

content

Canada's National News Media Magazine

JUNE 1976

No. 63

50 CENTS

**THE PRESS BLACKOUT
ON THE AQUASH MURDER CASE**

**FREELANCERS SHATTER MYTH,
ORGANIZE SOLIDLY**

**TRAVEL WRITING:
AN EXCHANGE**

**WEEKEND FATALITY ROUNDUP:
WHO NEEDS IT?**

EXCLUSIVE:



VERSUS



THE GUILD AND MANAGEMENT, PART 1: GUILD MEMBERS AT CP INCH TOWARD A CONTRACT

By WENDY BLUM

Twenty-five years after the staff at *The Canadian Press* made its first attempt to get a working contract, the editorial staff at *CP* is again trying to get the company to agree to a contract, a development that would affect almost every newsroom and news reader in the country.

And while *CP* prides itself on unbiased and fearless reporting of the news, this is one story it has barely touched.

The report of the Senate Committee on the Mass Media quoted a *CP* reporter as saying that if a news event wasn't reported by *CP* it didn't happen. But *CP* itself has been the subject of this major news story for the past year now, and almost nothing about the story has appeared on *CP's* wires.

The story is a difficult one to report. It doesn't fit into the inverted pyramid style *CP* uses. No one is issuing press releases pointing out the important aspects. But the background to the story, according to staff members affected, goes like this:

A quarter of a century ago, in 1950, members of *CP's* editorial staff tried to join the American Newspaper Guild. The union was certified as official bargaining unit and an attempt was made to draw up a contract. The contract never became a reality. The period is known to many as "the time *CP* broke the Guild."

The reason generally accepted by *CP* staffers was that the newspaper publishers, who own *CP* on a cooperative basis and depend on it for a

major part of their news, saw a unionized wire service as a threat.

"The publishers saw the Guild as using *CP* as a cutting edge to cut their way into them," says Arch MacKenzie, *CP* Ottawa bureau chief.

Both the Guild and the publishers realized organizing *CP* was a large step towards organizing journalists across the country. The battleground was marked and *CP* was it. When the battle was over, there was a lot of blood on the floor and the Guild was decertified.

According to the Guild, which later put out a booklet on the case called *Patterns for Fighting a Union*, the company used stalling tactics during negotiations. It pressured its staff not to join. Half the staff left, some charging intolerable working conditions, and some were laid off. The company said it was due to major budget cuts, but when the vote was taken that decertified the Guild, the staff was almost as large as it had been before. Merit raises were withheld many times and then it was explained that the company didn't want to violate any agreements with the Guild. Charges of unfair practices flew in both directions.

That's the background, at least from what some of the records show and what some *CP* staffers remember. The company, of course, rejects that interpretation.

The present situation is that the *CP* editorial staffers have organized again. Seven months ago they certified the Canadian Wire Service Guild, an affiliate of The Newspaper Guild, as their bargaining unit. Now, six months into contract negotiations, some staffers are worried about history repeating itself.

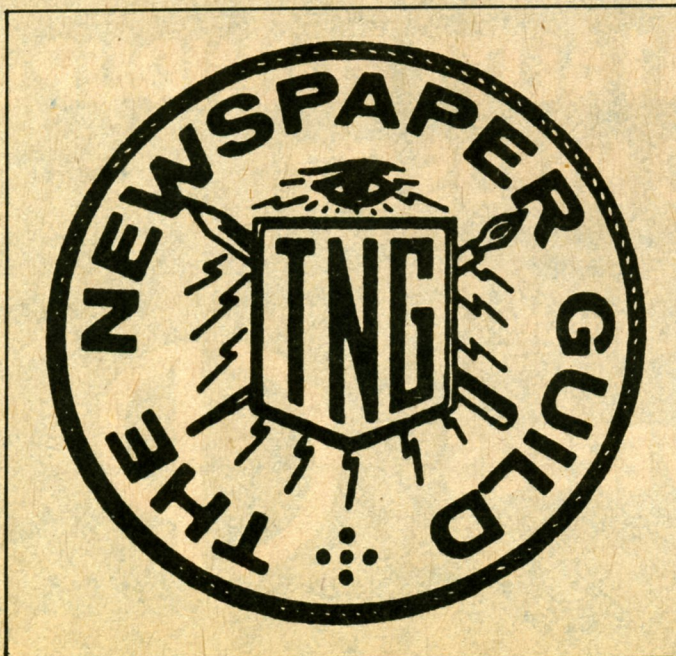
The first two public indications that any struggle was underway finally emerged during the second week in April. A couple of wire reports and brief stories appeared. In *The Ottawa Citizen* it was reported that the 30 editorial staffers in the *CP* Ottawa bureau had voted to not accept voluntary overtime, in a pressure play.

At 7 p.m., April 28, the Montreal bureau sent a message across the wire saying Vancouver and Montreal bureau staffs would simultaneously stop work for one hour and that during that hour a study session would be held concerning the contract negotiations. The message said that the action was being taken to protest the slowness of the company at the negotiating table. Vancouver staffers also stated they would no longer accept voluntary overtime. Immediately after this, a telegram was sent to management from the Ottawa staff supporting the two bureaus' actions.

Sixteen hours later, a third indication there was a struggle in progress became public. At 11:15 a.m. April 29, a story was put out over the wire about the work stoppages. The story virtually began by saying that operations at the two bureaus were normal.

This story has hardly been told partly because those directly involved in the negotiations have pledged secrecy right down to the last detail. "We shouldn't negotiate in a gold fish bowl," is the attitude of John Dauphinee, *CP* general manager. Others who aren't sure of their status don't want to say anything. One staffer said he not only didn't know anything, he didn't want to know anything. Much of what was said is contradictory.

It can be reported that some well-respected *CP* staffers have some serious concerns about patterns in the company negotiations that show uncomfortable



similarities to the experience of a quarter-century ago.

A co-ordinator in the Guild's head office in Ottawa said that there were definite parallels between the two periods, but their seriousness could not be seen yet. She said it would take a lot more time.

In 1950, according to the union, the company kept stalling at the negotiating table, making contract talks next to impossible. The company this time took three sessions before it presented any counter-proposals. Also, according to a Guild bulletin, the company negotiators didn't get the authority to enter full negotiations until the fourth session. Even then they said there were "constraints" placed upon their authority. These constraints have not to time of writing been explained. The Guild, in a newsletter dated Dec. 17, 1975, claimed the company had ample time to present its arguments.

Finally, the Guild applied to the federal labor department for a conciliator to speed up the negotiations.

The conciliator, Ken Hulse, was named a few days before a March 15 negotiating session. According to one of the negotiators, both sides went into the meeting with the idea of showing that they might not need the conciliator after all. The same negotiator said after the meeting that "Absolutely nothing was accomplished. All the company said was 'no' to any of the Guild's proposals. I just don't think the company is bargaining in good faith at all."

A letter to the CP staff members stated one of the problems from the Guild's viewpoint was that "company proposals show that seniority has no meaning in CP-BN. Dismissals, layoffs, rehiring, and promotions will be on the basis of mental and physical capability — as judged by the company — with the right of the Guild to seek reversal severely limited."

The letter writer goes on: "To me the most basic of these (the issues), is do we want yesterday's paternalism or today's contractual arrangement negotiated on the basis of equality? I'm in this for the latter. If I'm wrong, for Christ's sake get me out and let me return to the wood-work."

Again, at an April 1 and 2 session, almost nothing was accomplished from the Guild's point of view. The only thing that was agreed upon was that staff should be given time off with pay when on jury duty.

After the April 17 negotiating session had ended, one negotiator said that the conciliator had given up because nothing was being accomplished. Conciliator Hulse declined to comment on the situation, but would say that, as he was

Canadian Press staff protesting slow talks

The Ottawa bureau of Guild which represents 300 The Newspaper Guild
the Canadian Press voted CP employees across Can- was certified Sept. 17 to
Wednesday to begin a ada, denied the work-to- bargain for the reporters,
work-to-rule action today rule was in the editors and photographers

The Ottawa Citizen, April 8

speaking to me from his office, a negotiating session was underway a couple of miles away. He therefore was not at the negotiating session.

The company has stated, as it did in 1950, that it will not accept a closed shop arrangement. Specifically, according to one senior staff member, it does not want any of the staffers who are Guild members working in the Parliamentary Press Gallery. In 1950, and now, the stated reason is that being a member of a union would affect the reporter's ability to report Parliamentary matters objectively. Carl Mollins, assistant Ottawa bureau chief, says that idea carried to its logical conclusion, would mean that any labor reporter or economic reporter should also not be allowed to join the Guild. Parliamentary reporter Dave Blaikie, who recently resigned from CP, says the company's reasoning on this is "utter bullshit." But overall, Blaikie says, he thinks the company is bargaining in good faith.

The company used pressure to deter staff from joining the union in the last battle. Today every company memo to the staff concerning the Guild stresses no one has to join the Guild in order to keep

his job. The company says nothing of what may happen if staff members join.

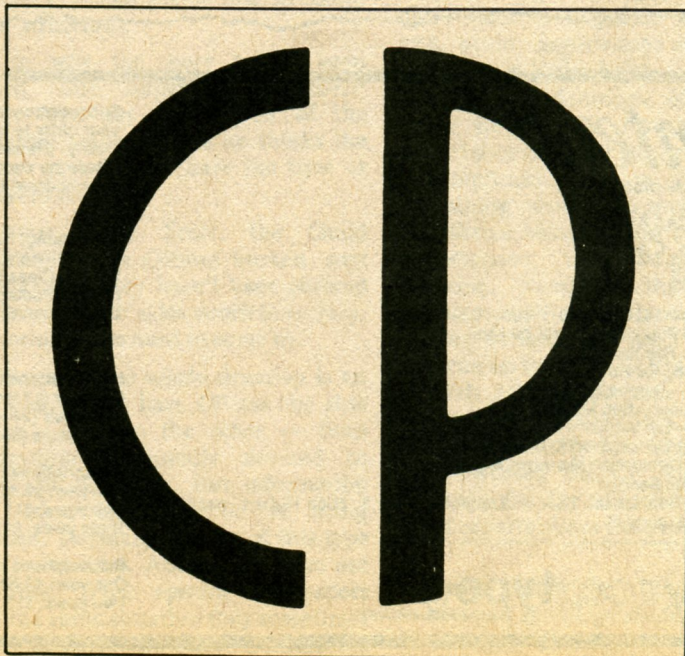
Another similarity between the two Guild drives is the holding back of merit raises. A memo to the staff dated June 5, 1975 said merit raises would be withheld because the company did not want to break any agreements with the Guild or possibly violate the Labor Code.

Jerry MacDonald, head of the Toronto Guild, wrote memos July 7 and Dec. 22, 1975 to Guild members and management stating the Guild never wanted to interfere with the merit raise program and that the raises were not in any violation of any agreements.

A Jan. 6 letter to staff members from Jim Bastable, assistant to the general manager, said the company was unaware that any merit raises had been withheld.

Both sides of the dispute have filed numerous charges of unfair practices with the Canadian Labour Relations Board. The Guild claims the company has been applying unfair pressure to employees not to sign a union card. The

(see *Guild-CP*, Page 5)



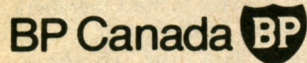
FACTS

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

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

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

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



contents

63

CP PRIDES ITSELF on fearless, unbiased reporting of the news. But there's a major story it hasn't touched: the struggle of The Newspaper Guild to obtain a contract at CP. Wendy Blum provides the first comprehensive story published anywhere 2

AND IN WINNIPEG, Werner Bartsch writes, the stalemate between Guild local 233 and the management of *The Winnipeg Free Press* seems no closer to resolution than it did when collective bargaining for the local's first contract began two years ago 6

WHAT THE PUBLIC wants and what the public gets in science information are two different things, a report called *Media Impact* says 8

WHEN A WHITE 57-year-old middle-class Canadian businessman landed in a Mexican jail, *The Toronto Star* sent a reporter to find out all about it. But when an attractive 22-year-old Canadian woman was murdered in the U.S. *The Star*, like the rest of the press, ignored it. Being Indian aids invisibility, even in death 12

A FASCINATING EXCHANGE of letters between investigative reporter Gerry McAuliffe and *Hamilton Spectator* publisher John Muir on the journalistic shortcomings of much travel writing 14

FREELANCERS CAN NEVER organize, by definition and disposition, right? Oh sure, except that they did, on May 1 in Toronto. One expert observer called the founding meeting of The Periodical Writers' Association of Canada "incredibly well-organized, businesslike . . ." 18

A GOOD REPORTER can make you feel diminished by one person's death. But what, exactly, is served by the weekend fatality roundup, asks Harold R. W. Morrison of Ottawa 21

WHO ASKS QUESTIONS at Southam Press's annual meeting? No one, that's who. Not even about why the company gives \$20,000 a year to two political parties while declaring that editorial employees must not participate in politics. *Content* attended 26

LETTERS 11
BOOK REVIEWS 20

BOOBS 23
MORRIS WOLFE 25

OMNIUM 27-32
REJECT NO. 6 29

Thursday, April 22, 1976 ★★★

the province

39

U.S. pedal pushing pilot gets it up at last

content

is published monthly at:

22 Laurier Avenue
Toronto, Canada
M4X 1S3

Telephone (416) 920-6699 (if busy, 920-7733)
Editor and Publisher: Barrie Zwicker
Co-editor: Ray Bendall

Contributing Editors:
Prairies—Dennis Gruending
West Coast—Ben Metcalfe
Ottawa—Lin Moody

Consulting Editor: Terry O'Connor
Business/Circulation Manager: Norah Zwicker

Layout: Ray Bendall
Cartoons this issue: Tom McLaughlin, page 8; Nick Hobart, page 19;
Ron Eade, page 21.

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

Advertising: Rates and Data Card No. 6 (Jan. 1, 1976) on request. International Standard Serial Number (ISSN): 0045-835X
Second Class Mail Registration Number: 2501
(Return Postage Guaranteed)
Grants from the Ontario Arts Council are gratefully acknowledged.

Subscriptions (Canada):
One year (12 issues): \$5.50
Two years (24 issues): \$9.90
Three years (36 issues): \$13.75

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

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

content

is a member of the

**Canadian
Periodical
Publishers'
Association**

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

EDITORS:

Editorial staff of The Canadian Press, La Presse Canadienne and Nouvelles Tele-Radio in Quebec province are halting work for a one-hour period starting at 7:00 p.m. EDT today to protest continued delays by the company in negotiations with Local 213 of the Canadian Wire Service Guild.

28-04-76 07.03ped

GUILD-CP (continued from Page 3)

company claims the Guild has pressured people to join. According to Don Konrad, information officer for the Board, this is common occurrence. "Most of these charges are just tactical moves." Many of the charges now have been withdrawn. The same moves were made in 1950.

One similarity that hasn't been pointed out, but may possibly be among the most important, is the reasons for certification. A quarter-century ago, staffers turned to the Guild because they wanted better working conditions, better pay and somewhere to go for redress of serious grievances. These are reasons for seeking certification now.

"My father was a lumber camp manager in the Maritimes and I grew up hating the unions," says Dave Blaikie. "But when the working conditions are this bad — 10 people to a cubicle and not enough working typewriters, and the pay scheme is obsolete — something has to be done." Blaikie also said the merit raises that have caused so many hard feelings in negotiations are few and far between. Blaikie helped organize the certification drive.

The file of correspondence from 1950 and the file from the present shows the tone of much of the correspondence is similar, but there is also an obvious difference in degree. Guild members say some of the tactics used in 1950, such as laying off staff for "economic" reasons would never be countenanced in 1976.

The company's side is extremely hard to find out. Bastable and Dauphinee decline to comment on the negotiations. "It would be a very wrong time for anyone to comment on the situation,"

Dauphinee says. He adds that the company is bargaining in good faith. Arch MacKenzie says he feels the problem lies in the large gap between the two sides' demands and that he doesn't think that the company has been stalling.

MacKenzie says CP staff members are exceptional people, and among the most loyal. But a wire service has to be flexible, he says. There can't be cut and dried rules about who does what and when. He says he is afraid the Guild could change this situation.

One Guild member replies the Guild is not a craft union where certain jobs can be done only by certain people. It is an industrial union. At no time has it proposed any changes to this structure (or non-structure).

As to why the story hasn't been reported, Bud Jorgenson, an ex-CP reporter who sat in on one of the negotiating sessions, says he thinks the company just doesn't have the time or the staff to cover it.

Reporter Steve Scott, the Guild negotiator for the Ottawa bureau, says he thinks the story hasn't been covered because with both sides sworn to secrecy, the information is hard to come by.

Mollins says the whole situation is an ironic one. "You have CP on one side and the Guild on the other — both organizations supposedly devoted to getting out the news. But information about what is going on is being suppressed. Normally a story of this type would be covered. Admittedly there are difficulties. When specific newspapers are in the same situation they sometimes ask CP to cover the story, because it's

hard for a news organization to report on itself. There's a big conflict of interest. If a Guild member writes the story, a non-Guild member could complain and vice-versa. Nevertheless, in the end, it's the news organization's responsibility to do what it can to report the news."

Bastable says it's not the least bit unusual for the story not to be covered. "Hundreds of negotiations take place every day. It wouldn't be possible to cover them all. The company isn't trying to hide anything."

Dauphinee says no story had been run on the negotiations because they aren't any different from any of the other thousand or so that happen a year. He then adds that both sides have agreed to keep the negotiations secret, that they don't want to negotiate with publicity and, again, negotiations shouldn't take place in a gold fish bowl.

These considerations, of course, have never stopped CP from covering any other labor matter it felt newsworthy.

Dauphinee went on to say that if something should happen, such as a conciliator being named to sit in on the negotiations, that would be worth covering. Reminded that Hulse, had been named conciliator two weeks earlier, he said: "Oh yes, I believe a story was run on that out of Ottawa then."

Arch MacKenzie says no story concerning the appointment has been run from Ottawa. He also says no story had been written on CP and the Guild between the day of certification and the brief reports about the overtime ban.

Wendy Blum is a third-year journalism and sociology student at Carleton University in Ottawa.

THE GUILD AND MANAGEMENT, PART II: TWO YEARS OF STALEMATE IN WINNIPEG

By WERNER BARTSCH

The two-year stalemate between the *Winnipeg Free Press* and local 233 of The Newspaper Guild seems no closer to resolution today than it did early in 1974 when collective bargaining for the local's first contract began. The Guild was certified as a bargaining agent for advertising and editorial employees in June 1973, about three months after it applied.

The bargaining period has been marked by constant rivalry between the Guild and an employee's association and mounting frustration among Guild activists with the management's stalling tactics. In a brief to a hearing of the Manitoba Legislature's Standing Committee on Industrial Relations March 10, the Guild said negotiations have been unsuccessful because management has exhibited "an authoritarian, intransigent, dehumanized approach to collective bargaining."

Stephen Riley, as shop steward for the Winnipeg Guild, explained at the hearing that one method the *Free Press* used was withdrawing proposals after they had been agreed upon because management had "changed its mind."

The Guild presented its brief to the committee to suggest an amendment to Manitoba's labor laws so that the Labor Relations Board could impose a first contract.

But this measure would only be used if a union and its management are unable to reach agreement after a specified time period. Riley said a contract should be imposed only as a last resort and that compulsory contracts should serve primarily to spur the bargaining process.

Reg Shelford, general manager of the *Free Press*, said in a telephone interview management "can get along without it (the Guild)." But he added employees "obviously want the Guild or it wouldn't be there."

During the two years, the rivalry between the Guild and the employees' association has done nothing to ease the tension that already existed between the Guild and management. Riley said at the hearing the association worked hard to discredit the Guild's activities and to stop it from succeeding.

"If the Guild put out a flyer to explain what had been accomplished during a certain bargaining session, the association would turn out its own flyer a few days later badmouthing the Guild. They'd also take new employees aside and tell them the Guild was trying to turn the

staff against the management and was coercing people to join up," he said in a telephone interview.

Shelford said the *Free Press* has no association fighting the Guild. "Some of the employees may have," he added.



The dispute finally led to a strike vote, which was defeated 67 to 69, last October. Since, activities of both Guild and association have declined. Riley said "a lot of frustration has developed among Guild activists because they busted their asses to get things organized, then the strike vote was very narrowly defeated and nothing has happened since."

Four days before the strike vote was taken, the *Free Press* announced a 15-per-cent across the board wage increase. Union officials said they thought this had a strong influence on the outcome of the vote. Riley thought some people were "bought off" and that others just "became more apathetic" from that point on.

Shelford stated the wage increase came on "the anniversary of the previous one. If they happen to call a strike vote at that time it's their business."

Members of the local had voted unanimously to hold the strike vote Sept. 18. They had also rejected company proposals which, Mr. Riley reports, were generally similar to a contract currently in effect at *The Winnipeg Tribune*. In the meantime, negotiations had stopped because the *Free Press* said it could not bargain under the threat of a strike.

When the strike vote was held, 31 non-union members were allowed to vote because Manitoba's labor laws state all employees in a bargaining unit may vote on a strike issue. Apparently most of

these non-union members belonged to the association.

There are about 150 Guild members at the *Free Press* today. Many have not been active since the strike vote though they feel the Guild was instrumental in spurring the company to give them a raise. Riley said the Guild has asked the conciliation officer to contact management because the Guild is anxious to start bargaining again. He said the Guild feels bargaining is still the best route.

"We are going to present to the *Free Press* proposals which we think are realistic. We're not trying to tell them how to run the company or to take over. All we're trying to do is get some basic bargaining rights," he said.

The Guild is not overly optimistic that its suggestion for a compulsory first contract amendment to the Labor Relations Act will become law because the minister is not "overwhelmingly enthusiastic" about the proposal. The Guild has sent letters to all members of the Legislative Assembly asking them to support the amendment or to personally make a formal motion.

At the committee hearing, Labor Minister Russell Paulley said he wished the *Free Press* would "become a decent employer . . . and start having harmonious relationships with its employees." He said the *Free Press* had a "pretty dismal record" in its staff relations and that his department had initiated several court actions against the newspaper as a result of its negotiations with the Guild.

Riley said the Guild did not pursue court actions against the *Free Press* as often as it could have because that would just have wasted more time.

"So what if we win," he said. "They'll just launch an appeal and in the meantime two or three months go by or they'll say 'we can't bargain with this over our heads'. We're not here to take them to court. Our members are looking for a contract, not a court battle."

FP Publications, the newspaper chain to which the *Free Press* belongs, has signed contracts with the Guild in other cities where it owns newspapers. At the hearing Paulley said it was "very, very odd" the company should be a

Winnipeg Free Press

"reasonably good" employer outside the province yet seemed to take "a different view" with its employees in Winnipeg. Theories explaining this phenomenon abound. Some members of the Guild feel someone high in management might be pursuing a personal battle against them.

The bargaining dispute has been reported in both Winnipeg papers, though some say not very extensively. The *Free Press* reported the accusations made against it by both the Guild and Paulley at the committee hearing. In response to that story a number of *Free Press* employees wrote a letter to the editor to disagree with these criticisms.

In part the letter said: "... we can say without reservation that the working conditions at the *Free Press* are as good as or superior to those in any company we are aware of. . . . As an employer the *Free Press* has what can only be called an enlightened attitude toward its staff. . . . in the lengthy negotiations between the *Free Press* and the Guild there have been no incidents of vindictiveness on the part of the management."

Riley said the statement made by the Guild about "the authoritarian, intransigent, dehumanizing approach" of the management referred only to its approach to collective bargaining and had nothing to do with general attitudes of the staff or working conditions.

Werner Bartsch is a Toronto writer who recently joined the staff of The Globe and Mail.

THE PERILS OF CABLESE —OR OF ROSS MUNRO

When the irrepressible Charles Lynch, chief of the *Southern News Services*, was a *Reuters* war correspondent in 1944, his part in the liberation of Rouen included an exhibition wrestling bout with the amateur champion of Northwest Europe — Lynch pretending to be the great Quebec wrestler, Yvon Robert.

Gil Purcell, general manager of *CP*, learned of the development and thought it newsworthy enough to warrant a story for his member dailies.

But after checking extensively he found no biographical data available on Lynch — not even his birth date. So he sent a cable to the redoubtable Ross Munro. A master of cablese, Gil did not believe in wasting words. His cable read, simply:

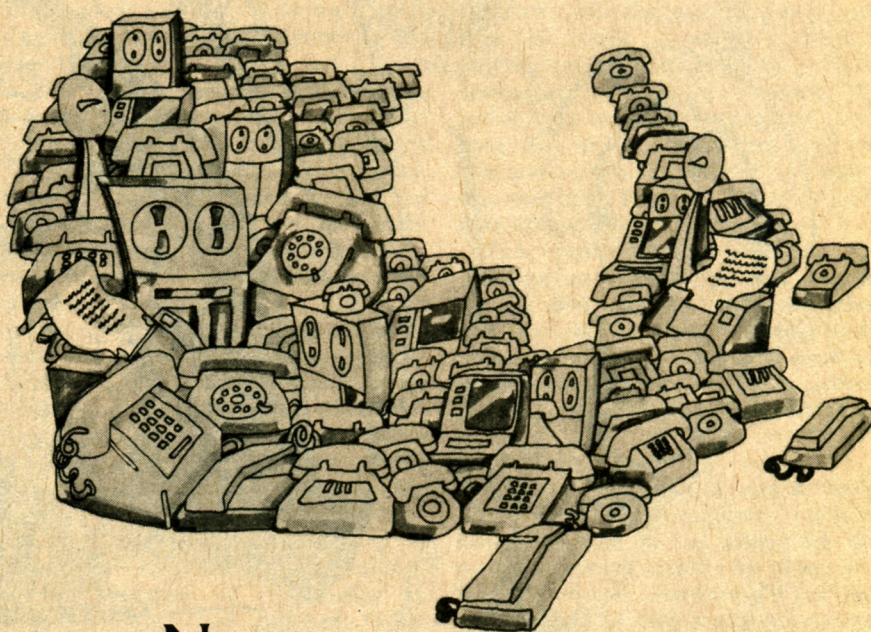
"HOW OLD CHARLIE LYNCH?"

Munro pondered the cryptic message at Army headquarters and finally replied:

"OLD CHARLIE FINE. HOW YOU?"

Thanks to Royd Beamish of Ottawa, again.

How to get around Canada.



Not just around it.

Up, down and all across it.

We're proud of the role we play in carrying the words and ideas of Canada to Canadians everywhere.

Through our nine member companies, we provide a complete communications network from regular telephone traffic to computer communications.

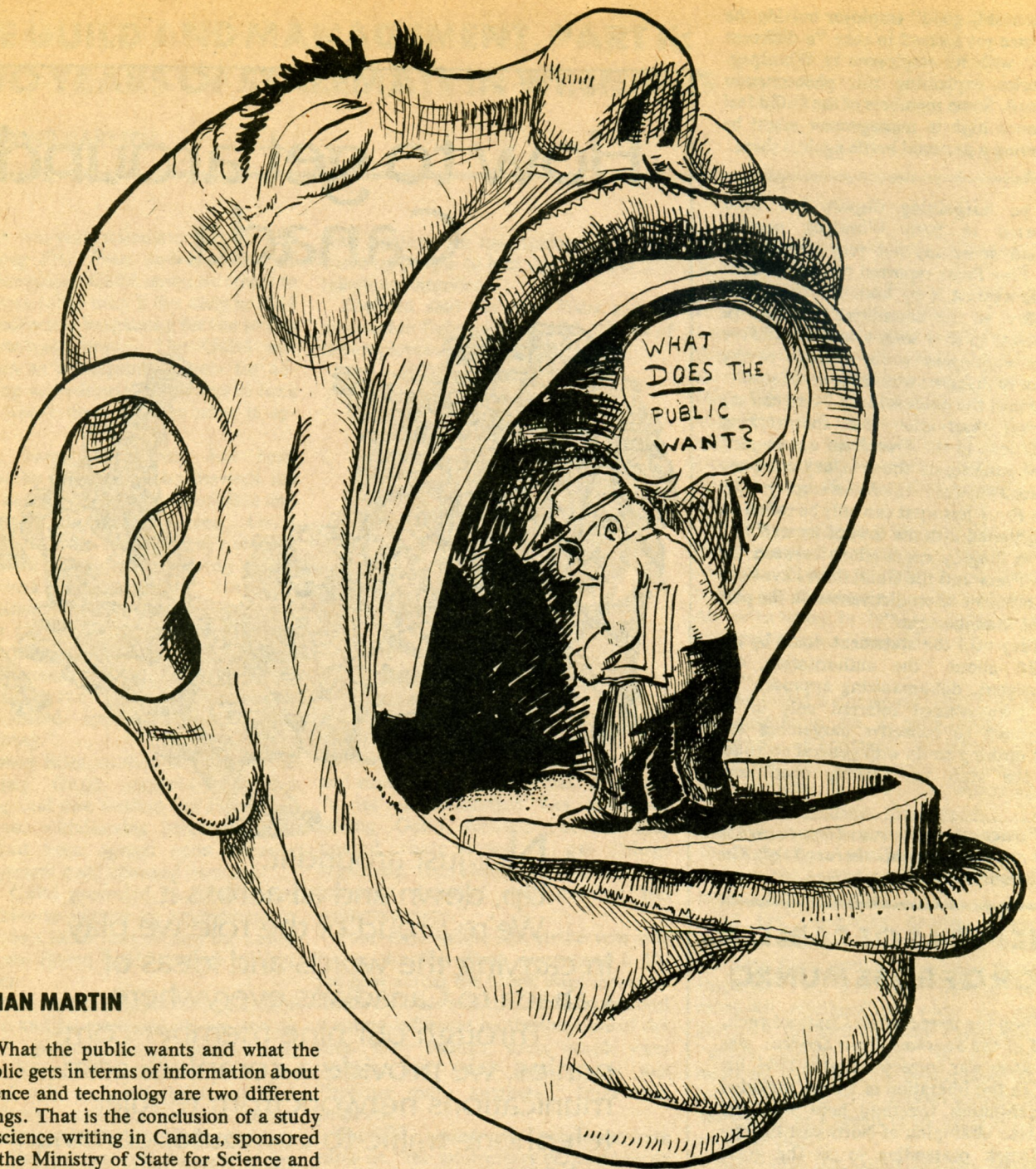
It takes over 84,000 employees and \$9½ billion to let you get to all parts of Canada.

For more information about TCTS and its member companies, call or write:



Trans-Canada Telephone System

One Nicholas Street, Ottawa, Ontario K1G 3N6
(613) 239-2086



By IAN MARTIN

What the public wants and what the public gets in terms of information about science and technology are two different things. That is the conclusion of a study of science writing in Canada, sponsored by the Ministry of State for Science and Technology.

According to the study, entitled *Media Impact (Science, Mass Media and the Public)*, public awareness of science in Canada is in a sorry state — and the media are at least partly responsible.

The study, made in 1973-74, included a national survey of public opinion which showed that more than 80 per cent of the population over 15 think it is important to be kept informed about science. Yet two-thirds of those same people couldn't name one Canadian scientist. Only 19

per cent of the sample could identify Banting and Best, or even insulin.

The study says three-quarters of all Canadians want more and better science information in the media, and that 43 per cent of those people interested in science think the media are not providing enough science coverage. More than half said they felt not enough science is being made public, through all sources.

The survey indicated the public's opinion of the quantity and quality of

science coverage varies with the individual medium.

Two-thirds of newspaper readers are interested in science articles, but fewer than half of them feel newspapers are accurately reporting science subjects. Nearly half of this group had trouble even finding science articles in newspapers. The audience interested in science favors science columnists writing regular features on scientific subjects.

General magazines (read by about

PUBLIC WANTS MORE SCIENCE COVERAGE, BUT EDITORS NOT KEEN TO PROVIDE IT...

two-thirds of Canadians) were mentioned most often as regular or occasional sources of science news. Sixty per cent of the readers said they felt science is well-covered by magazines, but one-third of the readers said they had trouble finding science stories in magazines.

Television viewers are generally satisfied with the quality of science programming, but more than half of the science-interested audience feel there is not enough.

The study concludes only about one-quarter of the Canadian media audience feels adequately served. It points out the dilemma this presents to those in the media who make news judgments: what types of traditional coverage is the public prepared to sacrifice to gain more science information through the media?

The study found four of the public's top five interests are science-related (the people questioned didn't know the subject of the survey was science communication when they were interviewed). Their top interests were local news and events, education, medicine and health, pollution, environmental matters and issues such as overpopulation, urban planning and child development.

But the newspapers surveyed give business and finance topics the highest priority in terms of coverage and reporter assignments. Only 21 per cent of the papers surveyed had a reporter assigned to cover science.

The comments of managing editors led the report's authors, Orest Dubas and Lisa Martel, to conclude many large dailies feel having a reporter specializing in science is either too expensive or unnecessary, or both.

Editors working for group newspapers (Southam, FP, Thomson and others), the report says, are satisfied there is enough good science news for their audiences. The authors say there is a difference between what editors think the public wants in terms of science news and what the public really wants.

The report concludes media managements have not recognized the public's desire for more science news and features, and that the sources of science news seem unwilling to communicate with the public.

The authors say very few federal government departments, for example, have a policy on the release of information, despite the fact Ottawa is the largest performer and financer of scientific research in the country.

More information about *Media Impact* is available from: Ministry of State for Science and Technology, 270 Albert Street, Ottawa, Ontario. K1A 1A1.

Ian Martin is a deskman at the Red Deer (*Alta.*) Advocate.

... WHILE MOST EDITORS AND WRITERS THINK CANADIAN SCIENCE COVERAGE "POOR"

By MACK LAING

Barely had the 394-page *Media Impact, Vol. 2* been released (Jan. 6), when project co-ordinator Orest Dubas was haring after us again with Phase III of this giant study of us (science writers) and them (scientists) and the people who read the results.

This time 'round it will be the scientists on the receiving end of the mailed survey. It will want to know something about scientists' procedures, priorities and experiences in contacts with the media, their views on science news in the media, their suggestions for improving media presentation and popularization of science.

The study has been going for more than two years. It was launched under Ken Kelly, then the Ministry of State for Science and Technology (MOSST) director of information services (now in the information slot for Urban Affairs) and was carried out by Dubas and Lisa Martel.

Ms. Martel had just graduated in journalism from SAIT, the Southern Alberta Institute of Technology in Calgary. Dubas had dropped Ph.D. studies in astronomy and had turned to a one-year graduate journalism course at University of Western Ontario.

Both were picked to come to Ottawa in the summer of 1972 to work with 15 other journalism students on MOSST's Canadian Achievements in Science and Technology Program. The result was the 1973 80-page book on such Canadian achievements, called *The Mirrored Spectrum*.

Media *Impact, Vol. 2* carries MOSST's low-profile image to a rather frustrating extreme in that, after all that, there are no recommendations. They're expected in Vol. 3.

Meanwhile, Vol. 2 contains a few thousand interesting facts dug out of three surveys — one of the public (2,000 representative Canadians), one on 52 daily newspaper managing editors or senior editors, and one on 113 of us.

Since Vol. 2 just has too much info to deal with here, this report brings you a few of the major findings about these 113 science writers.

First, the 113 made up the 64 percent of the total 176 Canadian science writers who were sent questionnaires. In that 113 were 95 of the 133 English writers who were surveyed and 18 of the 43 French writers surveyed. The 113 included 20 of the 21 full-time science

writers with daily newspapers (one spoilsport didn't reply) and 10 of the 17 radio or TV writers or producers who were polled.

Nearly half the writers spent more than 20 hours a week on science-writing/broadcasting. In daily newspapers and wire services, the percentage of writers spending more than 20 hours on science went to 62 per cent and included 26 per cent (14 writers) who were truly full-time, spending more than 40 hours a week on science.

The most popular subjects for coverage were medicine and health, ecology and business and economics. The least popular regular coverage areas were: engineering, space and aviation, social sciences, education (that's another specialty, no?) and the physical sciences.

No specific field was seen as being particularly under-reported, though about one-third of the writers felt the social sciences should be more extensively covered. Seventy-eight per cent of the writers felt they are forced to cover too broad a range of topics.

More than half the science-writers rated university scientists and engineers as their most important sources of science information.

The study brings out that science writers are truly a modest lot, or perhaps that here's a group striving for self-improvement or maybe just that we don't have any illusions about the calibre of the job we're doing.

As the report puts it, "Newspapers were perceived as doing a poor-quality job by a ratio of nearly three to one. Canadian magazines and Canadian television were viewed as being in-

"... it seems obvious that even in the last two years science writers — maybe the term will become obsolete in a few years — have become more and more concerned with interpretive reporting reflecting public concern about the effect of science on society, pro and con. In Canada there has been a noticeable new acceptance by SWs that they should cover the social sciences more than they used to."

Fred Poland, 25 years a *Montreal Star* science writer, now secretary-treasurer of the Canadiana and International (ISWA) associations of science writers, writing in the March ISWA newsletter.

sufficient in quality as well (58:40 and 64:34, respectively). By far the worst of the four media for science coverage was felt to be radio, with less than one writer in five judging science programs/news to be qualitatively adequate (17:80 responses).

Only four (7 per cent) print reporters or editors said the Canadian media were doing better than, or compared favorably with non-Canadian media, in science coverage.

But a whopping 56 percent of these reporters and editors felt that a "worse, insufficient, dull, mediocre, or poor" (awright, awreddy!) job was done by newspapers and news services in covering Canadian science.

The study came up with some of the classic and familiar problems and barriers science reporters encounter. The hit-and-miss approach caused by a too-broad range of topics was No. 1 problem. Second was the classic difficulty of keeping story details simple, yet scientifically accurate. (That's what it's all about, no?) Nearly 60 percent of writers found this was a serious problem and 75 percent encountered it frequently.

Too little time to research science stories was the third major complaint.

On the brighter side, only six of the writers surveyed were dissatisfied with the treatment their work got. Ninety-

eight percent of the reporters' work on science got into print.

Only three cases of "publisher-influence" were mentioned. As the second most-important person making decisions on the newspaper use of science copy, most writers listed themselves. The first, for most writers, was the city editor. The third was the wire editor and the fourth was the managing editor.

Fifty-four percent of reporters said a special editor for science would help them, but only 17 percent thought it would be practical or feasible for their news operations to have such an editor.

Unlike the managing editors surveyed, most science writers wanted science featured regularly in the press. Nearly half preferred to see science coverage in a full page once a week. More than a third of these wanted such a page twice a week and nine writers visualized a daily science page. (Dreamers.)

But, says the report, "Editors' views on science packaging did not coincide with those of the writers and their readers. (Although managing editors did agree with writers that most science areas were of interest to the public in general.)

"Editors leaned toward the scattered format of presenting science in the papers. Yet the bulk of readers interested in the sciences preferred to follow science material in the daily press when it is more regular — in a column or section."

The reality of science news presentation is that only six writers worked where a regular science column feature was published and only four said their paper included a science page or section, weekly or irregularly.

Most writers, 44 of 54, or 81 percent, said their newspapers ran science items irregularly or on a scattered "when available" basis.

Naturally. Just as the editor wanted.

While 69 percent of the science-writers had a college degree, only 22 degrees were in the sciences, with 21 in the arts, 23 in journalism, two in engineering and three in other disciplines. Thus about twice as many science writers had been trained in the liberal arts and in writing as had been trained in the sciences. About 20 percent had graduate degrees, with more than half of these degrees in the sciences. Four had Ph.D. or M.D. degrees.

There's more, more, more and much more in this hefty volume. The beauty of it all is that we now have a book to base arguments around, plus another volume on "them" — the scientists — still to come.

Mack Laing teaches in the journalism department at The University of Western Ontario, London, and is editor of the Canadian Science Writers' Assoc. Newsletter, from which the above is reprinted with thanks.

Canada's westernmost province has a new newspaper: BC Today

A bright little tabloid supported entirely by subscriptions. One year's subscription costs \$12.

Published twice monthly, B.C. Today specializes in public affairs reporting and analysis from one of Canada's most turbulent and colorful provinces.

If you've always wondered what really goes on out here behind the Rocky Mountains (but were afraid to ask), subscribe to our paper. Don't take the Wire's word for it all the time.

B.C. Today is edited by Peter McNelly, former legislative reporter for the Vancouver Province and Victoria Times, and most recently an assistant to NDP leader David Barrett.

B.C. Today's chief staff writer is Gordon Pollard, most recently with the Prince George Citizen and previously with the Medicine Hat News, the Brantford Expositor and CP's Ottawa Bureau.

"What this country now needs, to achieve the sort of editorial competition that is our best guarantee of a good society, is a journalistic equivalent of the Volkswagen."

—Special Senate Committee on Mass Media, 1970

Here's my subscription to BC Today . . .

Name _____

Address _____

City/Town _____

Postal Code _____

I have enclosed a cheque or money order for \$12. Please make all remittances payable to BC Today, Box 1390, Victoria, B.C., V8W 3C4

. . . And here's one for a friend.

Name _____

Address _____

City/Town _____

Postal Code _____

I have enclosed a cheque or money order for \$12. Please make all remittances payable to BC Today, Box 1390, Victoria, B.C., V8W 3C4

Letters

DISTRIBUTION RIGHTS UNCLEAR LEGALLY

Reading Michael Hamm's article on "Freedom to Distribute" brought back memories of the founding of the Civil Liberties Association/National Capital Region when the Ottawa police, on the instructions of the City Solicitor, took the view that newspapers they did not like came under the Hawkers & Pedlars By-Law.

In October, 1968, a provincial court judge in Ottawa ruled that by-law did not apply to news vendors. He based his decision on two precedents. The Jehovah's Witness cases in Quebec in 1949 led the Supreme Court of Canada to a judgment which included a very broad definition of a newspaper which, in the opinion of the judge included the papers then in question, *Octopus* and *Canadian Free Press*. Secondly, our lawyers supplied a 1908 Saskatchewan ruling in which a judge had found that newspaper vendors and fishmongers were exempted from such by-laws because their wares would go stale before an application for a license could be processed.

A more dicey question arose when prosecutions were laid under the by-law setting up the Mall Authority which gives the Sparks Street Merchants effective rule over a public thoroughfare. When the aldermanic representation on the Mall Authority was changed following the elections of 1970, Michael Cassidy arranged for the newspapers to have a hearing. They pointed out that the Ottawa dailies were sold on the mall without requiring any license, and that the only non-editorial distinction which could be made was one of frequency of publication. This led to an agreement that other papers could be sold on the mall for the first two days after each new issue was published.

If Fowlie and Pickersgill were charged under the Hawkers and Pedlars By-law then there is clearly a conflict of opinion about its application among lower court judges.

During the Ottawa fight to re-gain the rights of Saskatchewan fishmongers we were similarly unable to gain the attention of the dailies until . . . another judge suggested they were also in violation of the law and should be charged.

There seem at least two clear legal avenues deserving immediate exploration in London, Ontario and elsewhere. Now that two people who helped lead the fight in Ottawa are in the official opposition at

Queen's Park some political clarification at a higher level would also be appropriate.

Michael Posluns,
Aylmer East, Que.

MORE ON SYNDICATION

Editor:

Your story on syndicating was right on.

I have been self-syndicating a farm column called "One Foot in the Furrow" for almost five years. At present, it is being carried in one daily newspaper — the *Stratford Beacon-Herald* — and 14 weekly papers, all in Ontario.

It is a most frustrating experience. Mailing costs are high as we all know. I sent queries again this year to 35 papers. I made it very simple: A stamped, self-addressed envelope and all the editors or publishers had to do was put an X on the query and mail it back. Thirty seconds work? In one month, only two had the courtesy to even answer the query.

There are other things such as cheques that bounce, papers which are always 60 to 90 days behind in payments, papers who buy the column for one paper and use it in three or four with no extra money for the writer.

In addition, one syndicator wouldn't even handle the column because it is "too provincial." He was probably right so I handle it myself. I charge \$3 a week for one paper, \$5 a week for a company publishing two or more papers. I make less than \$40 a week net.

Yet the column is sent ready for paste-up; no setting to do unless the editors wish to re-set it and many do.

It is obvious to me that many weekly editors do not want to improve the quality of their farm coverage although most weeklies have large rural circulations. And many of them are either too busy or just lousy businessmen when they do not even have the courtesy to reply to a query.

Thanks for this opportunity to let off steam and show some appreciation for the article in *Content*.

Bob Trotter, Farm Writer,
Elmira, Ont.

READ FOR EXERCISE

Editor:

I want to change intellectual flab into hard cerebral muscle! Send me three years of *Content* right away!

Michael Giovrazzo,
Toronto.

CKPR-CHFD CHASED JUDY

Editor:

At risk of starting a small media war, I take great exception to the item forwarded by Bill Bean of the Thunder Bay Press Club in connection with media coverage of the Royal Commission on Violence in the Communications Industry when it visited Thunder Bay. The article appeared in your May issue.

Mr. Bean stated that newspaper reporters rushed to the podium to interview the commissioners while the news team from *CKPR-CHFD TV* hurried outside the lecture hall to interview the president of their company. What Mr. Bean overlooked and failed to mention was that no one was granted an interview after the hearing because the commissioners left in such haste to catch a flight back to Toronto, as to leave one wondering whether or not they wished to speak to Thunder Bay reporters.

It was I, on behalf of *CKPR-CHFD TV* who chased the commissioners to the airport hoping to capture a few comments from the elusive Judy LaMarsh. I even went as far as going into the women's washroom pressing the distinguished chairman for a comment. She flatly refused and the rest of her entourage were not speaking with media people until a time they were assured of their seats on that crowded Saturday evening flight. Believe it or not, they were on stand-by.

It's true that chairman LaMarsh said the briefs presented in Thunder Bay were of a high quality, but the way Mr. Bean tells the story . . . *Times-News-Chronicle Journal* publisher Peter Kohl was a shining example of media co-operation throughout the hearing. Subsequently, both papers ran big "splashes" on Mr. Kohl's brief, patting themselves on the back with a thousand kind words.

On the other hand, Mr. Dougall's presentation was informal. He spoke at great length, and at times it seemed he was responsible for television programming ethics of all stations in North America. The electronic media have been subject to extreme criticism with regards to violence, and Mr. Dougall fielded a wide range of wry and misguided questions and enquiries.

Bill Bean wrote an interesting story. Unfortunately a newsman of his ability this time neglected to expose all the facts.

Garry Suo,
News Editor, *CJSD-FM*,
Thunder Bay, Ont.

CANADIAN WOMAN'S MURDER HASN'T AS MUCH INTEREST AS B. C. MAN'S MEXICAN JAILING: EDITOR

By BARRIE ZWICKER

A young, attractive, intelligent Canadian woman is found dead in mysterious circumstances in the United States. At first the authorities say she died of exposure.

After questions are raised by her family in Nova Scotia — she was an accomplished outdoors person — the body is exhumed. The second autopsy finds in her brain a bullet, which had been fired from the back at close range.

Canadian authorities, to the knowledge of the U.S. reporter who is closest to the case, raise no questions with the U.S. authorities about her death.

Five Canadian organizations join to call for an External Affairs Department investigation into the young woman's death. The department does nothing.

Is this news?

Up to the time of writing (late May 6) it had not been considered so by, for instance, *The Globe and Mail*, *The Toronto Star*, *The Toronto Sun*, *The Vancouver Sun* or the *Vancouver Province*, although the body of Anna Mae Aquash was found near Wanblee, South Dakota on Feb. 24.

A five-take story was written on the case of the Indian mother of two on April 21 by *Globe and Mail* reporter Rudy Platiel, but it was turned down by national editor Art Rowson, to whom Platiel reports. "They couldn't see five takes; there was a fair amount of detail. My feeling was it was certainly worth running," Platiel said.

Platiel felt the story was very unlikely to ever make *The Globe* but Rowson told *Content* later the story "was not rejected out of hand. It's not dead as far as I'm concerned. There were things I couldn't get answers to."

At *The Star*, reporter Stef Donev was assigned to an April 24 meeting on the case at The University of Toronto Law School. (*The Star* had missed an April 21 press conference, the literature for which had alerted Platiel to the case, "because no one was skedded.")

Donev was assigned by editor Jim Hanney, who is also *The Star's* real estate editor, after a "packet of information" was received from *Star* senior editor Borden Spears, also the paper's ombudsman.

"I was told to grab these guys before their talk," Donev said. "All they were saying was 'This is what has happened to date.' There was no news peg. We hadn't carried anything on Aquash. I came back and told the desk it was very interesting but there was no news peg. And



Courtesy Indian Nation

Murdered but not news:
Anna Mae Aquash

GLOBE REPORTER RECANTS

Globe and Mail municipal reporter Loren Lind has recanted in his stand which had brought him into contempt of court (see *Content* #62, page 11).

Lind faced a possible prison term for refusing to turn over notes of his interviews with some members of the Toronto Board of Health.

Two lead smelting companies were pressing to see the notes in their attempts to prosecute three board members.

The two members most affected released Lind from his relationship of confidentiality. Despite this, in his Ontario Supreme Court trial April 5 Lind reiterated his refusal.

He was given a month to think it over and in late April reached the difficult decision that the possible penalty to himself and his family was too great in relation to the harm that probably would be done if he relented on the principle. A hearing was quickly set at which he led the smelters' lawyers through the notes.

Date of sentencing was then remanded to May 5 on which date Lind was fined costs (probably under \$1,000). — B.Z.

I had in mind the *Monday Star*." (A lot of material competing to get in.) "I made a suggestion, not a decision." Donev had three assignments that shift.

Hanney didn't argue with Donev's suggestion that nothing be written. Hanney told *Content*: "There's a cause there, but there are so many of them. Also there's some attitude that it's an American thing. We went up to see if there was something new. There really wasn't. Nobody got enthusiastic about it."

Hanney compared the Aquash case to that of 57-year-old Victor Fisher of Delta, B.C., a well-to-do white middle class businessman who recently found himself for three months in a filthy Mexican jail.

The Star assigned a reporter to Manzanillo, Mexico to find out all about it (and External Affairs got cracking too, right up to the minister).

From April 6, when the first Fisher story ran, to date, the *Star* had run 258 column inches on the Fisher case, 20 inches on the front page. He was freed April 22.

"The Aquash case hasn't the interest the Fisher story had," said Hanney. "The Fisher story was clear-cut. We sort of accomplished something with Fisher."

The Aquash case suffers in that "it's a civil rights and the fringe of violence sort of thing, like Rosie Douglas . . . that cuts interest in the thing."

Hanney didn't think the Aquash case would come into the news.

So far as this writer knows, the only place the Aquash death has been treated as news was on 90 Minutes Live, the experimental *CBC* late-night talk show with ex-journalist Peter Gzowski as host. (As It Happens plans an item on Aquash as this is written).

One of the producers of the show, Richard Bronstein, was responsible for bringing Kevin McKiernan to the show originating out of Vancouver April 27. McKiernan is a freelance reporter/photographer who works mainly for *National Public Radio*, Minneapolis-St. Paul.

McKiernan has been treating the incident as an important continuing story. Gzowski questioned McKiernan about the facts as he knows them. Film of Aquash's traditional Indian wedding ceremony was shown and her voice was heard from a separate taped interview.

Gzowski said if he was a Member of Parliament he would be on his feet in the Commons the next day asking questions. But he's not, and none have.

Bronstein says he had "a frustrating conversation" with people at both Vancouver dailies. "There was absolutely no interest."

The story unquestionably presents difficulties. It relates to the continuing native peoples' struggle which came to public attention most forcefully at the time of the siege of Wounded Knee. Aquash was married to a leader of the American Indian Movement (AIM).

There are differences of opinion about who ordered the second autopsy. McKiernan noted the FBI claims it did.

It is almost impossible to deal with the Aquash murder without dealing with the case of Leonard Peltier, a U.S. citizen being held in strict security in B.C.'s Oakalla prison while lawyers contest whether he should be extradited.

(Lawyers for Peltier claim his extradition would mean almost certain death for him. At the moment the

Canadian authorities are claiming his extradition should be carried out routinely.)

Finally the case of Frank Blackhorse, another AIM leader, is also related. He was arrested in Edmonton.

The Toronto reporters and editors *Content* talked to agreed the story, to be done properly, requires investment of quite a bit of work. Hanney suggested a week by a senior reporter.

Donev said he had done "a long piece" on the arrest of Blackhorse. "It died on the vine. There was no interest."

The Star on Feb. 20 carried a story on Peltier. The one-column head was "Harassed by guards — prisoner." The story ran 3½ column inches.

Lots of stories present larger problems than the Aquash murder even with all its background. Why hasn't it been considered news?

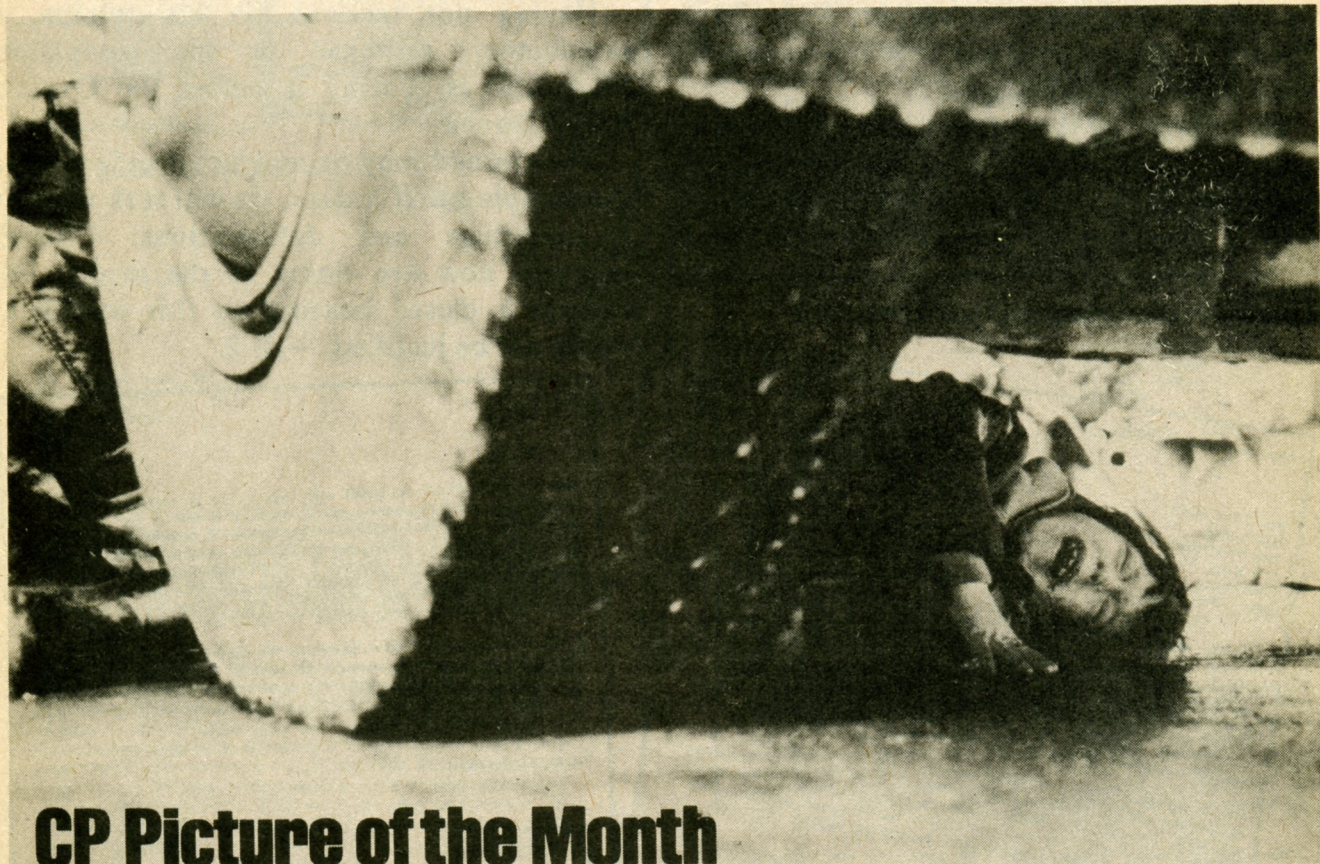
Bronstein suggests the media are

"trendy." Radical young Indians are no longer "in." Platiel speculates that as the public becomes more concerned with unemployment and inflation, "the interest in Indian stuff has basically gone down.

"People are preoccupied with their own taxes and income. It's a move to the right, and the *Globe's* mood (on news) is just a reflection of the public's mood."

Platiel blames himself to some extent that his story didn't make the *Globe*. "My editor did come over and give me a chance to convince him. Maybe I didn't push it as much as I should have."

Bronstein is frustrated. He feels native claims are not being sufficiently reported. He made reference to some stories *The Toronto Star* has carried — soft features from around Canada — then said: "Maybe some day a pipeline's going to be blown up. And *The Toronto Star* will have big stories asking 'Why?'"



CP Picture of the Month

Photographer: Ron Armstrong.

Newspaper: *Montreal-Matin*.

Situation: Staff photographer Armstrong, 37, was four blocks from the scene when he heard a police radio call for an ambulance. He arrived before the ambulance. Those in charge were awaiting medical aid

before moving six-year-old Stephane Dandurand from behind the wheel of a Montreal bus. The date was March 11. Armstrong told *Content* May 10 the boy has recovered.

Technical data: Nikon with 35-mm lens at f2.8 and 1/30th of a second.

Award: *Canadian Press* "News

Picture of the Month, "March 1976.

Congratulations: This space is contributed regularly in recognition of excellence in Canadian photo-journalism by The Canadian Life Insurance Association, representing the life insurance companies in Canada.

Exciting trip to Press Council sought for freebie travel writer's employer

The fascinating exchange of letters that follows comprise the beginning of some continuing *Content* coverage concerning travel writing.

How much travel writing is journalism and how much is "freebie journalism?"

Are the readers clearly notified which kind they're reading?

Should every newspaper pay all the shot for its travel writers' fares, food and accommodation? Is the cost prohibitive, as Hamilton *Spectator* publisher John Muir claims in his letter of Sept. 30? How can the truth of this claim be tested?

By publishing this exchange we do not wish to place this important debate on the level of a personal clash. It seemed the most specific way to introduce the topic at this time would be to publish these letters (a couple of brief letters of no consequence are omitted).

There has been a lot of talk among journalists about travel writing (and real estate and other clearly revenue-related copy). But little has been done to test the situation or change it.

It seems to us that Gerry McAuliffe, a *CBC* investigative reporter and former reporter for *The Spectator*, is doing everyone a favor in starting his one-man inquiry of *The Spectator's* travel journalism policies and by extension, Southam's.

Having not received, in his opinion, a satisfactory response to his complaint, McAuliffe is placing it before the Ontario Press Council.

The council may or may not decide to hear the complaint. If it does, we will seek to cover its hearings and deliberations. Council hearings now are closed to the media. We suspect a closed hearing on this complaint would not be justified. — B.Z.

23rd September, 1975

Mr. John Muir,
Publisher,
The Spectator,
115 King St. E.,
Hamilton,
Ont.

Dear Mr. Muir,

I write this letter primarily as a subscriber to *The Spectator* but also, of course as a journalist. It is my understanding that Frank Scholes the travel writer for *The Spectator* and, I believe, the Southam chain, travels about the world on his assignments primarily as a guest of the various airlines, tourist boards and other agencies interested in promoting tourism.

May I say that I do not think this is proper. Surely both corporate and professional ethics dictate, at least in this day and age, that all Mr. Scholes' expenses should be paid for by the company and absolutely nothing should be accepted gratis. The Toronto Star and the Globe & Mail insist on paying their own expenses on all occasions.

There are readers of *The Spectator* who invest thousands of dollars on vacations based on what they read in the news columns of the travel section. They have a right to know that what Mr. Scholes and others experience is the same type of treatment that would be accorded any other tourist on a visit to that particular country. It is unlikely that with VIP treatment they are going to run into the same frustrations, breakdowns and other problems that ordinary tourists would expect to read about.

I raise this matter in all seriousness because if the present system continues to exist, surely readers of *The Spectator* should be told that what they are reading is not, in fact, travel news but effectively paid advertising. I suggest that human nature being what it is, travel writers travelling in this fashion do not treat their subject with the same kind of objectivity they might if they ran into the same problems that an ordinary tourist would.

2.

May I be the first to point out that while an employee of *The Spectator*, several years ago, I was fourth choice for a trip to Hawaii as a guest of United Airlines. I remember a United Airlines official telling me at the time that under no circumstances should I feel compelled to write anything in *The Spectator* on my trip (I wouldn't have gone otherwise). When I returned I didn't and needless to say, United Airlines enquired as to why I was the only one on the trip who hadn't.

I bring this to your attention now because as a journalist who has authored stories severely critical of other people's conduct (the Premier's use of government aircraft to fly to his winter home in Florida) I think it important that we keep our own house in order.

Yours sincerely,

Gerald McAuliffe,
337, Oak St.,
Milton
Ont.

c. Frank Scholes

TRAVEL

Going around the world in 20 days

Two years ago, I wrote a diary of a four-week trip around the world designed to show how harrowing is the travel writer's trade.

A desk-bound colleague read it and said one word. "Tough!"

So this time I'll see if I can wring some tears with these notes on a 20-day voyage around the globe.

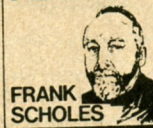
Day 1: Saturday evening departure for Vancouver, flying first class courtesy of CP Air and happily pigging it with sole bonne femme, beef Wellington, and excellent Burgundy.

First destination is Tokyo, but I've elected to leave a day early and break the voyage at Vancouver. Three-hour time change puts me there in the rain at 9:30 p.m. Pacific time. To bed down in the handy Airport Inn.

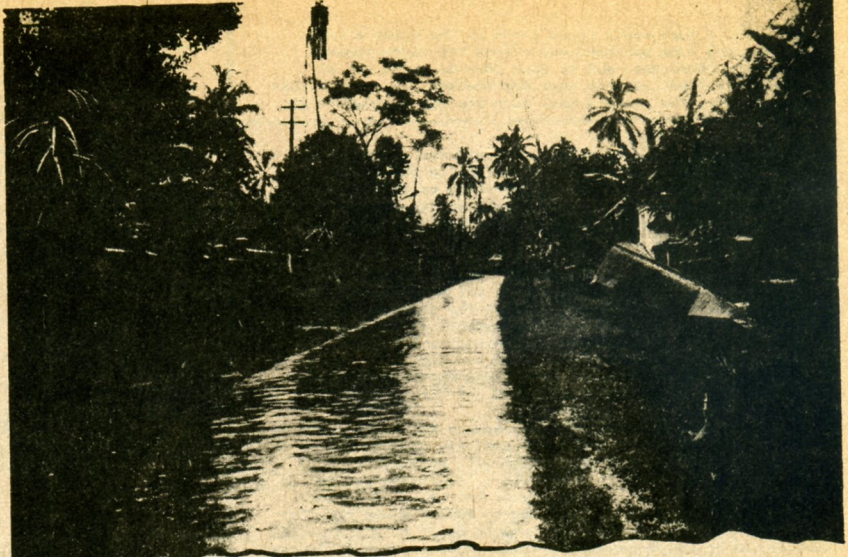
Day 2: Still raining. Rendezvous with six colleagues at the airport for 1:30 p.m. departure in the big orange 747. Good food, spectacular views of the Aleutian Islands and a few brisk bouts of backgammon (my first attempt) help pass the 10-hour flight.

Day 3: Sunday afternoon suddenly becomes Monday afternoon as

FARAWAY PLACES



FRANK SCHOLES



Hamilton *Spectator* travel writer Frank Scholes does not report to *Southam News Services*. He reports to John Ward, vice-president, marketing, for Southam Press Limited. Scholes, according to *Spectator* publisher John Muir "... has the ability to report on conditions which the average traveller tends to meet." (letter of Sept. 30.) In the above article, which was carried in *The Spec's* travel pages Feb. 14, Scholes reports, to the average traveller who happens to be given a free around-the-world tour, what to expect. "Day 1: Saturday evening departure for Vancouver, flying first class courtesy of CP Air and happily pigging it with *sole bonne femme*, beef Wellington, and excellent Burgundy." Scholes did not report what the trip would cost the average traveller.

The Spectator

BOX 300
Hamilton, Ontario
L8N 3G3

September 30, 1975.

Mr. Gerald McAuliffe,
337 Oak Street,
MILTON, Ontario.
L9T 1H8

Dear Gerry:

I'm not quite sure what prompted your letter of September 23 suggesting some sort of pristine status on the part of some members of the newspaper fraternity while The *Spectator* continues to accept travel subsidy in order to obtain first rate travel information. In passing, I noticed that your communication was paid for by the taxpayers through a CBC meter.

I'm not much impressed by talk of freebees in the area of travel writing. All travel information of any real repute has been handled on this basis for many years. Newspapers which profess to obtain their travel information in some other fashion involve themselves in the height of hypocrisy by taking their travel stories from individuals they hardly know who have acquired the information in exactly the same fashion. No newspaper is in a position to send people to the tourist meccas and out of the way spots around the world for story purposes — the costs are prohibitive and the stories would simply not be written and not be carried.

Your comments concerning Hawaii and United Airlines tend to reflect your personal attitude more than anything else. As I recall your expense accounts, your remarks seem to encompass an area of theory more than practical and personal belief. Frank Scholes does an excellent job for us and we hope that he may continue to write for us in this fashion for a long time, particularly since he has the ability to report on conditions which the average traveller tends to meet.

Take care of yourself, and all the very best.

Sincerely,

John D. Muir.

JDM/bh

cc: Mr. F. V. Scholes.

Gerald McAuliffe,
337 Oak Street,
Milton, Ont.
L9T 1H8

7th October, 1975

Mr. John D. Muir,
The Spectator,
Box 300,
Hamilton,
Ont.
L8N 3G3

Dear Mr. Muir.

It is not my intention to belabour a point but I feel rather strongly about the issue I raised concerning expenses of travel writers in my letter of September 23rd.

The only point on which I can find agreement with you is the matter of the hypocrisy of newspapers that buy freelance articles from people they hardly know who have acquired their material by use of free-loads. Surely the editorial and legal judgment that is used in stories which appear in the news pages should be no less severe when it comes to handling freelance material for the travel page. The competency of the writer and the accuracy of his material should be both known and of concern to the editor handling it.

I notice The *Spectator* uses considerable freelance material on its travel pages. No newspaper, The *Spectator* included, should condone such practices in any of its material, it is inexcusable. However, my most serious concern centres around the issue of staff travel writers. You say in your letter that "no newspaper is in a position to send people to the tourist Meccas and out of the way spots around the world for story purposes -- the costs are prohibitive...."

The fact is, newspapers do. Mark Harrison, Executive Editor of the *Toronto Star* told me today The *Star* has a written and strictly enforced company policy that no staff writer, travel or otherwise, may accept free travel, accommodation or other gratuities. The *Toronto Star* takes it to the extent that even in circumstances where commercial travel cannot be used, for example having to ride a military aircraft, that the cost is worked out and paid to the Department of National Defence.

....2

2.

As you know, I just spent three years at The Globe & Mail. I can tell you from personal experience the circumstances there are no different. And in fact they do go to out of the way spots (Cook Islands near New Zealand) at considerable corporate cost. The Globe & Mail pays its way everywhere it goes.

Surely it cannot be argued that the costs are prohibitive when in fact the stories are used to fill in the spaces around rather extensive travel advertising carried by The Spectator every Saturday. If the Spectator did not carry considerable travel advertising I could see your point but this is not the case.

It is my understanding that eight of the nine newspapers belonging to the Southam organization all made a profit last year, the exception being perhaps The Winnipeg Tribune. This being the case, would it not be practical for each newspaper to contribute a sum of money to a Southam travel fund. This should cover Frank Scholes' expenses for his Southam syndicated column and travel expenses for any others sent on travel assignments.

As you can see, I am in total disagreement with your philosophy. Both as a reader and journalist it would be my hope that if there is not now, there will shortly be, a dictum issued by you or Gordon Bullock, the Executive Editor, prohibiting all members of the staff, including executives, from accepting any junkets paid for by anyone other than the company. And surely this policy should apply to all material contributed to The Spectator by those employed by the Southam organization.

Failing this, may I make one other suggestion. If you choose to continue with the current practice, any material carried in The Spectator obtained by means of a junket paid for in part or in full by others should be identified as such. For example, Frank Scholes' column on Saturday should contain a box stating that his air travel was paid for by such and such a company or tourist board and cost this amount. The same policy of course should apply to any other stories for which material was obtained the same way.

....3

3.

I spent eight happy years of my professional life at The Spectator. My regard for the paper has always been high. I hope my observations and suggestions will be accepted in the spirit in which they are intended. My point is that the policy that has continued to exist over the years, while perhaps good enough then, is not good enough now.

Air Canada failed to make a profit last year. In effect the Canadian taxpayer last year at least partially subsidized The Spectator's expenses for its travel writers.

No newspaper can consciously carry news stories on conflicts of interest by politicians and remain, smug and silent about its own.

Your sincerely,

Gerald McAuliffe
Gerald McAuliffe.

P.S.
I stand chastized for having written you a letter on plain white paper and then slipped it through the CBC postage meter. It was in error. I have reimbursed the CBC and the Canadian taxpayer eight cents.



The Spectator

BOX 300
Hamilton, Ontario
L8N 3G3

March 10, 1976.

Mr. Gerald McAuliffe,
337 Oak Street,
Milton, Ontario,
L9T 1H8.

Dear Gerry:

It was nice of you to write as you did on March 8th with your thousand and one questions.

Having just returned from Bermuda, I am snowed under and am most certainly not going to dig up answers to your multitude of questions at this stage. In due course, I will write you a bit more fully and give you answers if, at that time, I feel that any of them happen to be your business.

Kindest regards.

Sincerely,

John D. Muir
John D. Muir.

JDM/nmd

The Spectator

BOX 300
Hamilton, Ontario
L8N 3G3

April 5, 1976.

Mr. Gerald McAuliffe,
337 Oak Street,
Milton, Ontario,
L9T 1H8.

Dear Gerry:

I realize that you are ambling about England doing something or other for the C.B.C. and won't be back until considerably later this month, but I am now able to respond to your letter written while I was trying to catch up when I returned from Bermuda.

I think you are a bit confused concerning the information to which you are entitled as a subscriber. This is not a tax funded institution and we are under no compulsion to discuss our costs with subscribers or non-subscribers in our various areas of operation. Most of the questions you asked I find to be presumptuous to say the least. It would be about as sensible as my asking for a detailed expense account of your U.K. trip from the C.B.C. In the first place, I would have the slightest interest and, in the second place, I would think the C.B.C. was out of its head if it were ever to supply such information.

The fact that you feel very strongly about the issues which you raise doesn't really change anything. I have a letter on my desk from a very sincere gentleman who seems to feel equally incensed because we will not make some sort of dramatic statements about the intent of the existing Government to abolish Parliament and initiate dictatorship. I have difficulty convincing him that he is perfectly entitled to his views, but that neither makes them right or necessarily of undue import to us. The same general comment might be made concerning your own particular views on travel writing. What we do, how we do it, and what the costs may be are our problems, as in any other facet of our business.

.... 2



January 5, 1976.

Mr. Gerald McAuliffe,
337 Oak Street,
Milton, Ontario.

Dear Gerry:

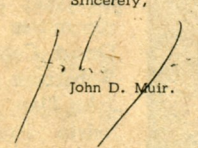
Many thanks for your note of December 22nd reminding me that the letter you had written on October 7th did not produce an answer.

Like almost all our readers, you will not concur in all our policies. It would be unusual if you did. In the area of travel writing, there is divergency of opinion and policy throughout the Southam group, each publisher setting the policy which seems logical to him.

In an earlier letter, I indicated the policy of the Spectator, and I reiterate there is no earthly reason why that particular policy, or any of our other many policies, should be totally acceptable to you. We appreciate your interest and will give due consideration to any comments you might like to make from time to time.

Kindest personal regards.

Sincerely,


John D. Muir.

JDM/nmd

337 Oak Street,
Milton, Ontario,
March 8, 1976.

Mr. John Muir,
Publisher,
The Spectator,
115 King Street East,
Hamilton, Ontario.

Dear Mr. Muir,

After considerable thought during the last three weeks I must write once again to complain about the content on The Spectator's travel pages.

On Saturday, February 14, there was a three-quarter page feature by Frank Scholes on his trip around the world in 20 days. The statistics included 27,325 miles in 18 flights and made specific reference to the leg from Toronto to Vancouver "flying first class courtesy of CP Air".

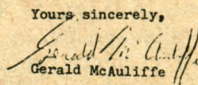
As a subscriber to The Spectator I solicit the answers to the following questions. Was the story idea initiated by Mr. Scholes, Southam, The Spectator or CP Air? Did Mr. Scholes travel first class through the entire trip? If not, on which flights? Was CP Air the only airline involved? What was the total cost of the trip? How much was the air fare? What are the full details of his hotel expenses? What other expenses were involved? Which specific expenses were gratis and by whom? Which specific expenses were paid by Southam or The Spectator?

May I also expect that The Spectator will make a full public disclosure of the facts on its travel pages within the next 21 days?

May I draw your attention to my first letter. I feel very strongly about the issues raised in that letter and a second letter some weeks later. I sincerely hope to convince you that at the very least you should be willing to make full disclosure of who pays what if you really believe that neither Southam nor The Spectator can afford to underwrite these costs.

Kindest personal regards.

Yours sincerely,


Gerald McAuliffe

- 2 -

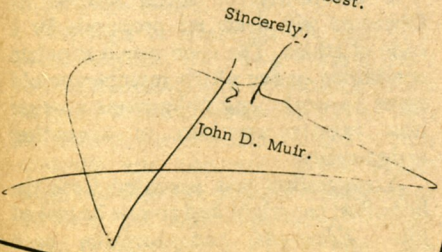
I think perhaps you have become so accustomed to investigative reporting that you have fallen into the trap of assuming that you have some right to detailed knowledge and information in any area that crosses your mind. Such is really not the case and very few businesses hand out their detailed cost breakdowns to curious individuals who have no justification for the information.

In passing, I would think that you would have travelled enough by this time to know that even the Peoples Airline are perfectly entitled to upgrade your passage if they consider it to their advantage.

Lets hope you had a pleasant time in the U.K., and to make some sort of disclosure about your expenses although I can't imagine anyone being particularly interested.

Take care of yourself and all the very best.

Sincerely,


John D. Muir.

23rd April, 1976

Mr. John Muir,
The Hamilton Spectator,
Box 300,
Hamilton,
Ont.
L8N 3G3

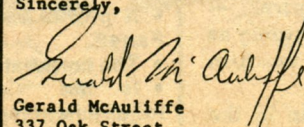
Dear Mr. Muir,

It has just been brought to my attention that Frank Scholes is not a member of the Southam News Service, but rather answers to John Ward, Southam's vice president of marketing.

This makes me feel even stronger about the issues I have raised with you in my letters over the past seven months and have therefore decided to ask the Ontario Press Council to adjudicate the matter.

Kindest personal regards,

Sincerely,


Gerald McAuliffe
337 Oak Street,
Milton,
Ont.

SIXTY SIXTY-FIVE OF NATION'S TOP FREELANCERS FOUND THE PERIODICAL WRITERS' ASS'N OF CANADA

By **BARRIE ZWICKER**

A myth of journalism came crashing down in the genteel setting of the Arts & Letters Club in Toronto on May 1.

The image of freelancers as disorganized by definition and disposition was shattered at an afternoon gathering of about 65 of Canada's top magazine writers. They created, in less than four hours of effective, animosity-free discussion, The Periodical Writers' Association of Canada (PWAC).

"It was really an incredibly well-organized, businesslike meeting," commented Writers' Union of Canada executive director Alma Lee, one of the observers. "I was really impressed. The fact that everyone wanted the same thing — that helped."

The WUC also helped, lending secretarial assistance and a sympathetic ear to the steering committee which sparked formation of the new group.

Other observers included the always-wise Ron Evans, film and literary officer of the Ontario Arts Council (the council contributed \$750 toward organizing costs and club rental) and Marg Collier, a dynamo at ACTRA (Association of Canadian Television and Radio Artists).

The steering committee chose an excellent outsider, barrister Rosalie Abella, as chairman. Not every steering committee has the wit to make a move like that.

The unanimity of purpose that created the new organization is evidently matched by unanimity that PWAC should be as truly national as possible. Four regional representatives were named: Myrna Kostash, Edmonton; Harry Bruce, Halifax; Sandra Gwyn, Ottawa and Paul Grescoe, Vancouver.

Elected president was Joanne Kates, Toronto. Dawn McDonald, who came from Montreal a few months ago, is secretary. Charles Oberdorf, Toronto, is treasurer.

All positions are *pro tem* and all decisions taken at the Arts & Letter Club meeting are subject to ratification at PWAC's first formal meeting in September.

The standard question of the skeptical — How could any association of freelancers control all the individuals willing to freelance at any price? — dissolved into considerable irrelevancy as the organization took shape on two firm foundation stones.

The first is that membership in the new group will be restricted to writers who have had at least five articles or columns, or 10 reviews, published in

Canadian consumer magazines in any one of the three years prior to application for membership. At least 10 reviews, columns or features in a Canadian metropolitan daily will also make for eligibility. No pieces written while the applicant was a staff member of the magazine or newspaper involved can count.



Content photo

Joanne Kates, first president of The Periodical Writers' Association of Canada.

"... any clout that we as an association would have would probably start out by coming from two sources," Kates told the meeting. "It could either come from the professional status of people in the organization, or from numbers, as in unions like the Teamsters' . . ."

"There are all kinds of dangers inherent in that adversary situation when you get your power by numbers only. Being writers who have to work with editors and can't just work against them, I think it would be unwise of us to set up an adversary relationship right from the beginning.

"A professional association gets its power and its respect very much from the respect (brought by) the individuals who come together in the organization . . . and *that* would be diluted by opening the doors to (all) who called themselves

. . . writers by dint of having had two pieces published in (any small paper)," Kates continued.

"... there are two ways to limit the membership. We can set very high membership dues, so that only rich freelancers can join (much laughter) or we can be selective about who we let in."

The calibre of those on the steering committee which planned the meeting, and of those who accepted invitations to attend, indicates editors would be unwise to laugh off the PWAC, should they be inclined to.

A partial list of participants includes Alan Edmonds (chairman of the steering committee), Kates, McDonald, Oberdorf and Erna Paris (steering committee members), June Callwood, David Cobb, Peter Goddard, Heather Robertson, Dorothy Sangster, Val Clery, John Slan, Betty Lee, Katherine Govier, Sylvia Fraser, Robert Collins, Bob Blackburn, Bill Dampier, Martin Knelman, Naomi Mallovy, Sandra Peredo and Barbara Amiel.

The second foundation stone is that those attending the meeting seemed in agreement that the beginning freelancers and others with a stake in freelancing but who are ineligible for PWAC membership should benefit as much as possible from the actions of PWAC.

"I see this organization as not only being a national lobbying group," said Grescoe, "but also as one that will help and encourage" writers who may have sold only one or two articles but who are committed to freelancing.

It is significant that the work — and it took a great deal — of organizing the May 1 meeting was done mostly by those who may benefit least from the organization.

Quality membership for the clout, general policies for the use of it.

What will the new body tackle?

Betty Lee heads a committee to look at prospects for health, pension and income insurance for freelancers.

A committee of seven headed by Oberdorf will draw up proposals for a code of ethics. The code would stipulate conditions under which members would agree to work, and obligations a writer now tacitly assumes in accepting assignments.

A suggestion was accepted from the floor that copyright and re-sale be looked into. Edmonds had brought back promising news from a recent trip to London, England: a representative of an organization called Syndication International expressed support for the

COMING NEXT MONTH IN CONTENT

- A profile on the remarkable Mark Farrell.
- The corporate communicators.
- Is the "Canadian experience" requirement legitimate?
- Coverage of the Regina meeting of the Canadian Managing Editors Conference.

formation of a Canadian freelancers' body. The existence of PWAC, the representative said, would take a lot of guesswork out of Syndication International's work. The possibility of Canadian freelancers getting paid republication fees would be much enhanced.

President Kates was elected chairman of the important committee to examine the advisability of affiliation with any or all of the WUC, ACTRA, Canadian Artists' Representation (CAR), the Federation of Canadian Writers (a nascent umbrella body which, if it gets off the ground, will link most writers' groups including The Newspaper Guild) and the Canadian League of Poets.

Oberdorf touched on some areas of minor injustice or misunderstanding the new organization could help clear up:

- Non-payment to writers asked to see if a story is worth doing and put in two days' work to find out it isn't.
- Editors ask for a few days to think about a story. While they're thinking, the opportunity to sell it elsewhere passes.
- Commissioned stories that go unpublished and unpaid for.
- Freelancers being asked to write on spec, for nothing.

Oberdorf also mentioned that revenue officials in Ottawa may be planning tax deduction changes aimed at other (rich) professional groups but which would hurt freelancers badly. "We may be in the line-of-fire and we need an organization that can make our interests known," Oberdorf noted.

"There are times when other organizations suggest certain jobs be closed to freelancers. As individuals we're pretty defenceless against that sort of thing."

An important non-material reason for an organization, in Oberdorf's words: "I like to talk shop and I'd rather do it with a cross-section like this than only with those writers who happen also to be my friends."

How would PWAC make its influence felt? Once membership becomes extensive enough, threat of withdrawal of services would be influential. But signs at the Arts & Letters Club meeting were that — while this group means business — it will seek to speak with reason on all issues. The meeting rejected a motion to call the new body a union.

Although it might on the face of it seem picayune, the way a writer is listed on the masthead of a publication is one of many areas in which the PWAC will have the power to make changes at once symbolic and concrete. Sylvia Fraser suggested that as a point of conscience or personal political expression, anyone voted to top office in PWAC might ask for removal of his or her name from mastheads, explaining why.

"It would be public relations in the

A false start toward a freelancers' organization was made two years ago on the occasion of a *Maclean's* move to lower its rates.

June Callwood, Alan Edmonds and others fought that, formed a fledgling organization and had a letter published in *The Globe and Mail*. *Maclean's* recanted. And the fledgling disappeared.

Work leading to the successful founding of The Periodical Writers' Association of Canada May 1 began at Alan Edmonds' house in downtown Toronto around March 1.

"That evening," Edmonds' minutes read: "three people got drunk and a steering committee was set up."

best sense," Fraser said in an interview later, to indicate to the editors that the association does regard itself as representing writers versus publishers on issues where that is relevant."

The meeting adopted a suggestion by Val Clery that whether an individual possessed power to assign be the dividing line between those permitted to hold PWAC office and those not. Freelancers with assigning power may hold membership but not office.

No argument was raised against a \$50 annual membership fee. It was pointed out the fee of WUC is \$100 and of ACTRA, \$120.

Contributing to the Arts & Letters Club success was the fact the steering committee drummed up passes from Air Canada enabling Harry Bruce, Myrna Kostash and Paul Grescoe to attend. Chateau-Gai Wines Ltd. provided just the right amount of wine.

The Periodical Writers' Association of Canada now faces one of the most dangerous periods of its existence, in which a promising start could lull too many into a dangerous passivity.

This danger will be compounded because no paid staff yet exists. The

experience of the Canadian Periodical Publishers' Association, WUC and other similar groups is that volunteerism cannot for long sustain an organization that intends to be taken seriously.

"I see it (volunteerism) as a major pitfall," Alma Lee says. "I think one of the primary (reasons for the success of the writers' union) is the fact it did have someone from the very first meeting to co-ordinate everything . . ."

Organizations need a core, at least one committed person, accountable and responsible all day every day, seizing opportunities, bugging people, showing leadership, keeping up morale, heading off trouble, keeping track. Often, to take care of chores and opportunities immediately is to take care of them properly. There is only so much that volunteers, no matter how smart and dedicated, can do; only so often can they meet.

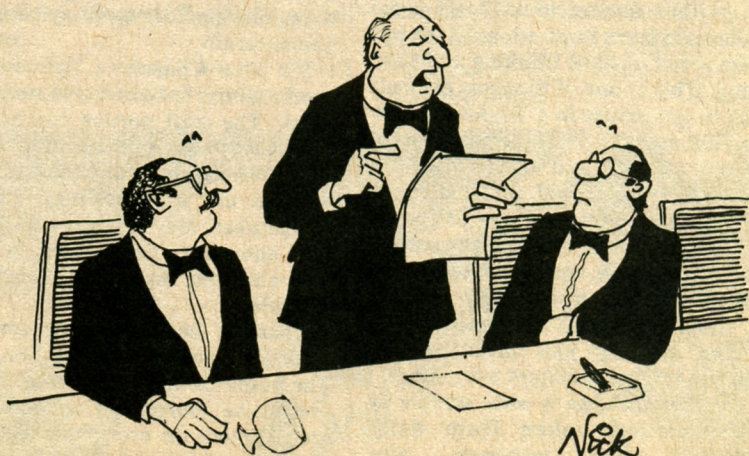
The related affiliation question will be a sharp test, too. "It is not really an affiliation they're talking about, if they start talking practicalities. It's an amalgamation, in a sense," Lee said.

"If they joined with the writers' union, for example, (PWAC) would be like a department of the union, in a sense."

Lee is "so impressed by the people who have formed this organization," however, that she feels they will survive the early critical stretch.

Worth lauding is the freelancers' impulse toward affiliation. It erodes further the knee-jerk obeisance to non-involvement so common in Canadian journalism.

This anti-joining ideology is supposed to contribute necessarily to objectivity. It seems, rather, to mainly provide cover for the self-delusion of objectivity. By keeping journalists divided among themselves and from others, the ideology serves best those who control purse strings and who distrust commitment in journalism.



"In conclusion, ladies and gentlemen, may I stress that the . . . ah . . . Speech-writers' union . . . demands justice . . . from the . . . er . . . capitalist jackals?"

BOOK REVIEWS:

BOOK ON FEATURE WRITING IS RECOMMENDED FOR INTERVIEWING AND IDEA-GETTING TECHNIQUES

By RICHARD LUNN

Beyond the Facts, a guide to the art of feature writing, by Louis Alexander, Burns & MacEachern Limited, 1975. 263 pages. \$10.25.

Writing is like flying; until you've tried it you have no real idea of the problems involved. And books on writing, like books on flying, can help you go only so far. The big difference is that no one would dream of trying to learn to fly simply by reading a book but I've never ceased to be amazed at the number of people who think that if someone would just tell them how to write, they'd be able to do it.

The woods seem to be full of little old ladies of both sexes in tennis shoes who want to write. That is to say, they want to know **how** to write: they don't actually want to go out and interview anybody or try to carve an informative piece out of a stack of Statistics Canada reports.

And the woods seem equally full of books written to cater to these people. Mostly, these books are just one more way for a writer to reprint his own feature and magazine articles and get paid one more time and, as a result, most of them aren't worth reading. But Louis Alexander — a teacher of journalism at the University of Houston and a feature and magazine writer — has put together a straightforward and workmanlike manual on the techniques of feature writing and he's done a useful job.

Beyond the Facts is intended for the beginner and would make a useful tool for any editor to have on hand when the time comes to introduce the newcomers on his staff to the more difficult and rewarding assignments. One of the points that Alexander makes early in his book is that feature ideas don't come full-blown in some inspirational flash but are the result of hard thinking and hard digging. This is one of the most difficult points to get across to a beginner. How often he'll say, "Give me the idea and I'll write the article," and all too often the hard-pressed editor will spend his own time banging out suggestions to give to his reporters: this is less time-consuming than sitting down with a reporter and showing him how to come up with his own ideas. Alexander devotes much of his time showing how ideas can be developed into good feature material.

Alexander includes a wide sample of feature articles taken from daily newspapers, radio newscasts, wire services and magazines. These are discussed and analyzed and, unlike many books of the genre, *Beyond the Facts* has a sampling of poor and in-

different features which Alexander uses to make some useful points about organization and style.

But the most important point Alexander makes is that articles are written for **readers**. This seems so obvious that many editors and teachers fail to stress it strongly enough. He points out that while feature writing gives the writer the opportunity to express himself with a freedom he cannot have in news writing and gives him the chance to draw conclusions, he still has the obligation to the reader to be fair: the reader is what writing is all about and if the reporter doesn't get his facts right and if he subordinates good reporting to an imagined — or even real — flair for

fancy writing, he hasn't done his job.

Beyond the Facts won't teach anyone how to write — it makes no such claim — but it is a good examination of the techniques involved in coming up with feature ideas, with interviewing, researching and organizing. It is a first-rate manual for students, beginners, teachers and editors. Anyone seriously interested in feature writing will find *Beyond the Facts* useful.

Richard Lunn is vice-chairman of the Journalism Department, Ryerson Polytechnical Institute. He was for many years a magazine and feature writer and has taught feature writing.

REPORTING BOOK IS DULL IN SPOTS BUT WORTHWHILE OVERALL

By KEN CUTHBERTSON

Reporting (2nd ed.) by Mitchell V. Charnley, Holt, Rinehart and Winston, Inc., New York, hard cover, 358 pages.

Mitchell V. Charnley's book *Reporting* (second edition), is intended as a first book on journalism for university students. As Charnley puts it: "The purpose of this book . . . (is) to provide a broad background for news work so that whatever news field its readers enter, their knowledge of general problems and philosophies as well as of common practices will enable them to adjust easily . . ."

Emphasis is placed on newspaper reporting techniques. It's Charnley's belief that once the beginner masters these, any kind of reporting follows easily and naturally.

It's also Charnley's opinion that a good reporter is both a craftsman and an artist. The craft portion can be taught, says Charnley, and teaching it is his intent. The art is another matter.

"The art of reporting, though its practitioner may be stimulated or his skill enhanced, can neither be planted nor nurtured in sterile soil," writes Charnley.

Charnley has extensively revised the material contained in the first edition. The result is that *Reporting* is a comprehensive journalism textbook. There are chapters on everything from ethics and the history of journalism to specialized types of reporting. The chapter on investigative reporting is especially interesting and even entertaining.

Charnley leans heavily for examples on newspaper articles, and gives reporters' background comments when they're available. Subheads may give some idea of the flavour of the investigative reporting chapter: "How Gene Gotz Got his Nose Broken," and "The Case of the Wooden Doors."

For all its good points, the book tends to get a bit dull in places. Charnley is a journalist, there's no mistaking that, but he's also an academic. As a result, *Reporting* often reads like a copy of *Journalism Quarterly*. Not that there's anything wrong with *J.Q.*, but the style is a bit dry sometimes. Take the following:

Conscientious journalists have become profoundly weary of a pair of common fallacies about journalistic writing: the careless assumption that emphasis on such primary qualities as simplicity and clarity means that writing with these qualities must be puerile . . . and the illogical generalization that because some journalistic writing is shoddy all journalistic writing is shoddy.

It only underscores Charnley's point that good writing isn't easy. Many of the examples relate to Truman and Eisenhower, or the managing editor of *The New York Times* in 1954. It seems likely that today's reader would be more interested in names he can identify with.

A look at *Reporting* would be worthwhile for anyone who's writing professionally. It will freshen the memory of the battle-scarred veteran or nurture the mind of the beginner.

Ken Cuthbertson is a Toronto writer.

"POOR LITTLE PRINCE EDWARD ISLAND, YOU NEVER LED THE FATALITIES PARADE"

By HAROLD R. W. MORRISON

TV ANNOUNCER: "Ladies and gentlemen, this is fantastic! A multi-car accident in Ontario has propelled that province into top place in motor vehicle fatalities. There's gloom in Quebec but already motorists are saying, "Wait 'til next weekend."

The weekend fatality parade, as entertainment, has already been covered in the motion picture *Death Race 2000*. For the life of me, I have never, ever, been able to understand *The Canadian Press's* concern with weekend fatalities statistics and the faithful airing of same in the media.

I didn't even understand when I was writing the weekend fatalities round-up while on the Ontario re-write desk of *CP* head office in 1955-56. As I recall, the round-up originally was a feature of three-day holiday weekends, but popular demand, as they say, led to regular weekend round-ups.

First off, a game plan had to be worked out. The time frame was 6 p.m. Friday to midnight Sunday, or the day of the holiday. By leaving the office early and getting killed before 6 p.m., some people missed out on being listed. People who died of injuries after midnight of the time frame could legitimately be included in the toll, but I don't know of any dedicated re-write men or editors who followed up fatalities two or three months later to update an old score.

The main categories of death are motor vehicle accidents, drowning, fire, airplane crashes and miscellaneous. I see a weeping widow. She is approached by a friend.

"What happened to your husband?"

"It was terrible . . . he died in a miscellaneous accident."

Then of course, there's the provincial hit parade. It's usually Ontario or Quebec with the most fatalities, followed by B.C., natch.

44 die across Canada in weekend accidents

A Toronto couple killed Madeleine Joy Cowie, 15, of in which he was a passen-
saw a truck in stock

I hear an off-key tenor voice singing,
*Poor little Prince Edward Island,
You never led the fatalities parade . . .*

Subsequently, there was editorial fine tuning. Sometimes I felt editors at *CP* had spent too much time contemplating the cosmic significance of the weekend fatalities round-up. One editorial decree stated that people who were killed in industrial accidents should not be included in the statistics. I don't know where you are today, Kennedy Wells, but I remember you demanding: "Does that mean in the event of a major airplane disaster, we don't count the pilot, co-pilot and crew?"

In recent years, as I became fluent in French, I was intrigued to find that *Le Devoir* and *La Presse* did not give breakdowns on French-speaking Canadians killed over the weekend.

Don't laugh, because, in some international disasters, the number of Quebecois killed has been deemed significant.

The best send-up of weekend statistics comes from a French-speaking comedian. He starts off dryly noting the phenomenon, and then he takes it apart culturally. Why only fatalities in Canada? Then, he goes on to reel off fatalities for North America, the Western Hemisphere, Eastern Hemisphere and the world.

Why not? "*Any man's death diminishes me, because I am involved in*

mankind . . ." John Donne.

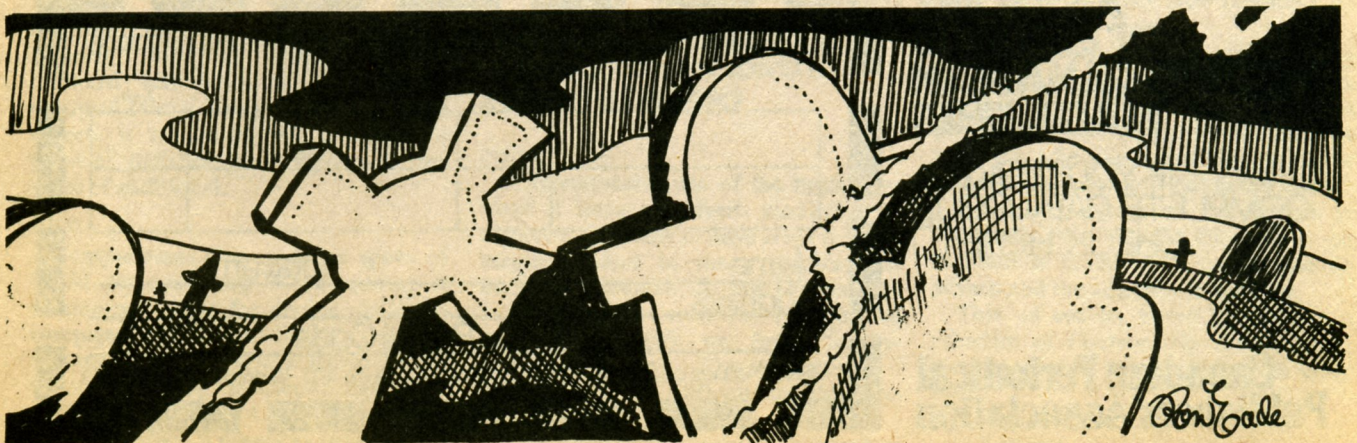
Weekend fatalities statistics are somehow anti-human. Statistics don't bleed. Statistics condition. Even anticipated death tolls originated by safety organizations condition people, through the media, to accept a death-level tolerance. It takes a Ralph Nader, for example, to suggest motor vehicle accident death levels are intolerable and can be reduced.

I have no argument with individual fatality stories. Every now and then a good reporter makes you feel diminished by one person's death. Even a one or two paragraph item has a human dimension, a name and an age so that something is communicated to people who knew him or her. My objection is to the no-name, bare bones death statistics.

I remember once totalling the statistics for the weekend fatalities and noticing a new contribution. It was a man who had served with me in the Canadian Officer Training Corps. Dead in a head-on. Memories flashed, of marching alongside him, grunting and sweating over an obstacle course, drinking in the officers' mess, hearing about his girlfriend in Ottawa. Here was this sheet of paper announcing his death.

I felt ashamed to turn him into a statistic. He meant something. The damn numbers meant nothing.

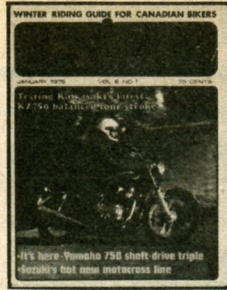
Harold R. W. Morrison is an Ottawa freelance writer.



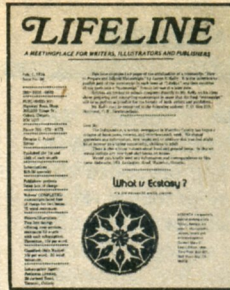
CANADIAN MAGAZINES



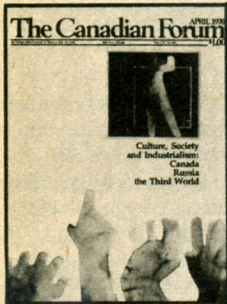
Books in Canada
a monthly review of essays, criticism and informative articles devoted to Canadian literature.
12 issues, only \$9.95



Cycle Canada
Motorcycles! Road tests, competition reports, legislation, safety tips, how-tos, prepared specially for Canadians riding in Canada.
12 issues, only \$6.00



Lifeline
A meeting place, in newsletter form, for writers, artists and publishers.
24 issues, only \$15.00



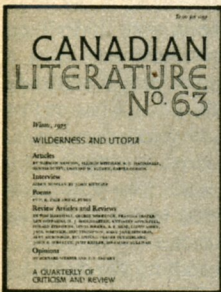
The Canadian Forum
Controversial political commentary, original graphics, poetry, short stories, reviews—all in **The Forum**, the indispensable Canadian magazine since 1920.
10 issues, only \$9.00 (students, \$6.00)



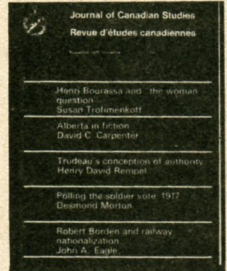
City Magazine
Reports on city politics, architecture, planning, community organizing, housing and land development across Canada.
8 issues, only \$7.00



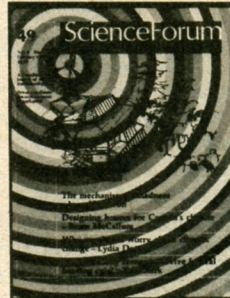
Saturday Night
A rich blend of political insight, social perspectives, cultural trends, national issues and entertaining fiction for today's Canadian readers.
10 issues, only \$8.00



Canadian Literature
Devoted entirely to Canadian writers and writing: critical essays, literary history, reviews, poems.
4 issues, only \$6.50



Journal of Canadian Studies
An academic review of Canadian studies: history, politics, literature, society and the arts.
4 issues, only \$6.00



Science Forum
A Canadian journal of fact and educated opinion, written by experts, professionals and informed laymen. It investigates problems that arise wherever science and society overlap.
6 issues, only \$10.00



Canadian Public Policy/Analyse de Politiques
Discussion of social and economic policy in Canada. Périodique d'analyse des politiques sociales et économiques au Canada.
4 issues/numéros, only \$10.00



The Chelsea Journal
For Canadians with an interest in contemporary affairs, the **Chelsea Journal** examines political, social, literary and religious matters from a Judaeo-Christian perspective.
6 issues, only \$8.00 (students \$5.00)



The Last Post
Canada's magazine for news features, current reports, reviews and columns.
8 issues, only \$5.00

JUST SOME OF OVER 120 EXCITING CANADIAN MAGAZINES

IF YOU'D LIKE A COMPLETE CATALOGUE CHECK HERE

Canadian Periodical Publishers' Association

Clip out and mail

Please enter the following subscription in my name: (I enclose a cheque or money order.)

Magazine	Am't	Magazine	Am't

Name _____ Total am't: _____
Address _____

Postal Code _____

Make cheques payable to "CPPA," 3 Church St., Suite 407 Toronto, Ont. M5E 1M2

SASKATCHEWAN JOURNALISTS' ASSOCIATION SURVIVES TO HEAR CALL FOR ENFORCED MINIMUM STANDARDS

By DENNIS GRUENDING

SASKATOON — Almost one year ago about 100 reporters, editors and broadcasters organized the Saskatchewan Journalists' Association to "promote standards of excellence among Saskatchewan Journalists."

While the SJA is taking the first slow, faltering steps to add some detail to that lofty principle the organization is finding it difficult to sustain interest — and dues-paying members.

Attendance at the semi-annual meeting last November failed to achieve a quorum of 36 members, and at the recent Saskatoon meeting only 27 renewed their memberships.

Those SJA members who attended were encouraged by the province's attorney general, Roy Romanow, to create a professional organization which would establish and enforce minimum standards for journalists.

Romanow offered several observations and he asked some questions. Saskatchewan journalists have "no clear-cut professional standards." "To whom does a journalist answer in a professional sense?" "What punishment" is there for those who breach "professional conduct?" Of what use is a code of ethics (such as the SJA is attempting) without "some legislative base" to give it teeth?

He contrasted the situation in journalism with that in medicine and law, where he said, legislation gives professional bodies the power to discipline their members, including the extreme penalty of removing an individual's right to practice.

Romanow said the provincial

government would be prepared to provide the necessary legislative base to a professional organization of journalists, but only if journalists indicated they wanted to move in that direction.

The attorney general came to the meeting armed with clippings which he said substantiated his claim that some reporting is either incompetent or biased. A professional organization, including some representation from the public, could improve standards while removing journalists "from public suspicion . . ."

Romanow's comments won no instant accolades from journalists present. Fred Harrison, the Ottawa correspondent for the *Saskatoon Star-Phoenix* and *Regina Leader-Post*, told the attorney general that "amateurs and pamphleteers" and all other members of the public theoretically have always had the right to acquire information and to convey it to the rest of the population.

Harrison said he was not sure he would like to see those people restricted by a licencing procedure, and asked if "freelancers" who do radio commentaries or editorial page articles should be licenced. Romanow said he thought they should be.

But if the SJA is not seeking to become a legally-constituted professional organization, it is attempting to codify and investigate the standards which might be expected of journalists.

At its founding meeting last July 27, the SJA created a news study committee. The recent convention instructed the committee to "conduct general studies of

news handling in Saskatchewan . . ." Those studies will be presented to each annual or general meeting, but they will not be published without the convention's approval.

The SJA is reluctant to organize any committee to investigate specific complaints against individual journalists or organizations for legal reasons.

Barry Wilson (*Star-Phoenix*), chairman of the news study committee in its first year, said neither the SJA nor the committee should make any judgments on specific complaints. He suggested the SJA develop such a mechanism by the time of the next annual meeting.

It remains unclear whether a professional organization, such as recommended by Attorney-General Romanow, offers the only possibility for investigations and possible criticism of individuals or news outlets.

In the interim the committee may conduct research and hearings on topics of a more general nature.

The new SJA executive consists of president Garry Fairbairn, *The Canadian Press*, Regina; vice-president, Geoff White, *Star-Phoenix*; membership secretary Bill Armstrong, *CKSW* radio, Swift Current; convention organizer Hank Goertzen, *CJWW* radio, Saskatoon; treasurer Clarence Fairbairn, *The Western Producer*, Saskatoon; newsletter editor Ruth Warick, *Leader-Post*, Regina; past president Stu Fawcett, *CKCK* radio and television, Regina.

Dennis Gruending is *Prairies Contributing Editor* of Content.

Boobs

#104

Farther, further: "The Egyptians, however, want to advance further eastward into what is now Israeli-occupied land." The preference of usage experts is to use **farther** to designate physical distances and **further** in the sense of additional.

#105

Comparisons: One sentence spoke of "a 58 per cent drop in the number of summonses issued for driving violations compared with July of 1974." The next sentence said "the police issued 30,906 tickets for moving violations compared to 73,577 in July of 1974." The "compared with" is correct; it means an examination

of one thing against another. "Compared to" was **not** used correctly. It means to liken something to another.

For the above, thanks to *Winners & Sinners*, a bulletin of second-guessing issued occasionally from somewhere or other in *The New York Times*.

RATION HYPHENS?

Editor:

A **questionable use of the hyphen** — when it links an adverb modifying an adjective — seems to have crept into the language. And in many publications, including *Content*, it even appears to have become the rule. For example, on page 20 of #59 we find "locally-produced" and "insufficiently-verified." It is difficult to find the authority for this use.

The *Toronto Star* style book issued in

1967 states: "An adverb ending in 'ly' is not compounded with the word that follows (as highly educated professor, swiftly moving train)". Whether this has been changed in any later revision I do not know.

The *Standard Dictionary of the English Language* published by Funk & Wagnalls in 1893 states: "The first principle keeps a regular adverb separate from the adjective it modifies, as highly colored wings, recently published book."

In an addendum on the hyphen in *Webster's New World Dictionary*, no mention is made of its use to join an adverb and the adjective it modifies.

This, of course, is not intended as a criticism of *Content*. On the contrary, your magazine is improving with every issue.

W. Irwin Stafford,
Toronto.

Can we help?

We're The Canadian Life Insurance Association. We represent life insurance companies. And we're the authoritative source of information about life insurance in Canada.

When you need information or quotes for your stories on business, finance and the economy, give us a call. We can give you the answers and the point of view of one of Canada's most important businesses.

In English, call Bruce Powe or Wendy Barnes, collect, at 1-416-364-6295.

In French, call Marcel Theoret, collect, at 1-514-845-6173.

And if you have consumer questions or complaints, call the Life Insurance Information Centre "hot line." It's toll free from anywhere in Canada. In English: 1-800-261-8663. In French: 1-800-361-8070.

The Canadian Life Insurance Association

44 King Street West,
Toronto, Ontario
M5H 1E9

CARTOON SHOW LATE BUT GOOD

By GEORGE SHANE

The National Newspaper Awards were inaugurated in 1949 . . . 26 years ago as the crow flies. So it is rather surprising that entries in the editorial cartoon category only now are being publicly exhibited for the first time. They are at the unique Ted Martin Cartoon Gallery and Illustrators' Salon in Toronto until May 31.

The enterprise has some disappointing aspects. No originals are exhibited, only photostats and reproductions. There may be valid administrative reasons but the result is a let-down. Furthermore, from among the hundreds of daily and weekly newspapers in Canada (admittedly many do not have their own staff artists) only 19 submitted cartoons in the 1975 competition. Even some former prize winners are not represented.

The standard of the work shown is undeniably high. Small framed reproductions of winning cartoons from 1949 to 1974 are on display on one wall. The 1975 first-prize winner, by Vancouver's Roy Peterson, is there (see it in *Content* #62).

Several other entries might equally have been awarded the palm: Duncan Macpherson's "Thisaway" showing Trudeau handing an Inflation Controls football to a hesitant finance minister to

carry through a fearsome opposition team of Mores; Andy Donato's crocodile-teared Trudeau viewing the departure of John Turner; Blaine's Kung Fu Judy LaMarsh attacking television; Terry Mosher's Mickey Mouse Jean Drapeau as well as other trenchant drawings by Uluschak, Girerd, Tingley, Martin and Roschkov, to name a few.

The question inevitably arises: Is there a distinct Canadian style of editorial cartooning? The answer seems to be a qualified "yes." Canadian cartooning seems much less slapstick than the U.S. variety. Here and there, especially in the work of Quebec artists, one detects some continental European overtones. There does seem to be a distinctly pro-British leaning with its heavy emphasis on draughtsmanship. But the Canadian product is definitely not a colonial offspring and can stand comparison with work from any other country.

All in all, a worthy initiative . . . one hopes that in future the public will have an opportunity to view a more representative sampling.

Feminist footnote: is editorial cartooning another sacrosanct male preserve? Only one feminine hand is in evidence.

George Shane is an artist and illustrator who contributes regularly to Content.

URGENT!

MEDIA FOLK, TAKE NOTE

An organization which is barely one year old is in danger of dying without your help.

mediaconference inc., which was incorporated last year to replace the *ad hoc* structure of the yearly media conferences begun in 1971, is facing severe financial problems.

We need your attendance at Media 76 to overcome these difficulties. The meeting begins at 8 p.m., May 27 and continues through May 30 at the Hotel Sheraton Mount Royal in Montreal. The theme: the role of media in national development.

Our speakers are coming from all over Canada and the world. They include Kenneth Giddes, director, Voice of America; Chancal Sarkar, Press Institute of India; Jerome Choquette, founder, Parti National

Populaire and former Quebec minister of justice and education. All they need is an audience.

We need you too, to join mediaconference and help decide the future of the organization.

Media people do a lot of talking and complaining about their own profession. Here is your chance to do something constructive. mediaconference can be anything you want it to be, but it won't be anything without you.

If you want more information or are planning to attend the conference it is crucial that you call me by noon, May 25.

Donna Gabeline (514) 861-1111, ext. 224 or 931-8341 (11 a.m.-7 p.m.) or 931-8341

Column By Morris Wolfe

The current issue of *The Fiddlehead*, one of this country's best "little" magazines, contains the most personal and moving obituary I've seen to poet Pat Lowther. Ms. Lowther was murdered last fall. "She could be as fearless as a tigress where injustice to others was concerned," writes editor emeritus Fred Cogswell, "but she had no armour with which to defend herself when these things impinged upon her personally. This seeming contradiction stemmed, as far as I could tell, from an ingrained conviction — which no one who knew her could share — of her own lack of inner grace and beauty. All too often she made unfair comparisons to her own disadvantage between the appearances of others and her own inner knowledge of herself. Could she have been persuaded to see herself, as I and her other friends saw her, she would have seen as straight, stout-hearted, and loyal a person as it is any one's human privilege to meet." The same issue contains a fine cycle of poems by Tom Wayman. The subject of the poems is a love affair. The man in the poem can't help being fiercely jealous of the woman's other relationships, although experience has taught him, "possession is the poison of love, / . . . all you can ever have of her / is what the two of you have / when you are together. / There are no chains of paper or words / to bind two people forever . . . / do not destroy what you have / out of anger and fear for what you might not get." *Fiddlehead* is available quarterly at \$1.50 per issue from the University of New Brunswick, Fredericton, E3B 5A3.

* * *

The most cogent questions I heard raised about the resignation of Andre Ouellet came from American professor Edgar Z. Friedenberg, who teaches at Dalhousie University. He spoke on *CBC* radio's Capital Report. Is it necessarily a good thing, asked Friedenberg, for us to accept every decision of the court? Isn't it true that courts continue to be biased in favour of the interests of property? Wasn't it the duty of Consumer Affairs Minister Ouellet to object to a court ruling which acquitted sugar companies on charges of price fixing laid by his department?

* * *

I was troubled by a *CP* story that I saw in several papers early in April. *The Toronto Star* (April 7) headed it, "CBC MAN'S WIFE AIDE TO CLARK". The brief item reported (and I quote the story in its entirety):

Jodi White, 29, a public affairs producer with *CBC* radio, yesterday was appointed special assistant of communications for Joe Clark, Progressive Conservative leader. She is the wife of Terry Hargreaves, bureau chief of *CBC* radio news on Parliament Hill.

I understand the point that the item is getting at: in a world which operated on the basis of Kant's moral imperative — conduct yourself as if your every act is to become the standard for all mankind — Jodi White would not become an aide to Clark. But the world we live in operates on more pragmatic principles than that. And quite rightly, too. I don't know anything of the circumstances surrounding White's appointment and the story doesn't provide me with any. I would have to know a lot more about those circumstances before I jumped to any conclusions. I resent the unsupported hint of impropriety contained in the *CP* story (to say nothing of its sexism).

* * *

One of the magazines I most look forward to receiving each week is the left liberal American weekly *The New Republic* (1220 19th Street, N.W. Washington, D.C. 20036, \$21 per annum). Although I've been reading it for years, I don't think *The New Republic* has ever been better. John Osborne's "White House Watch" is the best political column I read; it continues to be a prime source of information and opinion for other reporters.

But it's not just Osborne. There are Oriana Fallaci's interviews — most recently a fascinating encounter with William Colby of the CIA. There's *TRB*'s column. And then there are the contributions of many of the leading thinkers and writers in America. A Lionel Trilling obituary by Irving Howe. A book review by John Kenneth Galbraith. A provocative article by psychiatrist Thomas Szasz on the subject of Patricia Hearst's alleged brainwashing. Brainwashing, says Szasz, "is like 'perversion': as the latter term refers only to those sexual activities that one disdains, so the former refers only to those educational or psychological influences one abhors. While she was with the SLA, Patty Hearst was no doubt influenced by her captors and associates . . . Between the time of her arrest, when she identified herself as an 'urban guerrilla,' and her appearance in court as a demure and dutiful daughter, Patty Hearst was no doubt influenced by her new captors and associates: no one calls this 'brainwashing!' "

Just the facts.

If you need facts about steel — or the steel industry — talk to Ron Dennis at Dofasco.

If it's background information that you want, no problem. He'll also dig up the answers to specific questions.

Ron is a former newspaperman so he knows about deadlines and the need for terse, appropriate facts or comment. Let him help you in the deadline race or the methodical research for features.

Facts. Fast. Just call Ron Dennis at (416) 544-3761, extension 2203.

Or write:

Communications and Public Affairs, Dofasco, P.O. Box 460, Hamilton, Ontario. L8N 3J5

DOFASCO

Our product is steel. Our strength is people.

SOUTHAM ANNUAL MEETING A SMOOTH AFFAIR AS PRESIDENT FISHER SAILS IN UNQUESTIONING WATERS

By BARRIE ZWICKER

Mark Farrell, who retired as publisher of *The Gazette* of Montreal early this year, liked to quote the advice of his first wife: "You've got to be an integrated schizophrenic."

Saul Alinsky is reported to have come to the same conclusion.

But the value of schizophrenia is not limited to individuals. Corporately, things go better with a touch of it, as they did at the annual meeting of Southam Press Limited in Toronto April 22.

Southam's handsome annual report states "officers, editorial personnel and all other key employees . . . are expected to remain free from political . . . activities . . ." (page 7.)

Yet the report mentions, for the first time, that \$10,000 each was paid in 1975 to the federal Liberal and Conservative parties "as a matter of corporate policy," (page 5.)

Someone who hangs around reading books on logic might think there is an inconsistency here, that giving \$20,000 to political parties is a political activity.

But when shareholders' question time came around at Southam's annual meeting, not one of the 64 shareholders holding 342,158 Class A shares nor one of the 15 shareholders holding 666,045 Class B shares nor anyone representing by proxy others holding 6,814,037 Class A and 1,705,865 Class B shares asked a question about this.

In fact, not a single question was asked about anything at the meeting, which made it quite different from a New

Democratic Party meeting, or a Liberal or Conservative one for that matter.

Of course, net income was up 32.8 per cent in the first quarter of 1976, over the same period of 1975, a fact reported to the shareholders before the question period. An increase like that has a wondrously silencing effect on such a group.

Content had no choice but to approach the impeccable president, Gordon Fisher, at the end of the 28½-minute meeting. There were beads of perspiration on his well-tanned forehead. Never was sweat less justified.

Southam had announced it was giving to the Liberals and Conservatives. Was this the first time such donations had been made?

No, five to eight years ago it had been announced such donations were being made. "And the donations are not to the Liberals and Conservatives. We state they are to the party in power and the party in opposition."

"If the New Democratic Party formed the government, or the Opposition, would the payments continue?"

"Some directors certainly would question whether an investor-owned company" should give money to "a socialist opposition." But Fisher is not a waffler. No, the NDP would get no money from Southam Press Limited, he agreed.

"Why are the payments made?"

"Because we believe in the Canadian two-party system."

"But there are more than two parties."

"But you notice we don't call it the 'three-party system.'"

So Southam corporate policy is to not permit editorial employees or officers, etc. to participate in Canadian politics. But the corporate policy is to permit the company that employs them to participate through financial contributions.

Within that policy of corporate political participation Southam Press will support "Canadian democracy" as long as it is a two-party democracy. And as long as both the parties are basically parties of business.

If Canadian democracy had more non-business spice (i.e., if the mildly socialistic NDP was to become the official, elected, Opposition), Southam directors, Fisher suggests, would lose their taste for it.

The moment the NDP was elected the Opposition party, Southam would cease to support the two-party system, in other words.

Put another way, Southam apparently favors business more than democracy. (One would hope that in the crunch this would not be borne out. One would like to think Southam could function, without taking a hairy, in Sweden, for instance.)

Another tenet of Southam's is that "the company will have no financial interest in enterprises outside the communications field."

Unless those enterprises happen to be political establishment.

Schizophrenia, what would we do without it?

CONTENT WITH CONTENT

EDITOR WANTED

For monthly employee publication.

Newspaper experience, layout ability, strong photo and writing talent essential. Journalism school and corporate mind advantageous.

Apply in writing only, with resume, to:

JUST A FEW DAYS AFTER one of our recent editions went into the mails, our telephone rang.

It was the public relations man from a major corporation. * "We just wanted to tell you we're amazed at the response we got from our **Editor Wanted** ad in *Content*," he said. "Nine good people have applied. There's not a poor applicant among them."

Within a few days the firm had filled its position with one of *Content's* readers. Everybody's happy.

* Full details on request.

content is particularly effective for personnel ads related to journalism, public relations, communications.

Yet our rates are much more economical than those of *The Globe and Mail* and other publications which carry similar ads.

Try us. Call or write today for rates and deadlines.

We'll be happy to oblige.

content

22 Laurier Ave.

Toronto, Ont. M4X 1S3

Phone (416) 920-6699 / 920-7733

OMNIUM-GATHERUM

BRITISH COLUMBIA

David Climenhaga, who quit *The Calgary Herald* after he had been told not to cover a story on CIA activity in Canada, has been re-appointed editor of the *University of Victoria's Martlet*. He is the first to get the nod for a second term in the position.

Leslie Yates is off to the *Cowichan Leader in Duncan* after nine months on *The Peninsula Times, Sechelt*.

Lisa Hobbs, *Vancouver Sun* associate editor, has been appointed to the *Vancouver Community College* council. Mrs. Hobbs will serve until Jan. 31, 1977.

Sun Publishing Co. Ltd., Vancouver, reported net profits of \$3.8-million for the period ended Dec. 31, 1975, compared with net profits of \$3.7-million for the same period in 1974.

Plans to publish *Canada's WestWord*, "The Magazine for British Columbians," are being terminated, an April 26 letter from president and publisher **Bob Leighton** advised would-be suppliers. It had been scheduled to begin publication April 1 (see *Content* #61, page 20). In four months Leighton's group was in touch with 60 ad agencies and 200 national advertisers. "Although most agencies and direct advertisers approved of our magazine concept, sufficient numbers were not confident enough to place the necessary amount of advertising to sustain an initial issue," Leighton said. Editor was to be Vancouver freelancer **Clive Cocking**.

Meanwhile **Peter McNelly**, former legislative reporter for the *Vancouver Province* and *Victoria Times*, is editor of *BC Today* (see advertisement on page), a twice-a-month to be published out of Victoria twice a month. Where *Canada's WestWord* was to have an initial press run of 275,000 in four colors, *BC Today* will be a modest subscriber-supported tabloid.

PRAIRIES

Ken Neal of *CKUA Edmonton* will be transferred to *Lethbridge* in mid-May to become the radio station's Southern Alberta bureau chief. He will remain as Legislative reporter until the end of the session. **Heather Couling** has moved from *Kelowna, B.C.* to become a staff writer at *CJCA Edmonton*.

The Albertan's award winning business news tabloid is being published again. Edited by **Tony McCallum**, the tabloid will for 1976 at least, appear as a regular monthly feature of the Calgary paper.

Ron Thibault, a newsmen with *CKBI* radio and television in *Prince Albert*, has resigned,

citing poor management-employee relationships. Other resignations are expected.

Shirley Serviss, a *Star-Phoenix* correspondent and radio freelancer from *Prince Albert*, has left to look for work in Alberta.

Jim Martyn, once a reporter for the *Leader-Post* and later an editor with the *Prince Albert Daily Herald*, has resigned his aldermanic seat in that city to become an executive assistant and press officer in Regina to Saskatchewan's Progressive Conservative leader, **Dick Collver**.

The *Regina Leader-Post* has received an influx of new reporters to replace a newsroom staff which has dwindled in recent months. **Paul Brettle** comes from the *St. Thomas Times-Journal*; **Nordahl Flakstead**, who will report on resources, worked last with *The Northern Miner*. **Mac Swackhammer** returns to the province after a stint with the weekly, *Manitoulin (Ont.) Expositor*, and **Bob Watson**, once a *London Free Press* reporter, is

returning to reporting after several years in the retail food industry.

Marc Lisac, who wrote politics and agriculture for the *L-P*, will move to the *L-P's* sister paper, the *Saskatoon Star-Phoenix*. **Rosemarie Williams**, the *S-P's* social services reporter, will move to the *L-P* in what looks like a one-for-one trade.

Julien Rachey becomes city editor at the *S-P*, replacing **Ted Hainworth**, who will move back to editing features. Rachey returned to the *S-P* several months ago after a stint working on the desk at the *London Free Press*.

Zoe Dallas, a columnist with the *S-P* for many years, is retiring.

Don Crockford, hired last winter as news director at *CJWW* in *Saskatoon*, has separated from the station amid persistent rumours that the new AM outlet is having its problems financially. Crockford will remain in *Saskatoon* as a freelancer.

CBC radio and television in Regina will lose **Sheila Moore**, producer of the *Radio Noon* show. Moore will become producer of the morning information radio show at *CBC Winnipeg*. **Ron Bashford**, a *CBC* television producer, resigned, as did **Marlo de Vries**, a *Radio Canada* newsman. **Jim Taves**, a veteran *CBC* radio and television announcer in Regina, becomes a program administration officer.

Bill King, an announcer and supervisor at *CBC Regina* for 16 years, has resigned to go farming near the city. King's spot as senior announcer becomes a new position known as program administration officer, and it will be filled by **Jim Taves**, another veteran announcer.

Anne Walker will leave her post as a part-time *Canadian Press* writer in Regina for a summer job with *CP* in Ottawa.

Terry Roberts, copy editor, has returned to *The Winnipeg Tribune* after a brief stopover as telegraph editor at *The Calgary Herald*. . . . *Tribune* medical reporter **Johanna Brand** has left to take up farming on a small scale . . . Copy editor **Nick Walker** was recently planning to leave the *Trib* for the west — a sucker, apparently, for Victorian atmosphere, bright flowers and fresh grass . . . And the first female reporter in the *Tribune's* sports department is **Peggy Stewart**, formerly a copy girl.

From the March edition of the *Winnipeg Press Club's Mossback*:

Dick Goodwin is the new president of the club. Other directors and officers elected at the club's annual meeting Jan. 27 are: **Paul Pihlchyn**, vice-president, administration; **Al Maltman**, vice-president, activities; **Jock Bates**, secretary; directors for one-year terms, **Jane Murray** and **Del Sexsmith**; directors for two-year terms, **Tom Shillington**, **Pat Zanger** and **Frank Ternan**. **Rod Edwards** has one more year to serve.

The Club made a \$6,000 profit in 1975,

Let's talk
about
personal loans
for boats,
trips home,
fur coats,
household
appliances,
baby grand pianos...
and just about
anything else
that's important
to you.

Let's
talk

The First Canadian Bank
Bank of Montreal

OMNIUM-GATHERUM (CONTINUUM)

nearly double that for 1974. Membership chairman **Joan Bowman** said 1975 membership reached 303, up from 261 in 1974.

Education Committee chairman **Ernie Keenes** said his committee recommended the following professional projects for the club for the next year: seminars on investigative reporting, freebies and special privileges, the public's right to know, continuing education of journalists and news priorities.

Bill Metcalfe and **Dave Bonner** were made life members of the Club.

During the first Club board meeting Feb. 2, **Rod Edwards** was appointed chairman of the communications committee. The board decided to produce club publication *Mossback* on a monthly basis. The board decided the primary job this year is to find new quarters for the club.

Bob Irving of *CJOB* Radio, Winnipeg, was elected president of **The Winnipeg Sports-writers and Sportscasters Association** April 26.

The new first vice-president is **Reyn Davis** of the *Winnipeg Free Press* and second vice-president is **Scott Oake** of *CBC*. **Ron Hill** of *CFRW* radio was elected secretary, and **Ron Meyers**, a Winnipeg lawyer and sportsman, treasurer.

All were elected for two-year terms, along with directors **Ron Scherza** of the *Selkirk Enterprise*, **Ralph Bagley** of the *Free Press* and **Bob Holliday** of **Lance Publishing**.

Chuck Grieve, assistant to the city editor at *The Winnipeg Tribune*, is leaving the *Trib* to go on a trip to Europe.

ATLANTIC PROVINCES

Owen Fitzgerald, a photographer for the *Cape Breton Post* of **Sydney, N.S.**, said March 12 police jostled and threatened him when he attempted to photograph a **Glance Bay** police constable and a woman who were charged with murdering the constable's wife.

John Joseph Hibbs and his sister-in-law **Diane Marie Campbell**, were remanded for mental examinations when they were formally charged with murder. The charges came as a result of the disappearance of **June Hibbs**, whose car had been found at the bottom of a cliff.

Judge Charles O'Connell of the magistrate's court said he was not aware of problems reporters said they had encountered when they attempted to get into the court and would not have condoned keeping them out.

Fitzgerald said that when he persisted in attempting to take pictures of the two accused after being told not to do so, five plainclothes policemen locked him in a room until *Post* editors protested. A police officer involved then apologized to **Fitzgerald**.

CP reporter **Gerry McNeill's** suit, contending the Nova Scotia Board of Censors has no authority to censor motion pictures, was upheld by the Nova Scotia Supreme Court Feb. 4.

The victory, at time of writing, followed two years of legal struggles by **McNeill**. See *Content* Number 49, 51 and 53.

MAGAZINES

From *The Saskatchewan Journalist* we learn of *NeWest ReView*, "a new monthly publication focusing on issues and events of interest to Western Canada." *NeWest* may be obtained by writing 13024 — 109 Ave., Edmonton, Alta.

Ramparts

Ramparts magazine, in many ways a symbol of the political re-awakening of America in the 60s, has folded. Unfulfilled subscriptions (35,000) have been taken over by a new newsmagazine out of New York, *Sevendays*. The new magazine is publishing a monthly edition covering the first week of the month. It hopes to go weekly by the fall.

SEVENDAYS

In welcoming the new subscribers, a recent issue of *Sevendays* described *Ramparts* as "one of the glories of the sixties . . . Often flamboyant, consistently inconsistent, and frequently enmeshed in external and internal controversy . . ."

"As people began to come alive politically and personally after the confused and intimidated silence of the 50s, *Ramparts* was born to give voice to their strivings."

Sevendays is published by **New Communications, Inc.**, a non-profit, educational organization. Twelve issues cost \$9. Address: 206 Fifth Ave., New York, N.Y., 10010.

Maclean's assistant art director **Jackie Young** moved to Montreal in May to become *Weekend Magazine's* new art director. He replaces **Sheila Hirtle** who quit recently (see *Content* #62).

ONTARIO

Ron Lebel is quitting as *The Toronto Star's* Montreal correspondent and moving to *Reader's Digest*. **Judy Timson**, the *Star's* Vancouver correspondent, is leaving the paper to work for *Maclean's*, and **Chris Dennett** is moving from the *Star's* bureau in Halifax to Toronto for various assignments.

Recent changes at the *Kitchener-Waterloo Record* include the departure of **Bill Williams**, who was on religion and re-write, to a public relations position with **Kimberly-Clark of Canada Limited**, in Kapuskasing. His replacement is **Brock Ketcham**, who came from *CP* Toronto. **Rick Brennan** joins the *Records'* Guelph bureau, coming from St. Catharines where he covered city hall for the *Standard*. **Jim Romahn** went from general assignment to the farm writer's desk, vacated by **Lloyd Bibby** who has been named an

editorial writer. New deskmen include **Dave Ellis**, former city editor of the *Stratford Beacon-Herald*, and **Al Coates** who comes from the Cambridge bureau. The new evening editor is **Jim Fox** who had been in the Guelph bureau since joining the *Record* from Hamilton radio station *CHML* about a year ago.

Aubrey Wice unwinds from his media activity by coaching the Varsity minor league hockey team in the Little Toronto Hockey League playing at the U of T arena. His team has won the championship two of the past three seasons, and lost out by one goal in the third. This season the team went undefeated in exhibition, league and playoff games.

Any offers from the Toros?

The March issue of *Broadcaster* reports **Jim Johnston**, disc jockey at *CKOB*, **Renfrew**, has set a record for continuous broadcasting. Johnston remained on the air for 51 hours, breaking the **Canadian Association of Broadcasters** mark. Sponsored by the station and the **Renfrew Rotary Club**, his effort raised \$2,500 to assist work with crippled children in the community.

David Allen of *The Toronto Star* has been elected president of the **Queen's Park Press Gallery** in Toronto. The new first vice-president is **Richard Hallechuk**, radio station *CKEY's* Queen's Park bureau chief. The gallery's new second vice-president is **Al Dickie** of *Canadian Press*. **Bob Carr** of *Independent News Group* is the new secretary, while **Bert Hill** of the *Ottawa Citizen* is new treasurer.

Orland French, the *Ottawa Citizen's* Parliamentary Press Gallery reporter, and **Robert M. Pearson**, editor of the *Windsor Star*, have been appointed to the **Ontario Press Council**. They fill council vacancies created by the retirement of **R. W. Southam**, *Citizen* publisher, and **Richard Spicer**, *Windsor Star* reporter, members since 1972.

Ed Weese has been named news editor of *The Madoc Review* and *The Marmora Herald*. He was a staff reporter with *The Ottawa Journal* for 23 years, Leeds County bureau chief for the *Kingston Whig-Standard* and news editor of *The Smiths Falls Record News*.

Derek Hodgson, a provincial reporter-photographer attached to the national desk of the *Globe and Mail*, left the paper April 1 to become a general reporter at the *London Free Press*.

Martin Knelman left his position as movie critic of the *Globe* on March 19 to do freelance work. His replacement, **Robert Martin**, was an entertainment reporter with the *Globe* who specialized in reviews of rock music.

Michael Valpy, a *Globe* editorial writer, has left to work at *The Vancouver Sun*.

After more than five years as editor of *The Iroquois Falls (Ont.) Enterprise*, **Margaret**

Southall has been named city editor of *The Stratford Beacon Herald*.

Mrs. Boyne Hall, a member of *The Enterprise* staff since early in 1973, has been appointed editor of *The Enterprise*.

John Harris, a former staffer of *The Parkdale Citizen*, Toronto, has joined *The Enterprise* as a reporter and photographer. — From the **Ontario Weekly Newspapers Association April Bulletin**.

Bas Korstanje is the new editorial page editor of *The Spectator* in Hamilton.

John E. A. Brooks, 38, was appointed executive managing editor of *The Toronto Star* May 10 after the resignation of **Edwin (Ted) Bolwell** as managing editor. Brooks had been director of public relations and promotion. Before joining *The Star* last year he had been head of **Ford of Canada** public relations for three years.

QUEBEC

A *Montreal Gazette* story headed "Ethnic Press comes of age," (April 3) reported the city has about 30 newspapers publishing in 15 languages, twenty-three of them belong to Montreal's **Ethnic Press Association**.

Ouch! Quebec City's *Le Soleil* now costs 25 cents on weekdays, 40 on Saturdays.

Former journalist **David Allnut** was appointed administrative secretary to the **Quebec cabinet** March 30. Allnut worked for the *Sherbrooke Record* and the *Montreal Star* and as a freelancer for the *CBC* before en-

tering the public service in January 1974 as secretary to the education department.

John Richmond, literary editor of the *Montreal Star*, was elected president of the **Montreal Press Club** for 1976 at the club's annual general meeting March 30, succeeding **Jack Marston** of the *Gazette*.

Boris Miskew, *Montreal Star* assistant city editor, was elected first vice-president. The new second vice-president is **Alex Thogersen**, assistant program director of *CBC Radio Canada International*.

Eric Richter, a public relations officer for the **Royal Bank of Canada**, was named treasurer and **Dave Todd**, manager of News Services for **Canadian National Railways**, secretary.

AWARDS

Montreal's *La Presse* won graphics prizes for best front page and best women's page at the annual meeting of the **Canadian Daily Newspaper Publisher's Association** in Toronto April 29. *The Globe and Mail* won the award for the best editorial page; the *Windsor Star*, sports page; *Toronto Star*, financial page. *The Saskatoon Star-Phoenix* won three awards in the under-50,000 circulation category.

The **Canadian Bar Association** has awarded **Louis St. Laurent Fellowships** in legal journalism to **Dennis Trudeau** of *The Gazette*, Montreal, and **Jean Claude Rivard** of Quebec City's *Le Soleil*.

The fellowships provide tuition, moving expenses and a regular salary up to \$18,000 a year while recipients attend classes for eight months in the law faculties of either **Queen's** or **Laval universities**.

Established in 1973, the fellowships are funded by the **Donner Canadian Foundation**.

The **Broadcast Research Council**, in cooperation with **All Canada Radio & Television Ltd.** and the **Harold Carson** foundation, is changing the basis for its awards in 1976. This year, to encourage more research by broadcasters and those in related fields, the awards will take the form of grants. A panel of judges must deem the research feasible and of some practical use to the industry. The money granted can be any sum up to a maximum of \$2,000 in the year for each project.

Applications should be sent to **Nort Parry, Administrator, Harold Carson/BRC Grants, All Canada Radio & Television Ltd., 1000 Yonge St., Toronto, Ont. M4W 2K2**.

ASSOCIATIONS

Ralph Costello, publisher of the *Saint John Times-Globe* and *Telegraph-Journal*, was elected April 27 to a one-year term as president of *The Canadian Press* at CP's annual meeting in Toronto. He succeeded **Ross Munro**, publisher of the *Montreal Gazette*.

R. S. Malone, publisher of *The Globe and Mail* and representing the *Winnipeg Free Press* in the CP membership, was elected vice-president, and **Jacques Francoeur**, publisher of *Le Soleil*, was re-elected to the executive committee.

CP general manager **John Dauphinee**, in his annual report, said that by the end of 1976 CP expects to be delivering its entire news report into computers at some of the larger newspapers at the rate of 1,200 words a minute, replacing present teletype equipment.



REJECT NO. 6

From Simon Wickens of the *Kitchener-Waterloo Record's* city hall bureau comes this print of a picture by an anonymous staff photographer. Wickens wrote us: "After rushing madly 18 miles to a nothing fire in New Hamburg at the end of a

long Sunday, sent the attached pix — most newsworthy of the whole trip — to the New Hamburg fire chief." Wickens attached a note which read: "Dear Chief: Please ask your men to be a little more discreet when nature calls in a public place. SW." No response from the chief yet, but the response of the *Record* editors was thumbs down.

Retiring president Munro said that by year-end there will be video-display terminals in every Canadian bureau except Quebec and general-purpose computers at all key centres.

By 1977, all receiving equipment on CP wirephoto networks will have been replaced by Laserphoto, a system of reproducing photos by laser beam.

During the past year, CP's newspaper membership stayed at 108. The board of

directors approved new membership, effective June 1, for *The Alaska Highway News* at Fort St. John, B.C.

James McPhee of Toronto and **Alan Duckett** of Ottawa were elected directors of the **Canadian War Correspondents' Association** at the 36th annual meeting March 20. McPhee, a public relations consultant, and Duckett, information chief for the federal

department of industry, trade and commerce, succeed two *CBC* representatives, **Arthur Holmes**, Toronto, and **Benoit Lafleur**, Montreal.

Al Rogers, political editor of *The Ottawa Journal*, has been elected president of the **National Press Club** for 1976, taking over from **George Brimmell** of *Southam News Services*. **Gerry McNeil** of *The Canadian Press* was elected vice-president.

Other officers elected are: **Ludovic Hudon** of *CBC International*, secretary; **Paul Jackson**, *Edmonton Journal*, corresponding secretary; and **Eleanor Dunn**, *Algonquin College*, treasurer.

Active directors are: **Duncan Cameron**, *Capital Press*; **Rod MacIvor**, *United Press International*; **John King**, *The Globe and Mail* and **Geoff Scott**, *Geoff Scott Communications*.

The club's associate directors are: **Peter Cowan** of Government House; **John Lindblad**, Government of Alberta; **Ian MacDonald**, Prime Minister's office; **Bob Shaw**, Industry, Trade and Commerce and **Keith Martin**, executive assistant to **John Diefenbaker**.

MISCELLANY

Reuters recently demonstrated an innovation which might eventually eliminate the need for delivery of large numbers of newspapers.

The "frame grabbing" display was set up at the 1976 **National Cable Television Association** convention in Dallas, Texas. The display allowed people, using a keyboard, to call any of several sheets of information onto a TV monitor and to study each as long as they wished. The device, if included in a cable television converter, would enable viewers to read the day's edition of the paper transmitted from a newspaper's plant. It would also allow them to read the news at their own speed, the pages turning on command.

Three new staff members joined *The Financial Post* recently. **Randall Litchfield** joined late in January as a general business writer. He was formerly with **Procter & Gamble of Canada**, in its buying department, and holds an M.A. from **The University of Windsor**.

Camilla Turner joined as an assistant news editor in mid-January. She was formerly in charge of the custom research department of the *Post's* commercial information group, **SVP**.

Peter Foster, an industrial reporter for *The Financial Times* of London, joined the *Post* in March as an investment writer. He graduated in economics from **Cambridge** and earned an M.A. in politics and government from **The University of Kent**.

CTV's W5 hostess **Carole Taylor** plans to take a year off her \$40,000 per annum job at season's end. Ms. Taylor has a child and boyfriend (Vancouver mayor Art Phillips) on the West Coast and has been commuting to Toronto each weekend to do the show. W5 producer **Jack McGaw** says he's looking for a person or persons, not necessarily female, to replace Taylor.

The Spectator of **Hamilton**, the **Ontario Press Council** has ruled, did not give the partner in a Hamilton divorce consultation service adequate opportunity to respond to questions raised about his firm in an opinion

Classified

TELEPHONE ORDERS NOW ACCEPTED. Until June 4 (guaranteed insertion), June 7 (insertion not guaranteed) for next issue. Distribution June 15. First 20 words, including address, free 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.

FREE LANCE EDITOR looking for assignments. Contact Liba Schlanger (416) 921-9984, or 437 Wellesley Street East, Toronto, Ont. M4X 1H8 C-63

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

EDITOR, WRITER AVAILABLE — 29 years' experience print, broadcasting, audio-video shows, etc. Jean Pouliot, 335 MacLaren/301, Ottawa, Ont. K2P 0M5.

GENERAL EDITORIAL SERVICES. We write and rewrite. We do a complete editing of your manuscript and give you our professional advice based on 30 years' experience. Let George do it, and it will be done right. Call George Bourne at (613) 232-0477 or send your MSS to P.O. Box 11176, Station H, Ottawa, K2H 7T9. C-64

JOURNALIST with two years' experience in magazine layout and feature writing seeks employment. Phone after 3 p.m. daily. (416) 244-0758. C-64

Lifeline

Newsletter designed as a meetingplace for writers, illustrators and publishers. Sample \$1.00. *Lifeline*, c/o Highway Book Shop, Cobalt, Ontario, P0J 1C0. C-64

Media Probe

Searching articles on the role of public communication and mass media in Canadian society. Published quarterly, \$3 a year. 85 Thorncliffe Park Drive #1402, Toronto, M4H 1L6 C-67

Planning your staff for fall '76?

LAYOUT SPECIALIST with solid background in writing, photography and editing (sports and news-side) seeks challenging news, city or sports editor position. BJ, six years' experience. Trained in electronic editing; hot, cold systems. Write Box 77, Content, 22 Laurier Ave., Toronto M4X 1S3 C-64

POSITION 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.

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 Tomasson, Long Pond Road, Mahopac, N.Y. 10541. C-64

TOP CRIME REPORTER/WRITER. Widely travelled Europe, Asia. Seeks opening to prove himself — 9 Fourwinds Dr., Apt. 106, Downsview, Ont. (416) 661-5505.

CARTOONIST seeks work . . . illustrations, cartoons, etc. Tom McLaughlin, 43 Sullivan St., Toronto. (416) 362-4505. C-64

The Canadian press and the events in southern Africa

A monthly synthesis and analysis of how the Canadian press treats the news. Ten major Canadian dailies monitored. For sample copy, write SARC, Box 4191, Station E, Ottawa, Ont., K1S 5B2.

Part-time, Montreal

EDITORIAL ASSISTANT for journal in field of rehabilitation medicine wanted as of July 1976. Duties: assist with editing and rewriting of manuscripts, prepare news copy, correct proofs and assist with layout. Contact J. Cleather, 469 Stanstead Cres., Montreal, H3R 1Y1.

JUST \$4 for one-year (six-issue) sub to *The Saskatchewan Journalist*. Write SJA, c/o Ruth Warick, 1964 Park St., Regina, Sask. S4P 3G4 C-65

NEW NATIONAL Canadian magazine of investigative journalism is now accepting submissions and queries for feature articles relating to Communications, Politics, International Affairs, Economics, Urban Affairs, and the Arts. Satire and cartoons also welcomed. Enclose, in addition, a resume and S.A.S.E. and send to Box 78, *Content*. C-64

ECHO POETRY CONTEST: Send 50c per poem. Top prizes from \$100 on down. P.O. Box 728, Station A, Vancouver, B.C. V6C 2N7 C-64

Need a **SPEAKER** for your dinner meeting, association or conference? Call *Speech-Communication Associates* in Toronto. 1-(416)-293-4910. C-65

CBC Radio News

in Toronto will soon be looking for seven experienced journalists, four for our proposed sports desk and three to strengthen our general news writing operation. They should all have the ability to write clear, concise, conversational English; do interviews with a wide range of people and personalities; have a wide general knowledge, and be able to work under pressure. Those interested in the sports desk should have an in-depth knowledge of the subject. Broadcast experience will be an asset. Interviews for these seven positions are likely to be held in mid-summer with a view to appointment by the Fall. But there could be other news writing and reporting jobs available at *CBC* offices throughout the country before that. Those interested should send written applications and resumes to *CBC Radio News*, 354 Jarvis Street, Toronto, M4Y 2G6. On the top left-hand corner of the envelope write "JOBS." C-64

article written by a leading Hamilton lawyer.

The complaint was laid by **Kerry Segrave**, of **Divorce Consultation Office**.

On Nov. 6 a full-page article by a *Spec* reporter noted DCO had complained formally to the Canadian Judicial Council against a local judge.

On Nov. 21 *The Spec* published, on a news page, an opinion article by lawyer **John Bowlby** which defended the judge, attempted to answer most of the points in the reporter's story and raised certain questions about the divorce consultancy firm.

Segrave asked for space equivalent to Bowlby's. *The Spec* refused him but offered to run a letter to the editor. Segrave termed that offer unacceptable since the newspaper's published rules about letters ask that they not exceed 300 words and are subject to editing. Segrave said it would have been different if Bowlby's opinions had been published as a letter.

Text of the council's adjudication: "Since

The Spectator published Mr. Bowlby's comments as an opinion article on a page normally devoted to news, it should have invited the complainants to answer the questions the article raised and the accusations it made, publishing their comments as a news story, not as a letter to the editor. The complaint is upheld."

Omnium Erratum: In **Ken Wyman's** story on science writing in our last issue (page 18), **Karin Moser** was mistakenly identified as working for *The Ottawa Citizen*. She is, in fact, the medical science reporter for *The Ottawa Journal*. The *Citizen* doesn't have a medical science reporter. Apologies to *The Journal's* m.e. and a dart to *The Citizen's*.

Thought for the day: From a story on **William Loeb**, right-wing publisher of New Hampshire's *The Union Leader*, by **Val Sears** in *The Toronto Star*, Jan. 31: "But for all his militant Americanism — flags fly and

eagles soar all around Loeb's House — he would have given it all up to become a Canadian once. All that was needed, he says, was for the owners of *The Globe and Mail* to sell him their newspaper.

"I spent a month in Toronto preparing a bid for that newspaper. It was too low and I lost but had I got it, I would have taken out

Notice Board

DATES AND PLACES have been announced for the **May and June regional meetings** of *Broadcast News*. Atlantic's meeting is set for the **Holiday Inn, St. John's, Nfld.** on **May 20**. The British Columbia regional meeting will be held in **Kelowna** on **May 27** at the **Capri Hotel**, while the Prairie region gathering will take place **June 3** at the **Marlborough Hotel** in **Winnipeg**.

Regional meetings of the Radio Television News Directors Association of Canada for Central Canada, Atlantic and British Columbia will be held on the day following the respective *BN* regional meeting.

Although the *BN* meetings are primarily for news and sports staffs, they are open to all station personnel. Those planning to attend should make their reservations directly with the hotel and should notify *BN* general manager **Don Covey**.

EDDIE ADAMS, a Pulitzer Prize-winning photographer, who works for *Time* magazine, and **Bill Rose**, *Ottawa Citizen* graphics director, will be among speakers at an **Ontario News Photographers Association** seminar in **London, Ont.**, **May 28-30**.

They will join **Jerry Gay**, *Seattle Times* photographer who won the 1975 Pulitzer Prize; **Douglas Kirkland**, a former *Look and Life* magazine photographer who now free-lances; **Ken Heinen**, *Washington Star*, 1975 White House Photographer of the Year, and **Frank Grant**, a Toronto photographer, among others.

Registration at the **University of Western Ontario** is **May 28** with lectures 9 a.m.-5 p.m. **May 29-30**. The fees of \$85 for ONPA members and \$100 for non-members include two nights' accommodation and all meals.

For registration forms, write **London Free Press** photographer **Dick Wallace**, seminar chairman, at **Box 83, Station B, London, Ont.**, **N6A 4V3**.

JUNE 1-4: 1976 Convention and Trade Show of the **Canadian Cable Television Association (CCTA)** at the Sheraton Four Season Hotel, **Toronto**. Central theme: The Challenge of Choice/Une Question de Choix. Opening session on June 2 will be devoted to how the cable industry can free itself from the constraints of advertiser-supported television and prepare for the future of subscriber-supported (premium or pay) television. Convention guest speakers include **Jeanne Sauve**, federal Minister of Communications and **William G. Davis**, Premier of Ontario: 1,600 registrants expected. For further information and media credentials: phone **CCTA, Ottawa (613) 232-2631**.

WORKSHOPS will highlight the second national Canadian **RTNDA** convention, in **Winnipeg** **June 4 and 5**, at the **Marlborough Hotel**. The Winnipeg organizing committee hopes to have **Harry Boyle**, new **CRTC** chairman, and Prime Minister **Pierre Trudeau**, as speakers.

CALGARY seminar on law, copy editing and graphics, for journalists from the four western provinces, sponsored by the Canadian Daily Newspaper Publishers Association, will be held **June 22-24**. For information write **CDNPA**, 250 Bloor Street East, Toronto M4W 1E7, or call (416) 923-3567.



LOOK ALIKES?

There's a myth that all Thomson newspapers are alike.

The untruth of that myth is equalled only by the myth that Thomson people want them to be alike.

Reporters and editors on Thomson newspapers are expected to reach for highest journalistic standards in serving their own community. In that regard alone, Thomson Newspapers hopes its newspapers will be alike.

Thomson
NEWSPAPERS

OMNIUM-GATHERUM (CONTINUUM AD INFINITUM)

Canadian citizenship. I felt there was a lot to be said about Canada as an independent nation. There still is. But I guess I don't blame them for not wanting to sell to an American."

Clive Mason, former managing editor of news and now director of radio programming operations for the *CBC*, has confirmed the network will have a number of job openings in news and sports.

The network's Northern Service newsrooms at **Churchill, Man.** and **Frobisher Bay, N.W.T.** will soon be turned into Guild newsrooms. Frobisher Bay and **Yellowknife** will require three new people each, Churchill and **Inuvik** two each.

Mason said the new positions are opening because of a need for more extensive coverage in the North. **Peter Burrell** and **Ron Zeigl** are in charge of the Frobisher Bay and Churchill stations respectively.

The network, said Mason, will also hire four new sports journalists by October, to be based in Toronto and given the title Sports Editor-Reporter. Two of the positions will be senior, with starting salaries in the \$17,000 to \$19,000 range.

At least one Vancouver newspaper columnist has criticized the number of information officers appointed to publicize the **United Nations Habitat** conference scheduled for June of this year.

At the same time, there has been criticism that Ottawa has done a "poor job" of promoting the conference. The latter quote comes from **Frank Dudas**, co-ordinator of Ontario's contribution to the Canadian national exhibit at the conference.

Dudas said the conference is "headline news in other countries." He stated that "the reaction we've encountered shows that Canada is probably the only country which isn't really interested in Habitat."

For the record, here are the people hired to provide information on the conference:

Don Peacock, former press counsellor to the Canadian High Commission in London, is the Habitat Secretariat's director-general of information. Assistant director in Vancouver is **Pat Carney**, a former business columnist. The Ottawa assistant director-general of information is **Luc Sicotte**, former director of communications for the Canadian Secretariat for Habitat.

Manager of Media Services is **Vic Wilczur**, a former *UPI* reporter/editor.

Judith Gibson, formerly with DREE's Information Services, is project co-ordinator in the Secretariat's Information Branch.

From the Ministry of State for Urban Affairs comes **Chris Burke**, who will edit a

NO EXECUTIVE WASHROOM?

Lawyer admits leak in his office

In The Canadian Press
Richard Holden, prosecutor in the
murder-of-court case against Con-
stance Munnich, Andre
He said he intends to prepare a
letter to Chief Justice Jules Des
champs of Quebec
apology by the minister for his
office.

Ottawa Citizen, March 11

series of 20 Urban Prospects Papers on Habitat topics.

Burke will be assisted by **Joyce Potter, Janet Barre** and **Jane Teeple**.

Paul Akehurst, former lecturer in journalism at Carleton University and president of Intertask Limited, an Ottawa communications consulting firm, is the special advisor on media facilities and arrangements.

In Vancouver **Dean Miller** of the public relations firm Dean Miller Company Ltd. will continue to handle Western regional media relations for the secretariat, reporting to **Pat Carney**.

Gail Dalton is Carney's new executive assistant and will serve in that capacity to Peacock when he is in Vancouver.

Writer **Jacki Wolf** has joined the Vancouver office to co-ordinate the media handbook to be given to journalists covering the conference.

LEGAL FRONT

Listening to police broadcasts isn't illegal. In Hamilton, County Court Judge **Joseph Scime** made that ruling in dismissing charges against two Hamilton people. **Leslie Lethbridge**, 26 and **Grace Grier**, 27, were charged with intercepting private communications of the Hamilton-Wentworth Police. They were the first to be charged in Canada under a new section of the Criminal Code.

Judge Scime said there are thousands of police radios in public hands, and police cannot expect privacy over the airwaves. But he agreed with Regional Police Chief **Gordon Torrance** that the radios place police under a tremendous handicap.

The judge said leading commercial retail outlets sell police monitors, but he added that police have done nothing to stop the advertising, and have failed to enforce the Department of Communications licensing regulations.

OBITUARIES

Clyde Blackburn, 81, died in Ottawa April 13. A native Nova Scotian, Blackburn joined *The Canadian Press* as a reporter in 1922.

When he retired in 1959 he was *CP's* Ottawa bureau chief. He was made a member of the Order of the British Empire in 1946 for his work as the **Parliamentary Press Gallery's** president in 1941-42.

A. Sanford Blicq, former editorial writer with the *Winnipeg Free Press*, died April 25 in Winnipeg. He was 81. He contributed to journals in Britain, Canada and the United States, specializing in international affairs. After working with the *Free Press*, **Mr. Blicq** became editor and publisher of *Young Canada's Own Newspaper*, a publication assisting teachers in the promotion of social studies.

Fred M. Claridge, former publisher and editor of *The Shelburne (Ont.) Free Press and Economist*, died April 15. He was 73. He was also president of **Sheldun Printing**, which printed several newspapers.

Veteran journalist **Wilfred H. Goodman**, who started his career with *The Toronto Daily Star* in 1919, died April 15. He was 81. During the Second World War Goodman headed a war bonds publicity campaign for the **Canadian Weekly Newspaper Publishers' Association**. For more than 20 years before his retirement in 1971, he was editor-in-chief of the *Fort William Daily Times-Journal*. He is survived by his wife, Lillian, and four children.

Al Hartin, a sports reporter and deskman with Vancouver newspapers for more than 30 years, died April 11 in Vancouver. He was 55.

He started his career in the newspaper field after World War II with the *Mount Pleasant News*. Later he joined the sports staff of the *Vancouver News Herald* and moved to the *Province* in 1951. **Hartin** left to work with the **B.C. Jockey Club** for a year and then joined the *Sun's* sports department in 1968.

Alex Hume, retired parliamentary correspondent for the *Ottawa Citizen*, died in Ottawa April 27. He was 75. A life member of the **Parliamentary Press Gallery**, he joined the *Citizen* in 1928 after working with the *Goderich Signal* and *London Advertiser*.

Charles S. (Chuck) Jones, a *Vancouver Province* news photographer for 30 years, died April 23 in Surrey, B.C. **Jones**, who was 68, retired in 1973.

Rene Legace, former reporter for *Le Soleil*, died in **Quebec City** April 28. He was 46. Legace began his career at *The Montreal Star* and later worked for *The Canadian Press* and *The Chronicle Telegraph* in Quebec City.

Richard S. (Dick) Sutton, veteran staff photographer at the *Kitchener-Waterloo Record*, died May 3 in Kitchener of cancer. He was 45. He joined the *Record* in 1955 and was named chief staff photographer in 1973. He was one of the founders of and secretary of the **Ontario News Photographers Association** and a member of the **National Press Photographers Association**.

MAILING LABEL