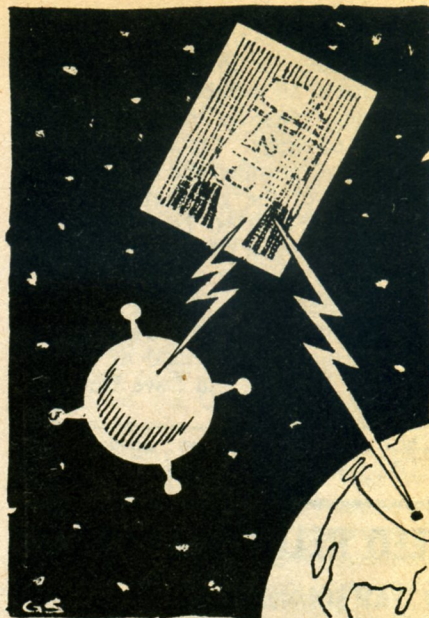
Bonderski was heard to mutter, under his breath: "No, you sonofabitch."

Judge Ortmyer leaned over to the clerk, Cosgrove, and asked: "Did the accused say anything?"

"No, you sonofabitch," Cosgrove replied quite audibly.

"That's funny, I thought I saw his lips move," the judge commented.

The day after the award was made, Walker quit the *Times-Democrat*. According to friends, he is vacationing in Trinidad.—From Brian Switzer, our Oklahoma correspondent.



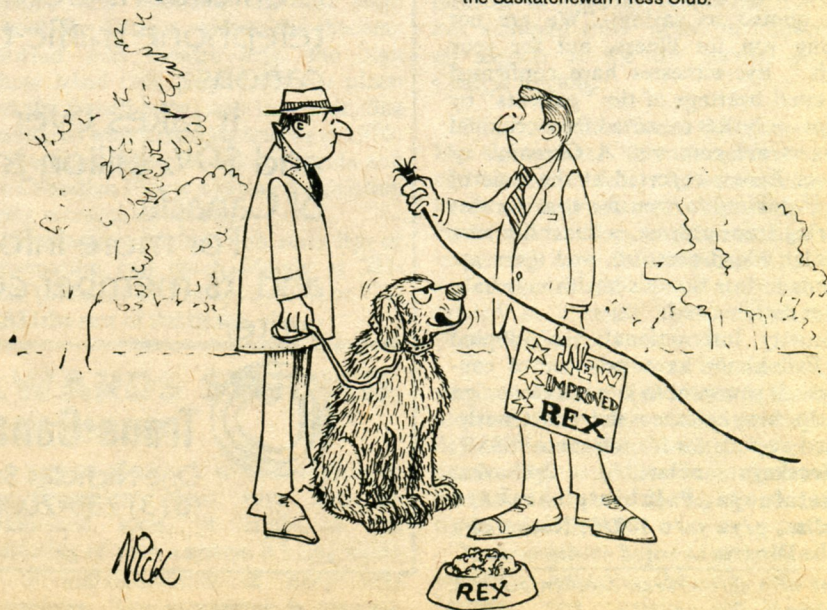
The K-300 wirephoto receiver that everywhere else takes eight minutes to receive a wirephoto takes only 20 seconds at the *Regina Leader-Post*.

Not only that, but it can also transmit photos.

And when it does transmit a photo, the photo is received all over Canada and the U.S.

Or as the tour guide at the *Leader-Post* was overheard to tell visitors: "It all works on the basis of lightning and lightning picks up the little impulses from the picture and bounces them off the satellite."

From *Semper in Excreta*, annual publication of the Saskatchewan Press Club.



FREELANCERS ORGANIZE HABITAT RESOURCE PROGRAM

By DONNA GUGLIELMIN

About 70 freelance writers were lured from their typewriters long enough to attend a briefing session of the Habitat Freelance Resource Program at the Toronto Advertising Club in late February.

The program, sponsored by the Canadian Secretariat to Habitat, was conceived and organized by freelancers Dean Walker, Kit Morgan, Tom Briggs, Dick Flohil, and John Kettle.

Habitat is the United Nations conference on human settlements which takes place in Vancouver May 31 to June 11 (See *Content* #57 cover story).

The freelance program was devised to make people aware of the growing problems of human settlements and to possible solutions to overpopulation, pollution and diminishing resources.

"It's got to be the most economical thing the government has ever backed,"

Walker says. "It's been done in everybody's basement — we all work from our own homes — there's been no money spent on an elaborate presentation."



Freelancers were introduced to the Habitat conference rationale by public relations consultant Lance Connelly of Berger, Tisdall, Clark and Lesly Ltd. The firm is the freelance group's liaison with Habitat's Canadian Secretariat.

For the writers there were freebies — a film, wine, cheese, a writer's information file, a catalogue of story ideas. There was an invitation to be included in a directory of freelance writers, and a custom writing service by which the freelance resource program would try to minimize the necessity of writing on spec. It would get in touch with prospective employer-editors to elicit writing assignments which would then be passed on to those freelancers (with appropriate experience) who had signed the directory.

The program, they were told, was a pioneering effort aimed at getting maximum mileage out of public funds by enlisting the services of the media community's low overhead, high productivity freelancers.

Writers were invited to phone for free photocopies of materials listed in the writer's index file. On the list are such subjects as affluence, architecture, conservation, ghettos, senior citizens, starvation.

Walker, who "dreamed up the program" after being contacted by Connelly, says a French language version of the program will be produced soon in Montreal.

Walker has supported his family by

writing freelance articles for 20 years, mostly for minor markets because the major magazines require too much time to research.

Kit Morgan, a freelancer for 11 years, handled registration at the meeting. She said: "I think a lot of people who are freelance writers were amazed to find there are others like themselves, who make a very good living from trade magazines, speeches, public relations releases, offbeat little things like this."

Donna Guglielmin is a freelance writer and editor of an in-house magazine for a Toronto insurance company.

GROUPS ORGANIZING ON WRITERS' ISSUES

By SCOTT ALEXANDER

Representatives from three Toronto writer's groups have taken on the task of organizing a national writer's association, the Federation of Canadian Writers, whose job it would be to lobby government on issues common to all writers.

The federation would act as a clearing house for information for writers. It would address itself to revision of the Copyright Act and tax laws, to the issue of public lending rights and the standardization of contracts for freelance writers.

Attending the first meeting in Toronto in February were Carol Wilson and Helen Robinson (Canadian Authors' Association), Naomi Mallovy and Kathleen Rex (Media Club) and Jack Gray (chairman of the writers' council of the Association of Canadian Radio and Television Artists (ACTRA)).

The Canadian Authors' Association (900 members) was responsible for

putting together much of the country's early copyright law. Membership is restricted to authors. The Media Club (400 members) conducts workshops on matters relating to print and electronic media. Membership is open to journalists and PR people. The ACTRA writers' council is a five-member executive body which looks after the interests of the 1,100 writers in the 5,000-member association.

The federation would be task-oriented with little formal structure. Ad hoc committees would be formed to deal with issues as they arose. Citing the need for such a federation to remain independent and the elephantine nature of ACTRA, Gray suggested it would be detrimental to the federation if ACTRA became involved in anything more than the first organizing efforts. He said ACTRA would organize the next meeting and supply a list of writers' unions which should be informed about the federation. No date had been set as *Content* went to press.

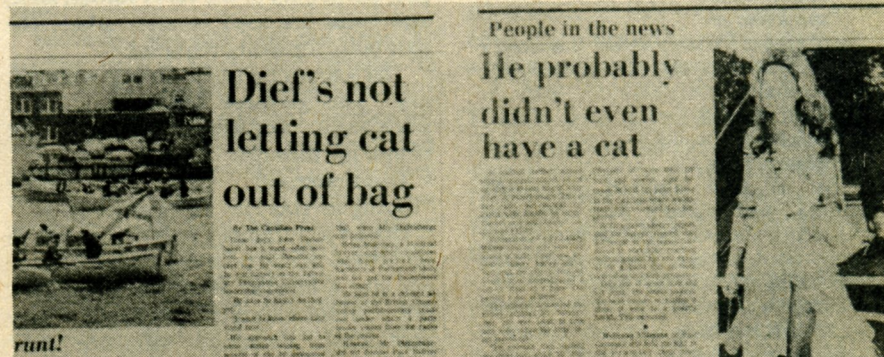
Although it would be a large task to co-ordinate lobbying efforts of writers across the country, the federation's biggest job would be to ameliorate the traditional rivalries among writers' organizations.

On the issue of taxation, Gray reported that new interpretations of existing tax laws by the federal government threatened the employment status of freelance writers. It is becoming increasingly difficult for freelancers to claim expenses as tax deductible.

To compensate authors for the multiple use of their material in libraries and the schools, Gray proposed the federal government be lobbied to set up a fund of \$22-million (about one dollar for each Canadian). For an author to be eligible for a share of the fund, Gray suggested, 50 copies of the author's work would have to be in a library system.

Scott Alexander is a Toronto writer.

JUXTAPOSITION OF THE MONTH



From Ottawa *Journal* managing editor David Humphreys comes this coincidence of headlines from *The Journal's* Jan. 10 editions. "Page 4 upper right carried the head 'Dief's not letting cat out of bag.' Page 5 upper left — done by another editor on another shift — had the head 'He probably didn't even have a cat.' What are the odds against that kind of juxtaposition?" asks Humphreys.

PUNCTUATION NOT INVENTED TO PROVIDE VICTOR BORGE WITH A FUNNY ROUTINE, ERIC NICOL CLAIMS

By ERIC NICOL

I want to go into radio news. Why should I have to know about commas and semi-colons and hyphens?" Thus spake one of the 200 prospective journalism majors at the University of Wisconsin-Madison, of whom 125 flunked the English exam required for admittance.

This unfortunate student is under the impression that radio news does not need punctuation marks because, like the bishop's underdrawers, no one sees them that matters. The fact is, however, that even radio and TV news must be written down first by somebody, with the result that commas and hyphens sneak into the copy, from time to time, although the newscaster may mistake them for fly do.

In newspaper copy, punctuation has

survived to a greater extent — but, because of the change of emphasis in school English courses away from grammar and spelling, plus the rising cost of newsprint, it is likely that, by 1980, punctuation will be extinct in your paper. Oh, maybe the odd question mark, hanging on for dear life. But the rest will have made their last drop into the hellbox.

Just the other day, I asked our city editor if the paper could afford my using parentheses in a column.

"We gave you a set of brackets only last week," he snapped. "Don't tell me you blew it already?"

In the old days, when newsprint and

ink were both plentiful and cheap, I thought nothing of splurging punctuation in every column. Dashes, semi-colons, ellipses, yes even the stellar glory of the asterisk. Now punctuation has fallen on hard times. Last week one of our reporters was fined and placed on probation for using a hyphen in a word that didn't need one.

Despite the dismissive attitude of the candidate for the university journalism course, some of us Old Guard fear the consequences of phasing out punctuation and other elements of English. As he says, there is something snappy and concise about newswriting that ignores such formalities, but at what cost to clarity? Punctuation was not, after all, invented in order to provide Victor Borge with a funny routine. It must have served some good purpose — the Bible swarms with it.

TORONTO STAR HEADS NOT COMMA-CAL

Has No One The Power? Dept.: *Toronto Star* senior editor Borden Spears in his column of March 6 wrote:

It is passing strange that while the most innocent reference to women excites immediate cries of bias, no comparable emotion is aroused by a prejudice of which *The Star* is regularly guilty. This is the prejudice against punctuated headings, punctuation being regarded as an interruption to the eye rather than as an aid to understanding.

The sometimes baffling effect of this conception has seldom been better demonstrated than in the attempt to keep readers up to date on this week's miserable weather. The main headline on Tuesday's front page did it this way:

**Snow, rain, hail
reborn winter
socks it to us**

Hail reborn? Winter socks? It seemed a little cryptic and the next edition took another run:

**Snow and hail
sock Metro
winter's back**

That at least disposed of hateful commas, and winter's back remained socked until the next day while the weather deteriorated further. Wednesday's page one heading valiantly kept pace:

**Metro's icebound
MORE is coming
2 shovellers dead**

Problems, problems.

It's not true that no emotion has been aroused by *The Star's* stupid headlines, unless one does not count apoplexy that

sets in after the dizzy spells caused by these — and worse — heads.

More on its way

**Snow and hail
sock Metro
winter's back**

A late-season overnight storm with snow, freezing rain and hail turned roads into treacherous one-way courses. Day sun, snow, rain and hail.

#104

Errors in the use of verb forms: The past participles of the verbs **shrink**, **sink**, and **swim** are used in error where the past tense forms are required.

The garment shrank during washing, not "The garment shrunk . . ." The stone sank, (not sunk). She swam (not swum) the distance.

Disinterest(ed): Disinterest means "having no stake in" or "unaffected by." A citizen of Winnipeg may or may not be interested in city political affairs; he may not give a dam(n) about them; but he's not disinterested, because city politicians' decisions influence how much he pays in rent or property taxes.

Escapee: An escaped criminal is an **escaper**. An escapee might be a peace officer from whom the criminal fled!

Jock Bates,
Winnipeg.

My alarm is shared by a retired editor friend of mine who is taking steps, all on his own, to preserve punctuation marks. The last time I visited his house, he showed me the vivarium of commas he keeps in his basement. He has several thousand commas collected from polluted novels and sports magazines, nursing them back to health.

"The comma is a vital part of the chain of meaning," he told me. "It is the tadpole stage of the period. The period mates and: a colon. Sexually aroused, it becomes an exclamation point! It produces 'young' — quotation marks. The height of the comma's career is, of course, the apostrophe. Then the cycle begins again."

Much as I admire my old friend's effort to maintain a sanctuary for punctuation, I wonder if the government should not move in, possibly through the department of education, and make whatever changes are necessary in the school teaching of English, in order that candidates for university will not find themselves rejected because they have been encouraged to write Japanese haiku poems in class instead of learning how to communicate with precision.

For those of us who try as journalists, it is no doubt desirable to mean what we say, but not as essential as that we say what we mean. Full stop.

Thanks to Eric Nicol and The Vancouver Province, where this column appeared Sept. 11.

KESTERTON ACCUSES HANLON OF 'REINFORCED DOGMATISM'

Editor:

It would be unfair of me or Michael Hanlon to ask for the space needed to discuss the arguments for and against *different than* or for *like* used in place of *as*. I have therefore written him an essay-length letter supporting my views and have invited him to answer with equally detailed evidence.

Perhaps I may claim enough room to talk about his second paragraph, which seems to be the only part of his Jan./Feb. *Content* letter that deals with the merits of his dogma.

Michael Hanlon's rejection of *different than* was, of course, unsupported. He wrongly assumes that I was sanctioning the use of *like* in place of *as if* or *as though*, although some students maintain that even that prohibition is not so incontrovertible as he seems to think. When I referred to *like* as a conjunction, I was referring to its use in place of *as* by such writers of standing as Shakespeare, Southey, Newman, Morris, Keats, More, Sidney, Dryden, Smollett, Burns, Coleridge, Shelley, Darwin, Bronte, Thackeray, Kipling, Shaw, Wells, Masfield, Maugham and Canada's Morley Callaghan. Here, although Michael Hanlon wouldn't wish me to do so, I must call on Bergen Evans again. Evans says: "When *like* is followed by a full clause instead of a simple noun or noun equivalent object, it is being used as a conjunction as in *you don't know Nellie like I do*." Which is what I was talking about.

Finally, a word about Mr. Hanlon's parenthetic reference to my "conjunction" statement: "I know: he'll probably have something to say about that and he'll be wrong." This is a bit like what Karl R. Popper calls "reinforced dogmatism." "Reinforced dogmatism" occurs when theories predict the criticism they will receive and explain it away, so that they carry within themselves a self-sealing device against any possible attempt at refutation. Except that, despite his attempt to forestall criticism, Michael Hanlon doesn't predict it or explain it away.

Wilf Kesterton,
Carleton University,
Ottawa.

GETS DOWN TO BRASS TAXES

Editor:

I enjoyed reading Eileen Goodman's article on the benefits that a freelancer is entitled to under the income tax laws. I would like to make a few comments,

however, based on four years of fulltime freelance activities.

- Fulltime freelancers do not have to pay unemployment insurance premiums. Under the law, only persons **employed** must contribute to the UIC. Unless the freelancer is working under contract on a fulltime basis, he is not employed in the UIC sense of the word.

- While the tax department prefers to have capital equipment depreciated over a number of years, I have adopted the rough rule of thumb of expensing anything under \$100. This may not stand up to investigative scrutiny, but it saves a lot of bother for only a few hundred dollars' worth of equipment. The freelancer with a lot of capital equipment, even in the \$20-to-\$100 range, should depreciate, however.

- I have adopted per-mile deductions for the use of my automobile for business purposes. I simply keep track of my business mileage and multiply by the current federal government mileage rate.

I have found that a thorough record of all income and expenses is your best way of keeping track for tax purposes. A simple high-school work book is good enough, with the front half for assignments and the back half for expenses. Keep all receipts, and file them by category. Select the categories by referring to the current income tax form.

The freelancer interested in making a business out of journalism might consider forming an incorporated company. It would cost about \$600 to \$700 to do this through a lawyer, and there are a few attendant costs including accountants and annual returns to the provincial government. It does offer two good angles. First, you can hire your spouse and split your income between the two of you, thereby lowering your effective tax rate.

Secondly, you can have the company acquire capital assets and develop its own credit record, protecting your personal assets. A personal corporation can also take out life insurance and income disability insurance on the "key people" in the firm. If the company has separate offices, then there are a number of benefits such as monthly parking available through the company.

Through a personal corporation, you can control your level of income and in which taxation year you actually receive it. Loans from the company will get you by the low points. A good accountant can detail the opportunities.

Gordon D. Hutchison,
Ottawa.

STUDENT: WOLFE 'IGNORANT'

Editor:

More depressing than Morris Wolfe's experience in a Ryerson journalism class was my utter dismay after reading his comments about the futility of journalism schools. (Jan./Feb. 1976). Mr. Wolfe's words reflect a condescending, scornful attitude I've too often noticed in Canadian media people when they discuss the subject. What is it about journalism schools that make them such a target of contempt?

Mr. Wolfe spoke of the Ryerson students' "abysmal ignorance of Canadian magazines." I would like to point out Mr. Wolfe's "abysmal ignorance" of Canadian journalism programs. I cannot speak for Ryerson, but I have been enrolled in journalism at Carleton University and The University of Western Ontario, and I would like to inform Mr. Wolfe that, at both schools, journalism students are required to take option subjects — such as the English, history and economics courses which he feels are more valuable to aspiring journalists. To qualify for a journalism degree at UWO, students take a total of eight journalism courses and 15 options.

To put it bluntly, I'm fed up with this holier-than-thou attitude of many media people toward journalism schools. How do they think we feel when people in our own profession won't even take us seriously? If not already, journalism schools could be a viable training ground for young writers and reporters. Concerned, established journalists could, for example, use their influence to get students apprenticed into magazines and newspapers as part of their curriculum (a suggestion which Mr. Wolfe himself advocates). In this way, students would have the opportunity to amass both academic and practical knowledge.

I hate to spoil the effect of Mr. Wolfe's little diatribe, but I've yet to meet a serious journalism student who expects to find the secret of the trade in a How-to-Write manual. People with such delusions are inevitably weeded out in first year.

In my biased estimation, Mr. Wolfe's generalizations about journalism schools — based on one visit to a first year Ryerson class — are more inexcusable than the Ryerson students' "abysmal ignorance" of our national magazine industry.

Susan Baka,
London, Ont.

OMNIUM-GATHERUM

ATLANTIC PROVINCES

At the annual meeting of the **Moncton Press Club**, President **Bill Anderson** was re-elected to an unprecedented second term in office.

A report on the financial status and viability of the four French-language weeklies published in the Maritime provinces has been made public. The papers involved were *Le Voiler* (Caraquet, N.B.), *L'Aviron* (Campbellton, N.B.), *Le Madawaska* (Edmondston, N.B.), and *Le Petit Courier* (Yarmouth, N.S.). The report by **Mme. Louise Imbeault** was submitted to the Secretary of State. It said these papers promoted a strong sense of community in their respective areas. The papers' readers were satisfied with them, or at least satisfied a genuine effort was being made to produce good newspapers.

Phil McLeod, publisher of the *Truro News*, resigned effective Mar. 15 to join *The Toronto Star's* editorial department.

The Newfoundland Signal, a paper for Newfoundlanders living in Ontario and published in Toronto, has made arrangements with the **Robinson-Blackmore** chain in Newfoundland to expand coverage of events in that province.

QUEBEC

Le Jour, the Quebec independent newspaper, is using culture in the form of rock and jazz concerts to raise funds for its survival. Comedian **Yvon Deschamps** and singer **Felix Leclerc** are featured in a daily house ad in the paper that says: "Be one of us, we'll be more Quebecois." The emphasis was on Quebec rock groups in one concert in a Montreal night club in January.

Jean-Noel Tremblay, former Minister of Cultural Affairs in the cabinet of Quebec's late premier **Daniel Johnson**, has joined the staff of *The Chicoutimi Progres-Dimanche*.

The **Montreal Press Club** has revived its awards program with presentations to **Mark Blandford** of the *CBC*, **Eleanor Callaghan** of the *Montreal Star* and **Yves Michaud** of *Le Jour*. Although Postmaster-General **Bryce Mackasey** presented the awards, congratulating Michaud on his ability to create a new newspaper, he said he does not intend to place Post Office advertising in the pro-independence daily.

Montreal journalist **David McDonald** has complained to the Canadian embassy in Lisbon that he was beaten by Portuguese police on Jan. 22, according to an embassy spokesman. McDonald, a correspondent for the *Canadian University Press*, said he was returning to his residence when he was stopped by two policemen who struck him with their truncheons and slapped his face. He said he fled and heard shots being fired.

Mike Dugas, **Len Sidaway** and **Tedd Church** of the *Montreal Gazette* finished first, second and third in the **Montreal Press Photographers Association** annual awards.

Montreal cartoonist **Terry Mosher** is spending about a week out of each month in **New York** working primarily for *Time* (American edition, obviously), *Harper's* and *The National Lampoon*. He had a brief stint with *The New York Times*, "which didn't work out as they tend to want to produce cartoons and illustrations by committee," according to Mosher. His situation continues as usual at *The Gazette* (two or three drawings a week). "I enjoy *New York* and the competition immensely . . . but only in small doses," says Mosher.

ONTARIO

Two additions to the *Ottawa Journal's* Ottawa bureau are **Margaret Piton** and **Ken Poole**. Piton, formerly of the *Montreal Gazette*, will be financial-economics reporter; Poole comes from *CP*. **Nick Hunter** has joined the *Journal's* reporting staff from the *Winnipeg Tribune*.

Ad-vance to the journalistic rear: After 28 months of operation as a weekly newspaper, the *Kingston News* is discharging its editorial staff to become a shopper's guide with greatly-reduced news content. Publisher **Howard M. Sly** said the revised format will not require a full-time news staff and that major changes are planned to attract more advertisers.

On March 5 **Richard Starks** left *The Financial Post*, where he had been an assistant editor for three years, to join **Corpus Publishers Services**, Toronto. He'll be working on several newsletters in the energy, investment and chemical industry fields.

No Life for a Lady is the title of the forthcoming book by **Lotta Dempsey**, long-time *Toronto Star* writer and columnist who started in newspaper work on *The Edmonton Journal* at 18. To be published in the month of May hardcover by **General Publishing Company**, Toronto, *No Life for a Lady* will give "candid tales and clear-edged portraits" from Lotta's world travels, according to the blurb on the publisher's catalogue. "Pay no attention to the purple prose in the blurb," says Lotta.

"It's sales talk for the poor people who will try to sell it. I've said in the book that I'd like to have put a warning on the cover that it could cause indigestion to reporters who have done far more and been in many more hot spots than I have."

The idea came from *Star* Editor-in-Chief **Martin Goodman** who suggested at a cocktail party at his home about a year ago that Lotta should get down some of the things that have happened to her. Goodman gave her six



months in which she could work two days a week on her column and three on the book. "What I did, of course, was work five days a week on the book, two on the column." *Star* senior editor **Borden Spears** provided the necessary shoulder and has written the foreword.

Two Ontario weekly columnists have had their work published in book form. **William Metcalfe's** "Marine Memories," which appeared in *The Picton Gazette* over the past year now constitute a book of more than 120 pages. **John R. Hunt's** columns in *The North Bay Nugget* are in book form as *Hunt's News*.

Toronto freelance journalist **Val Clery** has been named producer of *Metro Morning*, on *CBC's* radio station *CBL*, Toronto. Clery replaces **John Barbarash** who has moved to the station's *Radio Noon*.

Barbara Peacock has joined *CBL* as agriculture and resources commentator, replacing **Steve Casselman**.

Jim Shuttleworth, assistant sports editor of *The Globe and Mail*, was elected president of the **Toronto Press Club** at the annual meeting of the club. Elected vice-presidents for two-year stints: **Robertson Cochrane**, *The Star*, and **Wally Waterston**, *The Canadian Press*. **Norman Betts**, *The Sun*, was elected secretary-treasurer.

Directors elected were **Jim Etherington**, *Royal Bank of Canada*; **Judy Creighton**, *CP*; **Rod Goodman**, *The Star*; **Joe Marlash**, *Shell Canada Ltd.*; **Peter Marucci**, *The Star*; **George Retzlaff**, *CBC*; **Joe Slinger**, *The Sun*; **Eldon Stonehouse**, *The Globe and Mail*; **Larry Zolf**, *CBC*; and **Ed Waring**, *The Globe and Mail*.

Regis Yaworski, managing editor of the *Brampton Times*, has been appointed to the position of **News Training Consultant** in the head office of **Thomson Newspapers Ltd.**

The Southampton Beacon and the *Port Elgin Times* have amalgamated to become *The Beacon Times* . . . *The Jarvis Record* suspended publication in January . . . *The Teeswater News* has been purchased by **Keith and Jill Roulston**, who also publish *The Blyth Standard* . . . *The Bolton Enterprise* has been purchased by **Metrospan Publishing Company** — all from the **Ontario Weekly Newspapers Association** February Bulletin.

The entire slate of senior executive officers of the parliamentary press gallery in Ottawa for 1976 was chosen by acclamation Jan. 15, in advance of the annual general meeting. The new president is **Charles Lynch**, chief of *Southern News Services*, who replaces **Terry Hargreaves** of *CBC*. Five directors were elected at the meeting: **Peter Meerburg** of the *Halifax Chronicle-Herald*, **Gail Scott** of *CTV*, **Mike Duffy** of *CBC*, **Arch MacKenzie** of *The Canadian Press* and **Brian Nelson** of *Standard Broadcast News*.

Katie FitzRandolph left the *Winnipeg Free Press* to join the night reporting staff of the *Ottawa Citizen* in mid-March. **Collin McKenzie**, also of the *Citizen*, has moved from his position as a reporter to become city desk editor on nights.

Cam Norton, *Windsor Star* senior copy editor and columnist, will be transferred to the *Star's Queen's Park* bureau in Toronto in May.

Awards were presented recently at the annual convention of the **Ontario Weekly Newspapers Association** convention in Ottawa. Taking first-place awards for general excellence were *The Stittsville News* (tabloid, Class 1, circulation under 2,000); *The Penetanguishene Citizen* (Class 1, broadsheet); *The Carleton Place Canadian* (Class 2, circulation 2,001 to 3,000); *The Arnprior Chronicle* (Class 3, circulation 3,001 to 4,500); *The Milton Canadian Champion* (Class 4, 4,501 to 6,500); *The Renfrew Mercury* (Class 5, 6,501 to 10,000); *The Brampton Guardian* (Class 6, 10,001 to 16,000); and *The Mississauga Times* (Class 7, over 16,000).

Mac Haig is the new president of the **London City Press Club** for 1976. The *London Free Press* reporter and occasional columnist on law and order matters takes over from **Pat Currie**. The club's new vice-president is **Joanne Ramondt**, a *Free Press* reporter. **Michael Woodward** and **Warren Blahout**, both of *CFPL-TV*, are the 1976 secretary and treasurer respectively. **Susan Greel** and **Bill Eluchok**, both of the *Free Press*, were elected professional directors for two-year terms. **Marilyn Warner**, a newsroom telephone receptionist at the *Free Press*, was elected an active director for two years. Completing terms as professional directors are **Nell Morris** and **Bill Ironside** of the *Free Press*. Completing his term as an active director is **Jim Morrow** of the *London paper*. **Jim Aziz** of **Aziz Realty** is also completing his term as an associate director. **Bill Butters**, a *Seagrams* sales representative, was elected to a two-year term as a director.

Graham Bezzant, photographer with *The Toronto Star*, has been named Photographer of the Year by the **Ontario News Photographers' Association**.

The **Canadian Arab Federation** has retained Toronto lawyers **Harry Kopyto** and **Paul Jewell**, Q.C. to prepare a \$2.5-million libel action against the *Globe and Mail*, publisher **Richard Malone**, editor **Richard Doyle** and reporters **Peter Moon** and **Arnold Bruner**.

According to Kopyto, *Globe* articles about possible Arab terrorism at the Olympics, published Oct. 27 and 28, didn't name but sufficiently described certain Canadian Arab figures so that "everyone in the Arab community knew who they were."

Kopyto says this "classical example of yellow journalism" could develop into a "classical libel action." Many journalists he's spoken with were "very much appalled" by the articles.

So far the *Globe* has declined a requested apology.

David MacLaren has been appointed associate editor of *The Delhi News-Record*.

Kevin Scanlon has replaced **Tom Grand** as editor of *The Penetanguishene Citizen*. Grand has moved to a new position with the weekly, *Lakehead Living*, in Thunder Bay.

Positive that he's been misquoted in the press, **Toronto Alderman George Ben** has taken to tape-recording everything he says at council meetings so he'll have proof next time — if there is a next time.

Scarborough's Centennial College has named the main building of its Ashtonbee Campus **The Jack Dennett Building**, after the late *CFRB* news broadcaster.

Triad Reproductions Ltd., a Toronto-based graphics company, has purchased **Wheelspin News Inc.** from its previous owners, **Doug Mephram**, **Paul Ogden** and **Michael Katz**. **W.E. "Pete" Chapman** is the new publisher and **John D. Phillips** is new editor. Phillips is a former editor of *C.A.R. Weekly*.

The annual **Thunder Bay Press Club** awards were presented Dec. 13 at the club's 29th annual Christmas Frolic. The following are the categories and winners of awards: Spot news — **Jim Symonik**, *CBQ*; feature writing — **Joanne Kushnler**, *Chronicle-Journal*; sports writing — **Ron Wilson**, *CBQ*; investigative-interpretive — **Mardee Edelstein**, *Lakehead Living*; editorial-commentary — *CBQ* staff; spot photography — **Ian Pattison**, *Times-News*; and feature photography — **J.P. Fraser**, *Chronicle-Journal*.

New officers of the club were elected on Jan. 13. **Flor-Anne Faulkner** of the *Chronicle-*

Journal is the new president; **Holly Cox**, *CBQ*, vice-president; **Michael O'Dwyer**, *Lakehead University*, secretary; **Stan Potts**, *Ontario Hydro*, treasurer; **Bill Bean**, past president; **Dave Pommer**, *Times-News*, membership chairman. **Cory O'Kelly**, **Don Smith** and **Joanne Kushnler**, all of the *Chronicle-Journal*; **Ron Wilson**, *CBQ*; **Howard Reid**, *CFPA* and **Wally Ritchie**, *Air Canada*, were elected directors.

Radio station *CHIC-FM* in **Brampton, Ont.** has changed its name to *CFNY-FM*. The station will prepare its own programs, instead of using some programs prepared by its AM counterpart, *CHIC-AM*, according to a station spokesman.

THE PRAIRIES

Kevin Pedersen has been named city editor of the *Calgary Herald*. He replaces **Murray Ball**, who will stay as a wire editor.

Jim Bradley, agricultural editor of the *Western Producer*, a Western Canadian farm paper published in Saskatoon, resigned his position, and is mum on his plans.

Dr. Walter Johns of Edmonton, former president of the **University of Alberta**, has been named chairman of the **Alberta Press Council**. He succeeds **Hon. C.C. McLaurin** of Calgary, former chief justice of the trial division of the **Alberta Supreme Court**. A retired journalist in Edmonton, **Tom Horton**, has been appointed executive secretary of the council, succeeding **Parker Kent** of Calgary.

Dick Wright, managing editor of the *Prince Albert Herald*, has moved as managing editor to the *Brampton Daily Times*. **Oren Robinson** has succeeded Wright.

The **Saskatchewan Legislative Assembly Press Gallery Association** voted to remove restrictions on acceptance of donations of liquor from MLAs. Prior to the Jan. 13 vote, any donated bottles had to be saved for the end-of-session party the Gallery held for legislature types.

Dar Tost left the staff of *Maclean's* in January to become chief public relations officer for **Synchrude**, working out of Edmonton. He had been stationed in Calgary.

Tim Naumetz, who has reported on labour and politics for the *Regina Leader-Post*, has resigned although he will remain in Regina. **Ann Walker**, who quit the *L-P* in November, has re-surfaced as a part-time staffer for the Regina bureau of *The Canadian Press*. Another former *L-P* reporter, **Dominique Gallopin**, has been named editor of the French-language tabloid, *L'Eau Vive*. The former editor, **Mario de Vrlese**, now is working as a *Radio Canada* newsman in Regina.

Hal Sigurdson, assistant sports editor and hockey writer for *The Vancouver Sun*, has been named sports editor of *The Winnipeg Free Press*, succeeding **Maurice Smith**. Sigurdson began his career as a sports writer with *The Free Press* in 1951 and left in 1963 to become sports editor of *The Calgary Albertan*. He joined *The Sun* in 1966.

Bob Wyatt, secretary-treasurer of **Press Club Canada**, is the new president of the **Edmonton Press Club**.

FACTS


For you who wish to be better informed about petroleum in its global context, BP Canada has a variety of instructive materials.

For example, our catalogue of films for group showing now lists the series **Web of Life**, which examines in depth an ecological system.

Also in print: the authoritative **Statistical Review of the World Oil Industry**; **Hovercraft Today and Tomorrow**, a colorful brochure; "Let's Expand the Refinery," a photo booklet from *Oakville, Ont.*

To receive any of these publications, just drop a line to:

"Facts," Public Affairs Department, BP Canada Limited, 1245 Sherbrooke St. West, Montreal, Que. H3G 1G7.

BP Canada 

OMNIUM-GATHERUM (CONTINUUM)

Allan Pressman has been appointed resources manager for CBC television news in Toronto. Pressman had been senior news editor at *CBKST* in Saskatoon.

The Saskatchewan Press Club in Regina has two new vice-presidents. They are Virginia Hill, a public relations officer for the Regina Centre of the Arts, and Neville Greene, a radio host at *CFMQ*.

The Liberal party of Saskatchewan apparently was not convinced it could believe what hundreds of journalists had to say about the recent Progressive Conservative leadership convention. Tony Merchant, a provincial Liberal MLA, attended the convention on a journalist's ticket. Merchant, who once did a legal commentary program on radio, appeared at the convention as a reporter for Regina radio station *CJME*. Merchant was probably able to peddle his information in several markets. No doubt his provincial colleagues were interested, and his brother-in-law, Transport Minister Otto Lang, probably lent an ear too.

BRITISH COLUMBIA

Canada's Westword, a new public affairs magazine reflecting the special identity and interests of British Columbia, is scheduled to begin publication April 1. It will be included as a supplement each month in 25 community weekly and daily papers in B.C., giving it a total circulation of 275,000 copies. Also to be available at newsstands, it will have a minimum of 24 pages per issue, four-color lithography. Publisher of *Westword* is Bob Leighton and Associates. Editor will be Clive Cocking, a Vancouver freelance writer.

Mike Winlaw, host of *CBC-TV's Hourglass* newsmagazine program in Vancouver, has quit the show "for personal reasons." The host of the show for 5½ seasons had no comment on rumors of conflict on the set.

Charles La Vertu, bureau chief for Thomson Newspapers in B.C., is the new president of the provincial press gallery. CBC cameraman Ron Thompson was re-elected vice-president and Jake Banky, head of the B.C. bureau of *Broadcast News*, is the new secretary-treasurer.

Former British Columbia premier Dave Barrett has apologized and settled a libel suit on undisclosed financial terms. The court action, decided on Jan. 13, was brought by former provincial education commissioner John Bremer. Bremer claimed he was libelled by Barrett on a *CBC* television program in January, 1974.

Gary Bannerman, host of a talk show on *CKNW* radio, Vancouver, has filed a libel suit in B.C.'s Supreme Court against *Vancouver Sun* columnist Allan Fotheringham, for damages for libel allegedly contained in Fotheringham's columns published Jan. 20 and 23.

Ed Grah, feature writer and editor of *The Journal of Commerce*, Vancouver, has been named winner of the first annual B.C. Construction Association press contest.

The *Vancouver Sun* has appealed to the B.C. Supreme Court to reverse a decision by the province's human rights board of inquiry that ordered the paper to accept advertising from a gay liberation newspaper. The *Sun* meanwhile refuses to accept a classified advertisement from the newspaper *Gay Tide*, published by the Gay Alliance Toward Equality (GATE). The board had earlier ruled that the *Sun* discriminated against GATE in violation of the B.C. Human Rights Code by refusing the ad in October, 1974.

Vincent Forbes, executive vice-president of the Vancouver Better Business Bureau, has praised the media for their assistance in exposing unreliable companies. He told the bureau's annual general meeting that the publicity given to these companies by *The Sun*, *The Province*, *CKNW's Investigators* program and *CBC's Hourglass* show was helpful in getting rid of "some things that we didn't like very much."

Two Vancouver Community College students and a college journalism graduate have been awarded a total of \$400 in cash prizes in the 1975 Nippon Kokan Journalism Competition for news and feature stories. Brenda Halak, Vancouver, won the \$250 first prize; Larry Pynn, Aldergrove, B.C., a *Richmond Review* staff reporter, the \$100 second prize; and Linda Pope, Vancouver, the \$50 third prize.

B. C. Premier Bill Bennett announced Jan. 20 his government has ordered an in-

PHOTOGRAPHERS!

Plenty of interesting pictures for various reasons do not make the paper or the TV screen. Fact of life. But sometimes the turndown is journalistically questionable.

Content is probably the only publication in the country in which some of these otherwise-rejected works of the news photographer's art could be printed for an interested, appreciative, audience.

From the socially-significant to the risqué, we're willing to look at them all with an enthusiastic eye.

We appreciate some touchy situations might be involved. Your anonymity along with that of your employer and your community, as you wish, will be carefully protected if you wish. Send photos to: Rejects, 22 Laurier Avenue, Toronto, M4X 1S3.

vestigation into press relations, advertising and government publications. Vancouver communications consultant Dave Brown will conduct the investigation. Bennett said there exists an obvious need to correlate all government communication with the public. Each department, he said, has been handling its own media relations, advertising and publications and he would like to see "some order brought out of this chaos." Bennett said many government publications may be discontinued, particularly those launched within the past year.

THE NORTH

Press Club North, based in Yellowknife, N.W.T., is Canada's newest and has elected its first slate of officers. Bill Braden is president; Brad Henderson, vice-president; Wayne Collins, secretary-treasurer and Ken Coach and Linda Sorenson, directors.

AWARDS

Nominations are open for the Smolar Award for Excellence in American Jewish Journalism. The plaque awarded recognizes outstanding journalists in North America whose work appears in English language newspapers substantially involved in coverage of Jewish affairs and issues. It is given for articles, news stories, editorials or cartoons. Deadline for nominations is Sept. 15, for work done between June 1, 1975 and May 31, 1976. Send nominations to Council of Jewish Federations and Welfare Funds, 315 Park Avenue South, New York, N.Y. 10010.

Mid-February each year is the deadline for nominations for the International Editor of the Year Award presented by the *Atlas World Press Review*. The award goes to the editor whom the Review feels best exemplifies courage, enterprise and professionalism. The 1975 winner, Harold Evans of *The Sunday Times* of London, was selected by the Review's editors, in consultation with its correspondents in the U.S. and abroad, for his campaign on behalf of fair compensation for Britain's thalidomide children. He challenged the "gag" rule imposed by the courts on reporting of the case and was, according to the Review, largely responsible for the settlement of the lawsuits for eight times the amount originally offered by the drug's manufacturer. For further information on the award, write to *Atlas World Press Review*, 1180 Avenue of the Americas, New York, N.Y. 10036.

Annual awards of \$500 and \$250 and a Finnish crystal bowl are awarded to food editors with newspapers whose circulation is over 150,000 and those whose circulation is between 50,000 and 150,000. Submit entries of nutrition news stories by the 10th of each month, between Sept. 1, 1975 and ending Aug. 31, 1976, to: George Wilkins, Golden Carnation Awards, Carnation Company, 5045 Wilshire Boulevard, Los Angeles, Calif. 90036.

LEGAL FRONT

Mr. Justice **James Southey** in October dismissed without costs a \$500,000 libel suit by developer **Sol Shabinsky** against the *Ottawa Citizen*. The judge agreed Shabinsky had "good reason to be annoyed by one editorial and consider it unfair," but said nothing in either of the two articles in question would lower Shabinsky's reputation "in the estimation of right-thinking citizens."

The developer has sued regarding articles on the fate of the now-demolished Rideau Street convent. He objected to an editorial's use of the word "ticklish" in describing his negotiations with the **National Capital Commission**. He also took exception to the part of the editorial which asked: "Why did the renovation estimate rise from \$500,000 to \$1.5-million? The NCC is not satisfied this figure is justified — and at last word the developer was not prepared to open his books and explain the increase."

Shabinsky said he was never asked to open

his books or to explain the increased estimate. He said the implication was that he had something to hide. Former NCC chairman **Douglas Fullerton** testified he had never asked Shabinsky "to open his books."

The word "ticklish," said the judge, was not used in a libellous manner. "I interpret ticklish to mean delicate or requiring great skill. That does not imply anything underhanded." He added that, since the convent issue was a matter of public concern, the editorial as a whole was justified as a matter of fair comment.

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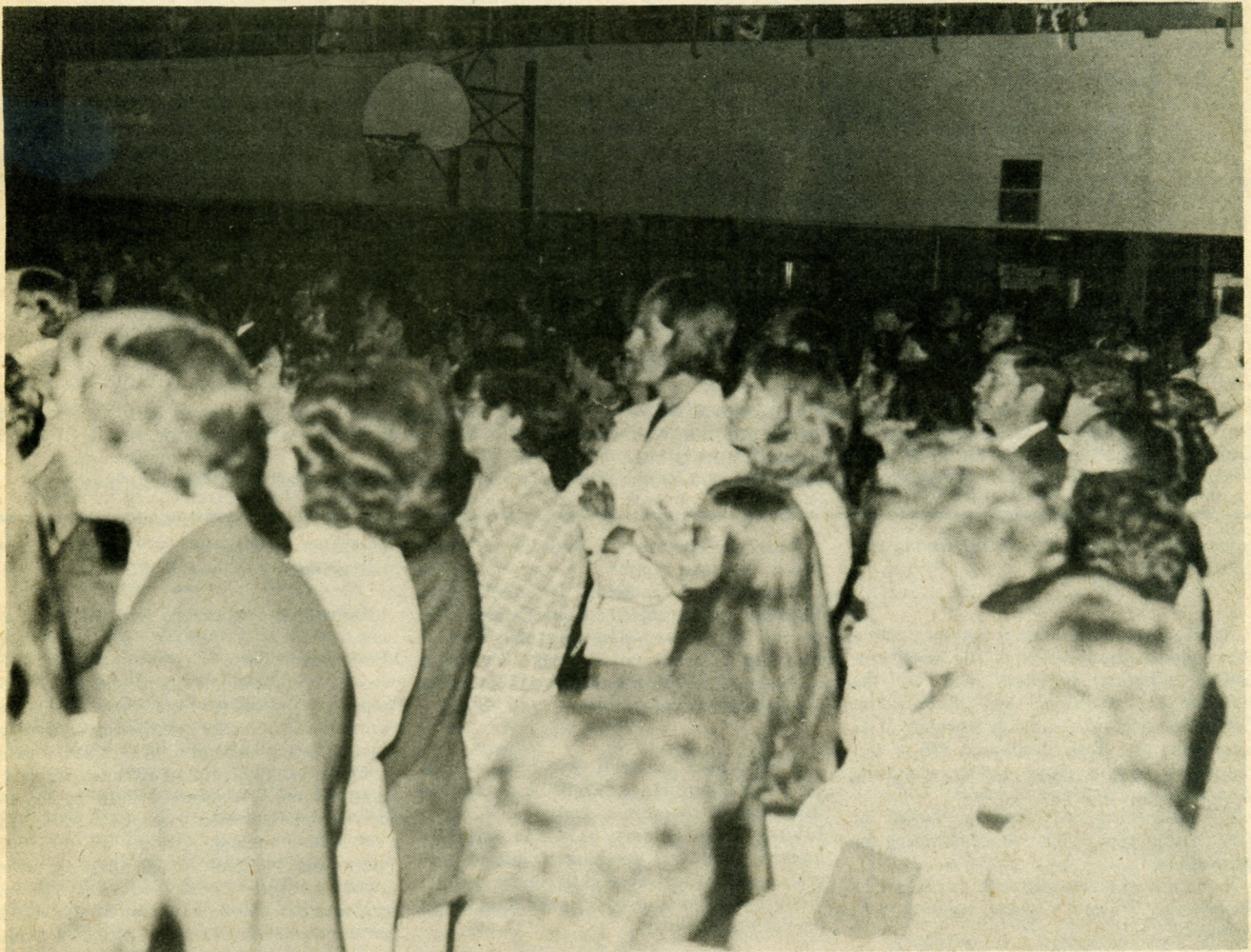
The Lord Chief Justice of England, **Lord Widgery**, has ruled **Richard Crossman's** diaries fit for publication (see *Omnium*, #56). In doing so, he rejected the Government argument that the late cabinet minister's revelations about the inner workings of government would inhibit free discussion in today's cabinet, and that the cabinet deserves absolute secrecy simply because it is the

cabinet. Lord Widgery, *The Globe and Mail* editorialized Oct. 18, "has significantly enlarged the freedom of the public to know about its governments . . . (he) would let the people have Cabinet information unless there was good reason why they should not. Canada's Government acts on exactly the opposite principle . . ."

MISCELLANY

Xerox Corporation will pay **Harrison E. Salisbury** \$40,000 plus \$15,000 expense money for his article on his travels in the U.S. which appeared in the February issue of *Esquire* magazine. Xerox said if it liked the article it would run two ads in the magazine, one preceding and one following the article. An editorial criticizing the payment from an advertiser, rather than from the magazine, ran in the *Ellsworth (Maine) Times* and was reprinted in the *Boston Globe* of January 28, 1976. It was sent to *Content* by Dorval, Quebec reader **John D. Welsh**. Welsh

REJECT NO. 4



"A recent clean up in our photographic files unearthed this picture and we thought we'd use your journal to share it with the rest of the media world. It is too good to keep to ourselves.

"Anyone in the . . . newspaper game knows that when time is tight it is always comforting to know that there are professional photographic studios around who can fill in for us to preserve the great moments of local history. Such a moment was a high school reunion in Oshawa last spring. The studio was one of the best this city of 100,000 people has to choose from — **Robert Aldsworth**.

"As you can see **Mr. Aldsworth** managed to get the definitive shot of a basketball net, in the distance, over a crowd, with flash.

"So totally did this one picture capture the spirit of the reunion, in **Mr. Aldsworth's** opinion at any rate, he felt no other pictures were necessary so he sent us none.

"It truly is reassuring to know that we can always count on professionals like **Robert Aldsworth**."—**Alex Law**, *News Editor, Oshawa this Week*. "P.S. Need we tell you that the picture came in two weeks late?"

KEN OAKES' 6TH CP AWARD SETS WESTERN CANADA RECORD



Father and daughter bicycling through Vancouver's Stanley Park were subjects for *Vancouver Sun* photographer Ken Oakes, as he snapped his sixth *Canadian Press* Picture of the Month last fall. He did it using a slow shutter speed — 1/30th — and panning his wide-angled Pentax with the riders. Oakes, who's been at *The Sun* for 16 years, has also won a National Newspaper Award, a *UPI* award and three Professional Photographer Awards. (Photo courtesy of CP.)

commented: "I find it both interesting and disturbing."

Jim Robinson of Toronto is the new Canada East regional vice-president of **The Newspaper Guild**, following elections held by the International Election and Referendum Committee. He was elected by a margin of 22 votes after the **IERC** disallowed 398 of 603 challenged Toronto Guild ballots, according to an article in *The Guild Reporter*.

Robinson outpolled **Sterling Taylor** of Montreal in three of the five locals voting for the position.

Re-elected to a two-year term was **Roger L. Stonebanks**, Western Canada regional vice-president.

The new editor of *Canadian Churchman*, the newspaper of the **Anglican Church of Canada**, is **Jerrold F. Hames**, 35. Hames worked as an education reporter with *The Windsor Star* and religion writer for *The London Free Press* before joining *Canadian Churchman* in 1969. **Donald C. McQuarrie**, 52, who also joined the staff in 1969, has been appointed general manager. *Canadian Churchman* (circulation 280,000) celebrated 100 years of publishing in 1975.

Omnium Erratum: "I should have known better, because I hired Tip away from *The (Toronto) Star* back in 1945-46," **Royd Beamish** writes abjectly from Ottawa. The hero of the Vardar Valley quip (#59, page 19) was **Tip O'Neill**, not O'Neill. Thanks to sharp-memored **Phyl Griffiths** of Toronto for tugging up our socks.

There's gold on them thar hills . . . A golden brassiere made of 8,000 links was the first prize at the annual Berlin press ball in January. Organizers said the massive mammary molder, weighing 10 ounces, 139 grams and valued at slightly under \$4,000, involved 300 hours of work by the West Berlin jeweler who donated it.

The Canadian Book Information Centre is concerned about the status of reviewing and coverage of literature in the press. Contact **Rosemary Duff**, media director, 56 The Esplanade, Suite 404, Toronto, Ont. M5E 1A8.

Southam Business Publications, in cooperation with **Barbour Index Ltd.** of England, has launched *Compendium*, an annual, bilingual listing of all building

products available in Canada, their manufacturers and suppliers.

Investigative Reporters and Editors, Inc. has received a \$22,500 grant by **Lilly Endowment Inc.** IRE, a non-profit U.S. service organization, was formed in 1975 by reporters and editors from across the U.S. to provide services for journalists who have investigative assignments. Public contributions and other funds given to IRE will be matched on a two-for-one basis by the endowment corporation throughout 1976. IRE will hold a national meeting for interested journalists in June in Indianapolis, using grant money and contributed funds. The new organization hopes to provide, among its services, a national directory listing the names and background of established investigative journalists, a newsletter, specific reports on specific topics, an information exchange system and a resource centre.

John Rutherford Heron, editor of the *Royal Bank Monthly Letter*, has retired after 33 years in that capacity. The four-page newsletter had a 785,000 readership in English, French and Braille. Heron, who turned 79 in February, says he is neither a banker nor an economist, but has remained loyal to his true love — journalism and

writing. A Royal Bank collection of Letters, *The Communication of Ideas*, will deal with his favorite topic, writing about writing. Heron has been a student missionary, soldier, teacher, principal, newspaper reporter, and the Royal Bank's first PR specialist.

* * *

Donald R. Parrish has been re-elected national president of the **Association of Canadian Television and Radio Artists** (ACTRA) for 1976-77. Re-elected first vice-president was **William Fulton**, while the new second vice-president is **Victor Knight of Montreal**. **Lorraine Thomson** retains her position as treasurer as do **Roy Brinson** and **Jack Goth**, executive members. **Bernard Cowan** was elected an executive member.

Elected to the new national Board of Directors: **Grace Butt**, Newfoundland and Labrador branch; **William Fulton**, Maritime branch; **Victor Knight** and **Gordon Atkinson**, Montreal branch; **Bob Gardiner**, Ottawa; **Lorraine Thomson**, **Barbara Franklin**, **Donald R. Parrish**, **Charles Templeton**, **Ben Wicks**, **Bernard Cowan**, **Vernon Chapman**, **Jack Gray** and **Joyce Gordon**, Toronto; **Neil Leroy**, Winnipeg; **Walter Mills**, Saskatchewan; **Jack Goth**, Calgary; **Douglas Paulson**, Edmonton and **Roy Brinson** and **Bruce MacLeod**, B.C.

* * *

Religion coverage by U.S. newspapers is increasing, according to a survey by University of Georgia journalism professor **E.C. Hynds**. While 57 per cent of newspapers surveyed reported running about the same amount of religion copy as they did several years ago, 30 per cent reported an increase. Hynds' findings, published in *Editor and Publisher* (Oct. 18), show 89 per cent of the papers devote at least one per cent of their weekly news hole to religion and three-quarters of them have someone assigned to the subject on a regular basis.

* * *

The **Associated Press Managing Editors** association has awarded its 1975 Freedom of Information award to the *Indianapolis Star*. The paper exposed corruption in the Indy police department despite threats, harassment and the indictment of two reporters working on the story. A special citation was given to **Mary Jo Tierney** of *Today* (Cocoa Beach, Fla.) for refusing to reveal sources for a series about a special grand jury. Her stand cost her two jail terms. Another citation went to the **Reporters' Committee for Freedom of the Press** for its continuing efforts to enlarge the freedom of information in the U.S.

The new president of APME is **Larry Jinks**, executive editor of the *Miami Herald*. **Globe and Mail** **ME Clark Davey** was unsuccessful in his first run for the APME board of directors.

Outgoing APME president **Wes Gallagher** told the October conference in Williamsburg, Va. (quoted in the Canadian Daily Newspapers Publisher's Association *Bulletin*, Dec. 8): "Many sectors of the press are developing a Cassandra tone — much of what we are doing sounds like the nit-picking of a nagging Kate, a multi-voiced Shakespearean shrew. We pose many problems, but suggest few solutions. We expose the petty machinations of politicians, but virtually ignore some of the massive public problems of the day . . . Our priorities must be reordered to cover the truly important problems of society, and the lower personal profile we have, the better."

Who The Hell Is William Loeb. That's the title of a runaway best seller in New Hampshire published by out-of-work newspaperman, **Kevin Cash**. Cash couldn't get anyone else to publish it so incorporated himself as a publishing house, **Ancrokeag Press**. The 472-page book is highly critical of Loeb, the 70-year-old right-wing publisher of *The Union Leader*, only statewide newspaper. So far, 30,000 copies have been sold.

Gov. Meldrin Thomson of New Hampshire, according to a story in *Editor & Publisher*, Jan. 24, is demanding \$375,000 damages for libel from Cash. Thomson alleges Cash libelled him by stating he "took with him certain accounts" of a publishing firm for which he had worked, when he moved to New Hampshire to found his own publishing company.

* * *

Yes, we believe it: When *CTV's* **Michael Maclear** was the *CBC's* London and Far East correspondent, he interviewed **Nehru**. And, as he told *Vancouver Sun* TV critic **Don Stanley** (Sept. 26): "We had the cameras set up when Nehru came in, visibly shaken. I said, 'Is something the matter, Mr. Prime Minister?' He said, 'I might as well tell you, the whole world will know soon: The Chinese have invaded.' He went on about his former admiration for the Chinese, but all the time he was talking I was itching to get out and get the film to Canada. I cabled the information, emphasizing I had every word on film. Now, at this time, the *CBC* didn't run anything that wasn't on the wire services. Someone in the *CBC* got my cable, checked to see if it was on *AP* and so on, and of course it wasn't; and then threw my story in the wastebasket. Can you believe it?"

* * *

Dr. Garth Jowett of the **University of Windsor's** Department of Communication Studies has received \$19,000 from the **Canada Council** to do a major study on the History of Communications. According to the newsletter of the Canadian Communications Research Information Centre, Prof. Jowett is interested in corresponding with anyone who has done work on the relatively unexplored topic.

* * *

Prof. John Merrill of the **University of Missouri** faculty of journalism, after a two-month, 20-city lecture and discussion tour of Europe, has concluded Europeans and their journalists are increasingly willing to accept outside press controls to make the press more responsible to society.

According to the August *International Press Institute Report*, Merrill says audiences were "generally hostile to his libertarian (press autonomy) lecture emphasis, and believed that the press is too powerful a social institution to be permitted to act freely." Europeans, Merrill says, believe U.S. press freedom is a myth because of publisher and advertiser control. "I have been totally amazed at the extent of hostility toward the press, not only by laymen, but by journalists themselves," Merrill told the IPI at Zurich.

* * *

Syracuse University's Communications Research Centre is proposing a seminar for Sept. 23-25 on mass media news flow between Canada and the United States.

* * *

There are 1.5 million newspaper carriers in the U.S. and Canada, according to the **International Circulation Managers Association**, as reported in the January-

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.

CREATIVE MEDIA WOMAN. U.S. resident wants to emigrate to Canada. Newspaper, radio-TV, filmstrips, public relations experience. Visiting Vancouver in April. Write for detailed resume, interview appointment: Verna Tommasson, Long Pond Road, Mahopac, N.Y. 10541.

Copy Editor Wanted

Weekend Magazine seeks experienced copy editor for its Montreal office. Write, giving full details, to The Editor, *Weekend Magazine*, 231 rue Saint-Jacques, Montreal. H2Y 1M8

FORMER EDITOR, *Guerilla* 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 Schlenger (416) 921-9984, or 437 Wellesley Street East, Toronto, Ont. M4X1H8

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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

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SITUATION WANTED. Writer-editor seeks full-time permanent position in Metro Toronto only. Have six years' experience in business and general magazines as well as journalism degree. Also adept at layout and proof-reading. Phone 787-1935 day or evening.

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.

OMNIUM-GATHERUM (CONTINUUM AD INFINITUM)

February 1976 *Public Affairs Newsletter* of the
American Newspaper Publishers Association.

"Holy technological change, Batman! Will you look at this," said Robin as he opened the January edition of *Communication News*. There he read a description of **Dow Jones and Company's** new satellite communications system which enables them to produce thousands of *Wall Street Journals* in Florida for same-day distribution throughout the southeastern U.S.

Reproduction proofs of the *Journal* are prepared at a Chicopee, Mass. production plant, just a laser beam zap north of Gotham. An electronic scanner reads the pages then sends them, via the 22,000-mile high Westar I satellite, to a plant in Orlando, Fla. Minutes later, *Journals* are rolling off the southern presses at a rate of 70,000 per hour.

Canadian locals of **The Newspaper Guild** have decided to act as one to protect the interests of their members under the federal wage controls. The decision was made at a two-day conference in Toronto Jan. 10 and 11. All bargaining proposals will be developed in consultation with **William McLeman**, the Guild's Canadian director, in an effort to get the best possible settlements in bargaining. "We're going to ensure that the maximum that we're entitled to under the regulations is the minimum that we strive for," said McLeman. Obtaining payroll information will be a primary aim for each local before it can discuss any economic area of the contract, he said. If an employer refuses to provide the data, the international Guild will help pay for legal or other action to require him to do so. He added that, if necessary, the Guild will publicize the employer's refusal to give the information necessary to allow the Guild local to bargain intelligently and will advise the **Anti-Inflation Board**.

Doonesbury, a comic strip which frequently deals with such controversial subjects as politics, sex and drugs, was suspended for a week by at least three major U.S. newspapers because of the inclusion of a homosexual character. The *Columbus (Ohio) Citizen-Journal*, *The Cleveland Press* and *The Houston Post* suspended the strip written by **Garry Trudeau** and syndicated by **Universal Press Syndicate** in nearly 450 papers.

Canadian newsprint production for 1975 was down about 20 per cent from 1974 and shipments to the U.S. declined about 21 per

cent. U.S. production and domestic sales for the year were up 2.4 and 1.8 per cent respectively.

Total estimated U.S. newsprint consumption for 1975 was 9,090,546 tons, 10.9% less than in 1974. Consumption for the year was restricted by a combination of inflation and recession and newsprint conservation measures initiated during the past two years.

Collecting newsbreaks, "those risible errors that creep into newspapers," was one of humorist **James Thurber's** favorite hobbies, says the *Manchester Guardian Weekly* in its Oct. 11 review of **Burton Bernstein's** biography, *Thurber*. His favorite was from a *Burbank Post* story during the early days of air travel: "Among the first to enter was Mrs. Clara Adams of Tannersville, Pa., lone woman passenger. Slowly her nose was turned around to face in a southwesterly direction, and away from the hangar doors. Then, like some strange beast, she crawled along the grass."

The Register and Tribune Syndicate plans to distribute articles from *Atlas World Press Review* to Canadian and U.S. newspapers. The *Review* is a monthly magazine featuring a sampling of translated and reprinted articles from newspapers and magazines around the world.

Broadcaster **Betty Kennedy** has been appointed to the board of directors of the **Bank of Montreal**. Mrs. Kennedy's husband **Gerhard**, a film-maker and fashion designer, died recently at the age of 63.

OBITUARIES

F.C. (Tommy) Church, pioneer in Canadian broadcasting, died Jan. 16 in Moncton, N.B. A former commissioner of the **Canadian Radio-Television Commission**, Mr. Church spent 40 years in broadcasting, as a copywriter, newscaster, interviewer and producer of documentaries.

J. Louis McKenna, former publisher of the *Kings County Record* in Sussex, New Brunswick, died Feb. 19 in Sussex. The former president of the **Canadian Weekly Newspapers Association** had published the paper since the end of World War Two. He was 66. McKenna, who retired earlier this year, started his career as sports editor and later city editor of the *Saint John Telegraph-Journal*.

Phil Flude, owner of the weekly *Indian Head (Sask.) News* and, after his retirement, a proofreader and writer at *The Leader-Post* in Regina, died on Jan. 24. He was 69.

Montreal Gazette staff photographer **Steve Jensen** died of a heart attack in February at the age of 56. A native of Denmark, he had won a number of prizes, especially for fashion photography. He had been with the *Gazette* 12 years.

George Whittaker, former *Montreal Star* sports department editor and writer, died Jan. 31 in Montreal. He worked for the paper for more than 51 years until his retirement in 1969. He was 71.

James Murray (Jimmy) Latimer, former recording secretary and membership accountant of the **Montreal Press Club**, died Feb. 1 in Montreal. He held the positions for more than 20 years and was made a life member in 1970. He was 73.

Tor Bonnler, former head of **Sweden's** largest publishing firm, died in Stockholm Feb. 17. He was 93. He was board chairman of *Dagens Nyheter*, Sweden's largest morning newspaper, from 1940 to 1960.

Lawrence Laybourne, former managing director of **Time International of Canada Ltd.**, died Feb. 12 in Washington, D.C. Laybourne joined *Time* in 1944, serving as the magazine's first staff correspondent in Canada for two years. He became managing director of *Time International* in Canada in 1957. Laybourne had a 30-year career with the organization and was formerly chief of U.S.-Canadian correspondents for *Time* and *Life*. He retired from **Time, Inc.** in 1975 to become co-ordinator of membership and development at the **Smithsonian Institution**. He was 62.

Alastair Buchan, former diplomatic correspondent in North America of *The Observer* and *The Economist*, died in early February in England at 57. He was the son of John Buchan (Lord Tweedsmuir), the writer. He was founder and director of the Institute of Strategic Studies and a **BBC Reith Lecturer**.

H. Allen Smith, a feature writer, author and humorist, died Feb. 24 in **San Francisco**. His most famous book was *Low Man on a Totem Pole*, based on his experiences as a feature writer for the *New York World Telegram* in the 1930s.

"I am generally classified as a humorist," he once said, "but I don't particularly care for the designation. I prefer to think of myself as a reporter; a reporter with a humorous slant. I am funny only in the sense that the world is funny."

Frank Sullivan, noted humorous writer for *The New Yorker*, died Feb. 19 in Sarasota Springs, N.Y. He was 83.

MAILING LABEL