

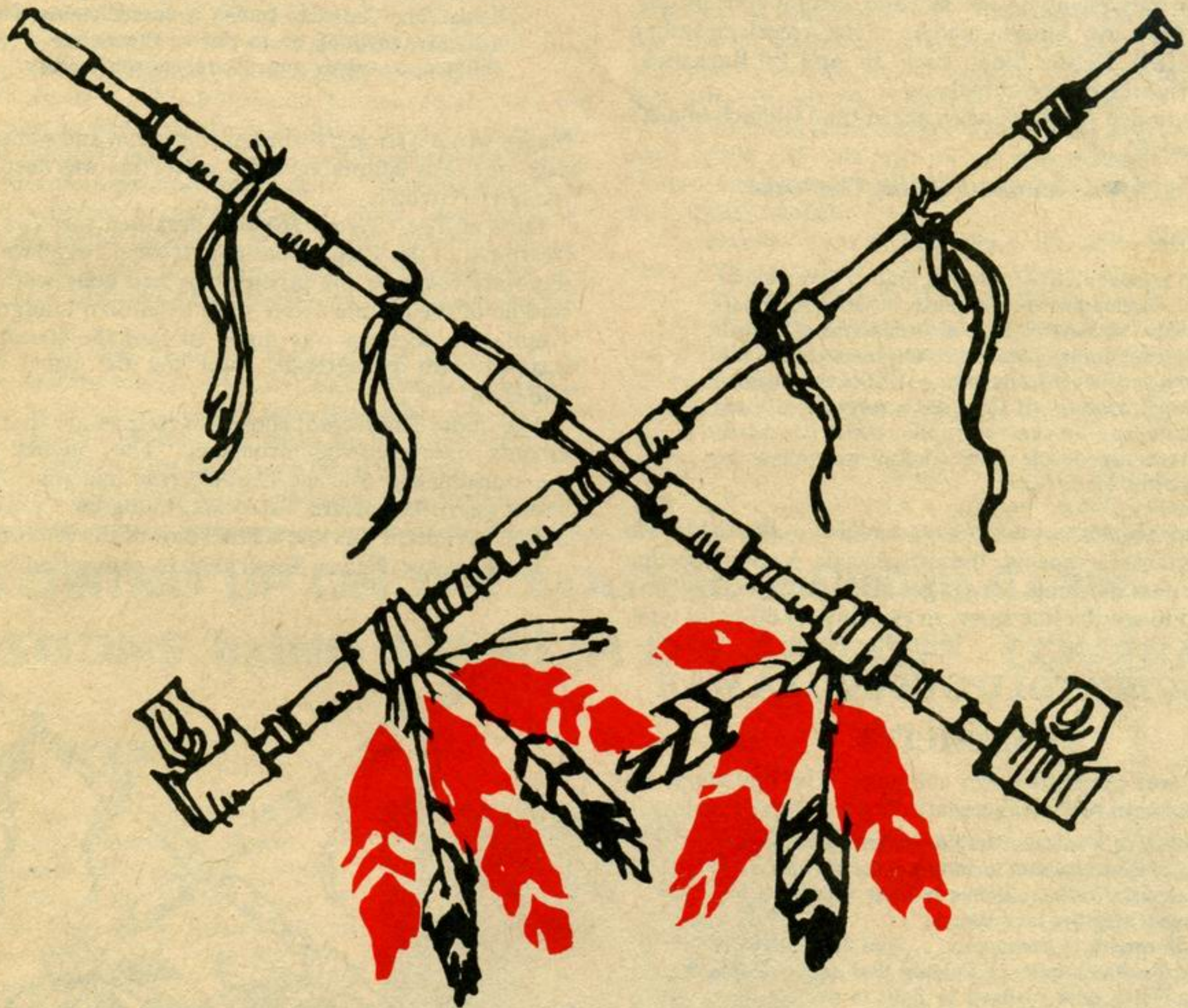
content

Canada's National News Media Magazine

JULY 1976

No. 64

50 CENTS



**THE "MENACE" OF
NELSON SMALL LEGS, JR.'s
PEACE PIPE**

Speak you someone Who knows what to say...

By NANCY COOPER

FROM THE POEM "MY PEOPLE," BY DUANE BIG EAGLE (XUTHA-TONGA)

CALGARY — When Calgary *Albertan* oil and gas reporter Geoffrey Meggs (one-time editor of the defunct *Toronto Citizen*) found himself mired in the fake Western opulence of the Calgary Inn's ballroom the last day the Berger Inquiry was in his home territory, he was impressed by the moderate tones from oilmen and militant Indians.

After the outrage attack by Calgary Mayor Rod Sykes earlier in the week on natives and do-gooders and anti-pipeline people, the message from two Alberta leaders of the American Indian Movement (AIM), Nelson Small Legs, Jr. and Ed Burnstick, came as a refreshing breeze of realism.

Meggs mentioned AIM's appearance at the 14th inch of a 20-inch story headed:

Sykes Comments Quietly Countered

The story said:

AIM representatives told the inquiry "We cannot look at development in the North in terms of dollars and cents, we have to look at it in terms of human rights. If the Indians are forced to violent action, it is not going to benefit anybody . . ." "If the pipeline companies proceed all I can see is corruption," said Burnstick, and the same corruption which has driven Alberta native people to alcoholism will follow the pipeline into the north.

Meggs filed his story and went for a night on the town with visiting journalists covering the Mackenzie Valley Pipeline Inquiry. The next morning, Meggs got his Saturday edition and was horrified to see the line story, in two lines of 60-point type, proclaim:

INQUIRY TOLD GUERRILLA WAR POSSIBILITY

His story was jammed down the page. The line story, unsigned, began with two paragraphs in boldface:

Leaders of a militant Indian organization warned Friday of drastic action including guerrilla warfare, if a Mackenzie Valley pipeline is built without a just settlement of native land claims.

Ed Burnstick of Edmonton . . . told the Mackenzie Valley Pipeline inquiry in Calgary that native people of the North have pledged to fight to protect their rights. "If these people are forced to take violent steps then AIM will back them, and we will back them to the fullest extent possible," Burnstick said.

Nelson Small Legs of the Peigan Reserve . . . said his people do not condone violence but are trained in guerrilla warfare. "We will take up anything to defend ourselves, our children, our wives, our culture, our spirit." Mr. Small Legs pointed a peace pipe at oil industry representatives in the audience and made gestures of using it as a weapon as he spoke.

Meggs was outraged.

"He wasn't using it as a weapon at all," Meggs said. "He (Small Legs) held it up when he was explaining it represents Indian truth — he said the stone pipe bowl represents the ground and the wooden stem represents the things that grow out of the ground." And Meggs remembered specifically that Small Legs said his people were NOT trained in guerrilla warfare and did not condone violence.

The *Albertan* reporter checked into things and discovered the *Albertan* had used the *Canadian Press* version. Meggs got a tape of AIM's presentation. Small Legs had in fact said the opposite of the *CP* account:

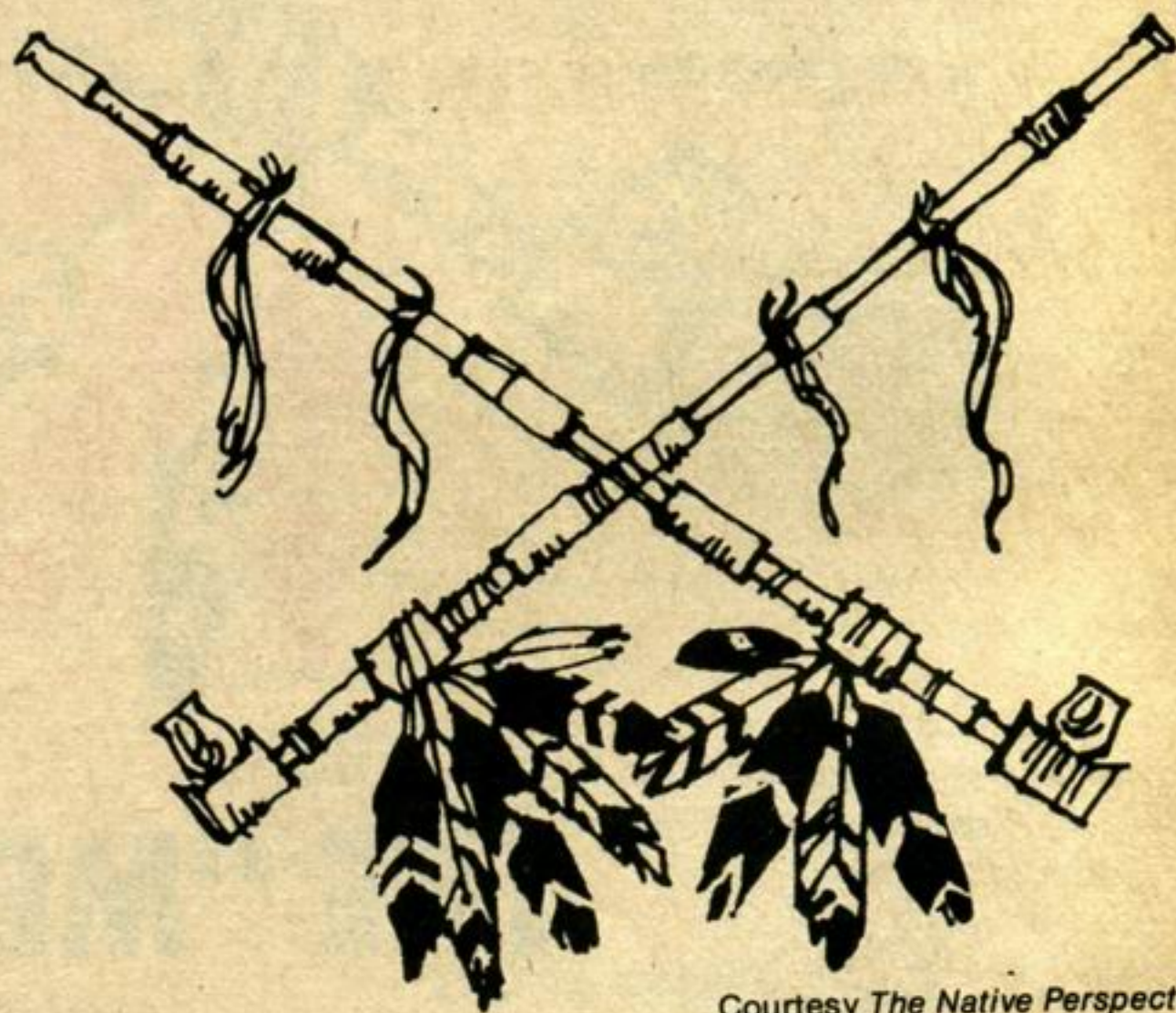
We're not trained like our brothers to the South across the border, where they're trained in guerrilla warfare and trained in the art of killing a human being. The Canadian Indian is unpredictable. They will take anything up to protect themselves — our children, our wives, our culture, our spiritualism.

Meggs wrote a strongly-worded correction and wanted it run on page one. His editors agreed a correction was needed but they wanted *CP* to do it.

Over at *The Calgary Herald*, deskmen saw *The Albertan's* treatment of the Berger hearings. It wasn't at all what their two reporters covering the proceedings had gone with. So, in the middle of the double byline story by Gillian Lindgren and Ron Knoll, the decision was made to lard the *Herald* reporters' account with paragraphs from the *CP* copy, without attribution.

The quote *The Herald* chose was the passage that Meggs had already discovered was erroneous. "They phoned me early in the morning and told me *The Albertan* had gone with the lead about guerrilla warfare," said Ms. Lindgren. "I said I had not used it because it was just a small part of the whole thing."

The next day, Nelson Small Legs Jr. committed suicide.



Courtesy *The Native Perspective*.

On Monday, on page two, *The Albertan* carried a small *CP* story headed:

Erroneous Report

CP had chosen not to do a straight correction but to make it into a quasi-news story. The lead said:

Leaders of a militant organization warned Friday that they would take drastic action, including violence as a last resort, if a Mackenzie Valley gas pipeline were built without a just settlement of the land claims of the native peoples of the North.

It continued:

(The CP erroneously reported Friday that the leaders warned that they would take drastic action, including guerrilla warfare, if the pipeline were built before the settlement of the land claims.)

No mention was made of the peace pipe gesture. The rest of the correction repeated everything said by the AIM leaders about possible violence.

"I feel that correction just compounded the error," Meggs says now. "It did not correct the impression that the AIM statement was militant and violent. It evaded the issue that a mis-impression had been created by our front page coverage."

Meggs also felt his paper should have referred to the erroneous headline — "Inquiry Told Guerrilla War Possibility" — so readers would know which story was being corrected.

At least *The Albertan* tried. *The Herald* never carried a correction on the misquote. A week later its business editor, Jim Stott, repeated the same misquote in his weekly column.

"Nobody here recalls a CP correction," said *Herald* news editor Reg Vickers. "I guess we just missed it. Sorry."

Graham Trotter, CP's Edmonton bureau chief, sees the whole incident as one of the traps awaiting reporters when they attempt to interpret events. "We are constantly being pushed for more interpretative stuff from editors," he said. When told that the day before he killed himself Small Legs had complained about media treatment at the Berger hearings, Trotter commented: "If a person was to commit suicide because of a misquote, hell, there'd be bodies all over the place, especially politicians."

Joe Mah, the CP reporter who did the story and the correction, says the misquote was his mistake when he replayed his tape recorder. Even though four journalists covering the hearings disagree with him, he sticks by his impression that Small Legs brandished the peace pipe like a weapon.

The whole incident, largely unnoticed and certainly not

unusual in the daily workings of most newsrooms, nevertheless raises serious questions on several counts, including the thorny issue of where corrections are run and how they are played, and the delicate matter of going with a wire service version of an event that your own paper staffed.

The episode focuses in on questions about how the white media handle native news and especially how the white media treat threats of violence or potential for violence among native people.

"AIM was trying to be firm and they made it clear they weren't going to let anyone ride over them roughshod, but I didn't feel the statements were particularly violent," Meggs commented recently. "The question about threats of violence is how much credibility do you accord that person . . . without knowing anything about AIM, (for instance) how military or well-trained they are or how many people are involved, I don't think you can play them up like that."

CP Edmonton's Trotter comments, regarding the reporting of threats of violence: "You're damned if you do and damned if you don't." Certainly some people who have made threats of one kind or another would consider they were not being taken seriously, should their threats go unreported.

To Burnstick the coverage was nothing new. "We've always been faced with this type of coverage everywhere we've gone. Nelson was pretty pissed off about it but we're getting used to it, it always happens."

At the funeral of his close friend, Burnstick said, "The press deals with what AIM will do because of Nelson's death. The issue here is what Nelson did and what he wanted to do."

Too often the media report the threats of violence, and the act of violence, without attempting to report the reasons behind the mounting frustration, and then we are there with screaming headlines and cameras rolling when the violence finally breaks out. (30)

Nancy Cooper is a freelance journalist living in Yellowknife, N.W.T. She was formerly a reporter with The Globe and Mail.

FOLLOWING UP ON THE AQUASH MURDER CASE: QUESTIONS BEING ASKED IN ON-AND-OFF COVERAGE

By BARRIE ZWICKER

In last month's issue, *Content* reported and commented upon the relative absence of newspaper coverage of the murder in the United States of Anna Mae Aquash, a Micmac from Antigonish, N.S. ("The Press Blackout on the Aquash Murder Case").

Subsequently the young woman's execution-style slaying on the Pine Ridge Indian Reservation in South Dakota became front-page news in Washington, D.C.

The electronic media, or more specifically *CBC-TV* and *CBC Radio* news and *As It Happens*, got onto the story in a serious and prominent way since May 6, when the *Content* story was written.

But Canadian newspaper coverage remains at time of writing (June 2) a curious mixture, acceptable only by comparison with the virtual blackout that went before.

As previously reported here, the first time the Aquash case was treated as significant news in this country was on 90



Courtesy Indian Nation

Anna Mae Aquash

Minutes Live, the experimental *CBC* late-night talk show with ex-journalist Peter Gzowski as host.

One of the show's producers, Richard Bronstein, was responsible for bringing U.S. journalist Kevin McKiernan to the show originating out of Vancouver April

27. McKiernan has been treating Mrs. Aquash's murder as a major continuing story for *National Public Radio* in Minneapolis-St. Paul.

The *CBC* National led off with the Aquash case May 13. One *CBC-TV* reporter was assigned to interview Mrs. Aquash's sister, Mrs. Mary Lafford, near Antigonish.

Previously, as a letter to the editor elsewhere in this issue from *Edmonton Journal* reporter Fred King shows, that paper had attempted to keep abreast of developments in the case, and the related cases of Frank Blackhorse and Leonard Peltier.

But a small item in *The Toronto Sun* of May 7 was the first coverage in the Toronto press. The little story out of Ottawa came more than 10 weeks after Mrs. Aquash's body had been found, and 16 days after a press conference in Toronto had raised numerous questions about her death.

The press conference was held by The (See Aquash, Page 5)

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DID NELSON SMALL LEGS JR. wave his peace pipe menacingly? Four reporters who covered his testimony to the Berger Inquiry say no. One says yes. Nelson Small Legs Jr. cannot help, for he is gone, after complaining of media coverage of the hearings. What is the significance? Nancy Cooper reports from Calgary 2

CANADIAN EXPERIENCE. One qualified non-Canadian journalist tells what it means to be asked — for the 30th time — if you have it 8

LE JOUR is in its deepest trouble yet — financially and politically. If it goes under, the federal government will be able to claim credit for part of the kill. But the Parti Quebecois seems to harbor not much kinder feelings toward the paper it helped to create 10

IT WAS A BIT OF A DOWNER for Canada's managing editors meeting in Regina the end of May. Readership surveys show papers slipping. Prairies Contributing Editor Dennis Gruending provides four pages of interesting coverage starting on page 12

IT'S UP THERE SOMEWHERE . . . Hermes, the most powerful broadcast satellite yet. Canada shares half the credit. But what is Hermes going to accomplish to improve communications? Ottawa Contributing Editor Lin Moody gets several answers 16

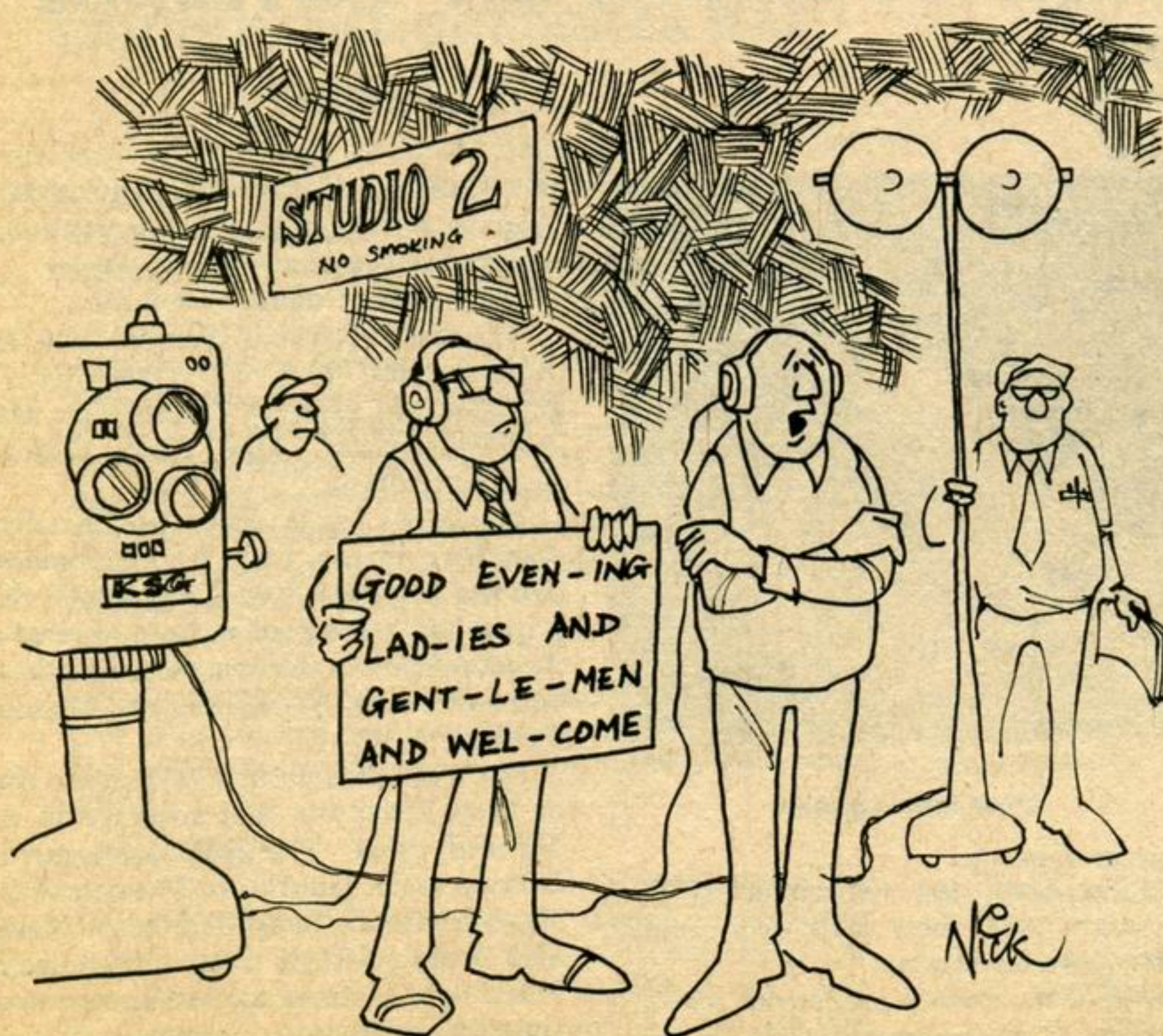
"IS THIS the Editor?" "Yes." "This is the FCW Collection Agency." "The what?" "The Federation of Canadian Writers. We're calling about that cheque you owe Charlie Jones for the article he did six months ago . . ." Read about other activities the nascent FCW is proposing : 19

LETTER POWER. A vigorous four-page parade of readers' well-expressed views is led off by Southam Press Limited president Gordon Fisher. He takes *Content* to task for our suggestion last month of inconsistency between Southam's political activity and donations policies. We reply 20

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content

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AQUASH (continued from page 3)

Canadian Association in Support of the Native Peoples, The Law Union of Ontario, The Law Students Action Committee of The University of Toronto, OXFAM Canada and the Quaker Committee for Native Concerns. One Edmonton and one Minnesota lawyer familiar with the case were brought in. Not a published line resulted.

The general reluctance of print media people to consider the story very newsworthy from the start is curious from one point of view: Mrs. Aquash's murder contained many elements of "newsworthiness."

She was murdered under mysterious circumstances. At first a pathologist's report said she died of exposure. An exhumation of the body disclosed a bullet had been fired into the back of her head from close range.

The FBI was deeply involved. Many close to the case charge the FBI murdered Mrs. Aquash. It was reported in an AP dispatch carried in the Montreal Gazette May 26 that U.S. Attorney-General Edward Levi "ordered a review of the FBI's role in the investigation" of Mrs. Aquash's death.

The U.S. Civil Rights Commission, according to the AP story, concluded "there is sufficient credibility in reports reaching this office to cast doubt on the

propriety of actions by the FBI, and to raise questions about their impartiality and the focus of their concerns."

A "local angle" for Canadian and especially Ontario media is the fact that Mrs. Aquash was a close friend of Dennis Banks. In 1974, as a Toronto *Globe and Mail* story alone reported (its background was supplied by *Globe* reporter Rudy Platiel), Banks was brought to Ontario at the request of Ontario authorities. Banks acted as a mediator between officials of the provincial Attorney-General's office and armed Ojibway militants who had seized Anicinabe Park in Kenora.

This fairly comprehensive 22-column-inch *Globe* story carried on page 9 under a four-column head, did not appear until May 14. Platiel had a story ready to go earlier but it was turned down by *Globe* national editor Art Rowson after a mild difference of opinion between Rowson and Platiel.

The May 14 *Globe* story was headed "Bids to have Indian's Death Probed Fail." It was datelined CP-Special from Ottawa and was pegged on efforts by the Native Council of Canada and five other organizations to have federal authorities investigate.

Later on May 14 *The Toronto Star* carried a feeble matcher, a short story

inside under a one-column head. Aquash's name was spelled in second reference as Squash.

As It Happens broadcast at least one item, on May 25, an interview by Barbara Frum with *Washington Star* reporter Jerry Oppenheimer, whose articles were making the front page of his paper.

The key editor involved at *The Toronto Star*, part-time real estate editor Jim Hanney, said the first week of May he didn't think the Aquash case "would come into the news."

But by May 29, in *The Toronto Star's* Insight Section, the most comprehensive examination of the case to appear in Canada occupied a half-page under Joe Hall's byline. His well-researched story was headed: "Canadian Indian killed: Was it revenge by FBI?"

The stop-and-start treatment of a murder case one suspects would have been more readily identified as news had the victim been a middle-class white stands in interesting contrast to another recent story involving Indians.

On May 10 *The Globe and Mail* carried a 45-column-inch story under a seven-column head, "99 of 120 students at Quebec Indian college treated for gonorrhoea."

It was on the front page.

30

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

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

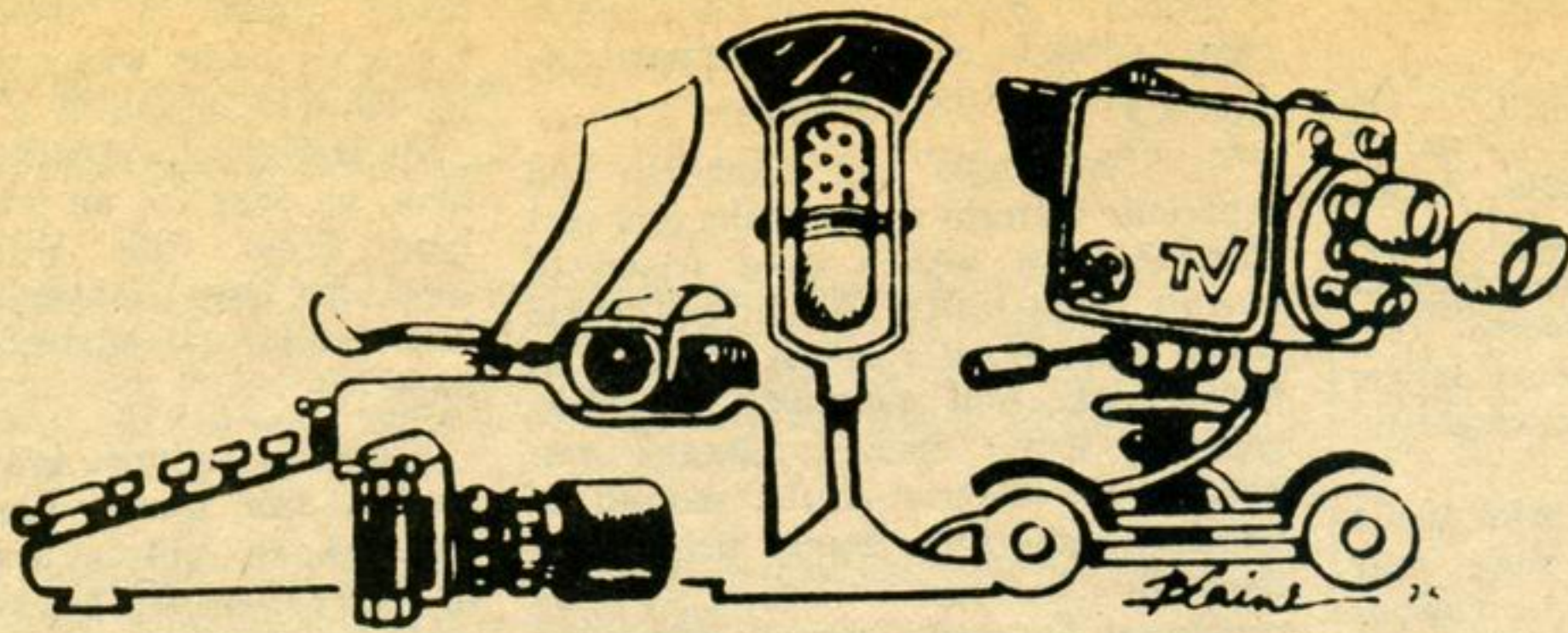
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MEDIA 76 CANCELLED, BUT PARENT BODY DECIDES TO CONTINUE WITH MORE REGIONAL FOCUS

By **BARRIE ZWICKER**

MONTREAL — Media 76 bombed out. Planned by the sponsoring body, mediaconference, inc. (mci), to be a conference here May 27-30 of Canadian and foreign journalists discussing media accountability, Media 76 was cancelled when only 48 pre-registered.

Instead, about 25 people with an interest in the future of mci gathered at the Sheraton-Mt. Royal Hotel on May 29. They heard Conservative MP Ged Baldwin talk about his personal freedom-of-information bill; then 15 of them stayed on for a three-hour meeting at which it was unanimously decided "to attempt to continue (mci's) operation."

Non-profit mediaconference inc. was federally-incorporated last year as a body open to anyone concerned about the media. It is intended to be an umbrella

organization bringing together people from inside and outside the media to openly discuss matters of common concern.

Before the Baldwin luncheon speech, an Alex award was given to veteran *CBC* TV and radio newsman Norman Depoe.

Alex winners expressing regrets at being unable to attend were Roger Lemelin, president and publisher of *La Presse* and Bruce Hutchison, editorial director of the *Vancouver Sun*.

The Alex awards, established at Media 75 at York University, Toronto, are named after Alexander The Great who encouraged travel as a means of communication, and Alexander Graham Bell. They honor those who have made significant contributions to Canadian journalism who might otherwise go unrecognized.

Baldwin said Canada needs a freedom-of-information law because "it's the nature of those holding power to evade accountability."

He said the Official Secrets Acts as it exists in Canada is ill-founded historically. The original British act of the same name was directed only to leaks that jeopardized national security. Queen Victoria extended it to the domestic scene after a newspaper published an unauthorized picture of Prince Albert — a picture Victoria considered unflattering. The original Canadian secrets law was Victorian, Baldwin explained.

The government's basis for insisting on secrecy is on even shakier historical ground, according to Baldwin, a lawyer representing Peace River, and honorary chairman of ACCESS (A Canadian Committee for the Right to Public Information).

The government's claims to secrecy are based on Crown Privilege "which went out the window in 1688," Baldwin declared.

He promotes an act that would turn

the present situation completely around. His act would generally make all government information public access unless it was proven it should be secret.

He said there were risks in having a more open approach to information, but they were worth it. True privacy, he said, would be protected under his act, as would the right of civil servants to release controversial information on the basis of conscience.

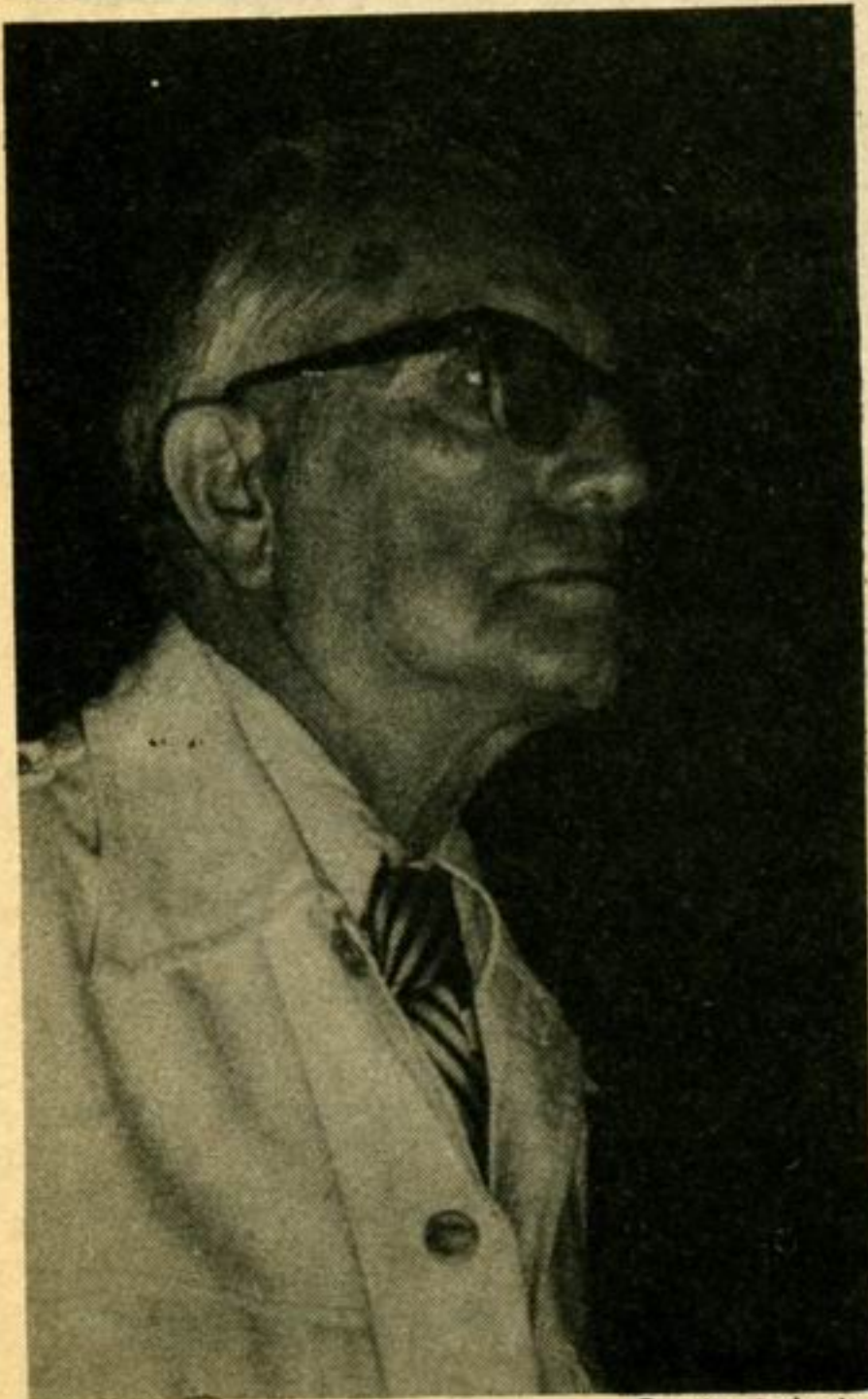
A civil servant who publicized information the government had declared confidential would be questioned to determine his "color of intent." Was he acting out of hope for personal gain, for spite or other petty reasons, or because he honestly believed the government leaders were "going south when they should be going north, according to their own information."

Baldwin's stumping the country on the freedom-of-information issue and the work of the committee of which he is a member (it has the lugubrious title Joint Senate and House committee on Regulations and Other Statutory Instruments) probably have helped push the government into announcing its intention of introducing a freedom-of-information bill in the next Parliament.

Baldwin said continued pressure is nevertheless needed to force government to follow through and then to make sure the bill will contain strong provisions.

The mci meeting heard Montreal *Gazette* staffer Donna Gabeline — who worked as hard as, or harder than, anyone else to make Media 76 a reality — report some of the reasons it failed.

A key factor was money. Revenues from each Media conference the past two or three years basically paid the bills from the respective previous year's conference. In Montreal the resulting shaky credit rating caught up with the organizers. The hotel (quite rightly, it was agreed) asked for payment in advance, and the financial jig was up.



Content photo

Ged Baldwin

Greater advance registration might have saved the day, but the 48 advance registrants were not enough to cover expenses. The usual calculation is two delegates for each advance registration: finances apart, Media 76 might have been a small but lively and thoughtful gathering.

Speakers lined up had included Patanjali Sethi, *The Times of India*; Kenneth Giddes, director, *Voice of America*; John Leroy Mitchell, head of the journalism department, Chinese University of Hong Kong, Charles Perlik, president, The Newspaper Guild, Washington, D.C.; Marlene Cuthbert, Institute of Mass Communications, University of the West Indies, Jamaica; Gerard McNeil of *The Canadian Press*; Toronto *Globe and Mail* columnist Scott Young; *Toronto Sun* columnist Doug Fisher and several equally-interesting others.

Growing government regulation of media, public calls for censorship and other trends were to be explored under the general topic of media accountability.

mci will scale its plans down to match its financial position (\$100-plus in the bank and \$3,778.83 owing). Among motions passed at the meeting:

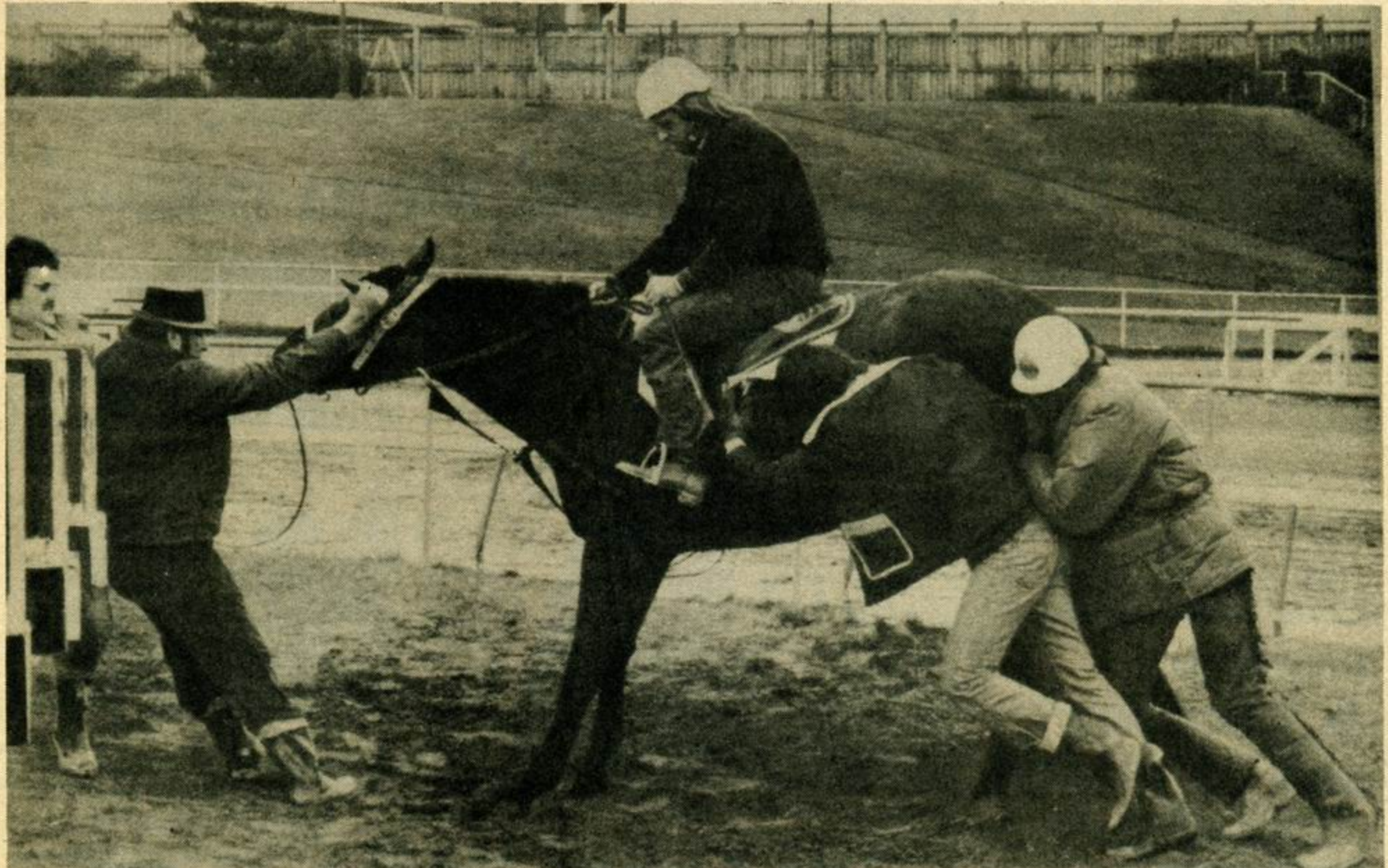
- That mci will commit itself, as its first aim, "to raising the standards and ethics of Canadian journalism and communications."
- That the new board of directors "investigate the possibility of conducting a series of regional seminars, conferences or other events with a view to increasing interest and membership in mci."
- That mci establish a speakers' bureau and distribute a catalogue of the list of speakers from mci available to talk about the media. It was agreed each speaker would try to turn over (preferably) all or

part of his or her fee to mci, and that a minimum fee would be suggested in each case.

Nine directors were elected; three seats on the board were left open for regional representation. New directors are Kealy W. Brooker, executive director, Canadian Broadcasting League, Ottawa; Marie-N. Choquet, senior advisor, corporate communications, Petro Canada, Calgary; John I. Clark, assistant to the director of public relations, Canadian Labour Congress; former newsman Ed Cosgrove, director of public relations, Ontario Federation of Labour; Katie FitzRandolf, *Ottawa Citizen*; George Frajkor, journalism department, Carleton University; Donna Gabeline, *The Gazette*, Montreal; David Jonah, executive director, Canadian Community Newspapers Association, and Sandra Levine, Montreal freelancer.

30

CP Feature Picture of the Month



Newspaper: *The Vancouver Sun*.

Photographer: Harry Filion.

Situation: The race horse, two-year-old Celebrity Talk, was making (or trying not to make) its first trip to the gate in early

training. Filion, former chief photographer at the *Sun*, is now public relations director for the British Columbia Jockey Club.

Technical Data: Nikon camera with a 43-86-mm zoom lens set at f8, 1/500th of a second. Tri-X film.

Award: *Canadian Press* "Feature Picture of the Month," April, 1976.

As a tribute to the art of feature photo-journalism, Ford of Canada is pleased to regularly sponsor this space.

"DO YOU HAVE CANADIAN EXPERIENCE?" ONE JOB SEEKER'S RESPONSE TO THE QUESTION

By KIRTHIE ABEYESEKERA

Recently, I chanced to be in the home of a bereaved family when a reporter from one of Metro Toronto's three major dailies called, following the tragic death by shooting of a 21-year-old family member.

The reporter was unkempt. He walked into the grief-stricken household nonchalantly, offering no condolences. He sat down, uninvited, cocking his legs on the chair. For the greater part of an hour, he "interviewed" several family members.

I would have hit the headlines with that superb human interest story.

Imagine my disappointment next day when I find, buried in the inside pages, a measly two-inch story, almost totally unrelated to what transpired.

"Is this 'Canadian Experience?'" I flung an imaginary retort at newspaper editors who throw the question at me: "Do you have Canadian experience?"

May I introduce myself? I was, until I arrived in this country in April last year, the chief crime reporter, a columnist and feature writer for the *Ceylon Observer*, an English-language daily, one of 17 publications of the Associated Newspapers of Ceylon Ltd., the largest

newspaper publishing organisation in what is now called the Republic of Sri Lanka.

I am a graduate in journalism of the Thomson Foundation of London, England, have travelled widely and have done research into juvenile delinquency, narcotic drugs and youth problems in the United Kingdom, West Germany, the Netherlands and Denmark.

I've been interviewed by the *British Broadcasting Corporation* on crime reporting. Britain's Foreign & Commonwealth Office made a film documentary of a tour I made with

A peek into the diaries of the girl who created headlines in the most sensational murder trial of recent years... the girl who had her death sentence commuted to life last week.

PAULINE—imagined girl with for ad

PAULINE RUTH de Orosa, even though she shed tears, must have heaved a big sigh of relief when the Governor-General's commutation of her death sentence to one of imprisonment for life was conveyed to her by the Welikada prison authorities.

We hundred and forty four days in solitary confinement after her conviction for the murder of the eleven-year old schoolboy Ramdas Othayya Kiriwattala. Much indeed have been painful days for a girl who valued her freedom more than anything else.

...the girl who had her death sentence commuted to life last week.

...the girl who had her death sentence commuted to life last week.



by Kirthie Abeysekera

Trudeau: A paradox and a puzzle

WHEN Pierre Elliott Trudeau, swinging and debonair, a bachelor at 49, was due to visit the Singapore University in May last year, women undergrads whispered, "Will he kiss me?"

When Canada's Prime Minister, a paradox and a puzzle to his constituents, took his Commonwealth tour to the east, he was the centre of attention in Singapore, as he was in other parts of the Commonwealth.

...the girl who had her death sentence commuted to life last week.

by KIRTHIE ABEYSEKERA

EXCLUSIVE



CEYLON OBSERVER

Operating 'freedom' by joint force on fishing wadiyas child slaves rescued

ABEYSEKERA at Kalpitiya... wadiyas will soon face children below 12 will also be any child under the age between 12 and 14 is also



Child slaves at the Kalpitiya wadiyas



Two ten-year-olds were among those rescued

Kirthie Abeysekera reporting

THE GREAT VAN ROBBERY

Beginning a new trend in crime

ONE of the most sensational episodes in the annals of crime in this country was the daring highway robbery that took place three years ago.

It was a Wednesday, at 4.30 a.m. in Eastcastle Street in the West End of London, a Post Office van was suddenly blocked by a private car. The van stopped, and was immediately attacked by a number of armed men. The van's crew were hauled out of the cab, and the van itself was driven off. It was discovered some hours later in



...the driver of the car, who was a former police officer, was arrested. The robbery was the first of its kind in the country. The van was carrying a large sum of money. The robbers were armed with pistols and shotguns. The driver was injured during the robbery. The van was driven to a nearby garage. The robbers fled in a car. The police were alerted to the robbery. They searched for the van and the robbers. The van was found in a garage. The robbers were arrested. The driver was released. The robbery was a major event in the country's history.

London's River Police, studying police anti-crime activities on the Thames. I have studied race relations with the Race Relations Board in Cardiff, Wales, and with London's Metropolitan police.

I am a versatile reporter and writer on several beats, ranging from crime to municipal and parliamentary reporting. I have a flair for investigative reporting and human interest stories, specializing in sociological subjects. I have had numerous scoops. I won the annual Wijewardene Award, 1968, for the best journalistic achievement. The award is named after the founder of Associated Newspapers of Ceylon Ltd.

But though I keep knocking at journalism's door in Canada, the Biblical saying has proved untrue.

"Do you have Canadian experience?" That's the pet question newspapers thrust at me. I have an uncomfortable feeling that this phrase is a subtle, nay blatant, way of keeping people out.

Since my immigration to this mighty Canadian democracy, believing it to be a bastion of human freedoms, I confess to disillusion. Job discrimination is rampant, let Manpower and employers say what they will. Menial jobs for immigrants? Yes, aplenty. But the professions where the intellect counts? No fear. The door is shut, bang, in your face . . . and to hell with the Human Rights Commission.

"You coloured people from the Third World, you are third rate," seems to be the unsaid answer to the prayers of people like myself. I have been saying I wish to make a more positive contribution to this society by making better use of my professional experience and skills. But who the devil cares, as the saying goes?

After a study of race relations in Canada, I stated my views in an article to a Metro paper.

"I am unable to use it," the editor's returning memo said. No reason was given.

Only last week, a newspaper headline identified an ethnic group by skin-colour, using a word that has offensive connotations. In a letter, I raised the question whether this was the freedom of the press so much talked about. I opined that freedom must be used in a responsible way, and that it should not hurt the feelings of people. If freedom was not used with restraint, it was not much different to the freedom of the wild ass, I commented.

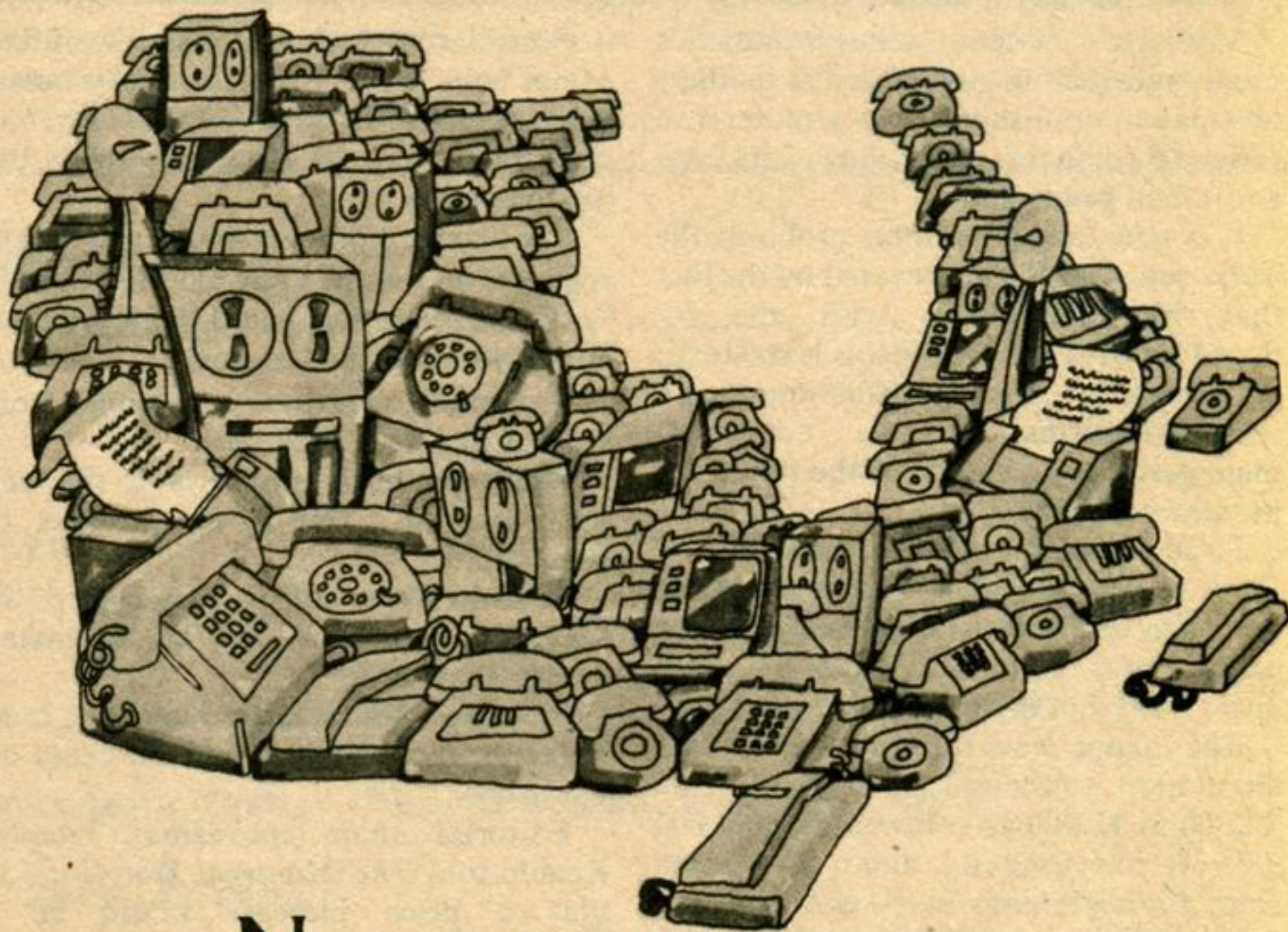
My opinion was not published.

Post Script: As I write, the mail has brought me the 30th rejection of my job applications, an average of 2.5 a month. And, I was passed for immigration on the grounds that journalistic jobs were available.

Canadian Experience! 30

Kirthie Abeysekera is employed in a tube forging plant.

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UNIQUE MONTREAL DAILY FACES GREATEST DIFFICULTIES AS PARTI QUEBECOIS, MANAGEMENT, STAFF DIFFER

By RAY BENDALL

Montreal's *Le Jour*, one of Canada's more unorthodox experiments in daily newspaper publishing, has weathered a series of financial crises during its two-and-a-half years of life.

It is now facing another, probably the worst yet. And it's aggravated by the fact that its relationship with the independentist Parti Quebecois is strained. Additionally, the jurisdictions and responsibilities of the editorial-managerial components of the paper are in some conflict.

Le Jour was founded in the winter of 1974. It was intended, it seemed, to be the voice of the Parti Quebecois. At the same time, editorial employees were given control of the paper's content.

The paper has recently been losing circulation (although it did rise from 22,000 to 32,000 after it went tabloid last fall). It has used up about \$1-million since its beginnings and losses are now running between \$30,000 and \$40,000 each month. A major reason for the financial difficulties has been the federal government's advertising boycott of the paper.

The current financial crisis came to a head late in May when the paper's administrative council met to consider the options. It was decided to try to raise a needed \$200,000 as quickly as possible and to institute major economies. The possibilities of going weekly for the summer, or ceasing publication altogether, were rejected.



Editorial and office employees, miffed at not being part of the decision process, went on a study session May 31. *Le Jour* did not appear on Montreal streets the next morning.

That day employees and directors got together and agreed any modifications in *Le Jour*'s operation would be negotiated. Employees returned to work.

Proposed measures, coming from various quarters, include:

- Reduction of the staff level to that of a year ago — a lay-off of perhaps 12 persons.
- Termination of membership in *Canadian Press* — for an estimated \$75,000 saving.
- Increased newsstand prices from 25 to 30 cents on weekdays and 50 cents on Saturdays.

Editorial union spokesman Jacques Keable told *The Montreal Star* (June 1) that a price increase would be a "suicidal" move. "All the reporters are against that idea and if it is accepted you'll have proof that reporter control of this paper is an illusion," he said.

While the finances are being worked out, if indeed they can be, other matters need to be clarified.

The editorial union stated in *Le Jour*, June 3, that while the paper and party shared common goals (independence for Quebec and programs of social transformation) the relationship between the two had never been defined.

The union said it was morally tied to

trying to maintain a distance between *Le Jour* and the Parti Quebecois. What they've tried to do is what they're convinced the readers want — a newspaper of information and opinion reflecting independentism as well as the conflicts within that movement.

If reporter control is an illusion, the party doesn't seem to have it either. Evelyn Dumas, a senior editorial staffer and a founding light of *Le Jour*, wrote in her third annual report to the readers of *The Gazette* on the state of the *Le Jour* that "everyone, both in the paper and the party, wants to avoid having *Le Jour* become a PQ creature."

PQ MNA Robert Burns seems to agree. He was quoted in the June 3 *Le Jour* saying the party could not eternally prop up the paper, that it must become profitable. "If not, and they close, it's not very serious," he added.

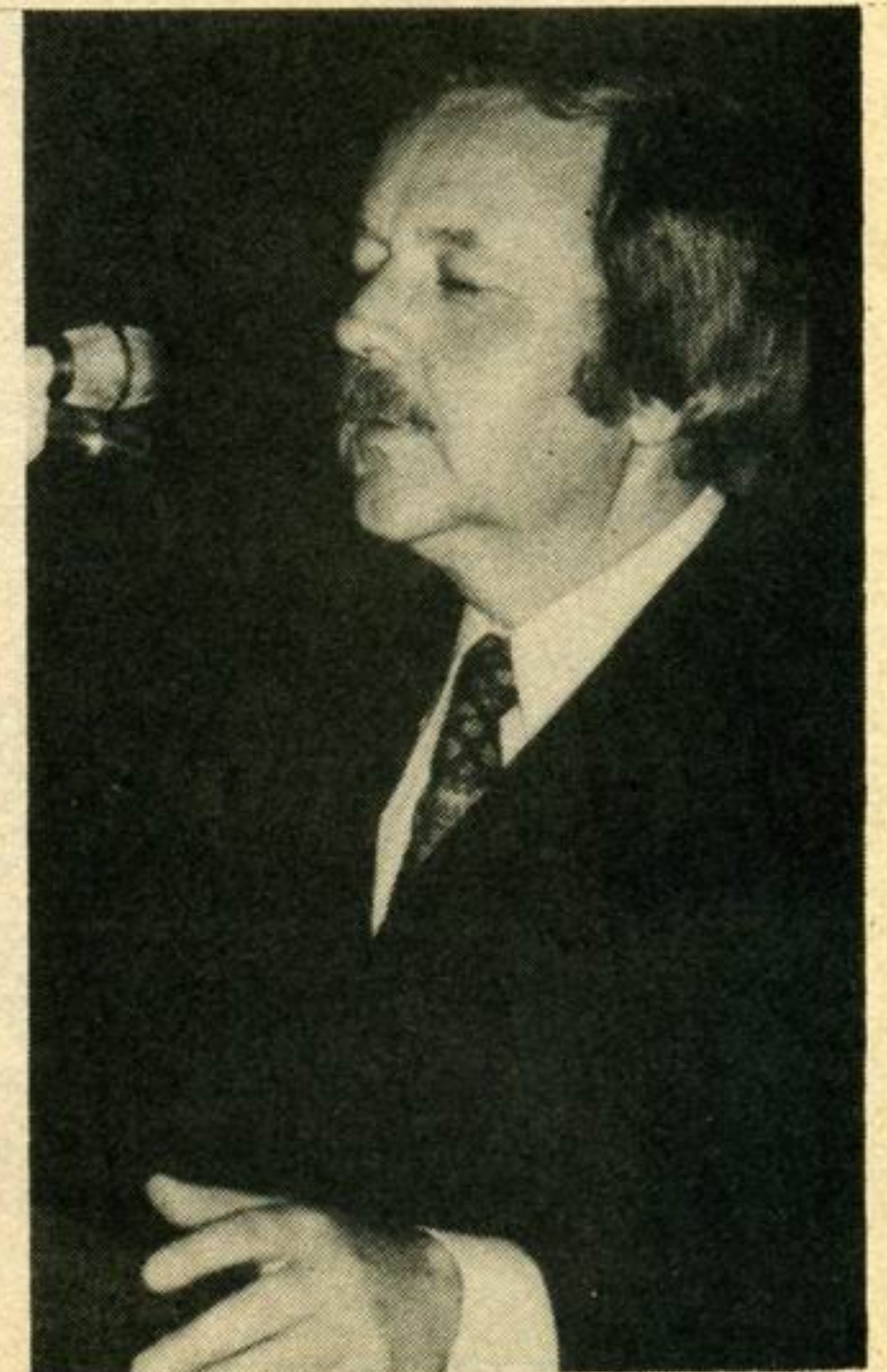
The party owns five per cent of the shares in *Le Jour* and has helped out in various ways, especially through advertising.

But according to Jacques Parizeau, PQ executive committee member and head of *Le Jour*'s administrative council, others in the party resent the paper's autonomy.

Yves Michaud

Jacques Parizeau

A paralysis of decision-making?



Content photos

He told a Quebec-in-the-news background seminar at Laval University May 1 there is "absolutely no way the Parti Quebecois can order these guys around. In the charter of *Le Jour* the newspaper people themselves control the content . . . So that often, and I say rather often, some people in the PQ are mad as hell at the way some of the papers come out. And they yell blue murder. And they're faced with newspaper people who tell them 'Well, we control the content. Go to hell.'"

(Content attended the seminar with the aid of a \$150 subsidy paid through the University of Western Ontario which, with Laval, co-planned the event.)

"They (the journalists) are extremely jealous," Parizeau told the seminar. "It's a new experiment and they're jealous of their prerogatives and I can understand why. As far as they're concerned, it's a hell of a challenge."

Exactly how this new experiment is supposed to work needs more working out. Conflict between Parizeau and Yves Michaud, the paper's director, may have caused a "paralysis of decision-making," as one reporter put it. The editorial responsibilities of the three main elements of *Le Jour* (the council, editorial society and editorial union) are confused.

The union said it will defend its rights,

however necessary, but is "ready to study any and all suggestions" to improve the situation.

Le Devoir editor Claude Ryan suggested June 2 that *Le Jour* was suffering financially partly because the Montreal morning newspaper market was glutted. There are five major morning papers in the city. Perhaps, but *Le Jour* also has a spirit and a following to be reckoned with. The union was quick to point out that *Le Jour's* circulation approximates that of *Le Devoir*, and *Le Devoir* is more than 60 years old.

At this point, however, few people are willing to bet on *Le Jour* ever being that old. (30)

CLARIFICATION OF THE MONTH

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776

Chicken

CHATHAM, Ont. CP - It was a different game of chicken for William McGrail of Dresden, Ont., who wrecked his car on a concession road near here Friday.

A chicken, crossing the road, wandered into the path of Mr. McGrail's car. He swerved to avoid striking it but ended up in a ditch and wrecked the car.

Police said Mr. McGrail was not injured. The chicken, however, was killed.

30-04-76 09.16ped

BM194

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777

EDS: In Chatham, Ont. Chicken-776. Police do not know why the chicken crossed the road.

CP T

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MANAGING EDITORS TOLD READERSHIP SURVEY STORY: PAPERS LOSING INFLUENCE, INTEREST AND THE YOUNG

By DENNIS GRUENDING

REGINA — James D. Morrison, immediate past president of the Canadian Managing Editors Conference (CMEC) said what was in everyone's mind as the 30th annual CMEC meeting was winding down in Regina May 28: "This would have to go down as the most negative convention we've ever had."

Morrison, also the ME of the Fredericton *Daily Gleaner*, had reasons to say what he did. At one time or another during two full days of meetings, the MEs were told: that people do not spend as much time with their daily newspapers as they did 13 years ago; that in large measure newspapers have their own biased interpretation of what's important, and are not providing readers with the information they want, and that most teachers responding to a survey in Ontario find television a much more attractive classroom teaching tool than newspapers.

Still, Morrison said, the bad news could be good news. "We're turning out better papers than we ever did, but there are still things we have to do."

The most interesting, and scientifically thorough, information the MEs received came from Keith Bull, marketing information manager for *The Toronto Star*, and a member of the Canadian Daily Newspaper Publishers Association (CDNPA) market research committee.

CDNPA is in the second year of a four-year marketing research program. Bull had in hand a batch of results from a national newspaper readership survey. Those results are just now being sent to publishers.

Bull said the study is an attempt to provide a contemporary profile of who's reading what how often, and an attempt to provide a comparison with the last readership survey, conducted in 1962.

The recent study was conducted in 1975 by Gordon Lusty Survey Research Ltd. of Toronto. It includes a random sample of 2,815 households chosen from urban markets of three sizes. Rural readers were excluded from the sample.

In an interview after his presentation to the MEs, Bull said the results of the data indicated "newspapers are still a very strong medium, but there are some indications that other media have taken away some of the area where newspapers used to be dominant."

It's generally conceded newspapers have lost ground, particularly to television, but Bull provided some details which proved unsettling to the MEs assembled.

Bull said:

- In 1975, 62% of adults looked at

a daily newspaper the previous day; in 1962, 71 per cent of adults looked at a daily the day prior to being questioned. The percentage of adults who looked at a newspaper within the week of being questioned remained almost constant in 1962 and 1975. Bull concluded people read newspapers casually during the week just as much as they did, but they do not read on an every-day basis.

- In 1975, 47 per cent of the adults questioned looked at the daily newspaper at least six days a week. That figure was



Dennis Gruending photo

Keith Bull

down substantially from 60 per cent in 1962. Among the 15-19 age group, the percentage looking at the paper six days a week dropped from 41 to 28 per cent.

- When households were asked which medium they needed most, 28 per cent of adults in 1975 said they would be "lost" without television, compared to 26 per cent who said they would be lost without a daily newspaper. In 1962, 37 per cent of the adults questioned said they would be lost without their daily newspaper.

Among the 15-19 age group, 38 per cent of the respondents in 1975 said they would be lost without television and only 13 per cent said they would be lost without a daily. Bull concluded that "generally people want or need television more than daily newspapers, especially teenagers."

- Adult newspaper readers spent about 43 minutes over their daily newspaper in 1962, compared to about 39 minutes in 1975. Bull concluded that people who do read newspapers, read

almost as intensely as ever. In the "fatter" newspapers, such as *The Toronto Star*, he said, people do not read for any longer; "they read more selectively."

- In terms of "sections read," the biggest gains since 1962 have been in the entertainment and finance sections. Declines occurred in the readership of the editorial pages, and the sports, classified advertising and comics sections. A high percentage of readers continued to look at "store ads."

Bull also told the MEs that a study conducted by the CBC indicated television was rated over daily newspapers in most categories chosen, including being the easiest to understand, providing news more quickly, providing news of far away places, and being of greater influence in deciding peoples' voting patterns.

Bull concluded people might find television easiest to understand because a lot of reporters and editorialists "write above the level of understanding of readers." He chose several articles from *The Toronto Star* to demonstrate, reading their leads to the MEs.

In response to several questions about why people do not read newspapers, Bull said surveys will be conducted to ascertain that information. He did say that generally the non-readers are less skilled, less educated and less affluent than readers, "the low end of the socio-economic scale."

Bull said this raises another question. "If you are writing a newspaper, who are you writing it for? Most papers write for everybody, but maybe they should write for a target group and let the chips fall where they may. There are very few products left where there is an attempt to serve the whole market. The daily newspaper is an exception."

If Bull stopped short of telling the MEs exactly what people do want, the void was filled by Ron Semple, publisher of the Helena, Montana *Publisher-Record*. In a session devoted to "new directions in the newsroom," Semple had the perfect, simplistic formula.

He said surveys in Helena found keen interest in local news, with much less interest in international news. "They want to know what they're doing. Lebanon can take care of itself."

He said part of the problem is to educate reporters into what people want rather than letting them emulate investigative journalists. "I got a whole staff of Woodwards and Bernsteins now turning over rocks constantly and in the

meantime there's no production."

Semple said there is a genuine lack of local coverage in the U.S. and Canada. Newspapers report on what institutions do, but not on what people do, and it's difficult to tell from reading a newspaper what the people of any particular city are like. "There is a terrible sameness about us all and I think the reader recognizes it."

Dick MacDonald, CDNPA editorial services supervisor, told another session, dealing with Saturday papers: "We (newspapers) don't mirror society at all. We mirror our own biases and interests."

MacDonald used a mix of various studies he had read to draw several conclusions about what interests readers. He said he found the public appetite was greatest for local affairs. Stories on medicine and health were next, "yet you can count the number of medical and health reporters on one hand," MacDonald said.

Coverage of entertainment, labour and industry, sports, foreign material, national politics and crime followed, in that order, MacDonald said.

He said it was interesting to note that readers were more interested in stories on labour and industry than in sports coverage, and that national politics, an "obsession with newspapers," was well down in the list of readership preferences.

As if all of the above were not enough to make any newspaper executive testy, Diane McLean, CDNPA's supervisor of educational services, provided the figurative straw which broke the back of some of the MEs.

McLean was robustly critical of daily newspapers, basing her analysis upon a survey done among Ontario school teachers.

The CDNPA has a Newspaper-in-Education committee which attempts to promote the use of papers as teaching tools in classrooms. The purpose of the survey was to ascertain whether the attitudes of teachers toward classroom use of newspapers are improved by participation in an NIE workshop.

But the study also sought to explore teachers' general attitudes toward the mass media.

McLean said 51 per cent of the educators questioned said they found television the most reliable medium reporting facts. About 55 per cent of the teachers said television was more credible than newspapers.

She said a good deal of the blame for the declining popularity of newspapers has to rest with the editors. She said they are putting out a "weak product."

McLean obviously ruffled the feathers of some of the MEs. Several of them questioned the statistics which she was using, saying that in some cases the percentages of people surveyed did not add up to 100 per cent. There were some comments about teachers not being able

to spell (McLean is a teacher by profession, a fact mentioned in the introductory remarks before her speech).

Brodie Snyder of the *Montreal Gazette* asked her just what her conclusions meant. "Are we being told to change our newspapers so they are good teaching tools? Are we being asked to change our editorial policies so teachers like us?"

McLean said teachers are probably quite representative of the reading public, and "like the rest of the public, they do not understand how you put a newspaper together."

Larry Smith, editor-in-chief of the *St. Catharines Standard*, said he had

participated in some of the NIE workshops held for teachers. "I find young teachers abysmally ignorant about our profession . . . and that's our fault . . . we haven't been doing a selling job for years."

Snyder of *The Gazette* then admitted the figures quoted by McLean in her presentation "scare the hell out of me."

McLean told the MEs newspapers must improve their coverage and content, but they must also do a job of selling themselves.

"Credibility is a public relations job. Toot your horn, get out there and talk."

(30)

CMEC HOUSE CLEANING STALLED

By DENNIS GRUENDING

REGINA — During each of the past several years the CMEC has engaged itself in a lucid, if reluctant, bit of introspection.

Those MEs who did attend the annual CMEC meeting had to conclude that they were living in glass offices. Their newspapers could assume the mantle of self-righteous outrage when politicians and other public figures were involved in conflict-of-interest situations, but at the same time few editors, and fewer publishers, applied the same rules to themselves or the personnel of their newspapers.

Two years ago in Windsor the MEs decided to have their professional standards committee investigate and define the ethics acceptable for newspapers and newspaper employees. At that meeting virtually all talk of "ethics" meant talk about freebies.

Last year in London, committee chairman Paul Warnick, Hamilton

Spectator ME, came armed with the results of a preliminary survey gleaned from MEs all across the country. More than half of the 46 respondents indicated their newspapers accepted free flights on airlines for one reason or another. About one-third said their travel writers accepted free flights. More than three-quarters said their entertainment writers accepted free tickets to theatres or events.

Warnick told his colleagues that the time had come "to start cleaning our own houses."

Against such a backdrop of lucid introspection, the outcome of this year's CMEC meeting was not encouraging.

Warnick and his professional standards committee were told last year to continue to study the issue of freebies, and the whole question of professional standards, and to report back to the

(see *Cleaning*, overleaf)

CHIEF CLEANER QUILTS POST AT SPEC

Paul Warnick, managing editor at the *Hamilton Spectator* for the last five years, resigned unexpectedly June 2.

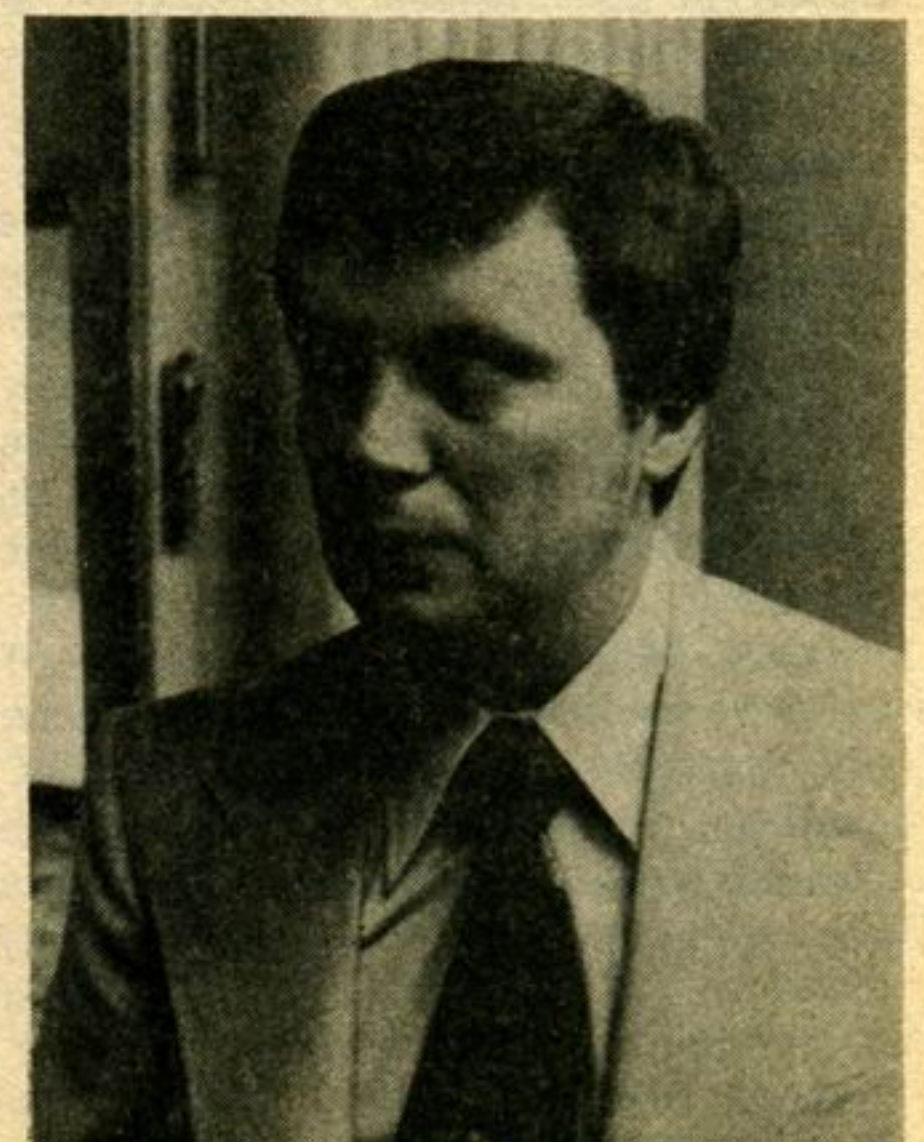
In a telephone interview, Warnick refused to discuss the circumstances surrounding his departure but said he expected to be out of his *Spectator* office in a week.

His comment, "I don't want to fight my battles in public," indicates that all might not be too smooth in *Spectator* upper management.

Warnick, 37, was characterized by one former *Spec* staffer as a "fighter" who wanted more investigative and hard-hitting news reportage in the paper.

"It's a big loss to the *Spec*," he said. "He's a hell of a good newsman. He has exceptional news judgment."

Warnick had been at the *Spectator* for a total of 13 years in two stretches. Before becoming managing editor he had been city editor and district editor.—R.B.



Dennis Gruending photo

Paul Warnick

meeting this year.

There was little to report. When Warnick rose to speak, he admitted the committee "has not been as active this year as last." The MEs had no document of their own in hand. The main reason is a move by CDNPA to get into the business of drafting a code of ethics of its own.

CDNPA, as the organization of newspaper publishers in Canada, certainly has that prerogative, but it has just as certainly taken the wind out of the sails of the managing editors.

At best, CDNPA has caused a delay in having the MEs get on with the job. At worst, it has created both delay and disillusionment among the MEs.

The third draft of a code of ethics statement prepared by the CDNPA's editorial division was circulated at the Regina meeting. Eventually the MEs decided to pencil their comments and suggested modifications into the margins of the publishers' document in time for a CDNPA meeting in September. As well, the MEs instructed their professional standards committee to produce a proposed code of standards, to be debated line-by-line at next year's meeting in St. John's, Nfld.

The problem with the CDNPA code of ethics is that it's much too general and it can be interpreted in any number of ways. And now the MEs are using it as their working document, at least in the interim.

Warnick, and several other of the MEs who spoke, were aware of the problem. Warnick described the CDNPA document as a "motherhood statement . . . And there are some publishers who are not even in favour of motherhood . . . Everything meaningful has been taken out of it in the hopes of getting it past the publishers this fall."

He identified what he thought would be two contentious issues in the CDNPA statement as it stands. "It says that, in essence, we should not accept freebies . . . and that significant financial investments (by the newspaper or its officers and employees) should be disclosed." Warnick said that "these would obviously worry some publishers."

At that point the debate opened up, and it followed two lines: What will the publishers say? How effective can a code of ethics be, even if it is the embodiment of clarity?

Dick MacDonald, supervisor of editorial services for CDNPA, was at the meeting. "What's the point of the CMEC drawing up its own code when the publishers will have their own code in September and it will be law? Why develop a parallel code?" Was MacDonald speaking for the publishers?

Oren Robison, Prince Albert *Daily Herald*: "I wonder if this (CDNPA draft code) is not an exercise in leaving it too

open-ended . . . I'd rather see something we could live with in conscience. Let's make it clear to the publishers what the ideal is, whether they accept it or not."

James D. Morrison of the Fredericton *Daily Gleaner*, and immediate past president of CMEC: "I would like to see us adopt our own code."

Warnick, new president of CMEC: "I think we should come up with some statement from this conference on a code of ethics."

Brodie Snyder, *Montreal Gazette*: "When our code was drawn up at *The Gazette* (at the request of Mark Farrell,



Content photo

Brodie Snyder

". . . at *The Gazette* we ended up with a compromise which pleased nobody."

NEW CMEC EXECUTIVE

REGINA — Paul Warnick of the *Hamilton Spectator* was elected president of the Canadian Managing Editors Conference (CMEC) at the annual meeting in Regina May 26-29.

He succeeds James D. Morrison of the *Fredericton Daily Gleaner*.

Charles Bell of the *Regina Leader Post* was elected first vice-president, Bill Drever of the *Calgary Herald*, second vice-president, and John Weichel of the *Stratford Beacon-Herald*, secretary-treasurer.

Directors elected for a two-year term were Brodie Snyder of the *Montreal Gazette*, Merv Moore of the *Vancouver Province*, Clark Davey of the *Toronto Globe and Mail*, Don Smith of the *Edmonton Journal*, Bob McAler of the *Windsor Star* and Jim Nicol of the *Moncton Times and Transcript*.

Directors elected for a one-year term were Maurice Finn of the *St. John's Evening Telegram*, Don Nicol of the *Winnipeg Free Press*, Jack Briglia of the *London Free Press*, David Humphreys of the *Ottawa Journal*, Ed Monteith of the *Toronto Sun* and Britt Jessup of the *North Bay Nugget*.

Mort Fellman, retiring ME of the *Nugget*, was named an honorary life member.

former publisher) it was intended to be published. But our (publisher has) changed and the code never has been published."

Haroon Siddiqui, *Brandon Sun*: "How many newspapers have their employees disclose their ownership of stocks?"

Morrison: "Disclose them to whom? To the managing editor? To the publisher?"

Larry Smith, *The Standard*, St. Catharines: "The public will take this to mean public disclosure. If we're talking about it, there's going to be pressure to publish it. The public is going to expect it."

Siddiqui: "Do you have a legal right to prevent someone from belonging to a political party?"

Snyder: "That's the one we had the most trouble with at the *Gazette*. We ended up with a compromise which pleased nobody."

Warnick: "Papers in the U.S. ran into problems adopting a code of ethics without consulting the guilds or the unions of whomever. I suggest that you talk to your newsrooms first (before adopting any code)."

Very little of the debate dealt with freebies. In an interview, Warnick said that MEs have talked ethics, including freebie-taking for the two previous years, and they still are not in accord.

Perhaps those MEs who do not want to talk about freebies stay at home. Perhaps those attending the meeting feel they have flayed themselves enough in public. But Warnick sees signs that the MEs who arrange and attend the annual meetings have at least got that house in order.

"There were no freebies in this convention. We've eliminated them over the years."

Other MEs queries during the meeting said the same thing, as did Peigi Kirby, secretary to the editor and ME at the *Ottawa Citizen*, and executive secretary for the CMEC meeting.

Of course there was no shortage of opportunities to belly up to the bar, but this year they were cash bars. The two receptions, the sing-a-long, the outdoor barbecue and the two luncheons appeared to be funded by the Saskatchewan daily newspapers who played hosts, or to be included in the cost of registration. There were no indications that the program provided to the two dozen or so wives attending was subsidized by any outside source.

It's not that the MEs have gone slumming. Their meeting was held in Regina's Hotel Saskatchewan, a stately old building owned by Canadian Pacific. None of the MEs appeared in rags, and in all they were a sleek, jowled lot. There was the usual fare of fine food and whiskey, and some jokes about big heads every morning.

But the CMEC has come quite some way toward setting its house in order. (30)

No definitive word on freebies from managing editors because they are not all in accord on the issue

By DENNIS GRUENDING

REGINA — The publication in *Content* #63 of a series of letters between Gerald McAuliffe, a CBC investigative reporter, and John Muir, publisher of the *Hamilton Spectator*, certainly leads to skepticism among those of us who like to believe that newspapers no longer accept freebies.

Publication of those letters also has to be embarrassing to Paul Warnick, managing editor of *The Spectator*.

The first letter from McAuliffe was written in September, 1975. He told Muir he was disappointed that Frank Scholes, a travel writer for *The Spectator* and other Southam papers, "travels about the world on his assignments primarily as a guest of the various airlines, tourist boards and other agencies interested in promoting tourism."

Letters were exchanged between McAuliffe, a former reporter at *The Spectator*, and Muir, over a period of about seven months.

Among other comments, Muir had the following to say to McAuliffe: "I'm not much impressed by talk of freebies in the area of travel writing. All travel writing of any real repute has been handled on this basis for many years . . . 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 or carried."

Muir apparently sees little ethical problem in accepting freebies for travel writers. But his managing editor Warnick is on record as believing otherwise.

Warnick, just elected chairman of the CMEC, has also been chairman of the CMEC committee on professional standards.

Two years ago the CMEC instructed Warnick and his committee to investigate and define the ethics acceptable for newspapers and their employees.

In 1975, Warnick reported to the CMEC meeting in London. He had made a preliminary survey among MEs, and he said he was "disturbed" by what he found (see *Content* #53, July 1975). Many of the 46 respondents indicated their papers did accept freebies of various descriptions.

One-third of the MEs surveyed said their papers accepted free airline flights for their travel writers in the pursuit of stories.

At that London meeting, Warnick was one of the most strident opponents of freebie-taking. As he put it: "I think the time has come for us to start cleaning our own houses. We sit every day in judgment on politicians, civil servants and ordinary members of the public; we point accusing fingers at what we consider to be public impropriety. We're watchdogs, guardians, champions — but do we ever look at ourselves?"

A little later in the same meeting, Warnick used this example: "I like to look at ethics this way: if a merchant from around the corner came into your office and plunked \$100 down on your desk and asked you to do a story about his business, you'd indignantly kick him out of your office. But if the Air Canada PR man walks in and puts down \$500 worth of airline tickets to Tokyo and throws in \$500 worth of accommodation and wining and dining for one of your reporters, well, you welcome him with open arms — or at least many of us do."

When Warnick rose to give the report of the professional standards committee to this year's meeting, very little was said by anyone about the whole question of freebies.

In an interview later, he said the MEs have not made any definitive statement on freebies because they are not all in accord on the issue.

Asked about the posture of Muir, his publisher, on freebie travel flights, he said, "obviously my publisher and I are not in agreement on that issue."

He said that Scholes is not an employee of *The Spectator*. He answers to Southam Press Limited (specifically, to John Ward, Southam's marketing vice-president).

Asked if *The Spectator* has any policy on accepting freebies, Warnick said there has been no established policy.

Asked if any of *The Spectator's* employees have accepted freebies, Warnick said, "I can't say we never do or that we never have. I can't comment on that publicly."

Warnick said that he does not accept freebies. "I don't now. I never have."

* * *

Meanwhile, McAuliffe has asked the Ontario Press Council to hear his complaints against *The Spectator*.

In a May 25 letter to the council, McAuliffe challenges the fairness of a three-quarter-page feature by Scholes on a 20-day trip Scholes took around the world. It was carried in *The Spec* last Feb. 14.

McAuliffe in his letter says *The Spectator* "failed to point out to the reader that most, if not almost all, of the cost of the trip was paid for by agencies with a vested interest in the story."

McAuliffe's letter says regardless of who paid them, the various costs of such a trip (hotel rates, air fares, etc.) are essential in such a story and that they were left out.

McAuliffe's third point of complaint is that the treatment accorded Scholes on his global gallivant was "far superior" to that which the ordinary *Spectator* reader could expect. "*The Spectator* has a moral, ethical and professional obligation to point this out," McAuliffe contends.

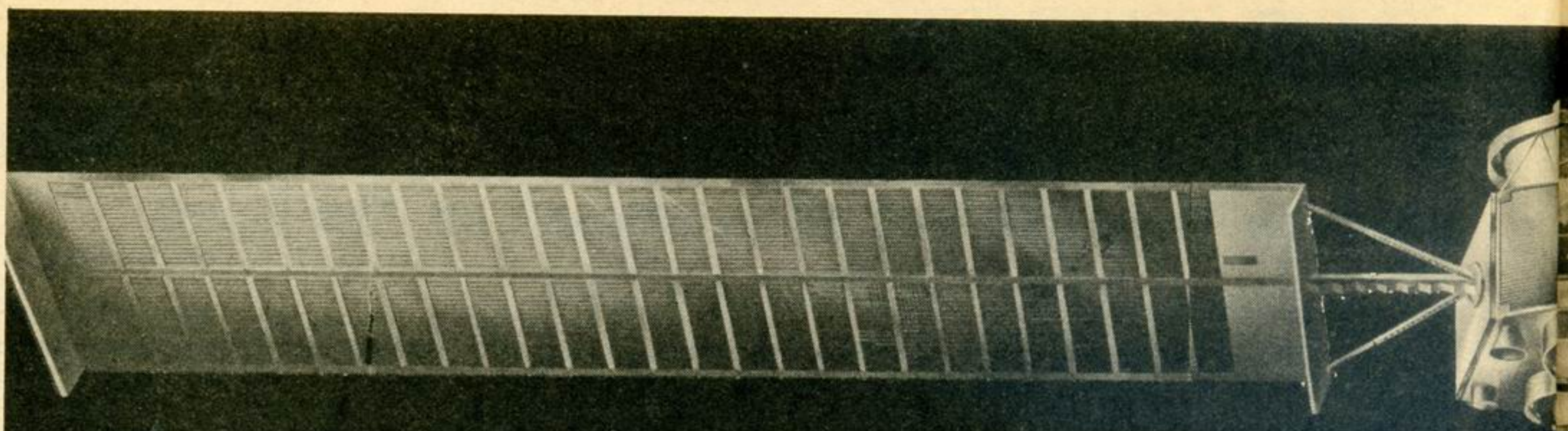
The Press Council, McAuliffe says, "should require *The Spectator* and other Southam member papers to make public disclosure of the costs of the story" and of such facts "in all future stories in which the company receives any form of subsidy."

McAuliffe intends to call five witnesses if the council decides to hear his complaint and is asking that the hearing be open to press coverage. — B.Z.

COMING IN CONTENT

Pierre Berton gives the back of his hand to "handout journalism."

A profile of former *Montreal Gazette* publisher Mark Farrell, promised for this issue, will appear next month.



NICKNAMED HERMES, Canada's newly christened communications satellite could signal the start of a major transformation in broadcast communications.

Formally called Communications Technology Satellite (CTS), Hermes is the most powerful communications satellite yet produced. With a \$60-million price tag, Hermes was launched Jan. 17 from the Kennedy Space Center in Florida. It is a joint project of the Communications Research Centre of the federal communications department and the Lewis Research Centre of the National Aeronautics and Space Administration in Cleveland.

Hermes is said to be the forerunner of the direct broadcasting system, a set-up enabling viewers to receive television signals

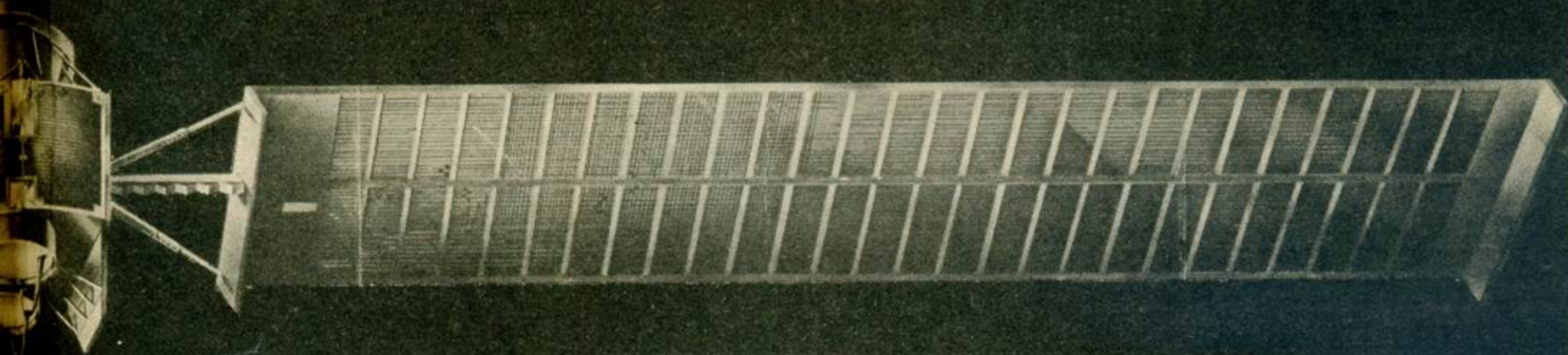
directly from satellites with the aid of the proper reception apparatus. This apparatus, about the size of a telephone, is placed on the television and converts the high band frequency levels from the satellite to levels useable by TV sets.

At an inauguration ceremony in Ottawa May 20, John Day, manager of communication systems for CTS, demonstrated the converter using Hermes. A perfect color picture was reproduced, with a one-quarter second signal delay.

Dr. Irvine Paghis, program manager for the satellite, says these reception boxes exist now, are reliable and well designed, but are not yet commercially available. "Therefore, it is impossible for us to say what price the manufacturer would charge. What we do know is that the price is extremely dependent on the quantity." (One

Story by LIN MOODY, Ottawa Contributing Editor. Illustration courtesy Department of Communications, Canada.





Department of Communications [DOC] source says the price could range from \$1,000 to \$20,000.) Day says that since the boxes are even less complicated than a television, they should cost less than a TV set as long as the same mass production exists.

The big question is: Why is direct-to-home broadcasting so important? George Davies, director of the space communications programs office, says: "With the present satellite system, the receiving terminals are pretty expensive and there is a relatively small number. Communities have to be a moderate size to pay for the cost of these terminals. However, the direct broadcasting satellite, being of a higher power, requires smaller (one metre size), less-expensive ground terminals and you can have more of them . . . Because of this, small groups of people and even individual households can afford to have this

reception, so larger numbers of people can receive the signal."

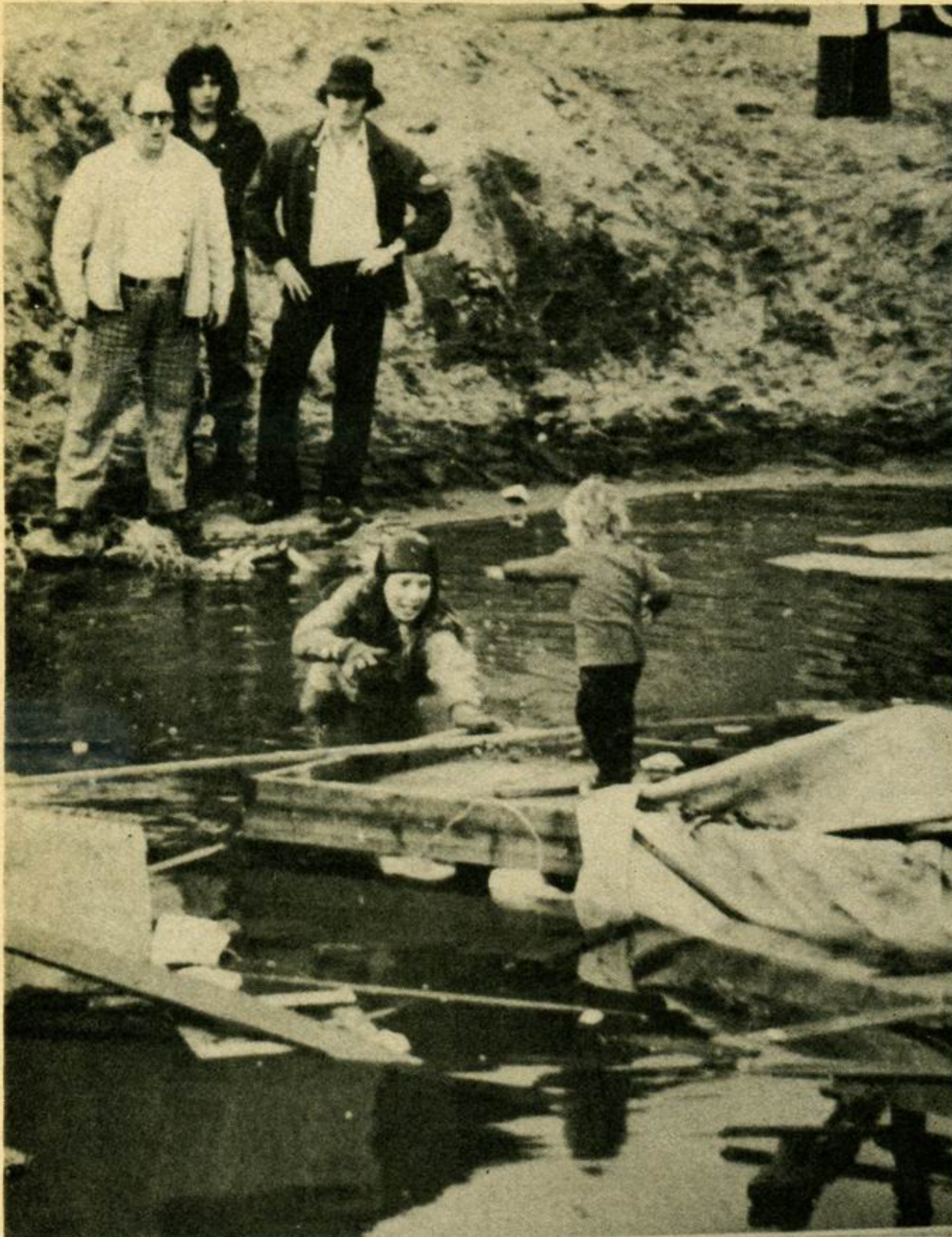
It seems the major use of this system is to expand and improve communication services to isolated areas, especially the North. Transmission of a medical, technological or educational nature can be delivered live from one location, bounced off the satellite and received directly anywhere in the world providing the proper receivers are used.

During its two-year life, more than 20 Canadian experiments will be performed involving Hermes. Jim Landsberg, coordinator for *CBC* experiments using CTS, is sceptical about the future use of direct broadcasting. "The direct-to-home at this point in time we feel is of questionable value. Even with the Hermes satellite, one channel in that satellite is fairly expensive. (Hermes has four channels.) Unless these

(See *Hermes*, overleaf)



CP News Picture of the Month



Photographer: Bill McKeown.

Newspaper: *Vancouver Sun*.

Situation: McKeown, a Vancouver freelancer who has since moved to Edmonton, made this rescue picture as a passing motorcyclist jumped off her bike and waded into a pool in a vacant lot to bring ashore a child, David Janssen, stranded on a drifting raft.

Technical details: Unavailable.

Award: *Canadian Press* "News Picture of the Month," April, 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.

HERMES (from previous page) converters and one metre dishes (receivers) can be produced in rather large quantities, their cost per unit could be one, two, even three thousand dollars. How many people are going to do that?"

Landsberg points out there are only a few thousand people in the Canadian North who won't be served by conventional transmitters.

However, the satellite could be a money-saving device. If used in conjunction with cable, Day says, "the satellite terminal could essentially take the place of the receiver that cable companies now use (a large tower with an antenna used to pick up signals from remote, terrestrial broadcasts)."

This could mean better reception for viewers. Paghis says because Hermes is

operating in a new frequency band (12 and 14 Gigahertz) which is not being interfered with by other services and because of the direct nature of the reception, the satellite can provide better reception than the cable companies can. "We don't have a ghost problem because we're getting it direct . . . Cables potentially can also give you a clear picture. However, commercial cable systems are trying to give you a service quickly and relatively cheap. They're using old technology...they are not designed or intended to give you a perfect picture."

There could be a conflict between cable and signals transmitted via satellite. But says Paghis, "You don't displace systems as much as you supplement them." He suggests the satellite could be used to beam in the signal and then the cable companies could still be used to feed this signal from home to home.

Landsberg says he thinks the effect of the satellite on the cable situation "is a big thing. This could make pay TV available on a national basis. It could allow cable companies to exchange Canadian content material between themselves. It could integrate the whole cable system. I don't mean on a management or financial basis; I mean a program distribution integration."

Frank Spiller, associate director of the CRTC's broadcast programs branch, says when direct broadcast satellites come into being, there is not going to be a very drastic change but a gradual change-over. "It will be rather like what happened when television came in: People were worried there would be no more movie houses, or when movies appeared, that there would be no more live theatre.

"I don't think the developed cable system in North America could just be wiped out. It will be changed in a way that all the elements are used. You could bring in network programming by satellite whereas local material could still be used on over-the-air broadcast systems. Cable could provide other services. There will be a sorting out of ways in which program services can be delivered most effectively."

Paghis emphasizes Hermes is a two-year experimental satellite. "We are trying to prepare for something that will be operational five or 10 years from now." However, once technology is available — and Hermes is proving this new communications technology does exist and can be used — then it tends to get used. The source at DOC says: "I would be very surprised if we don't see some form of direct broadcasting within the next five years . . . It really is a question of political policy and economics" that will decide when the technology will be utilized by broadcasters and viewers. (30)

PROPOSED FEDERATION OF CANADIAN WRITERS TO FOCUS ON BREAD AND BUTTER ISSUES

By RAY BENDALL

It is almost certain that an umbrella organization for English language professional writers' groups will be formed in Canada.

This became clear after a May 26 Toronto meeting where spokesmen from nine writers' groups, representing more than 2,000 writers, expressed optimism that their organizations would consent to join the Federation of Canadian Writers (FCW).

Groups represented were: The Association of Canadian Television and Radio Artists (ACTRA), Canadian Authors Association, Canadian Writers' Union, Canadian Farm Writers' Federation, League of Canadian Poets, Outdoor Writers of Canada, Playwrights' Co-op, Toronto Newspaper Guild, and a nameless group — formerly the Toronto branch of the Media Club of Canada.

Invited but absent were the Canadian Science Writers Association and the Toronto Press Club. The recently organized Periodical Writers' Association of Canada (see *Content* #63) was absent but is expected to join.

The FCW will be simply structured and act as a liaison mechanism and information exchange among writers' groups. It was stressed, especially by Jack Gray, chairman of ACTRA's writers' council, that it should deal only with practical matters. Committees would be formed to work on identified common problems. Lobbying governments, publishers and others would be a major function.

Paul Morel of the Playwrights' Co-op said he'd hate to see another bureaucracy formed, but felt the FCW was justified. "Pressure comes from all directions," he said, "and often the federal government only understands raw muscle."

"If there's consensus in the writers' federation, then they'll have to listen," Gray said.

The proposed initial work program includes:

- Organized reaction to proposed revisions in the Copyright Act which may not be helpful to professional writers.
- Clarifying the hazy status of freelancers in relation to the revenue department and Unemployment Insurance Commission.
- Formation of a collection agency to act on behalf of writers.
- Representations on various matters to the Canada Council and provincial arts councils.

In its initial stage, membership will be

restricted to English-language groups. It's expected there will be some liaison and co-operation with groups in French Canada. A membership fee of \$25 per group was proposed.

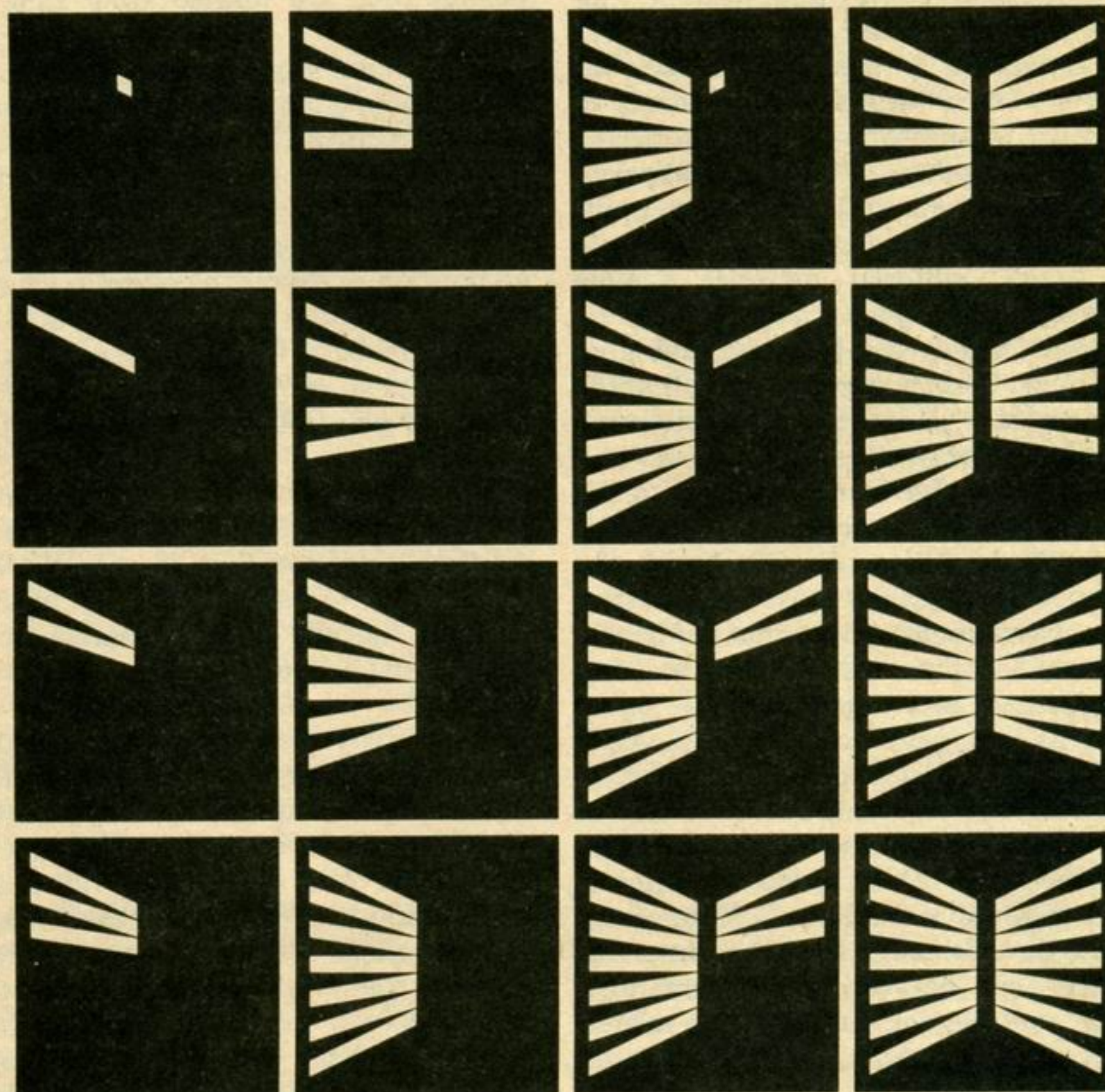
Member groups will have the option of involving or not involving themselves in projects on an issue-by-issue basis. This is expected to reduce unwanted internal politicking and allow, for example, The Newspaper Guild to withdraw from work relating to freelancers which may be at cross-purposes with Guild goals. Freelancers deprive Guild members of work when their material is accepted regularly by one paper, and the Guild has let management know it would like less used.

This Guild/freelancers issue had been a hot potato at an earlier meeting which no Guild representative attended.

But Jeff Sallot of the Toronto Newspaper Guild told the May 26 meeting that the Guild would be interested in the FCW for the information exchange aspect, at least, and that there would probably be other areas for mutual co-operation. He said a proposal to join the federation would be put to The Newspaper Guild's Canadian policy conference at the end of June and he would be expecting a favorable response.

The next meeting and first working session of the FCW has been scheduled for Sept. 8 in Toronto.

Anyone seeking more information should write the Federation of Canadian Writers, c/o The Canadian Conference on the Arts, 3 Church St., Toronto, MSE 1M2. (30)



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Letters

SOUTHAM PRESIDENT TAKES EXCEPTION TO PIECE ON COMPANY POLITICAL DONATIONS

Editor:

I have not seen you since our annual meeting last month but it was interesting to see (in the June edition of *Content*) that you detected a bit of corporate schizophrenia as part of that affair. The purpose of this letter is to suggest that our company policies are open to a different interpretation than you have placed on them.

Let me point out first that your quotation from Page 7 of our annual report was incomplete. The full text reads: "Officers, editorial personnel and all other key employees of the company are expected to remain free from political and other outside activities when such activities might influence or appear to influence the editorial freedom or independence of any of the company's publications." The qualification, included in the full text but left out of your quotation, is a significant one. Our policy allows the granting of leaves of absence for individuals seeking elected office as members of any political party. For obvious reasons, and they apply particularly in the case of senior editorial personnel, editorial material dealing with political matters could hardly be claimed to receive free and unbiased treatment if such stories were within the judgmental authority of announced candidates for political office.

You have also made reference to the statement in our annual report related to political donations. As you know, the complete paragraph reads: "As a matter of corporate policy an amount of \$10,000 was paid to the political party forming the federal government and an equal amount was paid to the federal party forming the official opposition. No other political contributions were made in national, provincial or municipal jurisdictions to either political parties or to individual candidates." Your comment in *Content* implies some inconsistency between this donations policy and the one quoted above related to political activity. Neither I, the company's board of directors nor the publishers of its newspapers see this inconsistency. Nor has it been raised with me by any of our 7,000 or more employees to whom copies of the annual report were made available.

The company's attitude to its political donations is, first, that they are important to the extent that they assist the major political parties to establish strong national organizations; second, that the

major national parties are at least as worthy of donations from our shareholders as are the charitable, cultural and educational institutions that received the total of \$593,000 which we reported donating in 1975; third, that in these days when the highly questionable political donations policies of some American corporations have raised legitimate questions of public concern, our donations should be publicly reported. As is already clear, the donations are in equal amounts to the two major national parties.

A part of your objection appears to be that a similar donation was not made to the NDP. Do you object similarly to the fact that we have not given to the Social Credit Party of Canada, the Communist Party of Canada or any other parties that are formed from time to time?

While it is not my business to speak for them, I imagine that both the Liberal and Progressive Conservative parties of Canada would object to your description of them as being "basically parties of business". And while, equally, I am in no position to express a collective view of business attitudes in Canada, I would be very surprised if it was the consensus of the business community that the two principal political parties were "parties of business."

Another aspect of your concern seems to flow from your conclusion that a political donation by Southam Press gives us a "financial interest in enterprises outside the communications field." This is nonsense. The same logic would give us a financial interest in the University of Toronto because the Southam Fellowships are financed by the company at that university. Apparently, we also would have a financial interest in the United Way Campaigns in those communities in which we have made such donations. The obvious truth of the matter is that all our donations, political and otherwise, are made publicly and without strings attached, to those organizations which have merited wide public support from a large list of donors — corporate, individual and, in many cases, governmental (through grants from the Canada Council).

Having described our 1975 annual report as "handsome" I guess it is small minded of me to object to the fact that not only are your quotations from it incomplete but that they are biased. You mention that our annual meeting was

informed of our first quarter profit increase of 32.8 per cent. You don't mention that last year's first quarter showed a profit reduction of 34.1 per cent. Nor that the report noted a 1975 decline of net profit of 2.7 per cent.

If you were concerned about the lack of questions at this year's annual meeting, please do feel free to come back next year and publicly enquire about any aspects of our business that confuse you.

Gordon Fisher,
President,
Southam Press Limited,
Toronto.

ZWICKER REPLIES:

Although my piece was in a jocular vein there was no intention of misleading through omission or in any other way. There clearly are two sets of ellipses in my quotation of Southam's policy on employee political involvement.

The reason I chose (openly) to omit the other wording was that I could not see that it was very significant. If a Southam person must leave his or her job without pay to run for political office, this is — realistically speaking — as much a preclusion of Southam employees' involvement in the political process as it is protection of the company's editorial integrity.

The key part of the policy, in my opinion, is the part before the modifying clause. The clause only buttresses the effect of the main statement.

You suggest there is no inconsistency between the donations policy and the political activities policy, citing the fact that (possibly nowhere except in *Content*) has such an inconsistency been alleged to you. As a matter of fact, the experienced Southam reporter who alerted me to the statement about political contributions suggested there had been considerable discussion about it among his peers.

You do not deal with this question: why, if Southam would not give to the NDP even if the NDP formed the federal Opposition, does Southam word its political donations policy as giving "to the political party forming the federal government" and "to the political party forming the official opposition."? It seems a wording that attempts to make a politically partisan policy look apolitical.

As to the Socreds and communists, they seem very unlikely Official Opposition parties in the foreseeable future. But if one or the other were so elected, and was not in line for a Southam donation, the inconsistency of

Southam policy, as stated, would be just as great as it is in relation to the NDP.

As to your point that Liberal and Conservative spokesmen as well as a consensus of the business community might well object to a characterization of the Tories and Grits as "basically parties of business," allow me to respond again with a question: If they are not, what party *does* basically represent business in this country?

Your implication that political donations are somehow quite similar to donations to The University of Toronto or to the United Way doesn't seem to me to hold up. The Liberal and Conservative parties can and do significantly affect the course of legislation in this country, legislation that may well affect Southam Press Limited. The United Way and U of T do not.

The question of whether Southam has a "financial interest" in entities to which it directs money is misleading, and I plead guilty to not expressing it more succinctly in my piece. It is the *obligation of goodwill* I meant.

Finally, you object to my quoting your report of a 32.8 per cent first quarter profit increase, without my noting that "last year's first quarter showed a profit reduction of 34.1 per cent."

I may be mistaken, but I don't think you mentioned it either, in your remarks to the shareholders. Nevertheless, it is a valid criticism.

NNA AWARD MORBID?

Editor:

Now that the National Newspaper Awards Committee has acclaimed a Ryerson student for visually recording the agonizing final moments of a young woman parachutist, budding photographers can now avail themselves of endless possibilities for recognition.

How about color close-ups of cancer patients turning blue and grasping for respirators? Or better still, you might want to illustrate *Content's* own obituary column with death-bed scenes of notable media people.

But then I am not qualified to comment, for I am not a journalist, but an elementary schoolteacher. You know — one of those you blame in your editorial columns for the declining values in society.

James Delaney,
Oshawa, Ont.

TRAVEL JOURNALISM

Editor:

I read with interest the article on travel journalism which appeared in the most recent issue of *Content*.

I am sending along a copy of a study by SARC (Southern Africa Research Centre, Box 4191, Station E, Ottawa) entitled "The Canadian Press and

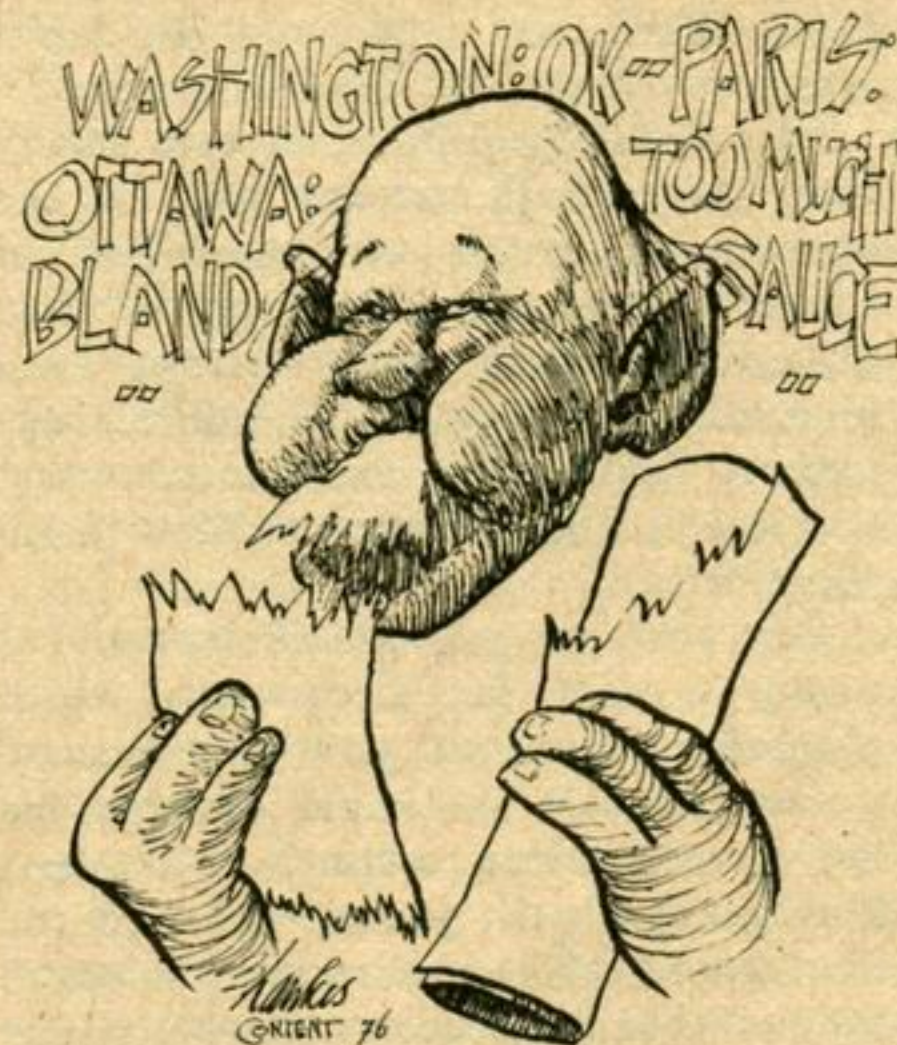
Tourism to Rhodesia and South Africa." SARC monitors 10 Canadian dailies for their coverage of southern Africa and this study is based on the total of tourism-supportive articles collected over a five-month period. While the tourism issue is not a new one, we felt that the role of the Canadian press in promoting tourism should be examined.

Judy Grant,
for SARC, Ottawa.

Among points made in the 30-page report:

- The monitoring of 10 dailies from November 1974 to the end of April 1975 turned up 112 articles "supportive of tourism to Rhodesia and South Africa."

- The definition of "supportive of tourism" was that "they either directly



"Real news is chewy. Not like bubble gum. It's chewy like the end of a new black copy pencil is chewy. It gives off an odor. Pungent. Like whisky barrels and bad breath and cooking turnips. It has a mean, lean look to it when you get a glimpse of it skimming through the treetops. News catches the bus to go downtown on rainy Sundays to play dominoes . . . Sometimes it squats in mud puddles, grinning, and says 'Come get me. Meet me across town.' It sings when it feels like it. Soprano. It'll come up behind you while you're standing on a street corner and pinch the nape of your neck and you shout at it and grab it and throw it down and smear it around on a piece of paper and watch the colors run and that's a damn fine feeling, and you wouldn't trade places with Sparky Anderson, the canny manager of the series-winning Cincinnati Reds. That's real news. Wrap much more of a definition around it and you'll frighten it away."

—John Masterman, former NBC news correspondent, now director of public affairs at KCPT-TV Kansas City, to an audience of broadcast journalists in Lawrence, Kan., Oct. 1975, as quoted in an article, "Local television's best foot forward," in the Jan. 5 issue of *Broadcasting*.

promote travel and/or make no explanation of the dominant fact of life in both Rhodesia and South Africa — apartheid or racially-separate development — and no mention that this fact is stringently and severely supported in each country by an impressive array of legislative and military machinery."

- The greatest number of such articles (22) appeared in *The Spectator* of Hamilton. The numbers in other papers monitored were: *Ottawa Citizen* (20); *Winnipeg Free Press* (19); *Montreal Star* (11); *The Vancouver Sun* (10); *Montreal Gazette*, *The Globe and Mail*, Toronto and *The Windsor Star* (seven each); *The Toronto Star* (five) and *The Halifax Chronicle-Herald* (four). There were none in the French-language papers monitored, *Le Jour* and *Le Devoir* of Montreal.

- Thirty-five of the 36 articles on Rhodesia came from *The Canadian Press*. "Most if not all" were written by a CP stringer in Salisbury named Alan S. Harman. "It is curious," the report states, "that CP has a writer in Rhodesia doing apolitical travel-oriented articles when CP does not in fact have a regular news correspondent of its own covering even the whole continent."

- "One wonders," says the report, "if the South African and Rhodesian government tourist bureaus are helping to foot the bill. If so, in the case of Rhodesia the newspapers . . . are breaking at least the spirit of the United Nations sanctions."

Editor:

As a former journalist and now PR for a major international airline, I plead with you to rescue Gerald McAuliffe from himself. McAuliffe's righteously indignant correspondence with *Spectator* publisher John D. Muir (June) about "freebie" travel writing reveals a shocking lack of cynicism in a reporter reputed to be "la creme de la creme" of Canada's investigative journalists.

Nor is *Content's* saucer-eyed cheering from the sidelines a very encouraging indication of the tough mindedness necessary to be truly and effectively critical of the media.

McAuliffe, despite his lofty laurels, displays all the naivete characteristic of a press groupie (the term I've come to use to describe the journalist so infused with moral superiority he can't see the boils on his own bum). He's so convinced he's onto something big, and so sincere in his search for Truth, he doesn't even realize Muir is playing with him mercilessly throughout their exchange of letters. The spectacle of the Ontario Press Council hearing McAuliffe's complaint must bring hilarity to Muir's darkest hours.

The Toronto Star and *The Globe and Mail* do not accept "freeloads," writes McAuliffe with vaunted confidence. They told me so. It follows naturally, of course, that by the same reasoning

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McAuliffe believes I am the Second Coming (I just said so, didn't I?).

Alas, could this reporter who bites the biscuit proffered by the mighty *Star* and *The Globe and Mail* with nary a crumb of scepticism be the same one who is alternately affronted, enraged, and provoked by the glib ministrations of government, politicians, police and other nasties of the day?

If I'm to believe he is, I must therefore believe we have discovered a treacherously idealistic ingenu(e) at the heart of one of our leading investigative journalists. How else to explain McAuliffe's charity toward the two Toronto newspaper giants? How else to make sense of the madhouse laughter escaping from the offices of John Muir, Frank Scholes, Southam marketing VP John Ward, and Mark ("if-I-don't-approve-it, it-doesn't-exist") Harrison?

All of which supports my own theory that there is a crucial gap in the education (formal or otherwise) of Canadian reporters. It's a gap between illusion and reality which permits even journalists of Gerald McAuliffe's apparent stature to continue dunning themselves with the myth of their moral superiority.

One week in a position like mine — as media contact for a company which markets escape (next only to youth and sex in appeal) — would dissolve the facile, self-serving distinction between the "good guys" (journalists) and the "bad guys" (PRs) which seeks to obscure the fact that it's a sellers' market all the way.

Should McAuliffe — at this point in his career — just be stumbling upon the facts of life ("Is it true things aren't always what they seem?") is an embarrassment for Canadian journalism. The volume of his indignation only illustrates how well his illusion of the superior morality of journalists has insulated him from the truth he seeks.

Judy Dobbie,
Toronto.

AQUASH MURDER COVERAGE

Editor:

This letter concerns your article in the June issue of *Content* on the circumstances surrounding the death of Anna Mae Aquash and the lack of coverage given that event by the media in Canada.

You stated that, as far as you knew, the only place the Aquash murder had been treated as news was on 90 Minutes Live, out of Vancouver. This telecast I believe, was shown the evening of April 27.

I received word of her death on the weekend of April 24-25 and proceeded to do a story on it. My story ran in *The Edmonton Journal* the morning of the 27th before the television show, which I

am certain Mr. Bronstein was working on well before my story appeared.

I was astounded to learn in course of my information gathering that no other media in Canada had run anything on her death, considering the fact that several U.S. papers and television stations had run it in early March, questioning the conflicting facts.

After the story ran, I proceeded to try and sell it to several papers across Canada, including some mentioned in your article. The only one that was interested was the Halifax paper.

Concerning the Frank Blackhorse case, a very complex and involved affair, other papers in Canada may very well have felt that it was not important. However, the *Journal* has run every inch done on the Blackhorse case and that runs upwards of 300 inches plus photographs.

Thank you for the opportunity to clarify what I consider enlightening details concerning your article.

Fred King, reporter,
The Edmonton Journal.

WRITERS AND THE U.I.C.

Editor:

I found Gordon Hutchison's letter on income taxes interesting especially concerning the point I made about unemployment insurance. What I meant to say, of course, is that the self-employed writer contributes to unemployment insurance indirectly, without sharing in the benefits.

As Raymond Hull, in *Writing for Money in Canada* explains it: "As a self-employed writer you cannot in the eyes of the law ever be unemployed, even if you go a week, a month or a year without making a sale. You cannot participate in the Unemployment Insurance scheme, yet, through your taxes, you help to pay its administration expenses and the government's one-fifth share of the contribution fund."

Eileen Goodman,
Montreal.

GUILD AND THE WINNIPEG FP

Editor:

Maybe I'm too close to this one, but there are a couple of inaccuracies in your Guild vs. *Winnipeg Free Press* story (*Content* #63, p. 6) which I feel should be corrected.

First, the stalemate is a three-year one, not a two-year one — a 50 per cent error. The *Free Press* was organized on the euphoric weekend of May 26-7, 1973, and that first year in the courts for doing horrendously awful things like signing Guild cards on Sunday and violating the Lord's Day Act was surely part of the stalemate. Then, Guild certification came through on July 6, 1973, not in June as your story reports.

Finally, Steve Riley appeared before

the Legislature's Standing Committee on Industrial Relations, not as shop steward at *The Winnipeg Tribune*, but as president of Local 233 which represents both *FP* and *Trib* editorial and advertising staffs. His presence there was the result of a Guild executive decision, and he was speaking on behalf of the local when he made his pitch for arbitrated first agreements when all other avenues to settlement have been exhausted.

My other comment on the article refers to the letter from the happy staff members of the *FP's* Happy Family School of Staff Relations. I saw the letter after leaving the *FP* and don't recall all the signatories, but most if not all of them initially signed Guild cards, and unless they are prepared to descend to incredible depths of hypocrisy, most if not all would have to agree that substantial improvements in working conditions resulted from the Guild's presence at the paper. Little things like wage improvements in the 100 per cent range, a decision to start paying overtime, better holidays, and perhaps more indirectly, a change in newsroom management.

Pre-Guild conditions at the paper were, to paraphrase, as bad as or inferior to those in any company I am aware of. And, speaking personally, I can think of several incidents bearing an incredibly close similarity to management vindictiveness.

Katie FitzRandolph,
The Citizen,
Ottawa.

ACTRA FEES LOWER

Editor:

In the article on the founding of the Periodical Writers' Association of Canada (June issue) it is mentioned that the annual membership fee of ACTRA is \$120. ACTRA dues are on a sliding scale, related to earnings in our jurisdiction. The majority of members

pay the minimum, which is \$55 a year.

The founding meeting of the Periodical Writers' Association was most impressive. The prior organization was excellent and the discussion at the meeting always constructive and to the point. The unanimity of purpose of this extremely independently minded group of people and their willingness to participate in the work ahead, augurs well for the future.

Margaret Collier,
Assistant General Secretary,
Association of Canadian Television
and Radio Artists.

TORONTO MISTAKE?

Editor:

As a 24-year member of the Media Club of Canada I would like to comment on the news (Omnium, #62) that the Toronto Branch has severed connections with the national body, "in order to speak with our own (Toronto's?) voice." This is a pity, and in my opinion a loss to the Toronto members who did sever.

There are still a number of writers and media people in Toronto who belong to the Canadian organization, started in 1904, officially known as the Media Club of Canada. Formerly the Canadian Women's Press Club (until 1971, when all active qualifying writers, male or female, were legislated in) it has spoken with many hundreds of voices over the years. These voices were and are heard in newspaper, radio, television, magazine and any other communications medium available. All members qualify as active, paid writers, annually.

I cannot think of any association which has helped communications writers more. The Canada-wide scope has meant that the travelling writer (such as a would-be self-syndicator like myself) finds friends and help in most larger cities in each province. Our biennial and regional conferences bring us all together to share opinions and issues of the day,

as well-as to discuss ways to find and report and improve on news gathering and interpreting. Speakers are drawn from the outstanding writers of the day. Monthly branch meetings are similarly meaty.

Journalism is a profession to be honored. It is up to our older members to share with the younger and bring them along. Actually, an important reason for the present exit of a number of members, not only in Toronto but other places, is the increase in annual fee to \$50 — to my mind a small fee to pay for the practical help and the morale-building function of the Media Club of Canada.

Doris C. Clark,
Hamilton, Ont.

SYNDICATION PROBLEMS

Editor:

I think there could have been a bit more information about syndicating features in your May article by Oziewicz and Ferry. It is difficult to syndicate in weeklies because weeklies have little use for mass appeal material.

Our reason for existence is to provide local news and features to local audiences. Local merchants advertise to local markets.

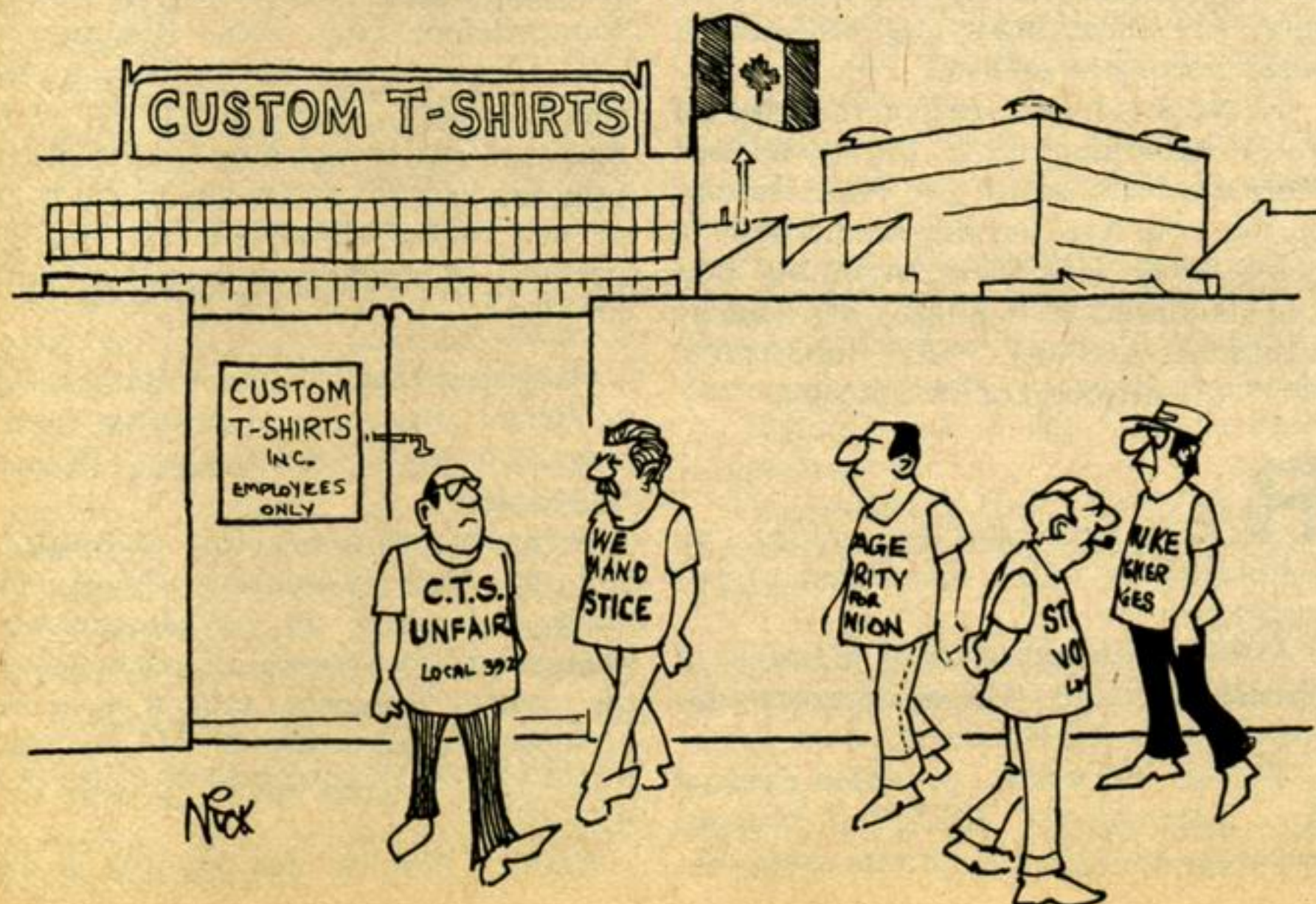
This may sound very parochial. That's because it is. Weekly newspapers aren't supposed to be national magazines or television networks. They have their place and we have ours. Occasionally one of our readers will ask why we don't carry the NHL results. I used to tell them that I had a deal with *Time*. If they'd leave Carleton County alone, I'd leave the world alone.

Shirley Whittington is quoted as saying that, "Weekly editors, anxious to make a buck . . . can get cheaper material from larger syndicates." That's true as far as it goes but I don't think making her feature cheaper would increase its sales much. We don't use any syndicated material. All our columns are locally produced and we pay much more for them than Shirley's column would cost.

Incidentally, I found it odd that an article on syndication in Canada would contain no mention of Bill Smiley. He has been the exceptional success in syndicating in Canada. Even more exceptional is the fact that his big success has been in weeklies. Bill must have come closer than any other human to striking the common denominator in weekly publishers. Quite a few of them agree that his column is worth reading. I've never known so many of them to agree on anything else. That's one of the great things about the business.

As a weekly publisher, I really appreciate *Content*. Living and working in a small town I have few other means of regular information about the trade.

Dave Cadogan, Publisher,
The Woodstock Bugle,
Woodstock, N.B.



CRTC's BOYLE REFUSES TO SET NEWS GUIDELINES AT WINNIPEG MEETING OF BROADCAST NEWS DIRECTORS

By MURRAY MALKIN

WINNIPEG — "Owners of broadcasting . . . stations better wake up. They are giving lip service. It is a token situation. Many of the stations are still blind to the possibilities of a newscast. You must provide news."

The number of responsible people who would deliver that comment to an assembly of broadcasters is limited. And the straight-from-the-shoulder style pretty well Boyled it down to the outspoken chairman of the CRTC.

Harry Boyle spoke to, and debated with, delegates to the Radio Television News Directors Association of Canada (RTNDA) at the association's second national convention, at the Marlborough Hotel Friday and Saturday, June 4 and 5.

Broadcasting, Boyle said, is a "profession which demands self-criticism." The CRTC, he said, will not seek ways to regulate news and opinion. "We want you to seriously consider your responsibility and accountability. We want *you* to define how far you estimate response to competition can carry you before it becomes irresponsibility."

When some news directors in the audience asked Boyle to spell out where the line should be drawn between responsibility and irresponsibility, the CRTC chairman steadfastly refused.

Fearing a personal comment by him in reply might sound like a CRTC regulation, Boyle stressed repeatedly that it was the stations' responsibility to decide what news should be aired and in which manner.

As long as he was chairman, he would not be used as an instrument for censoring news.

To an outsider, it sounded as if some of the news directors were asking for guidelines as to what could be aired.

Turning to "pack journalism" without using the phrase, Boyle said he could not understand how everyone could have the same opinion of a politician. But it happens, he said.

He pointed to situations in Ottawa in which large numbers of reporters cluster with microphones around one person. They all get the same answers because they all ask the same questions, Boyle suggested.

He did not find that to be good journalism.

The meeting began with remarks from outgoing president Karl Sepkowski, *CJIC*, Sault Ste. Marie. Sepkowski was



Murray Malkin photos

Peter Robinson, *CBC*; Frank Flegel, *CKCK*, Regina; Karl Sepkowski, *CJIC*, Sault Ste. Marie.

given a book on Winnipeg by Winnipeg City Councillor John Guy. A member of the audience asked Sepkowski if it was a freebie. (The members are proud of the fact it is a freebie-free organization.) Mind you, Bert Cannings semi-retired of *CFCF* Montreal could not understand what all the fuss regarding freebies was about. He has been in the news business for 47 years and he has had freebies of all kinds all over the world. His reporting has never been influenced by a freebie. If there was something wrong with what he was reporting he said so.

RTNDA is freebie-free on the national and international levels. Sepkowski said there were still one or two small freebies on the local level but they would soon be doing away with them. Anything that was sponsored in Winnipeg was done by Manitoba stations, *CBC*, and *CTV* which are members of the industry.

RTNDA will consider setting up scholarships for broadcast news students.

Members want to hold more local workshops and create greater involvement on the local level.

Wayne Vriesman, president-elect of the International RTNDA, brought greetings and gave a short report on what

was happening on the international level. He invited all to attend the international meeting in Miami this December.

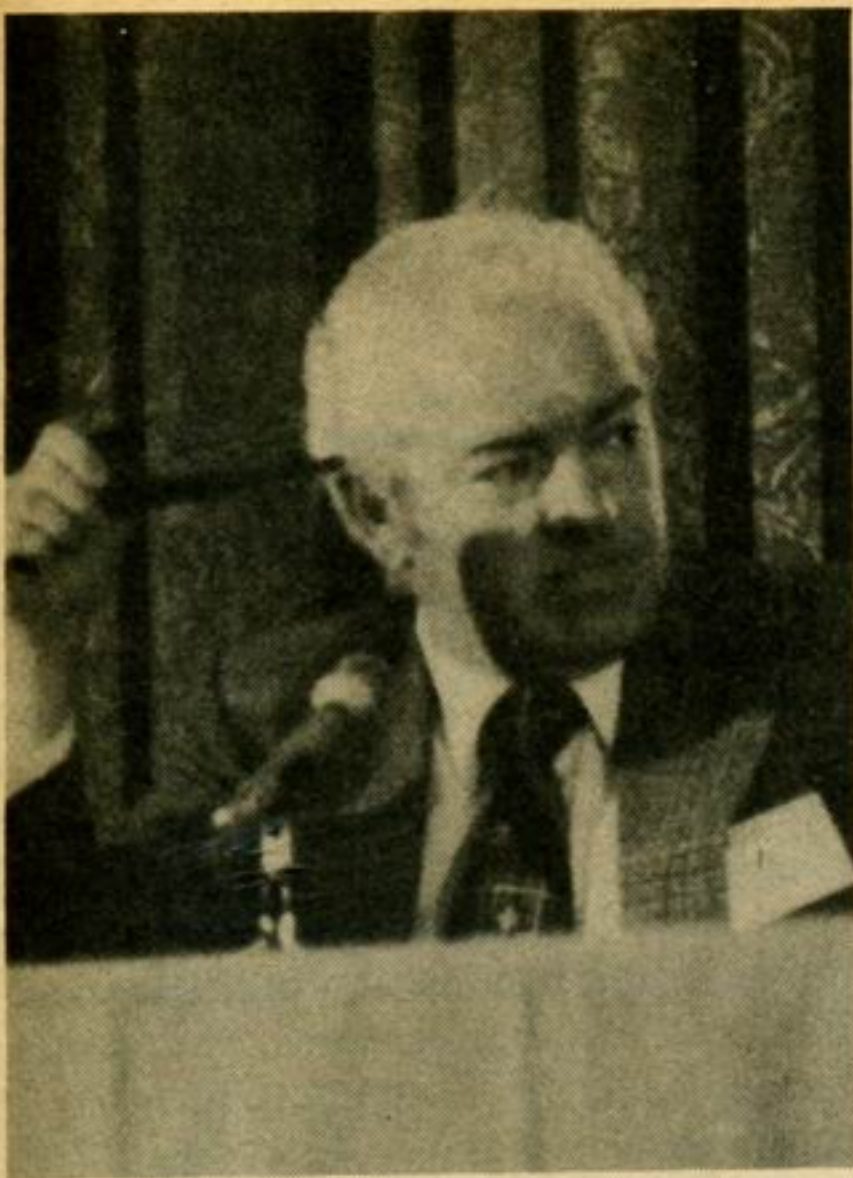
Dick Smyth, *CHUM*, Toronto, introduced a resolution which will honor the untimely death of Jack Dennett. Dennett was a giant in Canadian broadcasting and Smyth felt it was only fitting RTNDA made note of his death.

A workshop was held under the title *Morality Cases — To Name Or Not To Name Before Trial*. Peter Robinson of *CBC*'s legal department in Toronto, led the discussion. When Robinson has to make a decision regarding the airing of a program he looks at it from a legal point of view, not a moral one. He said the problem of morality is someone else's problem.

He placed much blame on police and politicians who make statements which may be wrong or which may influence court cases.

Robinson mentioned Roy McMurtry, Ontario Attorney-General. McMurtry made statements on hockey violence when a hockey violence case was before the courts. Robinson said it was the broadcasters reporting McMurtry who would be held in contempt of court, not McMurtry.

Another problem was brought up by



Chuck McManus, CFQC, Saskatoon



George Ferguson, CFCF, Montreal

Sepkowski. Sometimes a policeman says a case has been solved, when it hasn't.

Frank Flegel, CKCK, Regina, said in his city the police give all the details before a trial except the names of the persons charged.

Many questions were raised but none resolved. This is usually the case where morals are concerned, and the members of RTNDA are not very different from the rest of society.

The next workshop discussed general newsroom operations and problem solving. It was led by George Ferguson, CFCF, Montreal; Brian Wrobel, CKWS, Kitchener, and Chuck McManus, CFQC, Saskatoon. Much of the discussion centred around unions in the newsroom.

Wrobel said it is "hard to operate a small staff with a union in the shop." McManus said he was not anti-union; he just did not want to see one in a newsroom. His newsroom has a union in it.

All three agreed unions help eliminate turnover in the profession. Contracts cover salary, so salary problems are eliminated.

Ferguson said people now are getting paid for overtime and this excites them, so they are staying longer. McManus said the union has given stability to the newsroom.

A show of hands was taken to see how many of the newsrooms had unions in them, and it was learned the majority of shops were non-union.

The panelists agreed the quality of graduates coming out of broadcast schools is improving all of the time. However they admitted they still prefer experienced people. Ferguson said: "I try to steal my employees from others."

A workshop, led by Ian Glenday and Don Dixon, of CBC Ottawa, which was of interest to the members involved in television, dealt about Electronic News Gathering (ENG).

ENG has been sweeping the United States and it will soon be here, the two said.

Dixon, involved in producing The National for CBC, said with ENG it will be possible to get live reports from Parliament Hill on The National. Now the best that can be done is with a one-hour delay.

A five-step procedure will be reduced to one step. Both men agreed that when going into ENG one must be lucky, because there is new equipment coming out practically weekly.

During the business session Saturday two important resolutions were passed after lengthy discussion.

The first concerned public relations firms which send out news releases and call them news services or news editorials. These releases are only on behalf of clients seeking publicity. They are not felt to be newsworthy and therefore it is felt the RTNDA's position, on such releases should be made known to the public.

A copy of the RTNDA resolution was to be sent to William Davis, Premier of Ontario and to the Canadian Public Relations Society.

The second resolution concerns the public right to information in police matters.

Objecting specifically to proposals by the London, Ont. police department to restrict the release of such information, the resolution will be sent to authorities in London and to the Ontario Police Commission.

The resolution also calls for establishment of a committee to look into public access.

Turnout at the convention was 156, up from 149 the previous year and especially good in light of the rejection of non-media industry subsidies. RTNDA's membership is 308. (30)

Murray Malkin is a Winnipeg writer.

All regions of Canada were represented among the national winners of the Charlie and Dan awards for 1975. The awards were presented at the second national RTNDA Canada convention in Winnipeg June 4 and 5.

The Charlie awards are given for spot news reporting and are named after former *Broadcast News* general manager Charlie Edwards.

The Dans are won for outstanding documentaries or news specials and are named for the late Dan McArthur, first chief news editor of the CBC.

The community leadership award is a new one for 1976 and is given to recognize outstanding service and significant community leadership through the expression of opinions on the air. The opinions may take any form, including commentaries, editorials or a series of programs dealing with a specific issue.

THE WINNERS ARE...



RADIO

Charlie: CHIC, Brampton, Ont. Harry Allen, general manager; news director, Barry Kentner. "Brampton Centennial High School."

Dan: CBJ, Chicoutimi. Pierre Chamberland, news director. "Establishment of a new national park in the Lower Saguenay."

Community leadership: CJCH, Halifax. Dick Prat, news director. "Editorials on invasion of privacy."

TELEVISION

Charlie: CHEK, Victoria. Tony Cox, news director. "Gold River Indian blockade."

Dan: CJCB, Sydney. Bill Jessome, news director. "Houses for People."

Community leadership: CFRN, Edmonton. Bruce Hogle, news director. "Rent Controls."

KNAPP HEADS RTNDA

RTNDA officers for 1976-77, elected at the annual convention in Winnipeg June 4-5, are: Dave Knapp, CBMT, Montreal, president; Dick Smyth, CHUM, Toronto, vice-president (radio); Bill Jessome, CJCB-TV, Sydney, vice-president (TV); Don Covey, BN, Toronto, treasurer; Dave Rogers, Canadian Bankers' Association, Toronto, secretary.

THE OVERLOOKED WORLD OF HOUSE MAGAZINES: 160-MILLION-STRONG U.S. AND CANADA CIRCULATION

By DONNA GUGLIELMIN

There's an alternative alternative press. It's the world of house magazines, or as those in the field refer to it, corporate communications, and it's rarely mentioned in Canadian journalism schools.

Yet according to a 1976 guide to leading American and Canadian house magazines, they have a total circulation of more than 160-million. (According to *Facts About Newspapers 1976*, issued in May by the American Newspaper Publishers Association, combined circulation of all Canadian and U.S. daily and Sunday papers stands at 116,637,606.)

Who trains the house magazine editors? Who retrains hundreds of journalism school graduates who at zero hour find the mass media have too few openings?

Corporate communicators arrive from various directions. Some are former newspaper reporters who prefer the corporate setting. Some are journalism school graduates. Then there's the PR department's former secretary who gradually shouldered the layout and photographic chores, and the university grad with a penchant for writing who talked management into letting him start a company magazine.

Industrial journalists, usually working

from public relations or marketing departments, write and edit magazines, newspapers, press releases, brochures, speeches, handbooks, slide presentations. They do interviews, design publications, take photographs, and work on corporate advertising. Some even plan the staff picnic, act as head office tour guides or visit public schools to demonstrate their craft.

But corporate communicators are the first to admit their performance is uneven.

New corporate communicators have to learn two foreign languages: the printer's (pica, bleed, color separation) and the businessman's (sausages, money, computers or insurance).

In Canada, one of the earliest house organs was the *Independent Forester*, for members and employees of The Independent Order of Foresters, a fraternal benefit (insurance) society. The *Forester* began publishing in 1880.

It wasn't until 1942 that a Canadian organization of industrial editors dedicated to promoting a professional approach to the field took shape. Formed in Toronto and called the Canadian Association of Personnel Publications, it was joined by a Montreal chapter in 1944. In 1947 the name was changed to the Canadian Industrial Editors Association (CIEA).

By 1969 there were more than 400 editors of member companies coast to

coast, and more than 2-million Canadians were reading the business publications they produced.

In 1971 CIEA became Corporate Communicators Canada (CCC). Toronto's was the largest of eight active chapters.

In 1974 CCC affiliated with the U.S.-based International Association of Business Communicators, and now is known as IABC Canada District 1. It comprises chapters in Toronto (still the largest), Montreal, Winnipeg, Calgary, Vancouver, Yellowknife, and 40 members-at-large. Ottawa was granted a charter in April 1976, and chapters in Sudbury, London and Edmonton were expected to join shortly.

IABC Canada 1 reaches more than 4-million Canadians through publications edited by its members and distributed to employees in almost every industry.

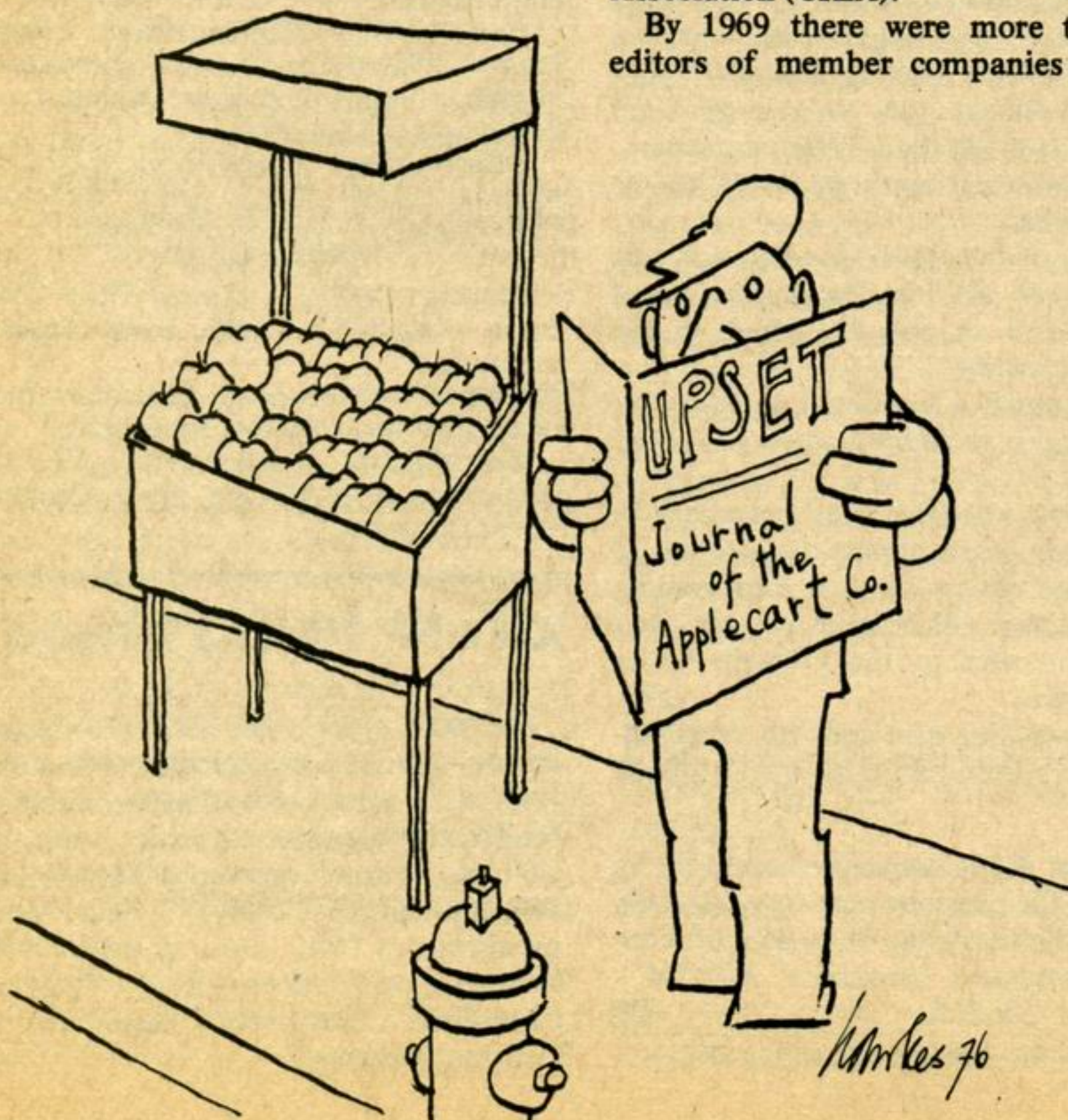
Corporate Communicators Quebec, with about 160 members compared to Toronto's 134, was judged IABC's outstanding chapter in 1975, winning in three of six categories in the international competition. IABC has approximately 75 chapters in the United States and Canada, plus affiliates in 10 foreign countries, including Japan and India.

CCQ's most ambitious program, and one sorely needed across the country, was a non-credit evening course in internal communications management. It ran from August to April at McGill University, and aimed at assessing the scope of, and satisfying the requirements of the internal communications industry in business, government, and institutions. Offered jointly by the university and CCQ, it will be available again next year.

Learning opportunities provided by local chapters include seminars, workshops and monthly meetings featuring prominent speakers in journalism, business and public relations. Member publications are evaluated and awards given for superior writing and design. Other services include monthly bulletins, a placement service, and conferences sponsored by IABC, which also offers a research service.

Recognizing that good corporate communications depends on the professionalism of its practitioners, member companies foot the bill for IABC membership and tuition fees, luncheons, and travel expenses. (30)

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



Column By Morris Wolfe

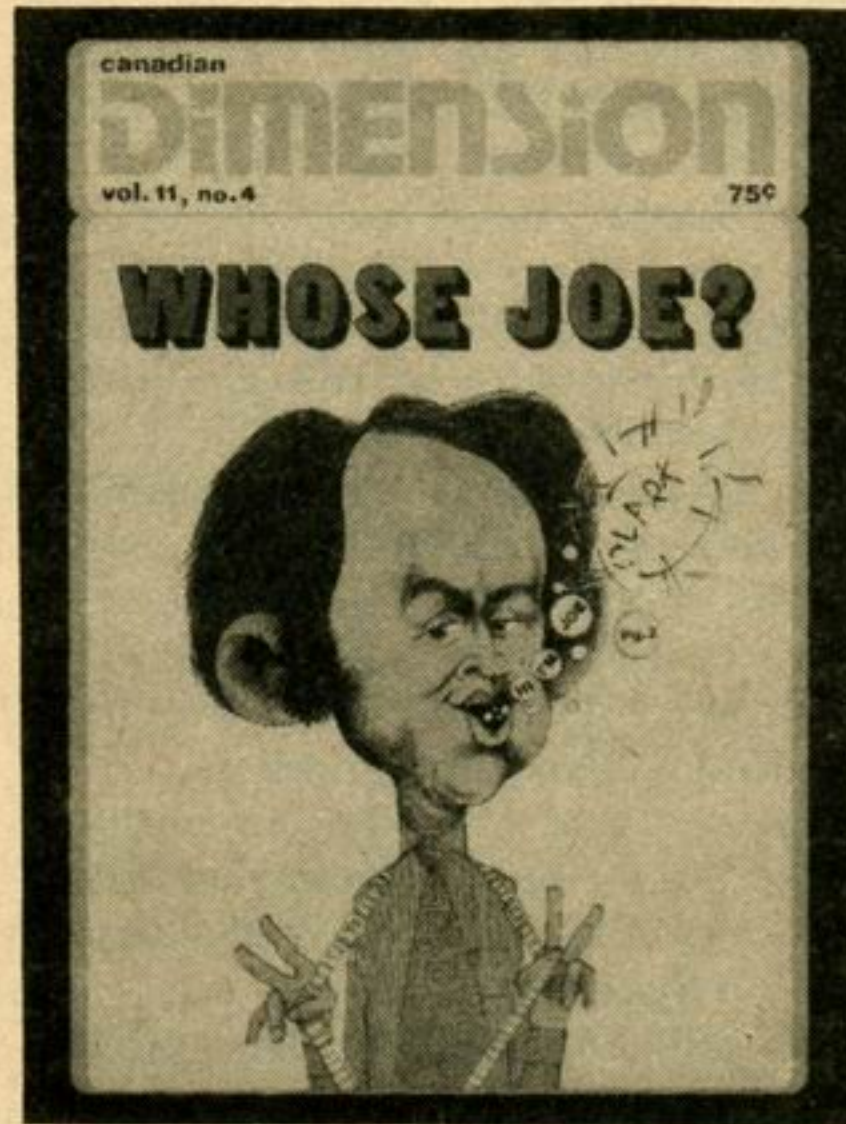
I've had mixed feelings about the Ontario Attorney-General's crackdown on "obscene" magazines. As a card-carrying member of The Canadian Civil Liberties Association, I object. And yet I wonder if the time *hasn't* come for us to take a fresh look at our notion of freedom of the press — a notion that's remained virtually unaltered since its original formulation in the seventeenth century. When the arguments of John Milton's *Areopagitica* ("For the Liberty of Unlicensed Printing") are used almost daily to defend the activities of unscrupulous business people whose interest couldn't be further from the truth, one has to at least *ask* if something hasn't gone wrong and if there isn't a better way. What Milton was talking about in 1644 was words, and what he says about words still applies as well as it did then. But I wonder if those arguments apply equally well to photographs, say, or to television.

As a non-driver, I loved the *CP* story last month about an appearance before the Canadian Radio-Television Commission of a group of Montreal bicycle riders called Citizens On Cycles. They asked the CRTC to abolish all automobile advertising on radio and television. According to their brief, car advertising panders to "individualistic fantasies [of] freedom and power."

It continues to be assumed that the word "free" in free-lancer means that you work for nothing. Three recent examples from my own experience: i) I'm asked to speak to a journalism class and agree to do so. Only later do I think to ask if speakers are paid. I'm told that it's not automatic; only those who ask are paid. ii) *CBC Learning Systems* invites me to offer an opinion on a book they're thinking of publishing. I agree. No money is mentioned and again it's only later that I get around to asking whether I'm to be paid for my time. The answer is a reluctant yes. iii) I'm called by a journalist friend who wants to know whether I've seen *The Vancouver Sun* for Wednesday, May 19. He informs me that my May television column for *Saturday Night* has been reprinted there. Had they asked my permission, he asks? No, they hadn't. Well, he says, the *Sun* has a reputation for doing just that kind of thing — reprinting things without asking permission or offering payment. It's cheaper that way and the onus is on the

freelancer. So today I've written a letter to *Sun* publisher Stuart Keate asking why my permission wasn't sought for reprinting the article and requesting payment, Sigh.

This past month's mail brought the annual fundraising letter of the left-wing journal *Canadian Dimension* (\$6 yearly,



P.O. Box 1413, Winnipeg). "You can rest assured," says the letter, "that any contribution you make . . . will be of profit only to socialism in Canada. The magazine hopes to raise enough money to increase the number of issues it produces from eight to eleven." But I must say I'd much rather they used the money to ensure that what's published in *eight* issues is readable. As things stand now you have to be the most devoted of

socialists to wade your way through *Dimension's* ponderously-written typoladen pages. The following sentence from an editorial in the March issue by publisher Cy Gonick is not atypical of the magazine's prose. ". . . the incidence of wage control imposed by the anti-inflation program will itself distort relative wages from their historical patterns and is bound to set off still another round of strikes once it is lifted." Try reading a whole magazine full of that stuff.

Harper's Magazine, after a few years in the doldrums following the departure of editor Willie Morris, has taken on new life in the past few months. They've dropped the silly "Wraparound" section, gone back to a traditional format, and have been running some first-rate articles. In April there was Michael Novak's provocative "The Family Out of Favor" which argues that growing up has become unfashionable in our society. "In medieval paintings," he writes, "children look like miniature adults. In tableaux from life today, adults appear as wrinkled adolescents." In the current issue (June) there's an essay by Garry Wills ("Feminists and Other Useful Fanatics") on our continuing need for prophets — people like the early twentieth century American feminist Harriet Stanton Blatch and like Martin Luther King. "Politicians do not bring about change," Wills reminds us. "Their effort, very useful in its way, is to prevent change — to slow it down, blunt it, absorb it. . . All the initially unpopular political causes . . . had their origins in the streets, or in back alleys, not in electoral contests."

INJUDICIOUS ABBREVIATION OF THE MONTH

All Over For K.C.?

CHICAGO — The National Hockey League has served notice that the financially troubled franchise of the Kansas City Scouts is set to be terminated. But the league has given city officials ten days to come up with an acceptable plan to

forms the club that it has failed to pay dues and also has failed to repay a 300-thousand-dollar loan secured from the league to complete the 1975-76 season.

Campbell says that Kansas City owner Edwin Thompson

league has no desire to take over the Scouts.

The fate of the troubled California Seals franchise was also discussed during today's meeting in Chicago. But the status of the fran-

From K. C. Irving's Saint John *Telegraph-Journal*, May 26. A Supreme Court of Canada decision on the Irving anti-combines case is expected later this year.

ON HIRING AND FIRING (THREE DAYS LATER) AT THE PRINCE ALBERT DAILY HERALD

By YVONNE ZACHARIAS

PRINCE ALBERT — By anyone's standards, Lorna Bratvold's initiation into journalism hasn't been an easy one.

Her three-day stint at the Thomson-owned Prince Albert *Daily Herald* in this north-central Saskatchewan city was just long enough to produce two or three stories "superior to stories which reporters with a great deal more experience on the staff had ever produced," according to Dick Wright, the *Herald's* former managing editor and currently managing editor at *The Daily Times* in Brampton, Ont., also a Thomson-owned paper.

And it was also just long enough to put Wright through one of the greatest dilemmas he'd faced in his 17 years of "climbing up the hard way:" he had to choose between acting against his better judgment and firing Bratvold or putting his future career on the line and refusing to fire her.



Wright said he came close to choosing the latter. "It came to a last-ditch stand" against *Herald* publisher Clarence Wiseman or giving in to his order to fire Bratvold.

In the end, "I bowed — I decided I was going to do whatever my superior told me to do."

Bratvold, 25, is a BA graduate from the University of Victoria. Last fall she had just completed a summer job as a correction typist also doing some re-write work at the Saskatoon *Star-Phoenix*, and was casting about for an opening into journalism.

She found it when Wright called her in for an interview in November and hired her on the spot.

In retrospect, Wright said he was "hasty and panicked a bit in hiring her." But three staff members were leaving the *Herald* and in Saskatchewan, "you just don't have a great number of people camped on your doorstep" waiting for jobs, he said. "Saskatoon seems as far north as people want to come in Saskatchewan."

With the job application file empty except for Bratvold's application, Wright hired her without consulting Wiseman who was then a new publisher at the *Herald*. Meanwhile, Wiseman "had been talking to central office and arranged to have an unknown person brought in," Wright said.

In allowing Wright to hire without

consulting him, Wiseman "claims that he was a bit tardy in not establishing a policy as far as hiring was concerned," Wright said. Wiseman declined to comment on the matter, suggesting this reporter contact his lawyers.

The unknown person from Ontario never did materialize.

* * *

About the same time this discussion between managing editor and publisher was going on in the backrooms, Wiseman and Bratvold had their first encounter. Wiseman called her into his office Monday, her first day of work, for what was supposed to have been an informal chat, telling her "he liked to get to know his employees," she said, adding "it was actually kind of enjoyable."

In a seemingly casual manner, Wiseman asked her who she knew at the *Star-Phoenix* and more specifically if she knew Barry Wilson who was then Saskatoon Newspaper Guild president. Unwittingly, Bratvold said yes.

Bratvold said she "sensed a bit of tension" in the office Tuesday but didn't think anything of it until Wednesday when Wright who "seemed very, very upset" called her into his office and fired her.

Bratvold left Prince Albert the next day, stunned, and carrying in her pocket a letter of recommendation from Wright.

Recalling the letter, Wright said several times he hoped this reporter would accept his words in confidence. "It was a bit awkward at the time. My concern was for her future. I was trying to do everything to pave the way."

Bratvold was the unfortunate victim of "departmental upgrading," he said. "The publisher advised me that Lorna just wasn't experienced enough to do the job."

It was at this point that Wiseman and Wright had "a bit of a disagreement." When "I suggested keeping her on as a junior, he said there was not enough money in the budget."

As it turns out, Wright said he was forced to hire totally inexperienced people for the positions of wire and women's editors at about the same time. No one was sent from the east for these jobs because "the role of the newspaper is to recruit their own people," he said, adding that it is rare that a senior person is transferred in for these positions.

* * *

Amazed at her own naivete, Bratvold said she never suspected she was fired because she was suspected of being a Guild plant until another reporter leaving the *Herald* went in to say his good-byes to Wright and was told this was the reason, according to the reporter.

"I was very upset. It was the morning after the night before and I hadn't had too much sleep," Wright explained, referring to the night when he said he and his wife lay awake contemplating his future career.

He recalled "explaining to him (the reporter) that things had not improved too much. I told him that I had just hired a reporter and was forced to let her go." But "I don't recall all that I said. I was very emotional."

Wright concluded that "sometimes I say too much to people — I tend to confide."

Bratvold and Wilson got word of that farewell conversation and "it went from there," Bratvold said. First to the Saskatchewan Labor Relations Board which ordered the *Herald* to re-instate her with back pay, then to the Saskatchewan Court of Appeal which also ruled in her favor.

Meanwhile, Bratvold's journalism career had suffered a setback. Between Nov. 5 when she was fired and May 25 when she was re-instated, she worked for five weeks as a cab driver in Saskatoon and as a night copygirl at the *Star-Phoenix*.

"It was a very difficult experience from start to finish," Wright said.

But Bratvold is not so sure it was a totally negative experience. At least she's less naive, she said, though the whole affair has "sort of broken my confidence."

Her journalism career finally off to a belated start, Bratvold is back at the *Herald* and having a much easier time working there than she'd expected following her re-instatement.

* * *

Wright was transferred to the Brampton *Daily Times* shortly after firing Bratvold but he said the two actions are not related and that the transfer was not a demotion but a welcome move since he wanted to return to Ontario.

A bad dream which just might turn out to have a happy ending after all? Maybe. In any case, a lesson has been learned the hard way. "The publisher does have the final say," Wright said. (30)

Yvonne Zacharias is a reporter working for the Regina Leader-Post.

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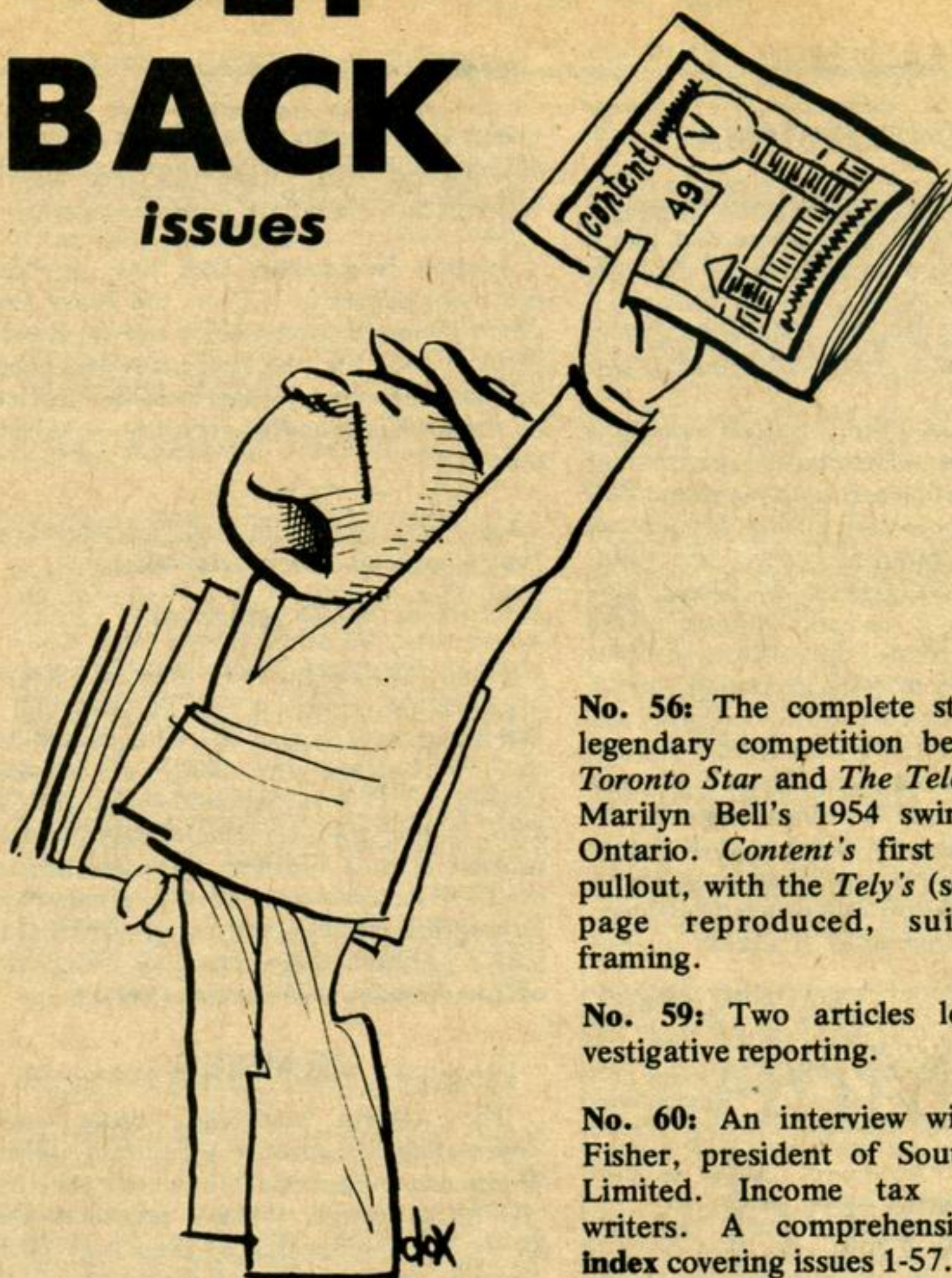
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OMNIUM-GATHERUM

BRITISH COLUMBIA

Close, but here, have a cigar department: A short editorial in *The Vancouver Sun* (April 27) mentioned, "just for the record," that the **Newsmen's Club of B.C.** failed to pass a motion proposing that the club refrain from accepting donations from corporations and political bodies.

"We mention the matter because newspaper writers, when describing situations where others, particularly politicians and civil servants, are open to such gifting, tend to call it conflict of interest," the *Sun* said.

The editorial was written by **Mike Valpy** who resigned from the club because of the vote. Just for the record, the vote was 16-12 for the motion, with support from some of the club's executive. A two-thirds majority was required.

In more positive action, the club changed its name to the **Press Club of Vancouver**.

New club executive members are **Ashley Ford** (*Province*), president; **Paul Knox** (*Sun*), vice-president; **Berton Woodward** (*Province*), secretary; **Alf Strand** (*Sun*), treasurer.

Notice Board

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.

JULY 31-AUG. 3: Association for Education in Journalism (AEJ), College Park, Maryland. Contact: Q. C. Wilson, 118 Reavis Hall, Northern Illinois University, DeKalb, Ill. 60115.

AUG. 10-12: Conference on "The Crisis in Canadian Broadcasting," Halifax, N.S. Contact: Canadian Broadcasting League, Box 1504, Ottawa, Ont. K1P 5R5.

Aug. 30-Sept. 4: International Association for Mass Communication Research 10th general assembly and scientific conference, Leicester, England. Contact Prof. J. D. Halloran, Centre for Mass Communication Research, University of Leicester, 104 Regent Road, Leicester LE1 7LT, England.

Sept.: Conference on "Criticism on the Mass Media," Barcelona, Spain.

QUEBEC CITY seminar on labor and business reporting, sponsored by Canadian Daily Newspaper Publishers Association, will be held **Oct. 19-20**. For information write CDNPA, 250 Bloor Street East, Toronto M4W 1E7 or call (416) 923-3567.

CALGARY seminar for journalists from the four western provinces, dealing with consumer affairs and related investigative reporting, and with the law, will be held **Oct. 28-29**. Sponsored by Canadian Daily Newspaper Publishers Association. For information write CDNPA, 250 Bloor Street East, Toronto M4W 1E7 or call (416) 923-3567.

Phil Frost, former editor of *The Island Star* of Courtenay, now is a reporter/photographer with *The Campbell River Mirror*.

Sterling Newspapers Ltd. has purchased two more papers in B.C. — the *Peace River Block News* (a twice-weekly out of Dawson Creek) and the weekly *Chetwynd Echo*. Sterling now owns 16 papers in the province. Its *Alaska Highway News* (Fort St. John) went daily June 1.

Joe Dary, news editor of *Fort McMurray Today*, has joined *CP* in Edmonton.

THE NORTH

Inuit Tapirisat, the national Eskimo organization, told a CRTC hearing in Winnipeg recently that the *CBC* should help the Inuit learn the skills of television promotion. They recommended that the *CBC* assist in preparation of community television projects, that a northern television advisory board be set up to ensure that locals have a say in program selection and policy, and that the *CBC's* northern radio service be extended to all communities of 200 or more people.

PRAIRIES

The **Alberta Legislative Press Gallery Association** is appealing a ruling by speaker **Gerry Amerongen** which bans reporters from the MLA lounge. Gallery president **Geoff Davey** told the Speaker by letter May 13 that the **Alberta Press Council** would be asked to look into the matter. As an alternative solution, the association would like the government to provide an area close to the assembly, where reporters and politicians can meet informally.

Bob Strumm, a desk sports editor at *The Edmonton Journal* and prior to that a sports writer and columnist at the *Star-Phoenix* for 10 years, becomes executive assistant to the president of the Western Canada Hockey League, one of the country's three top junior leagues. Strumm will work out of Edmonton until the head office moves to Calgary in July.

Colleen Slater-Smith, provincial editor of the *Regina Leader-Post*, has moved to *The Western Producer*, a farm paper in Saskatoon owned by the Saskatchewan Wheat Pool. Slater-Smith will become editor of the *Producer's* magazine section.

Bessie Bissett, home and family editor of the *L-P* since 1951, and **Dorothy Sherrick**, *L-P* contributor and a former home and family editor, recently retired at the same time. **Lila Moore**, a desk editor, becomes home and family editor.

Veteran reporter **Tom Loran** has returned to the Saskatoon *Star-Phoenix* after an absence of several years. Loran had been a reporter, city editor and editorial writer at the *S-P* before leaving to become editor at the *Kamloops Daily Sentinel*, a position he soon left for employment as an outdoors writer and

reporter at *The Edmonton Journal*. Loran will write on civic affairs for the *S-P*.

Cathie Grant, producer of the Shragge Line, a popular open-line program at Regina's *CKCK Radio*, will move to *CKRC Radio* in Winnipeg. Grant will share production duties and on-air work with **Kevin Evans** on *CKRC's* open line.

Kris Purdy, host of the 24 Hours evening news program at *CBC* Regina, moves to *CBC Radio* in Edmonton at the end of summer.

In **Winnipeg**, *CJOB* news director **Steve Halinda** leaves for *CBC Winnipeg* to head news, replacing **Herb Nixon**.

Gary Scherbain leaves his morning talk show at *CKRC*. He and his wife have bought a native crafts shop in downtown Winnipeg.

Also leaving *CKRC* in a huff over news policy are **John Pierce** (veteran radio news man) and **Linda Fabeln**. *CKRC* programming is going more and more rock.

Jim Farrell leaves his public affairs anchorman post at *CKND-TV* to join the crew and be "the voice" at Assiniboia Downs. Jim has been stuck with the love of horses and now makes his hobby his job. The station is looking around and will announce a replacement for the fall schedule.

ONTARIO

J. D. (Doug) MacFarlane, chairman of the journalism department at Toronto's Ryerson Polytechnical Institute, has been appointed editorial director at *The Toronto Sun*. MacFarlane, 59, once the editor-in-chief at the defunct *Toronto Telegram*, is expected to move into the *Sun* in September.

Credit unionism is a world "where it would seem strange if a man didn't give you the shirt off his back if you needed it, and where anger and outrage still rise up at unkind or thoughtless acts." So writes **Ron Kenyon** in the preface to his recently-published history of the credit union movement in Ontario, entitled *To The Credit of the People*.

The movement, which started in 1940 with virtually nothing, now has 1.5-million members controlling \$2.25-billion. The forces behind the phenomenal success, Kenyon told *Content*, are "the power of the people, backed by the power of the press, behind the power of the dollar."

When **Beland Honderich** now publisher of *The Toronto Star*, wrote about credit unionism in *The Star Weekly* in the 50s, membership and assets increased dramatically. **Pierre Berton** has been honored for his support of the movement.

It took Kenyon, 55, three years of original research to produce the book. "We had to tape-record old-timers, precis dusty minutes, and battle our way through correspondence files and old newsletters," he said.

Kenyon, a former newspaperman and magazine writer, now operates an industrial writing service in Toronto and publishes, with wife **Sheila**, the weekly *Milverton Sun*.

The book is available from the Ontario Credit Union League, Credit Union Drive, Toronto, Ont, M4A 2A1 at \$7.50 hard cover, \$2.50 soft.

* * *

At the *Ottawa Citizen* long-time editor writer **Ben Malkin** retired recently. His place has been taken by **Peter Benesh**, who had previously worked for *CBC* and *The Windsor Star*. . . *Citizen* business editor **Gordon Legg** has moved to *The Toronto Star*.

* * *

"Today's Child," a daily column by **Helen Allen** which introduces children needing parents to couples who want children, will appear less often in future.

This is because of the decline in numbers of Ontario children waiting for adoption homes, itself due in no small part to Helen's column.

The column appears in 23 dailies and 155 weeklies.

* * *

Graham Spry, journalist, broadcaster, author and a moving force behind the establishment of the *CBC*, was to be given an honorary Doctor of Laws degree at **York University's Atkinson College** convocation, June 12.

* * *

The third annual report of the **Ontario Press Council** is now available, free of charge, from the council's offices, 151 Slater St., Suite 708, Ottawa, K1P 5H3. In it, chairman **Davidson Dunton** writes of the need for freedom-of-information legislation, not primarily in the interest of the press, "but rather in the interests of the public as a whole." There is also a run-down of the complaints the council received during 1975, and its adjudications. In all, 65 complaints were registered, 11 were settled between parties involved, 44 didn't proceed, and 10 went through the adjudication process.

QUEBEC

Robert McConnell, editor of the *Vancouver Province*, will move to **Montreal** this summer to become executive assistant to *Gazette* publisher **Ross Munro**.

* * *

Reacting to charges that the Quebec provincial police offered to pay a *Montreal Star* reporter for intelligence information, the **Quebec Federation of Professional Journalists** has warned reporters to beware of police interference, especially with the super-security-sensitive Olympic games approaching. Police director **Jacques Beaudoin** said a directive telling officers not to make such offers would be released.

ATLANTIC PROVINCES

Joey Smallwood, former premier of Newfoundland and one-time reporter, told the Atlantic regional meeting of the **Radio and Television News Directors' Association** in **St. John's**, May 21, that a major flaw in reporters is a lack of respect for accuracy. Accuracy will suffer from having to handle huge volumes of information, he said, but also when a reporter approaches the legislature with an attitude of superiority rather than a sense of public duty.

* * *

George Catt, news director at **Fredericton's CFNB** radio and a legislative reporter for nine years, quit the news business May 31. In his mid-thirties, Catt was honored with a tribute in the New Brunswick legislature by Premier **Richard Hatfield** and Opposition members. Catt has no definite plans, but feels it's time for a change.

Classified

TELEPHONE ORDERS NOW ACCEPTED. Until July 9 (guaranteed insertion), July 12 (insertion not guaranteed) for next issue. Distribution July 20. 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.

JOBS AVAILABLE

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

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.

JOBS WANTED

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

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.

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

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

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

PUBLICATIONS

images, a new magazine for Manitoba writers invites short story and article submissions. 1710-1712 Portage Ave., Winnipeg, R3J 0E2. C-66

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

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.

FOCUS

THE 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*, 22 Laurier Ave., Toronto, Ont., M4X 1S3 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

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

SERVICES

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

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

OTHERUM

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

AWARDS

Members and non-members of the **U.S. Harness Writers Association** are eligible to vie for \$100 **John Hervey** awards and a grand prize of \$1,000 for harness racing stories published from Jan. 1, 1976 to Sept. 30, 1976. Entry deadline is **Oct. 25** for non-members, who should send entries to: **U.S. Trotting Association**, 333 N. Michigan Ave., Chicago, Ill. 60601.

The Winnipeg Tribune placed second overall in the 41st annual **Editor and Publisher Newspaper Promotion Awards**, winning two first prizes (radio promotion for papers under 200,000 circulation and outdoor/poster promotion for papers in the 50,000-100,000 category) and four certificates of merit. Top winner was *The New York Times* with four firsts and three certificates, including a first in the in-paper classification for its "If you were running a newspaper, would you sell 72 cents worth of newsprint for 60 cents?" ad.

Other Canadian winners were the *Toronto Sun* (first for poster advertising in the 100,000-200,000 category), the *Ottawa Citizen* (a first for in-paper circulation promotion and one certificate), *Le Soleil* (first for promotion in a trade paper), *The Toronto Star* (three certificates), *Vancouver Sun* (two certificates), *Calgary Herald* (one certificate and an honorable mention).

In all, there were more than 1,000 entries in 11 classifications and five circulation groups.

MAGAZINES

George Provost's *Winnipeg Life*, due on the newsstands May 1 with a 55,000 circulation, was still in limbo at the end of the month. Lots of advertising sold, but most of it from liquor distillers (common in most Canadian city magazines). The Manitoba Liquor Commission is saying that this type of advertising is a "no-no."

Esquire magazine no longer accepts unsolicited manuscripts. Anything sent to *Esquire* is being returned unread.

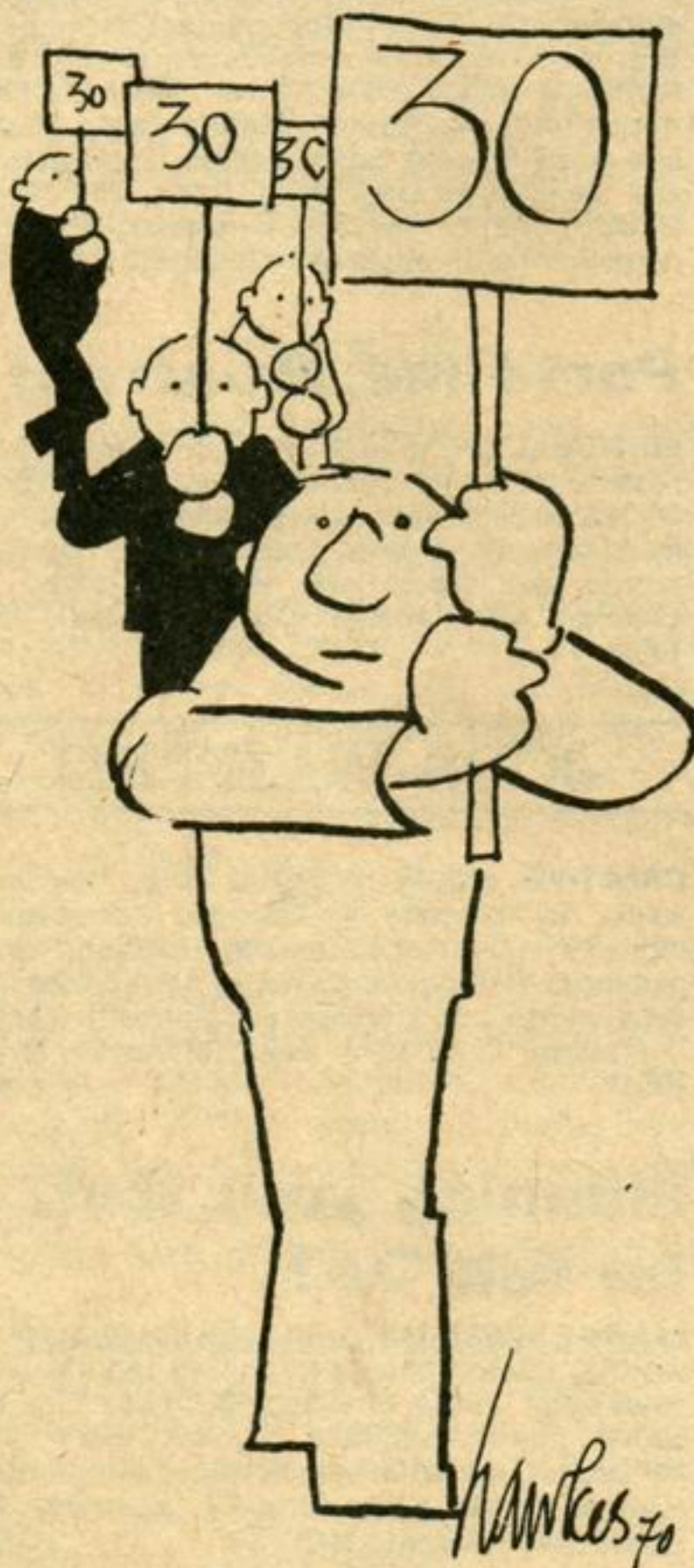
At *Maclean's*: Writer **David Cobb** replaces **Elaine Dewar** as cultural editor; **Mark Nichols**, former managing editor of *Time "Canada,"* is the new head of *Maclean's*' Canadian section; and **Peter Brimillow** has left *The Financial Post* to become the magazine's business editor.

Ottawa-based freelance photographer **John Galt** has been appointed photo editor of *The Canadian Review*. Galt has done work for *Maclean's* and *Time* magazines. In May, the *Review* moved to new headquarters at 251 Cooper St. in Ottawa.

MISCELLANY

The "—30—" traditionally used to mark the end of newspaper reporters' copy may have originated in the **Guild's** efforts in the 1930s to raise reporters' wages to \$30 per week, according to an item in the **New York Guild's Frontpage**.

Dudley Straus, chairman of the N.Y. Guild's Medical Journals Unit, says reporters began typing "—30—" at the bottom of every story to remind themselves, their co-workers and the publishers of the \$30 goal.



Krista Maeots is the new executive producer of *CBC-AM's* morning show, once known as *This Country in the Morning*. Maeots has

worked at the *Calgary Herald*, *Ottawa Citizen* and Queen's University's School of Public Administration.

Toronto Star Ltd. shareholders will be asked at their next annual meeting to approve a change of the company name to **Torstar Corp.** A new subsidiary, **Toronto Star Newspapers Ltd.**, was to be formed July 1, to publish the *Star*.

Toronto Star Ltd. consolidated earnings for the six months ending March 31 rose \$1.7-million to \$5,288,000. Total revenue was \$92.9-million, of which \$22.2-million came from another subsidiary, **Harlequin Enterprises**.

Thomson Newspapers Limited's 1975 profit was \$35-million, up \$5-million from 1974. The company has enough cash (about \$20-million) and credit potential that it feels it can acquire any available newspaper it wants.

Chairman and president **Kenneth R. Thomson** told *The Globe and Mail* (May 29), "I can't see any opportunity that would materialize on Canada or the United States that we couldn't handle."

The company now owns 105 newspapers in North America, mainly in small and medium-sized cities, 48 of them in Canada.

Omnium Erratum: On page 9 last month we accidentally gave **Fred Poland**, secretary-treasurer of the **International Science Writers Association**, the extra job of secretary-treasurer of the Canadian SWA. Actually the CSWA sec'y-treas. is **Neil Morris** of the *London Free Press*.

From **Katie FitzRandolph** in Ottawa: "Regarding your item on *BC Today* (#63, p. 27), 'a twice-a-month to be published out of Victoria twice a month.' I want to make sure I've got their publishing schedule clear in my mind. Are you trying to tell us a year's subscription would bring 24 copies? That it would come only a little bit more infrequently than a magazine published every two weeks?"

That's right. In other words, *BC Today* is a semi-monthly, appearing 12 times in six months, or, it's a twenty-fourthly.

Apologies to **Jack Marsters** of *The Gazette*, incorrectly named Jack Marston on page 29 last month. Jack is the past president of the **Montreal Press Club**.

OBITUARIES

Ernest G. Paine, once *The Toronto Star's* resident reporter in New York City, and later employed by *UPI*, *Reuters* and the *London Daily Telegraph*, died May 15 in New York. He was 83.

C. Bruce McKenzie, 69, former publisher and editor of the Paisley (Ont.) *Advocate*, died in late April after a long illness.

Hilary Brigstocke, 56, *Times of London* Ottawa correspondent from 1955 to 1971, died of cancer May 7.

MAILING LABEL